



ZIP LINE – PONIJERI EXCURSION SITE, KAKANJ

Project title	Zip line – Ponijeri excursion site in Kakanj
Sector	Tourism
Location	Kakanj Municipality
Location description	Kakanj Municipality is located north of Visoko and southeast of Zenica, in the center of Sarajevo- Zenica basin, the economically most significant and most densely populated region of BiH. It is situated in the southern part of Zenica-Doboj Canton. Kakanj Municipality covers an area of ca 377 km2. Kakanj Municipality has a favourable trading position, a well-developed network of trunk, regional, local and uncategorized roads. The route of the Corridor Vc and the trunk road M 17 pass through its territory, providing good potential for developing road communications. The distance from Kakanj Municipality to Sarajevo, the capital of Bosnia and Herzegovina, is 50 km; the distance to Zenica, the seat of Zenica- Doboj Canton is 25 km, while the distance to the international airport in Sarajevo is 51 km. Railway Ploče-Bosanski Šamac runs parallel to the Corridor V-c and the trunk and regional roads, and its total length within Kakanj Municipality is 21. Kakanj Municipality has predominantly hilly and mountainous terrain and is rich in numerous water springs, forests, ore deposits and other natural resources. In terms of tourism potential, there are preconditions for the development of cultural, historical, religious and mountain tourism. Ponijeri is an ideal and attractive spot for leisure and relaxation of both domestic and foreign tourists. Its altitude is 1200 m and its distance from the town centre is 20 km. It is a great site for leisure during winter, with its 1000 m long ski slope and a ski lift. Ski school and ski rental are also available. A small part of the Tajan Natural Monument is located in the area of Kakanj Municipality. Its highest peak at the altitude of 1297 m can be accessed from

	Ponijeri, via a hiking trail that can also be used for mountain biking. Tajan was declared a natural monument in 2008. It is situated between the municipalities of Kakanj, Zavidovići and Vareš and its highest point is 1297 meters above sea level. This natural monument offers facilities and infrastructure for the fun and comfortable stay of guests.
Company description/ Project background	The potential of agriculture and tourism are among the unused strengths of Kakanj Municipality. The strengths of Kakanj Municipality in tourism reflect in the rich cultural and historical heritage and development potential for different types of tourism, with infrastructure made for the development of tourism, sports and recreational activities. The geographical location, cultural and historical richness and the existing resources of Ponijeri Ski Centre represent a quality pillar for the development of tourim. Ponijeri Ski Centre is the only winter tourism facility in Zenica-Doboj Canton and the aim should be to make it a priority in winter tourism offer in the Canton. The enhancement and construction of tourist infrastructure and improvement of tourism offer will increase the revenues and budget generated by tourism. In terms of cultural and historical tourism, the best solution is to create packages which would include the existing offers of Sarajevo, Visoko, Vareš, and Travnik and attract tourists to this yet undiscovered story of BiH, connected to Kakanj and its surrounding. This is where to look for a solution. The Municipality of Kakanj has significant economic potential to support the development of the **"ZIP LINE – Ponijeri Excursion Site"** project, particularly in the sectors of tourism, hospitality, sports, and recreation. This project aligns with the broader strategic goal of developing the **"Mountain Tourism Complex Ponijeri and its Surrounding and Creation of the Unique Tourism Offer of Kakanj Municipality Area"**. **1. Tourism and Recreation** Ponijeri – Mountain Tourism: Ponijeri is known as a local excursion site and winter resort with the potential for adventure tourism development. Existing infrastructure includes a ski slope, hiking trails, and weekend cottages, providing a solid foundation for additional attractions such as zip-lining. Proximity to Cultural and Historical Sites: Kraljeva Sutjeska, with its Franciscan Monastery and the Church of St. John the Baptist, attracts tourists interested in history and culture, which could contribute to an increased number of visitors to Ponijeri. **2. Hospitality and Accommodation** Expansion of Accommodation Capacities: The Ponijeri area already has private lodging facilities, weekend houses, and mountain lodges. The development of the zip-line attraction could encourage further investment in accommodation and hospitality services. Restaurants and Local Gastronomy: An increase in visitors could positively impact

	local restaurants and traditional food producers. **3. Sports and Adventure Activities** Hiking, Biking, and Skiing: The zip-line could contribute to the development of adrenaline tourism and adventure sports at Ponijeri, extending the tourist season beyond the winter period. Connection with Eco-Tourism: The project could be part of a broader sustainable tourism strategy, including environmental protection and the promotion of active outdoor recreation. 4. **Local Economy and Employment** Job Creation Opportunities: The development of the zip-line attraction could generate employment opportunities in tourism, adventure sports guiding, equipment maintenance, and hospitality. Support for Local Entrepreneurs: Local producers of handicrafts, souvenirs, and food products could benefit from an increased number of tourists. The "ZIP LINE – Ponijeri Excursion Site" project contributes to the realization of the strategic goal of developing the Ponijeri complex and creating a unique tourism offer for Kakanj Municipality. Its implementation could significantly impact economic growth by strengthening tourism, creating new job opportunities, and connecting with existing economic activities in hospitality, recreation, and local production.
Project status	The project is currently in the ideal phase, as it allows for various development possibilities.
Project description	The ZIP LINE – Ponijeri Excursion Site project is a key initiative within the Kakanj Municipality's tourism development strategy, aimed at boosting adventure tourism and local economic growth. The project includes the construction of a high-quality zip-line, designed to provide thrilling experiences with panoramic views while ensuring compliance with safety standards. The estimated investment is not known in this moment, and it depends on investors. The project anticipates larger number of visitors annually, generating good revenue per year. Investment opportunities include Public-Private Partnership (PPP) or Direct private investment. The Municipality of Kakanj will support investors by facilitating permits, environmental compliance, and integration into the broader tourism master plan. Successful case studies, such as Zip World (UK) and Tara Canyon Zip-Line (Montenegro), highlight the strong potential for economic and tourism growth. Investors are invited to collaborate through site visits, feasibility studies, and structured investment agreements to bring this strategic project to life. The "Zip Line - Ponijeri Excursion Site" project can significantly impact the competitiveness of the tourism sector in Bosnia and Herzegovina in several key

	aspects: **1. Tourist attraction:** Zip line attractions are increasingly popular among adventure and adrenaline sports enthusiasts. This type of tourism can attract not only domestic tourists but also international visitors, which increases the competitiveness of BiH in the regional and global markets. Ponijeri is already known as a tourist and ski resort, and the addition of a zip line attraction contributes to the diversity of the tourist offer, making it more attractive to a wider group of visitors. **2. Extension of the tourist season:** Tourist destinations in BiH, especially those focused on winter tourism, often face the challenges of seasonality. Zip lines can attract tourists during spring, summer and autumn, thus extending the tourist season and increasing overall visits. **3. Economic effects on the local community:** The successful development of this project can create new jobs, both directly through zip line operations and indirectly through increased demand for hospitality, accommodation and transport services. This can improve the economic situation of the local community. The increased number of visitors can also benefit local producers and caterers, thereby increasing local consumption and contributing to the development of small entrepreneurs. **4. Destination branding and promotion:** A successful zip line project can help brand Ponijeri as an adventure tourism destination. Such projects often have high visibility on social networks, which can further improve the image of BiH as a tourist destination. By creating unique attractions such as the zip line, Ponijeri can become recognizable for something that is not available in other parts of the country, thereby increasing its competitive advantage compared to other tourist destinations in the region. **5. Sustainability and conservation of natural resources:** If the project is implemented with an emphasis on sustainability, it can become an example of ecotourism, which is an increasingly popular trend among world tourists. Sustainable management of Ponijera's natural resources can attract tourists who ARE interested in preserving the environment, which further contributes to the competitiveness of the destination. All these components together can significantly contribute to increasing the competitiveness of the tourism sector in Bosnia and Herzegovina, increasing the attractiveness of the country as a destination for adventure and ecotourism, and contributing to the economic development and sustainability of local communities.
Estimated total investment cost	The project does not have a predefined estimated value, as the location offers flexibility for various types of developments. Potential projects include hotels, wellness centers, resorts, and other tourism-related facilities, depending on investor interest and market demand. This adaptability allows for customized investments that align with the specific needs of the tourism sector and maximize the potential of the site.
Inputs provided by local partner	**Value** / **Description** **1. Land and Infrastructure Support** • Land Availability: The municipality can facilitate access to suitable land for

	the zip-line and related infrastructure • Infrastructure Development: Commitment to improving or co-financing necessary infrastructure, such as road access, parking, water supply, and electricity connections • Regulatory and Permit Assistance: Fast-tracking permits and approvals for construction, environmental impact assessments, and business operations. **2. Financial and Incentive Support** • Co-financing or Public-Private Partnership (PPP): The municipality can explore financial contributions or incentives, such as co-financing certain infrastructure or offering tax benefits. • Tax Incentives: Possible exemptions or reductions in municipal taxes and fees for a certain period. **3. Workforce and Training Support** • Skilled Local Workforce: Availability of trained or trainable local personnel for operations, maintenance, and customer service. • Partnerships with Educational Institutions: Collaboration with local schools and universities for specialized training in adventure tourism, safety, and hospitality. • Employment Incentives: Possible municipal support for job creation programs, encouraging local employment. **4. Legal and Administrative Assistance** • Facilitating Foreign Investment Procedures: Guidance on investment laws, business registration, and compliance with local regulations. • Dedicated Investor Support Office: Establishing a contact point within the municipality to assist the investor with administrative procedures and problem-solving. **5. Potential Synergies with Other Projects** • Connection to Other Tourism Projects: The zip-line can be integrated with Ponijeri's ski resort, hiking trails, and other planned tourism infrastructure. • Regional Cooperation: Strengthening tourism links with Zavidovići and Kraljeva Sutjeska for a more diverse visitor experience.
Inputs required from foreign partner	**Value** | **Description** The Municipality of Kakanj is seeking an investor to finance the construction of the zip-line infrastructure as part of the 'ZIP LINE – Ponijeri Excursion Site' project. The required investment includes the installation of zip-line cables, launching and landing platforms, safety systems, access paths, and accompanying visitor facilities. The municipality is ready to support the project by facilitating land access, necessary permits, infrastructure connections, and promotional activities, ensuring a favorable investment environment.
Form of cooperation with foreign partner	**Financial** | **Technical** **1. Public-Private Partnership (PPP) – Best for Long-Term Collaboration** The Municipality provides land, permits, and infrastructure support, while the investor funds the construction and operation of the zip-line. Revenue-sharing model: Both parties agree on a percentage of revenue distribution. Best for projects requiring long-term investment and public sector support. ✅ Advantages:

	✔ Municipality retains ownership of land and ensures project sustainability. ✔ Investor benefits from reduced risks with municipal backing. ✔ Long-term revenue potential for both sides. OR **2. Direct Private Investment – Best for Fast Implementation** The investor fully funds, builds, and operates the zip-line as a private business, leasing or purchasing land from the Municipality. ✅ Advantages: ✔ The fastest implementation with minimal municipal involvement. ✔ Attracts a well-established investor with expertise. ✔ Municipality benefits through taxes, job creation, and tourism growth. **Technical** **1. Technical Assistance Agreement – Best for Knowledge Transfer & Expertise Sharing** The foreign partner provides technical expertise, including design, safety standards, engineering, and operational best practices. The Municipality manages local permits, regulatory compliance, and land access. The investor or a third-party trains local staff to maintain and operate the zip-line. ✅ Advantages: ✔ Ensures compliance with international safety standards. ✔ Transfers knowledge to local operators for long-term sustainability. ✔ Lowers technical risks by involving experienced professionals.
Supporting information available	For additional information about this project, please contact FIPA either by e-mail: fipa@fipa.gov.ba or phone number: +387 33 278 080.