Zagreb is not about that first impression. Passers-through tend to miss all the finer nuances it has to offer. For better or worse, the Croatian capital manages to stay well under the travelers’ radar, with its secrets like many comparable European cities. But in our quick tour, let’s skip the usual city history and list of tourist attractions. You will find that online anyway, within minutes. Here is our list of the top 10 reasons why living in Zagreb is great!

1 SAFETY
Despite the first thing people tend to mention when talking about Zagreb: safety. This is a nice place to live in and even raise a family if that’s what you plan to do. No red-line rules to talk about, no long record of murders, assassinations, kidnappings, muggings. Even pickpocketing is quite rare. You want to take a walk around Downtown at 2am? Sure, why not.

2 LOCATION
Zagreb is perfectly located if you want to travel around a bit and use it as your base. Paris, Berlin, Prague, Athens, Istanbul, Rome, Madrid or London: all within a two-hour flight. Plus, you can easily fit a daily roadtrip to Venice, Vienna, Budapest, Belgrade, Ljubljana, not to mention the seaside.

3 SEASIDE PROXIMITY
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4 RELAXED LIVING
With its population under 1 million, Zagreb might be just the right size: not too big to get lost in, not too small to trigger claustrophobia. This is where Central Europe meets the Mediterranean way of life, meaning life is conducted at a relaxed pace. People enjoy their little daily rituals, taking life easy and having fun. This is not to say Zagreb is lazy, there is a lot of hustle and bustle. The city is known for its thriving cultural life, street festivals are frequent events. Time to walk around or relax at a cafe, free of purpose, no primer (thinking before agreeing to meet for a coffee today, not in two weeks time).

5 AFFORDABILITY
Living in Croatia is very affordable compared with other Euro-capitals: cheap food, drink, and.... Many daily expenses are 1 or 3 times cheaper than, say, in Germany, or UK. A beer will cost you a here 2 euros, a nice meal around 15 euros. Croats tend to say: what everyone else calls organic food, we just say food. On a daily basis, Zagreb’s open air’s markets offer remarkably fresh and healthy vegetables, fruits, fish, meat, dairy products, most locally produced. You can eat well and live healthy.

6 HEALTH
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7 PLEASANT CLIMATE
Zagreb: varying a typical continental climate with very distinct seasons. Summers are real summers, with long (sometimes up to 30 degrees Celsius), written rain showers, albeit short. Winters are very cold, heavy snow, rarely dropping much below zero. Some snow, but not much. The air is clear, not humid and air quality is good for a city this size.

8 DIVERSE NEIGHBORHOODS
Once you decide to move here, you will have plenty of neighborhoods to move from, the upper town, downtown, Novi Zagreb to the many residential areas. Each has its own secrets, from the UK-based neighborhood in downtown to the old Jewish quarter in residential Novi.

9 NO SERIOUS TRAFFIC ISSUE
For a city its size, Zagreb has very few traffic problems. During rush hour the traffic is actually moving, slowly and surely, save a few seconds. Public transportation covers the wider city area well, with its blue trains being the most visible, most photographed. That most frequently visited destination is Domestic, aka the 250 large at Zagreb—aka a great city to bike in, wherever the bike lane network is, yet to be developed fully, but it’s on the way.

10 GROWING EXPAT COMMUNITY
Zagreb seems to attract artists, researchers, entrepreneurs, and foreigners from all over, from New Zealand and Australia to Sweden or China are flocking in and calling Croatia their home (especially those younger than 40). (In any case, you can always try the impossible and learn Croatian – great way to make new friends.)

Is it all so perfect? Well, no. Many things might and will get on your nerves: from slow and complicated bureaucracy to the before mentioned lack of proper biking lanes or more internationally diverse restaurants... Things are changing for the better, Zagreb is on the rise, especially with more and more foreigners coming in, investing and starting their businesses. Many international companies are discovering Croatia as well, as a place to grow in and grow with, using its resources and its advantageous location. For sure, Zagreb is a different animal to London and NYC, but many who have moved here wouldn’t swap it for either. If you are up for an adventure, if you are up for discovering secrets, this is one of the safest and most pleasant cities around. And might it be just the place for you.

WELCOME, OR RATHER DOBRODOŠLI!

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