



Teme: Grad Mali Lošinj

The Croatian Town With Cleaner Air Than Most of Europe

December the 1st, 2025 – There's a gorgeous Croatian coastal town with cleaner air than most of Europe – and it's even been scientifically confirmed.

As Antonio Ivcevic/Putni kofer writes, in a world where air quality is becoming increasingly important, there are places that defy pollution trends and remain oases of purity, blooming with the scent of nature and healing properties. One such place is right here in Croatia, in a coastal settlement that has been mentioned in medical circles for more than a century, and is known among travellers as a destination where you can “breathe deeply”. Its climate is often described as a “Mediterranean elixir”, and the effects of the air are so recognisable that many have called it a natural pharmacy under the open sky.

The Croatian town with cleaner air than most of Europe is of course beautiful Mali Lošinj, a settlement which combines sea aerosols, essential oils of indigenous plants and a favourable micro-climate. It has long been the subject of scientific analysis and health recommendations. As early as the end of the 19th century, Austrian and Hungarian doctors declared Mali Lošinj a climatic health resort, stating that the ideal humidity, number of sunny hours and constant air circulation create conditions extremely favourable for the respiratory system.

According to documents from that period, patients with chronic respiratory problems were sent there precisely because of the specific mixture of clean sea air and rich vegetation of fragrant herbs.

What makes Mali Lošinj so special is its unique combination of two factors: the sea and the forest. The winds constantly bring in particles of sea aerosol, droplets rich in minerals, while the dense pines, immortelle, sage, rosemary and myrtle release essential oils that spread through the air. According to studies by local health institutions and air quality measurements, Mali Lošinj belongs to the highest category of cleanliness (category 1), which means that concentrations of harmful particles such as PM2.5 and NO almost never exceed the recommended limits. This is precisely why visitors often describe a feeling of “freshness” and “easier breathing” after just a few hours on the island.

Upon arrival in Mali Lošinj, you'll be greeted by a captivating mix of scents of lavender, rosemary, immortelle, lemon, sea, pine... So intense that perfumes become somewhat redundant. Nature well and truly takes the lead here. The island is home to an impressive 1,200 plant species, including 230 medicinal ones, and thanks to the abundance of sunlight and the mild Mediterranean climate, their essential oils constantly fill the air and turn every breath into a tiny, repeated ritual of relaxation.

This exceptional peculiarity of Mali Lošinj has not escaped the notice of scientists. As early as the end of the 19th century, Austrian medical experts began studying the island's climatic conditions, amazed by their impact on health. The decisive moment came in 1892, when Mali Lošinj was officially declared a climatic health resort, making it one of the first places in this part of Europe to even hold such a status.

One of the most famous stories from that period is related to Dr. Conrad Clark, a prominent physician from Vienna, who brought his son suffering from chronic respiratory problems to Mali Lošinj. After just a few weeks there, the young boy's condition improved significantly, without medication, thanks only to the clean sea air, sunlight and healing nature. This experience sparked a wave of interest in Mali Lošinj as a destination for recovery, especially for people with respiratory problems, asthma and allergies. Since then, it has been nicknamed the “healing island”.

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