

## ČIKAT BAY LOŠINJ

DISCOVER THE HIDDEN GEM OF THE ADRIATIC











## CROATIA

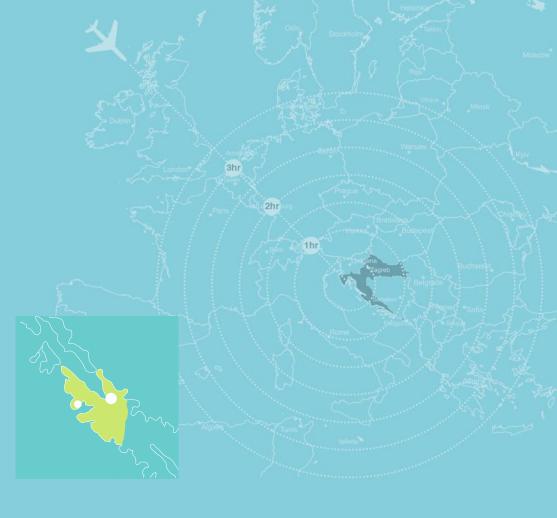
Situated in Central Europe, Croatia offers a unique combination of cultural heritage, natural beauty and delicious local food and wines.

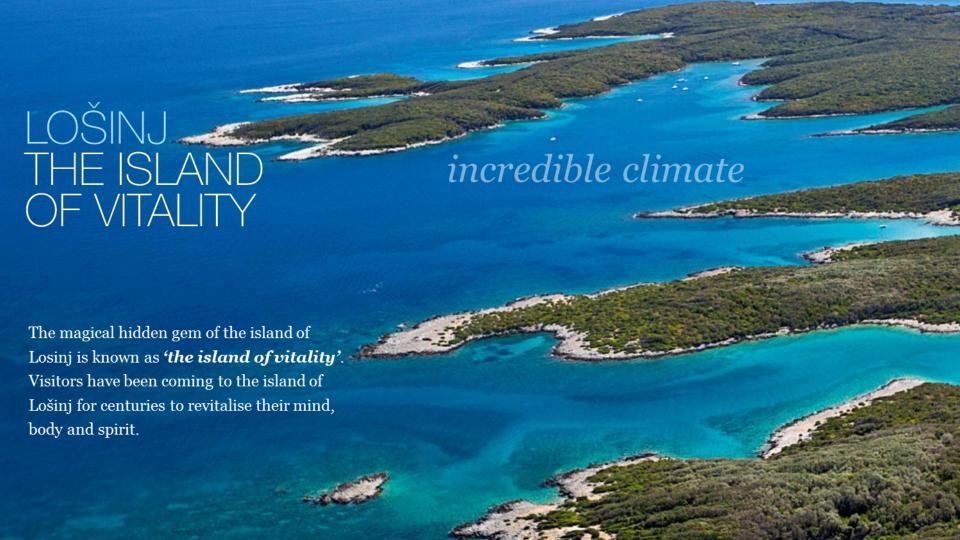
## HIDDEN UNSPOILT ACCESSIBLE

ČIKAT BAY LOŠINJ











## Island of Lošinj

- Unique geographical setting
- Climatic health resort since 1892
- 125 years in the tourism business









### Island of Lošinj

- Immense cultural heritage
- Protected natural heritage
- The Croatian Apoxyomenos an archaeological find of global significance
- Year-round destination















# ADVENTURE AND FUN

For those searching for new experiences and adventure – there's something for everyone.

learn to catamaran

scuba dive

windsurf & kitesurf

discover the island by bike

## Jadranka Group Mission & Vision

#### **Mission:**

To use an innovative business model as a means of developing into a recognizable international brand built around the unique features of the destination!

#### Vision:

To be a desirable employer and a role model in creating new value, offering premium services in a healthy and preserved natural environment tailored to the needs of the modern international traveler!

## About Jadranka Group

- Tradition with over 65 years of experience
- Since 2005 Jadranka is structured as a holding company Jadranka d.d. manages its own dependent Associates:

Jadranka hotels
Jadranka commerce
Jadranka campsites
Kamp Slatina
Jadranka yachting
Yacht club Velopin







## About Jadranka Group

- Today, Jadranka Group is **the fifth largest Croatian tourist company** and the biggest employer in the Lošinj-Cres archipelago.
- The biggest regional employer; about 700 permanent employees, about 1,300 during the summer months
- 1,047.300 overnights (in 2014th); **over 50% on the island** (1,500 accommodation units in the hotels, while campsites have a capacity to accommodate up to 8,000 guests)





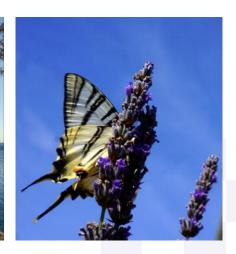


## About Jadranka Group

- **Undeniable importance** for the town and its tourist board (tourist tax, contributions, fees, taxes, etc.)
- Environmental protection is an indispensable part of our company's vision
- Green Company ISO 9001, ISO 14001, our beaches fly the Blue Flag
- Orderly and timely payment (suppliers, contractors, salaries)
- Corporate Social Responsibility; local hiring, donations/sponsorships (over HRK o.8mil)







### **Investments**

- Continuous development since 2007 more than € 170 million
- Significant turning point of the company was in 2007 when the investment agreement on development and improvement of hotel services was concluded with EBRD. Rising facilities' quality to the level of four and stars is the main guideline in Jadranka hotels development policy.
- Development is based on the principles of sustainability and respect for characteristics of the local community, but putting in the spotlight needs of modern customers.
- In July 2014, and after a detailed reconstruction worth more than EUR 50 million, Čikat Bay saw the opening of Bellevue, the first 5\* hotel on Lošinj, as well as the first 5\* hotel on any Croatian island.
- With the opening of Bellevue started a 5\* investment cycle in Čikat Bay, which will be the backbone of year-round tourism, which in Lošinj has a tradition that is more than 120 years old.



# BELLEVUE

HOTEL / LOŠINJ











HOTEL / LOŠINJ





Originally built in 1966 and recently renovated to be transformed into a hotel of pure elegance and sophistication where luxury comes as standard.

The Bellevue Spa was recently voted a Top 10 Spa in the world.









### Awards

• Hotel Bellevue has been recognised as a winner in the

TOP 25 LUXURY HOTELS - CROATIA
category of the 2016 TripAdvisor Travellers' Choice™
awards for Hotels, ranking 6 out of 25, and in the
TOP 25 HOTELS - CROATIA category, ranking
14 out of 25.

• For the 14<sup>th</sup> year, TripAdvisor has highlighted the world's top properties based on the millions of reviews and opinions collected in a single year from travellers around the globe.



### **Awards**

Hotel Bellevue has received the prominent Global Wellness
 Travel Award in the category Best New Spa & Wellness
 Property 2015 and became the first hotel in Croatia to have won this international award.







- Hotel Bellevue was also chosen as the **Best Conference Resort** of South-East Europe in 2015 by the Kongres Magazine.
- At a prestigious international design competition in Venice, the International Lighting Design Prize Codega, the Medusa project, lighting fixtures in the Lošinj Bay of Čikat, at the Hotel Bellevue's beach, won the first place.
- The project of the Hotel Bellevue's lighting, designed by Dean Skira, was nominated in 2014 for one of the most prestigious world lighting awards, the Lighting Design Award, in the category for the best international lighting project.



# ALHAMBRA

BOUTIQUE HOTEL LOSINJ



Our new boutique hotel is a member of Small Luxury Hotels of the World and offers luxury without compromise. A perfect blend of Austro-Hungarian architecture and modern comforts.











## Branding and Marketing

- Positioning on the world tourist map
- Redefining destination image with the positioning of 5\* hotels
- Membership in the elite international group "Small Luxury Hotels Of The World"
- Attracting market segments with higher income
- Visual Identity Hotel Bellevue, Boutique Hotel Alhambra & Villa Hortensia
- Luxury Čikat Bay branding
- Website re-designing Web design inspired by the hotels' and Čikat Bay's visual standards







By Lošinj Hotels & Villas

BY Lošinj Hotels & Villas

## Branding and Marketing

- Visual Identity
- Brochures
- Photoshooting
- Advertising
- Website
- Social Media
- Events
- The aim is to achieve with a coordinated action of all marketing tools a synergistic effect in the field of hotel positioning and destination repositioning.

## Visual Identity Boutique Hotel Alhambra

- The 3rd edition of The Best Brand Awards
- Finalst The Best Brand of Europe & Russia

#### Description:

Logo is created from two letters A from Art Deco Villa Augusta and Villa Alhambra, which are merged into new luxury boutique hotel.







## RUNNER UP EUROPE & RUSSIA

- 2015 -

Country:

Croatia

Brand:

Boutique Hotel Alhambra

Agency:

Kuharic Matos Ltd.

Client:

Losinj Hotels & Villas





Thank you for your attention

www.losinj-hotels.com