

Prim

BAY RESORT

# PRIM BAY RESORT SALES PLAN | 05\_2019



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## NUMBER 1 PRIMOŠTEN. LOCATION

### 1.1 THE SMALL TOWN OF PRIMOŠTEN

The picturesque small town of Primošten is situated between the cities Šibenik and Trogir in Croatia. The city, formerly located on an island, mainly offers private accommodation away from mass tourism (aside from the Hotel Riva).

A labyrinth of narrow streets leads from the square Rudina biskupa Josipa America at the beginning of the old town, past old Dalmatian stone houses, up to St. Juraj church. If you look to the side on the way there, you will discover many lovingly designed backyards, small, well-kept gardens and flowers and shrubs blooming in bright colours. Perched on the highest point of the Old Town is St. Juraj parish church.

Primošten is often referred to as "the dry cape" due to its low rainfall. A circumstance that is very appealing to holidaymakers and sunbathers. Around the old town of Primošten, on the hot summer days you can enjoy fantastic beaches for sunbathing and a crystal-clear sea for a dip in the cool water. The Velika and Mala Rudica beaches are especially popular with families with children. Trampoline, pedal boat rental and many other sports and recreational opportunities are guarantors of unforgettable bathing days, where large and small bathers will find it hard to get bored.

In the evenings, there are restaurants, konobas (local restaurants) and taverns serving Dalmatian delicacies, which are best enjoyed with the local excellent Babic wine. On a romantic walk along the waterfront, which leads around the old town complex, holiday evenings sound quiet. There are great opportunities to socialise in the bars and konobas on the promenade. The nearby Aurora night club is the meeting place for all night owls who want to immerse themselves in the nightlife of Primošten.

The town of Primošten is one of the most beautiful holiday destinations in Croatia due to its unique location, beautiful beaches, attractive tourist destinations such as the Krka and Kornati National Parks, as well as hospitality and charm that is second to none.

### 1.2 BEACHES

For bathing holidaymakers in Primošten there are beautiful pebble beaches, rocky stretches of beach and quiet bays just outside. The official beaches of the resort are family-friendly, shallow in the sea, and there are a variety of gastronomic offerings around the beaches as well as active sports and leisure activities.

#### 1.2.1 VELIKA RADUĆA BEACH

Velika Raduća beach is the largest and most popular beach in Primošten. The pebble beaches with shallow slopes into the crystal clear sea also offer some rocky stretches and bathing plateaus. Deck chair and beach umbrella rental, café bar, showers, changing rooms and a lifeguard station are also located on Velika Raduća beach. At the edge of the beach trees provide natural shade.

#### 1.2.2 MALA RADUĆA BEACH

At the beautiful Mala Raduca pebble beach you can enjoy a wonderful view of the old town and turquoise blue shimmering sea. The beach, which slopes gently into the sea, offers numerous activities and is especially popular with families with children. Cafes and restaurants are located in the immediate vicinity. There is no natural shade to be found on the beach here.

#### 1.2.3 STRAND GARBINA

Garbina beach is located on the north side of the old town peninsula. The natural beach offers rocky sections that are interrupted again and again by beautiful small pebble sections. The shady spots under the pine trees on the edge of the beach are extremely popular on hot summer days.

#### 1.2.4 VAROŠ BEACH

Directly in front of the old town along the Riva (at the "Legends Pub") is the pebbly Varoš beach. There are restaurants and bars to be found along the beach promenade. Although the stones are a bit coarser at Varoš beach than at the Raduca beaches, there is a magnificent view of the sailing yachts in the small harbour and the beautiful old town of Primošten.

#### 1.2.4 BEACH NEAR PORAT BAY

Porat beach, shallowly sloping into the blue sea is located just outside, below the former hotel complex. From Porat beach, which is probably the most popular among the inhabitants of Primošten, you can enjoy an unforgettable view of the old town of Primošten and the bay. The beach offers pebble beach and rocky beach sections.

In the immediate vicinity of Primošten there are other beaches, beach sections and bays such as little Luka/Popozo beach right next to the town harbour. The seven offshore islands, which can be reached within a few minutes by boat, also invite you to relax with their beautiful beaches and secluded coves.

### 1.3 SIGHTS

In the jumble of small streets in the old town there are many beautiful corners to discover. Another building worth seeing is St Juraj church, and those who venture into the idyllic hinterland should expect the typical Dalmatian stone houses in Primošten Brunji, an ancient settlement area of about 20 small quaint places, where you might start to think that time has stood still.

#### 1.3.1 ST JURAJ CHURCH

Saint Juraj church, built in 1485, towers in the Dalmatian sky on the highest point of the Old Town peninsula. The interior of the church, which was built in the 15th century, houses the sarcophagus of Bishop Arneric, which is still revered today by many Dalmatians in the region. Although the path to the church leads over a few steps, the view and the church itself are worth the exercise.

#### 1.3.2 THE CITY GATE

The city gate of Primošten is located right at the beginning of the old town. After the connection of Primošten island (first by a bridge, later by a dam) the old drawbridge was demolished and at the beginning of the old town the city gate was built. Many refer to the location as "in the middle of Primošten", which is not entirely correct, because at the time of the gate the mainland was hardly populated and the location at the beginning of the old town still symbolises the old border of the city.

#### 1.3.3 VINEYARDS OF PRIMOŠTEN

About 3 km south of Primošten are the vineyards of Bucavac Veliki. The 18.4 ha vineyards are divided into 56 small fields surrounded by dry stone walls. In the red earth, which is covered with stones, the Babic grape variety is cultivated. The wine-growing area is unique in the entire Adriatic region and is currently waiting to be included in the Unesco World Heritage List.

#### 1.3.4 OTHER POINTS OF INTEREST

Also worth seeing is the small church of St Rok from the 17th century, which is located next to the small parking

facility in front of the old town. Another small chapel, the Gospa od Porta from the 18th century, can be found at the beginning of the port entrance. A beautiful viewpoint is located on Kremik peninsula, which lies south of Primošten.

## 1.4 ENTERTAINMENT & LEISURE

Primošten offers beautiful beaches and tourist destinations as well as a wide range of leisure activities. Traditional festivals and events provide entertainment during your stay in romantic Primošten.

### 1.4.1 SPORTS AND LEISURE FACILITIES

Primošten offers its guests a varied and diverse sports and leisure programme.

#### 1.4.1.1 MARINA KREMIK

The large Marina Kremik is well protected in a bay about 3.5 km south of Primošten. The marina's more than 390 berths are superbly equipped, and the marina offers numerous kinds of support and services. Beautiful destinations and secluded coves that can be accessed by boat, are located in the area.

#### 1.4.1.2 DIVING

For diving enthusiasts and those who would like to learn to dive, Pongo Diving on the Raduca Peninsula and Manta Diving in Camp Adriatic, just north of Primošten, offer the best options. Both diving centres offer classes, dives and equipment rentals.

#### 1.4.1.3 CYCLING

There is a wide network of beautiful cycle paths around Primošten, where you can discover the Riviera and the hinterland. Bicycle rental is available at Hotel Zora on the Raduca peninsula.

Most cycle routes run on field, forestry and gravel paths, as especially in the high season (July and August) cycling along the highway (coastal road) is not recommended.

#### Cycle routes around Primošten

- Primošten - Kremik - Šaričevi - Prhovo cycle route

The just over 23 km long cycle route leads from Primošten along the sea to Kremik bay. From Kremik the cycle tour then goes inland via Šaricevi, past Krc Dolac, and at Stavor it then goes north via Prhovo back to Primošten. Highlights include the large Marina Kremik and the neighbouring vineyards of Bucavac Veliki. Gravel, field and asphalt trails alternate on this tour.

- Primošten-Podgreben-Kalina-Široke-Bilini cycle route

This cycle tour leads from Primošten through the small villages and hamlets in the hinterland. For the 23 km long cycle route you should plan about 2.5 hours cycling time. Just over 500 vertical metres are to be overcome on the hilly route, which is best mastered by mountain bike.

- Primošten-Vadalj- Ložniće-Jarebinjak-Šaričevi cycle route

The approximately 26 km long bike tour runs from Primošten through Vadalj, Ložniće to Sapina Doca. From Sapina Doca we continue via Jarebinjak, Oglavci and Šaricevi back to Primošten. Parts of the route lead over asphalt and farm roads as well as macadam and dirt roads. 2.5 to 3 hours cycling time should be planned for this cycle tour.

- Primošten-Široke-Grebastica-Bilo-Dolac cycle route

You should plan approximately 4.5 hours for the 42 km long cycle tour from Primošten. The cycle route leads first through Prhovo and Široke in the hinterland, before it then goes on to Grebastica, Bilo and Dolac along the sea back to Primošten. On the cycle tour a total of about 860 vertical metres must be mastered. The cycle path is a mixture of single trail routes and forest and gravel paths.

- Road bike tours

Road bike riders are recommended to do tours outside the high season (January - June & September - December) as there is less traffic on the twisty coastal roads at this time.

#### 1.4.1.4 TENNIS

Right at the beginning of the Raduca peninsula are several tennis courts belonging to Hotel Zora, but also accessible to outsiders. At the three clay courts there is a small reception, where you can rent a place for a fee.

#### 1.4.1.5 OTHER OPTIONS

Around the beaches of Primošten many other sports and recreational opportunities can be found such as mini golf, table tennis, bowling, bocce, volleyball. Of course you can hire pedal boats, jet skis and boats on site.

### 1.4.2 EVENTS/CULTURE

During the summer months, many different traditional festivals and events are held in Primošten. Among the most famous and popular events are the folk festival of Primošten ("Festa i uzance") in the first week of August, the Madonna of Loreto (10th of May) and the festival of the Port of Madonna (end of July). There are also regular exhibitions and concerts by local artists and musicians.

### 1.4.3 NIGHTLIFE

If you want to discover the nightlife of Primošten, there are many possibilities. For those who prefer something quieter, there are sociable taverns and bars around the historic old town of Primošten. If you want to turn the night into day and dance to the latest beats all night long, then you should go to the largest nightclub in the region.

The Aurora nightclub is located about 2 km from Primošten and can accommodate 3,000 guests, who can party through the night on several dance floors.

The Aurora club is the largest nightclub in Dalmatia and offers numerous events during the summer months. It is divided into different areas, mostly in the open-air area. The club is open from June to the end of September.



## 1.5 WORTH KNOWING

### 1.5.1 MEDICAL CARE

In case of medical emergencies you can contact the ambulance at Trg. Stjepana Radica 8 (above the roundabout). Medicines can be obtained at the pharmacy in Ulica Grgura Ninskog. There are larger medical facilities in Šibenik and Trogir, which are about 30 km away.

### 1.5.2 BANKS, ATMS AND POST OFFICE MACHINES

ATMs can be found in the old town (e.g. at Biskupa J. Arnerica square) in Primošten. Other ATMs, banks and post offices can be found around Trg. Stjepana Radica square, which is located north of the old town.

### 1.5.3 RESTAURANTS, KONOBAS & CAFES

Restaurants, konobas and cafes are especially easy to find in the old town area of Primošten. Particularly recommended are: Dalmacija restaurant serving specialties such as lobster or crayfish in the Primošten style, as well as Babilon restaurant (Tezacka 15), Kod Marta restaurant on the west side of the old town (rustic set-up, such as tree trunks for seating; organically produced in-house products) as well as the Barba Marko konoba in the middle of the old town and a meeting point for wine connoisseurs.

### 1.5.4 PARKING SPACES

All public large parking spaces in Primošten are fee-based. Parking is available at Stjepana Radica, at Hotel Zora and east of the old town on the waterfront. On foot it takes about 10 minutes to get from the parking spaces to the old town.

## 1.6 HISTORY

The former fishing village Primošten indicates a settlement from the 15th century. However, in the surrounding settlements 2000 years old finds from excavations were discovered along with a church, which was built in 1298. In 1463 the Turks attacked the villages Široke, Prhovo and Kruševo.

The inhabitants fled to a nearby island and settled there. Connected to the mainland by a drawbridge, the town also provided excellent protection against external threats. The drawbridge became a bridge over the centuries, and at some point a dam was created that connected the small island town with the mainland. The name Primošten comes from "preko mosta", which means "over the bridge" in English.

In the middle of the 20th century, tourism developed strongly in the village, and so the first restaurants were created.

In 1956, the "Kremik" inn opened its doors and offered space for about 40 guests. In addition, in 1983, a small port called "Marina Kremik" opened, in which today many luxurious yachts anchor.

Today Primošten is a popular holiday destination for people from all over the world. The beautiful little town has retained its original charm. You'll be searching for hotels in vain. The only hotel on site, Hotel Zora, is located in the middle of the Raduca peninsula, surrounded by beautiful Mediterranean vegetation and dreamlike beaches. Directly opposite the old town with its tangle of small streets and Dalmatian stone houses invites you for romantic walks.



NUMBER 2 PRIM BAY RESORT

2.1 THE 4-STAR SUPERIOR FAMILY RESORT

Escape everyday life and immerse yourself in the fascinating world of Dalmatia. Expect recovery and deceleration, experience the land and its people first hand and discover untouched nature, centuries-old terraced stone plateaus and turquoise waters far from the hectic hustle and bustle. A hotel complex that perfectly integrates with the natural conditions, numerous accommodation options, from classic hotel rooms to family-friendly apartments to luxurious, country-style cottages as well as an extensive sports and wellness offer await you here. Fine dining, a superb sunset dinner overlooking the old town of Primošten or relaxing with a deliciously scented espresso in one of the many cafés in the hotel's Ethno Village will go towards creating a day you'll never forget. When exploring the surrounding UNESCO World Heritage sites by bike or during an evening walk with the family in the picturesque old town or staying at the beach promenade, your wishes will come true.

2.2 FIGURES, DATA & FACTS

- 138,349 m² land area
- 43,657 m² built area
- 250 rooms including suites
- 111 apartments
- 30 cottages
- Max. 1,170 beds
- Ethno Village with edutainment focus
- Extensive range of restaurants, bars and shops
- Public restaurant directly by the sea
- Exclusive sports, pool, spa and beach facilities
- 360 m long pebble beach with public beach promenade
- Harmonious integration into the existing landscape
- Professional and experienced tourism project developers as a guarantee of success

PRIM BAY RESORT: HOTEL FACTS

- 250 rooms
- Hotel building with a total area of 10,576 m²
- Pool landscape on an area of over 1,200 m²
- Roof-top pool over an area of 220 m²
- Wellness and SPA area over an area of approximately 1,800 m²
- Sports facilities over 3,500 m²
- Entertainment facilities covering more than 500 m²
- Gastronomy area over an area of approximately 1,900 m²
- Terraces over an area of more than 4,000 m²
- Garden covering an area of over 3,000 m²
- Garage covering an area of more than 2,500 m²

PRIM BAY RESORT: APARTMENTS FACTS

- 111 apartments over a total area of 5,261 m²
  - 79 small units with approx. 44 - 51 m²
  - 32 larger units with approx. 56 - 73 m²
- Pool scenery over an area of 280 m²

PRIM BAY RESORT: COTTAGES FACTS

- 15 type 1 Dalmatian Cottages with a floor area of almost 400 m²
  - Living area of 115 m² with pool
- 10 type 2 Dalmatian Cottages with a floor area of almost 600 m²
  - Living area of 142 m² with pool
- 5 type 3 Dalmatian Cottages with a floor area of approximately 800 m²
  - Living area of 175 m² with pool

PRIM BAY RESORT: ETHNO VILLAGE FACTS

- Edutainment area over approximately 1,000 m²
- Extensive range of restaurants, bars and shops

PRIM BAY RESORT: BEACH BAR FACTS

- Catering and entertainment over more than 800 m²
- Private pool over 100 m²

PRIM BAY RESORT: BEACH RESTAURANT FACTS

- Exclusive catering area over 280 m²
- Located on the seafront and accessible from the beach promenade

PRIM BAY RESORT: STAFF HOUSE FACTS

- Staff housing on over 2,252 m²
- Own separate parking

2.3 USP'S PRIM BAY RESORT

- Modern and fully equipped 4-star superior family resort, coupled with a regional lifestyle and supra-regional quality
- A unique terraced location, surrounded by typical Croatian vegetation
- Nestled within National Parks and UNESCO World Heritage sites
- Internationally experienced premium family resort operator is used
- Main focus on family, children, recreation, education, Mediterranean and regional lifestyle
- Professional and experienced tourism project developers
- Easy accessibility by car, plane or boat



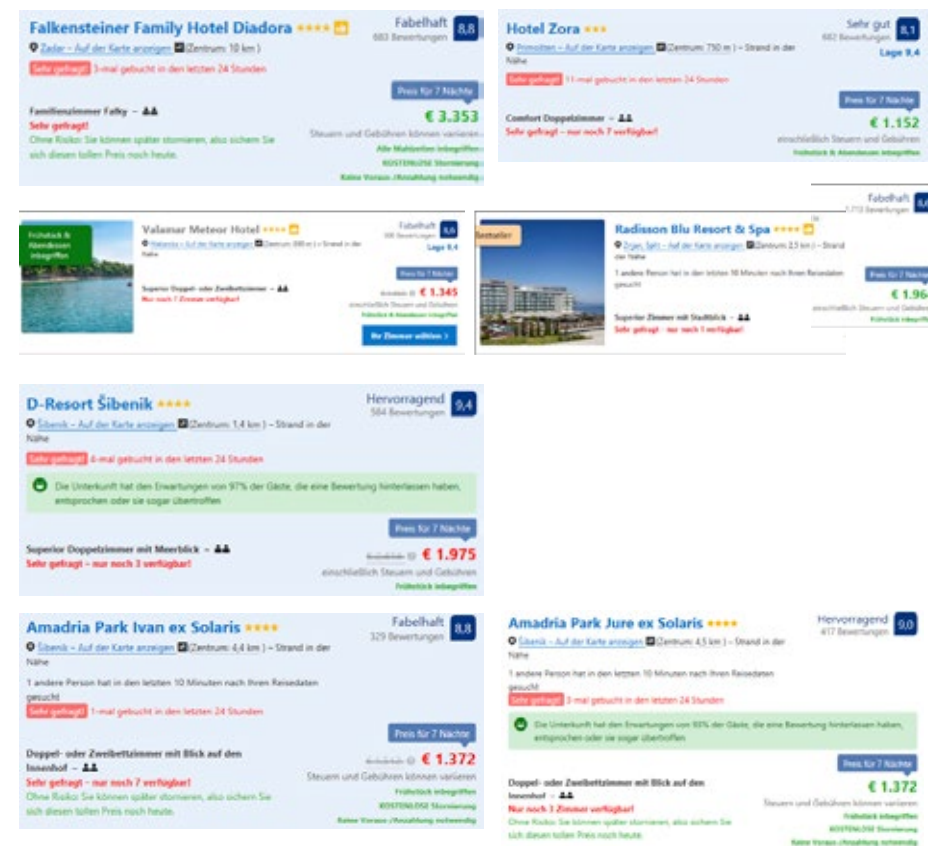
## 2.4 MARKET OPPORTUNITIES & COMPETITORS

- Croatia as a very popular holiday destination (+ 6% arrivals and + 4% overnight stays in 2018)
- Hardly any direct competition in the 4-star superior family resort sector

### SALES OPPORTUNITIES COTTAGES AND APARTMENTS

- Low supply in luxury villa sector in Dalmatia
- Demand of European HNWI's on the rise
- Euro introduction as an investment argument
- Optimal accessibility

### REFLECTIONS ON PRIM BAY RESORT FUTURE PRICING



At first glance, the pricing of the direct competitors is somewhat confusing (at 7 nights in the hotel in the high season - when booking in April).

If Falkensteiner, Zora and Valamar offer OTA's exclusively all-inclusive (soft), then the two Amadria parks, the Radisson and the D-Resort, sell on a bed-and-breakfast basis.

Based on this first observation, a price of EUR 250, - to EUR 280, - per room per night including breakfast is quite realistic (in direct sales in high season). If we assume an all-inclusive offer (which is not yet defined), overnight prices from EUR 300 to EUR 330 are also possible (per room and night in the hotel in high season). The demand is there, the purchasing power is available.





## NUMBER 3 EXAMPLES OF REGIONAL COMPETITORS

### 3.1 HOTEL ZORA

The hotel is located 500 metres from the centre of Primošten and 50 metres from the sea.

Open: from March to November

Main target group: families with children

Hotel category: 3-4\*

Number of rooms: 324 (287 double rooms, 30 family rooms, 7 apartments)

Category: Comfort (\*\*\*) and Premier Club (\*\*\*\*)

Number of buildings: 9

Number of floors: 3 (connected by lift)

Room facilities: balcony or terrace, bathroom with bathtub or shower, hairdryer,

Satellite TV, telephone, air conditioning, heating, possibility of a third extra bed.

Premier Club service:

Room keycard, minibar with water and juices, CD player with radio and clock, Wi-Fi, safe,

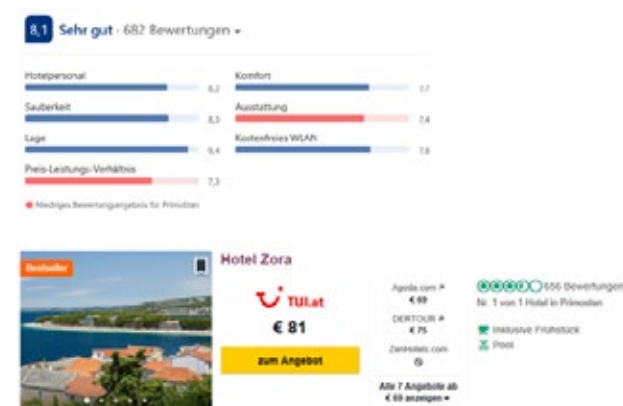
Make-up mirror, dressing gown and slippers.

#### HOTEL DEALS/HIGHLIGHTS

- Hotel restaurant with buffet for breakfast and dinner
- Aperitif bar and piano bar, gift shop
- Wellness boutique, fitness and sauna
- Pool with movable dome
- Tennis courts, basketball, football and beach volleyball
- Mini golf and bocchia
- Internet corner and currency exchange office
- Laundry and ironing service
- Parking, possibility of an organised transfer
- Organised excursions
- Car rental and bike rental
- Water sports (jet ski, banana boat, paragliding, pedal boat rental, diving centre...)

#### STRENGTHS/WEAKNESSES

- + the excellent location and the reasonable prices
- an older facility with low comfort and below average employee performance



### 3.1.1 SALES VIA ORGANISERS



### 3.1.2 ONLINE SALES





3.2 GOLDEN RAYS RESORT

This complex is ideally located by the sea and offers access to a natural rocky beach.

Open: from March/April to October  
Target group: Holiday makers  
Hotel category: 5\*  
Number of rooms: 15 (7 luxury villas and 8 apartments)

Each of the seven villas is detached and has a two-car garage, three or four bedrooms with bathrooms and balconies, a kitchen, a dining room and a living room with a terrace and a partially nested pool. Each villa has a usable area of approx. 370 m².

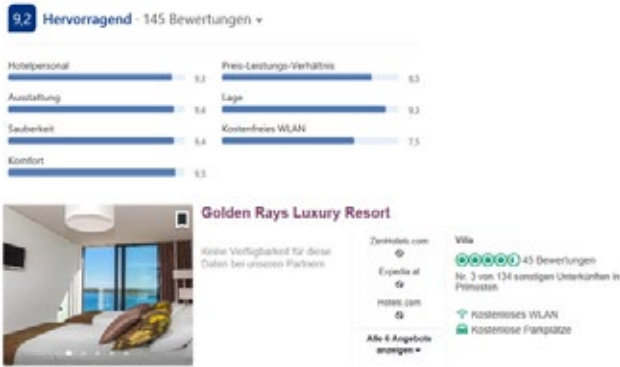
Green roofs on each of the villas give the impression of a garden for the villa behind. The villas are adapted to the topography - partly buried in the grounds with a green atrium at the back of the villa - they combine modern architecture and a Mediterranean atmosphere.

HOTEL DEALS/HIGHLIGHTS

- Sauna and fitness area
- Entertainment and social area
- Various sports and leisure activities

STRENGTHS/WEAKNESSES

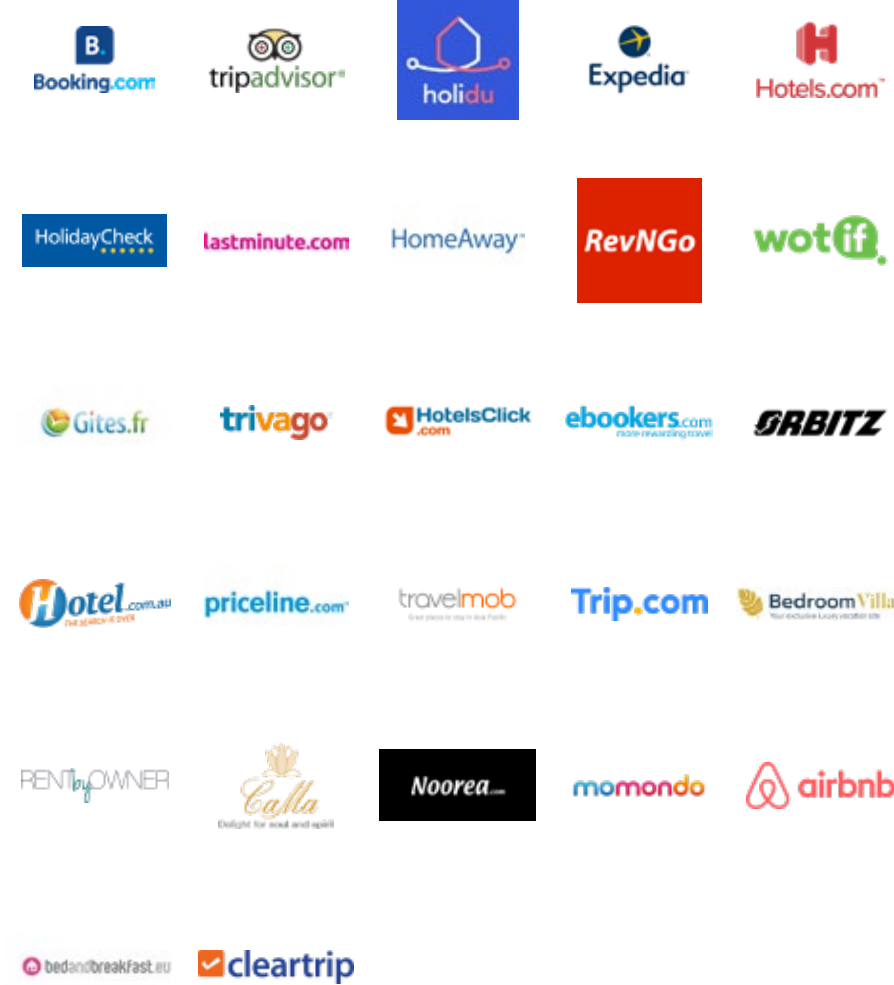
- + the excellent location, the unique selling feature, the manageable size
- the high prices and the restriction of the target audience by the own representation



3.2.1 SALES VIA ORGANISERS



3.2.2 ONLINE SALES



3.3 BELLEVUE SUPERIOR CITY HOTEL ŠIBENIK

The Superior City Hotel Bellevue \*\*\*\* offers accommodation in spacious, modern rooms and suites to meet the needs of all guests.

Open: all year round  
Target group: Business guests and those interested in culture  
Hotel category: 4\*  
Number of rooms: no indications (Classic, Superior, Deluxe, Junior Suite, Executive, Presidential)

The Hotel Bellevue \*\*\*\* is a stylish hotel in the centre of Šibenik, with plenty of natural sunlight and numerous conveniences. The rooms and suites have an urban design with contemporary art.

HOTEL DEALS/HIGHLIGHTS

- Free wireless internet
- Sauna and wellness area
- Generously sized pool
- Various sports and leisure activities

STRENGTHS/WEAKNESSES

- + the excellent location, top ratings, very good general condition and fair prices
- Business hotel and not a holiday hotel, excludes families as guests by its own representation.



Hotel Bellevue-Superior City Hotel

Expedia

€ 119

zum Angebot

21 Bewertungen

Nr. 8 von 14 Hotels in Šibenik

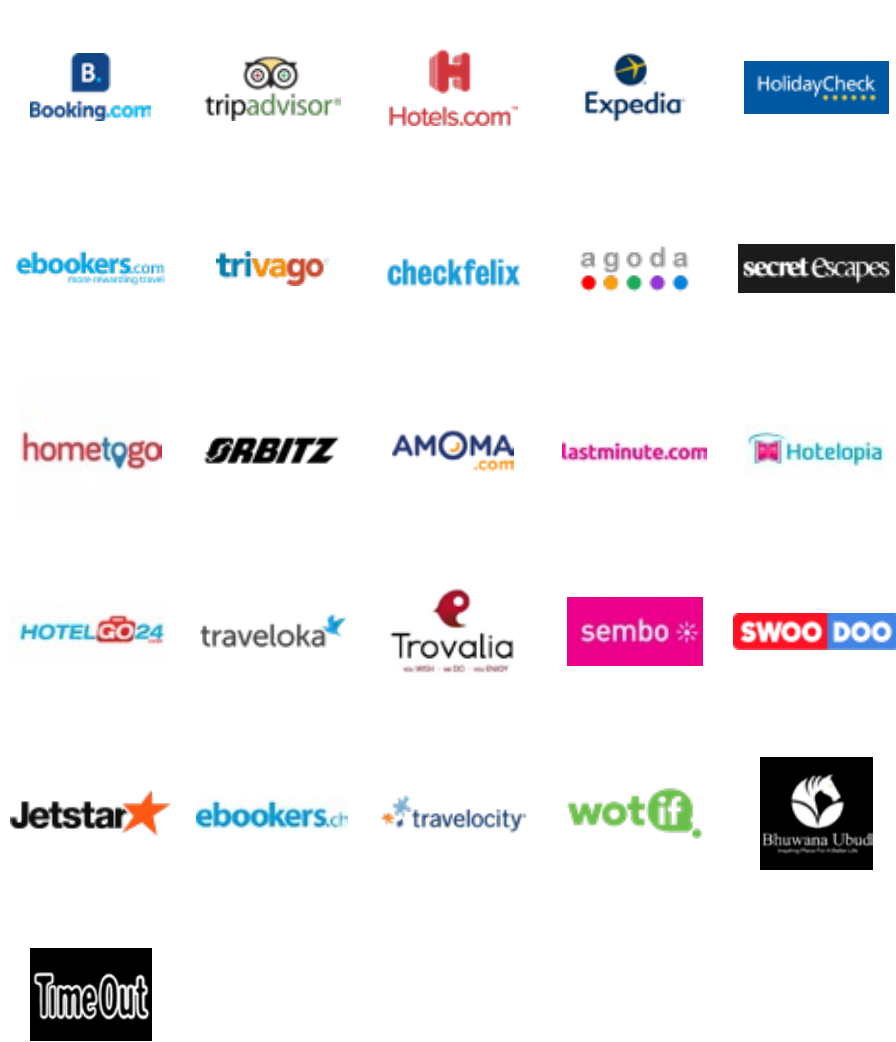
Kostenloses WLAN

Alle 6 Angebote ab € 108 anzeigen

3.3.1 SALES VIA ORGANISERS



3.3.2 ONLINE SALES





### 3.4 D-RESORT ŠIBENIK

D-Resort is located directly on the Mediterranean port of the small town of Šibenik.

Open: March/April to October/November  
Target group: the jet set, traditional holiday-maker couples  
Hotel category: 4\*  
Number of rooms: 72 (63 rooms, 6 apartments, 3 villas)

The luxurious design, rooms of different sizes, exclusive apartments and villas with maximum privacy - this is how the D-Resort itself has advertised its premises.

Most rooms, apartments and villas offer a beautiful view of the Adriatic Sea. The innovative design of the interior combines elegance and comfort, making it one of the most modern hotels on the Adriatic. The resort also offers fine dining with Mediterranean and international cuisine in the various restaurants.

#### HOTEL DEALS/HIGHLIGHTS

- Modern spa & fitness centre
- Exclusive dining

#### STRENGTHS/WEAKNESSES

- + the good location on the marina, top ratings and unique design
- by its own representation it is rather dissuasive for families and therefore only has a limited target audience, bad location in regards to the centre.



**D-Resort Šibenik**

Booking.com € 133  
zum Angebot

Expedia.at € 132  
Zemstvo.com € 129  
Agoda.com € 128

Alle 7 Angebote ab € 123 anzeigen +

317 Bewertungen  
No. 1 von 16 Hotels in Šibenik

Kostenloses WLAN  
Inklusive Frühstück

#### 3.4.1 SALES VIA ORGANISERS



#### 3.4.2 ONLINE SALES



### 3.5 AMADRIA PARK (EX SOLARIS)

This resort consists of the Amadria Park Hotel Ivan (\*\*\*\* +), the Amadria Park Hotel Jure (\*\*\*\* +), the Amadria Park Hotel Andrija (\*\*\*\*), the Amadria Park Hotel Jakov (\*\* \*\*\*) as well as the Hotel Niko (\*\*\*).

Open: March/April to October/November  
Target group: families and couples, business guests

STRENGTHS/WEAKNESSES

- + large resort, various hotels and styles of business, united as a whole. Great price range and business offers
- Various stages of preservation of individual farms

### HOTEL IVAN – THE BUSINESS HOTEL

HOTEL DEALS/HIGHLIGHTS

- Wellness and spa area
- Six indoor pools
- Gym
- Saltwater outdoor pool
- Access to the largest congress centre of the Adriatic



### HOTEL JURE – HOTEL FOR COUPLES

HOTEL DEALS/HIGHLIGHTS

- Indoor-outdoor lounge
- Good restaurant and bar
- Pool overlooking the Adriatic sea
- Spa area
- En Vogue Beach Club - a luxury oasis with private beach, infinity pool and breathtaking views



### HOTEL ANDRIJA – CHILDREN'S HOTEL

HOTEL DEALS/HIGHLIGHTS

- Mini Club
- Summer club programmes
- Wellness bath
- Spacious children's pool
- Family beach
- Restaurant with specialty buffet

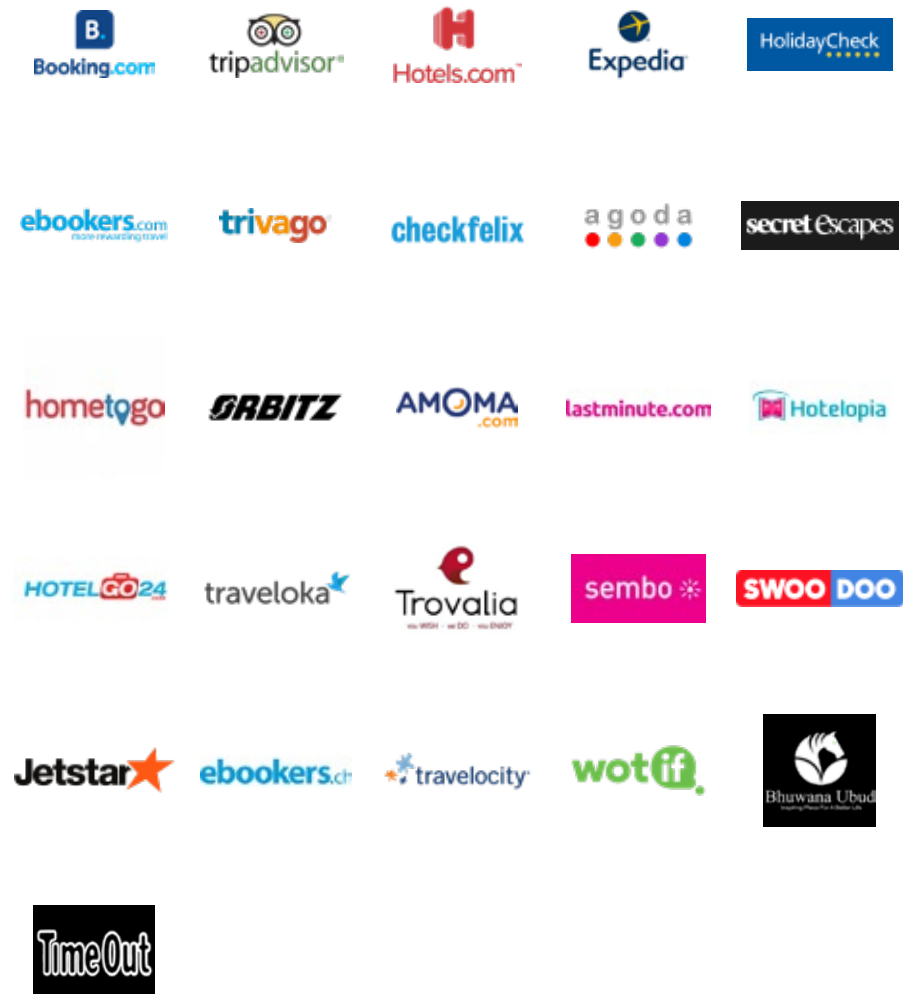




### 3.5.1 SALES VIA ORGANISERS



### 3.5.2 ONLINE SALES



NUMBER 4 EXAMPLES OF NATIONAL COMPETITORS

4.1 FALKENSTEINER FAMILY HOTEL  
DIADORA/PUNTA SKALA

The hotel is located on a beautiful peninsula directly on the Dalmatian coast in the exclusive Punta Skala resort near Zadar.

Open: April to October  
Target group: Families  
Hotel category: 4\*  
Number of rooms: 250 rooms and suites (different room sizes and categories)

In Family Hotel Diadora big and small bon vivants get their money's worth. Here the little ones have VIP status. The Falkensteiner Family Hotel Diadora is currently the only family hotel in Croatia where the needs of children and adults are on the same level. Shared moments of happiness, bright smiles and cheerful baby squealing are on the agenda for a holiday at the Children's hotel. Relaxation for young and old is guaranteed not to be over too quickly.

HOTEL DEALS/HIGHLIGHTS

- Seaside location with sandy beach at Punta Skala resort
- 2,000 m² Acquapura SPA wellness centre and water world
- Outdoor pool area with waterslide
- Falky Land Children's World with children's playground
- Children's water world with Falky children's spa
- Attractive indoor Family World
- Child care and entertainment for children from 3 years old
- Extensive baby equipment with 24-hour baby station at the reception
- Varied sports programme
- First-class Alpine-Adriatic cuisine
- Children's restaurant and children's buffet with entertainment
- Outdoor sports facility with 7 tennis courts, 3 multi-sport courts, 2 paddle tennis courts, 2 beach volleyball courts, mini golf & golf practice facility

STRENGTHS/WEAKNESSES

- + large resort, the Falkensteiner name guarantees quality
- High priced - therefore awakening higher expectations, which are obviously not met, with Funimation Borik they have the "enemy in their own bed"

8.8 fabelhaft 683 Bewertungen +



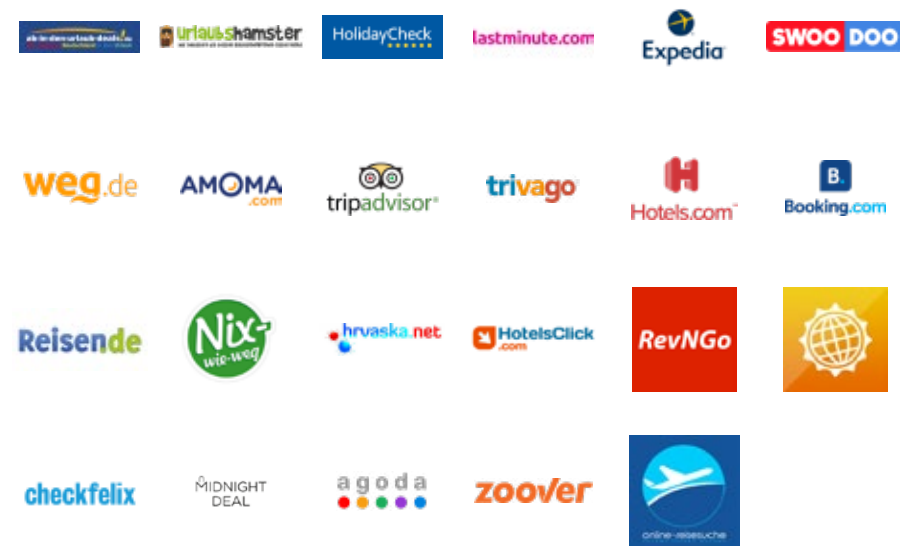
**Falkensteiner Hotel & Spa Iadera**  
TripAdvisor  
€ 183  
zum Angebot  
Kostenlose Stornierung

734 Bewertungen  
Nr. 6 von 25 Hotels in Zadar  
Kostenloses WLAN  
Inklusive Frühstück  
Besuchen Sie die Hotel-Website.

4.1.1 SALES VIA ORGANISERS



4.1.2 ONLINE SALES





4.2 RADISSON BLUE RESORT & SPA SPLIT

The hotel is located about 3 kilometres outside the city centre, right on a pebble beach in Znain (near Split).

Open: April to October  
Target group: beach and business  
Hotel category: 4\*  
Number of rooms: 252 rooms and suites (different room sizes and categories)

The rooms are elegantly furnished. The windows and balconies on one side of the resort have views of the mountains and the sea, the others offer panoramic views over the city of Split. Ideal shopping opportunities are offered in Split, as well as the restaurants and bar in the city centre.

HOTEL DEALS/HIGHLIGHTS

- directly on the white pebble beach
- 3 specialty restaurants & 1 bar + 1 beach bar
- Spa with over 2,000 square metres of space
- Thermal area
- 2 Finnish saunas
- Hydrotherapy pool
- Japanese onsen pool
- 12 treatment rooms

STRENGTHS/WEAKNESSES

- + Location right on the beach, name guarantees quality
- Business- & wellness-oriented, thus restricts target audience, mediocre online reviews



4.2.1 SALES VIA ORGANISERS



4.2.2 ONLINE SALES



4.3 VALAMAR METEOR HOTEL

Hotel Meteor is located in Makarska, a small coastal town in central Dalmatia on the Croatian Adriatic coast.

Open: April to October  
Target group: beach and recreation seekers  
Hotel category: 4\*  
Number of rooms: 277 rooms and suites

The air-conditioned single and double rooms at the Hotel Meteor are bright and comfortably furnished. Upon arrival, the guest will find fresh fruit and a bottle of water in the room to greet them. In the outdoor area, guests can relax on the sun terrace with its seawater pool, poolside bar and free sun loungers and umbrellas. Its own pebble beach separates the guest, however, from the waterfront.

HOTEL DEALS/HIGHLIGHTS

- Location right on the beach and near the centre
- Large outdoor and indoor pools
- Wellness centre
- Buffet restaurant with show cooking
- Soft entertainment programme
- Snack bar
- Conference room
- Tennis courts
- Bicycle rental
- Children's club

STRENGTHS/WEAKNESSES

- + Location right on the beach, fair prices and Valamar quality standards (with own target audience)
- Even on their own homepage it is hard to discern exactly which audience is being addressed



**Valamar Meteor Hotel**

Booking.com

€ 98

zum Angebot

✓ Kostenlose Stromung

Alle 11 Angebote ab € 91 anzeigen

100% 306 Bewertungen

Nr. 5 von 23 Hotels in Makarska

Kostenloses WLAN

Kostenlose Parkplätze

4.3.1 SALES VIA ORGANISERS



4.3.2 ONLINE SALES









5.1 INVENTORY

The planned product has no direct competitor in the immediate vicinity. From a momentary point of view, we can regard this as an advantage, but also as a disadvantage:

The competitive situation is manageable in Primošten. A small luxury complex, which has not quite started up several years after the opening (the original plan, the cottages permanently rented, has given way to the tourist short trip), and an outdated hotel complex, which seems to grasp at any straw. To become the first hotel in the location and to be able to set prices regionally is therefore a matter of course.

The town of Primošten itself is not one of the top tourist destinations in Croatia. The customer's search for something new could therefore find another destination.

It is more than questionable as to whether Primošten will withstand the tourist increase after the first euphoria. The often strained word "overtourism" is unfortunately not just a phrase, but bitter reality. And a resort without hospitality will not stand a chance in a highly competitive market.

It is therefore necessary to do the balancing act, on the one hand, to revitalise and increase the business location of Primošten, thereby convincing the population of the added value. In the same breath, however, the new resort itself has to become a tourist service provider in order not to become dependent on the city itself (a role that Hotel Zora currently holds more or less successfully).

In cross-regional comparison, Croatia offers a variety of very similar hotel complexes, which due to the geographical diversity of the country all again apply for a unique selling point for themselves.

Both strategically and price-wise, it is important to be in the ranks of the existing resorts and to highlight the unique selling point of the region. In addition - and this is the point - the top priority must be to "deliver" the promised quality and not just as a booking argument for "one-way guests".

Often - and not only in Croatia - a lot of money is invested in the hardware, consequently raising the expectations of the investors. The staff budget is often only created towards the end of the investment. The share of the existing capital is then not sufficient to fill at least the key accounts with appropriately trained employees. If it is not only possible to produce good hardware but also to keep the software at a high level, this is the key to success.

Phocuswright data indicates that more than half of travellers do not make a reservation until they have read reviews.

(Sources: 1. Independent and TripAdvisor-commissioned Phocuswright survey, December 2013 2. Data from the TripAdvisor website, January 2014)

HOTEL REVIEWS AS DECISION MAKER.

THEY ARE THE STAGE ON WHICH WE PRESENT OURSELVES TO OUR GUESTS.

5.2 HOTEL REVIEWS

Using the Booking booking portal as an example, we would like to present a few reviews from our competitors:

**Falkensteiner Family Hotel Diadora** ★★★★★

Fabelhaft

685 Bewertungen

8,8

📍 Zadar – Auf der Karte anzeigen

📏 (Zentrum: 10 km)

Drawback: 

Preis-Leistungs-Verhältnis8,1

The service rendered does not meet the expectations of the guest.

**Bellevue Superior City Hotel** ★★★★★

Außergewöhnlich

144 Bewertungen

9,5

📍 Šibenik – Auf der Karte anzeigen

📏 (Zentrum: 400 m ) – Strand in der Nähe

Drawback: 

Preis-Leistungs-Verhältnis9,0

If there is a limp here, then it is the price-performance ratio with 9.0, and this could also have strategic background in order to exclude a certain clientele (it is absolutely not uncommon in tourism, due to the rating, to adjust the pricing policy as well. Very good value in the Adriatic area.

**D-Resort Šibenik** ★★★★★

Hervorragend

586 Bewertungen

9,4

📍 Šibenik – Auf der Karte anzeigen

📏 (Zentrum: 1,4 km ) – Strand in der

Drawback: 

Preis-Leistungs-Verhältnis8,7

Here, however, the value in this segment i The performance, which the customer expects at the booked price, is not completely fulfilled - in this case, only 87%.

**Amadria Park Jure ex Solaris** ★★★★★

Hervorragend

418 Bewertungen

9,0

📍 Šibenik – Auf der Karte anzeigen

📏 (Zentrum: 4,5 km ) – Strand in der

Drawback: 

Preis-Leistungs-Verhältnis8,1

Kostenfreies WLAN8,3

Here the expectation of the guest is clearly no longer fulfilled - 8.1 is a very poor value compared to the overall performance. In addition, one of the most important basic needs of today - the WLAN - is rated below average in this business.

**Amadria Park Ivan ex Solaris** ★★★★★

Fabelhaft

328 Bewertungen

8,8

📍 Šibenik – Auf der Karte anzeigen

📏 (Zentrum: 4,4 km ) – Strand in der

Drawback: 

Preis-Leistungs-Verhältnis7,8

Guest experiences are in the lowest league of the holiday hotel, and that, although the overall rating is basically good. However, the guest will not book again or try to book the trip via cheaper sources (Restplatzbörse, etc.).

**Valamar Meteor Hotel** ★★★★★

Fabelhaft

500 Bewertungen

8,6

Drawback: 

Preis-Leistungs-Verhältnis7,8

As so often in Croatia - a lot is promised, but the promises are only partially fulfilled on site (despite the rather favourable price segment).

**Radisson Blu Resort & Spa** ★★★★★

Fabelhaft

1.713 Bewertungen

8,6

📍 Zrnan, Split – Auf der Karte anzeigen

📏 (Zentrum: 2,5 km ) – Strand in

Drawback: 

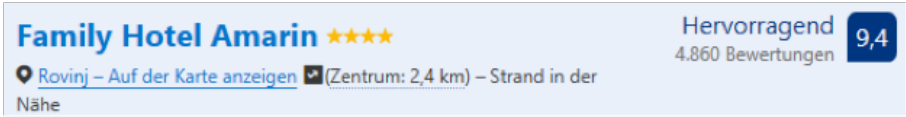
Lage7,9

Preis-Leistungs-Verhältnis7,7

Again, the price-performance ratio is the most negative point at 7.7, which is perceived as really daunting. In the description false expectations are awakened in regards to the facilities.

THE CENTRAL THEME

It is caused by the price and by the presentation of an expectation, which is then only partially fulfilled on site or not at all. The result is the negative influence of the price-performance ratio on the overall performance, which is presented to the guest at the time of booking as the first and is one of the main criteria for the final holiday booking in addition to price and location. There are other examples too:



Here:

The price-performance ratio is right - the overall rating is therefore one of the top values in Croatia.

Not unintentionally, not only the overall rating, but also the number of received reviews were listed, which also allow a conclusion on the number of incoming bookings.

Not surprisingly, the hotel that delivers the best overall performance in the rating segment is also the one that receives the most ratings (and bookings) by far.

THE KEY IS THE QUALITY

THE REVIEWS ARE THE STAGE!

5.3 WHAT DO WE OFFER,  
WHO ARE WE ADDRESSING?

Family and beach holidaymakers are certainly the core audience and make up a large part of the sales volume.

NOT ONLY WE ARE AWARE OF THIS FACT!

In point 2 the variety of competitors was analysed. Will we also offer these services? YES, of course!

But what will we offer as an extra so that we stand out from the competition?

Do we offer the typical (almost) around-the-clock children's entertainment, which gives parents the opportunity to spend the most precious time of the year WITHOUT their children? For many family clubs, it has become common practice that childcare creates "free time" for parents. The left-behind parents are consequently overwhelmed with such a mass of free time that they have almost nothing left to do except look for faults with the property owner.

Or we try to cross the usual boundaries and try to arrange the guest activities - the entertainment programme - not strictly by birth year, but offer real family entertainment. Entertainment for the whole family? Not separated, but all together! Do we create a unique selling proposition, can we manage to create a "shared holiday" and thus provide guests with an unforgettable experience?

If we succeed, we are one step ahead of the competitor!

WHAT ARE WE DOING BETTER?

What do we want to stand out from? Can we surprise our guests? Is it conceivable that the mobile grill station could arrive without any announcement in the late afternoon and provide the guests with regional delicacies and thus produce a guaranteed "WOW"? Accompanied by a guitar player who produces some lovely sounds and accompanies the guests in the sunset.

THE SURPRISE MUST BE OURS,  
THAT'S HOW WE GENERATE SATISFACTION  
AND THE POSITIVE ECHO.

This requires a never ending think tank, which has to go far beyond the usual and automated guest relation. Social media is not to be underestimated. An enthusiastic person wants to communicate this to the whole world, the snowball effect is an easy way to arrange a share of the promotional activities at a low cost.

With a successful performance we pick up the family and beach-loving holidaymakers. In July and August we are thus guaranteed full occupancy. Also in June and September we will generate a certain basic booking rate here.

HAVE WE ALREADY DECIDED HOW LONG THE OPERATION WILL BE OPEN FOR?

It is currently planned to keep the Prim Bay Resort open from March to November.  
How do we fill the availabilities? Who do you want and who are we able to address here?

Of course there is a great potential in cycling tourism - both in the racing bike sector as well as in the cross and mountain bike sector. In addition to suitable sales partners, it is essential to also offer this not to be underestimated guest market a special level of service. The lockable bicycle room, equipped with repair kit and tools, is no longer sufficient.

For the individual who spends their few holidays by bicycle, this is also a sanctuary - a first-class and safe accommodation for the bike has become for many an essential requirement.

But even here we would not be the first to offer this opportunity! What will we offer as an extra, to stand out from the competition?

Can we find a bike workshop that also offers on-site service? Can we provide this service through third parties or do we even offer this service ourselves? Has a bicycle wash facility been included in the considerations? Can we arrange a pick-up service in case of breakdown or bad weather or offer this ourselves? Could we offer washing or drying facilities for cycling clothes? Have we already created the "WOW" or do we have to do more to outstrip the competitor?

Let's not forget e-bikes - suddenly the bike tourist is no longer a competitive athlete. The bike generation goes into late retirement age. Is there an e-bike or Pedelec charging station? Is there a possibility of a repair service in the immediate vicinity. If necessary, we will provide replacement e-bikes to "save" the guest's stay in case of damage.

In order to gain an advantage over the competitor in the field of cycle tourism, it is important to ask yourself many questions and to answer them.

With a high-quality product, we consciously exclude certain classes of guest (student travellers as an example) and thereby create the opportunity to appeal to other clientele: be they honeymooners, culinary connoisseurs



or the classic wellness holidaymaker. An endless market of different options and each one requires the provision of added value over the competitor.

Have we already dealt with the population development. People are becoming more mobile in their old age, and people with disabilities now have the opportunity to travel due to technological progress - will we design the rooms in such a way that this market does not pass us by?

The market for low-cost airlines is growing, and airport hopping is far cheaper on some routes than the classic options such as travelling by train or car.

The potential guest can now save on mobility and invest in the accommodation. What do we do to make sure that the passenger chooses us and not the competitor? Is it conceivable that we could offer a free shuttle from nearby airports in the off-season, instead of luring them with low prices?

Many questions that we have to ask ourselves, and many opportunities to stand out from our competitors, especially in Croatia.

## 5.4 WHERE DO WE SELL?

We used to ask ourselves in which target regions and destination countries we would focus on sales. With the growing phenomenon of online tourism, the guest answers that question for us, and we are faced with the new task of finding out which channels we need to sell on. Distribution management has become a very important component in addition to yield management and content management.

In which groups do we divide the distribution?

### 5.4.1 DIRECT SALES

The direct sale is of course the most pleasant option for the hotelier. No annoying commission costs and easy to manipulate valuation management by sorting out bad reviews.

Unfortunately, it is not that easy - it takes a lot of background work and a very time and cost intensive marketing effort to redirect direct bookers to your own product. Third-party providers with never-ending marketing budgets are generally one step ahead of the individual companies.

Only in phase two can the successful booking be successfully promoted by clever customer loyalty programmes.

### 5.4.2 ORGANISER

In all areas, the aim is to create as broad a market distribution as possible in order to present the product to the largest possible customer market. The more providers, the greater the visibility. Often the inclusion in catalogues in addition to strong perks associated with a large number of quota rooms including very short expiration. Negotiation skills and the belief in one's own product are a prerequisite in order not to lose the sovereignty over the price and the own availability.

In the analysis of the competitors we have already cited all possibilities of a third party sale for Croatia by organisers.

### 5.4.3 BOOKING PORTALS

The advantage of booking portals to the organisers are the sovereignty over the price and the availability and that here - as a rule - fees are paid only for services provided. As disadvantages there are sometimes very high commission costs, personnel costs and the costs of a channel management tool for successful yield and revenue management to be considered here. As in the segment of the organisers, all the leading online portals are already represented in the analyses of the competitor without exception.

### 5.4.4 EVALUATION PORTALS

Not to be neglected are pure rating portals such as TripAdvisor, HolidayCheck, Zoover, Trivago, but also the Google ratings. One advantage is certainly that the spread of fake reviews could be contained by various security tools, a disadvantage that the maintenance of these portals, including answering the evaluations is already associated with high personnel costs.

Since these are used by countless travellers already as a planning element, this effort is still very low compared to the added value.

### 5.4.5 SPECIAL INTERESTS

After defining the markets that we want to push aside from family and beach tourism, a detailed definition of the distribution channels and a targeted product placement is required.

If it is almost inevitable in BICYCLE TOURISM to be active in various forums, to carry out product placement in specialist journals and to cooperate with specialised organisers (such as Eurobike), it is also unavoidable in this segment to have to join diverse, costly, associations (such as bed + bike). With the example of bed + bike, strong added value can be created here, since here mainly companies from the DACH region take part, which in turn brings a large sales advantage in the Adriatic.

Marketing to HONEYMOONERS also requires positioning in various forums (Urbia, Easywedding, etc.) and specialist journals (wedding magazines, bridal magazines, Wedding style, etc.). In the area of the organisers all well-known partners offer special arrangements for honeymoons. Kuoni is certainly the first address with its orientation here. In addition, commission-based cooperation with a large number of wedding planners is recommended, since here there is often a very high relationship of trust and the recommendation of the right destination is often perceived. An ideal get-together would be the various wedding fairs.

As for cycling tourism, for DIVING TOURISM a healthy mix of advertising and networking is also the basis for the successful introduction of the business into the market. In addition to the usual organisers and online portals, we also recommend working with specialists such as ORCA, Sub-Aqua or online partners such as tauch-reisen.at.

For GUESTS WITH REDUCED MOBILITY, in addition to structural measures such as accessibility and obtaining official classifications, a well-distributed sales concept by travel agencies (such as BSK travel or Barrier-free travel), online partners (such as Roomchooser) and successful product placement are required Network (50plus.at, handicapnet, mobil-bleiben.de etc.). With sufficient infrastructure, there is the possibility of attracting disabled sports associations as satisfied customers (via direct marketing).

The CULINARY TRAVELLERS, for whom the topic of wine and indulgence, paired with some wholesome folklore, could come to the fore, especially in Croatia. On the one hand we need high-quality service providers, on the other hand a healthy distribution network between sales experience (Jochen Schweitzer, MyDays etc.) and specialised agencies (like ACT-Agency for Culinary & Tourism).

## 5.5 HOW ARE WE POSITIONING OURSELVES TO MAKE THIS HAPPEN?

Tourism in Croatia is undoubtedly the most profitable source of income, especially in the coastal region during the summer. This is where the classification of all year activities into "in season" and "out of season" activities is generally recognised.

The summer tourist season, which mainly lasts from the beginning of June to the end of September, is the main stimulus for the development of this, the most attractive area for tourists, where, in 2017, a total of 74 million tourist nights (overnight stays by individual tourists) were recorded (86% of the total number of tourist nights in Croatia).

Of the total number of tourist nights in 2017 (86 million), 93% were by foreign visitors. Most of the overnight stays of foreign guests (29.5%) were spent in Istria, where tourism is most developed in terms of infrastructure.

It is followed by other coastal regions: Primorsky-Gorski Kotar (17.3%), Split-Dalmatia (19.3%), Zadar (10.7%) and Dubrovnik-Neretva, Šibenik-Knin and Lika-Senj (total 18.3%). The remaining, i.e. the continental regions, account for 4% of total overnight stays. Accordingly, the accommodation capacities are distributed mainly along the Adriatic coast.

Since contemporary tourism trends do not favour accommodation in large hotels such as those that were built during the socialist era, there is a move towards more individualism, resulting in the fact that most of the beds today are in private accommodation. That is why most overnight stays are accounted for by private accommodation (47.4%), followed by hotels (22.8%) and camping (22.1%). For similar reasons, the once very popular workers' and children's holiday homes, as special forms of accommodation, have been abandoned or converted.

(Source croatia.eu)

THE CAKE IS BIG,  
HOWEVER, AS DESCRIBED ABOVE, IT IS LIMITED TO THE SUMMER MONTHS.  
IN JULY AND AUGUST, OF COURSE, THE FOCUS IS ON COUPLES AND  
FAMILIES, DEMAND IS LOWER IN JUNE AND SEPTEMBER, AND GREAT  
PERFORMANCE AT FAIR PRICES WILL MAKE ALL THE DIFFERENCE  
BETWEEN A GOOD SEASON AND A SUCCESSFUL SEASON.

With high quality - backed up by highly sophisticated quality management - and an individual overall experience, it is important to stand out from the competition and to collect a large proportion of the existing customer potential, as well as to ideally create new customer potential.

To "fill" 250 room units, 111 apartments and 30 cottages in the pre-season, different strategies for different target groups will be unavoidable.

Assuming an opening in the summer of 2022, we recommend the following positioning processes:

### 5.5.1 ONLINE-DISTRIBUTION

In the spring of 2021, a PMS with multi-property function is to be determined and subsequently the set-up is to be defined and implemented. At the same time, a compatible channel manager will be installed, which will provide us with interfaces to all popular booking portals.

The next step leads us to pricing (based on values from comparable products and our own budget guidelines), starting with the determination of a WB (without board) rack rate in the various apartment, room and cottage categories. Then we create another price range by WB (with breakfast) rates, HB (with half board) rates and possibly AI (All Inclusive) rates or All (All Inclusive light à la Falkensteiner) rates. For these rates cancellation conditions are set, at the usual rate for tourism. In addition, a discount is determined for restrictive rates (non-refundable, full prepayment).

Derived from this rack rate, pre-and post-season prices are pre-determined and, for all seasons, minimum-stay standards are set for the basic pricing policy (not for subsequent flexible revenue management).

This is the first price policy on which we can build from now on. The collected data is entered as master prices in the channel manager.

The foundation for the online distribution is created, the next way leads us to the conclusion of the contract with all shared online portals and following to an attractive content management (in this case still with renderings, instead of real pictures).

With the subsequent linkage to the selected and already prepared channel management system (such as CBooking by HNS or Siteminder), online sales for the summer of 2022 will begin in the summer of 2021.

An attractive booking engine (like onepagebooking by HNS) will be installed at the same time as the homepage, which was already created in the spring of 2021, and also linked to the channel manager. The own booking engine costs us a fixed amount and no commission per booking - for this reason alone, the booking should be promoted by our own website. The OTAs have been denied the obligation of price parity, so here we have the opportunity to make bookings on our own site more attractive with cheaper rates or free add-ons (such as a bottle of regional wine for direct bookers).

Due to the great impact of review portals (such as TripAdvisor, Trivago, HolidayCheck) on the booking decision of the potential guest on all portals with the beginning of the online bookability we have also created (except for Trivago) a free company entry, filled with attractive content and rendering photos.

Finally, it determines the extent to which flexible price management is used in the field of yield and revenue management. Minimum prices and lower limits for minimum stays are determined.

5.5.2 ORGANISER

With the completion of the pricing policy, the phase of contracting with tour operators for the 2022 season begins. From today's point of view, the question mark of the opening date hovers over us, but we expect to already be able to accommodate guests in the summer season of 2022.

As already described, achieving maximum success in terms of prices and quotas to be made available, requires extreme negotiation skills. The product managers of the big organisers usually "buy" in the summer the quotas for the following year. In our case in the summer of 2021 for the summer of 2022.

For the typical summer guests such as families or beach holidaymakers travelling as a couple we speak to the direct sales, the OTAs and the major tour operators. Here are the market leaders in Croatia tourism:



As described in the analysis, we cover only certain time periods here (July and August, and sometimes June and September). The remaining season is offered (at reduced rates) via the organisers, but here the market is simply too small to be able to fill all domiciles in the Croatian area only halfway.

Especially in the preseason, sports travellers are a guest with great potential. In the first step, the hardware is created, and the product is designed to provide the athletes with a special service.

HOW CAN WE POSITION OURSELVES IN THE MARKET OF SPORTS TRAVELLERS,  
HOW DO WE GET THROUGH TO THIS CLASS OF GUEST?

Some of the big organisers have created an acceptable side niche with the sports travel (also motor sport travel) theme and also offer, beside suitable quarters, mobility and transport.

Here are some national and international examples:

-  Running, motor sports, cycling, tennis or training camps, but also hiking and water sports
-  Dive trips, hiking and cycling but also e.g. yoga holiday
-  Hiking, tennis, running, cycling or generally sports travel
-  Specialising in cycling and family sports trips  
Sports clubs, but also single sports trips
-  Provider of sports travel and sports holidays, sports clubs, Active holiday, but also for school trips and sailing trips, for example
-  Tennis camps for individual tourists and groups/clubs
-  Presentation possibility for sports travel, also the theme of women's sports travel
-  Group travel, bus travel for sports clubs, hiking weeks, Sports/wellness combo travel
-  Motorcycle tours, honeymoons, wellness trips, dialysis, travel, sports travel, trekking and hiking trips
-  Club and association trips, sports organisations
-  Hiking, trekking and mountain bike trips



As also described above, due to the medical development in the last years two further target groups have developed that are not to be underestimated. Provided that the structural measures allow and that, if necessary, there is access to medical care, we will address the following in addition to the already mentioned groups of guests:

GUESTS WITH REDUCED MOBILITY AND SENIOR CITIZENS

Here are some national and international marketing and sales partners:

- 

Complete packages for guests with reduced mobility
- 

Barrier-free travel, wheelchair travel
- 

Individual and group travel, travel assistance
- 

Information portal
- 

Wheelchair holiday, supervised travel
- 

Travel in supervised small groups
- 

Rheumatism travel, movement conservation travel
- 

Senior groups, theme trips
- 


Individual and group travel for seniors
- 


Regular pensioner travel - larger margin, as direct bookers
- 


Incomer/Organiser of Senior citizen trips


ALSO A VERY "GRATEFUL" AUDIENCE FOR THE OFF-SEASON ARE CLUBS.


On the one hand we have the possibility of a direct mailing, but also of cooperation with specialised organisers. Examples of potential distributors:

- 

Complete packages by bus, plane or train or also independent travel
- 

Special travel or hotel only on offer
- 

Club trips to the season opening from 4 days
- 

Club trips with supporting programme
- 

All-in packages for clubs

If the sun, the beach and the sea are no lure due to the weather, this is

WELLNESS TRAVELLERS

a welcome guest in the pre- and post-season. The offer is already very strong throughout Europe. To stand out from the countless competitors requires an extraordinary product and a high level of service.

In addition to the OTAs, various tour operators are also to be used as distribution partners here. Here are some examples, but almost all major providers have already "jumped" on this theme, but there are also specialists in this regard:

- 
- 

The demanding

## HONEYMOONER GUESTS

are also "served" by every major organiser. Nevertheless, the specialists also often prevail here:



In addition to the organisers and an attractive offer in their own media, the cooperation with those persons of trust, who accompany the wedding couples in their wonderful time of preparation, is sought - the wedding planners:



## 5.5.3 TRADE SHOW DISPLAY

Already in the winter of 2021, during the course of trade fair visits and trade fair appearances, on the one hand, the future guests will be hungry for the product, and on the other, a growing network in the tourism industry will be established.

Of interest here are all major B2B and B2C trade fairs as well as relevant trade fairs:



## 5.6 COTTAGES AND APARTMENTS

### Keyword HOLIDAY HOUSE!

Exclusive cottages and apartments as a second home on the Adriatic. A special high level living programme includes the enjoyment of the culinary and sporty offers as well as the use of the wellness area during the stay.

The purchase of an apartment/cottage allows limited private use, as well as the limited use of the purchased apartment/cottage during the season opening times of the Prim Bay Resort (March to November). The Prim Bay Resort has the option to rent the purchased property, and the buyer will receive an income commission to be determined from the generated rentals (which, in turn, may induce the buyer to move their own use to the lower pre- or post season) to achieve higher commission by renting in the high season.

"Buy-to-let" is a matter of fact for all buyers.

A pure online presence on various real estate platforms as well as on a personal homepage will not be sufficient to be able to present themselves to the - rather limited - target audience. Defining a precise target group is difficult because people who are interested in investing are generally addressed face to face. Nevertheless, we see a variety of opportunities to publicly contact potential investors.

Large real estate fairs, where investors and decision makers are to be found on the spot, such as for example, the EXPO Real in Munich or the real estate fair in Leipzig offer the possibility of a goal-oriented stage for the Central European investor market.

In order to present to the financially strong Russian market, an appearance at one of the Russian real estate fairs - such as the Moscow International Investment Show, or the Moscow International Property Show - would be a good alternative.

In the Netherlands, there are two second home fairs in Maastricht and Utrecht, in Poland there is the LOKUM in Kielce.

The investor pool for the sale of cottages/apartments spans the whole of Europe. In the first analysis, however, it emerges that the Central European market is less interesting in terms of cottages than apartments. The investing East, however, will certainly become more significant for the cottages. An attractive trade fair presentation additionally enables us to have direct customer contact.

Classic print advertisements in special interest media have a supportive effect and arouse interest in the entire resort. Whether these lead to buying decisions with investors, is questionable. Portopiccolo on the Gulf of Trieste, for example, has been advertising and fishing for investors for many years - more or less successfully - through print advertisements (from daily newspapers to special interest magazines).

Attractive sales will be indispensable in classic sales. It's not just about communicating beautiful photos, it's about emotions and opportunities that need to be demonstrated (anchor in the marina around the corner, enjoy the luxury of our resort, experience the highest level of cuisine, etc.).

A not negligible advantage in the sales process for the apartments and cottages of the Prim Bay Resort is that there is hardly any offer in the luxury villa area in Dalmatia and the demand of European HNWI is on the rise. The introduction of the euro is certainly also an investment argument. In addition there is the optimal accessibility (car, boat, plane).

The selling prices of the cottages between EUR 830,000 (type 1) and EUR 1,090,000 (type 3), for example, currently defined, are in the salable area, taking into account the possibilities offered at the Prim Bay Resort. Now it is important to define the expected returns for the buyer.

The situation is similar with the apartments. The planned sales prices do not pose any obstacles for investors. Whereby the possibility exists to be able to offer these - due to the more affordable investment volume - to a broader target group - Keyword retirement provision on the Dalmatian coast.

The 30 cottages must be offered to investors in face-to-face sales. However, the sale of the apartment starts with the holiday guest.

To make it easier for potential investors, it may be advantageous to confront them with ready-made packages. The finished package could include comparison products that, for example, have lower returns and fewer advantages for the investor, or already include ready-made purchase processes or banking cooperations. This can be an advantage for apartment investors, as this refers to a smaller sum of money and private use will be a reason for investment. The only hurdle will be to analyse the competitive products in terms of price and strengths/weaknesses. This requires a skillful approach, as the providers are not willing to disclose these things on request. Here, a fictional investor must come in contact with the sellers in order to obtain the desired information (possibly also an investment advisor or investor).

For the cottages, that will not be crucial. These investors work with their own banks or investment advisers. Here, the focus is on the long-term return - the name, the environment, the hotel facilities will be less in the foreground. Here, too, guarantees the hotel operator for quality and security in investments.

Another approach to selling the cottages and apartments is sure to bring the existing contact network to investment advisers on board. Who, if not the investment advisor, is able to approach the potential target group easily and personally. This must be done by the owner directly.

### SUMMARY:

In order to truly sell the apartments and cottages, it is imperative to take the ENTIRE Prim Bay Resort to a first-class level. For this it is important that the future operator perfectly positions, advertises and guides the hotel. This will influence future investors in their investment decision as to whether an investment is worthwhile in the long term. This is a long-term secured return. And this is only achieved with a good overall performance of the resort.







## NUMBER 6 SUMMARY

In order to achieve the greatest possible sales success in the 2022 season and to present the new brand to the broadest possible public, we would like to make the following recommendations for the first priorities of the sales:

### CLASSIC HOLIDAY GUESTS (ROOMS & APARTMENTS)

Here, in the first step, we focus on the following distribution channels that are successfully established on the Croatian and tourist markets:



We use the incoming agencies that have established themselves in supermarket chains to make bookings and create our visibility:



### CLASSIC HOLIDAYMAKERS (COTTAGES)

In order to separate the sales inside and outside the company and to make the area of the cottages accessible only to a certain group of guests, we market the cottages ourselves through other channels, without discouraging the regular holiday guest:



### WELLNESS HOLIDAYMAKERS (ROOMS, APARTMENTS AND COTTAGES)

Probably the panacea for the off-season, if the quality of the product and the service are right.

The product is right and an innovative wellness programme for different needs is created. Following our recommendation, the distribution should be carried out in the first step via selected partners:



The offer is almost endless here. Often the partnership with one TO (e.g. TUI) blocks the partnership with another TO (e.g. DER). The choice therefore falls on the partner who covers the larger market.

IN THE OPENING YEARS, IT IS IMPORTANT TO POSITION THE BRAND!

CONSEQUENTLY, IT IS MORE ADVANTAGEOUS TO WORK WITH THOSE PARTNERS WHO COVER A LARGE MARKET (TUI) THAN TO WORK WITH THOSE PARTNERS WHO PRODUCE A LOT (NECKERMANN, AMEROPA).

In summary, for these guest stories, partners should focus on "short" contract periods in order to use the channels first and foremost to make the product "known".

If this is successful, we have price sovereignty due to the demand that has been obtained, which puts us in a better position for further contract periods.

### SPECIAL INTERESTS (ROOMS, APARTMENTS AND COTTAGES)

Here, our sales behaviour behaves differently than in the classic holiday hotel industry. We decide which guests we want to address, and invest in the infrastructure for this class of guest.

Senior and sports travel and travel for guests with reduced mobility could certainly be considered to be "ever-greens". If the right partners are found here, they have a big influence on the booking behaviour of the potential guests. Club trips are usually more flexible and set the travel time to the offer. If the partner has "found" their product, they will remain loyal - in return for a good price and lasting quality.

In the case of honeymooners, the world wide web is a big decision factor in addition to the personal recommendation. If we offer here the arrangements for a perfect honeymoon, our guests take over the marketing themselves. The need for digital communication goes unchecked, with rating platforms and social media providing the stage. Often a long-distance trip is not feasible, and there is a big chance of becoming established here as a local provider.

THE PRIM BAY RESORT PROJECT NOW OFFERS EVERYTHING THAT IS WANTED - THE TASK IS NOW TO ENSURE THAT IT CAN BE FOUND.







## NUMBER 7 CONCLUSION

### ONE RESORT - MANY FACES!

The ultimate goal is to extend the short season as much as possible, which is feasible with proper sales implementation together with the tourism boom in Croatia.

The holiday resort, with its extensive offers and opportunities, is the stable go-to choice. A complex and comprehensive presentation that describes the entire system - from the website to the tactile presentation possibilities.

#### THIS IS THE RESORT - THIS IS WHAT THE RESORT OFFERS!

At the same time, however, "target group worlds" must be created, both in the digital area and in conservative product placement.

Take as an example the visit of a senior citizen fair:

If our presentation here were to include smiling children with elaborate entertainment and full pools, we would not appeal to those older individuals seeking peace and quiet. Conversely, a senior bingo evening will not appeal to a group of men who are going on a bicycle week to Croatia in the spring.

#### ONE UMBRELLA - THE RESORT

Under this umbrella, several separate product groups, each with its own marketing channel, which partially overlap and therefore in turn can be presented under one brand.

So, for example, the sports resort can be transported for a pure family fair.

#### EIN RESORT — MANY FACES

- Summer resort
- Family resort (including focus on holidays with baby)
- Senior citizens resort
- Disabled person resort
- Sports resort
- Wellness resort
- Wedding resort (honeymoon & wedding events)

EVERY TARGET AUDIENCE IS INDIVIDUALLY ADDRESSED IN CLASSIC AND DIGITAL MARKETING.







