

### INTERVIEW WITH VESNA ŠĆIRA-KNAPIĆ, VALAMAR ALLOTMENT SALES DIRECTOR

#### Partners-friends are the secret to our success

**You are the Allotment Sales Director for the entire group. Please explain to all of our employees what is included in the allotment segment, what are your specific tasks?**

My colleague Daniela Sapanjoš and I are leading a terrific team of people that manage the largest segment of our sales - allotment. I would like to mention our partners and friends tour operators, with which we strive every year to achieve the best possible cooperation and more favorable conditions for our group. Each year we strive to gain a few new partners from existing and new markets.



**Given the crisis, what results in your opinion can we expect from the allotment segment this season?**

Given the large number of loyal partners and their guests, the quality we offer and the investments made every year, we hope to repeat the results of previous years. The Allotment Channel trend of short-term reservations is increasing and the result will certainly depend on the availability of rooms at a given moment according to individual products and destinations, and our fast reactions to changes in the market.

**Valamar has earlier this year taken over the management of Hotel Luna on the Island of Pag. With regard to your important role in the coordination of managing the hotel, could you comment on the progress of managing and the results achieved?**

I think that Hotel Luna is a quality investment and a wonderful new hotel within the Valamar Group, with which we have opened the island cluster. Luna is the right product for those who want to relax, to have a romantic weekend and to get away from everyday life. We will use our knowledge and reputation for achieving the planned goals and thus justify our management.

**This is your first interview in VIV so please tell us a few things about yourself, business and private, so that we can become more acquainted.**

I was working in Rabac d.d. until 1995 and then in 2004 I was employed by Valamar. In addition to leading the allotment segment and coordinating sales for the Rabac destination, I am responsible for coordinating sales and marketing activities for Hotel Luna on the Island of Pag. I am a content person because I love the work I'm doing, my family supports me and I am surrounded by positive and proactive colleagues.

Of course my job is not my only concern. I'm happy in the circle of my immediate family, my husband Dorian and daughter Ivana, which is my biggest inspiration and pride and I'm delighted with each moment together.

**And finally, what would you, now at the beginning of the season, say to colleagues?**

Optimism, a smile and positive attitude are the foundation of our business success. Be cheerful and optimistic and success will follow.