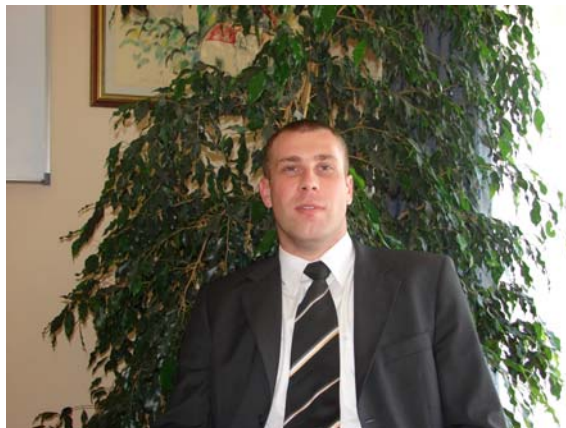


TOMISLAV DUMANČIĆ - SALES AND MARKETING DIRECTOR FOR VALAMAR'S DUBROVNIK DESTINATION

Getting Better and Better Results through Teamwork

Tomislav gained his first on-the-job experience working in various Dubrovnik restaurants while still a student at the Faculty of Hospitality Management in Opatija. His first professional employment was in Hotel Excelsior, where he served as quality manager and assistant sales director. The father of two children, Dominik (3) and Tara (9 months), he was an avid football player in his youth, but says that now, with all his family and business obligations, he has no time for it. Yet Tomislav has successfully brought his athletic experience and desire to win goals to his job, achieving significant results in the sales and marketing team for the Dubrovnik destination, which he has headed since 2005.



Tomislav, you and your team in Dubrovnik have been achieving excellent results. Could you please comment on how this year's season is going, and what the results are?

We have met our expectations, since the targeted results are being achieved. Such results are exclusively the product of joint efforts by the sales and marketing team. During the first seven months we realised financial results which were seventeen percent better than in the same period last year, and three percent better than planned. Booking is quite stable up to the end of the season, and the post-season period is characterised by a change in guest segments, with holiday guests being replaced by groups, seminars and congresses (MICE segment).

Can you give us a little more insight into Valamar's sales and marketing strategy for Dubrovnik?

Dubrovnik-Babin kuk's company sales and marketing strategy is based on the Valamar strategy, and is characterised by ongoing repositioning on the hotel market. The strategy is founded on a secure base of tour operators, but with a constantly increasing share for the MICE segment and the individual guest segment via Valamar direct sales. With the opening of a new hotel facility on Babin kuk – the Valamar Lacroma Resort – this orientation towards the MICE segment will become even more pronounced. This is because the new hotel will have both the largest accommodation capacity and the largest congress capacity in Dubrovnik, which, together with its considerable wellness facilities and the proximity of our other hotels, gives it significant comparative advantages.

How would you rate our Dubrovnik company's position with regards to the competition in Dubrovnik?

In terms of its overall offer in the Dubrovnik area, Dubrovnik-Babin kuk is quite competitive with other hotel companies. The reason for this lies in the fact that our company has been systematically investing not only in quality accommodation but also in all other guest stay segments, and our results show that guests are satisfied with the value they get for their money. We are confident that Valamar Lacroma Resort will enhance our company's overall competitiveness even further.

Work on Valamar Lacroma Resort is going ahead full steam. It is expected that the hotel will open its doors to guests in 2009. How are preparations for promotion and sales of this hotel going?

We have been preparing sales activities for Valamar Lacroma for some time now. First of all we performed market research and, based on the results, drew up a plan of activities by regions or markets. The German, French, Italian and US markets have been analysed separately, while currently we are working on the Russian and Asian markets. My colleague Kristin Timme is in charge of sales of Valamar Lacroma Resort's guest capacities. She has impressive experience in the MICE sales segment, which is just the one we are particularly interested in.