

# Opatija



## Market

The perception of a region is the result of its geographic position, historical heritage, architecture, climate, and of all tangible characteristics that define it.

However, the final impression of a certain place is a combination of intangible values which enrich it, of its spirit, and its colours and sounds.

To say that Opatija knew how to take advantage of its values for successful positioning on the market during its time long tradition would be a modest understatement. It knew how to follow global tourism trends on a daily basis, and it managed to establish and preserve its brand through time and successfully present it to various kinds of tourists. Today, however, after the difficulties caused by the war, Opatija and its leaders know that diligent work in finding new markets and in increasing brand values is necessary for success.

During the pre-war period the target markets were central European countries, and today efforts are being made to attract the same targeted groups of tourists and to design a quality tourist product that will satisfy the needs even of the most demanding guests. Of course, the Opatija tourist product is trying to find new market segments outside of Europe, such as the USA and the Far East countries.

The renewal of the Opatija tourist product is based on attracting various age groups of guests and on everyday improvement of a tourist product that satisfies the needs of a modern guest, a European businessman, families, and young adults.

## Achievements

The boundaries of achievement for the Opatija tourist product can be seen in the growth of the quality of infrastructure, hotel capacities, increased quality of wellness programs, and in maintaining the traditional perception of Opatija as the queen of Croatian tourism. Because of these factors, there has been an increase in the quality of hotels, the growth in number of congressional facilities, the improvement of wellness programs, and a general development of infrastructure along with the development of the region.

Likewise, the prominent achievements include small and medium business developing, along with joint efforts from all the citizens and foreign investors on daily improvements in quality.

## History

If somebody in our region could boast about being a first class brand even a hundred years ago, it was Opatija. Since it was transformed over night from a fisherman's village into a residential area for central European nobility who

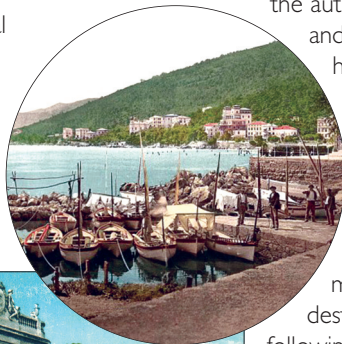


bought all the property and whose crests still have significance, Opatija suddenly had it all: modern hotels, parks, and urban infrastructure, educated and motivated service, and wealthy guests. Over time, the infrastructure wore down and the structure of service and guests changed, but due to Opatija's natural advantages of location and climate, it was still able to preserve its reputation.

## Product

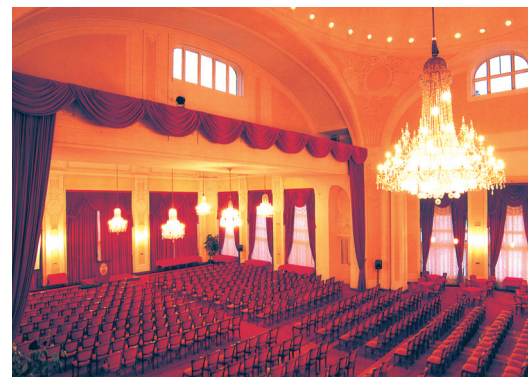
The basic product of Opatija is tourism, but it is important to point out that Opatija itself is a supreme tourist product as well.

The key to success of today's tourism in Opatija lies in the intent to modernize history and long tradition. The result of these efforts is to increase the authenticity of the region and all of its natural and historical values.



The Opatija tourist product is a unique combination of interesting virtues so today, more than ever, efforts are being made to present the destination through the following segments:

- Opatija, the place of central European culture.
- Opatija, the place for wellness, health, and safety for tourists that want to have a peaceful and an organized vacation.
- Opatija, a warm destination on the Mediterranean where



cultural exchange and a return to basic values is an elemental necessity of the guest.

- Opatija as a destination with two faces of elite tourism, providing luxury and at the same elegance that guarantees simplicity, intimacy, and style.
- Opatija, a place of games, irony, and exhibition.

## Recent developments

The leaders of Opatija and its citizens know that the basis for creating a good tourist product is the knowledge that different destinations attract different types of tourists. By following this idea, Opatija's offer is now segmented and work is under way to raise the level of quality in the following fields:

Today's architecture of Opatija, the buildings, parks, and walkways, bring back to life the memories of the late 19<sup>th</sup> and the early 20<sup>th</sup> century. All this indicates that Opatija is an ideal place to renew bonds among the people of Central Europe. Therefore, Opatija is being turned into a place for cultural tourism on a daily basis and Opatija's unique history is being revitalized through various projects such as the Town Museum and the Croatian Museum of Tourism in Opatija.





The Town Museum is a unique project which is made up of dislocated museum exhibitions that present the history of villas in Opatija and the famous people that lived in them in an innovative way. The first out of thirty such dislocated mini-exhibits, the History of Governance in Opatija, was opened in October 2006 in the lobby of the city hall.

During 2007, the following exhibitions will be opened: The history of Opatija's health tourism in Thalassotherapy, an exhibit dedicated to the visit of the Swedish-Norwegian King Oskar the Second, the composer Gustav Mahler and writer Ferenc Mora at the Vila Jeannette, and the exhibition about the Habsburgs in Opatija at the Hotel Miramar, as well as 3 to 4 other exhibits (the History of Opatija's Post Office at the post office building, the architect Carl Seidl in Opatija and Lovran exhibit at the Milenij Hotel, the History of Croatian Seaside Resorts at the Angiolina-Bada, and others).

The idea of building the Croatian Museum of Tourism in Opatija is based on the will to found a museum that would gather, analyze and research the material and non-material heritage of tourism and it stems from the historic fact that Opatija is the nucleus of early tourism in Croatia, with developed tourist infrastructure and a global reputation. There are still many artefacts in Opatija which testify about its significance during that period, and the architecture and ambience has been preserved as well, thus turning Opatija into an exhibit, or a town museum in itself.

The history of tourism in Opatija is 160 years long and we are aware today that its innovative



presentation can help form Opatija's cultural product and invite new guests.

The idea of promoting Opatija as a destination for congressional tourism comes from the need to extend the tourist season even onto the cold winter months. With this in mind, work is underway to attract investors so that necessary infrastructure can be developed for business-related tourists. The fact that Opatija is close to many European capitals and its general geographic position are the basic advantages that allow Opatija to develop the business-related segment.

Opatija has historically been known as a destination for health tourism, and many surveys, conducted in Opatija and outside of it, show that people still perceive it as such.

The final addition to numerous wellness centres in hotels was the state of the art spa-thalasso-wellness centre at the Opatija Thalassotherapy, an elite medical and scientific establishment.

The foundation of the Fertility Clinic is just one of the few innovative ideas that will position Opatija among the destinations of the so called new wellness in the future

### Promotion

It is Opatija's goal to put together an organized team to secure an attractive promotion in Croatian and foreign media, and to set up a basic Art



Direction that will reinforce the credibility of the promoted values, contents, and themes.

An innovative step for the promotion of the town is to assist the time long activities of the Tourist Board with an expert PR team.

The promotion of Opatija is secured through indigenous traditions, famous festivals, and successful fairs, and the people of Opatija, with their services and souvenirs, are responsible for providing each guest with a part of the overall spirit he/she can take home.

### Brand values

Opatija's values are based on experience, emotions and feelings. Opatija's mission is to combine the tradition of authenticity of the tourist product with innovation and coherence in a unique growth of the spirit of the place.

[www.opatija.hr](http://www.opatija.hr)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Opatija

- Opatija was in the past a centre for secret diplomacy where German and Austrian emperors and Habsburg and Italian foreign ministers held meetings.
- The Resolution of Rijeka, the Rapal Agreement, and the distribution of counterfeit British pounds all took place in Opatija during World War II.
- Andrija Mohorovičić, the person who discovered the Moho-Layer which carries over the impact of an earthquake, and who had a crater on the moon named after himself, was born in Volosko.
- Opatija was the residence of the grandparents of the current prince of Lichtenstein, and the mother of Janos Kadar, a former Hungarian president, used to work in Opatija.
- Among many guests, Opatija hosted at least five emperors, eight kings, and seven Nobel Prize winners.

