

THE Regent

ESPLANADE ZAGREB



Market

With its architecture, interior design, rich tradition and top quality service standards, The Regent Esplanade hotel is one of the leading luxury hotels in Croatia. Since 2004, the Esplanade Hotel, the pride of Zagreb, has been part of the well-known hotel chain - the Regent International Hotels and is an ideal combination of top international standards and its 80 years of tradition. The hotel is oriented towards the west European and Croatian markets, which account for the majority of the hotel's business guests, and towards the US and Japan markets, accounting for the majority of tourist groups.

Achievements

The Regent Esplanade Zagreb hotel has always been the one to bring the latest trends in high quality hotel industry development to the region. It has thereby built an image of a renowned hotel company and a regional authority in its field.

History

The Esplanade, Zagreb's most prestigious hotel, was built in 1925 with the aim to offer top quality accommodation and service to the passengers on the famous Orient Express that connected Paris and Istanbul. The hotel offered its guests unprecedented luxury, which is why the Esplanade has always been the choice of celebrities.

After over a year of thorough reconstruction, the hotel was reopened on May 18, 2004 - as "The Regent Esplanade Zagreb". By joining the leading



luxury hotel chain The Regent, the Esplanade gained a new international dimension in offering top service standards, and became the first Regent hotel in Europe and the seventh in the world.

The list of celebrity guests includes Josephine Baker, Charles Lindbergh, Gilbert Becaud, Leonid Brezhnev, Nikita Khrushchev, Richard Burton, Elisabeth Taylor, Vivien Leigh, Laurence Olivier, Ike & Tina Turner, Omar Sharif, Elizabeth II, Hans Dietrich Genscher and many others. Of course, some celebrities, statesmen and politicians also stayed at the hotel incognito.

Product

Accommodation, F&B and M&E services

The Regent Esplanade Zagreb hotel, an equivalent of top quality service and elegance, is more than

"just a hotel", it is a second home for its guests. The hotel offers 209 spacious and luxuriously furnished rooms and suites with beautiful marble bathrooms. State-of-the-art technology goes hand in hand with lavish interior design. The hotel guests have at their disposal: Health Club, Beauty Salon, Business Centre, free-of-charge wireless and LAN internet access throughout the hotel, the Concierge, room service, valet parking, as well as room maid service twice a day.

The legendary Emerald Ballroom and seven conference halls named after the Orient Express stops, provide numerous possibilities for the organization of conferences, receptions and different celebrations. The Zinfandel's Restaurant, named after the Californian vine variety of Croatian origin (the "Kastelanski crljenak"), offers excellent





Croatian and Mediterranean cuisine.

The legendary Le Bistro opens its door to anyone looking for French bistro meals and the famous Esplanade "Strukli" (cheese puff pastry).

The Esplanade 1925 Lounge & Cocktail Bar is the ideal spot to sip coffee or tea during the day and cocktails in the evening.

The hotel's Oleander Terrace, the focus of all social and cultural events, is the place for the best summer parties and open-air events in Zagreb.

Recent Developments

Since 2004, the hotel has been combining the business principles of The Regent chain and those of its mother company The Rezidor Hotel Group, the owner of the Regent brand, with the rich history and years of the Esplanade heritage.

The Regent Esplanade Zagreb hotel owes its leading place in the hotel industry to the constant development and improvement of its products and services. In keeping with the guests' wishes, the hotel offers many highly personalized exclusive services such as: Bath Menu (the guests chooses a bath from the bath menu, prepared by the hotel butler), Personal Shopper (shopping in exclusive Zagreb shops, with a limousine drive and the assistance of a personal shopper), The Regent Esplanade Segway City Tour (a city tour on the revolutionary personal transporter), Exclusive Limo Service (the guest can choose the song that will play in the limousine during the drive, as well as the type of drink or additional refreshments), Dog Menu (the hotel is one of the few in the region to offer accommodation, meals and grooming for



dogs). The hotel was recently awarded the Star Diamond Award certificate, assigned by The American Academy of Hospitality Sciences.

Promotion

The Regent Esplanade Zagreb is the only hotel in the region which traditionally, each year, acknowledges the fidelity of its guests with the prestigious "Emerald" awards at the Emerald event, and greets the summer by the popular summer event at the Oleander Terrace. The said events focus on the local market.

The hotel is also the only one on the local market to publish its magazine. The Regent Esplanade Luxury and Lifestyle magazine is issued four times a year and publishes interviews with the hotel's famous guests, as well as many interesting stories from the Esplanade and the city life. The magazine is available in all Regent hotels throughout the world, in all Croatian embassies, and in many Croatian and foreign companies.

The Regent Esplanade hotel cherishes its corporate responsibility ("responsible business") towards the society it is a part of, and therefore often organizes numerous humanitarian events, and has been the co-organizer of the humanitarian event the Terry Fox Run for the third year in a row.

Brand Values

The Regent Esplanade Zagreb represents an ideal fusion of the luxury Regent brand, famous for its impeccable quality of service and its international standards, and of the Esplanade hotel brand based on the rich history and tradition. The synergy of the



Regent and the Esplanade brands creates true luxury and beauty of the hotel and sets as its imperative personalized service and full dedication to the guest. The brand value can be best expressed through the Regent hotel Brand Tao:

1. Serve others as if serving oneself.
2. Hear without being told.
3. See without being shown.
4. Know without being asked.

www.regenthotels.com



THINGS YOU DIDN'T KNOW ABOUT...

The Regent Esplanade Zagreb

- The first guest of the Esplanade was a Mr. Glueck (luck) and it is believed that it was this very gentleman who has been bringing luck to the hotel ever since.
- The famous Esplanade "Strukli", of which the news traveled far, were first promoted in this hotel, raising a plain meal of the Zagorje region to the gastronomic pedestal.
- Le Bistro Esplanade was the first restaurant in Zagreb to offer champagne by the glass.
- The list of recent guests includes foreign delegations and numerous figures from the Croatian and international cultural, economic and social life.

