

# THE WESTIN

## ZAGREB

### Market

The Westin Zagreb is a five-star landmark hotel, centrally located in the very heart of Zagreb. It has been and continues to be a home-away-from-home of choice for visiting royalty, world leaders, international dignitaries and other travellers seeking the comfort of a modern, luxurious hotel. The Westin Zagreb is part of the HUP-Zagreb d.d. Group, that has been successfully doing business in Zagreb for over 60 years. HUP-Zagreb d.d. has kept abreast of global trends and service quality standards, relying on its tradition and long experience. As a market leader in the industry, the company has continuously invested in strengthening its market position, by bolstering product and service excellence in combination with a holistic approach to destination and brand marketing. The company is guided by the principle that a brand is a promise... A longstanding track record of product and service excellence has rightfully earned the company a reputation of being keepers of that promise. A dedication to innovation, teamwork and employee development are the foundations for a prosperous future for the company. Ongoing support and know-how provided by the managing partner, Starwood Hotels & Resorts, Inc., has contributed to the company's introducing countless product and service innovations on the local market. In short, the implementation of international standards have served to exceed the needs of the most discerning of guests.

'To give real service, you must add something which cannot be bought or measured with money, and that is sincerity and integrity.' – is a Starwood motto, whilst its world-class brands guarantee an unforgettable experience.

Germany, USA, France, Great Britain, Japan, Italy, Croatia, South-eastern and Central European counties are The Westin Zagreb's top feeder markets.

### Achievements

The Westin Zagreb is a hotel rich in tradition, and continues to be the hub of all important national and international events. As a tribute to its ongoing commitment to excellence, The Westin Zagreb has been the recipient of the following industry awards: Tourism Flower as the best Croatian continental 5\* hotel – Quality for Croatia award for 2007, and Tourism flower as the best Croatian continental 5\* hotel – Quality for Croatia award for 2008. Above and beyond that, the hotel's management has received countless commendations for service excellence from foreign governments, embassies, and renowned



companies whose representatives stayed at the hotel during international summits, conferences or events. Former U.S. Secretary of State, **Condoleezza Rice**, expressed her appreciation for the outstanding efforts made during US President **George W. Bush's** state visit to Croatia, with a special thank you note to the hotel's management. Former Russian President **Vladimir Vladimirovich Putin** was yet another esteemed guest of the hotel, as was Chinese President **Hu Jintao** just recently. Having had the presidents of the three most influential countries of the world as guests of the hotel speaks best of the level of service excellence and security that The Westin Zagreb delivers.

**Tomislav Hruban**, The Westin Zagreb's 27-year-old chef, took first place at an international culinary competition and was awarded the title **Golden Chef of the Balkans**. The competition was held in Belgrade from 21 to 23 May 2009, and attracted competitors from Slovenia, Bosnia and Herzegovina, Serbia, Montenegro, Rumania, Cyprus, Greece and Turkey.

This prestigious award was given in honour and recognition of Tomislav's commitment to excellence in his life passion – cooking.

Creativity, passion and dedication to detail are what sets the great chefs apart. Creativity can be manifested in many ways, particularly in food presentation.

which in turn affects the overall experience. This young talent been recognised for his excellence by a jury of experts and has brought the prestigious award to Croatia. Tomislav continues to participate in all major domestic and international competitions with the Croatian National Culinary team.

### History

Following HUP-Zagreb d.d.'s acquisition of the hotel and an extensive refurbishment that was completed in the first half of 2004, the hotel underwent rebranding from Hotel Opera into The Westin Zagreb. The hotel dates back to 8 March 1975, when it opened its doors as an InterContinental franchise in Zagreb. The hotel continued operating under the Inter-Continental brand up until May 2001. Located in the city centre, The Westin Zagreb is a mere five minutes on foot from the main shopping and business district in the city, and only ten minutes from the main train station. The hotel guestbook boasts renowned celebrities such as Sofia Loren, Omar Sharif, Pierce Brosnan, Michael York, Robert Mitchum, Meryl Streep, Elizabeth Taylor and Richard Burton, Richard Gere, Vanessa Redgrave, Armand Assante, Goldie Hawn, Andie McDowell, Richard Chamberlain, Marlon Brando, Juan Antonio Samaranch, Eric Clapton, the Rolling Stones, Bianca Jagger, Tina Turner, as well as many others.

### Product

The Westin Zagreb is recognised both for its first-class, five-star service excellence, as well as its exceptional setting and ideal location. Guests can enjoy an extraordinary view of the city from their room: Gornji grad (the Upper Town), the Cathedral, Medvedgrad, and Medvednica Mountain. All rooms and suites feature the signature **Heavenly Bed®** and **Heavenly Shower®**, as well as a range of other amenities that make a stay in this hotel truly unforgettable. For more discerning guests, the hotel offers a superior level of luxury. **The Westin Guest Office®** consists of a spacious and bright room, a large bathroom, a separate ½ bath and an office/living room area. The functional office area is state-of-the-art, making this exceptional room an ideal choice for business people. Professional and experienced hotel staff ensure that just about any special request is met, be it a security or general service issue. All guest rooms feature complimentary broadband internet access, whilst conference rooms and public areas offer free-of-charge WiFi connectivity, thereby allowing guests to stay connected throughout their stay at the hotel.

Thirteen multifunctional conference rooms of various sizes and the magnificent Crystal Ballroom that can accommodate up to a thousand guests, are an ideal place for all types of events: conferences, international congresses, presentations, business meetings, seminars, cocktail parties, balls, wedding receptions, etc. The gentle wash of natural lighting and spectacular panoramic view of the city give a different dimension to 17<sup>th</sup> floor meeting rooms, providing a more intimate setting for your events. All conference rooms and salons are fully equipped to meet every need of the most discerning of clients, whilst Wi-Lan provides connectivity to the world of business. Guests





can choose from a rich selection of sumptuous and diverse menus, and as always, the hotel's professional staff will gladly customise a menu to suit the guest's wishes.

The Westin Zagreb has hosted the most important of international events, including: the Presidential Summit for East European countries, the US Presidential State Visit, the Crans Montana Forum, the International Ski Congress, the UEFA Annual conference, as well as numerous international medical conferences, such as the 17<sup>th</sup> World Congress on Breast Cancer, the SKI FIS Cup for Women and Men, the World Handball Championships and the ATP Zagreb Indoors Tournament, as well as countless other events that serve to promote both Zagreb and Croatia as a destination.

George W. Bush, Condoleezza Rice, Vladimir Putin are just a few dignitaries who made their way through the doors of The Westin during their stays in Zagreb. Numerous celebrities, actors, bands, world-class athletes and famous singers have opted for the hotel as their home away from home: José Carreras, Michael Bolton, Cesaria Evora, Misa, Prodigy, Iggy Pop, Nick Cave, Kaiser Chiefs, Alicia Keys, Franz Ferdinand, Moby, The Editors, Massive Attack, Alberto Tomba, Ingemar Stenmark, Bode Miller, Michel Platini, Joseph Blatter, Lennart Johansson, Franz Beckenbauer *et al.*

### Recent Developments

Following a complete refurbishment that was done as per the latest design standards, The Westin Zagreb boasts 378 modern and elegantly appointed guest-rooms that offer a unique experience and superior service designed to please the most discerning of guests.

The Westin Zagreb, together with partner operator World Class Health Academy®, opened its doors to a fabulous, completely refurbished wellness centre in December 2009.

Hands down the best of its kind in the city, the unique facility invites all guests to re-energise with a Westin WORKOUT® in over 1,700 m<sup>2</sup> of modern, elegantly appointed, sleek and airy surroundings. The finest exercise equipment, including state-of-the-art Nautilus 'One' machines, a 17-metre pool, an oversized jacuzzi, Finnish and Turkish saunas and innovative Experience showers provide a perfect solution for guests committed to maintaining their wellness routines whilst on the road. World Class Health Academy's Comfort Zone showcases a wide range of revitalising wellness treatments in a magnificent setting. The Westin Zagreb and World Class Health Academy® offer a unique experience and a personalised service that has been created to re-energise and rejuvenate both body and mind. Simply put, the hotel offers a wide-range of outstanding tailor-made services designed to exceed just about anybody's expectations. A guided city tour? An excursion to the Plitvice Lakes National Park? A personal shopper/stylist? The Westin Zagreb has it all.



### Promotion

#### Sensory Welcome

The Sensory Welcome elements truly transform the welcome experience, making Westin's lobbies a more inviting place. Each part of this programme has been carefully designed to move sensory elements from the background to the foreground. Emphasis is placed on the organic and natural, evoking positive memories, emotions and moods in our guests. The new ambience is comprised of signature music, scent, plants and lighting.

#### Superfoods®

The Westin Zagreb features its SuperFoods breakfast. SuperFoods are known for being health enhancing and rich in antioxidants and phytonutrients. The key to the SuperFoods® philosophy is "food synergy." Food synergy refers to foods that, when paired together, are even more nutritious than when they are eaten separately. For example, spinach and tomatoes, cinnamon and whole grains like oats, honey and yogurt, etc. SuperFoods – fruit, vegetables, grains and proteins that are known to improve well-being and longevity – highlight Westin's ongoing commitment to personal renewal.

The Westin Zagreb is dedicated to the concept of healthy food and living. This inspires the culinary team to create innovative menus every day, which in turn provides for Croatian and international cuisine to be presented in a completely new way. Only fresh produce and ingredients are used in the preparation of all dishes.

#### Westin Kids Club®

At The Westin Zagreb, children play a very special role. Every effort is made to make children's stay as enjoyable as possible. The Hotel offers additional services such as a crib or travel bed for babies, a step stool, a toilet seat for children, a changing mat and other services. Preferred check-in, a children's menu for the guest-room, as well as free soft drink refills in the restaurants, are part of the Hotel's offer.

#### Westin WORKOUT®

Westin WORKOUT is the perfect solution for guests committed to maintaining their wellness routine whilst on the road. The finest workout equipment and modern design provide optimal strength conditioning and ensure a thorough cardio workout in a 1,700 m<sup>2</sup> wellness and spa centre. Specially designed programs and spa services enable guests to relax and rejuvenate.

#### In-room spa®

In-Room Spa Service by Westin shows commitment to creating a renewing and relaxing experience for all guests in the privacy of their room. Westin creates a complete spa experience by setting the ambience with a special gift basket delivered prior to each service including refreshing and healthy treats, music, bottled water, and amenities.

### Brand Values

Westin is more than a hotel. It is a destination where guests are understood and feel that this is a place where they can be at their best. It is vital to

understand where the guests come from. They want to connect with matters that are important to them. Not only material things, but regeneration experiences that energise the mind, body and spirit, as well as relationships, connections making the stay especially memorable. Westin reacts, but also anticipates a guest's needs. Westin's culture inspires the employees, giving them freedom to use their own abilities providing the ultimate service. This is the reason why every guest at Westin feels – special. Westin becomes a safe haven which offers a whole range of branded products and services ensuring complete renewal. Introduced in 1999, the Heavenly Bed® consists of a custom-designed pillow-top mattress set, a cosy down blanket, three crisp sheets ranging in thread count from 180 to 250, a comforter, a duvet and five of the best pillows on the market. Since its introduction, this oasis of plush comfort has been so popular that many guests around the world have purchased them for their own homes. The Westin Zagreb is the only hotel in Croatia that offers this truly luxurious product in its rooms.

[www.westin.com/zagreb](http://www.westin.com/zagreb)



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

#### The Westin Zagreb

- 1940 The Westin Hotel Credit Card was introduced, the first credit card issued by a hotel company.
- 1947 The "hotel type" reservations system was introduced in 1947, allowing Westin Hotels to instantaneously confirm guest reservations.
- 1969 Westin Hotel was the first to offer 24-hour room service.
- 1983 Westin became the first major hotel to implement a comprehensive credit card reservation and checkout system.
- 1994 Westin Kids Club® started in 1994, the first children's program serving infants and featuring a broad range of services for children under the age of thirteen.
- 1994 Westin Service Express®, the first program of its kind, was introduced by Westin, allowing guests to request all hotel services with just one call.
- 1999 The world famous Heavenly Bed® was introduced by Westin.
- 2001 The Heavenly Bath® and the Heavenly Crib® were added to Westin's roster of innovations designed for the ultimate in guest comfort and luxury.
- 2003 Westin WORKOUT® was introduced to help guests keep fit on the road.
- **Preferred guest programme**  
The Starwood Preferred Guest programme is the world leader amongst hotel loyalty programmes. SPG allows guests to engage in extraordinary experiences and enjoy rewards and recognition anywhere they travel. This program unites nine distinguished hotel brands, with more than 900 hotels and resorts in over 100 countries, a scope of worldwide destinations that is unequalled. Participation is made easy and membership is free of charge.