



Holiday
as you
are

Smart data - AI enabler in hospitality

EU - AI in Tourism, webinar, 12.11.2026



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Valamar Riviera d.d.

VALAMAR

VALAMAR
COLLECTION

VALAMAR
HOTELS & RESORTS

VALAMAR
CAMPING

[PLACES]
by VALAMAR

SUNNY
by VALAMAR

- Valamar Riviera is leading tourism company and **leisure** hospitality brand in Croatia.
- Top employer in tourism and top 20 overall in Croatia 8 years

8
DESTINATIONS

36
HOTELS

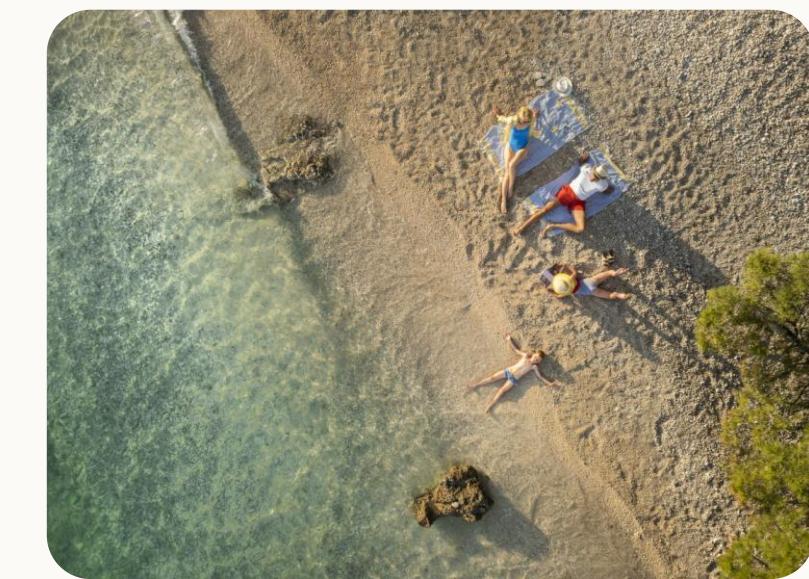
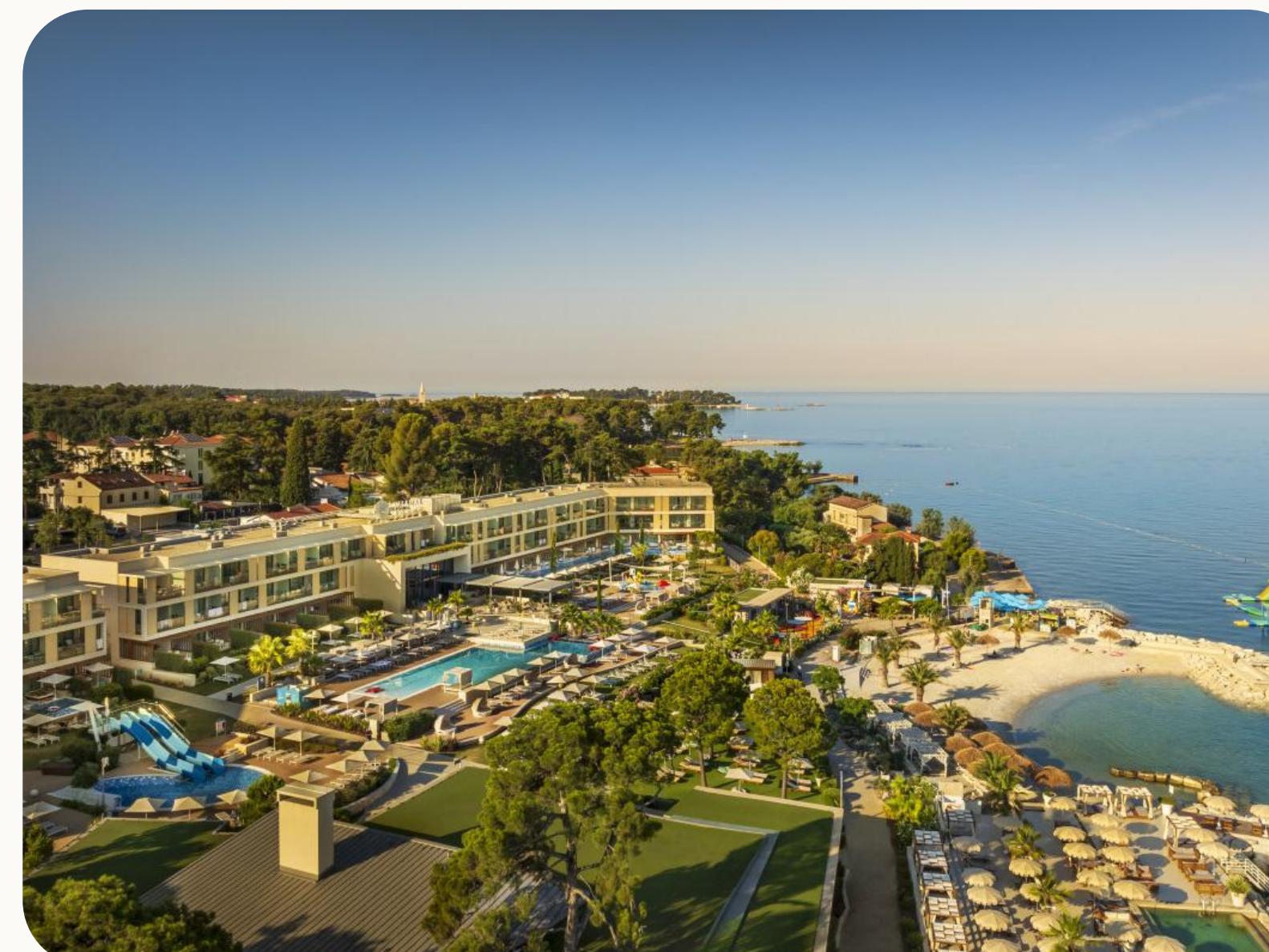
15
CAMPS

21,000
ACCOMODATION
UNITS

~8,000
EMPLOYEES

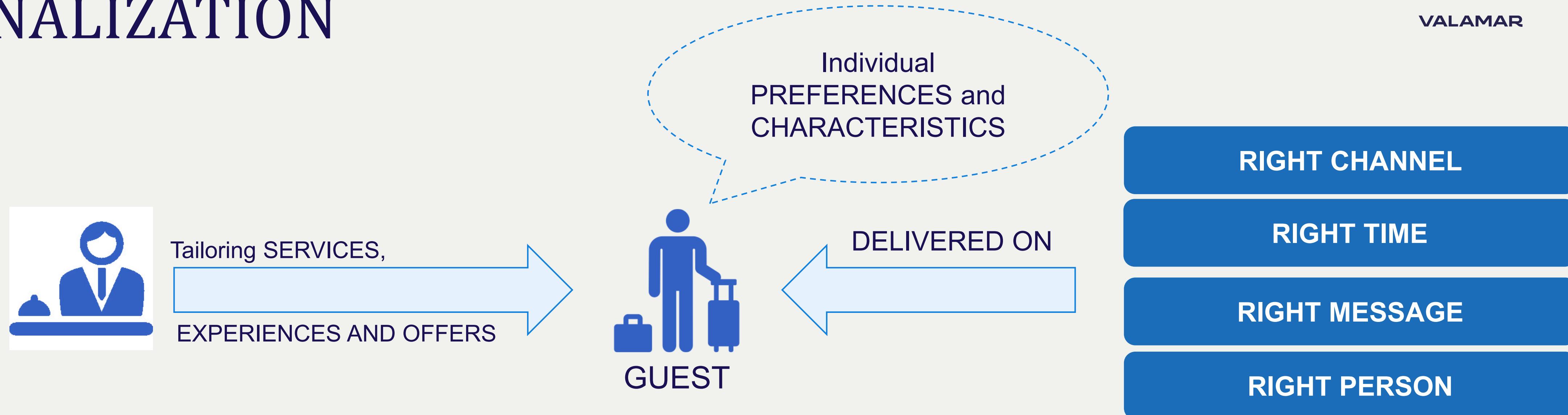
~1 MILLION
GUESTS / YEAR

~420 mn EUR
REVENUE



PERSONALIZATION

VALAMAR



PERSONALIZATION

UNDERSTANDING GUESTS
ON A DEEPER LEVEL

KEY DIFFERENTIATOR FOR HOTEL COMPANIES TO
STAND OUT AND BUILD GUEST LOYALTY

LEADS TO HIGHER
SATISFACTION LEVEL

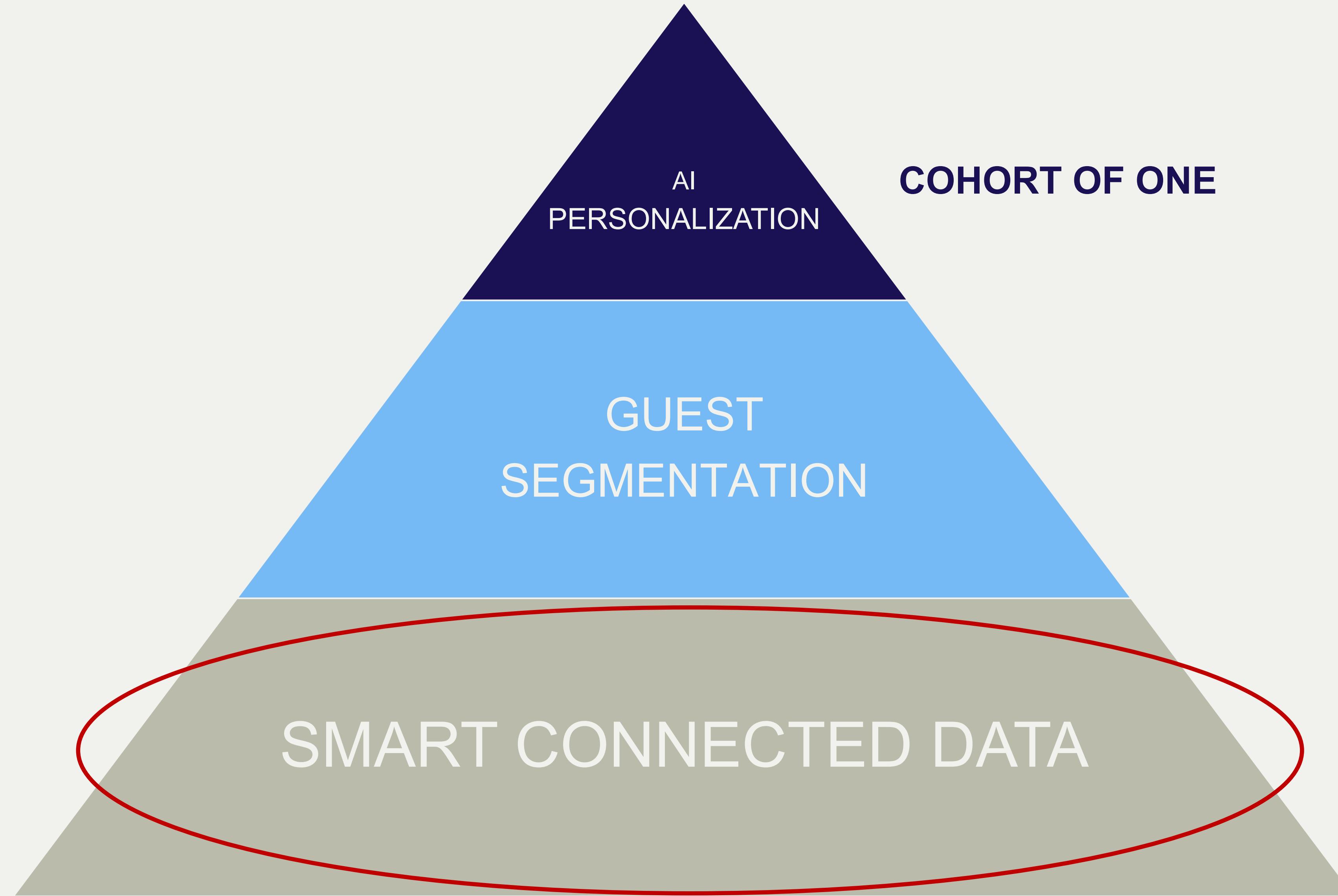
SATISFIED GUEST ARE
MORE LIKELY TO RETURN

SATISFIED GUEST ARE MORE
LIKELY TO RECOMMEND

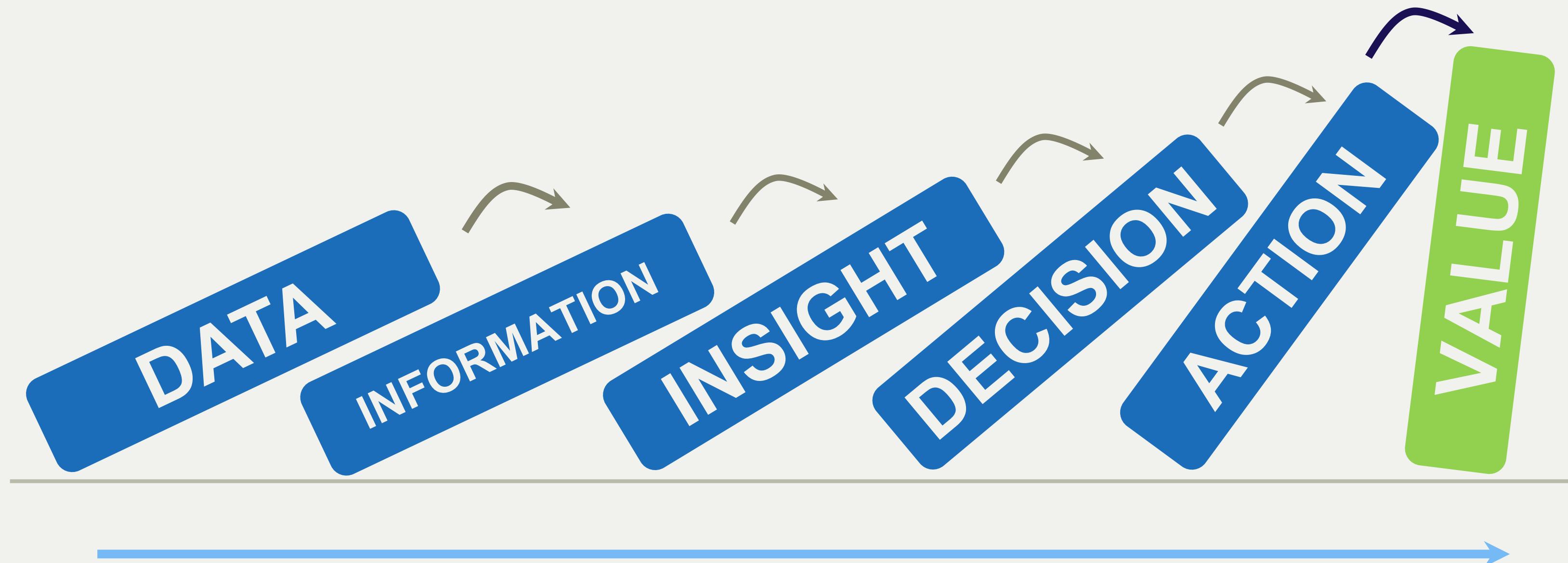
DRIVES
REVENUE/PROFIT

PERSONALIZATION - PYRAMID MATURITY MODEL

VALAMAR



Data driven problem solving



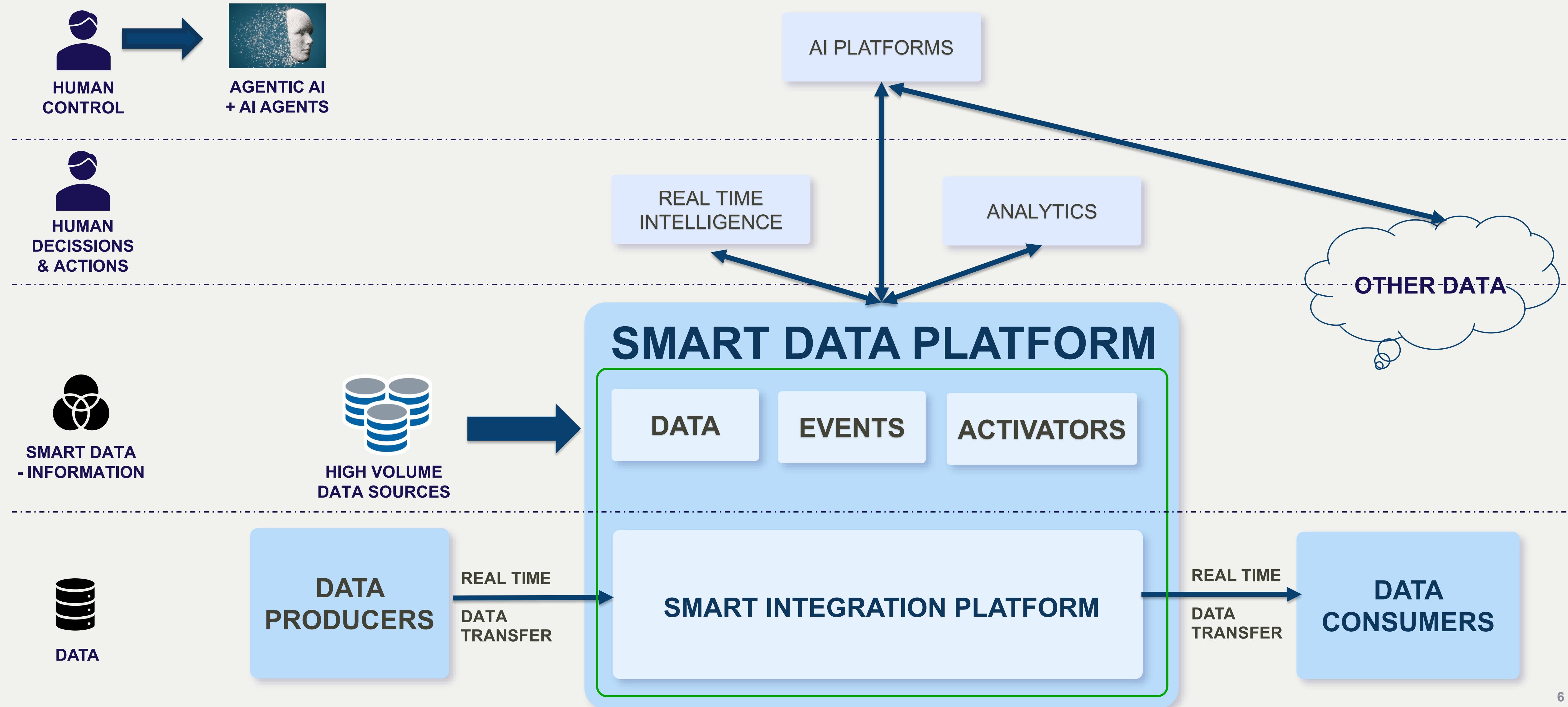
Source: Brent Dykes

How our insights can break through cognitive, social, and organizational barriers to generate better decisions.

AI ENABLER

Smart data and real time insights

VALAMAR



ML/AI USAGE

Sentiment analysis on guest and employee's reviews.

Document scanning
-> guest check-in, employments.

Recommending engine.

Personalized services.

Knowledge base

Real-time **email prioritisation** based on intent.

Multi agent Al.
Predictive analytics,
energy savings.

"I believe this was the best and the most simple and intuitive process I have used.."

"Great option and no necessity to fill all the data manually."

"MOLTO FACILE E INTUITIVO."
" Very easy and intuitive."

Funktioniert einwandfrei"
"Works perfectly."

PRESENT & FUTURE IN HOSPITALITY

TODAY

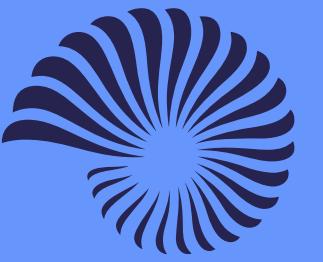
Evolution from smart integration to foundational real-time insights

TOMORROW

- ML-led predictive analytics
- Agentic AI – real time decisions and actions per case
- Multi-agent AI - Intelligent Decision Platform

NEW IN
2026





THANK YOU

VALAMAR

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