



Holiday  
as you  
are

# Smart data - AI enabler in hospitality

EU - AI in Tourism, webinar, 12.11.2026



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**VALAMAR**

VALAMAR  
COLLECTION



[PLACES]  
by VALAMAR





# VALAMAR

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

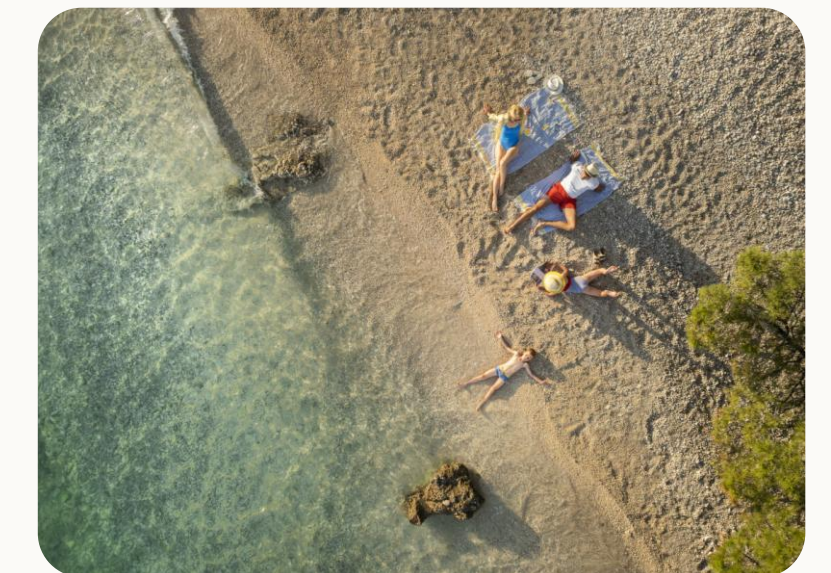
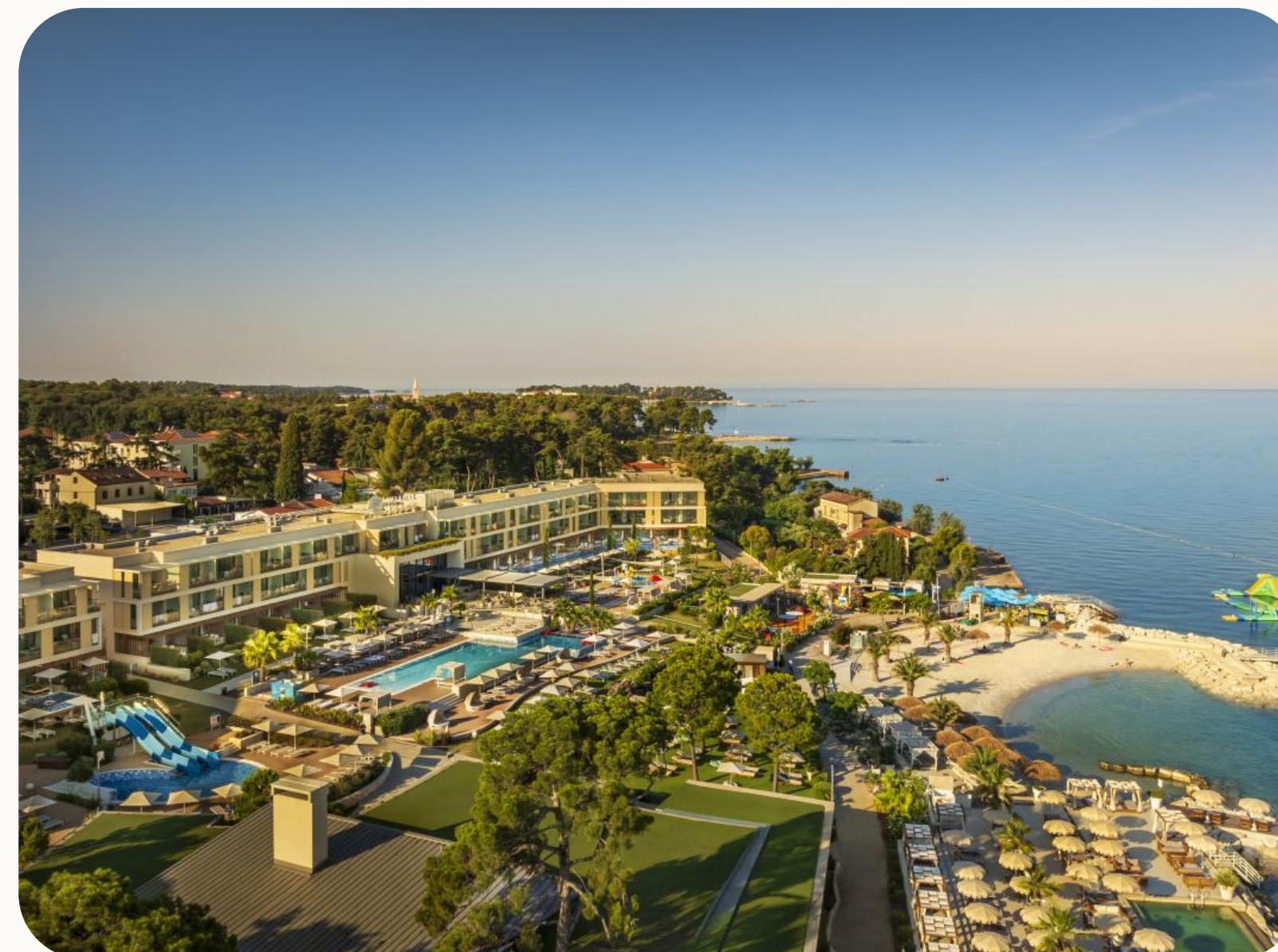
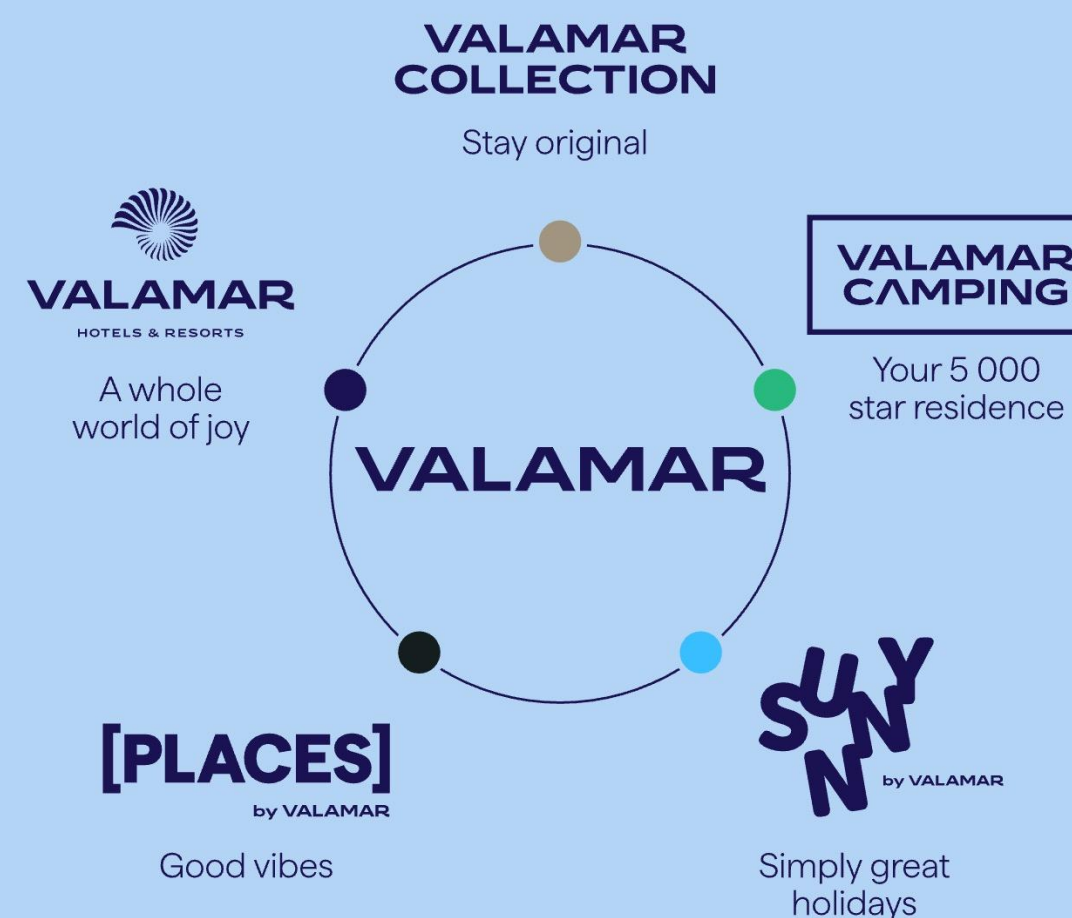
**15**  
CAMPS

**21,000**  
ACCOMODATION  
UNITS

**~8,000**  
EMPLOYEES

**~1 MILLION**  
GUESTS / YEAR

**~420 mn EUR**  
REVENUE





# PERSONALIZATION

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## ***PERSONALIZATION***

UNDERSTANDING GUESTS  
ON A DEEPER LEVEL

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

LEADS TO HIGHER  
SATISFACTION LEVEL

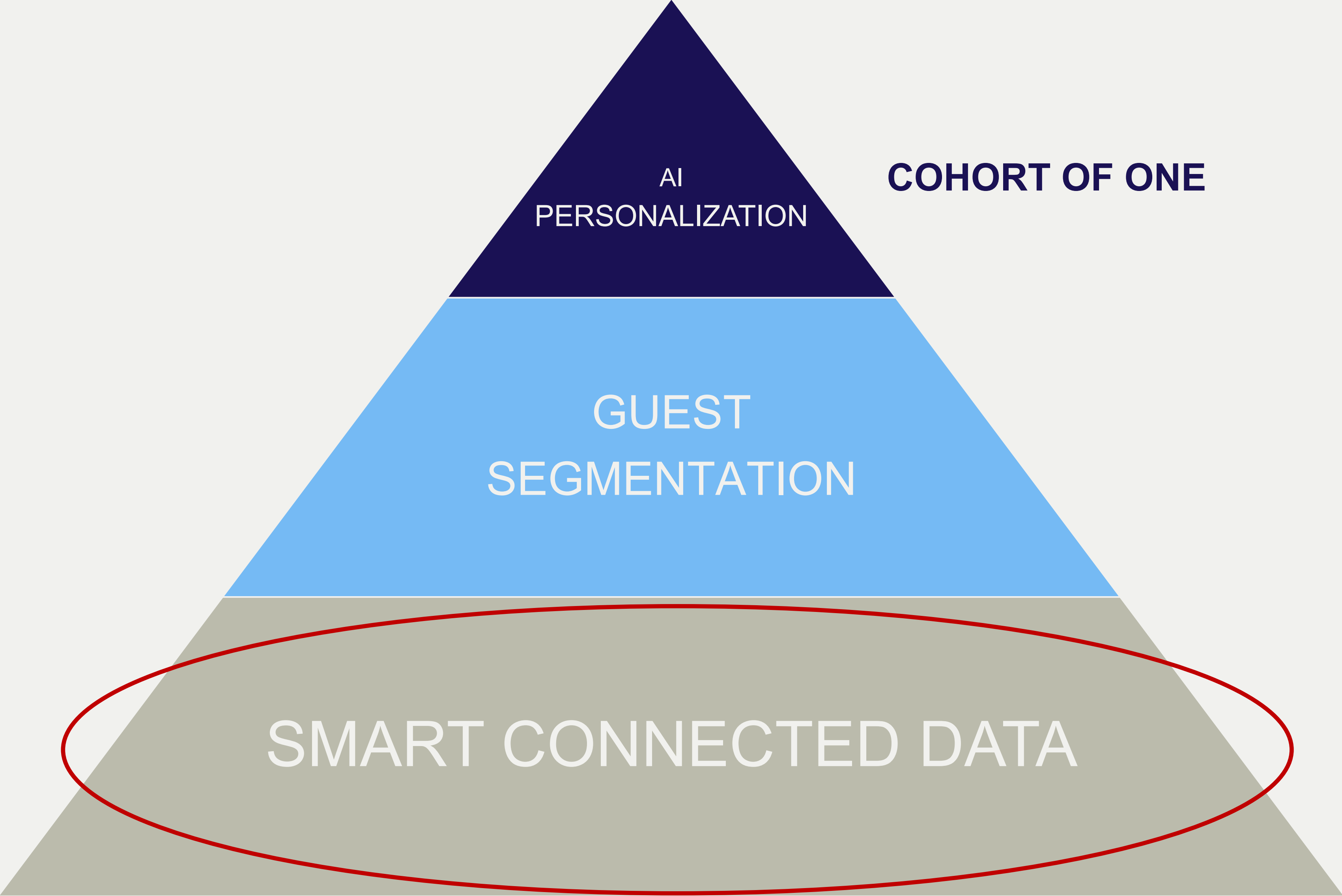
SATISFIED GUEST ARE  
MORE LIKELY TO RETURN

SATISFIED GUEST ARE MORE  
LIKELY TO RECOMMEND

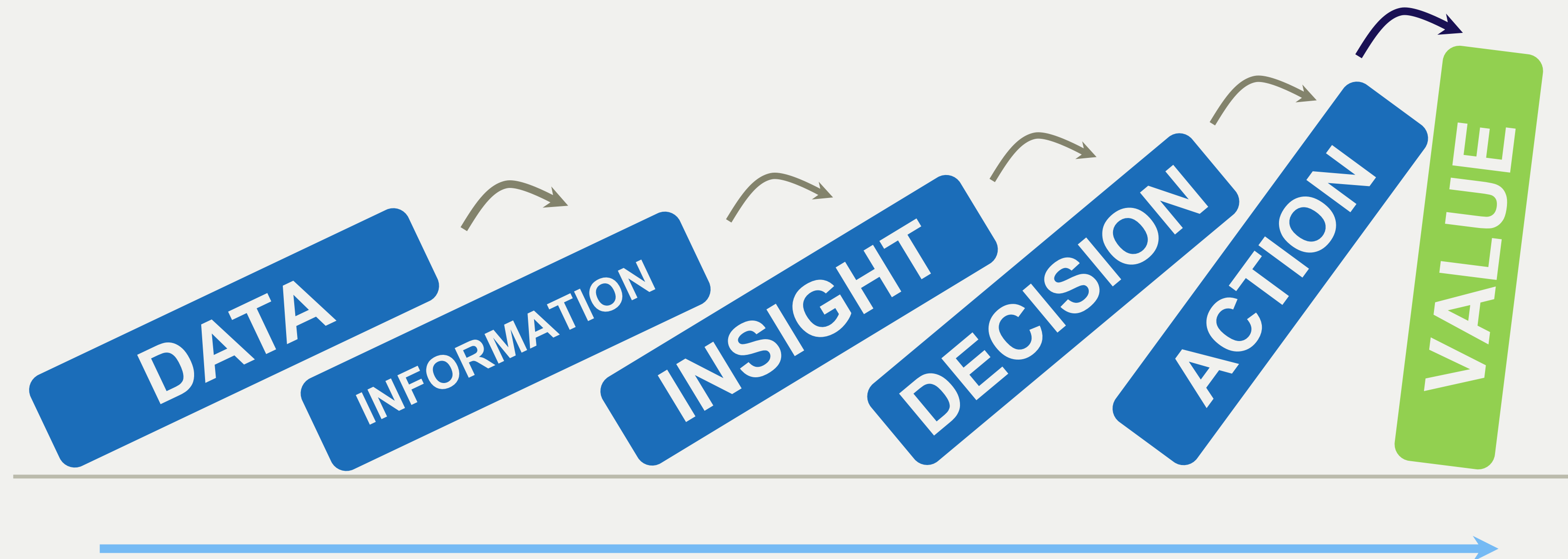
DRIVES  
REVENUE/PROFIT

# PERSONALIZATION - PYRAMID MATURITY MODEL

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## Data driven problem solving



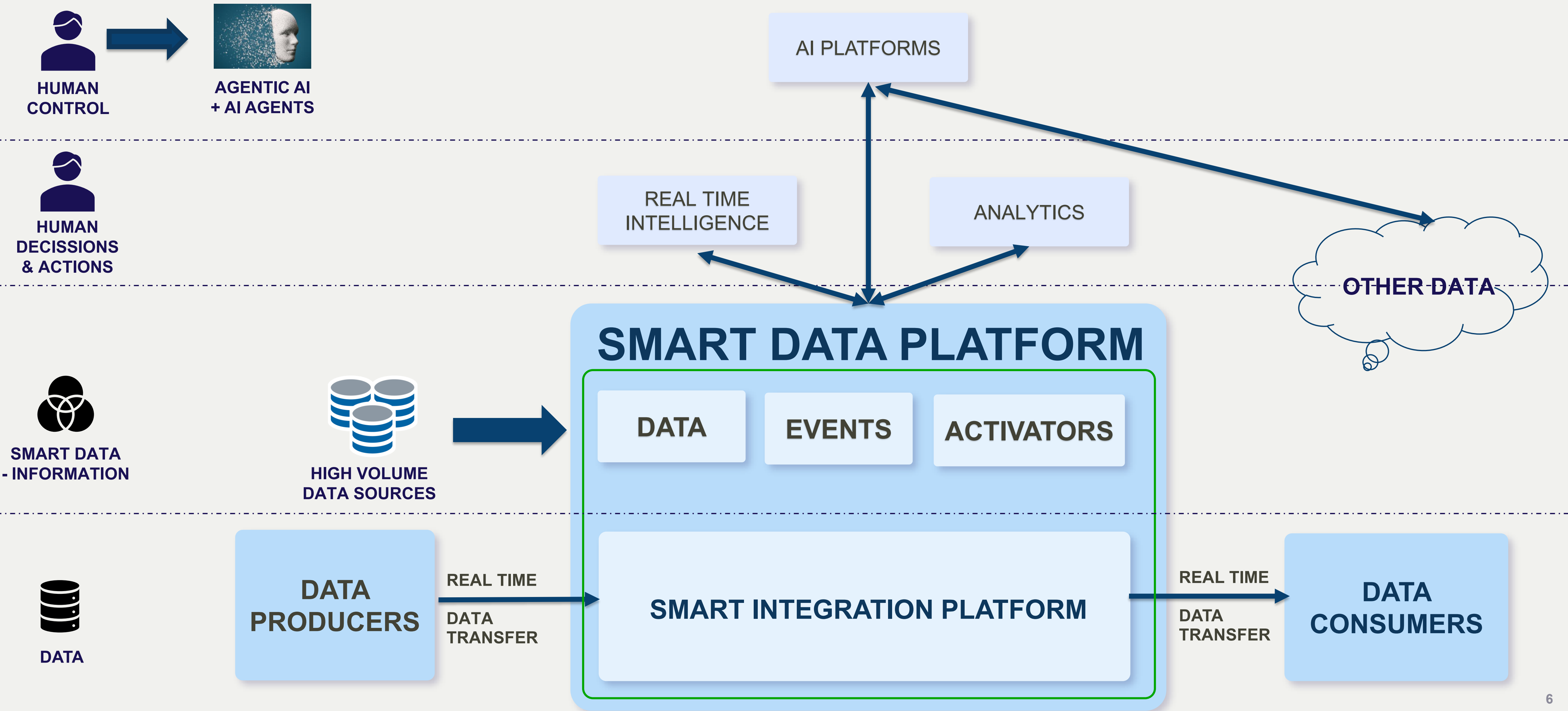
*Source: Brent Dykes*

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

# AI ENABLER

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Smart data and real time insights



# ML/AI USAGE

**Sentiment analysis** on guest and employee's reviews.

**Knowledge base**

**Document scanning**  
-> guest check-in, employments.

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

**Recommending engine.**

**Personalized services.**

Multi agent AI.  
**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

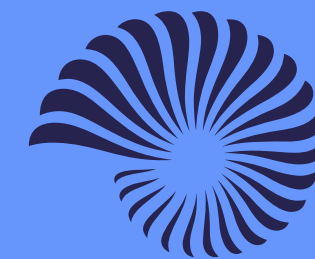
## TOMORROW

- 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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