

Sve kao nekad

Cosmopolitan
1. Juni 2000.

Traditional resort Oraj at Istrian peninsula offers the same kind of relaxation as it was a century ago. There you may learn how to paint, work in garden or learn basics of herbs....
A.L.

Vacation for body and soul

Grazer Woche am Sonntag
10.Sep 2000.

Lovran as a medieval town is secret destination for Croatian travellers. Surrounded by parks there are "Lovranske vile" – stylistically renovated old villas...

Lovranske vile

AmCham Newsletter
10. October 2000.

Several months ago, one of our members sent out an advertisement to all of us, the member was, and still is, Vjeko Martinko, Lovranske vile d.o.o.. This business consists of seaside guest villas and a small conference center located on a historic farm. His e-mail invitation interested me, because his firm is one of the organizations in Croatia for whom I have been providing pro-bono strategic planning assistance. I know several members took him up on the opportunity to relax in Lovran, but for those who did not, let me fill you in on just one of Croatia's many unique attractions.

As part of my initial strategic assessment of Lovranske vile, I travelled to Lovran, Croatia to assess accommodations and services. For the uninitiated, Lovran is about 5 kilometers down the seaside walk (there also is a road) from Opatia. Lovran is the oldest town on the East coast of Istria and in the early Middle Ages, was an important city and shipyard on the Northern Adriatic. Lovran has retained its historic city center, now filled with restaurants, a gallery or two and shops. Additionally, it was a beneficiary of the "Villa Boom" of the early 1900's and today, many elegant homes can be viewed on the seaside and the hillside.

It is three of these seaside villas and one "seaview" farm (Oraj) that make up the core of Lovranske vile's accommodations and services. As part of my assessment, I surveyed all the facilities and their immediate surroundings. The villas, Adela and San Giovanni are recently renovated and in the Five Star range, while the Villa Guerra, with three floors of unlimited potential, is a Three Star, awaiting renovation and upgrade to Five Star. All three villas are within easy walking distance of the center of Lovran. The farm and conference center perch on a wooded cliff high above Lovran and the Adriatic/Bay of Kvarner. When standing in its gardens, one has the feeling of being on a tall-ship, in a world of sea, sky and islands. This renovated and historic farm house shelters conference and guestrooms. Oraj best represents the Lovranske Vile and its philosophy of addressing the personal needs of each guest, while at the same time encouraging their creativity, health and the achievement of balance in our lives. The staff can assist guests achieve their goals, through a variety of well thought out programs.

Some of my friends were there with me and we had such a good time that, I am sure, we will

go back very soon. I am glad I noticed this advertisement in AmCham's Newsletter and can highly recommend it.

Kent Menser

Der Standard

Die Rückkehr der Sommergäste

15. November 2000

....Von den 87 stilvollen Häusern in Lovran hat man einige bereits saniert und restauriert: ein wichtiger Schritt in Sachen Qualitätstourismus, bei dem das Privat -Unternehmen "Lovranske vile" aus Zagreb ein Vorreiterrollespielt. Komfortabel eingerichte Appartements mit Meerblick in eleganten Jahrhundertwende-Bauten -eine ware Freude!