

40 HQ Videos Of The Valamar Hotels Published on the Internet

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Guests are Invited to Send Their Clips and a Win Free Accommodation

Valamar Hotels & Resorts, the largest Croatian hotel company with 40 tourist facilities in four leading Adriatic coast destinations is the first and currently only hotel company in Europe that has made videos of all the hotels, apartment settlements and campsites it manages along the Adriatic coast. The films may be viewed on Valamar's website, and coming soon from the "beta" version there will be a new Valamar video website at the address www.valamar.tv. This website will exclusively show video material that is related to the Valamar hotels and the destinations where they are located.

Alongside the launch of Valamar TV, the Croatian hotelier have decided to launch a video competition for their guests. In it, they will ask all those who have stayed in one of the 40 hotels, apartments or campsites, and recorded some moments that they would like to share with others on their cameras, or mobile phones to upload their video clips on the website.

The three best videos chosen by an expert jury will win a four-day, a three-day and a two-day stay, respectively, in one of Valamar accommodation facilities of their choice.

During the total 40 days of filming in the summer season, Valamar in co-operation with the Zagreb production company Aquis also made individual films about the destinations in which they operate with the aim of their best quality promotion. On Valamar's website, visitors can view films about the unspoiled natural surroundings, history and cultural heritage, and about the gastronomy, entertainment and sports facilities and activities of Porec, Rabac, Krk and Dubrovnik.

In addition to this project, which is a completely new way of communicating with guests, in June 2007 Valamar started working with the firm Futura Presentia. Destination guides in the form of Croatia Destination Blogs in four languages are updated on a daily basis, and until now over 800 articles have been published on them with important information for tourists. A huge amount of information can be found on these web sites, such as points of interest about Dubrovnik, Porec, Rabac and the island Krk, which are the Adriatic destinations where the Valamar hotels, apartments and camping sites are located. They also offer practical information to travelers, and make announcements and give outlines of important events that happen in the afore-mentioned destinations.

Valamar is the first hotel company in Europe to have carried out this very demanding marketing project, whose main aim is to present the Valamar tourist offer and destinations in which the accommodation facilities are located in the best quality manner.

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