



HOTEL ROOM "PLUS"

The products of partners in cluster HOTEL PLUS contribute to the overall HOTEL PLUS hotel room with each of their individual quality, tradition of production, wisdom of refinement, market distinctiveness and all of the individual certificates and rewards brought forward by their separate brands. The joint HOTEL PLUS brand therefore unites and glorifies the power and prudence of the long term tradition of the Croatian wooden and textile industries, enriching the domestic accommodation offer with the specific added value represented within the "story about Croatia" that is planted into the HOTEL PLUS hotel room.



HOTEL PLUS hotel room: *The Croatian creation*



"Acquiring the competitive advantages is not about being the first, being the strongest, or being the fastest. It is about being different."
(Philip Kotler)

BRAND "PLUS"

Behind the oak door of HOTEL PLUS room (produced by SPAČVA) lies the whole world of natural domestic raw material and the brilliance of designed parquet (DIP Karlovac), of the typical rustic floors (SPAČVA), wooden and upholstered furniture (LAPIBUS and "Slavica"). The HOTEL PLUS room whispers in colours of the Croatian landscapes through the thoroughly chosen patterns of carpets (Regeneracija), curtains, drapes and decorations (KREATIVA). Alike the Croatian scenery, the world within the HOTEL PLUS room is reigned by the contrast of shadows and light (Dekor lighting). The wood brings forward the fragrance, warmth and strength, whereas the wool and cloth present the colours of Croatia. In the blistered hands of our producers there is the wisdom of centuries. All in all, the HOTEL PLUS brand brings forward the qualities of the Croatian creation.

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