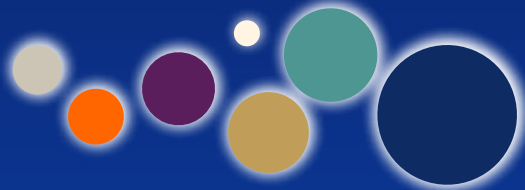


28. KONGRES HOTELIJERA

10. - 12. 11. 2026. | Pical Resort 5*, Valamar Collection | **Poreč**

powered by  **ISTRATECH**



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DAN 1 10.11.2026. utorak

16:00

Godišnja skupština UPUHH-a

Samo za članice UPUHH-a



UDRUGA
PODUZETNIKA
U
HOTELIJERSTVU
HRVATSKE

17:30

WINE EXPERIENCE workshop

Powered by Hrvatski Sommelier Klub

Sudjelovanje uz prethodne prijave



20:00

Welcome drink

DAN 2 11.11.2026. srijeda

10:00 – 10:30

Registracija

10:30 – 11:10

Uvodni pozdravi

Veljko Ostojić | predsjednik UPUHH-a i direktor HUT-a
Tonči Glavina | ministar turizma i sporta Republike
Hrvatske

11:10 – 11:40 Industry leader 1 on 1

Hrvatska na turističkoj karti: nova faza
turističkog razvoja

Kristjan Staničić | direktor, Hrvatska turistička
zajednica

11:40 – 12:00 Prezentacija

Invest or check out

Analiza životnog ciklusa i investicijskih potreba
hrvatskih hotela

Bernard Zenzerović | direktor UPUHH-a

12:00 – 12:30 Presentation

Building Destinations Through Air Connectivity:
Global Lessons for Tourism Growth

Gavin Eccles | Managing Partner, GE Consulting -
Aviation and Tourism

12:30 – 12:45 Dodjela nagrada

Najbolji direktor/ica hotela za 2026.

In partnership with Les Roches, Switzerland

12:45 – 13:45

Ručak

13:45 – 14:05 1 on 1 conversation

The Next Chapter of Hotel Growth:
Development, Investment & Transformation

Hylko Versteeg | Head of Development Southern
Europe, Intercontinental Hotel Group (IHG Hotels &
Resorts)

In conversation with:

Siniša Topalović | ISHC, Managing Partner, Croatia;
Horwath HTL

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DAN 2 11.11.2026. srijeda

14:05 - 14:35 Panel discussion

International aviation case studies: connectivity as a driver of tourism growth

14:35 - 14:50

Beyond digital: od pametne tehnologije do pametnijeg poslovanja

Davor Brenko | direktor, Istratech

14:50 - 15:05 Prezentacija

Budućnost luxury hospitalityja - što današnji high-end gosti zaista očekuju od hotela i destinacija

Katarina Larisa Ham | CEO, Quintessentially

15:05 - 15:35

What Makes Luxury Today in Hospitality and Tourism?

Denis Ivošević | direktor, Turistička zajednica Istarske županije

Kristina Milin | Head of hospitality advisory, Horwath HTL Croatia

EVENING PROGRAM

20:00

Koncert: Petar Grašo

Powered by

Vina Rossi (free cocktails and wine)



Nektar Natura (juices)





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Poreč

partneri:

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DAN 2 11.11.2026. srijeda **EVENING PROGRAM**

20:00

koncert

Petar Grašo

Powered by

Vina Rossi (free cocktails and wine)



Nektar Natura (juices)



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DAN 3 12.11.2026. četvrtak

10:00 – 10:30

Unpack '27: The Trends in Travel by Expedia

Vasiliki Mavrokefalou | Director Market Management
Lodging Greece, Cyprus, Bulgaria & East Adriatic;
Expedia Group

10:30 – 10:45

Croatia hotel survey: stanje i trendovi 2026.

Lana Žaja | Valuation Lead & Project Manager, Horwath
HTL Croatia

10:45 – 11:15 Industry leader 1 on 1

Od rasta do vrijednosti: kamo ide hrvatski turizam?

dr.sc. Željko Kukurin | predsjednik uprave Valamar
Riviera

11:15 – 11:25 Prezentacija

F&B u hotelijerstvu: od operative funkcije do strateške vrijednosti

dr.sc. Krešimir Mikinac | Fakultet za menadžment u
turizmu i ugostiteljstvo, Opatija

11:25 – 12:00 Industry leader panel

Michelin star restoran u hotelu: trošak prestiža ili generator vrijednosti?

Dario Kinkela | korporativni direktor hrane i pića,
Valamar Riviera

Boris Šuljić | Boškinac Hotel & Winery

Maistra Hospitality Group

Moderator: dr.sc. Krešimir Mikinac | Fakultet za
menadžment u turizmu i ugostiteljstvo, Opatija

12:00 – 12:30

Coffee break & Networking

12:30 – 13:00 MICE Matters

Beyond the Meeting Room: The New Value of MICE for Hotels and Destinations

International case studies & discussion

13:00 – 13:30 Industry leaders panel

Pricing, Uncertainty & Demand resilience

Davor Brenko | član Uprave, Valamar Riviera

Moderator: dr.sc. Marina Laškarin Ažić | Fakultet za
menadžment u turizmu i ugostiteljstvo, Opatija

13:30 – 13:45 Prezentacija

From AI hype to hotel reality: lessons from Valamar

Roberto Gobo | Director of digital strategy and
technology, Valamar Riviera

13:45 – 14:15 Industry leaders panel

AI & hospitality: from promise to real impact

Roberto Gobo | Director of digital strategy and
technology, Valamar Riviera

Davor Brenko | direktor, Istratech

Moderator: dr.sc. Tomislav Car | Fakultet za
menadžment u turizmu i ugostiteljstvo, Opatija

14:15 – 15:25 Research presentation

Understanding Generation Z: Are We Prepared for the Expectations of Future Hospitality Professionals?

dr.sc. Vedrana Čikeš | Fakultet za menadžment u
turizmu i ugostiteljstvo, Opatija

14:25 – 14:45

Što ako su nove generacije u pravu?

mr.sc. Branimir Blajić | partner, Best Solutions

14:45 – 15:05 Panel

Očekivanja vs. Realnost - kako upravljamo očekivanjima mladih generacija?

Jana Baksa | Group Director of Human Resources,
Aminess Hotels & Resorts

Predstavnik studentske zajednice

Moderator: Matea Starčević | studentica

15:05 – 16:05

Ručak & Networking

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