

03. prosinca 2025. (srijeda)

10:00 Registracija & Welcome drinks

10:30 Uvodni pozdrav

Veljko Ostojić predsjednik UPUHH-a i direktor HUT-a

Tonči Glavina ministar turizma i sporta Republike Hrvatske

10:50 Keynote presentation

Turizam 2026. – prognoze sa ključnih emitivnih tržišta

Kristijan Staničić direktor Hrvatske turističke zajednice

11:20 1 na 1 razgovor s liderom

Izazovi i prilike hrvatskog turizma

Zrinka Bokulić predsjednica uprave Jadran d.d. Crikvenica

11:40 Keynote speaker

Leadership in Hospitality

Simon Court Value Partnership

In conversation with: **Zoran Pejović** Chief Growth and Strategy Officer, Jadranka turizam

12:25 Dodjela nagrada

Najbolji direktor/ica hotela za 2025.

In partnership with **Les Roches** Switzerland

12:40 Ručak & Networking

13:30 Trends and future outlooks in luxury hospitality

Wolf Magnus Gerstkamp Assistant Dean of Undergraduate Programs, Les Roches, Switzerland

14:00 1 on 1 conversation

Strategies for Growth and Transformation

Frank Reul Accor, VP Development Eastern Europe, Balkans Italy & Greece

in conversation with: **Siniša Topalović** ISHC, Managing Partner, Croatia, Horwath HTL

14:20 Hotel survey

Stanje i trendovi 2025.

Kristina Milin partner, Horwath HTL

14:40 Hospitality Transformation through F&B Innovation

Loredana Strižić F&B consultant, Horwath HTL

15:00 Industry leaders panel

The Strategic Role of F&B in Modern Hospitality

Hrvoje Petrić Academy Chair for CEE - The World's 50 Best Hotels

Dario Kinkela korporativni direktor hrane i pića, Valamar Riviera

Marko Dojić direktor operacija, Armerun Heritage Hotel & Residences

Vlatko Zovko direktor nabave i ponude svježe prehrane, METRO

Moderator: Siniša Topalović ISHC, Managing Partner, Croatia, Horwath HTL

15:30 1 na 1 razgovor

Digitalna evolucija hotela: od automatizacije do personalizacije

Davor Brenko direktor, IstraTech

In conversation with: **dr.sc. Vedran Zubović**, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija

15:45 Kraj programa - prvi dan

16:10 Godišnja skupština UPUHH-a (samo za članove)

20:30 Evening party & networking

Neno Belan & Fiumens | DJ Leggiero @ Hotel Sheraton

Welcome drinks & live music

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27. KONGRES HOTELIJERA

3.-4.12.2025. | Hotel Sheraton Zagreb

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GLAVNI SPONZOR



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voxxel
an AMADEUS
company

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04. prosinca 2025. (četvrtak)

10:00 *The science of wanderlust: What drives travelers to book in the age of AI and how*

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

10:40 *Mapping the Modern Hotel Guest Experience, best practice example*

Case: Meneghetti Wine Hotel & Winery Dragan Bespaljko
Case: Boutique Hotel Zlata Ladjica, Slovenija dr. Andreja Cirman Owner & CEO
Case: Pical Resort Denis Prevolšek direktor operacija Collection objekata, Valamar Riviera

12:50 **Industry leaders panel**

Seamless Hospitality: Integrating Tech, Data and People

Davor Brenko direktor, IstraTech
Dragan Šimac CEO, Analitix AI
Ante Fumić direktor, VR Hotelo
Moderator: dr.sc. Vedran Zubović Fakultet za menadžment u turizmu i ugostiteljstvo, Opatija

11:10 **Industry leaders panel**

The Hotel Customer Journey: Creating Value at Every Touchpoint

Karmela Višković direktor razvoja proizvoda, Valamar Riviera
Ante Marić Managing Director, Atellior
dr. Andreja Cirman Boutique Hotel Zlata Ladjica, Slovenija, Owner & CEO
Moderator: Kristina Milin Partner Croatia & Albania, Horwath HTL

13:20 **The Future of MICE**

Emerging Trends and Opportunities

Ante Lacman Intours DMC Croatia, co-founder

13:40 **Industry leaders panel**

Incentive as a Growth Engine for Hotels

Ante Lacman Intours DMC Croatia, co-founder
Mirjana Resner MICE product manager; Hrvatska turistička zajednica
Jelena Petrošaneć voditeljica marketinga i evenata, Terme Sveti Martin
Moderator: Matko Marohnić Partner & Head of Tourism Advisory, Horwath HTL

11:40 *20 minuta za planet*

Petra Boić Petrač Regional Director of Communications, WWF Adria
Uroš Delić Corporate Engagement Manager, WWF Adria

14:15 **Ručak & Networking**

15:30 **Zatvaranje Kongresa**

12:00 **Coffee break & Networking**

12:30 **Podaci koji razumiju goste:**

Budućnost turizma i hotelijerstva

Ivana Regvar Senior Business Development Executive, Visa

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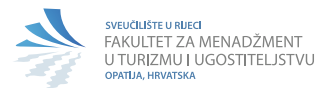
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