

***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE HOSPITALITY
SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Vitality Hotel Punta



Source: <https://www.losinj-hotels.com/en/hotels-and-villas/hotel-punta/>

Country/region of operation: island of Lošinj, Croatia

Sustainability dimension: social, environmental, economic

Description of the enterprise/initiative: Vitality Hotel Punta is set in the picturesque town of Veli Lošinj, which is regarded as a health resort for its healing climate and vegetation. Surrounded by a centennial pine forest and set only 50 m from the sea, the hotel offers modern design, luxurious wellness centre and an à-la-carte restaurant which provides an extensive choice of fresh fish and delicious specialities prepared with local and organic products. Trying to use natural ingredients when possible with home-grown garden herbs and spices, the Olea restaurant serves a wide variety of delicious meals to suit all taste buds. The recipes include local island delicacies, authentic Mediterranean classics and macrobiotic healthy dishes. The high quality cuisine extends to vegetarian and gluten free diets on special request.

The activities in the hotel premises include: Nordic walking, Indoor walk, Climbing, Outdoor fitness, Water-skiing lessons for beginners, swimming, tennis, yoga, Pilates and aqua gym

Social/ community impact sought: This award-winning hotel seeks to promote healthier lifestyle habits through an extensive range of luxurious treatments and therapies, many of which use locally made products and oils. Aromatic and medicinal plants are a fundamental aspect of the teachings at The Vitality Hotel Punta and are used to complement the stunning natural scenery on this luxurious wellness holiday.

Stakeholders: guests

Approach applied: The resort has developed a green and local-products policy.

Innovation applied: The soothing aromatherapy centre uses essential oils from herbs and plants grown on the island for natural treatments which makes the products unique as well as the experience.

Social impact and business results achieved: Vitality Hotel Punta manages to offer its clients mostly seasonal, local, organic dishes and fresh fish specialities. This property also has one of the best luxurious wellness centres which in addition to one of the best -rated locations in Veli Lošinj makes the property one of the guests' favourite.

Financial situation / sustainability of the business model: The sustainability of the business is ensured by the positive feedback of the tourists regarding the food served in the hotel's 3 restaurants and 3 bars, and the abundance of opportunities for active holiday.

The fact that the hotel is situated on a Blue Flag beach enhances the sustainability of the enterprise further. Moreover, the hotel is awarded with "green certificate" superior category by the Association of Employers in Croatian Hospitality (UPUHH).

Key success factors: use of local products, free of charge active program, reasonable prices

Challenges and problems: not so many activities for children

Year when the enterprise was created: 2006

References (web-site, intent links, video, etc.):

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