Maistra Croatia

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Maistra is a leading hotel company in Croatia and part of Adris Group.

Maistra operates as part of Adris Group and is one of the leading tourist companies in Croatia. It manages 18 hotels, 11 tourist villages and 6 campsites in internationally sought-after destinations – Rovinj, Vrsar, Zagreb, and Dubrovnik.

In 2018, Maistra achieved growth in all key business indicators. It raised HRK billion in revenue and million overnight stays, which represents more than four per cent of total overnight stays in Croatia, and almost fourteen per cent of total overnight stays in Istria. The growth trends continued in 2019.

This is a result of a long-term investment cycle in tourism made by Adris Group worth more than four billion kuna, which places Maistra’s hotels at the very top of Croatia’spremium segment. Among the most important investments made so far are the five-star hotels Monte Mulini and Lone, the renovation of the promenade, Mulini Beach and Lone cove, as well as the renovation of the oldest hotel in Rovinj, the Adriatic. Added to that is the purchase and renovation of the Hilton Imperial hotel in Dubrovnik. In 2016, we opened Family Hotel Amarin, and in 2019 came the opening of the Grand Park Hotel Rovinj, a key product in the process of completing the luxury hotel offer in Rovinj.

The purchase of shares and the strategic partnership of Adris Group and HUP Zagreb at the beginning of 2018, set Maistra on the course of becoming the largest national tourism company.

In the next three years, Adris is planning to invest another three billion kuna in the Group’s tourism business subdivision. This involves creating new and repositioning existing products in all the tourist destinations in which Adris Group operates: Rovinj, Vrsar, Dubrovnik, Zagreb, and Split. Having formally concluded the process, at the end of 2019 Adris became the owner of the Marjan Hotel in Split, which is also due to join the most luxurious segment of the Group’s tourism portfolio.

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For more details, please visit https://www.ad-bleu7.stellarsphinx.com/detail/maistra-croatia-rovinj-71