PRESS RELEASE

*Hotel Bellevue Joins Preferred Hotels & Resorts, Expanding Its Global Presence*

Lošinj, Croatia – May 5, 2023 –Lošinj Hotels and Villas is proud to announce that Hotel Bellevue, one of its premier properties in Lošinj, Croatia, has officially joined Preferred Hotels & Resorts, the world's largest independent hotel brand, as a prestigious L.V.X. collection member. This partnership will enhance the hotel's international visibility, attract discerning travelers from around the globe, and contribute to the overall growth of the hospitality industry on the idyllic island of Lošinj.

Hotel Bellevue is a five-star hotel nestled in the heart of fragrant Lošinj pine forests and situated just steps from the crystal-clear waters of the Adriatic Sea. This luxurious retreat offers 206 elegantly designed rooms and suites, exceptional dining experiences, including the Japanese-Mediterranean restaurant Matsunoki, and the award-winning Bellevue Spa Clinic, an uber-chic, high-tech haven named Croatia's Best Hotel Spa 2022 and World’s Best Hotel Spa 2021 by the World Spa Awards. Styled to cure, the hotel's tranquil atmosphere, state-of-the-art amenities, and dedication to healing make it a perfect match for the Preferred Hotels & Resorts portfolio.

Preferred Hotels & Resorts represents more than 700 distinctive hotels, resorts, residences, and unique hotel groups across 80 countries. By joining this esteemed collection, Hotel Bellevue will benefit from a wealth of resources, including global sales, marketing, and distribution services, as well as access to the brand's innovative I Prefer Hotel Rewards program.

"Joining Preferred Hotels & Resorts as the first property in Croatia to become a member is a significant milestone for Hotel Bellevue and Lošinj Hotels and Villas. This partnership will not only elevate our global presence but also help us connect with a wider audience of discerning travelers who value authentic and memorable experiences. We are honored that Preferred has chosen to expand their portfolio in Croatia by adding our property, recognizing the potential of our destination and the exceptional service and luxury we offer," said Zoran Pejović, Chief Transformation Officer for Jadranka Turizam, the owning company of Hotel Bellevue.

About Lošinj Hotels & Villas:

Lošinj Hotels & Villas is a distinguished collection of upscale and luxury hotels and villas situated on the picturesque island of Lošinj, Croatia. The brand strives to provide guests with unique experiences, blending local traditions with modern luxury in an enchanting, natural setting. The island of Lošinj has a rich heritage of healing dating back to the late 19th century, and Lošinj Hotels & Villas is dedicated to preserving and promoting this legacy of luxury and wellness.

Lošinj Hotels & Villas owns and operates several properties, including Hotel Bellevue, Boutique Hotel Alhambra, and a number of ultra-luxury historic villas such as Captain’s Villa Rouge, Villa Hortensia, Villa Mirasol, and Villa Hygeia, as well as the latest addition to the collection, Villa Sea Princess Nika, set to open this July. Each property offers guests an unparalleled experience, combining the island's history, natural beauty, and commitment to well-being with world-class accommodations and services. Guests can immerse themselves in the island's healing traditions, indulge in rejuvenating spa treatments, and enjoy the finest in luxury hospitality at Lošinj Hotels & Villas.

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