LOŠINJ HOTELS & VILLAS PARTNERS WITH LOOP TO HOST THREE PRESTIGIOUS TRAVEL SHOWS IN SPRING 2024

Lošinj, Croatia – [July 25, 2023] – Brace yourselves for the most exciting travel events of 2024, as Lošinj Hotels & Villas proudly announces its partnership with loop luxury fair to host three prestigious Loop travel shows in the spring of 2024. This momentous occasion will welcome up to 300 esteemed travel agents from the German-speaking (GAS) and Central & Eastern European (CEE) markets, alongside 300 distinguished hoteliers from across the globe. Marking the largest event of its kind to take place in Croatia, these extraordinary gathering promises to be an unparalleled showcase of the finest in luxury travel and tourism.

The Loop Spring 2024 events are scheduled to take place in the mesmerizing surroundings of Lošinj Hotels & Villas, Croatia's distinguished collection of upscale and luxury hotels and villas. This picturesque island setting, known for its rich heritage of healing and commitment to well-being, perfectly aligns with the essence of Loop's vision and mission.

The schedule for the Loop Spring 2024 events is as follows:

**Loop MICE**: Sunday, April 7 – Wednesday, April 10, 2024

Exclusively designed for the best MICE agents from the German-speaking market, this segment of Loop will focus on showcasing outstanding venues and services tailored to Meetings, Incentives, Conferences, and Exhibitions (MICE) needs.

**Loop Leisure**: Wednesday, April 10 – Sunday, April 14, 2024

Bringing together premium travel agents and niche tour operators from the German-speaking market, this event is set to create opportunities for businesses to connect, build lasting relationships, and discover the best luxury offerings in the region.

**Loop CEE**: Sunday, April 14 – Thursday, April 18, 2024

A gathering of the finest buyers from 16 countries in Central & Eastern Europe, Loop CEE will bring together an exceptional network of high-end travel designers, tour operators, and MICE agents to uncover the hidden gems of the region.

Unlike typical travel trade shows, Loop stands out as a one-stop platform and community that facilitates connections with only the finest, high-end travel designers, tour operators, and media, focused on the German-speaking and Central & Eastern European markets. It is an exceptional event that embodies efficiency and professionalism, making it the go-to platform for building efficient business relationships in the luxury tourism industry.

"We are thrilled to announce our partnership with Loop and the opportunity to host these prestigious events," said Zoran Pejović, Chief Transformation Officer of Lošinj Hotels & Villas. "Our island has a rich history of healing and luxury, and we are eager to showcase its beauty and heritage to the esteemed attendees. We look forward to welcoming travel agents, tour operators, hoteliers, and suppliers from across the globe for an unforgettable experience on the stunning island of Lošinj."

**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 is committed to providing guests with exceptional experiences, blending local traditions with modern luxury in an enchanting, natural setting. With properties such as Hotel Bellevue, Boutique Hotel Alhambra, and a range of ultra-luxury historic villas, Lošinj Hotels & Villas offers a truly unparalleled experience in luxury hospitality. The latest addition to the collection, Villa Sea Princess Nika, further reinforces their dedication to preserving and promoting the island's legacy of luxury and wellness.

**About loop:**

Since 2014 the B2B luxury travel trade show loop has taken place twice a year and connects luxury travel sellers from travel agencies and tour operators from Germany, Austria, Switzerland, and the CEE market with the highest quality hotel and tourism products from around the world. loop comes in different formats with a focus on MICE, Leisure, CEE, and wellbeing. Each of them is a platform for business relations and at the same time offers access to a growing community that is in touch all year round through online and offline offers.

Find more information about loop as well as all related events at www.loop-luxury-fair.com and follow loop on social media.