

## Hotel Mitra – first case put in practice

Hosting d.o.o. is searching for new sites or partners for the development and management of smaller hotel facilities under the trademark of Story Hotels. Join the tourist market of the future with your success story.



The company Hosting became the owner of Hotel Mitra in the old town centre of Ptuj at the beginning of 2006. Thus, the company began to actively and practically realise its own development project of formation of a chain of small typical hotels. By December 2007 Hosting will complete some reconstruction works and implement operation in accordance with the standards and the new "Story Hotels" trademark.

The company Hosting already began developing the project »Story Hotels« in 2005. In 2007, we completed the formation of special technical-equipment, service and management standards for smaller hotels in the Story Hotels chain, where we originated from the international market trends of demand of individual and genuine services in hotels with added value of a story alongside high professional services and comfort of guests. The motto of the chain is that the Story Chain hotels are always like a second home/a residence for the hotel guests, wherever they may be.

The goal of the trademark is to create, within a period of 15 years, a chain of 60 hotels, categorised by 3\*+ to 5\* (under special additional standards of the Story Hotels chain), in Slovenia, Croatia and other Central and Eastern European countries. All of the hotels would operate within the framework of the franchise, which will be managed and awarded by the »Story Hotels Management« company. The »Story Hotels Management« company will be a subsidiary company of the Hosting group, established by the end of 2007. This subsidiary, in cooperation with the financial partners, shall offer advantageous financial instruments for financing of construction of new or reconstruction of existing buildings into Hotels, in accordance with the Story Hotels chain standards, on one side and on the other side, the expertise and standards for successful operation and marketing on the progressively more demanding international tourism market.



The Hosting d.o.o. company (i.e. »Story Hotels Management«) offers the owners of facilities (including municipalities and other public sector legal entities desiring to develop quality accommodation in their own towns), investors, owners of existing hotel buildings, wishing to upgrade or improve their operation or owners of buildings which may be remodelled into a smaller hotel facility, the following forms of business cooperation:

- a) Provision of financial structure for financing of investments and management of construction or reconstruction of a hotel in accordance with the standards of the Story Hotels chain and operation and marketing under the trademark of Story Hotels with the entry of the owner or manager of the hotel facility into the Story Hotels chain franchise system.
- b) Only provision of consulting services by the “Story Hotels Management” to the owner during reconstruction of the facility and help with obtaining favourable financial sources for financing of the reconstruction and marketing under the Story Hotels trademark with the entry of the facility owner into the chain franchise system.
- c) Acceptance of the renewed existing hotel facility or a newly constructed hotel under lease and management of the “Story Hotels Management” company in accordance with the Story Hotels trademark standards, where the lessor is the owner and the investor of the reconstruction, all in accordance with the condition that the “Story Hotels Management” company provides the management services for the reconstruction in accordance with the chain standards.
- d) Purchase of interesting sites or existing facilities by the Hosting d.o.o. company with the intention of constructing new or reconstructing existing buildings into smaller hotel facilities, which will be managed by the “Story Hotels Management” company in accordance with the Story Hotels trademark standards.



The facilities and sites with the capacity to provide space for min. 20 to max. 60 hotel rooms, net usable area of at least 1,200 m<sup>2</sup> to max. 4,000 m<sup>2</sup>, could all be interesting for the above proposed business cooperation.

The project concept received very favourable responses in the market search for financial and strategic partners. The real breakthrough for the actual realisation of the project is represented by the start of the first pilot project (Hotel Mitra), on the basis of which the standards and principles of operation of such facilities will be tested, both in terms of realisation and operation.

#### Additional information

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