

## PROJECT SUMMARY FOR HOTEL ORION - VODICE

Hotel Orion is located on the main road, at the entrance to Vodice. The hotel has 52 rooms and 4 apartments, with a total capacity of 104 beds. Two years ago Orion upgraded from a B&B into a hotel. The hotel offer consists of a restaurant, terrace, fitness and massage. Hotel Orion employs 10 people. In February 2004 USAID Croatian Enterprise Promotion / Deloitte Touche Tohmatsu sub-contracted [Adria Partners](#) for a twenty weeks' assignment in hotel Orion. The hotel requested assistance in marketing and CRM. [Adria Partners](#) provided consultants in the fields of marketing and CRM for the front desk.

### ABOUT THE COMPANY

Hotel Orion  
Stablinac  
Vodice, Croatia  
Phone/fax +385 22 440 652  
Website [www.vodice.org/orion](http://www.vodice.org/orion)

Contact: Mrs. Rajčić, owner and director



*Hotel Orion*

### KEY DELIVERABLES / TOOLS

**CRM** – CRM manual

**Marketing** – New contacts with partners - touroperators, introduction of new products, implementation of procedures for sales and marketing.

### RESULTS – INVESTMENTS AND REVENUES

Additional income expected to be generated through the CRM and sales training.

### GENERAL INFORMATION ON THE ASSIGNMENT

**General scope of work:** Marketing and sales promotion, CRM procedures

**Duration of the assignment:** 20 weeks

#### Project consultants:

[Adria Partners:](#) Stiven Bralo, Team leader – Senior consultant

[Adria Partners:](#) Tanja Vukovic, Senior consultant  
Marko Dragojevic, Junior consultant

### IMPLEMENTED TOOLS AND PROCEDURES

- Implemented CRM procedures ' introduction of a guest questionnaire
- Introduction of new room rates for 2004
- Additional products – Daily offer and excursion sales in cooperation with a local tourist agency

### RESULTS –QUALITY IMPROVEMENTS

Four employees were trained for **CRM procedures** in 7 sessions.

Two employees were trained in **procedures for the front-desk, reservations, sales and marketing.**