



TYPE OF HOTEL AND NUMBER OF ROOMS	<p style="text-align: center;">HOTEL JURE ****</p> <p style="text-align: center;">384 rooms</p>	
HOTEL DESCRIPTION AND HISTORY	<p>The Hotel Jure is a lavish four-star beach resort that exudes modernity and elegance. It offers a perfect blend of relaxation and lively entertainment in a trendy setting. The Hotel Jure is the ultimate destination for those seeking enjoyment and excitement, promising unforgettable moments throughout their stay.</p> <p>This place is perfect for both exciting and relaxing vacations. Hotel Jure caters to the MICE segment during certain times of the year and offers exceptional conditions for memorable events. It's a popular destination for fun and youthful adventures, but also provides a peaceful atmosphere for those seeking relaxation.</p> <p>The construction of Hotel Jure took place in 1968.</p> <p>Amadria Park Šibenik also stands out as the only hotels in Croatia with its own outdoor and indoor water parks (indoor water park has a heated pool).</p>	
Target groups and demographics (structure of guests)	<ol style="list-style-type: none"> 1. Young couples 2. Young couples with small children 3. Friends 4. Solo travelers 	
Type of vacation	<ol style="list-style-type: none"> Private 1. Vacations 2. Weekend stays 3. Holidays 4. Events at the destination and at home 5. Exclusive weddings 	<p>Business</p> <ol style="list-style-type: none"> 1. MICE events (seminars, events, congresses, incentives, conferences) 2. Corporate business stays
Motive for visiting	<ol style="list-style-type: none"> Private 1. Sun, beach, sea, clubbing pool.. 2. Wellness relax 3. Active vacation - cycling, fitness, running, hiking, nature... 4. Gastronomy (variety of choices that reflects rich culinary tradition of this part of Croatia) 5. Events in the house (4 seasons) 6. Events in the destination 	<p>Business</p> <ol style="list-style-type: none"> 1. Events (seminars, congresses, conferences, meetings, incentives, team building, events) 2. Meetings 3. Nature, culture, sights, facilities of hotels and resorts
The desired structure of guests in the hotel	<p>Individual guests: our target guests are young business people who frequently travel and stay at our hotel several times a year. They are trend followers and enjoy sharing their experiences on social media. They desire a comfortable and enjoyable stay, where they feel noticed, respected, and appreciated. Our goal is to build a lasting relationship with our guests and turn them into brand ambassadors for Amadria Park. We strive to attract more guests with similar profiles and provide them with exceptional service to create a sense of loyalty towards our hotel.</p> <p>Exclusive weddings: our focus is on providing a sophisticated atmosphere and exceptional service for weddings with a maximum capacity of 100 guests. Accommodation is mandatory. The wedding venues are linked to the Jure Hotel (En Vogue beach club, Trattoria, Dalmatian Village).</p>	<p>Business</p> <ol style="list-style-type: none"> 1. MICE: we can host events with up to 3000 of participants. Preferred industries are the fashion, film, media, information technology and telecommunication, financial, and auto industries. Our events in Hotel Jure focus mainly on travel incentives and sales conferences, with fewer congresses and seminars. This building is primarily designed for relaxation and entertainment, unlike Hotel Ivan. Guest halls are of secondary importance in this structure, with the main focus being on providing unique attractions and opportunities for socializing. Our focus is on the European market, and we approach each event individually and with great attention to detail, ensuring that our guests have a unique and unforgettable experience. They feel and appreciate unique contents that have never been shared anywhere before (e.g., Mediterranean Town, Dalmatian Village, En Vogue). Then we get partners who return long-term and who will recommend us to others. We aim to build long-term relationships with reputable companies with a positive business tradition who will recommend us to others. 2. Corporate guests: By developing relations with companies in the MICE segment, we open up opportunities to expand cooperation through the corporate segment (agreement). We want employees and management to continue to come to us for business and private purposes and to develop that sense of belonging. 3. Thematic groups: These are groups of younger individuals who come to the destination with a targeted program/theme. It may be that they are bound by their love for nature and culture, for sports (eg tennis groups, sailors), auto moto groups and classic car groups, professional sports clubs. These are the groups that have more overnight stays and that have a high non-boarding consumption.
Amadria Park facilities	<p>Inside the hotel</p> <ol style="list-style-type: none"> 1. Hotel Jure Pool - Palm trees, crystal clear water, inviting white canopies and a view that stretches forever. The bar is open all day, and the professional staff is at your service so that you can completely relax in a luxurious environment. Right beside the pool, a sandy beach offers an unsurpassed Adriatic panorama. 2. Jure Spa -Surrender to the luxurious, intimate ambiance in the Spa Center of Hotel Jure. Completely relax your mind and body in the peace and tranquility of this adults-only zone, located on the terrace of the Jure Hotel by the sea. Enjoy the outdoor seawater pool, glass-walled saunas overlooking the pool terrace and a host of other relaxing spa amenities. 3. White beach-Directly in front of Hotel Jure you will find an award-winning sandy white beach, with a number of comfortable deckchairs and umbrellas. Bring only a bathing suit, sunscreen and a towel. If you are in the mood, you can also enjoy a massage on the beach. 4. Z Bar- a pleasant, open space in the center of which is a modern bar. Relax in a casual environment that combines the atmosphere of the beach with the atmosphere of a French castle and choose one of the many types of exclusive coffee or cocktails 5. Restaurant The Lobby- The unique decoration of the Jure restaurant offers different dining experiences in one place. Whether you're in the mood for casual, contemporary or sophisticated, you'll find what you're looking for here. You can also enjoy dinner in the fresh air or a live cooking demonstration in our open kitchen, where every dish is prepared from fresh and seasonal ingredients. 6. Event room-A large meeting hall that can host various types of events, from film screenings to conferences, and a number of other services are available, including restaurants, a swimming pool and a spa. The Jure meeting hall is not a typical hall, and it will delight you with its colorful, fun and creative design. Lounge furniture is combined with standard conference chairs and tables, ensuring a more relaxed and informal approach. The hall also has large glass walls with a view of the sea. 7. En Vogue Beach Club – Experience the ultimate luxury at our hotel with its exclusive worldwide beach club. Step into a world where magic happens every day and create unforgettable memories. Our 18+ club promises a sensory adventure, with a variety of delicious food and drinks to indulge in. Our talented DJs set the tone for a hot and lively atmosphere that will keep you coming back for more. 	<p>Outside the hotel</p> <ol style="list-style-type: none"> 1. Dalmatian ethno village - Amadria Park is the only hotel chain with its own village! Step into the region's rich history, visit the "living museum" - Dalmatian Ethno Village. For an unmissable experience of this climate's original way of life, explore the region's rich cultural heritage by visiting the Dalmatian ethno village. With its offer "from field to plate" in the Village, you will have the opportunity to see the culinary tradition of Dalmatia and the preparation of authentic dishes on the spot and get to know old agricultural crafts and traditional tools. The "Living Museum" is a real interactive experience - watch the preparation and then taste the delicacies that are part of Dalmatia's rich gastronomic heritage, prepared authentically. Taste fish and seafood, and try homemade bread, cheese, olive oil, and brandy produced by hand using original traditional methods and tools. 2. Beach - The special feature of our resort is that each hotel has its own beach. Crystal clear sea, themed beaches, luxury and a view of numerous islands are the perfect combination that creates an idyllic vacation. 3. Convention center-The first and largest convention center in Croatia and on the Adriatic, a world-class venue for meetings and events that offers 11 state-of-the-art multi-functional meeting rooms spanning three floors with easy navigation. Our impressive hall on the ground floor with a movable stage is ideal for large events. On the lower floor is an open space and a bar, which can be used as an exhibition space during conferences, while the first floor is designed for smaller meetings and workshops. Whether you are looking for a hall, two, or the entire center, our experts are available for all inquiries. Our accommodation capacity allows us to organize events with more than 3000 of participants. 4. Aquapark (open and closed)-Aquapark Dalmatia is the first water park in Croatia and starting in 2024, it will also become the first indoor water park in the country. This unique attraction will offer year-round entertainment for visitors of all ages. Whether you visit in the summer or winter months, you can enjoy exciting water adventures and soak up the fun atmosphere. All pools are routinely filled with clean, filtered water and the entire area is closely monitored by professional and qualified lifeguards. 5. Sport Center -street workout, football, basketball, beach volleyball, badminton, tennis, table tennis, bike rental, ball rental 6. Pirate adventure minigolf - Enjoy our exciting round of mini golf with 18 + 1 holes. You'll be kept motivated and competitive with the impressive visual and sound effects! The green courts are illuminated so that you can play until late evening. Our volcano is a spectacular sight at night, spewing lava and smoke. Play around the pirate ship with its cannons, giant skull, and numerous water and smoke effects. 7. Restaurants 6 unique a la carte restaurants and 3 Burger Houses 8. Beach bars 9. Wellness center in Ivan (fitness center), All your senses will have a divine experience in the Spa & Wellness Mediterranean garden. Blend in with nature and relax with a wellness tea in a peaceful Mediterranean garden at our beautiful location by the sea. Feel the warm, soothing vibe from the abundant natural light, where you can rest and enjoy the only indoor saltwater pools in Amadria Park. 10. wellness center in hotel Jakov 11. Mediterranean city-The only hotel chain that has its own town. Inspired by the rural charm and social atmosphere of a provincial Mediterranean town where life is enjoyed with a sense of community. A city that boasts its own catering and shopping facilities, as well as unique congress halls with a stunning sea view.
Program of events in the hotel	<p>SPRING AWAKENING: MARCH - JUNE</p> <p>o TIME to relax; Easter Holidays; Labor Day; Mother's Day; Cro Weekend (National Day)</p> <p>SUMMER IN THE AIR: JUNE - SEPTEMBER</p> <p>o TIME to relax; Body; Boost your mood; Suite life at Amadria Park; Summer in style</p> <p>GOLDEN AUTUMN: SEPTEMBER - NOVEMBER</p> <p>o TIME to relax; Olive days</p> <p>WINTER FAIRY TALES: NOVEMBER - FEBRUARY</p> <p>o TIME to relax; Advent; New Year's Eve; Month of Love; Women's Day</p>	
Program of events in the destination	<p>MAY - Croatia Travel festival</p> <p>JUNE - SEPTEMBER - various festivals (International Children's Festival; Šibenik Dance Festival; Supetoon Festival; Medieval Fair; Ragius Festival; Light is Life - Festival of Light; Band Evenings; Evenings of Dalmatian Chansons; Rich music program with world-famous performers at St. Michael's Fortress ;</p> <p>DECEMBER-Adventura</p>	