





## Plenty of potential

The portal shows destinations providing tourism and wellness programmes in Hungary, Slovenia and Croatia

Andreja Milas, the founder of the portal *Relaxino.com*, always had a passion to launch her own portal on tourism, wellness, sport and entertainment. She decided to start her own business following dismissal from work. She was aware of the importance of market research and forming a cohesive team for the implementation of

to provide information in Italian and German. Andreja Milas is currently working on content creation on her own; she has first hand experience of all tourism programmes presented and can consequently provide recommendations and personal opinions on various tourist destinations.

### No commission

"The portal has plenty of potential for the tourism industry. Future generations are independent and their life is highly influenced by technological innovation. In my opinion, the concept of traditional tourism agencies has become obsolete. The *Relaxino.com* portal provides wholly reliable services on par with those provided by a traditional tourism agency, yet at lower rates, as there is no commission", she explained. She believes this is the principal competitive advantage for the portal. A holiday package booked through *Relaxino* is paid later when the service has been fully provided. The portal currently has visitors throughout Europe, as well as from Japan, New Zealand and the US. She also pointed out her plans to advise colleagues in tourism on the importance of a portal, visited by their own prospective clients, and providing an overall presentation of programmes. (S.P.) ■

### Presenting programmes for young people, pensioners, managers and single people

her project. "My former business partners recognised the project as an innovation and we had already established a strong business relationship. Hence, *Relaxino* was launched and intended for the general public, covering programmes for young people, couples, pensioners, managers, families, singles, mountaineers, as well as enthusiasts of cycling, golf, sea, mountains, baths and massage", she stated.

The portal currently shows destinations providing tourism and wellness programmes in Hungary, Slovenia and Croatia. Nevertheless, she emphasised her intention to expand by covering the entire region. In addition to Croatian and English, she plans