

*A partner's
guide to*

& adventure
PASSION. EXPERIENCE. EMOTIONS.



Welcome

AndAdventure provides a pathway to connection between discerning travelers and the people, places, and stories of **Croatia, Slovenia, and Montenegro**.

As a boutique experience operator, we’ve worked with purpose over the years to become part of the communities we visit, fostering relationships with makers, artisans, vintners and chefs, among others.

This translates into deeply local experiences that become meaningful memories, as we wrap our guests in the heart and spirit of our country at every turn.

We channel our love for our destinations into the itineraries we craft, each customized with intention for our guests. This personalized care is extended from the journey development process through to the fond farewells at the end of every visit.



Content

- WHO ARE WE 3
- TRIP CRAFTING 6
- WHAT WE OFFER 8
- CHARACTERISTICS OF OUR CLIENTS13
- WHY WORK WITH A DMC PARTNER.15
- THE TEAM BEHIND THE SCENES17
- OUR COMMUNITY COMMITMENTS18
- TESTIMONIALS 20
- LET’S CONNECT.21

WHO ARE WE

AndAdventure is a destination management company (DMC) operating in **Croatia, Slovenia, and Montenegro**, and recognized as a Conde Nast Top Travel Specialist since 2021.

We specialize in creating custom journeys for discerning travellers, featuring histories, flavours, and landscapes, as well as a range of active explorations featuring sailing, cycling, hiking, sea kayaking, city exploration, gastronomy, and more.



We know and love our country, and have refined our approach to sharing it with international clients over the years through **high-quality experiences**, quenching curiosities and connecting people to the essence of our destinations thanks to **local knowledge and relationships**.

We value sustainable practice, always careful to leave a positive mark on the communities we visit.

As a boutique operator, we have the ability to be flexible in our approach, both in the planning phase and while our guests are in-destination.

We take care of every detail, from guides to airport transfers, accommodations to experiences, and weave in small moments of surprise and delight throughout each journey to deepen the sense of “awe” and “wow” along the way.



We want our guests to leave feeling as though they know the places they visit from an authentic, unfiltered perspective.

Tour operators, travel agents, and independent travellers look to our team of on-the-ground experts for personal, refined service, and real-life, **end-to-end support**.

Everything we do has been tried and tested, so you can rest easy knowing **we work exclusively with hosts and guides we trust and whose values, standards, and care match ours**.

While AndAdventure confidently shows off the expected sides of our destinations, where we really shine is when featuring points of interest and encounters that aren’t featured in guidebooks or on social media.

We want our guests to leave feeling as though they know the places they visit from an authentic, unfiltered perspective.





Recognized by Condé Nast Traveler as a Top Travel Specialist for Croatia for five consecutive years (2021–2026).

This distinction reflects our consistent commitment to crafted journeys, deep destination expertise, and trusted partnerships with leading travel advisors.

TRIP CRAFTING

What is trip crafting?

1. Core to AndAdventure's approach and identity.
2. The process of meticulously planning and personalizing a travel itinerary to create a fulfilling experience that speaks to a traveler's unique interests and preferred pace, balancing activities and relaxation, and handling all aspects from booking to activities.

What's our process for crafting itineraries? Here's how we work:



1. We get to know our guests:

At AndAdventure, we start every trip crafting process by asking a lot of questions.

We strive to get to know the interests and motivations of our guests, what they want to learn and feel while they're in-destination, and how they like to travel. This in-depth insight empowers us to create itineraries that truly resonate.



2. We customize the experience:

Once we have a good sense of each individual or group, we tap into our local knowledge and connections to curate the sites, experiences and rhythm of every journey.

Each AndAdventure itinerary is carefully crafted with creativity and common sense to suit the unique profile of our clients, from their interests to their travel style.



3. We provide human-powered support:

Every step in our process is human-powered, from beginning to end and at every point in between. It's these same experts who build our itineraries that are available to respond to needs and questions while our guests are in-destination.

In a world of chatbots and AI, we take pride in **offering the personal touch** that people deserve when investing time and money in specialized experiences.

WHAT WE OFFER

AndAdventure crafts itineraries based on client interests, travel styles, and physical abilities.



Yachting & sailing



One of the most iconic ways to enjoy Adriatic destinations is by sea, where visitors find a unique perspective of the coastlines, islands, hidden bays, and pristine waters.

We offer a range of sailing experiences including highly-tailored, multi-day journeys on private yachts and gullets, as well as customized half-day and day-long catamaran tours.

Active adventures



The diverse landscapes of Croatia, Slovenia, and Montenegro lend perfectly to active adventures, for all activity levels.

Walking, hiking, cycling, e-biking, and kayaking are among the activities we can integrate within our itineraries, creating mindful connections to locals and the land on every route.



Culture & gastronomy

The flavors of the Adriatic are as diverse as the lands themselves, from coast to countryside, where traditions live in vineyards and on tabletops. Our culinary experiences are catered to the spirit of every trip, whether in-depth cooking classes, laid-back tastings, or wine tours and pairings.

Whatever best suits our guests, we endeavor to leave their hearts as full as their bellies.



Signature experiences

Our signature experiences are those “wow” moments that only we can create, thanks to our local knowledge and community connections—often imitated, never replicated.

Delivered with a quiet flourish, these innovative and inspired outings are fodder for the stories our guests share when they get home.

Imagine: a morning kayaking followed by lunch at an off-grid cove, or dinner made by a private chef and served from a historic viewpoint overlooking the sea.



The background image is a scenic landscape. On the left, a stone building with a small arched bell tower and a white door is visible. In the foreground, a group of hikers with backpacks and hats are standing on a dirt path, looking out over a large body of water. The water is a deep blue, and a small town with red-roofed buildings is visible on the opposite shore. The sky is blue with some light clouds. The overall scene is bright and sunny, suggesting a clear day.

CHARACTERISTICS OF OUR CLIENTS

Our guests share a mindset rather than a demographic. They're thoughtful, curious, and eager to get to the heart of every destination they visit, seeking experiences that are personal and authentically local.

They choose AndAdventure not just for what they'll see, but for how we connect them to people, places, and moments that reveal the true spirit of Croatia, Slovenia, and Montenegro. Here are a few traits that our guests share, no matter their age or where they're visiting from.



Discerning & detail-oriented:

Our guests appreciate boutique comfort, and prioritize character and connection over formalities.

They seek a high standard of service, quality amenities, and personalized attention.

Curiosity:

We appeal to people who are curious to explore many facets of the destination, from nature to urban centers, history to gastronomy—or all of the above.

While they are eager to visit the well-trodden tourist paths, discovering parts lesser known is their priority, keen to see our destinations through the eyes of local hosts, guides, and encounters.

Active, on a spectrum:

We see the definition of “active” on a spectrum, so we can create itineraries for our guests based on their pace and preferences. Some may be interested in summit hikes or long bike rides, while others may prefer gentle coastal strolls, e-bike loops, or a relaxed paddle.

And, they value when a deep level of care is invested in their trip planning, demonstrated through seamless logistics, thoughtful pacing, and the injection of small surprises.

They are always asking questions, navigating from one point to another with open hearts and open minds.

Plus, they are always willing to surrender themselves to spontaneous detours in order to deepen their sense of place and learn something new.

Similarly, others may consider studio time with an artist, a farm-to-table cooking class, or a behind-the-scenes tasting as active exploration.

However it looks for each individual, our guests choose us for the vast opportunities to be actively engaged with the people, landscapes, histories, and stories in every place they touch.



WHY WORK WITH A DMC PARTNER?

At AndAdventure, we know that travel is deeply personal. We understand that no two guests are the same, and for that reason, we make sure no two journeys are the same, either. We don't take for granted the trust our partners place in us, and we go above and beyond to exceed expectations.

We shine for you, so you can shine for your clients. Here's how:

Effortless design

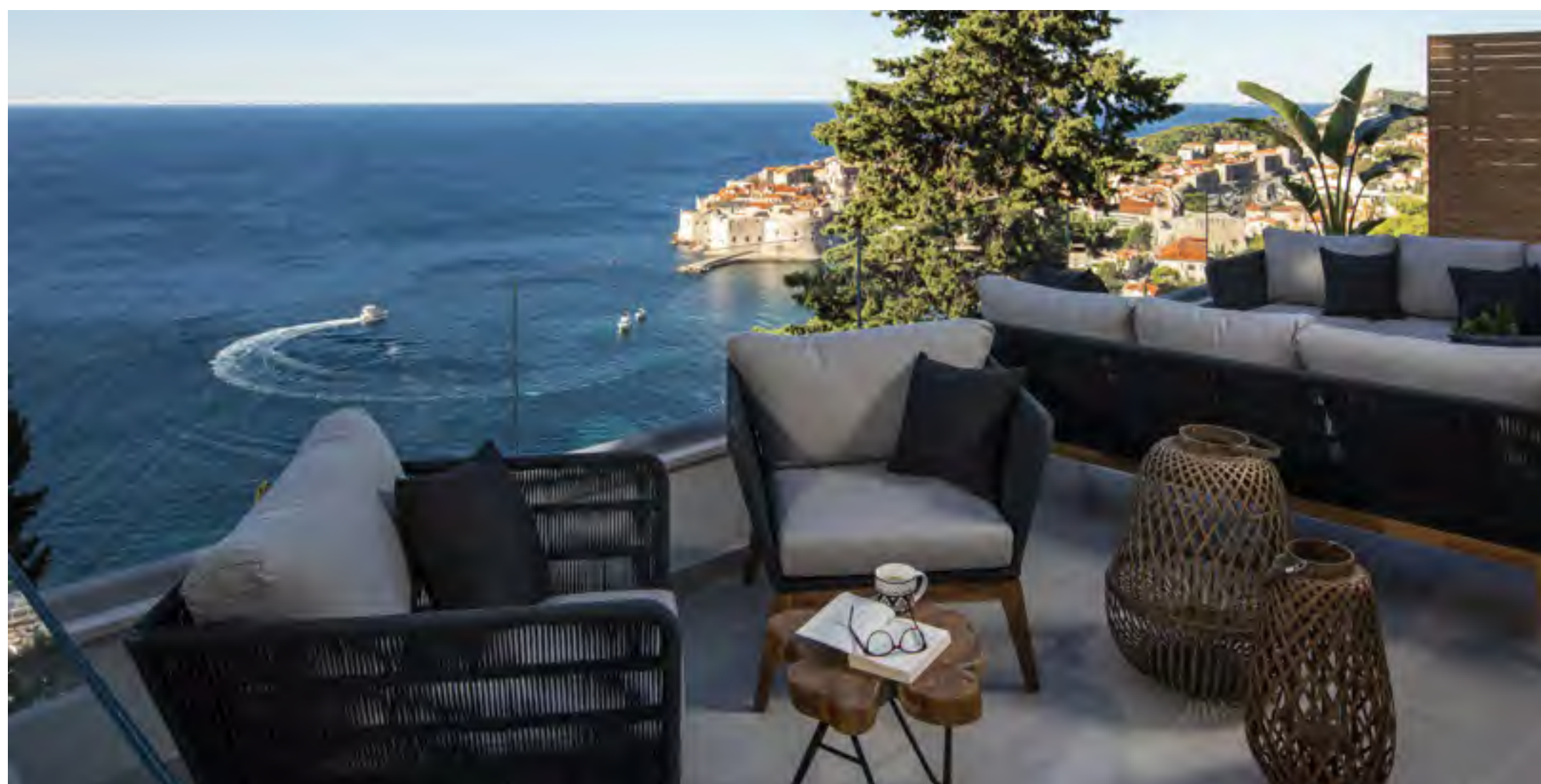
From airport transfers to hand-picked accommodations, private guides to seamless transitions between regions, **we handle every detail so you can focus on your clients.**

We're flexible, responsive, and solutions-oriented, and work with the calm confidence that comes from living and breathing our destinations every day.

Human-to-human service

When you work with AndAdventure, you connect directly with our experts in-destination—no automated messages to answer calls or AI-powered chat bots.

Personalization is what we do best, from the way we work with our trade partners to the way we execute itineraries. **We listen carefully, respond thoughtfully,** and curate exceptional trips that center on the human experience at all touch points.



Local expertise

Over the years, we've cultivated relationships with local hosts, artisans, vintners, chefs, and community members across Croatia, Slovenia, and Montenegro.

These unique connections translate into genuine experiences that **reflect the heart and spirit of these destinations,** not something that can be found through a simple online search.

Tried & Tested

Every experience we include on our itineraries has been tried, tested, and thoughtfully refined by our team.

We work with hosts and guides who share our values of care and authenticity, providing a consistency that allows our partners to rest easy knowing their clients are in trusted hands from arrival to farewell.

THE TEAM BEHIND THE SCENES

Behind every journey we craft is a team of passionate people who are explorers, storytellers, planners, and problem-solvers united by the same purpose: to create meaningful experiences that connect people to place. From your first inquiry to fond farewells, this is the team that makes the magic happen behind the scenes.



Veselka Huljić

Founder & Director

Founder of AndAdventure, Veselka—or “Vese,” as she’s known by most—tells the stories of Croatia, Slovenia, and Montenegro through her knack for designing thoughtful and immersive itineraries.

She works one-on-one with partners from start to finish to ensure seamless experiences for guests, and is always a phone call away, eager to provide that personal touch.



Dajana Tomas

Logistics & Sales

Dajana’s responsibilities extend from trip crafting to ensuring all reservations run seamlessly.

She has been gracing the AndAdventure team with her bright personality since 2010.



Kristian Marović

Guide & Field Coordinator

Kristian is passionate about sharing his passion for outdoor activities and local wine culture with international visitors.

He is warm and relaxed, always providing partners and guests with a sense of ease and confidence.

Antonia Zenić

Administration and our guardian Angel

OUR COMMUNITY COMMITMENTS

AndAdventure is a practitioner of community-based and responsible, regenerative tourism.



Community connections are at the heart of the experiences we offer, knowing this is what is most meaningful to our guests and, equally important, provides us a channel for positive impact in the destinations we visit.

We align ourselves with small, family-owned, or women-led businesses and work exclusively with local guides, makers, artisans, chefs, and suppliers, including accommodations providers and food suppliers.

We embed environmental responsibility within each departure, avoiding single-use plastics, prioritizing self-propelled experiences, and observing nature rather than disturbing it.

We invite you to review our full sustainability policy



SUSTAINABILITY POLICY



TESTIMONIALS

*"Vese's partnership approach is **all about listening to the client's needs and tailoring the trip to their budget and travel style**, then curates out of the box experiences personalized to the clients. She and her team, along with the hand-picked guides, are **reliable, friendly and knowledgeable**, providing a local experience of cultural immersion that brings the tours to life. Our clients felt like they were friends with the guides at the end of the trip and told us **it was their favorite all-time trip!**"*

– Susan Gringauz,
Independent Travel Advisor,
Valerie Wilson Travel (New York)

"Croatia and Slovenia were simply outstanding travels. Your work with AndAdventureCoatia representative, Veselka, paid off as all hotel accommodations, local transportation, local guides, and various activities were perfect. Many thanks to you."

– Client of Nancy B Powers,
Aldine Travel (Missouri)

*"AndAdventure could not have been more helpful and thoughtful in planning my client's multi-gen trip to Croatia. Vese was incredibly responsive throughout the planning process, had great suggestions for hotels, activities and guides, and really customized the trip based on my client's preferences. She was **very easy to work** with and **extremely knowledgeable**... The client feedback was very positive, saying it was the "perfect" trip and **"the service and planning were top quality."** I am so grateful that I was introduced to AndAdventure and can't wait to plan another trip with them."*

– Jessica Blouin,
Independent Travel Advisor,
Valerie Wilson Travel (Connecticut)

LET'S CONNECT

Contact us:

Veselka Huljić

Founder & Director, AndAdventure

☎ +385 91 154 3072

✉ vese@andadventure.com

🖱 www.andadventure.com

Let's Craft unforgettable journeys together!