

#AdriaGlamping

Adria Home Magazine | No 07 | June 2024

A photograph of a modern wooden glamping cabin with a large glass door and a small window, situated in a lush forest. The cabin is surrounded by tall evergreen trees and some deciduous trees with yellow autumn foliage. In the foreground, there are vibrant pink flowers. A wooden pergola structure with a closed umbrella is visible to the left of the cabin. The cabin is built on a raised platform with a blue mosaic tile wall.

20th
anniversary

Marta Kelvišar

MANAGER OF THE YEAR

Red Dot Award 2023

AURORA TWIN



#ADRIAGLAMPING MAGAZINE

Issue 7, 2024

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CLOSER TO NATURE



ELEVATING EXPECTATIONS: A LOOK AHEAD

Sales & Marketing team

In this edition, we're thrilled to highlight twelve exceptional resorts across Europe that we've helped create using our state-of-the-art products. Each project reflects our dedication, innovation, and unwavering commitment to excellence. Explore these remarkable endeavors from our valued partners and witness firsthand the significant advancements within our industry.

As we look ahead to the 2025 season, Adria Home is embarking on a new chapter with the introduction of cutting-edge mobile homes. Leading the way is the highly anticipated MLine Pure, showcasing our dedication to advanced construction techniques and ecological stewardship. These groundbreaking innovations set new benchmarks, positively impacting both users and the environment throughout their lifecycle. With the MLine Pure, we reaffirm our position as a leading European innovator, prioritizing sustainability by creating energy-efficient, eco-conscious products with recyclability of up to 100%.

Additionally, we're proud to announce new industry recognitions, further highlighting our ongoing commitment to enhancing customer experiences. Our dedication to sustainability extends beyond words; discover our impactful initiatives, including support for local communities and efforts to ensure safe employment. Through these endeavors, we actively contribute to positive change, shaping a brighter future for all.

Uroš Mavretić
Sales and Marketing Director



intro

Marta Kelvišar
Managing Director

20 Years of Innovation, Trends, and Excitement

The year 2023 marked a jubilee for us—a celebration of 20 years since the inception of our company and the production of our first mobile home. Throughout these two decades, we have forged a path characterized by journey, drive, passion, courage, and, above all, the pursuit of our dreams. Adria Home encapsulates the vibrant dreams of our youth that have propelled us forward, inspiring continuous innovation and development.

Amidst numerous accomplishments and rich experiences, we are proud to declare that today, the Adria brand stands firmly established and widely recognized in the tourism industry.

20th Anniversary Celebration

To mark our 20th anniversary, we gathered at the Janez Trdina Cultural Center in Novo Mesto, bringing together over 300 attendees, including 120 employees and 200 business partners. The event featured top artists, and notable speakers included Minister of Economy Matjaž Han and Stephano Gigou, Chairman of the Board of Directors of the Trigano Group.

Sonja Gole, General Director of Adria Mobil, was honored for her vision and support by Uroš, Director of Sales and Marketing. Special recognitions were presented by Andrej Kavšek, Mayor of the Municipality of Črnomelj, and mag. Marko Gorjup, President of the Chamber of Commerce of Dolenjska and Bela Krajina, acknowledging our significant contribution to the region's economic development.

20,000 Manufactured Products

A significant milestone in our journey was the production of our 20,000th mobile home, a SunLodge model crafted for our esteemed, long-term partner, the Dutch company ACSI Touroperating B.V. This milestone SunLodge, model SLine 854 B22T, now extends a warm welcome to guests at the Italian campsite Pra'Delle Torri.

As of today, our diverse range of products graces tourist accommodations in over 30 countries, spanning across 500+ campsites and resorts.

Digitalization Journey

In 2018, we embarked on the Digitalization journey, paving the way for a transformative experience. This year, our efforts earned us the gold award for innovations from the Chamber of Commerce of Dolenjska and Bela Krajina, and simultaneously, silver awards at the national level from the Chamber of Commerce of Slovenia.

During our journey, we concentrated on enhancing soft skills, laying the groundwork for a more streamlined workflow, and taking essential steps that molded us into a lean organization. Concurrently, we defined technological operations, implemented the Gantt chart for the production process, and introduced a Digital Twin.

By aligning the outcomes of soft skills work with computer simulation results, we achieved the status of a lean organization. In 2023, our project received acclaim as one of the best innovations both nationally and regionally.

welcome

8

HIGHLIGHTS 2025

10

INTRODUCTION OF THE
SALES TEAM

11

SUSTAINABILITY &
ENVIRONMENTAL CARE

projects

14

ISTRA PREMIUM CAMPING
RESORT BY VALAMAR
CROATIA

28

BANKI GREEN ISTRIAN VILLAGE
CROATIA

40

DEL GARDA VILLAGE AND CAMPING
ITALY

20

AMINESS
AVALONA CAMPING RESORT 5*
CROATIA

34

LAGO MAGGIORE BAY
ITALY

46

AGRICAMPING ESTGARDA
ITALY

follow

96

NEW PROJECTS
AND NEWS

98

EVENTS

100

THE GLOBAL
DEALER NETWORK

12
AWARDS

52
CLUB DEL SOLE
ITALY

64
CHALETS & GLAMPING NASSFELD
BY ALPS RESORTS
AUSTRIA

101
ADRIA HOME ON YOUTUBE/
VIRTUAL TOURS

72
EUROPARCS PRESSEGGER SEE
AUSTRIA

78
MEERREISE CAMPING
GERMANY

102
ADRIA
HOLIDAYS

84
SPORTWERK OCHTRUP
GERMANY

90
URBAN GARDENS
BELGIUM

contents

HIGHLIGHTS 2025



BIG SEE
Product Design
Award 2023
Winner

tinu

TINY HOME

We proudly present our latest award-winning addition to the portfolio – the Tiny Home series. This innovative collection signifies a groundbreaking approach to accommodations in tourism. Meticulously crafted with a modern aesthetic and a thoughtful selection of sustainable materials, our Tiny Homes boast flexible interior solutions that seamlessly blend style with eco-consciousness.



MLine PURE

Introducing MLine Pure, the latest addition to our renowned MLine series. Designed for the 2025 season, it offers a fresh take on mobile home living in the Mediterranean. With its advanced wall construction, eco-friendly features, and a stylish interior inspired by coastal living, MLine Pure is set to redefine the B2B vacation experience. Stay tuned for the new catalog unveiling, and get ready to immerse yourself in luxury and sustainability like never before.



INTRODUCTION OF THE SALES TEAM



Uroš Mavretić, Director of Sales and Marketing

At Adria Home, our Regional Managers in the Sales Department play a pivotal role in navigating the dynamic landscape of the tourism industry. With a diverse portfolio that includes mobile and modular homes, glamping tents, and floating homes, our Regional Managers are adept at tailoring sales strategies to meet the unique demands of each region.

From understanding local market nuances and regulatory landscapes to promoting sustainability and fostering partnerships, they ensure that Adria Home's range of accommodations finds its perfect place in every destination. With a commitment to excellence, adaptability, and market expertise, they drive the success of the company across various tourism landscapes, co-creating unique projects worldwide.

Uroš Mavretić, our Director of Sales and Marketing, began his career with the Adria Group, initially joining Adria Mobil Finance. Later, he transitioned to the role of Product Manager for the Caravan segment, earning accolades for his exceptional product designs. In 2010, following Adria Mobil's acquisition of Sun Roller, Uroš embraced a new challenge in the mobile home tourism sector. Over a decade later, Adria Home has emerged as a prominent B2B entity in Europe, with 1,544 units sold during the 2023 season, generating a turnover of €56.5 million.

Today, Adria maintains an extensive network of representatives and agents across Europe and beyond. With mobile and modular homes, as well as glamping tents, distributed in 30+ countries and across over 500 campsites and resorts, our presence in the industry is significant. Over our 22-year history, we have successfully sold a total of 21,500 units.



Žiga Plut,
Regional Manager for Benelux and
Key Accounts



Severin Stepan,
Regional Manager for the DACH
region and Overseas



Žiga Simončič,
Regional Manager for Italy and Spain



Toni Brinc,
Regional Manager for Croatia
and Eastern Europe

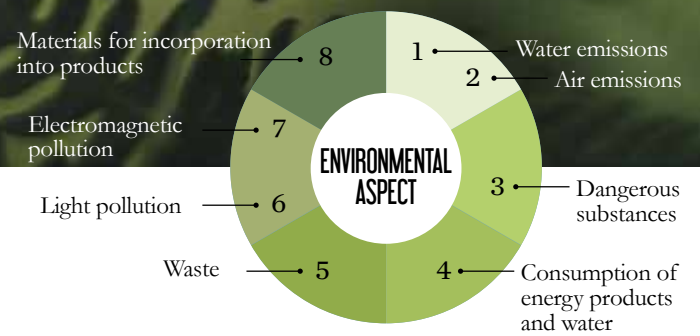
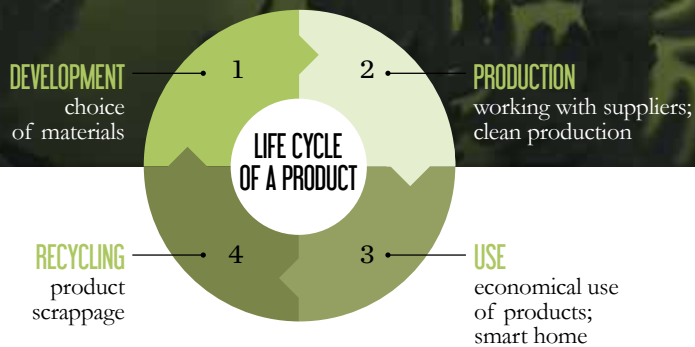
Sustainability & Environmental CARE

We are committed to environmental sustainability in order to prevent and reduce the negative impact on the environment. By complying with environmental requirements, we want to give the present and future generations a chance to live in a healthy and clean environment. Conservation of nature and respect for the environment are among the fundamental values that have long been part of the corporate culture of Adria Home. These values are inextricably linked to the company's business, which has for more than 22 years been focusing on mobile accommodation.

OUR SLOGAN

CLOSER TO NATURE

GUIDES US TO LEAVE A MARK IN EVERY SINGLE ONE OF OUR PRODUCTS.



MANAGER OF THE YEAR 2023



Our managing director, Marta Kelvišar, was honored with the title of Manager of the Year 2023 by the Manager Association. The prestigious Slovenian award ceremony took place on Thursday, September 28, 2023, as part of the Managerial Congress in Portorož, renowned as one of the most significant and high-profile business gatherings for managers in Slovenia.

The Manager of the Year award stands as one of the most esteemed accolades for Slovenian business leaders. The Association of Managers bestows this honor upon exemplary leaders in recognition of their outstanding business achievements within their respective companies.

The media has highlighted our director as a business leader who not only delivers on her promises but also takes swift and decisive actions. Marta Kelvišar is characterized as charismatic, possessing incredible energy and courage, attributes that have propelled the company to become a globally recognized trendsetter in mobile and modular homes as well as mobile tents. According to the selection committee's opinion during the presentation, "Marta Kelvišar serves as an exemplary figure due to her respectful, principled, and unbiased approach. She is goal-oriented and is distinguished by her creative thinking, excellent strategic planning, and commitment to sustainable goals."



BIG SEE Product Design Award 2023 Winner

BIG SEE PRODUCT DESIGN AWARD 2023

For 21 years, the BIG Institute, a recognized interdisciplinary and international promoter of the creative economy in Slovenia, has been awarding prizes. We are honored to announce that our Tiny Home design has received the prestigious Big See Product Design award from the BIG Institute. This esteemed organization is a driving force behind the City of Design, the Big Architecture and Design Month festivals, and the Houses and Woodworking magazines, solidifying its role as a key influencer in the creative and design community.

ITM EXPORTER 2023

At a celebratory event in November at the Kazina Palace, under the auspices of the Swedish foundation ITM Worldwide and SPIRIT Slovenia, a public agency, diplomas were awarded to the new export managers. Simultaneously, our company was honored with the prestigious ITM Exporter of the Year award during the same event. The crystal globe award was presented to the Director of Sales and Marketing, Uros Mavretić, in the presence of General Director Marta Kelvišar and Head of Marketing Elvis Zagrljača.



DIGITAL LEAN PROJECT - BEST INNOVATION 2023

At the Innovation Day in June, organized by the Chamber of Commerce of Dolenjska and Bela Krajina, the Digital Lean project for the optimization of the production process was awarded the prestigious Golden Award for Best Innovation. The project also received a silver award from the Chamber of Commerce of Slovenia.



AWARDS

CROATIA

ISTRA PREMIUM GLAMPING TENTS

PART OF ISTRA PREMIUM CAMPING RESORT 5*

**CAMPING
ADRIATIC**
by Valamar



Where nature meets luxury!

Istra Premium Camping Resort by Valamar offers a first-class camping experience on the Adriatic, situated on a verdant peninsula near the coastal town of Funtana. Infused with Mediterranean charm and ideal for families, the resort showcases a spectrum of accommodation options, from sea-front pitches and glamping tents to spacious camping homes and luxury camping villas with private pools. Istra Premium Camping Resort brings exceptional services to your beachfront accommodation.



CHARMS OF POREČ: WHERE HISTORY AND ADVENTURE UNITE ON ISTRIA'S RIVIERA

Istra Premium Camping Resort 5* is located near Poreč, one of Istria's most renowned tourist destinations. Poreč perfectly blends authentic charm with modern amenities, offering visitors a delightful mix of historical sites and exciting activities. The Poreč Riviera spans 37 km of breathtaking coastline, providing a range of accommodation options from family resorts to villas, all amidst untouched nature and diverse beaches.

Sports enthusiasts can indulge in a variety of activities, including diving, sailing, water skiing, hiking, biking, and scenic walks along well-maintained trails. The city of Poreč boasts a wealth of historical treasures, such as the old Roman streets, the Decumanus, the Great Temple, and the UNESCO-protected Euphrasius' Basilica, a beautifully preserved Byzantine masterpiece dating back to the 6th century.



Glamping tents 2020

In an idyllic seaside setting, we have placed an exclusive collection of 25 Safari M Loft tents, each embodying the pinnacle of glamping luxury. With their distinctive upper floors and balconies, these tents redefine the glamping experience.

25x SAFARI M LOFT

Accommodating up to 4+1 guests, our Safari M Loft tents offer spacious comfort. On the ground floor, guests can discover a separate, roomy bedroom, seamlessly connected to a communal area featuring a fully-equipped kitchen and dining space. An integrated terrace provides outdoor relaxation. A fully-equipped bathroom ensures convenience.

Upstairs, guests can enjoy another expansive bedroom, complemented by a sprawling balcony offering panoramic views. The integrated balcony design provides shelter from the sun, allowing guests to enjoy the outdoors in any weather.



More about project



Scan me



BRUNO RADOŠ
Camping Resorts Operational Manager

Can you provide a comprehensive description of your resort and the unique experiences it offers to your guests?

Istra Premium Camping Resort by Valamar, located on a picturesque peninsula near Funtana on the Adriatic coast, redefines the camping experience with its first-class facilities and diverse accommodation options. Catering to families and discerning travellers alike, our resort seamlessly blends the natural beauty of the Mediterranean with luxurious comforts.

Guests have a wide range of choices for their stay, from scenic seafront pitches to our high-end camping homes and exclusive camping villas equipped with private pools. Each option is designed to offer an immersive experience in nature without sacrificing modern conveniences and luxury.

A highlight of the resort is the Aquamar Water Park. Spanning a vast area, it features five swimming pools, numerous slides, and a variety of water attractions. This water paradise caters to both the young and young at heart, offering exhilarating fun for children and a refreshing retreat for those seeking relaxation.

For those looking to unwind, the Balance Mediterranean Spa by Valamar is a sanctuary of wellness. Our spa menu includes a range of treatments, including unique outdoor massages in serene pavilions. The experience is complemented by a state-of-the-art sauna, a tranquil relaxation area, and a dedicated beauty zone, ensuring a holistic approach to relaxation and rejuvenation.

Culinary experiences at the resort are diverse and exquisite. Five restaurants, two bars, and a street food cart present an array of dining options, ranging from traditional Mediterranean dishes to international cuisine. Each dining venue is thoughtfully designed to enhance the overall gastronomic journey of our guests.

In summary, Istra Premium Camping Resort offers a luxurious and immersive natural getaway, with a focus on family-friendly activities, relaxation, wellness, and a diverse culinary experience. Our resort is not just a place to stay; it's a destination where every moment is an opportunity to create lasting memories.

Reflecting on your collaboration with Adria Home, could you share your overall experience and highlight key aspects that contributed to the success of your project?

Our collaboration with Adria Home has been a pivotal aspect of our projects, contributing significantly to its success. Adria Home's reputation for crafting high-quality, innovatively designed mobile homes and glamping units was a key factor in our decision to partner with them. This collaboration has allowed us to integrate world-class facilities into our resort, enhancing the overall guest experience.

A standout feature of Adria Home's units is their commitment to blending modern amenities with comfort and luxury. The mobile homes are not just accommodations; they are well-thought-out living spaces that provide guests with the freedom and comfort of a premium living experience. The attention to detail in the furnishings and the layout options is exceptional, ensuring that each unit meets the specific needs and preferences of our guests.

What specific factors influenced your decision to opt for Adria products?

Our decision to choose Adria Home was driven by their high-quality design, flexibility in customization, efficient project execution, and excellent customer service. Adria's reputation for top-tier mobile homes aligns with our goal of providing premium accommodations. Their ability to tailor designs to our specific needs allows us to offer diverse and personalized guest experiences. Additionally, their professional approach in design and construction significantly streamlined our project, ensuring timely completion without compromising quality. Lastly, their commitment to client satisfaction through responsive and detailed customer service was a key deciding factor.

How have guests reacted to the introduction of new Adria products, and what impact have these innovations had on their overall experience at your site?

We've received overwhelmingly positive feedback from our guests at Istra Premium Camping Resort regarding the introduction of Adria Glamping tents. The reviews consistently reflect high levels of guest satisfaction. Many have expressed their delight in the unique blend of comfort and outdoor experience these units provide. Moreover, a significant number of guests have indicated a strong intention to return for future visits.

From your perspective, how have recent years shaped the tourism industry, and what emerging trends do you anticipate in the future? How is your resort positioned to adapt to these changes?

In recent years, the tourism industry has witnessed a paradigm shift, with health and safety, digitalization, and sustainability becoming paramount concerns for travellers. These elements are increasingly influencing vacation destination choices. Recognizing this trend, Valamar has positioned itself at the forefront, not only as Croatia's leading tourism company but also as a sustainability pioneer in European tourism. We're committed to eco-friendly practices and reducing our environmental impact, ensuring safety, and employing the latest technologies to enhance guest experiences.

Our commitment to sustainability is deeply integrated into our operations. We diligently pursue eco-friendly practices and continuously strive to reduce our environmental footprint, ensuring our resorts harmoniously coexist with nature. Moreover, Valamar is at the cutting edge of digital innovation in the tourism sector. We leverage the latest technologies to enhance guest experiences, streamline operations, and provide seamless, high-quality services. This holistic approach in adapting to changing global trends is what sets Valamar apart and makes us a preferred choice for discerning travellers.



SECRET UNTOLD

Poreč's 2000-Year Legacy

The 2,000-year history of Poreč is best experienced in its charming old town center, which encapsulates the essence of this Istrian gem. The historic city center, characterized by narrow streets, exudes vibrant Mediterranean energy. Encircled by walls for centuries, Poreč still retains two towers guarding the city's entrance to this day.



AMAZING BITES

ISTRIAN PASTA

Istria holds a significant place in Croatian cuisine, celebrated not only for its abundance of fresh seafood but also for its diverse array of homemade pasta crafted from the finest ingredients. Among these culinary treasures, pasta with truffles stands out as an especially prized delicacy, showcasing the region's natural bounty and culinary excellence.



**CAMPING
ADRIATIC**
by Valamar



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CROATIA

AMINESS AVALONA CAMPING RESORT 5*



The sweet spot of the island Pag!

Nestled on the southern cape, embraced by the sea and ancient dry stone walls, Aminess Avalona Camping Resort heralds a new era of luxury on Pag Island as its first 5-star destination. Tailored to families and guests of all ages, this resort sets the standard for unparalleled hospitality. At its heart lies the Aquapark, a thrilling oasis of slides promising endless sunshine adventures. Beyond aquatic delights, guests can savor exquisite cuisine and a diverse array of activities.

The resort offers 30 lavish accommodations, featuring Sky Twin modular homes, alongside 232 mobile homes. Complementing these are 300 camping spaces of varying sizes, including 32 exclusive pitches redefining luxury camping with private swimming pools. Aminess Avalona invites you to discover a world where indulgence, relaxation, and cherished memories intertwine.







The Moonrock

Nestled amidst the azure waters of the Adriatic Sea, Pag Island beckons as one of Croatia's premier outdoor destinations. At Aminess Avalona, you'll have the opportunity to immerse yourself in its stunning landscapes and serene surroundings. Pag boasts a rugged yet captivating terrain, renowned for its lunar-like landscape that sets it apart in the Adriatic. Here, hidden bays and secluded beaches await, offering idyllic spots to witness mesmerizing sunsets. With the sky-blue sea as your backdrop and the majestic Velebit mountain range on the horizon, Pag Island promises a visual feast for the senses. Located in the northern Adriatic, Pag Island is easily accessible by both sea and land, ensuring convenient travel for all adventurers seeking to discover its wonders.



AMAZING BITES

The white gold - Pag salt

The production of this "white gold" has been traced back to the 9th century - it is believed, however, that the Romans also reaped the fine white crystals from the sea here. Basically, the production has changed little since: the extremely clean sea water is channeled into pools that dry out quickly because of the strong sunlight and the constantly blowing winds.





TATJANA GLAMATOVIĆ
Campsite Manager

Can you provide a comprehensive description of your resort and the unique experiences it offers to your guests?

Before we talk about the camping resort, I would like to use this opportunity to present shortly our company – Aminess Hotels & Resorts. As one of the fastest growing Croatian companies in Croatia with a growing portfolio and a modern business approach, we foster professional yet friendly partnerships while customizing offerings for every guest. With over 55 years in hospitality, 16 hotels, 5 campsites and 3 resorts, our Group's expertise in tourism management is fuelled by over 2000 employees and by the pursuit of a perfect vacation. In context of perfect vacation, we can proudly say that our new camping resort, Aminess Avalona Camping Resort 5* is a top-notch product that will provide a premium settlement for all our guests.

With its 180 pools, excellent accommodation, sports and entertainment, the Aminess Avalona Camping Resort will highly improve the quality of the tourist offer of the island of Pag and central Dalmatia. The campsite will span an area surrounded by the sea on three sides and have around 300 pitches with surface areas of 100 and 200 m², 32 of which will be luxury pitches with a private pool, making it the first concept of such kind in Croatia which sets new standards for luxury camping holidays.

The campsite will also have 30 glamping villas and 232 mobile homes, and its special feature will be the impressive 180 pools, 118 of which are located by the mobile homes, 30 by the glamping villas and 32 by the aforementioned luxury pitches situated in the first row to the sea.

Our guests will also be able to take part in a variety of fun activities, as well as try out the exceptional Aminess gourmet restaurant concepts combining top-quality local ingredients, Mediterranean dishes and an unforgettable ambiance of open terraces by the sea. Apart from restaurants, the campsite will also have bars, a pastry shop, a bakery and a supermarket with a wide range of local groceries. In addition to our gourmet offer, guests of the camping resort will also have the opportunity to enjoy a variety of activities and amenities, such as multi-purpose sports fields, tennis courts and open-air gyms, as well as rich entertainment programmes, with a special emphasis on the impressive Aquapark with its 5 large slides, which superbly rounds off the campsite's entertainment offer.

Reflecting on your collaboration with Adria Home, could you share your overall experience and highlight key aspects that contributed to the success of your project?

Aminess Avalona Camping Resort is one of our more important investments. Worth EUR 55 million, this project will lead our company towards new standards and goals in terms of premium camping experience. This is only the sixth campsite in Croatia with a high categorisation and a 5-star rating, and it is the first 5-star campsite on the island of Pag. We have decided that Adria Home is the perfect choice to provide the premium experience that every guest deserves. Our collaboration on other campsites helped us with key decisions and now with Aminess Avalona Camping Resort we realise that the product is in line with the vision of our project. Adria modular and mobile homes fit perfectly into the landscape and the camping resort concept, fulfilling every guest's needs and following premium accommodation standards throughout our campsite.

What specific factors influenced your decision to opt for Adria products?

Given the importance of this project and what the guest's experience really means to us, we could not opt for any other partner than Adria Home. Your slogan "Inspiring Adventures Closer to Nature" certainly helped, but obviously the expertise, professionalism and high-quality products of Adria Home were the key aspects in choosing it as our partner. From an exceptional interior to modern details, Adria Homes perfectly represent our vision of a premium camping holiday, because now we can provide a precious leisure time to all our guests in the comfort of their new home away from home.

How have guests reacted to the introduction of new Adria products, and what impact have these innovations had on their overall experience at your site?

The new Adria products were the main tool for our online and offline promotion activities. From the get-go when we used render images to catch the eyes of our future guests to real images that we presented recently through our online and PR campaigns – the modular and mobile homes took the centre stage and were the main tool for attracting our guests because of their functionality and a touch of luxury. We only recently opened our new camping resort and from the first impressions, our guest seem very satisfied with the product, and we

are certainly happy and proud that we can offer such premium accommodation that really enhances the presentation of our entire campsite. We really expect a lot from the upcoming season, and we cannot wait to hear more from our guests, read reviews and use our channels to further promote this 5-star camping experience – obviously, with a bit of help from Adria Premium Homes.

From your perspective, how have recent years shaped the tourism industry, and what emerging trends do you anticipate in the future? How is your resort positioned to adapt to these changes?

I think that tourism and especially camping tourism benefited from the post-covid situation. People rediscovered nature even more, from secure accommodation to care for the environment. I really do not know about the future, but I can surely say that, at the moment, the industry, and therefore the guests, primarily considers the importance of secure and safe accommodation, with sustainability being key. Taking care of the environment is important, and this could be the foundation to build on in the future – relying on resources to create sustainable campsites. For example, our Aminess Avalona Camping Resort is located on an island, surrounded by nature, but our aim was to rediscover even more the beauty of nature while reducing the impact on the environment and climate. In that respect, we have an automated system for monitoring water and energy consumption in the form of heating, cooling and lighting, the mobile homes are equipped with smart energy efficiency management systems. The campsite does not use any fossil fuels for heating and cooling, which minimizes its emissions. Great attention is paid to waste separation, with the possibility of separating waste already at the point of origin (at our mobile homes) and numerous eco-islands are available at the campsite. All wastewater generated at the campsite passes a complex purification process, and it is also possible to recycle water and then reuse it for horticulture. Several charging stations for electric cars are available at the guest parking lot and no vehicles are allowed inside the campsite, except for campers and electric vehicles owned by the campsite staff. Given all of the above, we definitely consider that sustainability will be a part of the future, it is our duty to follow these trends and use all of the tools at our disposal to provide safe and relaxed accommodation, while thinking about the environment.

30x SKY TWIN
 76x MLINE 905 B22
 26x MLINE 905 R22
 16x MLINE 905 F32
 72x MLINE 854 B22
 40x MLINE 854 B32
 2x MLINE 854 B2IHC



Mobile and modular homes 2023

In a testament to our commitment to excellence, we proudly present one of our most ambitious endeavors yet: a project featuring 232 mobile homes from the MLine series and 30 Sky Twin Modular Villas.

Sky Twin

The Sky Twin Villas redefine contemporary living with their innovative design. Each Villa is characterized by a unique layout, with one module dedicated to living spaces and the other to sleeping quarters. An adaptable intermediate terrace serves as the focal point for social gatherings, complete with its own toilet. Investors have the freedom to customize this space further, including the option for glazing to create an additional living area.

The sleeping quarters feature two spacious bedrooms, each with its own en-suite bathroom, ensuring privacy and comfort. Natural light floods the expansive living area, creating an inviting atmosphere for relaxation and entertainment. Seamlessly integrated, the kitchen, dining room, and central area offer a cohesive layout designed to elevate everyday living.



SKY TWIN



MLine

Within our MLine series, comprising 232 models, we offer a variety of options to suit diverse preferences. Among them are the nine-meter models: 905 B22, 905 R22, and 905 F32, as well as the eight-and-a-half-meter models: 854 B22, 854 B32, and 854 B21HC. These selected models were carefully chosen as part of the project, strategically positioned throughout the resort to showcase their unique features, such as panoramic door placement, to their fullest advantage. With different floor plans, our MLine series highlights varying bedroom and bathroom configurations, alongside kitchens with dining areas and central open living spaces. Renowned for its versatility, the MLine series stands out as a top choice among B2B customers, offering an array of floor plans and sizes to cater to their needs.





MLINE 854 B22



MLINE 905 B22



MLINE 905 R22

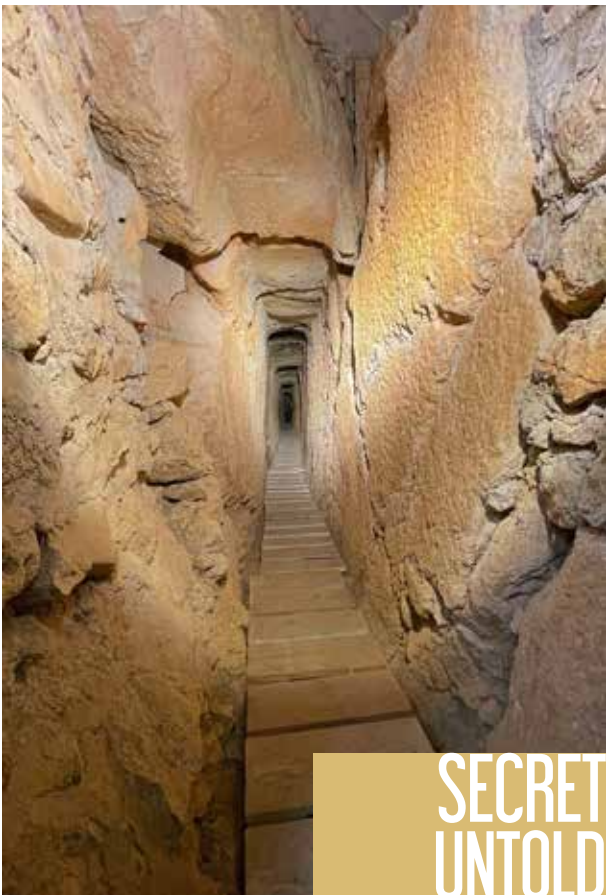


MLINE 854 B32



MLINE 905 F32





**SECRET
UNTOLD**

@Sisyphos99 / Tripadvisor



Aminess
HOTELS & RESORTS



A ROMAN MARVEL

Dating back to the 1st century AD, the ancient aqueduct of Novalja stands as the island's most significant archaeological treasure. This underground canal, crafted during the Roman Empire, served as a vital water source, channeling water from nearby springs to the fields of Novalja. Locals fondly refer to it as the 'Italian Buža,' a testament to its Roman origins. Carved entirely from solid rock, this historic tunnel remains a marvel of ancient engineering.

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CROATIA

BANKI GREEN ISTRIAN VILLAGE

A Taste of Tradition and Adventure in Central Istria

Banki Green Istrian Village is a family-owned resort where nature and community intertwine to create an idyllic retreat. Immerse yourself in the tranquility of forest trails and the welcoming ambiance that defines this haven. Here, amidst lush surroundings, friendships blossom, vacations become adventures, and every day holds the promise of discovery. Located in the heart of Istria, it offers serenity away from urban chaos and a plethora of exhilarating activities to infuse your days with laughter and delight. The resort features various accommodations, from luxury glamping tents and mobile homes to different types of pitches, all nestled in the greenery.





35x MLINE 854 B22
 { 1x BOUTIQUE
 4x SAFARI L LOFT
 1x SAFARI L
 1x SAFARI M
 1x ADRIATIC
 2x BELL OUTLOOK }

Mobile homes and glamping tents 2023

For this meticulously planned project, we provided houses from the MLine series and a variety of glamping tents. Positioned amidst serene surroundings, 35 MLine 854 B22 models were strategically placed to offer tranquility either beneath the shade of treetops or amidst lush greenery. The eight-and-a-half-meter houses are a popular choice for Mediterranean resorts, with the B22 model being particularly favored. Featuring two completely separate bedrooms with en-suite bathrooms, these houses boast a central living area seamlessly connected to the kitchen and dining room, all leading out to an open terrace.



MLINE 854 B22





SAFARI LOFT



SAFARI L LOFT



The project also includes a diverse range of tents, ranging from higher-end Boutique and Safari Loft models to Basic glamping options like the Bell and Adriatic. Boutique and Safari Loft tents stand out for their spaciousness, multiple bedrooms, well-equipped kitchens, and fully furnished bathrooms with showers.

What sets apart the Basic models is their customizable interior design, allowing customers to personalize them according to the resort's concept and offerings.





SAFARI



SAFARI M COUPLE



AMAZING BITES



The Charm of Village Tinjan

Banki Green Village is located in the heart of Central Istria and named after the charming village of Banki, nestled amidst the region's picturesque landscapes. Surrounded by rolling hills and verdant forests, it offers a serene escape from the hustle and bustle of city life. Here, tranquility meets natural beauty, inviting visitors to unwind and explore the timeless allure of rural Istria.

Istrian fuži

Fuži, a traditional pasta originating from Croatian and Slovenian Istria, is a culinary gem. Crafted by rolling out pasta dough into thin sheets and cutting it into diamond-shaped strips, Fuži offers versatility in its preparation, allowing for a multitude of delicious dishes to be created quickly and easily.



PAOLA BELLINI
Camp Manager

Can you provide a comprehensive description of your resort and the unique experiences it offers to your guests?

Our resort, Banki Green Istrian Village, represents a true little paradise nestled in the authentic Istrian village of Banki. Situated amidst dense oak forest, carefully preserved to provide the best nature experience. Our location offers guests the opportunity for complete relaxation of body and soul. The main goal is to provide guests with an unforgettable experience through a combination of luxurious accommodation, rich wellness facilities, gastronomic experiences, and various outdoor activities. Guests have the opportunity to stay in comfortable mobile homes and glamorous tents, explore the surroundings through educational tours of vineyards and olive groves, and enjoy wellness amenities such as saunas and whirlpool baths. Additionally, they can indulge in the local cuisine through tastings of premium wines, olive oil, cheeses, and cured meats. We particularly highlight our collaboration with local partners who contribute to the authentic Istrian experience for our guests.

Reflecting on your collaboration with Adria Home, could you share your overall experience and highlight key aspects that contributed to the success of your project?

Our collaboration with Adria Home was extremely positive and productive. Their expertise and rich experience in the field of mobile home production were crucial for the successful realization of our project. We would particularly emphasize their flexibility and ability to adapt to our specific needs, which enabled us to obtain products that perfectly matched our requirements. The high quality of their products was evident at every step of the process, further contributing to the success of our project.

What specific factors influenced your decision to opt for Adria products?

We chose Adria's products due to their outstanding quality, extensive experience in the industry, and the ability to customize their products to our specific needs. Additionally, their portfolio of innovative products met our requirement for providing luxury accommodation. With Adria's products, we ensured a top-notch experience for our guests, while maintaining high standards of quality and comfort.

How have guests reacted to the introduction of new Adria products, and what impact have these innovations had on their overall experience at your site?

Guests have reacted very positively to our new Adria products. The luxurious accommodation in mobile homes and glamorous tents provided them with the comfort and exclusivity they sought, while additional amenities such as the wellness center and eno-gastronomic activities

further enriched their experience. The new Adria products have significantly contributed to increasing the satisfaction of our guests and positioning our resort as a destination of high quality.

From your perspective, how have recent years shaped the tourism industry, and what emerging trends do you anticipate in the future? How is your resort positioned to adapt to these changes?

In recent years, we have witnessed significant changes in the tourism industry, including increased demand for luxury accommodation, emphasis on sustainable tourism, and the search for authentic local experiences. In the future, we expect further growth of these trends, as well as increased digitalization and personalization of services. Our resort is positioned to adapt to these changes through continuous investment in the quality of accommodation and facilities, collaboration with local partners to provide authentic experiences, and implementation of sustainable practices to protect the environment and support the local community.



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ITALY

LAGO MAGGIORE BAY

Italy's most suave lakeside hideaway!

Overlooking the shore, the exquisite Lago Maggiore Bay resort emerges as a refined sanctuary, reborn from a former camping area. Meticulously groomed lawns stretch elegantly around the mobile homes, offering a verdant embrace to all who wander through. Each mobile home presents a captivating vista of the lake, whether it's the gentle embrace of dawn or the enchanting spectacle of sunset, casting its golden glow. For those seeking aquatic adventures, a secluded private beach and a welcoming pier await, beckoning travellers to explore the tranquil waters with their own boats. And to elevate the experience, a shimmering pool nestled at the water's edge completes the magnificent tableau of lakeside luxury.







Step into the enchanting embrace of Lago Maggiore, Italy's crown jewel in the realm of serene lake districts. This vast expanse of liquid tranquillity stretches its azure arms into the heartlands of Lombardy and Piedmont, reaching even as far as the majestic Swiss Alps to the north. Prepare to be captivated by the cornucopia of wonders awaiting upon these shimmering waters.

Nestled amidst the serene embrace of the the majestic Alps and gently grazed by the water of Lake Maggiore, you'll find a high-class holiday destination and treasure trove of natural splendor and tranquillity: Baveno.

The charming lakeside town, boasts a rich Roman heritage and is renowned for its natural water springs and blush pink granite quarries, drawing travellers seeking an inspired and relaxing stay by its shores. A delightful lakeside promenade treats visitors to unparalleled vistas of the Borromeo Islands, easily accessible via boat from Baveno's harbor. Since the mid-1800s, Baveno has hosted a parade of globally celebrated figures, often residing as guests within the opulent Belle-Epoque palaces and castle-like hotels, which are still now standing as silent sentinels to an era of unparalleled grandeur and adorn the lake's shores, adding a touch of glamour to its already illustrious history.



what's ON

THE BORROMEAN ISLANDS

Some of the most radiant attractions actually lie in the middle of the lake and not on its shores: a boat trip to the Borromeo Islands is a must-do! Dotting the glassy waters amidst a backdrop of majestic mountains, you can find 3 main islands: Isola Bella, Isola dei Pescatori, and Isola Madre. Isola Bella boasts a palace and gardens dripping with opulence and luxury - an embodiment of grandeur like no other. In stark contrast lies the quaint simplicity of Isola dei Pescatori. Meanwhile, Isola Madre beckons with an exotic ambiance, its tranquil shores enveloped by lush gardens that paint a picture of serenity and beauty. With just over 50 acres to explore, each island offers a glimpse into a bygone era, where opulence and elegance reign supreme.



Mobile homes 2023

In 2023 we've been fully engaged collaborating with SAGA SRL, to create an astonishing lakefront project: a haven of unmatched luxury and tranquillity nestled on the shores of Lake Maggiore, mere minutes from the charming town of Baveno. The location was recently renewed and fitted to host 16 selected mobile homes from our most acclaimed MLine series: precisely 14 units in 905 R22 and 2 units in our smallest and most intimate 504 H11 layout. The meticulous attention to detail and the breakthrough and successful collaboration with our new estimated partner, ensured that every aspect of the project seamlessly blended with the surrounding landscape, showcasing perfectly manicured greenery with thoughtfully designed gardens and a private beach, to enrich its guests with a total exclusive stay. Among the awe-inspiring features are certainly each house's private terrace, crafted to offer maximum relaxation and breathtaking vistas onto Lake Maggiore's water surface and sunset glow.

14x MLine 905 R22
2x MLine 504 H11





CAMILLA CORDERÓ
Camp Director

Can you provide a comprehensive description of your resort and the unique experiences it offers to your guests?

"Don't tell anyone, but here you found heaven!" This is our welcoming message, encapsulating what we've crafted in this magical location. A new concept of vacation amidst nature and bodies of water: a pristine lake, a private beach with a pier, and a pool situated right on the water. Each of our 16 new Adria mobile homes offer a stunning lake view, a private garden and terrace. Every abode is designed to offer a unique and unforgettable experience. The spacious terrace provides a breathtaking view of Lake Maggiore and allows guests to immerse themselves in the beauty of the surrounding landscape. The furnishing boasts a contemporary flair. Every detail has been carefully attended to ensure a comfortable and relaxing stay.

The facility offers various services and activities to make the stay unforgettable. Guests have access to the private lake-view beach, equipped with sun loungers and umbrellas. From the beach, guests can access the pier and private buoys to moor their boats. This year, we will inaugurate the new pool adjacent to the beach, surrounded by greenery and just steps away from all the mobile homes. Enhancing our amenities is a playground area equipped with a variety of games suitable for both children and adults. Additionally, we offer the option to rent E-bikes, canoes, and SUPs, allowing guests to embark on adventures exploring the lake and nearby mountain trails.

Reflecting on your collaboration with Adria Home, could you share your overall experience and highlight key aspects that contributed to the success of your project?

Empathy and professionalism! Right from the start, we found the right connection and harmony to realize Lake Maggiore Bay in less than 7 months. Our architecture and design studio "Guido Monferini" and the Adria Team worked with maximum professionalism and efficiency. The result was achieved within the expected timeframe: we opened this corner of paradise on May 12, 2023.

What specific factors influenced your decision to opt for Adria products?

The extremely high construction quality and unique design that make these mobile homes modern and welcoming. For us, it's the best offer on the market.

How have guests reacted to the introduction of new Adria products, and what impact have these innovations had on their overall experience at your site?

We received overwhelmingly positive feedback; Adria's comfort was confirmed by our clients.

From your perspective, how have recent years shaped the tourism industry, and what emerging trends do you anticipate in the future? How is your resort positioned to adapt to these changes?

In this non-hotel tourism sector, clientele is evolving, with increasingly high customer demands and the necessity for us, operators, to offer superior quality products is becoming essential. Our clientele's trend is to seek greater comfort and they are willing to spend more for it. We believe that the key to success in the near future will be quality!!! It will be the quality of the product and service offered to the customer, rather than competing solely on price.



AMAZING BITES

A Royal Treat

The Margherite di Stresa cookies are lil' flower-shaped cookies created in the 19th century by a local cook to please, Margherita of Savoy, the future queen-to-be of Italy. Now you can find the royal delicatessen in almost any coffee shop and bakery in town.

A LAKE ORIGINALLY NAMED AFTER A PLANT

In the Middle Age, Lake Maggiore was named after a flower – Verbano. This designation, derived from Latin as "Verbanus Lacus", emerged from the landscape's striking features. As Europeans first set foot in this enchanting region, they were greeted by the sight of verbena, rhododendron, and camellia bushes adorning the lake's shores with vibrant blooms.



SECRET
UNTOLD



SIP & SAVOR

NEBBIOLO

Nebbiolo exhibits flavors of cherry, plum, and strawberry, complemented by floral undertones such as rose and violet, alongside hints of leather, licorice, and herbs. As Nebbiolo ages, its tannins mellow, transitioning its color to a brick hue, and enriching its taste with nuances of dried fruit, game, and mushroom, occasionally featuring truffle notes.



LAGO MAGGIORE BAY

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ITALY

DEL GARDA VILLAGE AND CAMPING

Lakeside peace of mind amidst greenery

Some lakes with their glassy expanse and vibrant colors, can unveil some very enchanting allure, able to overshadow any other popular coastal destinations. Rated as the largest and purest expanse among Italy's lakes, Garda Lake is a sought-after destination for many dreamy-eyed Italy visitors.

Nestled on the southern shores of Lake Garda lies Peschiera del Garda, a mélange of pristine nature, exquisite cuisine, rich history, and vibrant life too. The town boasts the magnificent Del Garda Village and Camping, more than just a holiday resort—it's a genuine oasis for unforgettable escapades, offering a swift getaway from urban bustle, especially during scorching city days.

The strategic position offers a plethora of options ranging from day trips to visit the nearby art cities, enchanting gardens, zoos, to fun-filled adventures at the world-class amusement parks close-by.

No doubt it promises a memorable and dynamic holiday experience and a carefree stay.





Del Garda Village and Camping, offers exclusive and private access to the serene shores of the lake, allowing its guests to indulge in a myriad of water sports or simply unwind on the soft sandy beach.

For those opting to stay within the campsite's bounds instead, there's no shortage of leisurely activities to enjoy: two inviting swimming pools provide refreshing dips and lazy poolside lounge sessions.

Families are well catered too, with safety being paramount in the campsite's design. Situated away from the bustling parking lot, and enveloped by lush greenery, parents can relax knowing their little ones are protected.

Moreover, the campsite boasts a plethora of top-notch amenities catering to every comfort and need. Accommodations are spacious and meticulously maintained, ranging from cozy mobile homes to charming bungalows and tented lodges, seamlessly blending into the natural surroundings.

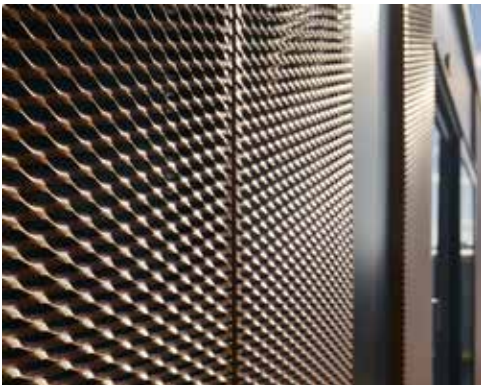


FUN FACTS

The Scaligero Castle in Sirmione is just one of 7 castles in the area with the same name, each linked to the powerful Scaligeri dynasty. Adorned with distinctive features like swallow-tailed merlons, these fortresses each have their own captivating tales to tell. The most famous of them all is Villafranca di Verona, setting of Shakespeare's "Romeo and Juliet".



reddot winner 2022
best of the best



{ 4x XLine 905 C22 }



Mobile homes 2023

Proudly introducing the debut of our most luxury series: the Red Dot awarded XLine marks its first-ever appearance amidst the beauty of Lake Garda, standing at the crossroads of ultra-modern design and unparalleled luxury, redefining the very essence of sophisticated living. The 4 units come in layout 905 C22, covered externally in original orange metal sheets and anthracite fixtures. The corten-effect metal mesh serves as the architectural focal point, embodying a structural detail aligned with design choices that prioritize impeccable insulation.

The expansive glass surfaces play a pivotal role in amplifying the sense of openness: the sliding panoramic doors coupled with the bedroom's corner window, bathe the interiors in natural light and seamlessly integrate the surrounding nature into the living space.

The layout differs from our usual layouts: sleeping rooms can transform into multipurpose flexible spaces as beds ingeniously lift and vanish into the walls living a whole lot of free room for playing or exercising. The master bathroom boasts an exclusive tubular sink with turning mirror and an extralarge shower. The living room is fitted with a modular sofa with a slight «Tetris» twist and a cool drop-down lamp, flaunting a cool sphere shape.

The unique island kitchen is made of one piece-stainless steel, exclusively developed for this series. The dividing wall between the living area and the master bedroom is nothing but the kitchen itself, housing a fridge, pantry, and other built-in appliances.

Finally, the interior design and textiles come in captivating lilac, dark green, purple, and blue hues.

Crafted with meticulous attention to detail, these spaces exude modernity and style, offering a remarkable blend of functionality and elegance.

The XLine mobile homes are a league apart, completely defying our conventional standards. They stand out as the epitome of luxury, akin to stepping into a very special five-star hotel suite.



what's ON

SIRMIONE

Perched on the tip of a long, narrow peninsula, Sirmione unfurls its medieval charm amidst lush gardens, bougainvillea's cascades and the lake's azure waters. The iconic silhouette of Scaligero Castle, is a vision of fairytales and proudly rises from the water's edge. Nearby, Jamaica Beach awaits, with smooth white rocks kissed by crystal-clear waters, hailed by The Guardian as one of Italy's most beautiful and wild beaches, a serene oasis amidst emerald waters and olive trees.



AMAZING BITES

Bigoli con sarde del Garda is the crown jewel of Garda Veneto's culinary tradition. This dish celebrates the harmonious union of two local treasures: the sarde, or sardines, freshly sourced from our pristine lake, and bigoli, a traditional Veneto egg pasta, extruded pasta in the form of a long and thick strand.

SIP & SAVOR

DELIGHTFULLY NICHE

Bianco di Custoza is a delightful white wine with hints of fruitiness and floral notes. Despite its exceptional taste, it remains relatively undiscovered beyond the borders of Italy. Crafted in the picturesque region nestled between Lake Garda and Verona, Bianco di Custoza embodies the essence of the morainic hills. The name Custoza is famous for a battle during Risorgimento (Italian Independence Wars).





SEBASTIANO DORIO

Can you provide a comprehensive description of your resort and the unique experiences it offers to your guests?

Located in the Veronese shores of Lake Garda, Del Garda Village and Camping is a village of Mobile Homes and Bungalows only, whose main guests are families with children from all over Europe.

Relax, peace, quiet and green areas are among the main selection criteria of our facility, thanks also to the limited vehicle traffic given by the lack of pitches for caravans and campers, and the inability for the vehicles to park near the accommodations. This gives the opportunity to make the most of the available spaces and parents have the chance to enjoy a relaxed holiday, leaving their children free to live their own experiences.

Thanks also to our position, discovering not only the hinterland of Lake Garda but also cities such as Verona, Venice, Milan, and Mantua are very simple, thanks to the main traffic/rail routes with which you can discover the national beauties in just over one hour journey.

The services offered are the classic ones of a camping village: swimming pools, sports fields, entertainment activities and catering services.

The guests feel at home in our Del Garda Village Family.

Reflecting on your collaboration with Adria Home, could you share your overall experience and highlight key aspects that contributed to the success of your project?

This is our first experience with Adria products, but we have already been able to see the professional and great organization of the company, from sales and production to marketing and after sales.

What specific factors influenced your decision to opt for Adria products?

My visit to the company's headquarters in spring 2023 was truly serendipitous. As I toured the production line and explored the exhibition park, I felt like a child in a toyshop – and it was love at first sight when I laid my eyes on XLine. I couldn't resist taking pictures of every detail with my phone, already envisioning how these homes could fit into our village.

The hospitality was also unmatched, and meeting team members like Fausto, Ilaria, Isabella, Žiga, Boštjan and Roberto, and the rest of the company management was the highlight of my trip. Additionally, I had the opportunity to discover parts of Slovenia I hadn't previously known, including the charming city of Novo Mesto.

How have guests reacted to the introduction of new Adria products, and what impact have these innovations had on their overall experience at your site?

We are currently in the opening phase and eagerly awaiting our first guests to provide their initial feedback. However, we are very happy because we have already achieved our sales target, and the professionals who visited the XLine mobile homes were enthusiastic. Yes, the pressure is high, but I am confident that the product will be well-received, as I have personally spent my vacation in an Adria Home accommodation and found it to be very comfortable.

From your perspective, how have recent years shaped the tourism industry, and what emerging trends do you anticipate in the future? How is your resort positioned to adapt to these changes?

"I believe we operate in a fortunate market, especially considering that in the post-pandemic era, outdoor holidays have experienced an unexpected boost. However, we must handle this growth with care. not rest on our laurels but look ahead, striving to invest and innovate further. Competition in our industry grows fiercer each year, with competitors not standing idly by, particularly in a market that is no longer confined to local boundaries. We must also contend with international companies making significant investments, building very beautiful facilities with products like Adria's. In my view, the glamping trend for a tourist village like ours is evolving toward different ranges of mobile homes. Meanwhile, tents and other lodging options will be further developed into smaller structures, offering opportunities to diversify their offerings and create unique concepts, as emphasized once by a key industry operator: 'Everything can be Glamping'.



DEL GARDA VILLAGE AND CAMPING

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ITALY

AGRICAMPING ESTGARDA

Your Oasis by the Lake

Feeling the urban hustle weighing you down? Yearning for a breath of fresh air away from the city's chaos? If you're nodding along, then Agricamping Est Garda might just be your oasis amidst the frenzy and your hideaway to indulge in modern leisure surrounded by nature.

Nestled within verdant, unspoiled foliage a mere 800 meters from Lazise's historic heart, a haven unfolds against the backdrop of the mesmerizing Lake Garda, this distinguished campsite offers an oasis of tranquillity, enveloped by sprawling vineyards and olive groves, with sweeping vistas of the lake. Agricamping East Garda redefines the ultimate getaway for nature aficionados and discerning leisure seekers alike. Facilities are thoughtfully designed with guest comfort and convenience in mind, featuring modern amenities seamlessly blended with the rustic charm of the countryside. For seekers of sun-kissed shores, the adjacent free beaches call out, while a maze of cycling trails meanders through nature's grandeur, allowing you to immerse yourself in the lake's beauty, warmth, and the fragrant whispers of its breeze.



MARGHERITA ALDRIGHETTI
Camp Director

Can you provide a comprehensive description of your resort and the unique experiences it offers to your guests?

Located just 800 meters from the historic center of Lazise, Agricamping Est Garda offers stunning views of Lake Garda amidst lush greenery. With convenient access to Lazise's attractions and activities, guests can enjoy the tranquillity of natural surroundings while experiencing the warmth of family hospitality. Each pitch provides essential amenities and a private bathroom, ensuring a comfortable stay. The campsite also features a green park with a beautiful swimming pool and hydromassage, while mobile homes offer elegant designs and exclusive garden spaces with private Jacuzzis, all overlooking the picturesque lake.

Reflecting on your collaboration with Adria Home, could you share your overall experience and highlight key aspects that contributed to the success of your project?

We're pleased to share our positive experience with Adria, where we found not only exceptional mobile homes but also outstanding service. Mr. Calzoni Fausto's expertise was particularly noteworthy, guiding us through the process with professionalism and insight. The mobile homes we purchased are not only beautifully furnished but also highly functional.

What specific factors influenced your decision to opt for Adria products?

We were attracted to Adria because of their exceptional balance of quality and affordability, making it the perfect choice for our needs.

How have guests reacted to the introduction of new Adria products, and what impact have these innovations had on their overall experience at your site?

Upon arrival, our guests are welcomed to our mobile homes, Zaffiro and Rubino, where they receive detailed instructions on amenities like electricity, TV, and air conditioning. They are consistently delighted by the spaciousness and stylish furnishings of these accommodations. Additionally, they appreciate the eco-friendly surroundings, private gardens, and private Jacuzzis, all of which offer stunning views of the lake, enhancing their overall experience.

From your perspective, how have recent years shaped the tourism industry, and what emerging trends do you anticipate in the future? How is your resort positioned to adapt to these changes?

In recent years, there has been a noticeable shift in tourism preferences, with travellers increasingly seeking out serene natural settings over traditional campgrounds with extensive amenities. These crowded and structured environments are seen as less appealing compared to the tranquillity offered by places like Agricamping Est Garda, which is nestled within a working farm surrounded by vineyards and olive groves. This trend towards nature-focused tourism is one that our resort is well-positioned to embrace and adapt to.



Perched on the Veronese side of the lake, Lazise, Italy, is a charming lakeside village on Lake Garda's southeast shore. Its allure extends beyond mere picturesque beauty; Lazise exudes an upscale, impressive vibe, drawing visitors with its exceptional artistic and historical value. But Lazise is not just a destination for history buffs. The meticulously designed lakefront promenade adds to the town's pure elegance, offering scenic vistas of the tranquil waters, and it's also a haven for relaxation and recreation. Whether you're seeking a moment of leisurely contemplation amidst charming landscapes or craving a day of adventure on the water, Lazise promises to fulfil every desire, blending history, luxury, and natural beauty into an unforgettable experience.

AMAZING BITES

Cassata Gardesana

The Cassata Gardesana is a dessert made with ricotta, honey and candied fruit. The specialty of this version of cassata is the use of a drizzle of extra virgin olive oil from Garda.



what's ON



AMBLING ALONG NATURE'S TRAILS

The area of Lake Garda is known for the many bike trails that surround the Benaco (the ancient name of the lake). One standout route is the Cycle Path of Bardolino covering approximately 13 km through lush greenery and reed beds, offering encounters with local wildlife like swans and ducks. Opt for sunset to make the most of this memorable experience.





Mobile homes 2023

The project includes two fully equipped and functional MLine 854 B22 mobile homes, suitable for a family of four, each featuring two bathrooms and two bedrooms. Externally, the houses are clad in silver cedar vertical soft PVC and creamy plaster, blending seamlessly with the lush green surroundings. Speaking of interiors, the versatility of neutral colors knows no bounds. The palette of neutral colors, with Milano décor and dark wood furniture, provide timeless style and comfort. Beige tones complemented by grey upholstery and decorative elements create an elegant aesthetic, enhanced by diamond-patterned flooring with copper accents, which also help create visual interest.

The addition of an extended patio amidst olive trees and a flowery lawn provides a perfect spot for relaxation, offering panoramic views of the lake from the elevated position of the mobile homes.



2x MLine 854 B22



SIP & SAVOR

Bardolino Chiaretto is a pink-hued *spumante* sourced from vineyards overlooking the enchanting southeastern shores of Lake Garda which scent recalls raspberries, cherries, and strawberries. In Lazise is used to create a delightful alternative to Spritz, the **Chiarè**. A light and refreshing perfect drink to accompany the traditional golden hour break – aperitivo.



AGRICAMPING ESTGARDA

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ITALY

CLUB DEL SOLE



A Visionary Partnership: Club del Sole teams up with Adria Home

2023 marked a monumental milestone for Adria Home, by proudly teaming up with the legendary Club Del Sole Group, family-run enterprise and powerhouse in the open-air tourism scene since 1974.

In the dazzling array of Italy's most cherished summer destinations, Club Del Sole proudly stands as a beacon of hospitality, offering an array of seaside and lakeside holiday villages along some of the most famous locations, beloved by locals and travellers worldwide. From the sun-drenched beaches of the Romagna Riviera to the tranquil shores of Lake Garda, the group's resort span seven regions, each embody the essence of relaxation and wellbeing. With 23 holiday villages spread across 2.9 million square meters of coastal beauty, 16 vast private beaches (fitted with pet-friendly amenities too), to 31 exquisite restaurants and 21 expansive water complexes, engaging entertainment for all ages, the group is nowadays offering over 9,000 accommodations to suit every taste and preference. Every resorts ensures a lavish retreat for every guest, boasting a myriad of comfortable accommodations, ranging from cozy lodges to spacious bungalows and modern apartments and mobilehomes. With over seven decades of shaping Italian holiday experiences, Club Del Sole is a game-changer in the tourism industry, and we're thrilled to be part of their journey today.

Last year, we successfully conducted 4 projects, crafting premium mobile homes for four flagship villages: Desenzano Lake Village, Jesolo Mare Family Village, Romagna Family Village, and La Risacca Family Camping Village. Altogether, we delivered more than 40 mobile homes, each embodying the ethos of harmony and well-being that defines our collective vision, crafting cozy yet modern holiday abodes for more than 20 years.

As we look to the future, our partnership has symbolized not only a shared commitment to excellence but also a dedication to enrich guests' camping experience. Aligned with our core values of love for nature and authenticity, Club del Sole offers guests the opportunity to reconnect with their happiest selves through the power of the highest standards of hospitality and comfort, offering nothing less than the best in camping leisure and experience.



“

The collaboration with Adria Home is the result of our endless search for innovative and sustainable solutions, with the aim of offering high quality living units that combine design and technical functionality, while respecting and enhancing the natural environment of our Villages.



DANIELE VALLI
Operations Manager

In line with Club del Sole's Brand Values, in which love and respect for nature play a pivotal role, Adria's products differ in their refined design in harmony with their surroundings, allowing customers to enjoy a luxury experience in a naturalistic and "en plein air" atmosphere. And nature is at the heart of the new holiday format we are proposing: "Full Life Holidays", a completely innovative concept, that puts nature and comfort together for the first time, combining two concepts that are usually considered mutually exclusive.

As the symbol of the Club del Sole holiday, this new approach challenges traditional conventions and allows guests to enjoy a full, authentic and fulfilling life.

On holiday and beyond.

”

JESOLO MARE FAMILY VILLAGE



The project involved the supply of 16 mobile homes, divided into 4 units of MLine 854 R22 with panoramic entrance on the shorter side of the module, and 12 Mline 854 B22: both boasting two bathrooms and two bedrooms. The exteriors, rendered in milky-hued light tones, evoke a sense of lightness and with their soft, tonal hues seamlessly blending into the verdant surroundings and delicate floral arrangements.

With Rimini interior design, the dark wood works wonders paired with the sponge-painted grey decorative wall and shades of petite gold flakes and sultry teal color sofa. A perfect aquatic-looking accent getting perfectly along with the ethereal powder blue of kitchen cabinetry.

The color leit-motiv continues in the master bedroom with cosy neutral grey hanging cupboards, matching with dark wood wardrobes and dusty blue upholstery, adding a touch of sophistication.

The dark wood recurs also in the children room, but for more visual interest, the walls behind the beds have been decorated with some vector-graphic in the colors of Club del Sole's logo, injecting a playful energy into the space. Bathrooms clean and bright, with premium fixtures, are both a snuggly oasis and restful nook. The meticulously crafted exterior patio serves as an exquisite outdoor room, meticulously designed to offer a serene haven adorned with lounge furniture, ideal for unwinding and relaxation.



{ 12x MLine 854 B22
4x MLine 854 R22 }



Nestled along the captivating Adriatic Sea, Lido di Jesolo, is a 15-km long coastal gem and haven for sun-seekers and holiday enthusiasts. Its sprawling miles of golden sands, adorned with rows of inviting sunbeds and offering vibrant nighttime entertainment, beckon thousands of visitors each summer. Thanks to the close-by irresistible charm of Venice and Burano and the untamed beauty of Valdobbiadene's landscapes, there's an undeniable "Je ne sais quoi" that elevates this seaside haven to iconic status. Prepare to re-imagine and redefine camping as you know it.

JESOLO MARE FAMILY VILLAGE

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02

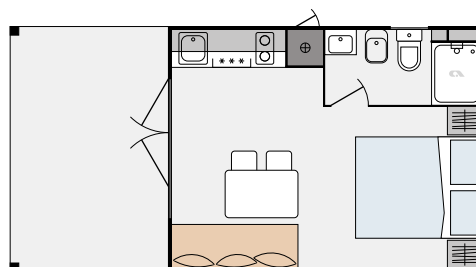


As Italy's largest lake, spanning 370 square kilometers, Lake Garda is a liquid jewel steeped in rich history and modern allure, offering a mesmerizing tapestry where Mediterranean breezes blend with alpine crispness. Our project with Club del Sole finds its sanctuary in the exquisite setting of Desenzano del Garda, where luxury transcends mere material wealth, embracing the grandeur of nature. Amidst olive groves gracing its shores, Lake Garda beckons sophisticated travellers seeking respite within its picturesque landscapes.



DESENZANO LAKE VILLAGE

Desenzano Village project involved the installation of 8 Mline 754 H11 units: a perfectly crafted home for couples yet spacious and oversized. The houses' main themes are inspired by 2 natural elements, as the names provided by the client are evoking: Aqua and Terrae. The first one enhancing the ambiance with a refreshing pop of blue given by the squared-off sofa, and the second, boasting a botanical vibe, which carries an extra layer of allure to the overall aesthetic thanks to the velvety olive green canapé. The pops of color accentuate the anthracite and dark wooden furnishings, while shades of grey play a pivotal role, accentuating the charm of each room – finally, a harmonious yet airy combination that elevate the indoors with remarkable success.



{ 8x Mline 754 H11 }



DESENZANO LAKE VILLAGE

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ROMAGNA FAMILY VILLAGE

The project included 18 MLine 854 R22, with an endwall entry. Externally, the mobile homes discreetly showcase a refined and on-trend oatmeal brown stucco complemented by pristine white fixtures. Upon entry, guests are greeted by the elegant shared kitchen and living room, featuring a sleek decorative wall finished in shades of grey with a distinctive brush effect and teal sofa. Cream-toned kitchen cabinetry offers both functionality and aesthetic appeal, seamlessly integrated with sleek grey anthracite countertops and a glass backsplash for a contemporary touch. The use of dark wood accents adds depth and richness to the space. In the master bedroom, the dark wood wardrobes and anthracite cabinetry harmonize with the elegant forest green upholstered bed headboards. The children's room is adorned with playful motifs, as we presented in Desenzano del Garda and Jesolo. Two single beds and a wall decoration in vibrant hues reflective of the Group's logo adorn, fostering a creative and imaginative environment for young occupants. The bathroom boasts modern amenities and thoughtful design features aimed at maximizing comfort and convenience. Stepping out, the spacious L-shaped veranda offers a perfect alfresco chill area furnished with table and chairs and sunloungers. The main focus is certainly the outdoor slatted wood shower too: a solid enclosure ensuring extra privacy and smartly placed on the side of the terrace to rinse off post-beach or sport activity.



{ 18x MLine 854 R22
2x Village Office }



The Village Office is a repurposed mobile home designed to provide our clients with a productive yet visually appealing working environment. Currently, two units are installed at the Romagna Family Village. Each unit measures 10 meters in length and is covered in natural vertical larchwood cladding, complemented by anthracite windows and doors. This modular office includes a welcoming waiting room, a small glass-walled meeting room, a bathroom, a kitchenette, and storage complete with floor-to-ceiling shelving. Additionally, it features three individual workstations and director's room. Large glazed doors and premium double-glazed windows ensure ample natural light, creating a bright and inviting working ambiance.



Riccione stands tall as a premier destination for both daytime relaxation and nighttime entertainment along the Riviera Romagnola. This vibrant city is not just a playground for partygoers; it's a melting pot of experiences that caters to families and relaxation-seekers alike. Riccione's tourism boom commenced in the 19th century but still today, it represents a magnet for youngsters, particularly during the bustling summer months, when the town becomes a hub of youthful energy, sun-seeking, and revelry. The city boasts beach stretches out like a welcoming carpet, spanning more than 6 km. In addition to its sprawling beach, the city features also a stunning seafront promenade (lungomare) that has undergone a remarkable transformation in recent years. Stretching the entire length of the town, and it offers a picturesque route for leisurely strolls or invigorating bike rides. The strategic position invites also its visitors to venture into the heartland and discover captivating medieval hamlets, or explore all the nearby motorcycle enthusiasts' sanctuaries, rooted in the region's heritage.

ROMAGNA FAMILY VILLAGE

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04



Savor the simple joys of coastal living! Situated along the coast in Fermo, Porto Sant'Elpidio is a charming seaside destination boasting a 7-kilometer promenade. This historic town offers a perfect summer escape, with pristine beaches, verdant green spaces, and abundant bike paths for both relaxation and adventure. Nature enthusiasts will delight in exploring the lush landscapes of the Tenna basin, where the San Marco Marshes showcase vibrant birdlife and serene vistas. Whether you prefer a leisurely bike ride through the pine forests or a tranquil birdwatching excursion, Porto Sant'Elpidio provides endless opportunities to immerse yourself in the beauty of the natural world.



LA RISACCA FAMILY CAMPING VILLAGE

The project features 12 Mline 854 B32 units, each comprising three bedrooms and two bathrooms. These mobile homes showcase a chic aesthetic with larchwood slat walls, lending a touch of sophistication to the design. The vertical wood boards not only add a modern flair but also create the illusion of spacious heights, enhancing the overall ambiance. To elevate the style further, the sleek white windows, doors frames, and fittings provide a beautiful contrast, adding an extra layer of visual appeal. The interior boasts a timeless combo staple that stands the test of time and we particularly cherish: white and wood. This classic combination is neutral enough to complement any decorating style while simultaneously bringing warmth and brightness to every room.



{ 12x Mline 854 B32
1x Village Office }

LA RISACCA FAMILY CAMPING VILLAGE

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A DECADE OF DEDICATION: ROBERTO PENNESI AND FAUSTO CALZONI'S ROLE IN ADRIA HOME'S GROWTH

Introducing our esteemed partners and sales representatives, Roberto Pennesi and Fausto Calzoni, the driving force behind our success in Italy, the second most important market on the global stage for Adria Home.

Their unwavering commitment and vast expertise have not just led but also enriched our collective journey, through many triumphs and mutual growth.

Roberto Pennesi, overlooking the Adriatic Sea coast from Friuli to the sun-drenched landscapes of Puglia, Calabria, and Sicily. Alongside, Fausto Calzoni is responsible for the northwestern regions, as well as the rugged coast of the Tyrrhenian Sea and Sardinia.

Together, they form the cornerstone of our presence, and their dedication, spanning over more than a decade, has propelled us to reach unparalleled heights, earning the trust and loyalty of esteemed clients along the way.

Their vision and insights offer a glimpse into the very essence of our collaboration.



When did you start collaborating with Adria Home and what convinced you to begin marketing Slovenian products in Italy?

R.P. My collaboration with Adria Home started about 10 years ago after exploring several other manufacturers in the mobile homes' industry. What drew me to Adria was their determined ambition to enter the Italian market, and the passionate and motivated people who still drive the company forward to this day. Their commitment to growth and

success was inspiring, and I knew I wanted to be a part of their team.

F.C. What truly stood out was Adria's strong ambition, coupled with a relentless pursuit of growth and success.

Their ethos reflected my own aspirations, aligning with my vision too in Italy. Over the years, I've witnessed firsthand the transformative journey of Adria Home, propelled by the collective efforts of passionate individuals who lead the company.

R.P. The Italian market holds immense significance within our operations, and Adria's strategic focus on this region has been pivotal to our sustained success.

As an Italian agent representing Adria Home, I am proud of the strides we have made together, solidifying our position, and pioneering new achievements in the mobile homes industry. With Adria's commitment, I eagerly anticipate the continued growth and prosperity of our partnership, shaping the future landscape of the Italian mobile homes market.

Both of you have extensive experience in the tourism industry. Which specific events from recent years would you like to highlight and why?

F.C. In recent years, the tourism industry has undergone a remarkable expansion, driven by evolving consumer preferences and heightened expectations for quality, functionality, and customer-centric offerings. Adria Home has adeptly navigated this dynamic landscape, consistently staying at the forefront of industry trends by proactively anticipating market demands and delivering tailored solutions. Their commitment to innovation extends beyond mere functionality to encompass aesthetic advancements, ensuring that their products not only meet but exceed the expectations of today's discerning buyers. This forward-thinking approach has resonated strongly with the Italian market, where Adria Home's philosophy has gained significant traction. With each passing year, they have successfully captured new market shares, a testament to their unwavering dedication to providing cutting-edge solutions that cater to the evolving needs and desires of customers.

R.P. I think that the tourism industry continues to evolve, Adria Home remains poised to lead the way, leveraging their expertise and innovation to shape the future of mobile accommodation solutions in Italy and beyond.

Where do you see the biggest challenges in the holiday mobile accommodation sector?

R.P. As we move forward, I firmly believe that we should place greater emphasis on using eco-friendly and recyclable materials in our mobile homes. Shifting towards eco-friendly and recyclable materials, we not only reduce our environmental footprint but also align ourselves with the growing demand for sustainable tourism options. We should strive to



make our structures more in harmony with nature, utilizing more natural materials and promoting a "Nature Vacation" experience. By offering eco-friendly mobile homes, we provide guests with the opportunity to immerse themselves in nature without compromising on their values.

F.C. Furthermore, embracing a vacation amid nature entails more than just using sustainable materials; it involves designing structures that harmonize with their surroundings and promote a deeper connection to nature.

You have already completed many projects. Which ones have been the most significant for you?

F.C. Over the years, our journey has been marked by a multitude of projects. From pioneering internal solutions to exploring unconventional materials beyond the traditional PVC, such as plaster, cork, HPL, and wood, we have consistently pushed the boundaries of what is possible in mobile home design. But among the selection of materials, it's certainly Larchwood the favorite choice for Adria Home and the most loved by customers. While it's difficult to pinpoint a single project as the most fascinating, each single one of them has left an important mark.

R.P. We both take pride in the satisfaction derived from

overcoming the intricate challenges presented by each project, as they have not only inspired us towards further growth and development but have also enriched our collective experience and expertise in the field.

Which products do you consider most suitable for the Italian market and why? How do you envision the development of your market in the near future?

R.P. I think I can speak for both of us: the most sought-after solution in the Italian market in recent times is the one that provides two bedrooms and two fully equipped bathrooms. As we look towards the future, we expect a strong and growing demand for mobile housing structures, as more customers seek outdoor vacations that offer greater comfort and opportunities than traditional hotels, along with the many entertainment options offered by water parks in camping sites and villages.

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AUSTRIA

CHALETS & GLAMPING NASSFELD

Austria's sunny south!

The collaboration on the extensive "Greenfield" project with the premier holiday home provider Alps Resorts commenced in the 2020/21 season. Established in 2011, Alps Residence Holidayservice GmbH, based in Kitzbühel and headquartered in St. Georgen/Kreischberg, stands as a leading figure in Austria's holiday home rental and marketing sector.

"Greenfield" projects are integral to Austria's sustainable tourism development and long-term strategy. Developing such projects from scratch is a complex endeavor, involving meticulous planning of infrastructure and supporting processes. Sustainability is paramount, with every detail meticulously considered to ensure the comprehensive operation of a tourist resort.



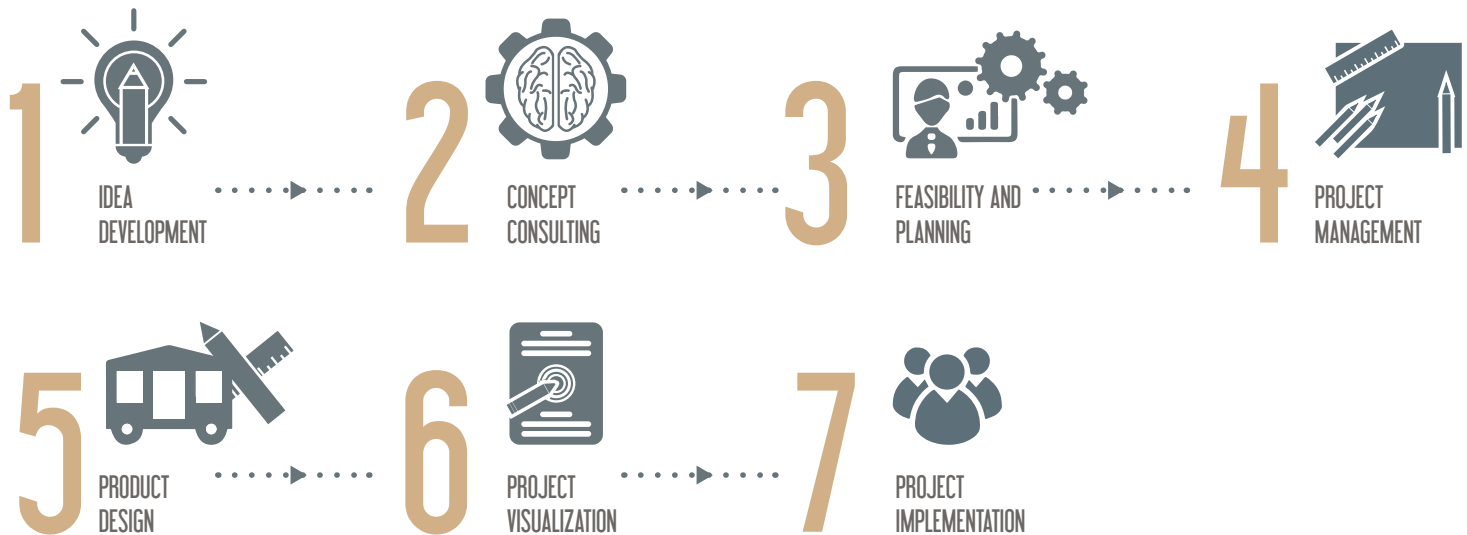


The resort "Chalets & Glamping Nassfeld" is located directly at the edge of the forest in a dreamlike hillside location in the **holiday region Nassfeld-Pressegger See**, more precisely in the market town of Kötschach-Mauthen. Nestled between the Gailtal Alps and the Carnic Alps, you can enjoy a very special glamping holiday here in the Carinthian Gailtal. Only 14 km away: the Plöcken Pass, which takes you to Italy.

Project Partners: Adria's One-Stop Solution

The successful cooperation stemmed from the investor's vision and trust in our expertise. Alps Resort expanded its portfolio, comprising over 30 resorts and 1,000 accommodation units, by adding Chalets & Glamping Nassfeld. The May 2022 opening introduced visitors to 5 distinct accommodation types: year-round mobile homes, modular chalets, tree houses, and glamping tents. With our unique "One-stop-shop" approach, encompassing consultation throughout development, organization, and logistics, we provided comprehensive support. Our comprehensive consultancy services encompassed a spectrum of offerings, starting from initial infrastructure proposals, proceeding to the selection of standard or customized products, and concluding with marketing assistance upon project completion and operation.

Our partners





THOMAS PAYR, MBA
Managing Director

How have guests responded to the eco-friendly accommodations and sustainable practices implemented at your resort, especially considering the relatively limited availability of such resorts in Austria?

Since the opening in May 2022, we have witnessed significant demand for these types of accommodations in the Alps. Our guests love staying at our Chalets & Glamping Nassfeld Resort because it offers a close connection to nature. Situated directly next to the forest, it provides a genuine nature experience. Additionally, guests of ALPS RESORTS appreciate the high standards within the accommodations, as well as the generous terraces and balconies of each vacation home.

In the face of increasing environmental concerns and sustainability expectations in the tourism industry, how does your resort approach and address challenges related to waste management, energy consumption, and water conservation?

Primarily, it's important to mention that our ALPS RESORT in Kötschach is car-free. Furthermore, we provide numerous charging stations for guests arriving with electric cars—an increasingly popular trend. Concerning waste management, we've implemented a comprehensive concept with various waste storage areas, enabling guests to segregate their waste effectively. Moreover, we have dedicated staff responsible for ensuring proper waste separation, particularly assisting guests from countries where waste management may not be a sensitive issue. Additionally, all our accommodations in Kötschach are equipped with air-to-air heat pumps, contributing to sustainable energy usage.

Given the evolving preferences and priorities of modern travellers, what specific aspects of your resort's offerings consistently generate the most excitement and positive feedback from guests, and how do you continue to innovate to meet changing demands?

Many of our guests use our resort as a base for various activities, drawn particularly to the Nassfeld region's attractions throughout the year. The local infrastructure, including complimentary access for Alps Resorts guests to the Aquarena adjacent to their accommodations, is also highly valued. Ultimately, the primary motivation for most guests is to holiday as close to nature as possible—a desire readily fulfilled at our resort.

As project Chalets & Glamping Nassfeld enters its third season, are there any new developments or expansions planned to further enhance the guest experience or advance sustainability initiatives?

Currently, we are considering expanding our wellness offerings within the resort, in addition to the amenities provided by the adjacent Aquarena. There is a notable demand for private spa facilities, and we aim to incorporate these as soon as possible. Furthermore, we plan to introduce new types of accommodations, such as Tiny Homes designed for couples or solo travellers, to cater to evolving guest preferences.



Mobile and modular homes, glamping tents 2022

The complexity and uniqueness of the project are evident in the diverse range of products across six categories. We have placed all-season Alpline modular homes, including special versions like the Village Twin and classic Aurora, alongside the Aurora 555 treehouse and two Safari tent models. Ranging from 22.5 to 60 m², these living units can accommodate up to six people."

9x ALPLINE 856 R21
 13x AURORA 1005 C21
 4x VILLAGE TWIN 1006
 12x AURORA 555 H11
 (TREE HOUSE)
 13x SAFARI M
 7x SAFARI L



Alpline is designed to withstand the harshest weather conditions and are perfect for highland living. Featuring separate sleeping and living modules, these homes boast a spacious kitchen island with dining area, seamlessly integrated with a sunlit living room. The highlight? Versatile terrace modules that can be open or closed - offering additional storage space for bikes or skis.

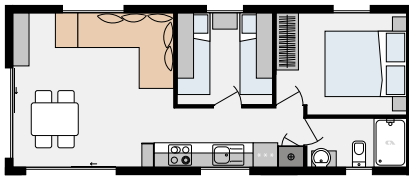
ALPLINE 856 R21





The Aurora series stands out as a top choice in the Premium class for all-season mobile homes. Ranging from 5 to 12 meters, these models boast a sturdy construction, stylish designer furniture, and exceptional energy efficiency. Inside, you'll find open layouts with various kitchen options, spacious bedrooms, and contemporary furniture available in two distinct designs.

AURORA 1005 C21



The Village series embodies harmony with nature, featuring mountain-inspired design and exceptional performance. Constructed with a state-of-the-art structural insulated panel (SIP) system, Model 1006 offers strength, energy efficiency, and longevity, even in harsh weather. Its interior design exudes rustic chalet charm, with warm, inviting rooms and meticulous attention to detail.

VILLAGE TWIN 1006





The Safari glamping tent series offers an exceptional blend of affordability and quality. With options ranging from 2 to 6 people, including models with charming mezzanines, these tents cater to various needs. At Kotschach, we've installed the M and L models, each featuring a kitchen, bathroom, and central living room with direct access to the terrace. The M model boasts a ground-floor bedroom, while the L model offers two.



SAFARI M COMFORT+



SAFARI L FAMILY+



The Aurora 555 H11, nestled as a 'tree house,' is the smallest yet most captivating addition to the Aurora series. This luxury unit, designed for two, offers everything you need for a comfortable stay. Its cleverly designed open floor plan features a discreetly positioned bedroom, a fully equipped kitchenette seamlessly connected to the dining area, and a spacious, luxuriously furnished bathroom. However, what truly sets it apart is its elevated position on wooden beams, evoking the charm of a real tree house.



AURORA 555 H11



CHALETS & GLAMPING NASSFELD

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AUSTRIA

HOLIDAY PARK EUROPARCS PRESSEGGER SEE





World of Lakes!

EuroParcs Pressegger See is located in the beautiful state of Carinthia and close to the Pressegger See. From this unique location on the lake you can easily cross the Italian and Slovenian borders. All year round, you can enjoy countless sports activities in the mountains close by, but you could also enjoy a relaxing day at the water of the Pressegger See or in the wellness center of the EuroParcs Hermagor · Nassfeld, which is only 4 km away. This holiday park is the perfect place to stay for the ultimate Austrian nature experience.

As the name suggests, the EuroParcs Holiday Park is located near the Pressegger See Lake and Nassfeld. Thanks to its optimal water temperature with up to 28 degrees in summer, Lake Pressegger See is an Eldorado for swimming enthusiasts. The crystal-clear water of the lake is seamed by a tall belt of reeds. It's also habitat to a unique flora and fauna, and the many sunshine hours ensure a comfortably warm climate. By the way: The drinking-water-quality lake is especially popular with families.

what's ON

PICTURESQUE VILLAGES AND TOWNS

Take a break from nature and dive into culture in the charming Carinthian villages and towns nearby. Just a half-hour's drive away lies Villach, a vibrant city where tradition blends seamlessly with modern life. Wander through its historic center adorned with pastel-colored buildings and enjoy the cozy terraces lining the elongated Hauptplatz. For another cultural excursion, head an hour's drive to Klagenfurt, Carinthia's capital, nestled by the picturesque shores of the Wörthersee, Europe's warmest and largest alpine lake. Explore its quaint streets and marvel at the 16th-century palaces steeped in history.

Mobile and modular homes 2022

EuroParcs Group is a traditional Dutch family business with its head office in Amersfoort. EuroParcs specialises in the rental of holiday homes and camping pitches. The company develops and manages several holiday parks, with a focus on meeting the growing expectations of holidaymakers and campers. The holiday homes within their portfolio are owned by both private and corporate investors, who make them available for rental.

The extensive project in an idyllic green environment consisted of 84 all-season accommodation units in five different categories. The Village Twin 1006 and 1205 C21T models were selected, which are special due to their exterior and interior designs. We have developed "Mountain Chalets" that blend in perfectly with their surroundings and can also be presented as Villas in the full sense of the word. They both stand out with their characterful wooden cladding, reminiscent of the past but with a modern twist. The interior is completely themed, spacious, and emphasizes socializing and comfort. Model 1205 C21T from the same Village series has the same exterior and interior characteristics, with the only difference being that it is a classic model with a maximum length of 12 meters.

We put two different Twin models from the Aurora series. Both stand out with a minimalist design, wooden exterior cladding combined with anthracite facade compact panels. Model 907 F31T has three bedrooms and a bathroom and an additional separate toilet. The central living area is one of the largest we offer. The kitchen module is also the largest, which is far enough away but connected to the dining room and living room. There is enough space for 6+2 people. Model 806 B21T is a modular house with a different floor plan, two spacious bedrooms and is suitable for 4+2 people. The design of the exterior and interior is the same.

The last selected model was the Aurora 555 H11, the so-called luxury hotel unit for two people and complete comfort. The 5 meter unit has an attractive bedroom, a kitchenette with a dining area and a very spacious bathroom, all with premium equipment.

EuroParcs Group is our important partner. Their ambitions extend beyond the borders of their home country and today already 56 parks in the Netherlands, Germany, Austria, Belgium and Luxembourg are part of their group. 850,000+ guests spend their holidays at their locations every year.

26x VILLAGE TWIN 1006 C31T
 14x VILLAGE 1205 C21T
 22x AURORA TWIN 907 F31T
 10x AURORA TWIN 806 B21T
 12x AURORA 555 H11





MARTIN DE BOER

Director of Rental Sales

Can you provide a comprehensive description of your resort and the unique experiences it offers to your guests?

Sure, EuroParcs Pressegger See in Carinthia, Austria, is one of our latest holiday parks, opened last summer. What makes the park unique is its fantastic location in the mountains and its proximity to Lake Pressegger. This makes it an attractive year-round destination for our guests: in winter for skiing or cross-country skiing, and in summer for hiking or mountain biking in nature, combined with relaxation at the lake. Not to mention the charming nearby Carinthian villages and towns, such as Villach or Klagenfurt with the beautiful Wörthersee. So there's plenty to do here for even the most discerning holidaymaker!

Reflecting on your collaboration with Adria Home, could you share your overall experience and highlight key aspects that contributed to the success of your project?

EuroParcs is an international organization with more than 50 luxury holiday parks across five European countries. We are currently developing new parks in Germany, Belgium, as well as Austria. It is important for us to work with a party that keeps its promises, and, above all, adheres to its schedule. Because we work with tight schedules towards completion dates. With Adria, we found a reliable partner for our Austrian parks, such as EuroParcs Pressegger See. We found communication with Adria to be good, and the dialogues were pleasant. And that is important for us.

What specific factors influenced your decision to opt for Adria products?

Austria is a relatively new destination for us. We therefore specifically chose a solid company like Adria. Not only because of the relatively short distance from Slovenia to Austria but also because Adria is a well-known player in the leisure industry with experience in supplying mobile homes in Austria. That certainly played a role in our choice of Adria. In a tender, Adria came out on top in several areas, with good scores for quality and comfort. And that is exactly what our guests are looking for. It is also important for us that the modules can be arranged flexibly. So we can vary

the furnishings and then adjust the sockets accordingly, for example. We already have Adria mobile homes at several parks, such as EuroParcs Kohnehof in Luxembourg and our Belgian parks, EuroParcs Zilverstrand and EuroParcs Hoge Kempen. Overall, this made the choice for Adria at our park EuroParcs Pressegger See even easier.

How have guests reacted to the introduction of new Adria products, and what impact have these innovations had on their overall experience at your site?

Our guests express great satisfaction with the efficient heating in the Adria mobile homes, especially crucial for our Austrian parks. So in winter, you have a well-heated mobile home, and in hot summer, you stay comfortably cool. Furthermore, our guests particularly appreciate the comprehensive amenities of the mobile homes: the well-thought-out furnishings, pleasant showers, and fully equipped kitchens. An important innovation is the built-in entertainment system, which makes our guests feel right at home. At parks where we have Adria mobile homes, such as EuroParcs Pressegger See, we observe that guest satisfaction scores are on average higher than at our other parks. Of course, we sometimes receive negative comments, such as regarding the beds, but that remains subjective.

From your perspective, how have recent years shaped the tourism industry, and what emerging trends do you anticipate in the future? How is your resort positioned to adapt to these changes?

Travellers seek experiences during their holidays, wanting to create memories with loved ones. In recent years, we have seen a rise in guests seeking themed holidays like wellness, hiking & biking, and nature. That's why we offer themed mobile homes, such as 'Wellness' with a jacuzzi and sauna, 'Kids' with a playroom including a gaming console, 'Glamping', etc. We also see that at EuroParcs Pressegger See, we're expanding wellness mobile homes to meet this demand. We expect the demand for themed holidays to continue increasing in the coming period.



AURORA TWIN



AURORA 555 H11



AMAZING BITES



Carinthian asparagus
From April to June, Carinthia comes alive with health-conscious foodies flocking to savor its culinary delights. In the Lavanttal valley, places like Kammerhof or Spargelhof Sternath are bustling hubs where fresh asparagus is handpicked each morning and swiftly finds its way to local eateries and markets.

EUROPARCS PRESSEGGER SEE

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GERMANY

MEERREISE CAMPING

Gem on the Baltic Sea!

Baltic Sea. Beach. Animation. Great events. In short, Großenbrode is the perfect travel destination for a carefree holiday with the whole family! Anyone who goes on a camping holiday here will experience the entire all-round program. Because Meerreise Camping is located directly on the beach promenade and on the beautiful south beach. The Baltic Sea spa on Fehmarnsund promises 1.5 kilometers of beach fun. A wonderful break for everyone who enjoys sun, beach and sea.



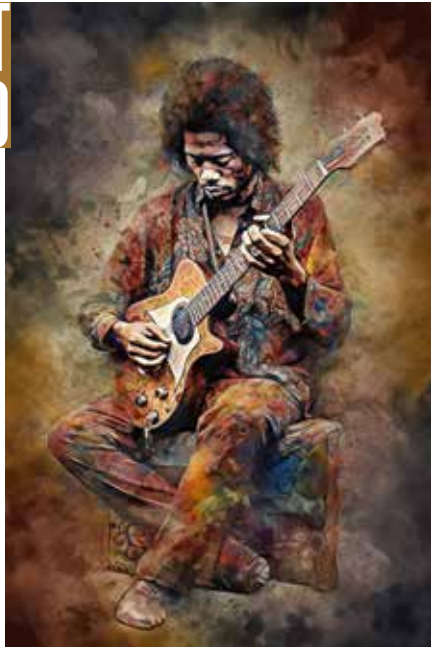




Welcome to MeerReise Camping, located in the picturesque town of Großenbrode, nestled at the easternmost point of mainland Schleswig-Holstein. Situated almost at the tip of the peninsula, the campsite boasts a prime location between two expansive sandy beaches. Großenbrode, nestled in the district of Ostholstein, is a tranquil municipality on the Baltic Sea coast, overlooking Fehmarn and just 8 km east of Heiligenhafen.

Experience double the delight at this semi-island oasis in Großenbrode, where the Baltic Sea coastline of Schleswig-Holstein unfolds its charms. Whether you're drawn to the serene waters or the verdant landscapes, this destination promises an unforgettable escape. Embark on leisurely bike rides or scenic walks, immersing yourself in the natural splendor that surrounds. Here, authenticity reigns supreme, from the breathtaking sea vistas to the genuine warmth that fills the air.

SECRET UNTOLD



Did you know that the island of Fehmarn and the Open-Air Love & Peace Festival hosted the venue for the last live performance of one of the greatest guitarists of all time, Jimi Hendrix?

what's ON



FEHMARN – GERMANY'S SUNSHINE ISLE

With 2,200 hours of sun every year, endless natural beaches along 78 kilometres of coastline, picturesque lakes and rugged cliffs, Fehmarn is a charming holiday destination.

Mobile homes & glamping tents 2023

For the MeerReise Camping project, we have developed a brand-new themed Pirate mobile home based on our MLine series. Thematic projects provide us with additional motivation and challenges, all of which are easily overcome with clients who know exactly what they want.

The Pirate homes stand out with their customized exteriors and interiors, showcasing our creativity while staying true to the investor's guidelines. The pirate theme allowed us to incorporate even more imaginative elements into the design. The home features two bedrooms, a spacious living room seamlessly connected to the dining room and kitchen. Unique furniture designs and carefully selected details make each room distinct. The themed exterior design blends harmoniously with the surroundings, offering a captivating and immersive experience.

In addition to the mobile homes, we have also introduced four Safari M glamping tents in two versions. The Comfort+ model includes a bedroom and a mezzanine, accommodating a total of four people, while the Family+ variant features two bedrooms and a mezzanine, accommodating six people. The equipped kitchen and dining room are connected to the terrace, providing an open and connected space.

16x Village 904 R21
4x Safari M





AMAZING BITES

Fresh from the Sea

The island of Fehman is renowned not only for its healing sea breeze but also for its fresh foods and culinary ingenuity, where creativity knows no bounds. Here, fish is prepared in countless ways and for various occasions.



MELINA & ERIC REISE
Campsite owners

Can you provide a comprehensive description of your resort and the unique experiences it offers to your guests?

Our campsite is a place where a sense of home and a spirit of discovery come together! We offer a well-kept place and numerous highlights – perfect for young and old pirates, adventurers, and nature lovers. No matter whether it is a pitch, a safari tent, a motorhome, or a mobile home – with us, everyone will find their 'feeling of home' and meet like-minded people.

The Baltic Sea, the beach, entertainment, and great events – Großenbrode is the ideal destination for a carefree family holiday, and the campsite is right in the middle of it.

Our campsite is located right on the beach promenade and the beautiful south beach. With 1.5 kilometres of beach fun, the Baltic Sea spa at the Fehmarnsund promises a wonderful break for anyone who loves the sun, the beach, and the sea. For the little adventurers, the coastline offers ideal conditions for swimming, romping, and splashing around in the clear water. The white sandy beach invites you to build castles and play beach soccer tournaments. During the season, there is a constant buzz of activity – guests can experience the full all-round programme here. Great events such as comedy evenings or live music take place daily on the promenade. The children will love the children's entertainment programme! If the hustle and bustle get too much, you can retire to the campsite and enjoy your family time there.

Reflecting on your collaboration with Adria Home, could you share your overall experience and highlight key aspects that contributed to the success of your project?

In 2020, we met Thomas Meyer at the trade fair in Düsseldorf. Thomas Meyer from Daalman was not only a pleasant and friendly person to talk to, but also gave us a good gut feeling. His enthusiasm for our project was immediately noticeable and he contributed creative and worthwhile ideas right from the start.

The cooperation with Adria has always been close and partnership based. We were able to count on a prompt response to every question, which greatly facilitated the implementation of our project, as we were, of course, new to the field. A special experience was Adria's invitation to Slovenia, where we got a tour of the plant and could see our mobile homes live and in colour for the first time. This informative trip was not only impressive, but also allowed us to get to know the faces behind the project in person.

From the beginning, our gut feeling was right, and the collaboration with Thomas Meyer von Daalman and the Adria team was a complete success – a project that is not only unique, but also characterized by a positive and trusting collaboration.

What specific factors influenced your decision to opt for Adria products?

The mobile homes from Adria are not only of high quality but can also be customised – exactly what we were looking for. We put a lot of emphasis on creating something unique, a unique selling point. The focus on family-friendliness was particularly important to us, and Adria did not only have the right products but also innovative ideas that perfectly supported our vision. So, our mobile homes are kept in a pirate style without looking too childish, so that the stylish design also appeals to our older guests. We were able to customize a lot, so that we were able to install a large wallpaper in the bedroom in the treasure map style of Großenbrode, for example.

How have guests reacted to the introduction of new Adria products, and what impact have these innovations had on their overall experience at your site?

Despite initial scepticism on the part of the guests, caused by the introduction of something new, everyone was pleasantly surprised. The feedback so far has been consistently positive, both from the permanent campers as well as from many other guests from Großenbrode. Initial reticence quickly gave way to enthusiasm, and mobile homes now enjoy great popularity. Even curious glances and bookings from other guests from the region show that our plan to create something unique has been successfully implemented.

From your perspective, how have recent years shaped the tourism industry, and what emerging trends do you anticipate in the future? How is your resort positioned to adapt to these changes?

The camping landscape is developing inexorably in the direction of "glamping", as guests increasingly strive for comfort. Whether in your own mobile home or with an individual rental bathroom – the desire for amenities is constantly growing. In the past, a clean sanitary building was sufficient, but today guests are looking for spacious accommodation and a feeling of home, which can be easily experienced either in their own camping vehicle or in our mobile home.

To meet this trend, we plan to offer our guests even more comfort. The introduction of mobile homes and safari tents was only the beginning, as we are currently evaluating the possibility of offering sanitary cabins on the pitches.

Mobility is also gaining in importance. In the future, we plan to provide charging stations for our guests. Last year, we already invested in a combined heat and power plant to be sustainable for the future – because sustainability is just as important to guests today as comfort. We look forward to continuing this path of modern camping and offering our guests a completely contemporary experience.



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GERMANY

SPORTWERK OCHTRUP

State of the Art Developmental Academy

TOP SOCCER FACILITY. Sportwerk is a brand-new, state-of-the-art soccer-specific training facility that offers an all-encompassing campus for elite players who aim to play at the highest level of German soccer. Through the academy program, players have full access to professional-grade training facilities, top-notch living accommodations, and highly qualified coaches and trainers. Located in the heart of German soccer, players have the opportunity to compete against the best competition Germany has to offer.

Discover the quaint town of Ochtrup, renowned for its pottery, textiles, and shopping opportunities. Situated in close proximity to the Netherlands and enveloped by the scenic Münsterland park landscape, Ochtrup is an ideal destination for leisurely bike tours, countryside getaways, or exciting day trips. The town of Ochtrup, comprised of the districts Langenhorst and Welbergen, is steeped in history, evident in landmarks such as Langenhorst Abbey, the iconic mountain windmill, the pottery museum, and the impressive Beltman building. A highlight of any visit to Ochtrup is exploring the magnificent Haus Welbergen moated castle, one of Münsterland's most beautiful castles, nestled within a charming forest.



(c) Münsterland e.V./Maren Kuiter



(c) Münsterland e.V./Maren Kuiter

MÜNSTERLAND FESTIVAL

Every two years, for five weeks in autumn, the Münsterland Festival, funded by the Regional Cultural Policy (RKP), helps to overcome borders in Europe. With music, art and dialogue, the traditions and attitude to life of a European country or a specific region flow into the Münsterland.



Mobile homes 2022

The MLine series stands out as our best-selling range, offering a diverse selection of floor plans that inspire creativity in choosing the ideal model. Positioned at a competitive price point, the MLine series provides ample opportunity for customization both inside and out, making it a popular choice among customers.

Among the MLine models, the 754 F21 stands out for its efficient layout. The kitchen is strategically positioned at the front of the home, benefiting from abundant natural light streaming through panoramic doors. The bedrooms are thoughtfully situated on either side of the home, leaving the central area reserved for the spacious and inviting open living and dining area.

A total of 8 units were placed, which are intended for accommodation for participants of the football academy. The floor plan allows for comfortable accommodation for up to 4 people, with generously sized bedrooms and a central space that serves as a social hub, even during visits. Additionally, the bathroom offers ample comfort and space, ensuring a pleasant stay for all occupants.



{ 8x MLine 754 F21 }





SECRET UNTOLD

THE CASTLES AND PALACES IN THE MÜNSTERLAND

The castles and palaces are the treasures of Münsterland. In hardly any other region are there more beautiful witnesses to great architecture than in Münsterland. Imposing moated castles and romantic fortresses delight visitors and immerse you in times gone by. The castles and palaces in Münsterland are perfectly accessible by bike. The 100 Castles Route connects the most interesting historical buildings on four circular routes.



Can you provide an overview of Sportwerk Ochtrup?

In Ochtrup, the Könige und Grafen Sportwerk Ochtrup is currently being developed as a state-of-the-art sports academy. The first phase of construction was completed and opened on December 1, 2019. Spanning an area of approximately 100,000 square meters, both outdoor (including hybrid turf football fields, movement sports, tennis courts) and indoor tournament, game, and training areas (such as artificial turf football fields, multipurpose fields, sports halls, athletic fields) are being constructed, all of which meet the highest and most forward-thinking standards.

What were the primary objectives you aimed to accomplish through the collaboration with Adria Home?

The main goal was to provide high-quality accommodation for international athletes training in Germany who should also get to know German culture.

What specific aspects of the collaboration with Adria Home do you believe are noteworthy to highlight?

We would like to highlight that the agreed-upon delivery date, including the assembly of the mobile homes, was adhered to and implemented very conscientiously.

What were the key challenges encountered throughout the project?

The biggest challenge was preparing the site with spaces for the mobile homes while considering electricity, gas, and water connections.

How did the guests at Sportwerk Ochtrup react to the experience of staying in a mobile home during their academy training?

The reaction was consistently positive. The guests immediately felt comfortable and were very impressed by the quality of the mobile homes.

Could you share your overall impression and satisfaction with the partnership with Adria Home?

The overall experience with Adria Home was very good. All schedules were met, and the entire process from initial contact to project completion was very professional and reliable.



AMAZING BITES

PUMPERNICKEL BREAD

Typical Münsterland: Pumpernickel is the Westphalian term for brown bread. Pumpernickel is a typically dense, slightly sweet rye bread traditionally made with sourdough starter and coarsely ground rye.



KÖNIGE UND GRAFEN SPORTWERK

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BELGIUM

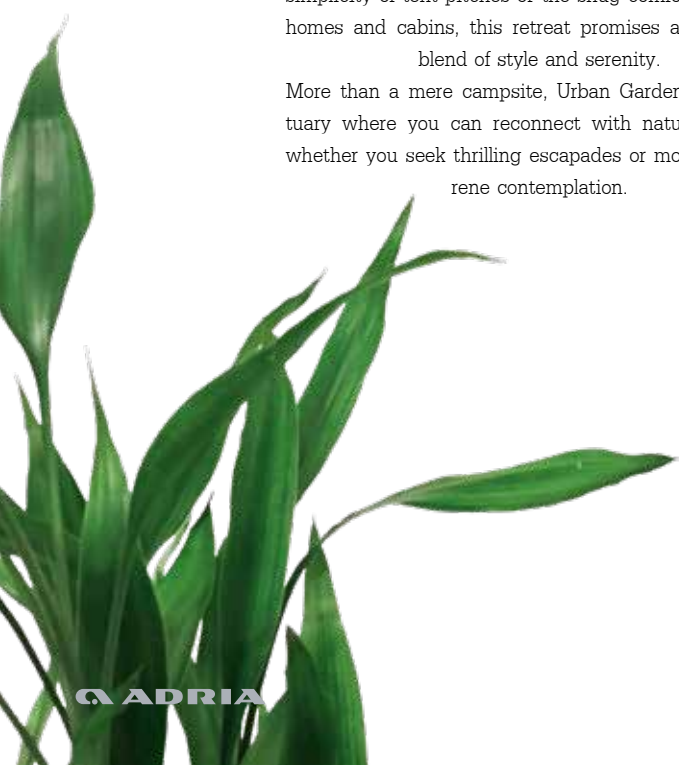
URBAN GARDENS

Urban Gardens: Ghent's Secret Urban Haven

Dive into the serene haven of Urban Gardens and leave the city bustle behind. Nestled just moments away from Ghent's lively center, this contemporary campsite offers a fusion of urban flair and natural tranquillity, beckoning all wanderers to unwind and rejuvenate.

Spanning over 10 hectares of verdant landscapes, Urban Gardens welcomes you with a spectrum of accommodations catering to every taste. Whether you crave the simplicity of tent pitches or the snug comforts of mobile homes and cabins, this retreat promises a harmonious blend of style and serenity.

More than a mere campsite, Urban Gardens is a sanctuary where you can reconnect with nature's rhythm, whether you seek thrilling escapades or moments of serene contemplation.







For a city of modest proportions, Ghent packs a lot of incredible sights. A delightfully pedestrian-friendly and condensed metropolis, where its myriad charms and attractions are conveniently nestled within easy strolling distances at the heart of the urban landscape. Without hesitation, we can assert that Ghent is a captivating cultural blend filled with rich history, diverse culture, and a vibrant city atmosphere. It embodies a laid-back charm where spontaneity reigns—a city getaway on an intimate scale.

Set against the scenic backdrop of the Scheldt and Leie rivers, Ghent emerges as a picturesque playground for wanderlust-driven souls. The city is built around winding waterways, weaving a tapestry of charm that draws tourists from far and wide. Like a little Venice, but with a Belgian twist, making it true »Instagram« gold. The cobblestone streets are pretty spectacular, and a plethora of architectural treasures dotting the cityscape, invite people to gaze skyward in admiration at every turn.

From enchanting fairy-tale castles to fruity craft beers, from captivating medieval architecture to picturesque canals crossed by gondolas adorned with quaint balconies blooming with flower-filled pots, and from delectable chocolate and waffle creations to savory fries dipped in creamy mayo - Ghent is a feast for the senses, indeed.

AMAZING BITES

Tempting Delight

Sneeuwballen- literal meaning snowballs are a tantalizing fusion of vanilla cloud embraced by dark chocolate and adorned with a dusting of icing sugar. A flawless sneeuwbal is characterized by its satisfying crack upon the first bite, followed by a blissful melting sensation on the tongue.



Mobile homes 2022

This interesting project dates back to year 2022, when we first placed 8 MLine 905 R22 complemented by 8 MLine 504 H11. Following that, we added 8 MLine 854 F31T at a later stage. Accommodation suitable for both small or big families up to 6 members. All the homes spot a cozy and covered terrace fitted with soft padded sun loungers where to catch sun rays in total privacy. Both mobile homes type feature our signature Adria Blackline horizontal cladding and anthracite fixtures. To re-create a warm and inviting interior atmosphere, the client selected our Elegance furnishing style in rich dark wood tones, harmonizing flawlessly with a decorative wall in the living room, kitchen countertops and backsplash in trending marble-effect laminate. Our top-selling Milano textile design is the textile fil-rouge: geo all-over patterns decorative pillows and hues of greys, blue duck egg and beige hanging cupboards and upholstered headboard, seamlessly elevate the final aesthetic. All together effortlessly melding with the refined allure of the deep brown interiors.

8x MLine 905 R22
8x MLine 854 F31T
8x MLine 504 H11





PARCIFAL COEMAN
Urban Gardens Founder

Can you provide a comprehensive description of your resort and the unique experiences it offers to your guests?

Urban Gardens is a contemporary city camping, in the heart of Ghent. An oasis of tranquillity with numerous opportunities to relax within just a stone's throw from the atmospheric and bustling city centre. At Urban Gardens, it's all about the experience. Our goal is to take care of all your needs from arrival to departure, so that you're free to fully enjoy your stay. Quality is very important; we would like to offer you just that little bit more than expected.

We also attach great importance to sustainability. We make maximum use of the latest technologies in the reconstruction and renovation of the camping.

Reflecting on your collaboration with Adria Home, could you share your overall experience and highlight key aspects that contributed to the success of your project?

We have been working with Adria for a long time and for several projects. The cooperation with Adria is always very pleasant. The communication is a big plus. Together we look at the bigger picture. Consideration is given to what best suits our vision and how we can integrate it into our plan as efficiently as possible.

What specific factors influenced your decision to opt for Adria products?

What is decisive for us is the level of finish. The level of quality is remarkably higher with Adria than with many other suppliers. Delivery time, communication and overall service are also real strengths.

How have guests reacted to the introduction of new Adria products, and what impact have these innovations had on their overall experience at your site?

Guests are very positive about Adria's products. Their expectations are exceeded every time. The outside of the product does not reveal what is on the inside. When a guest enters, they are always pleasantly surprised by the interior, equipment, and the quality. It is always more luxurious than they thought it would be.

From your perspective, how have recent years shaped the tourism industry, and what emerging trends do you anticipate in the future? How is your resort positioned to adapt to these changes?

We notice that more and more people are looking for alternative accommodations. However, they don't want to give up on luxury. We believe this is a trend that we can respond to. We offer people an original accommodation in a unique setting, without sacrificing quality or luxury.

what's
ON

GRAFFITI STREET

Werregarenstraatje is an extraordinary public canvas for young street artists in the heart of a hip and free-thinking cultural city where everyone is welcome to express themselves. An eclectic colourful, ever-changing alley, where striking spray-can art pieces transform the walls in a way that each week they might look different. Every corner of Werregarenstraatje hides a treasure trove of vibrant, Instagram-worthy snapshots waiting to be captured. Highly recommended to pop over.



SIP & SAVOR



Taste the Essence of Local Artistry

RoomeR is a local delightful artisanal aperitif crafted from elderflower, served with tiny elderflower flowers are still floating in the drink. Its harmonious blend of sweet aromas and light herbal acidity makes it perfect served over ice.



URBAN GARDENS GENT

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new. projects & news



AMINESS AVALONA CAMPING RESORT *****

PAG ISLAND - POVLJANA, CROATIA

Before the conclusion of this issue, anticipation mounts as the first five-star resort on the island of Pag readies itself for its grand unveiling. Representing the pinnacle of Croatia's tourism offerings, this project promises a diverse range of accommodations for up to 1,800 guests, complemented by restaurants, bars, and a host of activities for an active holiday experience. We are proud to have supplied 232 mobile homes from our esteemed MLine series and 30 Sky Twin modular homes for this prestigious venture. Visit our website to catch a glimpse of the Sky Twin, and stay tuned for an in-depth feature on this exciting new resort in our upcoming magazine edition.





new

CAMPING MENINA

REČICA OB SAVINJI, SLOVENIA

Nestled amidst serene surroundings, Camping Menina is a tranquil retreat shielded from urban clamor. Surrounded by a lush forest and the Alpine river Savinja, it offers respite from the summer heat. However, heavy rains in August 2023 caused flooding and extensive damage. As part of the camp's restoration, 16 mobile homes from the SLine series will welcome guests at the start of the summer season.



EVENTS

CARAVAN SALON, Düsseldorf 2023

Our first trade fair appearance of the season took place at the renowned Caravan Salon, the world's largest caravan fair, where we showcased our brand in a fresh new booth format, featuring an interactive meeting space at the Adria Mobil showroom. Thomas Meyer from Daalmann GmbH, responsible for Adria product marketing in Germany, was also in attendance alongside our team.



SUN, Rimini 2023

After our last appearance in 2019, we made a triumphant return to the SUN fair. This time, we proudly introduced the new XLine series, which received the esteemed Red Dot - Best of the Best award for product design in 2022. Our booth received rave reviews, rated as the most attractive, and garnered excellent feedback from visitors. Additionally, we showcased an interactive video kiosk, allowing attendees to engage with our product portfolio through video content and a user-friendly website interface.





RECREATIE VAKBEURS, Hardenberg 2023

For the second consecutive year, we partnered with Daalman GmbH to participate in the Netherlands' premier B2B fair. Our showcase featured the new all-season model 905 H11 from the Aurora series, which garnered significant attention. Visitors were particularly impressed by the innovative floor plan, featuring a centrally placed free-standing bathtub in the bedroom.



17TH CROATIAN CAMPING CONGRESS, Vodice 2023

At the Croatian Camping Congress in Vodice, we showcased two of our latest products. First, we unveiled a special version of the MLine model 905 F22, featuring an Eco package and a spacious children's room, thoughtfully designed as a playroom. Additionally, we introduced the new modular model Village Twin 908 F32, an innovative addition to the MLine series. Our exhibition received positive feedback throughout the event, culminating in a memorable musical and entertainment evening with a Dalmatian klapa Munita, enjoyed by all participants.



HOSPITALITY, Riva del Garda 2024

To conclude the fair season, we presented ourselves at the international Hospitality fair in Riva del Garda, which is considered the most comprehensive HoReCa fair in Italy. Both our agents Roberto Pennesi and Fausto Calzoni were present throughout the fair handling meetings and visitors.

the global DEALER NETWORK

Adria Home delivers inspired projects featuring innovative, top-quality products in various parts of the world. Customers can trust Adria's extensive network of over 27 dealer points for exceptional service. The company primarily collaborates with independent dealers, local entrepreneurs, and companies, providing them with the necessary know-how, systems, and training to offer customers premium service.

27
26

dealers in
countries

22

YEARS
OF EXPERIENCE

290

EMPLOYEES

30

COUNTRIES
PRESENT

500

TRUSTED
CAMPSITES

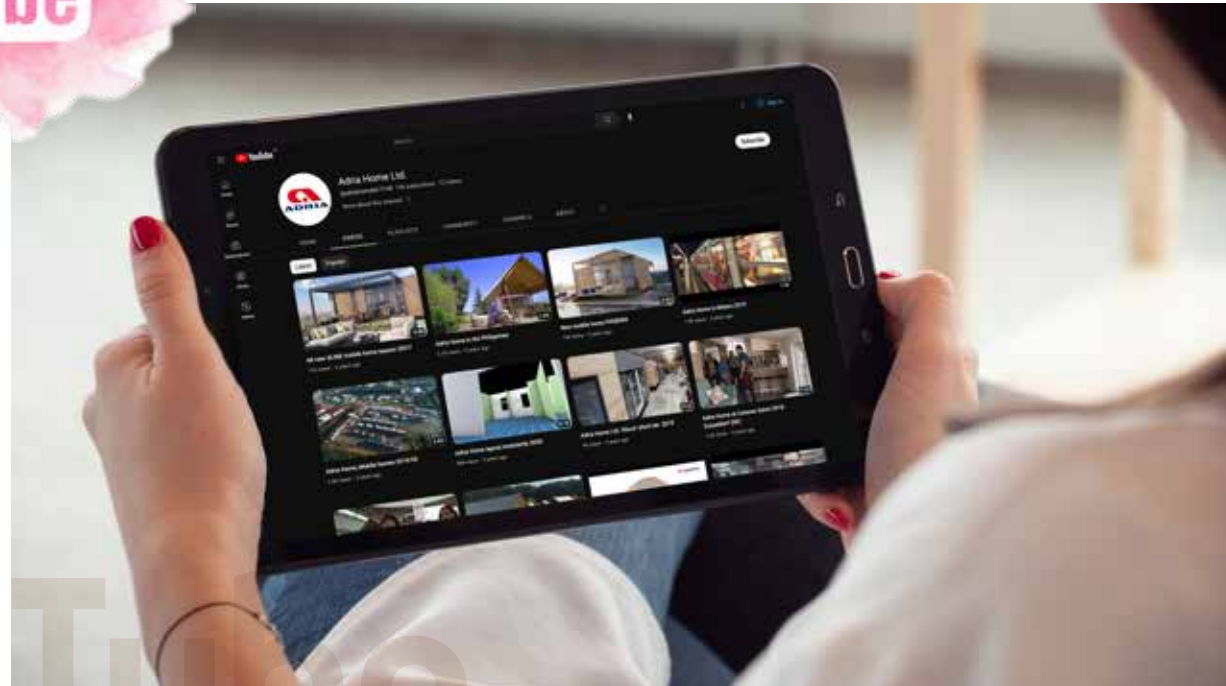
1700

PRODUCTION
CAPACITY

21.500

UNITS
SOLD

Adria Home is on YouTube!



YouTube

Checkout our YouTube channel for exciting content and product showcases, including the awarded XLine, Aurora Twin and Tiny Home series. We have new content planned for 2024, so stay tuned!



VIRTUAL TOUR



ADRIA

Virtual tours!

Virtual

Virtual tours have emerged as a powerful tool for showcasing our products, a strategy we've employed since 2018. With each new season, we enhance our collection of walkthroughs, presenting over 60 products spanning all our diverse product groups. These immersive tours have collectively garnered over 500,000 views, underscoring their widespread popularity. Accessible through QR links on our website, these virtual tours provide an engaging glimpse into the unique features of our offerings.

ADRIA Holidays

Adria Holidays offers a wide range of camping and glamping sites featuring Adria products all over the world. Through our global sales and marketing platform, our partners can benefit from online reservations through our website, and our commitment to excellence ensures significant return on investment.

Partnering with Adria Holidays can provide benefits such as increased visibility among our loyal and active members.



ALJA LAVRIČ
Booking and Marketing department



Boost your sales! Since 2003

ACCESS | EXPOSURE | PROFITABILITY | PROFESSIONALISM | CREDIBILITY | MARKETING

How does Adria Holidays fit into the vision of Adria Home?

Adria Holidays is successfully fulfilling its purpose by utilizing various online communication channels to promote Adria Home products placed in resorts and destinations of our clients. Through our marketing exposure on social media and other platforms, we not only showcase our products but also allow customers to arrange bookings online and enjoy a unique leisure experience.

As a part of the comprehensive One Stop Shop solution, Adria Holidays helps our partners and clients increase their sales through our effective marketing strategy. With our overall marketing services, we provide added value to the Sales and Marketing Department of Adria Home.

What are the benefits of partnering with Adria Holidays?

The benefits include having your property listed and exposed on our website in multiple languages, high visibility to a large and loyal customer base, exposure on social media platforms, newsletters, brochures, and fairs. Adria Holidays also provides online reservation services to make booking easy and convenient for customers.

How does Adria Holidays stay up-to-date with travel trends and customer preferences?

We work closely with the Sales and Marketing Department to stay up-to-date with the latest market trends in modern holidaying. We conduct thorough research and familiarize ourselves with the location of any new resort that we add to our site. We continually update our online offerings for the presented resort, refreshing them with regular campaigns to keep them appealing to customers.

Our experienced team is committed to providing excellent communication and booking services to our customers. We offer expert guidance and advice based on over 20 years of experience, ensuring that our customers have a unique and enjoyable vacation experience.



#adriaholidays

21 YEARS OF EXPERIENCE

#ADRIAMOMENTS

JOIN THE FUN AND WIN BIG:
PARTICIPATE IN OUR WEEKEND GETAWAY COMPETITION.

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STAY UPDATED

WITH THE LATEST NEWS, PREMIERES, TRADE SHOWS, PRODUCT PRESENTATIONS, AND PROJECTS FROM AROUND THE WORLD BY FOLLOWING US ON OUR SOCIAL MEDIA CHANNELS.



#adriahome
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community!



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