

# #AdriaGlamping

Adria Home Magazine | No 08 | June 2025



People and  
Innovations

Alpha

MODULAR FUTURE

Configurator

VISUALIZE. CUSTOMIZE. IMPRESS.



## #ADRIAGLAMPING MAGAZINE

Issue 8, 2025

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Chief editor: Uroš Mavretić

Editor: Elvis Zagrljača

Contributors: Elvis Zagrljača, Ilaria Piluscio, Alja Lavrič and all project partners.

Production: Enigma d.o.o.

Photography credits: All project partners, Dick Ruumpol, Elvis Zagrljača, Jani Pavlin, Unsplash, Shutterstock.

Renders by Inpac d.o.o.

# mediterranean

Solutions designed for carefree summer moments by the sea – sustainable, spacious, and tailored to modern tourism.

# continental

Solutions built to withstand demanding weather conditions, offering maximum energy efficiency and year-round comfort.



Camping Šimuni, Island Pag, Croatia  
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EuroParcs Ossiacher See, Ostriach, Austria  
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LUXEMBOURG



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# intro

## Built on trust, driven by vision

At Adria Home, every project is more than just a product – it's a shared responsibility. No matter the scale or complexity, we always begin by understanding the needs, habits, and expectations of end users. Together with our customers, we co-create spaces that reflect real life, real people, and real experiences.

What makes me truly proud is that we stay creative and curious – even with years of expertise behind us. Our innovations are not just technical – they're thoughtful, purposeful, and focused on long-term value.

Sustainability plays a central role in everything we do. From recyclable materials to energy-efficient design, we support the green transition not as a trend, but as a commitment.

I'm grateful that our customers trust us – not only for our knowledge, but because they see we care. About quality. About people. About the planet.



Marta Kelvišar  
Managing Director



## In the spotlight: People, innovation and sustainable future

Welcome to the new edition of #AdriaGlamping Magazine, where we bring together stories, visions, and achievements shaping the future of mobile living. This time, we are taking things a step further – for the first time ever, we are merging our product catalogue and magazine into one unified, in-depth publication. With this, we are opening the doors to insights into our innovations, trends, and key projects that are defining the future of tourism.

## The biggest innovation: Alpha

The year 2025 marks a turning point – Alpha is an innovative modular home concept that sets new benchmarks in sustainable construction. Designed to meet the strictest energy and building standards of Central and Northern Europe, it combines advanced materials, energy efficiency, and top-tier comfort. This is the future of mobile living – smart, sustainable, and aligned with the modern lifestyle.

With this edition, we are stepping into a new era – where inspiring stories, innovative solutions, and premium design come together. Join us on the journey of shaping the future of mobile living!



Uroš Mavretić  
Sales and Marketing Director





# HISTORY, VALUES, MISSION

## Two decades of growth, innovation, and success

Since its establishment in 2002, Adria Home has grown into an independent manufacturing company with nearly 100 % of its production exported. With a clear strategic focus and innovative development, we began achieving remarkable market breakthroughs from 2014 onward. Each year, we continue to grow and evolve, enabling us to expand, optimize production, and introduce advanced technological solutions.

In 2023, we proudly celebrated our 20<sup>th</sup> anniversary and marked the production of our 20.000<sup>th</sup> mobile home – a milestone that reaffirms our commitment to quality, innovation, and sustainability.

## Committed to Excellence

At Adria Home, quality is not only a goal – it is a fundamental commitment. Our team brings together expertise, dedication, and responsibility, driving us to develop outstanding living solutions.

Through modern production and continuous innovation, we set new industry standards and build successful partnerships based on collaboration and trust.

We believe in sustainable development and create energy-efficient, environmentally friendly solutions that reduce our impact on nature. At the same time, we recognize our responsibility to the community we operate in – supporting the local economy, creating quality jobs, and contributing to social progress.

### Adria Home AT A GLANCE.

 23

YEARS  
OF  
EXPERIENCE

 300

EMPLOYEES

 18

YEARS OF ADRIA  
MOBIL OWNERSHIP

 33

HA  
LAND

 6,330

M2  
PRODUCTION  
PLANT

 3

PRODUCT  
GROUPS

 30

COUNTRIES





# PEOPLE: THE HEART OF ADRIA

Behind every successful product are people. Our employees are the heart and driving force of Adria Home – experts, innovators, and dedicated creators who build our story of success every day through their knowledge, experience, and passion.

Every mobile or modular home and glamping tent is the result of collective effort – from development and design to production and customer support.

Without our exceptional team, we would not be able to achieve outstanding results, grow, or push the boundaries of tourism.

We value and respect our team members because we know their dedication is the key to our success.





# FROM THE FIRST MOBILE HOME TO INDUSTRY-LEADING PRODUCTION

In 2003, we produced our first mobile home, installed in Croatia, marking the beginning of a journey of innovation and growth. Today, on one of the most advanced production lines in Europe, we manufacture up to 12 mobile homes per day and 2.000 units annually.

We continuously invest in advanced technologies, with the Digital Twin standing out as a key innovation. It has enabled us to optimize all stages of production, increase efficiency, and ensure the highest quality. Thanks to these solutions, we were awarded the GoDigital Award in 2022 for the best digital project in Slovenia.





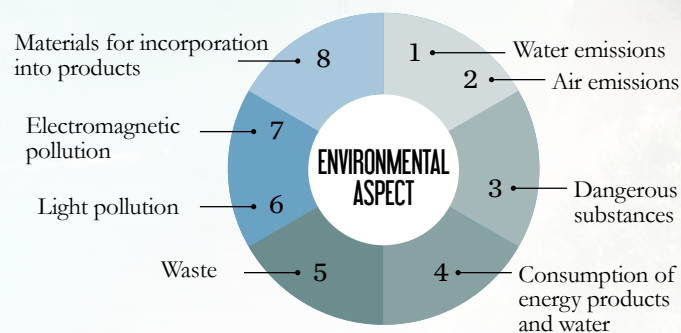
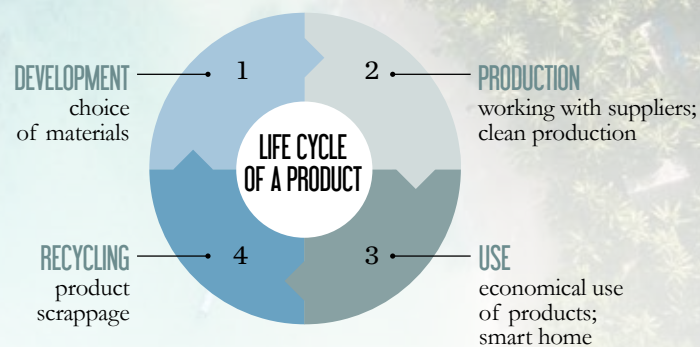
# ENVIRONMENTAL CARE AND GREEN TRANSITION

We are committed to sustainable development, striving to reduce our environmental impact and create solutions that harmonize with nature. Environmental protection and responsible management have been an integral part of our story in the mobile living sector for 23 years.

The green transition at Adria Home means the continuous improvement of production processes, material optimization, and the development of energy-efficient products. In doing so, we actively contribute to a more sustainable future for tourism and living.

OUR SLOGAN

**CLOSER TO NATURE**  
SUSTAINABLY MADE. PURPOSEFULLY DESIGNED.





# CERTIFIED QUALITY AND SUSTAINABLE CONSTRUCTION

We have industry-leading manufacturing capabilities, ensuring high standards of quality, sustainability, and innovation. Our production is certified according to **ISO 9001 & EN 1647** for business, quality, and environmental compliance, while **ISO 14001:2015** confirms our commitment to sustainable planning, development, and production of mobile homes.

Our glamping tents are produced in accordance with the European standard **SIST EN ISO 5912:2020**, which guarantees durability, safety, and optimal performance under various conditions.

As a leading developer of sustainable solutions, we set new standards in energy-efficient construction, adhering to the strictest European regulations in Austria (OIB 6), Germany (GEG), the Netherlands (BENG), and Belgium (EPB).



# innovations

The world of mobile living is constantly evolving, and Adria Home continues to lead the way. From now on, we are dividing our product innovation segments into Mediterranean and Continental lines.

## mediterranean

### Mobile homes and glamping tents for tourism and seasonal use

Solutions designed for carefree summer moments by the sea – sustainable, spacious, and tailored to modern tourism.

In Mediterranean markets, where tourism is focused on seasonal rentals, key factors in choosing mobile homes and glamping tents are attractive design, optimal use of space, and durability in coastal conditions. Adria Home offers solutions tailored to the needs of campsites and resorts looking to increase occupancy, improve guest comfort, and optimize operational efficiency. Our models combine modern aesthetics, sustainable materials, and smart floorplans that allow for quick setup and high investment returns.

MEDITERRANEAN

'26







## Mobile and modular homes for year-round living

**Solutions built to withstand demanding weather conditions, offering maximum energy efficiency and year-round comfort.**

In continental markets, where mobile and modular homes are used in tourism, the "second home" segment, or as permanent residences, key criteria include insulation, energy efficiency, and long-term durability. Adria Home develops solutions that meet the strict building and environmental standards of central and northern Europe, including high energy efficiency (e.g., low-energy standards). Our products offer flexible floorplans, sustainable materials, and innovative technological solutions that meet the demands of investors and operators of tourism and residential complexes.

# continental





# HIGHLIGHTS<sup>2026</sup>



## Alpha Modular future

ALPHA is an innovative modular home concept that sets new benchmarks in sustainable construction. Designed to meet the strictest energy and building standards of Central and Northern Europe, it combines advanced materials, energy efficiency, and top-tier comfort. This is the future of mobile living – smart, sustainable, and aligned with the modern lifestyle.

Discover more







As a leading developer committed to sustainable innovation, Adria Home sets the benchmark for excellence in building construction by adhering to energy performance regulations in Austria, Germany, the Netherlands, and Belgium.

Alpha is built in accordance with strict EU construction and energy efficiency standards.

OIB 6 / Austria:



GEG / Germany:



BENG / Netherlands:



EPB / Belgium:



# mediterranean





## Mobile homes and glamping tents for tourism and seasonal use

In Mediterranean markets, where tourism is focused on seasonal rentals, key factors in choosing mobile homes and glamping tents are attractive design, optimal use of space, and durability in coastal conditions. Adria Home offers solutions tailored to the needs of campsites and resorts looking to increase occupancy, improve guest comfort, and optimize operational efficiency. Our models combine modern aesthetics, sustainable materials, and smart floorplans that allow for quick setup and high investment returns.



# product range

## MODULAR HOMES

### SKY TWIN CONCEPT



## MOBILE HOMES

### XLINE



### MLINE



### MLINE PURE



### SLINE



## MOBILE TENTS

### BOUTIQUE



### SAFARI LOFT



### SAFARI





# projects

Terra Park Phalaris, Croatia



Camping Šimuni, Croatia



Camping Village & glamping Le Capanne, Italy



Camping Lacona Pineta, Italy



XLINE



Discover more







# XLINE

## Inspired luxury

Offering ample living space and all the essentials for a carefree stay, the All-new XLINE is the ultimate expression of luxury that packs all the comfort of homeliving in the format of a mobile home. With an unassuming yet highly refined exterior that blends with the surrounding nature and a presidential-suite interior, the new XLine is the next stage in the evolution of high-end holiday accommodation.



reddot winner 2022  
best of the best



BIGSEE  
PRODUCT DESIGN  
AWARD 2022  
WINNER

MLINE



Discover more







# Elevating Mobile Living

Discover the new MLine series, meticulously designed for the B2B industry, offering enhanced materials and refined floor plans for unparalleled comfort and functionality. With Premium and Prime equipment levels, it's a mid-range market favorite.

Introducing MLine Pure, the latest addition to our esteemed MLine series. With innovative AWT wall construction (Adria WoodFrame Technology) and eco-friendly features, it offers a fresh Mediterranean living experience. Choose from two nature-inspired interiors for a unique B2B experience.

SLINE



Discover more







# SLINE

## Carefree living

The new SLINE mobile homes set new standards among this price range. New exterior and interior and so much more than just accommodation, with brand-new floorplans and new features, which will please even the most discerning guests. Excellent quality / price ratio.

# BOUTIQUE



Discover more







## Glamping definition

Glamping. Camping has gone all glamour and lifestyle. It IS all about the experience, the comfort and the adventure, plus those little extra special touches. Our exclusive Boutique tent offers luxury, comfort and features like no other product on the market.

# SAFARI LOFT



Discover more







# SAFARI LOFT

Luxury  
heights

Safari Loft continues the success story of the Safari series. The spacious upper floor or “Loft” along with the attractive balcony really stands out. With this model, we offer the market a unique product that fully represents Adria’s philosophy “Closer to Nature”. Developed on the basis of experience and designed with a sense of form and a Mediterranean lifestyle.



# SAFARI



Discover more







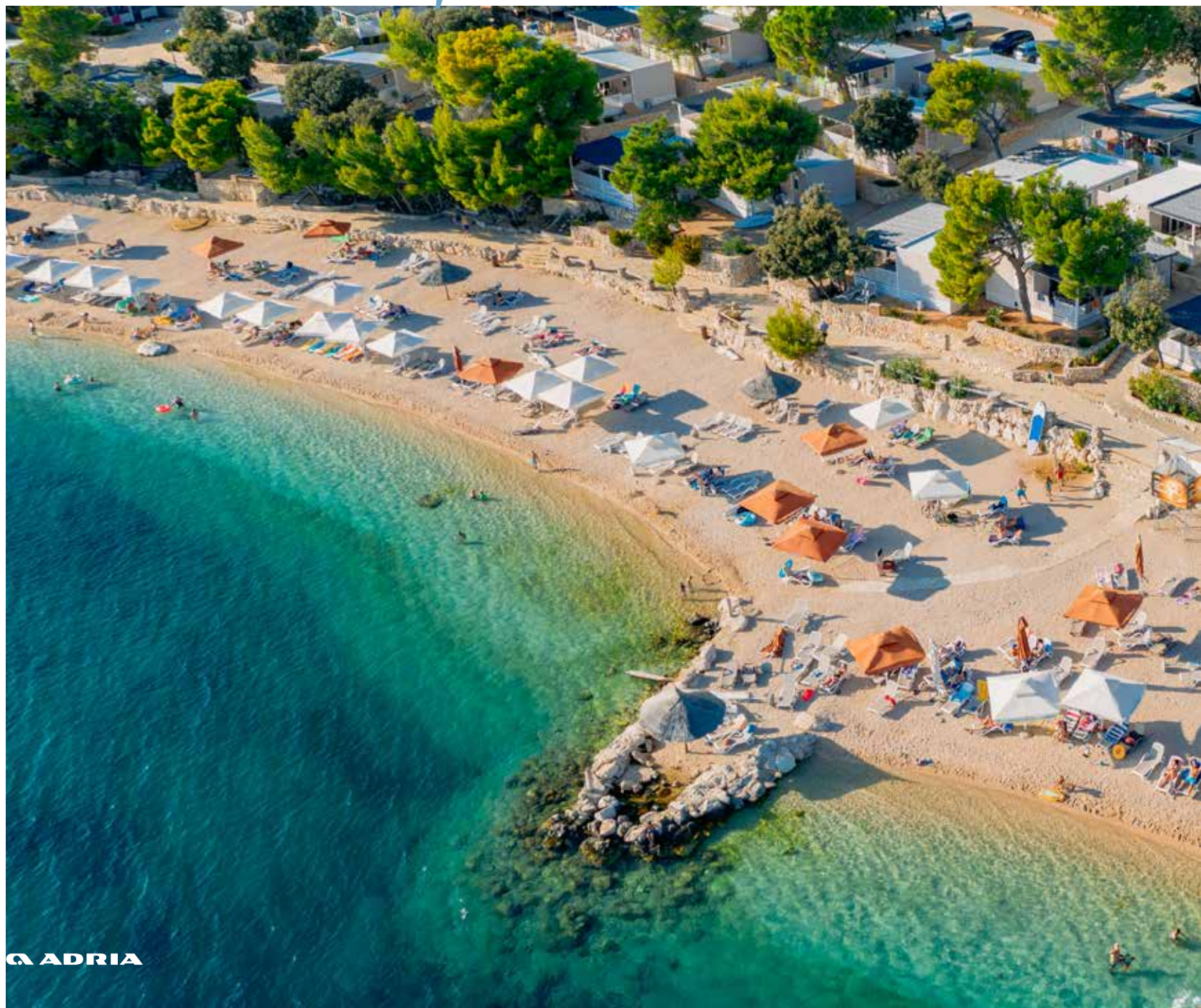
# SAFARI

## Glamping paradise

Adria Safari tents are one of a kind on the market. Based on the classic safari tent designs of the past but brought up to date with intelligently designed, modular design and world class construction. Nature proof with durable construction and canvas yet visually appealing, our Safari mobile tents will feed your imagination at first glance.



# project CAMPING ŠIMUNI ISLAND PAG, CROATIA







## Authentic island life

Nestled on the sun-kissed island of Pag, Camp Šimuni is surrounded by breathtaking nature, crystal-clear waters, and a rich cultural heritage. Just a stone's throw away lies the charming fishing village of Šimuni, where visitors can experience the island's traditional way of life, fresh seafood, and warm hospitality. With its pristine beaches, unique lunar-like landscapes, and vibrant Mediterranean atmosphere, this region is a paradise for travellers seeking relaxation, adventure, and authentic Croatian coastal charm.

## Just as you imagined

Camp Šimuni offers the perfect blend of natural beauty, fun, and relaxation. With a variety of beaches, including dog-friendly options, it's a fantastic choice for families seeking a memorable getaway. Kids will enjoy engaging activities and entertainment programs, while adults can indulge in water sports, recreational facilities, and wellness services. Scuba diving stands out as a favourite activity, allowing guests to explore the crystal-clear Adriatic waters. The camp's wide range of services ensures a comfortable stay, making it the ultimate family destination.





# interview

Ivona Maržić, Director



## What makes your resort stand out as a must-visit destination, and what unique experiences it offers to your guests?

Camp Šimuni spans 40 hectares and features six well-maintained beaches, where guests can enjoy free umbrellas, sunbeds, and pavilions. With its modern infrastructure, diverse offerings, and well-organized events, the camp is fully tailored to the needs of contemporary families – its primary target group.

The resort offers mobile homes with specially designed play areas, sports facilities, and themed parks for both children and adults, making it one of the most activity-rich camps on the Adriatic. Additional amenities include logistical support, such as children's equipment rentals, a diverse gastronomic selection catering to all preferences, and comprehensive security within the resort. Guests also benefit from high sea water quality, ideal weather conditions, and a strong commitment to environmental preservation, including the maintenance of indigenous plant species. Other notable features include a kids' care centre for all ages, a beauty salon, high-production entertainment programs, and a strong dedication to sustainable development.

In short, Camp Šimuni is a magical family oasis that has become an essential part of every family vacation. It is an authentic, uncompromising tourist destination that fosters human connections and a sense of community while continuously evolving to remain relevant for future generations.

## 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?

Reflecting on our collaboration with Adria Home, I can confidently say that it has been a highly positive

and rewarding experience. Their professionalism, innovative approach, and commitment to quality have played a crucial role in the success of our project.

What truly sets them apart is their willingness to listen to our ideas and bring them to life in the shortest possible time. They are always open to collaboration and dedicated to finding the best solutions, which greatly facilitates our work and contributes to the success of our projects.

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

We particularly appreciate their trust and dedication, which are essential to us in a long-term partnership. Thanks to their professionalism and flexibility, we approach every project with confidence, knowing that the result will be of the highest quality.

## 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 introduction of a children's room designed as a playroom has fully met the expectations of our youngest guests. This unique feature sets us apart from other campsites, offering an amenity that has long been present in hotels but is now an exclusive addition to our site.

With 200 mobile homes in our camp, dedicating a portion of them to child-friendly accommodations has proven to be an excellent decision. This innovative concept has been highly engaging for children, enhancing their overall experience and making their stay even more enjoyable.

We are thrilled with the positive feedback and the added value this innovation brings to our guests.

We look forward to continuing our collaboration with Adria Home to introduce even more unique experiences.

## 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 the rise of high-quality campsites opening annually. In such a competitive landscape, it is essential for each resort to stand out with unique offerings.

At our resort, we focus on nature, the beach, the sea, and a dedicated children's program while also ensuring exceptional experiences for adults.

Looking ahead, we plan to expand our offerings even further by introducing a greater variety of food options, more engaging children's activities, and the development of themed parks that combine entertainment and education. Additionally, we remain committed to delivering innovative, high-quality accommodations that enhance the overall guest experience.

By continuously evolving and improving our services, we aim to stay at the forefront of the industry and provide memorable, one-of-a-kind stays for our guests.





## Mobile homes

We have built a strong partnership with Camping Šimuni, growing and evolving together over the years. Our latest project was particularly ambitious, delivering 59 MLine series homes – specifically the 905 F32 model with two distinct floor plans. One layout transforms the children's rooms into a spacious playroom, emphasizing safety, diversity, and sustainable materials. The design features a large central living area, a master bedroom with an en-suite bathroom, and a second bathroom for children and guests. Expansive glass surfaces and panoramic doors flood the space with natural light.



20x MLine 905 F32  
(standard)  
39x MLine 905 F32  
(personalized playroom)







**CAMPING ŠIMUNI**  
Šimuni 106  
23251 Kolan, Croatia  
+385 (0)23 697 441  
info@camping-simuni.hr  
www.camping-simuni.hr

**ADRIA**





# project

## TERRA PARK PHALARIS

### ISLAND PAG, CROATIA





## Sun, sea & the soul of Pag

Located on the sun-kissed southwest coast of Island Pag, Terra Park Phalaris places you at the heart of one of Croatia's most unique landscapes. With its crystal-clear Adriatic waters, natural pebble beaches, and proximity to Lun's ancient olive groves and the lively town of Novalja, this destination blends authentic Mediterranean charm with untouched island nature. Pag is famous not only for its dramatic scenery, but also for its award-winning cheese, salt production, and cultural heritage – making it a perfect base for a holiday rich in experiences, flavors, and relaxation.

## Pure Mediterranean. Terra Park style.

At Terra Park Phalaris, everything is designed with your comfort and peace of mind in focus. Divided into two thoughtfully arranged zones, the resort offers fully equipped camping pitches and glamping tents on one side, and luxurious mobile homes with spacious terraces and private pools on the other – each nestled in the island's unique Mediterranean vegetation. Located directly by the sea, this modern, eco-conscious resort combines natural beauty with high-end amenities, offering guests an ideal escape from everyday stress and a true taste of island freedom.





# interview

Zvonimir Tudorović, Director, Terra Park Campings & Holiday Homes



**What makes your resort stand out as a must-visit destination, and what unique experiences it offers to your guests?**

Terra Park Phalaris, located on the beautiful island of Pag, offers a unique blend of nature and modern amenities, catering to all types of travelers. The campsite features traditional camping, modern holiday homes and newest luxury camping villas, all surrounded by stunning landscapes. Guests can enjoy various activities, including water sports, children's entertainment, hiking, and cycling, as well as immerse themselves in local culture and gastronomy. With a focus on sustainability and comfort, Terra Park Phalaris provides an unforgettable experience in a serene and natural setting.

**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 highly positive experience. From the very beginning, Adria had an advantage due to the well-known quality of their products and our previous positive experiences with their after-sales support. Their commitment to high-quality standards ensured reliability throughout the project, and whenever follow-up action was needed, their service team responded in the best and fastest possible way. These key aspects – product excellence, dependable support, and efficiency – greatly contributed to the success of our project.

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

The key factors that influenced our decision to choose Adria products were their unquestionable quality, flexibility in adapting to our specific requirements, and secure and reliable after-sales service. Additionally, Adria's strong brand recognition among our future guests and end users played a significant role, as it adds value and trust to our offering. This last aspect is by no means insignificant.

**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 responded very positively to the introduction of the new Adria camping villas. Upgraded amenities, modern design, higher ceilings, and spacious interiors create a comfortable, home-like atmosphere. The modern design and enhanced comfort have been widely appreciated, with many guests sharing their satisfaction both at reception and in online reviews. The upgraded features have enhanced the overall guest experience, making stays more enjoyable and relaxing. These innovations have contributed to higher guest satisfaction and increased number of reservations.

**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 shifted toward sustainability, personalized experiences, and digital innovation. Travelers are increasingly seeking eco-friendly destinations and authentic local experiences. Terra Park Phalaris is adapting by implementing green initiatives, enhancing digital services, and offering unique activities that reflect the island's culture. This approach allows us to meet evolving guest expectations while preserving the natural beauty of Pag.



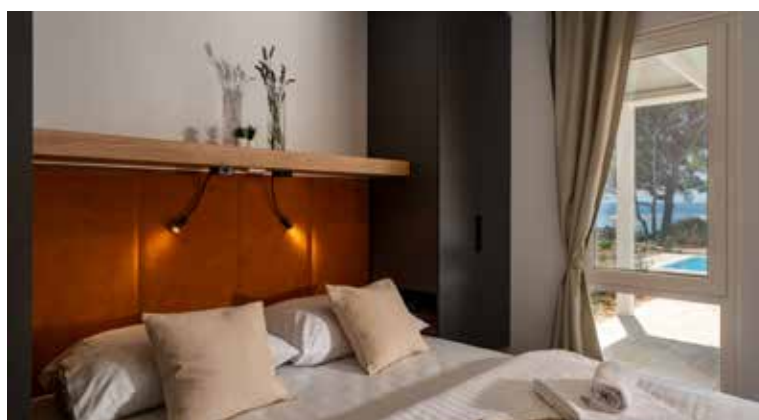


## Mobile & modular homes

With 67 new accommodation units – 42 of them modular – the resort reinforces its status as one of the Adriatic's most forward-thinking destinations. In the second phase, we introduced the Village series – a premium upgrade of the trusted MLine – offering more space, refined design, and a distinct architectural identity. Highlights include the Village Twin 908 F31T and 908 F32: 72 m<sup>2</sup> modular homes styled as mini Mediterranean villas, featuring three bedrooms, open-plan living, and layouts designed for both comfort and privacy. The Village 905 B22 mobile home complements the offering with two en-suite bedrooms and a central living space built around a kitchen island, filled with natural light thanks to panoramic windows and sliding doors that seamlessly connect indoor and outdoor living.

With the successful completion of this phase, the project reaffirms its core mission: to create an authentic, upscale experience that combines natural surroundings with architectural excellence. The Village series does not merely respond to market demands – it anticipates them, delivering a new standard of design and lifestyle within the world of mobile and modular hospitality.





Phase 1:

31x MLINE 754 B22

25x MLINE 905 F32

20x MLINE 905 B22

14x MLINE 905 R22

Phase 2:

25x VILLAGE 905 B22

2x VILLAGE TWIN 908 F31T

40x VILLAGE TWIN 908 F32





 **TERRA PARK**  
CAMPINGS & HOLIDAY HOMES



**TERRA PARK PHALARIS**  
Primorska 8,  
53291 Novalja, Croatia  
+385 1 3000 737  
hello@terrapark.hr  
www.terrapark.hr





# project ADRIA ANKARAN HOTEL & RESORT, SLOVENIA

## Where the coast meets calm

Tucked between Piran and Trieste, just an hour from Ljubljana, Adria Ankaran is a green coastal oasis on Slovenia's sunniest peninsula. Known for its mild climate and Mediterranean spirit, Ankaran is one of the coast's most beloved destinations—offering a rare mix of untouched nature, sea views, and tranquil beaches. It's the ideal base for exploring, relaxing, or simply enjoying life by the sea.

## Green spaces and sea views

Set among towering pine trees and just steps from the shore, Adria Ankaran Hotel & Resort is a spacious, family-friendly destination full of character and charm. At its heart lies a former Benedictine monastery, an outstanding cultural monument with a history dating back to the 11th century—now home to a boutique hotel and a beautifully preserved inner courtyard, ideal for weddings and special events.

Guests can choose from mobile homes, hotel rooms, or arrive with their own camper or motorhome. The resort features a seaside Olympic pool, wide green areas, and endless options for relaxation or activity. Whether you're planning a beach day, exploring the coastline, or simply unwinding in nature—Adria Ankaran offers it all, wrapped in history and calm.





# interview

Maruška Kokalj, Director

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

Adria Ankaran Resort is set in a lush Mediterranean landscape on Slovenia's Adriatic coast, offering a unique blend of nature, history, wellness, and leisure. The resort includes a hotel, apartments, Premium mobile homes, glamping tents, and a spacious campsite for campervans, tents, and caravans. In total, the resort accommodates guests across 200 hotel rooms, Villas and Olive Suites, 74 mobile homes, and approximately 450 camping pitches.

Guests enjoy direct beach access, an Olympic-size outdoor seawater pool, a wellness center with heated seawater pools, sports facilities, and a vibrant animation program for children and adults. The resort also offers a modern congress center for business events.

Surrounded by over 1,500 trees, the entire resort benefits from natural shade, creating a calm, green retreat even in peak summer. Despite its peaceful setting, Adria Ankaran is easily accessible by car, with excellent road connections from major cities in Slovenia, Italy, and Croatia.

What sets us apart is the harmony of sustainability, comfort, and coastal tranquility—creating a well-rounded holiday experience for all generations.

## 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?

Working with Adria Home has been an exceptionally rewarding experience. Their team supported us throughout every phase—from consultation and customization to delivery and installation—with professionalism and reliability. The collaboration was defined by mutual trust, precise execution, and a shared focus on guest satisfaction.

Adria Home's modular solutions impressed us not only with their refined aesthetics but also with their technical adaptability to our terrain and infrastructure. Their use of natural materials, eco-

conscious design, and functional layouts aligned perfectly with local environmental and heritage guidelines.

The new mobile homes significantly elevated our glamping offering. Guest satisfaction has been high from the start, with mobile homes meeting their occupancy and pricing targets within the first season—validating our decision to invest in the premium segment. Based on this success, we are expanding the project and have once again selected Adria Home as our trusted partner for the 2025 season.

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

Adria's innovative approach to outdoor living truly impressed us. Their units combine functionality, comfort, and premium design—perfectly matching our vision of high-quality, nature-integrated tourism.

Key decision factors included the durability of materials, suitability for year-round use, and a strong emphasis on energy efficiency and sustainability. These are critical to our environmentally responsible operations and guest experience standards.

For the 2025 season, we also wanted to introduce something unique to the Slovenian coast. Adria proposed a playful children's room concept with a marine theme and a custom-designed mermaid character. This idea immediately resonated with our family-focused philosophy and allowed us to stand out in the market.

Beyond the creative concept, Adria's ability to maintain aesthetic and structural consistency with our resort's standards made them the ideal partner.

## 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 response has been overwhelmingly positive. Guests appreciate the thoughtful design, spaciousness, and close connection to nature. For many, it's a new style of camping—where

the comfort of a hotel meets the freedom of the outdoors.

These innovations have helped us attract new guest segments, extend average stays, and increase guest satisfaction—especially among families and couples seeking premium, yet authentic, coastal experiences.

We were the first on the Slovenian Adriatic to introduce premium mobile homes and now operate the largest four-star-rated campsite. This leadership position has been reinforced by the quality of Adria Home's products.

Thanks in part to their mobile homes, we've successfully raised the overall standard of our resort. Our ratings on major booking platforms now average 9 out of 10—and with the new additions for 2025, we expect to maintain or even exceed that benchmark.

## 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?

Recent years have redefined tourism, with a shift toward meaningful, experience-driven travel. Sustainability, wellness, and authentic nature-based stays are at the forefront of guest preferences.

Our resort fully embraces this evolution by investing in green technologies, local and organic gastronomy, and expanding eco-friendly accommodation options such as glamping and premium mobile homes. Adria Home's offerings help us meet these expectations—delivering comfort while respecting the natural environment.

We've also observed a rising demand for premium services in all types of accommodation—not just hotels. Guests now seek experiences that differ from everyday life: space, peace, time with loved ones, and meaningful connections.

Mobile homes meet this need perfectly—offering privacy, style, and freedom within a broader hospitality experience. With strong partners like Adria Home, we are ready to continue evolving and leading in this dynamic landscape.









21x 754 F21  
5x - MLine 854 B21



**ADRIA ANKARAN HOTEL & RESORT**  
Jadranska cesta 25  
6280 Ankaran, Slovenia  
Tel. +386 5 6637 444  
booking@adria-ankaran.si  
www.adria-ankaran.si





# project CAMPING MENINA RECICA OB SAVINJI, SLOVENIA



## Alpine tranquillity

Nestled along the serene Savinja River, Camping Menina offers a peaceful retreat surrounded by nature, perfect for unforgettable family vacations and outdoor adventures. If you would like to escape the urban hustle and bustle, the Upper Savinja Valley is an ideal destination for your getaway. You can explore authentic green nature under the mighty amphitheatre of two-thousand-metre-high peaks of the Kamnik and Savinja Alps in numerous ways, or you can simply find your own oasis of peace and focus on yourself.



## Unwind in the heart of the Alps

Camping Menina is a family-run campsite that opened its doors in July 2000, playing a key role in reviving tourism in the Upper Savinja Valley. Offering a perfect blend of outdoor adventures and relaxation, it is nestled by the Savinja River and provides modern facilities, wellness amenities, and a wide range of activities such as winter sports, kids' programs, and summer camps. The camp is a prime destination for families, groups, and those seeking team-building experiences. With fun park attractions and endless natural beauty, Camping Menina is an ideal destination for travellers of all kinds, as well as corporate gatherings.





# interview

Urša Fürst, Camp Manager

## What makes your resort stand out as a must-visit destination, and what unique experiences it offers to your guests?

Imagine waking up to the sound of birdsong, nestled along the breathtaking beauty of the Upper Savinja Valley. That is Camping Menina. For us, it is more than just a campsite – it is a place where nature, adventure, and genuine connection intertwine.

Our wish is to create a space where families can truly reconnect, and friends can meet and make memories that stick. Whether it is in a cozy wooden bungalow, one of our eco houses, glamping lodges with private saunas and jacuzzies, or spacious Adria mobile homes with wooden terraces – we have tried to offer something for everyone.

Days at Camping Menina unfold at your own pace. Our guests can seek adventure at Funpark Menina, where adrenaline-pumping water sports (rafting, kayaking, aqua-track, canyoning...), an adrenaline park, mini golf, archery, and many other activities await. Guests can explore our network of hiking trails that wind through lush forests and the Kamnik-Savinja Alps, discover the thrill of paragliding, MTB, or simply relax by the Savinja River, enjoying a sunset on the lake.

But the true heart of Camping Menina lies in the connections forged here. Our friendly team is dedicated to making your stay truly special, helping you uncover hidden gems, and introducing you to fellow guests, who often become holiday friends for life.

## 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 spanned over many years, and it is a partnership that we deeply value. When devastating floods struck and we faced the immense task of rebuilding our campsite and Adria Home was our first choice. Their reputation for quality and personal service made them the ideal partner to help us through this challenging time.

We have always appreciated Adria Home's commitment to quality, but what truly sets them apart is their personal touch. Their team is incredibly responsive and available to answer any questions,

address concerns, or adjust our orders. Their quick response times and willingness to explain things thoroughly were extremely valuable. We especially appreciated their on-site visits and the opportunity to see their factory, witnessing firsthand the process of crafting our new mobile homes. Even after delivery, their support continues; they regularly check in, inquire about guest satisfaction, and actively propose ways to help us improve our offerings. This level of dedication has significantly contributed to the success of our post-flood renovation project.

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

Our decision to once again partner with Adria Home was based on several key factors. First and the most important, our previous collaborations have been consistently positive, resulting in high-quality products and a smooth working relationship. Secondly, is their good price-performance ratio, which provides high-quality mobile homes at a competitive price point. Finally, their reliability in meeting deadlines was crucial, especially given the urgency of our post-flood reconstruction. Their commitment to timely deliveries allowed us to stay on schedule and minimize disruption to our operations.

## 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 guest response has been overwhelmingly positive. Guests consistently praise the spaciousness of the mobile homes and their modern, appealing design. They particularly appreciate how well the aesthetic of the mobile homes blends with the natural beauty of our campsite. Overall, the new mobile homes have significantly enhanced the guest experience, contributing to higher satisfaction ratings and positive reviews. We hope that this positive trend will continue.

## 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 tourism industry, particularly in Slovenia, has undergone significant transformation in recent years. We have seen a strong shift toward sustainable and experiential travel. Guests are increasingly seeking authentic experiences, prioritizing eco-friendly options, and demanding personalized services. Technology plays a larger role, with online bookings and digital communication becoming more and more important.

Looking ahead, we anticipate several key trends:

- Increased demand for sustainable tourism: This will require us to invest further in eco-friendly practices, reducing our environmental impact and promoting responsible travel.
- Growth of glamping and unique accommodations: The demand for comfortable and unique accommodation options continues to rise. Our diverse range of accommodations, including glamping lodges and eco-houses, positions us well to capitalize on this trend.
- Experiential travel: Guests want more than just a place to sleep; they crave immersive experiences. Our focus on activities such as water sports, adventure parks, and the inclusion of local excursions in our offer, with energy areas/points added this year, supports this trend.
- Technological advancements: We will continue to invest in technology to enhance the guest experience through online booking, digital communication, and possibly personalized recommendations based on guest preferences.
- Emphasis on local experiences: Promoting local culture and cuisine and collaborating with local businesses will be crucial to attract and retain guests.

Camping Menina is well-positioned to adapt to these changes. Our commitment to sustainable practices, diverse accommodation options, and focus on creating memorable experiences makes us attractive to the modern traveller. Our ongoing investment in technology and dedication to building relationships with the local community further strengthens our position in the evolving Slovenian tourism landscape. We will continue to monitor trends and adapt our offerings to ensure we remain a leading destination for discerning travellers.





## Mobile homes

We are excited to contribute to projects in Slovenia, especially this one, as the location of Camp Menina is truly exceptional. For this project, we have built 16 units of the 804 F31T model from the SLine series. These units are distinguished by three bedrooms and a separate toilet, with the central living area connecting to the kitchen and dining room. Large panoramic windows provide plenty of natural light. We would also like to highlight the wooden cladding on the exterior, which adds an Alpine character, and the efficient heating solution that has extended the rental season and improved profitability.

16x SLine 804 F31T







**CAMPING MENINA**  
Varpolje 105  
3332 Rečica ob Savinji, Slovenia  
+386 51 219 393  
info@campingmenina.com  
www.campingmenina.com





# VACANZE DI CHARME





# Crafting the future of Italian escapes: A Slovenian touch to Vacanze di Charme's vision

Vacanze di Charme  
dove l'Italia è più dolce

CAMPING VILLAGE & GLAMPING  
**LE CAPANNE**  
HOLIDAY PARK  
**SPIAGGIA E MARE**

For over 50 years, Vacanze di Charme has been a beacon of exceptional hospitality, known for its ability to seamlessly blend luxury and nature in some of Italy's most stunning locations. From its roots in Tuscany to the enchanting landscapes of Elba, the sparkling waters of Lake Garda, and the Adriatic coast, the group has continually set the standard for one-of-a-kind vacations. Their diverse portfolio of Camping Villages, Glamping Resorts, Hotels, and Holiday Resorts offers travellers more than just a place to stay – it offers a true experience of Italy's natural beauty and rich culture.

The journey began in 1968, when visionary founder Attorney Pietro Alberto Ederle sought to create something truly special: a collection of destinations where guests could forge a deeper connection with the places they visit. Guided by this same vision, the Ederle family has grown the group into a legacy of extraordinary experiences, carefully curating destinations that offer travellers a rare combination of comfort, authenticity, and immersion in nature.

At the heart of Vacanze di Charme's ethos lies a profound respect for the environment. Every property is thoughtfully designed to coexist harmoniously with its surroundings, offering guests a unique opportunity to engage with nature without compromising on comfort or luxury. At Adria Home, we are incredibly proud to collaborate with Vacanze di Charme, providing our premium mobile homes to enhance the group's distinguished camping villages. Over the past two years, we have had the privilege of delivering our premium mobile homes, glamping tents and services to three of their exceptional campsites: Spiaggia e Mare Holiday Park, Villaggio Le Capanne and Camping Ekar Asiago. This collaboration has allowed us to contribute our knowledge and experience to further elevate the guest experience at these unique locations. By designing accommodations that blend seamlessly with the natural surroundings, we can offer a comfortable, sustainable alternative to traditional lodging, and help Vacanze di Charme deliver a truly unique experience – where every detail is thoughtfully designed to ensure guests feel at home, immersed in the beauty of their environment.



# project 01

## CAMPING VILLAGE & GLAMPING

### LE CAPANNE, BIBBONA, ITALY



## A perfect family getaway, the Tuscan Way

Sprawled across the sun-drenched landscapes of Marina di Bibbona, Le Capanne resort redefines outdoor living with a perfect mix of adventure and laid-back luxury. Here, families and travellers can plunge into an expansive water park, test their swing at adventure golf, or sip world-class wines beneath ancient olive trees. The resort offers a diverse range of accommodations to suit every preference. From luxury glamping tents to modern and spacious mobile homes, thoughtfully designed with children's themes and pet-friendly options. Traditional camping enthusiasts are also well-catered for, with well-equipped pitches available for tents, RVs, and caravans, ensuring a classic outdoor experience amidst the picturesque surroundings. Whether seeking adrenaline-fueled fun or a tranquil retreat, Le Capanne offers a refined yet relaxed retreat where nature, culture, and leisure intertwine in perfect harmony.



## A lush gateway to the Etruscan coast

Tucked within the lush folds of Tuscany's rolling hills, Camping Le Capanne is a rare sanctuary where nature's wild beauty meets the region's timeless elegance. A stone's throw from the iconic vineyards of Bolgheri and the pristine shores of the Etruscan Coast, this hidden gem invites you to immerse yourself in Tuscany's authentic spirit. From ancient coastal views to medieval treasures like Volterra, every moment here offers a seamless blend of nature's purity and cultural riches converge, plus Italy's finest indulgences – a perfect escape for those seeking something beyond the ordinary.





32x – MLINE 904 B32  
10x – MLINE 854 B21HC  
8x – MLINE 905 C32



The project was completed over two phases across two seasons, delivering a total of 50 units. Based on two variations of the MLINE 904 B32 model, each features a central kitchen (island or traditional), three bedrooms, and two bathrooms. A standout layout includes a cozy corner bedroom with converging sliding doors, creating a spacious, connected living area – ideal for families or groups.

Interiors were designed for both function and visual appeal, with curated wall art in living rooms and children rooms. For the 10 units tailored to guests with disabilities, we prioritized comfort through vibrant colors, generous open space, and a fully barrier-free design.









CAMPING VILLAGE & GLAMPING  
**LE CAPANNE**



CAMPING VILLAGE & GLAMPING LE CAPANNE  
Via Aurelia, Km 273,  
57020 Bibbona (Li) Italy  
Tel. +39 0586 600064  
info@campinglecapanne.it  
www.campinglecapanne.it



# project 02

## SPIAGGIA E MARE HOLIDAY PARK, PORTO GARIBALDI, ITALY



### The coordinates of a perfect coastal holiday

Embrace the serene beauty of Lidi di Comacchio, where the untouched coastline meets the tranquil embrace of nature. This hidden gem on Italy's Adriatic coast is a haven for those seeking both relaxation and adventure. With its pristine beaches, crystal-clear waters, and lush landscapes, Lidi di Comacchio offers an authentic escape from the everyday. Wander the tranquil sands, explore the winding trails through the verdant wetland of the Lagoon, or sail and windsurf across the gentle waves. Whether you are soaking up the natural beauty of the coastline or discovering its diverse ecosystems, the location offers a peaceful yet invigorating retreat that is perfect for nature lovers, outdoor enthusiasts, and those simply looking to unwind.

### Basking in the vibrant Adriatic coastline

Nestled in a coastal paradise, Spiaggia e Mare Holiday Resort offers a seamless blend of nature, comfort, and Italian charm. With accommodations ranging from luxury two-story glamping tents to stylish mobile homes in various sizes, there's something for every traveler. Couples can enjoy intimate, well-appointed spaces, while families will find spacious layouts designed for convenience and ease. Barrier-free chalets cater to guests with special needs, and pet-friendly options ensure no family member is left behind. Set among lush greenery and quiet pedestrian avenues, the resort is just a short stroll from the lively market and peaceful coastline. Some units offer private verandas with Jacuzzis – perfect for relaxing after a day in the sun. Whether lounging poolside, exploring nature, or indulging in the resort's many amenities, every stay is a perfect balance of relaxation, adventure, and barefoot luxury - an invitation to experience the magic of a truly authentic Italian retreat.







8x - MLINE 854 F22  
 4x - MLINE 504 H11  
 10x - MLINE 804 F21  
 8x - MLINE 854 B21HC  
 8x - SAFARI L FAMILY +  
 4 SAFARI L LOFT FAMILY +



The project introduced a refined mix of Adria accommodations – from sleek MLine units to luxurious Safari glamping tents – designed for today's style-forward guests. The MLine 854 F22 features light-filled interiors with natural materials, clean lines, and a private veranda for al fresco living. The MLine 504 H11, ideal for couples, offers a romantic escape with soft tones and expansive verandas. For inclusive stays, the MLine 854 B21 brings together modern design and a fully barrier-free layout. Coastal-inspired interiors – turquoise sofas, marine-themed kids' rooms – add style and personality, all wrapped in durable PVC Whiteline or stucco exteriors. Completing the collection, 12 Safari tents, including Family Loft models with upper floors and balconies, deliver a stay that's both bold in spirit and rich in comfort.







HOLIDAY PARK  
**SPIAGGIA E MARE**



**SPIAGGIA E MARE HOLIDAY PARK**  
Viale dei Mille, 62,  
44029 Porto Garibaldi (FE), Italy  
info@campingspiaggiamare.com  
www.campingspiaggiamare.com

**ADRIA**





# project CAMPING VILLAGE CALYPSO CUPRA MARITTIMA, ITALY

## Sunbeams and Adriatic Riviera's bliss

Tucked along the sparkling Adriatic coast, Cupra Marittima is a hidden gem that effortlessly blends the tranquillity of golden beaches with the allure of ancient history. Nestled on the Riviera delle Palme, this charming seaside town is home to Camping Village Calypso – an intimate retreat that feels like an insider's secret, waiting to be discovered. Beyond the beach, Cupra Marittima unveils even more of its magic. A Blue Flag beach town since 1997, it is a perfect destination for those seeking both sun-soaked relaxation and cultural discovery. Wander through its medieval alleys, marvel at ancient ruins in the Archaeological Park, or explore the world-renowned seashell collection at the Malacological Museum.

## Marche's premium seaside hideout

Camping Village Calypso offers a unique blend of Italian hospitality, natural beauty, and unforgettable experiences. It's not just a place to stay; it is an invitation to immerse yourself in the charm of the Adriatic and create memories that feel like a postcard come to life. Adventure-seekers will find themselves at the doorstep of endless exploration. Cycling paths meander through the lush countryside, leading to rugged hills dotted with medieval villages, while nearby trails invite you to uncover the region's wild beauty. Families will also find plenty to keep the kids entertained with vibrant activities and a lively atmosphere that feels both energizing and easy-going.





# interview

Milva Ricci, *Director*

**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?**

The Camping Villaggio Calypso is a family-friendly holiday village located on the stunning Riviera delle Palme, in the Marche region of Italy. We offer an immersive vacation experience surrounded by nature, right by the sea, with a private beach, engaging entertainment, and a warm, welcoming atmosphere. Our mission is to provide comfort, fun, and relaxation for the whole family, with services designed to meet every need – from children's activities to evening shows, all the way to our traditional Marche cuisine, prepared with fresh, locally sourced ingredients.

**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 a strategic choice to raise the standard of our hospitality offering. The exceptional build quality, innovative design, and attention to detail in their mobile homes perfectly aligned with our needs, ensuring an exclusive and comfortable stay for our guests. The seamless integration with the surrounding environment and the ability to customize spaces have allowed us to create accommodations that truly reflect our unique style of hospitality.

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

We chose Adria Home for three key reasons:

- **Quality and design:** Their mobile homes feature a modern, functional, and elegant style – ideal for those seeking the comfort of a home without sacrificing the freedom of camping.
- **Sustainability and innovation:** High-quality materials and smart design solutions enhance energy efficiency and ensure the well-being of our guests.
- **Experience and reliability:** Adria Home is a trusted partner with extensive industry experience, capable of understanding and meeting the specific needs of resorts like ours.

**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 introduction of our new mobile homes has been met with great enthusiasm from our guests. Families particularly appreciate:

- **Spacious and functional interiors**, ideal for a comfortable stay.
- **Elegant design**, which enhances the overall holiday experience.
- **The veranda and outdoor spaces**, allowing guests to fully enjoy nature and the seaside climate.

The positive feedback is reflected in reviews and the growing number of booking requests for these accommodations, confirming that our investment has been a resounding success.

**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 growing demand for safety, flexibility, and a deeper connection with nature. More and more travellers are seeking authentic experiences, comfortable accommodations, and personalized services, with a strong focus on sustainability and well-being.

To meet these evolving needs, Camping Villaggio Calypso is investing in:

- **Environmental sustainability**, through the use of eco-friendly materials and energy efficiency optimization.
- **Tailor-made experiences**, expanding our range of family-friendly activities and fostering a deeper connection with the local area.
- **High-level comfort**, introducing new accommodation solutions such as Adria Home mobile homes, designed to meet the expectations of an increasingly discerning clientele.

We are ready to embrace the future, continuing to innovate while staying true to the authentic hospitality that has always defined us.





# Mobile homes

In 2023, we teamed up again with Camping Village Calypso to deliver next-level beachfront living. The MLine 754 F21 sits right on the sand – 30 m² of sleek design with a hot tub patio, full kitchen, and room for five. Just steps away, the MLine 804 F21 adds extra space (32 m²), a mint-stucco vibe, and a private terrace made for sunsets. Both models are part of our bestselling MLine series, blending bold style, smart layouts, and unbeatable Adriatic views.



6x MLINE 754 F21  
4x MLINE 804 F21  
4x SLINE 310 KAPRIJE







**CAMPING VILLAGE CALYPSO**  
Via Boccabianca, 7  
63064 Cupra Marittima (Ap), Italy  
+39 0735 778686  
[info@campingcalypso.it](mailto:info@campingcalypso.it)  
[www.campingcalypso.it](http://www.campingcalypso.it)







# project AGRICAMPING SEREGNÉR ITALY





## The perfect place for lovers to linger

Nestled in the heart of Veneto, Agricamping Seregnér is a peaceful retreat surrounded by lush vineyards, olive groves, and rolling Italian countryside. Just minutes from Lake Garda, Monzambano blends timeless beauty, year-round festivals, and UNESCO-listed gems like Castellarò Lagusello – an Italian countryside dream. Located a short drive from historic towns like Verona, Brescia, and Mantua, it offers the perfect escape for those seeking nature, culture, and authentic Italian experiences. Whether you're exploring scenic cycling routes, visiting nearby wineries, or simply unwinding in the serene landscape, this location provides a perfect balance of relaxation and adventure for couples seeking to indulge in timeless moments and the quiet luxury of togetherness.

## Eco-chic camping with a farm twist

Agricamping Seregnér blends rural charm with modern comforts, creating a welcoming environment for holidaymakers looking to connect with nature. This eco-friendly campsite offers spacious pitches, charming mobile homes, and glamping options, all designed to enhance the outdoor experience. Guests can enjoy fresh farm-to-table produce, participate in local agricultural activities, and take advantage of excellent on-site amenities. With a family-friendly atmosphere, a focus on sustainability, and a deep respect for the natural surroundings, Agricamping Seregnér is an ideal destination for those who value authentic, eco-conscious travel.



**Seregnér**  
agricamping



# interview

Erica Gariselli, Owner



**What makes your resort stand out as a must-visit destination, and what unique experiences it offers to your guests?**

Agricamping Seregnér Adults Only is a tranquil retreat in the rolling morainic hills of Monzambano, just a few kilometers from Lake Garda. Established in 2019 by passionate campers, we designed a space inspired by our own travels – offering peace, nature, and a true slow-living experience.

Unlike traditional campsites, we focus exclusively on adults, creating a serene escape away from the crowded tourist hubs. Guests can unwind by the pool, lounge in hammocks under olive trees, and enjoy fresh produce from our own fields, including elderberries, blackberries, and strawberries.

Our agricamping blends rural charm with modern comfort, featuring Adria accommodations for a refined stay. The location is perfect for cycling along scenic routes through Mincio Park and exploring cultural gems like Verona and Mantua. Here, nature and relaxation take the centre stage.

**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 started this new venture just a few months ago, with the arrival of the Adria homes in October 2024, and officially inaugurated it with our first guests at New Year's. Although our experience is still short, we immediately appreciated both the functional and aesthetic aspects, such as the modern design and customized spaces, and we can confidently say we are more than satisfied with the choice we made and the landscape it offers.

A key factor that has allowed us to maximize the value of the Adria mobile homes was creating a private and intimate space around each accommodation. These homes are seamlessly integrated into the natural setting of Agricamping, harmonizing perfectly with the surrounding environment and providing guests with a stay that combines both comfort and nature.

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

The key elements that led us to choose Adria were the solidity of the finishes, the quality of the interiors, and the style of the furnishings. The modern and elegant aesthetics, both of the interiors and the exterior cladding, were aspects that fully convinced us, thanks to their ability to combine design and functionality. For us, it was love at first sight for the faux wood exterior cladding: a mix of practicality, naturalness, and modernity.

Customization options also played a decisive role: the ability to choose different technical and aesthetic elements allowed us to diversify our offering and create a product that was unique and tailored to our needs.

It was also crucial to be able to visit the company and see the technical construction aspects firsthand: this allowed us to evaluate the attention to detail in the construction of the homes, confirming the quality and reliability we were seeking. Finally, customer service proved to be a strong point, providing professional and available support that facilitated every phase of our experience with Adria.

**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 shown great satisfaction, appreciating the expanded offering that enriched the stay options and enhanced the overall experience. From the start, we noticed growing interest and curiosity regarding the new accommodations, both from regular clients and new visitors.

Our long-standing clients, who were accustomed to staying at our Agricamping with campers and caravans, welcomed the new additions with enthusiasm. Their support has been instrumental in reaching new guests, as word of mouth played a crucial role in strengthening the visibility and reputation of Seregnér.

Even in our brief experience with Adria Homes, the feedback from guests who stayed in the accommodations has been extremely positive. Guests were thrilled with the elegant and modern environment, which blends perfectly with the natural surroundings of the campsite. Many of them have already expressed a desire to return, confirming that the collaboration between Adria and Agricamping Seregnér has proven to be a winning choice.

**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 noticed how the post-pandemic context has given a significant boost to outdoor vacations and stays in contact with nature. Our guests are seeking an escape from the urban routine, and we believe this need will continue to grow over time. Direct connection with local production and rural environments is becoming the cornerstone of meeting the contemporary and future needs of customers, who are increasingly attentive to environmental sustainability.

In this context, we are investing in renewable energy systems – such as the installation of a new photovoltaic panel system in 2024 – and in new organic farming projects. As an agricamping, Seregnér has also introduced a new strawberry plantation in March 2025, with local products now available at zero kilometre.

Our future projects focus on one hand, on increasing experiential activities related to the territory and the local products and crops, such as guided excursions to discover the natural and culinary aspects of the area. On the other hand, we are working on creating an indoor environment that promotes wellness and relaxation.



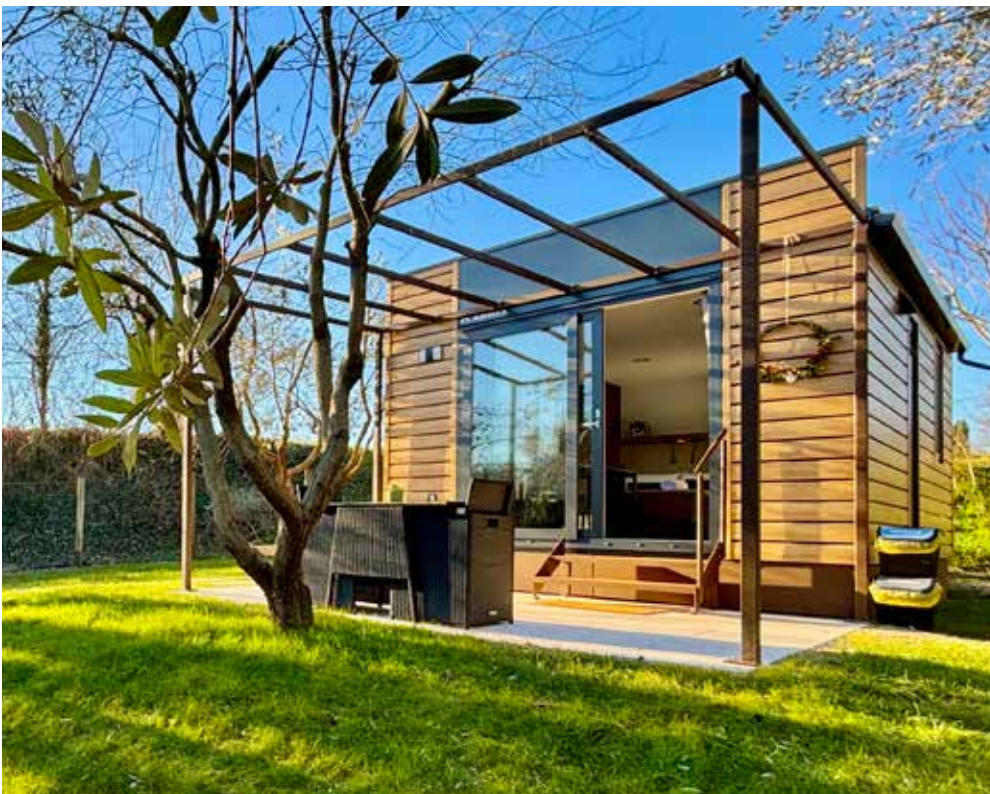


## Mobile homes

This project features four boutique hideaways from our iconic MLine 504 H11 series – crafted for couples craving a stylish escape with a touch of luxury. Wrapped in Adria's signature black PVC with sleek anthracite windows and doors, these lodges blend effortlessly into the lush surroundings with a bold, modern edge.

Inside, an open-plan layout connects the kitchen, living, and sleeping areas in one seamless flow – minimalist, smart, and intimate. Two units showcase Milano decor, with soft greys for that urban-chic calm, while the other two channel Rimini vibes in cool Adriatic blues.

Flooded with natural light and framed by olive groves, each unit offers a front-row seat to nature – with either a private Jacuzzi or garden retreat waiting just outside.



4x - MLINE 504 H11



**Seregnér**  
agricamping

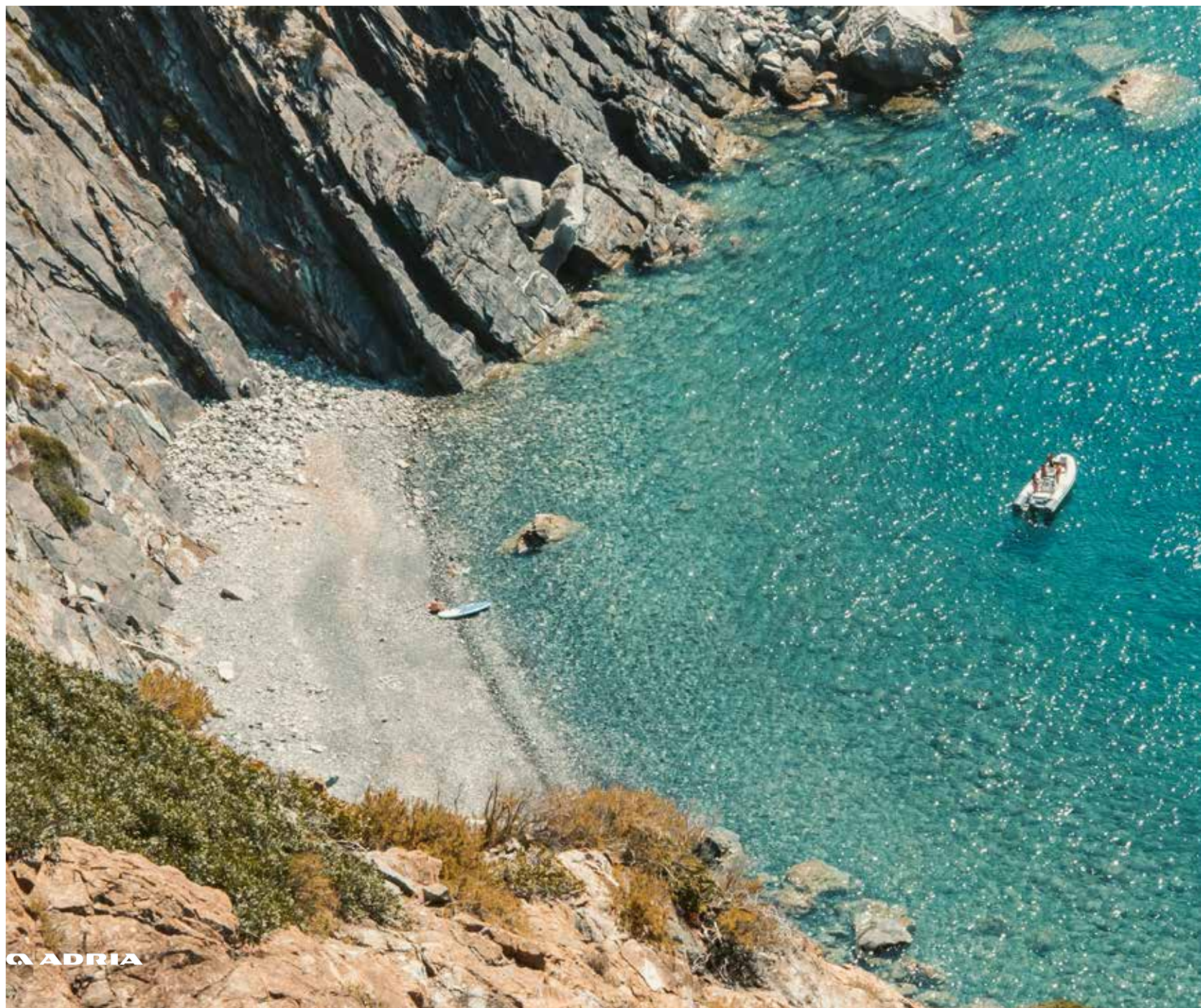


**AGRICAMPING SEREGNÉR**  
Strada Festoni, 9  
46040 Monzambano MN, Italy  
+39 331 844 1655  
agricampingseregner@gmail.com  
www.agricampingseregner.it

**ADRIA**



# project CAMPING LAONA PINETA ITALY







## The island of quiet wonders

Elba Island, the largest in the Tuscan Archipelago and third largest in Italy, offers a stunning variety of landscapes, panoramas, and atmospheres. Known for its crystal-clear sea and pristine beaches, Elba rivals the most exotic Caribbean destinations. With its charming villages, rich history, and vibrant Mediterranean culture, Elba invites exploration at every turn. Whether hiking through scenic trails, diving into turquoise waters, or savouring local Vermentino, this island is a getaway that transforms simple moments into unforgettable memories.

## A pine-scented escape in the heart of Elba

Camping Lacona Pineta is set in the heart of the Tuscan Archipelago National Park, surrounded by lush Mediterranean pinewoods that stretch across 40,000 square meters. Just 50 meters from the crystalline waters of Lacona Gulf, this idyllic campsite lies at the base of the Capo Stella Promontory, with terraced levels shaded by towering maritime pines. Each pitch, whether for a tent, camper, or caravan, is carefully positioned on soft, earthen ground, ensuring a cool and authentic connection to the land.

But Camping Lacona Pineta is not just about simple camping – it is an elevated outdoor experience. Beyond its breathtaking setting, the resort features boutique-style glamping tents, a panoramic pool, a charming restaurant serving fresh island flavours, and ample space to relax and unwind. Wake up to the scent of salt and pine, take a barefoot stroll to the beach, and let the serene rhythm of island life take over.



**CAMPING  
LACONA  
PINETA**

**CAMPING LACONA PINETA**  
Il campeggio per le tue vacanze all'Isola d'Elba

**ADRIA**





## Glamping tents

This project brings next-level glamping to life with one Boutique XL – our most luxurious tent – and three iconic Safari L Loft two-story units. Nestled in a tranquil pine forest and surrounded by Mediterranean greenery, each tent merges modern design with natural harmony.

Expansive sliding glass doors blur the line between indoors and out, flooding the space with light and offering stunning views. Designed for up to six guests, each tent features three separate bedrooms, a sleek kitchen, and stylish bathrooms – delivering comfort, elegance, and adventure in one unforgettable stay and living experience like no other.







1x Boutique XL  
3x Safari L Loft



**CAMPING LAONA PINETA**  
Il campeggio per le tue vacanze all'isola d'Elba



**CAMPING LAONA PINETA**  
Camping Laona Pineta  
Viale dei Golfi, 249, Lacona  
57031 Capoliveri LI, Italy  
+39 0565 964 322  
info@campinglaonapineta.com  
www.campinglaonapineta.com

**ADRIA**



# continental







## Mobile and modular homes for all-season living

In continental markets, where mobile and modular homes are used in tourism, the “second home” segment, or as permanent residences, key criteria include insulation, energy efficiency, and long-term durability. Adria Home develops solutions that meet the strict building and environmental standards of central and northern Europe, including high energy efficiency (e.g., low-energy standards). Our products offer flexible floorplans, sustainable materials, and innovative technological solutions that meet the demands of investors and operators of tourism and residential complexes.



# product range

ALPHA



VILLAGE TWIN  
CONCEPT



AURORA TWIN



VILLAGE  
CONCEPT



AURORA



TINY





# projects

EuroParcs Pressegger See, Austria



EuroParcs Osiacher See, Austria



Camping Ekar Asiago, Italy



Resort Walsdorf, Luxembourg



# ALPHA



ALPHA IS BUILT IN ACCORDANCE WITH STRICT EU CONSTRUCTION AND ENERGY EFFICIENCY STANDARDS.

OIB / Austria: GEG / Germany: BENG / Netherlands: EPB / Belgium:



Discover more







# ALPHA

## Modular future

ALPHA is an innovative modular home concept that sets new benchmarks in sustainable construction. Designed to meet the strictest energy and building standards of Central and Northern Europe, it combines advanced materials, energy efficiency, and top-tier comfort. This is the future of mobile living – smart, sustainable, and aligned with the modern lifestyle.



# AURORA TWIN



Discover more





# AURORA TWIN

Live well

Aurora Twin expands the series with a modular design for added space and flexibility. It retains Aurora's clean lines and durability, while offering extended layouts and a seamless open-plan interior. Ideal for families or hospitality projects needing more — without compromising on comfort or aesthetics.



reddot winner 2023



# AURORA



Discover more







# AURORA

## Live well

Aurora redefines all-season living with its minimalistic, cube-shaped design that fits effortlessly into any setting. Its energy-efficient structure and premium insulation ensure year-round comfort. With multiple layouts and Adria's open-space interior concept, Aurora offers modern, functional living with refined style.



# TINY



Discover more







## Compact living

Building on the charm of the Romantic model, TINY Family offers more space and flexibility — designed for four guests, with one bedroom on the ground floor and another in the mezzanine. A covered entrance terrace extends the living space outdoors, while the compact layout remains energy-efficient, comfortable, and ideal for nature-connected living.



## A partnership shaped by innovation and experience

At Adria Home, we believe that the best partnerships are built on a shared vision – of quality, innovation, and exceptional customer experiences. Our long-standing cooperation with EuroParcs, one of the Netherlands' leading providers of holiday accommodations, is a shining example of this philosophy in action.

Headquartered in Amersfoort, EuroParcs has redefined the concept of leisure living by offering a diverse portfolio of holiday homes, tiny houses, and glamping tents across their rapidly expanding network of premium holiday parks. Their mission started over 40 years ago – to bring people closer to nature while providing comfort, design, and sustainability – perfectly aligns with our own.

# EUROPARCS





As a leading European manufacturer of mobile and modular homes and glamping tents, Adria Home has been a key supplier and development partner to EuroParcs for several years. This partnership goes beyond product delivery – it encompasses joint development, customization, and continuous innovation to meet the evolving expectations of today's holidaymakers.

Together, EuroParcs and Adria Home are not only shaping the look and feel of modern holiday parks, but also setting new standards for quality, efficiency, and customer satisfaction in the sector.



# interview

Dagmar Gietmann, Regional Manager Austria

**How would you describe the strategic importance of your collaboration with Adria Home in terms of supporting EuroParcs' expansion in the Austrian market?**

EuroParcs has four holiday parks in Austria, all in the region of Kärnten. Development is still ongoing, especially on our newest parc Ossiacher See. We consider Adria as a reliable partner for our projects here in Austria as we are very satisfied with our collaboration.

**What specific customer expectations or market trends in Austria have influenced your selection of Adria Home as a key supplier?**

The natural look of the holiday homes fits perfectly in our environment. We want our guest to feel at home during their stay and experience the quality we stand for. The natural colours, the high quality of the used materials, and the wooden elements fit perfectly

in that picture. The holiday homes have a modern and contemporary to it but not overdone and very cosy.

**Looking ahead, what role do you see modular and mobile living solutions playing in the evolution of EuroParcs holiday concepts in Austria?**

Our concept is to convert camping into glamping, independent living in the middle of nature without missing any luxury. We call it camping 2.0. The living solutions of Adria support our concept very well.





# project 01

## EUROPARCS OSSIACHER SEE OSTRIACH, AUSTRIA



### The heart of Carinthia

Nestled in the scenic Carinthian region of Austria, EuroParcs Ossiacher See offers a tranquil lakeside retreat surrounded by the majestic Alps. The pristine lake, lush forests, and charming villages create a peaceful atmosphere perfect for nature enthusiasts. Whether you're hiking in the Alps or simply relaxing by the water, Ossiacher See invites guests to experience the beauty of the Austrian countryside. It's the ideal destination for those seeking both serenity and adventure.



### Your lakeside getaway

EuroParcs Ossiacher See is a welcoming resort designed for all types of travellers. With stunning views and modern accommodations, the resort offers a wide range of activities throughout the year. Whether you're looking to unwind with wellness treatments, indulge in water sports, or explore the nearby mountains, EuroParcs Ossiacher See is the perfect place to relax and enjoy adventure. It's a versatile destination where families, couples, and groups can create unforgettable memories.





Nestled on the shores of the picturesque Ossiacher See, this premium resort development was realized in two distinct phases and now comprises 64 accommodation units.

At the heart of the project are our Aurora Twin homes, offering a perfect balance of comfort, design, and versatility. The majority of units feature the proven models 907 F31T and 806 B21T, both known for their minimalistic aesthetic, smart layouts, and suitability for families or groups.

The project's signature touch is the Aurora 905 H11 – a standout residential unit for two. This model redefines compact luxury, with a fluid, open-concept living space connecting the kitchen, dining, and lounge area. The bedroom takes center stage with its bold, designer approach – featuring a striking bathtub positioned right next to the bed, offering guests an unforgettable experience of intimacy and indulgence.





Phase 1:

4x AURORA TWIN 907 F31T

19x AURORA TWIN 806 B21T

6x AURORA 905 H11

Phase 2:

16x AURORA TWIN 907 F31T

19x AURORA TWIN 806 B21T







 EuroParcs



**EUROPARCS OSSIACHER SEE**  
Ostriach 67  
9570 Ostriach, Austria  
+43 4243 32601  
ossiachersee@europarcs.com  
www.europarcs.com

 ADRIA



# project 02

# EUROPARCS PRESSEGGER SEE PRESSEGGEN, AUSTRIA



## World of lakes

EuroParcs Presseggger 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.



## The charm of Carinthia

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. Btw: The drinking-water-quality lake is especially popular with families.





The extensive project in an idyllic green environment consisted of 84 all-season accommodation units in five different categories.

#### **Village Twin 1006 & 1205 C21T - Mountain Chalets**

Set in an idyllic green landscape, these two models offer an all-season alpine experience. Their wooden cladding evokes traditional charm with a modern edge. Spacious, themed interiors emphasize comfort and togetherness. Model 1205 C21T maintains the same aesthetics in a longer, 12-meter layout.

#### **Aurora 907 F31T – Spacious Family Retreat**

This three-bedroom model includes a bathroom and separate toilet. Its large central living area and generously sized kitchen make it ideal for 6+2 guests. The minimalist exterior combines wood with anthracite compact panels for a sleek, modern look.

#### **Aurora 806 B21T – Compact & Comfortable**

A modular layout with two spacious bedrooms, perfect for 4+2 guests. While the floor plan differs from model 907, the exterior and interior design remain consistent – minimalist and stylish.

#### **Aurora 555 H11 – Luxury for Two**

A 5-meter hotel-style unit designed for complete comfort. It features a premium-equipped bedroom, a compact kitchenette with dining area, and a spacious bathroom – all tailored for an upscale couple's retreat.





26x VILLAGE TWIN 1006 C31T

14x VILLAGE 1205 C21T

22x AURORA TWIN 907 F31T

10x AURORA TWIN 806 B21T

12x AURORA 555 H11







 **EuroParcs**



**EUROPARCS PRESSEGGER SEE**  
Presseggen 29  
9620 Presseggen, Austria  
+43 4282 2760  
[presseggersee@europarcs.com](mailto:presseggersee@europarcs.com)  
[www.europarcs.com](http://www.europarcs.com)

 **ADRIA**



# VACANZE DI CHARME





## A pure mountain retreat

Camping Village Ekar Asiago is the kind of destination that calls out to those who seek something more than a typical getaway. Here, the rugged beauty of the pre-Alps meets a dash of effortless elegance. Solo travellers can lose themselves in the peaceful solitude of the landscape, couples can unwind in the serenity of the landscape, families can bond over shared hikes and moments of quiet connection, and groups of friends can indulge in outdoor activities that invigorate the soul. In this tranquil haven, there are no distractions – only the hum of nature, the thrill of exploration, and the joy of rediscovering life's simple pleasures. Whether you're looking for an active adventure or a soul-soothing retreat, the mountains welcome you to experience their unspoiled magic at your own pace.

### CAMPING VILLAGE EKAR ASIAGO





# project 03

## CAMPING EKAR ASIAGO

### ITALY



## Rekindle in Asiago highlands

Set amidst the rolling meadows and alpine grandeur of the Asiago Plateau, Camping Village Ekar Asiago is a gateway to nature's untouched beauty. Here, the rhythm of life slows to the whispers of towering forests and crisp mountain air, where every trail leads to breathtaking vistas and every season paints a different masterpiece. From the legendary 4,444-step Calà del Sasso trail to the charming piazzas of Asiago's historic centre, the region blends rugged adventure with refined indulgence – inviting travellers to explore, unwind, and reconnect with the essence of the Italian pre-Alps.





4x - AURORA 905 C21



With the Aurora project, engineered for year-round comfort, we've introduced four meticulously crafted, all-season mobile homes that seamlessly merge architecture, functionality, and refined aesthetics. Each 9x5-meter home features two elegant bedrooms, a fully equipped bathroom, and an open-plan living area bathed in mountain light through floor-to-ceiling L-shaped windows. The homes' robust structure, advanced thermal insulation, and durable larchwood cladding blend seamlessly with the alpine landscape, while anthracite PVC windows and doors add a modern contrast.

Inside, the color palette exudes layered elegance, and the open-plan kitchen with modern cabinetry and sleek tubular hood flows naturally into the living area. Carefully chosen furnishings create a chic, welcoming atmosphere. These alpine chalets reimagine high-altitude living, where nature, contemporary elegance, and visionary design converge for an unmatched experience.







CAMPING VILLAGE  
**EKAR ASIAGO**



**CAMPING EKAR ASIAGO**  
Via Camping, 9 36012 Asiago (Vi)  
Italy  
Tel. +39 0424 455157  
[info@campingasiagoekar.com](mailto:info@campingasiagoekar.com)  
[www.campingasiagoekar.com](http://www.campingasiagoekar.com)

**ADRIA**





# project RESORT WALSDORF LUXEMBOURG





## Where nature feels effortless

Tucked away in the lush heart of the Luxembourg Ardennes, Walsdorf is a peaceful village surrounded by dense forests, scenic hiking trails, and postcard-worthy valleys. Just a short drive from Vianden Castle, Clervaux, and the charming town of Diekirch, the area blends natural beauty with rich cultural heritage. It's the perfect starting point for outdoor adventures or slow days in nature's embrace. Whether you're seeking quiet moments or active days, Walsdorf offers the kind of escape that stays with you.

## Resort Walsdorf: laid-back stays, luxe nature



At Resort Walsdorf, comfort meets simplicity in the best possible way. Whether you're staying in a modern lodge or unwinding on a spacious pitch, everything is designed for easygoing escapes. The resort features a spray park, playgrounds, and a relaxed on-site restaurant – plus endless access to the wild outdoors. For those who love to hike, bike, or simply breathe deep, this is your place. It's where families reconnect, couples unwind, and every guest finds their rhythm.





# interview

Bas Koegler, Owner

## What makes your resort stand out as a must-visit destination, and what unique experiences it offers to your guests?

My resort is located in Luxembourg and is called Resort Walsdorf. What makes it so special is its unique location in a forested, hilly area where peace and nature prevail. Just 4 to 5 kilometers away lies the charming town of Vianden, one of Luxembourg's most popular tourist attractions, known for its impressive castle and picturesque surroundings.

We're also close to the Müllerthal region, also known as Little Switzerland – a true paradise for hikers. It features dramatic rock formations, waterfalls, and breathtaking trails that attract visitors from all over Europe.

Our resort stands out thanks to a beautiful stream that runs through the property – you can always hear the soothing sound of flowing water. The vacation homes are placed at varying elevations, giving the site a playful, natural character. Some units are located right by the water, while others are positioned higher up in a kind of terrace-like formation. It's the ideal place for guests to relax, hike, bike, and enjoy the serenity of nature.

## 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?

My collaboration with Adria Home has been an exceptionally positive experience. Everything went smoothly and professionally – it's clear that Adria is a company that knows exactly what it's doing. This certainly won't be the last project I undertake with them.

The homes arrived on time, well-organized, and ready for installation. Now that they're in place, they look absolutely fantastic. The build quality is excellent, the finishing is meticulous, and Adria's service has undoubtedly contributed to the success of the project. Their professionalism, involvement, and expertise truly made a difference.

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

I visited the Adria factory several times and had some very productive and inspiring meetings with their team. From the very first moment, there was a great connection. They were proactive in thinking along with me about what would best suit the project, and it quickly became clear that Adria was the right partner. I was immediately drawn to the quality, design, and flexibility of their products.

## 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 guest response to the new Adria units has been overwhelmingly positive. From the moment they arrive, visitors are impressed, and many comment at checkout on how beautiful and comfortable the accommodations are. The Adria homes significantly enhance the guest experience and contribute to the premium feel of staying at our resort.



## 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, tourism has expanded across Europe, with more travelers seeking unique, small-scale, and nature-focused holiday experiences. I deliberately chose Luxembourg as the location for my project, and I'm very happy with that decision. Luxembourg is a beautiful country with rich natural landscapes and growing appeal among vacationers.

At Resort Walsdorf, we're perfectly positioned to meet this demand: tranquility, nature, comfort, and quality. I'm truly honored that our project will be featured in this magazine – not just because it's my own, but because I genuinely believe it represents a unique destination in a truly special country.





## Mobile & modular homes

Resort Walsdorf marks our first project in Luxembourg, featuring 25 year-round mobile and modular homes designed for diverse guest needs. The collection includes models from the Aurora series for 2, 4, or 6 people, as well as the cozy Tiny House, perfect for couples seeking a minimalist escape.

The Aurora 555 H11 is a compact, hotel-style unit for two, with a smart open-plan layout that includes a kitchen niche, dining area, and a comfortably distanced sleeping zone, plus a full en-suite bathroom.

The Aurora 905 C21 features two bedrooms, a bathroom, and a bright living area that flows into the dining and kitchen space – offering a practical and welcoming setup.

Among the modular homes, the Aurora 806 B21T and 806 F31 differ in bedroom count and kitchen layout but share a focus on spacious central living areas and abundant natural light. The B21T includes a unique private covered terrace off the bedroom, adding an exclusive touch. Both models comfortably host 4 to 6 guests, making them ideal for families or couples wanting more space.

This project highlights our ability to deliver versatile, all-season living solutions, combining comfort, smart design, and adaptability to local market needs.

With the successful completion of this phase, the project reaffirms its core mission: to create an authentic, upscale experience that combines natural surroundings with architectural excellence. The Village series does not merely respond to market demands – it anticipates them, delivering a new standard of design and lifestyle within the world of mobile and modular hospitality.







3x Aurora 555 H11  
9x Aurora 905 C21  
9x Aurora Twin 806 B21T  
3x Aurora Twin 806 F31  
1x Tiny







  
**RESORT  
WALSDORF**  
Beleef 't samen



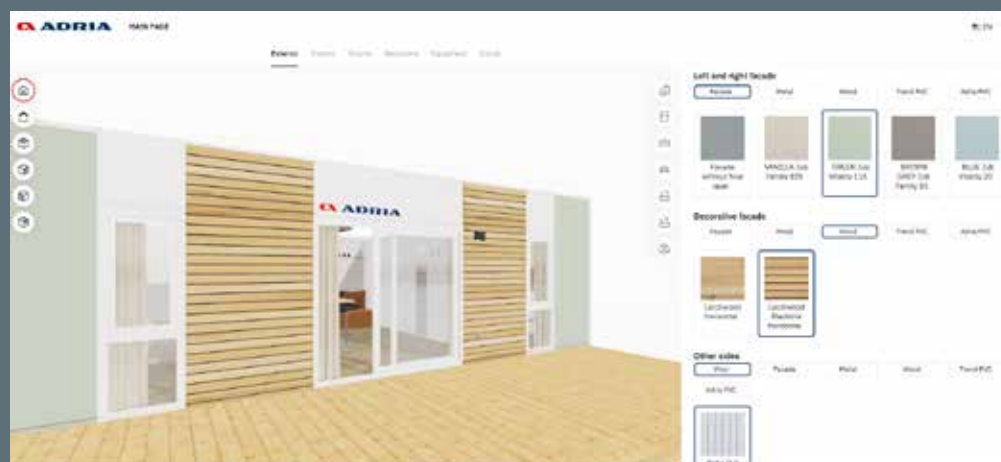
**RESORT WALSDORF**  
Tandelerbach 1  
9465 Tandel, Luxembourg  
+352 834464  
info@resortwalsdorf.com  
www.resortwalsdorf.com

 **ADRIA**



# news

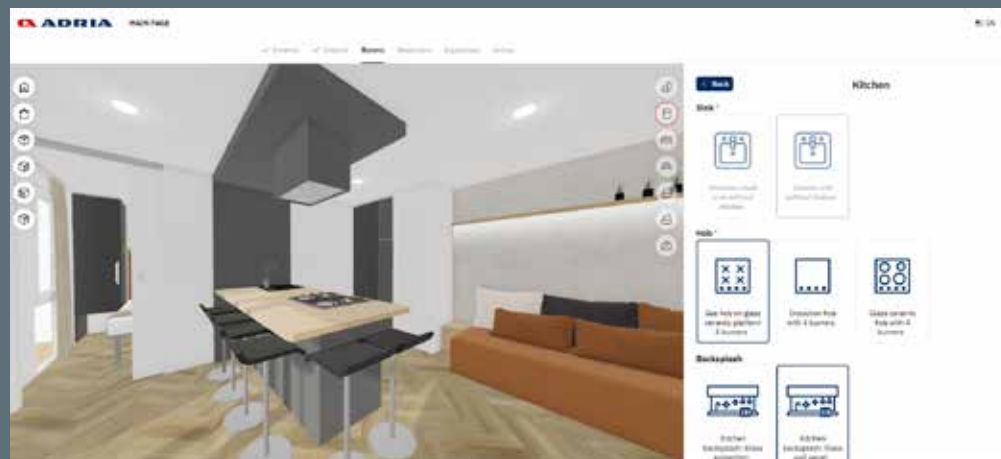
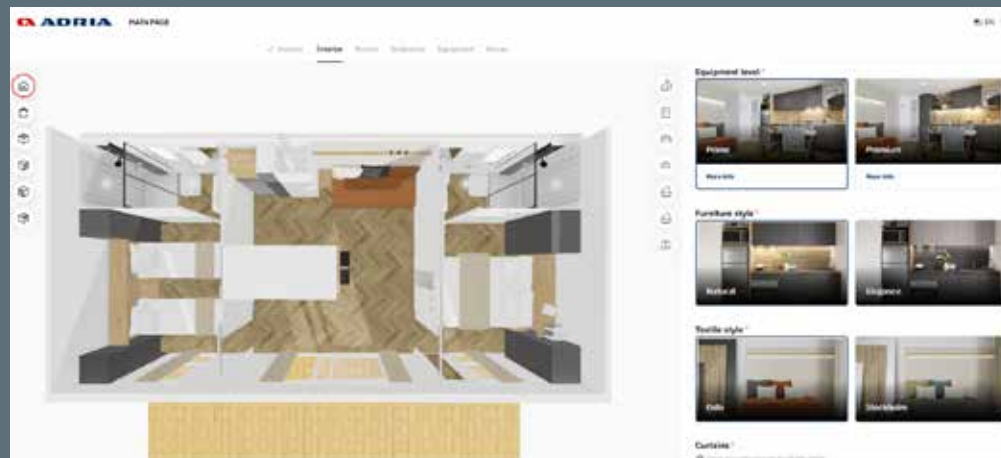
## Adria Home Configurator – A smarter way to present products



At Adria Home, we offer a wide range of mobile and modular homes tailored to different markets and customer needs. To support our B2B partners and sales teams in presenting and understanding our product offering, we have developed the Adria Home Configurator – an interactive digital tool designed to simplify the product selection process.

With the configurator, users can easily explore and visualize different exterior finishes, interior designs, and available options such as additional furniture, kitchen appliances and equipment packages.

**"This tool empowers our partners and representatives to better communicate the value of our homes, demonstrate the flexibility of our solutions, and highlight the full range of customization possibilities we offer. It is more than a digital tool – it's an experience,"** summarized Daša Bajt from Product Management, who is most responsible for the development of the new tool.



## Key features for users:

- Interactive visualization
- Exterior & interior customization
- Equipment & upgrade options
- Easy sharing and export
- Always up to date



# Terrace solutions designed for performance, built for business

Designed to simplify selection, speed up installation, and elevate the user experience across hospitality projects.

At **Adria Home**, we recognize that a terrace is not just an addition to your mobile or modular home – it's a vital extension of the living space that enhances both functionality and user experience. With this in mind, we are excited to present our **new collection of standard terrace modules**, engineered for simplicity, adaptability, and long-lasting aesthetic appeal.

To streamline the selection process and better align with diverse project needs, we've categorized our terrace models into two key collections:

- **MEDITERRANEAN COLLECTION** – Featuring open, airy structures made from wood or light metal, this collection is ideal for seasonal use in coastal environments. The use of natural materials and lighter construction elements reflects the relaxed Mediterranean lifestyle, creating a warm and welcoming outdoor atmosphere.
- **CONTINENTAL COLLECTION** – Designed for year-round performance, this collection incorporates robust metal or wood structures engineered to withstand diverse and challenging weather conditions. Its enclosed forms provide enhanced durability, improved thermal efficiency, and a cohesive architectural aesthetic – ideal for all-season use.

Each collection includes **modular terrace elements** with multiple entrance configurations. To support optimal project planning and budget management, we offer clients the flexibility to balance **design aspirations** with **cost efficiency**.

## DESIGN OPTIONS



## ENTRANCE CONFIGURATOR





# 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.

27 dealers in  
26 countries



## On the road: Showcasing innovation across Europe

This fair season, Adria Home hit the road with purpose – presenting innovation, connecting with partners, and shaping the future of outdoor hospitality.

We kicked off in October at the SUN fair in Rimini, Italy, where we introduced two brand-new models from our best-selling MLine series, drawing strong interest from both new and long-time partners.

In November, our journey continued at the 18<sup>th</sup> Congress of Croatian camping in Tuhelj – the leading B2B event hosted by the Croatian Camping Association. Here, we joined the key players in the regional industry to exchange insights and strengthen ties with the camping community.

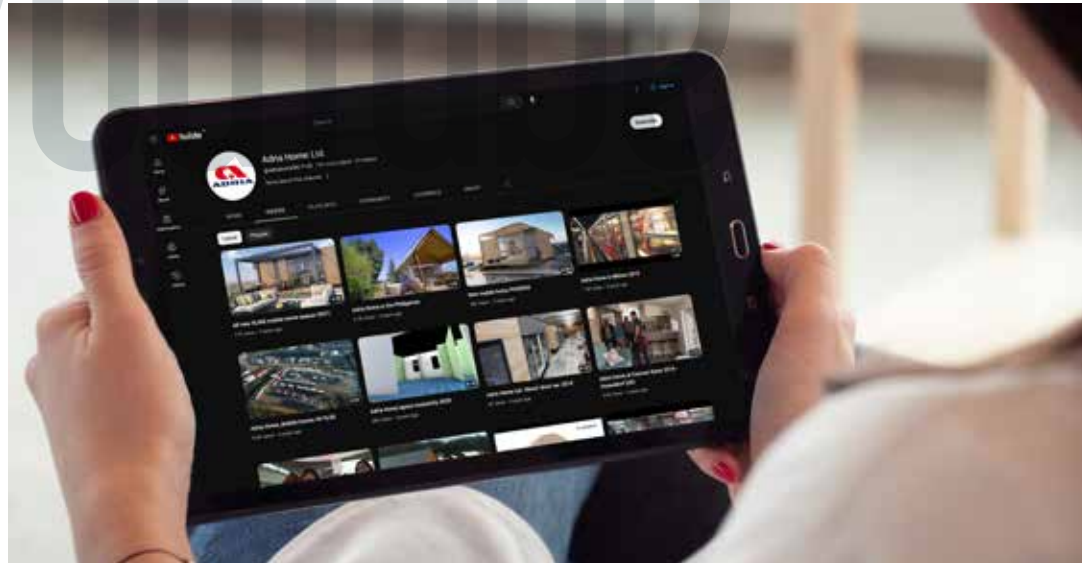
Finally, in February 2025, we returned to Italy for the Hospitality fair in Riva del Garda, where we proudly participated in a round table discussion focused on Accessibility, Sustainability, and Design – three pillars that shape our product philosophy.





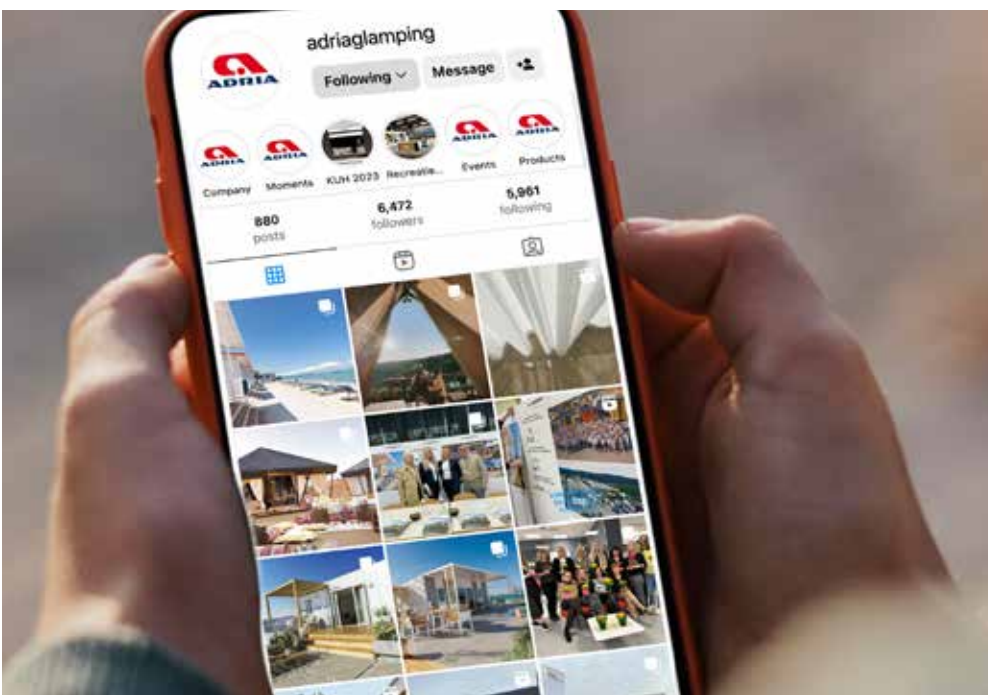
## Adria Home is on YouTube!

Check out our YouTube channel for exciting content and product showcases. New content planned, so stay tuned!



## Virtual tours!

Virtual tours have emerged as a powerful tool for showcasing our products. With each new season, we enhance our collection of walkthroughs, presenting more and more products from our diverse product groups.



## Join the #AdriaHome #AdriaGlamping community!

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.







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Adria Dom d. o. o.  
Adria Home Ltd.

Kanižarica 135 • SI-8340 Črnomelj • Slovenia  
+386 (0) 7 35 69 100  
info@adria-home.com  
www.adria-home.com