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## DESCRIPTION OF SERVICES

### SERENA MAJESTIC HOTEL RESIDENCE

At the Serena Majestic Hotel Residence we want to offer you unique experiences. We have 271 hotel rooms and 168 self-catering residences directly by the sea, all renovated in 2024. If you wish to stay in the hotel, you can choose between Classic, Superior, Premium, Junior Suite and Classic Family Suite, and accessible rooms for guests with reduced mobility are available on request. Enjoy your holiday in complete relaxation, just a stone's throw from the sea.

### HOTEL ROOMS

#### Classic

A cosy haven for two guests, with sleeping area renovated in 2024 and the option of adding a sofa bed or cot. They are also available with accessible bathrooms. You will find air conditioning, Wi-Fi, TV with Sky, mini-bar, safe, bathroom. You can also choose a Sea View room, with a balcony overlooking the sea.

#### Classic Triple

Ideal for small groups or families. These rooms accommodate up to three guests, with a double bed and a single sofa bed or sleeper chair bed, with sleeping areas renovated in 2024. In some, a further sleeper chair bed can be added to accommodate a fourth guest. They offer air conditioning, Wi-Fi, TV with Sky, mini-bar, safe, bathroom. You can also choose the Sea View option, to enjoy a beautiful sea view.

#### Classic Quadruple

Designed for families or groups of friends, these rooms accommodate up to 4 people. The sleeping areas were renovated in 2024. They have a double bed and a sofa bed that sleeps 2. They benefit from air conditioning, Wi-Fi, TV with Sky, mini-bar, safe, bathroom.

#### Classic Connecting

Two connecting rooms, each with its own en-suite bathroom, ideal for up to 5 guests. They offer air conditioning, Wi-Fi, TV with Sky, mini-bar, safe, bathroom.

#### Superior

Located in the Ponente building, these rooms are designed for 2 guests. The sleeping area and bathrooms were renovated in 2024. They offer various amenities: air conditioning, Wi-Fi, TV, mini-bar, safe, bathroom.

#### Superior Triple

Rooms ideal for 3 guests, with double bed and single bed. The sleeping area and bathroom were renovated in 2024. They are equipped with air conditioning, Wi-Fi, TV, mini-bar, safe and bathroom, for an enjoyable and relaxing stay.

#### Superior Quadruple

Spacious and comfortable, these rooms accommodate up to 4 people, with a double bed and 2 single beds. In some, a single sofa bed can be added to accommodate a fifth guest. The sleeping area and bathrooms were renovated in 2024. They benefit from air conditioning, Wi-Fi, TV, mini-bar, safe, bathroom.

#### Superior Quadruple Terrace

If you are looking for outdoor space, this room with a large terrace is the perfect choice. Ideal for four people, with a double bed and two single beds or bunk beds, with sleeping area and bathrooms renovated in 2024. In some, a single sofa bed can be requested to accommodate a fifth guest. You will find air conditioning, Wi-Fi, TV, mini-bar, safe, bathroom and large terrace.

#### Premium

If you want an experience to remember, these rooms are the ideal choice. They are for 2 or 3 guests, on the fifth, sixth and seventh floors, with a double bed and a single sofa bed. The sleeping area was renovated in 2024. In addition to the amenities of the Classic rooms, you will also find an electric kettle with tea and herbal teas, espresso machine, mini-bar with water, 2 soft drinks and beer, Wi-Fi, TV with Sky, and free rental of one beach towel per person (from 3 years of age), changed daily.

#### Junior Suite

Elegant suites fully renovated in 2024. Ideal for 4 or 5 guests, accommodating the fifth guest in a single sofa bed. They have a living area, a sleeping area with double bed and a separate sleeping area with two single beds. In addition to the amenities of the Classic rooms, you will find an electric kettle with tea and herbal teas, espresso machine, mini-bar with water, 2 soft drinks and beer, and free rental of one beach towel per person (from 3 years of age), changed daily. You can also choose a Junior Suite Terrace, which has a large terrace.

#### Classic Family Suite

The perfect choice for maximum comfort. Spacious suites for 3 to 5 guests, with living and sleeping areas renovated in 2024. The living area has a double sofa bed (in some, an additional folding ottoman bed can be requested), the bedroom has a double bed and there are two bathrooms. These rooms benefit from lots of thoughtful details to make you feel pampered: in addition to the amenities of the Classic rooms, you will also find an electric kettle with tea and herbal tea, espresso machine, open mini bar with water, 2 soft drinks and beer, TV with Sky, and free rental of a beach towel per person (from 3 years), changed daily.

### SELF-CATERING RESIDENCES

#### Studio 2

A perfect haven for two. A cosy studio apartment, renovated in 2024, with a living area with a double bed and the option to add a single sofa bed. It benefits from a kitchenette where you can prepare your own meals. You can also choose the **Studio 2** with a large terrace or the **Studio 2** Sea View, with a balcony and beautiful sea view.

#### Studio 3

Space and versatility for 2 or 3 guests. Renovated in 2024, these studio apartments have a sleeping area with double bed separated from the living area by elegant furniture. The living area has a single sofa bed and kitchenette. In some you can request an extra bed. If needed, you can also request an accessible bathroom for guests with reduced mobility. If you don't want to miss out on the sea, you can book a **Studio 3** Sea View or a **Studio 3** with a large sea view terrace.

#### Studio 4

Lovely studio apartments renovated in 2024, with living area with double bed and bunk bed or sofa bed for 2 persons. You will also find a kitchenette, giving you complete freedom on your holiday. You can also choose a **Studio 4** with terrace, **Studio 4** Sea View with sea view or **Studio 4** with Sea View Terrace.

#### Two-room apartment

A two-room apartment for up to four guests, renovated in 2024, with a comfortable double bedroom and a living area with sofa bed for two. The kitchenette allows you to enjoy your holiday with complete independence. You can also choose a two-room apartment with a terrace, to make unforgettable memories outdoors.

## EATING AND DRINKING

### 4-STAR HOTEL & RESIDENCE

#### Restaurants and Bars

At Bluserena resorts, every meal is a unique experience. Taste, variety and quality will welcome you in every restaurant. Our chefs will take you on a culinary journey to discover traditional Italian flavours, regional favourites and delicacies from around the world. Every day, they will delight you with their live cooking shows.

Each resort has a main restaurant with air-conditioned dining rooms and the Patio, a shaded outdoor area surrounded by green gardens or on a terrace. The Patio is free of charge and can be booked upon confirmation of your holiday.

If you choose to stay in one of the residences at the Serena Majestic Hotel Residence, tasty dishes await you at the Pizzeria Gulliver (extra charge), an informal family-style restaurant renovated in 2024. It is open for lunch and dinner and also offers a takeaway service. Subject to availability.

If you would prefer to have lunch with the waves lapping at your feet, you can enjoy our Sea Box, to be eaten under your beach umbrella. The booking of the Sea Box will apply for the whole room and not for individual members of your group.

In case of bad weather, if you have booked the Patio, you can move to the main restaurant. It is open from 1:45 p.m. for lunch and from 8:45 p.m. for dinner.

At any time of the day you can relax with a drink in one of our bars. At every Bluserena resort there are at least two bars.

### TABLE ALLOCATION AT THE MAIN RESTAURANT

#### Serena Majestic Hotel Residence:

You can choose from three different options:

- table inside, assigned to your family for your entire stay (extra charge);
- table on the Patio, a shaded area outside the main restaurant. Assigned to your family for your entire stay (free of charge);
- table in a shaded outdoor area. The table is for your family but not assigned, so it will not be the same for your entire stay (free of charge).

### TYPES OF BOARD PACKAGES

#### AVAILABLE ONLY FROM 16 TO 23 MAY 2025

**BED & BREAKFAST FORMULA.** With our B&B Formula, you'll enjoy a generous buffet breakfast, featuring coffee and hot drinks served from dispensers or bean-to-cup machines.

**Additional services included.** Throughout the day, you can unwind by our swimming pool. You'll also have access to sports courts and the gym, so you can stay active even while on holiday.

### SUMMER SEASON

**FULL BOARD.** The main restaurant welcomes you with a delicious breakfast buffet every day, where you will find coffee and hot drinks served from dispensers or coffee machines. At lunch and dinner, watch in awe as your dishes are freshly prepared in front of you by our chefs. During meals, you can enjoy the house wine and microfiltered water, for no extra charge.

If you stay in one of the residences at the Serena Majestic, you can purchase half board with lunch or dinner or full board. Choose your board upon confirmation of booking or at the hotel, subject to availability (the restaurant will welcome you for lunch from 13:45 and dinner from 20:45).

**Sea Box on the beach.** At lunchtime, you can enjoy your meal directly on the beach, with our Sea Box, bookable subject to availability. Please note that reservations for the Sea Box is for the entire room and not for individual guests.

For younger guests, full board offers **special lunches**: children in the Mini Club and Teen and Young Club, from 2 June to 6 September, can have lunch with friends, under the supervision of our activity staff. There is an extra charge for this service for guests staying in one of the self-catering residences.

**At the bars.** Microfiltered water is always available.

**Baby Kitchen.** If you have children aged 0-3, you have a dedicated kitchen in our resorts where you can prepare baby food for your little ones. It is open from 6:00 to midnight and, at main mealtimes, you will find assistance and a variety of staple foods, both to be cooked and ready-made. Find out more in the "Baby Kitchen" section.

**At the beach\*.** You can enjoy the sea in total relaxation, with a beach umbrella assigned to every room with one sun lounger and one deck chair.

\* The guest acknowledges and accepts that the provision of beach services by Bluserena is subject to the applicable laws on State domain concessions, which may be subject to changes beyond the control of Bluserena. Therefore, in the event of changes to said legislation, Bluserena (like all Italian hotel groups) will have to comply with the new rules.

For further details, see the section **Maritime Domain Management Directives** under Terms and Conditions of Stay, page 9.

**EXTRA FULL BOARD - For guests who want even more.** In addition to the full-board services, you have a wide range of drinks at the **Main Bar**: coffee, soft drinks, draught beer and fruit juices served in 40 cl glasses. You can choose refreshing **syrops** and slushies, aperitif drinks, or specially selected Italian and international alcoholic beverages and spirits. From 7:30 p.m., at the Main bar, you can enjoy one of our three cocktails on offer.

**Restaurant bar.** Always available for coffee at breakfast. At lunch and dinner it offers beer, orange soda and cola on tap in 40 cl glasses.

**Other bar.** You can also refresh yourself at any time on the beach, where the bar offers coffee, orange soda, cola and draught beer in 40 cl glasses. Or sit back and relax while sipping our specially selected bitters or wines.

**On the beach.** Each guest, aged 12 and over, has a personal beach towel, which is changed after the 1st week. A small fee is charged for further washings.

The Extra Full Board is valid for all members of the group or related bookings. Includes personal drinks served by the glass, available until 2:00 p.m. on the day of departure. To access services, guests just need to wear a specific wristband.

The Extra Full Board is exclusive and has limited availability. It is intended for personal use and cannot be used to offer drinks to third parties. You can cancel it at any time, and it can also be cancelled by Bluserena in the event of non-compliance, in which case the full board price will apply.

**Baby Kitchen.** Designed for parents with babies 0-3 years old, with cosy spaces and everything you need to prepare meals in comfort. Equipped with tables, chairs, high chairs and assistance during meals. During mealtimes, you will find vegetable and meat broths, creamy vegetable soup, baby pasta, thinly-sliced meat, fish fillets, cooked ham, dairy products, fresh fruit, fresh milk, soya milk, lactose-free milk, yoghurt, mini jams, tea and chamomile, biscuits. No baby food jars, cheese or baby milk, either liquid or powdered, are available.

You can also heat milk and baby food, sterilise, blend and homogenise your child's food.

The Baby Kitchen is open from 06:00 to midnight. For access outside these hours, please contact the reception desk. At the Serena Majestic Hotel Residence it is only available for those choosing the Hotel or Residence Board formula.

### Food intolerances and allergies

We care about your wellbeing and that of all our guests. That is why we pay special attention to the quality of our food by providing clear information on allergens for each dish on our menus. Due to their size and structure, our kitchens cannot personalise dishes to cater to specific allergies. However, you will always find a basic assortment of gluten-free, lactose-free and egg-free food in our main restaurants. We must emphasise that, due to the structural characteristics of our kitchens, we cannot guarantee the absolute absence of contamination for any type of intolerance, except in packaged foods.

There is a tasty buffet at breakfast with naturally gluten-free food, a cold cut of the day and packaged gluten-free staples (tarts, biscuits, snacks, rusks and rice cakes). At lunch and dinner, in addition to a rich assortment of naturally gluten-free foods, we provide at least one gluten-free appetiser, one starter, one main course, one pizza and one dessert (please note that for these dishes we cannot guarantee the total absence of contamination by allergens).

For guests with lactose and egg intolerances, in addition to a generous buffet of naturally lactose-free and egg-free food, lactose-free and egg-free packaged staples (snacks, rusks, yoghurt and milk) are available at breakfast. At lunch and dinner we provide at least one appetiser, one starter, one main course, one cold cut, one cheese, one pizza and one dessert free of lactose or eggs.

### SEA, BEACH AND POOLS

#### Sea and Beach\*

At our hotel, vast, sandy, private beaches awaits you, where the sea welcomes you with a gently sloping sandy seabed, perfect for children.

Each room has its own assigned beach umbrella with one sun lounger and one deck chair. If you would prefer a beach umbrella in the first few rows and or in the middle section, you can reserve your spot for a small extra charge.

You can relax on our beaches or try your hand at watersports. You will find pedalos, canoes, sailing boats, windsurfing boards and SUP boards.

#### Pools

At Bluserena resorts you can relax and have fun with your family in our pools with water slides or keep fit in the swimming pools. The little ones can have fun in the pools reserved for the Mini Club.

### ACTIVITIES, SHOWS AND ENTERTAINMENT

#### Entertainment

The Bluserena DreamTeam is on hand to provide you with your holiday entertainment. Passionate, professional and always trustworthy, our activity staff will fill your holiday with joy and excitement. They are on hand to provide both fun and reliable, timely services designed to make your dreams come true. You can choose from a whole host of activities: exciting sports, captivating shows, unforgettable excursions. The kids' clubs offer your children all the care they need... and then there are parties, events and games for everyone.

#### Entertainment

The evening is the perfect time to enjoy the magic of our shows. In the large amphitheatre, captivating musicals, entertaining variety shows and cabaret performances await you every evening. Featuring stunning costumes, exciting choreography and awe-inspiring live songs. For an unforgettable experience every evening.

#### Bluserena Baila

If you love dancing, make every day a party with Bluserena Baila. Get swept away by the rhythms of salsa, merengue, bachata and the cha cha. New for 2025, "Passi popolari" will introduce you to traditional dances that embody the soul and culture of our region. There will be daytime and evening events with the most popular current group dances.

#### Tournaments and Exhibitions

Lots of sports, card and board game tournaments.

If you love sporting competitions, this summer you can experience the great novelty of our resorts, the **Bluserena Grand Slam**, a series of tournaments where sport, fun and sharing come together. The goal is to become the "sportsman" of the week.

### CHILDREN, TEENS AND FAMILY

The Bluserena world offers a fun-packed holiday to children of all ages. At our clubs, kids and teens are welcomed by experienced and passionate activity leaders, who focus on ensuring their wellbeing and enjoyment. There are large playgrounds and swimming pools with water slides. For teens, there are dedicated spaces where they can engage in fun activities and socialise with their peers.

And then there's Serenella, our friendly mascot, always ready to have fun with her little friends. Every day will be a party day for your little ones.

#### SPACES FOR TEENS

For your teens, we have thought of everything. Lots of activities, sports and reserved areas, where the fun never ends. In the sections on SerenUp and SerenHappy you can find out more about the Bluserena world dedicated to kids, full of energy, games and new friendships.

#### GIANT EQUIPMENT PLAYGROUNDS

Our resorts have special areas focused on kids' fun. Large playgrounds await them, with giant games, springs, swings, slides and more.

#### KIDS' AND TEENS' CLUB

From 2 June to 6 September, we offer a range of services designed to make your children's holiday unique, with a special exception: the Serenino Club, available throughout the summer season.

#### Serenino Club, Mini Club for kids aged 3 to 5 years

At the Serenino Club, we strive to ensure your children have a great time. They will find qualified assistance, exclusive, safe, colourful environments, tailor-made for them. A holiday with lots of sea, games, sports and creative workshops, where every moment becomes special. Every evening is magical with the **Serenino Dance Show** party, where kids have tons of fun with Serenella the Ladybird and all the friends of Serenella Wonderland. Don't miss the new activities in 2025. One is the **Discovery Picnic**, a nature outing comprising an outdoor picnic and fun nature-based workshops. Another is **Serenella Clay Art**, a workshop where they will make their own clay masterpieces. Last but not least, **Serenella Cupcake**: wearing aprons and chef's hats, your children will learn to make delicious cupcakes.

Another special event is **Serenino Family Time**, dedicated to the whole family, with games, fun, workshops, music, circus performers and our ever-present Serenella.

The Serenino Club is open daily, except Sundays, from 09:00 a.m. to 12:30 p.m. and from 3:00 p.m. to 6:30 p.m. Open without interruption from 09:00 a.m. to 6:30 p.m. from 2 June to 6 September.

For the Serenino children, lunchtime is yet more party time. They can have lunch with their new holiday friends, assisted by our activity leaders, from 2 June to 6 September, at the Serena Majestic Hotel Residence for a fee for those choosing the Residence Formula.

#### SereninoPiù, Mini Club for kids aged 6 to 9

At SereninoPiù, school-age children will find a world filled with adventure and creativity. Every activity is designed for their enjoyment, adding new excitement to what Serenino already offers. Many new features for summer 2025: the **Discovery Picnic**, which will take them out into nature, with an outdoor picnic and nature-themed workshops full of surprises. And then the **Serenella Slime** workshop, for children who want to become little scientists creating sticky slimes, but doing what they love most, having fun! And **Serenella Bubble**, where children will discover the enchantment of soap bubbles created with natural ingredients, playing and experimenting with wonders that dance in the air. And there is no shortage of sports on offer, to get moving and expend some energy. **Serenino Family Time** is a unique event, dedicated to the whole family, with games, fun, workshops, music, circus performers and, of course, Serenella, always ready to make you smile.

From 2 June to 6 September, kids can also have lunch with their new friends, supervised by our staff, at the Serena Majestic Hotel Residence there is an extra charge for guests with Residence bookings. 9-year-olds can choose whether to join their friends in SereninoPiù or SerenUp. SereninoPiù is open every day, except Sundays, from 09:00 a.m. to 12:30 p.m. and from 3:00 p.m. to 6:30 p.m. It is open without interruption from 09:00 a.m. to 6:30 p.m. from 2 June to 6 September 2025.

#### Serenino Family Time

A magical event dedicated to all children and their families. There will be games, fun, engaging activities, music and mini circus shows. Our mascot Serenella will be there, together with her Wonderland friends and the DreamTeam staff, ready to make your day. The event is open to all children staying at the resort, even the youngest ones.

#### Serenino Serale, Mini Club for kids aged 3 to 9

Every evening we give children aged 3 to 9 a little trip into a fantasy world. Together with their new friends, they can enjoy carefree and happy evenings full of games, laughter and fun.

The Serenino Serale is ready to entertain children in all Bluserena resorts, every day, except Sundays, after the Serenino Dance Show and until 11:00 p.m., from 2 June to 6 September.

#### SerenUp, Tween Club for tweens aged 10 to 13

SerenUp is a world of excitement created for kids, with exclusive spaces, equipment and activities. Games, workshops, sports and fun await them to make the most of every day. There is our **Football Academy**, and the **Rhythmic Gymnastics** class, with ribbons, ball and hoops dancing to the rhythm of the music. And our **Lupetti di mare (Young Sailors)**, a full day with Seasport instructors to learn how to fully experience the sea: sailing, windsurfing, followed by a packed lunch and a wonderful canoe trip. All topped off with **A Pirate's Night** (new for 2025): a magical night under the stars, where the children will turn into young pirates and spend the night in a tent.

The sharing and fun continue at lunchtime. SerenUp children can have lunch together with their holiday friends, assisted by our staff. SerenUp is open every day, except Sundays, from 09:00 a.m. to 12:30 p.m. and from 3:00 p.m. to 6:30 p.m. from 2 June to 6 September, at the Serena Majestic Hotel Residence supervised lunch for an extra charge for those with Residence bookings. Thirteen-year-olds can choose to join either SerenUp or SerenHappy friends.

#### SerenHappy, Teen Club for teens aged 14 to 17

SerenHappy is a unique adventure full of games, experiences and moments to remember. Teens can experience being in the driving seat by becoming an **Animatore per un Giorno (Activity Leader for a Day)**. Wearing the Bluserena uniform and taking part in the activities like true entertainment professionals, they will be part of a team that brings smiles and fun from morning to night. With **Sunset Vibes**, the DreamTeam staff lead the teens in an unforgettable *aperitivo*, reserved just for them, with the backdrop of a gorgeous sunset. Elegance and style come together in an irresistible mix of fashion, fun and good music.

But it's not just aperitifs, lunch is an exciting time too, with **Explorer Lunch**, new for 2025, where the meal becomes an opportunity to get to know each other, have fun and share. An open-air day combining the discovery of nature with the excitement of a special picnic in a comfortable and safe environment.

On the beach, there are plenty of activities to try out: sailing courses, windsurfing, canoe and Big SUP outings, sailing, paddle surfing and the always-popular sports tournaments.

SerenHappy is available in all Bluserena resorts, every day except Sunday, from 09:30 a.m. to 12:30 p.m. and from 3:00 p.m. to 6:30 p.m., from 2 June to 6 September, at the Serena Majestic Hotel Residence supervised lunch for an extra charge for those with Residence bookings.

#### Swimming and Mermaiding classes from 3 to 10 years

Children can participate in group swimming and mermaiding classes under the guidance of our experienced instructors.

#### Bluserena Dance Academy 2.0, from 3 to 5 years

A unique dance experience designed for young children. Here, kids can discover the magical world of modern and classical dance and learn the basics of acrobatic dance. Through exercises that stimulate coordination and balance, they will have fun in total safety, supported by experienced and passionate instructors. An activity that combines play, artistic expression and motor development to give your children moments of joy and unforgettable memories. Available from 2 June to 6 September.

#### Football Academy from 5 to 14 years

Bluserena Football Academy, with qualified instructors for kids aged 5 to 14, from 2 June to 6 September. They will learn and practice the key football skills to become little champions. The courses are held on synthetic turf football pitches. The uniform is provided by Bluserena.

#### Rhythmic Gymnastics Academy (6-9 years and 10-14 years)

We love helping young guests nurture their dreams, such as becoming accomplished gymnasts. In the Bluserena Rhythmic Gymnastics Academy, young guests aged 6 to 14 can channel their desire to move, guided by our qualified instructors and wearing the unmistakable Bluserena uniform. The Rhythmic Gymnastics Academy is available from 2nd June to 6th September.

#### Blu Circus

An exciting course in circus skills open to everyone, young and old. They will learn, while having fun, the basics of juggling, balancing and clowning. The service is available in all Bluserena resorts from 2 June to 6 September.

#### Serenella Kit

Children will be overjoyed to receive the exclusive Serenella Kit. It includes a large soft toy (50 cm), a soft fleece and sherpa blanket (120x165 cm), an aluminium water bottle (400 ml), stickers and a cotton shopper bag, all personalised with our mascot Serenella. To be requested at the time of booking, for a fee.

#### Medical Care

We have a resident doctor in the resort, on call 24 hours a day. Doctor's office open at set times, mornings and afternoons, with free consultations. Outside opening times, consultations are for a fee and outside the doctor's office.

#### The Holiday Approved by Italian Paediatricians

The Bluserena resorts are the first in Italy to have received the "CHILD-FRIENDLY HOLIDAY" label, recognised by the National Federation of Paediatricians Cipe-Sispe-Sinspe. In designing our services, equipment and amenities we always keep in mind the needs of children of all ages and their parents, focusing on their enjoyment and ensuring all play equipment is safe and carefully maintained:

- 24-hour medical assistance at the hotel;
- parents can entrust their children aged 3 to 17 to our dedicated activity staff for at least 9 hours a day, 6 days a week, including after dinner time, in clubs divided into at least 4 age groups;
- sports and creative activities divided by age group, entertainment and shows for children and teens;
- sports courts and pitches with padded protections of structures and no architectural barriers;
- large playgrounds accessible to children, pools with water slides and shallow pools for toddlers;
- a wide sandy beach or, on non-sandy beaches, structures for easy sea bathing and a safe, demarcated area on the beach reserved for children;
- Baby Kitchen for preparing meals for children 0-3 years old, with assistance at main mealtimes and availability of specific foods;
- lunch in a reserved area for children and teens with the activity staff;
- boutiques and shops with baby and toddler items; medicine booking and collection service, baby stroller hire.
- Cradle, changing table, toilet seat reducer (on request), bottle warmer, linen set, baby kit with baby detergents, baby bath tubs and bed rails (on request) in the room; baby changing tables in the communal



bathrooms and high chair available at the restaurant.

## **SPORT**

### **FITNESS, A BROAD RANGE OF SPORTS, DEDICATED FACILITIES AND QUALIFIED INSTRUCTORS**

An exciting programme of group exercise classes with our instructors, both in the fitness area and outside: Yoga, Zumba, Tai Chi Stretch, a whole new muscle awakening with a holistic approach to wellness; Aquagym, Nordic Walking, Dance the Hits (new for 2025), train to the rhythm of music with exercises and dances to all the current hits and the songs of the summer, toning up your body and having fun; Jump fitness, the trampoline that helps you burn calories to the rhythm of music. The Serena Majestic Hotel Residence has gyms without instructors, equipped with isotonic machines.

### **Football, Tennis, Swimming and much more**

Bluserena resorts offer a wealth of sports facilities: swimming, floodlit synthetic grass five-a-side football pitches, tennis, beach tennis and beach volleyball, padel courts. There are also archery stations, shooting ranges, table tennis tables and bocce courts. Group classes and individual lessons in swimming, sailing, tennis and archery are offered from the beginning of the summer season until 6 September. Individual and group windsurfing and sailing courses are also available. All individual lessons are for a fee.

### **Bluserena Seasport**

The Water Sports Club. Fun and sports: pedalos, canoes, sailing, windsurfing, SUP boards (also Big SUP for up to 8 people!); free and fee-paying group sailing and windsurfing lessons.

## **WELLNESS**

### **BLUWELLNESS**

This is the area for guests seeking a relaxing wellness break. All the resorts offer facial and body treatments, relaxing, sports and holistic massages, and customised wellness programmes (services for a fee, available all week long).

### **BLUSERENA IS AN ACCESSIBLE HOTEL**

Bluserena resorts are barrier-free. We have rooms for wheelchair users, as well as reserved spaces in the car park, in the amphitheatre and on the beach (near the footbridge). A JOB beach chair, for bathing in the sea, is available on the beach. Wheelchairs can be hired on request. We do not provide an individual chaperone service.

### **WI-FI**

Free Wi-Fi in all rooms and public areas.

## TERMS AND CONDITIONS OF YOUR STAY

### MARITIME DOMAIN MANAGEMENT DIRECTIVES

The provision of beach services by Bluserena is subject to the applicable laws on State domain concessions, which may be subject to changes beyond the control of Bluserena. Therefore, in the event of changes to said legislation, Bluserena (like all Italian hotel groups) will have to comply with the new rules.

### CHANGES TO THE DESCRIPTION OF SERVICES AND THE TERMS AND CONDITIONS OF STAY

The services described in this document may be subject to changes due to organisational requirements, external factors or other reasons. Such changes, which must not decrease the value of the service or of the stay, but may only change the mode of its delivery, might occur after the conclusion of the accommodation contract. Bluserena will notify you of any such changes as soon as possible.

### PRICES

Dynamic prices and always up-to-date offers on [www.bluserena.it](http://www.bluserena.it). Prices and availability will only be confirmed at the time of booking.

### CLUB CARD

The Club Card, compulsory from the age of 3 (until 21 September), allows you to enjoy a broad range of leisure activities and amenities.

It gives access to:

- Sports courts and facilities, to experience a physically active holiday.
- Beach services, to relax in the sun with all the comfort you deserve.
- Tournaments and group lessons, to share fun and challenges with new friends.
- All the services dedicated to children and young people, including Serenino, SereninoPiù, SerenUp and SerenHappy, filling your kids' days with games, sport and fun.

### ENTERTAINMENT AND SHOWS

Free evening entertainment and shows, games, dancing and parties are available to guests.

### COCCINELLA BABY CARE PACKAGE

In the room you will find: cot, changing table, baby toilet seat adapter (on request), bottle warmer, baby bath, linen set and Baby Kit with baby toiletries. Access to the Baby Kitchen and high chair at the restaurant. Fee charged for each child under 3. At the Serena Majestic Residence free cot and high chair rental (booking required).

### CHILDREN'S RATES

To be eligible for discounts, children must be below the age limit at the time of the stay.

Minors To establish direct contact in case of minors not accompanied by a parent or other authorised person, you can contact Booking at the following number +39 085 8369777.

### BOOKINGS

For information and bookings: via your travel agency or directly on [www.bluserena.it](http://www.bluserena.it) or by calling +39 085 8369777.

### INVOICING

For amounts paid before arriving at the hotel, an electronic invoice will be issued. For services paid at the Hotel, a receipt (*documento commerciale*) will be issued, since Bluserena uses telematic cash registers. If you also want an invoice for payments at the Hotel, you must request it before payment at the hotel by providing all the necessary details: surname and name or company name, VAT number or tax identification number, invoice recipient code or certified e-mail. For tax reasons, under no circumstances can the invoice be requested after payment.

### BEFORE ARRIVAL

For faster and secure check-in, before your arrival you must provide the personal details of all the guests through the personalised link you will receive from your travel agency or Bluserena Booking when your booking is confirmed.

### BLUSERENA GUARANTEE - FOR REFUNDABLE STAYS

The Bluserena Guarantee offers the "Best Price Guarantee" and, completely free of charge, extensive insurance coverage for cancellation or interruption of your stay due to illness, accident or other insured events (for details consult the factsheet on [www.bluserena.it](http://www.bluserena.it)).

The guarantee is reserved for residents of Italy or the EEA, under the age of 90. It must be confirmed at the time of booking and must include all members of the booking, without exclusion. The guarantee is non-refundable. On the guest's request, to be made by the day of arrival, the best rates of any Bluserena "Special Offers" applicable to the same services and periods will be applied. The rates applied to intermediaries, groups, companies, entities, associations and the like are excluded. If you need to interrupt your stay due to illness, accident or other insured event (details in the factsheet) you must immediately contact the operations centre, before leaving the Hotel. If you purchase the Bluserena Guarantee, remember to activate it within two days of booking. To do so, simply log in to the online check-in and complete the form with all the required information. On [www.bluserena.it](http://www.bluserena.it) you can consult the insurance policy coverage provided by **Europ Assistance Italia S.P.A.**

### BLUSAFE GUARANTEE - FOR NON-REFUNDABLE STAYS

With the BluSafe Guarantee, we offer you extensive insurance cover completely free of charge in case you need to cancel or cut short your stay due to illness, accident, or other insured events (for details consult the factsheet on [www.bluserena.it](http://www.bluserena.it)). The BluSafe Guarantee is designed for residents of Italy and the EEA, under the age of 90. This service is included in your booking and extends to all members of your reservation. If your stay is interrupted due to illness, accident, or another insured event, you must contact the operations centre promptly and before leaving the hotel. You need to activate your BluSafe within two days of booking. This ensures your trip cancellation cover, as outlined in the policy, so you won't miss out on any benefits. To activate it, simply log in to the online check-in and complete the form with all the required details. On [www.bluserena.it](http://www.bluserena.it) you can consult the insurance policy coverage provided by **Europ Assistance Italia S.P.A.**

### CANCELLATION POLICIES AND GUEST CANCELLATION FEES

In case of cancellation, the conditions chosen by the guest at the time of booking will apply.

### MODIFICATION/CANCELLATION RESERVED FOR BLUSERENA

Even during the season, Bluserena has the right to close, reduce capacity and/or delay the opening of the booked hotel for reasons related to possible pandemics or to other extraordinary events constituting force majeure, such as, by way of example, but not limited to, other pandemics, viral or bacterial outbreaks, wars, fires, or measures by government, legislative or administrative authorities. The parties agree that in such cases Bluserena may offer, at its discretion, the following measures:

(I) accommodation in a different Bluserena Group resort; (II) voucher for the entire amount paid to Bluserena valid until 31.12.2026, to be used at Bluserena resorts; (III) reimbursement only of the sums paid to Bluserena. After careful evaluation, the Guest declares that they will accept any such solutions in the above-mentioned circumstance, if implemented by Bluserena. Thus, the alternative object of the contract is established in the event that it is impossible or excessively burdensome for the Hotel to provide the main service due to the aforementioned causes, and the guest accepts Bluserena's decision after having conducted appropriate negotiations. Therefore, the Guest waives any other possible claim,

including claims for compensation. Bluserena also has the right to make changes to the services described in this document, if prescribed by the authorities due to pandemic emergencies or in other force majeure situations or, in any case, at the discretion of Bluserena whenever precise performance of the contract may entail serious risks of infection, or other forms of danger to the health of Guests, or would make it impossible to ensure the guests' or the employees' safety, or where the Hotel would incur an excessive burden in performing the contract without such changes, due to the said risks and the necessary safeguarding measures.

### RE-ROUTING

By making the booking the guests accepts that if, for any reason, Bluserena is unable to provide accommodation and/or in case the hotel chosen is overbooked, it may re-route, at its own expense, the reservation to another hotel belonging to it and/or another company, having at least the same classification, without Bluserena incurring liability and/or charges of any kind for this reason.

### START AND END OF STAY, ROOM CHECK-IN AND CHECK-OUT AND BEACH UMBRELLAS

**Check-in.** In the Hotel (except Serena Majestic Residence), rooms and beach umbrellas are available on the day of arrival from 4:00 p.m. Your stay starts with dinner; therefore, the price of your stay will include lunch on the day of departure (which can be replaced on request with a take-away basket). Alternatively, you can start your stay with lunch and end it with breakfast on the day of departure, indicating when booking (rooms will still be available from the time shown above). On the day of arrival, lunch and dinner will be served in one of the resort's restaurants (at Bluserena's discretion), not necessarily the central one.

Serena Majestic residence: your flat will be available from 5:00 p.m., complete with bed linen and towels (not kitchen towels); cleaning is the responsibility of guests, linen and towel change is weekly. Final cleaning of the flat is charged a fee and is mandatory; cleaning of the kitchenette is the guests' responsibility. Check-in procedures must be done by only one guest per family/group, holding the ID of every person staying in the room.

**Check-out.** On the day of departure, the room (or residence) and beach umbrella must be handed back by 10:00 a.m.; unmanned luggage storage available. Check-out procedures must be carried out the day before departure. By booking Late Check-out, you can continue to use your room and beach umbrella until 2:15 p.m. on the day of departure. This service is charged a fee and is subject to availability (to be booked preferably upon confirmation and, in resorts, no later than 2 days before departure).

### SMART CARD

At our Hotels and Resorts, comfort is found in every detail – even in payment methods. For paid services, all you need is the Smart Card, which is handed to you upon arrival at the property. It is a prepaid rechargeable card for purchases at the bars, restaurants, amphitheatre, Reception, and the BluWellness. For each top-up you make, a voucher of the same amount will be credited to your Smart Card. This can be used to pay for your purchases (a "multi-purpose voucher" pursuant to Article 6-quater of Presidential Decree No. 633/72, accepted as consideration for goods or services). You can top up your card at any time at Reception or the bars, up to a maximum amount of €200.

If you have chosen the Extra Full Board, you must show your Smart Card to enjoy additional services and the benefits of the BluserenaPiù Club (please refer to the respective regulations for full details). The Smart Card can be used right up until your departure, including to settle your final bill. You may return it at Reception and reclaim any remaining credit, provided it is €1 or more. A commercial receipt can be issued upon request. Before leaving, if no credit remains, you may simply drop your Smart Card and room keys in the designated box in the Hall.

### AIRPORT AND STATION TRANSFERS

You can book your transfer from the airport or station to the resort. On request, car rental is also available during your stay, at concessionary rates.

### ID ON ARRIVAL

Upon arrival, it is mandatory to show the ID of all members of the booking of any age, including minors, pursuant to Article 109 of the Consolidated Law on Public Security. Failing this, the hotel will apply the discount of the older age group.

### PERSONAL DATA PROTECTION

The personal data provided will be processed in accordance with Regulation (EU) 2016/679, as described in our Privacy Policy available on <https://www.bluserena.it/en/privacy-policy/>

### SERVICES FOR A FEE

In addition to what is indicated in the Description of Services: individual sports lessons, excursions, some Bluserena SeaSport services, bike, e-bike, electric scooter, and car hire (if available), services of BluWellness, medical care provided out of hours and outside the doctor's office.

## ADDITIONAL CONDITIONS FOR TRAVEL PACKAGES WITH FLIGHT

### TRAVEL CONTRACT

The description of the travel package and the pre-contractual information contained in the Resort catalogue and the information set out below, and the booking confirmation of the travel package, are an integral part of the travel contract.

### RIGHT OF CANCELLATION - STANDARD CANCELLATION FEES

In case of cancellation, the conditions chosen by the guest at the time of booking will apply. On airline tickets sold by Bluserena (even if included in packages with the stay) the penalties imposed by the carrier apply and will be communicated from time to time. In any case, for late arrival or early termination of stay, the full amount of the booked stay will be charged. Guest who are unable to take the holiday for reasons not attributable to them are still liable for the cancellation fees, except in the cases expressly provided for by law.

### GUARANTEES IN THE EVENT OF WITHDRAWAL

If the Guest has not joined the Bluserena Guarantee, where included free of charge, they may in any case take out insurance with the Europ Assistance Italia S.P.A., which covers the costs of the Guest's unilateral withdrawal from the contract or the costs of assistance, including repatriation, in the event of accident, illness or death.

### INSURANCE

Pursuant to Article 47 of Legislative Decree no. 79 of 23/05/2011 (Tourism Code), Bluserena has concluded an Insurance contract with Europ Assistance Italia S.P.A. with policy no. 42127Q, for the Bluserena Guarantee (for refundable rates), policy no. 42128Q for BluSafe Guarantee (for the Non-Refundable rates), in the Client's favour, covering liability for damages deriving from breach of its obligations under the contract concluded with the Client. The contract with the Client is also covered by Fondo Garanzia Viaggi srl in case of insolvency or bankruptcy - Certificate no. A/232.505/6.

### CHANGES TO THE PRICE OF THE PACKAGE

Bluserena reserves the right to revise the price of the package to the extent of any increases in the price of transport according to the cost of fuel or other energy sources and airport taxes and various supplements (fuel prices and similar increases) or fees on services, as communicated and decided by the airline/ferry company or third parties. In the event of an increase of more than 8% (eight percent) in the total package price, the guest has the right to withdraw from the contract within 7 days of

communication. The Client will be entitled to a reduction in the price of the package in an amount equal to any decrease in the aforementioned items. Moreover, the package price does not include any tourist taxes or similar taxes, even if established after the booking is confirmed, which shall always be borne by the client.

#### CHANGES IN CONTRACTUAL TERMS AND CONDITIONS

Should Bluserena make material changes to key contractual terms and conditions, other than changes in the package price, the Guest may accept such changes or withdraw from the contract without paying any withdrawal fees, simply by notifying his or her withdrawal, within two days of receipt of the proposed change, in writing to the e-mail address [booking@bluserena.it](mailto:booking@bluserena.it). Bluserena reserves the right to make non-material changes to non-key elements of the contract.

#### TRANSFER OF THE CONTRACT

The Client may transfer the contractual relationship to another party, subject to written communication to the email address [booking@bluserena.it](mailto:booking@bluserena.it) which shall also contain the transferee's personal details. This communication must be received no later than 7 (seven) days before the guest's arrival. If the contract is transferred to a third party, the Client shall bear all the costs necessary for the change of name required by the airline/ferry company.

#### TERMS FOR LODGING A COMPLAINT

If the Client intends to lodge a complaint for non-performance or incorrect performance of the contract or for inadequate service delivery, he or she must do so without delay.

#### LIABILITY OF THE ORGANISER FOR DAMAGE OTHER THAN PERSONAL INJURY

The Client accepts that the compensation for damages other than personal injury may in no case exceed three times the total price of the package, pursuant to Article 43(5) of Legislative Decree no. 79/2011.

#### ALTERNATIVE DISPUTE RESOLUTION (ADR) MECHANISMS

Pursuant to Article 67 (2) of the Tourism Code, the Client has the right to resort to voluntary or joint settlement procedures or to the conciliation procedure before the arbitration or conciliation commissions for the resolution of disputes between companies and consumers relating to the provision of travel services established pursuant to Article 2 (4)(a) of Law no. 580 of 29 December 1993.

#### ID ON ARRIVAL

Upon arrival, it is mandatory to show the ID of all members of the booking of any age, including minors, pursuant to Article 109 of the Consolidated Law on Public Security. Failing this, the hotel will apply the discount of the older age group. Foreign nationals must obtain information regarding documents, visas and other Travel conditions through their government agencies.

#### LANGUAGE

The services will be provided in Italian.

#### OTHER INFORMATION PURSUANT TO LEGISLATIVE DECREE NO. 79 OF 23 MAY 2011

The combination of travel services offered to you is a package within the meaning of Directive (EU) 2015/2302. Therefore, you will benefit from all EU rights applying to packages. Bluserena Spa will be fully responsible for the proper performance of all travel services included in the contract according to Article 42 of the Tourism Code and is obliged to provide assistance if the traveller is in difficulty in accordance with Article 45.

Pursuant to Article 36(5)(d) of the Tourism Code, Bluserena informs you that to request assistance or complain about any lack of conformity perceived during the performance of the package, you may contact the Hotel Manager Julian Enrico Delfino on +39 085 449089, alternatively, you can send an e-mail to [info@bluserena.it](mailto:info@bluserena.it)

Additionally, as required by law, Bluserena Spa has protection in place to refund your payments and, where transport is included in the package, to ensure your repatriation in the event that our company becomes insolvent. For more information on key rights under Directive (EU) 2015/2302, please see [www.bluserena.it/modstdpac](http://www.bluserena.it/modstdpac)

## RULES OF CONDUCT

We strive to ensure all our guests enjoy a relaxing, but also quiet and safe holiday. We abide by the highest safety standards and continually implement our safety protocols and preventive measures. We will promptly introduce any new measures required by law in response to possible pandemic events. We reserve the right to amend these Rules in order to adapt them to any legal requirements and/or recommendations by national and regional bodies that may be introduced shortly before or during your stay.

The following rules and standards of behaviour must be observed by all guests.

#### GENERAL RULES APPLYING TO ALL RESTAURANTS IN THE RESORT

To ensure that the restaurant service is pleasant, smooth and hygienically safe for all, it is essential to observe certain rules:

- do not take any food or drinks out of the restaurant;
- do not enter the restaurant in inappropriate clothing (never in bathing suit, shirtless or barefoot);
- do not bring pushchairs into the restaurant (except for infants up to 8 months, as a substitute for a high chair);
- do not let your children walk or play among the tables;

#### RULES FOR THE USE OF SWIMMING POOLS

To ensure safe and pleasant use of our pools, all guests must observe certain rules of hygiene and conduct. The rules, which are also displayed in the pool area, prohibit:

- use of the pools during closing hours;
- conduct dangerous to oneself and others, such as diving or running on the edge of the pool, using the water slides improperly, sliding on one's stomach, feet or knees, standing along or at the end of the water slides; going down the slide before the previous person has cleared the exit area, and using them outside the water slide operating hours;
- use of diving boards higher than 2 m by children under 16 years of age, unless written parental consent is given to the lifeguard;
- use of water slides by children under the age of 6 and over the age of 16;
- saving deck chairs, chairs and sun loungers with towels and bathrobes and then leaving the pool area (the pool attendants are authorised to collect any belongings left unattended);
- eating and drinking by the pool and in the water;
- use of inflatables (inflatable mattress) or balls in the water or in the solarium;
- bathing with clothes on.
- bathing small children without disposable absorbent swim nappies.

#### COMMON AMENITIES AND COMMON SPACES

It is necessary to use common spaces and amenities sensibly, respecting the need of other guests to enjoy them. The following rules must therefore be observed:

- dispose of waste in the appropriate recycling bins;
- do not alter the state of the premises, structures, green spaces, furniture and equipment;
- It is forbidden to move around the Resort on hoverboards, waveboards, skateboards, skates, electric scooters and any other electric or motorised means of transport;

- Do not ride bicycles where not allowed;
- it is forbidden to play football, bowls, volleyball or similar sports outside the areas designated for them;
- avoid playing group/team sports in common areas, unless organised by our Resort's activity staff;
- observe the ban on smoking in rooms, in any other indoor space and porches, in the amphitheatre, in the playground and in the children's area;
- follow the rules of use of nautical equipment and the municipal safety rules (*ordinanza balneare*) posted on the beach;
- do not invite external guests unless authorised by the Resort management;
- always use the toilets whenever you need the bathroom, including for children and for changing nappies;
- use spaces and services appropriately, only for the uses and persons for which they are intended; do not use improperly facilities and spaces for persons with disabilities.

The spaces, facilities and equipment made available by the Resort must be occupied only for the time strictly necessary for their use: e.g. baggage carts, sun loungers at the swimming pool, equipment in the gym must be promptly vacated after use.

Guests with a car must park it at the car park. It is forbidden to park your car in other spaces. Any cars parked outside the dedicated spaces will be towed away.

#### QUIET TIME

For the comfort of all guests, we have established "Quiet Time" from 2:30 p.m. to 4:00 p.m. and from midnight to 09:00 a.m. to ensure that all guests can relax. No noisy activities and games are allowed in common areas during these hours. In the rooms, the noise from radios, TVs and other sound equipment must not be heard outside the room.

In general, even outside quiet hours, very loud voices and shouting must be avoided.

#### LOST PROPERTY

Any items, even lost or apparently abandoned, found in the rooms or common areas are to be considered the property of guests, employees or the hotel itself. If you pick up any lost property, please hand it over to Reception promptly.

#### ACTION BY MANAGEMENT

Any discussion between guests should be resolved calmly and respectfully, without raising one's voice. In any case, the management is always available to help you find a solution together. These rules are part of your contract with us and we ask you to respect them fully. Bluserena reserves the right to cancel or refuse future bookings from guests whose behaviour causes nuisance to other guests, affects peace and quiet, or impacts the Resort's safety or image.