

THE BLUSERENAPIÙ CLUB IS THE “LOYALTY PROGRAM” THAT REWARDS YOU

So many benefits, growing along with your memories.

Starting this year, some important updates:

- Each night spent at our hotels and resorts will allow you to accumulate one point.
A minimum stay of 7 nights is no longer required;
- To maintain Loyalty status, starting from May 1st, 2025, you must stay at least once every two years. Otherwise, your points will be reset and you will lose your membership status.
- The earlier you book, the longer your points will remain valid. This means that, if you make a new booking before your points expire, their validity will be extended for up to 2 years from the end date of the new stay.
- Guests who have already stayed with Bluserena have access to exclusive private sales.
To take advantage of these promotions, simply use the discount codes we will send you via email.

BENEFITS

BLUSERENAPIÙ CLUB BENEFITS	Welcome 1 POINT	Silver 10 POINTS	Golden 20 POINTS	Platinum 35 POINTS	Diamond 100 POINTS
5 Points for a Friend	Yes	Yes	Yes	Yes	Yes
Complimentary Bar Drinks based on points accumulated	-	-	Yes	Yes	Yes
Complimentary Restaurant Beverages based on points accumulated	-	Yes	Yes	Yes	Yes
Exclusive Promotions (subject to availability)	Yes	Yes	Yes	Yes	Yes
Free rental of 1 beach towel per person aged 12 and up, with weekly change (subject to availability)	Yes	Yes	Yes	Yes	Yes
Discount on rental of the 2nd and 3rd beach loungers (where available, if booked on site and subject to availability)	30%	30%	30%	50%	50%
Welcome Box at Residence Serena Majestic	Yes	Yes	Yes	Yes	Yes
Discount on enclosed parking at Serena Majestic Hotel Residence (if booked on site and subject to availability)	-	15%	20%	25%	35%
Enclosed internal parking at GranSerena Hotel (if booked on site and subject to availability)		Free	Free	Free	Free
Discount on individual swimming lessons (not available at Sibari Green Resort)	10%	15%	15%	20%	25%
Discount on non-electric bicycle rental (not available at Serenè Resort, Serenusa Resort, and Ethra Reserve)	10%	10%	20%	25%	35%
Discount on diving courses for children and adults at Calaserena Resort	5%	10%	10%	10%	15%
Shop Discount (not applicable to already discounted items)	10%	10%	10%	10%	10%
Discount on Beauty & Wellness services	10%	10%	10%	10%	10%

Conditions and Description of Benefits in the Regulations

REGULATIONS

Description of benefits reserved for guests enrolled in the BluserenaPiù Club

- **5 POINTS FOR A FRIEND:** You are entitled to 5 points every time you go on holiday with friends or relatives who have never stayed at a Bluserena resort before (at least 2 people, not children, not in single rooms, and staying in rooms different from yours). To receive the points, both your stay and that of your friends must be in the same resort, during the same period, and last at least 7 nights. Remember to declare the "Bring a Friend" promotion at the time of booking so we can credit your points. Each new booking made by acquaintances entitles you to 5 points.
- **COMPLIMENTARY BAR DRINKS BASED ON POINTS ACCUMULATED:** or Golden, Platinum, and Diamond guests, complimentary bar drinks are provided. The value of the drinks varies according to the loyalty level:

	All Bluserena Hotels and Resorts*	Serena Majestic Residence**
Golden 20 points	€ 2,00	€ 0,50
Platinum 35 points	€ 2,50	€ 1,50
Diamond 100 points	€ 3,00	€ 2,00

The values indicated are per person per day (based on list prices). The full amount of the complimentary credit will be loaded onto the smart card upon arrival and can only be used at the resort's bars. Any unused balance at the end of the stay will not be refunded. Guests on Extra Board, Special Full Board, All Inclusive New, or Full All Inclusive plans may use the credit for bar drinks not included in those plans.

*For all hotels and resorts, except Serena Majestic Residence: for children aged 0 to under 12, the value of complimentary bar drinks is reduced and calculated in proportion to the rates dedicated to them.

**At Serena Majestic Residence: children aged 0–3 are excluded; for children aged 3 to under 12, the value of complimentary bar drinks is reduced by 80%.

- **FROM SILVER TO DIAMOND, COMPLIMENTARY DRINKS AT THE RESTAURANT**
In all Bluserena hotels and resorts (except Kalidria Hotel & Thalasso SPA) and at Serena Majestic Hotel Residence, for guests staying in Residence formula and dining at Gulliver pizzeria, Silver, Golden, Platinum, and Diamond guests (over 8 years old) are entitled to one 20 cl soft drink per meal at the main restaurant, choosing from beer, orange soda, and cola, in addition to the drinks already included in the meal plan. Complimentary drinks provided by the BluserenaPiù Club cannot be combined with those included in the Extra, Special Full Board, All Inclusive New, or Full All Inclusive plans. Drinks may only be taken during the current meal. Drinks not consumed during a meal cannot be "carried over" to future meals or refunded. These drinks may not be exchanged for other beverages from bars or other restaurants.
- **EXCLUSIVE PROMOTIONS:** Bluserena Private Sales are exclusive promotional offers reserved for BluserenaPiù Club members. You will have access to reserved offers not visible to the general public. During each promotional period, you will receive personalized discount codes or dedicated offers via email, to be used on our official website or through the indicated channels. Offers are subject to limited availability and valid only for bookings made with the provided codes.
- **BEACH TOWEL:** free use of one beach towel per person aged 12 and up, with one change after the first week (additional washes are subject to a fee). A €10.00 deposit per towel is required on site, refundable at the end of the stay. This benefit is subject to availability and cannot be combined with the towel included in the meal plan or room type. At Alborèa Ecolodge Resort and Kalidria Hotel & Thalasso SPA, towel use is included in the package.

- **BEACH LOUNGER:** At Sibari Green Resort, Serena Majestic Hotel Residence, Valentino Resort, and Calanè Resort, one beach umbrella with one sunbed and one deck chair per family is included. If you prefer a second sunbed instead of the deck chair and are a BluserenaPiù Club member, you can book it (subject to availability) and enjoy discounts from 30% to 50% on the second sunbed (see “BluserenaPiù Club Benefits” table for details). These discounts also apply to a third sunbed (where available).
In the other resorts — Alborèa Ecolodge Resort, Kalidria Hotel & Thalasso SPA, Is Serenas Badesi Resort, Calaserena Resort, Serenusa Resort, Serenè Resort, GranSerena Hotel, and Torreserena Resort — two sunbeds are already included.
- **WELCOME BOX:** if you stay at Serena Majestic under the Residence formula, you will receive a welcome box designed to help you prepare your first meal easily and quickly.
- **PARKING BENEFITS:** a discount is available for the enclosed parking area at Serena Majestic Hotel Residence, valid only if booked on site and subject to availability. The discount varies based on loyalty level: from 15% to 35%. For details, see the BluserenaPiù Club benefits table.
At GranSerena Hotel, enclosed internal parking is free for all guests starting from the Silver level (10 points) and above, subject to availability and booking on site.
- **SWIMMING AND DIVING LESSONS:** discounts are available on individual swimming lessons (not available at Sibari Green Resort) and on diving courses for children and adults at Calaserena Resort. Discounts vary based on loyalty level, from a minimum of 5% to a maximum of 25%. For full details, see the benefits table. Services must be booked on site and are subject to availability.
- **BICYCLE RENTAL:** discounts are available on the rental of non-electric bicycles, except for guests staying at Serenè Resort, Serenusa Resort, and Ethra Reserve, where the service is not available. The discount varies based on loyalty level, from a minimum of 10% to a maximum of 35%. For full details, see the benefits table. The service must be booked on site and is subject to availability.
- **SHOPS AND BEAUTY & WELLNESS SERVICES:** a 10% discount is available on purchases in shops (not applicable to already discounted items) and on Beauty & Wellness services available on site. Discounts are valid for all levels of the BluserenaPiù Club. For more details, refer to the benefits table.

GENERAL RULES

BluserenaPiù Club is the “loyalty program” that rewards our guests.

It offers increasing benefits with each stay, is completely free of charge, and entails no obligation. It is valid at all Bluserena hotels and resorts. Anyone who has stayed at a Bluserena resort is entitled to discounts and benefits from the BluserenaPiù Club, which increase with the number of points accumulated. Each night spent at our hotels and resorts earns you one point, which is added to your existing total.

You will become part of our loyalty family as a Welcome (1 point), Silver (10 points), Golden (20 points), Platinum (35 points), or Diamond (100 points) member. The benefits of the BluserenaPiù Club may be revoked in case of any, even suspected, violations of resort regulations.

BLUSERENAPIÙ CLUB REGULATIONS

- Participation in the Program is free and automatic starting from the return from your first stay of at least 1 night at a Bluserena property.
- BluserenaPiù Club benefits apply exclusively to those wearing the Bluserena wristband.
- For the purpose of point accumulation, a “Bluserena stay” means a stay of at least 1 night at a Bluserena resort during the official opening period.
- One point is credited for each night of stay.
- For guests on Extra Board, Special Full Board, All Inclusive New, and Full All Inclusive plans, the

complimentary bar drinks and restaurant beverages included with the Club can only be used for items not already included in those plans.

- Points are credited to each adult guest staying at our resorts, not only to the booking holder (e.g., points are awarded not just to the person who made the reservation, but also to all roommates). Each guest can use their points even if returning with different companions.
- Parent points are also transferred to a child who becomes of legal age and makes a booking with the parents or with friends, upon request.
- Points from different guests within the same stay are not combined: in the case of a family, the benefits will be based on the family member with the highest score (e.g., mother 5 points, father 10 points, child 5 points; the whole family will benefit from 10-point privileges). In the case of friend groups, points are awarded individually to each member based on their previous stays.
- For shared supplements within a room, the discount is based on the guest with the highest score.
- Points (including those from the “5 Points for a Friend” offer) are awarded upon departure and benefits are valid from the next stay onward.
- BluserenaPiù Club benefits and discounts cannot be combined with other offers and do not apply to group stays. Club membership does not replace the Club Card. These regulations apply to the 2025 season. Bluserena reserves the right to modify the conditions at any time during 2025, with any changes communicated at the time of booking.

Club membership, if not renewed, expires two years after the last stay, and accumulated points will be reset. To maintain Loyalty status, starting from May 1st, 2025, you must stay at least once every two years. Otherwise, your points will be reset and your loyalty status will be lost.

- If you do not wish to be enrolled in the Club, simply inform us at the time of booking, upon arrival at the resort, or by sending an email at any time to booking@bluserena.it.