

MICE, Sports and Destinations

BLUSERENA

About us

12

Hotels and Resorts by the Sea

3.500m²

Exclusive Ethra Thalasso SPA

2.500

Employees

1

Hotel in the snow

1,2 Mln

Overnight stays in 2024

€70 MIn

Investments in our resorts between 2023 and 2024 to renovate facilities and services 4.200

Rooms/12,000 beds

40

Meeting rooms

Hotels and Resorts renovated in 2023 and 2024 (Indicated by a blue star) ★



Ideal destinations for:



Events for up to 2.500 people

Up to 7.800 sqm of exhibition space in a resort

1

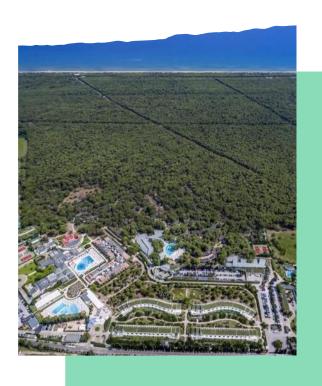
Incentives and team buildings



Ethra ReserveHotels & Resorts

An exclusive MICE destination in the heart of Apulia

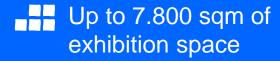
Centuries of history and enchanting landscapes are some of the wonders that make this the perfect place to stay and take home unforgettable experiences



Ideal destination for:



Events for up to 1.200 people





Incentives and team buildings



Airports & landmarks distances

100 km Bari & Brindisi APT, 20 km Metaponto Railway Station, 40 km Taranto Railway Station, 135 km Lecce, 85 km Ostuni, 60 km Alberobello, 76 km Polignano a Mare, 64 km Matera





Apulia





Hotels & Resorts

- Kalidria Hotel & Thalasso Spa
- Alborèa Ecolodge Resort
- Valentino Resort
- Calanè Resort
- 753 rooms



Services and facilities

- 5 km sandy beach
- 3.500 m² Thalasso SPA
- 8 Restaurants
- 7 bars
- 6 Pools
- · Sports fields and fitness areas
- · Mini, young and Teen clubs, Baby Kitchen, Baby Daycare
- Playgrounds and Aqua Park
- 20 Halls and 2 open-air amphitheaters for congresses and events
- 480-seat plenary hall
- · 800-seat open-air amphitheater
- 390-seat open-air amphitheater



Airports & Landmarks distances

100 km Bari & Brindisi, 20 km Railway Station Metaponto, 40 km Railway Station Taranto, 135 km Lecce, 85 km Ostuni, 60 km Alberobello, 76 km Polignano a Mare, 64 km Matera





Congress Halls

- 1. Ethra
- 2. Buonvento
- 3. Ostro
- 4. Grecale
- Libeccio
- 6. Stampa
- 7. Bolina
- 8. Fiocco
- 9. Atryum
- 10. Theatre
- 11. Coquì rosso 1
- 12. Coquì rosso 2
- 13. Coquì azzurro
- 14. Coquì arancio 1
- 15. Coquì arancio 2
- 16. Avorio inferiore
- 17. Avorio superiore
- 18. Panorama
- 19. Garden
- 20. Library
- 21. Clarke
- 22. Amphitheatre

Resorts

- Calanè Resort
- Valentino Resort
- Alborèa Resort
- Kalidria Resort

Restaurants

- Calanè (2 restaurants)
- Valentino
- Alborèa
- Kalidria
- Scirò
- 6. Mediterraneo
- 7. Ethra Pinseria

Rooms

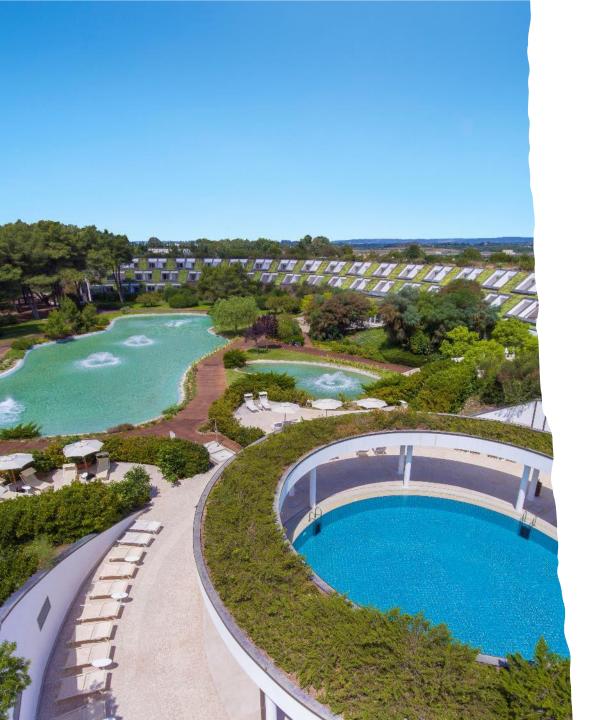
- Classic Calanè
- Classic Valentino
- Superior Valentino

Swimming Pools

- Calanè
- Calanè
- Alborèa
- Kalidria
- Valentino
- Ethra







Kalidria Hotel & Thalasso SPA





109

Rooms & suites

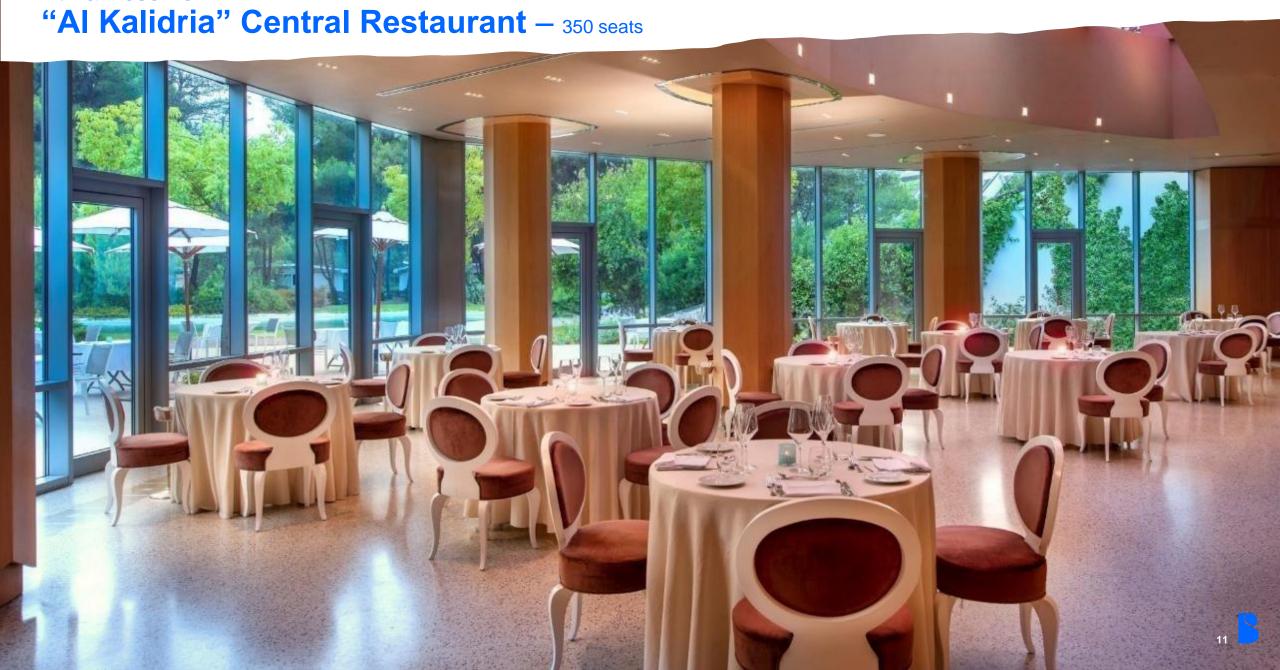
- Albachiara Suite (100 sqm)
- Suite (over 60 sqm)
- Ecolodge Suite (50 sqm)
- Superior (37 sqm)
- Classic (30 sqm)
- Dog Room

Opening dates: 14/04 – 06/10

Elegant, exclusive and surrounded by nature. With a beautiful long and private sandy beach, where guests can enjoy peace and wellness









Ethra Reserve Thalasso SPA



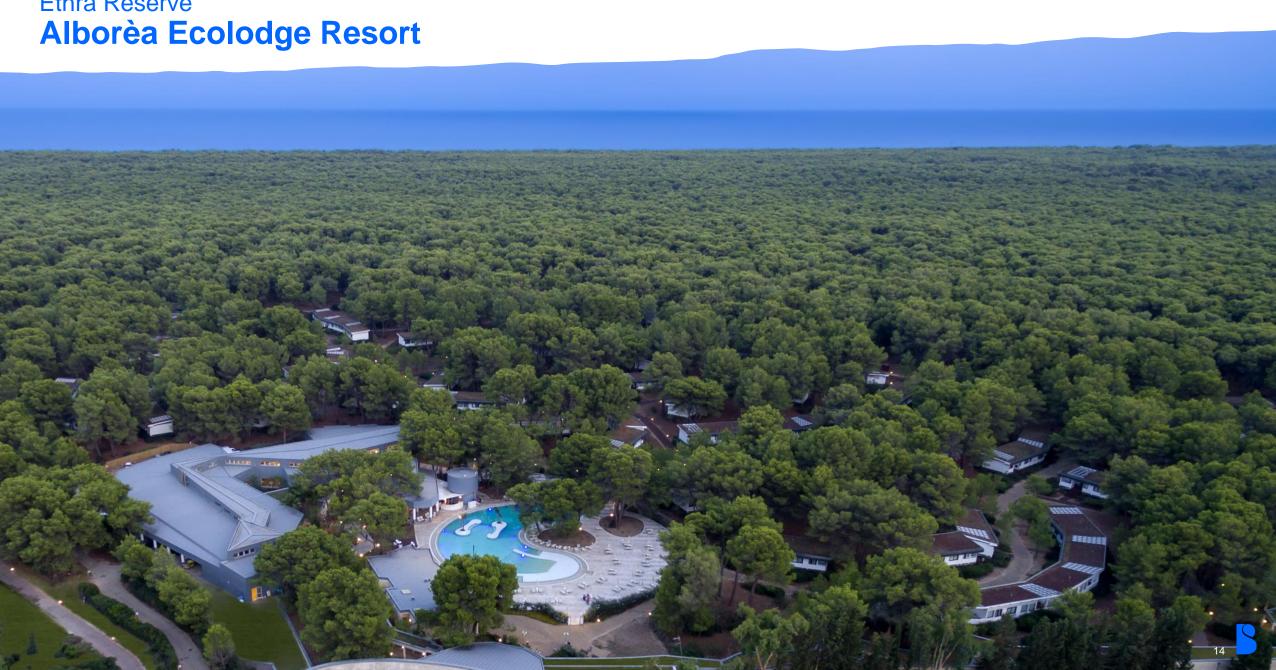


Services & facilities

- Thalassotherapy treatments
- Seawater swimming pool with solarium
- Hot/cold aquatonic path
- Rituals treatments for face and body
- En-plein-air wellness oasis with whirlpools
- Beauty treatments
- Saunas and turkish bath
- Fitness area with personal trainer

The 3.500 sqm SPA, one of the largest and most important in Italy.

Ethra Reserve **Thalasso SPA**





Alborèa Ecolodge Resort





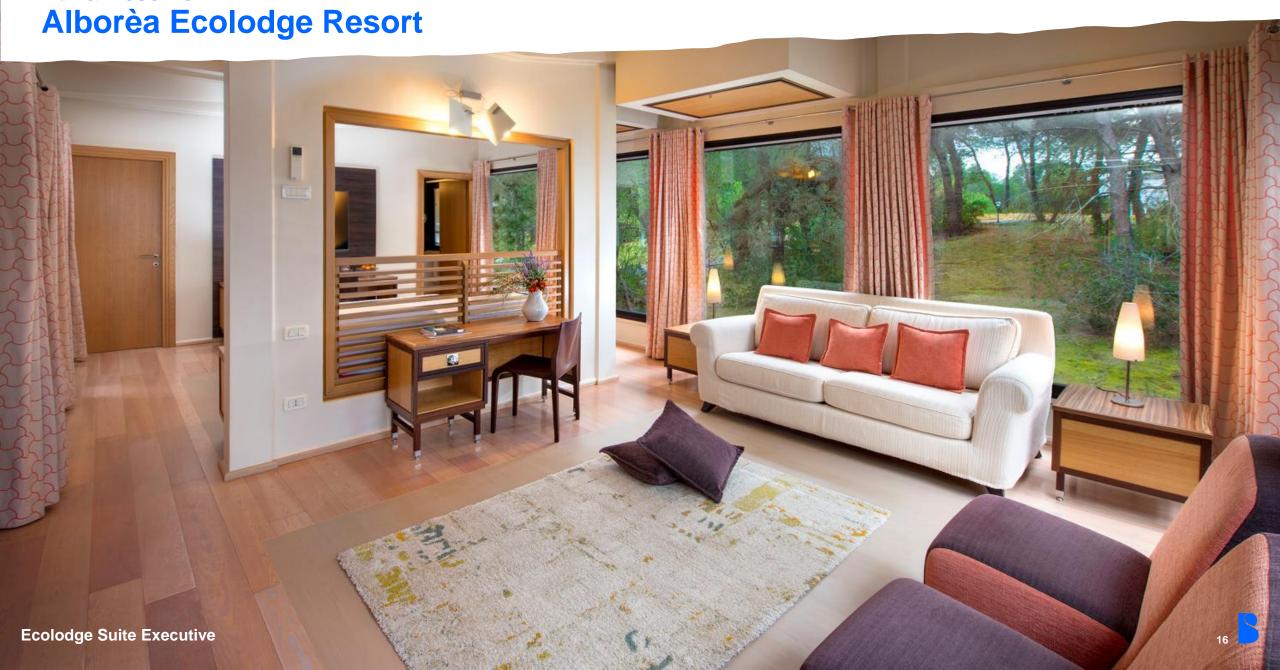
119

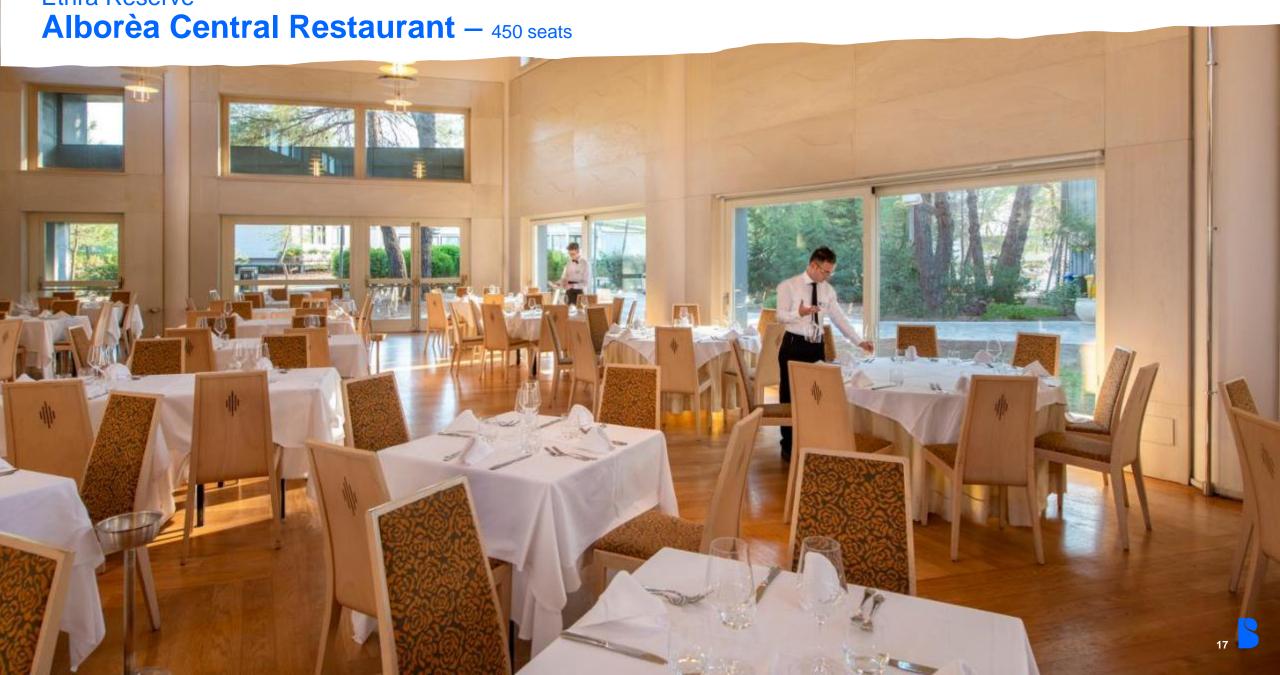
Ecolodge

- Ecolodge Suite Executive (50 sqm)
- Ecolodge Suite Classic (50 sqm)
- Dog Room

Opening dates: 26/05 – 28/09

A natural oasis where exclusivity and wellness meet everyone's desires.





Ethra Reserve **Valentino Resort Main Swimming Pool**



Valentino Resort



346

Rooms & suites

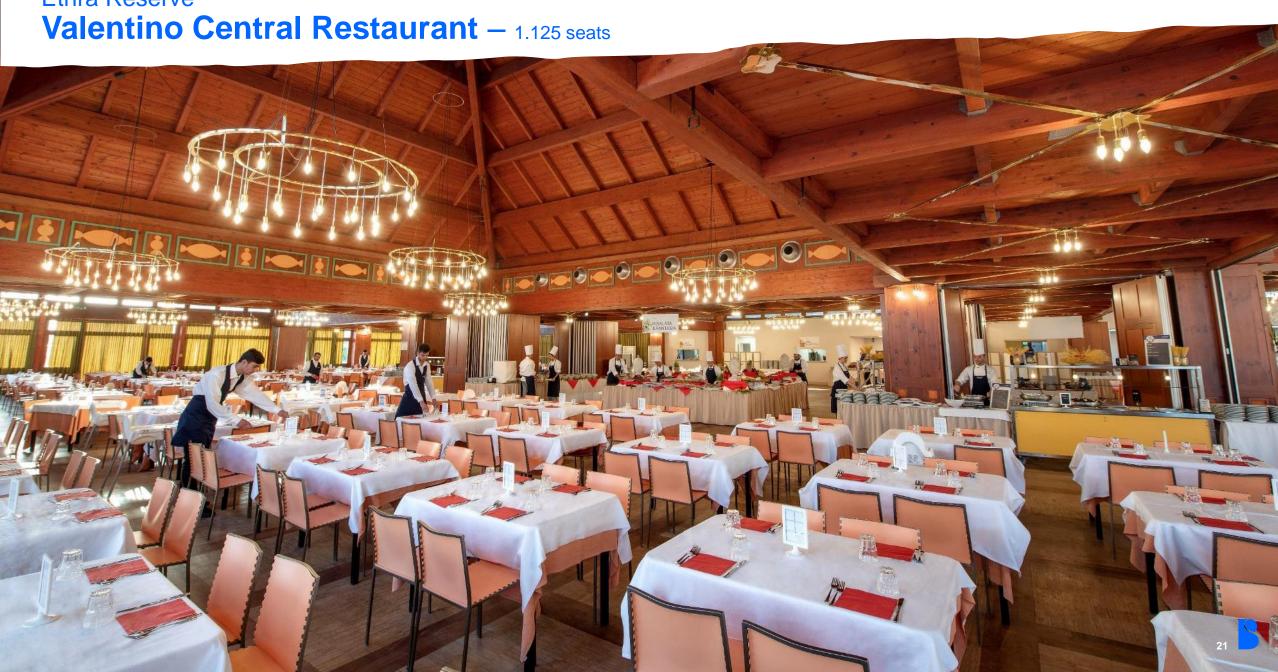
- Junior Suite Garden (41 sqm)
- Suite (29 sqm)
- Deluxe Suite (40-41 sqm)
- Executive Garden Suite (54 sqm)
- Superior (24-28 sqm)
- Superior Family (53 sqm)
- Superior Family Suite (78 sqm)
- Classic (27-41 sqm)
- Dog Room

Opening dates: 23/05 – 28/09

An unspoilt, richly serviced place to offer unforgettable stays.







Calanè Resort





Calanè Resort





178

Rooms & suites

- Premium (26 sqm)
- Family (52 sqm)
- Superior (26 sqm)
- Classic (26 sqm)
- Dog Room

Opening dates: 26/05 – 14/09

A dynamic atmosphere in the stunning location of the Stornara nature reserve.

Ethra Reserve **Calanè Resort**

Classic Room



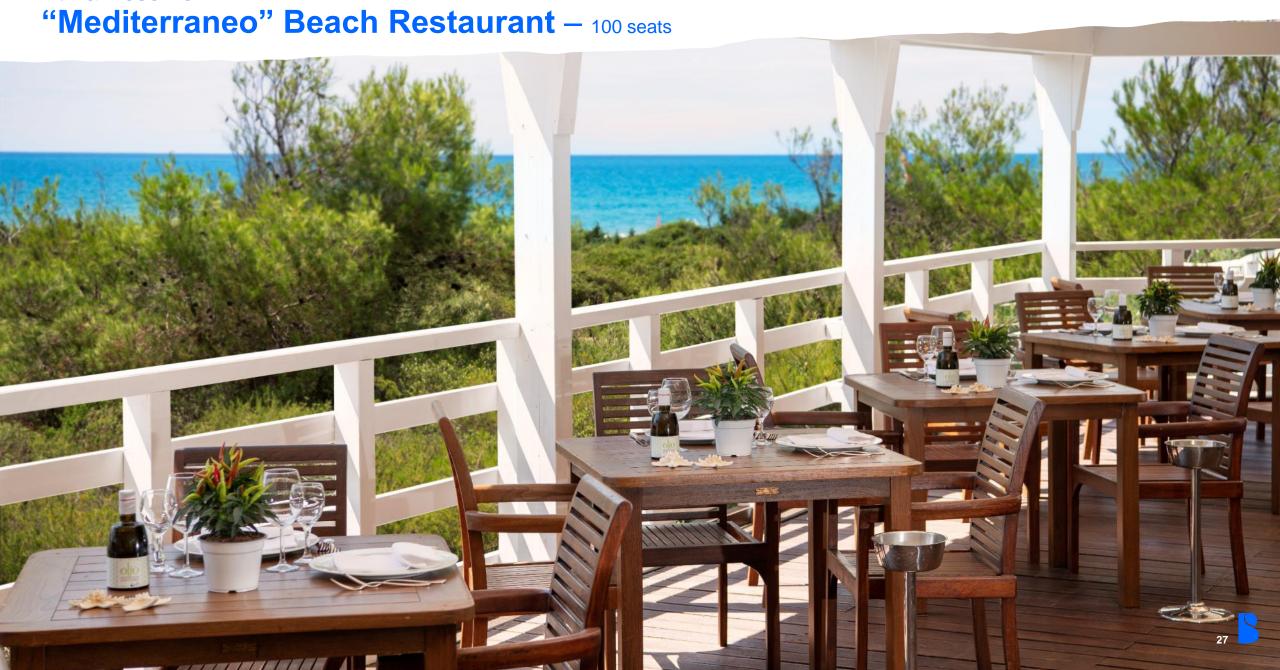


Food & Beverage





- 8 Restaurants
- 7 bars
- Al Kalidria Central Restaurant 350 seats
- Alborèa Central Restaurant 450 seats
- Valentino Central Restaurant 1.125 seats
- Calanè Central Restaurant 760 seats
- "Mediterraneo" Beach Restaurant 100 seats
- "Scirò" Beach Restaurant 210 seats
- "Ethra" Pinseria 180 seats



Ethra Reserve "Scirò" Beach Restaurant - 210 seats

Ethra Reserve Ethra Pinseria – 180 seats



Congress Center





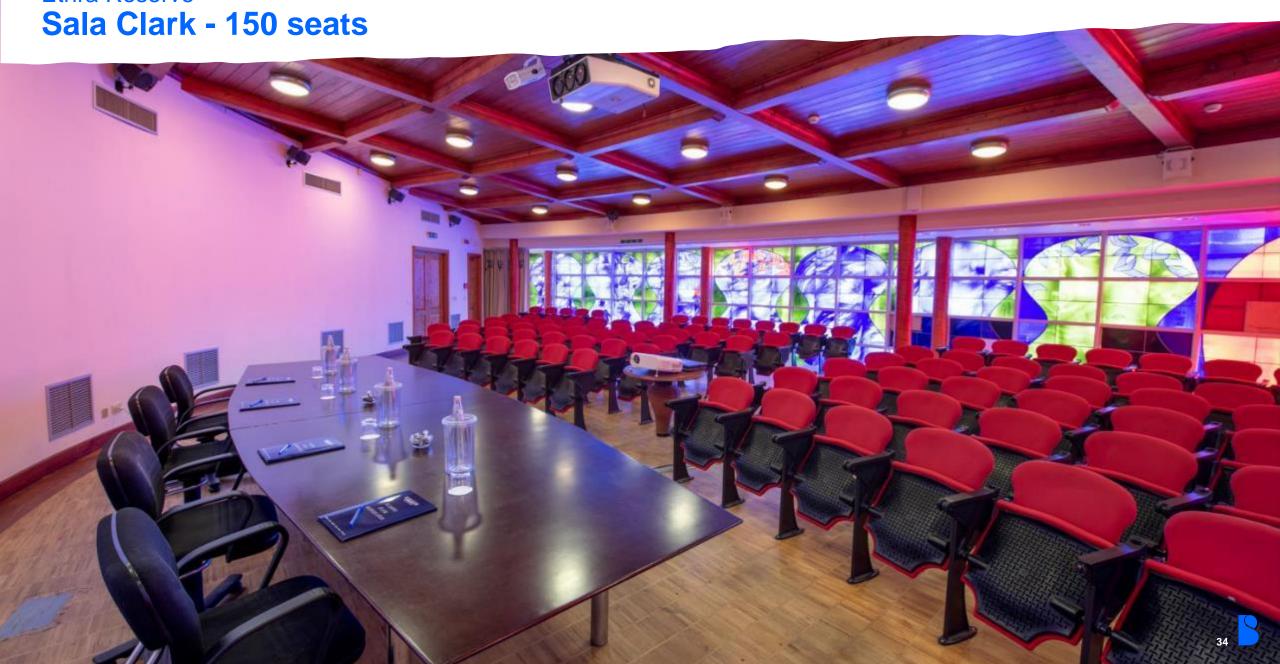
- 20 Congress and event halls
- 480 Seats in the main hall
- 7.800 sqm exhibition areas indoor and outdoor
- 5,35 mt main hall height
- 2 Outdoor theaters (800 390 seats), outdoor incentive areas
- Space for a marquee up to 1.200 people

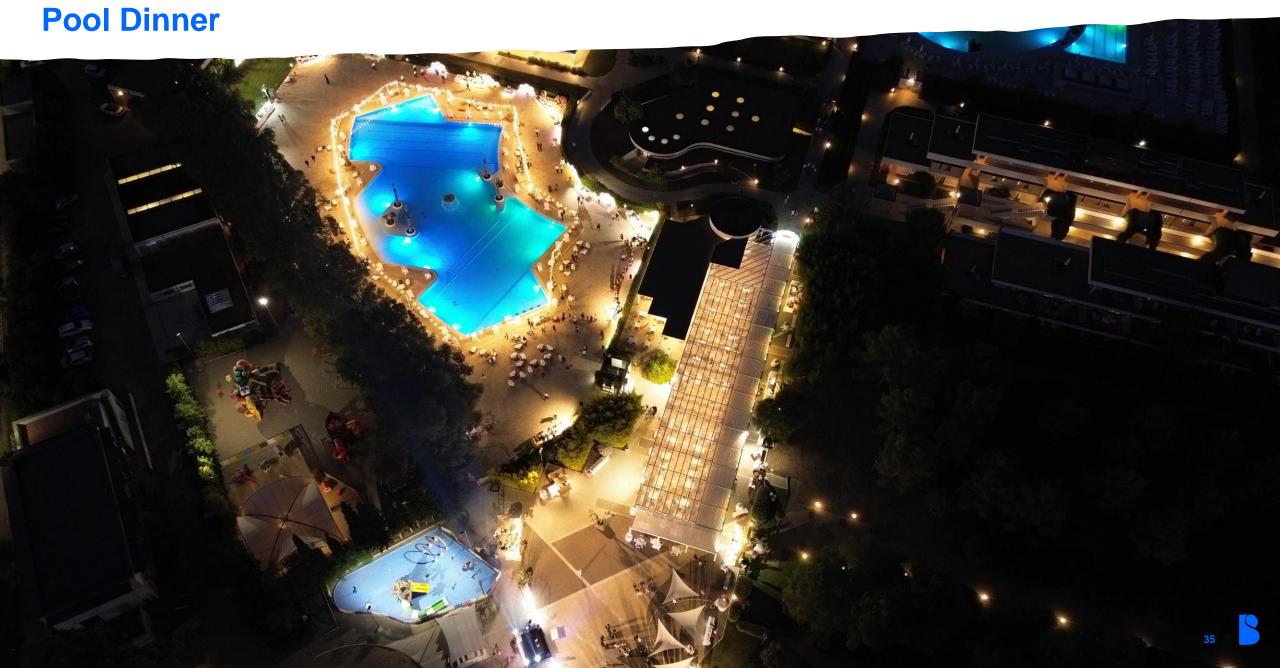
Congress Rooms

Hotel	Room Name	Max capacity	Cocktail	Theater	School desks	Cabaret	Horseshoe	Panel discussion	Floor	sqm. area	Height	Dimension	Air Cond	Three-phase five-pole socket	Sound system	Natural light
Calanè Resort	Ethra	480	480	480	300	250	100	-	2	500	5,35	28,5X16,6	Χ	X	Χ	Χ
	Buonvento	250	250	250	100	100	40	40	2	250	5,35	16,6X14,2	Χ	X	Χ	Χ
	Ostro	250	250	250	100	100	40	40	2	250	5,35	16,6X14,2	Χ	X	Χ	Χ
	Grecale	60	60	60	30	30	26	26	2	70	3,4	10X7	Χ	-	-	-
	Libeccio	30	30	30	16	-	20	20	2	35	3,4	8,6x4,3	X	-	-	-
	Stampa	15	15	15	-	-	-	16	2	23	3,4	6,8x3,8	Х	-	-	-
	Bolina	30	30	30	16	16	-	20	Ground	51	3,4	6,7X7,7	Χ	-	-	-
	Fiocco	30	30	30	16	16	-	20	Ground	51	3,4	6,7X7,7	Χ	-	-	-
	Atryum	160	160	160	80	80	-	-	Ground	400	6,3	Semicircle	Χ	-	-	Χ
	Theatre	390	390	390	-	-	-	-	2	-	OPEN	-	-	X	-	-
Alborea Ecolodge Resort	Coqui Rosso 1	100	100	100	48	35	36	36	Ground	183	4,3	14,4X12,7	X	X	-	Χ
	Coqui Rosso 2	70	70	70	32	28	24	24	Ground	141	4,3	12,5X11,3	X	X	-	Χ
	Coqui Azzurro	70	70	70	20	20	32	32	Ground	160	4,3	15,5X10,3	X	Χ		Χ
	Coqui Arancio 1	70	70	70	36	24	32	32	Ground	125	4,3	13,3X9,4	X	X	-	Χ
	Coqui Arancio 2	120	120	120	30	21	36	36	Ground	200	4,3	15,2x13,1	X	Χ	-	Χ
	Lower ivory	70	70	70	30	20	16	16	Ground	174	3,9	18,5X9,2	x	Х	-	Х
	Upper ivory	60	60	60	30	28	32	32	1	174	3,9	18,5X9,2	Х	Χ	-	Χ
Kalidria Hotel & Thalasso SPA	Panorama	45	45	45	20	-	24	24	1	84	3,7	14X6	Χ	-	-	Χ
	Garden	70	70	70	30	35	30	-	Ground	145	3,7	7,60X15,80	Χ	-	-	Χ
	Library	60	60	60	30	30	22	-	Ground	85	3,1	9,6x8,9	Χ	-	-	Χ
Valentino Resort	Clarke	150	150	150	-	-	-	-	Raised	180	4	-	Χ	x	-	Х
	Amphitheatre	806	806	806					Ground		OPEN			X		

Ethra Reserve Sala Ethra - 480 seats





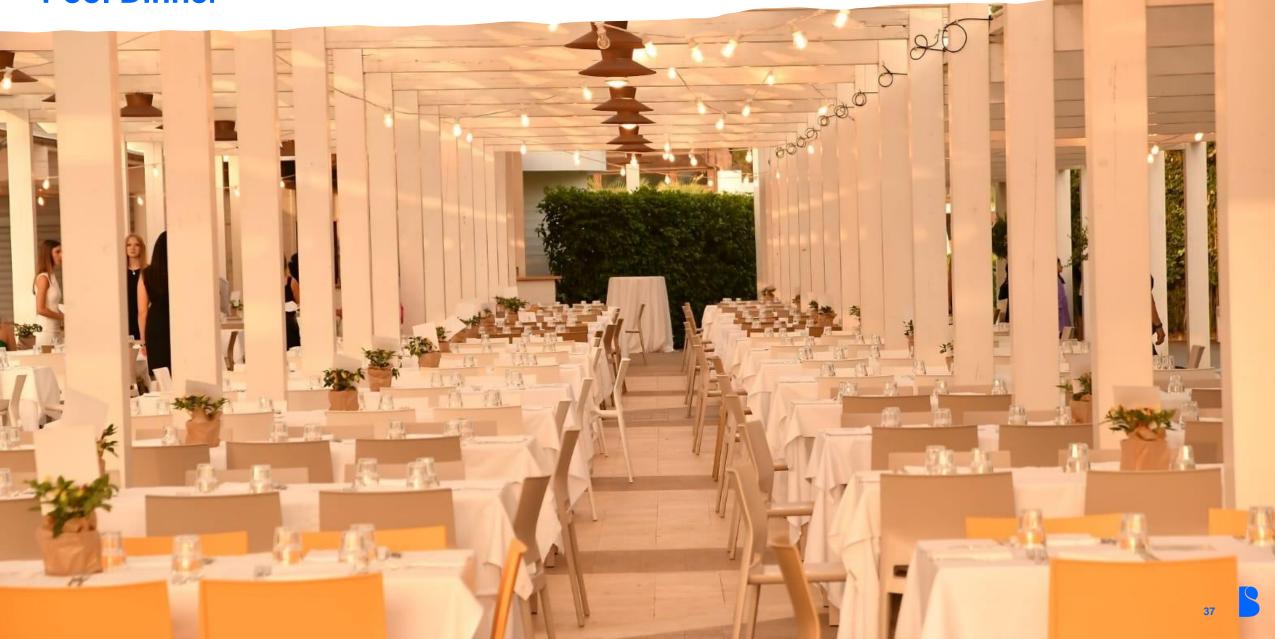


Ethra Reserve **Pool Dinner**



Ethra Reserve







Ethra Reserve

Sports fields, fitness areas & nautical sports





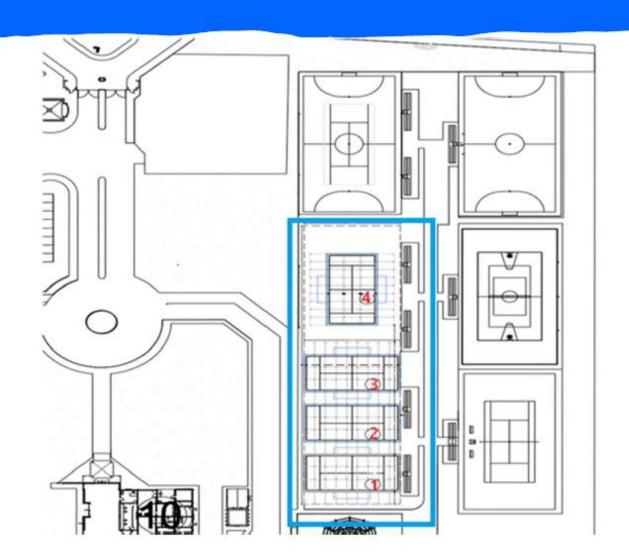
Sports & facilities

- 6 Pools
- 3 Gyms
- 7 Tennis courts (NEW 2025 5 tennis courts)
- NEW 2025 Padel Center (3 Panoramic courts + 1 Super Panoramic court)
- 1 All purpose pitch
- 3 Five-a-side football pitches
- 1 Bowl court
- 1 Archery
- 1 Target shooting range
- 1 Table tennis
- Beach volley and beach tennis courts
- Swimming courses
- · Sailing and windsurfing
- Nautical sports

Nearby:

• 18 holes Golf Club Metaponto (22 km, 17 minutes)

Lay out padel fields





Ethra Reserve





Apulia

A fine sandy beach surrounded by a picturesque pine forest and a new design that is a true tribute to the beauty of the sea, with warm sandy colours and cool shades of blue



Ideal destination for:



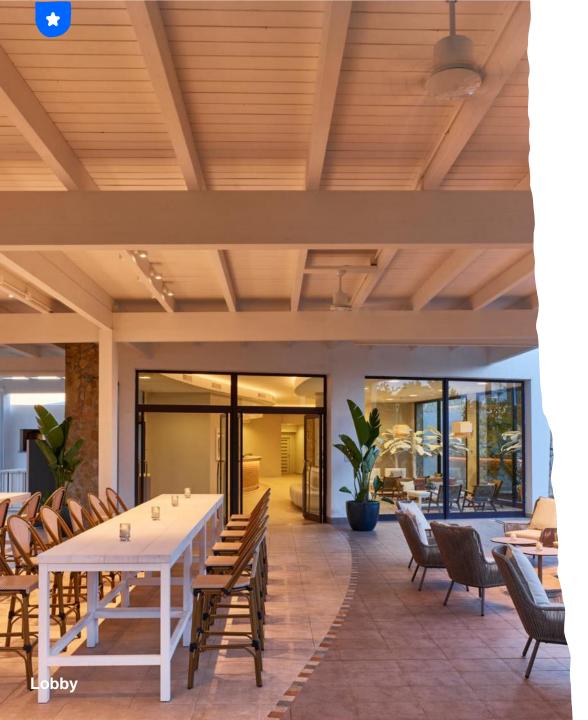
Incentives and team buildings



Airports & landmarks distances

110 km Bari & Brindisi APT, 90 km Ostuni, 81 km Polignano a Mare, 65 km Alberobello, 64 km Matera, 10 km Ethra Reserve





Apulia



391

Rooms

- Premium, also Garden or with Balcony
- Family, also Garden or with Balcony
- Superior, also Garden or with Balcony
- Classic, also Garden
- Dog Room



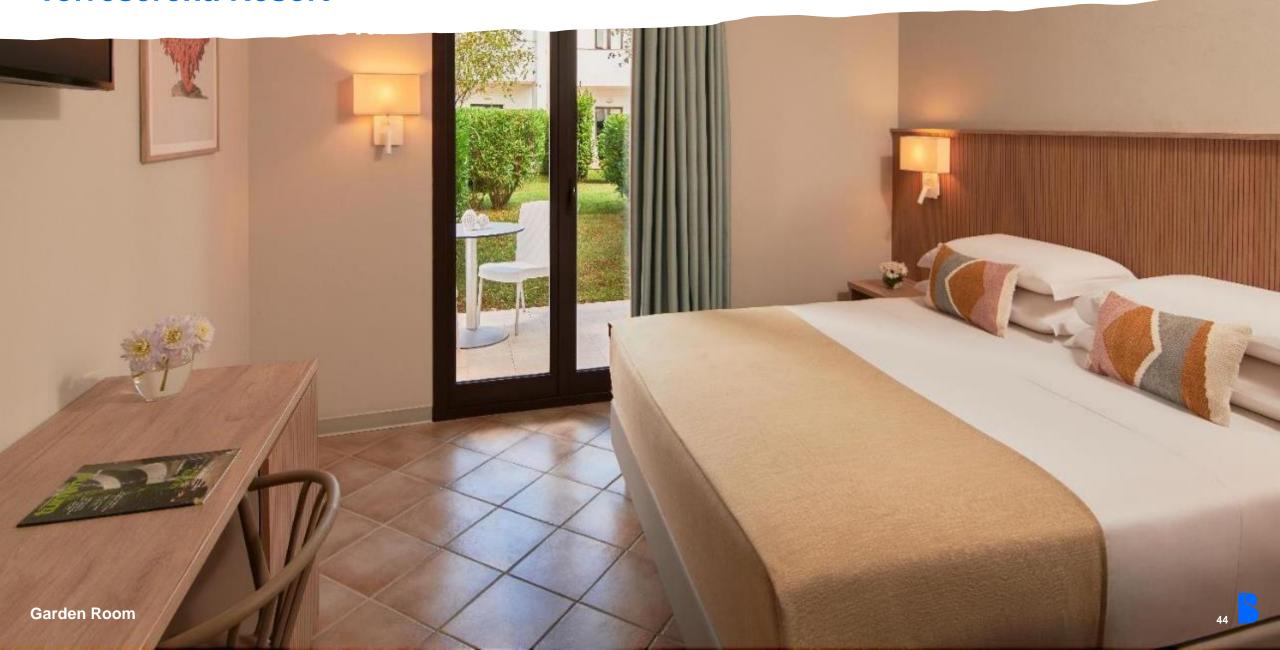


Services and facilities

- · Sandy, private beach
- 2 Restaurants (1 central 1 thematic)
- Mini Club, Young and Teen Club
- Playgrounds and Water Park
- Day and night entertainment
- Baby Kitchen
- Bluwellness
- Free Wi-Fi
- Shops
- Indoor car park
- Dog-Friendly

Opening dates: 24/05 - 28/09







Sports fields, fitness areas & nautical sports





Sports & facilities

- 3 Pools with large solarium
- Fitness Area
- 1 Padel court (NEW 2025 1 Padel court)
- 4 Multi-purpose pitches (tennis / five-a-side football)
- 1 Eight-a-side football pitch
- 2 Bowl courts
- 1 Archery
- Sailing, windsurfing and nautical sport

Nearby:

• 18 holes Golf Club Metaponto (13 km, 14 minutes)







GranSerena Resort

Apulia

A new cosy and elegant style overlooking the beautiful beaches of Puglia and the Mediterranean maquis, with direct access to the thermal SPA

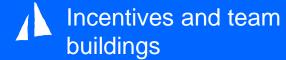


Ideal destinations for:



Events for up to 750 people







Airports & landmarks distances

50 km Brindisi APT, 77 km Bari APT, 69 km Bari Railway Station, 31 km Polignano a Mare, 24 km Itria Valley, 28 km Alberobello, 17 km Ostuni





Apulia



317

Rooms

- · Junior Suite with Balcony
- Junior Suite Sea View
- Premium Sea View
- Family
- Superior with Balcony and Sea View
- Classic, also Sea View



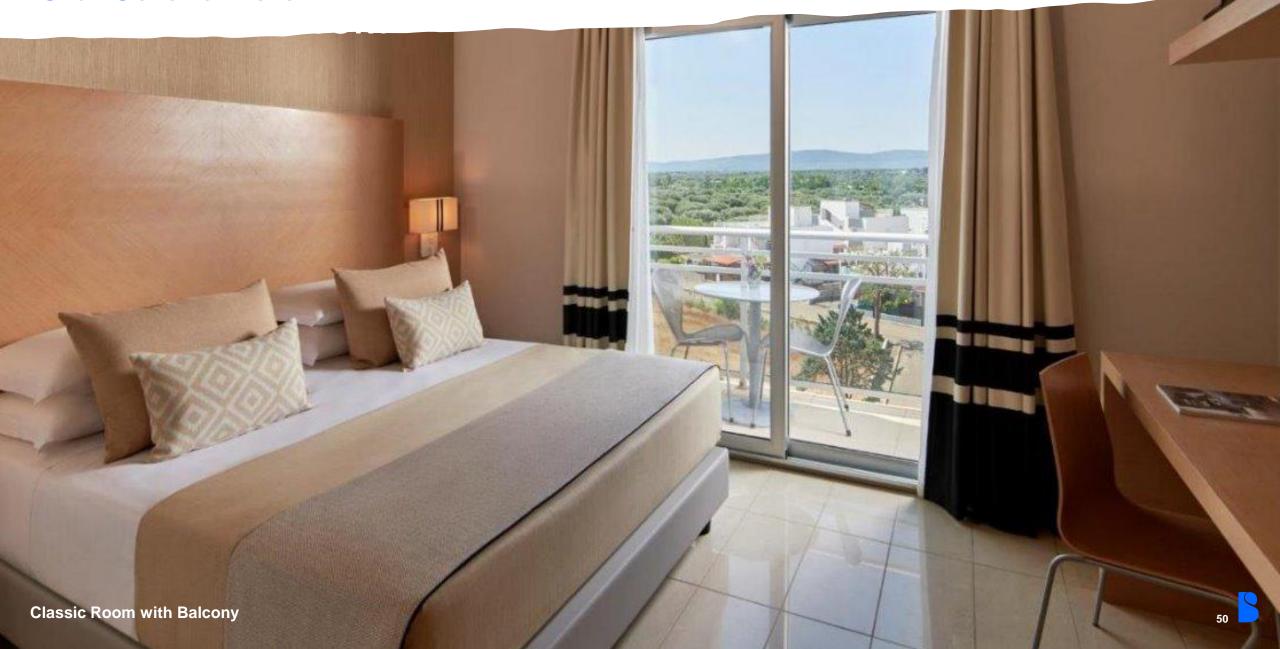


Services and facilities

- Private sandy beach
- 2 Restaurants (1 central 1 thematic)
- Mini Club, Young and Teen Club
- Playgrounds and Water Park
- Day and night entertainment
- Baby Kitchen
- Thermal Park
- Torre Canne Thermal Spa accessible directly from the Hotel
- Free Wi-Fi
- Shops
- Indoor Parking

Opening dates: 03/04 – 26/10







Congress & event rooms



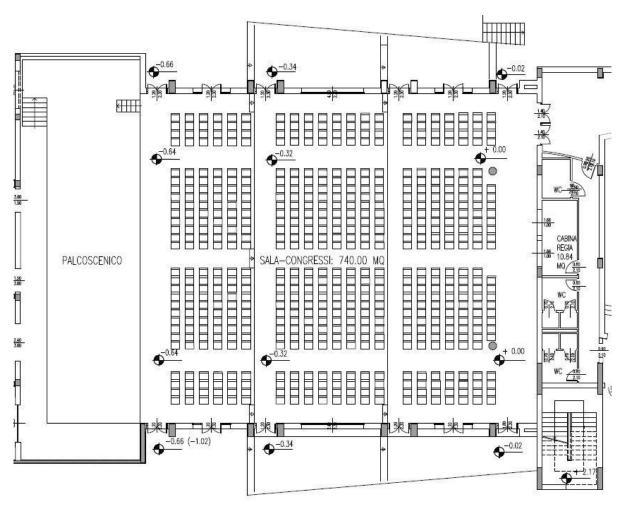


- 758 seats in the main room
- 1,254 sqm indoor exhibition areas
- 5 mt. main room height







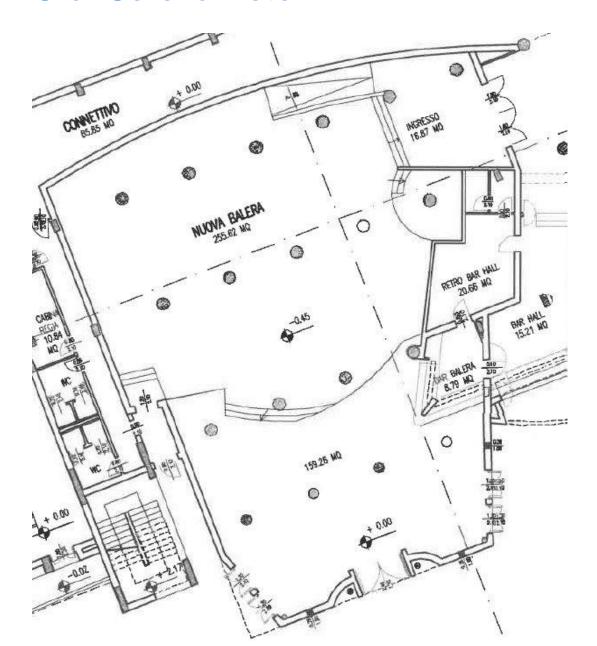


Meeting facilities

- 758 seats in the main room
- 1,254 sqm.
- · Indoor exhibition areas 5 mt.
- · Main room height







Meeting facilities

- 400 seats Balera room
- 415 sqm. Balera room area
- 3.95 mt. Balera room max. height





Sports fields, fitness areas & nautical sports





Sports & facilities

- 3 Pools with large solarium
- Fitness Area
- 1 Padel court
- 1 Tennis court
- 1 Multi-purpose pitches (tennis / basket)
- 1 Five-a-side football pitch
- 1 Beach volley pitch
- 2 Bowl courts
- 1 Archery
- Sailing, windsurfing and nautical sports

Nearby:

• 18 holes San Domenico Golf (9 km, 10 minutes)







Abruzzo

The Serena Majestic Hotel Residence in the heart of Italy is ideal to organize meetings and events with 10 congress rooms



Ideal destination for:



Events for up to 2.500 people (Pala Dean Martin)







Airports & landmarks distances

14 km Pescara APT, 7 km Pescara Railway Station, 200 km Roma, 580 km Milano





Abruzzo



271

168

Rooms Residence

- Suite
- Junior Suite, also Terrace
- Premium
- Superior Terrace
- Superior
- · Classic, also Sea View

Opening dates: 23/05 - 07/11

- Residence Mono, also Sea View
- Residence Two-room apartment, also Terrace

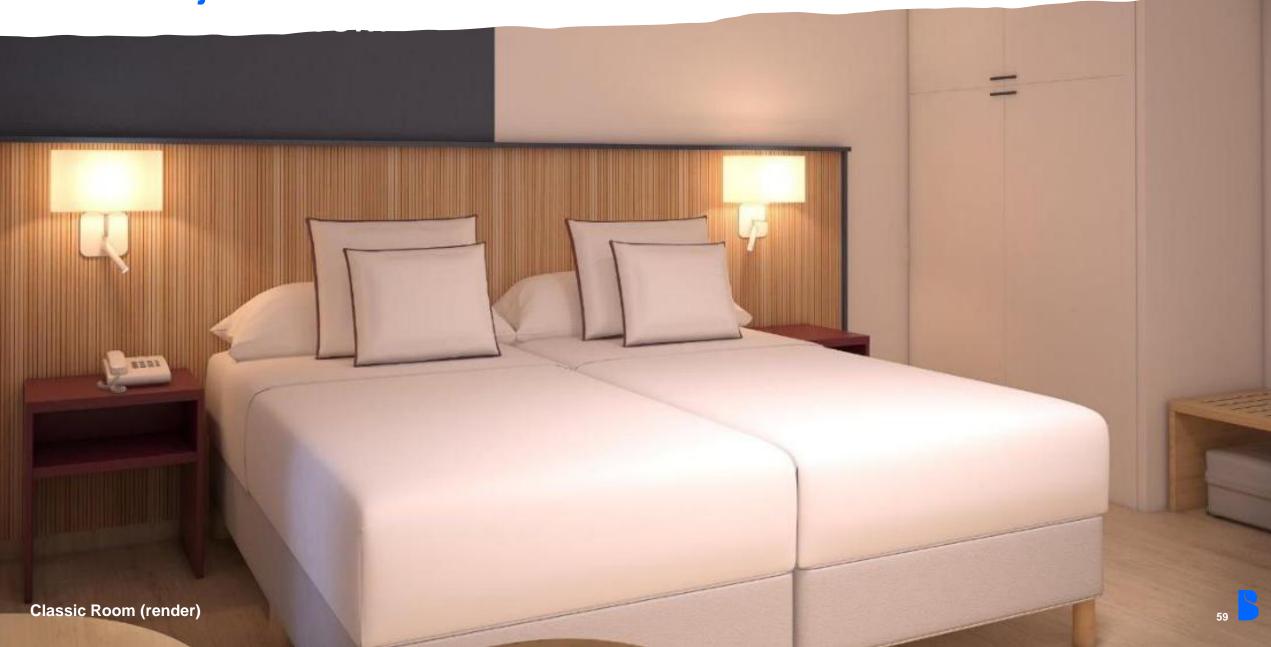


Services and facilities

- Private sandy beach
- 1 Restaurant with outdoor area
- 1 Pizzeria
- Mini Club, Young and Teen Club
- Playgrounds and Water Park
- Day and night entertainment
- Baby Kitchen
- · Bluwellness centre
- Free Wi-Fi
- Shops
- Indoor car park









Congress & event rooms





- 700 seats in the main room
- 2.683 sqm. exhibition areas indoor and outdoor
- 4 mt. main room height
- 860 seats in the outdoor amphitheater
- Pala Dean Martin Conference Centre 1' walking
 2.500 seats in the main room





Room name	Area sqm	Maximum capacity	Natural daylight	Platea	Class Room	Board Room	U-shape	Cocktail	Cabaret	Gala dinner
SALA DEI MARI	777	700	Yes	700	300	80	80	700	330	550
SALA DEL NORD	478	450	Yes	450	200	50	50	450	198	330
SALA DEL SUD	299	250	Yes	250	100	35	35	250	108	180
SALA COLOMBO	95	50	Yes	50	35	20	20			
SALA MAGELLANO / BERING	90	50	Yes	50	30	20	20			
SALA COOK / VESPUCCI	90	50	Yes	50	35	20	20			
SALA SIRIO / ZODIACO	113	60	Yes	60	35	25	25			
SALA BOREALE	98	50	Yes	50	35	20	20			
SALA ANDROMEDA	86	35	Yes	35	30	15	15			



Sports fields, fitness areas & nautical sports



Sports & facilities

- 3 Pools
- 1 Five-a-side football pitch
- 1 Padel court
- 1 Tennis court
- 1 Bowl court
- 1 Archery
- 1 Target shooting range
- 1 Table tennis
- · Beach volley and beach tennis courts
- Swimming courses
- Wellness
- Nautical Sports







Sardinia

A new elegant and refined design set in a picturesque Mediterranean forest overlooking one of the most beautiful sandy beaches in Sardinia



Ideal destination for:



Events for up to 260 people

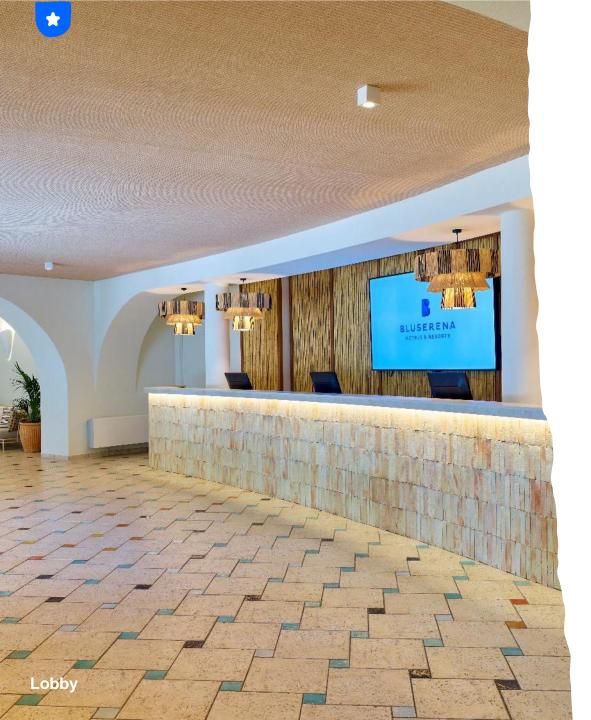


Incentives and team buildings



Airports & landmarks distances
35 km Cagliari APT, 20 km Villasimius, 75 km Nora, 91 km Barumini





Sardinia



309

Rooms renovated in 2024

- Garden Suite
- Balcony Suite with Terrace
- Premium Garden
- Premium Balcony
- Superior
- Classic
- Dog Room

Opening dates: 25/05 – 05/10



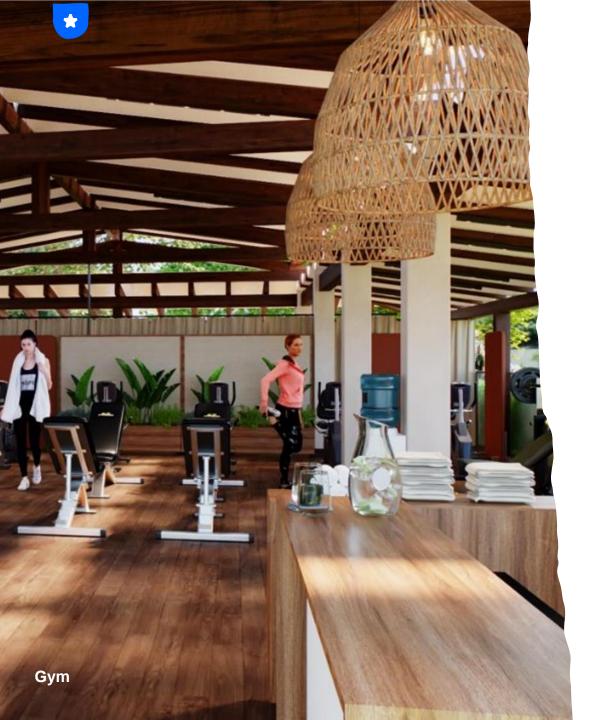
Services and facilities

- 1 meeting room up to 260 people
- 555 seats outdoor amphitheatre
- Private sandy beach
- 4 Restaurants (1 central 3 thematic)
- Mini Club, Young and Teen Club
- Playgrounds and Water Park
- Day and night entertainment
- Baby Daycare
- Baby Kitchen
- New fitness and SPA area (new 2024)
- Free Wi-Fi
- Indoor car park
- Dog-Friendly









Sports fields, fitness areas & nautical sports



Sports & facilities

- 3 Pools with large solarium
- Gym
- SPA area (new 2024)
- 1 Padel courts
- 2 Multi-purpose pitches (tennis / five-a-side football)
- 1 Tennis court
- 2 Bowl courts
- 1 Archery
- Horse riding
- Sailing, windsurfing and nautical sports

Nearby:

- 18 holes Tanka Golf Club (21 km, 25 minutes)
- 9 holes Cagliari Golf Club (16 km, 17 minutes)

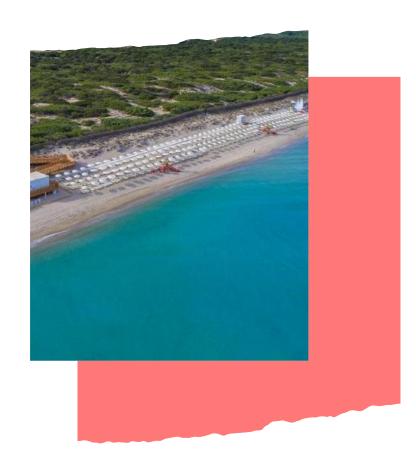




Is Serenas Badesi Resort

Sardinia

An exclusive, richly serviced resort on a fine sandy beach in one of the most beautiful coastlines of northern Sardinia, amidst expanses of dunes, junipers and mediterranean maquis



Ideal destination for:



Incentives and team buildings



Airports & landmarks distances

80 km Alghero APT, 85 km Olbia APT, 4 km Baia delle Mimose, 12 km Isola Rossa, 20 km Castelsardo





Is Serenas Badesi Resort

Sardinia



362

Rooms

- Prestige Family (30-40 sqm)
- Prestige Terrace (26-30 sqm)
- Prestige (21-32 sqm)
- Junior Suite (29-35 sqm)
- Family (27-43 sqm)
- Superior (20-30 sqm)
- Classic (19-25 sqm)
- Dog Room

Opening dates: 22/05 – 05/10



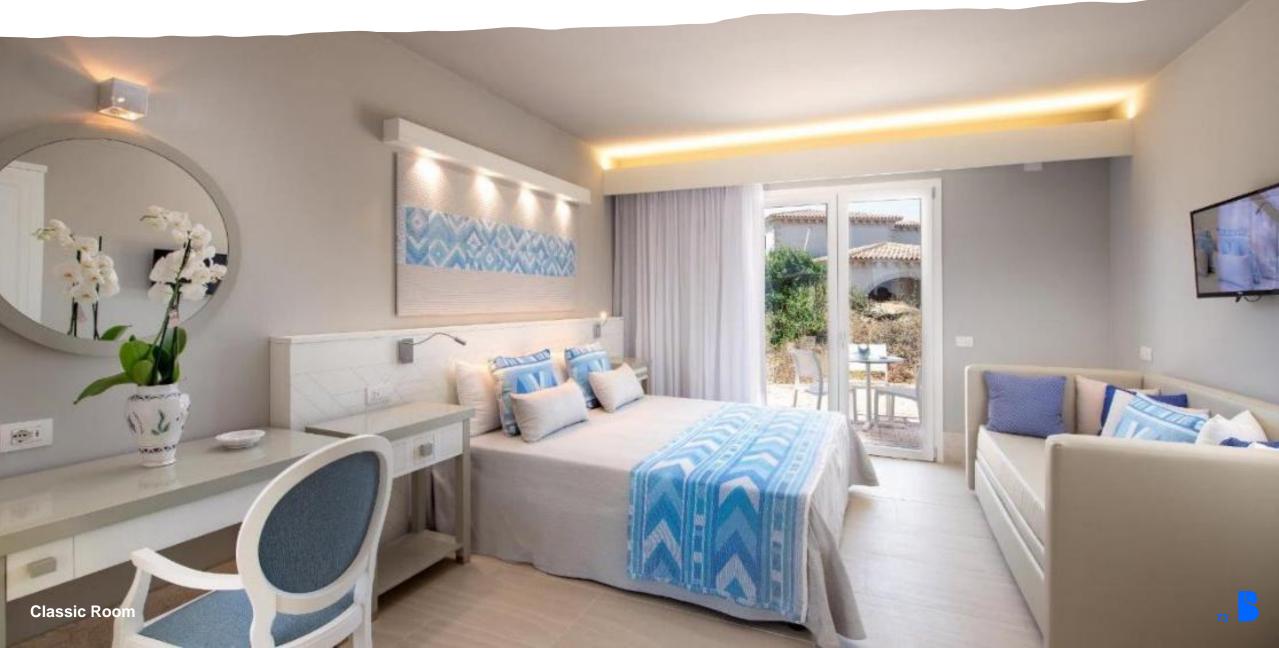


Services and facilities

- 1.019 Seats in the outdoor amphitheater
- Private sandy beach
- 3 Restaurants (1 central 2 thematic)
- Full All Inclusive Formula
- Mini Club, Young and Teen Club
- Playgrounds and Water Park
- Day and night entertainment
- Baby Kitchen
- BluSPA, prestigious wellness centre
- · Free Wi-Fi in all rooms, public areas and on the beach
- Shops
- Indoor parking
- Dog-Friendly



Is Serenas Badesi Resort





Is Serenas Badesi Resort

Sports fields, fitness areas & nautical sports



Sports & facilities

- 4 Pools with large solarium
- Gym
- 2 Padel courts
- 3 Multi-purpose pitches (tennis / five-a-side football)
- 1 Eight-a-side football pitch
- 2 Bowl courts
- 1 Archery
- 1 Table tennis
- 1 Sand volley court
- Sailing, windsurfing and nautical sports

Is Serenas Badesi Resort



Sicily

A modern and lively style that match the colours of Sicilian craftsmanship, on a scenic natural terrace overlooking the sea



Ideal destination for:



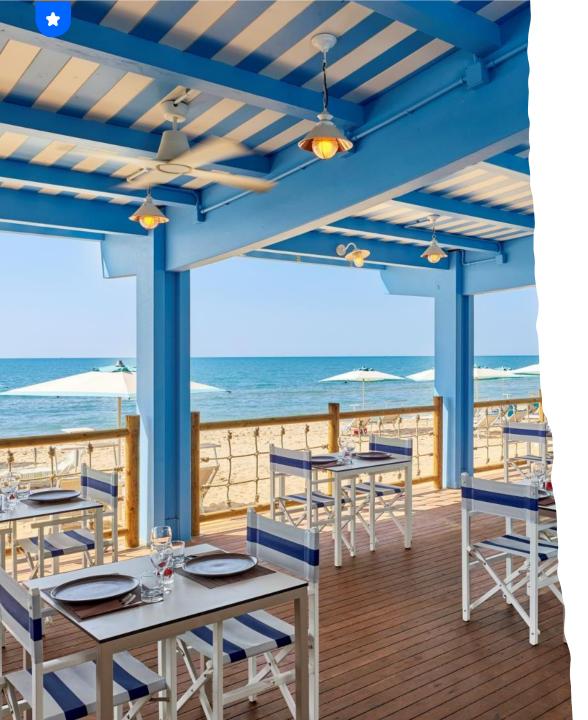
Incentives and team buildings



Airports & landmarks distances

65 km Comiso APT, 125 km Catania APT, 210 km Palermo, 49 km Temple's Valley, 92 km Scicli





Serenusa Resort Sicily



493

Rooms

- Premium, also Garden, Balcony and Sea View
- Family, also Garden and Balcony
- Communicating Balcony
- Superior, also Garden and Balcony
- Classic, also Garden and Balcony
- Dog Room

Opening dates: 09/05 – 05/10





Services and facilities

- 1.214 Seats in the outdoor amphitheater
- Private sandy beach
- 3 restaurants (1 central 2 thematic)
- · Mini Club, Young and Teen Club
- Playgrounds and Water Park
- Day and night entertainment
- Baby Kitchen
- Bluwellness
- Free Wi-Fi
- Shops
- Indoor car park
- Dog-Friendly







Sports fields, fitness areas & nautical sports



Sports & facilities

- 3 Pools with large solarium
- Fitness Area
- 4 Multi-purpose pitches (tennis / five-a-side football)
- 2 Padel courts
- 2 Bowl courts
- 1 Archery
- Sailing, windsurfing and nautical sports







Calabria

A modern and essential design, with warm colours inspired by the golden coasts of Calabria, surrounded by a magnificent park directly by the sea



Ideal destination for:



Incentive and team building







Calabria



472

Rooms

- Premium
- Premium Family, also Garden and Balcony
- Family Garden
- Connecting rooms
- Superior, also Garden and Balcony
- Classic, Garden or Balcony
- Dog Room

Opening dates: 31/05 - 21/09

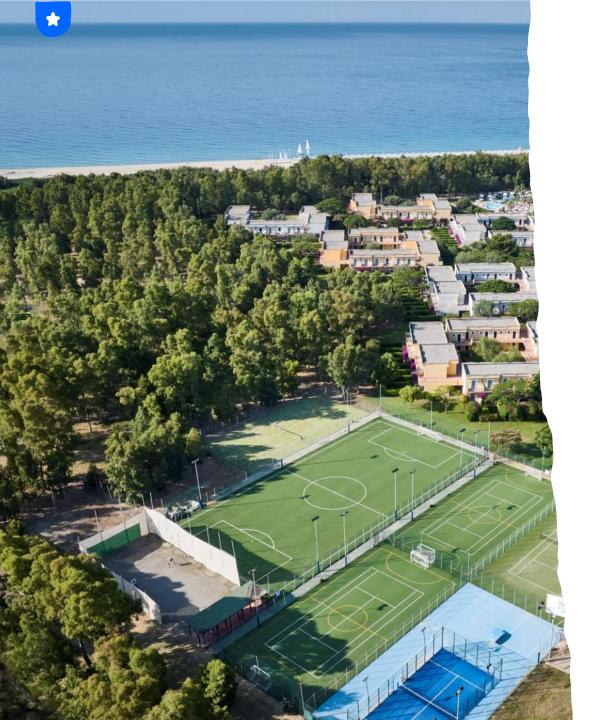


Services and facilities

- 1.000 Seats in the outdoor amphitheater
- · Sandy, private beach
- 1 Central restaurant with outdoor area
- 2 Food Points
- Gluten Free cuisine
- · Mini Club, Young and Teen Club
- Playgrounds and Water Park
- · Day and night entertainment
- Baby Kitchen
- Bluwellness
- Free Wi-Fi
- Shops
- Indoor car park
- Dog-Friendly







Sports fields, fitness areas & nautical sports



Sports & facilities

- 3 Pools with large solarium
- Fitness Area
- 1 Padel court
- 1 Tennis courts
- 2 Multi-purpose pitches (tennis / five-a-side football)
- 1 Multi-purpose pitch (basket / volleyball)
- 1 Eight-a-side football pitch
- 2 Bowl courts
- 1 Archery
- Sailing, windsurfing and nautical sports





Sibari Green Resort

Calabria

On a magnificent beach of the Ionian coast, surrounded by an enchanting pine and eucalyptus forest, with all the comforts you could wish for



Ideal destination for:



Incentive and team building



Airports & landmarks distances
100 km Lamezia Terme APT, 100 km crotone APT, 200
km Bari APT, 6 km Sibari Railway Station





Sibari Green Resort

Calabria



450

Rooms

- Premium, also Garden and Balcony
- Family Garden
- Superior, also Garden and Balcony
- Classic Garden
- Dog Room

Opening dates: 30/05 - 14/09



Services and facilities

- 1.408 Seats in the outdoor amphitheater
- Private sandy beach
- 3 Restaurants (1 central and 2 thematic)
- Baby Daycare
- Mini Club, Young and Teen Club
- Playgrounds and Water Park
- Day and night entertainment
- Baby Kitchen
- Bluwellness
- Free Wi-Fi in Premium rooms and in the main public areas
- Shops
- Indoor parking
- Dog-Friendly



Sibari Green Resort Comfort Room



Sibari Green Resort

Sports fields, fitness areas & nautical sports



Sports & facilities

- 3 Pools with large solarium
- Fitness Area
- 2 Tennis courts
- 4 Multi-purpose pitches (tennis / five-a-side football)
- 1 Multi-purpose pitch (basket / volleyball)
- 1 Eight-a-side football pitch
- 2 Bowl courts
- 1 Archery
- Sailing, windsurfing and nautical sports



Sibari Green Resort





Piedmont

Wide sunny slopes amidst beautiful alpine panoramas and snow-capped peaks, in the stunning Vialattea ski area, for ski enthusiasts and beyond



Ideal destination for:



Incentive and team building

Sansicario Majestic Hotel, **130** rooms



Airports & landmarks distances
100 km Turin APT, 227 km Malpensa APT, 7 km
Sestriere, 18 km Oulx Railway Station





Piedmont





130

Rooms

- Romantic Suite
- Family Suite
- Junior Suite
- Classic

Opening dates:

20/12/24 – 23/03/25

21/12/25 - 06/04/26



Services and facilities

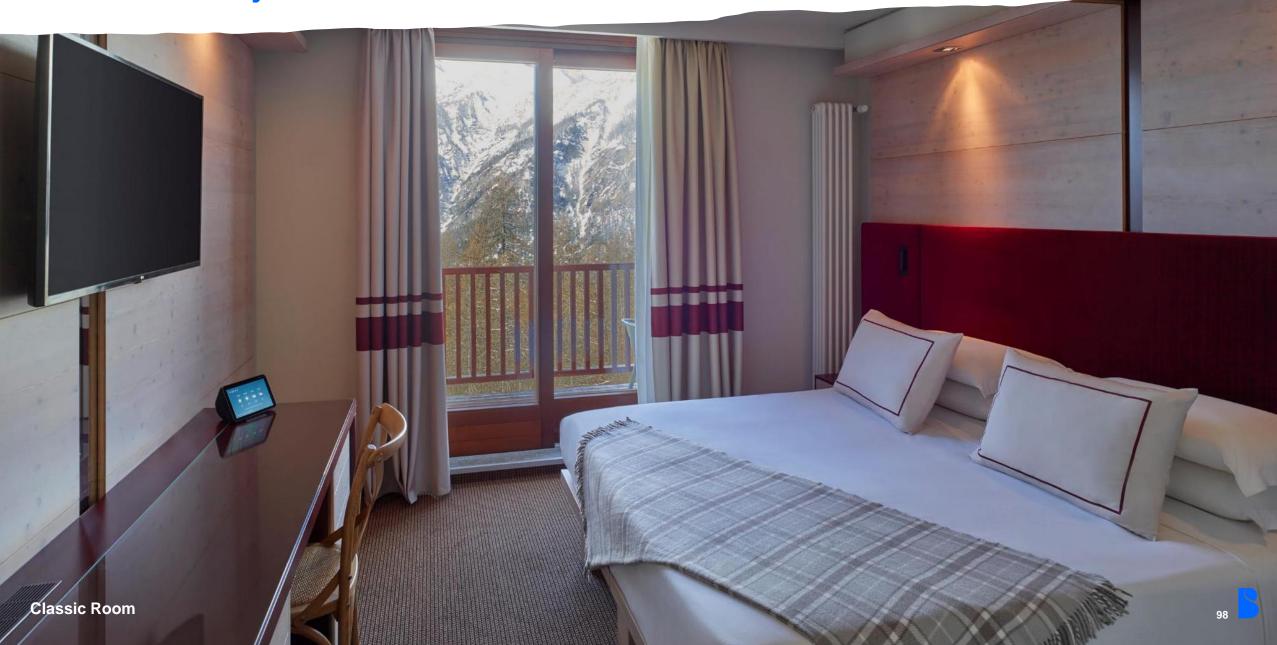
- 1 central restaurant
- Indoor heated swimming pool
- 400 km of ski slopes all connected
- Equipped gym
- Mini Club and Young Club
- Day and night entertainment
- · Wellness centre with sauna and turkish bath
- Free reserved ski boxes
- · Activities for non-skiers
- Free Wi-Fi
- Garage and outdoor parking



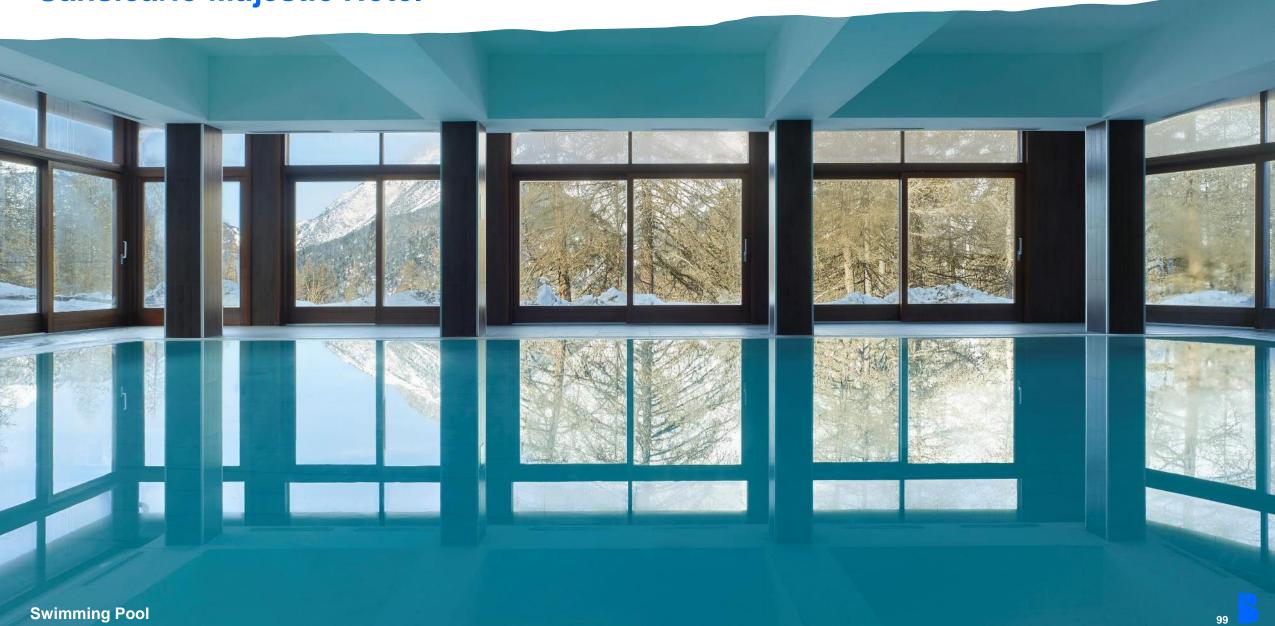


















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