



THE FIRST 5 STAR CAMPING IN ITALY

Union Lido

IN COOPERATION WITH **BOLERO HOLIDAYS**

? How would you describe your resort; what type of experience do you offer and what are your advantages?

We have worked hard to establish ourselves over the past 30+ years, working closely with park operators and holiday home manufacturers to make sure that we offer an experience that is rarely matched by other holiday companies. Thanks to the continued feedback from both new and existing customers, we provide a forward-thinking approach to accommodation and services. We have a personal touch to business and, as we are a family-run company, many of our customers become lifelong friends. As we occupy a central position in the Union Lido holiday park, we provide easy access to all park's facilities and our accommodation is kept at the forefront of technology, utilising the modern and upcoming techniques, which all deliver continued satisfaction for everyone who stays with us.



ABOUT NORTH ITALY:

The vast and varied resources of northern Italy are yours to discover, ranging from art-packed museums and mosaic-filled cathedrals to the Roman ruins and hill towns situated amidst vineyards that produce some of Europe's best wines. You can dine at fine restaurants that casually flaunt their Michelin star ratings, or chow down with the town's priest and chief of police at a small local eatery called *osteria* that has seen generations perfecting its traditional recipes. You can spend the night in a sumptuous Renaissance villa on Lake Como in the Alpine foothills where Napoleon once stayed (the Villa d'Este), or in a converted 17th-century Venetian *palazzo* where the room opens directly onto the Grand Canal (<http://www.frommers.com>).

From the Alpine peaks and glacial lakes to the sunny shorelines of the Adriatic coastline, the geographical diversity of northern Italy offers its most striking characteristic. Nestled within the cities and landscapes of the region are both culinary pleasures and cultural treasures, including Leonardo da Vinci's masterpiece, *The Last Supper*.

The perfect destination for a romantic getaway, Venice is a city where canals replace roads and buildings rise out of the Adriatic Sea as if by magic. There is a timeless quality to Venice that has attracted and engaged travellers for hundreds of years. When not enjoying the enchanting experience of listening to a serenade while gliding down a canal in a gondola, visitors flock to the sidewalk cafés of St. Mark's Square. Inside the Basilica of San Marco lies a treasure trove of jewel-encrusted altarpieces, icons and holy relics, including the marble-canopied tomb of St. Mark (<http://www.touropia.com>).

? What was your main goal to achieve in collaboration with ADRIA HOME?

We have always wanted our goals to mirror the people we work with, including the Union Lido Holiday Park and Adria Home. We work hard to remain a forward thinking company, listening to each other and exploring how to provide the next generation of holiday homes as well as the service and experience that customers want and need, all while ensuring a level of quality beyond expectations.

? What would you especially like to highlight with regard to your cooperation with ADRIA HOME?

That would be the flexibility to discuss the details required in a mobile home and knowledge that it will be met with enthusiasm and a high level of dedication to make sure it becomes a reality. As an example of this, we modified a

standard Adria mobile home to turn it into a prototype for the 2016 holiday season. The new model was to reflect the new luxury standard of holiday home accommodation, which we wanted to provide for 2017. Thanks to Adria's amazing design team, the prototype was a huge success with our customers as the new Sorrento mobile home exceeded all expectations. Each unit at Union Lido is now fully booked for the entire 2017 holiday season.

? Both (partner and AH) are innovative companies. Can you give a comparison of the two?

Both Bolero and Adria strive to be the best in their chosen field of expertise. We both utilise a forward-thinking mind set when approaching the needs and requirement of each customer/holiday park, we both employ like-minded people to create continued enthusiasm in the

roles involved, and we maintain a high level of quality that ensures our accommodation and services never become out-dated and that they remain appealing year after year.

? What was the greatest challenge in this project?

Listening to each and every customer about what makes their holiday special creates a large database of specific needs. The greatest challenge is working with Adria to encompass all these suggestions whilst ensuring we do not overcomplicate the design. Thankfully, Adria worked closely with us and interpreted our ideas and modifications to create a mobile home that has been received with great praise.



PROJECT MOBILE HOMES 2016

Union Lido is one of our many important projects in Italy. It included the installation of 10 XLine superior units, which are modified in accordance with our customer's needs. They are completely furnished, offering luxury accommodation with special touches. Situated in natural surroundings, they truly look like personalized hotel suites. XLine homes offer more space, more specifications and more of the next level of luxury. They pursue Adria's 'Designed for living' philosophy.

“I stood in Venice, on the Bridge of Sighs; A palace and a prison on each hand; I saw from out the wave of her structure’s rise As from the stroke of the enchanter’s wand: A thousand years their cloudy wings expand Around me, and a dying Glory smiles O’er the far times, when many a subject land Look’d to the winged Lion’s marble pines, Where Venice sat in state, throned on her hundred isles.”

Childe Harold (canto IV, st. 1), English poet Lord Byron



CAVALLINO

AMAZING

PENINSULA!

The coast of Cavallino is a paradise for those who love the outdoors in a natural environment in which the sea and the lagoon mix and create different sceneries. Beach stretches continuously for 15 km from the Lighthouse of Cavallino to Punta Sabbioni. Imagine seeing a large smooth surface, covered with fine golden sand that slopes gently into the sea and extends deep into sand dunes and a pine forest.



Union Lido, Camping, Glamping, Lodging & Hotel on the Cavallino Treporti littoral, very close to Jesolo and to the beautiful Venice. Passion for welcoming, for over 60 years they take care of your holiday with services and unique solutions that meet all tastes. Union Lido camping is one of the leading campsites in Europe since 1955.

Surrounded by the green, a stone's throw from the charm of Venice, it extends for about 1 Km of private beach on the clean and safe waters of the striking littoral of Cavallino. In 2017 Cavallino coast was once again awarded with the prestigious Blue Flag.

The name Cavallino derives from the ancient toponym "Equilium", a remote land known for the breeding of the horses for the Roman Empire, the ruins of which it is still possible to observe in Lio Piccolos rustic villas and mosaics.





Q What is the reaction of your clients?

A Our customers are excited to be the first to enjoy the new Sorrento 3 bedroom mobile home this coming holiday season at Union Lido. The prototype built for the 2016 holiday season showcased the next generation of luxury for Bolero, which resulted in us being fully booked in advance for 2017 as early as the pre-booking period.

Q How would you evaluate the previous season introducing ADRIA HOME products and service?

We know the service offered by our operators at Union Lido is second to none, and our accommodation stands proudly alongside these services, being one of the main reasons why customers choose Bolero Holidays. Each season we get better, and we are grateful for our partnership with Adria and their ability to meet our expectations year after year.

Q How would you describe your overall experience with ADRIA HOME?

A partnership that meets and exceeds expectations. If we have an idea or a suggestion for a modification, the design team works hard to implement it the best way possible. As the mobile homes are used continuously in an intensive way by holidaymakers for 20 weeks of the year, something may wear down, something may stop working, and knowing that Adria are quick to respond to any callout to repair / replace anything provides us continued confidence in their abilities and dedication to every company they work with.

Q What are your plans for the upcoming seasons?

A We refuse to sit back and think we have attained a level that does not need improvements. We know Adria has innovative business plans, working with holiday resorts to theme accommodation, improve them by taking their technology and services to the

next level, even adapting it to new situations, new environments and new experiences. We will continue to look inward and outward to ensure we provide the latest and greatest we can for all involved. Thanks to our continued relationship with Adria and the Union Lido holiday park, we know that the future has no limits as to what we can achieve.

Q What is your prediction of the future in the tourism industry?

We can of course only speak for ourselves. We are confident that, in the years to come, we will still be at the forefront, staying ahead of our competitors by implementing improvements as needed, thus ensuring that the quality of our accommodation and service remains at a level that is expected by customers or rising above their initial expectations, while maintaining strong relationships with Adria and Union Lido in delivering their visions alongside our own in what makes this industry the best it can be.



“Italy is a dream that keeps returning for the rest of your life.”

Ana Akhmatova, a poet



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