



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 2023

€55 Mln

Investments in our resorts in 2023 to renovate facilities and services


4.200

Rooms/12,000 beds

40

Meeting rooms

7

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

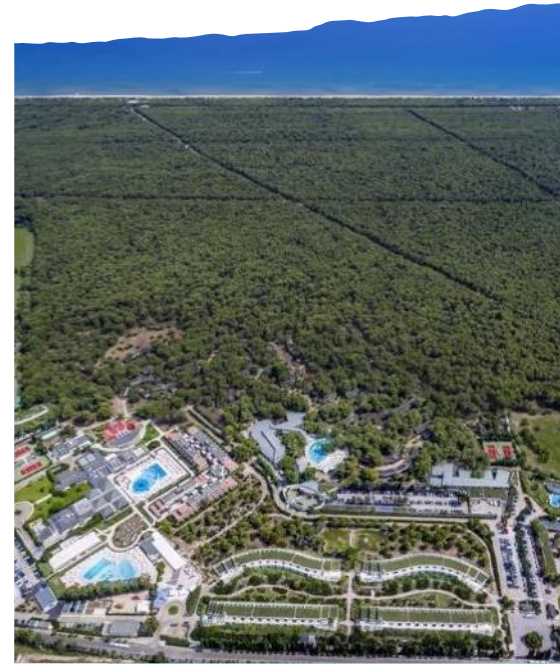


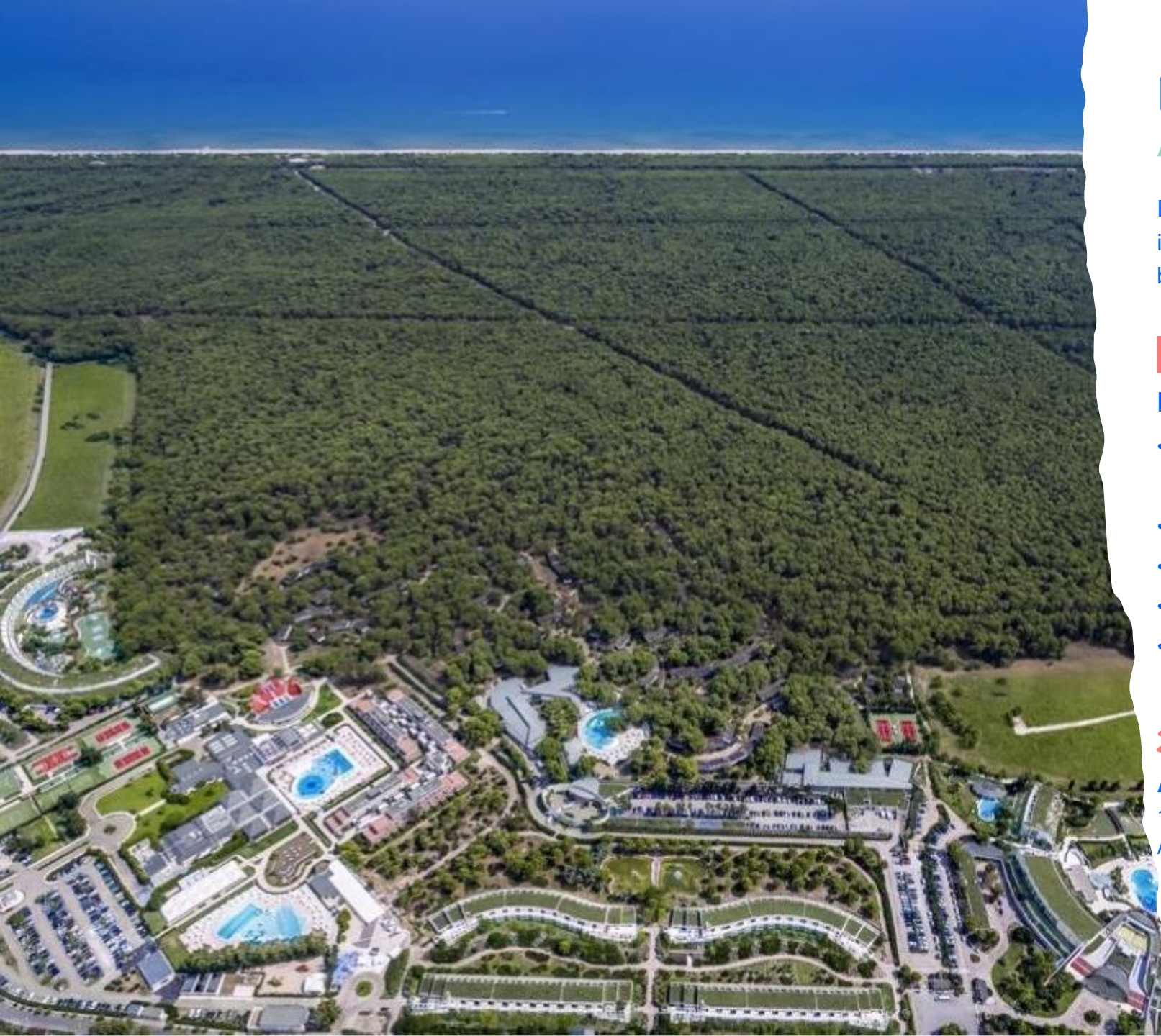
Ethra Reserve

Apulia

An exclusive 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





Ethra Reserve

Apulia

Ethra is an incredible destination made of four different hotels, immersed in nature, facing over five kilometres of white sandy beach.



Hotels and Resorts

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



Airports

100 km from Bari and Brindisi Airports



Services

- 5 km long and sandy beach
- 3.500m² Thalasso SPA
- 8 Restaurants
- 7 Bars
- 6 Swimming pools
- Sport fields and fitness areas
- Nautical sports
- Kids clubs, Baby Kitchen and Baby Daycare
- Playgrounds and water parks
- 22 congress and event rooms
- 480 seats in the main hall
- 800 seats in open-air theatre

Ethra Reserve



● Congress Halls

1. Ethra
2. Buonvento
3. Ostro
4. Grecale
5. 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

1. Calanè Resort
2. Valentino Resort
3. Alborèa Resort
4. Kalidria Resort

● Restaurants

1. Calanè (2 restaurants)
2. Valentino
3. Alborèa
4. Kalidria
5. Scirò
6. Mediterraneo
7. Ethra Pineria

Rooms

- Classic Calanè
- Classic Valentino
- Superior Valentino

● Swimming Pools

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



Ethra Reserve Kalidria Hotel & Thalasso SPA

109

Suites and Rooms

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



Services

- Long and private sandy beach
- Exclusive 3.500m² Thalasso SPA
- 2 restaurants (1 Central – 1 thematic)
- Outdoor seawater swimming pool
- Gym with Tecnogym equipment
- Water sport equipment
- Free Wi-Fi available hotel-wide and on the beach
- Free internal parking
- Dog-friendly



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 with whirlpools
- Beauty treatments
- Saunas and turkish bath
- Fitness area with personal trainer



Ethra Reserve

Alborà Ecolodge Resort

 119

Ecolodge

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



Services

- Long and private sandy beach
- 1 Central restaurant with outdoor area
- "Ethra"Pinseria
- Swimming pool with seawater, whirlpools and water games
- Sports fields and activities for all ages
- Seaside "Mediterraneo" Restaurant
- Water sport equipment
- Fitness area
- Baby Daycare
- Baby Kitchen
- Kids clubs and services in Ethra Reserve
- Free Wi-Fi throughout the resort and on the beach
- Free internal parking
- Dog-friendly



Ethra Reserve Valentino Resort

 351

Suites and Rooms

- 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



Services

- Long and private sandy beach
- 2 restaurants (1 Central with outdoor area – 1 thematic)
- "Ethra" Pizzeria
- 3 swimming pools, one with seawater, whirlpools and water games
- Sports fields and activities for all ages
- Fitness Area
- Playgrounds and water park
- Daily and night entertainment
- Kids Clubs
- Baby Kitchen
- Baby Daycare
- Water sport equipment
- Free Wi-Fi in the suites and in the main common areas
- Free internal parking
- Dog-friendly



Ethra Reserve Calanè Resort

 185

Rooms

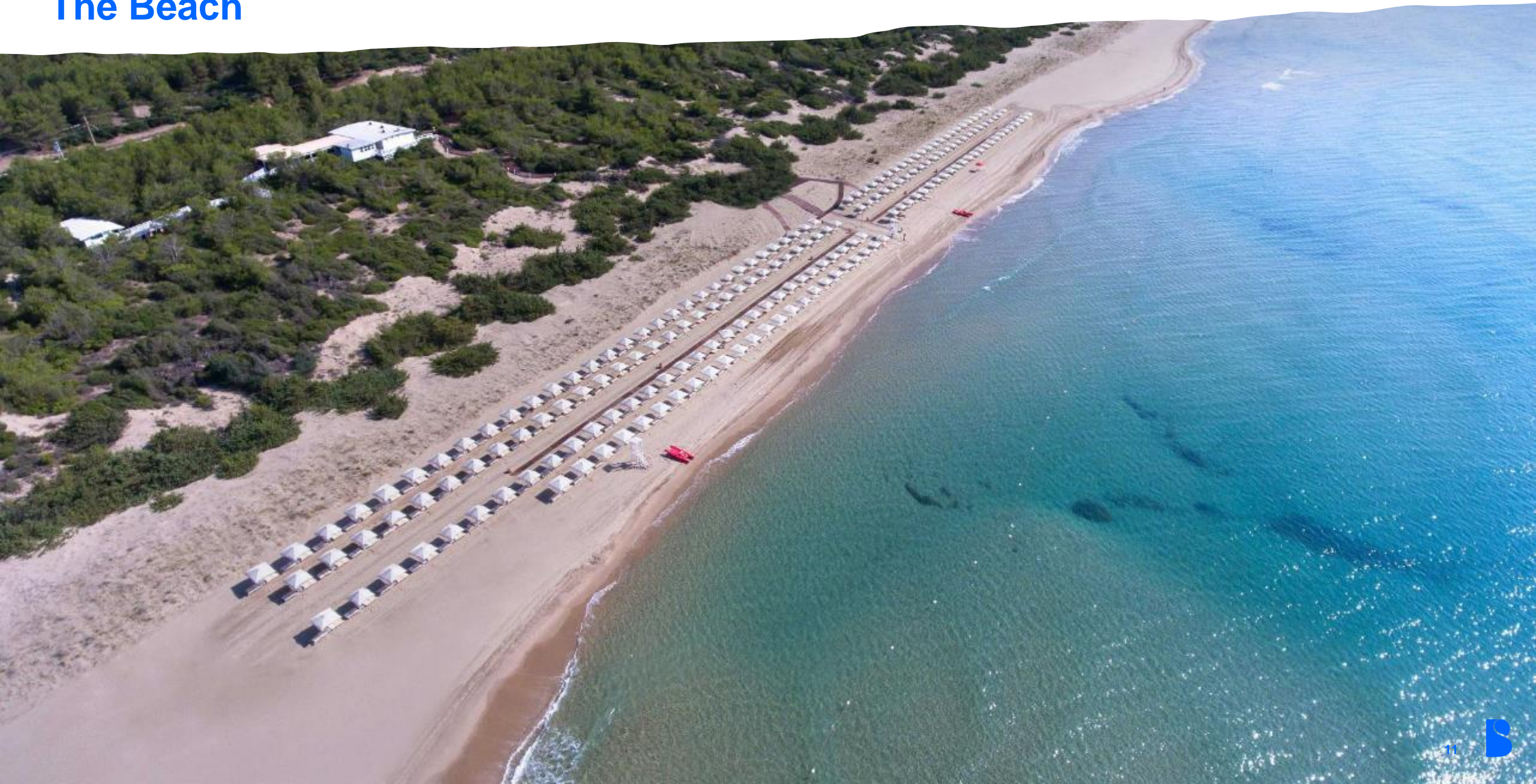
- Premium (26 sqm)
- Family (52 sqm)
- Superior (26 sqm)
- Classic (26 sqm)
- Dog Room



Services

- Long and private sandy beach
- 2 restaurants (1 Central with outdoor area – 1 thematic)
- "Ethra" Pizzeria
- 2 swimming pools, one with seawater and whirlpools
- Playgrounds and water park
- Baby Daycare
- Baby Kitchen
- Kids Clubs
- Daily and night entertainment
- Free Wi-Fi in Premium rooms and in the main common areas
- Free internal parking
- Dog-friendly

Ethra Reserve
The Beach

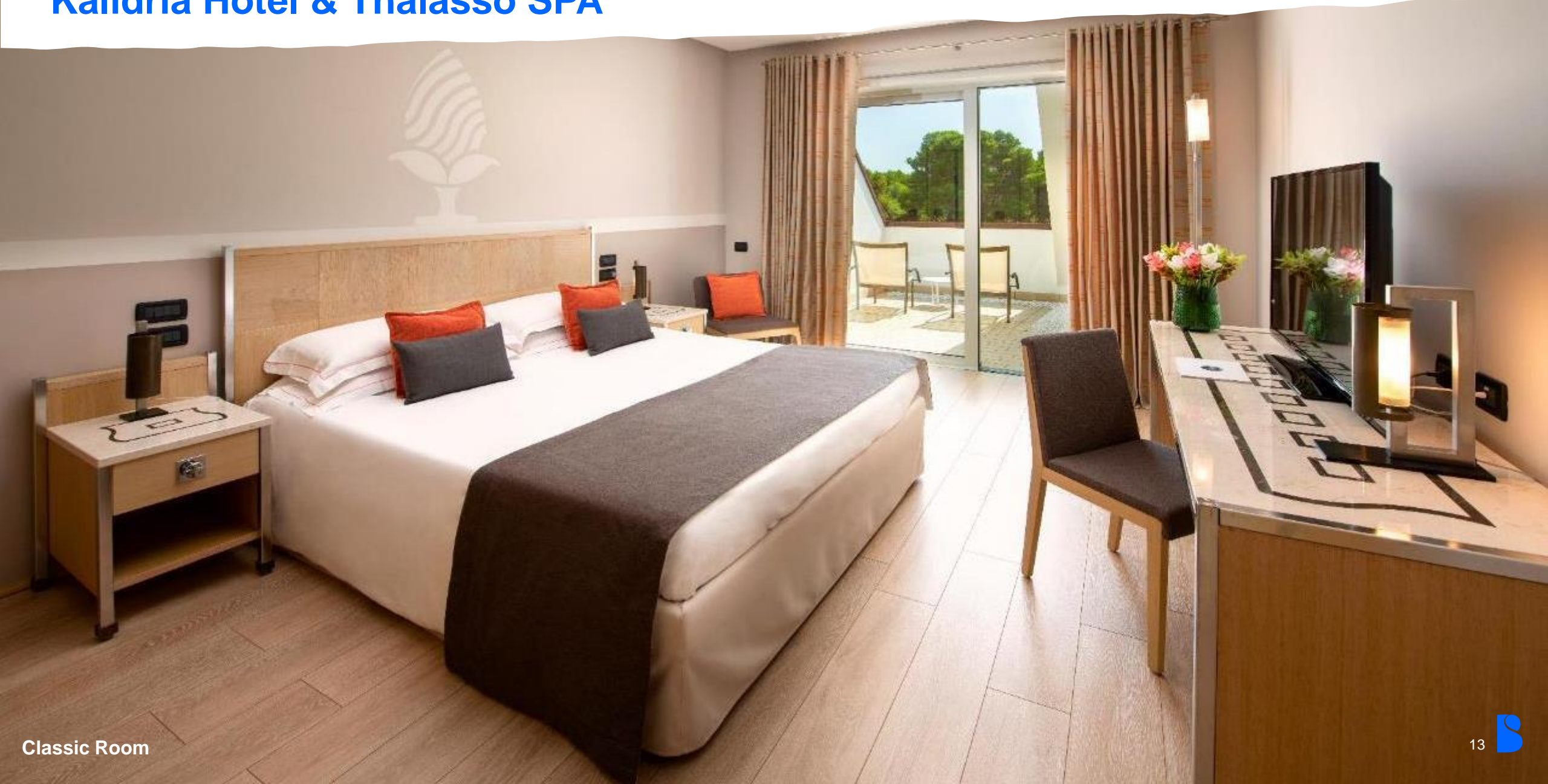


Ethra Reserve
Kalidria Hotel & Thalasso SPA



Entrance

Ethra Reserve
Kalidria Hotel & Thalasso SPA



Classic Room

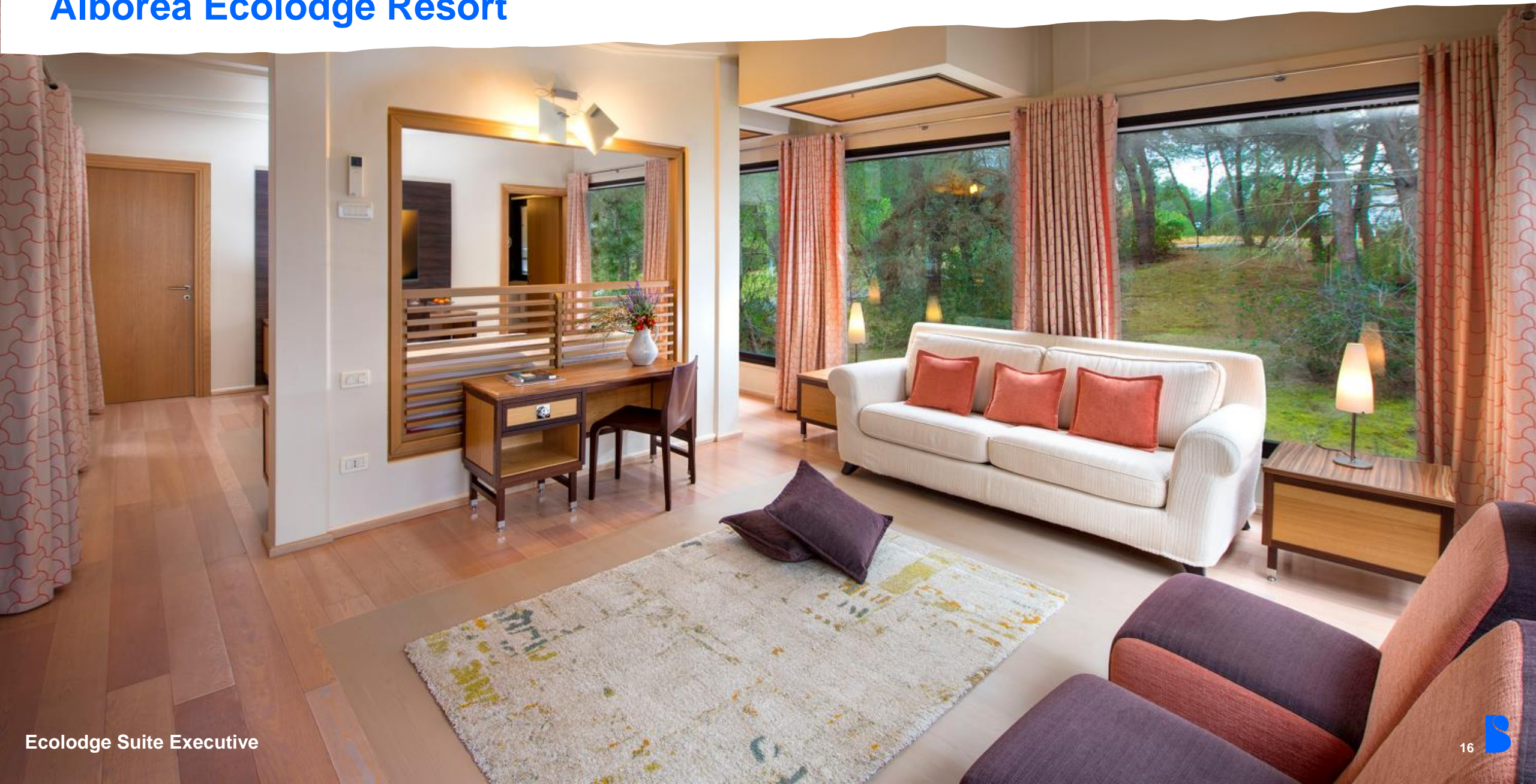
Ethra Reserve
Thalasso SPA



Ethra Reserve
Alborèa Ecolodge Resort



Ethra Reserve
Alborèa Ecolodge Resort



Ethra Reserve Valentino Resort



Ethra Reserve
Valentino Resort



Pool View Suite

Ethra Reserve
Calanè Resort



Entrance



Ethra Reserve
Calanè Resort



Classic Room



Torreserena Resort

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





Torreserena Resort

Apulia

 400

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

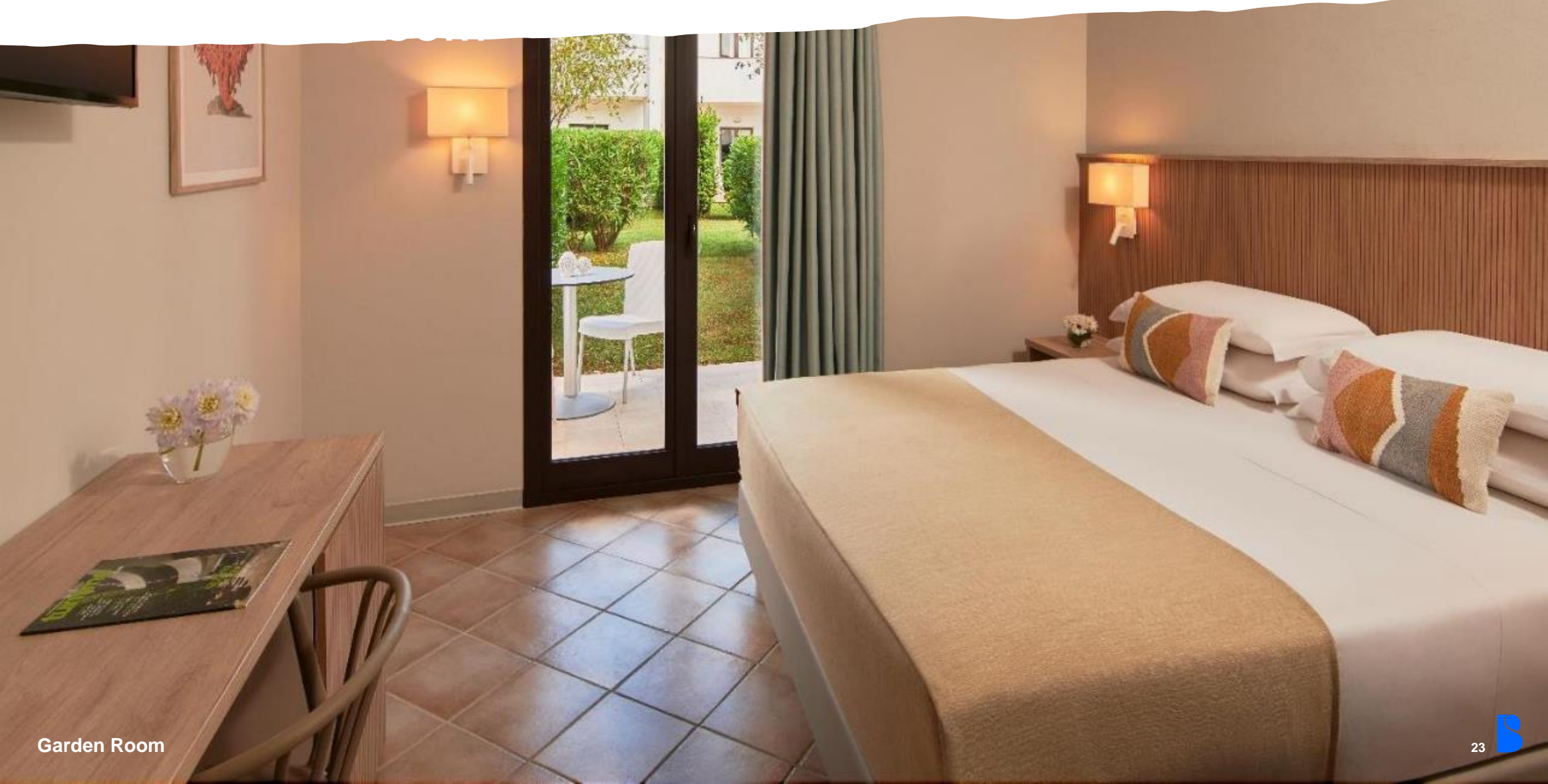
- Sandy, private beach
- 2 Restaurants (1 central – 1 thematic)
- Mini Club, Young and Teen Club
- Playgrounds and Water Park
- Day and night entertainment
- Baby Kitchen
- Bluwellness wellness centre
- Free Wi-Fi
- Shops
- Indoor car park
- Dogs-friendly



Airports & landmarks distances

100 km Bari & Brindisi, 90 km Ostuni, 81 km Polignano a Mare, 65 km Alberobello, 64 km Matera

Torreserena Resort



Garden Room



Torreserena Resort



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





GranSerena Hotel

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

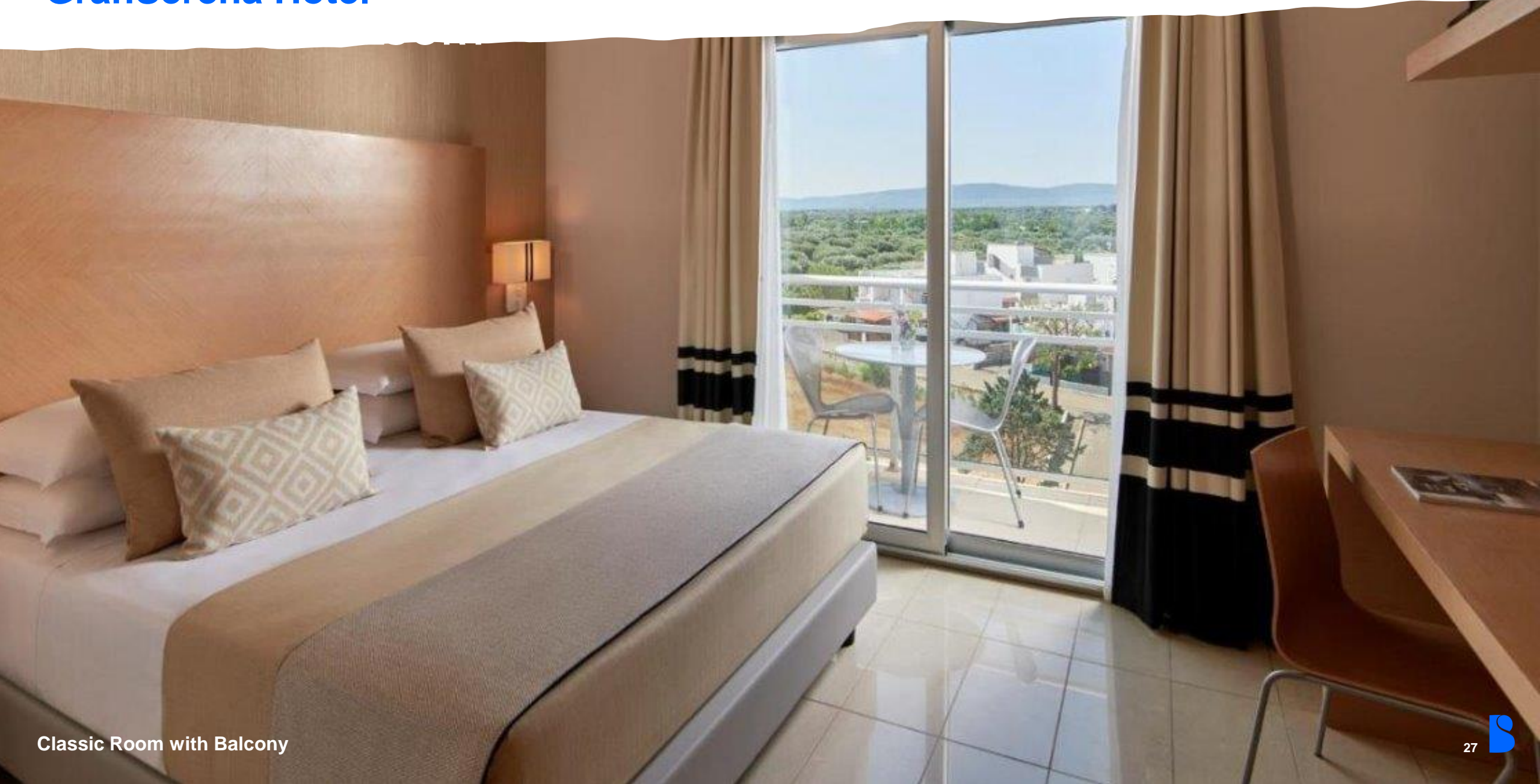
- Private sandy beach
- 2 Restaurants (1 central – 1 thematic)
- Mini Club, Young and Teen Club
- Playgrounds and Water Park
- Day and night entertainment
- Baby Kitchen
- Thermal Park
- Torre Canne Thermal Spa accessible directly from the Hotel
- Free Wi-Fi
- Shops
- Indoor Parking



Airports & landmarks distances

50 km Brindisi, 77 km Bari, 24 km Itria Valley, 28k m Alberobello

GranSerena Hotel



Classic Room with Balcony

GranSerena Hotel

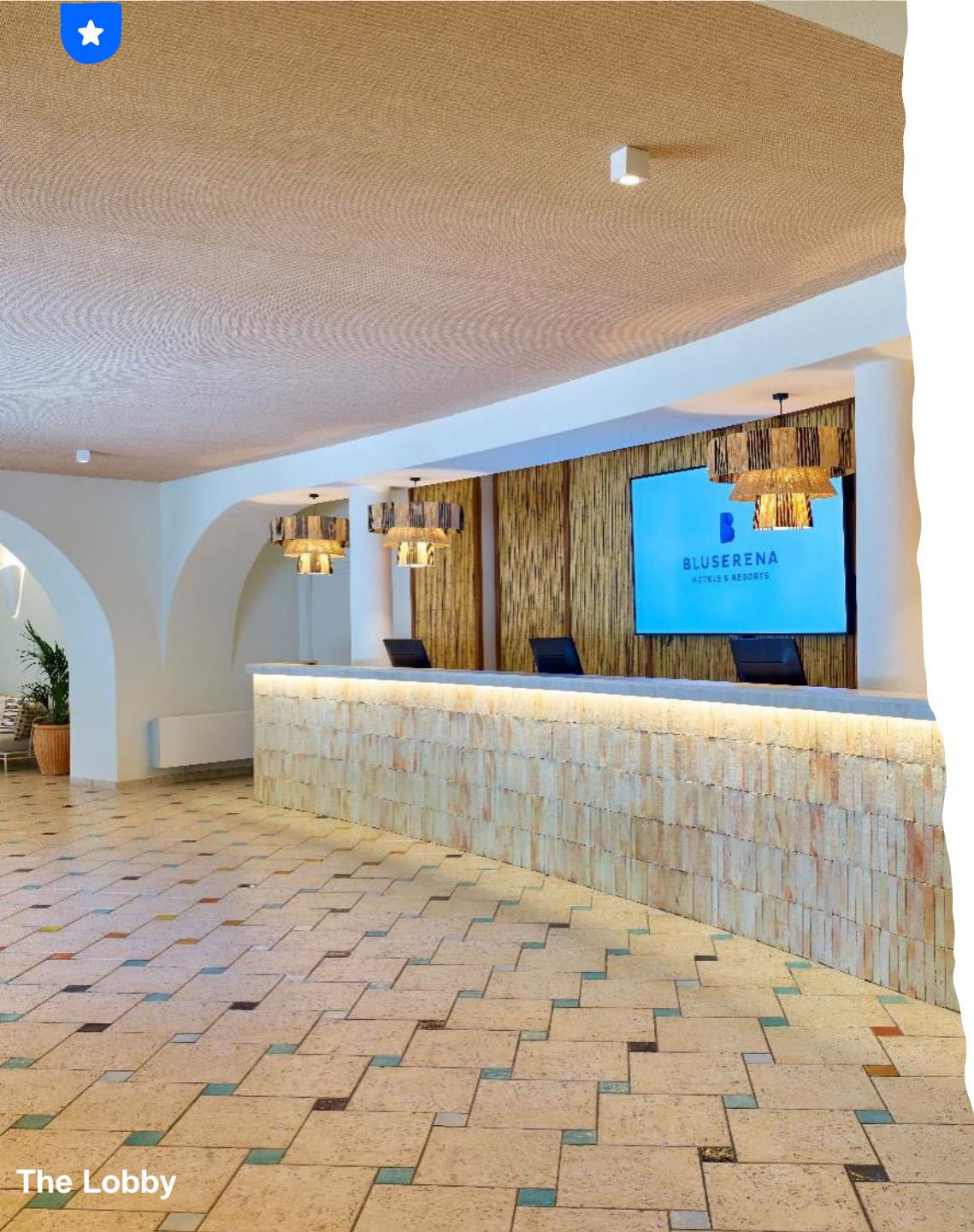


Calaserena Resort

Sardinia

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





The Lobby

Calaserena Resort

Sardinia

 317

Rooms renovated in 2024

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



Services and facilities

- Private sandy beach
- 4 Restaurants (1 central – 3 thematic)
- Mini Club, Young and Teen Club
- Playgrounds and Water Park
- Day and night entertainment
- Baby Kitchen
- Baby Daycare
- New fitness and SPA area (new 2024)
- 1 meeting room up to 280 people
- 555 seats outdoor amphitheatre
- Free Wi-Fi
- Indoor car park
- Dog-friendly



Airport & landmarks distance

35 km Airport Cagliari, 20 km Villasimius, 75 km Nora, 91 km Barumini



Calaserena Resort



Suite Room (render)

Calaserena Resort

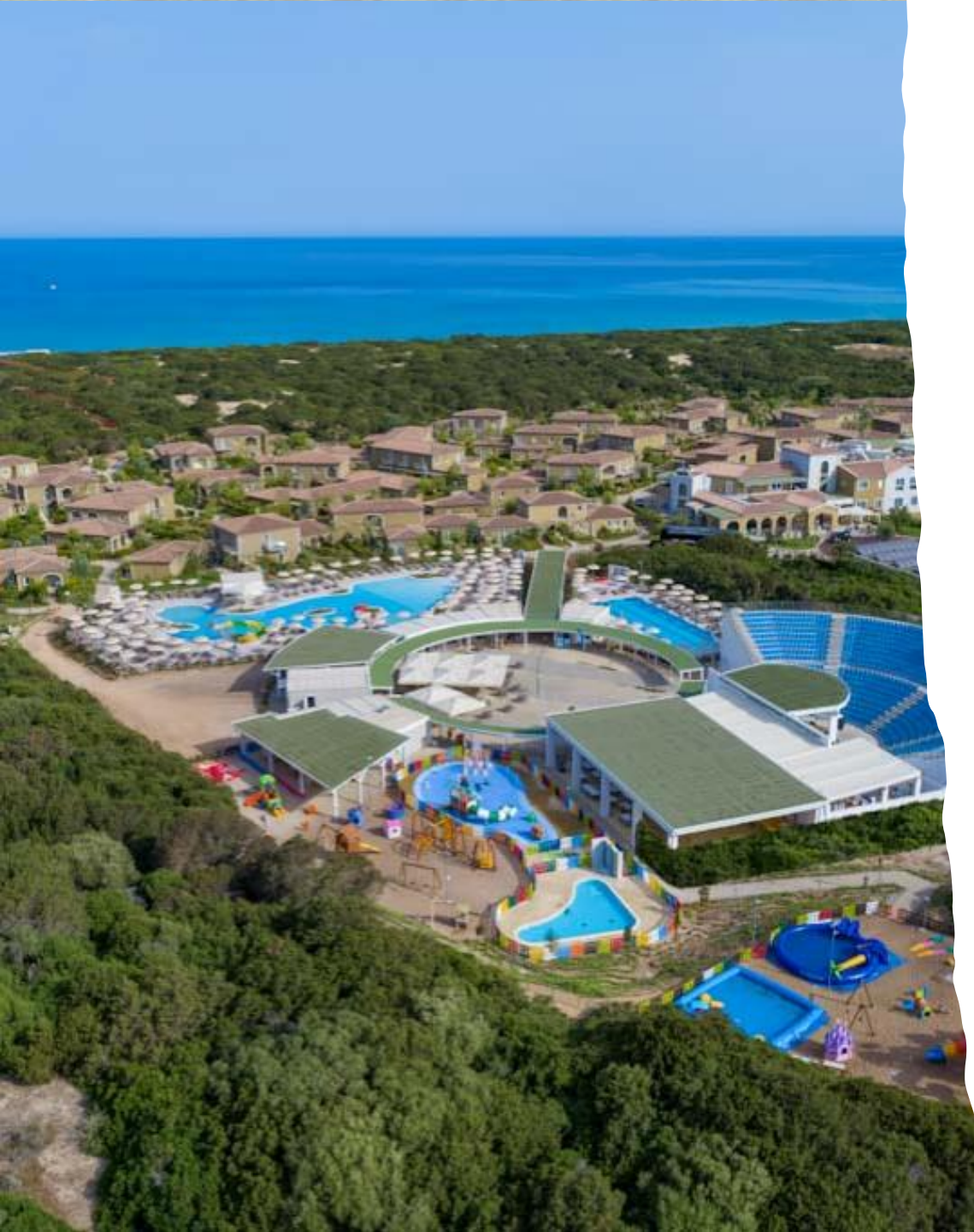


Is Serena Badesi Resort

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





Is Serenas Badesi Resort

Sardinia

 363

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



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



Airports & landmarks distance

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

Is Serenas Badesi Resort



Classic Room

Is Serenas Badesi Resort



Serenusa Resort

Sicily

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





Serenusa Resort

Sicily

 494

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



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 centre
- Free Wi-Fi
- Shops
- Indoor car park
- Dog-friendly



Airports & landmarks distances

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

Serenusa Resort



Classic Room

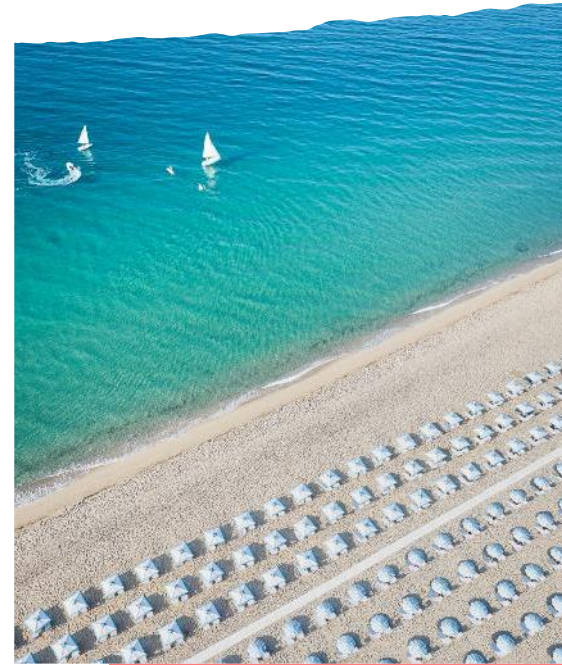
Serenusa Resort



Serenè Resort

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





Serenè Resort

Calabria

 484

Rooms

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



Services and facilities

- **1.000 Seats in the outdoor amphitheater**
- Sandy, private beach
- Central buffet restaurant with outdoor area
- 2 Food Points
- AFC menu suitable for coeliacs
- 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
- Dog-friendly

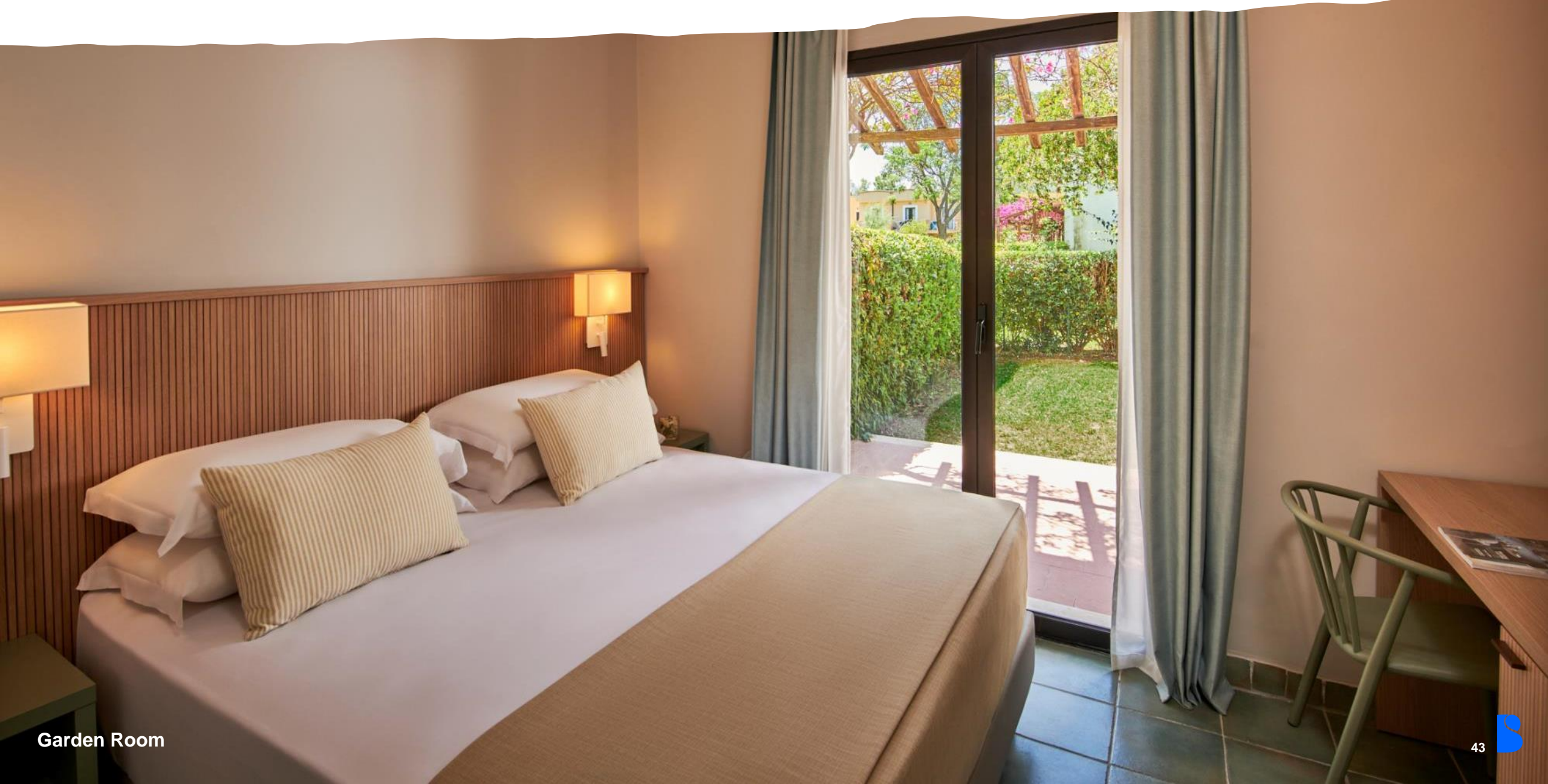


Airports & landmarks distances

18 km Crotone. 80 km Lamezia Terme



Serenè Resort



Garden Room

Serenè Resort



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.





Sibari Green Resort

Calabria

 460

Rooms

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



Services and facilities

- 1.408 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
- Baby Daycare
- Bluwellness centre
- Free Wi-Fi in Premium rooms and in the main public areas
- Shops
- Indoor parking
- Dog-friendly



Airports & landmarks distances

100 km Lamezia Terme, 100 km crotona, 200 km Bari, 6 km Sibari Train Station

Sibari Green Resort



Comfort Room

Sibari Green Resort



Serena Majestic Hotel Residence

Abruzzo

Between the sea and shopping centres, hotel and residence—ideal for adults and children alike—provides plenty of fun for the whole family





The lobby (render)

Serena Majestic Hotel Residence

Abruzzo

 217 168

Rooms Residence

- Suite
- Junior Suite, also Terrace
- Premium
- Superior Terrace
- Superior
- Classic, also Sea View
- Residence Mono, also Sea View
- Residence Two-room apartment, also Terrace



Services and facilities

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

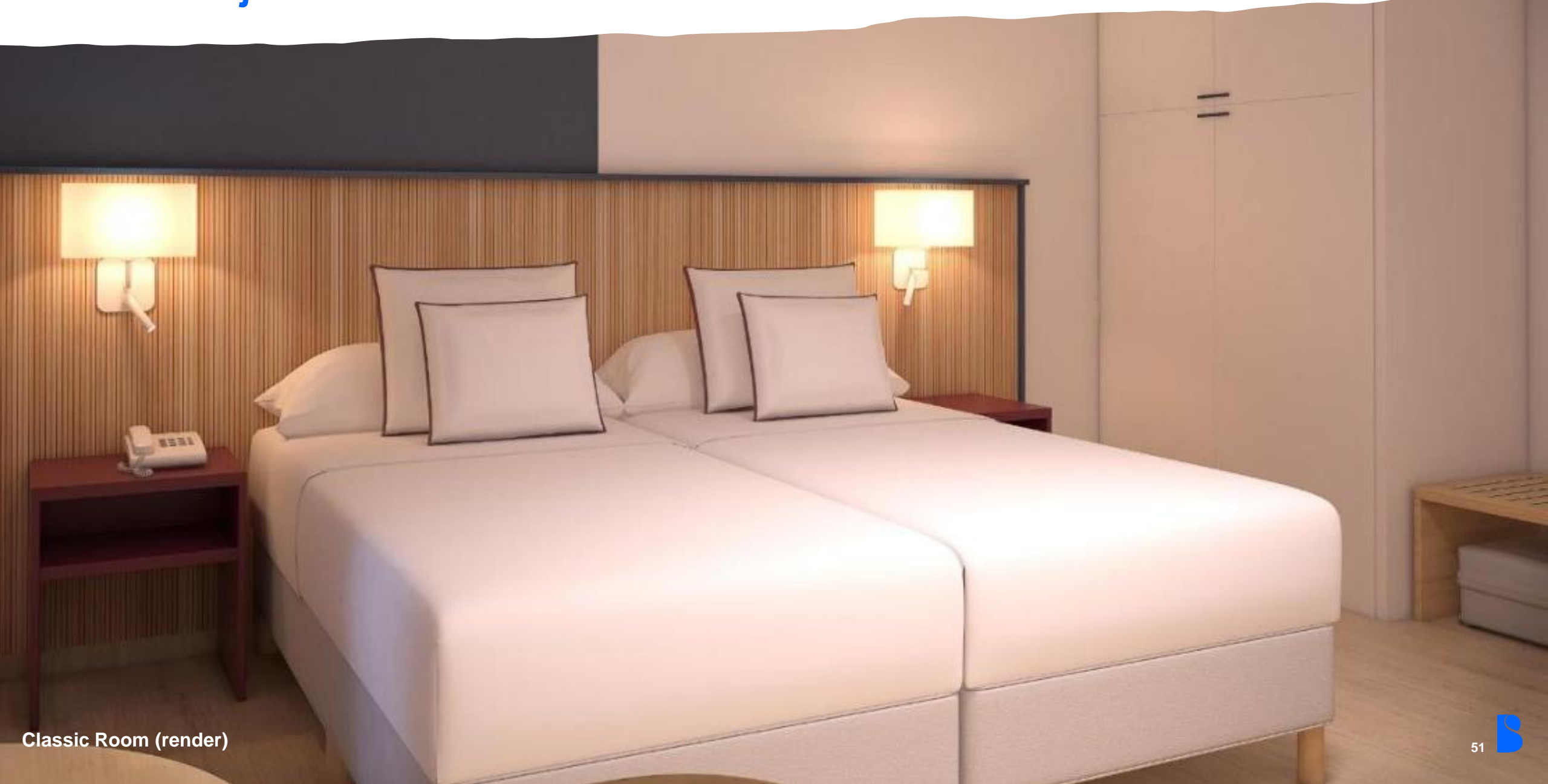


Airport & landmarks distances

14 km Pescara, 7 km Railway Station, 20 km Roma, 580 km Milano



Serena Majestic Hotel Residence



Classic Room (render)

Sansicario Majestic Hotel

Piedmont

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





Sansicario Majestic Hotel

Piedmont

 130

Rooms

- Romantic Suite
- Family Suite
- Junior Suite
- Classic



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



Airport & landmarks distances

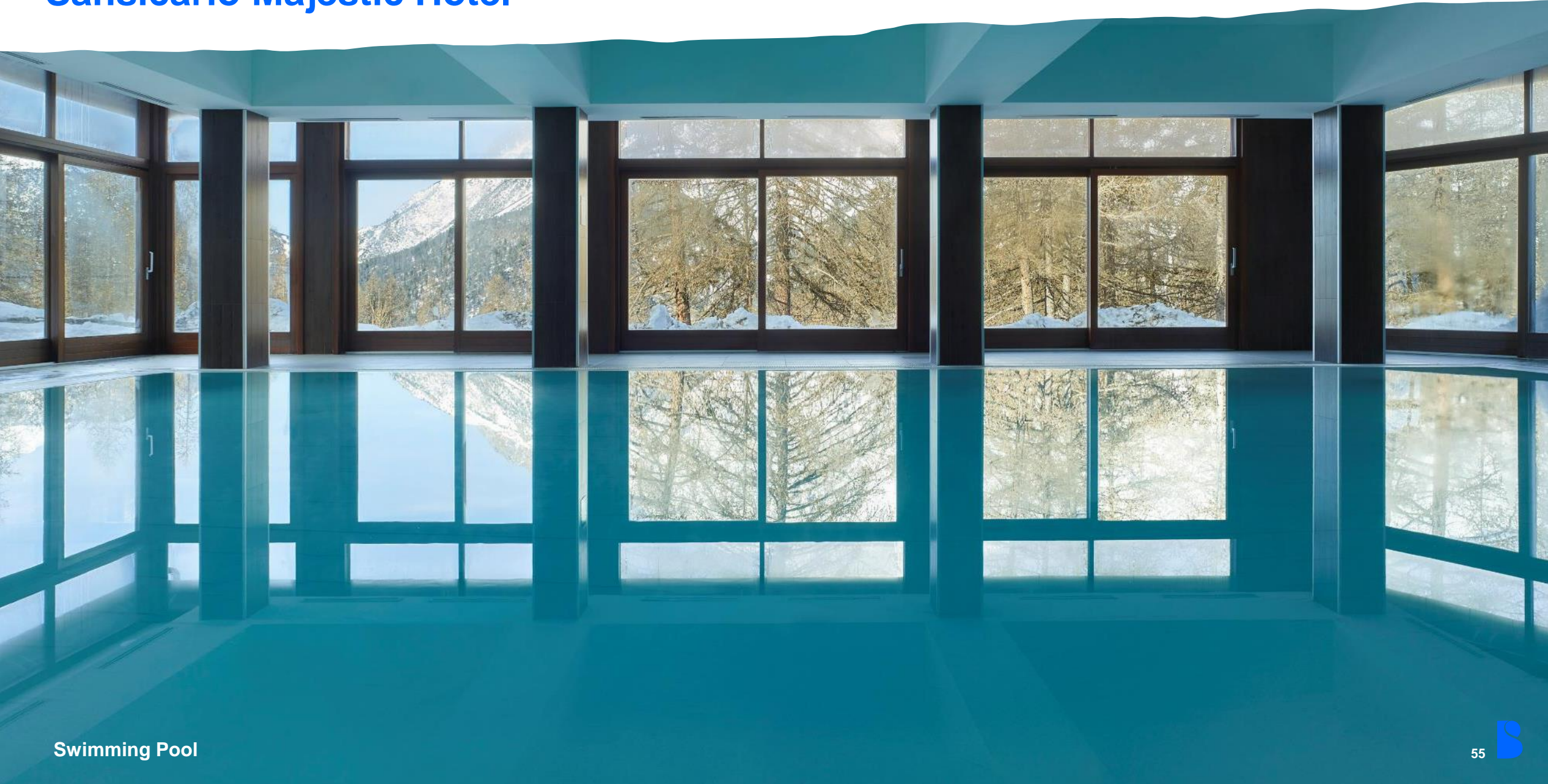
100 km Torino, 7 km Sestriere

Sansicario Majestic Hotel



Classic Room

Sansicario Majestic Hotel



Swimming Pool



BLUSERENA