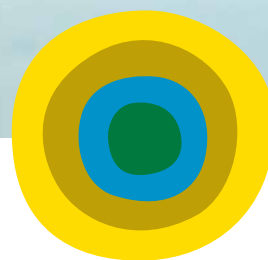


COMFORT AND NATURE, TOGETHER FOR THE FIRST TIME





## FULL LIFE HOLIDAYS: COMFORT AND NATURE, TOGETHER FOR THE FIRST TIME

Many people think that on holiday you need to make do. Among these, some say it is impossible to combine **comfort and contact with nature** when on holiday.

At Club del Sole we prefer people who, when thinking about their holiday, **'want it all'**. That is why we created the first holidays where comfort and nature coexist, and called them **'Full Life Holidays'**.

### **What is a 'Full Life Holiday'?**

It is a holiday that offers everything: a stone's throw from the **sea**, overlooking a **beach**, under a **blue sky**, surrounded by **green**, in the company of your loved ones and friends, with plenty of **nature, freedom, companionship and comfort**. These are the ingredients of a full life. Or maybe it is just life as it ought to be. Always. **Welcome to Club del Sole**.

### Company Profile 2024

Published by Club del Sole and available at [www.clubdelsole.com](http://www.clubdelsole.com)

Editor: Team Marketing Club del Sole

Creative Direction: Conic Agency

Graphic Production: Quartopianocomunicazione

Collaborators Leftloop, Quartopianocomunicazione

Credits: Shutterstock

Photography: Veronesi - Namioka, G.Guidi, N.Pascucci, A.Alva, A.Cavuoto

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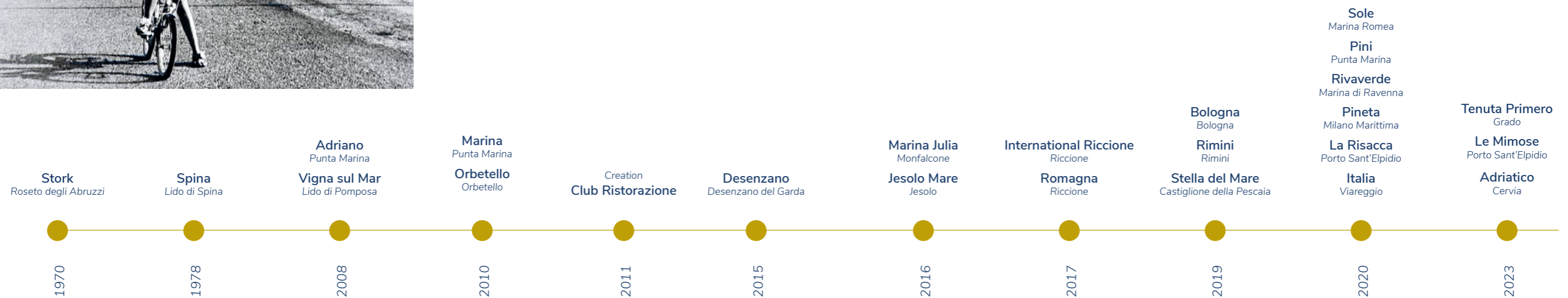
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42 THE FUTURE IS NOW

# THE FIRST DAWN

## The Story of Club del Sole

We were created in the shade of a vineyard by the Abruzzo sea. We were founded sitting on a chairlift above a beach in the Lidi Ferraresi, more than 50 years ago. Today our sun is shining over Italy's most popular beach destinations, in 23 holiday villages.



# CLUB DEL SOLE TODAY

## The Group

Italy's largest chain of holiday resorts for open-air holidays.

**23**  
Full Life Villages

**7**  
Regions

**9.000**  
Accommodation units

**3 million**  
Overnight stays



**23 Full Life Villages**, just a stone's throw from the sea, along coasts that are home to water resorts that symbolise Italian summertime - locations loved by Italians and people all over the world. Holiday villages on the beaches of the **Romagna Riviera**, the **lidos of Ferrara**, the **Venetian Riviera**, the shores of **Lake Garda**, the upper **Adriatic**, the **Marche**, **Abruzzo**, **Argentario**, **Maremma**, **Versilia**, but also **Rimini**, **Riccione**, **Milano Marittima**, **Ravenna**, **Lido di Spina**, **Jesolo**, **Roseto degli Abruzzi**, **Orbetello**, **Viareggio** and **Desenzano**. And **Bologna**, in the only **urban** holiday village in our group.



# A YEAR, IN FIGURES

## Horizons

### 1. Il 2023



### 2. Club del Sole Lovers



# THE CLUB DEL SOLE MANIFESTO

**Imagine** a life where you can fall asleep to the chorus of crickets, be lulled by the melodies of the nightingale, and wake up to a chorus of seagulls;

walking barefoot, feeling the cool sand of the pine forest become a sunny beach and then, slowly, the soft bottom of the sea;

forget that you have a job, a car, and even, yes, a mobile phone;

remember, there are a hundred billion galaxies, each with a hundred billion stars, and don't even begin to count them;

rediscover **the joy** of having a body and seeing what happens to it when it is free to move, feel, breathe;

recognise the feeling of deep, silent gratitude;

make do with a T-shirt and a pair of Bermuda shorts, but then, when you feel like it, enjoy a night out in style;

see the children running, **playing**, and laughing: doing what they love to do. Do it all with them;


eat when you want, choosing between the fun of the barbecue, the **convenience** of a take out delivery, and the atmosphere of the restaurant;

discover that behind diversity lies a world of emotions that can unite us, from the simplest to the most surprising;

decide how much space you need at any time: very much, very little, none...  
... and how much you want **to have fun**, or to be left in peace;

wonder at the fact there are so many **smiley** people in the world.

Imagine a life like this and then, try to ask yourself if, in reality, this is nothing more than **life, as it should always be.**

Enter the QR code  
to watch the video

# HOSPITALITY IS NATURAL

## Accommodation

All the living solutions, one Full Life Holiday.



### CHALETS

What could be more natural than a **wooden** chalet? **Distinctly shaped** dwellings that blend into the colours of the **pine forest** and welcome guests with a sleeping area, kitchen, and outdoor veranda.

### DISCOVERY

All the DNA of the outdoor holiday, designed for the hospitality of the future. **Brightness, comfort** and **attention to detail** dialogue with the surrounding nature over a wooden deck.



### PITCHES

The very essence of the **open-air** holiday, always and forever. Total contact with nature, surrounded by all the **amenities** of a Full Life Village.



## LODGES

The best combination of hospitality with comfort and nature, together for the first time. **Perfect organisation of space** for all families, even large ones: one or more bathrooms, full optional kitchen, large outdoor veranda.



## LODGE TENTS

Who has not dreamt of sleeping in the Indians' tent since they were kids? Lodge tents have a **Native American teepee-inspired** design and all the comforts of the most modern lodges. A dream for young and old.



## BUNGALOW

A holiday cottage, but in the open air. Perfect for **practical** and value-conscious guests. Even here, there is plenty of outdoor space.



## APARTMENTS

Many Club del Sole holidaymakers remain fond of the more classical accommodation solution: they are the ones who choose our **apartments**. Independent spaces always with an **outdoor** area, **terrace** or **veranda**, overlooking the nature of our Resorts.



## SUITES

"I want it all", is what the star of our TV commercial has to say. Here, for those who think like you there are our suites: the ultimate in **interior** and **exterior** space, options, attention to **detail** and of course contact with nature.



## HOTEL ROOMS

Some people really can't give up a **classic, comfortable** hotel room, and we have a **Full Life Holiday** for them too.





# WHEN YOUR TASTE BUDS WANT IT ALL

## Club del Sole restaurants

Under this sun beats a heart of Romagna that brings you authentic, tasty cuisine for the whole family.



### GOURMET BUFFET

Breakfast, lunch and dinner served at a buffet with dishes prepared the same day, using fresh ingredients. **Care** and **attention** is paid to the dietary needs of each guest, for an experience to suit all **taste buds**.

### ALL RESTAURANTS

Up and down our Resorts it is possible to dine in restaurants offering the traditional cuisines of Emilia and Romagna, classic seafood on the beach, barbecues, and even **gourmet** restaurants, **piadinerias** and **food trucks**. There is never a shortage of vegetarian and in some cases, vegan options. There are also tastes that are particularly close to our hearts: those of our **youngest** guests. Each restaurant has a dedicated menu for them, with **tasty, nutritious, and balanced** dishes.



### THE FIGURES FOR CLUB DEL SOLE CATERING

**31** restaurants | **over 500,000** meals served

# ON HOLIDAY WITH THE WHOLE FAMILY

## A holiday for all the family

When a Full Life Holiday is a Full Family Holiday!



### HAPPY CHILDREN AND RELAXED PARENTS

The history of Club del Sole is a family history: since the first Village, care for **little** ones and **peace of mind** for mothers and fathers have been our focus. Every Village offers Baby Care services dedicated to infants and pre-school children, including care for their well-being, nutrition, rest and of course their safety.

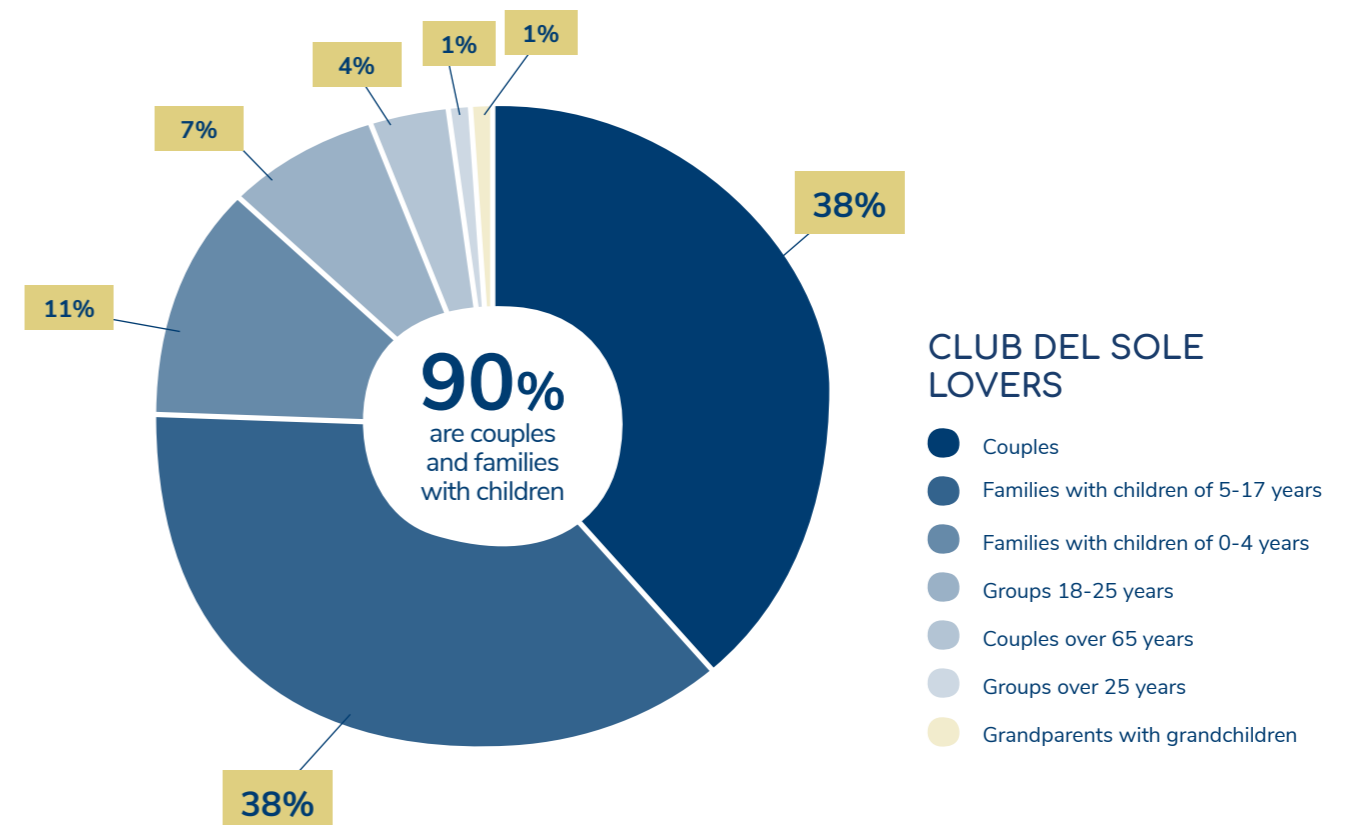


### WITH JEKO HAVING FUN IS NATURAL!

What is the secret ingredient for a perfect holiday? Young kids and pre-teens all have no doubt: friendship. In the Club del Sole Villages there is always a friend waiting for them: our mascot **Jeko!** Jeko looks forward to having fun together with them and the animation team during theme parties, group dances, creative and of course recreational activities.

### CLUB DEL SOLE 4 FAMILY

Settle? Never! Club del Sole Lovers families want it all. That is why the '**Club del Sole 4 Family**' project was born in 2024. What does it involve? In five villages there will be special areas dedicated to family activities, where sports, play and discovery can be combined in a stimulating and 'adventurous' setting. The new children's play areas will combine inclusive wooden structures, rich in motor stimulation and replicating surprising settings such as vessels, castles with bridges and pulleys, and villages, with fitness areas for adults.



# FULLY DOG FRIENDLY

We do not simply accept dogs: we welcome them with all our love

Those who want everything from their holiday, couldn't be without their four-legged friend! Never! That is why in our Full Life Holidays Village we have chosen to welcome dogs, and not simply accept them. For them, special kits, dedicated spaces, services and staff.

**65,000**  
four-legged  
guests

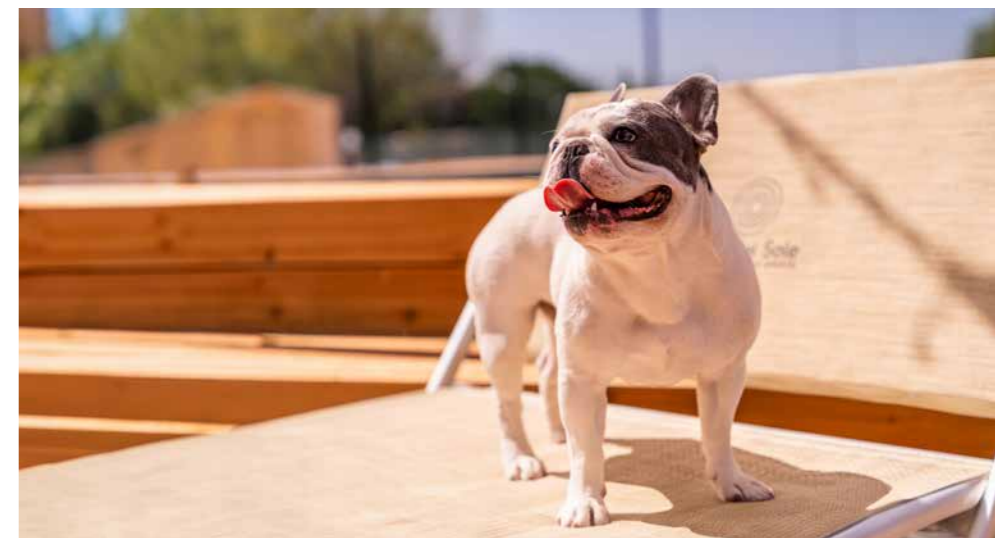


	DOG PARK	BAU BAG	DOG GROOMING	DOG TRAINER	BAU BEACH	DOG POOL	EXPLORE THE SENSORY GARDEN!
ADRIANO	🐾	🐾	🐾	🐾	🐾	🐾	🐾
ADRIATICO		🐾	🐾				
CITTÀ DI BOLOGNA	🐾	🐾	🐾				
DESENZANO	🐾	🐾	🐾	🐾	🐾		
INTERNATIONAL RICCIONE	🐾	🐾	🐾	🐾	🐾		
ITALIA VIAREGGIO	🐾	🐾	🐾	🐾	🐾		
JESOLO MARE	🐾	🐾	🐾	🐾		🐾	
LA RISACCA	🐾	🐾	🐾	🐾	🐾		
LE MIMOSE	🐾	🐾	🐾	🐾	🐾		
MARINA	🐾	🐾	🐾	🐾	🐾	🐾	🐾
MARINA JULIA	🐾	🐾	🐾	🐾	🐾		
ORBETELLO	🐾	🐾	🐾	🐾	🐾		
PINETA	🐾	🐾	🐾	🐾	🐾	🐾	
PINI	🐾	🐾	🐾	🐾	🐾	🐾	🐾
RIMINI	🐾	🐾	🐾	🐾	🐾	🐾	
RIVAVERDE	🐾	🐾	🐾	🐾	🐾		
ROMAGNA	🐾	🐾	🐾	🐾	🐾	🐾	
SOLE	🐾	🐾	🐾	🐾	🐾		
SPINA	🐾	🐾	🐾	🐾	🐾	🐾	
STELLA DEL MARE	🐾	🐾	🐾	🐾	🐾		🐾
STORK	🐾	🐾	🐾	🐾	🐾		
TENUTA PRIMERO	🐾	🐾	🐾	🐾			
VIGNA SUL MAR	🐾	🐾	🐾	🐾	🐾	🐾	



## THE FAMILY DOG FRIENDLY FORMULA

The love between Club del Sole and dogs has ancient roots. After all, outdoor holidays have always been a natural destination for animal lovers. In the last few years, however, we have chosen to further improve hospitality for **our four-legged friends**: in the Group's villages you will find accommodation with fenced-in verandas, dog beaches, dog walking and agility areas where dogs can run around and socialise freely, showers for their grooming, pet areas in our markets and in some cases even private swimming pools for their exclusive use.



# EVERYTHING IS ENTERTAINMENT

Entertainments, events and experiences for the whole family



## EVENTS, SPORTS AND PASSIONS

A Full Life Holiday cannot simply be about relaxation: it has to include all the passions and hobbies of our guests. This is why Club del Sole is a long-standing hospitality partner of events such as the Ravenna Marathon and the Maxibon Padel Cup. Sporty guests enjoy a holiday and in the meantime can take part in **tournaments** and their **favourite competitions**. Our villages often provide the setting for national and international events. With the Kalemana Festival, one of the most important yoga festivals in Europe, we welcomed more than 2000 guests and dozens of international creators.

Entertainment in the Full Life Village Club del Sole is designed for age groups of guests to offer tailor-made experiences. The boys and girls on our staff organise creative and artistic moments, sports tournaments, theme parties, interactive shows, fitness and wellness activities.



# THE HOLIDAYS NEVER END

## Club del Sole communities

Before, during, after your holidays: the Club del Sole summer lasts 12 months of the year. Follow us on social media now!



## OUR POINTS OF CONTACT



total social community + Youtube

73 thousand

+60%

summer 2022

▶ summer 2023

COVERAGE

13.3 mln

▶ 21.7 mln

+63%

VIEWS

52 mln

▶ 128 mln

+146%

# TECHNOLOGY SERVING EMOTIONS

## The Club del Sole digital ecosystem

Online or offline? For us, there is only one answer: Full Life!



### ALL SERVICES AT YOUR FINGERTIPS

The **MYCLUBDELSOLE APP** offers simple, intuitive access to many services in the villages. Offers with dedicated rates, food delivery, beach and pool reservations, excursions, entertainment programme: all on the same platform, always at your fingertips. For all **Club del Sole Lovers** using the app, the **Privilege Rate** is always available, i.e. the best price available at the time of booking.

### CUSTOMER SATISFACTION AND NET PROMOTER SCORE

We work to make our services easier and easier, which is why listening to and analysing guests' opinions is always the first thing on our minds. There is no better advertisement. We measure it at all stages of the purchase journey and of course before, during, and after the holidays.

**81%**   
GLOBAL REVIEW INDEX™

The **Global Review Index™** is an index, on a scale of 1 to 100 percent, of the online reputation used by accommodation establishments, based on data obtained from all major online travel agencies and review sites.



**+62%**  
Utenti App

**+87%**  
Servizi ristorazione

2022

2023

WEBSITE  
VIEWS

15,3 mln

22,6 mln

**+48%**

# A LOVEBRAND FOR LOVEBRANDS

## Partnership and comarketing

Nothing is more unforgettable than a holiday. The Club del Sole Villages are the perfect setting and space for any brand wishing to involve its community with targeted, immersive and exciting events or marketing activities.



## TAKE YOUR BRAND ON HOLIDAY TOO

Discover all the opportunities our Villages offer for branding and comarketing activities.

### STAFF UNIFORMS

More than 1500 collaborators and staff members

### ACCESSORIES AND ENVIRONMENT

Corners, products, sun umbrellas, sunbeds, sports areas, indoor billboards.

### PLACEMENT AND SAMPLING OPPORTUNITIES

Endless opportunities to integrate each partner's message into the best moments of the holiday.

### EVENTS, GAMIFICATION AND ENGAGEMENT

Unique ways to create new emotions.



## MERCHANDISING

Brand identity is also about the product. Translating the **values and desires** of the audience into reality!







# ON THE SIDE OF NATURE

## Sustainability and holidays

Green initiatives that improve the quality of the environment and, through responsible choices, enrich the guest experience. Large and small changes that get everyone on board, with the aim of achieving an increasingly sustainable and environmentally friendly holiday.

### OUR ECO-FRIENDLY CHOICES

- We prefer **sustainable mobility** (golf carts, electric bikes, scooters)
- We choose energy from **renewable sources**
- We offer **organic and 0 km products** at our village markets and restaurants

### OUR SERVICES TO PROTECT THE ENVIRONMENT

- Electric car charging stations
- Bike hire
- Ecological cleaning products
- Customer awareness raising
- Eco-friendly furniture
- Energy-saving light bulbs
- Compostable take-away containers





## LEGAMBIENTE AND BLUE FLAG

Most of our facilities have obtained certifications from Legambiente and Sustainable **Tourism** Associations, evidence of Club del Sole's commitment to promoting environmentally friendly practices in the hospitality sector. In 2024, 18 beach resorts with Club del Sole villages received the prestigious **Blue Flag** certification.

## BIKE EXPERIENCE

Bike and e-bike rental, present in many Full Life Villages, allows guests to set off on incredible guided tours in full respect of nature and the land. In addition, the **Girasole Bike Experience**, an itinerant route to discover the Romagna Riviera by spending the night in a different Club del Sole Village each day, was launched in 2023.



# CLUB DEL SOLE WORKIN'GLAMP

## A Full Life MICE Experience

Club del Sole's Workin'Glamp is an innovative concept for successful events immersed in nature and featuring advanced technological services. Sustainable, glamorous hospitality to make your Business event creative and effective. The first 100% open air MICE project.



### BUSINESS SOLUTIONS

- Meeting rooms
- Multipurpose spaces
- Equipped tensile structures
- Open-Air meetings



UNCONVENTIONAL ACCOMODATION

- Chalet
- Tent Lodge & Airlodge
- Lodge
- Discovery



SOME OF THE FORMATS

- Walking Meetings
- Nature World Café
- Pop Up & Breakout Balcony
- On The Beach Garden Circle



- DESENZANO**  
Desenzano, Lombardy
- SOLE**  
Marina Romea, Emilia Romagna
- ADRIANO**  
Punta Marina, Emilia Romagna
- LA RISACCA**  
Porto Sant'Elpidio, Marche
- ORBETELLO**  
Orbetello, Tuscany
- ROMAGNA**  
Riccione, Emilia Romagna
- BOLOGNA**  
Bologna, Emilia Romagna
- TENUTA PRIMERO**  
Grado, Friuli-Venezia Giulia

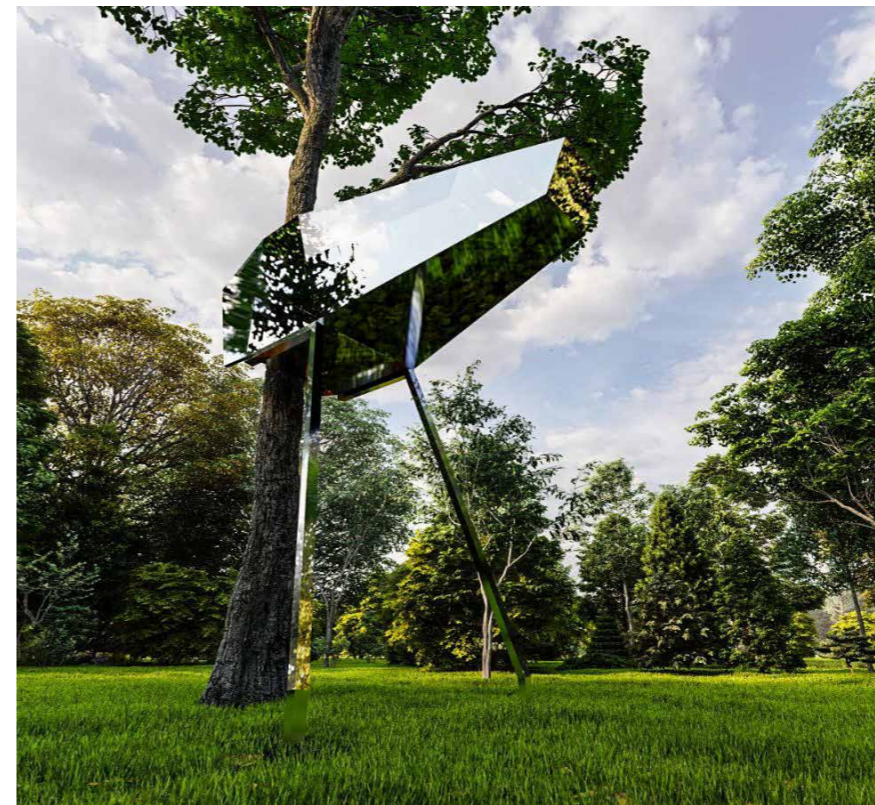
# THE FRIENDS OF CLUB DEL SOLE

From TV to universities



## TV ADS

“Oh, che poi tutto non è mica poco!”. Words by **Paolo Cevoli**, a long-standing friend of Club del Sole, actor, comedian, hospitality expert and star of our first TV commercial. Only Paolo could represent the hospitality of Romagna in the face of the high expectations of **Orsetta Borghero**, who on holiday 'wants it all'. Forty-five seconds of film that encapsulates the story of a holiday to be lived without compromise and with all possible facilities. In three words: a **Full Life Holiday!**



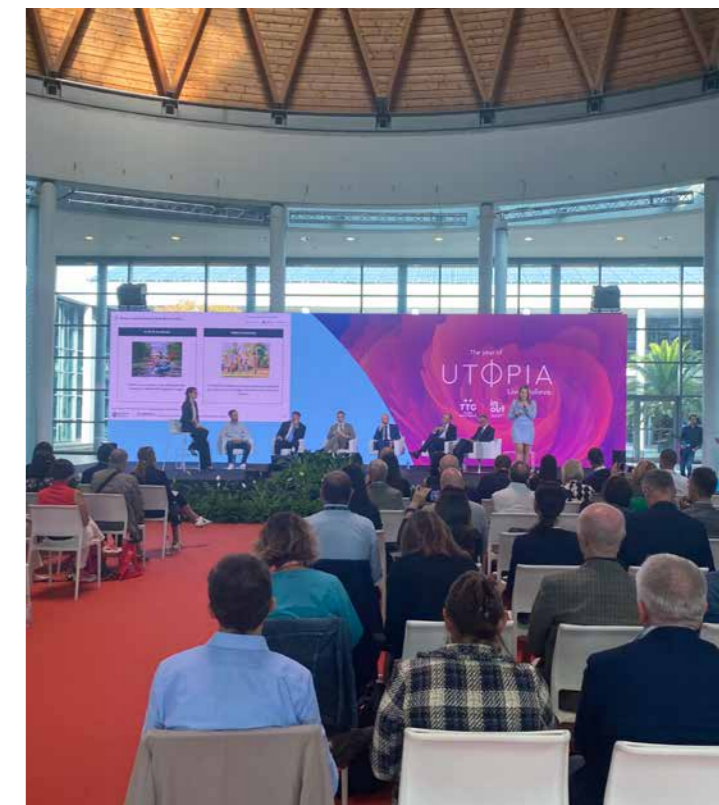
## RE-TREE-T AND TREESHIP PROJECTS

The RE-TREE-T and TREESHIP projects are the result of a collaboration between the **Politecnico di Torino**, the innovative architecture studio **The Ne[s]t** and Club del Sole. They are innovative hospitality formulas with new open-air spaces in perfect harmony with the surrounding nature and characterised by a low environmental impact. The modular structures are designed to be easily transformed and adapted to the context in which they are built, for hospitality that is constantly evolving. The initiatives aim to bring guests and nature closer together by proposing a new way of experiencing a holiday that goes beyond the ordinary.



## MILAN POLYTECHNIC'S TRAVEL INNOVATION OBSERVATORY

The **Travel Innovation Observatory of the Politecnico di Milano**, analyses the impact of digital technologies on Italian tourism with the aim of guiding companies in interpreting the digital dynamics of travel. The research focuses on changes in the industry, estimates of the value of the tourism e-commerce market, analyses of the business travel sector and monitoring international innovation. Club del Sole is a partner of the Politecnico di Milano, supports its research and provides useful data for analysing the evolution of Italian travellers. The results highlight the growing interest in outdoor tourism and the convergence of preferences between different segments of the tourism market.



# THE WORDS THAT TELL US

What they say about us



**“ WHY RIMINI IS (STILL) THE PERFECT PLACE FOR FAMILIES**

The Club del Sole Family Camping Village proposes a new holiday model, the 'Full Life Holiday', a definition that is all about a system of offerings that has changed profoundly from the stereotype of holiday villages: the group's facilities are no longer just a campsite or a village, but promise a complete open-air experience.



**“ FULL LIFE HOLIDAYS, AN INNOVATIVE FORMAT THAT SEES NATURE AND COMFORT, FOR THE FIRST TIME, TOGETHER**

It is our promise and our philosophy, it speaks of what we offer in our resorts and what drives us every day: our own innovative concept that puts contact with nature front and centre.



**“ TTG, CLUB DEL SOLE REACHES 100 MILLION TURNOVER IN 2023**

Today, the Club del Sole holiday format represents a new way of holidaying. We have taken all the values of the Campsite and associated them with the great organisation of international holiday villages, while also adding some extra values.



**“ CLUB DEL SOLE REDEFINES THE IDEA OF CAMPING**

In Italy, the innovator of the traditional campsite was Club del Sole, which came into being in the 1970s and transformed campsites into holiday villages, which however retained the spirit of these holidays, starting with immersion in nature.

# THE FUTURE IS NOW

Development projects 2024



PINETA BEACH VILLAGE  
MILANO MARITTIMA

The first true Full Life holiday village in one of the most popular and sought-after destinations on the **Romagna Riviera**.



DOLCEVITA 11 BEACH CLUB & RESTAURANT  
RIMINI

A bathing establishment and a **'feet on the sand'** restaurant with unique design, details, materials and of course, dishes!

DOLCEVITA POOL RESTAURANT  
ORBETELLO

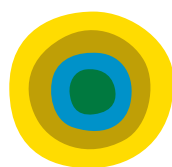
**New gourmet restaurant**, poolside, for one of the most popular Full Live Villages in the Club del Sole range.





# FULL LIFE HOLIDAYS





**Club del Sole**  
FULL LIFE HOLIDAYS

LIFE AS IT SHOULD ALWAYS BE.

[www.clubdelsole.com](http://www.clubdelsole.com)



General Terms and Conditions