

Price List 2010 – Serena Majestic Apartment Hotel

RESIDENCE	A	B	C	D	E
Weekly lease-only rate from Saturday to Saturday	29/5-5/6 4/9-11/9	5/6-19/6 28/8-4/9	19/6-17/7	17/7-7/8 21/8-28/8	7/8-21/8
TYPE A: Sleeps 4. One-roomed flat (double bed, single bed settee, fold-down bed), bathroom with open shower, lounge and sleeping areas separated by furnishings.	504.00	651.00	882.00	966.00	1,505.00
TYPE B1: Sleeps 3. One-roomed flat (double bed, single bed settee), bathroom with shower or small bathtub, lounge and sleeping areas separated by furnishings.	399.00	518.00	700.00	763.00	1,190.00
TYPE B2: Sleeps 3. One-roomed flat (double bed, single bed settee), bathroom with open shower, lounge and sleeping areas separated by furnishings.	385.00	497.00	672.00	735.00	1,141.00
Additional guest supplement (the supplement will be charged irrespective of the age of the guest or actual use of the extra bed or cot; the bed may be a bunk bed or a fold-down bed, the cot is always a folding cot)	68.00	79.00	103.00	112.00	168.00

HOLIDAY APARTMENTS “RISTORANTE HOTEL” ARRANGEMENT

Breakfast, water and wine with meals are included. Daily surcharge per person to be applied (minimum stay - 7 days) to the apartment prices.

HALFBOARD (breakfast, dinner)	19.00	19.00	20.00	22.00	23.00
FULL BOARD (breakfast, lunch and dinner)	31.00	31.00	33.00	36.00	38.00

****The above prices are not inclusive of the compulsory Mid-August (15/08/2010) gala dinner surcharge of EUR 22.00 per person. Full details of child discounts are shown on the notice board in the holiday apartments.**

REDUCTIONS ON HOLIDAY APARTMENTS “RISTORANTE HOTEL” ARRANGEMENT

Children aged 0-3 *	Free	Free	80%	80%	80%
Children aged 3-8 *	80%	70%	50%	50%	50%
Children aged 8-12 *	40%	40%	40%	40%	40%

* Child discounts are only valid for up to years not completed: valid identification document of children eligible for discounts must be presented upon arrival Otherwise the hotel will apply the older age bracket discount.

PLEASE NOTE: WHEN THE RESIDENCE PLUS MEALS OPTION IS SELECTED, ROOM SERVICE IS "APARTMENT LEASE STYLE" (INITIAL HOUSEKEEPING, SHEETS AND TOWELS CHANGED WEEKLY) AND MEALS ARE TAKEN IN ONE OF THE "SERENA MAJESTIC HOTEL RESIDENCE" RESTAURANTS (NOT ALWAYS THE MAIN RESTAURANT). HALF BOARD WITH APARTMENT LEASE INCLUDES BREAKFAST AND DINNER, WHICH CAN BE REPLACED BY BOOKABLE LUNCH FOR THE WHOLE STAY.

Front row beach umbrellas: Euro 12.00/day; second row umbrellas: Euro 9.00/day; third row umbrellas: Euro 6.00/day – upon reservation and subject to availability.

Weekly supplement for fenced, supervised parking (subject to availability): € 35.00.

Weekly supplement for apartments with balcony: € 70.00 (upon reservation and subject to availability).

Weekly supplement for air-conditioning: € 63.00 (available upon reservation and for a limited number of apartments).

Individual bicycle shed rental (subject to availability): € 3.50 per day

Deposit (refunded on departure) per apartment: € 100.00.

Pets not allowed.

The above rates are in Euro and are inclusive of VAT. They do not include residence taxes or similar fees.

SERENA MAJESTIC HOTEL RESIDENCE- Serena Majestic is a 4-star Hotel and Holiday Club located 1 km from the centre of Montesilvano and 5km from Pescara, in a region featuring historical hamlets, national parks, and protected natural areas. The "Porto Allegro" shopping and amusement centre and the Warner Village Cinemas are just 500 m away from the hotel. The surrounding areas offer outstanding shopping opportunities - in Pescara city centre (5 km away), in an Outlet Village and in 4 large malls - and two multi-screen cinemas, all within a 15km-range. The hotel has 200 ensuite rooms with hairdryer, telephone, satellite TV, Sky TV, mini-fridge, balcony, air conditioning, safe deposit box and several suites (comprising two separate rooms, 3rd and 4th beds in bunk sofa-beds, 2 bathrooms, whirlpool bathtub, air conditioning, two TVs, Hi-Fi system and safe deposit box. Rooms for disabled clients are also available.

The apartment hotel has 280 one-roomed flats accommodating 2 to 5 people, all featuring a balcony, an ensuite bathroom with shower or small bathtub (see price list for details), telephone, TV, fully fitted kitchenette with electric hob, crockery, pots & pans, and cutlery.

Two-roomed flats accommodating up to 7 people are also available. Some apartments have air conditioning.

Serena Majestic is a large hotel-resort brimming with entertainment, services and facilities: fully equipped beach with a sandy sloping seabed suited for your little ones, large swimming pool with waterslides, swimming pool with diving boards from 1 to 3 metres, the "Serenino Club" – a children's club with wading pool for children aged from 3 to 10 years (entrance limited to children with prior booking only) -, the "Serenup" – a teeny club for children aged 11 to 13 -, and the "Serenhappy" - a junior club for children aged 14 to 17 years, children's playground with inflatable games, mum & baby kitchen – a fully equipped kitchen stocked with basic foodstuffs (except for baby food – on sale at the general store - and liquid or powdered baby milk) and mealtime assistance, amphitheatre, disco, dance hall, lighted tennis courts, bowls courts, multi-purpose sports field, 5-a-side soccer synthetic field, beach volleyball, health centre with Spa, sauna, Turkish bath, whirlpool and mud baths, massages, beauty treatments and solarium, shops (supermarket, hotel gift shop, hairdresser, general store / newsagent with local specialities, cigarettes), a choice of bars, videogames amusement arcade, TV lounge with wide screen upon request, and ATM machine. The hotel also offers a fenced fee-paying parking, free unsupervised parking (subject to availability in both cases), Internet access including high-speed wi-fi connection, surgery open a few hours daily, individual lockable bicycle sheds. Horse riding a few km away from the village. Pets not allowed.

HEALTH CENTRE - Offering a new take on health and wellbeing and the ideal place to chill out and regenerate your body. Facilities: Spa where you can detoxify and regenerate your body with mud, hay-baths, milk and essential oil baths and thalassic therapy or enjoy a sauna, steam room with aroma therapy and chromotherapy, whirlpool baths, Kneipp blood vessel treatment, massages and beauty treatments. There is also a "relaxation" room with herbal infusions and solarium to safely prepare the skin for the sun and ensure a perfect tan.

CONTACT DETAILS - **Serena Majestic Hotel Residence**, Viale Carlo Maresca 12, 65015 Montesilvano (Pescara), Italy. For reservations and information please contact +39.085.8369777 or go to www.bluserena.it – info@bluserena.it.

HOW TO REACH SERENA MAJESTIC. **By Car:** from motorway A14, take the Pescara Nord Città Sant'Angelo exit. The hotel is only 500m from the tollbooth. GPS coordinates (for satellite navigators): North latitude:42°31'23,89"; East longitude 14°09'14,54". **By Train:** Pescara Railway Central Station is 5 Km away, served by public buses (bus line 2/) and taxis. **By air:** Pescara Airport is 7 Km away.

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BLUSERENA TERMS AND CONDITIONS OF STAY

SERVICES INCLUDED IN THE PRICE: (for Grand Hotel Serena from 23 May to 5 September 2010): assigned place on the beach (one umbrella and two deckchairs per family), individual use of tennis courts subject to prior booking, use of bowls courts, use of pedaloes (except at Calaserena Village), use of windsurfs and canoes, use of sailing boats in the afternoons, use of table tennis and covered gym-fitness area with isotonic machines (except at Serena Majestic) and pre-set opening hours, participation in sports tournaments; soccer school for children aged 6 to 12, tennis, sailing, archery, aerobics and fitness group classes (at least one group course per person); entry to the dance-hall, the disco (only at Serena Majestic, Serenè Village, Torreserena Village and Serenus Village) and the amphitheatre for daily shows; participation in games and parties. Shuttle service to and from the beach at Torreserena Village.

Bluserena takes care of younger guests with dedicated games, spaces and activities for all age groups, making for a fun and creative holiday: **Serenino Club** for children aged 3 to 10, open every day except Sundays (Saturdays at Calaserena Village) from 9.00am to 7.00pm, with possibility of requesting reserved and assisted lunch (a charge will be applied to apartment hotel guests); **Serenup** for children aged 11 to 13, and **Serenhappy** for children aged 14 to 17, from 9.30am to 1.00pm and from 3.00pm to 7.00pm, except Sundays (Saturdays at Calaserena Village); and for children and parents also large fully-equipped playgrounds with inflatable games, springers, swings, slides and much more. A world of fun and new experiences, with day and evening activities, sports, games and creative activities: from the Bluserena Soccer School to the Seasport Programme (for sailing and canoe lovers), to Bluserena Circus (circus skills and juggling at Torreserena Village and Serenus Village) to the Circolab Programme (basic circus skills at Serena Majestic, Grand Hotel Serena, Calaserena Village, Serenè Village and Sibari Green Village). Other options include the Serenhappy Mix Programme (DJing), SerenellaLab (games and workshops to discover the world of animals) and Serenino Dance (dancing and singing every night). **From 9 May to 23 May and from 5 September to 17 October 2010 at Grand Hotel Serena:** place on the beach (one umbrella and two deckchairs per family); use of bowls courts, use of pedaloes; participation in bowls, cards and darts games and tournaments; individual use of tennis courts subject to booking, entry to the dance hall and other evening entertainment; use of outdoor gym-fitness area, use of outdoor swimming pool.

SERVICES NOT INCLUDED IN THE PRICE: individual classes in the available sports, sun lounges on the beach, place in the first rows, beach towel hire, excursions, internet point, spa services where available, transfer and medical assistance. Use of safe deposit boxes where available at reception. Plus, pushchair hire (not available at Serena Majestic and Grand Hotel Serena), car hire (available at Serenus Village, Torreserena Village and Calaserena Village), Diving Centre at Calaserena Village, Torreserena Village and Serena Majestic, horse-riding and mini riding school at Calaserena Village; supervised parking, individual bicycle shelter (subject to availability) at Serena Majestic; compulsory parking at Grand Hotel Serena and fenced parking at Serena Majestic, services offered by Terme Torre Canne; adventure trail at Serenè Village; riding where available. Last, bicycle hire at Serena Majestic, Torreserena Village, Grand Hotel Serena and Sibari Green Village. **From 25 April to 23 May and from 5 September to 17 October 2010 at Grand Hotel Serena:** transfer, sun lounges on the beach, beach towel hire, place in the first rows, medical assistance, parking, services offered by the spa centre *Centro Terme*, internet point, safe deposit box hire available at reception.

RESTAURANT SERVICE – Guests will be sitting at pre-allocated 8/9 seat tables (i.e.: with other hotel guests) with table mats at Serenè Village, Torreserena Village, Serenus Village and Sibari Green Village. Wine and draught filtered water will be free during meals. Breakfast, lunch and dinner are buffet style.

At Serena Majestic, the apartment hotel guests may use – depending on time of year and availability - the Gulliver self-service restaurant or the hotel's restaurant, with the apartment and board formula (see price list for offer details). At Serenè Village, restaurant halls have been fully refurbished and include both air-conditioned and non-air conditioned options; at Serenus Village and Serena Majestic Hotel, both restaurant halls are air-conditioned; at Torreserena Village all four halls are air-conditioned; at Grand Hotel Serena and Calaserena Village there are two halls, one with air conditioning; at Sibari Green Village all four halls are air-conditioned. Mid-August dinner parties on 14/08 and 15/08 (the dinner party on the day of departure will not be included in the price).

BEGINNING/END OF STAY – Hotel rooms will be available for check-in by 3.00pm on the day of arrival at Grand Hotel Serena and Serena Majestic and by 4.00pm at Calaserena Village, Serenè Village, Torreserena Village, Serenus Village and Sibari Green Village. Apartments at Serena Majestic will be available for check-in by 5.00pm. On the day of departure, check out is by 10.00am.

CLEANING OF ROOMS AND APARTMENTS – Rooms are cleaned every day with regular replacement of towels and bed linen. Cleaning of apartments at Serena Majestic is the responsibility of guests; towels and bed linen are replaced weekly. End-of-stay cleaning of apartments is at a charge and is compulsory; cleaning of the kitchenette is the responsibility of guests: failure to clean it will incur a € 18.00 charge. Apartments are handed over with towels and bed linen, however no kitchen linen is provided.

CHILDREN STAY – Children enjoy special discounts. Age specifications relating to discounts indicate the age under which children must be at the time of stay (for example the discount for children aged 0-2 years shall apply to children that have not turned two yet). Valid documentation certifying the date of birth must of the children eligible for discounts must be presented upon arrival. In default, the hotel will grant the discount applicable to the next age bracket. Fold-away cribs are available at all resorts. At Calaserena Village, Serenè Village, Torreserena Village, Serenus Village, Sibari Green Village, it is also possible to hire pushchairs, subject to availability. As to apartment guests at Serena Majestic, supplementary charges for extra persons will be applied irrespective of age or of whether an additional bed or crib is used.

RESERVATIONS, CANCELLATIONS AND PENALTIES – Reservations must be accompanied by a deposit covering 40% of the overall cost of stay, plus the relevant reservation form. **The balance shall be settled upon arrival at the hotel.** Payments must be made by bank transfer to **Bluserena S.p.A.**, bank: Banca Caripe S.p.A., branch: Agenzia 1, address: Via Nicola Fabrizi 190, 65122 Pescara, IBAN code: IT 76 L 06245 15421 000000219511 - **specifying in the bank transfer the hotel abbreviation* followed by the reservation number** - or by on-line credit card payment on www.bluserena.it/pagamenti. In case of cancellations made at least 45 days before the day of arrival, the deposit paid will be refunded in full. If the cancellation is received between 45 days to one week before the day of arrival, only 50% percent of the deposit will be refunded. No refunds will be made in relation to cancellations received during the last week before the booked stay.

In case of late arrival or early departure, the full cost of the stay booked will be charged.

***Calaserena Village = CV; Serenè Village = SV; Grand Hotel Serena = GH; Serena Majestic = SM; Torreserena = TS; Serenus Village = SU, Sibari Green Village = SB.**

FAST CHECK-IN – For a faster check-in procedure, we advise you to choose the “fast check-in” option. **Carry out some simple operations from home and check-in at the hotel will be completed in a few minutes:** fill out the booking form in all its parts, including the ID details (for families simply provide the ID details of the person making the reservation, together with a copy of the documents of any children younger than 12) and send it by mail, e-mail or fax. Please note that you will still be required to hand over the original documents upon arrival. For your convenience, you may choose to simply enclose a photocopy of your ID card, front and rear.

RESERVATION FORM



Tick the selected resort

- Sibari Green Village
 Calaserena Village
 Serenusa Village
 Torreserena Village
 Serenè Village
 Serena Majestic Hotel Residence
 Grand Hotel Serena

NAME AND SURNAME OF THE RESERVATION HOLDER		ADDRESS	
POST CODE	TOWN/CITY	PROVINCE/COUNTRY	LANDLINE PHONE No. MOBILE PHONE No.*
NUMBER OF PEOPLE included in the reservation	TYPE OF ACCOMODATION	PERIOD: FROM _____ TO _____	
NAME, SURNAME, BIRTH PLACE AND DATE OF EACH PARTICIPANT AND OF THE RESERVATION HOLDER		TYPE OF ID	DOCUMENT No. ISSUED ON
CONFIRMATION DEPOSIT:		FAST CHECK-IN	
<input type="checkbox"/> BANK TRANSFER <input type="checkbox"/> OTHER PAYMENT METHOD		<input type="checkbox"/> I hereby confirm I will perform the fast check-in, as described in the Terms and Conditions of Stay PLEASE WRITE YOUR E-MAIL ADDRESS *	
N. _____ € _____		*You will be able to receive updates and proposals during the year only if you leave your e-mail address or mobile phone number.	
The reservation holder should be the same person making the payment. The object of payment must include the hotel code followed by the reservation number (see "RESERVATION, CANCELLATIONS, and PENALTIES")			

ACCEPTANCE OF TERMS AND CONDITIONS OF STAY

(signing is required to make reservation effective)

With regard to this reservation, I have viewed and accept the TERMS AND CONDITIONS OF STAY contained in the 2010 price list.

Consent to processing personal data: I have read the statement contained in this document and give my consent to the processing of my personal data for the purposes listed under items 1 and 2 (to limit your consent to item 1 please sign at the bottom of privacy statement)

Date _____ Signature _____

PLEASE TAKE A FEW MINUTES TO COMPLETE THIS SHORT QUESTIONNAIRE, SPECIFYING THE RESERVATION HOLDER'S DETAILS. THANK YOU FOR YOUR COOPERATION

MARITAL STATUS	PROFESSION				
<input type="checkbox"/> single	<input type="checkbox"/> student	<input type="checkbox"/> employee	<input type="checkbox"/> self-employed	<input type="checkbox"/> housewife	<input type="checkbox"/> retired
<input type="checkbox"/> married	<input type="checkbox"/> executive	<input type="checkbox"/> businessman	<input type="checkbox"/> sole trader	<input type="checkbox"/> unemployed	<input type="checkbox"/> other
HOW DID YOU LEARN ABOUT US?			WHERE DID YOU SPEND YOUR LATEST HOLIDAYS?		
Previous customer <input type="checkbox"/>			Year		
How many times have you stayed at our hotel? _____			Place		
How many times have you stayed at othe Bluserena hotels? _____					
Recommended by acquaintances <input type="checkbox"/>			Facility		
Advertisements on Tour Operator catalogues					
Which one? _____					
Advertisement on the Internet <input type="checkbox"/>					
WHY DID YOU CHOOSE US? (please tick the box describing the main reason)					
<input type="checkbox"/> Because of the place		<input type="checkbox"/> Because it's a Bluserena facility		<input type="checkbox"/> Recommended by others	
				<input type="checkbox"/> Because of the price	

PRIVACY STATEMENT (Italian Legislative Decree No. 196/2003)

1. The personal data provided are required in order to process your reservation and failure to give the relevant consent will make it impossible to reserve the services requested.

2. The data supplied will also be used to send promotional literature to your home or e-mail address - including published and sent by third parties (for example periodical publications) - regarding the hotels of the Bluserena Club & Hotels Group and containing updates on our rates and offers. A refusal to consent to the processing of your personal data for such purpose will not carry any consequences.

Your personal data will be processed in accordance with principles of integrity, lawfulness and transparency on written and/or on magnetic and/or electronic media or on other instruments that are adequate to ensure the protection of your privacy and rights. Such data will not be disseminated and may be communicated exclusively to the persons authorised to process the data in the companies of the Bluserena Club & Hotels Groups.

We also advise you the you are entitled to exercise the rights under article 7 of Italian Legislative Decree No. 196/2003, including , in particular, the right to request the destruction of your personal data at any time, subject to the specific data controller: Bluserena S.p.A., Viale Carlo Maresca 12, 65015 Montesilvano (Pescara) - ITALY

Signature (only if you wish to limit processing to item 1) _____