



COMPANY PROFILE

THE IDEA OF THE ENTREPRENEUR

The entrepreneurial idea consists of the creation of the groups "Glamping Resort" and "Glamping Boutique" in Europe. These groups fulfill the demands of customers, who enjoy open air tourism and who are looking for a product that is as close to the 4/5 star resorts.

The creator of this project is Loek van de Loo, born in Arnhem (in the Netherlands) in 1960. A Dutch entrepreneur who has been active in the world of open-air tourism in Italy and the rest of Europe for more than 30 years. His entrepreneurial career started in 1984 when Loek founded a tour operator called "Vacanceselect", specialized in promoting tourism on Lake Garda for the Dutch market. Based on the strength of the direct sales channel, Loek establishes camping Village Weekend at Lake Garda. A holiday resort that has grown over the years to become one of the most innovative Glamping resorts in Italy. Tour operator Vacanceselect is a pioneer in direct selling and has been growing exponentially over the years during the beginning of the Internet's growth. They have a big benefit not only from product knowledge, but also from their position as an innovator in the E-commerce (the first bookable Europe).

In 2009 Loek and Vacanceselect launched a new concept: Glamping. Where in 2018, the van de Loo family decides to sell the tour operator to the Vacalians group. By this big decision they can invest in the development of their Glamping resorts and Glamping Boutiques in Italy. Thus, the group Vacanze col Cuore was born, which is currently active on Lake Garda, Lake Idro, Tuscany and in the Netherlands. Loek was nominated for his entrepreneurial qualities among the best entrepreneurs of the year in the Netherlands. In 2020 he was honored in the hall of fame of the ADAC, for the important contribution and fair competition he has made to European open-air tourism.

WHAT IS GLAMPING?

The focus of our activities has always been the customer, who recognized it as our greatest asset. In fact, it was they who defined the new trends and innovations in the industry. Our job was to listen to them and work with them to create our philosophy, which has led us to the concept of Glamping over the years.

Glamping is the future of camping.

(Loek Van de Loo)

Glamping is a neologism from the union of the words GLAMOR and CAMPING. This describes a style of camping based on the amenities and services borrowed from high-quality resorts.





A combination that is difficult to find within the classic campsites. In the last couple of years, Glamping has become popular with tourists looking for luxury, usually combined with hotel facilities, combined with direct contact with nature and the activities associated with camping. If you experience Glamping, there are no tents to pitch, no sleeping bags to roll out, and no long trips to the restrooms. No matter what type of accommodation you are staying in, a tent, a mobile home or another accommodation, you have the opportunity to live in the open air in contact with nature without sacrificing any luxury. The word Glamping did not exist a few years ago, in fact it is recognized as its official inception in 2006. Since that time numerous accommodations around the world develop this philosophy from the camping resorts related to safari in Africa, North America, not to mention many accommodations in Europe, which generate millions of searches on online search engines.

Eike Wenzel, head of the Institute for Future Trend and Research (ITZ) in Heidelberg (DE), has been studying the development of Glamping for years and has come to the conclusion that more and more people are aware that they are looking for something special and want to enjoy a luxury holiday. In his study he recognizes young families as an important target audience, in fact his thesis is supported by the fact that parents between 35 and 50 years old often prefer a lifestyle focused on health and sustainability and are motivated by the desire to spend an experience in the countryside, based on simplicity and nature, without giving up on luxury. "The idea of freedom and adventure, the proximity to nature, combined with a luxurious camping offer will prevail", says Wenzel: "Glamping is a trend in tourism 2020". As he says in his research, these evaluations are based on data provided by the Vacanceselect company. In 2014, in collaboration with the office in Hamburg in Germany from the above mentioned company, he noted an increase of 300% in the number of Glamping nights booked by the Germans at Vacanceselect to 80.000. Professor Wenzel defines the states of Italy, France, Spain and Croatia as the most popular for luxury campsites in Europe, with the natural benefit of a mild temperate climate.

So the improvements that we want to make to the campsite in order to follow the Glamping philosophy are: the development of a campsite as car-free as possible with the creation of a car park separated from the pitches to guarantee more safety for pedestrians and children and more peace and quiet; the development of areas, definable as small villages, with facilities, such as mobile homes and tents, that can provide the best possible services, comparable to those of a luxury resort sufficient space for each client, also with a view to a possible reduction in the number of places, for the privacy and tranquility of each guest; as well as all the services that can make your stay more enjoyable, such as housekeeping service, room service, laundry and recreation rooms and playgrounds equipped for children.





THE HISTORY OF THE GROUP

The campsite

In 1987 in San Felice del Benaco, in the province of Brescia, Camping Village Weekend SRL is founded. Represents by Loek, who over the years has gone through all the stages of development of the philosophy of camping and tourism at Lake Garda. Thanks to its continuous investment, he has always been at the forefront, by listening to the customers and their innovations and requests, which have evolved over the years into the current size of the camping village with more swimming pools, entertainment for children, restaurant with a large terrace overlooking the bay of Salò, supermarket and any other useful service to give the customer the best possible experience. Camping Village Weekend has an area of 4.5 hectares and can accommodate 920 people. In 2017, due to renovation and modernization, the housing capacity decreased by 80 people to 920 people, compared to 1000 people in previous years. These works have been carried out, according to Glamping's philosophy, in order to provide a unique experience to the customers while increasing revenues. In fact, from 24 places to 9, which were built with luxurious facilities that guarantee a higher turnover than the previous design.

In 2012 there will be a new location in addition to Camping Weekend, Camping Village Orlando in Chianti. It is located in the Tuscan hills, within the Natural Park of Cavriglia and looks like a location in strong growth driven by the many investments made. In addition to the development of the services: 2 swimming pools, a lagoon with slide, restaurant, market, entertainment and organization of excursions, we wanted to place a strong emphasis on GLAMPING. Camping Orlando in Chianti has an area of 10 hectares and can accommodate 1000 people. This strategy, which aims to offer each client more space than the traditional campsites, is one of the spearheads of the Glamping and has made it possible, assisted by modern and luxurious facilities, to achieve very interesting results, as evidenced by the fact that the turnover has increased from € 200.000 to € 2.300.000 in 5 years.

Both campsites are divided into 2 different philosophies of tourism, that of camping, consisting of spacious and shady pitches, harmoniously arranged, equipped with electricity and water. This type is ideal for caravan and motorhome tents. The second is the one of the village, which is divided into different types of cottages, each of which has been carefully designed to provide versatile spaces, including a living room with kitchen, from one to three bedrooms, bathroom with shower and toilet. This second type consists of mobile homes and canvases of the latest generation. Although they are similar in structure and organization, Camping Village Weekend and Orlando in Chianti are different in many ways. As well as the geographic location as by creating different products. Camping Village Weekend, representing project 1.0, grows and develops in its 30 years of life, starting from camping and transforming into a village with services of the highest level. This shows that in recent years there has been a turnaround in not trying to maximize the accommodation capacity





compared to the available surface. This still widespread practice is the hallmark of the development of camping sites not only on Lake Garda, but also in every other area with high tourist flows.

Contrary to the market trend of maximizing the customers and following the needs and requests of tourists, Camping Village has developed Orlando in Chianti, defined as the 2.0 project. It has been able to define its own identity since 2012 and, with the experience gained by Camping Village Weekend, has immediately placed itself at the highest level of service, embedding itself in a natural environment and following the Glamping philosophy.

Park Residence Il Gabbiano

Park Residence Il Gabbiano is located in Moniga del Garda at Lake Garda in the province of Brescia. It has over more than 50 accommodations, decorated with care and elegance, immersed in a park of 60.000 square meters. Open from March till November, the ideal place for those who want to enjoy the mild climate of the lake and for those who love sports and golf in particular. The park is located near the best golf courses in Northern Italy. The international staff of Park Residence Il Gabbiano allows customers to make the most of all the services offered:

- 3 swimming pools, one covered
- Bar and restaurant
- Cleaning service
- Room service
- Laundry service
- Animation for children (Miniclub)
- Wi-fi

Park Residence Il Gabbiano is a serene and discreet oasis, equipped with every comfort. A relaxing and welcoming environment that is always attentive to the needs of its guests and renewed every year through massive investment to provide an unforgettable family holiday or a romantic getaway for couples.





THE START OF THE NEW GROUP

2018 marks the start of the new organization, which brought a rebranding of the existing facilities and the addition of 3 new resorts to the group. The name chosen for this new group of campsites is "Vacanze col Cuore" holiday with the heart, to indicate the passion and love that the entire family van de Loo and its employees bring to let guests experience unique outdoor holidays. Our Glamping philosophy applies to all facilities of the group, within which we can find 3 categories of resorts:

- Park Residence Il Gabbiano which is built up in rental of apartments and villas.
- Glamping resorts are locations with a capacity of approximately 1.000 guests, equipped with all services and where hospitality can be maximized. These are: Weekend Glamping Resort; Orlando in Chianti Glamping resort; Vallicella Glamping resort.
- Glamping Boutiques which are small locations, as the name implies. Where guests can have a close relation with the team, but at the same time enjoy privacy in contact with nature, without sacrificing the best possible services. The Boutiques are Vacanze Glamping Boutique; Sivinos Glamping Boutique and the latest Lago Idro Glamping Boutique.

The growth of the group is also accompanied by a significant increase in staff, for the 2019 season there were 190 people employed in the companies from the Vacanze col Cuore group. What we are most pleased with, is that from the beginning we have decided to work with young people and create a team that is as international as possible. Giving everyone the opportunity to be confronted with different cultures and customs and to learn from each other. Our ultimate goal would be to try to organize the work in such a way that we can get the most out of the seasonal work perspective, rewarding our employees with permanent contracts.



Vacanze col cuore!

Vacanze col cuore!



*Your glamping & more
holidays in Italy!*

The expansion of the group: The new Resorts

Located in Tuscany in the province of Grosseto near Scarlino is Vallicella Glamping Resort. The campsite, as well as the others which has been purchased between the end of 2018 and the beginning of 2019, has got significant changes, both in structure and management.





The structural changes were necessary for the creation of a resort that was completely designed with a gloss perspective, specifically in response to the dictation of the founder of the group Loek van de Loo, who was personally responsible for the realization of all works. The site is located near Scarlino and has a terraced structure on the hill at the base of the town. There are 90 Glamping tents, 35 mobile homes, 45 bungalows and 23 pitches. At the campsite there are 2 swimming pools, a pizzeria, a mini market, a pool bar, a children's play area and everything you need for entertainment. The Glamping Resort renovation project has also focused on the creation of a water park, following the latest industry trends, creating 3 different swimming pools. The first is a classic pool for swimming, the second is a children's pool with a small slide, the third is a lagoon with water games with the theme of the mascot of the Spotty group. In the context of all these two waterfalls is the longest Aquariver in Italy. This Aquariver is 130 meters long and follows the natural structure of the terraces that characterize the campsite.

Vacanze Glamping Boutique is located in San Felice del Benaco is configured as a campsite that, although small in size, does not give up all the services dear to our group. There is a bar, a restaurant pizzeria, a mini market, an adult pool, a Spotty themed pool for kids and a Jacuzzi, an entertainment area and everything needed to keep the youngest campers entertained. All with the services of the Glamping facilities, in fact even in this case there are mobile homes of the latest design and tents with bathroom. The site overlooks the Manerba Fortress and to allow all guests to enjoy the view we have created a relaxation area with lounge area. The clients who want to stay at this campsite are partly different from the usual goal we focus on, in fact, in addition to families, many couples and friends like to stay at this location which is quieter and more immersed in nature than the larger campsites.

Sivinos Camping Boutique located in Manerba del Garda in the place known as Punta San Sivino. Its location offers direct access to the lake with a view of one of the most beautiful beaches in the area. The campsite has an area of 10.500 square meters and can accommodate 260 campers. The Resort consists of pitches overlooking the beach, Glamping tents and apartments. The services offered are the bar with small restaurant, mini market, children's playgrounds, lake access to the beach, the slide to place boats in the lake, 8 buoys for mooring boats and the beach service.

The Restaurant: Top Class srl

The restaurants are one of the most interesting factors for Vacanze col Cuore, both the type of international guests and the fact that anyone who decides to stay in Italy expects to taste the best cuisine of the Bel Paese. For this reason we decided to entrust it to a solid partner with extensive experience in food & beverage management in open air Resorts. The choice was made for Top Class srl, which, led by Alessandro Castagnini, was able to meet this need. Alessandro has spent many years managing restaurants, bars and markets in the most famous Italian campsites and resorts, giving him all the skills to meet the transversal requests of a clientele that has changed a lot over the years and is getting married with the





concept of Glamping, whereby the concept of catering for traditional campsites has evolved into a modern concept with a high level of service. Always believing in Vacanze col Cuore's guiding concepts, the Top Class team is composed of many nationalities, made up of young people who are able to meet the needs and challenges of the group's start-up phase and who are eager to learn. The careful choice of suppliers, products and the ability to combine employees from different parts of the world with different experiences and practices has rewarded Top Class by enabling them to create and lead a team of 90 people and generate a turnover of more than 2 million euros.

IMPORTANT FACTS

Turnover, occupation and nationality

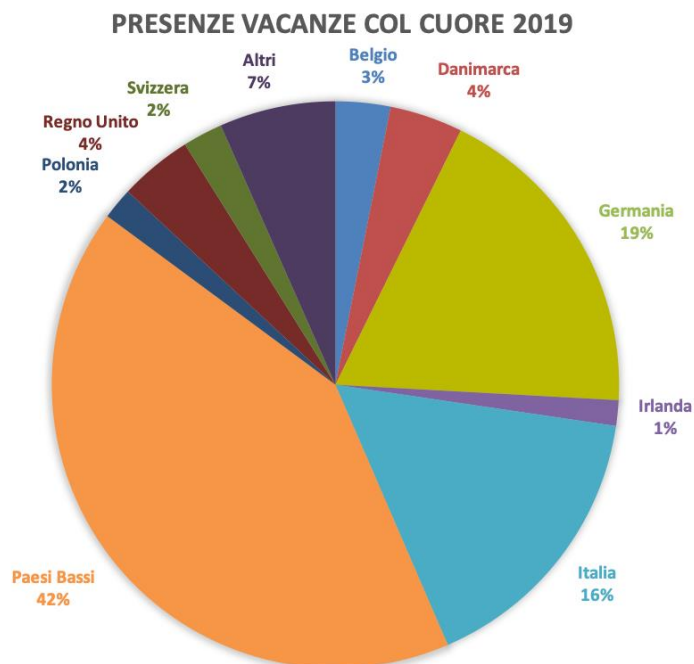
Vacanze col Cuore can be considered as a start business, although the extensive experience of Loek and the van de Loo family in the sector and the presence of resorts with more than 30 years of activity. In 2018, in addition to the establishment of the Management Team, the new central office was also established and of course the purchase of 3 new resorts. The aim is to create a centralized know-how to increase the size of the group in the future, through acquisitions and partnerships, without forgetting its main strengths:

- Glamping accommodations
- Unique locations in nature
- Provide unique experiences for guests
- High end positioning
- Responsibility for nature and eco-sustainability

In 2019, the group's annual accounts were closed for the first time, with strong sales growth and an opening to new markets, including the Italian market, which in the past has always underperformed the Northern European market.

The attendance at the Vacanze col cuore resorts were 240.000 guests from all parts of the world, the Dutch and Germans, especially for Lake Garda, are still the main guests of the facilities.





The consolidated turnover of Vacanze col cuore, for the year 2019, is € 11.000.000, 240.000 guests and 180 employees which almost entirely under the age of 35.

THE MANAGEMENT TEAM

The management team led by Loek and supported by his wife Chicca, are always present in decision-making situations and are able to define a new entity characterized by unique and distinctive elements compared to the competitors. The team consists 4 people each with a specific area, but all work together for the success of the business.

Operation managers

The operation managers of the group are Leonardo van de Loo and Alessandro Benatelli, who run all Vacanze col Cuore resorts based on a geographic distribution of the same.

Leonardo van de Loo, who has always been associated with the world of camping and tourism, grew up in close contact with the world of hospitality and the organization of the resort from a very young age. He always spent his school holidays in close contact with the guests of the resorts and while growing up he went through all the phases related to the work on the accommodations and the organization of the company. Today, after many years managing first Orlando in Chianti Glamping resort and then Weekend Glamping resort, he is responsible for all operations related to the resorts on Lake Garda. Leonardo, following in the footsteps of Loek who made him famous for designing numerous mobile homes and





tents that can meet the needs of an increasingly demanding clientele. Making designs, thanks to close links with the best manufacturers of accommodations for the open air world. New mobile homes that are unique and offer an experience that the guests of Vacanze col Cuore will hardly forget.

Alessandro Benatelli, who grew up in Caorle and has spent his entire career in campsites on the Adriatic coast. Started working in the field at the age of 16 and gained all the skills necessary to manage a campsite. In his many years of experience he now manages the activities of Vacanze con Cuore in Tuscany. Alessandro has proven to be able to make Orlando in Chianti Glamping resort and Vallicella Glamping resort, bringing great professionalism, great organizational skills and developing a skilled team.

Commercial and marketing director

Federico Milesi, who today fulfills the role of director of Vacanze con Cuore management, a company engaged in the management of reservations, sales, marketing and communication of the group, has been associated with the van de Loo family for years. Thanks to the support, experience and incentives that Loek offers on a daily basis, with the help of the best employees and partners in the sector, he manages the communication, consisting of websites, social media and visual part, as well as systems for the management of business processes, reservations and contact with guests before, during and after their stay.

CFO

Alberto Gandini takes care of the part that is perhaps less visible, by all those who decide to spend their holidays in the resorts of Vacanze col Cuore, but certainly fundamental to the survival and success of the group. His experience ranges from the business advice and assessment in Deloitte, which allowed him to deal with many scenarios and different Italian and foreign production sectors. To the experience in famous companies in the Northeast, without forgetting the first summer jobs that were in the campsites on the Veronese shore from Lake Garda were carried out. Today, he is involved in the group's administrative, financial and accounting sector and, with his team, is engaged in the best organization of the group's business processes.





CONTACT

Vacanze col cuore
Via Rovaroli di Sotto 75
25080 Manerba del Garda (Bs)
Italia
T. (0039) 0365.388019
Info@vacanzecolcuore.com
www.vacanzecolcuore.com

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