



## Adagio Aparthotels launches special Family Offer: More space, comfort and fun for the whole family

Adagio Aparthotels, Europe's leading aparthotel brand, are excited to announce a new offer specially designed for families, starting **today, Monday 17<sup>th</sup> March**.

**50% off a second studio apartment, free breakfast for children under 16**, and dedicated services: everything has been designed to make families feel "at our place, just like at theirs" when staying at Adagio.

Travelling with family is all about sharing experiences and creating lifelong memories, which is why Adagio, Europe's leading aparthotel brand, are committed to making family travel easier and more enjoyable. Adagio's services offer comfort, convenience and on a budget.

**Our priority: affordability and comfort for families.**

Budget and comfort are often the deciding factors for families when choosing a holiday destination. To cater to this, Adagio has launched its Family Offer which is available from now, in all of Adagio's Europe hotels. The offer includes:

- **50% off on a second studio apartment**, so that families can enjoy more space and comfort while keeping costs down
- **Free breakfast for children under 16**, to get the day off to a good start

**Adagio aparthotels: the perfect choice for an enjoyable and memorable family holiday**

Practicality is also key to making family holidays smooth and stress-free. Offering **spacious apartments, comfortable beds, and fully equipped kitchens**, Adagio's **129 aparthotels** are strategically located in **city centres, close to public transport and major attractions**—providing the perfect space for families to feel truly at home during their stay, reflecting Adagio's key message: "**At our place, just like at yours.**" Whether it's for a **long weekend, holiday, or special occasion**, Adagio's Family Offer allows families to re-discover the joys of travelling together, whilst creating lifelong memories.

**Adagio's additional Services for Families**

Adagio aparthotels offer much more than just comfortable accommodation, with a range of family-focused services designed to make stays even more enjoyable:

- Families can take advantage of the **Object Library**, where they can borrow anything from board games to nightlights
- The **Welcome Kids** kit offers a special gift for children upon arrival
- Younger guests can play in the **Kids Corner** play area



- **Family City Guides** provide hand-picked recommendations for family-friendly restaurant, attractions and activities
- **The Shop**, a 24/7 grocery service
- **Pet-friendly stays** so furry family members can also enjoy a holiday!

### **A new, dedicated advertising campaign "You will see the difference"**

To support this new Family Offer, Adagio continues its successful advertising saga with "**You will see the difference**", a **fifth instalment** of the series. The campaign, produced by the agency **Josiane**, will be broadcast in **France (TV and digital), the UK, and Germany (digital only)**.

This new commercial again features **Marc**, the brand's signature character, enjoying an Adagio aparthotel stay with identical twin children. Through **humorous real-life moments**, the ad showcases the unique experience of staying with Adagio as a family. The campaign will be reinforced with **three key visuals, two 12-second video clips, and digital out-of-home (DOOH) advertising**, executed in collaboration with **Havas Media (offline)** and **Mo&Jo (online)**.

With this family offer, Adagio further strengthens its position as the leader in urban hospitality for families, showcasing its commitment to making family travel easier and more enjoyable. The offer is now available throughout the Adagio network in Europe.

*"We are committed to making Adagio aparthotels a top choice for families—they have everything you may need for a fantastic stay! This new offer reflects our dedication to providing **welcoming and accessible stays**, where parents and children alike can **fully enjoy their travels with peace of mind**. We want to help create **special memories, bring people together, and spark new discoveries**—this is at the heart of our vision for hospitality."*

— **Virginie Barboux, Senior Vice President, Client & Marketing, Adagio**

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### **About Adagio**

Adagio is the European leader in aparthotels. Created in France in 2007 as a joint venture between Accor and Pierre & Vacances Centre Parcs, Adagio now has 128 sites and 14,562 flats in 16 countries. It is the largest network of apartment hotels in Europe.

Combining the flexibility of a flat with the services of a hotel, Adagio aparthotels are the best solution for medium and long stays, offering the greatest comfort and the best value for money to business travellers, holidaymakers and those who like to be both at the same time.

Located in urban areas, Adagio aparthotels come in 3 ranges: Adagio Original, in the heart of major cities; Adagio Access, in the centre of regional capitals or on the outskirts of major cities; and Adagio Premium, luxury aparthotels.

### **About Mason Williams**



Mason Williams is a consumer lifestyle agency. Launched in 1986 it has offices in London, Manchester and Spain and is part of the IPREX network with 62 offices globally. The agency specialises in consumer brands across a number of sectors: family, leisure, food and drink, destinations, hotel and hospitality, luxury, travel and outdoor entertainment. Visit [www.mason-williams.co.uk](http://www.mason-williams.co.uk) or find us on Twitter @MasonWilliams, Facebook Mason Williams PR, and Instagram @masonwilliamVisit [www.mason-williams.co.uk](http://www.mason-williams.co.uk) or find us on Twitter @MasonWilliams, Facebook Mason Williams PR, and Instagram @masonwilliamsprof

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