



## LUXURY OF FREEDOM

### **Grand opening of BIGBERRY camp – luxury of freedom**

Primostek, Slovenia, June 30 2016 – On the location of the old camp Primostek, at the banks of the purest and warmest Slovenian river Kolpa, the first lifestyle camping [BIGBERRY](#) opened its doors. BIGBERRY Lifestyle Resort in Bela krajina region offers a new, luxurious spending of free time and high-end experience the green outdoors.

Primostek revealed in a completely new image, which is at the same time a unique business model – a showroom, and is offering high-level tourism. At the opening more than 130 guests from Slovenia, Croatia, Malta, Italy, Slovakia, Russia and Colombia had the opportunity to enjoy in BIGBERRY resort's indulgences.

Besides accommodation in luxury mobile homes, guest are served with breakfast, a variety of home products provided by more than 20 local partners. Most of the camp's equipment has been provided by partner companies (Kolpa, Kreal, Senčila Bled, Koolektiv, Mit Grnjak, Berryshka, ROTO, T2, Lancom, etc). Guest can use canoes, bicycles, sand volleyball court, outdoor fitness, grill house and take advantage of guided trips around Bela krajina region and Slovenia. Each mobile house has direct access to individual, 100 meters long beach. Or they can pamper throughout the year in the outside Jacuzzi. Above all BIGBERRY will guarantee the highest level of services, customized to individual needs.

#### **BIGBERRY understands power of social media and collaborative mind-set**

»When I was approached by BIGBERRY team I was immediately excited. BIGBERRY understands the power of social media, in my opinion they are way ahead in Bela krajina, Slovenia and perhaps even wider« says Peter Črnič, Regional Development agency director. »Especially I was pleased that they proposed collaboration with other tourist services providers – within the region we cannot talk about competition but only complementary stories – and their position in upscale services which are also on Bela krajina's agenda.«

Slovenian company Hosekra, a producer of roofs, garages and mobile homes has started searching for a perfect spot to buy a camp already years ago. And they are happy that the decision was right. »Nevertheless, we were not aware that so much positive energy will be found at the spot« comments Boštjan Hostej, Hosekra director.

Mayor of Metlika, Darko Zevnik appreciates the idea of BIGBERRY coming to Primostek: »Which has a special place in Metlika's citizen hearts. We prefer this place, and I wish that this project continues to expand.

This year's plan for BIGBERRY is promotion of the offering. From April until September they are hosting more than 150 journalists and travel bloggers from around the world, who spread the word on Bela krajina to the world. Additionally they gave learning opportunity to young interns from different countries who can contribute to the project's success.

More information:

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