

ananea

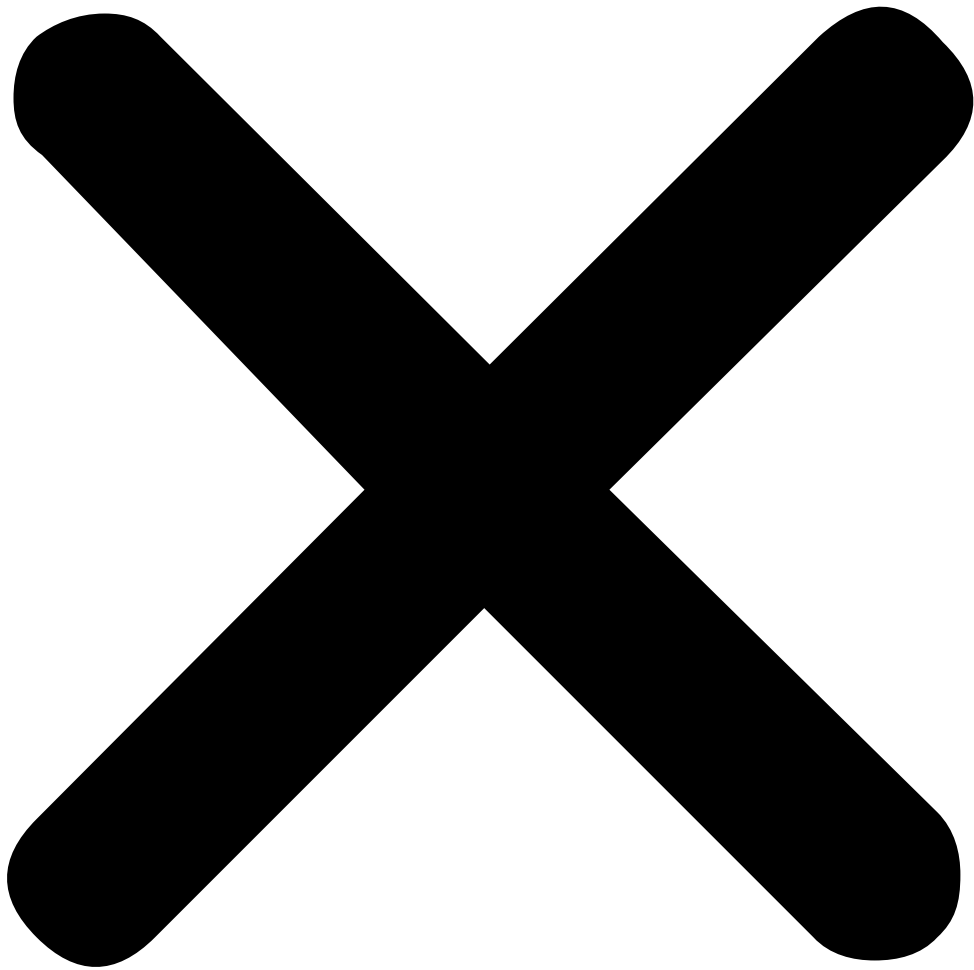
Factsheet ananea





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the lifestyle vision

To be a real and modern lifestyle hotel alternative in the jungle of mix-up tour operator hotels, ananea's vision is to make the feel of a hotel scalable.

Large resorts don't have to present themselves like anonymous mass handling hotels. Less choice can be more experience.

Having right ingredients are what really matters. We are convinced that this is the only way to bring together future generations of loyal, modern guests.

ananea Hotels

in europe and worldwide

Hotels

0

Countries

0 +

more to come in 2026

0 +



slow glamour

Travel is a unique source from which we can draw strength and recreation, impressions and views.

We must act carefully so that this source can continue to give us mental and physical refreshment in the future.

The purpose of our travel longings are not only the places we visit, but the emotions they trigger in us when they become the settings of the encounter with other people.

ananea is a place to mingle with like-minded people, have a good time, and create memories we would like to remember even after the vacation.



the concept

To embody this philosophy throughout every aspect of the hotel experience, the ananea concept is structured around 5 cornerstones and their resulting 8 touchpoints.

These foundational elements and guidelines are designed to create a holistic guest experience – one that remains memorable long after their stay.

The concept of slow glamour embodies a refined approach to hospitality that blends a relaxed and unhurried experience together.

It's about indulging in quality moments, thoughtful design, and personalized service, rather than rushing through typical hotel offerings. This concept emphasizes timelessness, sophistication, and a dedication to craftsmanship and authenticity, creating an atmosphere where every detail contributes to a memorable and deeply satisfying stay.

slow glamour: Comfort and relaxation over glitz and glamour.



Requirements

Requirements

- 4-5 stars (local and international)
- Use natural materials
- Less of everything, but better quality
- Warm colours and strong contrasts
- Social spaces
- Restaurants with special themes with freshness, local food and high-quality ingredients
- Slow entertainment without being pushy: barbecue, cinema nights, large tables to get know each other, unexpected surprises in every shape and form
- Focus on sustainability

minimum requirements

general

- lease, management & franchise agreements subject to destination

capacity

- ideally around 80 – 130 rooms

spacious bedrooms

- spacious rooms
- all rooms with balcony or terrace
- integrated bathrooms with separate walk- in shower

catering options

- b&b/HP for up to 130 rooms
- all-day dining, à la carte outlets upgraded AI concept for over 130 rooms
- ideally open kitchen/show-cooking stations chef&me concept

bars

- main and pool bar

slow entertainment

- simple musical instruments high-quality sound system
- rituals for sundowners, morning activity sessions weekly programs with local artists

facilities: mind, body and soul

- state of art gym spa
- yoga

„must have’s“ & inspirations

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8 emotional touchpoints

Our guests' experience across the 8 touchpoints is meticulously designed to elevate their stay, offering unparalleled comfort, personalized service, and exceptional experiences.

1 pre-arrival

2 arrival

3 guest room

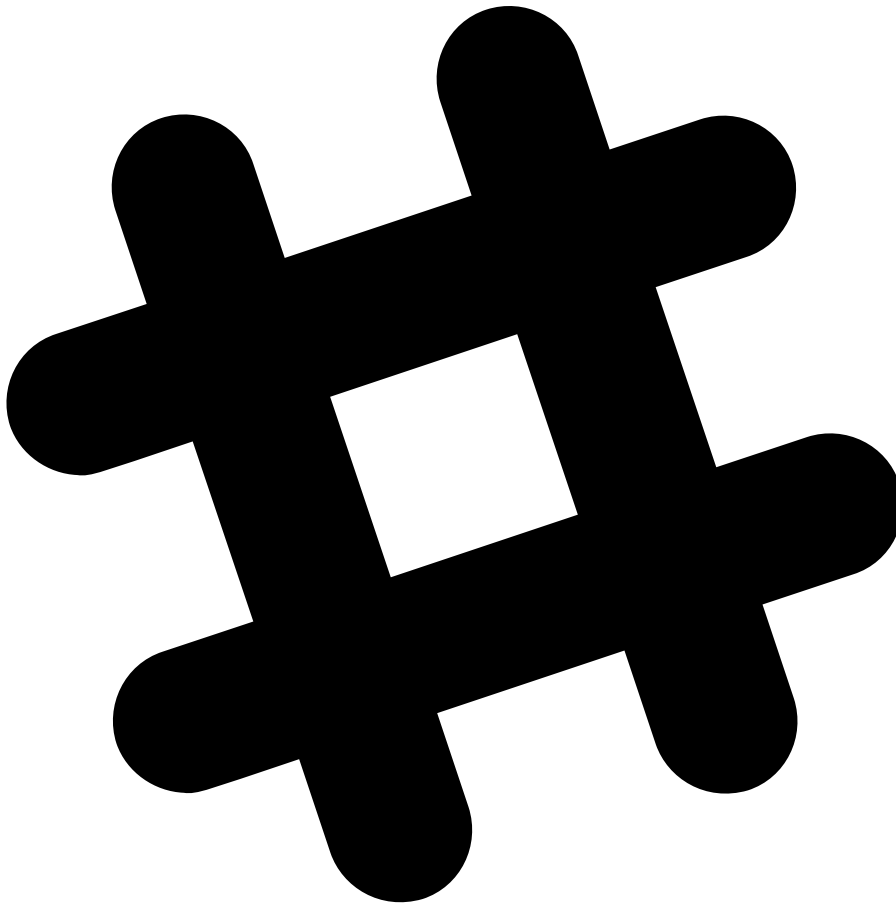
4 public spaces

5 mind, body & soul

6 food & beverages

7 slow entertainment

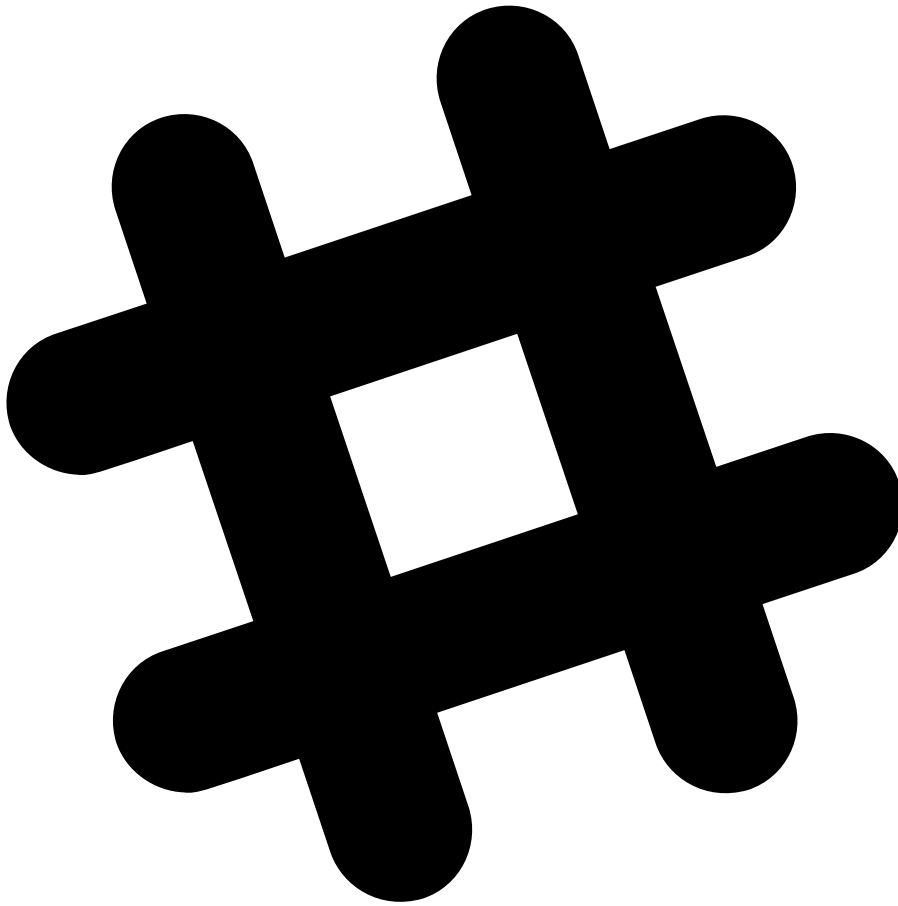
8 departures



1 pre-arrival

1 pre-arrival

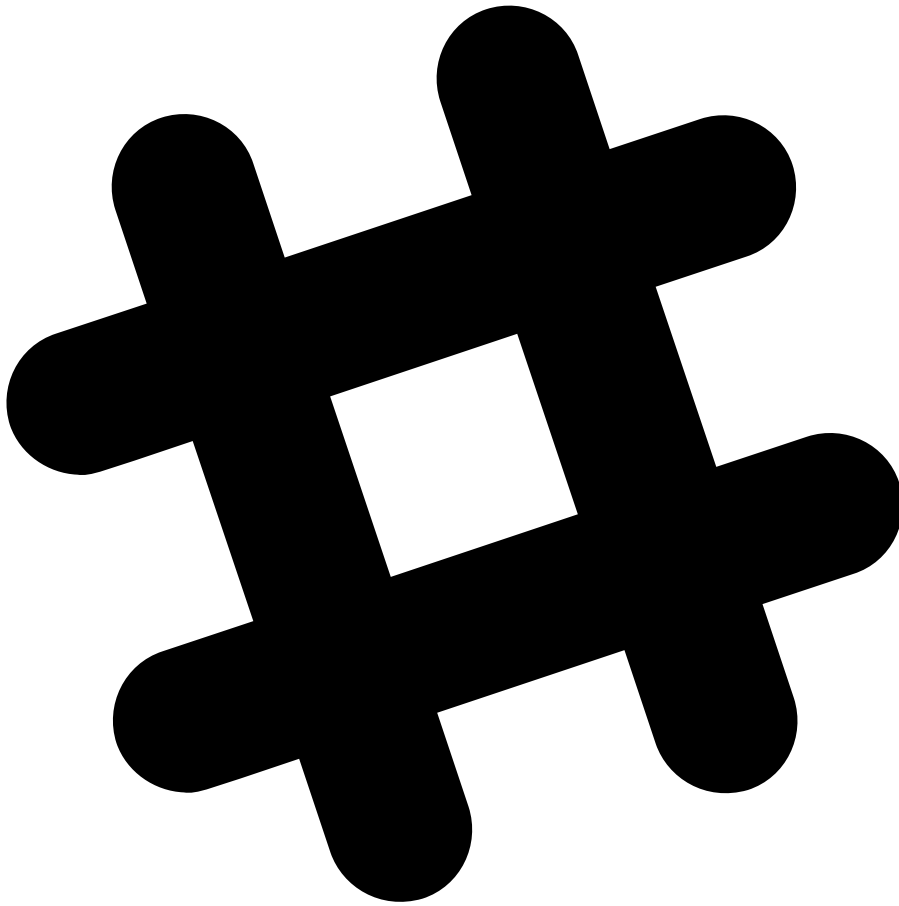
1. mobile concierge
2. online check-in
3. pre-stay informations
4. register and subscribe for upgrades
(CRM/newsletters)
5. special offers and treatments
6. accomodation preferences
7. special requests



2 touchpoint arrival

2 touchpoint arrival

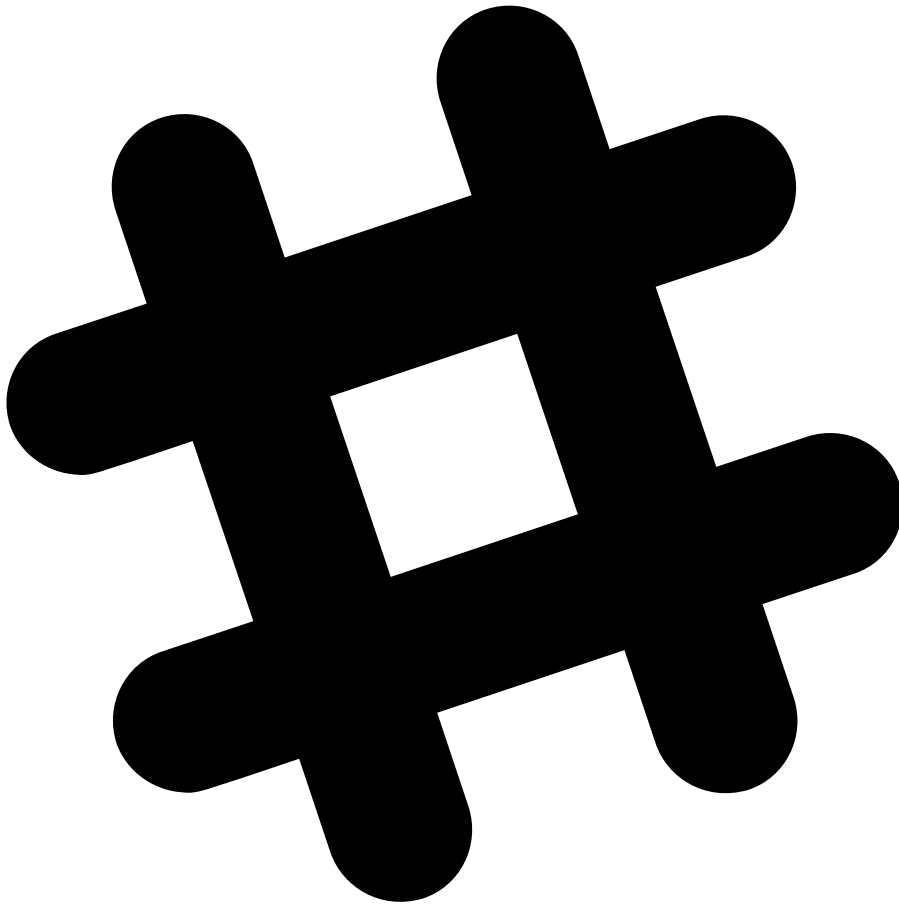
8. more of a living room than a lobby feeling
9. innovative reception design
10. barrier free
11. family like greeting, handshake
12. address by first name
13. simplicity in the check in process
14. 24 hours reception
15. greet treat: local, refreshing welcome beverage
16. lobby bar: coffee, soft drinks, organic smoothies
17. lounge music



3 touchpoint rooms

3 touchpoint rooms

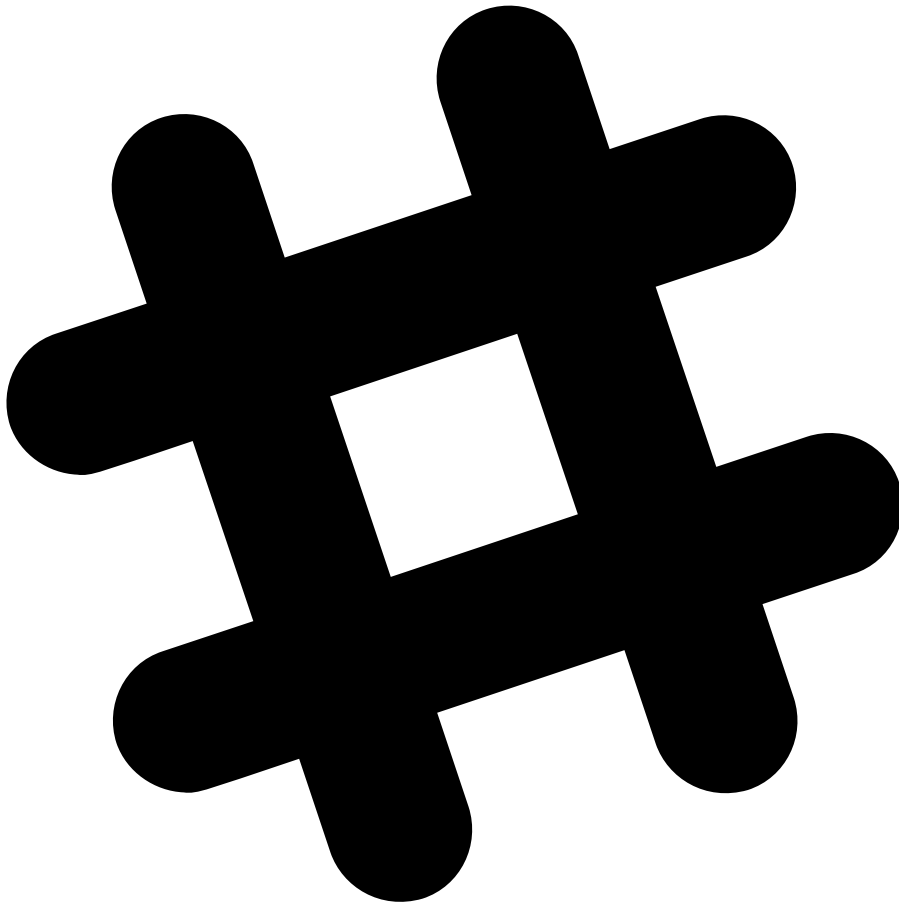
- 18. spacious beds and high quality mattresses
- 19. high quality mattresses
- 20. working desk & chair
- 21. multifunctional plug
- 22. soundbar
- 23. in-room safe
- 24. beach bag included
- 25. stylish & comfy, creating emotions
- 26. locally sourced, organic and sustainable bathroom amenities
- 27. in-room coffee machine & hot water kettle
- 28. no phone; whatsapp chat service



4 touchpoint public spaces

4 touchpoint public spaces

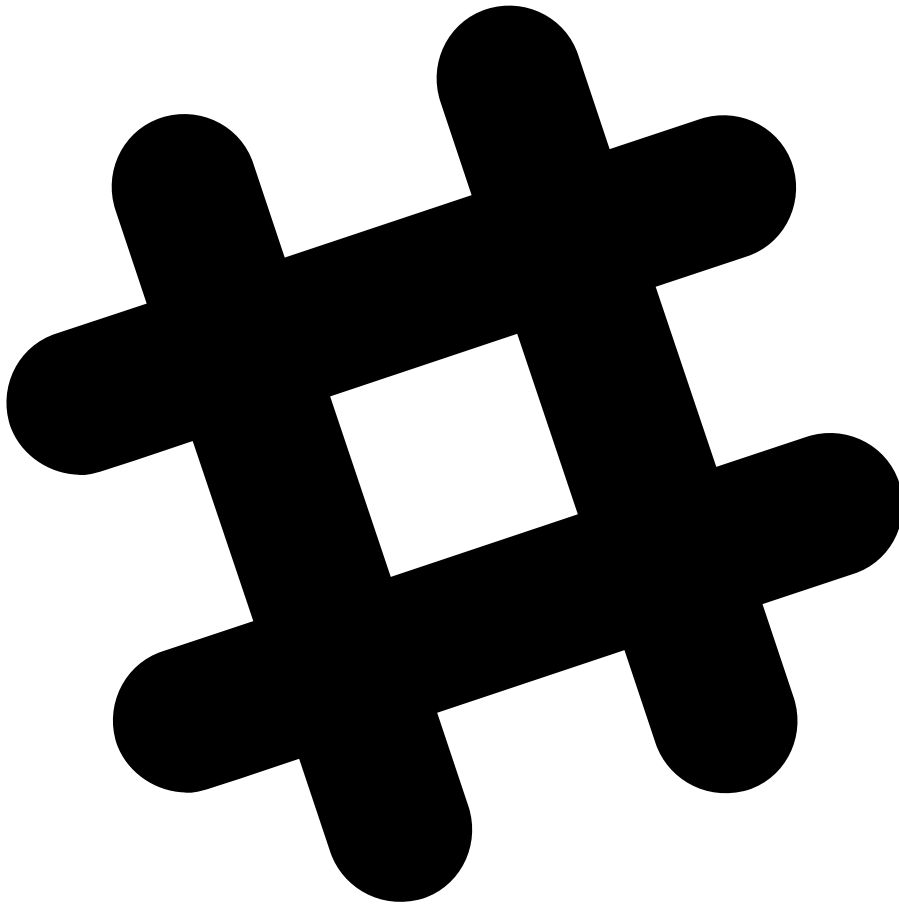
- 29. if possible, a small store with selected lifestyle products
- 30. generous pool
- 31. high speed wifi free of charge
- 32. large wall shelf with inspirational magazines and books
- 33. community tables
- 34. flexible (co-)working spaces
- 35. dj place & sophisticated sound system
- 36. multifunctional area can be transformed into an improvised stage for performances



5 touchpoint mind, body & soul

5 touchpoint mind, body & soul

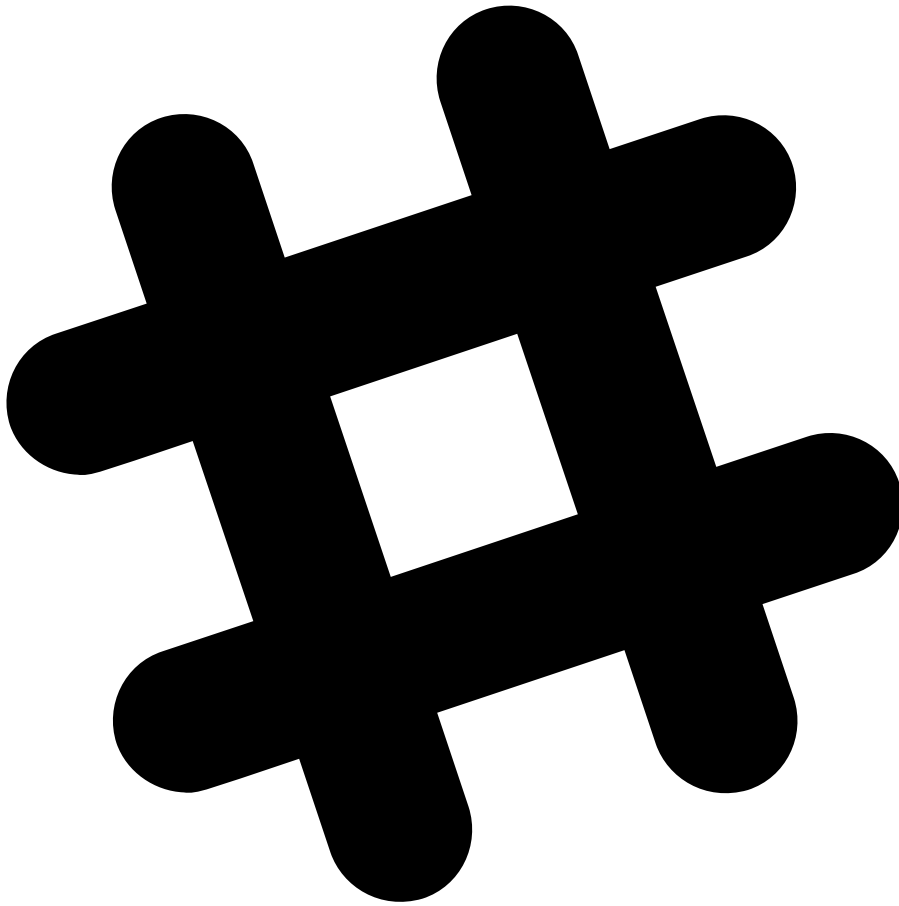
- 37. state of the art gym
- 38. spa/wellbeing center (is not a must)
- 39. spiritual inspired treatment rooms
- 40. yoga & awareness



6 touchpoint f&b

6 touchpoint f&b

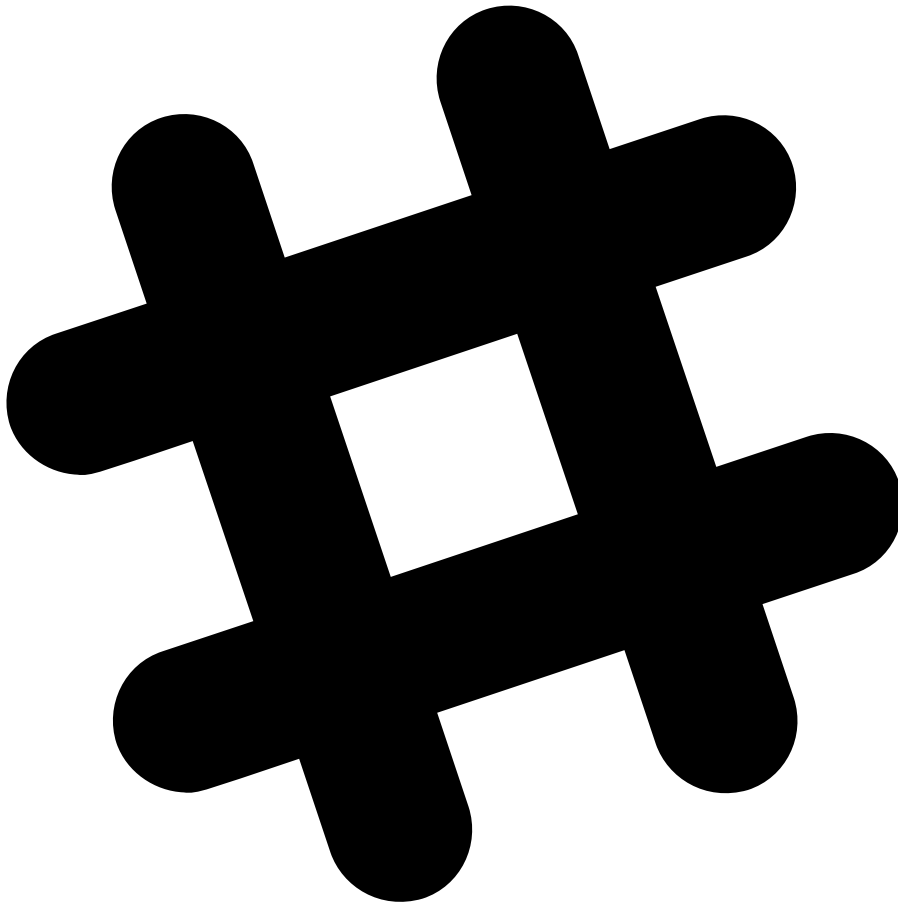
- 41. Healthy, organic, label ingredients, local nutrition value
- 42. Cocktail & Mocktails throughout the day
- 43. cooking station to enjoy together "me & you chef"



7 touchpoint slow entertainment

7 touchpoint slow entertainment

- 44. fostering of relaxed spaces to chill, talk and enjoy friendship
- 45. simple musical instrument to make your own music
- 46. multifunctional area can be transformed into an improvised stage for performances
- 47. bringing guests together
- 48. establish rituals (sun-down ceremony, morning activity sessions)
- 49. defined weekly programs (local artists, local heroes)



8 touchpoint departure

8 touchpoint departure

- 50. exchange of social channels
- 51. allowed oversized guestbooks
- 52. family like good bye
- 53. ensure guest leave with anticipation for return
- 54. personalized farewells (e.g. „one for the road‘, farewell cookie)

5 cornerstones

In essence, the concept of ananea is build on and characterised by the following 5 cornerstones:

1 design and architecture

Nowadays, all directions of style are allowed. There are no guidelines on right and wrong.

Nevertheless, the architecture and interior design of a hotel is judged on the basis of whether the appearance and composition of the materials and forms have been logically and sensibly put together.

ananea will have to cope with different hotel buildings in the course of its growth strategy.



2 culinary offerings

At ananea, culinary experiences are always tied to the destination and kept simple. If we have multiple restaurants, each will feature special themes currently trending in the F&B world. Freshness and local produce are central to our food concept.

We understand that guests may be unfamiliar with local products, so we label and explain them while highlighting their nutritional benefits. Collaborating closely with local producers, we celebrate their ingredients. Whenever possible, we encourage sharing food in a friendly, meze or tapas style inspired by street food concepts. Quality is paramount in every dish, and we adhere to the principle that less is more.



3 slow entertainment

ananea fosters community without being overbearing. We curate events—both intimate and grand—that feel like serendipitous delights to our guests.

Our aim is to celebrate life and cultivate the ananea community, where music plays a pivotal role in setting the perfect atmosphere.

Equally vital, our staff are encouraged to step beyond their roles, surprising guests with their artistic or entertaining talents.



4 passion of staff

It is no secret that success depends to a large extent on the quality of the staff.

Therefore, the focus in establishing the brand is on the selection of employees. ananea staff are local and international talents who are selected through a special recruiting process and are constantly trained.

It is the most important investment at ananea and will be the source of loyal repeating customers.



5 a new marketing approach

In traditional marketing, one-sided communication succeeds with groundbreaking news that resonates directly with the audience.

ananea communicates purposefully calmly, crafting meticulously planned campaigns. We engage influential voices aligned with our values to authentically champion our products.

This approach makes us a favourite among editors, prioritizing genuine innovation over empty marketing hype.



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