

**ananea's style & bliss in 5 cornerstones:**

**ananea** is the new brand in the DER Touristik hotel portfolio. Its distinguishing features are essentially built on:

- # 1 the design and the architecture
- # 2 the passion of the staff
- # 3 the food & beverage offer
- # 4 the slow entertainment
- # 5 a new marketing approach

The new hotel brand stands out due to its extraordinary appearance. This may be the architecture or the contemporary interior style. The brand effortlessly combines the charm of the destination and its exceptional staff with passion for memorable and unpretentious service.



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**ananea**  
slow glamour



Travel is a unique source from which we can draw strength and recreation, new impressions and views. We must act carefully so that this source can continue to give us mental and physical refreshment in the future.





## ananea - lifestyle brand by DER Touristik

The new hotel brand stands out due to its extraordinary appearance. This may be the architecture or the contemporary interior style. The brand effortlessly combines the charm of the destination and its exceptional staff with a passion for memorable and unpretentious service. Guests are easily made to feel at home. ananea is a sanctuary of peace and togetherness amongst modern people.

At ananea, we embrace the concept of elegance through simplicity. Our philosophy is centered around the idea that less is more. We prioritize selecting the right ingredients to infuse our guests stay with long-lasting energy. Our spaces are designed to be both minimalist and distinctive, serving as a canvas to allow the mind to wander freely or to engage in social interactions.



### ananea - at a glance

- 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



### Guest Experience at 8 touchpoints:

#### #1 pre-arrival

- Online check-in
- Mobile concierge
- Pre-stay informations

#### #2 arrival

- Family-like greeting
- Address by first name
- Welcome drink
- Lounge music

#### #3 rooms

- Stylish & comfy
- No phone – chat service whatsapp
- Multifunctional plug
- In-room coffee machine & hot water kettle
- High-quality mattress,
- Beach bag included
- Locally sourced, organic and sustainable bathroom amenities

#### #4 public spaces:

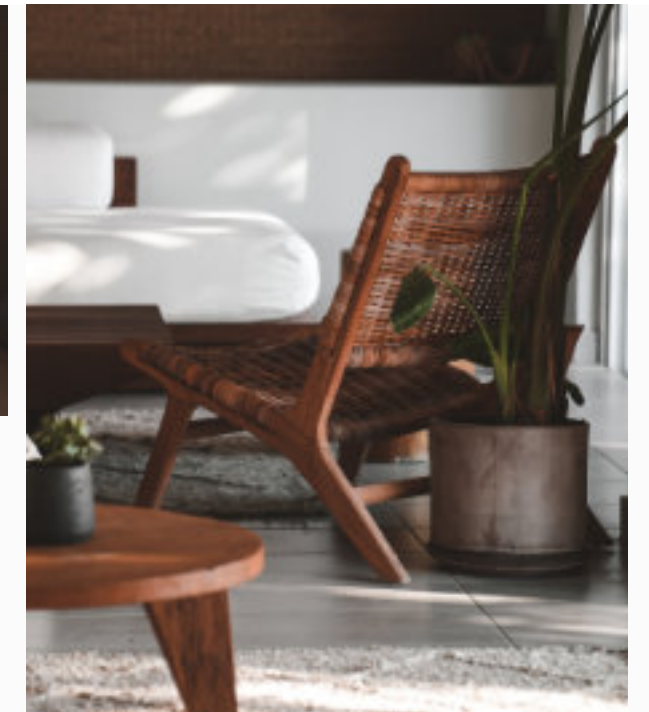
- Programmed playlists
- Lobby as Living room or lounge
- Generous pools
- Dj place & sophisticated sound system
- High-speed wifi free of charge
- Community tables

#### #5 mind, body & soul

- Spiritual inspired treatment rooms
- State of the art gym
- Spa / wellbeing center
- Yoga lessons

#### #6 f&b

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



#### #7 departures

- Exchange of socials channels allowed
- Guestbook
- "One for the road" goodbye-cookies

#### #8 slow entertainment

- Simple musical instruments to make your own music
- High-quality sound system
- Establish rituals for sundowners, morning activity sessions
- Weekly programs with local artists
- Fostering of relaxed spaces to chill, talk and enjoy friendship

