

# New Maritim Hotel on the Bulgarian Black Sea coast



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hotel was signed recently and Maritim Hotels (Germany) will run it on a franchise-basis.

The new hotel opened for the first time on 01 July 2017. The soon-to-be Maritim Hotel Paradise Blue Albena is situated right by the fine sandy beach and has more than 238 rooms, including 26 suites, 4VIP suites and 8 studios. 15 rooms have their own pool.

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Guests will find a range of indulgent dishes in a total of four buffet and à la carte restaurants – the VIP Lounge, the Bistro, the Lobby and the Pool Bar.

The hotel's exclusive facilities also include a spacious spa and wellness centre with sauna, indoor pool and gym, as well as an outdoor pool, a children's pool and water slides. The hotel's disco provides evening entertainment. Three meeting rooms, accommodating up to 500, 140 and 80 people respectively, are available for our business guests.

The opportunity to capitalise on Maritim's high brand awareness among German holiday makers was a decisive factor for the Bulgarian owners when signing the contract. In particular, they hope the franchise agreement will enable them to tap into additional market potential in their main markets of Germany, Austria and the UK, as well as improve their standard of service. As part of the agreement, Maritim will provide training courses. They also intend to send department managers to Maritim Hotels in Germany for training during the Bulgarian off-season or to offer them a trainee programme.

"We are delighted to add this high-quality hotel to Maritim's international portfolio and are certain that it will offer our Maritim guests a highly attractive destination," explains Peter Wennel, CEO at HMS Hotel Management Services International GmbH. HMS is part of the Maritim Group and is responsible for the hotel chain's international expansion:

[www.maritim.com](http://www.maritim.com)

The Maritim Hotelgesellschaft is Germany's largest owner-managed hotel group, and the company's nationwide hotel network is represented by hotels in six countries overseas: Mauritius, Egypt, Turkey, Malta, Spain and China. The group's ongoing expansion continues to strengthen its position within the European first-class hotel industry.