

Sun, Sand and Sea summer vibes at Kempinski Hotels



Geneva, August 2018 – For anyone who enjoys sun, sand and sea in luxurious surroundings, Kempinski Hotels offers a variety of inspiring summer activities in fascinating destinations around the globe. Be it paddling in a transparent kayak to explore the underwater world in Seychelles, a private sunset cruise, or a plunge in the healthy waters of the Dead Sea, Kempinski Hotels have designed beautiful performances with a local touch to be experienced during the holiday season.

At **Kempinski Hotel Soma Bay**, the ambitious General Manager, Lars Pursche, and his creative recreation and culinary teams, have worked on various concepts to come up with exclusive and exciting local experiences. The hotel recently unveiled SUNtastic Sundowner options, on the magnificent shores of Soma Bay, offering a scenic backdrop of the Red Sea Mountains, which complements the beautiful sunsets. When on land, a wide range of premium cocktails are served daily, directly at the golden sand beach, while guests unwind in style on comfy beanbags. On Sundays and Wednesdays, live tunes lift the atmosphere to the next level, bringing people together and boosting happiness levels. To make things even more special, the hotel provides guests with the option to take their other half on a special private cruise through the sparkling, turquoise waters. Once the boat takes off from the marina,

guests have the chance to snorkel through intact coral reefs and discover the underwater wonders of Soma Bay. The journey is crafted to perfection by the hotel's culinary team, with a catering service offered on board. A choice of canapés from fresh local produce and a bottle of sparkling wine caters for the best bubbly moments, while the sun sets behind the mountains.

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Located at the lowest point on earth, where history and nature join forces to provide substantial health benefits, **Kempinski Hotel Ishtar Dead Sea** offers guests a variety of special packages around Sun and Sea.

The Dead Sea is referred to as a Salt Lake, due to its hypersaline water and mineral-rich black mud, which is useful for therapeutic and cosmetic use, as it was first discovered by Cleopatra. Research shows that the Dead Sea water contains 32% salt with 21 minerals, such as calcium, magnesium and chloride, amongst others. Due to this, the Dead Sea strengthens the skin tissue, maintains the chemical balance of the skin, stimulates the blood circulation, and eliminates toxins from the skin. There are countless ways of experiencing all the perks, such as fighting against chronic skin conditions, eliminating blemishes and cellulite or strengthening hair roots, making the body look healthier and younger than ever before, when using the Dead Sea salt and mud as part of one's daily routine.

Moreover, due to the natural buoyancy from the Dead Sea's unusually high salt concentration, guests have the ability to float, turning it into an all-round fun experience. Not only that, but the beautiful white salt crystals on the shore provide a stunning view of the beach, ensuring a perfect picture of guests reading the newspaper while floating. With an average of 365 sunny days per year, no other holiday destination promises, and delivers, sunshine like Abu Dhabi,

with guaranteed sun, sand and sea-fun, year-round, at **Emirates Palace Abu Dhabi**. From luxurious pool hammocks to adrenaline-filled sports, the hotel's Beach Club can fill an entire day with creative summer activities.

Guests who enjoy staying active should definitely discover the 6.4 km cycling and jogging track. While working out at their own pace, guests have the opportunity to wander along the palace's weaving trail and get fit whilst enjoying the scenic view. Those who prefer a more relaxing activity are able to while away the hours in a pool or in an in-pool hammock, which can all be found at the palace's East Beach Club. Families, on the other hand, might need a bit more action, which can be found at the West Beach Club mini waterpark. This mini waterpark has the aesthetic of a luxury hotel, meaning there's no need to queue for attractions such as the lazy river or thrilling waterslides.

To round off the day, a camelback ride will ensure the perfect way of enjoying the sunset, the way nomads have for thousands of years; guests will be touring the beach high above the sands on an Arabian camel. The very mention of the Seychelles invokes images of crystal-clear water and palm-lined beaches, and **Kempinski Seychelles Resort Baie Lazare** does not fail to deliver on this promise. As this is the only hotel in the bay, the area receives very few outside visitors, and guests are able to relax and enjoy their time on the beach in relative seclusion.

While it would be easy enough to spend an entire trip gazing at the magnificent coastline, Seychelles' real beauty lies beneath the surface, making this Indian Ocean destination popular to divers and snorkelers. For the ultimate reef experience, hotel guests can sign up to a guided snorkelling tour, to feed a multitude of tropical fish at the Fish Cave. This popular spot, on the house reef, can only be reached by kayak and is home to vibrant fish species, and the occasional hawksbill turtle or juvenile reef shark. While the species of shark that frequently visit Seychelles' waters are completely harmless, guests that would prefer to experience the marvels of Seychelles' pristine marine life without getting wet, can hire a transparent kayak. This ingenious innovation is made from lightweight and stable clear polycarbonate material, and is available for hire from the hotel's main beach. **About**

Kempinski: Created in 1897, Kempinski Hotels is Europe's oldest luxury hotel group. Kempinski's rich heritage of impeccable personal service and superb hospitality is complemented by the exclusivity and individuality of its properties. Kempinski now manages a portfolio of 75 five-star hotels and residences in 33 countries and continues to add new properties in Europe, the Middle East, Africa, Asia and the Americas. Each one reflects the strength and success of the Kempinski brand without losing sight of its heritage. The portfolio comprises historic landmark properties, award-winning urban lifestyle hotels, outstanding resorts and prestigious residences. Each one is imbued with the quality guests have come to expect from Kempinski while embracing the cultural traditions of its location. Kempinski is a founding member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands.

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