



Everything you could wish for in a dream holiday on the Black Sea coast: The Maritim Hotel boasts a private beach,

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“Green holidays” on the Black Sea coast: Maritim Hotel Paradise Blue Albena opens

A successful start to the season

The blue sails are in place and the Maritim logo welcomes guests at reception. The new [Maritim Hotel Paradise Blue Albena](#) started the season on 12 April and the first holidaymakers are already enjoying the large pool, the exclusive spa facilities and the magnificent view of the vast sandy beach.

“The hotel is off to a great start and we are impressed by the entire resort. We wish the management and the whole team a great deal of enjoyment and success at the new Maritim Hotel Paradise Blue Albena”, says Peter Wennel, Chief Operating Officer of HMS Hotel Management Services International GmbH. HMS is part of the Maritim Group and is responsible for the hotel chain’s international expansion.

Lobby area Maritim Hotel Paradise Blue Albena

The newly constructed 5-star hotel opened its doors for the first time in 2017 as the Paradise Blue Hotel & Spa, making a great impression with its elegant French design. Maritim Hotels entered into a franchise agreement for what is now the Maritim Hotel Paradise Blue Albena in October 2018.

With a great view at the beach: the modern, bright and friendly rooms.

The Albena resort’s “green mission”

“Our Maritim guests will feel at home here. The hotel and resort’s overall sustainable approach will be particularly appealing to holidaymakers from Germany, Austria and Switzerland”, Wennel confidently predicts.

What makes the Bulgarian holiday resort “Albena Resort” special is its commitment to environmental protection and its distinctive “green mission”. This includes the exceptional cleanliness of the 3.5 kilometres of sandy beach and the sea water, as well as the traffic restrictions in place - to reduce CO₂ emissions, electric buses are deployed in the area.

In addition, renewable energy sources are used, with the resort operating its own biogas facility. The organic production of fruit and vegetables is yet another environmental benefit. Great importance is also attached to waste reduction. The Maritim Hotel itself, in keeping with the resort as a whole, is involved in the Zero Waste tourism project which aims to produce as little waste as possible. Furthermore, the resort is situated on the doorstep of one of Bulgaria’s most beautiful nature reserves, the Baltata.

Private 5-star beach and heavenly spa facilities: total relaxation at the Maritim Hotel Paradise Blue Albena

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rooms, including 26 suites, 8 studios and four VIP suites, all with balcony or terrace, guarantee exceptional comfort. The Maritim Hotel also boasts a private beach, a pool area with sea view, the luxurious Senses Spa & Wellness facility with sauna, indoor pool and gym, as well as a varied programme of sporting activities and entertainment and a night club. The hotel spoils its guests with a range of cuisine in the buffet restaurant, the hotel's own à la carte restaurant and the burger and lobby bars. Three meeting rooms, accommodating up to 500, 140 or 80 delegates respectively, are available for celebrations and other events.

The new Maritim Hotel Paradise Blue Albená can be booked through all the main German operators (the season runs from April until October). Additional information: The Maritim Hotel travel service, Tel.: +49-6151-905790 or email: reisedienst.mrd@maritim.de.

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

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