



Maritim Resort Marina Bay

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Maritim opens its second hotel in Albania

Franchise contract signed

The new [Maritim Resort Marina Bay](#) is located in the pretty harbour town of Vlora in southern Albania, on the edge of a bay with a wonderful view of the Adriatic.

The modern, luxuriously appointed establishment has private beach access with a jetty. The hotel boasts a spa, [two restaurants and five bars](#) in addition to four indoor and outdoor pools. The property was newly built in 2018 and has recently been extended to offer [93 rooms and suites](#). Sporty guests will

enjoy the tennis and basketball courts situated in the hotel grounds, and a wide range of watersports is also available.

The franchise contract with the hotel owners was signed on 1 January 2020, but the elegant hotel will not open officially until 1 May 2021, due to the travel restrictions imposed during the coronavirus pandemic.

“Southern Albania enjoys a pleasant Mediterranean climate with 300 days of sunshine each year. Vlorë bay and the nearby beaches are already very popular destinations for a relaxing break,” explains Peter Wennel, Chief Operating Officer of HMS Hotel Management Services International GmbH who has responsibility for the international expansion of the Maritim Hotels group. “With its historic old quarter and its promenade, the harbour town of Vlorë is the cultural centre of southern Albania. Alongside theatres and museums, a lively social scene has flourished in recent years. Summer tourism is now an important economic sector here,” continues Wennel.

As a result, he sees huge potential in the emerging region on the west coast of southern Albania. There are already plans for a local airport which is scheduled to be completed within the next four years. Vlorë is a two-hour drive from the international airport in Tirana. Tirana is also the location of the [Maritim Hotel Plaza](#) with its 190 rooms and suites which has been run by Maritim Hotels since 2019. It is Albania’s first officially certified 5-star hotel and also operates on a franchise basis.

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, Malta, Spain, Bulgaria, Albania and China.

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