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New 5-star establishment in Bulgaria / Maritim opens second hotel in sustainable resort

The Maritim Hotel Amelia opens on 2 May in [Albena](#), Europe's largest seaside resort on the Bulgarian Black Sea coast. Since 2019, Maritim has been successfully operating the 5-star Maritim Hotel Paradise Blue Albena next door in the sustainable resort, which is committed to environmental protection and distinguishes itself through its “green mission”. This includes the outstanding cleanliness of the 6.7km long sandy beach and sea water, as well as the limited car traffic – electric buses run here to save CO² emissions.

Furthermore, renewable energy sources are used, and the resort boasts its own biogas plant. Another environmental benefit is the organic cultivation of fruit and vegetables. In addition, great importance is attached to reducing waste. The Maritim Hotels themselves as well as the entire resort participate in a “zero-waste tourism project” to produce as little waste as possible. One of the most beautiful nature reserves in Bulgaria – the Baltata – is also located directly at the resort.

“The Albena Resort simply offers something very special – it is this mixture of a wonderful, wide, fine-sand beach, the neighbouring lush nature, the pleasant climate and of course above all the great service staff. The quality is simply there in all areas, which is why the decision to enter here with a second Maritim Hotel was very easy for us. The sustainable and high quality standards simply fit very well with Maritim,” explains Peter Wennel, Managing Director of HMS Hotel Management Services International GmbH. HMS is part of the Maritim Group and takes care of the international expansion of the hotel chain.

The [new 5-star Maritim Hotel Amelia](#) with 141 rooms and suites is ideally located, directly on the fine-sand, gently sloping beach. At the hotel complex completed in 2022 and directly connected with the [Maritim Hotel Paradise Blue Albena](#), guests can enjoy an extensive outdoor area with several pools, sun terrace with deckchairs, sunshades and a pool bar. The Executive Area features a rooftop pool with bar. In addition, “Amelia” offers a private beach area exclusively for hotel guests. A direct passageway offers access to the 750-square-metre wellness oasis at the Maritim Hotel Paradise Blue Albena. The elegant spa area offers an indoor pool, sauna, steam bath and fitness room, a so-called “salt room” and a wide variety of wellness packages, massages and facial treatments for which a fee is charged.

The gastronomic offerings include the buffet restaurant “Lady Lindy”, the à la carte restaurant “Celebrità” and the lobby bar “Canary”. Celebrations and events can be held in three meeting rooms of the connected Maritim Hotel Paradise Blue Albena, for up to 500, 140 or 80 people.

The design of the hotel is inspired by the theme of aviation. The name commemorates the aviation pioneer Amelia Earhart. From the summer, guests young and old will have the opportunity to try out their flying skills on a modern flight simulator.

“The new [Maritim Hotel Amelia](#), just like the [Maritim Hotel Paradise Blue](#), is particularly suitable for guests and families who love sports”, explains Peter Wennel. “For children there are activity programmes, a children’s club, children’s disco and children’s pool with water slides. But couples and solo travellers also get their money’s worth here. The “Sports Around” programme offers more than 50 sports throughout the resort, from tennis and football to a wide variety of water sports”, summarises the tourism expert.

For more information: www.maritim.de or the International Maritim Reservation Service, tel.: +49 (0)6151 / 905-760 and email: reisedienst.mrd@maritim.de.

The Maritim Hotelgesellschaft is one of Germany’s largest owner-managed hotel groups. The company’s nationwide hotel network is represented by hotels in six countries overseas: Mauritius, Egypt, Malta, Bulgaria, Albania and China.

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