

# PROFEKT





# THE CHEDI LUŠTICA BAY

Where tradition enchants and nature entices

Luštica Bay is delighted to announce the launch of the first of seven hotels, The Chedi Luštica Bay, situated on the waterfront with superb views of the bay, marina and the Adriatic Sea. The parent hotel company GHM and the Chedi brand which initially established its name in Asia and the Far East, is continuing its expansion into Europe with a new luxury 5-star hotel in a prestigious location in Montenegro in the Balkan Peninsula.





Set between emerald waters and mountainous horizons, at the entrance to the UNESCO world heritage site of the Bay of Kotor, the 111-key hotel is set to open its doors in July. It marks the brand's second hotel in Europe after Andermatt in Switzerland and will benefit from the fully integrated resort development at Luštica Bay. The hotel boasts 45 rooms and 6 suites, and features condominiums including 55 rooms, 4 suites, and 1 penthouse for sale, making it one of the largest luxury hotels in the area. The hotel also offers a private beach, indoor and outdoor pools and sundeck, and direct access to the serene promenade and marina. The conference centre and business centre are first rate too, with meeting rooms, a sizeable ballroom, and pre-function area.

Marc de Ruijter, General Manager, "We are tremendously excited to be launching the first hotel at Luštica Bay, Montenegro's largest fully integrated resort development on the Luštica peninsula. We are looking forward to indulging guests with our meticulous service in incomparable elegant surroundings with a refined, yet relaxed traditional coastal ambience. Chedi hotels have been created as tranquil settings where on their journeys, travellers rediscover the peace of solitude and stillness amidst environs of beauty - and we couldn't think of a more apt location than Luštica Bay for guests to have the legendary Chedi experience!"

The hotel is designed by the acclaimed TVS Design studio from Atlanta Georgia in the USA, who have adopted a modern interpretation of the vernacular architecture, with a contemporary, fresh and airy design by GG & Grace, taking advantage of the views and beautiful scenery by using materials that accent the pristine coastal location. A mix of bold splashes of colour with a more neutral primary palette will give the hotel its own unique character and offer guests moment of relaxation and inspiration. All the rooms are comfortably furnished in a minimalist style, with simple, modern decor and sensitive lighting which emphasises their luxury.

The hotel has two restaurants which overlook the emerald bay water and use the freshest local ingredients to whip up mouth-watering meals. A delectable buffet breakfast, as well as pan-Mediterranean lunch and dinner is served at 'The Restaurant.' Meanwhile the marina restaurant, 'The Spot' will offer an enviable al fresco setting on the promenade, and will serve a fine selection of Asian inspired snacks and light meals. There will also be a lobby bar with cocktails, as well as afternoon tea, and the pool and beach bars will also serve refreshing beverages.

For those in need of a reinvigorating stay, and balancing the body, mind and soul, surrender to the serenity of The Chedi Spa with ancient healing traditions of the East. The treatments include

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The Chedi Luštica Bay has a refined yet traditional coastal ambience. The interiors have a neutral palette with bold splashes of colour.







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stimulating body polishes, nurturing envelopments, and romantic bathing ceremonies, all designed to pamper and restore vitality. The fitness conscious can look forward to a state of the art gymnasium.

The project is developed by a renowned town builder, Orascom Development Holding A.G., one of the largest corporate groups in the MENA region. The development offers waterfront residences, hotels, berths, and a star leisure attraction will be Montenegro's first 18-hole championship golf course, designed by Gary Player, which will open in phases and is due for completion in 2021. The initial phases will include more than 1,500 properties including apartments, villas, and townhouses. The development will boast two top flight marinas offering 225 berthing options of up to five years. The main marina is also due to be operational by this summer and in its first phase will offer accommodation for 50 power and sail boats up to 35 metres in length, which will extend to 176 when fully complete, and a sizeable secondary mooring area for smaller vessels is also planned.

Luštica Bay will feature year-round amenities including shopping, dining, educational and medical facilities. Some residents have already been living at Luštica Bay for three years, with 160 apartments in Marina Village now complete, and with about 250 properties already sold, and the townhouses and villas also due for completion this summer. In

Q4 2018, construction will also begin on Centrale, a commercial and administrative hub, and a focal point for Luštica Bay's community life with the first phase completing by summer 2019.

Darren Gibson, Chief Executive Office at Luštica Bay commented: "Montenegro is steadily becoming a go-to destination for those seeking an ultimate luxury Riviera lifestyle. It is with great pride that we are bringing the iconic Chedi brand to Luštica Bay. Along with the launch of the first marina this summer, this is a significant milestone in the development of our project. The Chedi is a perfect fit for Luštica Bay, given the synergies in the brand ethos of both companies. This agreement reaffirms our commitment to the highest quality development and firmly establishes Luštica Bay at the forefront of luxury residential and tourist destinations in the region."

As Lord Byron famously said: "At the birth of our planet, the most beautiful encounter between land and sea happened on the coast of Montenegro" and The Chedi Luštica Bay and its location succinctly articulates this beauty, culture, and history of Montenegro.

#### Luštica Bay

Luštica Development AD was founded in 2008 as a joint venture between Orascom Development Ltd. (90%) and the Government of Montenegro (10%). As a subsidiary of Swiss Orascom Development, a renowned international town developer, Luštica Development AD is the national project company responsible for developing, building and operating Luštica Bay and will remain a local partner for generations.

The project site is an inspiring, wonderfully secluded area along the Luštica peninsula, where rolling hills cascade down to an idyllic coastline. Its 690 hectares will be sensitively developed into a fully integrated, new town in Montenegro with a state-of-the-art infrastructure. It will mark the biggest investment volume development in Montenegro yet (1.1 billion Euros) and after completion will host a few thousand residents, more than 1000 apartments in its first phase, more than 500 villas and townhouses, seven hotels, two marinas, a signature 18-hole golf course and a range of public facilities including a school and medical facility.

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







#### Orascom Development Holding A.G. (ODH)

ODH is a leading developer of new towns, creating truly self-sufficient, international communities. ODH is currently present in nine countries across three continents, among them: Egypt, UAE, Oman, Switzerland, Morocco and Montenegro. The company is headed by a highly experienced executive management team with extensive expertise in the travel, tourism and real estate sectors and has a team of approximately 9,000 employees. The company's hotel portfolio encompasses 35 hotels with more than 7,800 rooms.

#### Orascom Hotel Management

A subsidiary of Orascom Development, Orascom Hotel Management is a Swiss based company, specialising in the development and management of touristic towns. It is one of the biggest hotel owners and operators in the MENA region, which includes more than 35 operating hotel properties, with more than 8,000 guestrooms dispersed across Egypt, Oman and the UAE, along with other Hotels under development in Montenegro and Morocco.  
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