



# HOME OF GUTE LAUNE

COOK'S CLUB HOTELS · PRESS KIT





COOK'S CLUB



## ESCAPE THE MUNDANE. JOIN THE PARTY.



**Cook's Club is a new collection of lifestyle hotels designed for a new generation of travellers. Sun-seekers looking for a stylish escape at an affordable price can take their pick from six stunning beach-side locations: El Gouna, Palma Beach, Tigaki Kos, City Beach Rhodes, Sunny Beach and Alanya Beach.**

Cook's Club is a new and innovative hotel concept aimed at millennials and cosmopolites who prioritise good times and quality experiences with friends. With these guests in mind, the Cook's Club concept revolves around four principles: great cocktails, delicious food to share, music for every mood and modern yet down-to-earth design.

At Cook's Club, style speaks volumes. The striking luxe-minimalist interiors reflect its focus on design, setting Cook's Club apart from the average all-inclusive hotels that are still

prevalent across many sun & beach destinations. By contrast, Cook's Club is unapologetically diverse, both in style and clientele — encouraging guests to come as they are.

The collection of lifestyle hotels was designed with the idea in mind that everyone has the right to relax and recharge, no matter their budget. Cook's Club offers an alternative kind of luxury that brings together like-minded travellers to experience unique design, modern comfort and earned indulgences, all at an affordable price.







## THE CONCEPT



# PARADISE AT A FAIR PRICE

**Cook's Club is the answer for a new generation of travellers asking for value for money without compromising on design or substance. Although a club of sorts, Cook's Club is far from the usual 'holiday club' resort. It's a lifestyle concept built on contemporary design, ambient music, great drinks and fantastic food — always at a friendly price.**

At the heart of Cook's Club is Cantina, a casual dining haven offering the best of the world's street food alongside local favourites; a place to start the day, spend the day, or end it, surrounded by good friends and great food.

During the slow-paced evenings, golden hour can be spent at Captain Cook Bar, sipping on chilled cocktails designed by leading international bartenders with the live DJ's mellow beats setting the tempo for the night ahead.

True to the concept's modern-meets-local design, Cook's Club hotels combines the original buildings' raw elements - such as stone, wood and steel - with more contemporary, minimalistic details that, together, work in harmony to make guests feel right at home.

The stripped-back, stylish rooms, designed for couples and friends alike, act as a backdrop to the hotels' social hub, the swimming pool. At Cook's Club, the pool is more than just somewhere to cool off. It's a central hangout space for best friends — and a meeting place for perfect strangers.







## URBAN FOOD TRENDS

# THE CANTINA

Food is central to the Cook's Club experience. The hotels' inhouse restaurant, Cantina, is where food lovers relax, refuel and reunite with friends. Open kitchens with live cooking stations bring together the best of the world's street food and much-loved local favourites. The menu offers something for everyone, from healthy vegan snacks to hearty, wholesome

treats – taking guests on a gastronomic journey from the chaotic streets of Saigon to the familial feasts of Greece and far beyond. The pool is Cook's Club's social hub – a buzzing yet laid-back space where couples, friends and strangers can relax and mingle with like-minded people over background beats.



THE BEST DRINKS IN TOWN



## THE CAPTAIN COOK BAR



Captain Cook Bar is an oasis for travellers to escape the heat and quench their thirst. Day and night, bartenders shake up holiday cocktails using the freshest ingredients and premium spirits. Designed by David Wiedemann, a top Berlin-based mixologist, Cook's Club drinks deliver the perfect poolside

golden hour. Guests can sip both classic and modern cocktails from mason jars topped with fresh, colourful garnishes that match the sunset backdrop. A drink from Captain Cook – especially when paired with the glorious setting sun – is the perfect way to end yet another day in paradise.

THE SOUNDS OF SUMMER

## BEATS TO MATCH ANY MOOD

Cook's Club is not a party hotel. But that's not to say there's no fun. It's all about the right music at the right time — that's the Cook's Club's philosophy. The resident DJs are experts in the art of mood music, providing the perfect

mellow soundtrack, from daytime beats for the sun-loungers to evening pool-side tracks for the ones chasing the sunrise. It is here that carefully curated playlists become the soundtrack of the summer.







## DEMOCRATIZING DESIGN



# EVERY DETAIL COUNTS

Always modern but never lackluster, the Cook's Club design echoes the old while manifesting the new. To stay true to the original buildings and preserve their unique charm, Cook's Club hotels are not renovated but reworked, adding a dose of local heritage to the otherwise contemporary design. This modern-meets-local concept ensures the hotel fits in with its surroundings, while creating a seamless flow that makes guests feel right at home no matter which hotel they visit. Designed for travellers with an eye for minimalist architecture and

contemporary aesthetics, the simple yet stylish rooms and common areas aim to inspire as well as bring people together. When it comes to design, every detail has been considered. The interior design and decor is a melting pot of textures, colours and materials from copper, cotton and bamboo to concrete, wood and steel with splashes of loud seasonal colours: rich blues, burnt oranges and rosy reds against a muted, neutral background — striking the perfect balance between the comfort of home and the thrill of away.







COOK'S CLUB DESTINATIONS

# PLACES TO RELAX & REVEL

BULGARIA

**Cook's Club Sunny Beach**

EGYPT

**Cook's Club El Gouna**

TURKEY

**Cook's Club Alanya**

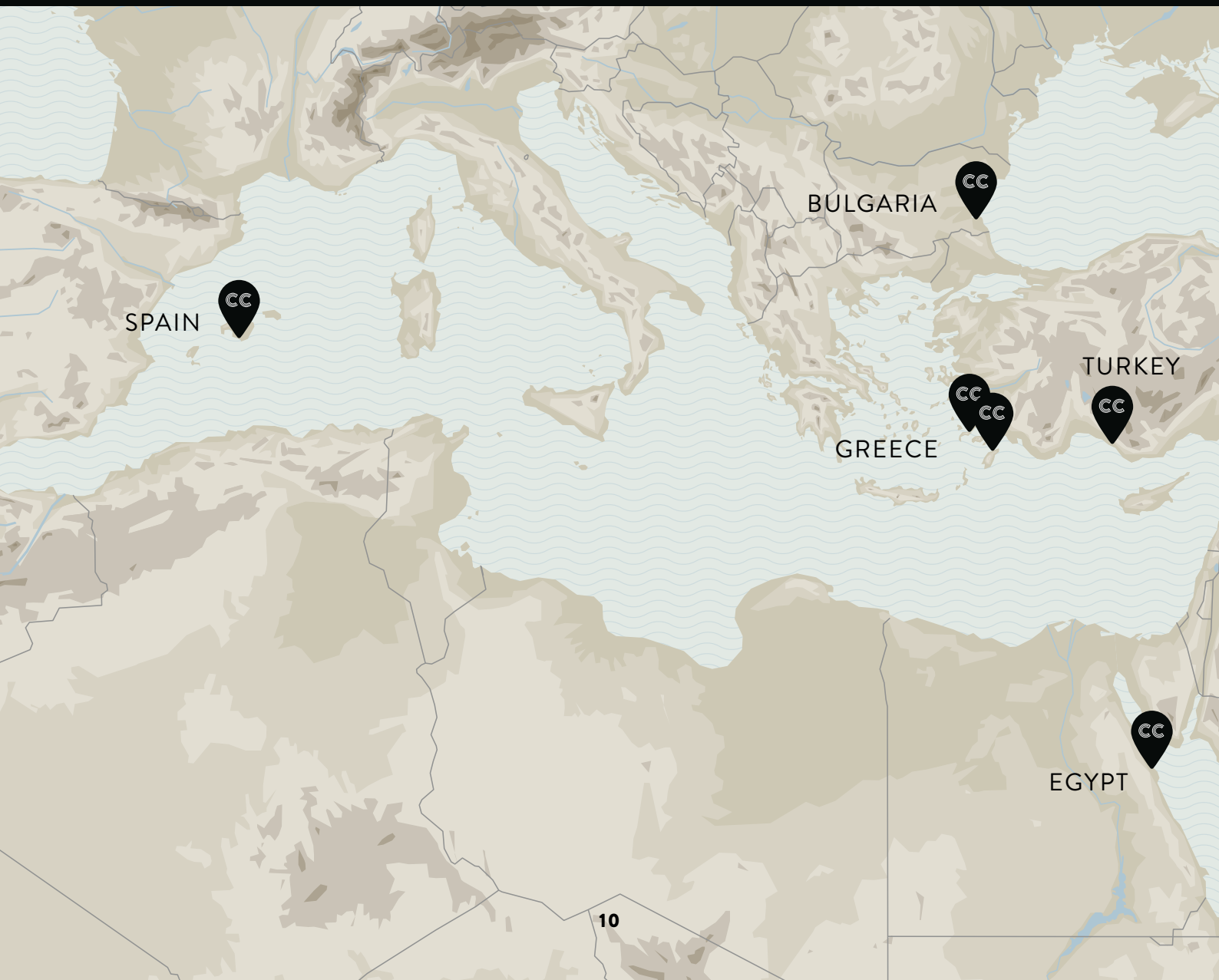
GREECE

**Cook's Club City Beach Rhodes**

**Cook's Club Tigaki Kos**

SPAIN

**Cook's Club Palma Beach**





EGYPT  
COOK'S CLUB EL GOUNA

# DANCE WITH THE WAVES. MOVE WITH THE SEA.





## EGYPT

# COOK'S CLUB EL GOUNA

**On the man-made lagoon city of El Gouna lies the latest hotel to join the Cook's Club collection, opening in 2020. Perched on the shores of Egypt's Red Sea, the 144-room hotel is a year-round paradise for wind and kite surfers, as well as an excellent snorkeling destination for those wanting to explore Egypt's world-class coral reefs.**



**THE DESIGN** This Bedouin-inspired hotel is where the harshness of the desert meets the calmness of the water. Palm trees, sun lounges and straw beach umbrellas circle the central hub of the hotel, the swimming pool, where guests can enjoy the DJ live sets at sunset. Dusty, earthy shades juxtaposed with the coolness of the pool's blue water create a true harmony of elements. Sleek and stripped-back, the rooms are an infusion of minimalist design and subtle Egyptian-influenced decor.



**THE FACILITIES** Guests can balance relaxing with energising at the hotel's outdoor gym offering a varied choice of equipment, or join a daily yoga session before the heat of the sun takes over. With direct access to the salt water lagoon, and its own private beach and jetty, Cook's Club El Gouna is a true desert oasis for water-sports enthusiasts. For those looking for adventure, there's a 400-meter footbridge at Zeytouna Beach leading to deeper where guests can both swim and snorkel over the breathtaking coral reef. The hotel also offers a range of different hiking tours where guests can experience the golden sand and rolling desert dunes through the eyes of a local.



**EAT & DRINK** At Cantina, visitors are taken on a culinary journey from the busy streets of East Asia to big Italian family celebrations and beyond. All meals, ranging from local to international dishes, are prepared at live cooking stations using only the freshest ingredients. After eating, friends can head to the Captain Cook Bar to choose from a drinks menu brimming with traditional long drinks and cocktail creations, infused with fresh juices, premium spirits and hand-picked herbs. Each food and drink experience is paired with live music from the resident DJ, playing carefully curated playlists to match every traveller's mood.



SPAIN  
COOK'S CLUB PALMA BEACH

# INFINITE FUN UNDER THE MALLORCAN SUN.





## SPAIN

# COOK'S CLUB PALMA BEACH

Located a stone's throw from the palm-lined, white sand bay of Playa de Palma, Cook's Club Palma Beach offers a healthy dose of beachside adventure. The 318-room hotel opened in April 2019 and is situated in the heart of S'Arenal, a thriving town with a lively beachfront promenade. The beauty of Mallorca lies in its diversity; from strolling through the local markets, enjoying traditional Spanish tapas, to snorkelling in crystal-clear waters, or jet-skiing along the turquoise coastline.



**THE DESIGN** An eclectic fusion of warm, earthy colours and bright, patterned materials sets the scene at Cook's Club Palma Beach. Modern and fresh, each room features wooden doors, washed walls and handmade straw details. Rows of plush sun lounges paired with woven straw umbrellas surround the hotel's social hub: a huge crystal-clear swimming pool where guests can unwind while listening to the beats of the resident DJ live set.



**THE FACILITIES** At Cook's Club Palma Beach, guests can enjoy a work out session or find their inner zen at the hotel's very own state-of-the-art gym. Thrill-seekers can take advantage of a huge array of activities, from water-skiing, windsurfing to scuba-diving at Playa de Palma, a five-minute walk from the hotel.



**EAT & DRINK** Captain Cook bar and its large adjoining pool are the heart of this Cook's Club, offering a communal area to listen to laid-back beats and sip cocktails. While the live DJ supplies the perfect background tracks, guests can sample the innovative cocktail menu featuring mixes with fresh juices, premium spirits and hand-picked herbs — all in a relaxed, welcoming atmosphere. Cantina, the hotel's own restaurant, uses only the freshest local ingredients to prepare meals at the live cooking stations. The menu offers something for every taste: from the classic pizza and pasta, burgers and salads to traditional local dishes like tapas and fresh seafood.



GREECE  
COOK'S CLUB TIGAKI KOS

COME FOR  
THE BEACHES.  
STAY FOR  
EVERYTHING  
ELSE.





## GREECE

# COOK'S CLUB TIGAKI KOS

Located on a pristine stretch of white sand beach, away from the crowds of Kos town, is Cook's Club Tigaki Kos. The 63-room hotel, which opened in 2019, is perched on one of the most beautiful beaches of Kos complete with stunning views of its neighbouring islands and the peninsula of Bodrum in Turkey. Home to only 250 permanent residents, Tigaki is a charming island settlement with a string of authentic shops, taverns and bars – open only in the summer.



**THE DESIGN** This boutique hotel is where sleek, contemporary design meets humble Greek island retreat. Only two storeys high, Cook's Club Tigaki Kos is an intimate yet breezy hotel that gives guests a familiar feeling from the moment they arrive. The common areas, complete with low, plush sofas and daybeds, are decked with green palm leaves and strewn with colourful handmade rugs. The rooms are equally welcoming, with warm, earthy tones and beachy straw details to match. A crystal-clear L-shaped swimming pool serves as the hotel's central hub; a place to meet friends, old and new, under the warmth of the sun.



**THE FACILITIES** The hotel's prime location serves as the perfect springboard to explore the surrounding areas and multitude of activities on offers, such as water-skiing, jet-skiing and canoeing. Only a short distance away, guests can wander to the Salt Lake of Alikes – the picturesque salt flats serving up the ultimate sunset views with a side of bright pink flamingos. For those who stay by the pool, the live DJs are always ready to lift the mood, playing laid-back beats long past sunset.



**EAT & DRINK** Cantina, the hotel's very own restaurant, is home to Cook's Club popular meze concept – a series of small plate dishes, made to share. Friends can sample a multitude of sweet and savoury Mediterranean dishes – perfect for those who wish to taste it all. At Cantina, it is all about having the freedom to eat whatever, whenever, in a relaxed atmosphere. The Captain Cook Bar is the beating heart of Cook's Club. Here is where travellers can sip on fresh juices and exclusive cocktails mixed by talented bartenders, each created using a selection of fresh ingredients, premium spirits and hand-picked herbs.



GREECE  
COOK'S CLUB CITY BEACH RHODES

# AN ISLAND TO CALL HOME





## GREECE

# COOK'S CLUB CITY BEACH RHODES

**On the most buzzing stretch of Elli Beach, right in the centre of the action, lies Cook's Club City Beach Rhodes. This boutique hotel, with only 18 rooms, has been designed to feel like a home away from home. Joining the Cook's Club collection in winter 2018, it is the smallest hotel from the Cook's Club collection, where the relaxed atmosphere makes it the perfect base to explore the historic island's highlights and hidden treasures.**



**THE DESIGN** Designed for travellers with an eye for contemporary yet relaxed aesthetics, Cook's Club City Beach Rhodes is an eclectic mix of sleek, modern design and bohemian-chic influence. The clean, minimalistic rooms contrast with the colourful common areas decorated with palm leaves, terracotta pots and Persian rugs. The central hub for the hotel, the pool and bar area, features a rooftop infinity swimming pool overseeing the boundless Elli Beach.



**THE FACILITIES** Opposite the hotel, with only a tiny street in-between, lies the island's city beach. A bit further, amid the crystal-clear water, a five-meter high diving tower offers unparalleled views and a taste of adventure. Motocross and bungee jumping is available in the nearby town of Faliraki.



**EAT & DRINK** The restaurant at Cook's Club City Beach Rhodes feels like the small, quaint Italian restaurant around the corner. The hotel's unique "MENO È DI PIÙ" concept offers a selection of original Italian pizzas and home-made fresh pasta and paninis. The large family-style table invites guests to enjoy good food and conversations together with friends – both old and new. Complete with a rooftop terrace and pool, Captain Cook Bar is the perfect place to enjoy the sweeping ocean views and relax at the sunbeds with a drink in hand. From fresh juices to inventive cocktails, each drink is mixed with a selection of premium spirits and hand-picked herbs – and best enjoyed while watching the sunset over the Rhodes skyline.



BULGARIA  
COOK'S CLUB SUNNY BEACH

# ENDLESS SUMMER





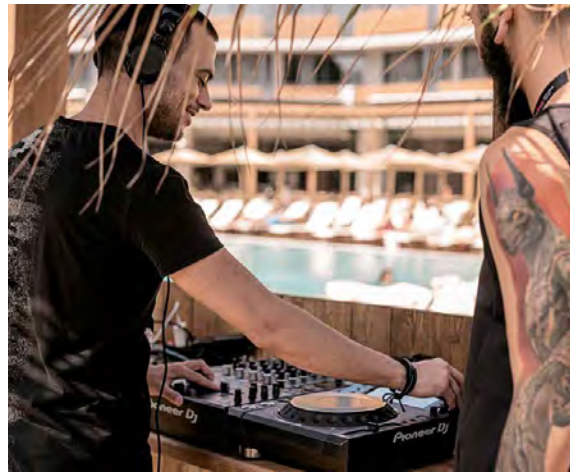
## BULGARIA

# COOK'S CLUB SUNNY BEACH

**Situated on the pristine shores of Bulgaria's Black Sea, between the dunes on a stretch of fine sand beach, is Cook's Club Sunny Beach. Joining the Cook's Club collection in summer 2019, the 428-room hotel is a melting pot of sea, sports, party, fun parks and cultural activities. With cloudless days and balmy nights, there's something for everyone in this town filled with antique ruins, fresh seafood, water sports, traditional churches and no shortage of nightlife.**



**THE DESIGN** True to the brand's modern-meets-local design, Cook's Club Sunny Beach is a balanced mix of raw elements – like concrete, wood and straw – and more contemporary, minimalistic details. The stripped-back, stylish rooms, act as a backdrop to the hotel's social hub: the swimming pool. Designed to bring guests together, the two large 25-meter pools surrounded by plush day lounges and hand-woven hammocks are the centre of the action.



**THE FACILITIES** Guests who want to unwind can retreat to a sunbed or relax in one of the cabanas while listening to the live DJ's laid-back beats. Just a short stroll from the hotel are plenty of bars and beach clubs to explore, including the popular Cacao Beach and Bedroom Club. For those looking to burn off some energy, a well-equipped gym and beach-volleyball await. And for the beach-lovers, a 250-meter long path takes them over the dunes and straight to the shores of Sunny Beach. Sunny Beach itself has a multitude of activities on offer, from the Balkan's fastest waterslide and the Dragon Coaster rollercoaster at Luna Park, to the many local beaches and nightclubs.



**EAT & DRINK** At Cantina, all meals are prepared fresh at live-cooking stations. Guests can choose from an array of international classics like pizza, pasta, curry and burgers as well as local specialties known as "Local Heroes", a range of traditional Bulgarian salads and seafood dishes. In addition to the usual menu, Cantina offers daily specials with local, seasonal ingredients and in the evenings, a 3-course menu for those wanting to taste it all. The Captain Cook Pool Bar has something for everyone with a curated selection of cocktails and drinks all day and all night long. Each drink is fused with fresh juices, premium spirits and hand-picked herbs – the ideal way to end yet another day in paradise.



TURKEY  
COOK'S CLUB ALANYA

# BEACH. BARS. AND SUMMER BEATS.





## TURKEY

# COOK'S CLUB ALANYA

**On Turkey's sparkling Turquoise Coast, in the buzzing resort town of Alanya, lies Cook's Club Alanya Beach. The 96-room hotel, joining the Cook's Club collection in 2019, is where millennials can find the perfect combination of sun, beach and nightlife all within a stone's throw. Known for its golden beaches and lively bar scene, Alanya is a popular haven for travellers looking for a sun-filled beachside escape with a sprinkle of historic local charm.**



**THE DESIGN** Sun-seekers flock to Cook's Club Alanya for many reasons, but the majority will give credit to its prime location at Cleopatra Beach, one of Turkey's most popular beaches, — where Cleopatra herself is said to have sunbathed on its famous golden sands. With this pristine beach and the dramatic Taunus Mountains as its backdrop, the adults-only hotel is as picturesque as it comes. On the inside, the design is in line with the brand's iconic fusion of urban modern style and local Mediterranean charm. Sleek, stripped-back architecture and hints of Turkey's rich history in the laid-back decor paint the perfect picture of a home away from home.



**THE FACILITIES** The hotel's central hub is hard to miss: a huge turquoise blue pool to match the glimmering Aegean Sea behind it. Guests can pick a sunbed and relax into the surroundings while the live DJ mixes the perfect chill-out lounge beats to match any mood. The perfect way to finish off a day of exploring the nearby Greco-Roman ruins is by unwinding at the hotel's day spa or, for ultimate relaxation, a trip to the private Hammam baths. For those seeking extra entertainment, there is a small disco available for rent, a Rage Room and a Virtual Reality Room — ensuring there truly is something for everyone.



**EAT & DRINK** The Cantina's innovative food concept allows diners to watch chefs preparing fresh meals right before their eyes. There's something for every appetite here, from Cook's Club classics to new Asian food creations, guests can take their pick from a range of daily specials and local specialities — like Turkish pizza or traditional pide from the traditional huge stone oven. Friends can gather in the breezy indoor dining area or dine al fresco surrounded by old wine wreaths on the spacious patio. The Captain Cook Bar, with its spectacular views of the famous Turquoise Coast, is where the party starts. Guests can cool off while sipping on drinks made from fresh juices, quality spirits and hand-picked herbs before heading out for a night to remember at any of the town's infamous bars and clubs right next door to the hotel.



BEHIND THE SCENES



# THE CREATORS OF COOK'S CLUB

**Cook's Club comes from the minds behind boutique hotel brand Casa Cook, spearheaded by Remo Masala. In 2017, the team set out to create a collection of lifestyle beach hotels that tick all the boxes for a growing group of millennial travellers, with a focus on urban food & drinks, modern design and great music — all at an affordable price. Under the new ownership of Fosun Tourism Group, the Cook's Club brand will accelerate its expansion across destinations worldwide, while remaining loyal to the brand ethos. Each future hotel will continue to be individual and unique, but with a consistent Cook's Club experience.**

## ABOUT FOSUN TOURISM GROUP

Fosun Tourism Group (also known as Fosun Tourism or “FOLIDAY”) is one of the world's leading leisure focused integrated tourism groups, and the largest leisure tourism resorts group worldwide in terms of revenue in 2018. Fosun Tourism is a major part of Fosun's Happiness Ecosystem, which is one of its three strategic business units – Health, Happiness, and Wealth. The Fosun Tourism Group is listed on the Hong Kong Stock Exchange (01992.HK).

## ABOUT VISIONALPHABET

Visionalphabet is a young marketing and branding agency, focusing on the creation of innovative concepts for the hospitality and mobility industry. It was founded in 2019 by Remo Masala and consists of a group of experienced professionals with a track record of developing unique brand concepts and innovative marketing campaigns.







## JOIN IN ON THE FUN



@cooksclubhotels

## HOTEL COORDINATES

**Cook's Club El Gouna:** El Gouna Downtown, Qesm Hurghada, Red Sea Governorate 84513, Egypt

**Cook's Club Palma Beach:** Carrer de Sant Ramon Nonat 16, 07610 Palma, Mallorca, Spain

**Cook's Club Tigaki Kos:** Tigkaki 853 00, Kos, Greece

**Cook's Club Sunny Beach:** 8240 Sunny Beach Resort, Bulgaria

**Cook's Club City Beach Rhodes:** Nikolaou, Savva Diakou 3, Rhodes 851 00, Greece

**Cook's Club Alanya:** Saray Mahallesi, Atatürk Blv. No. 155, 07400 Alanya, Turkey

## RESERVATIONS AND RATES

Starting room rates, including breakfast:

### **Cook's Club El Gouna**

from EUR 110 per night, depending on the booking period.

### **Cook's Club Palma Beach**

from EUR 91 per night, depending on the booking period.

### **Cook's Club Tigaki Kos**

from EUR 91 per night, depending on the booking period.

### **Cook's Club Sunny Beach**

from EUR 97 per night, depending on the booking period.

### **Cook's Club City Beach Rhodes**

from EUR 91 per night, depending on the booking period.

### **Cook's Club Alanya**

from EUR 50 per night, depending on the booking period.

All hotels are bookable online at

**COOKSCLUB.COM**