

## **Althoff Villa Belrose takes a seasonal break and starts as a new member of The Leading Hotels of the World in April 2024**

GASSIN/COLOGNE, 18. October 2023 (w&p) – The Althoff Villa Belrose on the French Riviera is now part of the exclusive portfolio of The Leading Hotels of the World (LHW). This worldwide association has stood for exquisite travel experiences for 90 years and only includes top addresses in its elite circle that meet the highest standards in terms of quality and uniqueness.

Frank Marrenbach, CEO of the Althoff COLLECTION, explains: "The Leading Hotels of the World is a renowned collection of incomparable hotels and resorts that regularly sets standards in the industry and offers travelers unforgettable experiences. I am very proud that our hideaway on the Côte d'Azur is now a member of LHW. I congratulate long-time General Manager Robert van Straaten and his team on this great achievement."

Robert van Straaten adds: "The LHW logo at the entrance of a hotel is a special distinction and a sign of the first-class service and stay that our hotel offers. At the same time, inclusion in this highly exclusive portfolio is an incentive for us to continue perfecting the guest experience."

### **A paradise between sea and sky**

The elegant Althoff Villa Belrose is located in a villa district in the immediate vicinity of the famous Côte d'Azur pearl Saint-Tropez. Open between April and October, the five-star hotel offers spectacular views of the French Riviera from all sides. Built in Provençal style, the hideaway impresses with its chic style and maximum comfort. These include hand-picked antiques, spacious marble bathrooms and private sea-view terraces measuring up to 30 square meters. In the 2023 season, the luxury hotel with 40 rooms and suites welcomed guests with a variety of new features: The reception, lobby and bar area as well as the adjoining terrace shine in a fresh, modern design. An absolute highlight is the newly designed, beautiful outdoor terrace with bar. The *club l'indochine by the DUC NGO*, which was launched last year as a pop-up concept with Jimmy Coustel as its own on-site chef, is now a permanent part of the hotel's exquisite gastronomic offering. Other amenities include a panoramic pool with an additional relaxation pool and spacious sun terrace, as well as a first-class wellness offering with a wide range of massages and beauty treatments using products from the Swiss luxury brand *Niance*.

### **Highest quality standards**

Hotels wishing to become part of LHW must apply for membership and have a recommendation from a member hotel. To be considered for membership, a hotel must be in the luxury segment and meet strict standards in terms of accommodation, service, cuisine, staff and general facilities. For this purpose, a catalog of over 800 quality criteria is used, according to which the hotel is tested in an anonymous inspection. In addition, there is a personal interview between the hotel and the LHW management. After evaluating the anonymous quality test and the personal interview, the Executive Committee votes on admission.

# Althoff

COLLECTION

## **About the Althoff COLLECTION**

The Althoff COLLECTION, as part of the Althoff Hotels umbrella brand, is Germany's only owner-managed luxury hotel brand. The five individual five-star hotels in the collection focus on gourmet cuisine as well as beauty and spa treatments at the highest level. The portfolio includes the Grandhotel Schloss Bensberg in Bergisch Gladbach near Cologne, the Hotel Fürstenhof in Celle, the Seehotel Überfahrt in Rottach-Egern on Lake Tegernsee, the St. James's Hotel & Club in London and the Hotel Villa Belrose in St. Tropez. The philosophy of the Althoff COLLECTION is based on the pillars of cuisine, architecture, design and service. Further information can be found at [www.althoffcollection.com/en](http://www.althoffcollection.com/en).

For further press information and images:

Nicole Maier | Fanni Albrecht  
Wilde & Partner Communications GmbH  
Tel: +49 (0)89 – 17 91 90 – 30  
E-Mail: [althoff@wilde.de](mailto:althoff@wilde.de)