

Surya Samudra Private Retreats

PRESS RELEASE

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Surya Samudra Private Retreats appoints Boutique Luxury Escapes Marketing for European Representation & Marketing

Boutique Luxury Escapes Marketing a hotel representation and marketing company is excited to announce its association with Surya Samudra Hospitality Ventures as it introduces India's first private retreat hotel - Surya Samudra Private Retreat, Kovalam.

Anita Niegsch founder of Boutique Luxury Escapes Marketing said "Adding to Boutique Luxury Escapes (BLE) Marketing's handpicked portfolio of hotels Surya Samudra Private Retreats are uniquely different, exemplifying true hospitality offering total privacy. The intimate Surya Samudra Private Retreats are for luxury travellers who are looking for something different – to visit well known tourist destinations, experience its unique location and culture yet enjoy tranquil privacy and get the off the beaten track feel. The hospitality sector of Bangalore based Jupiter Capital Venture; Surya Samudra Private Retreats has opened its first private retreat Surya Samudra Kovalam on 20th December 2009. Run by professionals each of the forthcoming Surya Samudra Private Retreats will offer high service levels, luxurious accommodations, and unique experiences. We are excited of our association and welcome Surya Samudra Private Retreats; we will offer representation service and marketing consultancy to raise their profile in the Central European marketplace".

Surya Samudra Private Retreats - Just for you...

Step into the unusual serenity of Nature, so beautiful and untouched. A finely balanced infusion of hospitality, lush gardens and discreet service greets guests at the door and continues throughout their stay. Surya Samudra, the charming Private Retreats provides one with all the indulgences to look forward to on a private, peaceful holiday. Innocently romantic for a twosome or an absolute out-of-the-world experience for a private family outing, Surya Samudra is tailor-made for all.

Perfect balance of style and commitment, the 22 residences caters to the guest requirements and pleases them with an experience like no other. A home away from home, only this is closer to the Mother Nature with the pure wind, clear blue sky and the swaying palms and the soothing sound of the Beaches.

Surya Samudra has maintained the traditional grandeur along with the very modern and contemporary style, when one stays at Surya Samudra, it's an experience of a lifetime and you take home a warm feeling only to return!

Background - Surya Samudra Hospitality Ventures has introduced the concept of Private Retreats to the country and is designed to respect one's need for privacy. They are intimate, rather than large, situated just that much off the beaten track to be secluded from the busy tourist beat, and are in complete harmony with nature. They offer undisturbed, luxury holidays that are truly personal and yet alive with the rich and vibrant culture of the region.

Surya Samudra's first Private Retreat is located at Kovalam the famous beachside holiday resort in Kerala. Spread over acres of landscaped tropical gardens, Surya Samudra Kovalam is perched atop a cliff overlooking two pristine and secluded beaches – all naturally insulated from Kovalam's busy tourist areas.

Location - Surya Samudra Kovalam is a heritage resort. Each of its 22 residences is a fully restored tharavadu house. The tharavadu is the traditional Keralite homestead, whose eco-conscious architecture emphasises harmony with nature. With changing modern lifestyles, many tharavadus were in danger of being stripped and sold for timber. Surya Samudra Kovalam was the first to restore these magnificent traditional homes and marry them with modern lifestyle conveniences. One's stay there, literally, bridges the past and the present.

Architecture - The terracotta roofs, wooden pillars, ornate furniture, and fine décor are all handpicked pages out of history. Each dwelling is set apart in a vibrant yet leafy private enclave. Some stand on the cliff with an open view of the sea, others sit snugly in palm groves dotting the hillside.

Cuisine - Surya Samudra Kovalam presents some very distinctive and elegant options. Oottupura, the sea facing all day dining restaurant, is open round the clock and offers a toothsome combination of global cuisine, Keralite specialities, and pan Indian fare. Kanal, the grill, that also faces the sea, sets the night aglow and puts an eclectic array of daily specials on the table, hot off the coals. Madira, the poolside bar, presents the perfect way to unwind before the inviting spectacle of an endlessly stretching sea.

Spa - A signature feature of Surya Samudra Private Retreats is Spa Niraamaya, which offers a range of natural therapies to rejuvenate body, mind and soul. These include, among others, a whole host of Ayurvedic treatments, international specialities like Swedish massages and contemporary treatments like Reflexology. An interesting innovation is the specially designed Jetlag therapy that globetrotting travellers will find especially useful.

Entertainment - Surya Samudra Kovalam also has much to keep guests entertained and occupied. Yoga sessions are conducted by a professional instructor, and there is the pool, hewn out of a single rock, to cool off in. The evenings are spiced with Kerala's classical theatre, dance, music and other performing arts. Then there are specially organised tours that lead into Kerala's hinterland: an intricate tapestry of backwaters, verdant forests, and misty mountains. The kids have a playroom, Kalliveedu, well stocked with indoor games and toys. Perched above this, affording a magnificent view of the sea is the Vayanashaala, a quiet library, which has Internet connected workstations too.

Coming up... Starting from Kovalam, Surya Samudra is paving the way to provide similar experiences through new private retreats across South and West India – Kumarakom, Wynad, Puducherry, Chikmagalur, and Goa. Each designed to give aficionados of luxury travel a refreshing new way of holidaying in India, be it by the sea, in a forest, by the lake, or inside a coffee estate. The private retreat at Kumarakom is due to open early in 2011. As they say, "In each world lies a new world waiting to be uncovered".

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Company Information: Boutique Luxury Escapes (BLE) Marketing:

Boutique Luxury Escapes (BLE) Marketing represents and markets hand-picked collection of hotels in India to the European marketplace. The company offers specialist knowledge, guided advice, expert recommendations, creative solutions, and marketing services.

The represented hotels are independently owned but united by a commitment to individuality, ancient and historical designs, cultural authenticity, and responsible tourism. The quality and the diversity of the Boutique Luxury Escapes (BLE) Marketing hotel's portfolio offers modern travellers a unique way to choose and experience a glimpse in the past, royal colourful history, wildlife conservation and creative approaches towards modern luxury combined with genuine hospitality.

Boutique Luxury Escapes (BLE) Marketing provides representation and marketing to the central European countries of Austria, Belgium, France, Germany, Luxemburg, Netherlands and Switzerland. The company is based in Lingen (Ems), Germany and founded by Anita Niegsch.