



PEROWNE CHARLES COMMUNICATIONS



THANOS
hotels and resorts

**PCC IS NOW REPRESENTING THANOS HOTELS AND RESORTS
- ONE OF THE MEDITERRANEAN'S LEADING LUXURY HOTEL GROUPS**

*ANASSA · ALMYRA · ANNABELLE
CYPRUS*

PCC is now handling the UK Public Relations and Social Media strategy for Thanos Hotels and Resorts, Cyprus' leading luxury hotel group. With three much-loved and entirely distinctive hotels, the iconic Anassa, sleek Almyra and classic Annabelle, the company is still family owned, and family run – a rare and refreshing quality in an industry saturated by faceless corporates.

Founded 40 years ago by the late Alecos Michaelides, his son Thanos Michaelides is now at the helm as Managing Director supported by his siblings Natasha and Anna. Proud of its outstanding heritage and keen to build on its exceptional track record as one of the leading groups in the Mediterranean, the group may soon expand out of Cyprus. From management to staff and through to guests, Thanos runs on an 'extended family concept' which has seen it go from strength to strength, sweeping the board when it comes to awards and maintaining incredible repeat guest figures at all three properties.

Anassa - The Queen of the Mediterranean Completes Three-Year Renovation, March 2016

Set in the beautiful countryside of North West Cyprus and designed like a traditional Cypriot village, Anassa is not only recognised as a leader in luxury Mediterranean resorts but has been named many times as one of the best hotels in the world (Conde Nast Traveller, Tatler). Lining the edge of west Cyprus' rugged Akamas peninsula, the hotel is famous for its vast gardens of olive groves, bougainvillea and spectacular secluded beach offering guests swathes of golden sands and crystal waters. March 2016 marks the completion of an extensive three-year, multi-million pound renovation project which has seen every aspect of the 166-room hotel refreshed. With new rooms, a facelift for the award-winning Thalassa Spa, new villas and the addition of teenagers club CREW to its award winning kid's club offering, it will be an exciting year for this iconic property. *Room rates at Anassa start from €178 per person, per night including breakfast. Suites start at €840 per suite, per night including breakfast. Half-board and full-board options are available. www.anassa.com*

Almyra – A Symbol of Cool, Contemporary Cyprus

A member of Design Hotels, Almyra offers a laidback and elegant take on Mediterranean luxury that is perfect for young couples and fun-loving families. With five outstanding restaurants, award-winning Almyraspa, full-throttle kids club, indoor and outdoor swimming pools and 189 spacious rooms designed by Parisian decorator, Joelle Pleot, Almyra is the perfect place for guests to unwind in style by the sea. Almyra is a mecca for sports enthusiasts – whether biking, water sports, running or golfing the five-star hotel offers challenging fitness programmes in the lap of luxury and has a series of Triathlon Training sessions and Biking Camps taking place this year. Almyra is one of the Gold Hospitality sponsors for Pafos 2017, European Capital of Culture. *Room rates at Almyra start from €104 per person, per night including breakfast. Suites start at €406 per suite per night, including breakfast. Half-board and full-board options are available www.almyra.com*

Annabelle – A Classic Grand Dame

First opened in 1985 by George Thomas, The Right Honourable Viscount Tonypany the Annabelle was the first ever five star hotel to open in Paphos. The hotel's fiercely loyal guests are testament to the beauty of the hotel's setting and soulful charm of its staff which keep people coming back for more. The recently refurbished hotel is a home-from-home for many and thanks to its spectacular setting in serene sea-front gardens it is a perfect year-round holiday spot. Four exceptional restaurants offer fresh local produce and traditional Cypriot cooking at their finest - epitomised by the hotel's own cookbook *Food From The Village*, whilst five bars offer live music refreshing cocktails, carefully selected regional wines and luxurious seaside service. There's an excellent teen hangout area and Annabelle residents also have access to neighbouring Almyra's Explorer Kids Club and zen-inspiring Almyraspa. *Room rates at Annabelle start from €86 per person, per night (low season), €130 per person per night (high season). Suites start from €346 per suite per night. Half-board and full-board options are available. www.annabelle.com.cy*

HOW: All hotels are in easy reach of Paphos International Airport which is serviced from the UK by British Airways, Easyjet, Thomas Cook, Thompson and Jet2.

**For further information, please contact
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