

ZANNIER HOTELS

**A JOURNEY
THROUGH STYLE,
PEOPLE AND
EXPERIENCES**

newHeroes&Pioneers



Panoramic view, main building.
Zahmer Hotels Bai San Ho, Phu Yen (Vietnam)

Delve into the soul of our brand, where passion meets purpose, and the ordinary blossoms into the extraordinary.



Arnaud Zannier, Founder of Zannier Hotels.
Nonna Bazaar, Menorca (Spain)

Beyond creating unique properties

BY ARNAUD ZANNIER, FOUNDER OF ZANNIER HOTELS

When I began Zannier Hotels 12 years ago, it was with a simple desire: to create a new vision for hospitality. To craft authentic hotels designed to stir the soul; experiences that will become treasured memories, set in destinations at the heart of their communities. It began with me falling in love with a spectacular chalet in Megève and wanting to share it – little did I know it was the start of the adventure of a lifetime.

Since opening Le Chalet in the French Alps in 2011, our small team of artisans has crossed continents and explored their farthest reaches to create truly unique properties in unexpected locations. From France to Namibia and Cambodia to Vietnam, Zannier Hotels now spans six award-winning one-of-a-kind hotels, seven estates, several restaurants and bars, two conservation reserves, and we have more to come.

Through this book, I want to take you behind the canvas to explore our world of Zannier Hotels – the one which our guests usually don't get to see – and tell you our story from the very beginning. I want to share our team's everyday lives, how we craft and curate everything you see, feel and experience, the energy that drives us, and the challenges we have faced, to celebrate this past thrilling decade.

It is also my chance to share our unique philosophy of Simple Mastery with you. This is the heart and soul of everything we do; it is the unique understated luxury which is the DNA in every design, every object, every meal, every smile. It is a return to the simple pleasures of life: adventure, gastronomy and nature.

Why is this vision of simplicity so important to me? Because I believe that today, true luxury is less about 'things' and more about experiences. Luxury travellers are looking for something unique, something slower, more thoughtful, and more personal. People want to travel with a sense of purpose and truly connect with a place, to be enriched and inspired by their experience, and to feel that they have positively contributed to the place which has given them so much.

This is why each of our properties is a complete one-off. When I concept and design a new hotel, I love spending a great amount of time in the country and take pride in studying the local architecture and history so our guests will feel a deep connection with the place. Respecting culture and preserving heritage is hugely important to me.

I imagined Zannier Hotels because I wanted to create incredible experiences that go beyond traditional hospitality, and which leave a positive, lasting impact at every level. While I want to take you on a journey through our inspirations, culinary philosophy and share extraordinary moments, as a modern hotelier my responsibility goes far beyond this. It is also to preserve the wonderful environments and enrich the local communities that we touch, and I hope that through this book you will see this too.

So, join me as we look back on 12 years of adventure celebrating life's simple pleasures. Here is to the next decade and beyond as we continue *Inspiring Life's Greatest Stories*.

To my family and their unwavering support, to the dedicated team working tirelessly each day to breathe life into our extraordinary places, and to our cherished customers who have embraced and understood our unique approach and philosophy.

— Arnaud Zannier

Contents

<i>Beyond creating unique properties</i> BY ARNAUD ZANNIER	5
CHAPTER I Zannier Hotels, an Introduction	10
CHAPTER II Creating Moments Through Design	38
CHAPTER III Unexpected Locations & Natural Environments	72
CHAPTER IV Pairing Culinary Offerings With the Holiday Experience	98
CHAPTER V A Deep Dive Through All the Senses	130
CHAPTER VI Building Positive Environmental and Economic Impacts	160
<i>A select few from Zannier’s team</i>	184
CREDITS	192



Main pathways through the rice paddies.
Zannier Hotels Phum Baitang, Siem Reap (Cambodia)



Zannier Hotels, an Introduction

A wholesome combination of architecture, design, food,
experiences and wellbeing

The unexpected world of Zannier Hotels

Panoramic view over the Mont-Blanc range.
Zannier Hotels Le Chalet, Megève (France)

Previous spread: Interior of a Grand Bay Pool Villa.
Zannier Hotels Bãi San Hô, Phú Yên (Vietnam)

Zannier Hotels, Zannier Private Estates and Zannier Residences were born from a very specific vision and the drive to turn it into a reality. Between 2009 and 2010 – just before the genesis of Zannier Hotels – the main public was still hazed by the idea that bigger automatically makes for better. Through his own travels and the circles through which he moved, our founder and CEO, Arnaud Zannier, recognised that his own generation's mindset was slowly changing and eager to explore a world of luxurious simplicity. A lifetime of travelling the world and the opportunity to explore different approaches to hospitality – be it through food, architecture, experience, wellbeing or design – made him realise that, what guests really crave is a wholesome combination of it all. They seek the kind of comfort they find in their own homes, only elevated in terms of service, detail and setting.

We want our guests to experience the local environment through every element of their stay with us. This starts with the architecture and design of our interior and exterior spaces, extends to the carefully curated rooms and apartments, and lingers on the palette after having just enjoyed a freshly prepared meal in one of our restaurants. Our aim is to reach all the senses so our guests return home from their holiday with the expectations of their travels being fulfilled. With our hotels, our aim is not just to bring international tourism to new and unusual destinations, but to engage a meaningful connection. For these localities, this extends far beyond job creations and includes two-way transmission. For one, we offer extensive English training not just to our local employees, but the villages around our establishments, to ensure they all have equal opportunities in participating in our ventures. When we start out with a project, we identify what is needed for our neighbours to thrive with us and put a sustainable plan in place to ensure we share our successes – in other words, to become a community and engage in social projects as such. These projects can range from educational programs in

aid of the environment in Phú Yên where our Bãi San Hô resort is located, to getting our guests involved in the support of the Holybaby Boeung Kiang orphanage in Cambodia.

Hospitality is sharing if it's well done; if it's done the way it used to be. Around 95% of our employees across all Zannier Hotels properties are local, and they understand the important role they play in our establishment. Their involvement is of great value to us and our guests: our concept feeds on what we learn from them, their culture, their grandmother's recipe, from however they are used to doing things. This assures a much more personal approach with our customers, one they highly appreciate and remember. An intimate understanding of their culture allows us to develop unique experiences that take guests beyond the usual tourist offerings and along on a day in the life of a Cambodian farmer or a Vietnamese fisherman. The kind that draw the curtains back on regional kitchen rituals and religious customs. It highlights the otherworldly feel of country settings just a short distance from all the city happenings – be it in Vietnam or in Menorca, the Spanish peninsula that is home to our private estates, Finca Bellavista and Torre Saura, and our restaurant Nonna Bazaar, set within the 152-year-old walls of an old finca. We are proud to note that, this transmission, this connection works both ways.

The first literal – and metaphorical – brick that was laid to build the foundation of Zannier Hotels, became Le Chalet, which opened its doors in December 2011. He wanted to share his take on validity, on getting to know and understand a new culture not only through what happens inside of the hotel setting, but everything that happens outside as well. His focus is on integrating cultural values and anecdotes into the architecture, presenting them as lovingly prepared meals with ingredients sourced from regional markets, employing locals who live and breathe them, to serve them – on plates, in a handshake, a day-trip sug-





Real luxury is not found in all that is glitter and gold. It is found in a handpicked tomato and a drizzle of organic olive oil at Quinta do Pessegueiro.

Breakfast at Bay Phsar.
Zannier Hotels Phum Baitang, Siem Reap (Cambodia)

gestion not listed in any travel guides. With Le Chalet, Arnaud was given the opportunity to develop this idea of hospitality that had been maturing in his mind. Once the second prospect came about, he felt he could truly express himself by expanding on the international scene.

When we opened Phum Baitang in 2015, we took a step further into fine-tuning the Zannier DNA, and a major part of that is sustainability and conservation. This starts with the construction phase, during which we pay a great deal of attention to ensure the existing biodiversity remains undisturbed and respected, the materials used are durable, repurposed as much as possible and, of course, sourced locally. We thoroughly research our areas of interest and potential properties and identify how our business can contribute to the social, cultural and natural climate. This ranges from building long-term relationships with small companies and artisans and supporting local NGO's, to supporting environmental and wildlife conservation projects, regardless of where in the world we are working: be it the Namib Desert, a Vietnamese beach paradise or a Mediterranean island.

Today, with a little over twelve years on the world map of luxury hotels across Europe, Africa and Asia, we offer unforgettable hospitality experiences to those who understand that real luxury is not found in all that is glitter and gold. It is found in a handpicked tomato and a drizzle of organic olive oil at Quinta do Pessegueiro, gazing at the vast, star-scattered skies from your bathtub in the Namib Desert at Sonop, and warming cheeks flushed from the cold behind an open fireplace in the French Alps at Le Chalet. We employ this signature touch to our recently launched Zannier Private Estates and Zannier Residences too, which allow our patrons to relish in the same attention to detail and service only on a private level. As ever, we are in tune with the constantly evolving business of hospitality and have listened to the demands for the space and the independence many crave as part of their holiday.

Through this book, we want to grant you more knowledge about our product and all the steps we took, all the efforts we made and all the challenges we faced along the way toward becoming what Zannier Hotels is today. As a brand that has only recently celebrated its twelfth anniversary, Zannier Hotels is still new to many of our guests – it's a discovery. We tend to do a lot of things differently, and this has sparked their curiosity – they want to understand who we are and what we do. We hope that, through all the anecdotes and stories contained in this book, we can help them understand the passion that drives this project, and the purity of our approach. These pages will shine a light on the sides of our project that may not be visible to guests during their stay: what we believe in, our philosophy. This is something we are very proud of and would like to preserve.



Horse riding boots, echoing the call for adventure.
Zannier Hotels Sonop, Hardap (Namibia)

Opposite: Timeless detail in main living room.
Zannier Hotels Băi San Hô, Phú Yên (Vietnam)

THE ZANNIER VALUES

1. AUTHENTICITY

We believe the best way to travel is to immerse yourself in every aspect of your chosen destination. We want you to breathe in Cambodia's Khmer inspired architecture, and to bike along 98 hectares of green gardens and rice paddy fields in Vietnam; to relax into the conviviality of the French philosophy surrounding food in Megève; to learn about the wildlife and original construction techniques in Namibia.

2. SIMPLICITY

Our aim is to help you submerge yourself into new cultural mindsets and approaches to food, design and wellbeing. We believe the best way to do so, is to focus on the little details – not to distract with over-the-top décor choices or table settings. The spaces you inhabit in our hotels, private estates, restaurants and residences are aesthetically pleasing and above all, warm. They evoke a feeling of intimacy: an elevated sense of homeliness.

Linen cushions, limewashed walls, carved wooden basket.
Zannier Hotels Bãi San Hồ, Phú Yên (Vietnam)

