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CONTACT INFORMATION

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ADDRESS

Sunny Beach – Burgas
8240 Bulgaria

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HOTEL OVERVIEW

Completely refurbished in 2025

AluaSoul Sunny Beach is a vibrant new 4-star adults-only hotel located in the heart of Sunny Beach, Bulgaria. As the first AluaSoul property in the country, it boasts a prime location between the lively Flower Street and the beachfront promenade, just steps away from the Black Sea.

Exclusively for guests aged 16 and above, the hotel offers a stylish and serene retreat in one of Bulgaria's most dynamic destinations. With easy access to the golden sandy beach, local shops, vibrant nightlife, and the ancient town of Nessebar—a UNESCO World Heritage Site—guests can enjoy the perfect blend of relaxation, adventure, and cultural discovery.

For an enhanced experience, the My Favorite Club accommodations provide exclusive areas, personalized services, and premium amenities, ensuring a truly unforgettable stay.

AluaSoul Sunny Beach is poised to become the ultimate adults-only escape on the Black Sea coast.

TOTAL NUMBER OF ROOMS: 397

PROPERTY DESCRIPTION

AluaSoul Sunny Beach features 397 fully renovated rooms across various categories, all thoughtfully equipped to provide comfort and convenience. For those seeking an elevated experience, the My Favorite Club rooms offer exclusive services, available both in the private rooms and throughout designated areas of the hotel.

Dining options include buffet service with live cooking stations and both national and international dishes, as well as an à la carte restaurant specializing in high-quality local cuisine. Guests can also enjoy an Asian fusion restaurant and a snack bar offering light, healthy dishes. Additionally, the hotel features a poolside snack bar and a nightclub, perfect for relaxing with drinks and cocktails while enjoying live entertainment.

The hotel offers a range of activities and entertainment programs, and guests can choose between two swimming pools: one designed for relaxation and another where activities are hosted. A wellness area and gym are available for those looking to unwind or stay active, while business travellers or event planners will appreciate the hotel's modern meeting rooms.

AluaSoul Sunny Beach seamlessly combines relaxation, entertainment, and convenience, making it the perfect adults-only getaway.

UNIQUE SELLING POINTS

- Unique location in the heart of Sunny Beach overseeing the crystal waters of the black sea
- All Sunny beach attractions one step away
- My Favorite Club rooms, attributes, services and exclusive areas
- Fully equipped fitness centre

- Meeting rooms for all types of groups and events
- Full entertainment programme, including activities
- Two outdoor swimming pools with sun terrace and relaxation areas
- Dining offer: buffet, à la carte restaurant, pool snack bar, indoor bar and night club
- Spa

MEAL PLANS

ALL-INCLUSIVE INCLUSIONS

- Breakfast and dinner at *Terra* restaurant and lunch at *Kentia* snack bar.
- Late breakfast (continental style).
- Snacks during the day in the *Kentia* area (except at breakfast, lunch and dinner times).
- Selection of national and international beverages.

PAYMENT METHODS

Cash
Credit Card (Visa, Mastercard)
Currency exchange in the hotel

LOCATION INFORMATION

Average temperatures

Month	°F	°C
April	69/50	21/10
May	71/52	22/11
June	79/59	26/15
July	91/72	33/22
August	91/72	33/22
September	77/64	25/18
October	73/59	23/15

DESTINATION INFORMATION

Sunny Beach is one of Bulgaria's most popular tourist destinations, located on the Black Sea coast, near the city of Burgas. Its location in the Nessebar region provides a vibrant and welcoming atmosphere. The area is known for its long golden sandy beach and modern facilities, making it an attractive destination for both international tourists and locals. Sunny Beach is famous for its lively nightlife, but it also offers more tranquil options.

PLACES OF INTEREST

- *Old Town of Nessebar (just a few minutes by car)*: Nessebar is a UNESCO World Heritage Site. This historic town, dating back to ancient times, is home to a large number of medieval churches, traditional houses, and picturesque streets. Its maze of cobbled alleys and sea views make it a must-see destination.
- *Irakli Nature Reserve (25 km)*: Irakli is one of Bulgaria's last virgin beaches, a protected area known for its rich biodiversity. This area is famous for its pristine natural environment, with sand dunes, crystal-clear waters, and a

tranquil atmosphere. It's an ideal destination for those seeking to disconnect and enjoy nature in its purest form. In addition to the beach, the area is perfect for hiking and birdwatching.

- *Strandzha Nature Park (40 km)*: Strandzha is one of the largest areas of virgin nature in Bulgaria, covered by dense forests, hills, and rivers. The park is renowned for its unique flora and fauna, including rare plant and animal species. Here, visitors can enjoy hiking trails through stunning landscapes, explore traditional villages, or have a picnic in the countryside. It's an excellent choice for nature lovers and ecotourism enthusiasts.
- *Peshtera na Pera Cave (15 km)*: A lesser-known yet fascinating cave, offering a mystical and impressive atmosphere. It is located in a rocky area near the sea, surrounded by vegetation. It's ideal for geology enthusiasts and those who enjoy the mystery of rock formations. Although it's not a major tourist attraction, it's a perfect place for solo exploration or small groups.

DINING

The cuisine of Sunny Beach and Bulgaria, in general, is a delicious blend of fresh flavours, local products, and culinary traditions that reflect both Balkan and Mediterranean influences. Bulgarian cuisine is characterized by its use of natural and fresh ingredients such as vegetables, aromatic herbs, dairy products, meats, and freshly baked bread. In Sunny Beach, as in the rest of the country, the food reflects the rich history and cultural fusion, from the Ottoman Empire to Slavic and Greek influences.

BEACH

Sunny Beach is famous for its extensive 8 km long beach, with fine golden sand, making it one of the region's main attractions. Some key features of the beach include:

- Crystal-clear, shallow waters: Ideal for relaxing night swimming.
- Water sports areas: Windsurfing, jet skiing, parasailing, and more.
- Beach bars and kiosks: Offering refreshing drinks and light meals throughout the day.

OUTDOOR ACTIVITIES

- Water sports: In addition to the activities mentioned earlier, Sunny Beach is the perfect place to practice kayaking, boat rides, and snorkeling.
- Hiking: The proximity to natural areas such as Strandzha National Park and the Irakli Nature Reserve offers excellent hiking trails with spectacular views of the Bulgarian landscape.
- Cycling: The surroundings of Sunny Beach are also ideal for exploring by bike, with well-marked routes.
- Boat trips: There are boat excursion options available that allow you to explore the coastline, with opportunities to see dolphins and enjoy a day of fishing.
- Birdwatching: Areas such as Burgas Lake and the Ropotamo Nature Park are perfect for birdwatching enthusiasts.

LOCAL ATTRACTIONS AND TRADITIONAL FESTIVALS

- *Sunny Beach Summer Festival*: During the summer months, Sunny Beach hosts an annual festival with live music, cultural performances, and outdoor events, attracting both tourists and local residents. Bulgarian music, dance, and folklore are often the main attractions, alongside concerts by international artists.
- *Kazanlak Rose Festival*: If visiting in spring, you can enjoy the Rose Festival in Kazanlak, an event that celebrates Bulgaria's famous rose oil production. This festival includes parades, folk dances, and the crowning of the Rose Queen.

- *Fireworks and Nighttime Events:* During the summer months, Sunny Beach offers a vibrant nightlife with nightclubs, bars, and clubs hosting parties and shows, including fireworks and live performances.

Sunny Beach is a destination that combines the natural beauty of the Black Sea with a wide range of activities, culture, and gastronomy. It is ideal for a variety of travelers, from those seeking relaxation on the beach to those wanting to explore history, enjoy water sports, or take part in vibrant festivals.

ACCOMMODATION

With a surprising design, specialized services for adults-only relaxation, and a prime location, the rooms at AluaSoul Sunny Beach are perfect for enjoying the holiday you've always dreamed of. Here, you can delight in stunning sunsets and wonderful views of the Black Sea, creating unforgettable memories in an unmatched setting.

Room category name	View	Size	Beds	Maximum occupancy	Total quantity
Double		37 m ²	1 king	2	9
Double Superior		32 m ²	1 king or 2 twin beds	2	147
Double Superior Pool View	Pool	32 m ²	1 king or 2 twin beds	2	59
Double Superior Sea View	Sea	32 m ²	1 king or 2 twin beds	2	107
Suite 1 Bedroom		72 m ²	1 king bed + double sofa bed	3	10
My Favorite Club Double Superior Frontal Sea View	Frontal Sea	35 m ²	1 king or 2 twin beds + sofa bed	3	58
My Favorite Club Suite 1 Bedroom Frontal Sea View	Frontal Sea	72 m ²	1 king bed + double sofa bed	3	7
TOTAL NUMBER OF ROOMS					397

All rooms feature the following amenities:

- Double bed or two single beds
- Bathroom with rain shower
- Air conditioning
- Safe
- Small fridge
- Kettle
- 43" satellite TV
- Telephone
- Complimentary Wi-Fi
- Hairdryer
- Toiletries
- Iron and ironing board (on request)
- Laundry service*

(*) An additional charge applies.

ROOM CATEGORIES DESCRIPTIONS

Double

These 37 m² rooms on the second floor offer a welcoming and practical space for your stay. Equipped with a comfortable king-size bed, the room also includes modern conveniences such as air conditioning, a 43" satellite TV, a small fridge, complimentary Wi-Fi, and a safe. The bathroom features a refreshing rain shower, toiletries, and a hairdryer. While these rooms do not have a balcony, their thoughtful design ensures a comfortable and relaxing experience.

Double Superior - Double Superior Pool View

These 32 m² rooms are thoughtfully designed to provide comfort and convenience. Featuring a choice of a king-size bed or two twin beds, they come equipped with air conditioning, a 43" satellite TV, a small fridge, complimentary Wi-Fi, and a safe. The modern bathroom includes a rain shower, toiletries, and a hairdryer. Each room also features a private balcony, with views that vary between the city streets or the pool area.

Double Superior Sea View

These 32 m² rooms offer a peaceful retreat with stunning views of the Black Sea from the private balcony. Featuring a choice of a king-size bed or two twin beds, they are equipped with air conditioning, a 43" satellite TV, a small fridge, complimentary Wi-Fi, and a safe. The modern bathroom includes a rain shower, toiletries, and a hairdryer. The highlight of these rooms is the breathtaking sea view, providing a perfect backdrop for relaxation.

Suite / Bedroom

This spacious 72 m² suite is designed for those seeking extra comfort and flexibility. It features a private bedroom with a king-size bed and a separate living area with a double sofa bed, making it ideal for both relaxation and entertaining. The suite can accommodate up to 3 adults and is equipped with all the essential amenities, including air conditioning, a 43" satellite TV, a small fridge, complimentary Wi-Fi, a safe, and a modern bathroom with a rain shower, toiletries, and a hairdryer. Perfect for those looking for a more luxurious and spacious stay.

MY FAVORITE CLUB

AluaSoul Sunny Beach offers the possibility of living the My Favorite Club experience with an array of exclusive services, both in the rooms and public areas. These exclusive services include:

- Early check-in and late check-out (subject to availability)
- Reserved area in the Terra restaurant
- Access to My Favorite Club Lounge | 10:00 – 21:00
 - Living room with sofa, TV and reading area
 - Outdoor area with terrace
 - Access to computer and co-working area
 - Assorted snacks, sweets, coffee, teas and soft drinks throughout the day

In addition to the previously mentioned standard room inclusions, My Favorite Club rooms include the following attributes:

- Selection of the best rooms
- 52" smart TV
- Larger selection of toiletries
- Capsule coffee machine
- Assorted teas with daily restocking
- Welcome bottle of water
- Welcome minibar with soft drinks, bottle of water and beers
- Bottle of red wine and welcome letter from the General Manager
- Bathrobe and slippers
- Scale
- Pillow menu

My Favorite Club Double Superior Frontal Sea View

Located on the highest floors of the hotel, these 35 m² rooms offer panoramic front views of the Black Sea, providing a truly exceptional experience. Featuring a king-size bed or two twin-size beds and a sofa bed, these rooms are part of the exclusive My Favorite Club, combining the elegance of a standard double with upgraded amenities and superior quality. They include a 52" smart TV, a larger selection of toiletries, a capsule coffee machine, and a variety of teas with daily restocking.

Additional touches include a welcome bottle of water, a minibar stocked with soft drinks, bottled water, and beers, as well as a bottle of red wine and a welcome letter. You'll also enjoy plush bathrobes, slippers, a scale, and a pillow menu, ensuring your stay is both comfortable and exclusive.

My Favorite Club Suite / Bedroom Frontal Sea View

This luxurious 72 m² suites are located on the fifth floor and offers stunning front views of the Black Sea. Featuring a private bedroom with a king-size bed and a separate living area with a double sofa bed, it can accommodate up to 3 adults. As part of the exclusive My Favorite Club, the suite includes upgraded amenities such as a 52" smart TV, a larger selection of toiletries, a capsule coffee machine, and a variety of teas with daily restocking.

Additional touches include a welcome bottle of water, a minibar stocked with soft drinks, bottled water, and beers, as well as a bottle of red wine and a welcome letter. Guests will also enjoy plush bathrobes, slippers, a scale, and a pillow menu, making this suite the perfect choice for a luxurious and memorable stay.

ACCESSIBLE ROOMS

Six accessible rooms available. Double Superior category (32 m²)

- Width of the entrance door: 80 cm
- Bed height: 55 cm
- Width of the bathroom door: 80 cm
- Adapted ground-level shower
- Adjustable zoom mirror height: 120 cm
- Shower seat
- Toilet handle
- Toilet height: 45 cm
- Vanity height: 80 cm
- Sockets height: 120 cm

SMALL DOG BREEDS ARE WELCOME

AluaSoul Sunny Beach welcomes dogs under 22 lbs/10 kg in its rooms and facilities. This service is available for €50/night in the required room category. To book a dog-friendly room, please email our bookings department at reservations.assbr@aluahotels.com. It is necessary to check availability and contact the reservations department prior to your stay. Dog-friendly rooms include the following:

- Welcome letter with guidelines and rules (Explained at check-in)
- Dog bed (under request)
- Food and water bowls (under request)
- Dog waste bags (on request).

Guidelines, restrictions and availability apply and are subject to change at any time.

For further information about assistance dogs, please contact reservations.assbr@aluahotels.com.

Terms and Conditions:

- Upon arrival, the client must sign the guest dog policy and liability release.
- The following information is required at check-in: Dog's name, weight, age, color, and breed. This is needed so we can identify the dog during your stay. In addition, a vaccination certificate certifying that the dog has been fully vaccinated against kennel cough and rabies in the last 12 months and evidence of regular flea and worming treatment.

Furthermore, the dog must have a civil liability insurance for damages to third parties (this insurance is compulsory for Spanish dogs since 29/09/23). If the dog has a Spanish passport from 29/09/23 the owner must prove that they have completed the training course for dog ownership.

- The Hotel's dog policy allows dogs under 10kgs
- Only one dog is permitted per room.
- Dogs are only allowed to be walked in designated areas within the hotel property. Dogs are not allowed in all of the following areas of the hotel, such as restaurants, swimming pool, gym, spa and golf facilities (with the exception of guide dogs, which may be walked in these areas in the company of their owners, and in this case no charge may be made for the dog's stay unless the guide dog's accommodation entails an additional cost, for example, the accommodation includes its food. The animal must wear a special badge that accredits it as a guide dog for the duration of the stay in accordance with the provisions of Royal Decree 3250/1983, of 7 December, which regulates the use of guide dogs for the visually impaired).
- Emotional support animals are also welcome in our facilities, provided that the hotel has an active Pet-Friendly policy. In these cases, the same nightly supplement applied to pets will be charged, ensuring compliance with the established regulations.
- Note: The areas to which the dog cannot have access are identified with badges.
- Dogs are not permitted on beaches due to local regulations.
- Dogs must be on a lead at all times, or in a pet carrier when it is not in the guest's room.
- Guests are responsible for cleaning up after their pet within the hotel grounds and disposing of waste in the bins provided.
- Hotel utensils may not be used, except those provided for this purpose, to feed/drink or similar to the pet.
- The pet's maintenance is at the owner's expense.
- The guest must notify reception and hang the "Dog Friendly Room" sign on the door.
- Please contact the front desk to schedule a convenient time to clean your room. Unless the Guest is in the room, our employees will not attempt to enter your room (i.e. housekeeper, engineer, room service, etc.). The dog owner must be in the room if the dog is present when the room is cleaned.
- If the dog at any time threatens another guest or a hotel associate, the hotel reserves the right to request removal from the property. If the dog causes damage, barks, makes other noises or is the cause of complaints from other guests, the hotel reserves the right to request the guest to remove the dog. Additionally, if noise complaints and inconvenience to other guests arise, the Hotel reserves the right to charge the Guest's account for any discount given to these other guests as a result of their discomfort.
- Damage caused by the dog to the Hotel premises is the Guest's responsibility and shall be the responsibility of the Guest.

DINING INFORMATION

RESTAURANTS

Delight in a variety of local and international dishes, whether a la carte, buffet style or snacks in the pool area.

Terra | Breakfast 08:00 – 10:00, continental breakfast 10:00 – 11:00, dinner 18:30 – 21:30

- Buffet restaurant where breakfast is served with different stations including a healthy corner, fresh fruit and eggs prepared to your liking. For lunch and dinner, guests can choose from our national and international specialities, including vegetarian cuisine, show cooking and salad, meat, fish and pastries areas.
- It has an outdoor terrace where you can enjoy a pleasant soirée in the evening.

Mare Nubium | Dinner 18:30 – 21:30

- Gastronomic à la carte restaurant based on local produce, guaranteeing the freshness of the ingredients, combining local culinary tradition with modern techniques and creative presentations in an exclusive atmosphere.
- Prior reservation is required.

Jojo | Dinner 18:30 – 21:30

- Embark on a culinary journey at our Asian fusion restaurant, where traditional flavors meet modern creativity offering a unique dining experience. Buffet service where you will find from delicate sushi to bold wok dishes, each plate is crafted with the freshest ingredients and a flair for artistic presentation.

Kentia | Lunch 12:00 – 17:00

- Our snack bar is the perfect spot to unwind and soak up the sun, offering a relaxed atmosphere where you can savor healthy dishes crafted from high-quality, responsibly sourced ingredients. Enjoy a wide selection of drinks, from cocktails to ice-cold beers and refreshing soft drinks.
- Guests can indulge in our tasty snacks while enjoying the cool, laid-back vibe.

BARS

Agua | 10:00 – 00:00

- Nestled between the hotel's two pools, this bar is the perfect spot to enjoy a coffee, your favorite drink, or one of our most sophisticated cocktails.

The Spot Night Club | 20:00 – 00:00

- Is the perfect place to enjoy the night in a sophisticated and relaxed atmosphere. Open exclusively in the evenings, we offer an exquisite selection of drinks and cocktails for all tastes, accompanied by carefully curated music that sets the ideal mood.
- Every night, we invite you to enjoy live entertainment shows, where talent and fun come together to offer you an unforgettable experience.

** Restaurants and bars are open on a rotational basis. Check opening times at the hotel reception.*

DRESS CODES

In our restaurants, it is essential to wear clothing that covers the upper part of the body and footwear. More formal attire is required in the evening, and swimming costumes are not permitted.

ACTIVITIES / ENTERTAINMENT

AluaSoul Sunny Beach offers an excellent service, and its facilities are ideal for entertainment. Enjoy the cultural and sports activities and impressive professional performances created by our dynamic entertainment team.

INDOOR/ OUTDOOR ACTIVITIES

- Daily sports activities
- Daytime and evening entertainment
- Live music shows and performances

POOLS

The AluaSoul Sunny Beach hotel has two outdoor swimming pools located in different settings:

- For a more lively and fun experience, this pool will be the hub of entertainment activities, energy and fun.
- In a peaceful atmosphere, our relax pool is the perfect spot, where calmness will reign, offering you moments of complete relaxation.

Sun loungers, parasols and towels are available.

***Note: The use of drones or devices that fly or hover in or over Hyatt Inclusive Collection hotel premises is strictly prohibited, except where expressly authorised in writing by Hotel Management.*

WELLNESS AREA / GYM

WELLNESS AREA

Opening hours: 08:30 – 20:00

For guests looking for a unique place to stay, AluaSoul Sunny offers a sublime atmosphere of pure indulgence, combining hydrotherapy and relaxing treatments that create a refreshing, invigorating and peaceful experience.

Wellness facilities

- Jacuzzi
- Sauna
- Steam room
- Sensation showers
- Booths for body and facial treatments. One double booth designed for couples' treatments

Services and treatments available*

- Relaxing massages
- Facial treatments
- Body treatments

(*) Additional charges apply. Reservations are required at the reception desk.

GYM

Opening hours: 24 hours

The hotel features a fitness centre with natural light, fully equipped with professional machines:

- Treadmills
- Exercise bikes and cross-trainers
- Pulley
- Professional machines
- Benches
- Weights

MEETINGS AND GROUPS

At AluaSoul Sunny Beach, we offer two versatile and bright meeting rooms, one is perfect small events, for meetings, presentations, training session, and the smaller one is ideal for breakouts, preparing a coffee break or even hosting informal networking sessions. Designed for flexibility, the rooms can be used separately or combined.

When combined, the two spaces can accommodate cocktail-style events for up to 60 guests, offering a stylish and welcoming setting for networking and social gatherings.

The room is equipped with essential facilities to ensure the success of your event, including high-speed Wi-Fi, TV Led, sound system, and adaptable furniture layouts. All of this in a comfortable setting with natural light and adjustable climate control.

MEETING ROOM SET UP AND CAPACITY

	M²	Measurements	Height	Theatre	“U”	Imperial	Cocktail
SOPHIA HALL	65	7.75 m (width) 4.50 m (length)	3 m	30	20	20	40

FACILITIES / SERVICES

HYATT APP

Hyatt App is a digital tool that connects staff and guests, brings our services closer to our guests' mobile phones, and enables us to offer a unique and unforgettable experience.

With it, you can access all the hotel's information, from the service times to the menus of our restaurants, maps and event programmes. In addition, thanks to the chat feature, guests can contact the hotel reception from their mobile phones. Guests can also request any service, such as room service or amenities, or even book a table in one of our restaurants. In turn, our employees can manage all customer requests from a single platform, shortening waiting times and queues and allowing greater real-time control over what is happening in our facilities.

And with our Hyatt App, we avoid using tons of paper while streamlining and making our service management more efficient.

OTHER SERVICES

- Private parking*
- 24-hour reception
 - Check-in: 15:00
 - Check-out: 11:00
- Guest services
- Facilities adapted for the disabled
- Pet-Friendly rooms and installations*
- Complimentary Wi-Fi throughout the hotel
- Laundry service *
- Rent a car*
- Medical service *

(*) Additional charges apply

HOTEL MAP

