

I wasn't sure what to expect when I was invited to stay at this adults-only resort, yet after my brief 24-hour stay I left feeling very impressed with how this property creates a fashionable beach resort ambiance, that's relaxed enough to feel inclusive for many types of guests.

The Amàre Hotel Marbella is a new interpretation of an adults-only hotel, where guests and locals alike can enjoy a stylish beach hotel with eclectic design, all-day Mediterranean dining, cocktail bars and of course classic house music and live DJ sets, the soundtrack to a holiday in the sun.

Welcome & Check-in

The sparkling, glossy and light-filled Amàre lobby captures the brightness of a Mediterranean day. The obliging staff, dressed in white are all smiles as they went through check-in and explained the property's facilities.

From this open reception space, the hotel opens out towards the beach. A vertical garden draws your eye downwards to the lower level, where the restaurants, and lounge spill out on the pool terrace that in turn leads to the beach.

Young at Heart

The Amàre Hotel brand has been created by Spain's Fuerte Hotel Group of well-established quality 4-star hotels – a portfolio that encompasses family resorts, spa hotels as well as golf properties.

Amàre is a play on the Spanish words 'amor' and 'mar' – love and sea

So, this Marbella beach hotel is something quite new, created to appeal to a different market. I noticed that when I arrived. The décor was striking, modern and glossy – yet fellow guests were not over-energetic millennials, but of a similar age to me; I guess you could say Generation X, but young at heart. It felt relaxed and comfortable.

The name Amàre is a synergy of the Spanish words, amor and mar – love and sea. These themes are reflected throughout the property, from sexy, playful details to the obvious strong focus on the Mediterranean.

The room

Don't you just love that feeling when you swing open the hotel room and get excited by what you see? Well, I had the feeling at the Amàre. My direct sea-facing room was in The One

category which includes access to a private space on the lobby level where you can help yourself to refreshments, drinks and snacks throughout the day.

The room had been smartly designed, creating a very attractive, modern Mediterranean vibe. White walls and furnishings, bleached wood flooring and splashes of aquamarine and turquoise all combined to create a calming, light-filled retreat from the energy and beats of the beach below.



In this room-type the bathroom was 'deconstructed' so that the separate W.C. was tucked away, but the vanity and the walk-in shower opened into the entrance area of the room, creating a feeling of more space.

Beyond the bed, the area in front of the terrace balcony had been maximised with a daybed and desk. There were lots of details that really lifted the room beyond my expectations for a 4-star property. Molton Brown Blu Marquis amenities in the bathroom; Nespresso coffee machine and kettle; a well-priced mini bar displayed in an appealing way over the shelves, including a few sexy touches (satin handcuffs and tickler anyone?)





The welcome amenity of bubbles and a fruit plate was especially appreciated but the hotel also offers branded white snapback caps, and cool little mini Bluetooth speakers for your smartphone.

The room also had Bluetooth so you could play your favourite tunes direct from your phone or tablet. The only thing I wasn't really won over by was the Playboy TV channel.

The Amàre Marbella has been remodelled, in line with the new brand values. The sea facing rooms and suites are now all on brand, with the final rooms being upgraded for next season. Rooms have either a side view to Marbella, the sea and the Sierra Blanca mountains or direct sea views.

The Amàre Club

Of course, at a resort like this, the guest room is just part of the story – the most compelling part of the Amàre experience is where all the elements of guests, music, food, drinks, and the designed environment come together – and that's at Amàre Club.

live DJ sets are your soundtrack to a holiday in the sun

This Marbella Beach Club has three zones: Amàre Beach, sea facing sunbeds, with waiter service, as well as the smart beach club restaurant with alfresco dining in sun or shade; Amàre Pool, with Balinese style day beds, more sun loungers, waiter service and of course the pool; and finally, the Amàre Lounge, a contemporary, indoor space for drinks, Mediterranean cuisine, and live entertainment.

Lunch at Amàre Beach

The beach club restaurant is impressive – it's exceptionally well presented, with white linen seating, wooden tables and plenty of attention to detail. In short it was a much more sophisticated experience than I expected. Service was friendly, relaxed and on point. The menu was extensive with lights bites, sharing plates, salads, plenty of fish and seafood, as well as full gourmet plates – prices for this season ranged from around 8.50 for starter snacks up to around 27.25 euro for the fresh catch of the day.

I opted for the sushi sharing plate and then the salad of prawn and crab with tobiko and shiso leaves – both were impeccably presented and full of flavour.



Sitting there in the comfy linen seats, under the shade sails, it's the kind of place you can enjoy a long, chilled lunch in true Andalusian style.

Belvue Roof Terrace

Before dinner, head to the top floor for cocktails at the Belvue, where a live DJ sets the tone for an entertaining evening. Towards the end of the week and at weekends this space is becoming popular with locals too, so there a cool mix of people and a good vibe. The terraces offer almost 360 views, that take in Marbella's old town, La Concha mountain, the Sierra Blanca, and of course the Mediterranean. The large central glass cube seating area can be closed with glass curtains if the typically sunny Andalusian weather isn't obliging.

Theme Nights

Throughout the season Amàre keeps things lively with a series of themed evenings of entertainment and live music. I enjoyed dinner under the stars with the Cuban night, with live Cuban band, dancing and lots of laughter. When booking your stay, the hotel will share the options; from mellow saxophone and DJ to more live Flamenco.

Breakfast and dinner is available at both hotel restaurants, Verité and Mare Nostrum – buffets, BBQs and informal meals.

Enjoy the urban attractions of Marbella

Since Amàre Hotel is an urban beach resort, you can also walk into the centre of Marbella easily where there is a wide variety of bars and restaurants from the traditionally Spanish to the award-winning and formal. In fact, right next door to the Amàre is Messina, one of Marbella's best Michelin star restaurants – front desk will make the reservation for you and you can bill the sensational meal to your room.

The lively nightlife of Puerto Banus is also a short taxi ride away.

Room service breakfast is billed extra for each item.



The Spa

On the lower level, the Germaine de Capuccini spa offers a water circuit and private rooms for treatments such as the Aromas of Andalusia massage, which I can recommend. Depending on your room rate and seasonal offer the spa circuit is at an extra cost.

It's an intimate space, but well maintained, tranquil, and in the relaxation area there is a choice of hot and cold beverages including cava. At the end of the day everything here is about having fun, relaxing and being pampered.

Information

In my experience, this urban beach resort has managed to find the right balance between a youthful, fun vibe and a relaxed, service-orientated style that appeals to more mature guests that are young at heart.

Nightly rates start from €146/£128 in a 'I was Here' room on a bed & breakfast basis (Non-refundable rate – minimum stay required on selected dates) including complimentary daily sunbeds, use of the Technogym and Wi-Fi.

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