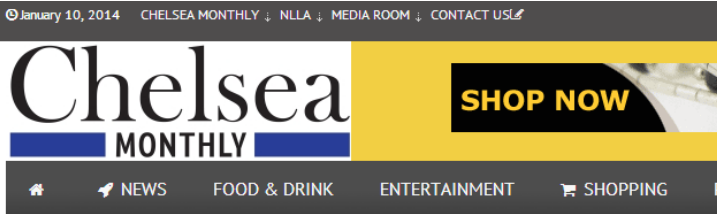


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2014- The year of the SuperYatch !!

Jan 10, 2014 Posted By [Jeff Armstrong](#) In [Events](#), [Featured](#), [Food & Drink](#), [Luxury](#), [Magazine](#), [Shopping](#), [Cruises](#), [What's Hot](#) Tagged [Chelsea Monthly](#), [Chelsea Monthly Magazine](#), [Luxury Super Yachts](#), [Sun International](#), [Yachts](#) Comments 0

Sunborn International is pioneering a unique approach to the development of exclusive accommodation in the form of super yacht hotels. Launching two new hotels in March 2014, Sunborn London will be operated by ISS Hotel Division London and Sunborn Gibraltar will operate under Sunborn International.

Super yachts have become the world's ultimate symbol of wealth and exclusivity and Sunborn's unique concept combines the privacy of a super yacht with all the amenities of a luxury hotel. Sunborn has invested over €200 million in the two new super yacht hotels and both have been designed to the highest specification, offering exquisite accommodation, facilities and exceptional service.

Sunborn London will be located in the prestigious Royal Victoria docks, next to ExCeL London. Originally serving as Sunborn Princess at the renowned Naantali Spa in Finland, Sunborn London has undergone a complete refurbishment of the exterior and interiors and will be brought to London in time for its opening in March.

The 120 metre length, Sunborn London will offer 138 spacious yacht bedrooms and suites over 5 floors with entertaining space, including a fine dining restaurant, bar, auditorium and conference rooms, state of the art gym and vast outside decks and private terraces.



The recent regeneration of East London and the Newham Borough makes this an ideal location for Sunborn London. The hotel will primarily attract corporate clients, with its close proximity to ExCeL, which alone expects to welcome four million visitors during 2014, London City Airport and Canary Wharf. However the hotel's luxury accommodation and facilities will also provide the ideal base from which to enjoy the local attractions, including the O2, Greenwich and the Emirates Airline.

Sunborn Gibraltar will be located in the new Ocean Village Marina, offering guest's uninterrupted views across the Gibraltar Straits and to the tip of Africa. This super yacht hotel will offer the first official 5 star hotel accommodation to visitors of the rock, with 18,500²m of floor space the hotel will have 189 rooms and suites over 7 floors.

Sunborn International invested €150 million to create this spectacular 142 meter super yacht hotel. Guests will have the feeling that they are residing on their very own super yacht whilst enjoying the facilities of a luxury hotel. Taking advantage of the breath-taking views was key to the overall design and every room features floor to ceiling, sliding windows and a private sundeck to further enhance the feeling of exclusivity and to take in the iconic scenery.

Similarly to London, Sunborn Gibraltar will target the corporate market with their extensive on board event facilities and vast conference rooms. For the leisure guest there are a variety of fine dining restaurants, cocktail bars, a large pool and sundeck, a spa, gym and casino, as well as a grand ballroom which can cater for any event from weddings to product launches. A focal point will be the top deck restaurant, which features a retractable roof allowing guests to enjoy alfresco dining all year round.

Commenting on the new Sunborn Yacht Hotels, Hans Niemi, executive director of Sunborn, says "Our goal is to expand the Sunborn Yacht Hotel concept to well-known locations around the world. The new hotel in London, currently the world's most important city – together with a dynamic Mediterranean location in Gibraltar, gives us a an important platform for the Sunborn brand and business concept, Our yacht hotels are hotel properties which deliver significant benefits".

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