

SONOP

ZANNIER HOTELS

PRESS KIT



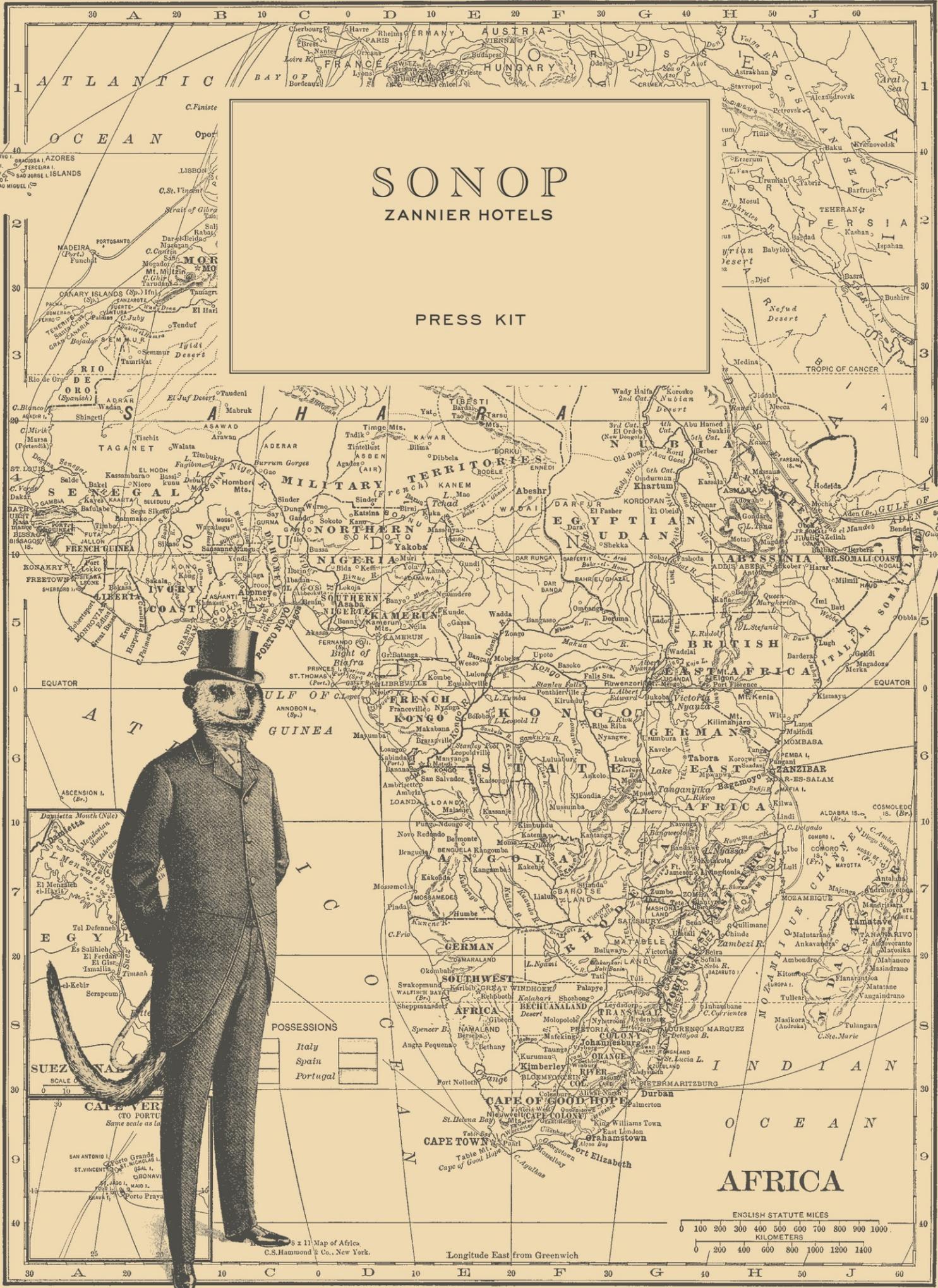
POSSSESSIONS
Italy
Spain
Portugal

AFRICA

ENGLISH STATUTE MILES
0 100 200 300 400 500 600 700 800 900 1000
KILOMETERS
0 200 400 600 800 1000 1200 1400

8 x 11 Map of Africa.
C.S. Hammond & Co., New York.

Longitude East from Greenwich





IN JULY 1st 2019, ZANNIER HOTELS HAS OPEN SONOP, AN INCREDIBLE NEW LODGE RIGHT IN THE HEART OF THE NAMIBIAN DESERT.

Nestled on the Southern edge of the Namibian desert in the Karas region, only two hours from the majestic red dunes of Sossusvlei, this new Zannier Hotels gem has been created in the form of a luxurious tented camp. Constructed on top of boulders, ten lavish tents invite guests to live the life of yesteryear’s wealthy explorers from the early 20th century. Just like those British travellers who traded their beloved homes for the bare Namibian desert dunes, the guests of Sonop will get a taste of living in complete isolation, immersed in the surrounding landscape but still able to enjoy the bespoke Zannier Hotels high-end luxury.

— ANOTHER ZANNIER HOTELS JEWEL

Arriving by plane to Windhoek, travellers can choose to hop on another jet to Sonop (soaring over the Namibian desert with its magnificent landscapes, to land 80 minutes later at the lodge) or rather opt for a road trip (4 to 5 hours by 4x4 jeep) to get to this exquisite Zannier Hotels retreat.

Whilst driving through the desert you can count the numerous boulders dotted around the long stretches of sand and dunes. These enormous piles of granite rocks spread over the desert by volcanic eruptions – polished and hollowed out by millions of years of wind and rain – are typical of the local geography. It is at the foot of one of those majestic rock formations that the privileged visitors will impatiently set down their luggage, eager to discover this mysterious new paradise. Here they will discover the solar powered camp built on wooden promontories to ensure fool proof stability. From the minute they arrive, guests will be pampered by a team whose sole aim is to cater for their well-being.

Moving on, guests will find the ten unique and individually designed “smart British” style tents, overlooking the panoramic landscape – stretching as far as the eye can see.



— IN THE EXPLORER'S TENT

The tents, eight measuring 42sqm with a double room¹ and two measuring 75sqm with two double rooms and a shared living room², face out over the spectacularly beautiful landscapes. In an oval formation, built on sturdy elevated wooden decks covered by elegant tent canvas, they offer a high degree of comfort. Everything is impeccably planned down to the smallest detail to ensure guests an unforgettable holiday, including of course Wifi and air-conditioning to make guests feel at home, even in the middle of The Namib desert.

— A JOURNEY THROUGH TIME

To underline the contrast with the seemingly denuded surrounding landscape, each tent stands out with its warm and lavish decoration, recalling the era of English explorers. The architecture and interior design remind us of the British colonial style from the 1920's. Upon entering a tent, you will take a step back in time, in the middle of the desert, for a short while, where you will experience the intensity of the moment.

At Zannier Hotels Sonop, solitude can be enjoyed in the lap of luxury. The carefully selected, lavish furniture guarantees a unique atmosphere in every room. The tent-cloth covering offers several roll-up canvas openings so that in all directions one can enjoy the spectacular view of the desert and dunes stretching into the distance. From the reception room to the partially-walled bathroom, everything focusses on the richness of the desert, increasing ones' perception of space and providing awe-inspiring views that only underline the unique character of the location.

— THE CALL OF THE DESERT

Sitting in their tent, gazing to the distance from the antique desk, on which lie some *objets d'art* such as magnifying glasses, binoculars and maps, guests will feel the spirit of adventurers of yore and drink in the unique look and feel of the location. On the desk, guests will find homemade letter paper on which they can write their African memoirs or imagine writing a novel in which the protagonists are desert animals in human form or if that doesn't appeal, they can read travel tales. This touch of imagination (that also characterises Zannier Hotels) is Sonop's identity and can be felt from the letter paper right up to the guidebook.

¹ Tents with one room are equipped for two adults and a child older than 6 years

² Tents with two rooms are equipped for four adults and two children older than 6 years



— SPLENDOUR AND FREEDOM

The absolute serenity inspires meditation. From the terraces of every tent, one can contemplate the magnificent silent view stretching into the distance. Then, when it's time to close your eyes and dream peacefully, the four-poster bed invites you to rest in absolute harmony with the surroundings.

The comfort and beauty of the setting extend into every facet of the lodge: from the unique and luxurious carpets adorning the floor, to the two big luggage racks for storing suitcases, the extendable closet to hang one's clothes, the large cupboard and the chest of drawers to store all other belongings.

Every bathroom is equipped with a large bathtub – very British in the design – that comes with a rain shower and double vanity on separate sides of the room to give the room a historic, charismatic charm. A dressing table with useful objects, such as tiny flasks and antique combs, turn the bathroom into a delightful space. Ivory, ebony, marble: all sublime materials that elevate the room to a style of total elegance.

Outside, the terrace surrounds the tent offering a magnificent view over the desert.

— GALA NIGHT DINNER IN THE MIDDLE OF THE DESERT

The common areas can be found in the centre of the camp. There is an elegant dining space, serving an à-la-carte breakfast from 7am until 11am and from noon offering light dishes to share.

At night, a gala dinner is served at night another area carefully kept secret from curious observers. The goal is simple: surprise and delight for all guests. Every evening, at 8pm precisely, a large, communal table in a prestigious setting reveals itself to the discerning guests. Silverware and candelabras set the mood for the elegant gala-style dinner served with black-tie service, such that the entire occasion becomes an unforgettable gastronomic experience in the middle of the desert.

The evening can be extended in the *Cocktail & Cigar Lounge*, designed in the style of an authentic *gentlemen's club* with a billiard table and parlour games taking centre stage. The barman is a true expert, creating wonderfully exotic cocktails with delicious flavours and presenting them with utmost care on a slate.



— WELLBEING IN THE DESERT

Zannier Hotels Sonop also has a free-form spectacular heated outdoor infinity pool with jaw-dropping unimpeded views over the desert and the tents in the distance. Reminiscent of more traditional construction and integrating elegance with nature against the backdrop of this vast open landscape, the spa building consists of two double treatment rooms, a gym and relaxation centre – what more could one desire to unwind in total peace?

— UNFORGETTABLE EXCURSIONS

This new and totally unique site is literally incomparable. But for those who wish to explore and discover yet more, the lodge sits on 5.600 hectares of land, offering a wide array of extraordinary excursions. Hikers can opt to take an excursion on foot to enjoy the breath-taking landscape by sunset or sunrise from several viewpoints in the hills, taking in the spectacular artwork of different blues in this massive expanse of sky – seemingly from an artist's canvas with a plethora of colours sweeping over. The property also has a stable with horses to take out on excursions and bicycle lovers can devote themselves to a rather unique activity in the desert, using the electric mountain bikes, offering a more wide-ranging but nevertheless environmentally respectful outing.

Whatever your means of transport, the appearance of desert animals such as the oryx, brown hyenas, rabbits, bat-eared foxes, ground squirrels, meerkats, jackals, kudus and even leopards, will be part of your journey of discovery through the Namib Desert.

And if that is not enough to leave you speechless and full of unforgettable memories, you can opt to take a hot-air balloon ride followed by a Champagne breakfast or maybe a romantic candle-lit dinner in the dunes or a classic film at the open-air cinema under a canopy of a million stars. At Sonop we aim to provide that once-in-a-lifetime experience that will remain with you forever.

— AN OVERWHELMING EXPERIENCE

Sonop's unforgettable journey can be experienced through an all-inclusive rate, that starts at €560 per person per night (excluding Champagne and premium brands). The price also includes a daily desert ride to discover the desert, and most of the excursions listed previously (including horseback riding, e-bikes, astronomy evening, open air cinema and group yoga class every Monday, Wednesday or Friday at 4pm).

— GOOD TO KNOW

There are daily transfers on demand from Sonop to Omaanda – another jewel in the Zannier Hotels crown in Namibia – from local and international airports and Sonop has its very own landing strip.

— SONOP IN BRIEF

- CREATED by Zannier Hotels
- CONCEPT: a unit of ten tents set onto rocks, in the middle of the Namib Desert
- ADDRESS: Sonop Lodge. Sonop Farm, Road D707, Karas Region, Namibia
- GPS: 25°29'55.11"S, 16°10'55.45"E
- SERVICES: Gastronomic restaurant, cocktail bar in the style of a gentlemen's club
- WELLBEING: heated outdoor infinity pool, gym and spa with two double treatment rooms
- ARCHITECTURE & INTERIOR DESIGN: « *At Sonop, the opulence and finesse of the décor dramatically contrast with the spectacular surrounding landscape. Every object is carefully selected, so as to ensure that every moment turns into a unique experience. Adventure is omnipresent, from arrival you enter a time warp to another era on an unforgettable journey.* » Géraldine Dohogne, Head of Interior Designer
- PRICE: Starting from €625 per person per night all inclusive
- WEB: www.zannierhotels.com/sonop

— MAP

