



LA ESPERANZA GRANADA



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INTRODUCING LA ESPERANZA GRANADA

This Spanish Mission style villa, with a courtyard inspired by the Alhambra, lies amidst 4.5 hectares of flower gardens and organic fruit trees overlooking the beautiful Lecrin Valley. Only 35 minutes from Granada and 90 minutes from Malaga, it is Spain's most coveted new escape with community at its core.



CULTURAL CONNECTION

One of the most romantic properties in Andalusia, this impeccably designed hacienda, filled with antiques and art chosen carefully to reflect the culture of Southern Spain, comes with a panoramic swimming pool and Jacuzzi.

A tennis court and a heliport are also on site. All of the renovation has been done by a local team and every piece that makes up the decor has been discovered in the surrounding area.



TRUE LABOUR OF LOVE

La Esperanza Granada is an authentic take on the traditional hacienda, where every corner and experience has been crafted with a personal touch. Most importantly, it is centred on people and community.

Those who visit our magical home, are given a special taste of the traditional Andalucia lifestyle and design. Paying homage to our neighbours, including the Alhambra palace, this magnificent project is a labour of love.

When we say there is nowhere like us, we really mean it. As these pages unfold you'll learn more about our story.





AN UNPRECEDENTED JOURNEY

Purchased, renovated and opened during the height of the pandemic by a first-time hotel owner with an instinct that this would be a life-changing adventure,

La Esperanza Granada is a truly remarkable success story that has provided a glittering silver lining for everyone involved.

CHAMPIONING THE REGION

The Lecrin Valley, where La Esperanza Granada lives, is a beautiful region that has been overlooked in favour of more famous destinations nearby.

The families and small businesses around us are putting great hope in La Esperanza Granada and leaning on us to change the economic, tourism and hospitality landscape. We are honoured to carry that beacon and every step we take is with a view to creating more jobs and opportunities in the local area.



MAYORAL RECOGNITION

La Esperanza Granada has had a significant impact on the communities of the Valle de Lecrin, as the Mayor of our valley and the head of tourism have confirmed. They recently came to visit us for a wonderful evening of celebration at the hotel (pictured here). We have brought new energy and ideas to an area that needed a dose of vigour as well as a lifeline during COVID.

Today we are probably the biggest and most recognizable business entity and the hospitality leader in our region. Most importantly, we are a proud and integral part of the local community.



SUSTAINABLE VISION

We are committed to enhancing the sustainability of our estate and protecting its precious environment. We aim to produce minimum waste, avoid using single-usage items, adhere to green practices, and be as self-sustainable as possible. Measures we have taken include:

- *Planting more trees on our adjacent farm which was previously unused land.
- *Growing an organic vegetable and fruit garden from which we source much of our breakfast food supply.
- *Turning to solar energy for as many of our outlets as possible including lighting and heating. Previously, the property had zero solar energy presence.
- *During COVID we have had to use many disposable items for safety. However, we already have in place all the non-disposable items for post-COVID operations.



MEET THE OWNER

La Esperanza's owner Christine Cunanan lives between Tokyo and Granada. She also has homes in Manila, Mount Fuji and France. The editor-in-chief of Travelife Magazine, a leading Southeast Asia publication which has 400,000 global readers, Christine decided to fuel her passion for travel, art, food, and interior design to embark on her very own hotel project.

"I acquired La Esperanza Granada at the height of the pandemic," she says. "We undertook major renovations and now we are proud to offer guests an authentic Spanish hacienda experience. They will feel as if they have been invited to stay in a much-loved house with every possible comfort provided. I hope our magical villa will become their happy place — one associated with wonderful memories."



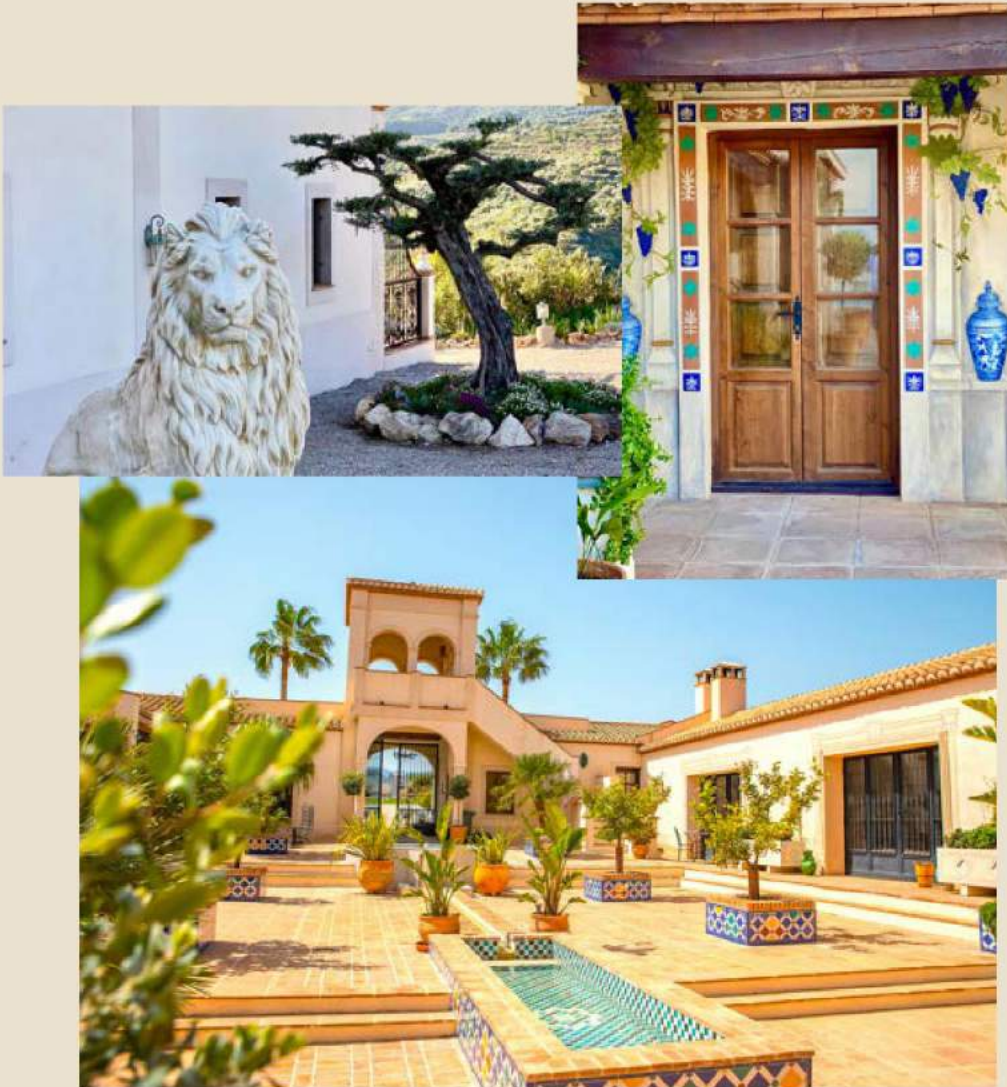
CREATING OPPORTUNITIES

Christine is personally passionate about, and invested in, the community of friends and colleagues she has made during her bold journey of opening her Spanish hotel at the height of the pandemic. She made the conscious decision to support only local people and local businesses. Everyone hired so far is from the valley except for the tile artisans who are from Granada.

Most employees belong to one village two-minutes away. They have all been trained to adopt the necessary skills which fit our vision as a member of Preferred Hotels. The opportunity to not only find work but also learn new skills at the height of the pandemic was welcomed and seized. It has created an amazing tale of comradery.



SUPPORTING LOCAL ARTISANS



We are passionate about working with the local community to recreate an authentic and beautiful hacienda. Granada's best traditional craftsmen, the last to continue the painstaking artistic traditions of the Moors, have created a courtyard in the style of the Alhambra.

Handpainted frescoes by a trompe l'oeil artist adorn the doorways and windows whilst all the antiques and artworks were discovered with the assistance of some of the finest purveyors in Andalucia.

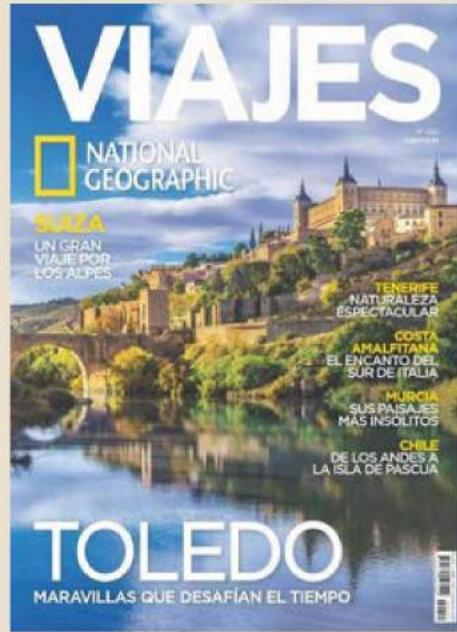
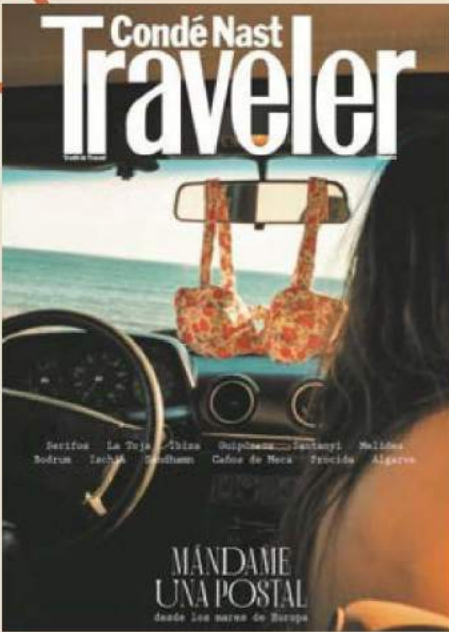


UNIQUE EXPERIENCES

We want our guests to get to know their surroundings and pride ourselves on our relationships with local experts who offer:

- Cookery classes
- Sommelier and wine tastings
- Private Andalucia tours
- Flamenco classes
- Art lessons
- Horse riding
- Ski lessons
- Spa treatments
- Mixology nights
- Spanish language tutorials





PRESS AND PRAISE

Despite only just opening its doors La Esperanza has already been featured in some of the world's leading publications, who have named it the most beautiful hotel of its kind in the region.

Here are a couple of examples, of which we are particularly proud.

We are so pleased to say our guest feedback has been just as glowing.

Spanish and UK television shows have also broadcast documentaries about our amazing story.



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Traveler

Expansión

 **NATIONAL
GEOGRAPHIC**



IN A NUTSHELL,
LA ESPERANZA GRANADA
IS A STORY OF...



COMMUNITY



CRAFTSMANSHIP



RESTORATION



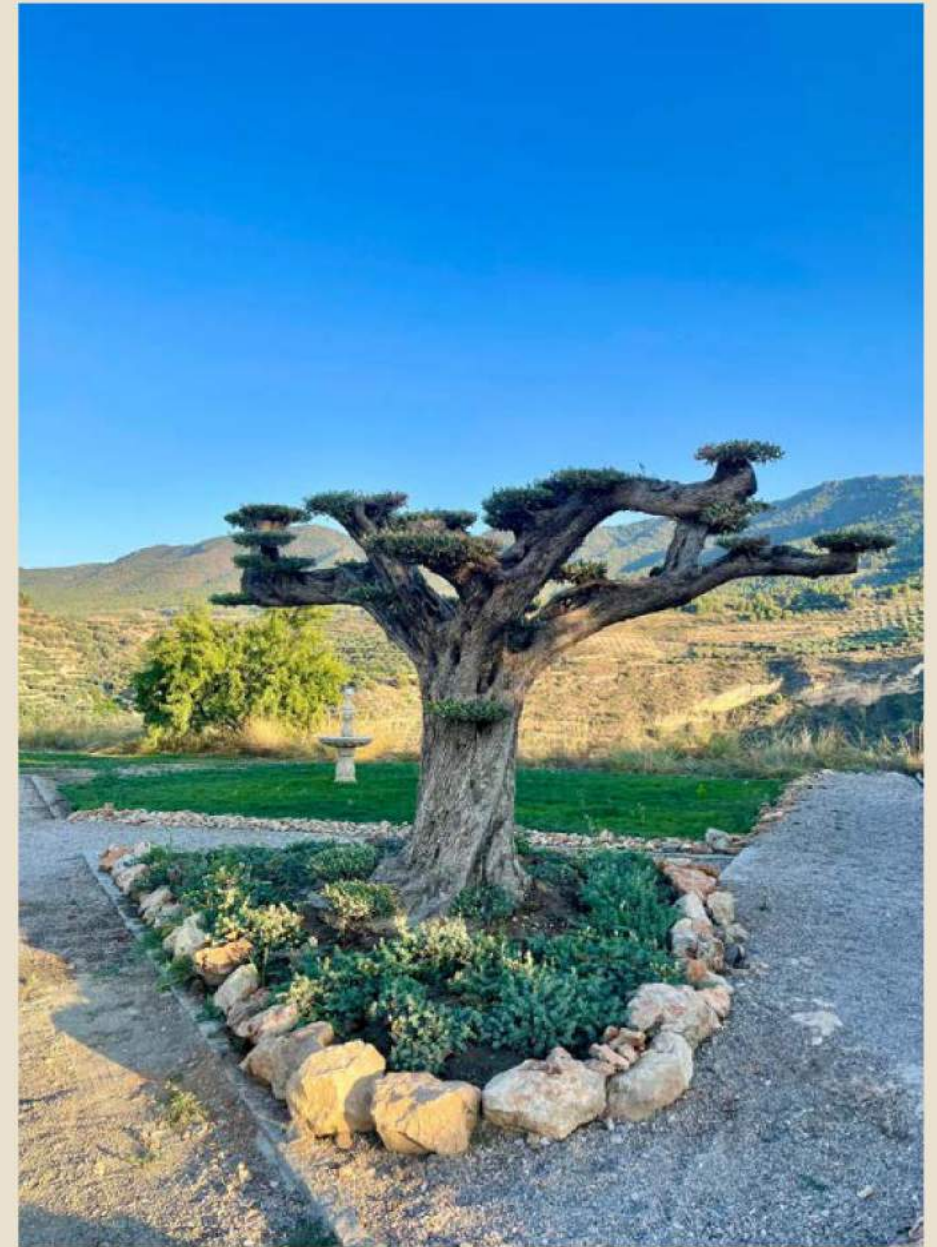
LEGACY



CELEBRATION



NATURE



AND HOPE.





A PROUD PILLAR OF OUR
COMMUNITY

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