

Atlantis Bay joins The Leading Hotels of the World

The five-star hotel in Taormina, part of the VRetreats collection, becomes part of the world's most exclusive network of hotels

Milan, 18 November 2025 – **Atlantis Bay**, the five-star hotel belonging to the VRetreats collection – the hospitality brand of VOIhotels – has officially become part of **The Leading Hotels of the World**, an independent luxury hotel collection. With a nine-year commitment to providing exceptionally unique travel experiences, Leading Hotels selects only those properties that meet its high standards of quality. The result is a carefully curated portfolio of hotels united not by similarity, but by the distinctive details that make each one unique.

“We are delighted to welcome Atlantis Bay to The Leading Hotels of the World. Its addition reflects our continued commitment to collaborating with independent, free-spirited hoteliers who bring authenticity and creativity to every stay. The hotel enriches our Mediterranean portfolio with a distinctly Sicilian perspective, where hospitality is expressed through connection, craftsmanship, and a deep bond with the territory. Together with Mazarò Sea Palace, also part of the VRetreats collection, it strengthens LHW’s presence in Taormina and consolidates our community of independent hoteliers, capable of turning local stories into unforgettable memories for travelers,” said **Deniz Omurgonulsen, Vice President of Member Experience at The Leading Hotels of the World.**

By joining the collection, the property becomes part of over 400 luxury hotels and resorts located in more than 80 countries, reaffirming its place among the world’s most prestigious hospitality communities.

Atlantis Bay, the only hotel located near the Bay of Sirens in Taormina, stands out for its spectacular architecture inspired by an ancient fishing village, and for its private beach, a true corner of paradise. Its 71 rooms offer an experience of authentic Mediterranean charm, accompanied by a refined food and wine offering across three distinctive settings: the Beach Bar for a casual light lunch, the Kori Bar for sunset aperitifs, and the gourmet Nui restaurant, which gives a contemporary twist to Mediterranean culinary tradition. Wellness reaches its highest expression at the Hyd’or spa area, with regenerating programs, personalized treatments, and massages.

“With the entry of Atlantis Bay into the prestigious community of The Leading Hotels of the World, we celebrate a new milestone in our growth path aimed at strengthening the presence of VRetreats in the world of international luxury hospitality,” said **Angelo La Riccia, Commercial Director of VOIhotels SpA.** “Following Mazarò Sea Palace, this new affiliation confirms our ongoing pursuit of excellence, attention to detail, and the passion with which we turn every stay into a memorable experience.”



From north to south, VRetreats offers a timeless journey through art cities, villages, seaside landscapes, and mountain scenery. Unique properties where every stay becomes a cherished memory—places that make guests feel truly at home, where every detail becomes an invitation to return. With the entry of Atlantis Bay, VRetreats further strengthens its presence in the international luxury hospitality landscape, reiterating its commitment to developing and offering authentic, unforgettable experiences in some of the most iconic destinations in Italy and the world. Leaders Club is the free loyalty program of The Leading Hotels of the World. Through Leaders Club, members enjoy personalized service and exclusive benefits at more than 400 independent luxury properties worldwide. Benefits include opportunities for complimentary nights or breakfasts, upgrade eligibility prior to arrival, early check-in/late check-out, access to exclusive events, members-only rates and offers, and more.

Press Contacts | Alpitour World

Valentina Nozza - 347 0834767 - valentina.nozza@alpitourworld.it
Maria Laura Gargiulo - 320 6523467 - marialaura.gargiulo@alpitourworld.it
Weber Shandwick Italia | Alpitour World: AlpitourWorld@webershandwickitalia.it

About VRetreats

VOIhotels SpA is the hotel division of Alpitour World and consists of two distinct segments:

VOIhotels, offering a consolidated portfolio in the sun & beach segment, comprising 18 resorts and hotels located in some of the most beautiful Italian holiday destinations, as well as select international locations: Sicily, Sardinia, Puglia, Calabria, and also Cape Verde, Madagascar, the Maldives, and Zanzibar.

VRetreats, launched in 2021, is a luxury collection of prestigious residences and historic palaces located in Italy, designed primarily for international markets. VRetreats is present in Venice, Rome, and Taormina. Between 2023 and 2025, the collection expanded with five new properties in Syracuse, Olbia, Cervinia, Florence, and Matera, reaching a total of nine hotels.

For more information, visit: <https://www.vretreats.com/>

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About The Leading Hotels of the World Ltd. (LHW)

In 1928, 38 independent hoteliers came together to found LHW, which today includes over 400 hotels in more than 80 countries and is the largest collection of independent luxury hotels. Since its inception, the company has carefully selected a range of unique hotels, resorts, inns, chalets, villas, and safari camps—from Europe's snow-covered Alps to the African savannah—to share with adventurous souls seeking extraordinary experiences.

The LHW community is made up of exceptional individuals united by their passion for surprising discoveries and details that make every journey memorable. LHW hoteliers are true artisans of hospitality: their expertise, dedication to excellence, and personal touch enable them to create unique moments for their guests. These authentic, personalized moments—combined with warm, attentive service—are what keep discerning travelers returning again and again. The LHW collection spans the globe and offers a wide range of destinations and unique experiences, enhanced by the tiered loyalty program Leaders Club. From former royal palaces and country retreats passed down through generations to sparkling skyscrapers in dynamic urban centers, tranquil private islands, luxurious tented camps—and more—travelers are invited to explore, find inspiration, and create unforgettable memories.

For more information visit: www.lhw.com, Facebook at [@LeadingHotels](https://www.facebook.com/LeadingHotels), X at [@LeadingHotels](https://twitter.com/LeadingHotels) and Instagram [@leadinghotelsoftheworld](https://www.instagram.com/leadinghotelsoftheworld).