



Hotel & Ristorante

# BELLORA

The Chic Italian Boutique Hotel with Vogue Habits

The Italian Riviera from 1960 is calling. Welcome to Bellora created by ESS Group. ESS Group is well known for producing memorable, stylish, and all-you-need hotel and resort destinations in Sweden, Norway, and Denmark. ESS Group has gained a positive reputation by prioritizing the guests and building personalized destinations where creating unforgettable experiences, well-thought-out food concepts, and quality stays is the focus.

Bellora opened its doors in June 2016 and has since, been a beloved gathering place for both business and leisure travelers in Gothenburg city, Sweden. The hotel draws its inspiration from the lively and inviting trattorias of Italy, invoking a sense of warm family feeling from the moment you step inside. The cozy interior is enhanced by floral patterns, creating an atmosphere reminiscent of the beloved Disney character, Ferdinand.

Despite the Italian Riviera being a source of inspiration, Bellora is located on Avenyn, Gothenburg's most famous street for nightlife and dining. Stepping outside, you'll immediately sense the vibrant energy of the city.

Or stay at Bellora and take the elevator to the top and experience the ambiance. Cielo is what greets you. Cielo, is one of the most renowned rooftop bars in Sweden and has not only received numerous awards but also proudly bears the title of "One of the world's best rooftop bars." It's the perfect place to kick off your evening with a delightful cocktail. If you're in the mood for Italian cuisine, head down the elevator to Ristorante Bellora, where you can savor pasta, pizza, and some delectable tiramisu. The offerings here are classic, simple, but undeniably delicious. Ristorante Bellora is the ideal spot to relax and refuel after a day of shopping and sightseeing in the city.

Bellora offers a range of experiences beyond its comfortable rooms. From pasta-making classes to grappa tastings, and even a boxing ring in the gym, there's something for everyone. When the season allows, unwind with after-work drinks at Cielo, soaking in the charming ambiance. If you care for a spa day, Bellora collaborates with Haga Badet only a couple of minutes from Bellora.

The perfect venue for meetings with your colleagues or to host "The party of the century" with your family and friends. You will find it at the newly opened part right beside the hotel- "Bellora Business, Meetings & Gatherings". 12 meeting venues with all the equipment you could need. Always with people who hold expertise in creating successful conferences right outside. Standing right at the beautiful bar that greets you when entering, if you need any form of assistance.

As you depart, you'll eagerly anticipate your next stay, whether for leisure or a conference. It's a feeling of returning from a getaway in Italy, a trip you can experience again soon. Bellora is your gateway and the fastest way to experience the so-called "beautiful life".

If you are a journalist or influencer and wish to visit us for reports and interviews, you are most welcome to contact xxxxxxx. For image material, see our image archive or contact us and we will help you.



## RESORT FACTS

START YEAR:..... 2016.  
OCCUPANCY: ..... 94% YEARLY  
ROOMS: ..... 97.  
2 RESTAURANTS.  
3 BARS.  
GYM.  
EMPLOYERS: ..... 110.  
NATIONALITIES AMONG EMPLOYERS: 20.  
STAYING GUESTS PER YEAR: ..... 50.000.  
MEETING ROOM..... S: 12.  
ACTIVITIES: PASTA CLASSES. "EVERY BEVERAGE YOU CAN THINK OF" - TASTINGS. MAKE YOUR OWN PIZZA. BOXING & SPA AT HAGABADET.  
DISTANCE FROM GOTHENBURG'S MOST FAMOUS SHOPPING STREET "AVENYN": 1 SECOND, LITERALLY.

## ABOUT ESS GROUP

ESS Group was founded in 2007 with the purchase of Ystad Saltsjöbad. A journey that now has developed into 11 destinations and 15 restaurants. From Ystad Saltsjöbad, MJ'S and Villa Strandvägen in the south of Sweden to Falkenberg Strandbad along the west coast, followed by JACY'Z, Hotel Pigalle and Hotel Bellora in Gothenburg. And closest to Ellery Beach House, you find The Steam Hotel just by Lake Mälaren. In Denmark we're proud owners of Marienlyst. In Norway you can find us at Fyri Resort Hemsedal. Cheri-Lee, Port du Soleil, Sandy's Grill, Bight, Barabici, Tranquilo, Zamenhof and Excet are restaurants and clubs that we're also super proud to be part of.





