

PARK

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MELD DANCE WITH FASHION





Ara Maris is an Italian diamond in the rough that offers a complete nervous system reset from the moment guests arrive. Somewhere between the scent of sea air drifting through the gardens, the slow rhythm of afternoons by the pool, and the panoramic views stretching across the Sorrento coastline, the property creates the rare feeling that time itself has softened. In a destination filled with luxury hotels and dramatic coastal scenery, Ara Maris stands apart not through excess, but through atmosphere. The kind of understated luxury that feels increasingly rare right now: warm hospitality, thoughtful design, breathtaking views, and an energy that quietly invites guests to slow all the way down.

The Grand Dame of the Amalfi Coast

BY RYANN REYNOLDS

From the moment guests arrive, there is an ease to the experience that becomes instantly noticeable. The service feels polished without becoming overly formal, with staff who understand that true luxury often lives in attentiveness and consistency rather than excess. Every interaction throughout the stay carries a genuine warmth that makes the property feel personal rather than transactional.

The rooms themselves function as quiet sanctuaries above the sea. Spacious and filled

with natural light, each room opens onto a large private terrace overlooking either the Gulf of Naples, Mount Vesuvius, the hotel's lush Mediterranean gardens, or the charming streets of Sorrento below. Warm parquet flooring, handmade Amalfi Coast tiles, white Apulian marble, and contemporary furnishings create spaces that feel refined while still deeply calming. Nothing feels overly designed for effect. Instead, the interiors carry a soft elegance that allows the surrounding coastline to remain the focal point.

The pool area quickly becomes one of the most memorable parts of the property. Tucked into greenery and surrounded by beautifully maintained gardens, the atmosphere feels peaceful and secluded despite being steps from central Sorrento.

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ESCAPES

Guests move slowly between loungers, cocktails, and long leisurely lunches while soft music drifts through the background. The experience feels luxurious without becoming scene driven or overly performative. One particularly thoughtful touch is the complimentary ten minute massages offered poolside to guests, a small detail that quietly elevates the entire afternoon.

As evening arrives, the hotel's Sky Bar transforms into one of the most visually stunning spaces in Sorrento. Panoramic views stretch across the coastline while the sunset casts warm light over the sea below. The rooftop carries a sophisticated energy without losing the intimacy that defines the property overall. Cocktails arrive beautifully crafted while Mediterranean tapas encourage guests to linger well into the evening. The balance between atmosphere and hospitality feels

seamless throughout the experience.

The wellness offerings further complete the resort feel. The spa and fitness center feel fully integrated into the property rather than functioning as afterthought amenities. Guests could easily spend entire days moving between the rooftop, pool, treatments, and private terraces without ever feeling the need to leave the hotel grounds.

And yet one of Ara Maris' strongest qualities remains its location. While the property feels tucked away in tranquility, guests remain only moments from the lively energy, restaurants, and charm of Sorrento itself. That balance between accessibility and escape is difficult to execute well, but Ara Maris manages it effortlessly.

For those willing to wander just four

minutes from the hotel, SHUB offers a moodier late night counterpart tucked into the heart of Sorrento. The cocktail bar operates as the spirited sibling of two Michelin starred Piazzetta Milù, bringing that same culinary precision into an ingredient driven cocktail format. More than a bar, it feels like a living laboratory where seasonal produce, Italian authenticity, and serious cocktail craft meet without losing their sense of play. Open until 5 a.m. during the summer months, Shub gives guests the perfect reason to let the evening stretch a little longer.

At a time when many luxury hotels feel designed primarily for social media visibility, Ara Maris offers something far more lasting: atmosphere with genuine soul. **P**

aramarishotel.com

