



# ADRIAN HOTELES

## ADRIAN HOTELES, MUCH MORE THAN A STORY

Once upon a time on the sunny Costa Adeje, in the south of Tenerife, there was a family passionate about providing exceptional experiences to their guests. This is the story of Adrian Hoteles, a hotel chain run with love and dedication by the Adrian family.

Rafael Adrián, the owner, not only holds the title of proprietor but also that of the personal architect of each of their three charming hotels: Hotel Jardines de Nivaria, Roca Nivaria Gran Hotel, and Hotel Colón Guanahaní. His vision is reflected in every corner, from the grandeur of the structures to the meticulous attention to the details of the gardens and pools.

Accompanied by his wife, Aurora Ruera, the couple has infused their establishments with a touch of style and elegance that defines the Adrian Hoteles experience. But beyond the architecture and decor, what truly sets these hotels apart is the warmth that emanates from the Adrian family and extends to all their staff.

Choosing any of Adrian Hoteles' hotels immerses you in the simplicity and friendliness that characterize the owners. From the moment you step into their facilities, you are welcomed not only as a guest but as part of the family.

Our hotels, Jardines de Nivaria (5\*), Roca Nivaria Gran Hotel (5\*), and the Colón Guanahaní (4\*), are more than just luxurious accommodations – they are a testament to the dedication and enthusiasm of our family owners. This familial touch sets us apart, creating a unique atmosphere that goes beyond the ordinary.

The personal involvement of the owners with the hotels is the cornerstone of our distinctive features. Unlike many other establishments, we foster a direct and trusting relationship, even friendship, between the owners and our staff. This dynamic extends not only among colleagues but also shapes the way we treat our customers. The outcome is a welcoming and warm environment that our guests can feel from the moment they step through our doors.

Our captivating story traces its origins back to 1982 when the Adrian family, originally from Burgos, arrived in Tenerife and embarked on the construction of the Colón 1 and Colón 2 apartments.



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In the evolving tapestry of our journey, a significant chapter unfolded in 1990 with the inauguration of our first and coziest hotel, Colón Guanahaní. What started as a modest venture has now blossomed into a beacon of hospitality on the vibrant canvas of Tenerife.

Nestled among the charming details of our narrative is the tale of Colón Guanahaní, our intimate 4-star haven. Though it began as a hotel catering to all, it has since transformed into an exclusive retreat for adults, offering a serene and sophisticated atmosphere. This evolution reflects our commitment to providing tailored experiences that resonate with the desires of our discerning guests.

Colón Guanahaní, while maintaining its small and inviting ambiance, now stands as a testament to the Adrian family's dedication to refining and enhancing the guest experience over the years. The hotel encapsulates the essence of tranquility, offering a peaceful escape for those seeking a respite from the ordinary. Rooms are decorated in a colonial style, combining modern comfort with a traditional touch. There are two heated swimming pools, a spa and a gym. Dining at Colón Guanahaní is varied, with a main restaurant serving a high-quality buffet and several bars to enjoy drinks in a relaxed atmosphere.

Jardines de Nivaria, our five-star hotel, welcomed its first guests on June 6, 1997. The owner meticulously supervised its construction, resulting in a place with 271 rooms, including 172 double rooms and various suites. The hotel's exceptional features ensure our friends and guests experience a sophisticated, yet cozy atmosphere. This ambiance is complemented by the remarkable simplicity and friendliness instilled by Don Rafael Adrián and his wife, Doña Aurora Ruera, reaching every member of our professional staff, who truly form a close-knit family. This commitment to excellence has earned us several awards since our inception in 1997.

Today, Hotel Jardines de Nivaria stands out for its elegant design and extensive facilities, including a variety of elegant rooms and suites, several swimming pools, restaurants serving international and local cuisine, and bars. It also has a full spa, gym, and sports activities such as tennis and mini-golf.

In November 2005, the family Adrián expanded their hospitality with the opening of the Roca Nivaria Gran Hotel in Playa Paraíso. This complex stands out for its privileged beachfront location overlooking the Atlantic Ocean and the island of La Gomera. It offers a wide range of modern rooms and suites, designed to provide comfort and relaxation. It includes two heated swimming pools, several restaurants and bars offering a varied gastronomic experience, a complete spa and wellness center, as well as a gym and daytime and evening entertainment options. This hotel is the perfect haven for families, couples, and those seeking quality in an exclusive yet friendly atmosphere.



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In our captivating story, it's worth noting that the current chapter involves the active participation of the next generation. Daniel Adrián, the eldest son, plays a crucial role in supporting the family in all matters related to the hotel business, particularly with tour operators and marketing, while not neglecting the various aspects involved in hotel operations.

Meanwhile, Julián Adrián has followed in his father's footsteps, pursuing a career as an architect. He has been instrumental in the renovation projects of Jardines de Nivaria, the transformation of Roca Nivaria in collaboration with Parque RoniAventura, and most recently, the refurbishment of Colón Guanahaní., and most recently, the refurbishment of Colón Guanahaní.

Just like their parents, the involvement of Daniel and Julián reflects the family's dedication to maintaining the high standards and continuous improvement that define the Adrian Hoteles experience. This commitment ensures that the legacy of warmth, sophistication, and excellence in hospitality continues to flourish for generations to come.

For a deeper dive into our story, you can explore our journey in this video:

<https://youtu.be/Pu-Q0mm0nKQ?si=vh3fNlKsueQrNaBS>

And here's the secret of their unique location: all three hotels, Hotel Jardines de Nivaria, Roca Nivaria Gran Hotel, and Hotel Colón Guanahaní, are strategically located in the south of Tenerife, where the sun embraces the coast, and the charm of the island comes to life.



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JARDINES DE NIVARIA



ROCA NIVARIA



COLON GUANAHANI

