

PRESS RELEASE

Wellness in the Wild: Anantara The Marker Dublin Hotel Invites Guests to Dive into Nature with New Wild Swimming Experience

A sleek, contemporary landmark inspired by the elements, the recently launched Anantara The Marker Dublin Hotel pays tribute to the breathtaking landscapes of Ireland by inviting guests to embrace wild swimming as a form of exploration and therapy. The new 'Wild Swimming' experience, led by the hotel's Wild Swimming Guru, invites saltwater enthusiasts of all levels to enjoy rejuvenating cool dips in the Irish Sea while exploring hidden beaches and little-known beauty spots.

Plunging into the natural waters, with its unbeatable mix of adrenaline and tranquillity, is a popular pastime in Ireland where numerous bathing spots can be found for swimmers of all abilities. For holidaymakers and business travellers curious to dip their toe into this thrilling world, Anantara The Marker has curated a customisable Wild Swimming package to promote the many benefits of this refreshing and invigorating activity.

After choosing their preferred swimming spot, guests will set off in a private hotel car accompanied by the hotel's Wild Swimming Guru, Jessica Lamb, to enjoy a two-hour swimming safari where they can take in stunning views of the cliffs, lush kelp forests and the shimmering bay lined with bobbing fishing boats. A marathon swimmer and Level 2 open water swimming coach, Jessica has spent the last 10 years immersed in Dublin Bay helping others experience the healing, grounding powers of the cold Irish Sea.

Having emerged from the sea, guests are met with restorative flasks of hot drinks including the option for a quintessential Irish Coffee and wrapped in snuggly dry robes from local Irish swimwear brand, Bear Hug. Back at the hotel, luxury abounds as guests can choose to enhance the experience with a private rooftop Breakfast by Design or a muscle-soothing massage at the award-winning Anantara Spa.

Depending on how comfortable they are with deep water, bathers can choose to picnic and swim either at Vico Bathing Place where they can float under the craggy rocks of Hawk Cliff as porpoises pop their heads above the swell; the iconic Forty Foot in Sandycove that featured in the opening scenes of James Joyce's Ulysses and hosts many an icy Christmas morning swim; or White Rock – a beautiful sugary-white sandy beach offering safe bathing for families who can be seen swimming among diving terns and cormorants.

"Anchored by a vision of integrated wellness, I am keen on opening new avenues for wellness tourism where the hotel can achieve a balance by creating personalised experiences and adventures for our guests that have a direct, positive impact on their personal well-being," said Bodina Quereshi, Spa and Wellness Director at Anantara The Marker Dublin Hotel. "The new Wild Swimming package helps guests embrace a healthy lifestyle while travelling and I look forward to enhancing our current offering combining technology, science and holistic experiences to drive the vision and meet fast-evolving consumer expectations."

In addition to being a wonderful way to enjoy the outdoors and experience the beauty of nature, swimming in natural bodies of water offers numerous mental and physical benefits, such as boosting mood, immunity and circulation, as well as connecting people with nature and each other – a refreshingly different way to start the day whether guests are in town for leisure or business.

The Wild Swimming package is priced at €295 per person. For more information about Anantara The Marker Dublin Hotel, visit <https://www.anantara.com/en/the-marker-dublin>. To book the Wild Swimming Package, email the team at <mailto:spa.themarker@anantara-hotels.com>.

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About Anantara Hotels & Resorts

A luxury hospitality brand for modern travellers, Anantara connects guests to genuine places, people and stories in the world's most exciting destinations. Anantara delivers heartfelt hospitality and curated experiences at its collection of over 50 hotels and resorts in cosmopolitan cities and exotic locales.

Anantara is part of global hospitality group Minor Hotels and a member of the GHA DISCOVERY loyalty programme.

Visit anantara.com for more information, and connect with Anantara on Facebook, Instagram, TikTok and YouTube.

About Minor Hotels

Minor Hotels is a global hospitality group operating over 540 hotels, resorts and residences in 56 countries, pursuing its vision of crafting a more passionate and interconnected world. As a hotel owner, operator and investor, Minor Hotels fulfils the needs and desires of today's global travellers through its diverse portfolio of eight hotel brands – Anantara, Avani, Elewana Collection, NH, NH Collection, nhow, Oaks and Tivoli – and a collection of related businesses. Minor Hotels is rapidly accelerating its global growth ambitions, aiming to add more than 200 hotels by the end of 2026.

Minor Hotels is a proud member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands, and participates in the GHA DISCOVERY loyalty programme.

For more information, please visit minorhotels.com and connect with Minor Hotels on Facebook and LinkedIn.

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