

Anantara Unveils The Grand Tour of Europe in Partnership with the Legendary Italian Marque Alfa Romeo

Rooted in the spirit of the 18th-century Grand Tour, this contemporary interpretation favors slow travel, sensory immersion and meaningful connection.



September 21, 2026: [Anantara Hotels & Resorts](#), the luxury flagship brand of [Minor Hotels](#), has announced a landmark partnership with Alfa Romeo, one of Europe's most storied automotive icons. Together, they introduce the Anantara Grand Tour of Europe, an immersive driving experience that reimagines the historic Grand Tour for the modern aesthete.

With the first itinerary launching this month, guests will journey along Europe's most scenic routes in Alfa Romeo's iconic models, from the classic midcentury Giulietta to the contemporary Giulia sports sedan and the dynamic Stelvio SUV. For those seeking added performance, the highpowered Quadrifoglio variants of both Giulia and Stelvio offer an elevated, racing inspired drive.

Anantara and Alfa Romeo, two brands united by a shared vision of craftsmanship, heritage and emotional connection, first explored their synergy during [Anantara Concorso Roma 2026](#), a historic-car showcase where timeless Italian icons paraded through the Eternal City. With the Grand Tour, the two purveyors of luxury bring together their respective strengths to ensure each journey becomes a dynamic, sensorial experience.



Italy, From Italians

The first itinerary to launch as part of the new partnership is a sensual, languid route through Italy's most evocative landscapes. The Dolce Vita Tour begins at [Anantara Palazzo Naiadi Rome Hotel](#). After weaving through the sun-drenched hills of the Castelli Romani and along the luminous coastline of Sperlonga, the route continues toward Ravello's dramatic heights before descending into the cinematic curves of the Amalfi Coast, ending at [Anantara Convento di Amalfi Grand Hotel](#). Guests savor the Italian art of living with seaside lunches, intimate tastings at family run vineyards, and golden hour strolls beneath Positano's pastel skyline.

"As our European footprint grows, so too does our ability to craft journeys with depth and authenticity, giving guests an experience where the road becomes a story and every stop a moment to savor," said **Giles Selves, SVP Minor Luxury Hotels Europe & Americas**. "With Alfa Romeo Stellantis as our partner, the act of traveling through Europe's iconic landscapes feels as meaningful as the destination itself."

“Alfa Romeo has always embodied passion, Italian design and the pure pleasure of driving,” **added Eugenio Franzetti, Alfa Romeo’s Head of Global Marketing.** “This collaboration with Anantara brings our values across some of Europe’s most inspiring roads.”



A Taste of Things to Come

Looking ahead to 2027, the Anantara Grand Tour of Europe will expand into new territories, continuing to reveal Europe through a lens of authenticity, beauty and refined adventure. New routes will include the French Riviera, Málaga to Marbella, Dublin to Amsterdam, and The Imperial Capitals Tour. The latter traces a distinguished passage through Europe’s historic capitals and enchanting towns, bookended by the splendor of [Anantara Palais Hansen Vienna Hotel](#) and [Anantara New York Palace Budapest](#). Along the way, guests navigate imperial boulevards and scenic routes, pausing for curated experiences that celebrate Europe’s cultural richness through music, art and gastronomy. Guests may undertake the complete Grand Tour or select an individual itinerary, with optional connecting flights available to streamline travel between Anantara properties.

The Dolce Vita Tour can be booked with immediate effect by visiting <https://www.anantara.com/en/european-grand-tour>.



About Anantara Hotels & Resorts

A luxury hospitality brand for modern travelers, Anantara Hotels & Resorts connects guests to genuine places, people and stories in some of the world's most extraordinary destinations. Each Anantara embraces the surroundings and culture of its destination, creating unforgettable memories for every guest since 2001. From city to sea and desert to jungle, Anantara delivers heartfelt, Thai-inspired hospitality at its over 50 hotels and resorts across Asia, Europe, Africa, the Middle East and the Indian Ocean.

Anantara Hotels & Resorts is a [Minor Hotels](#) brand and recognizes its guests through one unified loyalty program, [Minor DISCOVERY](#), part of GHA DISCOVERY.

Visit anantara.com for more information, and connect with Anantara on [Facebook](#), [Instagram](#), [TikTok](#), [X](#) and [YouTube](#).

About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with over 640* hotels, resorts and branded residences across 58 countries. The group crafts innovative and insightful experiences through its hotel brands including Anantara, Elewana Collection, The Wolseley Hotels, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks, and iStay, as well as a diverse portfolio of restaurants and bars, travel experiences, and spa and wellness brands. With over four decades of expertise, Minor Hotels builds stronger brands, fosters lasting partnerships, and drives business success by always focusing on what matters most to our guests, team members and partners.

Minor Hotels is a proud member of the [Global Hotel Alliance \(GHA\)](#) and recognizes its guests through one unified loyalty program, [Minor DISCOVERY](#), part of GHA DISCOVERY.

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**Property count includes operating properties as well as committed developments through ownership, joint ventures, signed leases and management agreements.*

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We pride ourselves on developing superior communications at an affordable cost while providing reliable hands-on service. Most importantly, we focus our time & resources on the creation and distribution of valuable, relevant, and consistent messaging to attract and retain a clearly defined audience for every client - which ultimately drives brand loyalty and profitable customer action.

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