

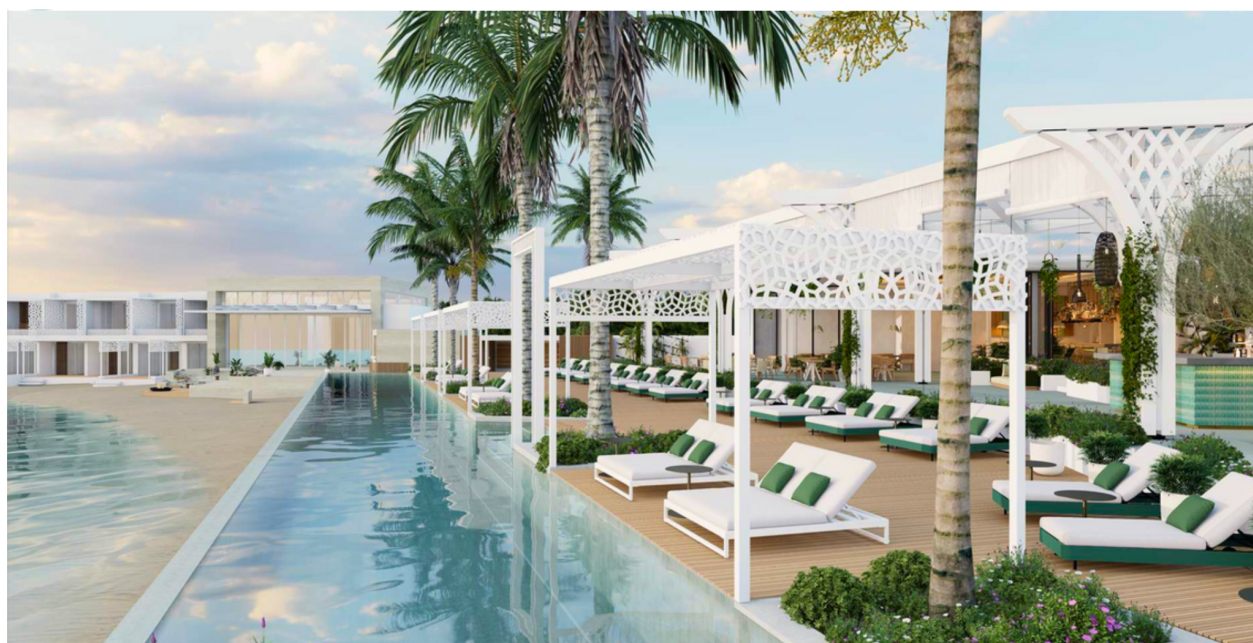
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sunset
HOSPITALITY GROUP

SUNSET HOSPITALITY BRINGS AURA BEACH CLUB TO BODRUM

The second location of famed Dubai pool club opens in Bodrum, Turkey's award-winning Yalikavak Marina



BODRUM, TURKEY (June 18, 2025) – On July 1, Sunset Hospitality Group will open **AURA Beach Bodrum** (aura-beach.com), a 24,000-square-foot luxury beach-and-pool club experience on the Turkish Riviera in the ultra luxurious Yalikavak Marina Bodrum. Located right next to the prestigious Yalikavak Marina Hotel by Social Living Collection, guests are invited to experience the best in food, music, entertainment and relaxation at AURA Beach.

Sunset Hospitality Group's first AURA location, AURA Skypool in Dubai, is suspended 650 feet in the air, offering the world's highest 360-degree infinity pool with incredible

views of the iconic Dubai skyline.

AURA Beach promises the same wow-factor with a range of world-class facilities. Guests can dive into pure bliss in the private infinity pool, and enjoy delicious food while soaking up the sun and admiring stunning sunset views. Designed for those looking for the ultimate beach experience in the Yalikavak Marina, AURA Beach is setting itself to be Turkey's most luxurious beach club with a unique entertainment and gastronomy experience.

From Night Swims every Thursday, Morning Yoga on Saturdays and the famous AURA Sunset Pool Party every Sunday, AURA Beach Bodrum is a destination to unwind and have fun.

The menu is a celebration of flavor, offering a harmonious blend of Mediterranean soul and Japanese artistry—each dish crafted with the finest ingredients and plated to perfection.

The elegant party restaurant celebrates the rich and diverse food identity of the Mediterranean, taking guests on a culinary journey to the South of Europe. At the heart of its menu is a focus on fresh seafood, fish, caviar and an extensive sushi selection, showcasing the ocean's bounty in all its glory. The restaurant's commitment to sourcing the finest ingredients ensures that every dish is a celebration of taste and quality. Alongside the seafood specialties, the menu also embraces the artistry of sushi, with skilled chefs meticulously crafting rolls that blend traditional Japanese techniques with Mediterranean influences. This fusion of flavors creates a unique dining experience where guests can savor the best of both worlds.

Renowned for its stunning beaches, crystal-clear waters, and vibrant nightlife, Bodrum is the most exclusive part of the Turkish riviera. Apart from being a destination for the international elite who bring their yachts each summer, Bodrum also boasts a thriving culinary scene, which has been recognized by Michelin with the launch of its first Bodrum guide in 2023.



Above: Renderings of AURA Beach, opening June 15.

About Yalikavak Marina

Nestled in the heart of the picturesque Bodrum Peninsula, Yalikavak Marina is a premier destination for luxury shopping aficionados and a haven for yachting enthusiasts, awarded as World's Best Superyacht Marina multiple times and holder of the British Yacht Harbor Association's (TYHA) 5 Gold Anchor certification.

Yalikavak Marina Shopping Street is the center of luxury shopping in Turkey, where more than 100 brands are represented, including boutiques carrying a variety of items from shoes to accessories, jewelry to furniture. In addition to brands such as Dior, Louis Vuitton, Prada, Valentino, Bulgari, Chanel, Dolce & Gabbana, Gucci, Hublot, Loro Piana, Moncler, Missoni, Beymen, Bottega Veneta, Yves Saint Laurent, Chanel

Cosmetics, Bang & Olufsen, it also offers a unique dining, drinking and club experiences with exclusive brands such as Bagatelle Bodrum, Zuma, Nusr-et, Novikov, Sakhalin by White Rabbit Group, and Opa.

Sunset Hospitality Group's Bodrum Resorts

Sunset Hospitality operates two luxury resorts on the Bodrum Peninsula: **METT Hotel & Beach Resort Bodrum** ([metthotelsandresorts.com/bodrum](https://www.metthotelsandresorts.com/bodrum)) and the **Yalikavak Marina Hotel by Social Living Collection** (<https://www.metthotelsandresorts.com/slc/ymh/>).

The 103-room-and-suite METT Hotel & Beach Resort Bodrum is a destination resort located on Haremtan Cove, one of Bodrum's most pristine beaches, that blends laid-back luxury with high-energy social moments, from signature daytime cabaret shows to unforgettable culinary experiences by the sea.

Located in the heart of the exclusive Yalikavak Marina, the 36-room Yalikavak Marina Hotel by Social Living Collection offers magnificent views of the famous Yalikavak sunsets, wonderful activities right around the corner and unforgettable summer memories.





Above Top Row: METT Bodrum Loft Sea View room and its Folie restaurant's Cabaret Show; Bottom Row: Yalikavak Marina Hotel aerial view and a Yalikavak Panoramic Villa

DESTINATION: BODRUM

Nestled on the southwest coast of Turkey, Bodrum offers an enticing mix of stunning scenery, rich cultural diversity, and a lively atmosphere – where modern luxury meets ancient history. The famous Bodrum Castle, originally built by the Knights of St. John in the 15th century, overlooks the harbor and houses the Museum of Underwater Archaeology. Wander through the old town's winding alleyways to discover charming cafes, shops, and local markets that add a contemporary twist to the historic setting.

Bodrum's turquoise waters and pristine beaches, ranging from bustling to secluded, provide a paradise for water lovers with activities like windsurfing, diving, and sailing. Culinary delights abound, with freshly caught seafood, traditional Turkish mezze, and aromatic spices creating a symphony of flavors.

Just a short stroll away, Yalikavak Marina is where Bodrum's vibrant energy meets the sea. From stylish waterfront dining to one-of-a-kind boutiques, it's the perfect place for METT guests to continue their day-to-night experience. Recognized as Turkey's first high-capacity superyacht marina and voted the 2022-2023 World's Best Superyacht Marina, it's a haven for yachting enthusiasts and luxury shopping aficionados alike.

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AURA Beach is located at Yalikavak Marina Çökertme cad. no 6/26 Bodrum Muğla, Turkey. Day passes start at 100 euros per person.

METT Hotel & Beach Resort Bodrum is located at Değirmenler Mevkii, Eskiçeşme, Haremtan Sk., 48400 Bodrum/Muğla, Türkiye. Room rates start at 325 euros including breakfast.

Yalıkavak Marina Hotel is located at Merkez Mah. Çökertme Cad. Yalıkavak – Bodrum / Muğla – Turkey 48990. Room rates start at 450 euros including breakfast.

PHOTOS + MEDIA KIT

About Sunset Hospitality Group

Sunset Hospitality Group (SHG) (www.sunsethospitality.com) is a leading multinational lifestyle hospitality group, with a wide portfolio encompassing Hotels & Resorts, Restaurants, Beach Clubs, Nightclubs, Fitness and Wellness Centres. SHG operates in 87 venues in 26 countries, with a commitment to deliver authentic and diverse hospitality experiences that bring people together, all around the world

About METT Hotels & Resorts

METT Hotels & Resorts (www.mett-hotelsandresorts.com) is a collection of relaxed, refined, and unique lifestyle hotels and resorts found in some of the world's most extraordinary locations. Sophisticated, yet casual and comfortable, it's a little bit of everything for everyone looking to start a conversation, release their inhibitions, and create new memories. Designed to blend into each environment, adapting to use and purpose, METT Hotels & Resorts encourage visitors to live the good life through connected service. Now open in Bodrum and Marbella, with locations coming soon in Barcelona and Singapore, METT redefines the lifestyle hospitality landscape.

About J.MAK HOSPITALITY

J.MAK Hospitality (www.jmak.com) works alongside leading luxury hotels and residences, destination experts and travel services around the world to connect them with key travel agency partners and broader audiences who will impact their businesses and drive awareness. J.MAK focuses on hospitality brands with personality, helping each client articulate their individual flair, so they can relax, feel confident and authentically stand out. We harness our network to build relationships through in-person and virtual connection, as well as hefty marketing and social media engagement. We are passionate, experienced luxury travel experts disrupting the industry norm.