



# RIVER ROCK

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## PRESS RELEASE

### ***River Rock Hotels & Resorts Accelerates Global Expansion with Bold Entry into Russia – River Rock Gelendzhik Bay to Open Q2 2026***

**Gelendzhik, Russia — 4 December 2025** – River Rock Hotels & Resorts (RRH&R), the international hotel management group headquartered in Antalya, Turkey, with its international operations office in Dubai, UAE, proudly announces its entry into the Russian market with the launch of **River Rock Gelendzhik Bay**, a spectacular new coastal resort scheduled to open in **Q2 2026**.

This flagship development marks RRH&R's first property in Russia, joining the group's expanding global footprint and a strong development pipeline of nine additional hotel and resort projects across Russia and neighbouring regions. The group's expansion reflects a commitment to creating hotels that celebrate culture, nature, and thoughtful hospitality.

Set between the forested hills and the shimmering waters of Gelendzhik Bay, River Rock Gelendzhik Bay is poised to introduce a refined interpretation of understated luxury to the Black Sea coast. River Rock Gelendzhik Bay will feature a refined collection of 116 rooms and suites, including Deluxe and Premium categories, Junior Suites, and two Presidential Suites — many with balconies or terraces overlooking the forest or bay.





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The hotel's facilities are thoughtfully crafted to elevate the guest journey. These include a stunning indoor pool opening to the forest creating a seamless transition, a tranquil spa and wellness sanctuary, a fitness center, lounge bar with a soothing ambiance, dedicated family and event spaces, and access to the vibrant seafront promenade. Each space reflects RRH&R's emphasis on comfort, warmth, and sensory balance.

Dining — a hallmark of RRH&R's philosophy — will be a central part of the experience. The resort's culinary offering will include a signature restaurant, an elegant all-day dining venue with an open kitchen, and stylish lounge and pool bars, each designed to showcase fresh Black Sea flavors with contemporary flair.

Speaking about the group's entry into Russia, **Mr. Bugra Berberoğlu, President & CEO of River Rock Hotels & Resorts, shared:**

*"We are truly excited to enter the Russian market with a hotel of this caliber, especially in such a beautiful and naturally privileged location. We fully understand the responsibility that comes with this opening. River Rock Gelendzhik Bay will be a milestone for our group and a reference point for everything we aim to achieve in Russia. Through this project, we are committed to showcasing our philosophy of understated luxury, genuine comfort, and a service culture built on warmth, sincerity, and attention to detail."*



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Positioned as a refined lifestyle resort, River Rock Gelendzhik Bay is crafted for travelers who value meaningful comfort, thoughtful design, and a natural connection to their surroundings. It will appeal to leisure guests, couples, and families seeking an elevated yet understated retreat on the Black Sea coast.

On the occasion of the group's entry into Russia, **Mr. İlker Kacan, General Manager of River Rock Gelendzhik Bay, Black Sea, Russia, shared:**

*"River Rock Gelendzhik Bay, the forthcoming destination of our portfolio will be the true place and sense of exceptional service culture with taking its place among our global destinations. We are partnering with the local community to reflect our craftsmanship and visionary leadership while being a part of the transformational development in hotel operations. During the last decade observing a greater expansion in hospitality field in Russia, I believe Gelendzhik as an idyllic haven, opens a gate to our ambitious leaders to reflect dedication, acting instrumental and servant leader for the community we are living."*

## About River Rock Hotels & Resorts (RRH&R)

River Rock Hotels & Resorts is an international hotel management group headquartered in Antalya, Turkey, with its international operations office in Dubai, UAE. The group manages a growing portfolio of hotels, resorts, and hospitality ventures across Europe, the Middle East, Africa, Russia, and the Caribbean — including ongoing developments in Cuba.

RRH&R operates across several verticals, including hotel operations, culinary development, wellness programming, and destination-focused lifestyle concepts. Guided by a humble and people-first philosophy, the group focuses on creating hotels with character, warmth, and a strong sense of place. Its hospitality approach blends intuitive service, cultural storytelling, and thoughtful design with a commitment to delivering meaningful guest experiences.

With a pipeline of nine additional projects in and around Russia, RRH&R continues to expand steadily while prioritizing authenticity, community connection, and consistently high operational standards.

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