



## Spain's first apartment house for senior living in comfort and quality

Estepona, 26 May 2023. **The first Senior Living building with apartments for the older generation has opened in the seaside town of Estepona. The complex is designed to meet the needs of people aged 50 and over. The concept was developed by a German family business that is setting new standards in Spain with this project. The opening ceremony took place today and marks the beginning of a new way of residing as a senior in Spain.**

For Rüdiger Hollweg, General Manager of THE FLAG Costa del Sol, is very important to distinguish it from residential homes for the elderly or nursing homes. "THE FLAG looks and feels like a hotel," says Hollweg. Its design and services are aimed at active seniors who are happy to enjoy amenities and support.

At the opening, the mayor of Estepona, José María García Urbano, made a point of stressing that a residential building aimed at guests over 50 is a novelty in Spain. "We are very pleased that this project could be realised in Estepona. The result is really something to be proud of, for the architecture and the concept. For me personally, it was refreshing to experience the direct communication and personal cooperation of a family business," said the mayor.

Dr Eike Muhr, Managing Director of THE FLAG, emphasised that it is very important for her company to build and maintain a close relationship with the local community: "In Estepona, this has been particularly easy because of our family's personal relationship with the location." She thanked the politicians and administration for their cooperation. Muhr was particularly pleased by the municipal landscaping that gives access to the sea. "This barrier-free path to the sea, with its palm trees, flowers and bodies of water, is an attraction in itself," she said.

"In Rüdiger Hollweg we have found a general manager who has been strongly connected to the region for years. He also supports our values, such as relying on local suppliers and service providers – for everything from Mediterranean cuisine to the diverse services for our guests," said Muhr.



## **Innovative living concept for seniors: THE FLAG Costa del Sol**

A detailed look at the facilities and offers makes clear the living concept for guests over 50 years of age. For example, each apartment is designed to be barrier-free and offers modern comforts such as air conditioning, kitchenette, Wi-Fi and fibre optic communication technology. A special highlight is the in-house spa area, which specialises in skin care with natural products and natural oil massages. Guests can also use the two saunas. For those who want to stay fit in their senior years, there are a variety of offers such as swimming courses, aqua gymnastics, beach walks, yoga and personal trainers who can create individual fitness plans.

Hollweg is particularly proud of the in-house restaurant, which offers a healthy and varied selection of regional and international dishes. The focus here is on fresh ingredients and careful preparation. Guests can enjoy vegan and vegetarian dishes or fish and meat. Long-term and short-term guests are all offered a home away from home that never feels like a club holiday. "Our guests can live independent lives here and still be part of the community. Depending on their personal preferences, they can choose from the wide range of offers, or they can keep to the comfort of their own flat," says Hollweg.

THE FLAG Costa del Sol is located in Estepona and has 78 barrier-free homes ranging from 60 m<sup>2</sup> apartments to two penthouses of 380 m<sup>2</sup>. It has a heated salt-water pool. Other facilities include room service, access to a 24/7 doctor and free shuttle service to the old towns of Estepona, Marbella and Puerto Banus. In addition, there are e-charging stations powered by the hotel's own photovoltaic systems. THE FLAG group develops, builds and operates hospitality properties in Europe for students, professionals and seniors.



## THE FLAG Costa del Sol: key facts

Calle Trajano 16, 29688 Estepona, Spain | [www.the-flag.es](http://www.the-flag.es)

- 78 apartments
- Start of construction: August 2021
- 13,500 m<sup>2</sup> gross floor area
- Apartment sizes ranging from 60 m<sup>2</sup> to two penthouses measuring 380 m<sup>2</sup>
- Kitchenette
- Balcony or loggia
- Floor-level bath with rain shower
- Fully automated air conditioning
- Wi-Fi and fibre optic technology (TV / internet / communication)
- Direct access to the sea via a barrier-free path
- Restaurant with Energy Cuisine (adapted to individual dietary requirements)
- Room service
- Hammam / spa, massage and physiotherapy (adapted to individual health needs)
- Heated saltwater pool
- Medical consultation on site
- 24/7 doctor, cooperation with German and multilingual clinics
- Personal training
- Yoga and Pilates, water gymnastics (individual or group classes)
- E-bike rental
- Hairdressing salon, cosmetics, manicure and pedicure
- Driving and shopping service
- Sixt car rental on site
- Flower delivery service (directly to the apartment)
- Regular shuttle service to the old towns of Estepona, Marbella and Puerto Banus
- Shuttle service (E-bus) to Málaga and Gibraltar airports
- Laundry service
- Storage facility for personal belongings
- Underground parking spaces, e-car charging stations

### About THE FLAG

For more than 12 years, THE FLAG has been developing and operating residential offers for students, business people and senior citizens. The family-owned company offers this specialised form of community living and care in Germany, Switzerland and now also in Spain. The company's portfolio now includes 19 houses with over 2500 high-quality, well-located apartments.

THE FLAG Holding GmbH





















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## THE FLAG Costa del Sol

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