Falésia Hotel Launches New Algarve Concept Built Around Human Connection

'Where Love Belongs' reframes the adults-only escape around three relationships: with yourself, with each other, and with the Algarve.



Aerial view of Falésia Hotel in the Algarve, highlighting its pool, landscaped gardens and contemporary architecture.

ALBUFEIRA, ALGARVE, PORTUGAL, September 23, 2026 / EINPresswire.com/ -- Falésia Hotel has launched "Where Love Belongs," a new brand and guest experience concept built around three forms of reconnection: with oneself, with each other and with the Algarve.

The new positioning is being introduced today alongside a new campaign and hero film, marking a new chapter for the Algarve hotel.

Rather than building its proposition around a single amenity such as wellness, gastronomy, design or romance, Falésia is bringing these experiences together around a broader idea: that a holiday can create the time and space to reconnect with what matters.

> "Luxury is often defined by what a hotel gives you. For us, it is also about what it gives back: time for yourself, closeness with each other and a connection to place."
>
> *Cristóvão Lopes, Owner and Interim General Manager, Falésia Hotel*

The concept is structured around three pillars: Loving Me, Loving Us and Loving the Algarve.

Loving Me is about reconnecting with oneself through rest, wellness, mindful nutrition, pleasure and time away from the pace of everyday life.

Loving Us focuses on the relationship between two people: shared experiences, small rituals, laughter, intimacy and the opportunity to spend meaningful time together.

Loving the Algarve places the destination itself at the heart of the stay, celebrating local food, people, materials, art, music, landscape and the particular character of the region.

Together, the three dimensions form a hospitality concept in which the hotel is not simply the setting for a holiday, but a place designed to strengthen the relationship guests have with themselves, with the person beside them and with the destination they have travelled to experience.

“Luxury is often defined by what a hotel gives you. For us, it is also about what it gives back: time for yourself, closeness with each other and a connection to place,” said Cristóvão Lopes, Owner and Interim General Manager of Falésia Hotel.

Local identity plays an important role in the concept. Elements associated with the Algarve — including stone, cork, salt, clay, wood, light and air — are intended to become part of the experience rather than simply decorative references to the destination.

The same principle extends across the broader guest experience. Wellness, couple experiences, food, local culture, service and communication are brought together under one idea rather than treated as unrelated hotel features.

The new campaign translates the positioning into a series of recurring



Cristóvão Lopes, Owner and Interim General Manager of Falésia Hotel, in the hotel’s Algarve setting.



A couple enjoys a horseback excursion through the Algarve landscape, one of the experiences arranged by Falésia Hotel.



Content creator Joana Rita (@jooritaa) practices yoga in the gardens of Falésia Hotel, reflecting the hotel’s focus on wellbeing and reconnection with oneself.

stories including Love at Falésia, The Ritual, Our People From the Land, Slow Moments, Beauty in the Details and Sound of the Algarve.

At the centre of the launch is a new hero film expressing the “Where Love Belongs” philosophy: beginning with the individual, moving toward the relationship between two people and finally opening outward to the Algarve itself.

The repositioning was developed with Human Centric Group (HCG) following guest, audience and competitive research, to create a platform capable of guiding both communication and the hotel experience.

For Falésia Hotel, however, “Where Love Belongs” is intended to be more than a campaign.

It is a framework for how the property develops experiences, partnerships, content and service over time, connecting areas such as couple romance, mind and body wellness and local authenticity within a single proposition.

As Cristóvão Lopes explains, the ambition is ultimately simple: “We don't want guests to leave Falésia simply remembering a hotel. We want them to leave feeling closer — to themselves, to each other and to the Algarve.”

The “Where Love Belongs” campaign and hero film launch on Sept. 23, 2026.

About Falésia Hotel

Falésia Hotel is a four-star hotel in Albufeira, in Portugal's Algarve. Its new “Where Love Belongs” concept brings together wellbeing, relationships and a strong connection to the Algarve through experiences centred on the individual, the couple and the destination.

About Human Centric Group

Human Centric Group is a London-based strategy and execution consultancy working with organizations on consumer insight, positioning, brand strategy and activation.

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