



ATRA • DOFTANA

UNIQUE IN EVERY WAY
Feel. Breathe. Taste



What's in a name?

Atra means black in Latin. Black is the dominant color of the Doftana Valley traditional folk costume, and the color of the rich soil of Paltinu Lake shore, where ATRA hotel lies.

FEEL, BREATHE & TASTE

An experience that is truly unique, in every way

ATRA is an exceptional boutique hotel, immersed in the spectacular nature of Doftana Valley. Easy to reach and beautiful all year round, the hotel lies at 1h 30' drive from Bucharest and 25km from Campina town, directly on the shore of Paltinu Lake. With minimalist architecture and incredible views from each room, ATRA cocoons the guests in tranquility and light.

ATRA Restaurant is an exciting destination in and of itself. Enjoy fine dining meals prepared with locally-sourced, organic ingredients either indoor, by the fireplace, or on the lovely lake view terraces. Atra Destination Restaurant is also fabulous as a day trip - for a chic lunch that titillates all senses.

ATRA. Unique in every way.



ATRA, A MULTISENSORIAL EXPERIENCE

Feel. Breathe. Taste

The hotel is designed to reveal the beauty of the surrounding nature. Anywhere you are - your room, the lounge, the restaurant - you can hear the river flow, your eyes drawn irresistibly to the clear water, and you breathe fresh air, with big skies above, eerie stars visible at night. Choose to work remotely in this stunning place or to simply relax on the grass, soaking in pure energy. Have an adventure in the Doftana Valley, or delight your senses with a fine dining meal. At ATRA, any experience takes a different sensorial dimension, each unique in every way.



ENJOY AN EXPERIENCE UNIQUE IN EVERY WAY
AT ATRA HOTEL & RESTAURANT



FEEL THE ATRA EXPERIENCE

Feel... the awe-inspiring beauty of the natural environment, the quietness of the mountains, far away from any urban hustle and bustle. Feel the purity of nature, allow it to envelope you in ultimate relaxation, erase all stress, and make you dream.



Feel... how an intimate escape in a remote location nourishes your mind and spirit.



Feel... a different experience with work@ATRA - the serenity of the place stimulates your creativity and drives your focus.

Feel... the pulse of tradition.





BREATHE

Breathe in... fragrant mountain grasses, pure air, the essence of life. Take it all in. Move. Explore. Once you reconnect to your natural flow here at ATRA, you are energized to discover more adventures in the surroundings. You can do this either by walking at leisurely pace, by cycling on the many MTB tracks, suitable for all levels of riders*, or by kayaking on the ethereally calm Paltinu Lake.

* MTB bicycles and kayaking equipment are offered at no extra charge to all ATRA guests.



TASTE

Taste ATRA's fine dining menu

designed by Chef Ionuț Gâgiu. Discover *terroir* ingredients, sourced from local farmers, foraged in the surrounding woods, or plucked from the river. At ATRA, nature provides in abundance. Each season, our chef finds the freshest and tastiest, creating meals that enchant and exhilarate all your senses.



Chef ATRA
Ionuț Gâgiu





ATRA

Destination Restaurant

Enveloped and inspired by nature, ATRA Destination Restaurant is a rewarding trip in itself. Find it a short drive away from the Capital or other big cities, and once settled on the cozy terraces or by the chimney, forget about basic lunch or dinner. Here, the pleasure of taste is paramount. Enjoy this unique experience. Merging seasonal ingredients with a creative twist, the menu guarantees a truly epicurean show.

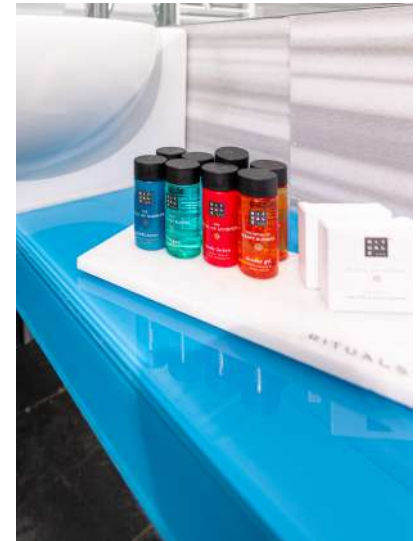
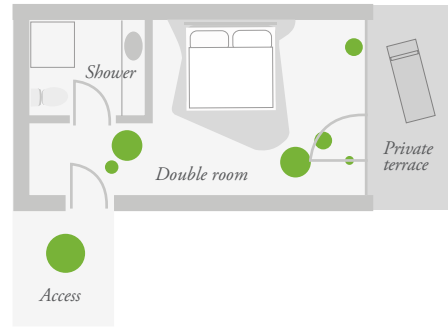


ATRA HOTEL

Accommodation @Atra

Here, at ATRA, you find out what it's like to leave the city behind and focus on yourself.

The hotel offers a selection of 10 color-coded double rooms, each with a unique view towards the lake and its own private terrace. Follow your key color to find your room, where luxurious amenities and a minimalist, airy interior welcome you to a relaxing stay.



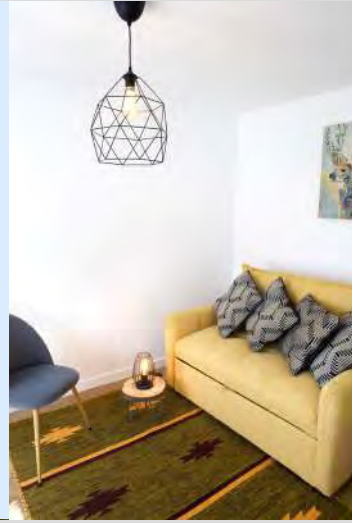
UNO

Private villa accomodation by Atra

UNO, ATRA's baby sister, sits on the lake, right at the heart of nature, yet at only 5 minutes walking distance from the hotel. This intimate villa is where you and your party can check out of the daily grind and check in the local zen.

Drown in natural light, UNO has birch trees knocking at its floor-to-ceiling windows, offering an unique view over the lake. Enjoy confort in privacy: large living room with open kitchen and restroom down stairs, and 2 double rooms with ensuite bathrooms on top.





MIRA

Lakeview Resort by Atra

Find everything you want at MIRA Lakeview Resort, the newest addition to ATRA family. Situated right across the lake and mirroring ATRA hotel, MIRA offers the same privacy, relaxed vibe and impeccable services. Enjoy B&B accommodation in beautifully-appointed double rooms or in cozy apartments and a sunny poolside bungalow. Savor leisurely breakfasts served indoor or al fresco, on the many terraces of MIRA, where kids play, adults sunbathe and fun never stops.

MIRA is your zen escape, a home away from home. From the sun-deck, to the pool area where the staff can organize parties or barbecues, to the lovely lounge where you can read by the fireplace, this is where memorable holidays at the heart of nature happen.



ATRA

as seen by hospitality & design experts, further motivation for us to WOW our guests



2020
Romanian Hospitality Awards
1st "Epic Visits"



2018
Gault & Millau
Terroir award for the best
collaboration with local producers,
chef Alexandru Dumitru @ATRA



2015
Romanian Digital Travel
Awards Most Popular
Guesthouse



2013
Tourism Excellence Awards
Guesthouse Of The Year



2013
Romania Green Building
Council – RoGBC
The Green Investment Of
The Year



2012
ANTREC
Award "Golden Daisy"



2012
Bi-annual Bucharest
Architecture Award



2011
Annual Architecture Award

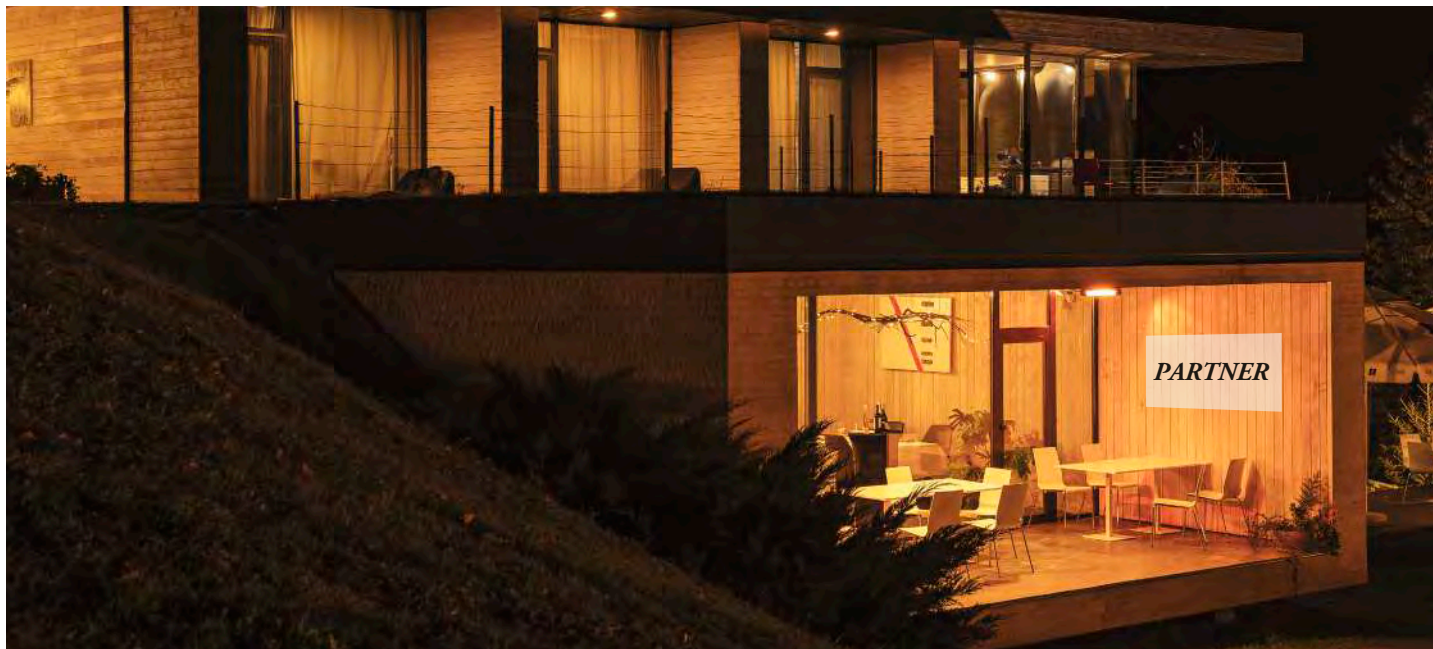
Since inception, ATRA was designed as a "green" unit, with reduced impact on the natural environment, and quite unique in terms of architecture. Rewarded in 2011 by the Order of Architects and honoured with the Award of the Architecture Biennial Meeting in 2012, ATRA is based on the worldwide known concept of "Design hotel", reuniting premium facilities and services with innovative design and environmental safety.



TOGHETER WE ARE BETTER

Brand Experiences at Atra

Retaining brand relevance is fundamental to your success. We know that consumers are driven by emotion and positive brand experiences. We are offering at ATRA countless options for competitive differentiation, helping you to drive engagement through incredible Brand Experiences. Our team is prepared to create tailored, relevant experiences that will appeal to your target consumers while driving brand performance.



Special Projects & Events

For private and corporate guests

We anticipate, communicate and collaborate with our partners. Your planned trip can become an experience unique in every way.

ATRA is a versatile location for corporate meetings and workshops, private parties, live music, sports, art or culinary events and product launches. Every season, the natural landscape is quite spectacular, offering various opportunities to spend time and organize themed events.





ATRA Rooftop Lounge

Your new al fresco destination

Surrounded by nature, the new ATRA Rooftop Lounge is delighting you with the best panorama over the lake, hills and the mountains. Having a drink, a coffee or a fine-dining meal here will make your visit unforgettable. This is a place to abandon yourself to an exquisite experience, a place to feel that the world is yours, a place unique in every way.



Special Events

- **Art @ATRA:** Vino Pictura <http://www.vinopictura.ro/> 6 private events/year
- **Art @ATRA:** Live painting with a contemporary artist – 2 events/year
- **Product Launch @ATRA:** Craft beer Olovina launch - Let craft beer fans be first to taste your new brews.
- **Lunch with a theme @ATRA:** Prosecco & Rose @lunch
- **Live cooking @ATRA:** Live cooking on the roof - Secrets of the Chefs
- **Party @ATRA:** 10 years celebration party - wow@ATRA / July
- **Party @ATRA:** 80s Fever Night
- **Live Radio@ATRA** weekend with a theme: host a radio jockey from a local radio station to broadcast live from Atră: Billboard Hot 100
- **Product activation@ATRA:** coffee show@ lunch - Mixology Class
- **Battle of The Bartenders @ATRA**
- **Dining in the Dark@ATRA**
- **Craft Workshop@ATRA**
- **Charities@ATRA**

