

HYGGE

HOTEL



A first-person perspective shot looking down at one's legs and feet while sitting in a swimming pool. The water is clear and blue, with sunlight creating shimmering, wavy patterns on the surface and reflecting off the blue mosaic tiles at the bottom of the pool. The person's feet, with red-painted toenails, are visible at the top right, resting on the pool floor.

DER FINDES EN SÆRLIG
LYKKE I DET ENKLE,
DET VARME OG DET
NÆRE.

THERE IS A SPECIAL KIND OF HAPPINESS IN THE
SIMPLE, THE WARM, AND THE CLOSE.

VELKOMMEN.

We invite you to pause. To breathe deeply and savour life's gentle rhythms. Here, in the soft embrace of togetherness, you will discover what Danish culture has cherished for centuries – the art of feeling truly at home.

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DANISH ROOTS,
DUBAI DEBUT.

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WHAT IS HYGGE?

Hygge (pronounced “hoo-gah”) is a Danish word that describes deep contentment in life's simple pleasures, like a warm meal, good friends, and moments well spent with loved ones. It's about being fully present. By embracing hygge, we create everyday joy.



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At Hygge Hotel, we believe happiness is something
you can create. By design. By intention. By heart.

Here, every detail is an invitation to unlock happiness.

**B E C A U S E
H A P P I N E S S
I S N ' T J U S T
A F E E L I N G .
I T ' S A P L A C E .
A H O M E .**

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HOME OF HAPPINESS

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HAPPINESS NOW HAS
AN ADDRESS.
AND IT \$ IN DUBAI.

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A WORLD WITHIN

Situated just six kilometres from Dubai's coast lies **The Heart of Europe**, a USD 6billion masterpiece where incomparable experiences come alive. This extraordinary archipelago is home to rich coral reefs, European-inspired revelry, and world-class attractions.

Hygge Hotel is the Home of Happiness in The Heart of Europe. Discover a place to rest, recharge, and discover that life's greatest luxury is found in simple joys.



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The Heart of Europe
THE WORLD
DUBAI

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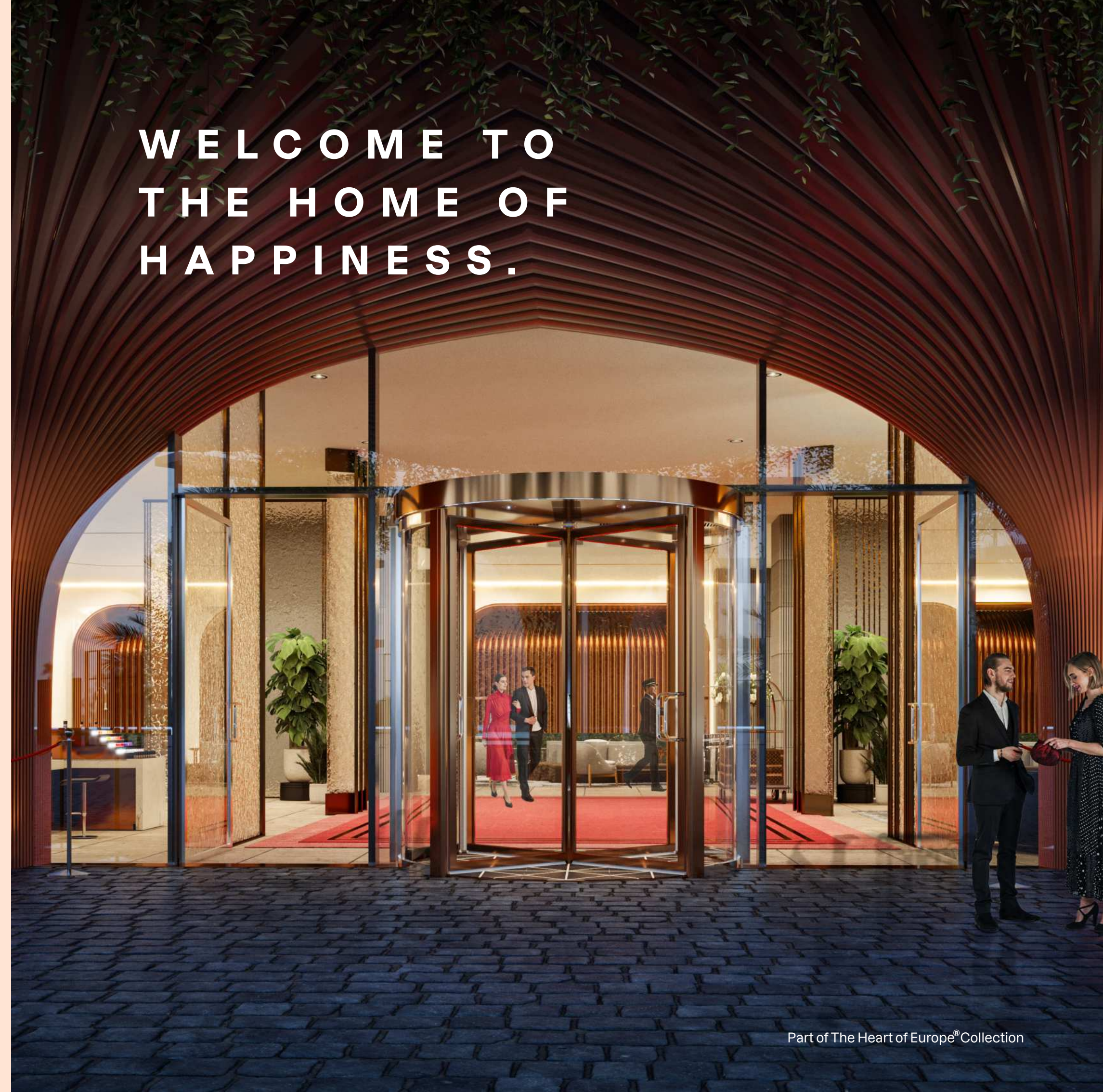
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THE WORLD'S FIRST
HAPPINESS HOTEL.

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WELCOME TO
THE HOME OF
HAPPINESS.



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HAPPINESS IS THE NEW LUXURY.

Time moves differently here, allowing you to reconnect with what truly matters. Here kaffepause are more ceremonial than coffee breaks, evening conversations linger longer, and happiness is found in the quietude of ritual. This is your sanctuary of simple joys, nestled in The Heart of Europe in the World Islands, Dubai. To stay here is to truly belong. **This is your home of happiness.**

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DET ER DE SMÅ
TING I LIVET.

IT'S THE LITTLE THINGS IN LIFE.



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THE HYGGE WAY OF LIFE

HOW WILL YOU FILL YOUR
DAY WHEN HAPPINESS
LEADS THE WAY?

At the heart of our programming are the **Four Elements** – water, fire, earth and air - each brought to life through signature experiences designed to restore balance and elevate your everyday. From movement to meditation, contrast therapy to community rituals, every moment is intentionally crafted to enable our guests to rediscover the art of everyday happiness.

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HOW DOES HAPPINESS FEEL?

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ILD | FIRE

MOVEMENT, WARMTH
AND ENERGY

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EVENING SAUNA SOCIALS

Candle-lit quiet hours in the sauna with herbal tea, gentle silence and shared presence.

INDOOR CYCLING

High-energy group sessions to awaken the body, clear the mind, and boost your mood.



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VAND | WATER

FLOW. REJUVENATION AND
TOGETHERNESS

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THE VIKING VOYAGE

Group rowing or sailing excursions on traditional-style boats — a symbol of shared purpose and movement.



GROUP COLD PLUNGES

Guided dips that awaken the senses
and build collective resilience.



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LUFT | AIR

STILLNESS, BREATH AND
REFLECTION

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SUNSET SILENCE BY THE SEA

A barefoot daily ritual. Ten minutes of silent
gratitude on warm decking facing the
ocean in our sister properties.



BREATHWORK & LIGHT MEDITATION SESSIONS

Designed to slow the pace, expand the
lungs, and lighten the spirit.

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JORD | EARTH

GROUNDING, CREATIVITY
AND CULTURAL ROOT

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EVENING SUNSET SESSIONS

Slow, mindful barefoot strolls along the beach to reconnect with the Earth, breath, and beauty of the moment.



CANDLE MAKING AND CERAMICS WORKSHOPS

Create with your hands, unwind your mind.
And take home a piece of happiness.

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FESTIVALS AND EVENTS

WHEN WE CELEBRATE
TOGETHER, WE CREATE
MOMENTS THAT LAST.

Inspired by Danish and Nordic rituals celebrating the elements, togetherness and abundance, festivals here echo Midsummer, Saint Lucia and harvest feasts.

At The Heart of Europe, joy blooms year-round with 52 annual events designed to delight, connect and inspire.

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A group of diverse young adults are gathered outdoors at dusk, celebrating. They are holding champagne flutes and lit sparklers, creating a warm and festive atmosphere. The background shows a twilight sky with some distant lights. The overall mood is joyful and social.

WHERE HAPPINESS
BECOMES TRADITION.



ANNUAL PURPOSE OF LIFE EVENT

A celebration of happiness and the purpose of life.

ST. LUCIA DAY CANDLELIGHT PROCESSION

A glowing winter ritual of light, music, and shared reflection.



WALPURGIS NIGHT WITH NORDIC FOLK MUSIC

An evening of bonfires, dancing, and connection under the stars.



MIDSUMMER EVENING WITH FLOWERCROWNS & PICNIC

Celebrate the longest day with food, laughter and wildflowers in your hair.

SIGNATURE HIGHLIGHTS

From our unique Raining Street, which cools visitors with refreshing midday showers, to the Snow Plaza and the wraparound 360° infinity pool connecting our city hotels, including Hygge Hotel - here, the extraordinary is standard.

These features are made to be shared, savored, and remembered.



SNOW PLAZA

Every December, the Snow Plaza becomes a dazzling winter wonderland. With sparkling lights, Christmas trees, and seasonal delights, it's a magical space to celebrate the joy of the season. Shop for unique treasures and enjoy festive entertainment, creating cherished holiday memories.



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RAINING STREET

Raining Street is the world's first-ever climate-controlled outdoor walkway. The one-kilometa-long promenade maintains a cooling temperature of 27 degrees at all times, inviting you to feel refreshed by its light rain showers or take shelter under its flamenco-inspired canopies.



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THE ROOFTOP TERRACE

Elevated moments of bliss

From sunrise coffees to starlit gatherings, our rooftop invites you to rise above the everyday.



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THE 360° INFINITY POOL

Flowing from one hotel to the next. Our rooftop pool seamlessly joins our city hotels, creating a shared experience above the skyline.

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OUR CULINARY PHILOSOPHY

WHERE EVERY MEAL IS A CELEBRATION OF JOY

Rooted in Nordic tradition and guided by the seasons, our culinary philosophy celebrates honest ingredients, soulful preparation, and the quiet joy of sharing a meal. Whether gathered over breakfast or savouring something slow, each bite is an invitation to pause, connect, and taste happiness.



A close-up, high-angle shot of a chef's hand pouring a rich, dark red sauce from a silver spoon onto a beautifully plated dish. The dish is served on a white, oval-shaped plate and consists of two lamb chops with a golden-brown, herb-crusted exterior and a pink interior. Beside the chops are two round, golden-brown potatoes and a small portion of green vegetables garnished with fresh herbs. The background is dark and out of focus, showing a glimpse of a copper-colored pot. The overall lighting is dramatic, highlighting the textures of the food and the action of pouring the sauce.

HAVE YOU EVER TASTED HAPPINESS?

SMALL JOYS. SHARED MOMENTS. LASTING HAPPINESS.


Nordic cuisine is celebrated around the world for its purity, simplicity, and respect for nature. And at our four hotel restaurants and bars. Here, food and drinks are more than nourishment – they are a way to connect, to celebrate and to find joy in the everyday.



COMMUNIAL SHARED
MEALS



HOMESTYLE
FOOD



TOGETHERNESS

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LANGBORD

COMMUNAL DINNER TABLES

Long-table dining experiences inspired by Danish tradition. Curated menus, shared stories, warm lighting.



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CAFÉ RO

Daily coffee breaks inspired by Danish tradition. Organic brews, fresh pastries, quiet moments of connection.

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SKÅL - RAISING THE BAR ON HAPPINESS

A place to unwind, connect, and celebrate
joy with Nordic-inspired cocktails.

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G Ø R P L A D S T I L L H Y G G E

MAKE ROOM FOR HYGGE



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DESIGNED FOR JOY, INSIDE AND OUT.

Designed for connection with yourself, with others, and with the feeling of home. Because happiness lives in the spaces we share.



CALM, ELEGANT
INTERIORS



SOFT TEXTURES,
NATURAL MATERIALS



INSPIRED BY NORDIC
TRADITIONS
OF RELAXATION AND
RENEWAL

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COPENHAGEN SUITE BEDROOM

A spacious suite with uninterrupted views of
the Snow Plaza.

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COPENHAGEN SUITE
LIVING ROOM



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AARHUS GUEST ROOM

Nordic comfort with views of either the Snow Plaza or Raining Street.

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The
Heart
of
Europe