

INVITATION  
AU VOYAGE

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*Between Tale & Precision*

## Prologue

This book unfolds as a chronicle of places, decisions, and transformations.  
A journey through hotels that were discovered, reimagined, and brought to life.  
Some of these places remain.  
Others have continued their journey beyond us.  
All are part of the same enduring dialogue between Tale & Precision.



## A Life in Hospitality

After years as a hotelier and frequent traveller, I came to understand that lasting hotels are shaped by a strong point of view in design, atmosphere, service, and execution.

I began my career working in hotels and later held senior management positions within international hotel groups. That experience shaped the way I approached hospitality when I moved into ownership. Over time, I saw that when the direction of a hotel is coherent, decisions become more instinctive, teams more aligned, and the guest experience more natural.

At Precise Hotels & Resorts, we believe in understated hospitality. In places that remain memorable without excess — immersive, carefully considered, calm, and enduring.

As an owner, my role is to enable stories to unfold in places where explorers, artists, and merchants of bygone eras coexist naturally with a new generation of travellers. Whether in an estate in Tuscany or a cliffside resort overlooking the Atlantic in Tenerife, each hotel is shaped as a world unto itself.

What follows reflects both a personal perspective and the collective practice of the people who joined us along the way.

*Ron Ben Haim*  
Founder & Chairman



## Hotels as Embassies Between Worlds

Since I can remember, I have been drawn to beauty, rearranging my surroundings and imagining faraway places and times. The monastic landscapes of my hometown on the shores of the Sea of Galilee, together with the cultures I encountered during years of living abroad, shaped my fascination with places suspended between geographies, cultures, and memory.

As a child, I was captivated by a nearby UN station, a place that felt entirely unlike the world around it. Entering it for the first time, I encountered an atmosphere I had never experienced before: distant scents, layered textures, objects from unfamiliar places, and people from different cultures existing together naturally within one space.

What stayed with me was not luxury in the traditional sense, but the feeling of being transported while remaining deeply present. A place both real and elsewhere at once.

That sensibility continues to inform the way I think about design today.

At Precise, spaces emerge through atmosphere, emotional memory, and cultural encounter. Interiors draw from history and imagination, balancing the familiar with the unexpected to create places that feel intuitive, timeless, and quietly transportive.

Beauty reveals itself gradually through light, materiality, proportion, and the subtle layering of details discovered over time.

What I hope guests feel when entering a Precise hotel is the same sense of curiosity and quiet wonder I felt entering that UN station as a child: the feeling of stepping, for a moment, into another world.

*Dikla Ben Haim Gal*



# Where the Stories Live

Precise emerged through a way of seeing shaped over time by culture, travel, and experience. The pages that follow present places where ideas took form, and where tale and precision found lasting expression







Selected projects shown were developed through Precise Hotels & Resorts

Places Through Time

|      |  |
|------|--|
| 2006 | <i>Carlton Donaueschingen<br/>Steigenberger Mannheimer Hof</i>                                       |
| 2007 | <i>Quedlinburger Stadtschloss<br/>Bristol Bad Kissingen</i>  |
| 2008 | <i>Dieksee Hotel Bad Malente</i>   |
| 2010 | <i>Precise Resort El Rompido, Spain</i>  |
| 2014 | <i>Precise Resort Rugen, Germany</i>   |
| 2015 | <i>Precise Resort Marina Wolfsbruch, Germany</i>   |
| 2018 | <i>Precise Resort Schwielowsee, Germany<br/>Moxy Berlin Humboldthain Park (Marriott)</i>             |
| 2019 | <i>AC Hotel by Marriott Berlin Humboldthain Park<br/>Precise Tale Davos, Switzerland</i>             |
| 2020 | <i>Precise Tale Berlin Potsdamer Platz, Germany<br/>Precise Resort Hafendorf Rheinsberg, Germany</i> |
| 2021 | <i>Precise Tale Poggio Alla Sala, Italy</i>  |
| 2022 | <i>Precise Resort Bad Saarow, Germany</i>  |
| 2023 | <i>Precise Resort Puerto de la Cruz, Tenerife, Spain<br/>Precise House Montaperti, Siena, Italy</i>  |
| 2024 | <i>Precise House Rome, Italy</i>   |