

It all began with a dream ...

The Anfi story begins with the vision of one man, Bjørn Lyng, a Norwegian entrepreneur... a vision of providing the holidays of a lifetime in a stress-free environment, with unsurpassed standards of quality. A vision driven by a commitment to quality and excellence. This vision is still the driving force behind everything that we do at Anfi. It is a story worth telling.

Bjørn Lyng was the man with the vision. Brought up in rural Norway, Bjørn Lyng showed his talent as an entrepreneur and inventor at an early age and built a successful international business based on his inventions ranging from high specification engineering devices to innovative water desalination processes.

In his quest to find the sun and a place of rare natural beauty, Bjørn Lyng discovered the hills at the southern tip of Gran Canaria, the 'round' island of the Canaries, an island that basks in 350 sun-drenched days per year. One of the world's best climates.

For a man who has made problem solving a way of life, the 'Barranco de la Verga' posed no problem. In 1987, Bjørn Lyng moved a mountain, and the first steps were taken in the creation of a holiday paradise.

From the very beginning there would be no compromise. It became clear that Anfi would break the mould of any holiday concept available. What Bjørn Lyng had in mind was a very different style of holiday, a new kind of vacation experience: Vacation Membership. Our members call it 'home from home.'

But what does Vacation Membership mean?

It means unmatched luxury and first-class service. It means immaculate facilities for all the family. It means a warm friendly welcome for everyone from first time guests to our members who return year after year. It means all of that guaranteed for you and your family. It means these things and so much more.

Today, Anfi is Europe's leading Vacation Membership resort – the result of the continued effort of everyone at Anfi to stay one step ahead of members' expectations, holding true to Bjørn Lyng's original dream. Today we are passionate about fulfilling the dreams of our members.

Dreams. What are yours?

You work hard all year. You deserve the best on your holidays. You and your family have earned 'time off' from the stress and the harsh realities of everyday life. Anfi provides it. Anfi provides you and your loved ones with a wealth of possibilities to fulfil your dreams whatever they may be. At Anfi, you decide the pace. From the most adventurous water sports to a quiet dinner under the stars to a spot of luxuriating in our wellness centre.

Quality

If you truly want to understand the magic of Anfi, you have to see it, feel it, experience it. Anfi members are more than just 'guests'. They are people coming home again, relaxing with old friends in their suites, or dining in their favourite restaurant. Members return to Anfi full of happy memories, eager to add more. The respect shown at Anfi for people and property creates a warm, friendly and secure environment.

Anfi members know they have made the right choice. They have chosen a holiday experience that guarantees extreme flexibility and the highest standards of quality in every area, every time.

So what is Anfi Vacation Membership? Anfi Vacation Membership is an investment in the highest-quality holidays for you and your loved ones. Because you deserve it. It means security and guaranteed quality for you, your family and your vacations. You choose the number of weeks, you choose your time, and you pay a 'one off' price. It means that you will never be left disappointed by your holidays again.

The good life

The extensive facilities and services of Anfi Beach Club, Club Puerto Anfi, Club Monte Anfi, Club Gran Anfi are for the exclusive use of the members.

But what is the Anfi life? It's luxury, it's peace, it's security. Wherever you are in Anfi there are beautiful views to take in, there are lush tropical gardens to enjoy and the warm sun is on your back. Step into your luxury accommodation and enjoy cooling

marble floors, a soak in a private Jacuzzi or a quiet snooze after lunch on your spacious balcony.

Our members leave behind the cold and dark winters of northern Europe and exchange them for the promise of guaranteed sunshine. And under the Canarian sun, days are filled as you wish.

For those seeking action, the Atlantic provides the arena for some world class water sports – there even is a diving school for the adventurous.

For those who want a quiet life, there is the white Caribbean sandy beach, a vast variety of sumptuous restaurants and the immaculate Anfi wellness centre.

There are the plaza and the shopping centre, the bars, outstanding entertainment; and the kids will love the Benito kiddies' club and everything it offers.

Perhaps you would like to take a trip to some of Gran Canaria's beautiful sights - an ancient church, a museum, a local restaurant or perhaps a walk in the mountains. You choose. Whatever you choose, we know that the Anfi experience always satisfies, from the grandparents to the youngest of children.

Pure luxury

Wow! We hear it all the time when we show people the suites for the first time. And all the suites have been built and refurbished to the same level of excellence. Most people's hard-earned holidays are about relaxing and feeling good. Anfi knows that the only way this can truly be achieved is if you are in supreme comfort: a spacious balcony where you can laze about with your family and friends, luxurious bathrooms with power showers to get invigorated or a soak in the Jacuzzi to unwind, a beautifully fitted kitchen and a living room designed with chilled out holidays in mind.

Future

In a prime location on the south west coast of Gran Canaria, a vast green valley is being created against the dramatic natural mountain backdrop.

The Tauro Valley offers a complete suite of vacation options, including luxury freehold villas, town houses as well as apartments. This in addition to world-class Vacation Membership properties. These living spaces offer the famous Anfi attention to detail and are exclusive to members. Villas have their own swimming pool set in a subtropical garden. They have been meticulously designed and fitted, blending natural material and modern technology to provide a truly unique level of sophistication.

In the Tauro Valley, Anfi offers a stunning oasis for year-round golf on two fabulous courses, one championship course as well as a separate academy course both designed by three of the world's leading golf course designers, von Hagge, Smelek and Baril.

But golf is only part of the Anfi Tauro story. Between the sea and the mountains where the sun always shines, a full range of world-class facilities will ensure that the whole family is perfectly entertained and catered for. Swimming pools, gardens, shopping, beach, water sports, mountains. Anfi Tauro will offer it all.

Anfi Vacation Club

Now you have your home from home, you can relax and think of adventure. Perhaps you're in the mood for a cruise in the Caribbean, you'd like to go fishing in Fiji, or you want to conquer a ski slope in Switzerland. Because Anfi and Gran Canaria is such a sought-after holiday destination, Vacation Membership with Anfi gives you unrivalled trading power should you choose to take advantage of our world-class holiday exchange programme. Talk to Anfi and see how easy it is to exchange your five-star suite at Anfi for any of the more than 3,700 holiday destinations available through the Anfi Vacation Membership programme.

As an Anfi Vacation Club member you can, with one phone call, reserve the affiliated resort of your choice, make all your travel arrangement (organise extra on-site benefits such as complimentary newspapers, pre-ordered food and children's activity packs), pre-book transfers to and from the airport, request internal exchange (you can choose a different time of year and one of the other Anfi resorts...) in short, everything you need for the trip of a lifetime can be booked through the Anfi Vacation Club Service Centre - flights, ferries, excursions, car hire, insurance as well as activities in and around the resort. You can also mix and match cheap fares, last-minute offers, car rental, stop-overs, long weekends, excursions, activity breaks and more.

With Anfi Vacation Membership, the world becomes truly yours to explore. Is travel your dream?

Why Anfi?

The reasons are many. A crucial factor is security. Anfi members can relax in the knowledge that all members are bound to adhere to the exacting standards of the Anfi membership agreement. Put simply, it means holidays for all the family in a safe, friendly and well-controlled environment. All members enjoy the Anfi lifestyle themselves and leave other members free to enjoy as well.

Vacation Membership is the fastest growing lifestyle product in the vacation industry, and Anfi's commitment to service, reliability and integrity makes it one of Europe's leading Vacation Membership resorts.

Your new life as a privileged Anfi member can begin with a call to your Anfi representative. We look forward to welcoming you.

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