



Ocean Front Living At Rox Resort

Where Elegance Meets the Sea

Discover an exceptional resort located just 30 minutes from the heart of Copenhagen. A coastal haven where oceanfront living intertwines with the continental lifestyle. With gentle glamour, Rox offers 156 elegantly appointed rooms and 168 private balconies, each designed to immerse you in the allure of the oceanfront lifestyle.

A Tribute to the Rhythm of Travel – Be Inspired

The grandeur of the 1920s and 1930s forms the foundation of the design, bringing out true continental elegance. The interiors celebrate both the artistry of tradition and the excitement of adventure, creating a space where cultural curiosity and refined taste flourish. The atmosphere exudes a sense of worldliness—where each room feels like a home away from home, enriched by a history of travel, meetings, and connections across borders.

Gently glamour & Excessive Glow

The resort is meticulously designed to evoke a sense of stability and glowing sophistication, embracing forward-thinking. Dark wooden floors ground the space with a sense of permanence, while subtle touches of greenery breathe life and lightness into each area. Brass finishes, hammered glass, and carefully curated mirrors reflect light and add timeless elegance. It's all in the details, whether it's in design or service.

Exceptional Dining - Notes & Tones

The Dirty Sichuan Steakhouse is located at SMITH. Our signature restaurant offers a culinary journey as unforgettable as the surroundings. Here, indulgence meets innovation with expertly prepared steaks that bring a spicy twist to classic flavors, alongside raw food delicacies that celebrate freshness and creativity. Our second restaurant, The Dumpling Bar, offers small bites by the poolside—or why not enjoy dim sum in bed?

The Coastal Good Life

For those seeking pure relaxation, the resort's spa & pool club is an oasis of tranquility. Whether you prefer the warmth of our three heated rooftop pools, the serene ambiance of our indoor pool, or the rejuvenating effects of our sauna and gym, every aspect of the pool area has been designed with your comfort in mind. The breathtaking views, combined with exceptional service, create an experience of pure indulgence. The resort's rooftop features three heated pools, open year-round, offering a panoramic vista that makes every moment feel extraordinary.

Notes of Leisure – Curated Escape

From private airport pickups to valet parking and concierge service, every detail at Ocean Front Living by Rox Resort is designed to cater to your every need. The combination of world-class amenities, luxurious accommodations, and exceptional service ensures that your stay will be nothing short of spectacular. Whether you're here for relaxation, exploration, or indulgence, you'll find the perfect blend of all at this haven by the sea—ideal for both business and leisure.



RESORT FACTS

- Start year: 2025
- Rooms: 156
- Pools: 3.
- 2 restaurants.
- 6 Bars.
- Meeting venues: 8.
- Distance from Copenhagen: 30 Minutes.

ABOUT ESS GROUP

ESS Group was founded in 2007 with the purchase of Ystad Saltsjöbad. A journey that now has developed into 11 destinations and 15 restaurants. From Ystad Saltsjöbad, MJ'S and Villa Strandvägen in the south of Sweden to Falkenberg Strandbad along the west coast, followed by JACY'Z, Hotel Pigalle and Hotel Bellora in Gothenburg. And closest to Ellery Beach House, you find The Steam Hotel just by lake Mälaren. In Denmark we're proud owners of Marienlyst. In Norway you can find us at Fyri Resort Hemsedal. Cheri-Lee, Port du Soleil, Sandy's Grill, Bight, Barabacu, Tranquilo, Zamenhof and Excet are restaurants and clubs that we're also super proud to be part of.



