

PHĀEA

PHĀEA RESORTS

Stories of a truer, more timeless Greece.



Phāea

the light of the eye,
a sign of joy &
happiness



The Greek letter "Phi"

is the symbol of Golden Ratio, a mathematical constant found throughout all creation. This harmony and proportion has been recognized for thousands of centuries: from the Pyramids in Giza to the Parthenon in Athens.

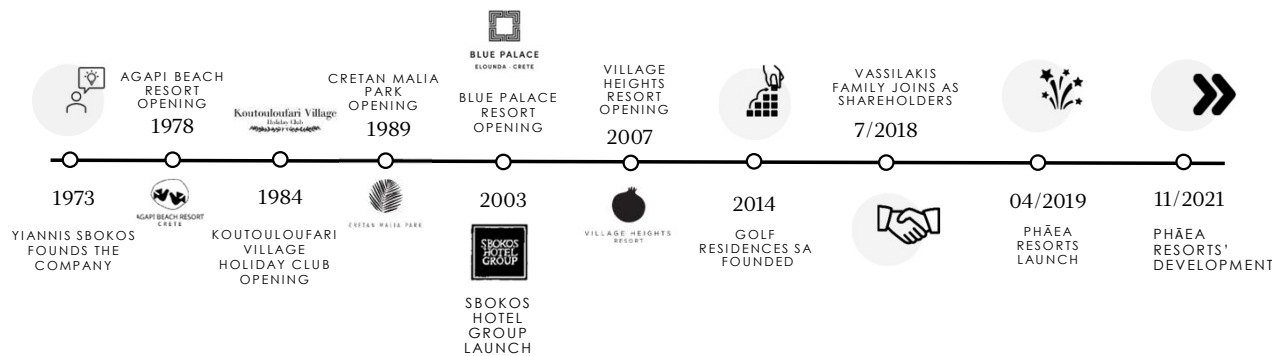
The small leaf symbolizes a connection to our roots offering abundance and a sense of belonging.

Our Story

A privately run company

Several years ago, a beautiful Greek hospitality story was born. Inspired by the integrity of Cretan soul, crafted with the passion and hard work of a visionary who knew that **like-minded people**, along with **trust & commitment** make true **innovation** happen.

As the years passed by and the new generation came in, bold ideas and products were brought to life, created with care, wishing to offer experiences that reinvent Cretan hospitality, honor Mediterranean responsible living and create moments that you would love to be part of.





Our Vision

To nourish people's soul with stories that celebrate, a truer, more timeless Greece.

Our Mission

Marrying integrity with care, and expertise with passion, PHĀEA Resorts embrace innovation, sustainability and family values to create concepts that respect people, guests and associates alike, and give prominence to **a truer, more timeless Greece that is worth celebrating.**



Our Values

Deeply rooted in a commitment to both our people and settings, our values are strongly aligned with an awareness of both our heritage and the local cultures of each of our hotels. At the heart of this philosophy is a promise to maintain a genuine respect for nature and to uphold the essence of Greek hospitality.

CORE BRAND VALUES

Consciousness.

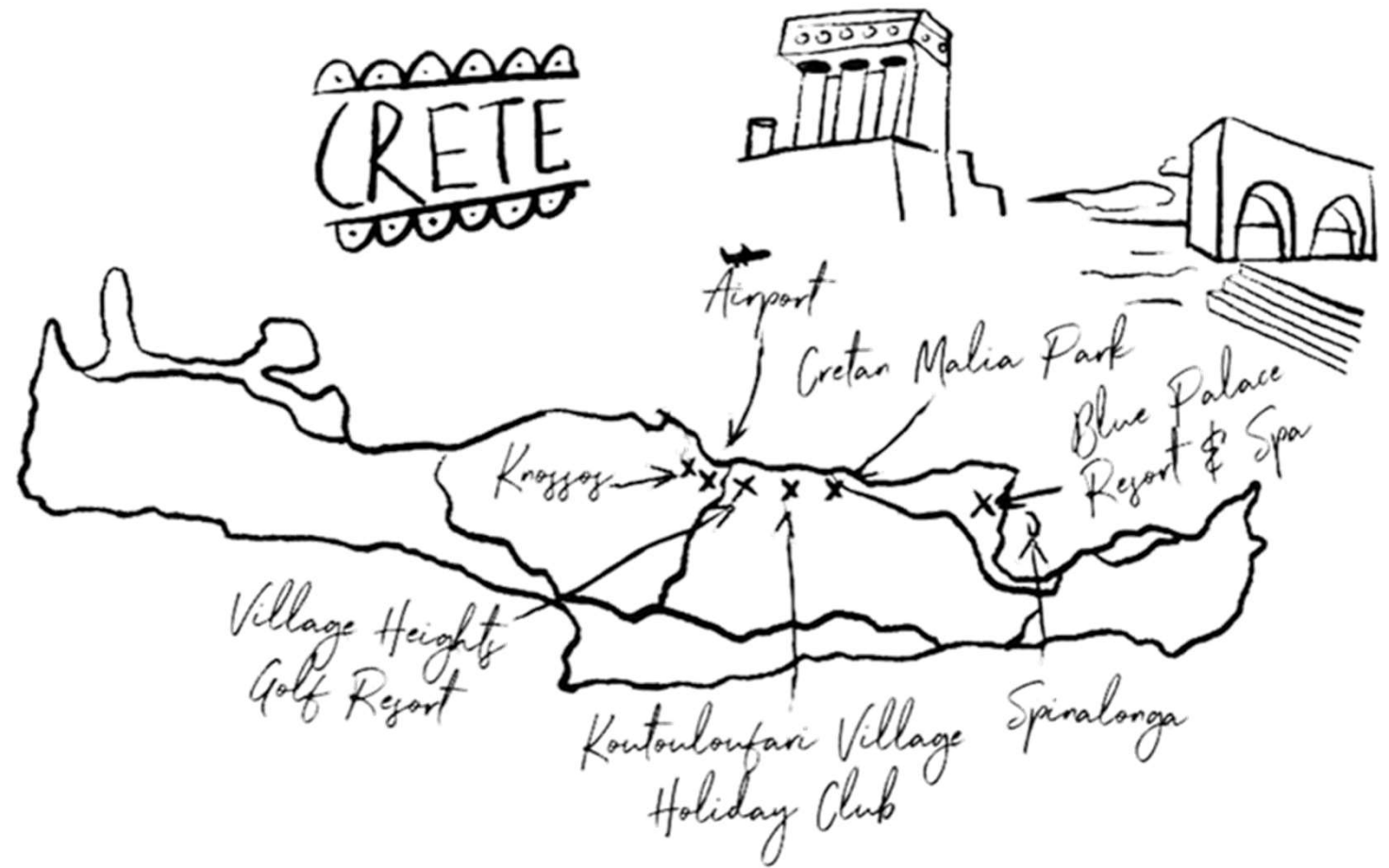
Innovation.

Community.

A wide-angle landscape photograph of a mountainous region in Crete, Greece. The foreground is dominated by dark, dense vegetation on a hillside. A winding road curves across the middle ground, passing through terraced fields. In the background, multiple layers of mountains are visible, creating a sense of depth and scale. The sky is a pale, hazy blue. The text "REAL GREECE. UNEXPECTED CRETE." is overlaid in the center of the image.

REAL GREECE.
UNEXPECTED CRETE.

We are in



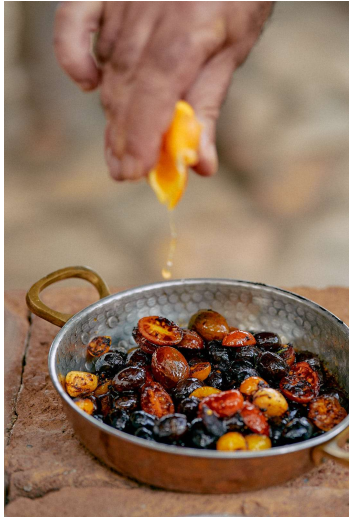
CRETE, GREECE

The generous spirit of the Mediterranean

Well explored yet ripe for new discovery, Crete is an enclave of peace and sublime beauty. An idyllic destination that is well placed to offer sanctuary, transformative experiences, and a hideaway from the din of urban life, the island is the largest in Greek islands and accordingly presents a stunning diversity of settings.

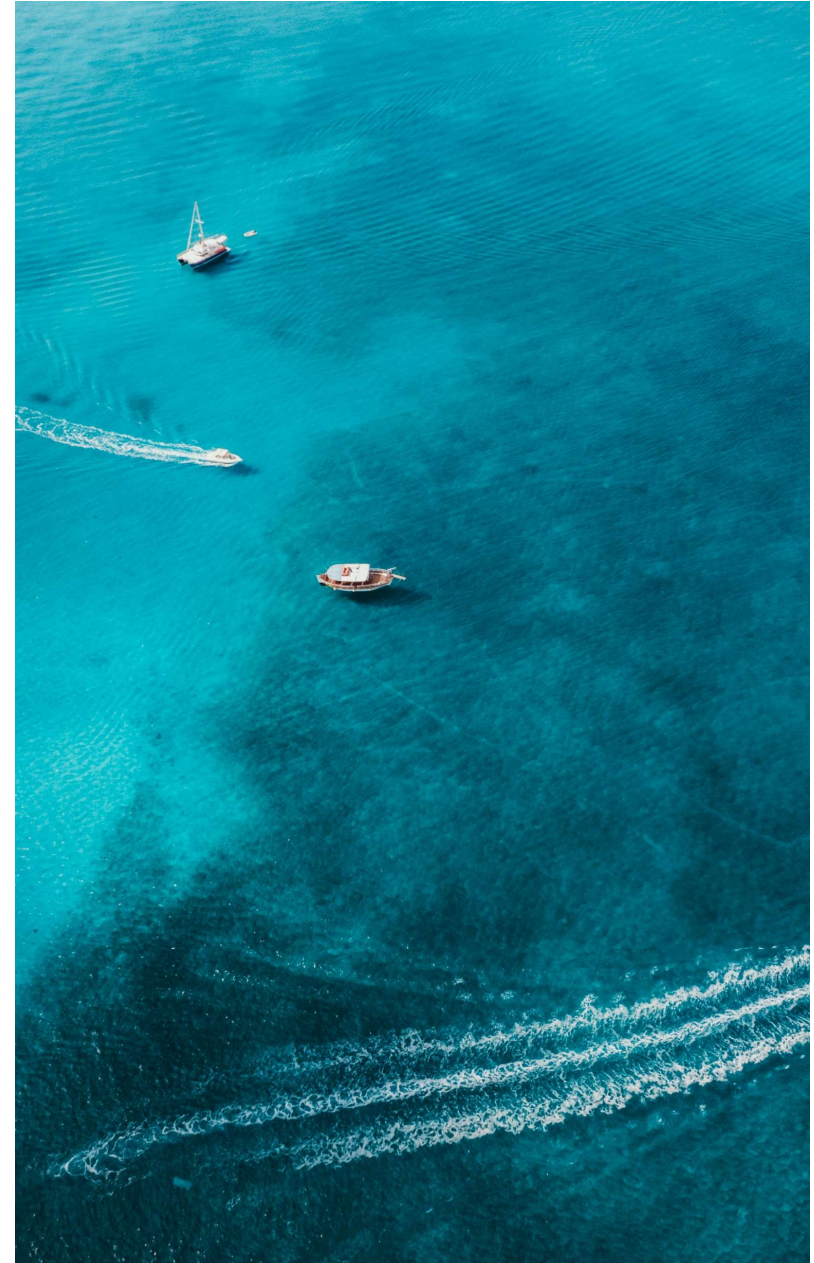


CRETE, GREECE

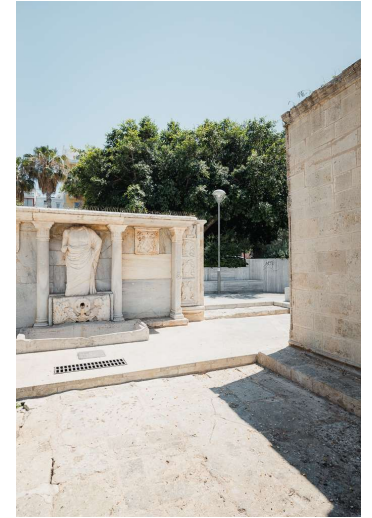


Amongst a striking visual clamour of magnificent mountain ranges, gorges, valleys, and views of the Aegean Sea, an abundance of culture and activity is ready to be uncovered. Noted for its strong identity and distinct cultural traits, Crete presents a gateway to the Greece of past and present.

This is an island on which authentic food concepts, cultural experiences and pure connections with nature are all just moments away, along with the chance to observe a truer, timeless Greece.



CRETE, GREECE



An uplifting journey of history

This contemporary fantasy is built on millenniums of history. This is the birthplace of the Minoans, Europe's first advanced civilization, and Zeus, the father of both gods and men. It's also where the aura of ancient legends is a pervading mood that merges seamlessly with a vision of contemporary Greece for a compelling duality of historicism and modernity. These varying components all combine to form an image of a Greek fantasy come to life; a present-day tale that is rooted in a storied history and unique heritage.

CRETE, GREECE

The culinary capital of Greece

Food in Crete is a gastronomic treasure and an authentic culinary voyage. Simple and born from old traditions, with stories you wouldn't believe. From the heart right to the table, even a humble dish is more than just food. It's our heritage, our culture, our hospitality, and the feeling of home.



A scenic view of a tropical bay at sunset or sunrise. The sky is a soft, hazy orange and yellow. In the foreground, the dark silhouettes of palm trees and other tropical foliage are visible. The water is calm, with a small sailboat visible in the distance. The overall mood is peaceful and serene.

OUR RESORTS

Our Resorts

Bringing together a series of hospitality spaces that stand out for their embrace of both an inherent Greek identity and hallmarks of local culture.

Phāea Resorts own and operate 4 hotel properties:

[Blue Palace, a Luxury Collection Resort, Elounda, Crete,](#)

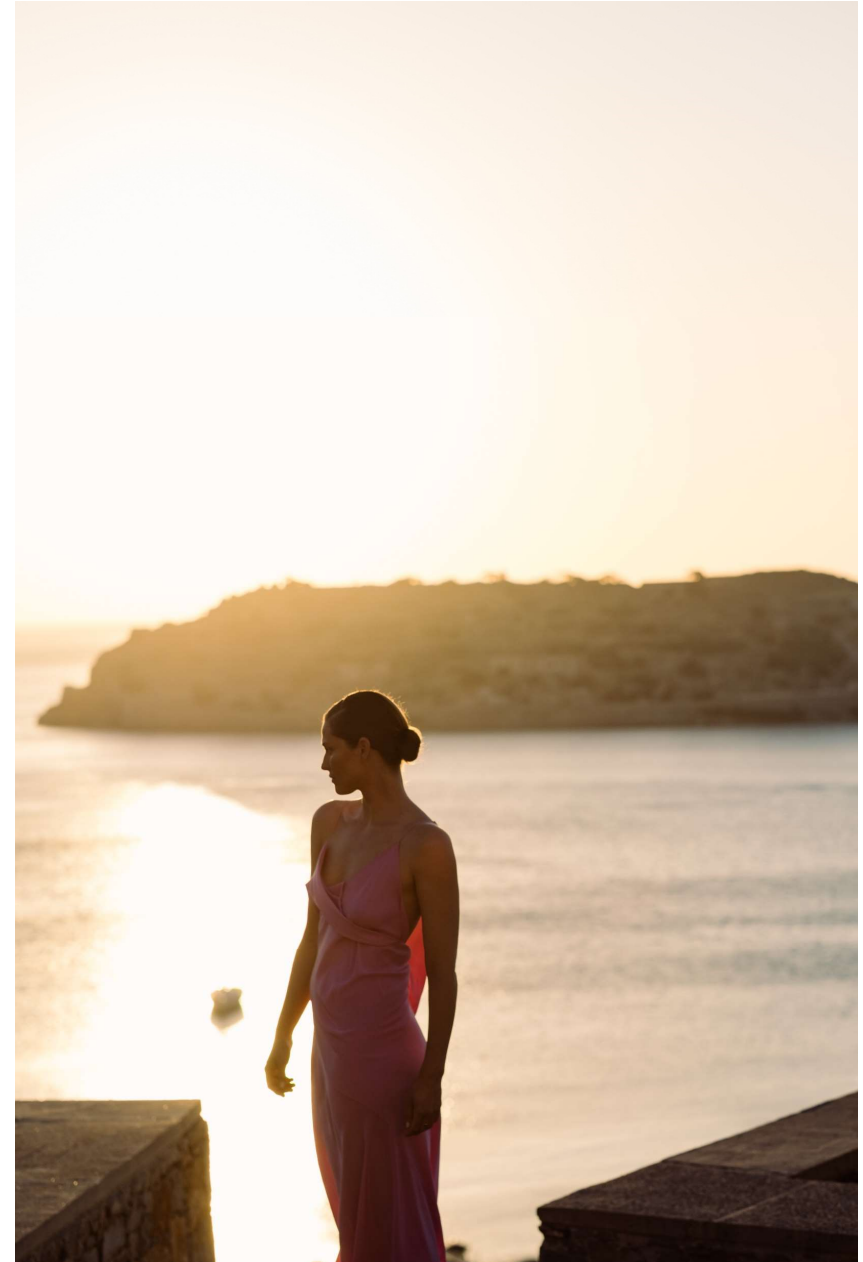
[Cretan Malia Park, Member of Design Hotels™,](#)

[Village Heights Resort,](#)

[Koutouloufari Village Holiday Club.](#)

PHĀEA Resorts are managed by Agapi and Costantza Sbokou.

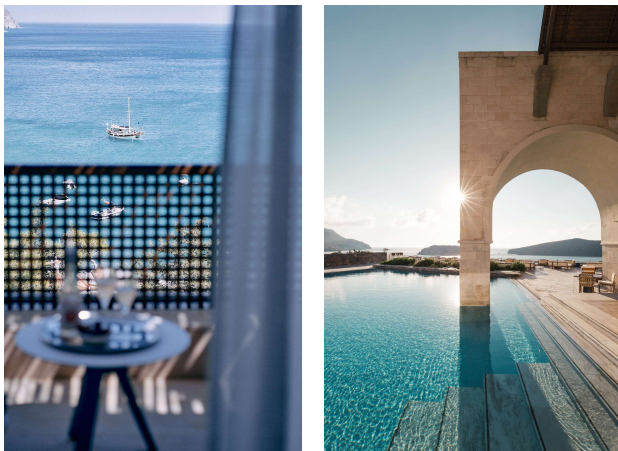
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BLUE PALACE, A LUXURY COLLECTION RESORT,
ELOUNDA, CRETE

Wild beauty. Unrivaled Island Style.

A beautiful merger of Greek elegance and island style, Blue Palace is a luxurious sanctuary where an iconic Crete is ripe for discovery. Wild grandeur comes to life across a property that sits between the fishing village of Plaka and the port of Elounda, and takes in panoramic views of the Aegean Sea and Spinalonga Island, a site nominated for the UNESCO World Heritage list. It's an opulent setting in which life-lasting adventures, authentic food experiences and heartfelt hospitality are combined to great effect for a laid-back ambiance that is entirely attuned with the surrounding Mediterranean landscape.



HIGHLIGHTS

EXTRAORDINARY LOCATION

Across from Blue Palace lies the islet of Spinalonga, a National Monument & UNESCO nominated World Heritage Site

STAY

- 153 rooms (all rooms with sea view)
- Most of the rooms feature a private pool, most of them infinity & heated
- The Haven: a private world of suites and villas at Blue Palace

CUISINE

- 6 restaurants
- 2 bars

FACILITIES

- 3 outdoor swimming pools, 1 indoor heated pool
- Organic Gardens
- Kids club | 1 Kids Pool
- Shopping
- Private helipad
- Private Chapel

WELLNESS

- A 300 m. Private beach
- The Elounda Spa (24 treatment rooms, couple's suites & beauty salon)

AUTHENTIC EXPERIENCES & UNIQUE CONCEPTS

- Traditional Caique Boat Experiences
- Epicurean experiences: Cretan Feast, Gritti Palace Collaboration for Aperitivo, Culinary Island Hoping with top progressive Greek Chefs, Bartending events with world-acclaimed bartenders, Olive Oil Experience with Olive Oil Sommelier
- Phāea Plan Bee initiative: special events with mini-harvesting, honey tasting sessions and bespoke offerings
- Destination Authority Concierge Program

A lifestyle worth discovering

Cretan Malia Park presents an idyllic hideaway in every sense and a most successful example of turnaround – maximizing its full potential. A carefully crafted concept that combines excellent modern design, well rooted in its local and its history. Operational concepts and initiatives that address an uncaptured niche in the market. Cretan Malia Park, since its repositioning, has managed to increase its revenue by more than 60% and is projected to double it by 2022.



HIGHLIGHTS

UNIQUE LOCATION

- Beachfront location, Just 2km away from The Minoan Palace of Malia
- Private Sandy beach; set amongst lush gardens

STAY

- 204 Guestrooms, Bungalows & Suites set amongst lush gardens
- A design-led, conscious luxury, family resort

CUISINE

- 5 restaurants and one pop up garden restaurant
- 2 bars & coffee shop

FACILITIES & SERVICES

- 2 outdoor swimming pools
- Organic Kitchen Garden & Herbal Garden
- Little Explorers Kids Club with Mini Garden and Playground and 2 paddling pools
- The Place - Teenagers Club
- Tennis
- ½ Basketball court | Bike rental
- Concierge Services

WELLNESS

- The Cute Spa
- Yoga Pavilion
- Indoor and outdoor Gym,
- Extensive Programming around Yoga & Meditation, Pilates and other Mindfulness workshops

PROGRAMMING

- Epicurean Experiences focused on seasonal, organic produce and the Cretan Diet
- Conscious Experiences: Organic Kitchen Garden and Herbal Garden Tours
- Focus on Family Experiences fun activities for teens at The Place, Concierge-curated destination itineraries
- Evening Entertainment

VILLAGE HEIGHTS RESORT & KOUTOULOUFARI VILLAGE HOLIDAY CLUB



Koutouloufari Village
Holiday Club


HIGHLIGHTS

VILLAGE HEIGHTS RESORT

- Mountainous location adjacent to the Crete Golf Club
- 200 Junior Suites and Suites with kitchenette
- 2 restaurants & 2 bars
- Spa, gym, indoor pool, sauna, jacuzzi & hammam, Tennis courts, Mini golf | Bike rental, Table Tennis, Games room
- Kids Club, Kids Playground, 2 Paddling Pools
- Daily entertainment program | Night Entertainment | Environmental activities

KOUTOULOUFARI VILLAGE HOLIDAY CLUB

- Cottage-style Residencies in a traditional village
- 3 outlets
- Wine Cellar
- Spa services
- Bike rental and Environmental activities



RESPONSIBLE LIVING

Reasons we are proud

We are proud of our philoxenia. The Greek word for hospitality, it translates as showing kindness to a guest. We work enthusiastically to ensure our philoxenia is also paying it forward. At Blue Palace, our whole ethos is to show kindness to people and planet — conserving natural resources, doing good for community, being conscious custodians of Crete and hosting you for happy times.

Ethos hails from the word 'character' in Greek — it's a significant word to us as it represents our values and that we are proud of our Greek heritage, proud of our Cretan identity, yet we challenge the status quo, adapting and innovating as we develop our own nature-positive human-centric approach to hospitality.

For us, being sustainable is about much more than enabling guests to reuse their bath towels. It's about a true love for your community, while seeking solutions to local and global challenges and sharing inspiring stories along the way.

SUSTAINABILITY

Conscious, Innovative, Committed to people

OUR SUSTAINABILITY COMMITMENTS

THE ENVIRONMENT

OUR COMMUNITY

OUR PEOPLE

OUR GUESTS

Grounded in a vision to create
stories about a truer, more
timeless Greece.




SUSTAINABILITY

OUR NUMBERS SPEAK VOLUMES

ENERGY MANAGEMENT



93%
of our total energy consumption derives from renewable sources

70% 
of the energy needed for domestic hot water comes through geothermal system

SUSTAINABLE REFURBISHMENT

100%

Natural or Environmentally-certified Flooring

Local Craftsmen or Environmentally-certified Suppliers for our Furniture

Local Artists for our Artwork

WASTE MANAGEMENT



20% decrease
in Food Waste (guest meals) - WWF's "Hotel Kitchen: Food has Value" programme



10 tones
of composted organic waste



GOAL
20%
decrease of waste to landfill



GOAL
100%
of plastic packaging or other items to be recyclable by 2025, according to our commitment to Global Tourism Plastic Initiative

SUSTAINABLE LANDSCAPE



Edible Landscape Program

100%
Free of Synthetic Pesticides & Herbicides

1.720 m²
of Certified Organic Gardens

1.783 kg
of production of seasonal vegetables and herbs

OUR NUMBERS SPEAK VOLUMES

SUSTAINABLE PROCUREMENT



99%
of fruits is fresh

81%
of fruits & vegetables is
locally sourced & seasonal



38%
of purchases comes
directly from the
producers



93%
of bottled water is
locally produced &
sourced



71%
of wine
purchased is
from Crete

100%
paper consumed
comes from recycled
Fiberpack®
beverage cartons

OUR COMMUNITY

Phāea
Volunteers

 €262 K money & in-kind donations

 11 NGOs supported

 250 trees planted

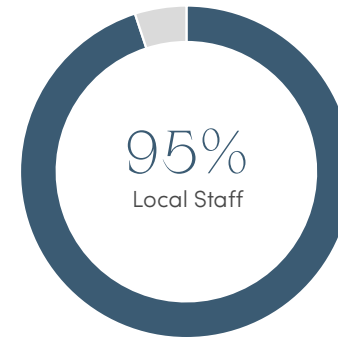
OUR PEOPLE

GENDER EQUALITY



54%
Female Employees

46%
Male Employees



95%
Local Staff



15%
Annual Staff Turnover



861 hours
in hard & soft skills trainings



2
employees with disabilities

SUSTAINABILITY

Phāea Farmers

With the support of Local Food Experts, we developed a unique training program - the Phāea Farmers Program is designed to support resort staff who also farm their land. Through collaborations with agronomists, the farmers are trained in sustainable & organic farming methods and sustainable land use. The program is creating more value and quality production and the resort can source the highest quality local produce for use in the kitchens.

7.000 kg

production of fruits & vegetables via the
Phāea Farmers program

€ 36.9 K

Phāea Farmers Income Support



Phāea Farmers is all about respect: for the health of our guests, the provenance of the ingredients, the agricultural heritage of local people and for the island.

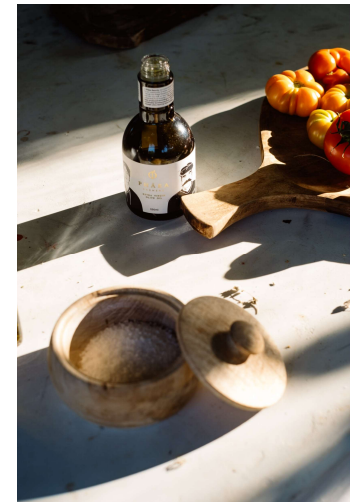


Phāea Olive Oil

Superior category extra virgin Olive Oil

Obtained directly from olives & solely by mechanical means (no chemicals)

Self-assessed sustainable farming practices within the concept of EU Farm to Fork strategy



5.140 kg

production of Phāea Olive Oil during 2021
Table top exclusively and BoH use

SUSTAINABILITY



Phāea Plan Bee

Our apiculture initiative, Plan Bee nurtures honeybees across nine hives and supports beekeepers as part of the Phāea Farmers project.

This is our important contribution to biodiversity, as it's estimated that bees are responsible for one out of every three bites of food we eat.

1.381 kg

production of our own honey

40kg of our own beehives
honey was decided to be given
back to the bees



SUSTAINABILITY



Phāea Roofs

Planted roofs with native plants requiring very low watering



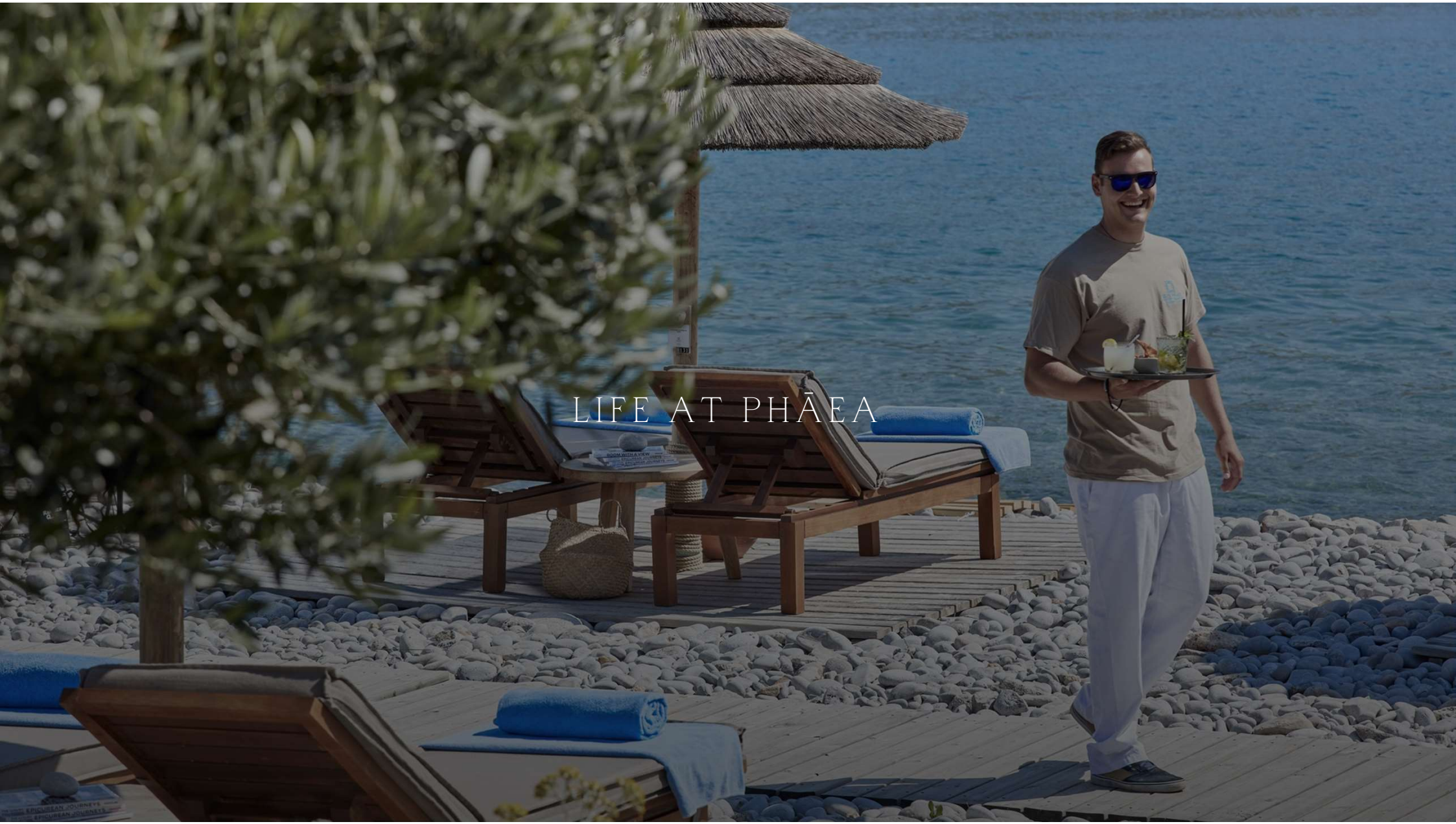
Insulation: a green roof can reduce a building's cooling demands by about 30% and its heating by 15% on an average day

We have installed solar-energy-generating photovoltaic panels



Including other actions, we expect a 20% reduction of our total energy consumption in 2022, compared to 2019





LIFE AT PHAEA

Your role at Phāea

POSITION: INTERNSHIP

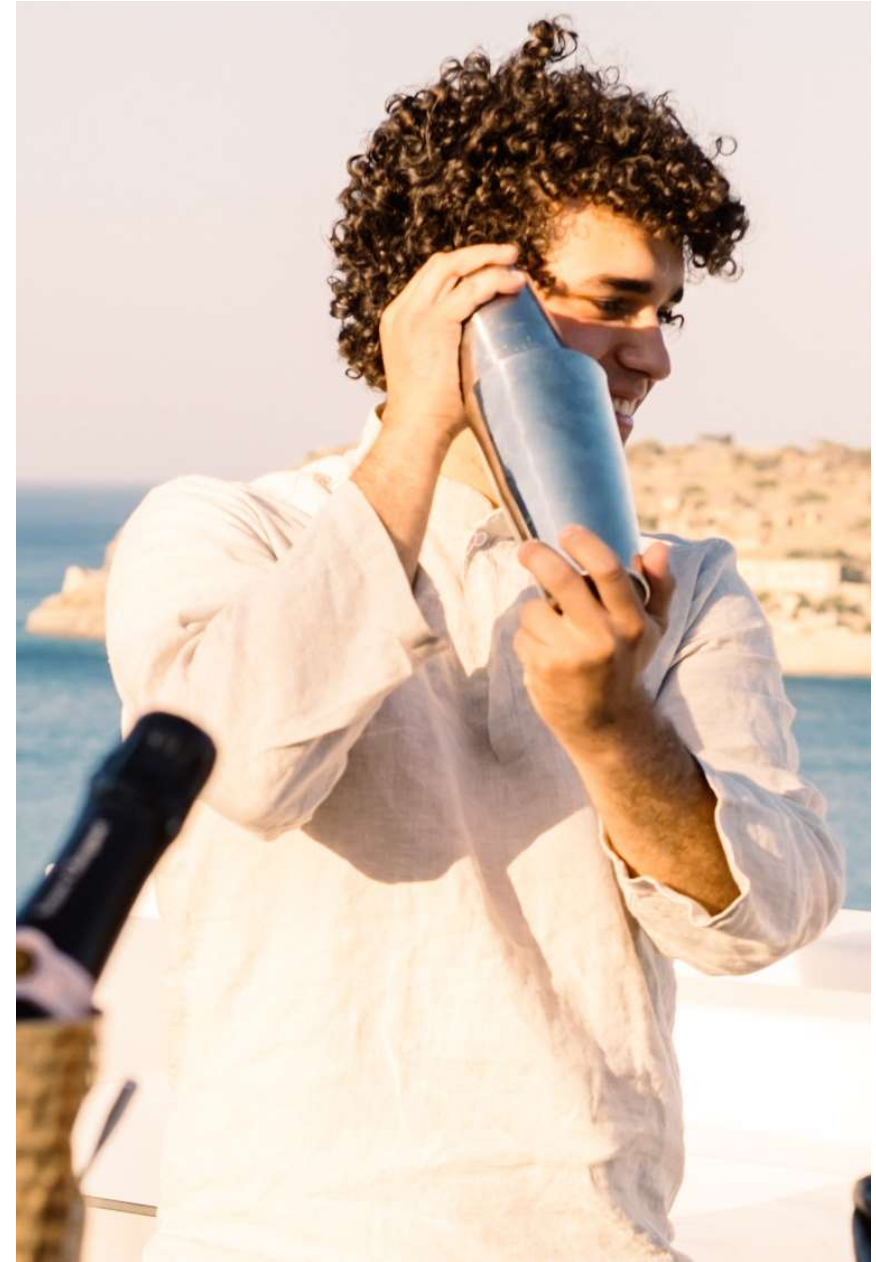
DURATION: MAY TO OCTOBER (3-6 MONTHS)

CANDIDATE PROFILE:

- Be enrolled in a University/School program
- Provide a permit that allows to perform an internship in Europe or provide a European passport
- Have a very good level of English

BENEFITS:

- Salary / 5 days – 40 hours
- Bonus
- Accommodation in double/triple occupancy
- One meal/shift
- Uniform
- Tickets via ferry to Crete from Athens covered
- Transportation from/to Hotel



YOUR ROLE AT PHĀEA



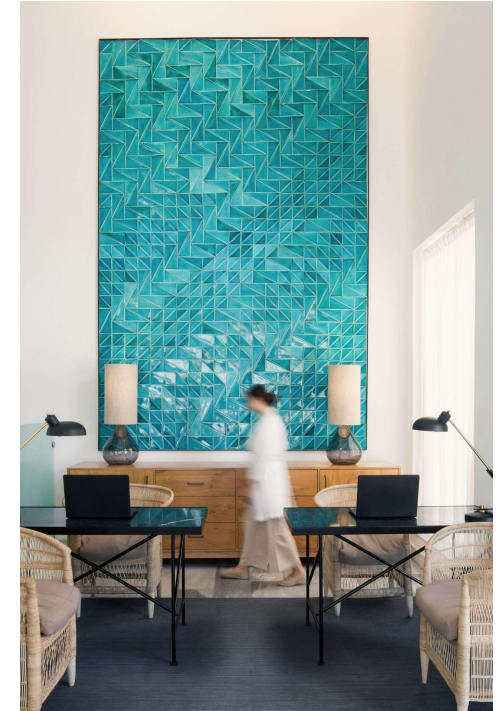
FRONT DESK ROLES

Front Office Agent
Concierge Agent
Telephone Operator
Bellman



F&B ROLES

Cook
Pastry Chef
Service
Hostess
F&B Attendant



OTHER ROLES

Spa Reception
HR Department
Cost Control
Kid's Club



Προβάλλουμε μία **αυθεντική και διαχρονική Ελλάδα**
που αξίζει να αγαπάμε!

PHĀEA

THANK YOU

BLUE PALACE, A LUXURY COLLECTION RESORT, ELOUNDA, CRETE • CRETAN MALIA PARK, A MEMBER
OF DESIGN HOTELS • VILLAGE HEIGHTS RESORT • KOUTOULOUFARI VILLAGE HOLIDAY CLUB

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