

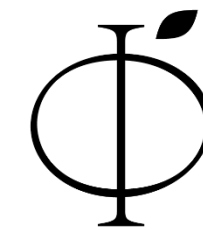
PHĀEA

To celebrate 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.

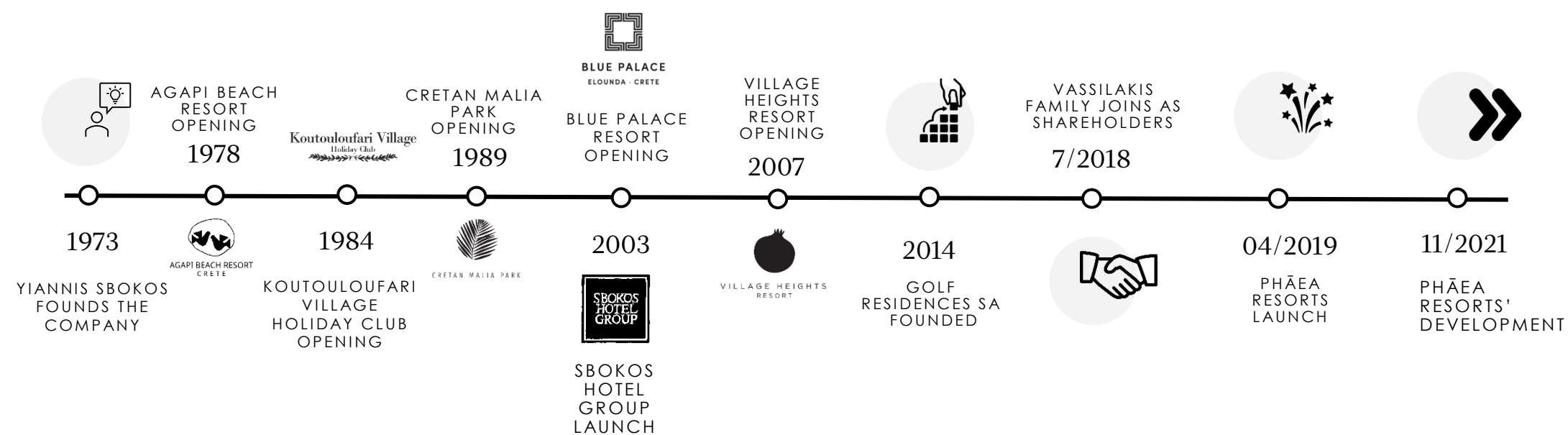
The small leaf symbolizes a connection to our roots offering abundance and a sense of belonging.

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 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.

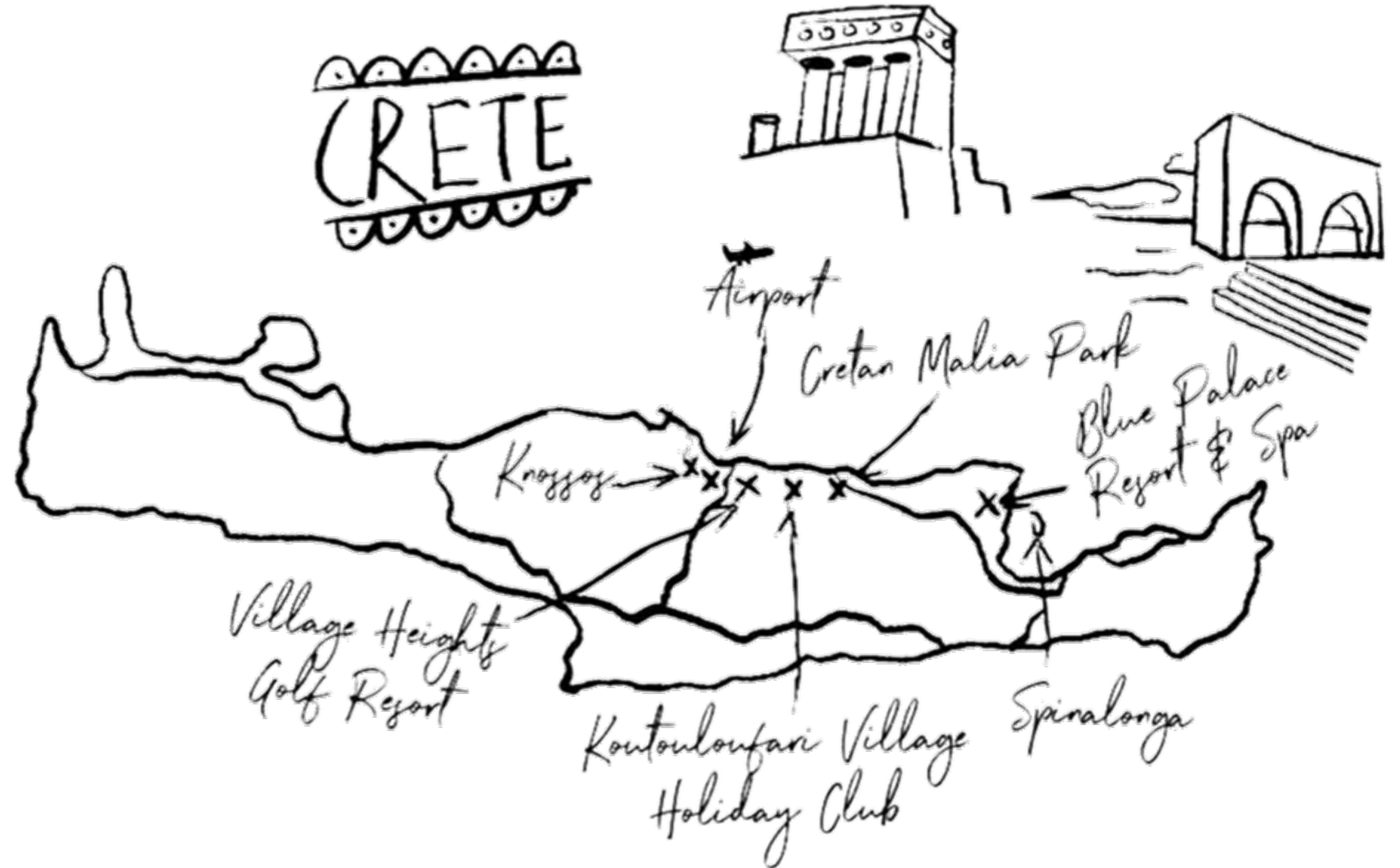
Innovation.

Community.



REAL GREECE.
UNEXPECTED CRETE.

We are in



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.

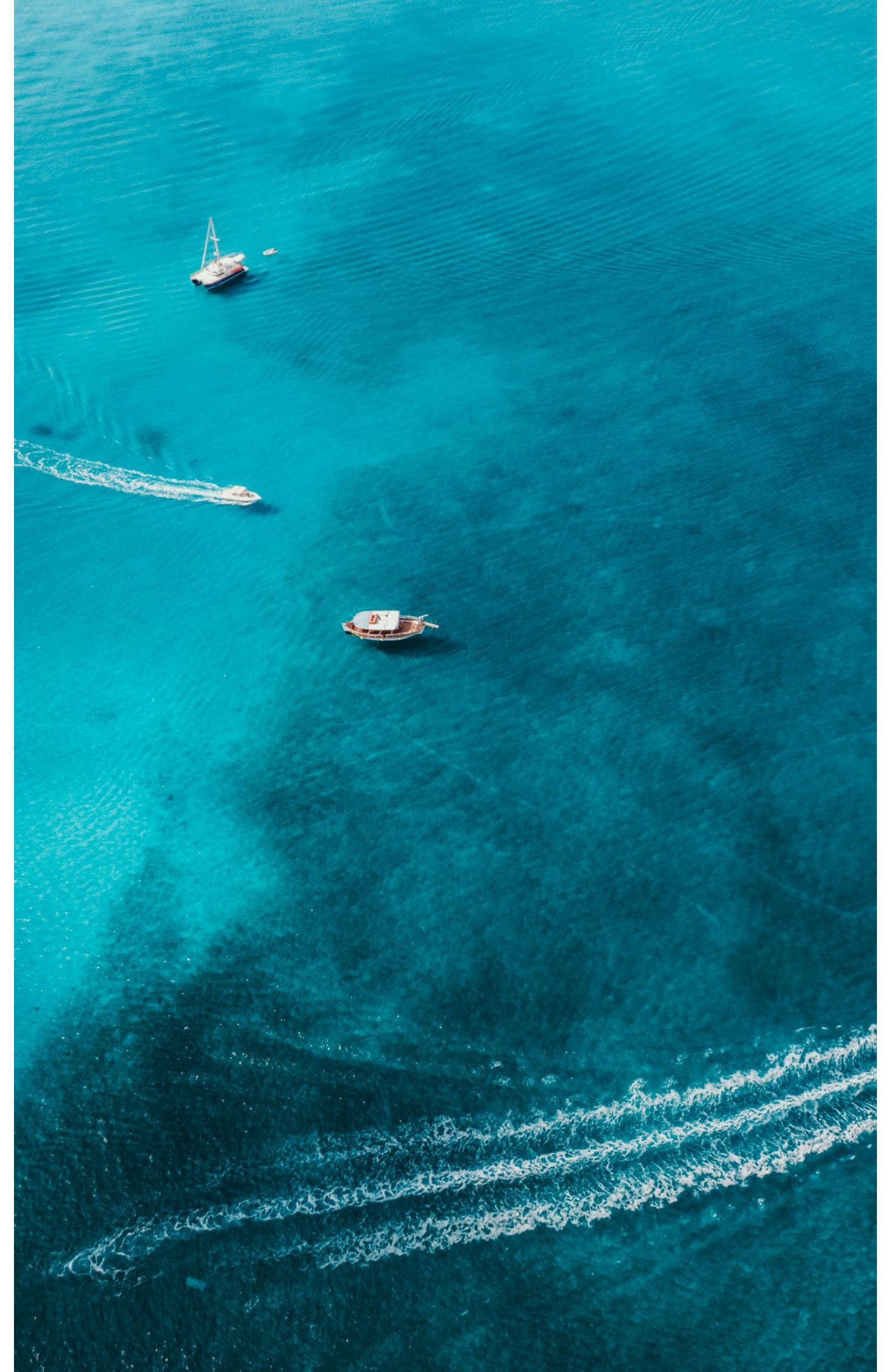


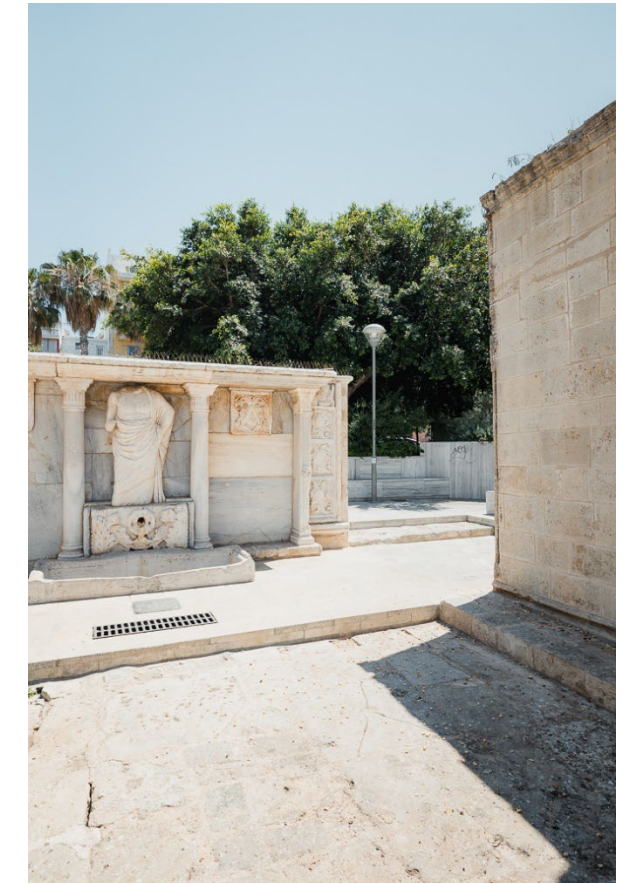
CRETE, GREECE



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.





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.

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 serene tropical landscape at sunset. The sky is a soft, warm orange, transitioning into a pale blue over the water. In the foreground, the dark silhouettes of palm trees and other tropical foliage frame the view. The middle ground shows a calm bay with gentle waves lapping at a sandy beach. A single sailboat is visible on the water. In the background, a large, dark landmass or island is silhouetted against the bright sky. The overall mood is peaceful and idyllic.

OUR RESORTS

Our Resorts

PHĀEA - a brand that truly represents Greece, connecting its guests to Greek culture in an authentic and thoughtful way.

PHĀEA own and operate 4 hotel properties:

[Blue Palace, Elounda, Crete,](#)

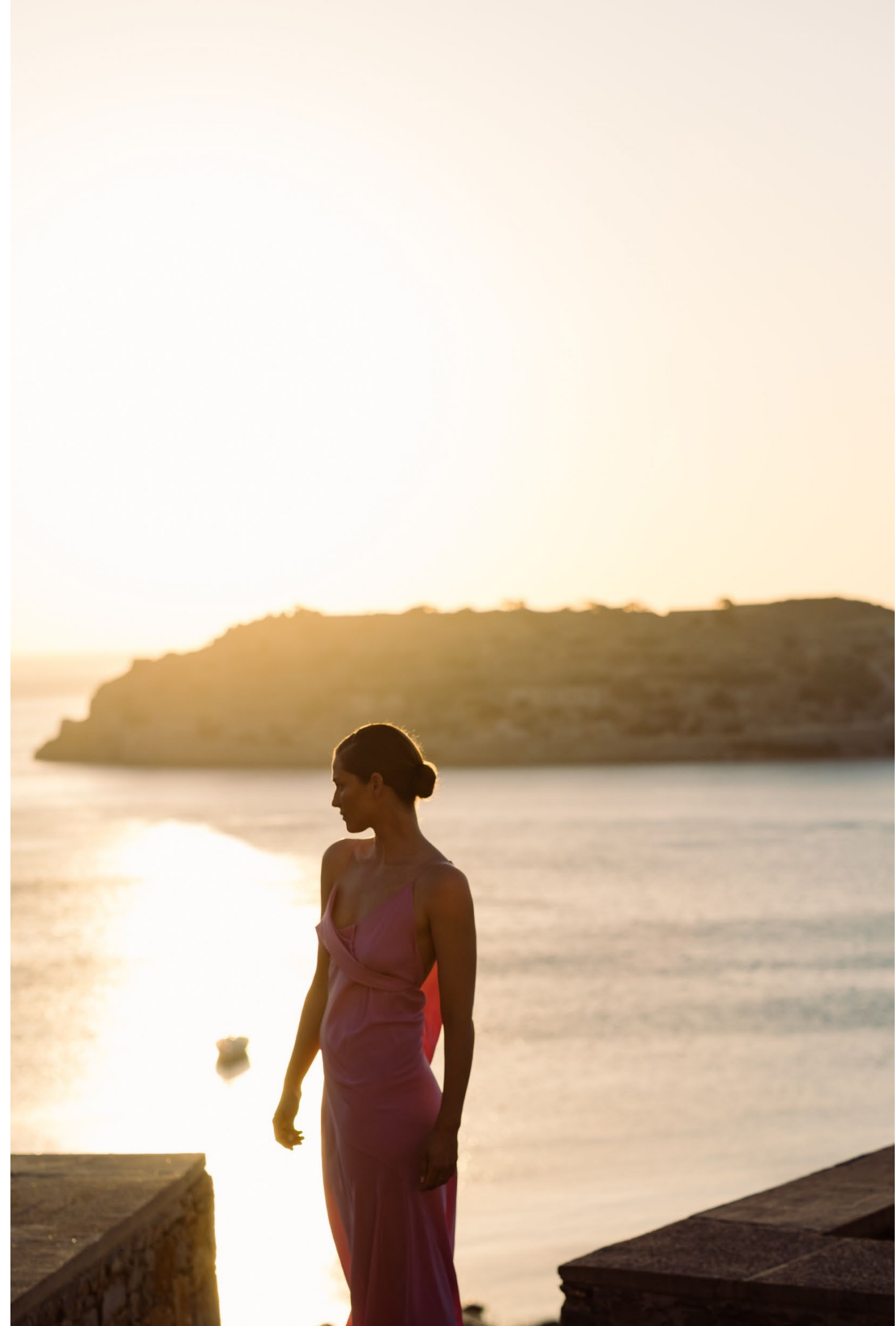
[Cretan Malia Park, Member of Design Hotels™,](#)

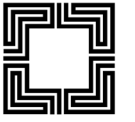
[Village Heights Resort,](#)

[Koutouloufari Village Holiday Club.](#)

PHĀEA are managed by Agapi and Costantza Sbokou.

WWW.PHAEARESORTS.COM





Wild beauty. Unrivaled Island Style.

Iconic Blue Palace reopens as a boutique hotel

Nestled amidst the azure waters and rugged landscapes of Crete, Blue Palace stands as a testament to timeless Greek hospitality, curated by PHĀEA. At Blue Palace we have been welcoming guests to our family's legacy for over two decades, embodying the essence of Cretan warmth and hospitality.



HIGHLIGHTS

EXTRAORDINARY LOCATION

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

STAY

- 47 rooms, incl. bungalows, suites and private villa
- 28 feature a private heated pool

CUISINE

- 2 restaurants
- PHĀEA Farmers pop-up restaurant
- All day Bar

FACILITIES

- Private beach
- 1 outdoor swimming pools
- Organic Garden
- Gym Facilities (inside & outside)
- Spa Services, Yoga, Meditation and Pilates
- Open Retail Area
- Direct access to the beach
- Private chef and butler service at the three-bedroom Royal Blue Villa

AUTHENTIC EXPERIENCES & UNIQUE CONCEPTS

- Traditional Caique Boat Experiences
- Epicurean experiences
- PHĀEA Farmers experience at our organic garden
- PHĀEA Plan Bee initiative: special events



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



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

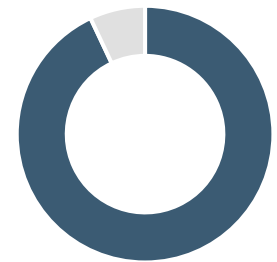
OUR GUESTS

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



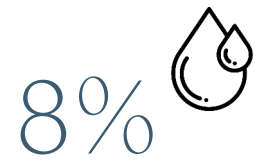
OUR NUMBERS SPEAK VOLUMES

ENERGY & WATER MANAGEMENT



91%

of our total energy consumption derives from renewable sources aiming to receive the ISO 50001 certification in 2023



8% decrease of the total water consumption compared to 2019



11% decrease of the total energy consumption compared to 2019

NEW FOR 2023 

An advanced electrolysis system in our pools that uses natural chlorine from salt

SUSTAINABLE REFURBISHMENT

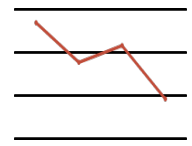
100%

Natural or Environmentally-certified Flooring

Local Craftsmen or Environmentally-certified Suppliers for our Furniture

Local Artists for our Artwork

WASTE MANAGEMENT



57% decrease of waste to landfill per guestnight compared to 2019



GOAL
100%

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



27 tones of composted organic waste

SUSTAINABLE LANDSCAPE



Edible Landscape Program

100%

Free of Synthetic Pesticides & Herbicides

1.720 m²

of Certified Organic Gardens aiming to reach the 2.920 m² in 2023

3.896 kg

of production of seasonal vegetables and herbs

OUR NUMBERS SPEAK VOLUMES

SUSTAINABLE PROCUREMENT



96%
of fruits is fresh

77%
of vegetables is fresh

In 2023, we aim to establish a Code of Ethics with all our suppliers



38%
of purchases comes directly from the producers



95%
of bottled water is locally produced & sourced



68%
of wine purchased is from Crete

100%
paper consumed comes from recycled Fiberpack® beverage cartons

OUR COMMUNITY

PHĀEA
Volunteers

 €56 K money & in-kind donations

 14 NGOs supported

 5 local events supported

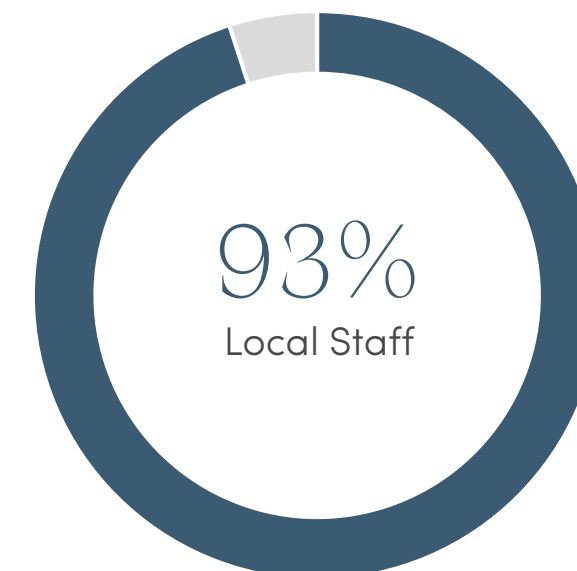
OUR PEOPLE

GENDER EQUALITY



58%
Female Employees

42%
Male Employees



93%
Local Staff



15%
Annual Staff Turnover



9.442 hours
in hard & soft skills trainings



2
employees with disabilities

Our star projects



PHĀEA FARMERS

14.199 kg

production of fruits & vegetables via the PHĀEA Farmers program

€ 37.6 K

PHĀEA Farmers Income Support



PHĀEA OLIVE OIL

10.110 kg

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



PHĀEA PLAN BEE

790 kg

production of our own honey



PHĀEA ROOFS

1757 m²

of green roofs in Cretan Malia Park

We have activated 71% of our roof tops, and
we aim to activate 100% of them in 2024

SUSTAINABLE HOSPITALITY CERTIFICATIONS & AWARDS

ISO 21401 Sustainability Management System for Accommodation Establishments, 2023

ISO 21401 specifies environmental, social and economic requirements to implement a sustainability management system in accommodation establishments in the tourism sector.

EFQM Model by the European Foundation for Quality Management, 2022

EFQM Model is a framework for organizational excellence and quality management developed by the European Foundation for Quality Management.

Green Key, 2010 – 2023

Green Key certificate is a leading standard of excellence in the field of environmental responsibility and sustainable operation within the tourism industry.

Best Sustainable Hotel, Marie Claire UK Sustainability Awards, 2022

EHMA Sustainability Award by Diversey, European Hotel Managers Association, 2022

Cretan Taste Awards, for PHĀEA FARMERS, 2021

The PHĀEA Farmers program has been awarded the Silver Award in the category: Actions to connect the agri-food and the tourism sector

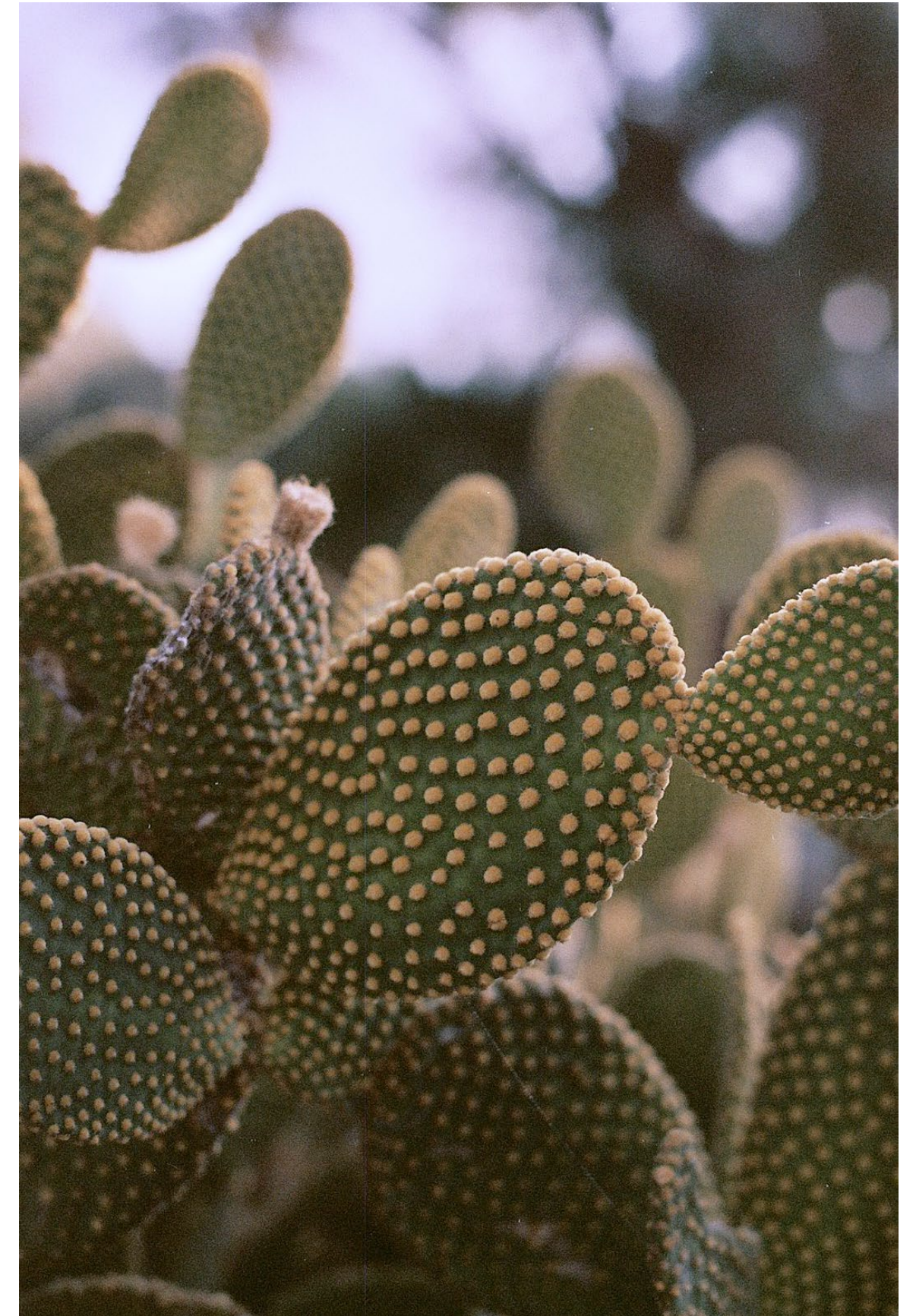
Blue Flag Beach Award, Foundation for Environmental Education, 2004 – 2023


Environmental Management Certification ISO 14001, 2007-2021

ISO 14001 maps out a framework that a company can follow to set up an effective environmental management system.

Travelife, Gold Certificate, 2014-2020

Travelife is a leading training, management and certification initiative for tourism companies committed to reaching sustainability.



A man in a white uniform, wearing sunglasses and smiling, is walking on a wooden deck by the water. He is holding a tray with a drink and a small dish. In the background, there are two lounge chairs with blue towels, a thatched umbrella, and a small table with a book. The scene is set on a rocky beach with the ocean in the background.

LIFE AT PHĀEA

Your role at PHĀEA

POSITION: INTERNSHIP

DURATION: FROM MAY TO OCTOBER (6 MONTHS)

MIN. PARTICIPATION 3 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
- Possess an excellent command of the English language

BENEFITS:

- Salary / 5 days – 40 hours
- Accommodation in double/triple occupancy
- Offering meals in staff canteen
- Uniform
- Staff bus transportation to and from the hotel



YOUR ROLE AT PHĀEA



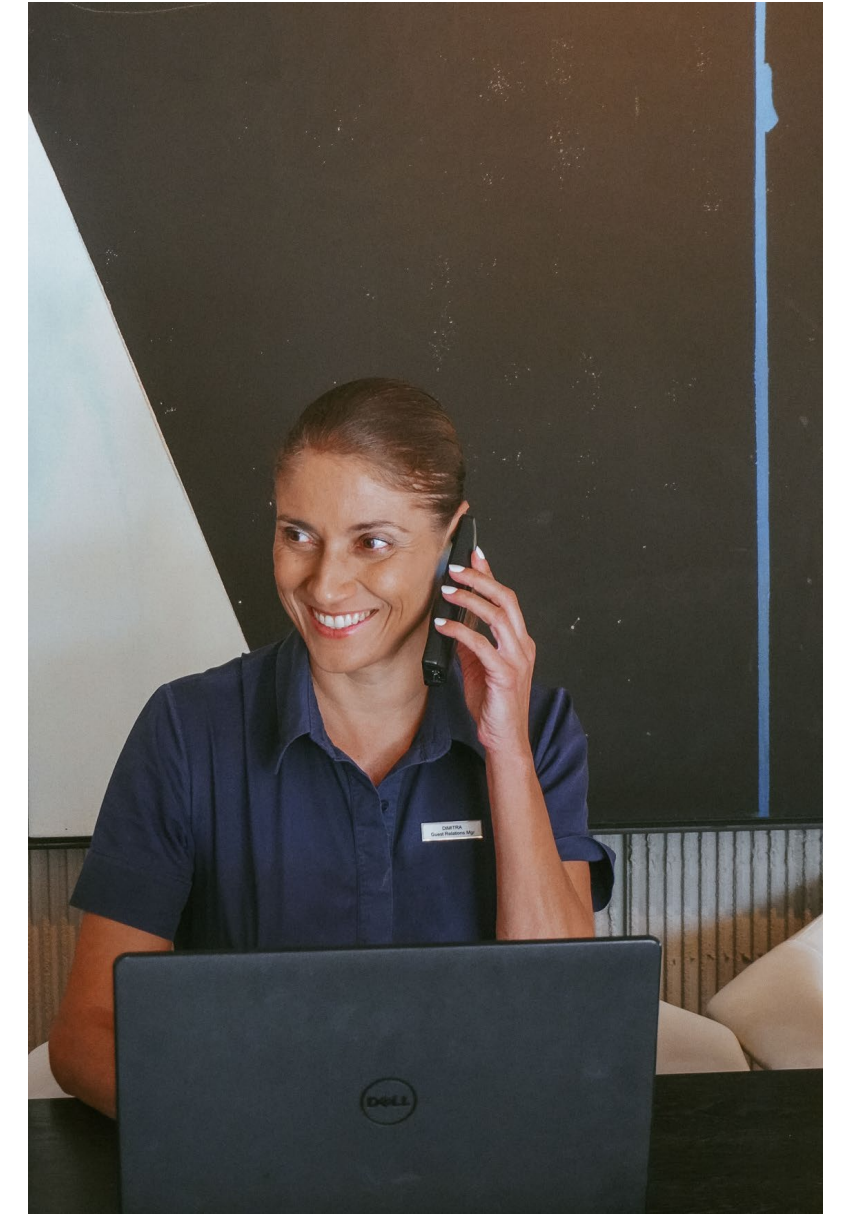
FRONT DESK ROLES

- Front Office
- Concierge
- Guest Relations
- Reservations
- Bellman | Doorman



F&B ROLES

- Service
- Cook
- Pastry



OTHER ROLES

- Administration
- Cost Control

Our People

At PHĀEA, we believe that our success is driven by the incredible individuals who make up our staff. Our dedicated team is at the heart of everything we do, and we take pride in creating an environment where talent can flourish.

Joining our team means becoming a part of a dynamic and diverse workforce that is passionate about commitment, innovation and community. We foster a culture of collaboration, innovation, and continuous learning, empowering our employees to reach their full potential and make a meaningful impact.

From experienced professionals to entry-level talent, we value the unique skills and perspectives that everyone brings to the company. We are committed to nurturing a supportive and inclusive workplace where everyone's voice is heard, ideas are respected, and personal growth is encouraged.

At PHĀEA we understand that our employees is our greatest asset, and we strive to provide a work environment that promotes health & safety, development, and well-being.

Join us and be a part of a team that is dedicated to growing and thriving.

Join our PHĀEA team today!

PHĀEA ONE TEAM



PHĀEA

THANK YOU

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

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