

# INFORMATIONAL RELEASE

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## Caramel Grecotel Boutique Resort named top European new hotel

Grecotel Hotels & Resorts is pleased to announce that its new property on Crete, Caramel Grecotel Boutique Resort an all-suite and villa gem was named one of the [top 15 new European hotels](#) by the world renowned magazine Architectural Digest.

According to Architectural Digest, “At the top of the heap is the Caramel hotel, located in Rethymno ... the boutique resort’s villas and suites are decorated in the region’s typical white-on-white palette. Accents of blue, fuchsia, and golden yellow dot the hand-painted tile floors, with further visual interest provided by the clean lines and tight tailoring of the modern-leaning furnishings, which mingle with antiques. The hotel’s architects—an in-house team from Grecotel—conceived the resort as a sort of village, adapting a series of existing white-stucco, terracotta tile-roofed buildings into light-filled suites and villas ... At the heart of the resort is a free-form pool, whose sunken daybeds mimic the look of lily pads on the edges of a pond. From here, palm-dotted terraced gardens and lawns lead down to the beach, where bright-white cabanas, their diaphanous curtains billowing in the turquoise sea’s gentle breezes, await”.

For reservations and more information please go to: [www.caramel.grecotel.com](http://www.caramel.grecotel.com)



## Notes to Editors:

Forty years since its formation, the *N. Daskalantonakis – Grecotel Group* is Greece's largest hotel company featuring 30 properties in in Greece's most sought-after destinations. Recognised as the market leader (ICAP 2014) and most significant employer in the Greek hospitality sector, the name of Grecotel is synonymous with quality hotels, personalised service, traditional Greek hospitality and being an advocate for environmental sustainability.

Grecotel has been awarded over 1700 international awards for the quality of its hotels, upgrading of the Greek tourism product and for initiatives in the environmental and cultural fields.

The Group's overriding maxim is to communicate the 'Real Greece', by ensuring that each property is located in a prime tourist destination and gives each visitor an authentic experience of Greece's ancient heritage, beautiful natural environment, local culture, hospitality and cuisine. The 30 hotels are located in Crete, Corfu, Halkidiki, West Peloponnese, Rhodes, Mykonos, Kos, Athenian Riviera, Athens, Larissa and Alexandroupolis.

The Group consists of four distinctive collections – Exclusive Hotels & Resorts, Luxury Hotels & Resorts, Boutique Hotels & Resorts and All-Inclusive Hotels & Resorts. Each hotel has a distinct and unique character, with a strong focus on design, inspired by its stunning local surroundings; many being close to notable Greek archaeological sites.

Grecotel founded first hotel loyalty scheme in Greece in 1996 and today the Privilege Club has over 150,000 members. Its Agreco Farm in Crete was the first to promote organic farming practices and introduce guests to the richness of the locally sourced and seasonal Cretan diet. The Agreco Taverna has received numerous awards ranging from best "Innovative Restaurant Concept" to "Best Organic Restaurant Worldwide".

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General photos for download on: [www.grecotel.com/medialibrary](http://www.grecotel.com/medialibrary)

*N. Daskalantonakis Group*

