



# Press Release

Athens, 27 October 2015

## GRECOTEL CELEBRATES 40 YEARS OF UNSURPASSED HOSPITALITY AND LUXURY

The name of Grecotel is synonymous with quality hotels, personalised service, traditional Greek hospitality and being an advocate for environmental sustainability and the culture of Greece.

**Forty years ago** Nikos Daskalantonakis opened his first hotel in Crete, the El Greco. Now it is the most successful Greek luxury hotel group with properties in the most popular and picturesque areas of Greece. 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. The accommodations cater for every taste and whim: sea view rooms, family suites and bungalows with the option of a private pool and gym, and villas.

Grecotel excels when it comes to its **service culture**, always striving to surprise and delight. The warmth of the Grecian hospitality is one of many reasons guests return to a Grecotel resort year after year. To honour our staff and guests Grecotel celebrated its 40<sup>th</sup> Birthday party in style throughout our hotels this summer. Celebrations included special 40 year menus, exciting entertainment and extraordinary fun for all.

A lot has been accomplished these 40 years including receiving over 1,700 awards for our excellence in all aspects of tourism and the environment. Grecotel has been working on protecting natural wildlife and our beaches for over 30 years now. We founded first hotel loyalty scheme in Greece in 1996 and today the **Privilege Club** has over 500,000 members. We are strategic partners with Aegean Airlines, Aeroflot and Turkish Airways and are always forging new paths for great synergies.

Grecotel's **Agreco Farm** in Crete was the first to promote organic farming practices. Back in 1990 Nikos Daskalantonakis started contracting with local farmers to buy their produce and use it in his hotels. He wanted to enrich the local farmers with proper organic practices, bring revenue to the agricultural communities 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".

**Notes to Editors:**

*Forty years since its formation, the [N. Daskalantonakis 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, 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.*

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