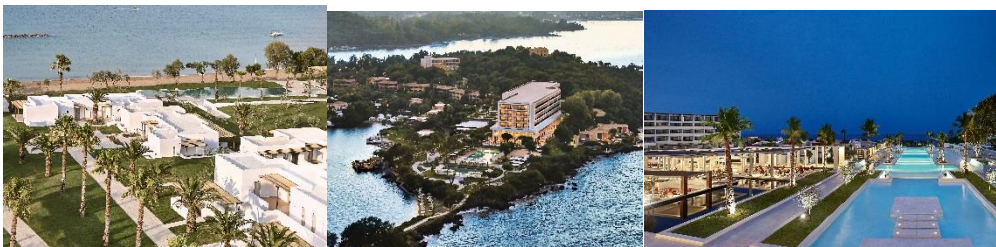


Greotel Breaks New Ground in 2018 €42 Million in Investments, 630 New Jobs

*5 Spectacular Property Remodels
Including Corfu Imperial Greotel Exclusive Resort*

Athens, 28 July 2018



Greotel, Greece's leading luxury hotel group, has completed a wide investment project exceeding **€42 million** and creating **630 new jobs**. The **largest employer of the Greek hotel industry**, Greotel currently has **6,100 employees**.

In response to the modern needs of luxury tourism, the investment plan includes the remodelling of **5 hotel complexes** in **4 of the country's top tourist destinations**. Upgrades have been made to **780 guestrooms**, **40 dining venues** and **155 acres** of open-air infrastructure.

In particular, the **N. Daskalantonakis Group – Greotel** business plan incorporated developments to **Corfu Imperial Greotel Exclusive Resort**, **Daphnila Bay Dassia Greotel LUX ME Resort**, the new **Casa Marron Greotel All-In Resort** (*formerly Lakopetra Beach*), **Pella Beach Greotel Family Resort** and **Rhodos Royal Greotel All-In Resort**.

Managing Director Mari Daskalandonakis said: "The remodelling of Greotel hotels is continuous. It is a legacy and a precursor to the creation of *'third generation'* units in Greece, which elevates the country's tourism product and shields it from the competition. Corfu Imperial Greotel Exclusive Resort, for example, our flagship property in Corfu, was already a leading hotel; its present day marks the passage into the new era and dominance as an emblematic destination of the highest standards of hospitality and service in the Med."

Greotel expects a **7% increase** in overnight stays and a **9% increase** in turnover for 2018 compared to the same period last year, according to Daskalandonakis. The company is also investing in the next remodelling cycle of the group's complexes for the 2019 season.

Grecotel's Investment in 5 Hotel Complexes

Corfu

The complete upgrade of **Kommeno**, a private peninsula of unique natural beauty, results in the renaissance of **Corfu Imperial Grecotel Exclusive Resort** and **Daphnilya Bay Dassia Grecotel LUX ME Resort**.

Radical remodelling of 174 rooms, suites and villas blend into 30 landscaped acres. Upgraded units reflect modern architectural trends tailored to the local markets. For spa-goers, the two-storey Elixir Spa now has an indoor swimming pool and a state-of-the-art gym.

As an extra touch, Grecotel in Kommeno offers a superb culinary experience in three hotel complexes (including **Eva Palace**). 26 restaurants and bars in total connect places, people and tastes. Guests are welcome in all Grecotel restaurants across the peninsula, and they can easily travel between all hotels in the Corfu mega resort via luxury sea-shuttle pontoon boats.

Halkidiki

Grecotel boosts the tourist destination of Halkidiki through the complete overhaul of **Pella Beach Grecotel Family Resort**. The resort features 168 new rooms and 14 bungalows this year. Additional upgrades were made to surrounding area, 2 extra pools, the main restaurant, lounge bar, beach tavern and beach-pool bar.

Rhodes

Rhodos Royal Grecotel All-In Resort in Kallithea, Rhodes, unveils a regal revamp. Upgrades cover 320 rooms, suites and bungalows as well as new pools totalling 2,000 sq m. Foodies will be spoilt for choice with 8 brand new restaurants and bars comprising 40,000 sq m of outdoor landscape.

Peloponnese

The reference point for the Peloponnese is **Casa Marron Grecotel All-In Resort**. This new 5-star resort – born through the expansion of the former Lakopetra Beach (acquired in 1997) – is the largest investment so far in the Achaia region. Along with 200 revamped rooms, the complex offers 10 restaurants and bars across 67 acres of landscaped grounds.

Grecotel by the Numbers

After **45 years** of dynamic presence in the country, Grecotel showcases **32 luxury hotel complexes** supporting **12 destinations** in Greece. With **12,500 beds**, Grecotel hotels and resorts accommodate about **320,000 visitors** from more than **150 countries** every year. The company's assets also include **15,000 m of coastline**, **200 restaurants and bars**, **10 conference centres** with 60 meeting rooms totalling **11,500 sq m.** and **3 thalassotherapy centres** totalling **6,500 sq m.**

For more information, visit grecotel.com.

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Notes to Editors

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Photos

[Corfu Imperial Grecotel Exclusive Resort](#)

[LUX ME Daphnila Bay Dassia Grecotel Luxury Resort](#)

[Pella Beach Grecotel Family Resort](#)

[Rhodos Royal Grecotel All-inclusive Resort](#)

[Casa Marron Grecotel All-inclusive Resort](#)

About Grecotel Hotels & Resorts

Grecotel Hotels & Resorts, the leading luxury hotel collection in Greece, delivers sophisticated lifestyle experiences for travellers in the country's most beautiful destinations. After 45 years of dynamic presence in the country, Grecotel has grown to support 12 tourist destinations in Greece. Each of Grecotel's 32 luxury hotels and resorts is a unique architectural experience and a paradise of opulent amenities, gourmet restaurants and elegant details embodying the essence of Greek hospitality.

With 12,500 beds, Grecotel Hotels & Resorts accommodate about 320,000 visitors from more than 150 countries every year. The company's assets also include 15,000 m of coastline, 200 restaurants and bars, 10 conference centres with 60 meeting rooms totalling 11,500 sq m. and 3 thalassotherapy centres totalling 6,500 sq m.