



BLUE PALACE
ELOUNDA - CRETE

PHĀEA Blue Palace season highlights 2024

Iconic hotel reopens as a boutique hotel and villa offering a more personalised, intimate experience and service that reflects true luxury, showcasing the best of Crete

The iconic [Blue Palace](#) hotel on Crete, part of Greek hospitality brand PHĀEA and a member of Small Luxury Hotels, will reopen in May 2024 with a brand new look and feel. Phāea Blue Palace is set to open with 47 bungalows and suites and everything from the interiors to the experiences will reflect [Phāea's](#) commitment to conscious luxury hospitality and a deeper connection to Crete's timeless heritage.

The hotel will offer refreshed interiors and a more intimate, personalised experience in the same majestic location. The Phāea experience begins the second they step into the lobby, where guests will have their first introduction to the resort's warm hospitality and feel as though they are stepping into a private home. As they move through the hotel, guests will see how Phaea's legacy of excellent service, attention to detail and Cretan heritage permeates every corner.

The updated rooms and suites reflect a relaxed yet refined island aesthetic, incorporating a colour palette of earthy tones and textures, eclectic artwork and designer furnishings. Phāea has worked with a number of local designers and artists such as Philippos Theorides, Themis Z and Nisaki Mou to celebrate Cretan heritage and craftsmanship throughout, further rooting the hotel in its destination. Unique pieces found in the suites include the iconic Klismos chairs, designed by T.H. Robsjohn Gibbings, manufactured by the house of Saridis in the 60's. All rooms include curated amenities in all rooms – from the welcome amenities to the mini bar.

The jewel in the crown at Phāea Blue Palace is the Phāea Blue Villa. This secluded 3-bedroom villa features a large, heated pool, vast indoor space and opulent amenities, providing a peaceful haven for guests who want to switch off and enjoy the peace and quiet of their own space. A new addition for 2024 are a private chef and private butler who are on hand to ensure that all the guests' needs are catered for.

The hotel's thoughtfully curated programme of experiences will offer guests genuine and original adventures that will immerse them in the destination of Crete, whilst reflecting Phāea's values of kindness, generosity, consciousness as well as its dedication to people and place. The knowledgeable and passionate concierge team are on hand to assist guests in discovering the authentic side of Crete, with its many secrets, curating an experiential travel experience for all to enjoy.





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Nourishment and Discovery: The Phāea Farmers' Feast pop up

Celebrating farm to table eating and the best in homegrown produce, the Phāea Farmers Feast experience brings guests closer to nature and promotes a sense of discovery on the hotel's very own doorstep. Hosted outside in the magical organic garden at PHĀEA Blue Palace, guests can join the hotel's Executive Chef and a Phāea Farmer in hand picking fresh ingredients, whilst learning about the Phāea Farmers initiative and the joys of growing food first hand. After harvesting their own ingredients, guests will take part in a creative cooking experience under the guidance of the Chef. Then it's time to feast at a communal table under a starry sky, to enjoy the fruits of their labour: freshly cooked food, accompanied by local, sustainably produced organic wines. Indulging guests in the smells, sounds and tastes of Crete, it's an authentic multi-sensory experience that celebrates all that the island has to offer. In addition, guests can experience the age-old tradition of cooking directly in the soil, enhancing flavours and infusing each dish with the essence of the earth.



All aboard the Traditional Caique Experience

Aboard a charming traditional Greek fishing boat – a caique - guests can experience the unspoiled natural landscapes of Crete from the waters as they cruise around the beautiful Mirabello Gulf. Setting off from the hotel's own jetty, guests can get a new perspective of the island, visiting secluded beaches and the fascinating and historic isle of Spinalonga, all whilst breathing in the restorative sea air. Over the course of the languid boat journey, guests can enjoy a wine tasting, sampling a selection of Cretan wines alongside an array of locally sourced cheese and freshly prepared salads.

As part of their boat trip, guests can opt to have lunch on land, on the beautiful beach of Kolokytha with a view of the historic Byzantine chapel St. Fokas. There, guests can enjoy a mouth-watering private BBQ prepared by the chef, with views of the sparkling Aegean sea.



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Well explored yet ripe for new discovery, Crete is an enclave of sublime beauty and well placed to offer transformative experiences and retreat from the noise of urban life. As the largest of the Greek islands, Crete presents a stunning diversity of settings that includes magnificent mountain ranges, gorges and valleys, in addition to flawless shores that kiss the Aegean Sea.

Well known for its distinct cultural traits, Crete presents a gateway to the Greece of past and present through authentic food concepts, local experiences and pure connections with nature, all just moments away from any spot on the island.

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About Phāea:

Phāea is a private Greek family company passionately committed to reshaping the landscape of Greek hospitality. Inspired by the integrity of the Cretan soul, Phāea stands as a visionary in Greek Hospitality, dedicated to curating meaningful travel experiences for like-minded individuals. Marrying integrity with care, and expertise with passion, Phāea embraces innovation, sustainability, and family values to create concepts that honor people, guests, and associates alike. The company operates four hotel properties under the Phāea brand, each reflecting a deep respect for the culture, heritage, and environment of Greece. As a female-led company, managed by second-generation hoteliers Agapi and Costantza Sbokou, Phāea is more than a hospitality brand; it is a collection of Cretan escapes that evolve with the destination. Evident in every interaction, Phāea is dedicated to creating a truer, more timeless Greece that is worth celebrating.

For more information, please visit [Phāea](#) website.