

# PHĀEA

## Greek hospitality brand Phāea embarks on an exciting new chapter

Poised to be the leader in authentic Greek hospitality, the family-run Phāea announces the evolution of its iconic Blue Palace hotel, heralding a new direction for the brand

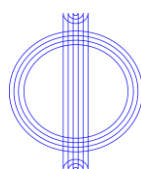
[Phāea](#) - the pioneering luxury Greek hospitality company known for celebrating and preserving Cretan heritage through its conscious and community-focused approach to hospitality - has announced a series of developments for 2024.

[Phāea's](#) iconic Blue Palace, which has been synonymous with luxury service and authentic Greek experience for over two decades, will be reimaged with two distinct exceptional offerings: Phāea Blue Palace and Rosewood Blue Palace. Phāea Blue Palace, a boutique hotel, is set to open in May 2024 with 47 bungalows and suites, embodying [Phāea's](#) commitment to conscious luxury hospitality and a deeper connection to Greece's timeless heritage. The hotel will offer refreshed interiors and a more intimate, personalized experience in the same majestic location. Neighboring Phāea Blue Palace will be Rosewood Blue Palace, which is scheduled to debut in 2025 with 154 rooms and suites — promising an ultra-luxury experience with a true sense of place.

Born from the passion of second-generation hoteliers Agapi and Costantza Sbokou, who are committed to creating a truer and more timeless Cretan experience, Blue Palace has become known as a place that celebrates and protects the beauty, traditions and soul of this storied island. As Agapi and Costantza pass the day-to-day care of their precious creation to Rosewood Hotels & Resorts, the sisters can focus on growing the [Phāea brand](#), their pioneering commitment to conscious luxury hospitality and expanding the brand across new destinations, offers and experiences.

CEO of Phāea Agapi Sbokou comments: "As Cretans, we are passionate about Greek hospitality; it's an essential part of our DNA and we want to welcome guests in a way that protects and preserves the culture, land and community so that it thrives for generations to come. My father started the business in 1976 and along with my sister we are excited to be leading the evolution of the Phāea brand, kicking off with the opening of the transformed Phāea Blue Palace. This will be a marker of what's to come and our vision of hospitality."

Phāea operates with care and passion and has already established industry leading community and sustainability initiatives, including the [Phāea Farmers programme](#), which supports their staff who farm,



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local farmers, food heritage, soil health and preserving agricultural knowledge and techniques. This includes the production of their own Phāea Olive-Oil, which is made using olives grown by farmers in the programme and used across the hotels. Its apiculture initiative, [Plan Bee](#) nurtures adami honeybees – a breed that has been buzzing since Minoan times – organically by Phāea’s expert keeper, who feeds knowledge and techniques back to the Beekeeping Cooperative of Heraklion. Just another example of how innovation, regeneration and consciousness underpins the Phāea brand. Carefully selected partnerships with likeminded brands including Greek luxury fashion brand Zeus + Dione and THEMIS Z will celebrate and preserve Greek craftsmanship.

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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.

