

# PHĀEA

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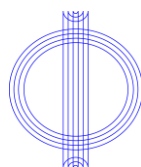
## PHĀEA BLUE PALACE IN CRETE, GREECE JOINS SMALL LUXURY HOTELS OF THE WORLD™, INTRODUCING A FUSION OF GREEK HERITAGE AND SUSTAINABLE LUXURY TO TRAVELERS

Phāea, the pioneering, female-led luxury Greek hospitality company known for celebrating and preserving Cretan heritage and its lauded sustainability initiatives, announces that Phāea Blue Palace has joined the collection of Small Luxury Hotels of the World™ (SLH)— a distinguished global community of independently minded travelers and independently spirited hotels in the world offering unique experiences.

Phāea Blue Palace joins over 540 hotels in more than 90 countries in the SLH collection which includes properties with just 50 rooms on average and offers discrete options with the highest standards of luxury and guest wellbeing. Opening in May 2024, and set in the heart of the Mediterranean, Phāea Blue Palace is a boutique hotel with 47 bungalows and suites that embodies Phāea's commitment to conscious luxury hospitality and a deeper connection to Greece's timeless heritage. A partnership with SLH marks a new chapter in the hotel's journey, emphasizing its dedication to creating unforgettable guest experiences.

Born from the passion of second-generation hoteliers, co-founders and sisters, Agapi and Costantza Sbokou, express their enthusiasm for this collaboration: "Joining Small Luxury Hotels is a significant milestone for Phāea Blue Palace. As we transition into a boutique hotel, this affiliation is a testament to our unwavering commitment to excellence. We're excited to bring an added layer of sophistication and bespoke service to our guests, further enhancing their stay."

Nestled between the Elounda and Spinalonga Island, Phāea Blue Palace's location envelops the senses and offers a serene sanctuary from the bustle of urban life, allowing guests to experience transformation from the moment they enter Phāea Blue Palace's embrace. The hotel will offer refreshed interiors and an intimate, personalized experience immersed in sustainability and tradition. Steeped in tradition and woven with history even from the meticulously designed lobby, Phāea Blue Palace is unmistakably Greek and unveils a blissful island aesthetic, sprinkling the interiors with handcrafted and designer furnishing. The interior is rich with luxurious details and lavish textures, just steps away from mesmerizing vistas, lush gardens, and the pearlescent Aegean Sea.



# PHĀEA

For more information about Phāea Blue Palace, please visit [bluepalace.gr](http://bluepalace.gr).

## PHĀEA BLUE PALACE

An iconic destination, and one of Greece's most famed luxury hotels, Blue Palace rests between the celebrated coast of Crete's elite Elounda, and the relics of storied Spinalonga Island. Now, Blue Palace is being boldly reimagined and revitalized for the summer of 2024, offering guests a more personalized, intimate island experience that allows them to truly embrace the essence of Crete. The new 47-room Blue Palace hotel is now more than ever focusing on Phāea's pillars of sustainability, sophistication and soulfulness, with the integrity of the Cretan soul always at the forefront. Inspired architecture and design, a chic beach club and sustainable local gastronomy creates a destination within a destination and an in-depth look of what makes Crete move your soul. [bluepalaceresort.gr](http://bluepalaceresort.gr) IG: [@bluepalacehotel](https://www.instagram.com/bluepalacehotel)

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