

PHĀEA

Our Vision

To celebrate a truer, more timeless Greece

Our Mission

With beauty as our guide and Cretan heritage as our source of inspiration,
we craft meaningful travel experiences that reflect our own, genuine
version of Greece, and bring likeminded people together.

Our Values

Consciousness

Innovation

Community

Our Story

Yiannis Sbokos was a visionary, who knew that like minded people, along with trust and commitment, make true innovation happen. Inspired by the integrity of the Cretan soul, he founded in Greece, the Sbokos Hotel Group in 1973. His daughters, Agapi and Costantza took over the family business in 2017, to lead it into a new era. Rebranded to “PHĀEA Resorts” in 2019, then to “PHĀEA” in 2023, when the group acquired not only a new corporate identity and logo but also a focused approach towards sustainability and

innovation. The Greek word “PHĀEA”, meaning “the light of the eyes”, describes the joy one sees in the eyes of a happy individual and encapsulates the new vision of the Group. PHĀEA currently owns and manages 4 major tourist complexes, Blue Palace, a Luxury Collection Resort, Cretan Malia Park, a member of Design Hotels Village Heights Resort and Koutouloufari Village Holiday Club, all of which are on the island of Crete, Greece.

Our manifesto

Our vision is to establish PHĀEA as the brand that celebrates a truer, more timeless Greece, offering authentic experiences while pushing the boundaries of luxury hospitality toward a kinder, more immersive version of travel. After 20 years of crafting and perfecting our skills around our motto of “A Truer, Timeless Greece,” we are taking the PHĀEA brand to the next level. We are expanding our proposition across new destinations, offers, and experiences, while remaining steadfast in our commitment to consciousness, innovation, and community.

Our Places

Phaea Blue
Boutique Hotel
47 Rooms

Phaea Cretan Malia,
a member of Design Hotels
204 Rooms

Village Heights Resort
200 Rooms

Koutouloufari Village Holiday Club
38 Rooms



PHĀEA

PHĀEA
BLUE
ELOUNDA CRETE

Sustainable Awareness Events



PHĀEA

Our Guests



Percentage of dishes for vegetarians (out of all dishes offered a la carte & buffet)

55 %



Percentage of vegan dishes (out of all dishes offered a la carte & buffet)

20 %




Overall guests satisfaction(internal questionnaire)


98,37%



Number of Events/experiences promoting sustainability & local culture

 128

Number of participants in the above events

 568



Guest Nights
13166

Awards & Certifications



PHĀEA

Management Systems, Standards & Certifications

At Phaea, we are committed to continuous improvement, which is why every year we review and evaluate our Quality and Environmental Management System. Our goal is to continuously upgrade, align with our strategy and sustainable development, as well as maintain our values and corporate ethics.

All our hotels comply with the strict provisions of internationally recognized standards and frameworks, such as ISO 9001, ISO 14000, ISO 21401, ISO 5001, HACCP. At the same time, the Quality Department ensures the proper implementation of systems and procedures throughout the organization.

Award Highlights

Condé Nast Traveler US, Reader’s Choice
Award-2009,2012-2024

Travel + Leisure, World’s Best Awards /
Top 10 Greece Resort and Hotels 2016-
2018, 2020-2024

Certifications



14001



9001



21401



22000



50001



27001



The Green key
Certification



DIO Certification
of Organic
Products



Travelife Gold
Certification



Blue Flag
beach award, foundation for
environmental education










Energy









PHĀEA

- In accordance with our provider's explicit commitment, 100% of the electricity supplied to the hotel comes from renewable sources.
- Turn off unused equipment and devices when not in use, including computers, printers, and other office equipment.
- Encourage guests to turn off lights, televisions, and other electronics when they leave their rooms.
- Installing an electric vehicle charger to encourage customers and staff to use greener, eco-friendly vehicles
- Installed LED or energy-efficient lighting in rooms and common areas
- All garden machines with an internal combustion engine are replaced by electric ones.
- Conduct regular energy audits to identify areas where energy consumption may be reduced through the newly installed ISO:50001
- Educate staff and guests about the importance of saving energy and ways they can help, such as turning off lights when you leave a room or unplugging chargers when not in use.
- Installation of an external thermal façade in almost 80% of the rooms in order to reduce air conditioning losses. Use of a Building Management System (BMS).
- It provides complete monitoring and control of electromechanical equipment.
- Using BOH motion sensors and outdoor light sensors via BMS to control lighting and ensure that lights are only on when needed. Upgraded consumption recording and monitoring procedures
- Installation of energy analyzers to monitor the quantity and quality of electricity Installation of a weather station.
- The forecast data will be used to adjust the operation of the electromechanical equipment.

Target 2025
For 2025, we expect an increase in overnight stays of 24%, so a decrease in kwh/gn of about 10%
Implementation of ISO 14064-1, for carbon emissions

	 Electricity (KWh)	 Gas (KWh)	 Diesel generator (KWh)	 Total (KWh)	 Air-condition Space	 Room Nights	 Guest Nights
2022	4.955.526,3	496.657	40.800	5.492.983,7	20257	38099	80944
2023	4.702.256,8	257.374	32.000	4.991.630,5	19351	31167	66166
2024	1.307.354,0	55.373	21.000	1.383.727,4	6077	6254	13166

	 Electricity /GN	 Gas/GN	 Diesel generator/gn	 Total KWh/GN	 Total KWh/RN	 Total KWh/m2
2022	61,22	6,14	0,50	67,86	144,18	271,16
2023	71,07	3,89	0,48	75,44	160,16	257,95
2024	99,30	4,21	1.60	105,10	221,25	227,70



ISO 50001:2018 certified
for energy management












Water



PHĀEA

- Implementation of a water management plan.
- Installation of low-flow showers and faucets in guest rooms and public restrooms.
- Use of toilet water uses that give the option of using half the amount of water per release.
- Providing options for guests to reuse towels and linens to reduce water usage and laundry frequency.
- Educate staff and guests on the importance of saving water and ways they can help, such as turning off the tap when brushing teeth.
- Installation of an automatic/programmable watering system in the gardens.
- Use drought-resistant plants in landscaping to reduce the need for irrigation.
- Immediate repair of leaks to prevent water waste.
- Public showers are operated by push buttons.
- We annually ensure the integrity of the pipes through high-pressure testing before opening.

Target 2025
For 2025, we expect an increase in overnight stays of 24%, so a decrease in qm/gn (6.38 sqm/gn), even though water use will be the same, e.g. watering gardens of the entire area.

Water (m3)								
								
								
	Ground Water (m3)	City Water	Total QM/Year	Room Nights	Guest Nights	Ground QM/GN	City QM/GN	Total QM/GN
2022	103.471,00	0	103.471,00	38099	80944	1,28	0	1,28
2023	94.834,00	0	94.834,00	31167	66166	1,43	0	1,43
2024	93.295,00	0	93.295,00	6254	13166	7,09	0	7,09






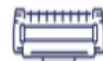












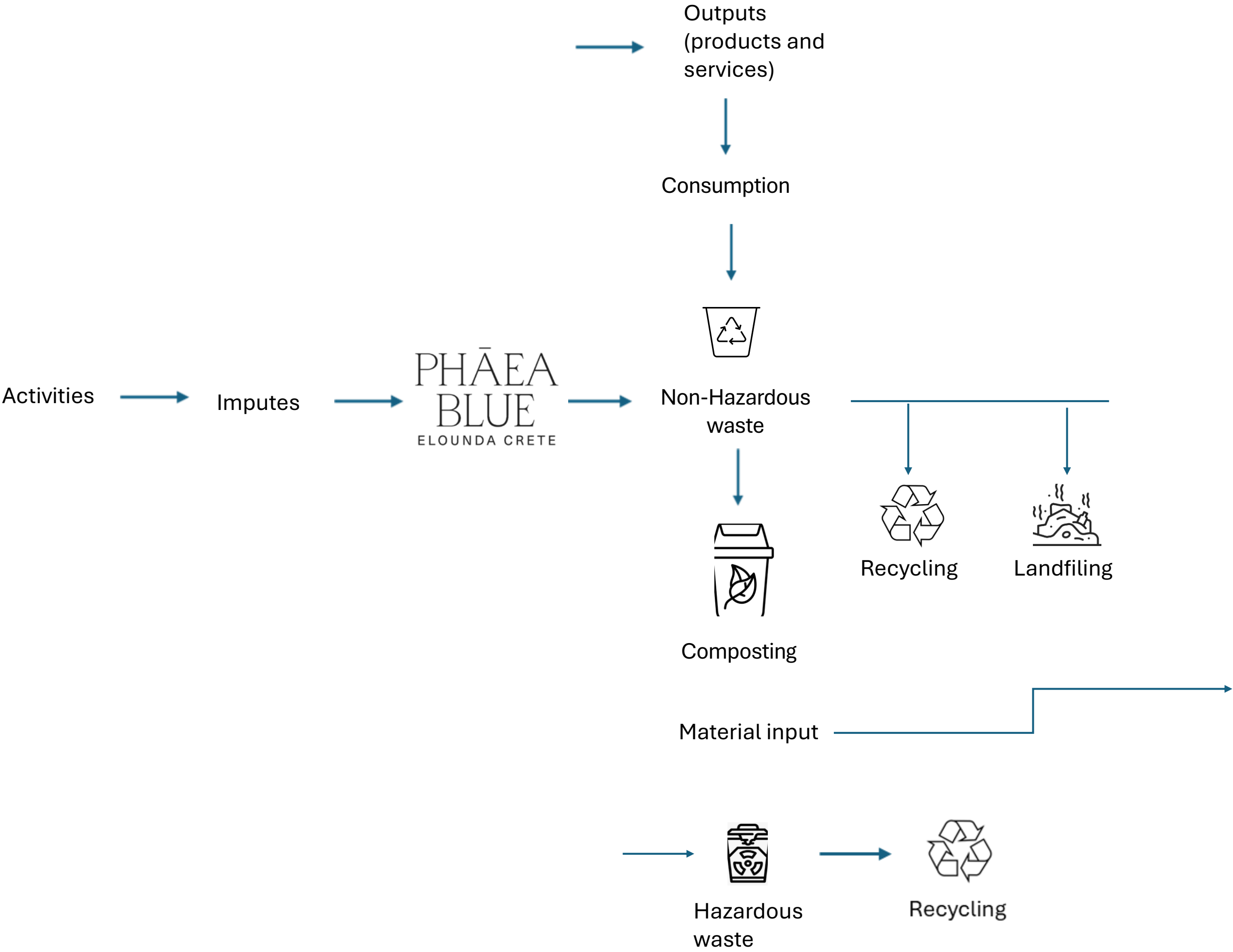
Waste



PHĀEA

WASTE GENERATED AND RECYCLED

① Replacement of plastic bottles at restaurant and bars with glass bottles	Hazardous							Total Hazardous Waste (lt)	Total Hazardous Waste (kg)
	Large Batteries (kg)	Small batteries (kg)	Cooking oils (lt)	Light Bulbs (kg)	Electrical & Electronic equipment (kg)	Toners (kg)			
									
	2022	1046	0	2447,40	60	2520	28	2.447,40	3.654,00
	2023	386	75	2534,30	50	2875	3	2.534,30	3.389,00
② Replacement of disposable bathroom amenities with refillable containers	2024	810	40	950,00	0	1100	0	950,00	1.950,00
③ Replacement of laser toners with inkjet	Simple Solid Waste recycling							Total Waste to Landfill (kg)	Total Simple Solid Waste (kg)
	Glass (kg)	Organic Waste (kg)	Metal (kg)	Aluminum (kg)	Soap (Kg)	Καπάκια πλαστικά			
									
	2022	31.030	122.590,34	945,00	125,00	895,00	0	192.595,20	183.861,76
	2023	18.020	45.339,97	5.025	230,00	542,00	0	184.421,90	92.210,95
2024	8.965	5.451,10	15.770	1.070	0	0	73.202,80	36.601,40	



Partnering with suppliers for improved waste management and resource efficiency

Phaea's procurement policies shape the framework for cooperation with Phaea Blue's suppliers, aiming to implement sustainable practices throughout the supply chain. Our goal is to help our suppliers improve their performance and contribute to the growth of the local economy.

Reducing the volume of waste generated by the hotel is a strategic goal of Phaea, in line with the principles of the circular economy, as set out in the European Green Deal. Resource efficiency, recyclability, and reuse, along with limiting single-use products, help reduce the hotel's overall consumption, offering economic and environmental benefits. These actions extend beyond the boundaries of Phaea Blue, positively impacting its value chain. An important part of this effort is working with suppliers to achieve common goals, such as:

- The reduction of packaging material,
- Increasing the recyclable content of products, and
- To promote the reuse and repair of products.

The integrated solid and liquid waste management at Phaea Blue is designed according to the principles of reduction, reuse and recycling. An extensive recycling program for paper, plastics, glass, used oils, batteries, and organic waste is in place, resulting in a significant reduction in waste ending up in landfills.

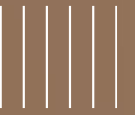
Waste Management in the Value Chain

Upstream of the Value Chain: Partnering with suppliers to reduce packaging, enhance recyclability, and promote reuse.

Our activities: Implementation of waste reduction and recycling policies in all hotel operations.

Along the value chain: Developing products with less environmental impact, ensuring that the waste generated is recycled or reused.

Through these actions, Phaea Blue is committed to operating responsibly, reducing its environmental footprint and enhancing sustainability within the local community of Crete.



Chemicals

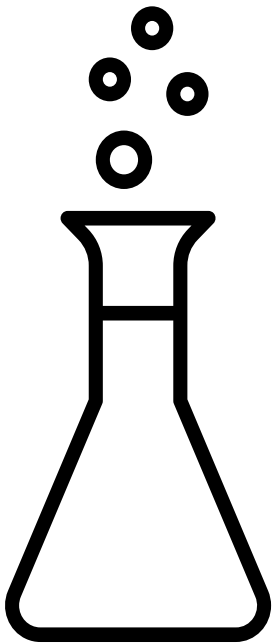


PHĀEA

Guest Nights

13166

KPIs	Kg	Lt	Kg/GN	Lt/GN
Consumption of cleaners (hostels & F&Bs in kg)	841,8		0,063	
Consumption of maintenance chemicals (swimming pools, osmosis, biological) in kg	570		0,043	
Consumption of cleaners (dormitories & F&B in Lt)		2028		0,15
Consumption of maintenance chemicals (swimming pools, osmosis, biological) in Lt		624		0,047



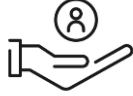




Donations



PHĀEA

Donations		Donations	
Police Department of Agios Nikolaos - Donation of wooden table	15,00 €	Elderly Care Unit, parish of Ag. Triados, Agios Nikolaos Linen Donation Sheets: 80pcs Pillowcases: 100 pcs Face towels: 100pcs Bath towels: 100pcs	330,00 €
Agios Nikolaos Security Sub-Directorate - Donation of 2 mini bar refrigerators	60,00 €	Social Service of the Neapolis Prison Donation of Linen • Pillows: 100 pcs • Pillowcases: 200 pcs • Sheets: 100 pcs • Bath Towels: 150 pcs • Face Towels: 150 pcs	700,00 €
Hellenic Police - Agios Nikolaos Police Station - 1. Provision of a single bed with its mattress and all related equipment in linen. 2. Provision of a bedside table 3. Provision of a television. For the accommodation area for victims of domestic violence.	100,00 €	ELEMENTARY SCHOOL ELOUNDA - Purchase of robotics equipment for the education of children who are unable to meet	1.000,00 €
Agios Nikolaos Security Sub-Directorate - Computer Donation	100,00 €	Holy Metropolis of Petra and Cheronissos - Donation of two icons	2.350,00 €
Krusta Community - Offer Room Wardrobes	150,00 €	Holy Metropolis of Petra and Cheronissos - Donation of a sum of money	500,00 €
Non-Profit Association "DESMOS"	213,00 €		
Sports Club of Korfos Elounda - Donation of furniture and equipment for the upgrade of common areas and locker rooms of the stadium	238,00 €		
Chamber of Agios Nikolaos - Sponsorship of a sum of money for the 4th Pancretan Conference of Cretans Hospitality	248,00 €		
KKE of Agios Nikolaos	500,00 €		
		6.504,00 €	24.801,97 €
			PHĀEA

Actions for the community



PHĀEA

Actions for the community

2024

BLOOD DONATION

23 BOTTLES



Local Supplies



PHĀEA



32,51 %
Percentage of local
food in €

27,25 %
Percentage of
Greek food in €

40,24 %
Percentage of imported food in €



20,88 %
Percentage of local
drinks in €

29,22 %
Percentage of Greek
drinks in €

51,79 %
Percentage of imported
beverages in €



0 %
Percentage of cage free
eggs in €

97.35 %
Percentage of Free
range eggs in €



100 %
Percentage of fresh
fruit in €

83,06 %
Percentage of fresh
vegetables in €

Our People



PHĀEA

BRING LIKE-MINDED PEOPLE TOGETHER

Our resorts employ locals wherever possible adding another layer of authentic Cretan hospitality. Our staff embody our traditional island values through their sincerely warm-hearted approach to friends old and new. Our actions include: HR days, Induction program, Chief Culture Office, Team Building Events, CSR activities, The Phāea Farmers, The Sustainability Committee, The Phāea Volunteers

DEVELOPMENT & APPRECIATION

Our development programming includes our online training portal, The Phāea Academy, HR workshops, Associate Excellence Appreciation and more.

ENGAGEMENT & SATISFACTION

Our people are the foundation for our success. We pride ourselves on creating a respectful, professional and inclusive workplace for everyone. Our activities include: Staff meetings, ESS-Employee Engagement Survey, Benefits, BOH Communication, Newsletters, Culture Day (visit a museum etc.)

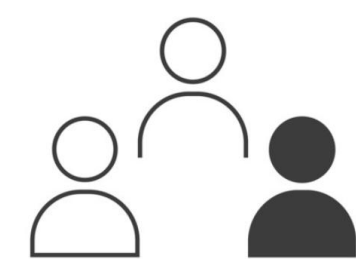


All our employees, regardless of gender, nationality and age, are treated with respect and dignity. It is our commitment to provide a safe working environment that fosters equal treatment and provides equal opportunities for all. At the same time we do not allow any comments or behaviors that may reasonably be considered harassment, or reflect prejudice of any category (race, religion, national origin, age, gender, sexual orientation or disability).

- We support the protection of human rights, especially of our workers, regardless of gender, age, nationality, educational attainment, etc.
- We respect the inalienable right of our staff to participate in the trade unions that represent them, regardless of ideological & political views.
- We provide a safe & healthy working environment.
- We denounce any form of exploitation of children.
- We support the elimination of discrimination in employment & promote diversity in the workplace.
- We always operate with honesty, integrity & in full compliance with applicable law.
- We train our staff & provide equal opportunities for professional advancement. For the fairer treatment of employees and continuous improvement, we implement performance evaluation systems.
- We do not allow unfair competition; we do not tolerate corruption.
- The Leadership of the company consists of two female co-CEO's, who oversee all aspects of management & operation.
- There's a strong focus on D&I policies by the HR team, encouraging staff to equally address complains or concerns.

PHĀEA





137
Αριθμός εργαζομένων



43%
Male employees



57 %
Female employees



78 %
Local Employees



39 %
Women in a position of
responsibility



42%
Working mothers



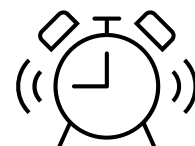
74 %
Employees with
private security



4
Promotions



95 % Retention
Rate



1461 Hours of
trainings



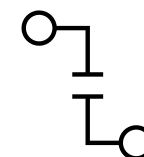
0
New jobs



88 %/8.619,56 €
Trainings and hours
and costs



203.462,32 €
Benefits



8 %
Turn Over ratio



2
Number of
accidents at work



Star Projects



PHĀEA

Innovation - Our star projects



PHĀEA FARMERS

10.477 kg

production of fruits & vegetables via the Phāea Farmers program

€ 67.85 K

Phāea Farmers Income Support



PHĀEA OLIVE OIL

4.707 kg

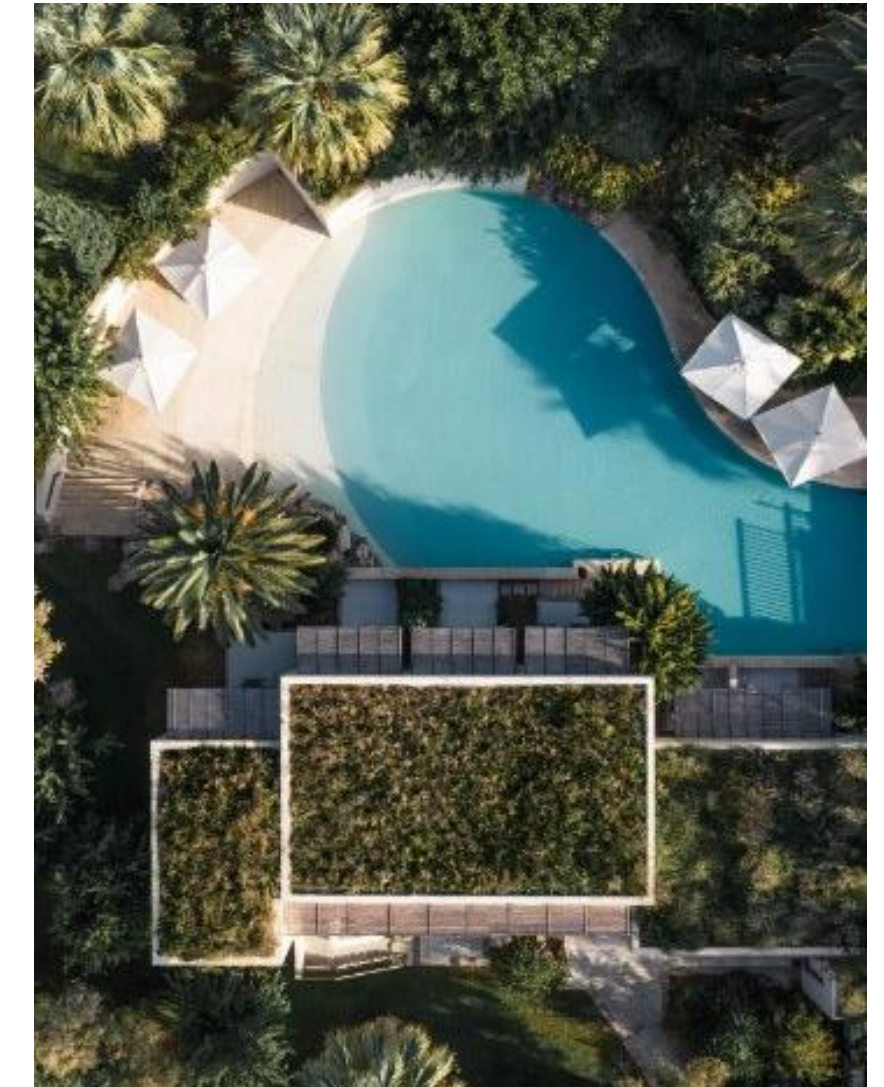
production of Phāea Olive Oil during 2024



PHĀEA PLAN BEE

Phāea Plan Bee Program is developed to raise awareness about the importance of pollinators protection and to support staff who produce the Phāea honey.

We aim to cover 100% of flower honey needs in 2025.



PHĀEA ROOFS


1.757 m²

of green roofs in PHĀEA CRETAN MALIA

400 m² of established photovoltaic panels at PHĀEA CRETAN MALIA

We have activated **74%** of our roof tops in PHĀEA CRETAN MALIA and we aim to activate **100%** of them in 2025 as well to expand Phaea roofs in VILLAGE HEIGHTS.

Phaea Farmers & Sustainable Landscape own production – Phāea Blue



464,5 kg

Phāea Farmers program’s
fruits & vegetables
production




560 kg

Phāea Olive Oil production




0 kg

Own Beehives honey production




75 kg

Phāea Farmers program’s
honey production




7.305,3 €/ 46 m2

Phāea Farmers
income support




4

Phaea farmers numbers



1500 m2


Phaea Organic garden



260,15 Kg


Own production of
organic gardens

Phaea Farmers & Sustainable Landscape PHAEA’s own production




10.477,25 kg

Phāea Farmers program’s
fruits & vegetables
production




4707 kg

Phāea Olive Oil production




641,9 kg

Phāea Farmers program’s
honey production




67.855,12€ /455 m2

Phāea Farmers
income support




16

Phaea farmers numbers



1675 m2

Phaea Organic garden



1857.31 Kg

Own production of organic gardens



Phāea Plan Bee

At Phāea, sustainability is not just an obligation – it's a way of life. Through the renewed Phāea Plan Bee program, we are strengthening our commitment to protecting pollinators, enhancing biodiversity, and creating a meaningful positive footprint on nature and society.



Shelters for Nomadic Bees

We transform our roofs into vibrant, pollinator-friendly ecosystems by planting indigenous Cretan and Greek xerophytic herbs. These green roofs offer food and shelter to nomadic bees, while at the same time contributing to the bioclimatic performance of our buildings and enhancing biodiversity in the urban environment.



Edible Landscapes in All Our Hotels

Our new approach to landscape design combines the elegant with the productive. We plant trees, vegetables, and aromatic herbs that produce food, creating edible landscapes that provide nourishment for both humans and pollinators. Our gardens now capture the natural abundance of Crete and provide fresh raw materials to our menus, while enhancing the ecosystem.

Phāea Plan Bee

Collaboration with Bee for Planet

Through a dynamic partnership with the NGO Bee for Planet, we are expanding our influence by adopting 25 hives, thus supporting over 500,000 bees. Through this collaboration:

Pollination of more than 2.1 billion flowers per year is ensured.

A beekeeper's family is supported through the adoption of hives.

We are actively contributing to reversing the decline of wild pollinators, in line with the New European Pollinator Agreement (2023).

An estimated social value of €541,250 is created for the residents of Spetses and Argos – as each hive returns 100 times its value to society (source: USDA / Forbes).

Together, we create tangible environmental and social impact.

Phāea Plan Bee expresses our vision for the tourism of tomorrow: sustainable, responsible and completely connected to nature. With each guest, we support the planet's most important pollinators and build a better future for all

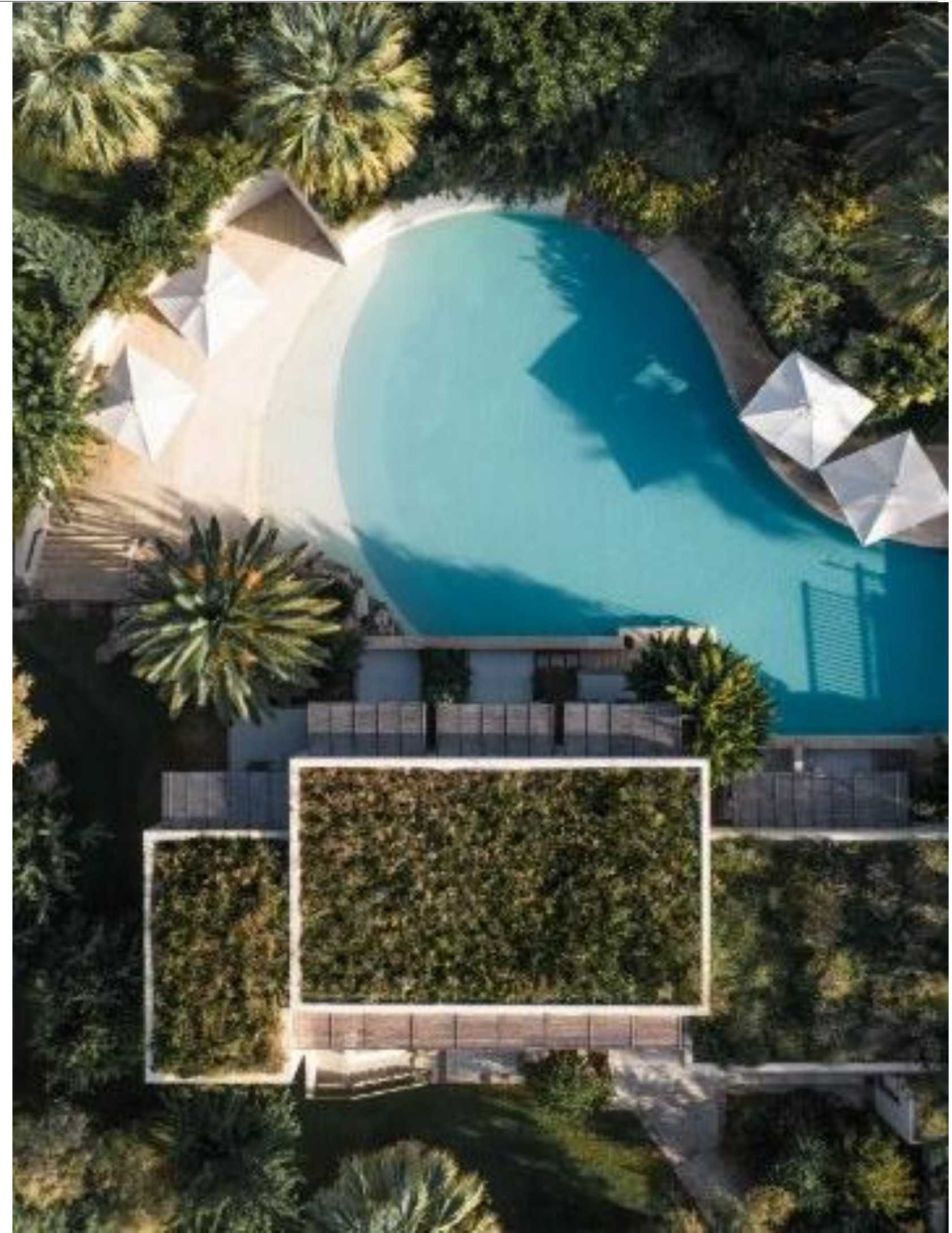
Phāea Roofs

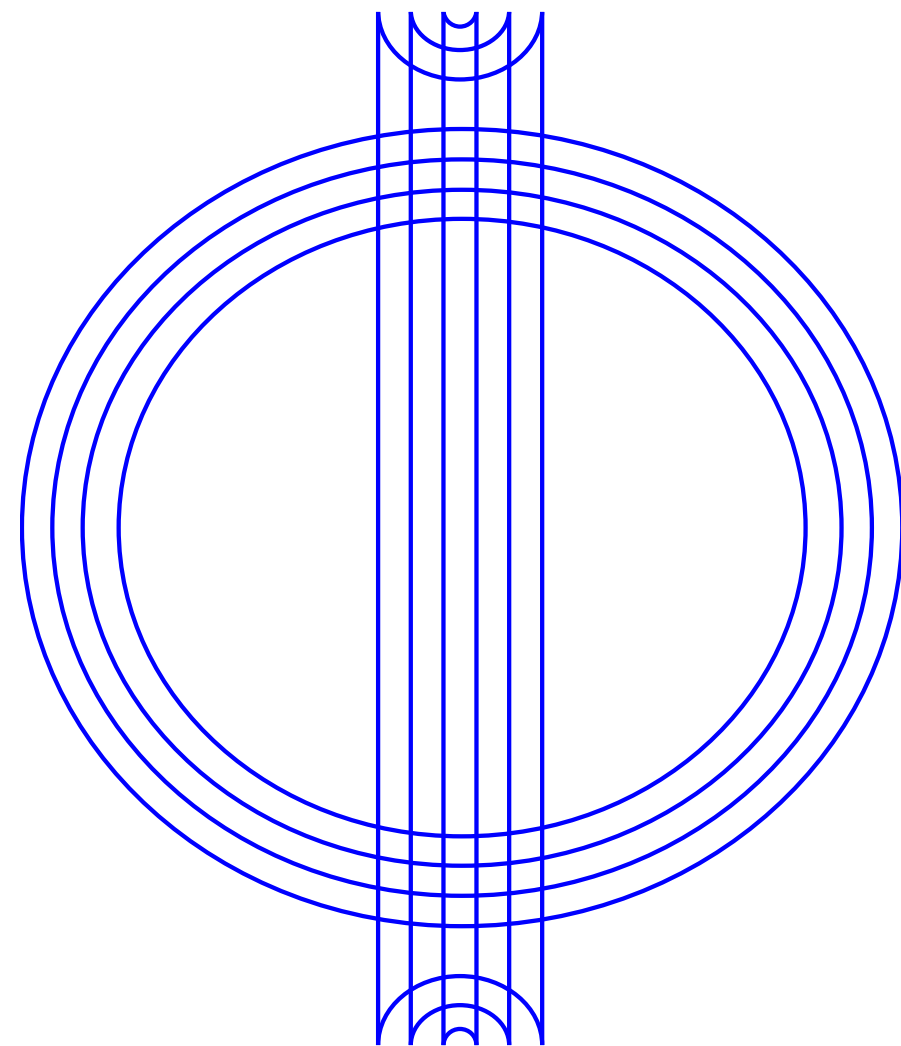
PHĀEA ROOFS

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Thank you