

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

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, Phāea Blue, Phāea Cretan Malia, 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



A L I F E S T Y L E W O R T H D I S C O V E R I N G



PHĀEA
CRETAN MALIA
CRETE

 A MEMBER OF **DESIGN HOTELS™**

Sustainable Awareness Events



Guests



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

60 %



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

25 %



Number of Events/experiences
promoting sustainability & local
culture

 134

Number of participants in the
above events

 444



Overall guests satisfaction (internal
questionnaire))

94,68%



Guest Nights
85269

Awards & Certifications



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

Certifications



14001



9001



21401



ISO 22000



50001



27001



The Green key
Certification



DIO Certification
of Organic
Products

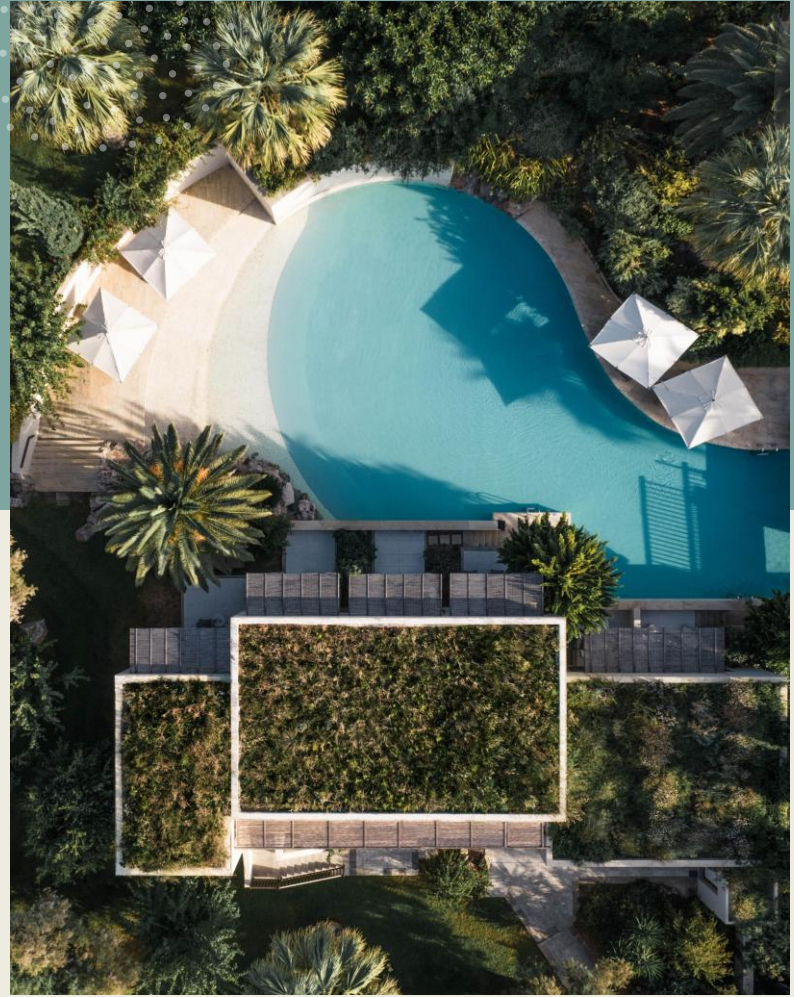


Travelife
Gold Certification



Blue Flag
beach award, foundation for
environmental education

Energy
















- 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

We expect an increase in overnight stays and a decrease in kwh/gn of about 4% due to the much better insulated DHW distribution networks.

Implementation of ISO 14064-1, for carbon emissions

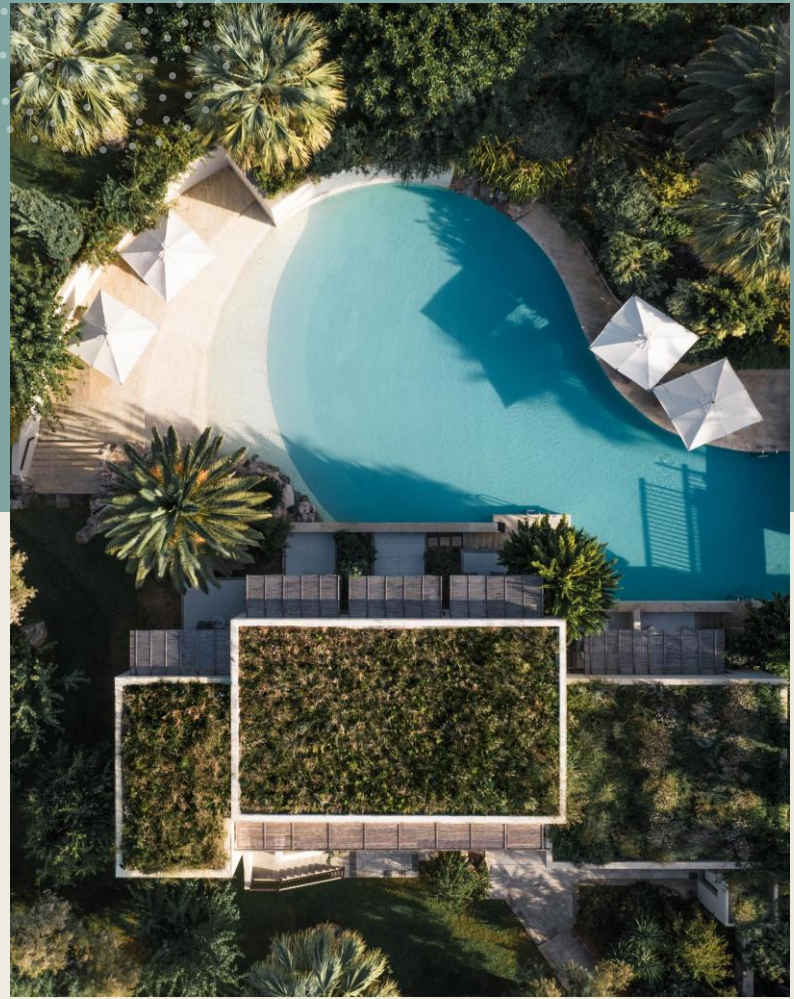
							
	Electricity (KWh)	Gas (KWh)	Diesel generator (KWh)	Total (KWh)	Air-condition Space	Room Nights	Guest Nights
2022	1.352.355,5	159.393	4.710	1.516.458,5	8748	35493	88771
2023	1.346.785,1	118.790	14.060	1.479.635,1	8748	33108	83120
2024	1.435.254,5	121.217	9.990	1.566.461,5	8748	34514	85269

						
	Electricity /GN	Gas/GN	Diesel generator/gn	Total KWh/GN	Total KWh/RN	Total KWh/m2
2022	15,23	1,80	0,05	17,08	42,73	173,35
2023	16,20	1,43	0,17	17,80	44,69	169,14
2024	16,83	1,42	0,12	18,37	45,39	179,07



ISO 50001:2018 certified
for energy management

Water











- 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
Keeping water consumption at 2024 levels
We expect a slight decrease in water consumption, due to a change in network piping.

Water (m3)



















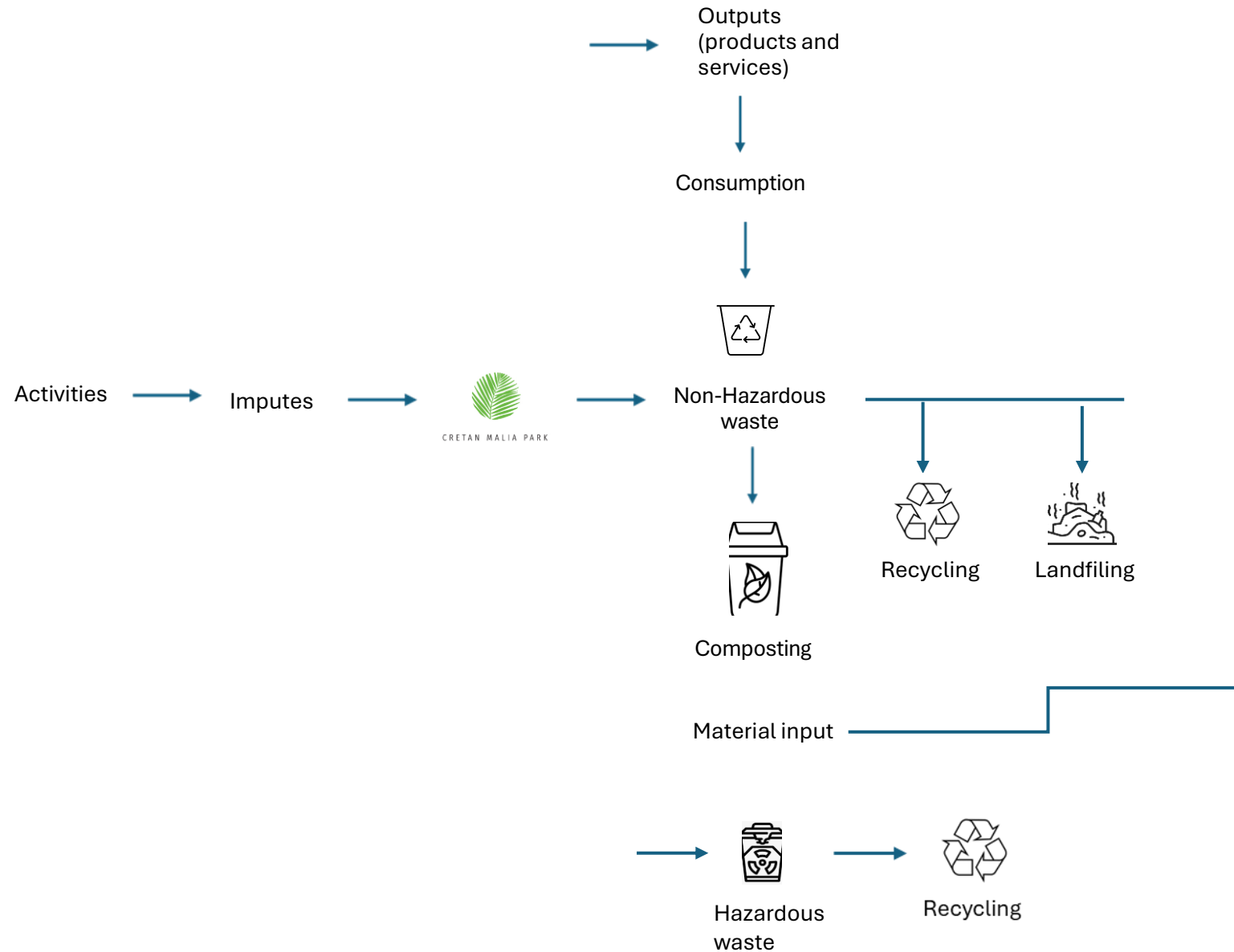
								
	Ground Water (m3)	City Water	Total QM/Year	Room Nights	Guest Nights	Ground QM/GN	City QM/GN	Total QM/GN
2022	18.156,00	15.535,00	33.691,00	35493	88771	0,20	0,18	0,38
2023	20.425,00	16.566,00	36.991,00	33108	83120	0,25	0,20	0,45
2024	19.655,85	22.563,00	42.218,85	34514	85269	0,23	0,26	0,50

Waste



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	0	38	855	0	1905	1	855,00	1.944,00
② Replacement of disposable bathroom amenities with refillable containers	2023	0	0	1215	0	995	1	1.215,00	996,00
	2024	0	0	1806	0	0	0	1.806,00	0,00
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	15450	19606,87	4465	0	0	0	19.607,31	44782,34
	2023	8700	16619,87	4615	102	0	0	16.624,86	35252,78
	2024	11120	18500,88	2150	0	0	0	18.506,00	36946,96



Partnering with suppliers for improved waste management and resource efficiency

Phaea's procurement policies shape the framework for collaboration with Malia Park'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 Cretan Malia, 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 Cretan Malia 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.

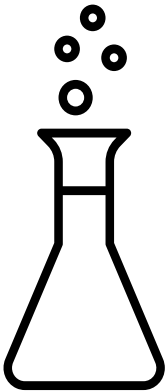
Along the value chain: Developing products with less environmental impact, ensuring that the waste generated is recycled or reused.

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

Chemicals



Guest Nights		85269		
KPIs	Kg	Lt	Kg/GN	Lt/GN
Consumption of cleaners (hostels & F&Bs in kg)	520		0.006	
Consumption of maintenance chemicals (swimming pools, osmosis, biological) in kg	1630		0.019	
Consumption of cleaners (dormitories & F&B in Lt)		6210,565		0.072
Consumption of maintenance chemicals (swimming pools, osmosis, biological) in Lt		3119		0.036



Donations



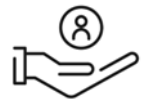
Donations



Non-Profit Association <DESMOS >

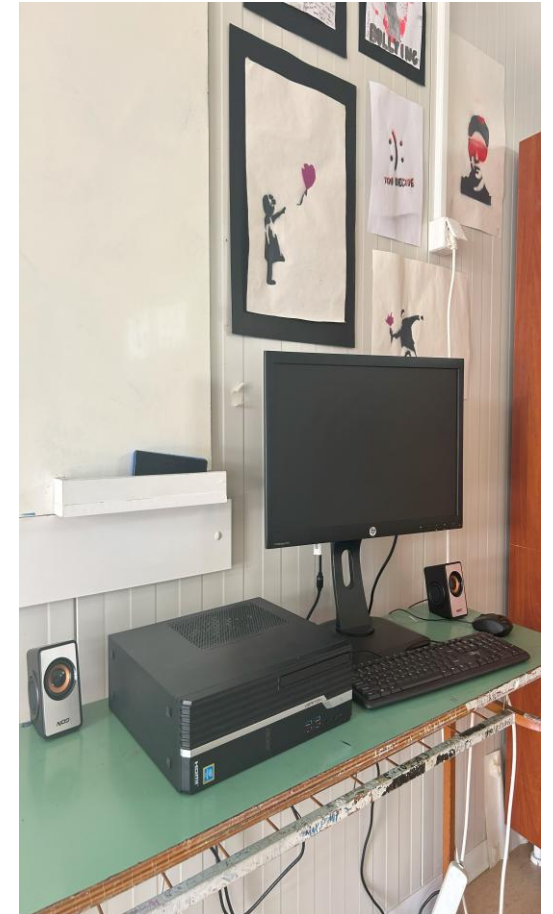
1.359,36 €

1.359,36 €



24.801,97 €

PHĀEA



Actions for the community



Actions for the community

2024

BLOOD DONATION

19 BOTTLES



Local Supplies





26.79 %

Percentage of local food in €

24.92 %

Percentage of Greek food in €

48.29 %

Percentage of imported food in €



22.26 %

Percentage of local drinks in €

22.48 %

Percentage of Greek drinks in €

55.27 %

Percentage of imported beverages in €



1.54 %

Percentage of cage free eggs in €

98,09 %

Percentage of Free range eggs in €



97.35 %

Percentage of fresh fruit in €

72.53 %

Percentage of fresh vegetables in €

Our People



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.

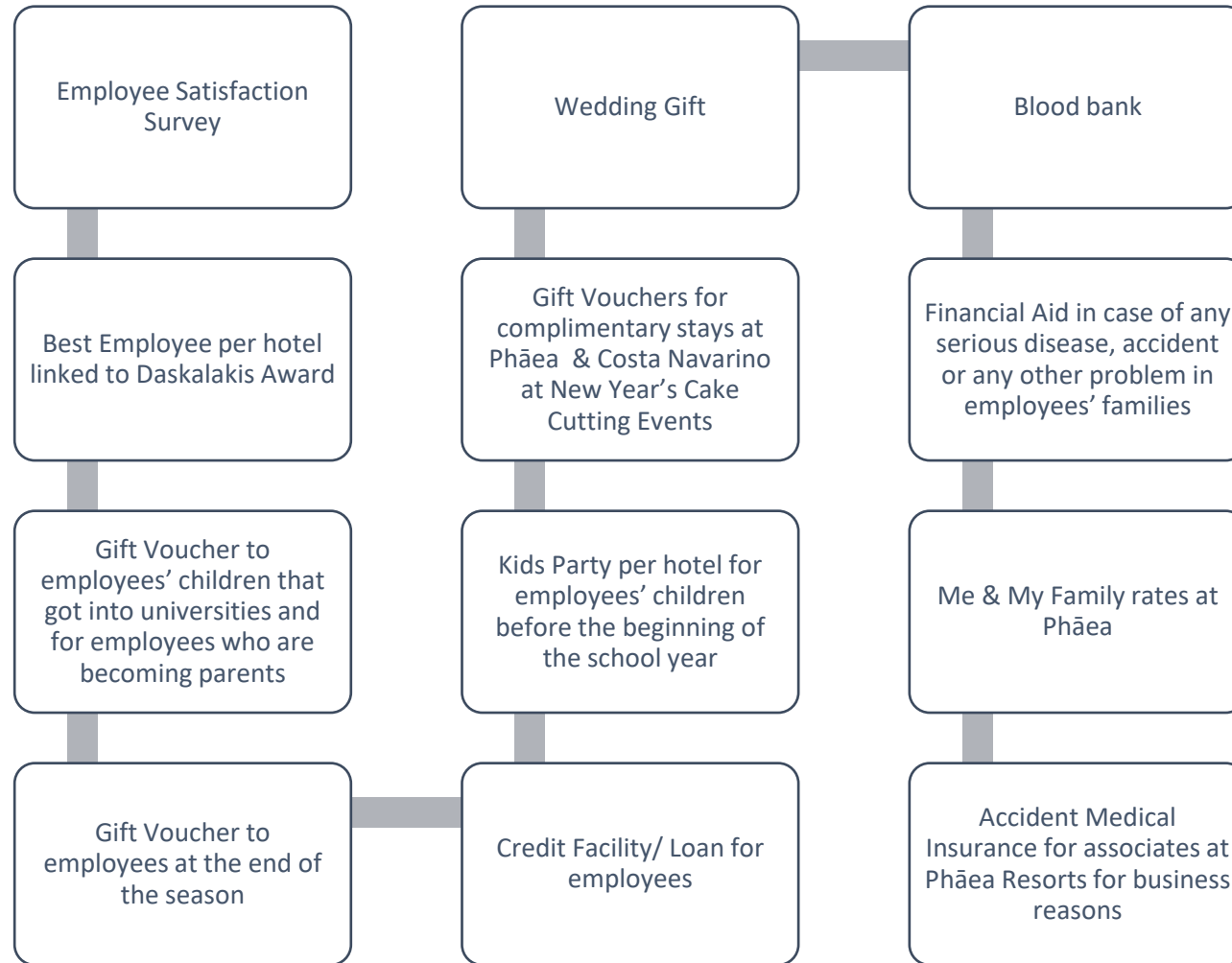
ENGAGEMENT & SATISFACTION

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.





217

Αριθμός εργαζομένων



47%
Male employees



53%
Female employees



78 %
Local Employees



36 %

Women in a position of
responsibility



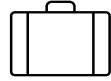
37 %

Working mothers



31 %

Employees with
Private Security



27

Promotions



76 %
Retention Rate



2445 Hours of
trainings



16

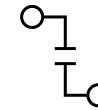
New work position



77 %/10.065,98 €
Trainings and
hours and costs



340.679,48 €
Benefits



5 %

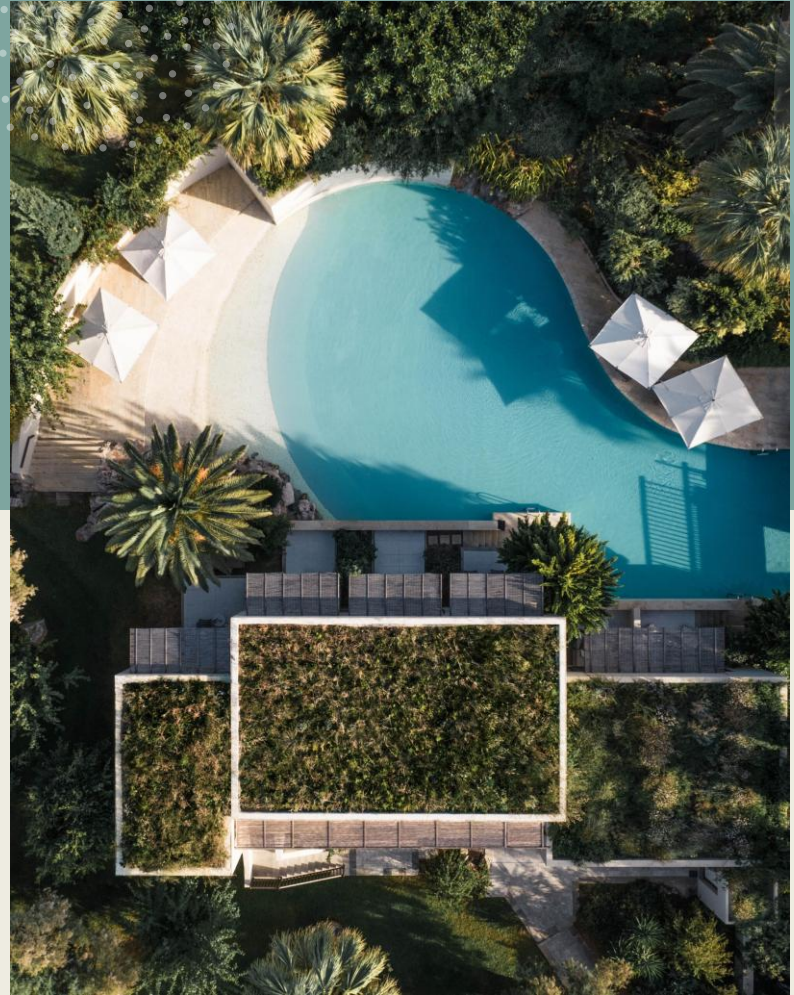
Turn Over ratio



8

Number of
accidents at work

Star Projects



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

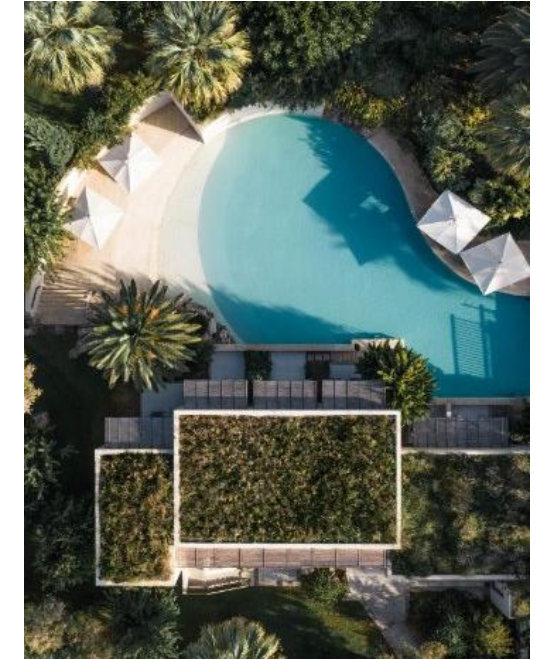
production of Phāea Olive Oil during 2024



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 Phāea Cretan Malia own production



8331.55 kg

Phāea Farmers program's
fruits & vegetables
production



0 kg

Own Beehives honey
production



50.126 €

Phāea Farmers
income support



380 m2

Phaea Organic garden



3514 kg

Phāea Olive Oil production



350 kg

Phāea Farmers program's
honey production



6

Phaea farmers numbers



602 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



641,9 kg

Phāea Farmers program's
honey production



16

Phaea farmers numbers



1857.31 Kg

Own production of organic
gardens



4707 kg

Phāea Olive Oil production



67.855,12 €

Phāea Farmers
income support



1675 m2

Phaea Organic garden



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

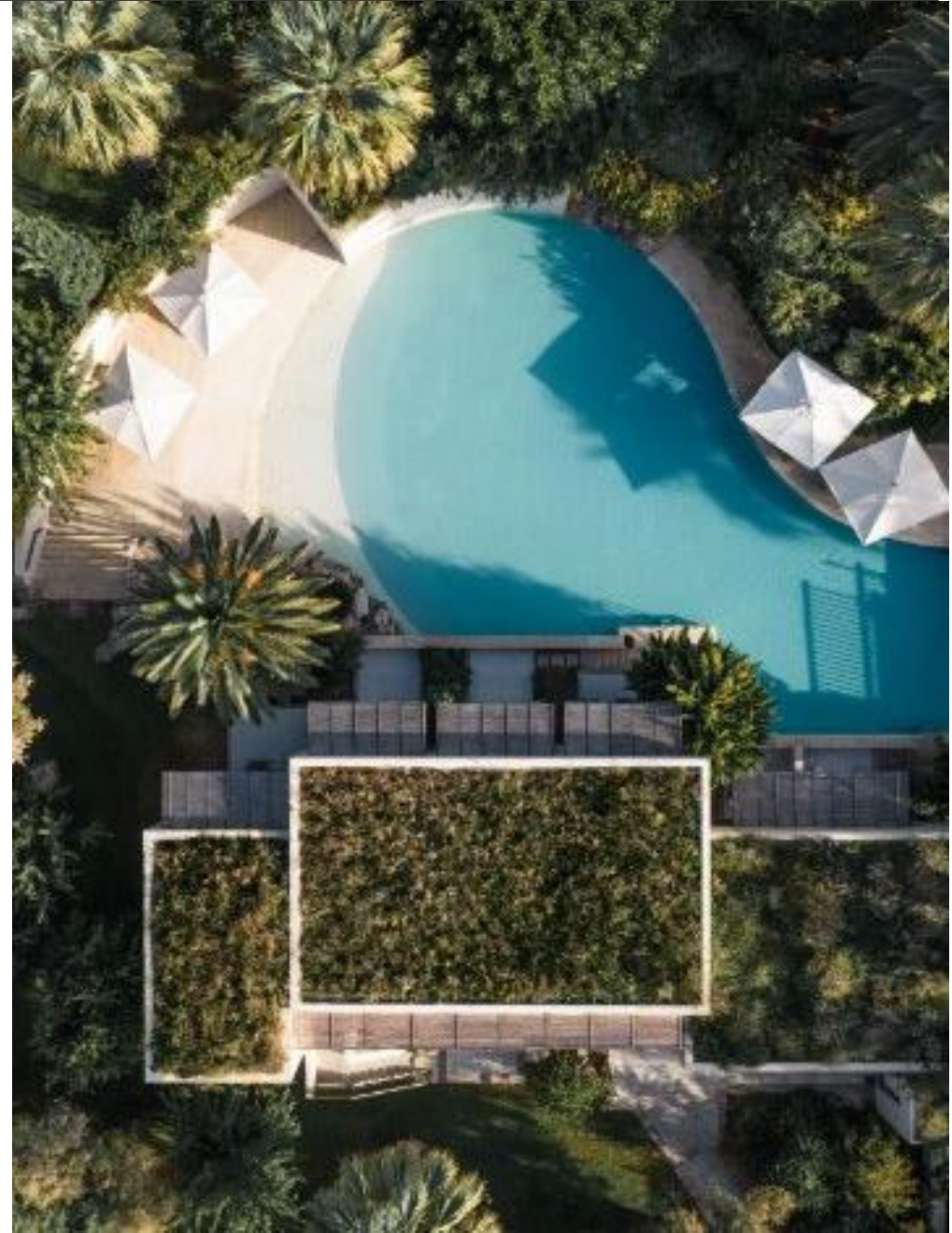
Phāea Roofs

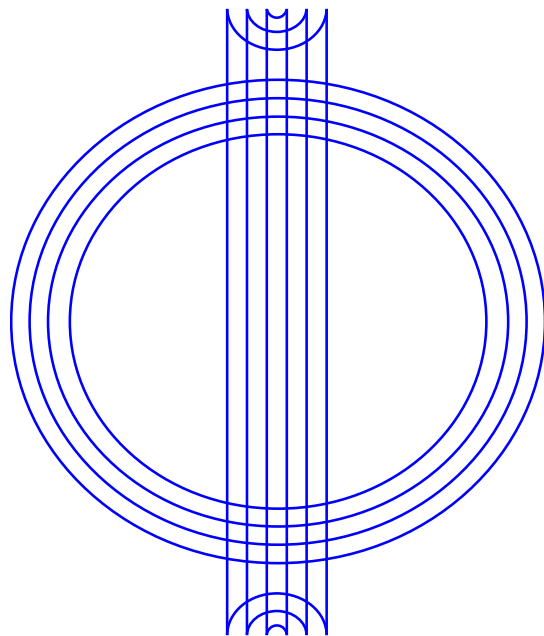
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Thank you