

PHĀEA Quality Policy

At PHĀEA, quality is at the heart of everything we do. Our mission is to deliver authentic and meaningful hospitality experiences that reflect a truer, more timeless Greece, while ensuring excellence, safety, and trust in every interaction. Guided by our values of Consciousness, Community, and Innovation, we continuously improve our services to meet and exceed the expectations of our guests, employees, partners, and stakeholders.

Our Commitment

- Operate a Quality Management System (QMS) in alignment with ISO 9001:2015, ensuring full compliance with all legal, regulatory, and contractual requirements.
- Place our guests at the center of our operations, ensuring that their needs, expectations, and feedback shape our services and continuous improvements.
- Promote a culture of consciousness, where all employees take responsibility for quality in their daily work, supported by training, empowerment, and accountability.
- Engage with local communities and suppliers, ensuring quality standards extend across our value chain while strengthening local economies.
- Foster innovation in hospitality, adopting new practices, technologies, and processes that enhance guest experience, efficiency, and sustainability.
- Commit to continuous improvement, using measurable objectives, regular audits, and management reviews to ensure the ongoing effectiveness of our QMS.
- Ensure open communication and transparency, providing all stakeholders with confidence in the integrity and excellence of our services.

Our Values in Action

- Consciousness – We deliver hospitality with mindfulness, care, and responsibility, ensuring quality is embedded in every step of the guest journey.
- Community – We build strong, long-term relationships with our employees, partners, and local producers, ensuring quality is a shared achievement.
- Innovation – We continually seek new ways to enhance the guest experience, streamline operations, and improve our performance.

Our Objectives

1. Guest satisfaction – Maintain and improve guest satisfaction through service excellence and responsiveness to feedback.
2. Employee engagement – Provide continuous training and development, ensuring employees are skilled, motivated, and aligned with PHĀEA's standards of quality.
3. Process efficiency – Standardize and improve operational processes to ensure consistency, reliability, and continuous improvement.
4. Supplier quality – Collaborate with partners and suppliers to ensure that all products and services meet PHĀEA's standards of safety, quality, and sustainability.
5. Annual review and improvement – Ensure the QMS and this policy remain effective, up to date, and aligned with PHĀEA's strategic goals and sustainability commitments.

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Our Responsibility

Quality is the responsibility of every member of PHĀEA. From leadership to frontline employees, we are all accountable for ensuring that our services reflect the highest standards of hospitality, honoring Crete's heritage while shaping the future of sustainable luxury.

This policy is reviewed annually and communicated to all employees, suppliers, and stakeholders.

COO



Vasilis Minadakis

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