

PROFILE OF THE

GRECOTEL

HOTELS & RESORTS

N. Daskalantonakis Group

December 2012

Thirty years since its formation, the N. Daskalantonakis Group represents the most dynamic tourism group in Greece. Recognised as the market leader in the hotel sector with brands including Grecotel Hotels & Resorts, the Group has successfully expanded to include 20 Grecotel hotels and 10 affiliated properties in Greece.

The Founder

Nikos Daskalantonakis started his long journey in tourism from his birthplace of Rethymnon Crete. After building his first hotel in 1974 his path has been of constant expansion into new destinations and products.

In 1993, Daskalantonakis expanded his interests into city properties and by 2004, the year of the Athens Olympic Games, had amassed a portfolio of fifteen affiliated hotels & properties.

Today, he is president & major shareholder of over 60 private companies in Greece and thus the leading tourism entrepreneur in the country.

Daskalantonakis has been a proponent of quality tourism development and, amongst other activities, founded the first private bank in Greece, launched private domestic airlines and was a director of Olympic Airways. His honorary positions include Honorary Consul of the Russian Federation for Crete & the Dodecanese and he has been president & founder of national and regional hoteliers' federations.

As President of the N. Daskalantonakis Group, he is the major shareholder and president of 32 properties with over 12,700 beds. [12/2012]

Over 2,500 personnel are employed in the N. Daskalantonakis Group, making it the most significant employer in the Greek hospitality sector.

Grecotel Hotels & Resorts have been awarded over 1500 *international awards* by guests, tourism organisations, tour operators and international associations for the quality of its hotels, upgrading of the Greek tourism product and for initiatives in the environmental and cultural field.

GRECOTEL

Grecotel is the most widely known of the N. Daskalantonakis Group companies and was the founding company of the Group. TUI Hotels & Resorts is a 50% shareholder in Grecotel which was founded in 1981 as a resort hotel management company. Within a matter of years it had become established as the leading, quality hotel brand and expansion ensued to the major tourism destinations in Greece.

Grecotel manages 20 luxury & 4-star resort hotels in Crete, Corfu, Mykonos, Attica, Kos, Rhodes, Peloponnese and Halkidiki.



Amirandes



Mandola Rosa suites & villas

The resort hotel group continues to expand in all sectors of the market:

- Mega Resorts
- Avant Garde Hotels & Resorts
- Hotels at World Landmarks
- Boutique Hotels
- Beach Resorts

The exclusive hotels, including a Leading Hotel of the World, meet the highest standards of the international traveller; the luxury classic hotels are recognized for high quality service and facilities whilst the all-inclusive product at some hotels appeals to families.

Continual innovation, product development, standard and quality control ensure the continued growth of the Grecotel which has 4,516 rooms and 10,126 beds (12/2012).

AFFILIATED HOTELS

The N. Daskalantonakis Group also manages / owns eleven affiliated hotels located in city centres and waterfront locations in Athens, Thessaloniki, Larissa, Alexandroupolis, Kalamata and Crete.



The Affiliated Hotels are suited to both the corporate and leisure sector offering all the services that ensure a memorable stay. Affiliated properties include city-resort and resort hotels in major cities and tourism resorts. Unique features set the Affiliated Hotels apart – gourmet dining & banqueting, soothing spas, rooftop horizon pools – to name a few.

The Affiliated hotels account for 1300 rooms and 2600 beds (12/2012).

AGRECO

The Agreco Traditional Farm opened its gates in 2002 in the village of Adele, near Rethymno, Crete. The farm covers 40 hectares and is owned by Nikos Daskalantonakis. The farm was established in order to demonstrate the traditional rural occupations which are threatened due to modern farming and livestock methods.

It is also an environmental educational centre for visitors from the local Grecotels, farmers and students as the methods are all based on organic farming.

Agreco Farm, and related organic farms, supply the Grecotels on Crete with organic vegetables, salad produce, meats and wines. Visitors can take part in seasonal activities and dine in the Agreco taverna on a feast of 30 Cretan dishes made exclusively from farm produce.



Grecootel Hotels & Resorts

Grecootel delivers lifestyle experiences that bring together a sense of place and intuitive service in Greece's most sought-after destinations. Its three distinctive collections of properties – Grecootel Exclusive Hotels and Resorts, Grecootel Luxury Hotels and Resorts and Grecootel Premium Hotels and Resorts – redefine the very concept of Mediterranean hospitality.

Grecootel Exclusive Resorts



Corfu Imperial



Mykonos Blu Villas

The designer collection of the Grecootel group where up-market international travellers experience the very best in hospitality. These glamorous resorts are set in prime waterfront locations and feature unique architecture and design. Each hotel is a landmark in its respective destination and rated among the very best in the world. Exclusive Resorts offer superior accommodation in a wide variety of styles. Personalized service, high security and guaranteed privacy contribute to the guests' well-being.

- Crete: *Amirandes*
- Mykonos:
 - *Mykonos Blu*
 - *Mykonos Blu Villas*
- Attica: *Cape Sounio*
- Peloponnese: *Mandola Rosa* (Leading Hotels of the World)
- Corfu: *Corfu Imperial*

Grecotel Luxury Resorts



A collection of luxury hotels and resorts with local character, which are distinguished by their elegance and residential charm, positioned at the top of each destination market.

- Crete:
 - *Creta Palace.*
 - *Club Marine Palace & Marine Palace Suites*
- Corfu: *Eva Palace*
- Peloponnese:
 - *Olympia Riviera Thalasso*
 - *Olympia Oasis*
- Kos: *Kos Imperial Thalasso*

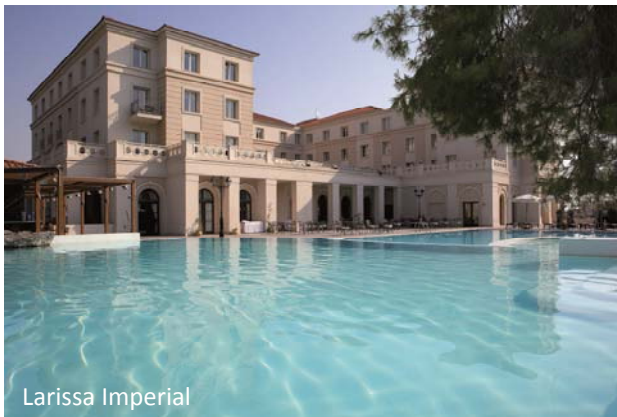
Grecotel Family Resorts



Holiday resorts on beachfronts offer families and leisure travellers the highest level of service and facilities with a combination comfort and value for money. The Family Resorts offer either all-inclusive or the unique Premium Plus food & drinks package

- Crete:
 - *El Greco*
 - *Plaza Spa Apartments*
- Corfu: *Daphnila Bay Thalasso*
- Peloponnese: *Lakopetra Beach*
- Kos: *Royal Park*
- Rhodes: *Rhodos Royal*
- Halkidiki: *Pella Beach*

Affiliated City Hotels



Geared to business and leisure travellers, the city hotels provide extensive meeting & conference areas combined with leisure facilities such as pools, spa and waterfront locations.

- Athens & Attica Riviera:
 - *King George Palace*
 - *Vouliagmeni Suites*
- Alexandroupolis: *Astir*Egnatia Alexandroupolis*
- Larissa: *Larissa Imperial*
- Thessaloniki: *Makedonia Palace*

Affiliated Resort Hotels



These 4-star affiliated resorts provide the reassurance of the high quality service and amenities that has become the byword of the Group.

- Crete:
 - *Meli Palace*
 - *Leoniki Residence*
 - *Grand Leoniki Apartments*
- Peloponnese: *Filoxenia*

Signatures

What distinguishes N. Daskalantonakis Group properties from other destinations on the hospitality map?

Landmark locations are just the beginning. From a villa on a secluded Aegean beach to a sumptuous suite overlooking an archaeological temple, a vibrant lounge for cocktails at dusk to a private cabana for secluded dinner, every setting is one-of-a-kind. N. Daskalantonakis Group reinterprets today's sense of history, modernity, tradition and innovation in a uniquely timeless fashion.



Yet within each very individual hotel and resort, certain qualities are welcomingly consistent. Creativity, comfort and service are the signatures of every experience, with guest needs innovatively anticipated and graciously accommodated. Equally constant are the accolades our distinctive hotels earn in annual guest, travel associations and media awards.

Inspiring Design

The Group's one-of-a-kind hotels and resorts set the stage for romance, business, leisure and celebration.

Intuitive Service

Behind the amenities and beyond the design details lies signature service philosophy.

With a mission to overlook no detail or desire, the entire staff is focused on delivering a seamless experience—for each guest and every request.



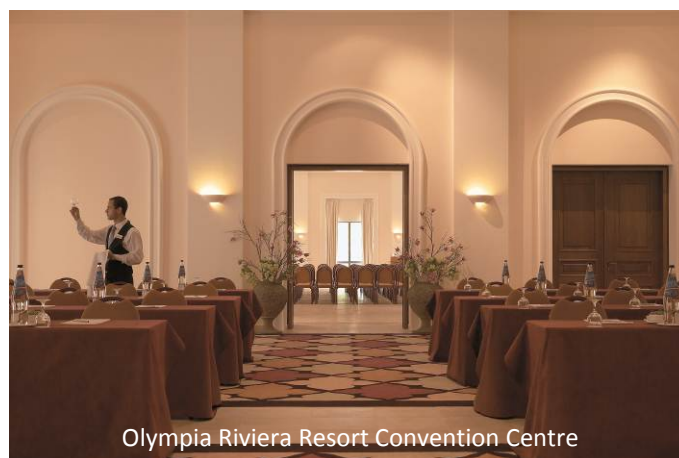
Dining & Nightlife

Acclaimed by top critics, the 60 a la carte restaurants provide unique dining experiences. Every location reflects the ambiance and service of the individual property, featuring acclaimed chefs, local and international beverages, top-quality ingredients and inspiring settings.

Specially Tailored Meetings & Events

As a meeting destination, corporate retreat, or restful hideaway between presentations, the properties offer exceptional service and amenities to make meetings and events both successful and easy.

The Group has over 30 years of experience in managing events ranging from European Summits to business meetings and conferences, social gatherings and memorable weddings. There is a comprehensive catering service for any event type—all with relentless attention to detail.



Environmental Responsibility

In 1992, Greotel became the first Mediterranean hotel group to undertake eco-audits in its hotels according to EU standards and formed an environment and culture department in its head office operations department. Greotel is now a textbook example in leading tourism schools and universities. To demonstrate the group's agricultural initiatives, the Agreco Traditional Estate opened in 2002 on Crete.

Facts & Figures

• Total Hotels & Resorts (2012)		30
• Guestrooms (2012)		6,000
• Official Beds (2012)		12,958
• Total Bednights (2011)		1.8 million
• Average Occupancy (2011)		Grecotel 78%
• Guest Profile : (Grecotel)		
	Couples	58%
	Families	33%
	Singles	9%
• Age Groups : (Grecotel)		
	20-30	4%
	30-40	19%
	40-50	33%
	50-60	25%
	60+	19%
• Age Groups : (Affiliated)		
	20-30	14%
	30-40	35%
	40-50	20%
	50-60	22%
	60+	9%

Loyalty Clubs

The **Privilege Club** was founded in 1996 as the first hotel loyalty scheme in Greece. It builds on the strong brand awareness of Grecotel Hotels & Resorts and promotes the cross-selling of the hotels. Over 130,000 families are members of the Privilege Club (approx. 390,000 individuals). Over 22% of room revenue is generated by members of the Privilege Club loyalty programme. New hotels joining the Group have recorded up to 30% of first year room arrivals from Club members.

The **Counter Club** is the Group's travel agency incentive scheme counting over 15.000 travel agency employees from 6.500 travel agencies in Germany, Poland, Russia, Ukraine, Luxembourg, Italy & France. In 2009, 500.000 room nights were generated from Counter Club travel agents representing almost 50% of the total Grecotel room nights from these countries.

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