



THE  
NOVERIAN  
Elounda Retreat

5\* Adults-only Resort



# BRAND USP\*

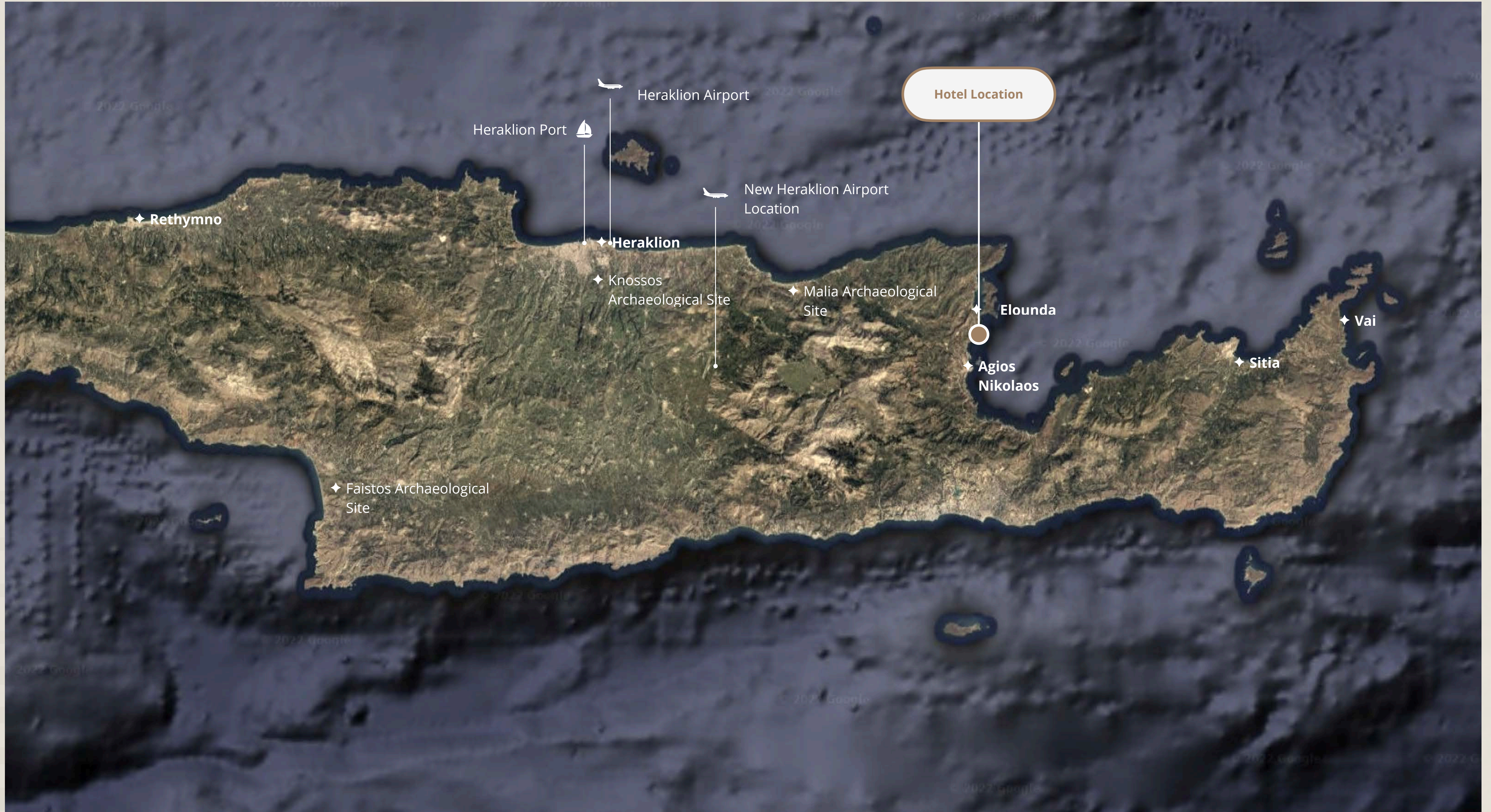
An adults-only hotel in Elounda that showcases an all-new approach to authentic luxury and an improved way of living for its guests, set within a breathtaking landscape overlooking the Cretan Riviera

# BRAND PROMISE\*

For high-end couples and sophisticated travelers looking for the most upgraded luxury experience infused with a new, authentic approach, The Noverian Elounda Retreat introduces a boutique-style resort that focuses on presenting an all-new way of living for its guests. The hotel's experience revolves around authentic food experiences, mental and physical wellness, constant communication with nature, and the most upgraded yet personalized service — all set within a bioclimatic building and an impressive Cretan landscape, that combines a hilltop location with stunning views to the sea.



# HOTEL LOCATION





BRAND DNA



# THE NOVERIAN

## Elounda Retreat

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the new era of authentic Cretan luxury

The word **Noverian** is a variant of the phrase '**nova era**' (new era), which, when accompanied by the location designation (Elounda), suggests a **new era** for the destination or **a new version of Elounda**, different from the one that the traveler knew so far. At the same time, the ending of the word Noverian sounds reminiscent of the word riviera-rivierian, introducing the concept of the riviera into the hotel's identity, this one also from **a new perspective**, as it is a **new riviera** (nova riviera), which is not limited to the conventional and established cosmopolitan lifestyle by the sea, but focuses on the **essential beauty of the landscape** and human's relationship with it. Also, as well-being and improving the quality of human life is one of the main goals of the hotel, the approach to related services is not limited to conventional spa treatments, but focuses on a different and upgraded proposal that approaches the limits of the **medical spa**, giving the accommodation the additional designation of '**Retreat**'. Finally, with the addition of the article, the name acquires a **specific profile**, that of **the man who chooses and practically adopts this new way of life**, highlighting the emphasis that the hotel's concept places on the Human himself and his **holistic improvement**.

The accompanying name indicates the basic elements of the hotel's identity, so that they are immediately perceived by the potential visitor:

- **5\***: Corresponding to the **standards of the destination**, the property will be a five star one — an element that must be stated in the name, as it is a basic criterion while travelers search for and choose their hotel.
- **Adults-Only**: The hotel provides **adults only** room types and facilities, accommodating guests only over 16 years old.
- **Resort**: The combination of Boutique with the word Resort indicates that this is not a small-sized boutique hotel, but **a high-end, well-rounded experience**, corresponding to the standards of Elounda's resorts.

The tagline captures the hotel's central philosophy, which is about **redefining the term of luxury**, with the shift from emphasising on the impressive artificial building, to **highlighting the natural landscape** and its integration into human life, but also to the **authentic elements that define the Cretan identity**. In other words, it is about the 'new era of luxury', where man will not just live in a cosmopolitan way, but will experience a **new everyday life**, through which he will be able to **deeply and practically improve** every aspect of his lifestyle



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The logo of The Noverian Elounda Retreat features **the shape of the arch**, which has both a **symbolic interpretation** as the threshold and welcome to the hotel, and the passage into the new era, but also a **literal interpretation**, with the arch appearing in individual architectural elements.

The **four designs** presented within the arch correspond to **each of the elements of nature** (water, fire, air, earth). Specifically, on the top left, the wavy lines symbolize the water, the straight ones just below, the earth, the spirals are for the air and the sharp lines signify the fire.

The elements of nature are important, as they indicate the property's **deep association with the surrounding landscape** that is at the heart of the new definition given to luxury, escaping from the artificial elements and **focusing on nature and the authenticity that characterizes it**.





# BRAND PILLARS



The reflection of the  
Cretan landscape in  
the overall hotel  
design



The emphasis on a  
wide range of  
gastronomy, from  
traditional to exotic  
flavors



The constant feeling  
and experience of  
well-being, which the  
guest will experience  
at the hotel



The Riviera lifestyle,  
approached in a new,  
authentic way



# MAIN AUDIENCES



# Couples of All Ages





# VIP & JetSet Travellers





# Boutique Travellers





MAIN AUDIENCES

# Wellness Seekers







# LGBTQI+ Travellers





Culinary  
Travelers/  
Gastro-Tourists





# HOTEL AT A GLANCE



# HOTEL AT A GLANCE



Mikis Theodorakis  
VIP Venue

Olon Med Spa  
| Retreat Area

Healing Houses

ŪVA Wine  
Restaurant

Pool Bar /  
Sanuk Cocktail Bar

Cave Suites

Main Pool

Rooms & Suites

Kērnos | Cretan  
Organic Restaurant

Navica |  
Mediterranean  
Restaurant

Hotel Farm

Reception &  
Gastro Shop

Madato | Cretan  
Kafenes

Event Space  
& Church



In a panoramic location right above the coastline of Elounda in Crete, The Noverian Elounda Retreat offers a new hotel proposal that highly differentiates from the 'typical', for the area of Elounda, luxury model and aims to introduce **a new era for luxury vacations and the destination**. Drawing inspiration from the island of Crete itself, the authentic, local lifestyle of its inhabitants, but also from the essence of a cosmopolitan riviera, the hotel shapes its experience based on **a more authentic and higher-quality lifestyle**, with nature, the impressive local landscape elements, and mainly, the Man on the front. Following the principles of **bioclimatic and eco-friendly architecture**, the new project is going to be a role model for hotels not only in Elounda but in Greece in general, as it will **set the stage for sustainable operation and development**.

Built across a hillside, with **a magnificent view of Mirabello Bay**, the hotel offers a **variety of room types** distinguished in two zones: The lower level including **Deluxe & Premium Rooms with balcony or private garden, Penthouse Rooms with private pool**, and **Suites with private pools and sea view**. On the other part, the upgraded room types are located at the higher levels of the plot. They include options such as **Cave Suites with private pools or gardens**, some of them offering an in-room hot tub, **Wellness & Spa Cave Suites with private pools and in-room wellness facilities**, as well as **Healing Houses**, which are part of the retreat area and provide extra independence with a fully equipped kitchen. All rooms according to their type provide **high-end in-room facilities** such as an upgraded mini-bar, mini wine cellar, and wine preserver, private balcony, terrace, or garden, updated hotel technologies, indoor and outdoor dining space, training facilities and gym & wellness equipment, private infinity pool, secret garden, outdoor shower, etc. In addition, the hotel offers **a wide range of room service options**, like upgraded room service, eco-friendly housekeeping, butler, and private chef services, adding to the experience the essence of luxury, comfort, and personalization. Of course, the rooms' design complies with the principles of bioclimatic architecture and renewable energy sources, with **natural ventilation and air conditioning specifications, recycling points, methods of reducing electricity consumption**, etc., to create a completely sustainable hotel.

As for the **gastronomy** part, the hotel's philosophy is based on the **organic, farm-to-table approach**, emphasizing on pure, local, seasonal products and the minimum processing cooking style, maintaining the original flavor, texture, and nutritional value of the raw material. This approach is embraced by all the restaurants and bars of the hotel, adapted to each one's culinary style, offering mouthwatering options of high quality. The hotel includes the **Mediterranean Restaurant Navica**, the hotel's main restaurant, which serves breakfast in the form of semi-buffet/semi-à la carte and half-board meals with Mediterranean cuisine and à la carte and buffet options, the **Cretan Organic Restaurant, Kérnos**, and the **traditional Kafenes, Madato**, which serves authentic Cretan meze-style cuisine. The gastronomic experience is completed with the addition of the **Wine Restaurant ŪVA**, which focuses on wine labels from famous Riviervas around the world. Regarding the bars, at the main pool area, guests will also find the **Vibrant Pool Bar, Sanuk Thai Cocktail Bar**, which turns into a cosmopolitan cocktail and finger food bar in the evening hours. All the gastronomic outlets of the hotel (except Navica Restaurant), including the Thai Cocktail Bar, accommodate **external guests** as well. Last but not least, at the **VIP venue "Mikis Theodorakis,"** which is only accessible by the group's club members, guests are able to enjoy premium cocktails, drinks, and a carefully selected cigar menu, along with platters and finger food options.

A main point of the hotel's experience is the **small church** of Agia Paraskevi, which accommodates **small-scale social events**. The landscape around the church is beautifully staged as a **"village square"** where the tables of the Cretan Kafenes are located, while the whole operation and experience of the events space are directly connected with the hotel's garden and the Cretan Organic Restaurant.

As The Noverian Elounda Retreat puts a lot of emphasis on the well-being experience, it conforms to **a holistic well-being approach** regarding the improvement of the visitors' physical, spiritual and mental condition, since the property's retreat area does not include only the spa, **but also accommodation options that create a well-rounded wellness experience**. Going beyond the limits of a conventional spa, the relevant facilities of the hotel approach the characterization of a **medical spa**, offering specialized services and treatments, such as **botox, energy treatments, analysis of food intolerances, development of a personalized nutrition plan, treatment of skin diseases such as acne, etc.** In addition to the Medical Spa's advanced therapies and services, the retreat zone includes also indoor and outdoor spa facilities, a heated pool that extends internally and externally, fitness areas, and outdoor spaces for personal training, yoga, and meditation are available, while some of the services can be offered in the rooms either as specific in-room spaces and features or as in-room wellness services. A worth mentioning part of the experience is the **Wellness Coach services**, where the expert will guide guests in a total lifestyle improvement, according to their physical and mental needs.

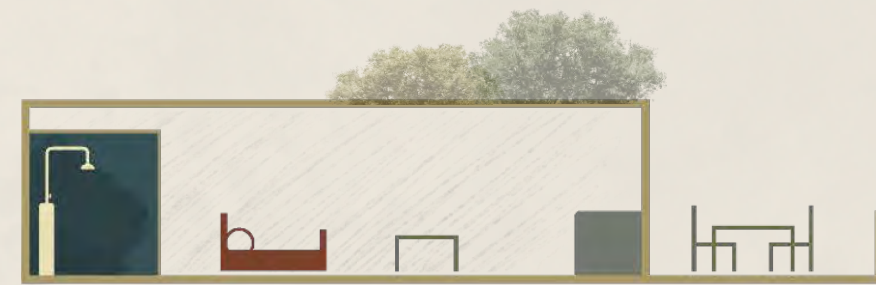
With the upgraded stay, the authentic gastronomy, and the holistic approach to wellness forming the experience, **The Noverian Elounda Retreat aspires to reshape the cosmopolitan lifestyle**, bringing it close to nature, tradition, and quality way of living for the human being. Through this way, the hotel showcases **a new-age of luxury for the destination, which is not expressed through materials but through the magnificence of the natural landscape**.



# ROOM TYPES

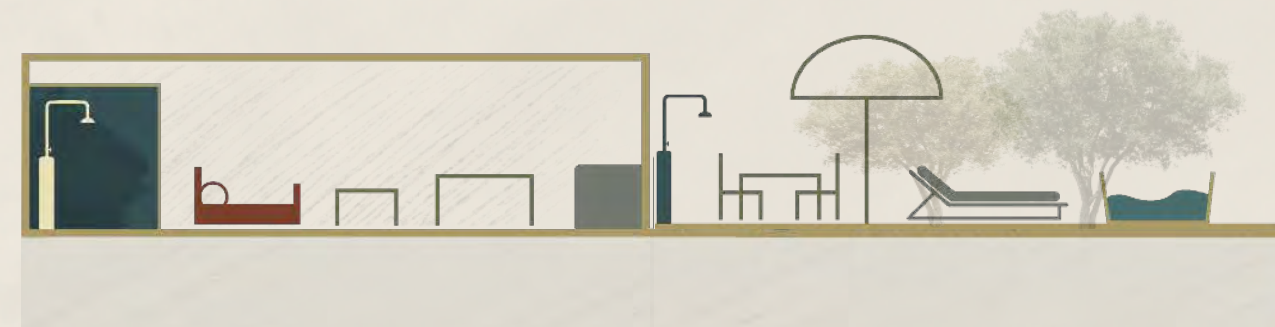


Rooms



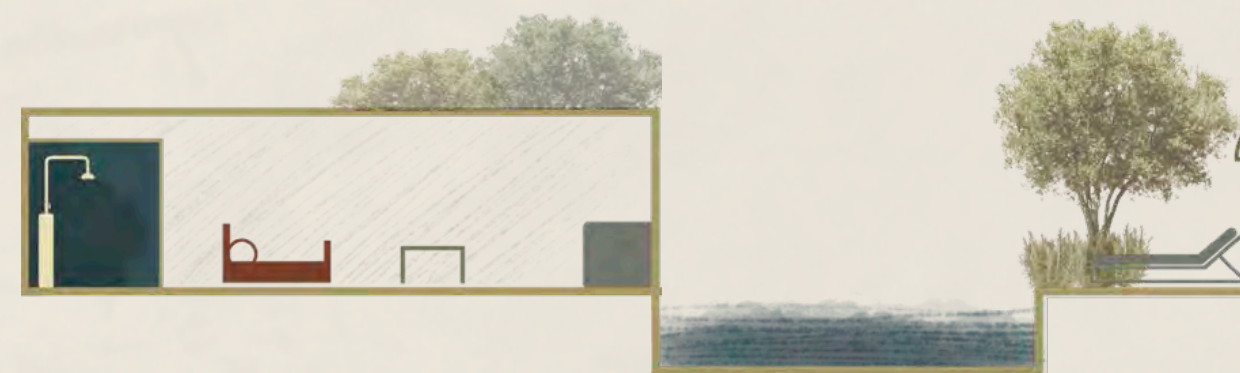
### Premium Rooms With Balcony | Sea View

Official Name: Premium Rooms With Balcony | Sea View



### Deluxe Rooms With Hot Tub | Sea View

Official Name: Deluxe Rooms With Hot Tub | Sea View

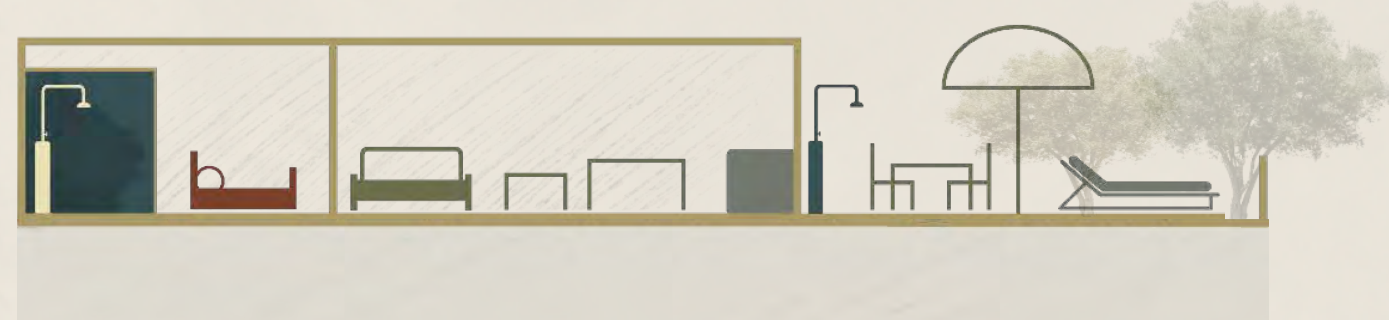


### Deluxe Rooms With Swim-Up Pool | Land View

Official Name: Deluxe Rooms With Swim-Up Pool | Land View



Suites



### Superior Suites | Sea View

Official Name: One-Bedroom Suites With Balcony | Sea View



### Secret Garden Suites With Plunge Pool | Sea View

Official Name: One-Bedroom Maisonette-Style Suites With Plunge Pool & Secret Garden | Sea View



### Executive Suites With Private Pool | Sea View

Official Name: One-Bedroom Suites With Private Pool | Sea View



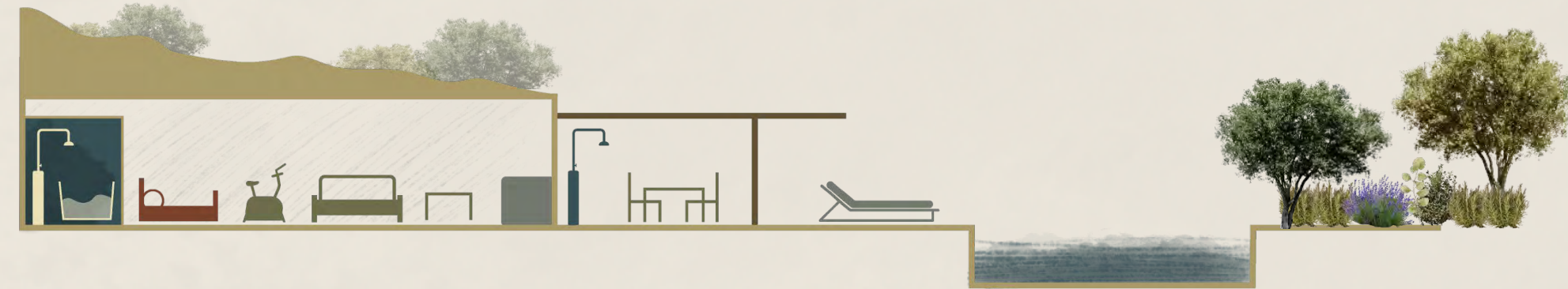


Cave Suites



### Junior Cave Suites With Hot Tub | Sea View

Official Name: Open-Plan Cave Suites With Hot Tub | Sea View



### Scenic Cave Suites With Private Pool | Sea View

Official Name: Open-Plan Cave Suites With Private Pool | Sea View

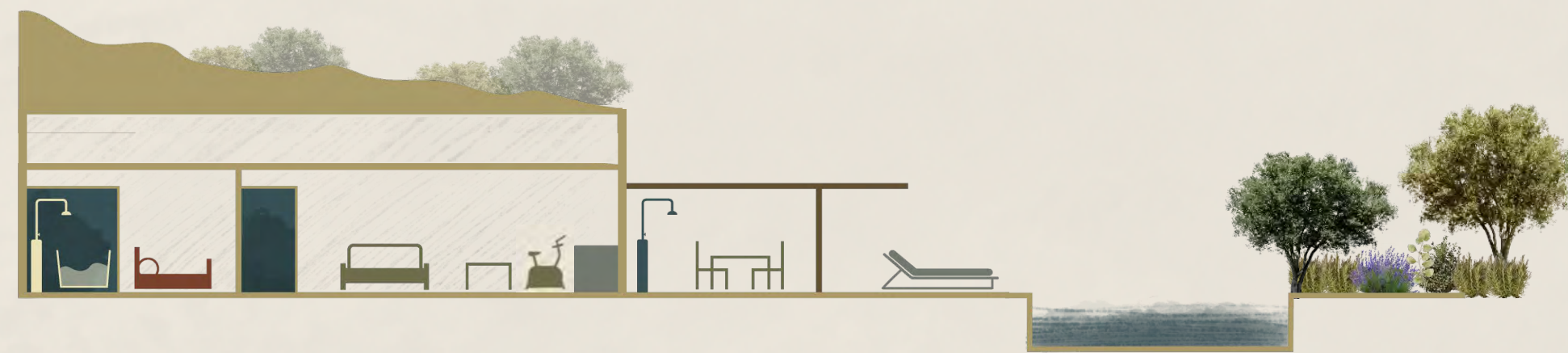


### Cave Spa Suites With Botanic Garden | Land View

Official Name: One-Bedroom Cave Spa Suites With Private Garden | Land View



Cave Suites



### Cave Spa Suites With Private Pool & Botanic Garden | Sea View

Official Name: One-Bedroom Cave Spa Suites With Private Pool | Sea View

Healing Houses



### Healing Houses With Private Pool | Sea View

Official Name: Healing Houses With Private Pool | Sea View



# HOTEL GROUNDS



## Individually Branded Grounds

*(facilities with separate name and corporate identity)*

- ▶ **Navica | Mediterranean Restaurant**  
The hotel's main restaurant, which serves breakfast and half-board meals (lunch and dinner).
- ▶ **Kérnos | Cretan Organic Restaurant**  
This is the restaurant located next to the property's vegetable garden, which serves exclusively organic products and recipes inspired by the local cuisine.
- ▶ **UVA | Wine ReStaurant**  
The property's wine restaurant, which conveys the atmosphere and flavours from various rivieras of the Mediterranean and the world, inside the hotel.
- ▶ **Madato | Cretan Kafenes**  
Madato is located near the church of Agia Paraskevi and resembles a traditional meze-style restaurant serving authentic Cretan flavours and raki.
- ▶ **Sanuk | Thai Cocktail Bar By The Pool**  
The pool bar turns into the Thai Cocktail Bar during the evening hours, serving signature cocktails and Thai finger food. Alternatively, this particular outlet could also function as a pop-up bar with a different theme each season.
- ▶ **Olon Med Spa | Retreat Area**  
The retreat area of The Noverian Elounda Retreat is located in a separate zone of the accommodation and is distinguished by a holistic approach to well-being, as well as the specialized Medical Spa services.
- ▶ **Mikis Theodorakis VIP Venue**  
This is the group members-only hall, located at the highest point of the property, with unparalleled views, providing upgraded experiences and services.

## Hotel Branded Grounds

*(facilities that retain the hotel's main name)*

- ▶ **The Noverian Elounda Retreat | Reception & Gastro Shop**  
The comfortable and welcoming reception area of the property, which stages guests' arrival and departure in a unique way.
- ▶ **The Noverian Elounda Retreat | Pool & Bar**  
The hotel's pool bar, serving delicious and unique cocktails and a light, comfort menu throughout the day.
- ▶ **The Noverian Elounda Retreat | Well-Living Venue**  
The alternative suggestion for 'Mikis Theodorakis' venue, which will be a center where guests will be able to shape an improved way of life through techniques and activities.
- ▶ **The Noverian Elounda Retreat | Church & Events Space**  
The property's events space where small-scale social events will be taking place.



# ÖLON MED SPA

Retreat Zone



## Medical Spa | Main Services

- **Rejuvenation Treatments**  
*(Anti-aging Treatments, Anti-stress Treatments, Revitalizing Therapy, Oxygen-ozone therapy)*
- **Face & Body Treatments**  
*(Non-invasive Facelift, Injectables, Acne Treatments, Scars & Pores Treatments, Pigmentation Treatments)*
- **Energy Therapies**  
*(Bio-energetic check-up, Body composition assessment, Energy test and control)*
- **Detox Therapies**  
*(Hammam/sauna, Meditation, Quiet & Tech Free Room)*
- **Dietetic Treatments**  
*(Dietetic Consultation & Personal Plan, nutritional tests for food intolerance, glycemic index, lipometry, and body densitometry)*
- **Physiotherapy.**





# INITIAL DESIGNS



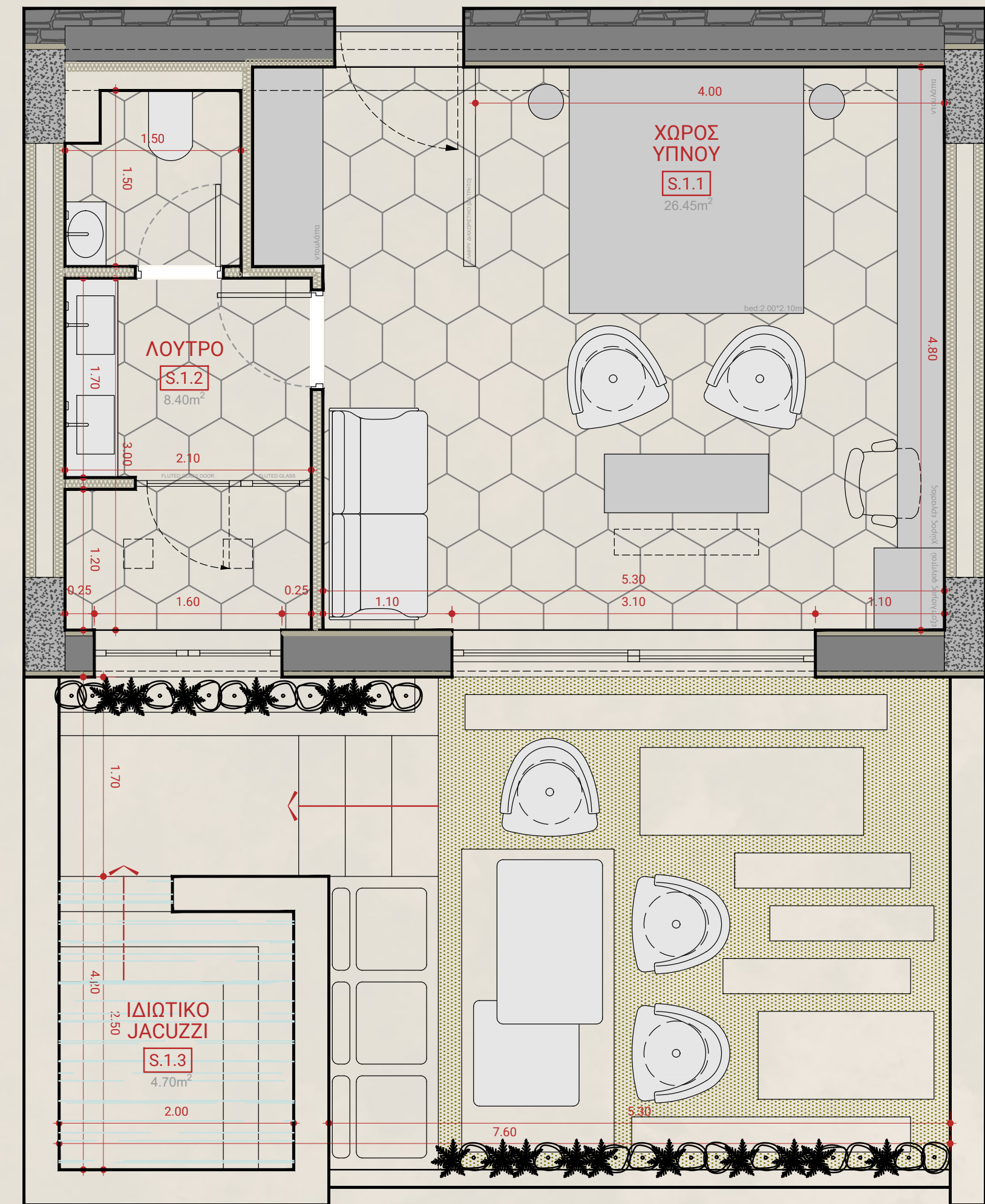
# Masterplan





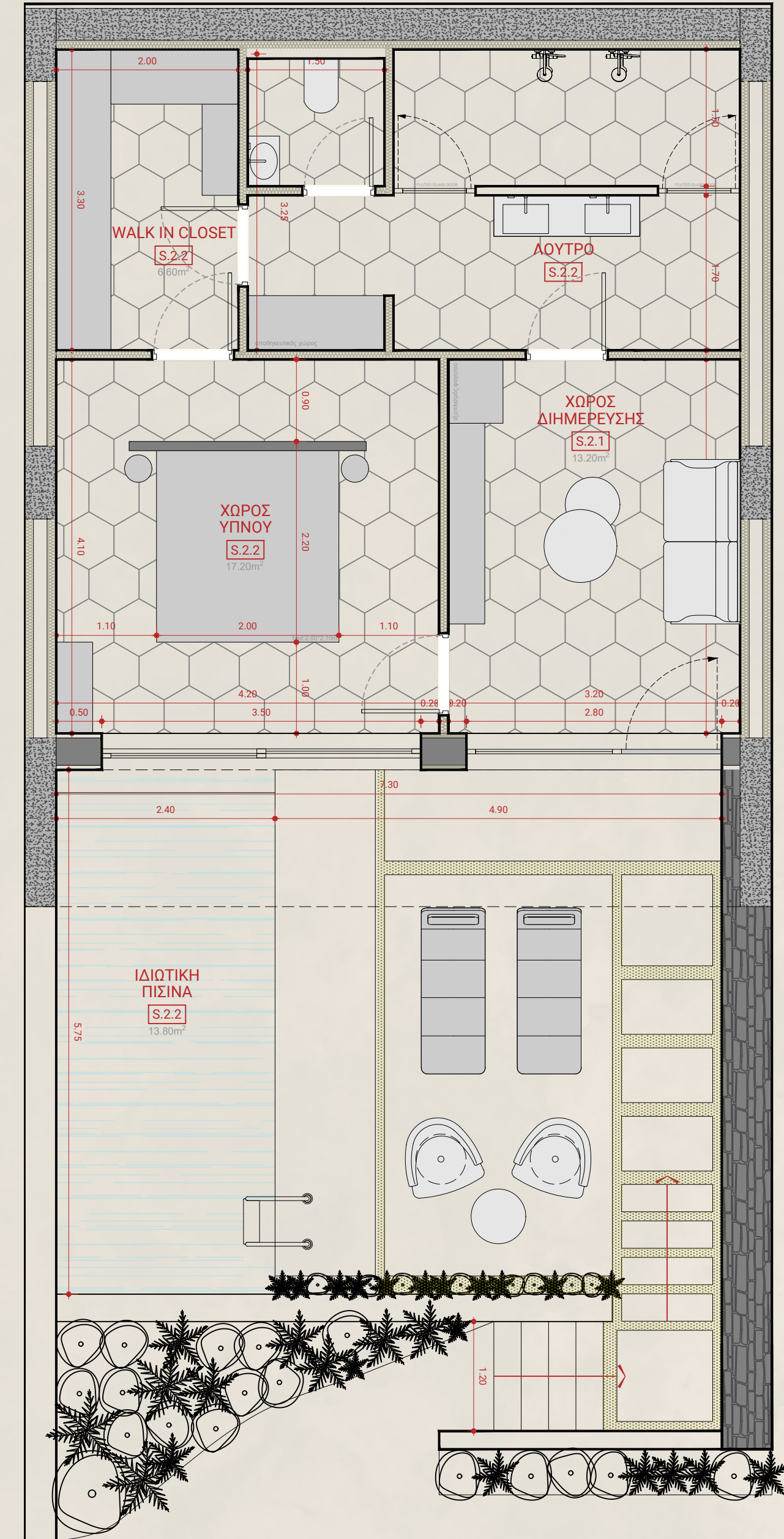


# Junior Cave Suites with Hot Tub | Sea View





# Cave Spa Suites with Private Pool & Botanic Garden | Sea View





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