

TRAVEL AND HOSPITALITY

## Four Seasons to elevate existing Greek hotel property in market debut

September 6, 2017



*Four Seasons will manage the Astir Palace in Greece. Image credit: Four Seasons*

By STAFF REPORTS

Hospitality brand Four Seasons is entering the Greek hotel market with the rebranding and renovation of an existing property on the Athenian Riviera.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Working Greek hotelier Astir Palace Vouliagmeni, Four Seasons will bring its first hotel to Greece following extensive upgrades to the existing Astir Palace property. The new hotel will debut as Four Seasons Astir Palace Hotel Athens in spring 2018.

Yasuo, Four Seasons

Four Seasons Astir Palace Hotel Athens will be located 16 miles south of Athens and about the same distance from the Athens airport.

Situated on the Aegean coastline in the area of Vouliagmeni, the existing Astir Palace has long been favored by international and Greek guests. The property, found on a peninsula, includes 75 acres of landscaped gardens as well as upscale retail and dining options.

The property boasts Matsuhisa Athens by Nobu, Astir Beach, a seaside concept and the Astir Marina, a collection of high-end seafront homes.

"Astir Palace has always been a landmark destination of international stature, located in the Athenian Riviera, one of the most coveted areas in Greece," said Stelios Koutsivitis, CEO of Astir Palace Vouliagmeni, in a statement. "We are strongly committed to embrace its legacy and elevate Astir Palace to a world-class premium destination.

"We are excited to work closely with Four Seasons, the world's foremost hotel company, on one of the key areas of our redevelopment plans, the upgrade and the management of the hotel, and set a new benchmark for luxury hospitality in the country," he said.



*Astir Palace is just miles from Athens city center and airport. Image credit: Four Seasons*

To prepare for the Astir Palace to become a Four Seasons, more than 100 million euros, or \$119 million, have been invested into the hotel.

The refurbishment will include updates to approximately 300 guest rooms, suites and bungalows, its spa and recreational facilities as well as a state-of-the-art conference and events space. The hotel improvements will also include its infinity pools, beaches and beachfront promenade, among others areas.

Decor will be designed by Meyer Davis Studio and draws inspiration from the surrounding landscape and culture. Dining and beverage options are being overseen by Martin Brudnizki Design Studio, which will introduce local and international cuisines.

"As one of Europe's most-popular travel destinations, Greece has long been an area of interest for Four Seasons and we are pleased to mark our entry into this important market in partnership with Astir Palace Vouliagmeni," said J. Allen Smith, president and CEO of Four Seasons Hotels & Resorts, in a statement.

"The hotel's location offers a unique combination of seaside tranquility and easy accessibility to Athens city center, making it an ideal destination for leisure and business travelers year round," he said.

"We look forward to working with Astir Palace to introduce Four Seasons to Greece, creating a world-class hospitality experience characterized by product of the highest calibre and customized Four Seasons service."

In August, French atelier Christian Dior evoked the low-key aesthetic of Greece for its latest limited-edition tableware collection. Dubbed the "epitome of Greek chic" by Financial Times' How To Spend It, the "Skorpios" tableware collection was designed by Themis Zouganeli ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.