

TRAVEL AND HOSPITALITY

One&Only folds wonder into Greek wanderlust

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Scenes from the lives of those native to the island are captured in the intimate campaign. Image credit: One&Only

By EMILY IRIS DEGN

U.A.E.-based hospitality brand One&Only Resorts is offering travelers an intimate look at an island in the Cyclades.

The new Secrets of Ka campaign lends a local lens to its soon-to-be-opened resort on the namesake Greek rock in the Aegean Sea. Revealing cultural riches, rugged landscapes and wild-thyme honey, One&Only is taking a look at its place of business through the eyes of the natives and expats who call it home.

Local lens

In a series of striking videos, the brand captures scenes from the lives of Ka Island residents.

The visuals go public just months ahead of the One&Only resort's May 2024 opening date. Touting seclusion, sparkling sea views and access to the rest of the Cyclades, the property already has its own Instagram and website, both swimming with vibrant photographs of the locale.



The island is known for being the jumping-off point to the rest of the Cyclades. Image credit: One&Only

Situated a 30-minute boat ride from Athens, the stay champions “authentic island experiences.”

This is further dug into through the Secrets of Ka campaign. Each of the five, fresh videos currently up on the group’s YouTube channel is led by a different theme and figure, exposing a different side of the island in every slot.

From archaeology to jewelry traditions to seasonal eating, core pieces of the location’s personality are spoken about by those who are directly engaging with them.

For example, dive master Yannis Tzavelakos discusses the treasures that lie beneath the waves off of the island’s shores. He weaves through shipwrecks and dazzling marine parks on camera, showcasing an underwater extravaganza for those watching from home.

Mr. Tzavelakos reveals the secrets of Ka

Known for its playground in the sea, Ka Island is widely considered to be among the Mediterranean region’s best diving destinations, a fact that is sure to attract many luxury travelers, who increasingly are becoming more adventurous ([see story](#)).

Perhaps appealing to those who want to stay on land, Secrets of Ka also stars Greek curator Sotiria Antonopoulou, who provides some education about the history and artistic roots of the island.

She leads viewers through the colorful, gallery-speckled town of Ioulida, passing many murals created by locals. The dot in the Aegean Sea used to be called “Little Paris” in the 1970s due to its many cultural contributions.



The surrounding villages and hillsides all have spots in the campaign videos, bringing the island to life. Image credit: One&Only

Jeweler Alexia Karides continues this age-old tradition of artistry, starring in her own spot within the campaign.

She talks about the ancient techniques used to make gold jewelry and coins in Athens. These methods show up in her pieces at Ysso, a brand she cofounded.

Also drawing upon the nautical and natural influences found across the island, she allows each hand-crafted item to encapsulate a specific scene from the land around her. One&Only Ka Island commissioned her to make an exclusive collection for guests, which will be available upon its opening.

Third-generation beekeeper George Thodos shares another side of Ka entirely.

Mr. Thodos joins the cast of “Secrets of Ka”

With his French wife, Geraldine, he harvests wildflower-thyme honey amongst the fabled fig trees and terraced fields. Viewers get an inside look at the rich culinary traditions of the island as Mr. Thodos welcomes One&Only into his idyllic apiary and farm.

Finally, a history buff takes it back centuries.

Petroula Tatsopoulou, the resident archaeologist at One&Only Ka Island, gives those at home a preview of the immersive experiences they could have on-site. From hikes across the mysterious grounds to journeys to the ruins of Karthea, Ms. Tatsopoulou, like all of the other locals tapped for the campaign, shares untold stories with the world.



The island has been a vacation spot for Athenians for decades, but it is not widely known to tourists. Image credit: One&Only

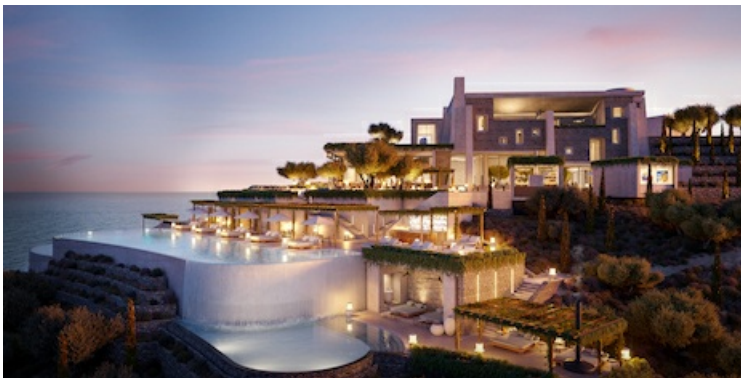
From its cultural rituals to the hidden gems tucked away beneath the sapphire ocean, Ka has long been a precious refuge for those in the region. Now, One&Only is letting wanderlust-stricken vacationers in on the secret.

Aegean glamor

According to [recent reports](#), 13 percent of Europeans plan to visit Greece this year.

Landing in the top five countries expected to see travelers from the continent in 2024, the nation has long been a favorite thanks to its diverse landscapes. No matter what kind of vacation one plans to take, it seems it can be accommodated here.

One&Only Ka Island is therefore well-positioned, perched on a spot only home to 2,300 residents, and is therefore well-preserved.



The stay and residences offer seasonal food, sweeping views and authentic cultural experiences. Image credit: One&Only

Now accepting [reservations](#), the resort's western location on the island is wellness-centric, providing revitalizing services, slow-food dishes ([see story](#)) and opportunities to connect with the surrounding culture. Multiple on-site eateries promise vibrant Greek cuisine and elevated moments.

Bespoke adventures are also offered on land and sea, spanning yacht excursions, sailing trips, village shopping and guided tours of crumbling temples.

Come summer, the property and its sister hotel nearby will create a bucket-list itinerary for the 2024 rendition of Euro Summer ([see story](#)).