

TRAVEL AND HOSPITALITY

# JW Marriott to enter Greece in 2025

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*JW Marriott Crete Resort & Spa will span 100 acres of Mediterranean coastline in the town of Chania. Image credit: Marriott*

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By LUXURY DAILY NEWS SERVICE

Luxury hotel brand JW Marriott is coming to a country it has never before operated in.

With the help of local management companies Vasilakis SA and SWOT Hospitality, a new property from the proprietors lands in Greece in 2025. JW Marriott Crete Resort & Spa will span 100 acres of Mediterranean coastline in the town of Chania, offering guests a five-star stay in a travel market that remains hot for high spenders.

“Greece remains as one of the most attractive destinations for today’s global traveler, and the signing of JW Marriott Crete Resort & Spa reflects the continued demand we are seeing for luxury accommodation across the country,” said Jerome Briet, chief development officer of Europe, the Middle East and Africa at [Marriott International](#), in a statement.

“We look forward to working with Vasilakis SA and SWOT Hospitality to introduce the brand’s legacy of extraordinary hospitality, thoughtful design, and enriching well-being experiences to the island destination of Crete.”

## Going Greek

JW Marriott Crete Resort & Spa will emphasize service and holistic wellbeing. The spot is a popular jumping-off point for excursions around Crete.

Perched on Marathi Beach, it overlooks sparkling, clear, shallow waters. Visitors can additionally enjoy surrounding castles and a convenient proximity to the Chania Airport.

“The values of JW Marriott align perfectly with our vision for this project, and we are confident that this brand will elevate the hospitality experience in Greece and set a new standard of luxury for our guests,” said Antonios Vasilakis, owner of Vasilakis SA, in a statement.



*The rooms feature natural textures and plenty of light, allowing the landscape to shape even the indoor experience. Image credit: Marriott*

Designed by Athens-based architecture firm Block722, the resort brings together modern elegance and touches of authentic Cretian traditions, according to a statement. Guests can pick from 160 guestrooms, with each suite and villa boasting either a private pool or jacuzzi.

Other health-centric spaces include a JW Garden and five culinary venues. An eatery serving heritage dishes from the region and a beach dining area are among the gastronomical touchpoints, each aiming to help clients immerse themselves in “the here and now.”

There are also multiple other swimming pools, a fitness center, a beach club, a spa and Family by JW moments on offer. SWOT Hospitality will be the third-party operator, ensuring visitors a smooth stay ([see story](#)).

“As a team, we are thrilled to announce our collaboration with Marriott International, and we are especially grateful for the trust placed in us by Vasilakis SA,” said Stelios Koutsivitis, president of SWOT Hospitality, in a statement.

“The debut of JW Marriott Crete Resort & Spa will redefine luxury hospitality in the Mediterranean, and also reinforces Greece’s position as an attractive destination for luxury brands and international jet setters.”

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