



CALIMERA

CALIMERA - HAVE A NICE DAY.

**OUR UPMARKET, FAMILY-FOCUSED BRAND, CHARACTERIZED
BY A MODERN STYLE AND DEDICATED CALIMERA FEATURES.**

Calimera is a feeling. The feeling of being welcome. The feeling of pure happiness. Warm sunbeams caressing your skin. The unique taste of a watermelon. Shining children's eyes. Calimera is time. Time for yourself and for others. Time together, family time! Calimera is freedom. Freedom to follow your heart and your inner voice. Calimera is the arriving in a place creating unforgettable moments for you and your whole family, realising our "Have a nice day" vision. And when the sun goes down, you will be saying: "It was a great day, one to be remembered!"

General

- Upmarket family-focused brand
- Minimum 4 stars local and international category
- Direct access to beach or premium location
- Quality level (to achieve) is a minimum TrustScore of 80/100*
- WIFI free of charge in the entire hotel
- Focus on sustainability
- Board offered: AI

Rooms and Lobby

- 200+ units
- A share of the inventory for concept-specific family brand (Calimera rooms with kids play corner)
- A share of the rooms with connecting door
- All rooms with balcony or terrace
- Lobby with Community Table and carts

Pool areas

- Generous pool areas with min. 3 pools
 - 1 main pool
 - 1 relax pool
 - 1 kids pool
- 1 splash park and/or aquapark
- Heated pool in all- year- round hotels

Outlets

Variety of restaurants and bars

- 1 main buffet restaurant with structure for market-place concept and Community Table
- 1 local theme restaurant
- Min. 3 bars (lobby, pool, Beach Community Hub)

Suitable space to implement the Calimera concept according to specifications

- Beach Community Hub: comfortable and modern sitting area close by the beach with chill-out character
- BBQ grill area
- Spacious Kids Club (Calimigo Kids Club) & designated Teens-Lounge
- Kids adventure playground
- Theatre
- Herb garden, vegetable garden and/or orchard

Entertainment & Sport facilities

- General sports & trend sports areas
- Beach Volleyball, tennis, multicourt or others
- Fitness/gym area
- Wellness area
- Calimera entertainment programme

Note:

Since summer 2019 the Calimera Yati Beach (DJE) is already operating under the new Calimera concept. For summer 2020 the new Calimera concept will be implemented in the following hotels: Calimera Serra Palace (AYT), Calimera Sirens Beach (HER) and Calimera Akassia Swiss Resort (RMF). The implementation in further hotels will take place gradually.

* TrustYou is global market leader among reputation-management-suppliers and analyses constantly countless customer satisfaction from websites and social media based on service reviews collected on TrustPilot. The TrustScore takes several things into account such as the number of reviews, the age of the reviews, and the star rating from each review. Therefore TrustScores are by far more reliable than any reviews from individual websites. TrustScores are measured as follows: 87-100 (excellent) | 80-86 (very good) | 75-79 (good) | 68-74 (fair) | 0-67 (poor).



Lobby with carts



Lobby with Community Table



Calimera-Room with kids play corner



Beach Community Hub



Restaurant with market-place concept