



XENODOCHEIO MILOS:

**BRINGING THE BRAND TO LIFE THROUGHOUT
THE GUEST JOURNEY**



xenodocheio
Milos

THE ART OF SIMPLICITY

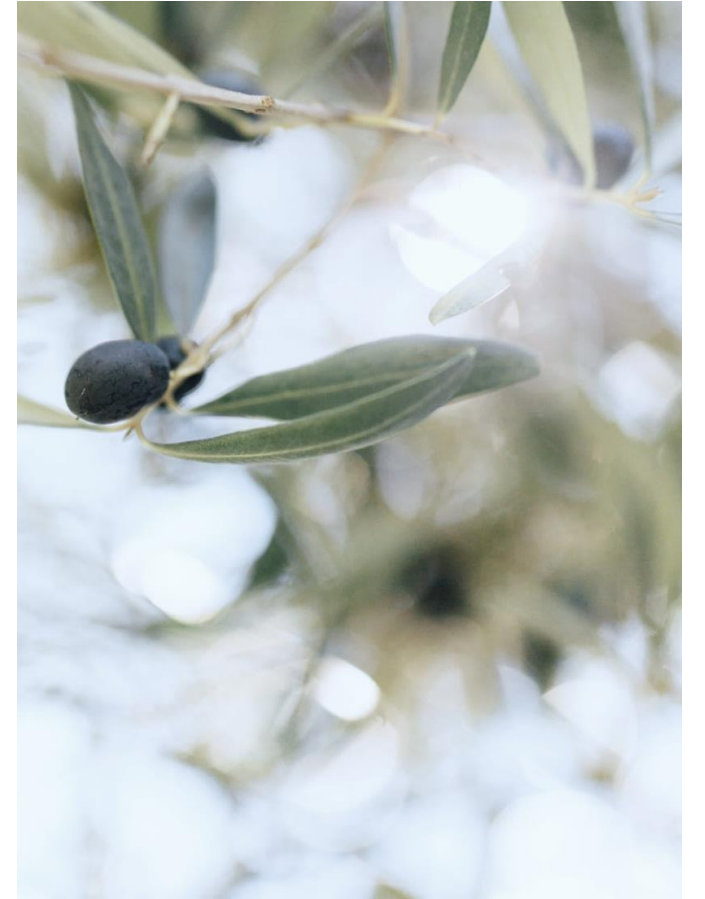
φῶς



ἀπλότητα



ρίζες



OUR VALUES

Authenticity. Generosity. Quality. Team Effort.

OUR PERSONALITY

Genuine. Elegant. Caring. Cultured.

OUR PROMISE

Discover our Heritage. Experience Harmony. Celebrate Life.

OUR ESSENCE

The Art of Simplicity

DRAWING INSPIRATION FROM ANCIENT GREECE

GODDESS ATHENA

Roots

Civilization

Wisdom

Arts & Crafts

Protector of the City

SYMBOLISM

Fire – eternal soul, enlightenment,

Olive Branch- peace

Flute - It was the standard accompaniment of the passionate elegiac poetry

Owl- the owl is a symbol of wisdom and prudence

SYMBOLS OF ANCIENT GREECE

ANIMALS

Owls, Doves, Sea Eagles, Snakes, Rams, Tigers, Leopards and other Cats

PLANTS

Olives, Olive Trees, Citrus Trees, Oak, Cypress, Geranium, Tiger Lilly

SCENTS

Patchouli, musk and orange blossom, cinnamon, cedar wood and dragon's blood

GEMS AND METALS

Lapis Lazuli, Star Sapphire, Turquoise, Onyx and Ruby. Gold and Ivory

COLOUR

Gold, Orange, Yellow, Emerald Green and Indigo or Royal Blue

FOOD IN ANCIENT GREECE

The ancient Greeks, and especially the Athenians, used to start their day with a very frugal meal that included “**akratisma**”, a little barley bread dipped in wine. Sometimes they were adding olives and figs. More often, however, their breakfast was limited to a boiled barley drink flavored with peppermint or thyme, which they believed to have healing properties.

Up to the 3rd century BC, the frugality imposed by the physical and climatic conditions of the country was held as virtuous. The Greeks did not ignore the pleasures of eating, but valued simplicity.

OUR GUESTS JOURNEY

COMMON ELEMENTS USED DURING RITUALS IN ANCIENT GREECE

WASHING HANDS (PURITY)

INCENSE (SMELL)

SPECIAL CLOTHING (CELEBRATION)

FLOWERS (OFFERING)

FOOD (OFFERING)

LIBATION (OFFERING)

SINATURE MOMENTS & IDEAS
THAT BRING THE BRAND TO LIFE &
SET US APART FORM THE COMPETITION

SIGNATURE DURING HOTEL ARRIVAL

Flute Music (αύλός)

Played for guests as soon as
they enter the outdoor foyer

HEAR

CELEBRATE

The message we convey to our guests:

We are so happy you are here



SIGNATURE DURING RECEPTION ARRIVAL

Libation (σπονδή)

Welcome drink poured into glass &
offered to guest by host

TASTE

AWAKEN

The message we convey to our guests:

We are celebrating your presence



SIGNATURE DURING RECEPTION ARRIVAL

Refresh (ἀσάμινθος)

Scented & wet hand towel
offered to guest by host

SMELL

PURIFY



The message we convey to our guests:

We are restoring you

SIGNATURE DURING RECEPTION ARRIVAL

Brooch (φυλαχτό)

A gift pinned onto guest

TOUCH

OFFERING

The message we convey to our guests:

We are protecting you



UNIFORMS

Simplicity & Harmony



FOOD KERASMA

Purity & Generosity



Xenodocheio Milos – Bringing the Brand to Life Throughout the Guest Journey

SIGNATURE DURING HOTEL ARRIVAL & DEPARTURE

Burning Sage (*φασκόμηλο*)

One on each side of foyer before entering reception

SMELL

PURIFICATION

The message we convey to our guests:

We are clearing the energy for you



SIGNATURE DURING RECEPTION ARRIVAL & DEPARTURE

Burning flame ($\varphi \tilde{\omega} \varsigma$)

Oil lamp located near reception

ETERNAL SOUL

ENLIGHTEN

The message we convey to our guests:

We are honouring your inner light



SIGNATURE DURING ROOM ARRIVAL

Offering from Estiatorio Milos unlike any other Hotel



Elegant tray with small bites of simple fresh Greek food from the restaurant, such as olives, tomatoes, tarama. They taste delicious, guests want more and know that the food at the restaurant will be delectable. They can't wait to eat there.

SIGNATURE IN-ROOM ARRIVAL

Personalised Notepad with Guest's Name or Initials

G Ms Welcome note will be
on the first page of the
notebook

Start your journey with us



DECORATIVE IDEAS

Precision - Perfection



Elegance & Simplicity



Xenodocheio Milos – Bringing the Brand to Life Throughout the Guest Journey

ROOM IDEAS

Warmth & Care



Bathroom amenities



Jewellery dish

ROOM IDEAS

Take Home a Piece of Milos

Guests will be encouraged to purchase any decorative item in the room, with the following message:

If you like something you see and wish to take home something special and gather some memories, you'll be pleased to know most of our collections are on sale. Please enquire at Reception for a pricelist and delivery services to your home address.



SIGNATURE IN ESTIATORIO MILOS

ROOTS (ρίζες)

Adding a touch of freshness by cutting
fresh thyme in the olive oil

SMELL

SIMPLICITY

The message we convey to our guests:

We have the freshest and finest ingredients!



SIGNATURE IN ESTIATORIO MILOS BAR

CHEERS (είς υγεία)

Offering a welcome drink, similar to
an amuse bouche

TASTE

CELEBRATE



The message we convey to our guests:

We celebrate you being here!

SIGNATURE DURING HOTEL DEPARTURE

ROOTS (ρίζες)

Guests hang their comments or wishes on an olive tree (linked to a NGO environment)

HOPE

GIVE BACK

The message we convey to our guests:

We thank you for staying with us!



MORE IDEAS...

BEFORE ARRIVAL OR AFTER DEPARTURE

- Once confirmation has been made, the Hotel sends the guests a gift to their postal address.
E.g. the story of Xenodocheio Milos (a little book with images, quotes)
- We send guest a gift of seeds to plant their own and always remember their time at Xenodocheio Milos

FROM AIRPORT TO HOTEL

- An IPAD is given to guests once he enters the car with the following message appearing on the screen: "Your journey at Xenodocheio Milos has just begun" (and followed by key information)
- The refreshments basket in car to be equipped with Greek Milos snacks

MORE IDEAS...

DURING STAY

- Clearing of energy in reception before breakfast and after dinner. Daily signature ritual to be conducted from housekeeping early and night shifts.
- Xenodocheio Milos city bag -to include map, hat, sunscreen, spa products.
- Generous daily treats in the room and nightly different turndown treats.

DEPARTURE

- “Filakto” gift to give upon departure.
- An Olive Tree- guests write departure messages and hang on tree. Like thank you notes. Instead of Guest Logbook. Team up with an NGO regarding environment and donate money to them. *MORE TREES IN ATHENS*



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THE ART OF SIMPLICITY