

What’s Fueling the Tourism Surge on Greece’s Mainland? Unveil Ten Unforgettable Hotels like Amanzoe and Aristi Mountain Resort Beyond Athens

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The **Greek mainland** often gets overshadowed by its famous islands like **Santorini** and **Mykonos**, but it has a vast wealth of natural beauty, history, and luxury experiences waiting to be discovered. A recent focus on the mainland by luxury tourism experts highlights a range of accommodations across the region that promise to enhance the tourism industry’s global appeal. As travelers increasingly seek less crowded and more immersive experiences, mainland Greece’s offerings are gaining traction in the international market.

Unique and Luxurious Hotels

Several hotels, recently awarded the prestigious Key in the inaugural 2025 Greek hotel honors, are transforming the Greek mainland into a must-visit destination for high-end tourists. These properties, located in some of Greece’s most scenic regions, promise to offer unforgettable experiences for those looking to combine luxury with culture, nature, and history.

- Discoveries Seaside Hotel** Located near Kalamata on the Ionian Sea, stands out for its industrial chic design. Converted from a century-old winery, this hotel boasts minimalist rooms crafted from the original concrete wine tanks. Guests can enjoy the serene beach and the proximity to the island of Zakynthos, making this a perfect example of the new wave of sustainable and modern luxury.
- Aristi Mountain Resort** Set in the UNESCO World Heritage listed Zagori region, offers guests spectacular views of the national park and surrounding rugged terrain. This small, intimate resort caters to adventure travelers with activities like hiking, horseback riding, and hang gliding. Its location near the Albanian border and its impressive natural surroundings make it an ideal escape for those seeking tranquility and outdoor exploration.
- Amanzoe** Located in Koroni in the Peloponnese, is part of the renowned Aman Group. This luxurious resort offers private villas, stunning terraces, and views overlooking the Argolis. The expansive, manicured gardens and secluded atmosphere provide guests with ultimate relaxation and exclusivity, a prime example of how luxury is being redefined in Greece.

Euphoria Retreat, a wellness and spa resort in Mystras, offers a transformative experience with its world-class facilities and Mediterranean cuisine tailored to guests’ health needs. Set in the foothills of Taygetos Mountain, the resort aims to provide a rejuvenating escape through holistic treatments and serene natural beauty.