

Real Estate

Branded Residences in Greece: Where Investment Opportunity Meets Luxury Lifestyle



The branded residence market is booming globally, as luxury homes that carry the name and standards of well-known hospitality brands gain traction. These developments—once a niche for ultra-wealthy investors—are now attracting high-net-worth individuals and end-users seeking lifestyle-integrated real estate and global prestige. With **25–40% higher rental yields** and faster resale rates, branded residences offer - beyond the appeal of luxury living and lifestyle - attractive returns on investment, the potential for long-term capital appreciation, and the comfort of professional property management.

Now, a new Mediterranean Hotspot Emerges: Greece is quickly establishing itself as a premier destination for high-end branded residences, with landmark developments such as One&Only Kéa Island, Costa Na Elounda Hills in Crete, Six Senses in Porto Heli, and the Four Seasons in Porto Heli. These projects combine world-class design and service with compelling lifestyle and financial advantages. As global demand for branded living diversifies, these residences are evolving from luxury assets into strategic lifestyle investments—particularly attractive to international buyers seeking both exclusivity and long-term value, further enhanced by Greece’s Golden Visa scheme for non-EU investors.

One&Only Kéa Island (Cyclades)

One&Only Kéa Island is an ultra-luxury resort (64 ha) on Kea (Tzia) in the Cyclades, just 30 minutes by speedboat from Athens. Developed by Dolphin Capital (DCI) with Kerzner’s

One&Only brand it comprises 75 resort villas/suites and the One&Only Private Homes collection. Private Homes are fully furnished villas (1–3 bedrooms, 180–1,350 sqm) designed by John Heah with local stone and infinity pools. The project features multiple restaurants, a beach club, spa, and helipad. Launch pricing started ~€1.2M for a 1-bedroom villa (with guaranteed 4% net rental yield for 8 years). The resort’s architecture emphasizes indoor–outdoor Cycladic living, whitewashed walls and panoramic Aegean views.

- **Developer & Brand:** Dolphin Capital (DCI Advisors) & One&Only (Kerzner International).
- **Units:** 75 resort villas/suites.
- **Residences:** “One&Only Private Homes” – turnkey 1–3 bedroom villas (180–1,350 sqm). (Each has private pool, gardens; 2-/3-bed villas front the sea.)
- **Timeline:** Hotel opening and initial villa deliveries in 2024.
- **Pricing:** Sales launched with prices from ~€1.2M (1-bed) and 4% rental guarantee. All-inclusive ownership includes furniture.
- **Location:** West coast of Kea Island (Cyclades); private 100m sandy beach. 30 min by boat from Athens; serene island retreat.

Elounda Hills – Crete

The upcoming Elounda Hills project, developed by Mirum Group and managed by 1Hotels (Starwood Hotels), opening in 2027. With its eco-conscious design, private beach clubs, and a 64-berth marina, it blends luxury with sustainability. It also offers a 4% guaranteed rental return for three years, with projected 5–7% yields thereafter—linked to Greece’s Golden Visa program.

- **Developer & Brand:** SH Hotels & Resorts (1 Hotels brand by Starwood Capital).
- **Units:** 143 hotel rooms 178 residences (villas/townhomes), including Ralph Lauren Branded Residences.
- **Timeline:** Targeted opening 2027.
- **Location:** Elounda, Crete (Mirabello Bay) – coastal resort near Spinalonga Island. Tremendous sea views and beach access. One hour from Crete’s new international airport currently under construction in Kastelli.
- **Design:** Sustainable luxury (Atelier Gulla design blending indoors/outdoors); wood, stone, living greenery.
- **Other:** Integrated resort amenities (e.g. spa, restaurants) and 1 Hotel’s wellness focus.

Mandarin Oriental Athens (Athenian Riviera)

Mandarin Oriental, Athens is a new beachfront hotel and residence complex in the Ellinikon masterplan on the Athens Riviera. Developed by BELT Riviera S.A. (TEMES and Lamda/Ellinikon) it will open in summer 2027. The project includes 123 luxury rooms/suites plus 17 branded residences (waterfront villas/apartments) Perched on the Aegean shore (ex-Airport site), MO Athens offers a spa, high-end dining, and Ellinikon’s new

marina/outdoor spaces. The residences will be fully serviced by Mandarin Oriental. Details on unit sizes or pricing are pending, but the development promises exclusive coastal city living near central Athens.

- **Developer & Brand:** BELT Riviera S.A. (joint venture of TEMES S.A. and Ellinikon S.M.S.A.) Mandarin Oriental brand.
- **Units:** 123 hotel rooms/suites; 17 branded residences (mixture of villas and apartments).
- **Timeline:** Targeted Opening summer 2027.
- **Location:** Athens Riviera (Ellinikon development, Glyfada); coastal site with new park and marina. ~20min from city center.
- **Features:** Modern luxury design; waterfront amenities; part of €8B redevelopment (with shopping, parks, cultural venues).

Six Senses Porto Heli (Argolis)

Six Senses (Accor) is building a nature-integrated resort in Ermioni, Porto Heli, scheduled to open in 2027. The LEED-certified development will have ~**60 rooms and suites** (most with private plunge pools) and one 3-bedroom villa for guests, plus **10 branded residential villas** (5–8 bedrooms each) for sale. Architecturally it cascades down to the sea (design by Delogu/Arch Group) to maximize Aegean views:

- **Developer & Brand:** Six Senses (IHG brand) with a joint-venture of CBE Capital (London), Golden Land Goutos, Taconic Capital, Cedar Capital,
- **Units:** ~60 guest rooms/suites + 1 retreat villa (3-bedroom).
- **Residences:** 10 branded villas (5–8 beds) for private ownership.
- **Timeline:** Slated to open 2027.
- **Design:** Terraced buildings blending into hillside; emphasis on natural materials, light, and privacy.
- **Location:** Ermioni, Argolis Peninsula (Peloponnese); near Spetses/Hydra. Green setting with yacht marinas; 200 km from Athens.

Four Seasons Resort and Residences, Porto Heli (Argolis)

Four Seasons, in partnership with Hinita Bay Holdings (Paul Coulson family), is redeveloping a 185-acre beachfront estate in Hinita Bay, Porto Heli, into a luxury seaside resort. Opening 2026 – 2027 the project will have **80 hotel rooms/suites** and **30 standalone bungalows**, plus a range of Four Seasons-branded private villas for sale. Set on 3.25 km of coastline with views of Spetses Island, guests and owners will enjoy a spa, multiple pools, sports facilities, and bayfront dining.

- **Developer & Brand:** Four Seasons Hotels & Resorts with Hinita Bay Holdings.
- **Units:** 80 hotel rooms/suites + 30 distinctive guest bungalows as branded residences

- **Branded Residences:** Multiple Four Seasons-branded villas (for sale) integrated into the resort.
- **Timeline:** Opening 2026.
- **Location:** Hinitsa Bay, Porto Heli (Argolic Gulf). Sea views of Spetses/Hydra; near UNESCO Epidaurus/Nafplion. Marina/port access.
- **Other:** 75-hectare estate; on-site amenities include spa (18+ treatment rooms) and extensive family/fitness facilities.

Logaras Law provides comprehensive legal and strategic support throughout the acquisition of branded residences in Greece. Our services include:

- Direct negotiations with resorts — no third-party fees
 - Legal due diligence — ownership title clearance and zoning compliance
 - Tax planning and transaction structuring — in coordination with the notary
 - Tax ID registration, bank account opening, entity incorporation, and accounting support
 - Full assistance with the Golden Visa scheme for non-EU investors
 - Coordination with technical teams to oversee construction progress
 - Ongoing support through to the turnkey delivery of the residence
- Let us help ensure your investment is secure, compliant, and built for long-term value.

For inquiries, please contact us at k.logaras@logaraslaw.com or visit www.logaraslaw.com to learn more.

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