



Hiking along the dramatic Greek coastline; Below from left: Wellness retreats with sea views; enjoying family-friendly activities in Greece



IMAGES: JOSH MILLER; SKYNESHER; IVANKO BRNJAKOVIC; NIKLDN

GREECE LUXURY PLAYGROUND



DPH World is a DMC that was founded to provide authentic travel in Greece, based on owner Dani Phenekos's experience in the luxury travel world

Tell us a bit about yourself as the founder of the company and what you specialize in?

After 20 years serving the luxury travel industry, including hotels such as Claridge's, The Connaught and The Berkeley, I wanted to turn my attention, experience and expertise to my true passion: Greece, my home country. We endeavor to pair travelers with skilled local suppliers and we specialize in exclusive travel with bespoke experiences and HNW travel.

Greece is famous for sun and sea. What does it have to offer beyond these attractions?

Greece has versatile and diverse beauty with about 3,000 sun-kissed islands, 400 Blue Flag beaches, endless olive groves and vineyards and breathtaking landscapes. Moreover, travelers are drawn to its 5,000 years of history and its vivid culture. Greece is now a luxury travel playground, offering world-renowned, award-winning hotels, villas, yachts and tours. It's ideal for weddings and honeymoons, multigenerational trips, wellness retreats and adventure.

What does luxury travel mean to you?

I've redefined luxury travel in the past couple of years. Convenience, comfort and plentiful options will always be important, but what many travelers are looking for is cultural immersion, contact with nature, a relaxed pace and transformative experiences. Our clients want to be guided, but also in control. Every time we design a trip, our clients' wishes take the lead. We believe attention to detail is crucial in luxury travel — we'll charter a luxurious private jet for our clients, but we'll also remember to have their favorite flowers on board.

How does DPH World deliver luxury travel?

U.S. clients are travel-savvy — at DPH World, we make sure our bespoke itineraries meet their high expectations. Upon receiving an inquiry and a brief from the agent, we dispatch virtual libraries of local experiences for the client to choose from. The client can visualize their trip

beforehand, whet their travel appetite and inspire prompt bookings, aiding U.S. agents effectively. In addition, our trips are entirely tailored to the client's desires, relieving agents of that burden. We also work very hard to make sure clients feel at home when they are on site and to resolve any last-minute queries instantly. To that end, we offer our clients 24/7 messaging support in local time, accommodating any situation and making sure that our collaborating travel agents will never receive distress calls at 3am.

Do you create your own travel products and can you expand on some examples?

The more we grow, the more we center on our core values of quality and flexibility. Our Tour Butler service, in which an expert local guide will create a flexible daily schedule, without missing out on any scheduled tour elements, has received unanimously rave reviews. The position calls for insider knowledge of the destinations, strong connections with locals, technical skills and charisma. We also curate and deliver premium group itineraries, bringing together clients that want a luxury experience but also want to interact with likeminded travelers. Creating travel memories with a small group of people can really elevate the travel experience. Our success is built upon our focus on luxury, tailored experiences and on the personal attention paid to our clients.

Why should the U.S. travel trade work with you?

We already have a strong working relationship with Virtuoso/ASTA agents, so we know how to deliver within these standards. We adapt and work with you. For example, we typically use AXUS, but also create itineraries as the agent prefers and we can quote NET or commissionable. B2B is our core business, it's something we deeply value. As such, we hardly ever turn down requests from our partners. We're always improving our product knowledge and scrutinize all suppliers to ensure promised quality and standards — and we invest accordingly.



DPH World, founded in 2017, is a luxury DMC for Greece, curating authentic travel experiences delivered with a butler service approach.

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