



GREECE

# Mar-Bella Collection

*Avali, MarBella, Nido - Corfu & Elix - Parga*

LUSSO

- 03 Mar-Bella Collection in One Sentence
- 05 The Quick Fit Check
- 07 The Stay Guide
- 13 A Day That Works Well Here
- 15 What's New and Worth Knowing
- 18 Voices From the Stay
- 21 Beyond the Booking
- 24 FAQs
- 26 Content Angles You Can Use
- 28 Who to Call

SECTION 1

Mar-Bella  
Collection in One  
Sentence

## SECTION 1

## Mar-Bella Collection in One Sentence

Mar-Bella Collection brings together four hotels across Corfu and the mainland, from the premium all-inclusive family energy of MarBella, to the adults-only Nido, beachside Avali and the more secluded hillside Elix.



SECTION 2

# The Quick Fit Check

## SECTION 2

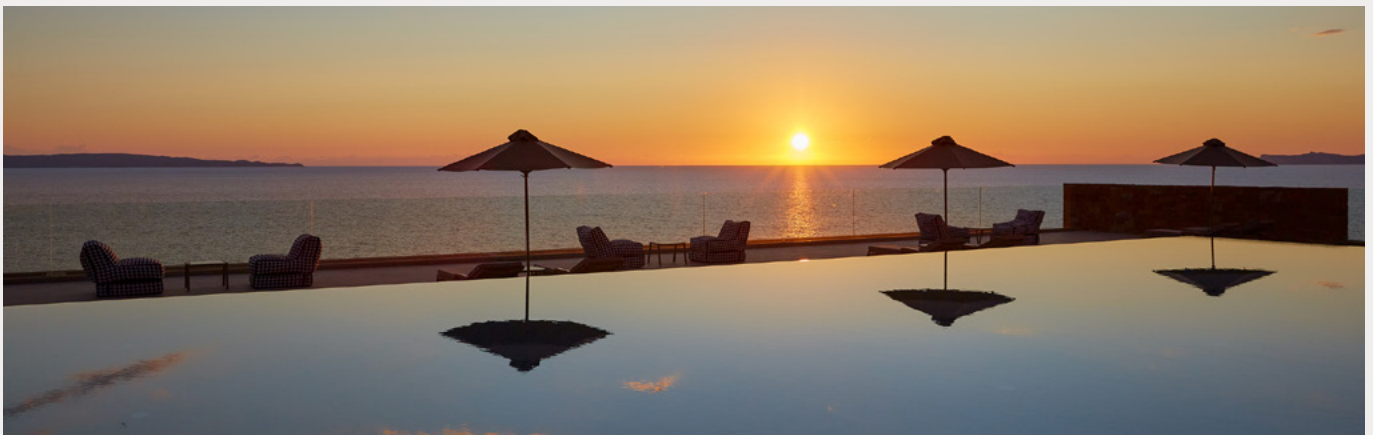
## The Quick Fit Check

Usually works well for travellers who want:

- ✔ MarBella suits families looking for an easy, premium, all-inclusive stay, with a water park and plenty to keep children occupied
- ✔ Nido is an adult-only, 'Small Luxury Hotel of the World' option, with a smaller, more private feel and just 70 rooms
- ✔ Avali is a newer beachside hotel with a more informal, beach club-style atmosphere
- ✔ Elix offers a more secluded setting on Greece's mainland in the Parga region, with wider views, more space and a different landscape to Corfu
- ✔ A strong food offering across all properties, with six à la carte restaurants and three buffets available through the Dine Around programme\*
- ✔ The option to combine Corfu with Elix on the mainland, with a straightforward catamaran transfer between Corfu and Parga

Less suited if they want:

- ✘ Those looking to step straight out into busy local towns may find the locations more secluded than expected. The Corfu properties and Elix are fairly remote
- ✘ A flat resort; there are slopes and steps
- ✘ Beaches vary by hotel, with fewer wide sandy stretches than in some other parts of Greece



\*hotel age restrictions apply to the Dine Around programme

SECTION 3

# The Stay Guide

## SECTION 3

## The Stay Guide

THE FLAGSHIP FAMILY OPTION

## MarBella

## Two Bedroom Bungalow Suite Private Pool Sea View

A welcoming suite that sleeps up to five and offers the easiest access to the beach. Enjoy two spacious bedrooms, one with a double and the other with twin beds, complemented by a single sofa bed. Take in the spectacular views as you step through the sliding doors to your terrace and private pool heated up to 24C.



## SECTION 3

## The Stay Guide

## THE LAIDBACK OPTION

## Avali

Panorama Junior Suite  
Private Pool

Your own infinity private pool beckons, complemented by a spacious balcony enticingly furnished with day bed, lounge armchairs and hanging armchair. This impressive suite with panorama windows delivers unrivalled views across the sea.



## SECTION 3

## The Stay Guide

THE ADULTS-ONLY OPTION

## Nido

## Deluxe Suite Private Pool Sea View

Indulge in the serene privacy and comfort of this vast suite, covering a total of 105 square metres. Stroll from the exquisitely designed open-plan interior with sumptuous lounge area and panoramic sea views on to your large furnished veranda with private pool.



## SECTION 3

# The Stay Guide

## THE SPACIOUS OPTION

## Elix

### Deluxe Suite Private Pool Sea View

This ultra-spacious suite offers total comfort in a grand bedroom complete with extensive sitting area with a corner sofa bed and bathroom with bathtub and shower.



## SECTION 3

## The Stay Guide

### Matching Rooms to Traveller Types

*Couples* → **Avali**: Rooftop Junior Suite Front Sea View

*Honeymooners* → **Nido**: Deluxe Suite Private Pool Sea View

*Parents with younger children* → **MarBella**: Superior Family Room Sea View

*Parents with older children* → **MarBella**: Two Bedroom Bungalow Suite Private Pool Sea

*Milestone celebrations* → **Elix**: Deluxe Suite Private Pool Sea View



SECTION 4

# A Day That Works Well Here

## SECTION 4

## A Day That Works Well Here: MarBella

### Morning

- Enjoy an expansive buffet breakfast at La Terrazza, with sweeping Ionian sea views.
  - Choose one of the included non-motorised watersports – paddleboarding, pedalo or kayaking on the shallow, calm waters (30 minutes daily)
  - Work out at the gym or join one of the daily activity classes such as cross TRX, yoga or borrow snorkelling equipment to explore the underwater world
- 

### Midday

- Enjoy an à la carte lunch with Mezze-style dishes at the Deck Bar & Grill, in a relaxed seafront setting.
  - Children can enjoy a session at the excellent kids' club, while adults indulge in a spa treatment at the MarBella Spa. Signature treatments include an Indonesian inspired holistic massage.
- 

### Late Afternoon

- Children can head to the complimentary Robotics Lab once per stay and build their own Lego robot with programming
  - Sundowners at Belvedere Bar, Corfu's sunsets here can be particularly dramatic and the panoramic terrace is a great spot to soak up the views
  - A sunset cruise aboard a traditional Kaiki boat is included once per stay
- 

### Evening

- Enjoy Pan Asian flavours at Kum Kuat or French at Celeste; a choice of à la carte restaurants are on offer at MarBella (reservations required and restrictions apply)
- Alternatively visit one of the restaurants in the wider Mar-Bella Resort Area as part of the Dine Around Programme (age restrictions may apply, reservations required)
- Sunday evenings are synonymous with the Outdoor Cinema at The Deck or there's live entertainment each evening at the M Bar or Eleonas Bar

SECTION 5

# What's New and Worth Knowing

## SECTION 5

## What's New and Worth Knowing



## Mar-Bella Resort Area

The Mar-Bella Resort Area brings together MarBella, Nido and Avali to form a spacious lifestyle-driven destination on the south-east coast of Corfu. Guests can enjoy the feel of a larger resort with an enriched Dine Around programme, enhanced facilities, and an expanded portfolio of activities and entertainment. They are free to explore the wider resort or enjoy the intimacy of their chosen hotel, with all three properties connected by a complimentary shuttle for seamless access. (Note: age restrictions still apply so children cannot dine at Nido for example)



## SECTION 5

## What's New and Worth Knowing

### Avali

The third addition to Mar-Bella's Corfu Collection, Avali flanks a small bay facing the sparkling Ionian Sea. Perfect for couples, friends, solo travellers and families with children aged over 6, Avali offers a boutique All-Inclusive escape.



SECTION 6

# Voices From the Stay

## SECTION 6

## Voices From the Stay

*“Try different restaurants –  
the choice really makes  
a difference.”*

**P.N.**

OCTOBER 2025

*“Our kids still ask every  
weekend when we can  
go back.”*

**E.B.**

SEPTEMBER 2025

*“Very family friendly, but  
easy to find quieter spots  
when you want them.”*

**S.B.**

AUGUST 2025

*“I don’t usually return to the  
same place, but I would here.”*

**P.N.**

OCTOBER 2025

*“Everyone was so friendly  
and seemed to be genuinely  
enjoying their time there.”*

**B.**

OCTOBER 2025

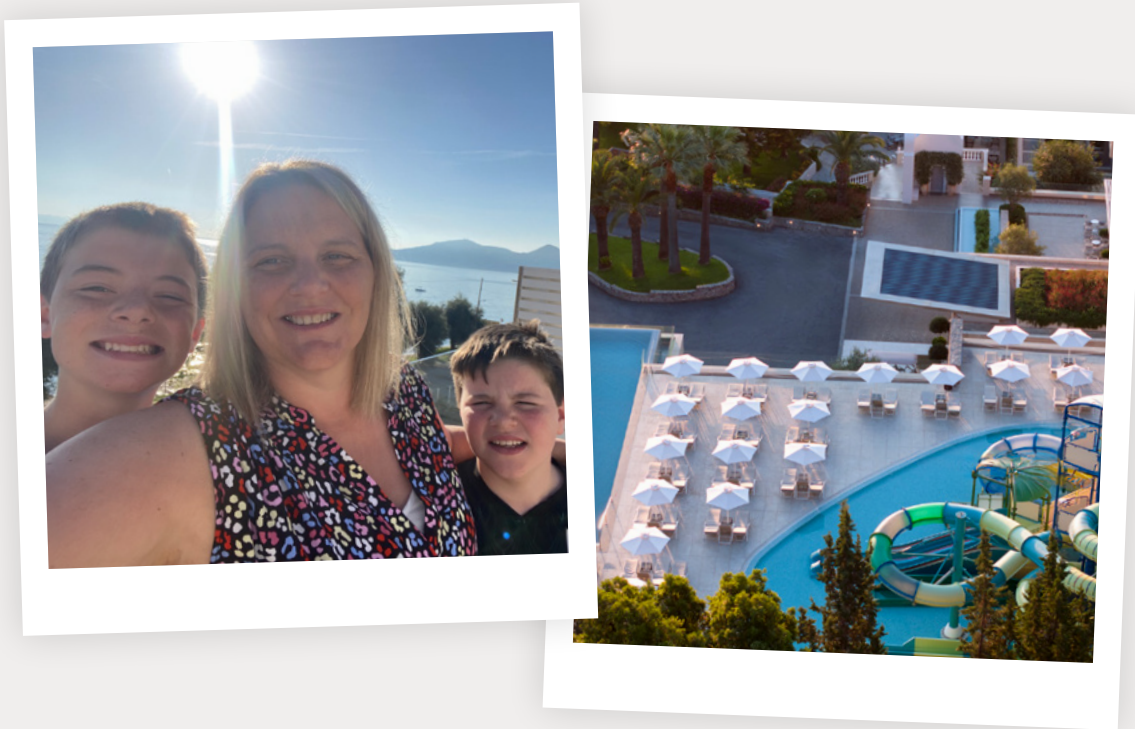
*“If you love Greek food,  
you’re in for a treat.”*

**B.**

OCTOBER 2025

## SECTION 6

## Voices From the Stay



## Notes From Our Team

*I travelled to MarBella with my two children and we had the most wonderful family holiday – the all-inclusive was perfect, with endless ice cream, fantastic activities and the waterslides at Anemelia Waterpark making it a dream for children.*

**Helen Brown**

SENIOR PRODUCT MANAGER

SECTION 7

# Beyond the Booking

## SECTION 7

## Beyond the Booking



## Twin-centre Island Hopping

Set sail on Mar-Bella Collection's catamaran, leaving Corfu behind and heading first to Paxos Island.

There's time to explore the diminutive capital of Gaios before sailing towards Antipaxos island, where the turquoise waters are perfect for swimming. Visit the Blue Caves before reaching Elix, near Parga, in the afternoon. This is the perfect way to combine a stay on Corfu with a few nights at Elix with a scenic transfer between the two.



## Corfu Tour

Enjoy Kanoni's unique beauty with views of Vlacherna Convent and Pontikonisi Island.

In Corfu Town's Old Quarter, see the UNESCO-listed Old Venetian Fortress from the 14th century, near Esplanade Square. Explore the winding "kandounia" streets of the Old Town, reminiscent of Napoli, Florence, and Venice. Pass by the old cricket grounds, the Royal Palace of St. George & St. Michael, and admire the Liston Piazza's Parisian-style arcades—a Rue de Rivoli replica.

## SECTION 7

## Beyond the Booking

### Explore Corfu Island

Embark on a scenic drive through Corfiot countryside, adorned with olive groves, pine, cypress, lemon, and orange trees, leading to the picturesque bay of Palaiokastritsa, often called the Capri of Greece.

Explore the Byzantine Monastery of the Virgin, still inhabited by monks, and its unique icon collection. Enjoy a refreshing swim in the crystal blue waters. Next, venture to the traditional village of Lakones, perched on mountain slopes, offering panoramic views over the bay. Continue the journey through the narrow streets of Makrades, a charming village, and experience the Byzantine allure of Old Perithia, built in the 14th century on Mount Pantokrator's northern flanks.

Descending along the northeast coastal road with Albania's coast just 2 nautical miles away, pass through scenic villages like Kerasia, Kouloura, and Kalami, famed by British author Lawrence Durrell. Explore coastal resorts like Barbati, Dassia, and Kontokali before returning to your hotel.



## SECTION 7

## Beyond the Booking

## Meteora (from Elix)

A stunning UNESCO World Heritage site, Meteora is a unique and unforgettable spectacle.

On top of rocks that were formed 60 million years ago, sit the breathtaking Meteora monasteries, most of them constructed during the Byzantine times. Their stunning, otherworldly presence and fascinating history make them an absolute masterpiece and a true Greek gem not to be missed.



## Cultural, Culinary and Wine Tours (Corfu and Parga)

From Elix, visit Metsovo, one of the most famous traditional villages in Greece due to its unique and colourful hand-woven textiles (or Amintziou) - the products of centuries of shepherding by the Vlach population that still inhabits the town.

An important town in the 17th and 18th centuries due to its location on the main pathways between northern and southern Greece, Metsovo supplied wool across Ioannina and throughout the Balkans. Enjoy a private tour of the Katogi Averoff Winery, one of the finest in Greece. On Corfu, observe the Corfiot wine making process, learn about the traditional olive oil production process.

SECTION 8

FAQs

## SECTION 8

# FAQs

### What are the meal options at the Mar-Bella Collection?

At Elix, guests can choose to stay on a Half Board, Full Board or Premium All-Inclusive basis with options to dine at the hotel's 4 restaurants (3 à la carte and 1 buffet) as well as a local dine out experience for those staying on a Premium All-Inclusive basis for seven nights or more.

In Corfu, stays at Avali and MarBella are offered on a Premium All-Inclusive basis with a selection of à la carte and buffet restaurants as well as the option to Dine Around within the Mar-Bella Resort Area (age restrictions apply at Nido and Avali and booking may be required). Nido offers Half Board or Full Board Dine Around. Cuisine at the various restaurants encompasses Greek, Pan Asian, French, Italian and Mediterranean flavours.

### What kind of traveller does Mar-Bella Collection suit best?

Mar-Bella Collection is ideal for travellers of all ages looking for elevated service complemented by an array of dining and activity options. Each hotel in the Collection is different to appeal to a wide audience. Corfu and Parga are both beautiful destinations offering opportunities to explore beyond the resorts.

### How do the properties compare to other resorts in Greece?

The Mar-Bella Collection offers a more personal, relaxed feel than many of Greece's larger resort brands, making it a strong choice for clients seeking stylish, high-quality stays in an attractive Ionian setting. Compared with ultra-luxury names such as Ikos or Sani, Mar-Bella is generally less formal and less all-encompassing, but still delivers strong facilities, polished service and broad appeal for both families and couples.

It also stands apart from more family-focused brands through its contemporary style, strong sense of place and dependable quality. Overall, Mar-Bella is best positioned as a premium, approachable alternative for clients wanting refined resort comfort in Greece without the scale, structure or price point of the very top-tier luxury brands.

### Is Corfu a good choice over other Greek islands or the mainland?

Greece has so much to offer, with both the mainland and islands providing their own distinct landscapes and experiences. Corfu is often a particularly strong choice for families, first-time visitors and couples, as it combines attractive beaches, easy access, excellent accommodation options and the added value of a historic UNESCO-listed Old Town.

Compared with the Cyclades, Corfu offers a greener, more relaxed Ionian atmosphere rather than the classic whitewashed, picture-postcard image of Greece. Overall, Corfu is best positioned as a dependable all-rounder, ideal for clients seeking a balanced mix of beach, heritage, dining, and straightforward logistics, while those prioritising island-hopping, dramatic Cycladic views, or a more in-depth touring holiday may be better suited to alternatives such as Paros, Crete, or the Peloponnese.

### How long should guests stay?

As there are frequent flights between many airports in the UK and Corfu, anything from five nights works well up to a full fortnight for ultimate relaxation. Elix can be accessed from Preveza Airport which has fewer flights and works well for a seven-night stay – it can also be easily combined with one of the Corfu properties.

## SECTION 8

# FAQs

### Are the resorts suitable for families?

Elix and MarBella are ideal for families of all ages; Elix offers excellent Kids and Teens Clubs in partnership with Worldwide Kids while MarBella has a Crèche and Kids Club (in partnership with Worldwide Kids) and a new Teens Lounge. It's worth noting that at Elix kids up to 15 years old stay free on a half board basis! There are lots of outdoor activities too such as watersports and hiking and biking trails. MarBella also has the amazing Anemelia Water Park with eight slides and infinity pool.

### When is the best time to book?

Booking early helps secure the best availability and room choice as well as early booking discounts. For MarBella and Elix, the school holiday periods and the summer months are traditionally the busiest but September is also a popular time to travel for couples and younger families as the weather remains reliably warm.

### What usually surprises guests?

**MarBella:** How much it delivers for the price point, with a polished family-friendly feel, strong dining and lovely sunset views.

**Nido:** How peaceful and romantic it feels, with a more boutique, adults-only atmosphere than many expect.

**Elix:** How spectacular the setting feels in person, with dramatic views and a beach experience that feels more special than the photos suggest.

**Avali:** How chic and exclusive it feels, offering a more intimate, stylish experience than they expect from the wider collection.

### Is it suitable for honeymoons?

Adults-only, all-suite Nido is the perfect choice for honeymooners looking for a peaceful retreat. Many suites come with private pools or if you want to venture further afield, private excursions can be arranged. A 'wellness cruise' on one of the Collection's yachts combines sailing the turquoise Ionian waters with a yoga session on the deck and a relaxing massage.

SECTION 9

# Content Angles You Can Use

## SECTION 9

## Content Angles You Can Use

Below are positioning routes that work well for Mar-Bella Collection. Each can be adapted to email, Instagram, LinkedIn or a traveller proposal.

### *A Stay That Offers More Than One Setting*

Focus on the range across the collection.

**This works well for:**

- Travellers staying longer than a few nights
- Clients who don't want every day to feel the same
- Couples or families looking for variety within one trip

**You might frame it around:**

- Four hotels across Corfu and the mainland
- Different settings within one stay
- The option to combine more than one property
- A stay that changes naturally over time

### *Dining That Holds Its Interest*

Focus on the Dine Around programme.

**This works well for:**

- Travellers who care about food
- Clients booking longer stays
- Guests who want variety without overplanning

**Build your story around:**

- Six à la carte restaurants and three buffets
- Dining across MarBella, Avali and Nido
- Evenings that don't repeat themselves too quickly
- The ease of trying different restaurants across the stay

### *Four Hotels, Each With a Clear Role*

Focus on positioning each property.

**This works well for:**

- Agents matching the right hotel to the right traveller
- Multi-generational travel
- Clients unsure which property to choose

**You might talk about:**

- MarBella as the more social, family-friendly option
- Nido as a smaller, adults-only setting
- Avali with a more relaxed, beachside feel
- Elix offering a more secluded mainland experience

### *An Easy Way to See More of Greece*

Focus on the twin-centre option.

**This works well for:**

- Travellers wanting more than one location
- Clients considering island and mainland combinations
- Longer, more considered trips

**Build your story around:**

- Corfu paired with Elix in the Parga region
- The catamaran transfer linking the two
- The contrast between island and mainland settings
- A second destination without added complexity

#### USING THE ASSETS

We have included a bank of current imagery and short-form video supplied directly by the hotel. These can be used alongside your content.

SECTION 10

# Who to Call

## SECTION 10

## Who to Call

Our team is here to help with itinerary planning, room selection, multi-centre combinations and special requests. If you'd like guidance on how Mar-Bella Collection fits into a wider Greek odyssey, or support matching a resort to the right traveller profile, please contact one of the team below.

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LUSSO is a trading name of LUSSO Travel Ltd  
Registered in England No. 06915677. VAT Registration 979 8758 17

All information correct at time of publish – March 2026.