



## Press Release

# The Danai Opens for Its 50<sup>th</sup> Season

Half a Century of Family History:  
Visionary Growth and Staying True to its Roots

THE DANAI  
APRIL 2026



Kimon Riefenstahl leads The Danai as Managing Director in the second generation, following in the footsteps of his parents.

**30<sup>th</sup> April 2026**, The Danai opens its doors this summer for its 50th season, a milestone in the story of the Riefenstahl family. A resort that marks this landmark anniversary by looking both visionary forward and consciously inward, unveiling many new chapters while staying true to its own roots and values.

The story began in 1975, when the Halkidiki peninsula was largely untouched. Plots by the sea held the least value at the time, their worth determined by the quality of olive trees rather than proximity to the water, as coastal soil commonly yielded meagre harvests. What is today among the finest and most unspoilt locations in the region was then an overlooked, undeveloped corner of Sithonia. Between the villages of Nikiti and Metamorfosis on the second finger of the peninsula, Danai and her husband Otto Riefenstahl, a native of Berlin, acquired a green plot of land and opened their guesthouse 'House Danai'

in the summer of 1976. The four guestrooms were furnished with brick-built beds, and supplies arrived by horse and cart from the village.

Danai and Otto shaped the property together. During those early years, Danai developed a passion for architecture and craftsmanship that she continues to master to this day. With abundant space in the surrounding landscape, House Danai was able to unfold with great foresight over time, the personal dedication and long-term vision of its founders always the guiding compass.

Georgia, the first chambermaid of the house, cleaned the guestrooms from the day of opening in 1976 and remained part of the household until her retirement, her first and only place of work. Over the decades she witnessed the original guesthouse grow into several marble-clad residences, four rooms become 56 refined suites and private villas with up to four bedrooms. Among them, the son and two daughters stepped over the years from childhood into the roles they hold at today's The Danai, following in the footsteps of their parents. The bond with the local community endures: several families from the area have been part of the hotel's story across generations. From an idyllic guesthouse to one of the most distinguished luxury retreats in Greece and Europe, The Danai stands for continuity, craftsmanship and a family vision that was given half a century to grow, remaining true to its roots throughout.

For its latest projects, The Danai entrusted the award-winning architectural practice Muza Lab. "The Danai has absorbed the character of the landscape and the stories of its people over decades. The new designs preserve the soul of the house while giving it a modern interpretation.", states Muza Lab.

The reimagined Pool Suites look out over the estate's own vineyard and the Aegean Sea. Their design draws directly from the idyllic natural surroundings: wood carvings, mother-of-pearl detailing and delicate floral motifs, as if brought in from the garden of each individual suite. The newly designed Main Pool sits at the heart of the resort. Through the renewal of the beach, lined with private cabanas, the new era reaches all the way to the sandy shore. The Kids Club and Baby Crèche 'Elisabeth & Friends' welcomes children from zero years old, and after just one season it takes to the water: the Elisabeth & Friends Sailing School hoists its sails for the very first time in 2026. For parents and couples alike, there is a new arrival on the water: BIRDIE, a 48-foot Princess yacht, joins THE BIRD Yacht Fleet as its youngest member, setting course for the Blue Lagoon of the Diaporos island and the UNESCO-protected shores of Mount Athos. THE BLUE BIRD at 60 feet and THE BIRD, an 82-foot Sanlorenzo, offer up to four cabins and an experience for the whole family: on the multi-day MAMMA MIA! route, they invite guests to a voyage of three days to several weeks through the Sporades archipelago, known from the silver screen. And so The Danai carries its singular hospitality from its own sandy shore to new horizons.

*Further information online at [thedanai.com](https://thedanai.com). The Danai is a member of **The Leading Hotels of the World**.*

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**About The Danai**

*Set above the crystalline waters of the Aegean on Sithonia, one of Halkidiki's three peninsulas, The Danai is a luxury retreat surrounded by lush Mediterranean gardens and a private sandy beach. The family-owned hotel features 56 individually designed suites and villas with sea or vineyard views, created by owner Mrs Danai.*

*Dining spans three distinct restaurants, including a refined gourmet restaurant set beneath the pine trees, Greek cuisine served by the water, and The Danai Bakery House, where freshly baked breads and pastries are prepared daily. The Noble House & Vineyard is home to Greece's largest wine collection, comprising 1,700 labels, curated and served with expert care. Additional facilities include a private beach with cabanas and attentive service, a Kids Club and Baby Crèche, as well as a sunlit Spa & Fitness area with treatment rooms, indoor pool and modern training equipment. The Danai celebrates 50 years of hospitality and is family owned and run by the Riefenstahl family. For more Information visit: [www.thedanai.com](http://www.thedanai.com)*

**About The Bird Yachting Company**

*The Bird Yachting Company extends The Danai experience onto the Aegean Sea, offering bespoke yacht journeys along the Halkidiki coastline and to selected Greek islands. The fleet includes three fully serviced luxury motor yachts, an 82-foot Sanlorenzo, a 60-foot Princess and a 48-foot Princess designed for privacy, comfort and refined exploration. For more information visit: [www.thebirdyachting.com](http://www.thebirdyachting.com)*

**About The Leading Hotels of the World, Ltd. (LHW)**

*In 1928, 38 independent hoteliers came together to create LHW which now comprises more than 400 hotels in over 80 countries, making it the largest collection of independent luxury hotels. Since its inception, the Company has carefully curated a selection of distinctive hotels, resorts, inns, chalets, villas, and safari camps, from the snow-capped Alps of Europe to the African veldt, to share them with adventurous souls who seek the remarkably uncommon. The LHW community is made of exceptional individuals, united by a passion for the surprising discoveries and details that come with every travel experience. LHW hoteliers are artisans of hospitality whose expertise, commitment to excellence and individual flair allows them to create story-worthy moments for their guests. It is these authentic, individualized moments, combined with the warm high-touch service these hoteliers and their team provide, that keeps discerning travelers returning again and again. LHW's collection covers the globe and promises a broad range of destinations and unique experiences, enhanced by LHW's tiered guest loyalty program, Leaders Club. From converted former palaces and countryside retreats run by the same families for generations, to gleaming skyscrapers in dynamic urban centers, serene private island escapes, glamorous tented camps – and beyond – travelers are invited to explore, find inspiration, and experience unforgettable travel moments. For more information visit: [www.lhw.com](http://www.lhw.com).*

