



Press Release

Mamma Mia! Three Cinematic Escapes. One Impossible Choice.

The Bird Yachting Company's Three Yachts and Three Signature Routes – from Mamma Mia!'s Iconic Hilltop Church to the Mighty Silhouette of UNESCO Mount Athos.

THE DANAI & THE BIRD YACHTING CO.
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Aegean Sea, Greece: Greece's most famous film backdrop is perched high on a rock above the Aegean and bore witness to Meryl Streep and Pierce Brosnan's unforgettable duet – the hilltop chapel of Agios Giannis. On the island of Skopelos, protagonist Donna must choose between three gentlemen who once won her heart: the romantic Sam (Pierce Brosnan), the composed Harry (Colin Firth), and the adventurous sailor Bill (Stellan Skarsgård). The classic Mamma Mia! question, "Which of the Three?", arises once again on the bluffs of the Aegean: The Bird Yachting Company's three vessels, and three entirely distinct routes. THE BIRD sets off on a romantic, multi-day voyage through the Sporades – island-hopping between the most celebrated scenes of the Hollywood film. THE BLUE BIRD traces the calm, paradisiac coastline of Sithonia and its emerald bays. On board of BIRDIE, guests can admire a truly unique spectacle: the panorama of the third peninsula, Mount Athos, autonomous monastic state and UNESCO World Heritage Site. Not only on the big screen, but now from the flybridge, these scenes become unforgettable experiences. Every voyage is curated by The Danai: wines from Greece's largest private wine collection, cuisine from its award-winning kitchen, and the dedication of family-run luxury hospitality marking its 50th anniversary in 2026.

Three yachts. Three experiences. One impossible choice.

THE BIRD – The Dream Islands from the Mamma Mia! Screen

High on a solitary rock, reachable only via centuries-old stone steps, the church of Agios Giannis on Skopelos is one of the most iconic locations in cinema history and, following the film's success, has become a backdrop for marriage proposals and honeymoon photographs alike. THE BIRD, the fleet's 82-foot Sanlorenzo yacht with four cabins, sails the Sporades archipelago of 24 islands on multi-day journeys. Skiathos greets visitors with a lively harbour, over 60 beaches and a colourful old town. Skopelos charms with lush nature and a picturesque coastal town of idyllic alleyways and tavernas. Alonnisos, with its white-and-blue aesthetic, recalls Santorini – but visited by far fewer travellers. The mountain village is considered the Santorini of the 1990s, its bird's-eye Aegean views entirely its own. One night THE BIRD rests in Planitis Bay, "Another Planet", accessible only by sea through a narrow passage into the midst of a circular cove of still, dark water. On the flybridge, guests find themselves suspended between two infinities: countless stars above and their perfect reflection on the mirror-like surface below – a big screen moment of dining beneath and above the stars.



THE BLUE BIRD – Along Sithonia's Paradisiacal Coastline

Harry, the most composed of the three Mamma Mia! heroes, would have found his happiness on calm waters: Sithonia is considered one of Greece's most idyllic coastal regions – hills of pine and olive trees descending to nearly 100 white sand beaches. The turquoise waters are rightly compared to Caribbean beauty. The shoreline is dotted with traditional fishing villages and hidden bays that reveal their postcard scenery only from the sea. THE BLUE BIRD, the fleet's 60-foot Princess with flybridge, follows this coastline to Kelifos Island. Kelifos is a nesting ground for various seabirds, which rock gently on the calm water's surface together with the gulls. Beneath lies a vibrant maritime landscape, where octopus live in the crevices of the rock walls. Thanks to snorkelling gear and SeaBobs on board, guests can explore the colourful underwater flora and fauna even without diving.



BIRDIE – To the Blue Lagoon and the Shores of Mount Athos

The third Mamma Mia! character, the free-spirited Bill Anderson, would set course for the most extraordinary destination of all: the northernmost finger of Halkidiki is an autonomous monastic state, a UNESCO World Heritage Site, comprising 20 Byzantine monasteries. Entry to the peninsula is permitted only to men with a visa. From the water, however, the panorama opens up for everyone: dramatic cliffs rise from the Aegean, ancient woodland stretches across the peninsula, and the monasteries appear one after another along the coastline. Among the most striking is Simonos Petras – a seven-storey Byzantine structure on a sheer cliff 330 metres above the sea, its architectural daring seeming to defy gravity itself. From the flybridge, the monasteries can be admired in full detail through binoculars, and the journey is frequently accompanied by dolphins. The Diaporos archipelago off Mount Athos is a destination in its own right: the idyllic islets between Halkidiki's second and third peninsulas form a landscape of crystal-clear bays, turquoise shallows and the legendary Blue Lagoon, its waters so clear that the seabed is visible from the surface. BIRDIE, a 48-foot Princess yacht, is the fleet's newest member, with one cabin, making it the ideal vessel for couples or small groups.

The Mamma Mia! tour to the Sporades spans three days and two nights on board, accompanied by a private chef. The tours along Sithonia's coastline, as well as to the Blue Lagoon and the shores of Mount Athos, are offered as full-day or half-day excursions.

*Further information online at **thedanai.com**. The Danai is a member of **The Leading Hotels of the World**.*
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Communications Contact:

Stella Vie
E: executive@thedanai.com
Mobile: +30 697 799 4787
The Danai
63088 Nikiti
Greece

Reservations Contact:

Stavroula Stefanidou
E: info@thedanai.com
T: +30 23750 20400
The Danai
63088 Nikiti
Greece

THE BIRD Contact:

The Bird Yachting Co,
info@thebirdyachting.com
63088 Nikiti
Greece

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

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

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.