



The 4.5-star allsun Malia Beach resort in Crete recently reopened for the Summer 2025 season following a comprehensive modernisation.

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## alltours expands in Greece with additional allsun Hotels

- **Two new allsun Hotels opening in Crete for Summer 2025**
- **alltours Greece S.A. established to oversee operations in Greece**
- **Additional allsun Hotel openings planned for 2026**

The alltours Group is continuing to expand its footprint in Greece, one of the company's strongest summer destinations and currently experiencing a significant increase in demand, with high double-digit growth rates. In July 2025, alltours' hotel brand allsun Hotels will open the brand-new Carolina

Sun Beach in Crete – the first 5-star hotel in the allsun portfolio. This follows the launch of the allsun Malia Beach, a 4.5-star resort in Crete that recently began welcoming guests for the Summer 2025 season after a comprehensive renovation. allsun Hotels currently operates four properties in Greece.

All Greek allsun Hotels will now be managed under the umbrella of the newly established alltours Greece S.A., headquartered in Heraklion, Crete. The brand plans to open additional hotels across the Greek islands for the Summer 2026 season.

alltours is also expanding its presence in the club holiday segment in Greece. Its in-house brand alltoura launched two new club hotels in 2025: the alltoura Club Hotel Mare Blue & Village in Crete and the alltoura Club Hotel Kiotari Miraluna Resort in Rhodes.

In addition to the major islands of Crete, Rhodes, and Kos, alltours offers the widest range of holidays on smaller Greek islands among German tour operators. For Summer 2025, its programme has been further expanded to include lesser-known regions of Greece. These include Zakynthos, Kefalonia and Lefkada in the Ionian Sea, Naxos and Paros in the Cyclades, and the Northern Sporades islands of Skiathos and Skopelos. alltours has also expanded its offering in the greater Athens region (including Porto Heli, Nafplio and Corinth), the Peloponnese (with destinations such as Kalamata and Kyllini), as well as Thessaloniki, serving as a base for trips to Chalkidiki and the Olympic Riviera.

### **About alltours**

For over 50 years, alltours has stood for high-quality holidays at particularly attractive prices. With around 2.3 million guests in the 2023/24 financial year, the company is one of Germany's leading tour operators. alltours also boasts a brand awareness of over 90 percent, placing it among the top names in the industry. The alltours Group includes the tour operators alltours and byebye, the alltours travel agencies, the incoming agency Viajes allsun, and the allsun Hotels chain.

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### **Über alltours**

Seit 50 Jahren steht alltours für qualitativ hochwertigen Urlaub zu günstigen Preisen. Mit rund 2,3 Millionen Gästen im Geschäftsjahr 2023/24 zählt das Unternehmen zu den größten Reiseveranstaltern. Bei der Markenbekanntheit

erreicht alltours mit über 90 Prozent ebenfalls eine Spitzenposition. Zur alltours Gruppe gehören neben den Veranstaltern alltours und byebye die alltours Reisecenter, die Incoming-Agentur Viajes allsun und die allsun Hotels.

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