



BRAND EU- SECOND TRANSNATIONAL MEETING

Rethymno - 26-29th June 2019

PROGRAMME

26th June 2019

Arrival of the delegations

20.00 - Dinner at Theartemis Palace hotel

27th June 2019

Venue of the meeting: Theartemis Palace hotel

09.30 -11.00 **First coordination meeting session**

- Evaluation of the first seminar in Trollhättan
- Planning of the next training seminar in Italy

11.00-11.15 coffee break

11.15-12.30 **Second coordination meeting session**

- Financial aspects and reporting

13.00 Lunch Theartemis Palace hotel

14.30 Presentation of Rethymno branding activities

16.00-18.00 Study visit for the peer review - Guided tour at Rethymno's historic center

18.30 Dinner at Petite Fleur

28th June 2019

Venue of the meeting: Agreco Farm

09.30 – Study Visit for the peer review - visit Arkadi monastery, Eleftherna museum

13.30 - 14.00 Study visit organic Agreco Farm - Lunch at Grecotel's Agreco Farm

14.30-16.30 **Third coordination meeting session** - Agreco Farm

- Evaluation of the peer review
- Place branding strategies at local level

20.00 Free dinner

29th June 2019

Departure of the delegations

PRACTICAL INFORMATION

Situated in the heart of Crete, embraced by the White Mountains and the Psiloritis Mountain, the city of Rethymno is full of colors and pictures which are unforgettable to every visitor. Crossroad of civilizations, exceptional natural environment, special architecture, unique hospitality and endless entertainment options are the elements that form the authentic identity of Rethymno.

Rethymno is one of the best preserved Renaissance settlements in Europe, with the walls of the Castle dominating over the magnificent Old Town, it combines the Venetian romance with the needs of the modern visitor. Attractions and museums, archaeological sites and major cultural events, offer a charming journey to the city's long history. The 10 Blue Flag beach of Rethymno, which starts at the historic center, is 12km long and hosts approximately 180 nests of the Caretta Caretta sea turtle each year. The crystal clear waters, the hotels' excellent infrastructure that respects the natural environment and the extensive accessibility of the urban center, have been recognized at the European level and have made the Municipality of Rethymno a model of sustainable design. In addition, the inland of Rethymno, reveals an almost raw wealth: *imposing canyons, beautiful caves, rare species of fauna and flora, authentic mountain villages, unique walking and cycling routes.*

The famous Rethymno's Carnival, the Cretan Diet Festival and the unique Renaissance Festival are some of the most beautiful experiences that Rethymno offers to the visitors, thus proving that it is a city which knows how to live, love and offer. more www.rethymno.guide

How to get to Rethymno

The distance from **Heraklion airport** to Rethymnon is 70 km and about 1 hour and 30 minutes by car and 65 km or 1 hour by car from **Chania airport**. During summer time there are many charter flights to many European cities.

You can take a taxi or a local bus from the airport to get to the Central bus station and then an intercity bus to arrive to Rethymno. For more info please visit the following pages:

<https://www.e-ktel.com/en/> (Central Bus Station at Chania)

<https://www.ktelherlas.gr/en/> (Central Bus Station at Heraklion)

RECOMMENDED HOTELS

Theartemis Palace hotel <https://www.theartemis.gr/en/>



Theartemis Palace hotel, walking distance to the historic center, confirms availability of up to 15 rooms during the period from 26/6 until 29/6/2019. It offers a discount booking directly to **Theartemis Palace hotel** sending an email reservations@theartemis.gr using the code **ERASMUS2019** with the following rates:

Room type	Rate
	From 22/6 until 29/6
Single rooms	100,00 € including breakfast
Double rooms	107,00 € including breakfast

Valid till 22.05.19

Above rates are per day, per room and include breakfast, taxes, and services, except for the accommodation tax (4,00 € per room per day) which is settled on spot.

Sentido Pearl Beach 4* hotel <https://pearlhotels.gr/>

Very close to TheartemisPalace hotel, walking distance to the historic center confirms availability of 5 rooms during the period from 26/6 until 29/6/2019.

Room type	Rate From 22/6 until 29/6
Single rooms	82,00 € including breakfast
Double rooms	120,00 € including breakfast

Valid till 27.05.19

Above rates are per day, per room and include breakfast, taxes, and services, except for the accommodation tax (4,00 € per room per day) which is settled on spot.

KYMA SUITES <https://www.ok-rethymno.gr/gr/kyma-beach-hotel-crete>

located at the center of the city

- SINGLE CITY VIEW 131,00€ per room per night including breakfast in rich buffet style.
- DOUBLE CITY VIEW 145,00€ per room per night including breakfast in rich buffet style.
- DOUBLE FRONT SEA VIEW 160,00€ per room per night including breakfast in rich buffet style.
- JUNIOR SUITE FRONT SEA VIEW 193,00€ per room per night including breakfast in rich buffet style.

Brascos Hotel <https://www.brascos.com/>

Hotel Brascos, located at the center of the city, confirms availability of up to 10 rooms during the period from 26/6 until 29/6/2019 with the following rates:

Room type	Rate From 22/6 until 29/6
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3 Single rooms 32,00 €

7 Double rooms 44,00 €

Valid till 27/05/19

Above rates are per day, per room and include breakfast, taxes and services, except for the accommodation tax (4,00 € per room per day) which is settled on spot.

Aquila Rithymna Beach <https://rithymnabeach.com/>

Hotel Aquila Rithymna Beach, located 7 km from the city center, confirms availability of up to 5 rooms during the period from 26/6 until 29/6/2019 with the following rates:

Room type	Rate	
	From 22/6 until 28/6	From 29/6 until 3/7
Single	145,00 €	175,00 €
Double / twin	180,00 €	220,00 €

Above rates are per day, per room and include breakfast, taxes and services, except for the accommodation tax (4,00 € per room per day) which is settled on spot.

In order to secure the reservation, a 50% deposit is required.

This offer is valid until Monday, June 10th.

EVENTS IN RETHYMNO

June 29 is the wine tasting at Rethymno Fortezza

<https://www.rethymno.guide/news/469-wine-tasting-experience-day>

July 1-7 Cretan Diet Festival <http://www.cretandietfestival.gr/en/>