

WHO WE ARE



We are a family

Antonis Gryparis & Demy Dimitrakopoulou,

We left Mykonos to create a new life in the mountains of Evrytania.

Today **Marios Gryparis**, the eldest son, leads the complex, over the past five years.

PRESENTER

Demy Dimitrakopoulou

Cofounder, Ninemia Stay & Play

+30 22370 24614 | info@ninemia.gr

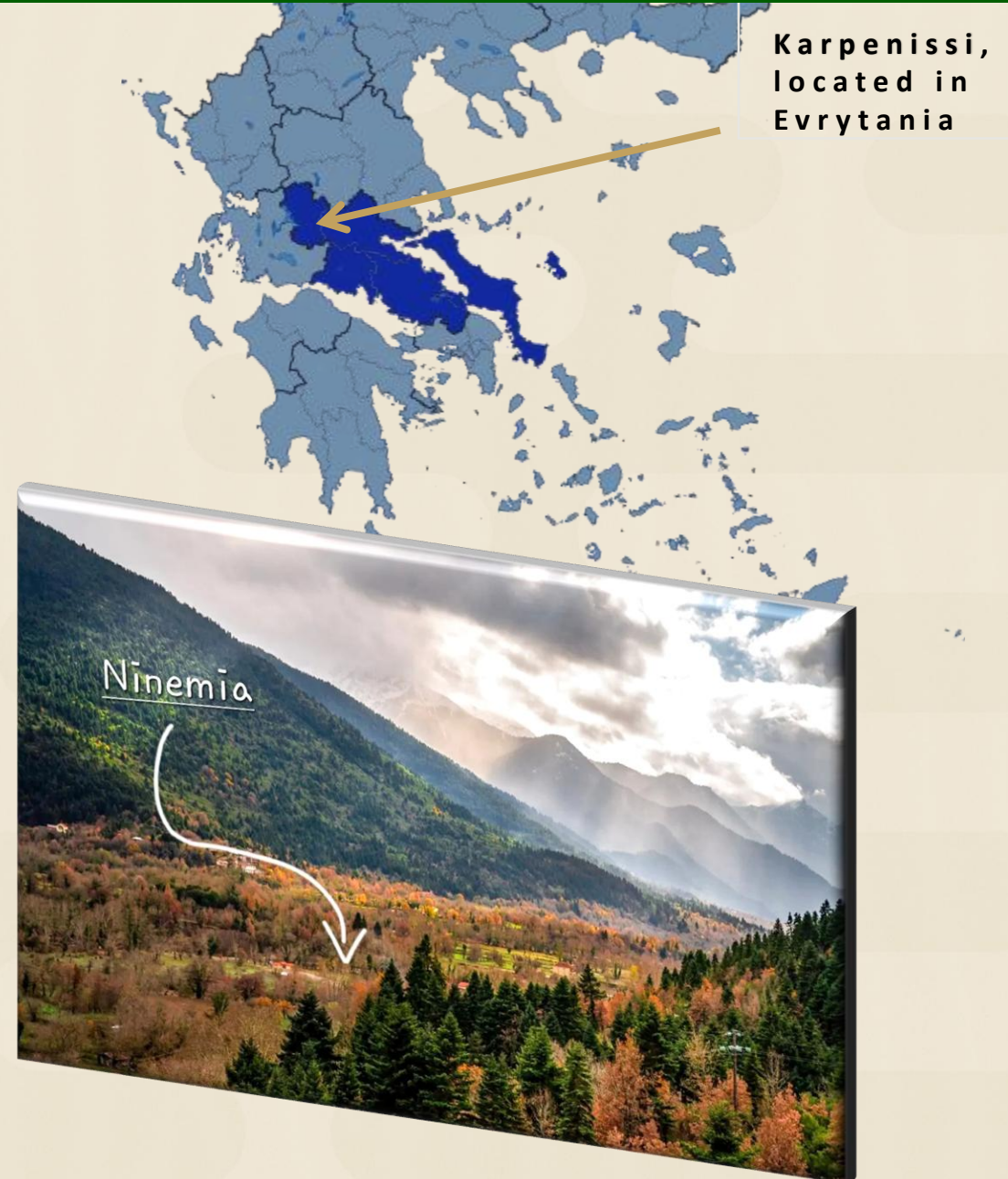
www.ninemia.gr | www.thenewtonpark.gr



WHERE WE ARE- DESTINATION Karpenissi - Evrytania - Greece

Pros & cons

- ☺ LANDSCAPE: On the Riverside between the Mountains 25,000 m², mountain retreat Beautiful nature.....”
- ☺ Awards: Tourism Awards 2017-Silver | Green Key | Hikers’ Friendly Platinum | Greek Breakfast | zero waste etc
- ☹ NON-TOURISTIC area
- ☹ VISITORS: Only Greeks | No incoming tourism
- ☹ ECONOMICAL problems
- ☹ LOCATION: In the center of Greece / Central Greece
No sea, No archaeological interest- No Mall
- ☹ CAPACITY: Very small- only 6-8 families at a time



THE INNOVATION: THE NEWTON PARK

Greece's First Open-Air Edutainment Science Park

Ages 1–101



The Newton Park - THE IDEA

In 2015, the Big CRISIS
>>Educational opportunity. The final paper.
Not a museum, Not a playground.
An edutainment park!

STEM Exhibits - PLAY & LEARN.

Newton said “standing on the shoulders of giants.”,
Archimedes, Pythagoras, Einstein etc.
This park is dedicated to **NEWTON**
And those Giants.

Park Map - INTERGENERATIONAL

Hands-on exhibits: pulleys, pendulums, energy...
For ages 1 to 101 where parents become children again.
An edutainment park!

CREATIVITY IN RURAL TOURISM

Creative activities| Engaging stories that inspire and educate

- ☐ FAMILY ACTIVITIES
Building identity
- ☐ STORYTELLING
Turning fairy tales into lived experiences
- ☐ Locally Made - Designed by Us
“The Ninemia Express”
- ☐ PLAYFULL ROOMS



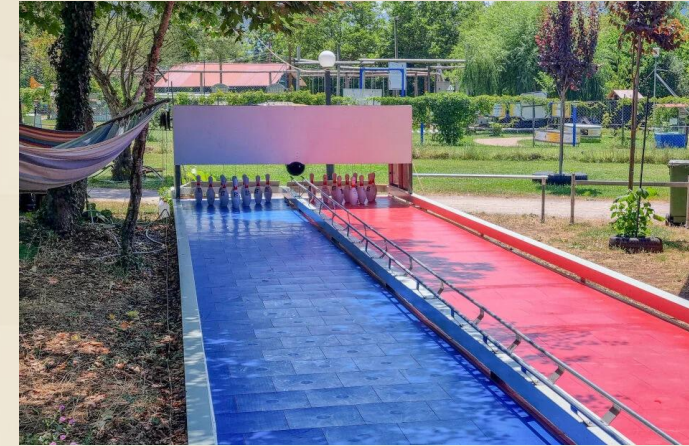
PLAYGROUND



FARM SAFARI



OUTDOOR BOWLLING



BOUNCE TOWN



MINI TRAIN RIDES



- **New responsive site**
- **Own Booking Engine** By passing OTAs.
99% DIRECT BOOKINGS
- **Exclusive-Only** Positioning Max 6-8 families
- **“Stay & Play”** Package Model

The dual revenue model

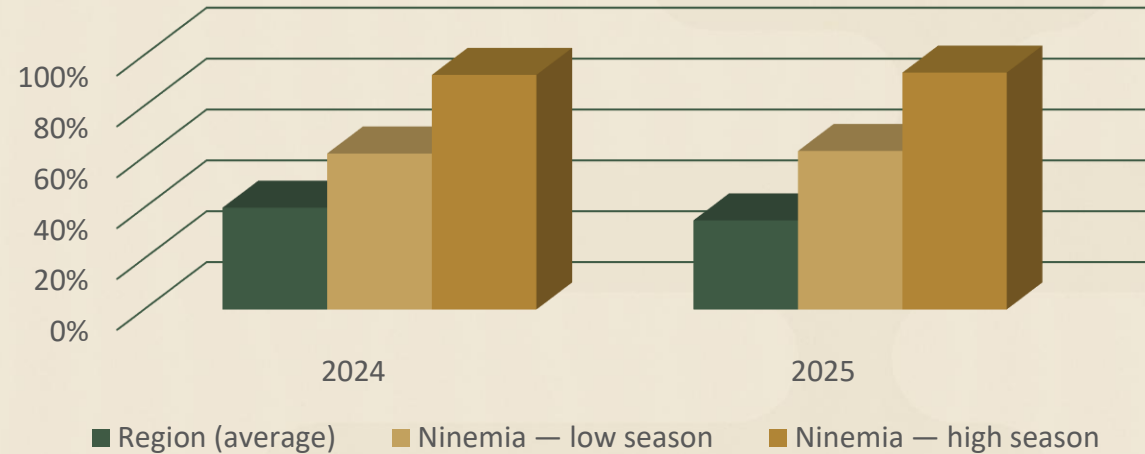
Hotel Guests

- All 40+ activities free
- 24h Newton Park access

Park visitors

Additional revenue stream

Ninemia occupancy vs regional average
low & high season



We didn't follow
the destination.

👉 We changed it

VALUE FOR THE TERRITORY

Local jobs | Local sourcing | Value that stays in Evrytania

5-7

permanent jobs — all local

➤ The hotel runs 12 months a year and Newton Park 10, so jobs don't vanish off-season, and yearly development and maintenance is carried out by local crews.

45%

of turnover stays in the local economy

➤ Of every €1 of turnover, about 30% goes to local supplies and works and 15% to local wages - roughly 45% stays in Evrytania (with ~45-50% to taxes).

➤ *90% of supplies bought locally — food from Evrytania's own producers: a local dairy (cheese, butter), a trout farm, local honey, charcuterie, and village shops.*

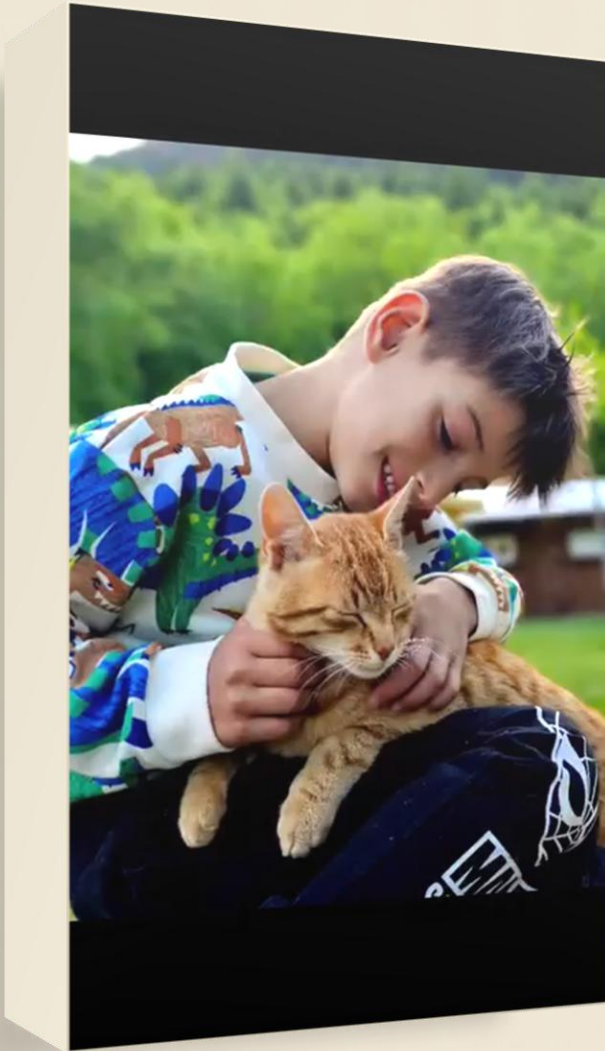
8–10k

Newton's Park day visitors a year,
to the region

➤ The park receives approximately 8,000 -10,000 visitors who stay in accommodations throughout the region, rather than at our hotel.

➤ 20% of these visitors are school groups visiting Evrytania exclusively to come to Newton Park.

WHAT IS THE FEELING



Can a small rural hotel ... be big?

Can a small rural hotel be more than just a place to stay?

With creativity, authentic local identity, and innovation,

a small rural hotel ... can be **A reason to travel.**

Thank You

***Demy Dimitrakopoulou
for***

Ninemia
STAY & PLAY

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