



AN INDEPENDENT COMPANY FOR OVER 30 YEARS

2020

PURE CRETE

www.purecrete.com



HOLIDAYS IN TRADITIONAL CRETAN VILLAS

All holiday payments are fully protected by Pure Crete's ATOL licence 2757.
Total Payment Protection Policy & UK package regulations 2018.



GREENER



SAFER



FAIRER



HOLIDAYS

PURE CRETE HOLIDAYS

Pure Crete is an independent company which for over 30 years has provided holidays from April to October in villas, houses & farms in Cretan villages, set in the foothills of the White Mountains overlooking the sea. Many have been restored from dereliction by Pure Crete in co-operation with local families using traditional building methods. Therefore, your stay contributes to the livelihood of the local community and supports the local culture. We have also supported the protection of endangered species in Crete. So, through our service we help to ensure that the natural and physical environment benefits from your custom.



View from Aptera

OUR SERVICE

We provide accommodation for rental on a weekly basis at a per person price inclusive of air fare or accommodation only as required. We also provide car hire. Our accommodation is well equipped, in excellent condition and the price includes a twice – weekly maid service and a twice – weekly linen change. Our team at Pure Crete has an in-depth knowledge of each of our properties to help you to make the best choice for your stay.

With your tickets, you will be sent the Pure Crete Information Booklet which gives detailed local information to help you to make the most of your time in Crete. This is in addition to the house book in Crete which provides local advice and suggestions.

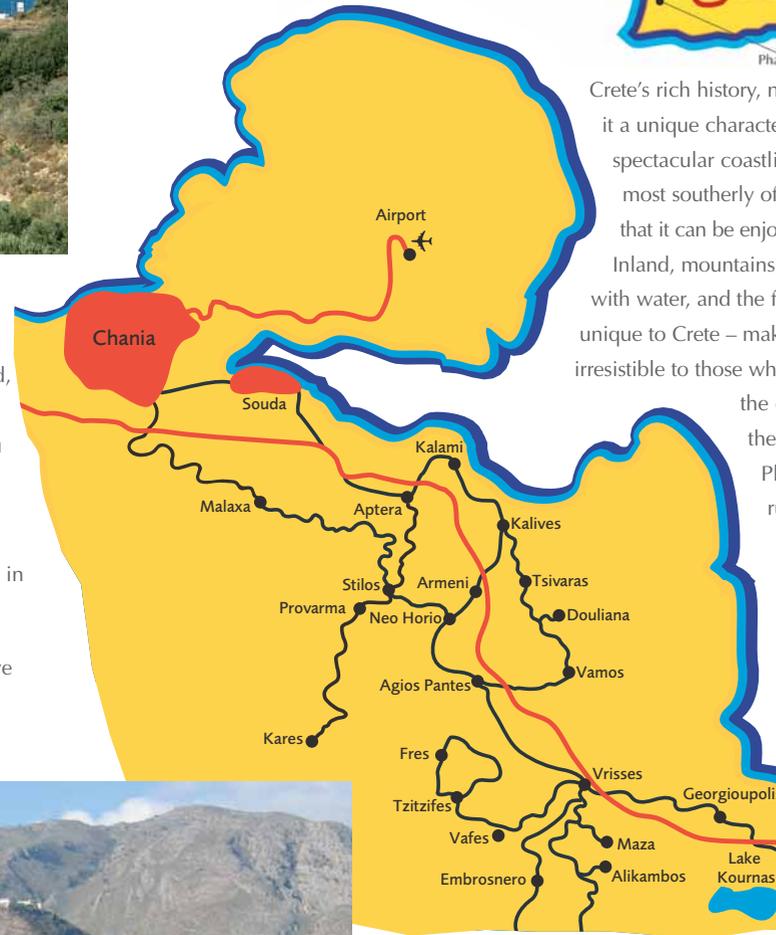
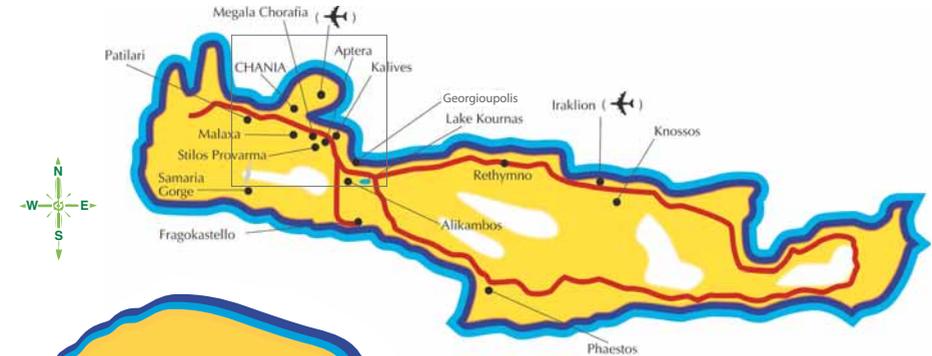
A local representative will visit you the day after you arrive and will be available at other times to give you any help and advice you may need. If you have very young children we can arrange cots and usually babysitting.

All of our representative team live permanently in Crete and so have an intimate knowledge of the area. This is a key part of Pure Crete as our commitment to help to sustain and enhance the local culture and environment is built upon close relationships and co-operation with the local communities.

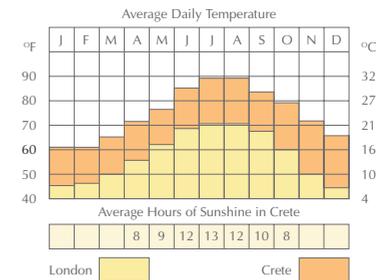


Kalami

WESTERN CRETE



Crete's rich history, natural beauty and proud people have given it a unique character. It is 150 miles in length with a spectacular coastline and beaches to suit all tastes. As the most southerly of Greek islands, its longer summer means that it can be enjoyed to the full from April to November. Inland, mountains snowcapped until June, gorges gushing with water, and the famous profusion of wild flowers – many unique to Crete – make the early summer, in particular, irresistible to those who appreciate natural beauty. The home of the earliest Western civilisation, Crete boasts the great Minoan cities of Knossos and Phaestos and also many smaller ancient ruins. Byzantine churches, Venetian castles and Turkish minarets provide endless fascination and the distinctive music, dance and good food which characterise Cretan life are most abundant in village locations in the west of Crete where "Pure Crete" is to be found.





SAFER

We take your financial protection seriously. Our Civil Aviation Authority ATOL licence 2757 means that your flight payments are protected. Your ATOL certificate will be issued upon receipt of payment. Our membership of the Association of Independent Tour Operators means your accommodation costs have Total Payment Protection Policy Cover and our registration as an independent UK company means you are protected by UK package holiday regulations 2018. Non UK registered or non ATOL holiday organisations offering flights or accommodation put you at risk of losing your holiday or being stranded abroad without recourse.



FAIRER

We have helped to restore locally owned village houses and villas, many from dereliction, with the support of local people. This means that the impact of our holidays has been to help to improve the natural and physical environment where you stay and that the economic benefits are spread across communities. We also support recycling and solar panels in the houses we rent. Pure Crete has been awarded Four Star Status for Sustainable Tourism by AITO.



GREENER

At Pure Crete we take the environment seriously. For over 30 years we have specialised in providing holidays to traditional village houses and villas within Western Crete. Previously we have supported the protection of endangered species in Crete and given clients the option to carbon-offset their flight. Our most recent efforts in association with AITO and the University of Surrey have been to reduce the amount of land fill waste our customers produce by installing recycling bins in over half of our properties. By helping us to recycle more waste our customers will be directly involved in reducing landfill on Crete and we hope this will contribute to the enjoyment of their holiday because they are giving something back to a destination they have visited and enjoyed.



HOLIDAYS

This is all thanks to people like you who come to enjoy a rich and varied holiday in Crete. Many return to enjoy the food, wine and hospitality and the empty beaches and warm sunshine from April to November. Others come back to appreciate the historic and archaeological treasures of Crete or the natural environment of flowers, mountains, gorges and coastline or simply to relax in the comfort of your own Cretan house. Whatever your passion, we're here to make your holiday an experience you'll want to repeat and recommend as many of you have on our website. And it's always a special pleasure to welcome friends and family of existing customers to Crete.





THE INDEPENDENT

In search of the Cretan tulip

Anna Pavord had a mission to find a tulip unique to the island of Crete.

It took more than an hour, but I got to the snow. I also caught up with the rump of one of Pure Crete's specialist groups, on a week's wildlife and photography tour, led by Stephen Waters, a botanist and Clive Daws, an ecologist. We found crocus in the melting snow and, even higher, flat rock-hugging mats of an alpine anchusa, the flowers dazzling blue among the leaves.

*At the top, I threw a snowball at an eagle before beginning a rapid descent. And there, in an area mercifully fenced off from grazing animals, we had found the tulips. Hundreds of them. They were growing in thin, poor grassland on some abandoned terraces. Their shiny leaves poked out from sheaves of anemones, with orchids thrown in for good measure. There were also some stunning flowers, pale green and black, which I thought were dwarf iris, but which turned out to be *Hermodactylus tuberosus*.*

For an hour or more we wandered among the flowers, leap-frogging from one small bare patch of earth to the next. There was nothing I could find to say. This was the first time I had seen tulips growing in the wild. I knew how Galahad must have felt when he finally caught up with the Grail.



Exploring Crete Week

A week starting 19 May 2020

A leisurely week of history, culture & archaeology with Dr Jill Marrington around Chania, Aptera and excursions to Stilos, Gavalochori, Phaistos, Preveli Monastery, Armeni tombs, Argyroupoli, Alikambos winery (Dourakis) and wine tasting, Arkadi Monastery, Rethymnon, Falasarna, Kasteli, Maleme German War Cemetery with wonderful views and the Battle of Crete Memorial Service. The week's accommodation in Aptera, breakfast, airfares, expert guidance, all excursions, transfers and first evening meal costs just £995 and is suitable for single travellers, couples and small groups. We recommend early booking. For full itinerary visit www.purecrete.com.



Crete in Bloom

22 April 2020 10 day tour

From coast to mountain top, Crete has a unique range of wild flowers and birds. The profusion of flowers and orchids, including 150 endemic species, is at its best in April and May when we are pleased to offer Wild Flower and Walking holidays.

Expert guidance will be provided by Dr Stephen Waters and Clive Daws, both of whom have led field excursions for many years. They will provide advice on botanical and environmental issues as well as nature photography and birds. Excursions include trips to coastal sand dunes, to the snowcapped peaks of the White Mountains, to the high plateau of Omalos, to the orchid meadows at Spili and to the Imbros Gorge. Full details on www.purecrete.com

The tour includes Pure Crete accommodation in Apta, airfare, expert guidance, all excursions, transfers and the first evening meal costs just £1191 for 9 nights and is suitable for single travellers, couples and small groups.

"We had a wonderful week with them - they were so very considerate as well as being such excellent guides. A very happy week!" - Mrs H, Surrey



THE INDEPENDENT

Where the wild flowers grow

The houses that Pure Crete uses belong to local people. Ours sat at the top of the hill just outside the village with a terrace at the back looking out over a tangle of poppies and fennel, phlomis and sage. The food was the best I have ever had in Greece. Not a sign of moussaka or souvlaki. Instead there was lamb with lettuce in an egg and lemon sauce, black-eyed beans with fennel, salt codfish in filo pastry. It was a full moon while we were there and the walk back up the track to the house, if occasionally unsteady was always a pleasure" Anna Pavord

CRETAN EASTER

19 April 2020



Greek Easter in Crete is more than flower-covered churches, Easter biscuits and eggs dyed red to symbolise the blood of Christ. It is a rich pageant which culminates in a candle-lit procession and the burning of Judas outside each orthodox church. Easter Sunday on 19th April is celebrated with a feast of lamb cooked over open fires with local village wine at the local taverna compliments of Pure Crete.

Country Walking in Crete

A week starting 1 May or 6 October 2020

For 2020 we are pleased to include two new walks on our popular walking holiday, with the expert guidance of Sophia Chapman, our Greek-English guide for 2020 Pure Crete walking holidays. Five days of leisurely to medium paced walks of about 6 to 7 miles in the rolling countryside and dramatic gorges of Western Crete visiting villages and ancient sites amidst the abundance of Spring flowers with a backdrop of snow-capped mountains. Walks are 3 to 4 hours ending in lunch at a village taverna to sample local Cretan cuisine.

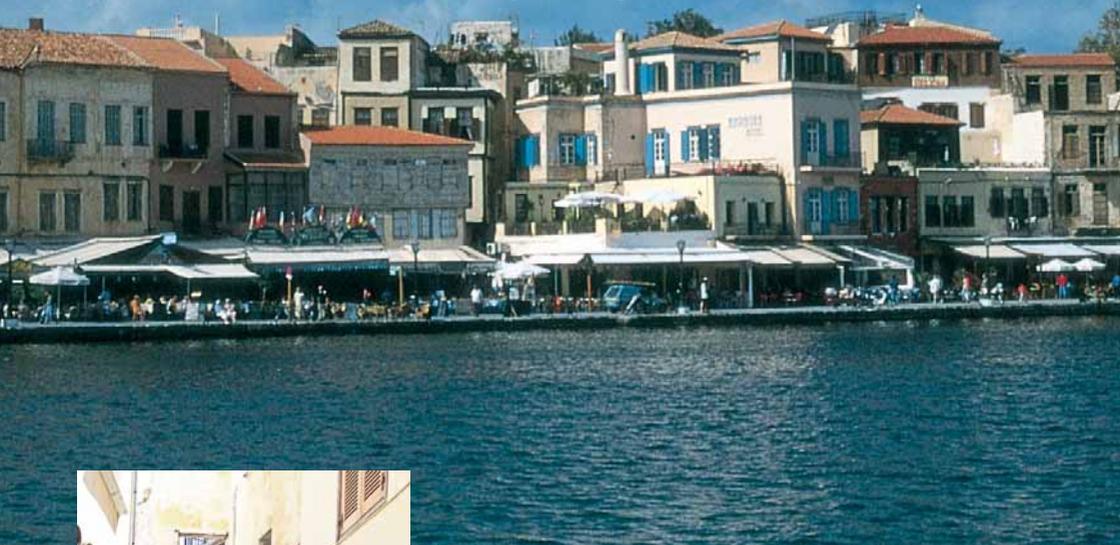
Walks take in the hills and the valleys of Western Crete as well as traditional villages and quiet ancient sites which are particularly beautiful in the Spring and Autumn with the abundance of wild flowers and plants. New walks for 2020 include Stylos – Machairi – Neo Chorio and Azogires (near Paleochora) to Anidri and down the Anidri gorge, as well as our old favourites of Nippos/ Vafes, Polyrinnia/ Sirikari Gorge and Argiroupolis.

The tour is suitable for single travellers as well as couples and small groups. Spaces are limited to 14 so early booking is advised. The per person price of £995 includes your flight and a week of Pure Crete accommodation in Apta. Transfers included.



CHANIA

The principal town of the area is Chania, a Venetian port whose attractive and lively harbour provides the perfect setting for an evening stroll before dinner at one of the many waterfront tavernas. Behind the harbour a maze of narrow back streets links a mixture of old Venetian and Turkish houses often stunningly decorated with hanging flowers. Five minutes walk away is Chania's covered market, well known for the wide variety of fresh produce on offer. Nearby, local handicraft shops provide a good place to find handmade leather goods, rugs and lace.



Local Festivals

- | | |
|--------------------------|---|
| 25th March | Independence Day |
| Easter | Orthodox Good Friday and Easter; candle lit procession and midnight service |
| Sunday 19th April | lit procession and midnight service |
| 1st May | 'Flower Day' ; Spring Festival |
| 20-24th May | Anniversary of the Battle of Crete |
| 24th June | Nativity of St John the Baptist |
| 15th August | Assumption Day; major religious and bank holiday. Festivals in Meskla (15km from Aptera) and other local villages |
| 29th August | Festival of St John the Baptist, Stilos (6km from Aptera) |
| 13-14th September | Festival of St Stavros, Aptera |
| 7th October | Festival of St John of Gouverneto, Monastery of Gouverneto (17km from Aptera) |

APTERA (MEGALA CHORAFIA)

7 1/2 miles along the coast from Chania, the road winds gently up to Aptera (formerly Megala Chorafia) a Cretan village set in the foothills of the White Mountains.

The village's hilltop setting makes for breathtaking panoramic views, over Souda Bay to the North and of the White Mountains, rising over 7,000ft, to the South.

Megala Chorafia, which literally means "Big Fields", is a scatter of houses and farms with an ornate orthodox church as its centrepiece. The 'Metoche' area on the Eastern side is on a ridge which extends towards the ancient ruins of Aptera. Wild flowers bloom along narrow roads on which shepherds move their flocks between fields. There are three tavernas in the village, a cafeineion and a small 'pantopoleion' or minimarket. The archaeological remains of Aptera, dating from the Minoan and Roman times, are within walking distance of the village. Beyond these stands a Turkish castle, perched strategically on the headland overlooking the sea.

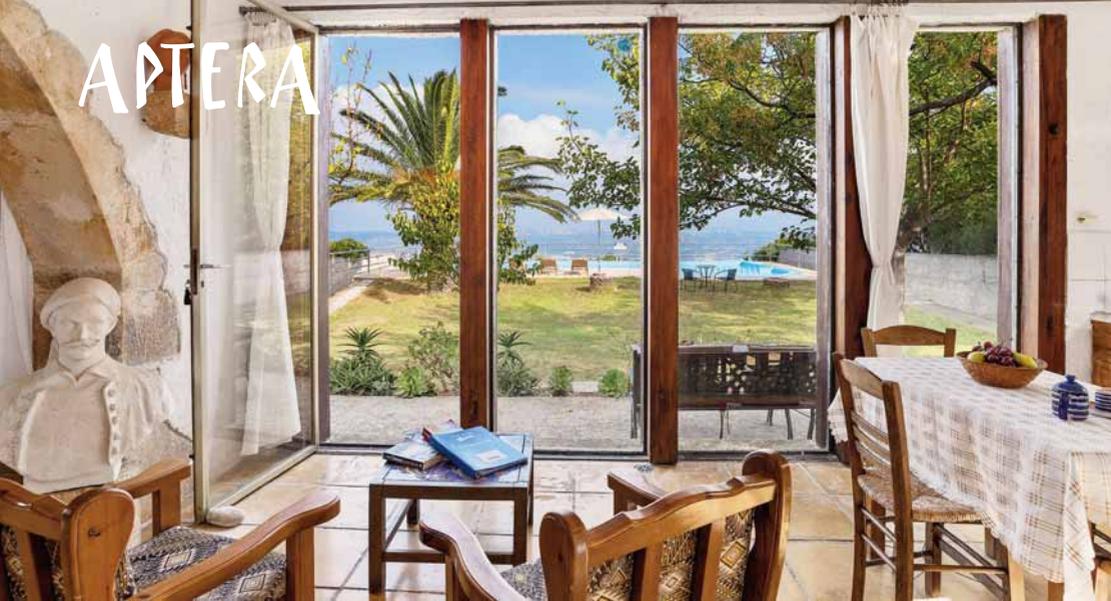
A daily bus service links the village to Chania, but we would strongly recommend car hire to enjoy your stay to the full.

Nearby sandy beaches include the blue beach, Kalami (2 1/2 miles), where a mountain river meets the sea to provide a refreshingly cool dip; Kalives (3 miles, photo page 16) whose beachside tavernas serve freshly caught fish. All are uncrowded. Further afield beach lovers will appreciate the 6 miles of white sand which stretches from Georgiopolis (15 miles) to Paradise Beach. Visit www.purecrete.com for more information.



Aptera ruins





SCULPTOR'S HOUSE

Commanding breathtaking views over Souda Bay this house offers a comfortable, romantic dwelling with some of the sculptor's original works. It shares a large pool with the Cottage, with a short diving board and shallow end.

It is within walking distance (3/4 mile) of a choice of good tavernas and village store and is 5 minutes drive to sandy beaches.

Sleeps 2/3

- Restored stone building with northerly facing windows
- Spacious living room with soft seats, table and chairs, kitchen facilities and a single bed
- Living room leads through a large Cretan archway to air conditioned double bedroom which may be closed off completely by a curtain
- Bathroom off bedroom with shower. Solar panel.



SCULPTOR'S COTTAGE

Offering impressive views across Souda Bay one way and towards the White Mountains the other, this stone built cottage is full of romantic charm accentuated by the sculptor's artefacts that adorn it. It shares the large pool with the House.

Aptera tavernas & village store 3/4 mile and sandy beach about 4 miles. Pool is 6m x 4.5m, depth 1 - 1.5m (child section 0.4m)

Sleeps 2/3

- Enter the cottage into the dining area with table & chairs and kitchen facilities. Bathroom with shower
- Cottage is divided by a stone Cretan archway leading to seating area with sofa and traditional fireplace. Double bed. An additional single bed is available on balcony above, accessed by steep wooden stairs.
- Air conditioning. Solar panel.



APTERA



ARTEMIS

Artemis' House is a traditional stone-built house that offers a romantic hideaway with spectacular mountain views. After many years standing empty it has been restored with loving care and traditional methods to provide a comfortable and charming retreat looking over the village and up to the White Mountains. Its large veranda has a low wall and a mature mulberry tree which provides ample shade at this lovely villa.

- Fully fitted kitchen with original features
- Bathroom with shower including bread oven
- Double bedroom with air con
- Living room with Cretan archway; sofa bed
- Solar panel.



The taverna and village shop is about 1/2 mile and the nearest beaches about 4 1/2 miles.

Sleeps 2/3

METOCHÉ FARM

The Metoche Farmhouse, Penthouse & Family House are three romantic dwellings with thick stone walls keeping occupants cool throughout the long summer months. Each has its own separate patio for private sunbathing and sea views and separate entrance from the pretty courtyard.



METOCHÉ FARMHOUSE

The Farmhouse has outstanding views over Souda Bay and is 5 minutes drive from the sandy beaches.

- large living/dining room, original arched doorways, beamed ceilings and a cool stone floor; fully equipped kitchen (electric cooker with oven, microwave, fridge etc.); shaded terrace with table & chairs; private patio with sun loungers; outstanding bay views from shaded arch of mulberry trees; double bedroom with ceiling fan & twin bedroom; living room with log burning stove; bathroom with shower; solar panel, WIFI, air con in twin room.

Aptera village tavernas and village store 1/2 mile. Kalives beach 4 miles.

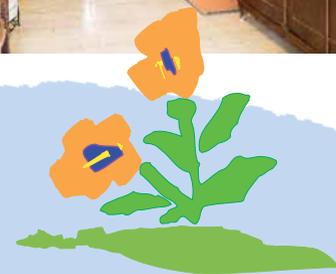
Sleeps 2/5

"The view from Metoche Farmhouse was amazing and the terrace is in the sun for most of the day"
– Mr S, Suffolk



THE INDEPENDENT

We ate every night at the tiny Taverna Aptera where the food was the best I have ever had in Greece. Not a sign of moussaka or souvlaki. Instead there was lamb with lettuce in an egg and lemon sauce, black-eyed beans with fennel, salt codfish in filo pastry.





METOCHE PENTHOUSE

has breathtaking sea views over Souda Bay and is within five minutes drive of the secluded beaches. External stone steps from the pretty courtyard lead via the first terrace to the Penthouse with its marble floors, thick stone walls and beamed ceilings keeping it cool through the summer.

- Roof terrace with southerly views across the village to the White Mountains
- Large private second terrace with sunloungers provides northerly panoramic views across Souda Bay, ideal for eating 'al fresco'
- Two twin bedrooms with ceiling fans. Bathroom with shower. Air con in main bedroom.
- Spacious living/dining room with kitchen area and log burning stove. Solar panel, WIFI.
- Aptera village tavernas and village store 1/2 mile. Kalives beach 4 miles.



Sleeps 2/4

BOTONAKIS FAMILY HOUSE

Offering panoramic views across Souda Bay, the Metoche Botonakis Family House is just five minutes drive to the secluded beaches. The private terrace behind the house has sun loungers and table & chairs to eat 'al fresco' and admire the view.

- **Ground floor:** large living/dining room with sofa and traditional corner fireplace with log burning stove, dining table and chairs with marble floors and beamed ceilings throughout. Sliding patio doors onto the private terrace, offering panoramic sea views, table and chairs to eat "al fresco" and sun loungers for sunbathing. Newly installed ground floor bathroom with shower cubicle and w.c. Stone Cretan Archway to fully fitted kitchen with electric cooker, fridge etc. WIFI
- **First floor:** spacious lounge with marble floors and panoramic views from the balcony. Double & twin bedrooms with ceiling fans. Family bathroom has a shower & bath. Air con in twin bedroom.
- Aptera tavernas & village store 1/2 mile and sandy beach about 4 miles.



Sleeps 2/6



VILLA MANOS

Villa Manos is a stone built traditional villa on one level with a large pool (8x5m). It is divided into two semi-detached village houses each with sea and mountain views. There is a spacious garden and each house has its own terrace, staggered for privacy, with comfortable seating.

- Aptera's tavernas, kafenions & village store are 1/2 mile and 4 miles to sandy beach.

2 village houses sleeping 2/4

with 8x5m pool (1.2 - 1.65m depth & separate child's section 0.6m)

- Each house is comfortable with sofas, a fireplace, dining table & chairs and air conditioning and wifi
- Furnished to high standards in traditional style with tiled floors & wooden ceilings
- Fully equipped kitchen including a coffee maker, sandwich maker and juice blender etc
- Double bedroom with king size bed and a tiled bathroom with shower. Sofabed and curtained screen enable a second bedroom area
- The houses are ideal for couples or families and may be rented together for a larger family group



ANGELIKI'S

A peaceful red-roofed stone-built house with glorious views over rolling countryside. A charming hideaway, this old village house has a large courtyard with natural shade from which to enjoy the views of the White Mountains.

- Cosy kitchen with traditional Cretan fireplace and a wood burning stove.
- Sitting room with sofa; bathroom with shower
- Double bedroom and separate entrance from courtyard
- Twin bedroom accessed via double bedroom
- Large courtyard with countryside and Mountain views and carob tree for shade. This Cretan village cottage has a step at the entrance, one to the bathroom and three steps down to bedrooms.

Sleeps 2/4

Angeliki's House is 1/2 mile from the village tavernas and shop and about 4 miles from the nearest beaches.



APTERA



MARIALENA VILLAS

Marialena villas are set in rolling countryside in the beautiful hill top village of APTERA with the stunning backdrop of the white mountains. The five one and two bedroom villas are set in a pretty garden area, each with their own separate entrance and beautiful large veranda to admire the views. The shared spacious pool is child free (2nd child friendly pool available).

- One bedroom villas: double or twin bedroom, living room with sofa bed, kitchen corner with fridge freezer, full cooker & coffee maker, bathroom with shower
- Two bedroom villas: one twin & one double bedroom, spacious living and kitchen area with sofa bed, fridge freezer, full cooker & coffee maker; two bathrooms
- Swimming pool 0.9 to 2m deep shared
- Air con and Wifi - free, Satellite TV
- Safety deposit box, BBQ
- Walking distance to village centre, short drive to beaches

One bedroom: Sleeps 2-3

Two bedroom: Sleeps 2-5



APTERA ANNA APARTMENTS

Aptera Apartments stand on the hill in the village of APTERA, with breath taking, panoramic sea views across Souda Bay. All rooms have large verandas with sea view, fully equipped kitchen, spacious living room with sofas and a dining room, bathroom with shower. There is air conditioning in all rooms, a TV and free WIFI. APTERA has a large swimming pool and a children's pool. The beautiful garden with lush greenery and the palm trees offer cool shade to the guests who can enjoy the view while lying on the sun beds under the umbrellas.

Aptera Apartments consist of two studios for up to 2 people, four one bedroomed apartments with living room for up to 3 people and four two bedroomed apartments with a spacious living room for up to 5 people.

A choice of tavernas and a village shop in APTERA (Megala Chorafia) are within walking distance (3/4 mile) and the sandy beaches of KALAMI and KALIVES are just a 5 to 7 minute drive away.



NEO CHORIO



Set within glorious countryside framed by the White Mountains is Neo Chorio, a quiet, sleepy village of just 600 inhabitants on the old road between Chania and Rethymnon, Centuries of history ooze from its stone buildings. It was mentioned by Edward Lear in his 1865 Cretan Journal and today remains a charming retreat amidst rural tranquillity.

VILLA CHRYSSA

Villa Chryssa is a traditional stone-built Cretan house with a private pool. It rests in the valley of the village amongst the olive groves, with breath-taking mountain views, and is just 300 metres from the village centre with its cafes, taverna and village shop.

It is an ideal retreat for couples and families alike. It is modernly-equipped and comfortably furnished:-

Downstairs:-

Comfortable living room, with sofas and fireplace, leading through Cretan archway into dining area and to fully equipped kitchen. Bathroom with shower.

Upstairs:-

Two bedrooms, one with double bed and ensuite bathroom with bath and shower-over-the-bath and one twin room. Large balcony with panoramic mountain and village views.

- Private pool 7m x 3.5m, depth 0.8 - 1.45m
- Dishwasher, microwave and washing machine
- Air Con and full Wi-Fi/broadband; TV, DVD and CD player
- Central heating

- Village centre 300m – two small tavernas, two cafes and a village shop.

It is less than a mile from Armeni Village tavernas and shops and two miles (5-10 minutes' drive) to the sandy beaches of Kalives with its tavernas and shops. Chania is a half hour drive. The owners Chryssa and Panayiotis live nearby with their family in the village.

Sleeps 4





STILOS - VILLA DICTAMOS



Villa Dictamos is less than ten minutes drive from the sandy beaches of Kalives and stands alone at the head of the Dictamo Gorge outside the village of Stilos.

This impressive family house with private pool stands in a dramatic landscape of mountains and olive groves, farmland and vineyards which provide a rural tranquility only occasionally broken by birdsong and distant sheep bells. The house is traditionally built to a high standard and equipped with modern comforts. This comfortable and spacious villa has surrounding terraces, grassed lawns and matured gardens, with stunning views over countryside towards the mountains. The house offers a variety of choices for relaxing and dining in the shade or sun from its covered terraces and areas around the villa plus a separate barbecue and dining area.

- **Ground floor:** open-plan sitting room, dining area and kitchen, with dishwasher, leading to covered terrace; twin bedroom leading to terrace; bathroom with bath and shower
- **First floor:** one double bedroom leading to covered terrace; twin bedroom leading to covered terrace; bathroom with bath and shower



- Air-conditioning in all bedrooms and living room; satellite TV/DVD & CD player; washing machine; barbecue. WIFI available (for up to 5 devices including mobile phones and ipads) via pay card 10euros/2GB or 25euros/10GB.
- Private swimming pool: 8 x 4 metres & depth 0.8 – 1.7 metres

Three minutes drive to Stilos, famous for its natural springs, with a choice of four tavernas and two minimarkets. Walkers will appreciate the Dictamo Gorge.

Sleeps 2 - 6





CARLA'S HOUSE

Carla's is a three bedroomed, comfortable Cretan house near the village of Tsviras a few minutes' drive from the sandy beaches of Kalives and Almirida. Its large swimming pool and secluded garden offer countryside views.

- Newly refurbished. Fully fitted kitchen, dining room and living room divided by traditional Cretan archways. Comfortable sitting area with sofa and fireplace, TV with & DVD/CD player. Bathroom with shower. Washing machine

- Outside terrace, gravelled garden area, pergola for alfresco meals and pool with large shallow area
- Air conditioning in bedrooms. WIFI available (for up to 5 devices) via pay card 10 euros/2GB or 25euros/10GB.

Kalives tavernas, shops & sandy beaches 5 minutes' drive, as is Vamos with shops, cafes, tavernas and small art gallery. Pool is 6m x 5m, depth 1 - 1.6m, children's pool 3m x 5m depth 0.5m.

Sleeps 2/7



- Upstairs double bedroom, twin bedroom & second bathroom (with shower). Large roof terrace with countryside views
- Self-contained 'guest wing' comprising third bedroom, shower room simply fitted and small living room



ARMENI



STEPHANOS HOUSE

Armeni is a sleepy Cretan village set in a green valley of orange groves, just over a mile inland from the coast at Kalives.

In the village there is a church, tavernas, cafenions, a mini market, bakery and a butchers with a cheese deli.

Some ten minutes walk (1/4 mile) from the village centre on the level road towards Kalives are two small Cretan cottages, Stephanos and Iliana's, each overlooking the lush green river valley. Both

houses have a spacious terrace as well as a roof terrace with sun loungers and countryside views.

Stephanos has a small living room with kitchen corner, a separate double bedroom with air con and a bathroom with shower. The terrace with tables and chairs is available for eating 'al fresco' and a roof terrace ideal for sunbathing, admiring the countryside views and star gazing in the evening.

Kalives is about one mile away and has tavernas and shops as well as long stretches of sandy beach

- Within easy reach of Kalives Beach
- Countryside views
- Armeni village has tavernas, cafe bakery, store and deli/cheese shop
- Balcony and roof top terrace for sun-bathing and countryside views
- Air Conditioning in bedroom
- Free Wi-Fi (broadband)

Sleeps 2



ILIANA'S

Once a flour mill Iliana's is now a romantic cottage overlooking a lush green river valley on the road between Armeni Village and Kalives beach.

- A small living room with kitchen/dining area
- Double bedroom, bathroom with shower
- Large terrace, canopied with vines. Private roof terrace for sunbathing. Solar panel

- Air con
- Wifi.

Tavernas, shops & sandy beach 1 mile at Kalives or 1/4 mile to Armeni's tavernas, bakery, butcher & minimarket.

Sleeps 2





VILLA ROUSSA

Villa Roussa is a stone-built Cretan house with a private pool ideal for family holidays or couples offering breath-taking countryside & mountain views.

5 minutes' walk from Maza Cafenion; 10 minutes drive to shops at Vrisses or to beaches & shops at Georgiopolis or to pedalos & restaurants at Lake Kournas; 30 minutes to Rethymnon & Chania. WIFI via pay card.

- Downstairs: beamed ceilings, tiled floors, newly fitted kitchen with washing machine, through stone archway into living room with TV/DVD, sofa bed & Cretan fireplace; bathroom with shower.



- Upstairs: beamed ceilings, wooden floors, family bathroom with bath; double bedroom & twin bedroom with air-con, each with access to spacious upstairs balcony along two sides of house to sunbathe with views to mountains.
- Third double bedroom with air con, ensuite bathroom downstairs via separate entrance. Outside large patio, pergola & BBQ for al fresco dining beneath the shade of the tree or beside the 3.5 x 8m pool. Depth 1.10m - 1.30m, no child section.

Sleeps 2/6





VILLA MAZA

Villa Maza is a charming house with a private pool in a quiet rural location that makes an ideal choice for either families or, as a secluded romantic hideaway, for couples and honeymooners. The House is traditionally built on one level in Cretan stone. It stands alone commanding stunning views across the lush green valley to the White Mountains beyond.

It has extensive lawned gardens surrounding the house and a large private pool. Its terraces and gardens provide a perfect setting for sunbathing during the day and al fresco meals in the evening.

- Fitted and furnished to a very high standard with stone floors, wooden ceiling, Cretan arches and traditional wooden furnishings
- The kitchen is fully equipped and includes a dishwasher, washing machine, full cooker and fridge freezer
- Large living room/dining room with two comfortable sofas and a fireplace, TV and DVD and dining table & chairs



- Air conditioning in bedrooms
- Three bedrooms; one double, one twin and one single. The double and single bedrooms have French doors leading on to the terrace.
- The 3rd bedroom has a single bed with extra bed underneath that can be converted into twin beds or a double bed on request
- Beautifully tiled bathroom with bath and shower
- Private swimming pool 8.4m x 4m, depth 1.45m to 1.75m, there is a childrens section to the pool - with a depth of 0.6m.
- WIFI available (for up to 5 devices including mobile phones and ipads) via pay card 10euros/2GB or 25euros/10GB.



Walking distance to Maza village. 15-minutes drive to the sandy beaches of Georgioupolis.

Sleeps 2/6

MAZA



FRANGOKASTELLO



ALONI

The small village of Maza is set in the foothills of the mountains. It's a short walk to the friendly cafeion in the village square and 10 minutes' drive to the coast. Villa Aloni is a traditionally built stone villa with a private pool set in beautifully maintained gardens with mountain views. The name 'Aloni' refers to the circular stone threshing floor in the garden, once used to separate the wheat from the chaff.

- Fully-equipped kitchen, living room, two bedrooms, bathroom (with hydromassage bath)
- Air-conditioning, solar panel
- Satellite tv, dvd-cd player
- Iron, hair dryer, washing machine
- Barbeque
- Pool depth 1.2m - 1.7m

Sleeps 2/6

"Our second time with Pure Crete and a second great experience – thanks. Generally a great time. Can't imagine going to Crete other than with Pure Crete" – Mrs C. Yorkshire



NOSTOS VILLAS

Nostos Villas are a scatter of 4 individual houses, located in a lush garden area just 5 minutes stroll from the beach. They are an ideal base for a beach holiday or for exploring the dramatic scenery of the South Coast or as part of a twin-centred holiday starting in the north. Beautifully decorated in traditional Cretan style, they are looked after by the owner Eleni, who speaks good English.

Each house is individually styled & furnished, has air conditioning, satellite TV & Wifi and has its own parking and private entrance with a spacious terrace to eat alfresco and to admire the garden of hibiscus, roses and jasmine...

- Ground floor: a Cretan arch divides the kitchen and living area's comfortable seating, dining table and chairs; bathroom with half bath and shower; twin bedroom
- Wooden staircase to mezzanine double bedroom; roof terrace with breath-taking views of the White mountains and the Libyan sea.

Sleeps 2/4 - Air-conditioned

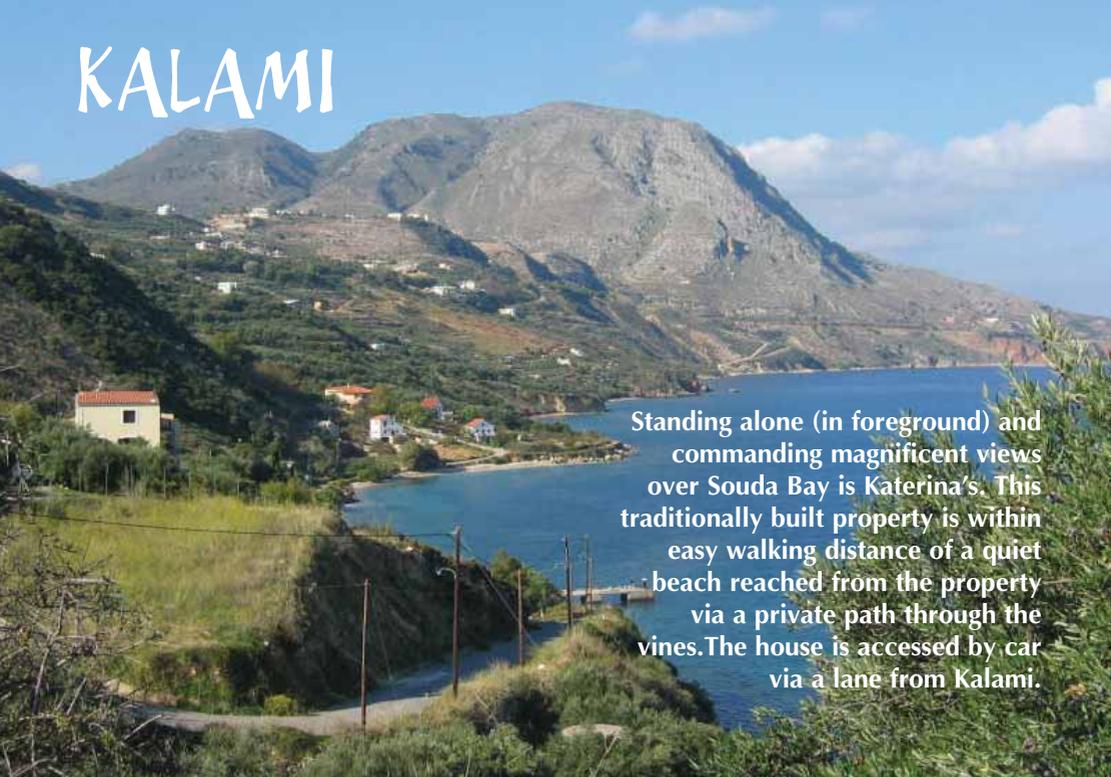
5 mins walk to beach, tavernas & shops & ATM, 20 mins drive to Hora Sfakion & ferry boat to Loutro. 40 mins drive to Plakias Bay & start of the famous Imbros Gorge. Chania airport 11/2 hrs, Heraklion 2hrs.



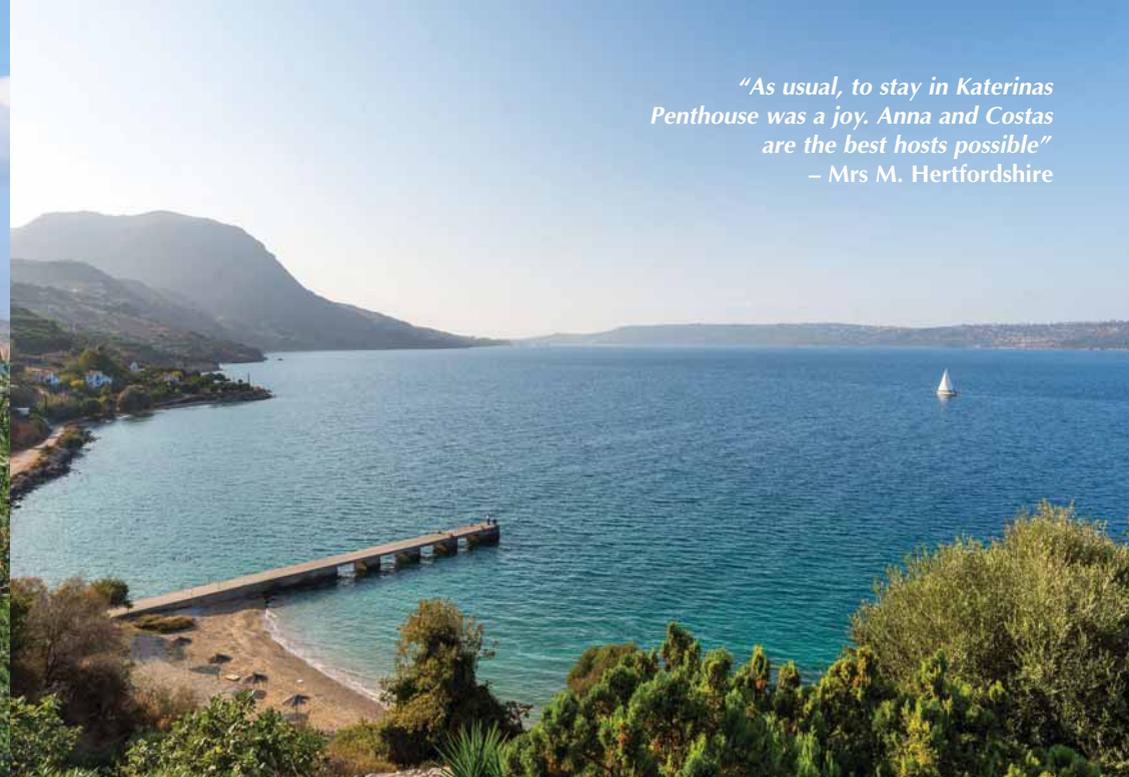
The Times ALL QUIET ON THE WESTERN FRONT

.....at the end you come to one of the great sights of Crete, the castle of Frangokastello. And one of the great bathes as well. For as you do your gentle breast stroke in the Libyan Sea you look up to see castle walls rising straight from the beach, and behind them the great mass of the White mountains. Richard Morrison

KALAMI



Standing alone (in foreground) and commanding magnificent views over Souda Bay is Katerina's. This traditionally built property is within easy walking distance of a quiet beach reached from the property via a private path through the vines. The house is accessed by car via a lane from Kalamati.



"As usual, to stay in Katerinas Penthouse was a joy. Anna and Costas are the best hosts possible"
– Mrs M. Hertfordshire

KATERINA'S PENTHOUSE

Set between the Turkish fortress of Izeddin and the coastal road towards Kalives and Rethminon is Kalamati with its taverna, cafeoneon and a secluded sandy beach (pictured) with a small jetty offering opportunities for fishing. Kalives, with its tavernas, beautiful sandy beach, shops, supermarket, bank and post office, is just 5 minutes drive away.

The main part of the property is the large penthouse which has two floors and extensive balconies from which to admire the sea view. Beneath the penthouse is an apartment reserved by the owners for their personal use.

- Cretan archway partitions the spacious dining area from the living area (with Cretan fireplace) and fully equipped kitchen. Small WC with hand basin and washing machine. Above the living room and kitchen is a bathroom and two bedrooms (one twin and one double with air con) divided by a wooden wall. Central heating. Solar panel, flat-screen Freeview Satellite TV.
- Beach & cafeoneon 400yds. Excellent tavernas, shops & beaches in nearby Kalives 2 miles.



Sleeps 2/4



HOUSES BY THE SEA



KALAMI

"The position of the house is superb, being seconds from the beach, yet having privacy and a wonderful view. We spent hours reading on the terrace with just the sound of the waves lapping the shore. Magic!" – Mr Ross, London



SIRENS' & MUSES'

Commanding impressive views over Souda Bay and a pebble's throw to the beach are Sirens' and Muses', named after a Greek Legend (see opposite).

Each of these Cretan houses stands alone, commands stunning views & offers a romantic retreat or charming family home. Traditional stone walls provide coolness in the summer & warmth for Spring & Autumn evenings with the cosy Cretan fireplace.

The houses are spacious, comfortable and fully equipped and have sitting out areas in their own gardens. The pebble beach in front is ideal for a morning swim after breakfast and the sandy beach by the jetty is just a two minute walk. Each house has a double bedroom (with ensuite) upstairs and a twin bedroom (with adjacent bathroom) downstairs.

- Open-plan kitchen with dining area and living room with fireplace
- Twin bedroom with air con. Bathroom with shower
- Upstairs double bedroom with air conditioning. Ensuite bathroom with shower
- Solar panel
- 10 minutes walk to cafeneon & taverna and 2 miles to tavernas and shops at Kalives
- WiFi.

Sleeps 2/5

38 info@purecrete.com





*"Had a really great time in Crete –
Fisherman's House was fab and we
would both definitely return."
Mrs B – Hertfordshire*

FISHERMAN'S HOUSE

This seaside Cretan villa offers romantic seclusion and superb views. The house has a spacious veranda from which to admire Souda Bay, an enchanting garden of fruit trees - orange, apricot, plum and nectarine - and a sitting-out area shaded by vines. The pebble beach in front of the house is ideal for a morning swim. It's a short stroll to a small sandy beach with a jetty for fishing.

- Downstairs: open plan lounge with sofa, armchair & coffee table plus a day bed. A low wall separates the lounge from kitchen & dining area. Bathroom with shower
- Upstairs: open Cretan gallery with double bed and air-conditioning via open wooden staircase (unsuitable for small children). Solar Panel.
- Wifi.

Sleeps 2/4

Taverna & cafe 1 mile. Kalives' tavernas, sandy beach, shops, bank & post office 3 miles. There is a small apartment below the property for occasional use by the owner.





DEKEM RESIDENCE - GAVALOCHORI

Dekem Residence is a beautifully renovated traditional house offering all modern comforts and located in the attractive village of Gavalohori.

The property has a private swimming pool, an outside with dining & seating area with views across the countryside and a large garden full of fruit trees, including orange, lemon and fig trees.

Ground floor: living room, kitchen, one double bedroom and one bathroom with shower.

Upstairs: small living room with double sofa bed, one double bedroom and a bathroom with shower. The living room opens on to a large balcony with lovely countryside views across the village and beyond; perfect for your morning coffee.

- Sleeps 2 to 6 in two double beds + one double sofa bed.
- 2 bedrooms with ceiling fans.
- 2 bathrooms
- 2 living rooms (one with double sofa bed)
- Kitchen
- Flat screen TV with freeview satellite channels
- Washing machine
- Outdoor BBQ
- Free broadband Wifi
- Pool – 7m x 3.5m (depth 0.8 - 1.5m)

The property is just a short walk uphill (5 to 10 mins/200 metres) from the centre of Gavalochori village, a pretty Cretan village with two cafes and three tavernas. There is also a bakery and a well-stocked minimarket in the village. Sandy beaches are just a short drive away (Almirida 10 mins, Kalives 15 mins).



"Our second visit to this wonderful villa and we loved it even more. Christos and his family are so generous and friendly and the house is gorgeous, spotlessly clean and so well equipped. It's a joy to spend time around the pool and cooking on the bbq. We love this place and will definitely return"

PRICES 2020

HOLIDAYS WITH FLIGHTS OR VILLA ONLY

We can provide holidays, with or without flights from your local airport, and can also provide car hire and airport transfers. Please contact us at info@purecrete.com or call 01444 880404 to speak to our Cretan experts, who can offer guidance in choosing your holiday to Crete and quote you the most up to date prices.

FULLY PROTECTED

All holiday payments are fully protected by Pure Crete ATOL license 2757 (for your flight), our Total Payment Protection (topp) (for villa only holidays) and by The Package Travel and Linked Travel arrangements Regulations 2018 (for your consumer rights) We are also a member of AITO, The Specialist Travel Association and adhere to their Quality charter.



THE AITO QUALITY CHARTER

AITO is the Association for independent and specialist holiday companies. Our member companies, usually owner-managed, strive to create overseas holidays with high levels of professionalism and a shared concern for quality and personal service. The Association encourages the highest standards in all aspects of tour operating.

Call us now to book your holiday to Crete

01444 880404 or email info@purecrete.com

THE TIMES

ALL QUIET ON WESTERN FRONT by Richard Morrison



The Turkish Fort at Aptera

Over in the west, in the rolling, rural foothills between the ancient port of Chania and the glorious White Mountains, is a Crete that seems frozen in time, along with its unpretentious tavernas, its farming villages, its gorgeous orange groves, its twisting mountain roads, and its secret gorges. To be a tourist here almost seems a crime; you feel that you might somehow dislodge the delicate workings of a society that gives off an aura of absolute tranquillity.

But if you are going to be a tourist, do what we did. Rent a marvellous old farmhouse. We went to an Anglo-Cretan company, Pure Crete, that specialises in using local craftsmen and materials to restore old properties. Our walls were a yard thick; great stone slabs paved the floor; archways and huge urns proclaimed our Grecian surroundings as clearly as the words that drifted up from the people harvesting avocados just below our balcony. Then eat and more importantly, drink - in the local tavernas, where the hospitality flows as freely as olive oil over the feta salad. Walk the lanes which, in late spring, are fringed by as colourful a carpet of wild flowers as anywhere in Europe.

And scramble to the top of one of the great Venetian or Turkish coastal forts - the spectacular Aptera, overlooking the deep blue Bay of Souda, was just a mile or two from where we lived - and watch the sun set on essentially the same scene as the voyaging Ulysses might have enjoyed three millennia ago. Even if you confine yourself to this relatively uncrowded western part of Crete, the contrasts are remarkable.

BOOKING CONDITIONS

1. Booking Procedure - Provisional bookings should be made by telephone to ensure that the accommodation and aircraft seats are available for the dates required. Such bookings will be held for three working days pending the receipt of a completed booking form and the deposit of £250 per person and £70 per hire car week. A higher deposit may be required dependent on your flight carrier, this will be discussed at the time your holiday is reserved. The booking will then be confirmed in writing and a confirmation invoice issued showing the balance due. This must be paid in full not less than 12 weeks before departure. If the balance is not paid by the due date the company reserves the right to cancel the booking and levy cancellation charges in accordance with paragraph 4. For bookings made within 12 weeks of departure, full payment must accompany the booking form. Pure Crete requires that its clients provide their own travel insurance, and that they provide proof of insurance on request from Pure Crete. We also require your passport details for the airline in accordance with the Government's Advanced Passenger Information System. For our privacy policy & how we handle your data please refer to our website.

2. Changes by you - If you change your booking after the confirmation invoice has been issued (eg name/date change) this must be received in writing & we will charge you £40 per alteration (or £80 within 4 weeks of departure) plus any charges made by the Company's Suppliers (e.g the cost of a new airline ticket if amendment/cancellation fees apply). If your changes are not possible or there is a change of date then the original booking will have to be cancelled & the cancellation charges in paragraph 4 applied. ** Please note on some airlines, date changes are not permitted and your flight will have to be cancelled at 100% cancellation charges. Name change charges are subject to your airline's terms and conditions and you will be advised of the amount at the time your booking is amended.**

3. Material Alteration - In the unlikely event of Pure Crete having to make a material alteration to your holiday, you will be advised of the change as soon as is reasonably possible. The company reserves the right in any circumstances to alter or cancel a flight. A material alteration is considered to be a change in airport, resort area, change of flight times by more than 12 hours. Should a material alteration or cancellation become necessary, you will have the choice of (a) Accepting the alternative arrangements (b) Choosing another available holiday from our programme or (c) Cancelling with a full refund. Should you accept any of these alternatives, no other claims for compensation or expenses will be considered unless we notify you of material alterations /cancellations within 8 weeks of departure. In this case, we will pay compensation of £10 per person. No compensation or claims will be considered in the event of alteration / cancellation due to force majeure events. (see condition 9).

4. Cancellation - In the event of a cancellation Pure Crete must be notified in writing and the following cancellation charges will apply from the time your written instructions are received by us:

BOOKING FORM

To check availability or to book your holiday telephone or email us today.
Reservations will be held 3 days pending receipt of your completed booking form
Telephone: 01444 880404 - info@purecrete.com

Cancellation notification of the holiday must be given immediately when the circumstances giving rise to the claim occur – failure to do so may prejudice your entitlement to claim through your insurance.

- More than 84 days before departure Loss of deposit
- 70-83 days before departure 40% of total cost
- 56-69 days before departure 50% of total cost
- 35-55 days before departure 70% of total cost
- Less than 34 days before departure 100% of total cost

Depending on your airline 100% of flight cost may be applicable (in line with their terms and conditions) in addition to the above.

5. Late Arrivals – Flight timings will be confirmed on flight tickets. Pure Crete cannot accept responsibility for clients missing aircraft or ferries due to late arrival of connecting aircraft or late check-in at airport or port. Clients should check in no later than 3 hours before departure for both flights.

6. Prices – Prices are based upon known fuel costs, exchange rates and taxes. Surcharges may become applicable due to currency fluctuations, general increase in aviation fuel costs, government levies & taxes, security charges and insurance costs. Any such surcharges may be passed on directly to our clients without profit to Pure Crete.

7. Accommodation – Description and Use – Pure Crete makes every effort to ensure that descriptions of accommodation and amenities are accurate but it shall not be liable in the event that any aspect of the holiday fails for reasons outside Pure Crete's control. The accommodation is only for the use of the passengers shown on the booking form. Sub-letting, assignment, or sharing is prohibited. Clients are responsible for leaving their accommodation in same condition as at the start of their holiday. Any breakages should be reported to our representative and paid for. The client is liable for charges incurred from damage or abuse of property overseas.

8. Liability – Pure Crete shall not be liable for any loss or damage arising in connection with a holiday caused by any matter outside the reasonable control of Pure Crete. This includes, but is not limited to, Acts of God, civil disturbance, strikes or industrial action, acts of government, failure of public supplies (e.g. water or electricity), failure of local transport to convey clients to their departure/destination airports, failure of mechanical equipment e.g. air conditioning and boilers. However Pure Crete will make all reasonable efforts to remedy such equipment failures. The conditions imposed by all carriers shall be deemed to be accepted by the client and are available on request. Contracts for excursions purchased locally in resort are between the consumer and the excursion provider, the tour operator acts as the agent and will not be liable for the excursion.

9. Complaints – In the unlikely event of a complaint please notify us in writing no later than 28 days after the completion of your holiday. No complaints will be considered after this time. "If you have a dispute with your tour operator which you are unable to resolve, you may call upon the low-cost AITO Independent Dispute Settlement Service (details on request). Claims which exceed £2,500 per person or £10,000 per

booking form or claims which apply principally or exclusively in respect of (or as a consequence of) illness or physical injury are not admissible for settlement under the service." In addition, Pure Crete must be notified of any complaints whilst you are in Greece so that we can assist in resolving any issues whilst in resort.

10. Consumer Protection, ATOL & TOPP – The air holidays and flights in this brochure are ATOL Protected, since we hold an Air Travel Organiser's Licence granted by the Civil Aviation Authority. Our ATOL number is ATOL 2757. In the unlikely event of our insolvency, the CAA will ensure that you are not stranded abroad and will arrange to refund any money you have paid to us for an advance booking. For further information, visit the ATOL website at www.atol.org.uk. Non air holidays: Customers' prepayments are protected by a TOPP policy. Worldwide customers' prepayments for non-flight inclusive packages/ will be reimbursed, subject to the terms and conditions of the TOPP policy. In the unlikely event of financial failure please contact the claims helpline on 01702 811397. A copy of the policy is available on request from your travel organiser. This policy is provided by Travel & General Insurance Services Limited (T&G), registered number 02527363 and underwritten by Hiscox Insurance Company Limited (Hiscox), registered number 00070234. T&G and Hiscox are authorised and regulated by the Financial Conduct Authority and the Prudential Regulation Authority (number 113849).

11. Pure Crete & the environment – Pure Crete is a member of Green Globe an organisation set up to promote environmentally sustainable tourism within the travel industry. Pure Crete restores Cretan houses, financed a loggerhead turtle hatchery, supported the protection of the Cretan bearded vulture, installs solar energy has facilitated carbon offset and supports local animal welfare.

12. AITO – Pure Crete is a member of AITO, The Association of Independent Tour Operators. AITO was established in 1976 to promote the wide range of holidays available from the best of Britain's specialist companies. Well-established and fully bonded, AITO companies offer particular types of holidays, geographical areas and special interests worldwide. The common aim of AITO members is to provide an attractive alternative to mass-market holidays, combining high standards backed up with a more knowledgeable, personal and caring service.

13. Passports, Visa & Health – Documentation and medical/travel insurance is your responsibility. For UK passport information visit www.gov.uk or phone 0300 222 0000. If you do not hold a British Passport you may need to contact the Greek embassy (020 7229 3850) to check whether a visa is necessary.

14. Pure Crete – Pure Crete was founded in 1989. Company number 03741135. VAT number GB 574 3887 93. Registered office:- Bolney Place, Cowfold Road, Bolney, Haywards Heath RH17 5QT. Your contract is with Pure Crete Ltd. All post and enquiries should be sent to our business address: Bolney Place, Cowfold Road, Bolney, West Sussex RH17 5QT. Tel: 01444 880404 This contract is made on the terms of these booking conditions. This contract is subject to English Law.

Holiday Details

Departure date & Airport

Return date & Airport

Name of accommodation

Bolney Place
Cowfold Road
Bolney
West Sussex
RH17 5QT

Passenger Passport Names (Party leader's name first)

Title+	First name	Surname BLOCK CAPITALS	DOB if under 16	Special requirements/occasions eg. vegetarian/birthday

†If professional title, please specify gender*

Address (For all correspondence)

Address

Telephone number

Home

Mobile

Postcode

e-mail

How many times have you travelled with Pure Crete before?

Please tell us how you heard about us

Insurance cover details
(company, policy no. etc.)

Car Hire

Group No. of weeks
Starting date (am/pm)
Ending date (am/pm)
Delivered & returned to
 (airport or accom)

Taxi Transfer

Taxi transfer to and from airport

Child Facilities

Cot required

Car seat

Deposit/Remittance

All bookings must include holiday deposits.
Bookings made within 12 weeks of departure
must be paid in full.

Holiday Deposit (£250 per person
plus £70 per car)*

DEPOSIT TOTAL £

Payment

Payment by Cheque

I enclose a cheque to "Pure Crete Ltd" for the
Deposit Total

Card payment

Card details will be taken over the phone and for your
security are not requested on the booking form.

We accept Visa/Mastercard/Debit

*A higher deposit may be required dependent on your flight carrier. You will be informed at the time of booking.

Please ensure you read our booking conditions paying particular attention to paragraphs 2 and 4 which outline any applicable charges should you alter your booking or cancel.

Please send me Pure Crete's annual brochure

Please do not send me Pure Crete's annual brochure

Please send me Pure Crete's monthly Email Newsletter

Please do not send me Pure Crete's monthly Email Newsletter

I accept the Booking Conditions detailed, for myself and on behalf of the persons named

Signature

Date

/ /

