A 2027 SEASON PROPOSAL FOR EMPIRIA GROUP

AEGEAN ELITE

Football & Wellbeing Experience

Train. Experience. Evolve.

Paris Iliopoulos | Founder & Concept Developer

A premium, destination-based football & wellbeing season

Aegean Elite pairs elite youth football training with a structured wellbeing programme, delivered across three Empiria Group destinations. Designed to sell as a turnkey seasonal product for 2027, filling shoulder-season inventory with a new guest segment: international families of young athletes.

3

Islands

Santorini, Paros, Milos

4

Group Windows

Proposed for 2027

66

Guests per Group

22 athletes + 44 parents

65%

Base-Case Margin

Direct programme profit

WHERE THIS STARTED

Modern football isn’t only about performance.

For the past year I've run Paris Football & Wellbeing, a personal research project exploring injury prevention, nutrition and mental resilience in young athletes, including an interview with AEK FC captain Petros Mantalos on mental strength in professional football. My conclusion kept repeating: elite performance depends on managing the athlete as a whole person, not just their training hours.

Aegean Elite is that idea, turned into something Empiria Group could actually sell.

MY RESEARCH FOCUSED ON:

- **Injury Prevention**

  Recovery built into every training day

- **Nutrition**

  High-protein, performance-focused meals

- **Mental Resilience**

  Psychologist access for every athlete

CONCEPT POSITIONING

Not a sports camp. An academy — and an experience.

Performance

Daily coaching from AEK Academy staff, small-group elite training, performance tracking

Lifestyle

Delivered inside Empiria Group properties — premium, but grounded

Destination

Santorini, Paros and Milos as part of the product, not just the backdrop

Personal Growth

Discipline, wellbeing, confidence and global exposure for every athlete

MARKET VALIDATION

This category already exists

I looked at what other hospitality groups are already doing with football academies, so this isn't a totally untested idea:

- **Ikos Resorts (Greece)** — Football Escapes academy partnership
- **Sani Resort (Greece)** — Chelsea FC Football Academy
- **Atlantica Hotels (Cyprus)** — Masters Football Camps
- **Falkensteiner (Austria)** — Football training accommodation packages
- **Chia Laguna Resort (Italy)** — Football Academy sport programme

None of them combine three islands, AEK Academy coaching and a real wellbeing framework the way Aegean Elite does — that's the gap I'm proposing we fill.

TARGET MARKET

Who we're selling to

Ages 14–18

Junior athletes at a developmental, ambition-driven stage

International Families

US, Europe, Australia and Asia, travelling for a summer experience

High-End, Experience-Driven

Families who already buy premium travel; this adds purpose to it

“Families aren’t buying a training camp. They’re buying a premium island journey with real developmental value for their child — and that's a very different price point.”

THE EXPERIENCE

Three islands, three roles

Santorini

FLAGSHIP EXPERIENCE

Vedema, a Luxury Collection Resort — iconic, premium, the hero destination for launch season

Paros

TRAINING BALANCE

Parilio, a Member of Design Hotels, a more relaxed pace with longer stays, built around structured daily training

Milos

EXPANSION ISLAND

Eréma, a Member of Design Hotels Positioned for growth beyond the 2027 launch season

PROGRAM STRUCTURE

Sport and hospitality, built as one system

TRAINING LAYER

- Daily AEK Academy coaching, small-group elite training
- Performance tracking across every session
- Structured wellbeing focus — recovery, nutrition, mental balance

HOSPITALITY LAYER

- Accommodation inside Empiria Group properties
- Structured daily routine across training, meals and free time
- Island activities, team bonding, cultural immersion

SAMPLE PROGRAM

A six-day journey

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6
Arrival	**Training**	**Training + Excursion**	**Training + Sunset**	**Matches + Closing**	**Departure**
Room allocation, welcome meeting with athletes, parents, coaches, doctor and psychologist	Morning + evening sessions, free time at the hotel between	Morning training, educational excursion, evening psychology session	Morning training, gym session, Oia sunset excursion	Friendly matches by age group, closing meeting, dinner at Alati	Breakfast and departures

OPERATIONS & DUTY OF CARE

Run like a professional sporting operation

STAFFING

- **Doctor present at all times**

  Mandatory medical coverage for every group, every day

- **Dedicated coach / trainer**

  Two-week on-site stay per group, AEK Academy standard

- **Psychologist access**

  One full day per group, athletes and parents

ADDED VALUE FOR PARENTS

- Spa discounts — 10% for parents, 20% for athletes
- Complimentary beach access for parents
- Sunset excursion — a signature closing moment
- Safety-first excursion policy on off-days

PROPOSED 2027 CALENDAR

Four group windows, ready to schedule

GROUP 1	GROUP 2	GROUP 3	GROUP 4
13–18 July	20–25 July	31 Aug – 5 Sept	7–12 Sept

20–25

Athletes per group

7–12

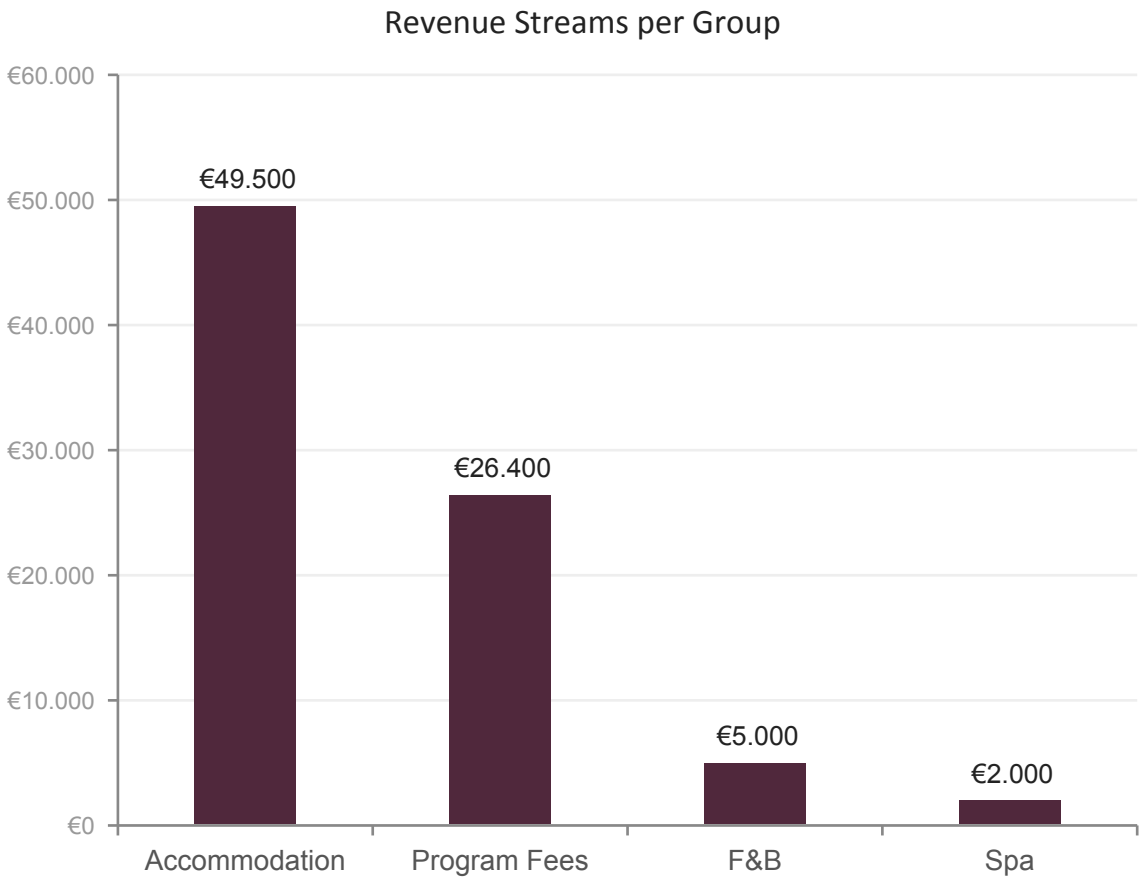
Junior category (yrs)

13–17

Senior category (yrs)

What one group generates

22 athletes · 44 parents · 66 guests · 5 nights · ADR €450



Total Revenue

€82,900

Total Costs

€29,000

Net Profit

€53,900

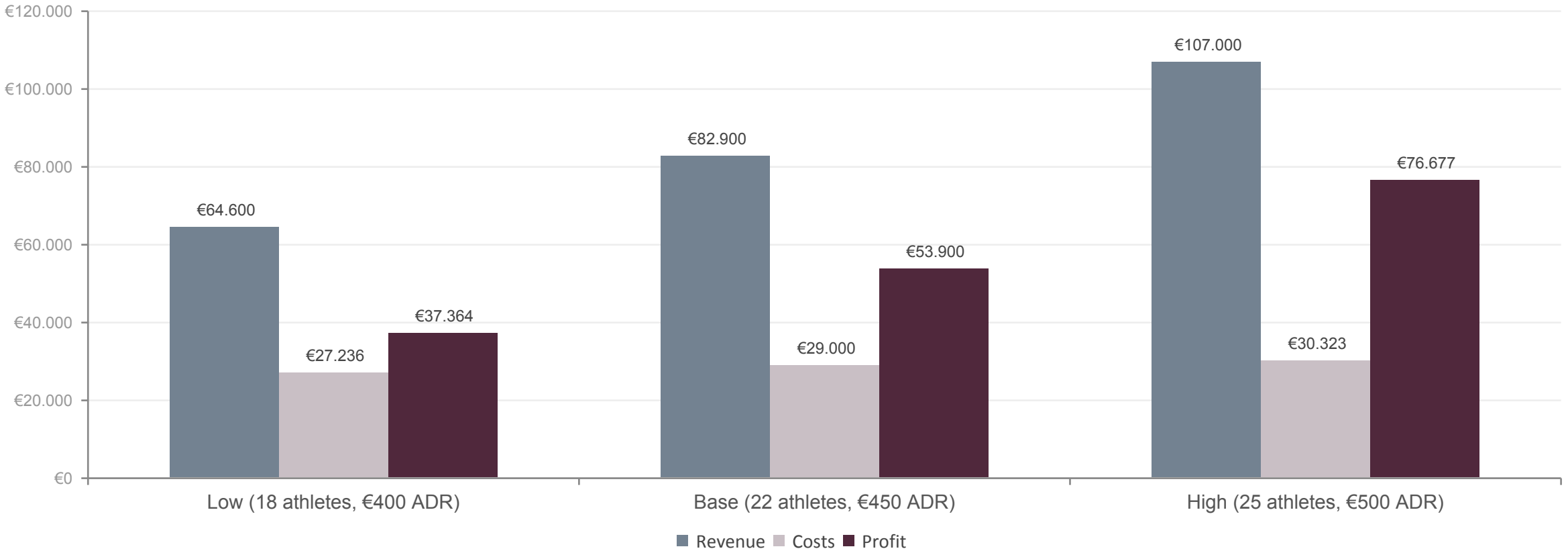
Profit Margin

65%

FINANCIAL MODEL — SCENARIO RANGE

I stress-tested it before pitching it

Per-group profitability under three scenarios — conservative, base, and optimised assumptions



GO-TO-MARKET & DELIVERY

Ready to execute, not just to imagine

MARKETING INVESTMENT

- **€7,000 one-time pre-launch campaign**

  Content production, branding, landing page, initial awareness

- **~€1,250 per group, ongoing**

  Paid ads (Meta / Google), retargeting, continuous promotion

PEOPLE I'D WORK WITH

- **Empiria Group**

  Hospitality, revenue, sales & marketing

- **AEK Academy**

  Coaching staff and football curriculum

- **Vscope**

  Social media planning & content

- **Lifethink**

  Landing page & booking development

NEXT STEPS

What I'm asking Empiria Group for

1. Finalize pricing strategy with the Revenue team
2. Approve the marketing plan and pre-launch budget with Sales & Marketing
3. Confirm external partners — stadium, local football club, medical and psychology staff
4. Greenlight one pilot group window for Summer 2027

“I didn’t just study football and wellbeing — I turned it into a business concept. This is ready to run as a real Empiria Group product for the 2027 season.”