

#DestinationHighlight
Lixouri, Kefalonia



Xi Beach

Kefalonia's Lixouri red sand coastline



A natural icon for cruise discovery



Where geology paints the coastline

Xi Beach stands out instantly. Not because of scale or activity, but because of its **distinct red color** and **iconic natural identity**.

Red sand is a rarity in Greece. In Lixouri, it becomes a defining **visual signature** just 7km from the port.

The warm, earthy tones of the shoreline create a dramatic contrast with the deep blues of the Ionian Sea and the soft, sculpted cliffs that frame the beach.

This natural palette gives Xi Beach an identity that is immediately recognisable.

For Cruise visitors, creates a strong visual memory that anchors Lixouri in the mind not as just another coastal stop, but as a place shaped by **time, geology, and authenticity**.



Shaped by time, revealed by nature



The red sand and soft clay cliffs of Xi Beach are **the result of ancient marine clay deposits**, formed millions of years ago when this part of Kefalonia lay beneath the sea.

Over time, these sediments settled, hardened, and were slowly exposed through geological movement.

Iron-rich minerals within the clay were gradually released through erosion by wind, rain, and the Ionian Sea.

This natural process gave the beach its **distinctive warm, earthy tones**, creating a shoreline unlike any other in Greece.

Xi Beach is not the product of design or intervention.

It is a landscape shaped patiently by time, where **geology itself becomes the main storyteller.**





A natural spa by the sea

Locals and visitors often use the **natural clay** as a **simple, traditional skin treatment**, mixing it with seawater directly on the shore.

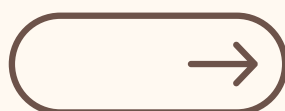
This informal ritual has been part of the beach's everyday life for years, turning the landscape itself into an **interactive element** of the visit.

The act of engaging with the clay creates a **moment of connection with the place**. It slows the pace. It invites **curiosity**. It encourages participation rather than observation.

In this way, Xi Beach quietly transforms a standard beach stop into **an experience**.

One that is **accessible, authentic, and memorable** and translates effortlessly into modern travel storytelling.

The experience remains **sustainable by design**, defined by its simplicity and shaped by natural elements rather than permanent structures or intensive development.



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Consulting & Development

A destination asset, not just a beach



Xi Beach demonstrates how a single, well-defined asset **can support a destination's cruise positioning**. Its value lies not in scale or intensity, but in clarity.

A place that is easy to understand, easy to communicate, and easy to remember.

For destinations like **Lixouri**, highlights like Xi Beach help shape a **boutique luxury identity**. They offer a clear point of reference, support it, and elevate the destination's image without relying on heavy infrastructure or high-volume development. The design of refined, small-scale cruise excursions

In this way, **Xi Beach** becomes more than a coastal highlight.

It acts as a **quiet luxury marker**, helping position **Lixouri** as a destination for travellers who value authenticity, timeless appeal, and effortless quality.



ΔΗΜΟΣ ΛΗΕΟΥΠΙΟΥ
Municipality of Lixouri