



## Press Release

### Aqua Vista Hotels Reinforces Greek Tourism

The 100% Hotel Show organized its first very successful “The Hotel Design Workshop” in Santorini on April 11th, with Aqua Vista Hotels being the exclusive Hospitality Sponsor. Aimed at hoteliers, the seminars were presented by expert speakers who focused on the significance of creating a unique hotel concept that promotes the destination itself as part of the overall guest experience.

A panel of industry professionals took part in the workshop to share their know-how and to outline the four basic categories of a hotel’s successful development. The first session introduced the importance of having a clear idea of the hotel Concept, while the second highlighted the design approach. Thirdly, attention was paid to the gastronomy experience and finally to the relevance of the concept in terms of sales. A large number of hoteliers and tourism specialists followed the suggestions of the speakers with great interest about ways of enhancing the local aspects of the area, whether that concerns the typical architecture or the gastronomy of the Cyclades. The attendees had the opportunity to listen carefully to the thoughts and conclusions of the speakers and to engage in the fruitful dialogue which ensued.

Mrs Sophia Matzourani, Business Development Manager of Aqua Vista Hotels, commented on the workshop: ***“The development of tourism and promoting Greece as a world class destination coincides exactly with the objectives of Aqua Vista Hotels. The creation of units with their own unique identity for an unforgettable experience is the basis of our philosophy. In that context, we naturally fully support initiatives such as this workshop, which aims at further developing Greek tourism and offering industry professionals invaluable information and training”.***



## **More about Aqua Vista Hotels**

Aqua Vista Hotels was founded in 2005 and today manages a portfolio of more than 30 hotels in Greece on the islands of Santorini, Mykonos, Paros, Naxos, Lesvos and Skiathos.

Managed by executives who have a great deal of experience in the hotel and tourism industry, all of whom possess a passion for the hospitality sector, Aqua Vista Hotels is involved in the creation and curation of hotels with a unique identity. Handling everything from architectural aspects to the interior design, the group is also responsible for the overall concept of the experience offered, as well as managing the bookings and the day to day functioning of all departments.

A hotel with a healthy and profitable operation, first class amenities and facilities and the creation of an unforgettable guest experience are all factors which define the objectives of Aqua Vista Hotels when embarking on any venture or collaboration.

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