



Press Release

Aqua Vista Hotels Sets the Pace for Sport Tourism on Kimolos

As this year's season gets off to a dynamic start, Aqua Vista Hotels continues to have a strong presence in all initiatives which are aimed at promoting Greek tourism and hospitality. The most recent example of the Group's commitment to this philosophy was on the island of Kimolos last weekend. Its experienced executives were there to take part in a highly productive workshop and to explain how sport tourism can have a positive impact on the hospitality sector in the Greek Islands. The successful conference took place on Friday 1 June within the framework of the first Kimolos Trail with the cooperation of the Cyclades Trail Cup 2018 and gold media sponsor Greek Travel Pages (GTP), under the auspices of the Municipality of Kimolos.

Mrs Sophia Matzourani, Business Development Manager of Aqua Vista Hotels, attended for a second consecutive year in the role of speaker and shared her expertise on how hoteliers can take advantage of such popular forms of sporting events. Talking on the theme of the workshop, **Cyclades Trail Cup: Management, Online Communication and Marketing for Upgrading and Increasing Reservations**, she pointed to the Kimolos Trail as an ideal example of how to extend the tourism season. With the race attracting a particular category of guests, she shared her know-how on ways in which hotels can make the right preparations and then manage the athletes' stay effectively. The interested audience were eager to hear about strategies used by the hotel management group to increase bookings and upgrades through online communication tools and marketing techniques. The enthusiastic response led to a fruitful discussion, which provided the opportunity for attendees to get a full picture of how Aqua Vista Hotels can help them. Not only did they learn about ways of achieving greater occupancy, but also about how to use running and hiking events to promote the island as an all-year-round destination.



In relation to the successful workshop, Mrs Matzourani stated. ***“We are very happy to be able to take part in such an important initiative once again, through which we can help local hoteliers to increase their awareness of how to extend the standard season. Nowadays, more and more sporting events are taking place on the islands which attract large numbers of competitors and onlookers. Aqua Vista Hotels is always willing to provide businesses with the tools and expertise that they need to exploit these opportunities and to increase bookings, even in low season.”***

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, Lesbos 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.



For more information please contact Travelworks Public Relations (Kostas Panagakis | +30 697 5871624 | press@aquavistahotels.com)