



Press Release

Rounding up a successful Sales Seminar programme for Aqua Vista Hotels

Aqua Vista Hotels is pleased to report the completion of its 2018 Sales Seminar calendar, held in partnership with WebHotelier, Marinet, #Rest@rt Contemporary Art and DNA Travel. Each informative session focussed on dynamic strategies for increasing hotel bookings and returns, including market placement, the role of technology, the combination of hospitality and culture, and the advantages of offering alternative experiences as a way of boosting revenue.

Five Sales Seminar events, an Aqua Vista Hotels initiative, have been held over the past 3 months, taking place in Paros, Santorini Naxos, Rhodes and Kalamata, all under the auspices of the Hellenic Republic Ministry of Tourism, the Hellenic Ministry of Culture and Sports, and the National Tourism Organisation. The seminars were offered free of charge to all hoteliers and professionals in the travel & tourism sector, ensuring open access to all business sizes.

Aqua Vista Hotels joined forces with four key players in Greece's tourism sector to create a unique programme of seminars. Mrs **Sophia Matzourani**, Business Development Manager of **Aqua Vista Hotels** presented a selection of leading case studies whilst Mr **Alexandros Damigos** of **Marinet** shared his thoughts on the importance of a strong online presence for hotels. Mr **Victor Matsas** and Mrs **Stella Tsantila** of **WebHotelier** shared their insights into the use of cutting-edge technology whilst Ms **Kelly Athanasiadou** of **#Rest@rt Contemporary Art Platform** introduced hoteliers to the concept of culture as a unique selling point. Last but not least, Mr **Iakovos Sachas** of **DNA Travel** shared his insights into the benefits of experiential tourism. The programme ended on a high note with a special panel at the **8th Kalamata School of Tourism**, where the panel was invited to share their insights alongside **Greek Travel Pages** Sales & Marketing Manager **Charis Brousalian**. New dates and destinations for Sales Seminar 2019 will be announced in January.



Commenting on the end of the 2018 programme, Aqua Vista Hotels' Business Development Manager stated, ***'We have been delighted at the unprecedented success of this years' sales seminars, as well as the warm feedback we have received across the board. We look forward to going further in 2019, when we aim to bring our programme to even more destinations across the country, engaging and inspiring hoteliers throughout Greece.'***

More about Aqua Vista Hotels

Aqua Vista Hotels was founded in 2005 and today manages a portfolio of more than 35 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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