



AQUA VISTA HOTELS

## Press Release

### A successful round of Sales Seminars for Aqua Vista Hotels

Aqua Vista Hotels joined the highly qualified panel of tourism experts in Rhodes on Tuesday 30 October 2018 to present the latest in the series of successful Sales Seminar for hoteliers. Focusing on how owners can increase revenue and bookings by implementing various new approaches and strategies, the seminar attracted a large turnout of interested parties from the Greek hospitality sector.

The event was held at the 'George V. Karagiannis' Chamber of Commerce and Industry of the Dodecanese with the collaboration of the Municipality of Rhodes, the Rhodes Tourism Promotion Organisation (RTPO) and the Hoteliers Association of Rhodes. Representatives of the Municipality of Rhodes were also in attendance and stressed the great importance of seminars such as these, which introduce innovative new tools for growth and sustainability.

The Sales Seminar was the fourth of its kind to be organised by the team of industry professionals, who first had the idea for the informative tour in the summer of this year. It wasn't long before the roadshow became a reality, with Paros and Naxos first on the list, followed by Santorini in October, all under the auspices of the Hellenic Republic Ministry of Tourism, the Hellenic Ministry of Culture and Sports and the National Tourism Organisation. Aqua Vista Hotels joined forces with four key players in Greece's tourism sector to create a unique panel of specialists, each one bringing his or her invaluable know-how to the table. **Mrs Sophia Matzourani**, Business Development Manager of Aqua Vista Hotels presented real life case studies of successful businesses while **Mr Alexandros Damigos** of **Marinet** brought his expertise on hotel on-line presence. **Mr Victor Matsas** and **Mrs Stella Tsantila** of **WebHotelier** shared their insight on the benefits of adopting high-tech tools while **Ms Kelly Athanasiadou** of **#Rest@rt Contemporary Art Platform** introduced hotel owners to the idea of focusing on art & culture as unique selling points. Last but not least, **Mr Iakovos Sachas** of **DNA Travel** talked about the benefits of experiential tourism.



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Mrs. Sofia Matzourani commented on the unprecedented success of the sales seminars and stated, ***“Our original idea to take a panel of experts around Greece in order to reach hoteliers turned into a very successful activity, during which we all came to appreciate the need for more information about new developments in the sector. I am especially pleased that the turnout at each seminar has been so large and that Aqua Vista Hotels has been instrumental once more in contributing to the promotion of Greek tourism and hospitality.”***

The panel have subsequently been invited to appear at the prestigious 8th Kalamata School of Tourism on Tuesday on November 20 in the Elite City Resort, Kalamata, along with Charis Brousalian, Sales & Marketing Manager of Greek Travel Pages in the role of guest speaker. The initiative is organised under the auspices of the Hellenic Ministry of Tourism, the Region of the Peloponnese, the Municipality of Kalamata and visitgreece.gr. The three-day event, which lasts from 19-21 November, aims to offer professionals, employers and students in the tourism sector the opportunity to learn about new developments in the industry. The expert sales team are honoured to be asked to share their insights at such a respected educational gathering, which affirms the value of their work.

**Participation in the seminars is free to all hoteliers and professionals in the tourism sector.**

#### **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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