



AQUA VISTA HOTELS

## Press Release

### Aqua Vista Hotels brings virtual reality to life!

Aqua Vista Hotels has embarked on an exciting new initiative, bringing the latest in high-tech to the client's hospitality experience in the form of virtual reality tours on its website.

Always at the forefront in implementing new approaches to successful hotel management with the aim of securing maximum bookings, the Group has recently announced that it will be making use of state-of-the-art technology in order to create a virtual tour of the hotels listed in its extensive hotel portfolio, and their locations.

Prospective guests will soon be able to enter each hotel website belonging to the Group and take a tour of the room options and facilities, enabling them to make a much quicker and easier selection of their preferred destination. The high-end technology has been designed to engage the user in an immersive experience like no other.

The Group will begin to create virtual tours of its 35 plus luxury hotels within the coming months, in collaboration with Future Need, a subsidiary of North Events owned by Leonidas Babanis.

As well as offering guests on a global scale the opportunity to get a better sense of what each hotel and destination has to offer, the interactive trip will be highly instrumental in securing direct bookings, making virtual reality an essential asset for today's hotel owner.

Talking about the new innovation in hospitality, **Mrs Sophia Matzourani**, Business Development Manager of Aqua Vista Hotels stated, ***"We see showcasing our properties with the use of virtual reality as the next logical step if we are to continue to offer our clients all the expertise they need to be successful, by giving potential guests the unique opportunity to feel that they are actually in the hotel itself. This cutting-edge technolo-***



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***gy is an extremely powerful marketing tool which has been proven to drive sales and we plan to apply it to our whole portfolio.”***

### **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.

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