



AQUA VISTA HOTELS

Press Release

Aqua Vista Hotels participated in all important trade exhibitions 2016

Aqua Vista Hotels was extremely active throughout 2016, participating in all the major tourism exhibitions and trade shows both in Greece as well as in London and Berlin. Coming into contact with domestic and international tour operators, travel agents and the press, the group succeeded in highlighting the extensive portfolio of luxury boutique hotels which it handles and promoting Greece as a world class destination.

HO.RE.CA., Athens, 2016

For the fourth consecutive year, Aqua Vista Hotels took part in the leading international exhibition for the Hospitality and Food & Beverage services, which ran from 12 - 15 February at the Metropolitan Expo, Athens, Greece. The annual event is considered to be the most influential commercial forum for the tourist industry in Greece, the Balkans and Southeastern Europe and representatives of the Aqua Vista group were present to exhibit their business profile and services to professionals from the hotel and hospitality sectors.

National Wedding Show, London, 2016

As one of the top wedding and honeymoon specialists in Greece & Cyprus, it is only natural that Aqua Vista Hotels should be present at one of the largest annual wedding events to take place from 26 - 28 February in London. With a rich portfolio of romantic boutique properties in exclusive destinations throughout Greece, Aqua Vista Hotels participated in the National Wedding Show 2016, which was held at the Olympia Exhibition Centre, in order to promote its select choice of units to the public. Dreams Luxury Suites, Alta Vista Suites and Art Hotel, Santorini were highlighted as idyllic wedding destinations. KB Suites and Cassandra Bay Resort in Skiathos, as well as Villa Faros in Lesvos and Azzurro Luxury Villas Cyprus, also received a great amount of interest from attendees.

ITB, Berlin, 2016

The International Travel Trade Show (Internationale Tourismus Börse), which takes place in Berlin every year, is the world's largest travel trade fair and Aqua Vista Hotels attended as one of the exhibitors. The group participated with great success at the event in which its sales, communications and marketing representatives took the opportunity to engage with other professionals in the sector, to forge new business connections and to make its affiliation of hotels known to the international travel market.



AQUA VISTA HOTELS

Travel Trade Show, Athens, 2016

Travel Trade Show Athens is the signature annual travel event for the capital city, hosting selected international buyers focused on Athens and Greece. Organized by the City of Athens Convention & Visitors Bureau (ACVB), in partnership with the European Tour Operators Association (ETOA), this year the workshop took place at the Grande Bretagne hotel in the heart of the city. Aqua Vista Hotels participated in the event for the third consecutive year as suppliers. Mrs. Sofia Matzourani, Business Development Manager of the group, along with Mrs. Katerina Mavroudi, Sales & Marketing Executive, had the chance to meet some of the most important foreign travel agencies and tour operators focusing on Greek destinations.

World Travel Market, London, 2016

The World Travel Market brings the travel industry together in London over a three day period as almost 5,000 exhibiting destinations, technology and private sector companies gather in order to network with travel professionals, key industry buyers, journalists, digital influencers, students and tourism ministers. Using the industry networks and unrivalled global reach provided by the show, Aqua Vista Hotels' executive sales team succeeded in creating personal and business opportunities and adding quality contacts, content and communities to its existing database. In addition, it had the opportunity to meet worldwide travel agent representatives and to be inspired by industry leaders discussing trends, issues and innovations in the travel industry.

Philoxenia, Thessaloniki, 2016

The 2016 Philoxenia event took place at the International Exhibition & Conference Center in Thessaloniki. The goal of the event was the further internationalization, given that over the past three years, the most important sector of Greek economy — tourism — is represented in this well planned and structured fair. The Aqua Vista Hotels team participated in significant parallel events and workshops, benefiting from the upgraded experience offered by Philoxenia, while promoting its collection of exceptional venues to leading hospitality consultants and travel agents. Specifically, 150 prestigious tourism-related foreign operators were represented and more than 20,000 people visited the show this year, showing a marked increase on last year's event.

100% Hotel Show, Athens, 2016

The third 100% Hotel Show took place from the 25 - 28 November at the MEC exhibition center in Peania, Eastern Attica. The 100% Hotel Show is a major source of information for tourism professionals and travelers and serves as a hub for ideas on everything from construction and decoration to innovative solutions and online presence. Aqua Vista Hotels could not fail to be present at this event, coming into contact with tourist accommodation owners, leading hospitality consultants and travel agencies. Mrs Sofia Matzourani, Business Development Manager of Aqua Vista Hotels presented details about the creation and operation of a boutique hotel, offering valuable insight into how to help an accommodation



AQUA VISTA HOTELS

expand in size and occupancy. The presentation received very positive feedback from the audience and, taking advantage of the opportunities for networking, Aqua Vista Hotels had the chance to forge partnerships with major hosted buyers.

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.