



Experts in tourism growth join forces in a series of sales seminars aimed at increasing hotel bookings and revenue

Five key players in the Greek tourism sector have joined forces in order to share their knowledge and expertise with hoteliers seeking dynamic new ways to increase their revenue.

Aqua Vista Hotels, the leading hotel management company, WebHotelier, the experts in high-tech tourism, Marinet, which is concerned with the online presence of a hotel, the innovative #Rest@rt Contemporary Art Platform and DNA Travel, which offers unique local experiences, have come together to organise an exciting series of sales seminars on several islands that will combine their collective expertise, experience and inspiration.

On behalf of **Aqua Vista Hotels**, **Mrs Sophia Matzourani** will offer hotel owners and managers the opportunity to learn more about the importance of creating a brand that will stand out from the competition and boost revenue through the examples of real-life case studies. Mr **Victor Matsas** of **WebHotelier** will be talking about new technology for online hotel bookings. Mr **Alexandros Damigos** will represent **Marinet** to analyse how tools like Orange Cloud PMS, Hotelier CMS & RateParity.com can increase direct bookings. **Kelly Athanasiadou** of **#Rest@rt** will explain the role of Cultural Tourism as an effective tool for setting a unit apart from its contenders, also with the aim of increasing revenue. **Iakovos Sachas** of **DNA Travel** will be sharing his expertise on the advantages to be gained from offering visitors alternative experiential services which highlight the local and regional culture.

The first in the series of Sales Seminars will take place on 21 September 2018 in Naxos followed by Paros, with further destinations and dates to be released shortly. Participation is free to all hoteliers and professionals in the tourism sector.

For more information please contact Travelworks Public Relations (Dimitra Moraiti & Katerina Fotopoulou | +30 210 9222525 | press@aquavistahotels.com)

www.sales-seminar.info