



AQUA VISTA HOTELS

## Press Release

### **Aqua Vista Hotels shines the spotlight on innovation and development as the 2019 series of Sales Seminar begins**

Aqua Vista Hotels was joined by five other leading lights in the Greek tourism sector on a crucial project that shares their knowledge and experience with hoteliers, and aims to increase hotel bookings and revenue. The sixth and seventh sessions in the series of Sales Seminar took place on 11 April in Preveza, followed by Ioannina on 12 April: two destinations in Epirus which are important tourist attractions and also have great potential for further development.

Principal hotel management company Aqua Vista Hotels combined forces with high-tech tourism experts WebHotelier, Marinnet, who specialise in digital marketing for hotels and the innovative #Rest@rt Contemporary Art Platform to organise a stimulating series of Sales Seminar in tourist destinations throughout Greece that direct their collective expertise towards innovation and development within the industry. The panel of experts also included DNA Travel, which offers unique local experiences and leading travel information provider Greek Travel Pages.

Representing **Aqua Vista Hotels**, **Mrs Sophia Matzourani** used real-life case studies to expound on the importance of branding, market position, proper booking and sales management and their relationship with the increase of hotel revenue. **Mr Victor Matsas** of **WebHotelier** discussed the role of technology in hotels and how it can facilitate their operation and contribute to their development. On behalf of **Marinnet**, **Mr Alexandros Damigos** analysed online tools, online presence and innovations in the presentation of accommodation online. **Ms. Kelly Athanasiadou** of **#Rest@rt** focused on culture and experiential tourism as a customer attraction and examined how diversification can aid guest experience. **Mr. Iakovos Sachas** of **DNA Travel** shared his expertise on the position of culture and local experiences in the marketing plan of hotels and how these can increase their sales and revenue. **Mr Charis Brousailan** of **Greek Travel Pages** offered insights into how to take advantage of destination, product and accommodation in order to develop and grow in the hospitality sector.

Business Development Manager for Aqua Vista Hotels, Mrs. Sofia Matzourani, commented on the impact of the Sales Seminar and stated, "**Seeing our initial idea to share expertise with hoteliers across Greece continue to succeed in**

***this format is highly satisfying, particularly considering the recent sessions, which were well attended. The level of enthusiasm and commitment from the participants reflects the growing interest in finding solutions to the issues modern hoteliers face and we are very pleased to be able to offer solutions.”***

The Sales Seminar were organised with the kind support of the New Preveza Hoteliers Association and the Ioannina Region Hotels Association, under the auspices of the Hellenic Republic Ministry of Tourism, the Hellenic Ministry of Culture and Sports, the National Tourism Organisation and the Association of Greek Tourism Enterprises (SETE).

Further destinations and dates will be released shortly. Participation 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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