



HOSPITALITY SERVICES

BY



ARIA HOTELS

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Company Profile

Aria Hotels (www.ariahotels.gr) is a family-owned company and a member of the Libra Group (www.libra.com), owned by the Greek origin Logothetis family, offering a collection of boutique hotels, holiday homes, beach houses & villas, in exceptional destinations of unique natural beauty throughout Greece.

The company is emphatically not a 'chain' but a curated collection of properties aimed at the discerning traveller. Some properties are classic beachfront hotels in well-known resorts, while many are 'off the beaten track', smaller properties that provide access to an 'undiscovered Greece'. Some are modern properties built in the traditional style, others are historic landmarks and fine examples of Greek heritage.

Aria Hotels focuses in two pillars:

- Hotel Project Management
- Hotel Operations & Consulting



Company Profile

The Aria Hotels Philosophy is founded on three principles:

- Respect for the environment
- Appreciation of culture
- Passion for discovery

Outstanding quality in service and accommodation is the core of the Aria Hotels experience.

As hotel operators we currently manage over 33 properties around Greece, without counting the 27 owned properties. In total the Aria Hotels portfolio included 60 properties in 17 destinations in Greece.

Based in the southern suburbs of Athens, in Voula, our Head Quarters consist of 18 permanent personnel, supporting all major departments like Accounting & Finance, Operations, Sales & Marketing, Reservations, Technical & Procurement, IT and Human Resources.



Operations

Services among others:

- Set a detailed pre-opening critical path.
- Development of annual operating plan.
- Personnel selection process.
- Training of personnel according to Aria's Standard Operating Procedures.
- Supervision of personnel on their daily duties.
- Prepare an organization chart and manning guide.
- Arrange the project's personnel accommodation.
- Arrange & offer guidance for the F&B outlets, design of menus etc.
- Handling of event planning.
- Liaising with the local management team to handle clients' possible complaints daily, to find a proper solution.



Operations

- Reviewing guests' feedback both online and via the hotel's survey process to improve performance.
- Day-to-day operations & guidance, according to the property and local team's needs.
- Visits and thorough inspections of the property.
- Control of procurement process for FF&E, using the Procurement Express software (<https://www.procurementexpress.com>)
- Supervising & ensuring implementation of the standards set by Aria Hotels, agreed with the owners.
- Monitoring daily the opex of the hotel.



Sales & Marketing

Services among others:

- Development of annual Sales & Marketing Plan.
- Create & handle the brand identity & diversity of the property.
- Competition research on local and national level & rate card creation.
- Creation of promotional material & presentation of the property for rate distribution.
- Contracting with the already established travel collaborators of Aria.
- Contracting with new travel partners and increase of the property's travel portfolio.



Sales & Marketing

- Coordination and handling of electronic sales channels through Online Travel Agents.
- Apply yielding techniques to increase occupancy and optimize revenue in different periods.
- Coordination of Site Inspection Requests with the local manager.
- Promotion of the property & invitation to some of our existing collaborators to include the hotel in their portfolio.
- Coordination of collaborations with Aria's publicity partners.
- Web Site Integration and constant management of Website.
- Social Media promotion: Integration and constant page management on various social media channels.
- Press Release creation & distribution. Press clipping.



Sales & Marketing

- Development of collaborations with press and bloggers through the Aria Hotels & Libra Group network.
- Take advantage of the promotion to the extended & loyal Aria's international guest data base.
- Organise Familiarization Trips to introduce the property in travel & press market.
- Include the Hotel in Aria's Loyalty club.
- Participation in Aria Hotel's advertising campaigns.



Reservations

- Handling & monitoring of Reservations.
- Handling of “Rate & Collaboration Requests” as well as “Special Requests”.
- Create & provide Reservations Standard Operating Procedures to be implemented at the Hotel.
- Training of reservations personnel.
- Provide reservation templates for all possible cases.
- Use of Aria’s PMS Software to control reservations.
- Implementing Online Check-In procedures using Aria’s software.



Information Technology

- Systems IT setup, internal and external integrations.
- Technical & IT supervision with the local team.
- Annual IT & Technical Report – Suggestions for the next operating season

Reporting

- Annual Operating Budget
- Monthly Operating Report
- Weekly Reservations Report
- Annual Technical Report



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