



PRESS RELEASE

Five Awards for Attica Group in Tourism Awards 2019

Gold in category "Innovative Concept"
Gold in category "On Line Strategy"
Silver in category "Loyalty Programs"
Silver in category "Storytelling Experience"
Silver in category "Social Media Presence"

Attica Group, the parent company of SUPERFAST FERRIES, BLUE STAR FERRIES and HELLENIC SEAWAYS, is proud to announce that it has been awarded with 5 prizes in **Tourism Awards 2019**, organized by Bousias Communications.

In the awarding ceremony that took place on Tuesday, April 9th, in the presence of more than 700 executives and celebrities from the industry, Attica Group received the following awards:

- ✓ **Gold** award in category "Innovative Concept" – Eurail – Interrail Greek Islands Pass for 5 Domestic Destinations
- ✓ **Gold** award in category "On Line Strategy" - Online Performance Marketing SUPERFAST FERRIES
- ✓ **Silver** award in category "Loyalty Programs" - SEASMILES Loyalty Scheme
- ✓ **Silver** award in category "Storytelling Experience" - Action "The Unseen Beauty of the Aegean" BLUE STAR FERRIES
- ✓ **Silver** award in category "Social Media Presence" - Hellenic Seaways' Social Media

The **Gold** award in category "Innovative Concept" refers to the railway "Eurail and Interrail Greek Islands Pass for 5 Domestic Destinations" by ATTICA GROUP, which are valid for ship travel in 5 Greek islands of choice. This is an innovative product, which has already reached the Top 10 of preferences for railway passengers in Europe.

The **Gold** award in category "On Line Strategy" refers to the fully targeted Performance Marketing strategy applied by SUPERFAST FERRIES, which led to an increase in Online bookings during 2018.

The **Silver** award in category the "Loyalty Programs" refers to the Seasmiles Loyalty Scheme for best practices in building trust relationships with member passengers and offering travel deals and privileges.

The **Silver** award in category "Storytelling Experience" refers to the Action "The Unseen Beauty of the Aegean" by Blue Star Ferries, which aims at showcasing the cultural heritage of the Aegean islands through the promotion of photos depicting the manners and customs in our islands.

The **Silver** award in category “Social Media Presence” refers to the multi-faceted and dynamic presence of Hellenic Seaways on social media channels, which resulted in a significant increase in fans, as well as the effect on the public.

ATTICA GROUP is engaged in passenger shipping through SUPERFAST FERRIES, BLUE STAR FERRIES, HELLENIC SEAWAYS and AFRICA MOROCCO LINK, operating 30 vessels providing modern, high quality transportation services in Greece and abroad. Attica’s vessels serve 60 unique destinations in 4 countries, connecting 71 ports transporting over 7mln. passengers, 1mln. private cars and 400,000 trucks per year.

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