

WRAPSODY

Hospitality Marketing & Communication Agency

SERVICES & SAMPLES





OUR BRAND

Wrapsody is a premium marketing and communication agency dedicated to boutique hotels, luxury properties, and travel destinations. Deeply connected to the hospitality industry, each project is approached with empathy, helping hoteliers promote their brands in ways that inspire people to dream, travel, and experience unique destinations.

At Wrapsody, compelling brand stories are crafted to build trust and spark imagination, transforming them into unforgettable travel rhapsodies that resonate, inspire, and influence.

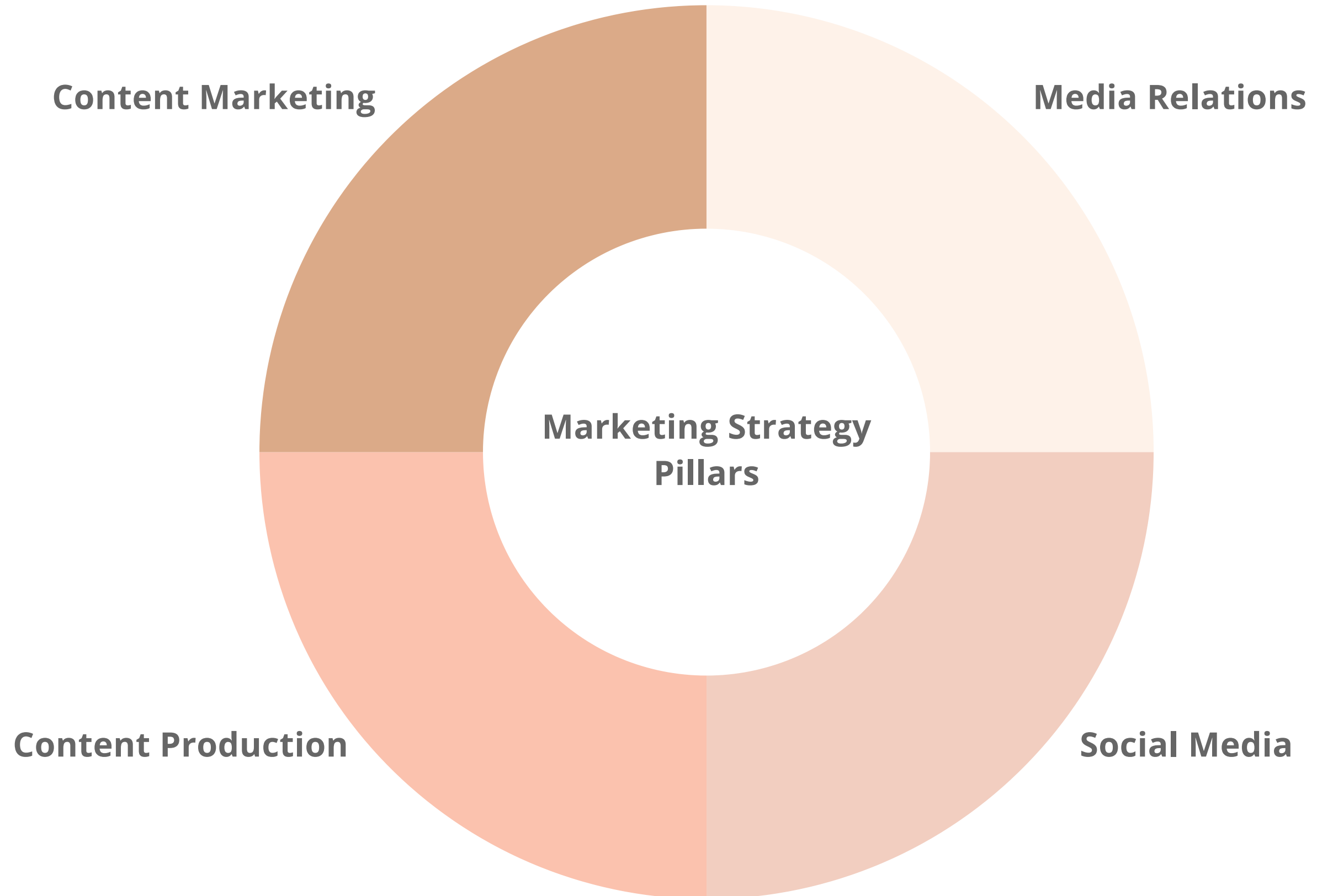
MARKETING STRATEGY

OUR SERVICES

The design of the marketing strategy for each hotel requires a coordinated plan and planning in order to achieve brand consistency and all the actions chosen for the implementation of the strategy, to serve the objectives we have set.

The systematic implementation of these actions is covered by the other services included in Wrapsody's portfolio, which enhance the visibility and extroversion of each property, while leading to the correct positioning of each hotel brand in relation to its competition.

MARKETING STRATEGY SERVICES



MARKETING SERVICES

& SAMPLES OF WORK

MARKETING CONTENT MARKETING CONTENT

CONTENT MARKETING

- Content production (texts) for websites & newsletters
- Articles
- Presentations
- Ghost Writing

MARKETING CONTENT MARKETING CONTENT

SAMPLES OF WORK: NEWSLETTER & WEBSITE TEXT



MÉLISSES
YOUR HOME IN ANDROS

Il Matrimonio Dei Paesi
A HELLENIC & ITALIAN PAIRING OF TASTES

Melisses' shared heritage is living proof of Greece's sunshine and fragrant landscape of Andros fusing with Italy's fiery temperament and cosmopolitan wealth. The ultimate golden thread connecting these two countries is a deep understanding of what makes a good wine and a flair for soulful food.

No one else could be more fit to talk about this than our founder Allegra, whose love of both countries is the driving force behind everything we do in Melisses. Read on as she unravels her favorite pairs of natural Greek wines and deeply loved dishes of her homeland.

Newsletter
Melisses Hotel, Andros



Domaine de Kalathas "Vorias" with Summer Panzanella
"Invite the refreshing sea breeze as a dinner centerpiece with this exquisite flavour pairing. The warmth of the Mediterranean exuded from "Vorias" is the ultimate partner to the elevated version of the traditional Tuscan Panzanella, creating an effect of the island breeze in your taste buds."

Chatzakis Winery "Fabrica Rose" with Herbaceous Focaccia con Prosciutto
"The perfect starter does exist, even if it needs a little bit of loving fermentation. Topped with herbs that make all senses sing and served with slightly salty, this Focaccia and Rosé wedding creates a flavour blend through which your guests will inevitably create a core memory."

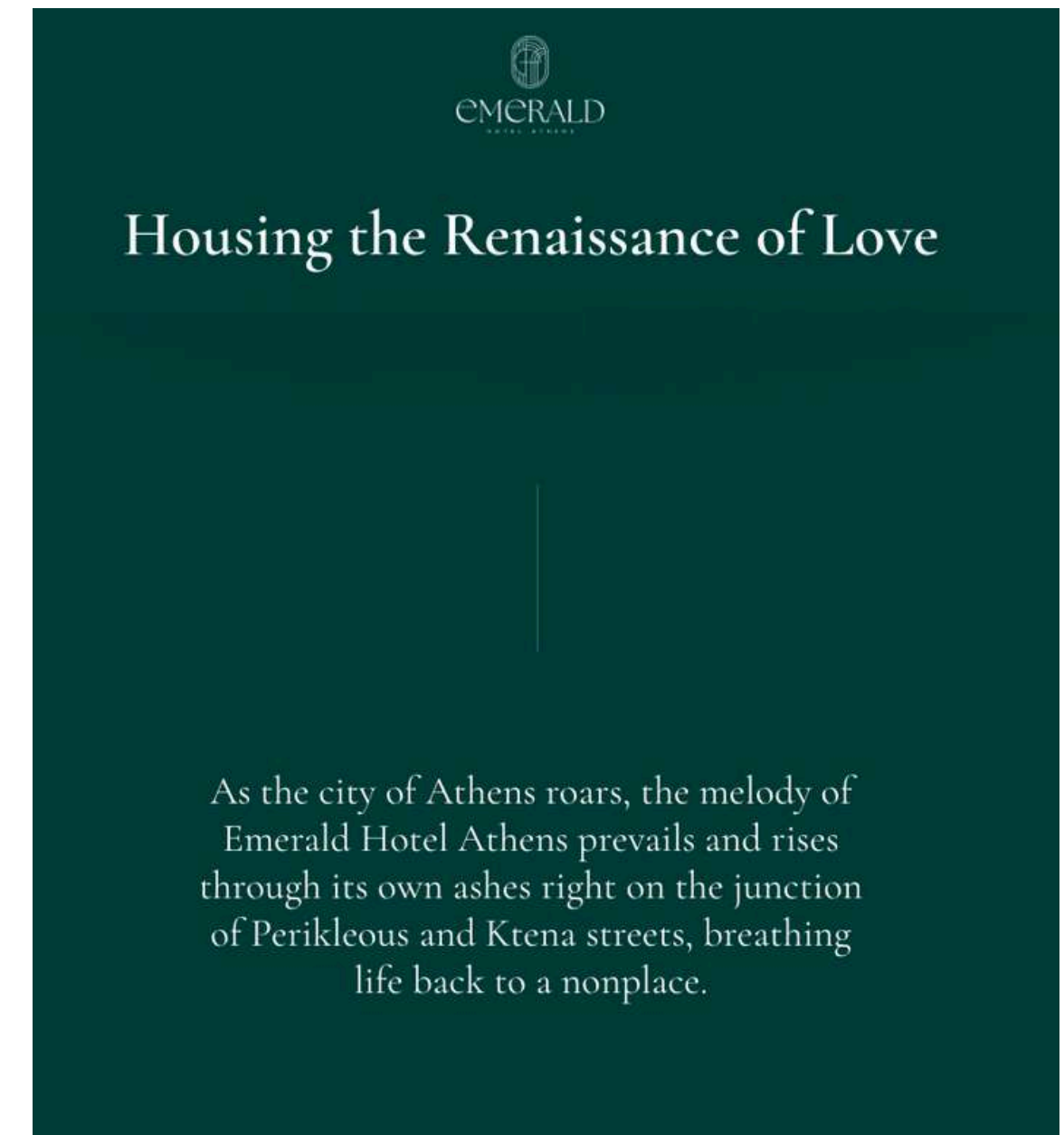
Moraitis Winery "Malvasia Paros 2" with Cannoli Siciliani con Frutti
"Served cold, this "Malvasia Paros 2" dessert wine is bound to have the perfect marriage with the Cannoli Siciliani that we all know and love in Italy. The perfect bite-sized treat, this dessert is the perfect conclusion to your evening of this Greek-Italian dining affair."

Put on your own version of this fragrant Matrimonio degli Paesi, basking in the flavour of their shared auric shades.

OH, AND DON'T FORGET TO TAG US ON SOCIAL MEDIA WHEN YOU DO!

www.melissesandros.com info@melissesandros.com

Newsletter
Melisses Hotel, Andros



EMERALD
HOTEL ATHENS

Housing the Renaissance of Love

As the city of Athens roars, the melody of Emerald Hotel Athens prevails and rises through its own ashes right on the junction of Perikleous and Ktena streets, breathing life back to a nonplace.

Website Copywriting
Emerald Hotel, Athens

MEDIA RELATIONS

- Systematic communication with media representatives & travel editors from digital & print media in Greece and abroad
- Media hospitality to secure experiential articles
- Design and implementation of advertising plan (campaigns)
- Sending press releases
- Interviews
- Ongoing Collaborations: Conde Nast Traveler, Vogue IT, Madame Figaro FR, National Geographic, Guardian, Evening Standard, To Vima, Kathimerini, Attica Media Group, Fraport Magazine, etc.

LATIONS MEDIA RELATIONS MEDIA RELATIONS

SAMPLES OF WORK (PRINT MEDIA / ABROAD)



Mandraki Beach Resort HYDRA, GREECE

Nestled on the cosmopolitan and car-free island of Hydra, Mandraki Beach Resort shines as a captivating gem along the historic bay of Mandraki. This exquisite boutique hotel, situated on the island's sole sandy beach, carries profound historical significance, entwined with the legacy of Admiral Andreas Miaoulis, a revered figure in Greece's naval history. In the 1800s, this very bay witnessed the construction and launch of ships that safeguarded Greek seas against the Ottoman fleet. Today, Mandraki Beach Resort serves as a sanctuary, inviting guests to leave their daily routines behind and embrace true luxury.

As a living testament to its storied past, the resort showcases two fortress structures that sit on the bay, original cannons — which have been transformed into docking points — and a commanding platform. All stand as poignant reminders of the area's heritage.

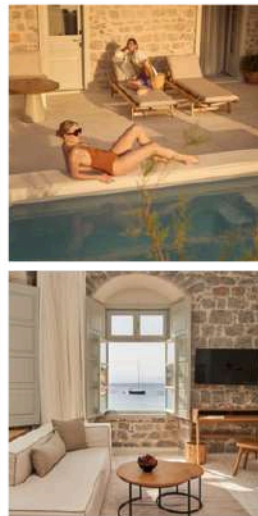
Mandraki Beach Resort artfully combines its historical legacy with modern comforts, including 17 meticulously designed suites and beachfront cabanas just steps away from the sand. Guests are

enveloped in a haven of serenity and laid-back leisure, harmonising the island's natural beauty with cosmopolitan charm.

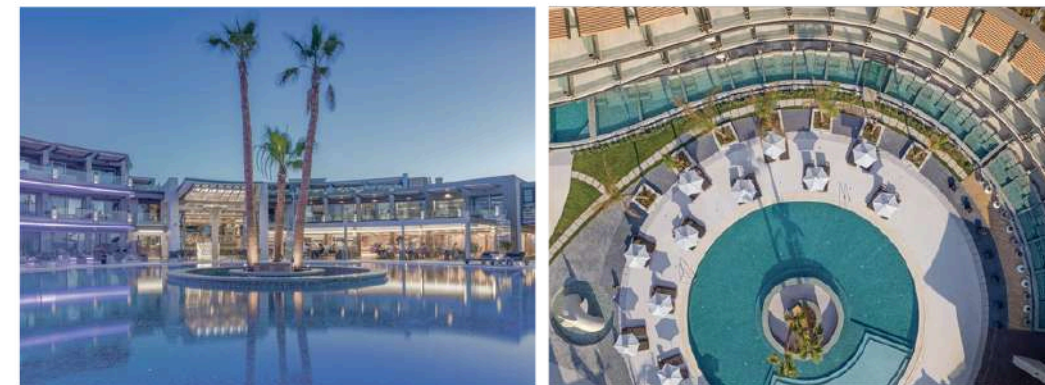
This restored historical monument offers a fresh perspective and sets the stage for an extraordinary experience. Mandraki Beach Resort invites guests to unwind, rediscover themselves and embrace a liberating sense of freedom and true opulence. The sheltered bay is an idyllic and well-known anchorage point for private yachts, offering a combination of warm hospitality, discreet service, minimalist aesthetics and modern facilities.

Furthermore, the renovated Captain M restaurant presents yet another exquisite offering within the resort. Under the guidance of chef Yannis Hatzis, the restaurant redefines Mediterranean flavours, tantalising guests with a refined menu. Situated next to the island's sandy beach, the restaurant offers a unique culinary and visual experience. As the sun sets over the secluded Mandraki Bay, guests can relish the mesmerising beauty that surrounds them, creating unforgettable moments for even the most discerning palates.

DON'T MISS Sip on a signature cocktail while admiring the exhibitions at the resort's private art gallery



26 The Travel Guide Worldwide Travel



Find your bliss in Crete, welcome to Nautilux

Clearing the calendar in favour of a week in the sun — that's the Nautilux philosophy

Nautilux is a five-star hotel on Rethymno's breathtaking sandy beach, minutes away from the Old Town, a place where the aesthetics and vibrant personality of the hotel meet the world-famous Cretan hospitality. Designed to impress and be future-positive, all rooms and suites at Nautilux are furnished with high-quality materials and equipped with modern and advanced technology. The hotel offers a wide range of accommodation options, from standard rooms to luxurious suites with private pools or hot tubs.

Guests will also have the opportunity to explore state-of-the-art wellness and spa facilities, a fitness centre, a restaurant and a cocktail lounge. Nautilux's stylish architectural design combined with the uniqueness of its location hold wide-reaching appeal.

Positive energy
Summer nights here are filled with smiles, cocktails and good moods. Something that gives Nautilux its charm is the buzzing energy of its guests. People from all over the world visit the hotel and enjoy the fresh Cretan nights, stargazing with a cocktail in hand. Many also spend their days swimming in crystal-clear

waters at the beach. Nautilux is the perfect place to unwind, have fun and enjoy an uplifting ambiance. It's great to visit from mid-April to mid-November when you can enjoy Crete's warm climate and the particular charms of Rethymno.

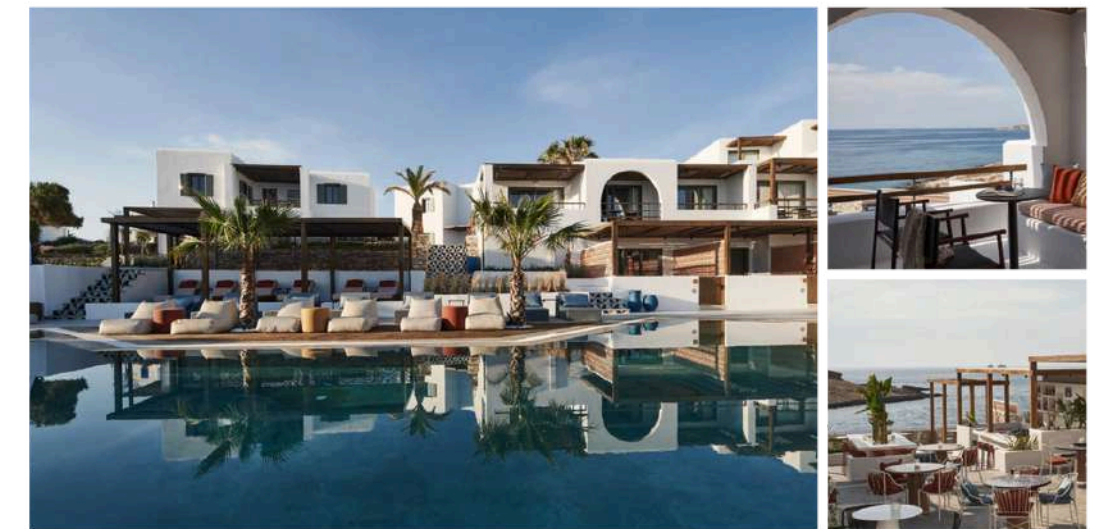
Rethymno — a tale as old as time
Welcome to a real-life postcard! Rethymno has a well-preserved Old Town to explore. Aristocratic buildings, narrow streets, a dreamy Venetian harbour and an impressive fortress are some of the must-sees. Every day this area is buzzing with uplifting energy and vibrancy. Nautilux, just minutes away from the site, provides guests with a lovely opportunity to explore more of Crete's fascinating history.

Fantastic activities
A great holiday consists of equal parts relaxed and luxurious stay and characterful and unique surroundings. Many travellers love taking a stroll around the Old Town and trying the many flavours of greek available, watching the colourful sunset after a day spent on the beach, enjoying watersports, or exploring the coast. The list of possibilities is extensive.

Awards are in
Awarded the Best Greek New Resort 2022 by Greek Hospitality Awards, Nautilux aspires to maintain its award-winning status and is ready to welcome guests and treat them with Cretan care and hospitality! Take a morning dip in the sparkling waters at the beach, enjoy the sun with an ice-cold signature cocktail in hand and visit the historic Old Town. Walk along the harbour and the lighthouse right before sunset when the temperature cools and the sky is painted in many colours, before ending your night with a delicious local dinner and a glass of raki. And then? Relax and enjoy the luxurious facilities of Nautilux and celebrate your Cretan getaway in style.



Guardian Travel Guide, UK
Nautilux Hotel, Rethymno



MINOIS Hotel PAROS, GREECE

MINOIS Hotel is located in the serene setting of the island of Paros in the heart of the Aegean Sea, poised to enchant guests with its renewed allure and immerse them in the vibrant colours of the Mediterranean.

Drawing inspiration from a rich tapestry of Mediterranean countries, MINOIS weaves a mesmerising tale of harmonious contrasts. Taking cues from the iconic white cubist houses that epitomise Cycladic architecture, the hotel transforms this blank canvas into a captivating masterpiece. Vibrant hues influenced by the Spanish, French, and Italian Rivièras intermingle with Moroccan touches, creating an ambiance that encapsulates the Mediterranean's unique identity.

Guests of MINOIS Hotel are treated to a sumptuous experience, residing in exquisitely appointed suites that showcase meticulous attention to detail inspired by the Mediterranean basin. The Aura Spa is a sanctuary of serenity where guests can immerse themselves in rejuvenating Mediterranean wellness practices. Meanwhile, the culinary journey at MINOIS

Hotel is a gastronomic delight crafted by Michelin-star chef Alexandros Tsiotimis. Whether indulging in characterful dishes from Olvo or embarking on a gastronomic exploration at Olvo Dégu, guests can savour the flavours of the Mediterranean alongside a superbly curated wine list. The hotel also offers a collection of activities to enhance guests' stay, from invigorating hikes and salt-harvesting along the sea cliffs to experiences such as traditional loom weaving and beach picnics at sunset, as well as stargazing encounters.

The unveiling of MINOIS Hotel's new identity is a moment of great excitement. With a belief in the transformative power of the Mediterranean's breathtaking imagery and encounters, the team at MINOIS aspires to provide guests with a sun-drenched experience that merges with the island's Cycladic architecture and vibrant culture. Through its dedication to curating unforgettable moments, MINOIS Hotel invites guests to depart with a renewed sense of inspiration, rejuvenation, and a lasting connection to the captivating spirit of the Mediterranean.

DON'T MISS Try the Josper grilled selection of meat and fresh fish dishes at Olvo Restaurant and savor Mediterranean fine dining at Olvo Dégu

Need to know

- KEY FEATURES**
- Olvo and Olvo Dégu restaurants
 - Spa and wellness facilities
 - Interactive experiences and events
 - Cocktail bar
 - Vegan-friendly menus
 - Family-friendly

GET IN TOUCH

minos-hotel.com
T: +30 228 402 2435
E: info@minos-hotel.com

AS FEATURED IN



2023

National Geographic - Luxury Collection, UK
Minois Hotel, Paros

National Geographic - Luxury Collection, UK
Mandraki Beach Resort, Hydra



2023

SAMPLES OF WORK (ONLINE MEDIA / ABROAD)



Un refuge raffiné à Hydra



Bâtiment historique réaménagé en hôtel de luxe, le Mandraki Beach Resort est le lieu idéal pour se ressourcer. Eleni Stasinopoulou

Mandraki Beach Resort réunit tous les ingrédients d'un lieu exclusif. Sur la seule plage de sable de l'île d'Hydra, en Grèce, ce monument historique a été transformé l'été dernier en un boutique-hôtel 5 étoiles de 17 suites. De cet ancien chantier naval utilisé au XVIII^e siècle pour défendre l'indépendance grecque, restent les structures de la forteresse, les canons utilisés comme point d'accostage ainsi que la plateforme dans la mer. Coup de cœur pour la décoration douce des chambres et suites (notamment celle de la tour avec plusieurs fenêtres sur la baie), les eaux cristallines pour s'offrir un bain au réveil, la grande plage et le restaurant Captain M, naturellement tourné vers la pêche du jour. Pour les discrets, de nouveaux bungalows avec piscines privées viennent d'être inaugurés. Ici, se régénérer n'est pas un vain mot : tout a été étudié de très près.

À partir de 349 €. mandrakibeachresort.com

Madame Figaro France
Mandraki Beach Resort, Hydra



TRAVEL

The Best Hotels and Airbnbs in Hydra, From Charming Boutique Stays to Old Stone Homes

BY MONICA MENDAL
June 1, 2024



Vogue Italia
Mandraki Beach Resort, Hydra



Photo: Mandraki Beach Resort

Mandraki Beach Resort

Opened in 2023 on the only sandy beach in Hydra as one of the first luxury resorts of its kind on the island of Hydra, Mandraki Beach Resort is situated just a brief 3-minute sea taxi ride from the port and occupies a meticulously renovated historic building composing 17 contemporary luxury suites with terraces and private pools and a Greek restaurant.

- **Amenities:** Private beach, restaurant, bar
- **Address:** Mandraki Bay, Idra 180 40, Greece

BOOK AT BOOKING.COM

BOOK AT EXPEDIA

SAMPLES OF WORK (ONLINE MEDIA / ABROAD)



Lifestyle > Viaggi

Hydra l'isola greca silenziosa e remota nell'arcipelago delle Saroniche

Viaggio a Hydra, la più esclusiva delle isole Saroniche, con tappa ad Egina

DI ANNA GIULIA PELIS PUBBLICATO: 03/07/2024



FOTO DI MAURICIO MUÑOZ SU UNSPLASH

Dove soggiornare e dove mangiare a Hydra ed Egina

Ad **Hydra** la fantastica baia di Mandraki ospita anche il **Mandraki Beach Resort**, un hotel a cinque stelle che trova spazio in un antico ormeggio di pietra dove un'importante figura storica greca:

l'ammiraglio Andreas Miaoulis, fece costruire navi durante il 1800, per proteggere i mari greci dalla flotta ottomana durante la Guerra d'indipendenza del XIX secolo. La villa dell'ammiraglio oggi ospita **un lussuoso resort in cui rilassarsi**: le comode suite, dai toni neutri, sono situate sulla spiaggia e si adattano all'edificio originale mostrando elementi in pietra e in legno, combinati con **un design di pregio sofisticato e moderno**. Tra i ristoranti migliori di Hydra c'è il **Captain M Restaurant** che serve piatti **Mediterranean-**

Elle Italia

Mandraki Beach Resort, Hydra



Mandraki Beach Resort

Mandraki Bay, Hydra, Greece
Mandraki Bay

17 Rooms
Modern Design & Quiet



The mythical hydra has many heads, but the island of the same name has only one sandy beach — and it's on this idyllic stretch of sand that you'll find the Mandraki Beach Resort, a modern luxury

resort built on the site of a 19th-century naval fortification. It's this curious history that explains the aesthetic; one part weathered stone and one part crisp, contemporary minimalism, it's a look that conveys plenty of character without feeling heavy or overbearing.

It's a fitting aesthetic for this low-key, bohemian destination. While Mandraki offers what is unmistakably a luxurious experience, it's an unpretentious one, and the tranquil vibe is helped along by the solidity of the construction and the spaciousness of the interiors. There's nothing here smaller than a 22-square-meter suite, and at the upper end of the range they come with luxe extras like private pools, and the suite in the old watchtower adds extra space and a far-ranging sea view.

Meanwhile Mandraki's beach is lined with orderly rows of loungers, and guests are served by the Captain M restaurant, whose menu ranges from Mediterranean classics to bao buns and sushi — and whose atmosphere ranges from sunny beach-bar ease to casual glamour in the evenings.

Michelin Guide

Mandraki Beach Resort, Hydra

LATIONS MEDIA RELATIONS MEDIA RELATIONS

SAMPLES OF WORK (PRINT MEDIA / GREECE)

Nautilux Hotel is a 5-star hotel on Rethymno's breathtaking sandy beach, minutes away from the Old Venetian Town, a place where the aesthetics and the vibrant personality of the hotel meet the world-famous Cretan hospitality. All Rooms & Suites are furnished with high-quality materials and equipped with modern and advanced technology. The Nautilux luxury resort offers a wide range of accommodation options to suit each individual need, from Standard Rooms to Luxurious Suites with Private Pools or Hot Tubs. Also, guests will have the opportunity to explore the state-of-the-art wellness, and spa facilities, a fitness center, a restaurant, and a cocktail lounge. Its special, spiral architectural design combined with the uniqueness of its location in the city will surely fascinate every guest. The vibrant and modern color palette, complemented by natural light and locally influenced design and décor, creates a welcoming, elegant, and refreshing atmosphere in every space of Nautilux, a world of modern luxury island lifestyle.

Another aspect that gives Nautilux its charm is the buzzing energy of its guests. People from all over the world visit the hotel and enjoy the fresh Cretan nights, swim in the crystal-clear waters of the beach, and stargaze with a cocktail in hand. During the day, the hotel is the ideal place to unwind and at night to have fun and enjoy the uplifting ambiance, as Nautilux is a cosmopolitan center that will enchant guests and give their holiday a unique taste of summer.

Travelers love taking a stroll in the Old Town, watching the sunset colors after a day spent on the beach, going for water sports or exploring the coast. There are daily boat services to many of the most famous remote beaches such as Balos, Preveli, and Agia Roumeli. Visitors can also take trips to the islands of Chrissi, Gavdos, Dia, and Koufonisi. The list of possibilities is endless!

A brand new 5* beachfront resort, introduces you to the "nauti side of life", dominated by a sense of freedom, premium services and incomparable Cretan hospitality!

www.nautiluxhotel.com | info@nautiluxhotel.com | Rethymno, Crete, Greece | +30 2831 70 1300

K supplement, Kathimerini newspaper
Nautilux Hotel, Rethymno

ΠΑΡΟΥΣΙΑΣΗ - DOWNTOWN

ISLAND GASTRONOMY

TO NEO MINOIS HOTEL ΚΑΙ Ο ΒΡΑΒΕΥΜΕΝΟΣ CHEF ΑΛΕΞΑΝΔΡΟΣ ΤΣΙΟΤΙΝΗΣ
ΑΝΑΒΑΘΜΙΖΟΥΝ ΤΗ ΓΑΣΤΡΟΝΟΜΙΑ ΤΗΣ ΠΑΡΟΥ ΜΕ ΤΟ ΕΣΤΙΑΤΟΡΙΟ ΟΛΒΟ.

Η καρδιά της ελληνικής γαστρονομίας το καλοκαίρι χτυπά στα ελληνικά νησιά και η άφιξη του Όλβο στην Πάρο είναι η μεγαλύτερη απόδειξη. Το εστιατόριο άνοιξε τις πόρτες του φέτος το καλοκαίρι μαζί με το νέο ξενοδοχείο Μίνος - μέλος των SLH -, που αντίθετα έμνευσε από την ισπανική, γαλλική και ιταλική Ριβιέρα με πινελιές μαροκινής διακόσμησης και φιλοδοξεί να μονοπωλήσει το ενδιαφέρον της γαστρονομικής σκηνής της Πάρου. Το νέο concept επικεντρώνεται στον επαναπροσδιορισμό των γεύσεων της Μεσογείου με αφετηρία την Πάρο. Οι επισκέπτες έχουν την ευκαιρία να βιώσουν μια πολυσυζητημένη γαστρονομική εμπειρία στο Όλβο Dégu, την οποία επιμελήθηκε ο βραβευμένος με Michelin chef Αλέξανδρος Τσιοτίνης και η ομάδα του, που κορυφώνεται με τα Jospet grilled κρεατικά και ψάρια στο a la carte δείπνο ή το δείπνο γευσιγνωσίας. Η φιλοσοφία του menu στηρίζεται στον πλούτο της γης και τις εναλλαγές που προκύπτουν ανάλογα με το τι έχει να μας προσφέρει κάθε φορά αναδεικνύοντας τις μαγειρικές παραδόσεις και τα ντόπια υλικά. Το νέο hot spot απογειώνει γεύσεις και αισθήσεις και αποτελεί ένα γαστρονομικό ταξίδι σε ένα περιβάλλον με ζωντανά χρώματα, ιδιαίτερες υφές και patterns, που αξίζει όλοι να ταξιδέψουν μέχρι την Πάρο για να απολαύσουν.

OLVO RESTAURANT, MINOIS HOTEL, ΠΑΡΑΣΠΟΡΟΣ, ΠΑΡΟΣ
ΤΗΛ. +30 228 402 2435 • EMAIL: INFO@OLVORESTAURANT.COM • WWW.MINOIS-HOTEL.COM

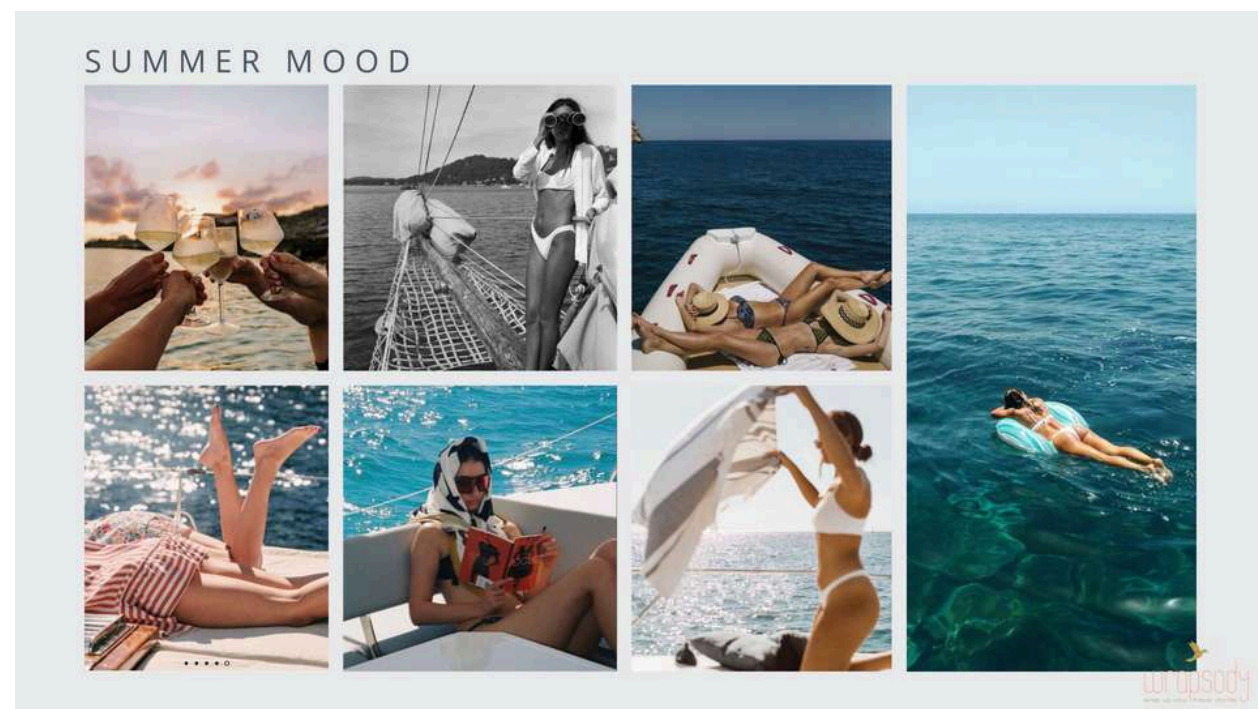
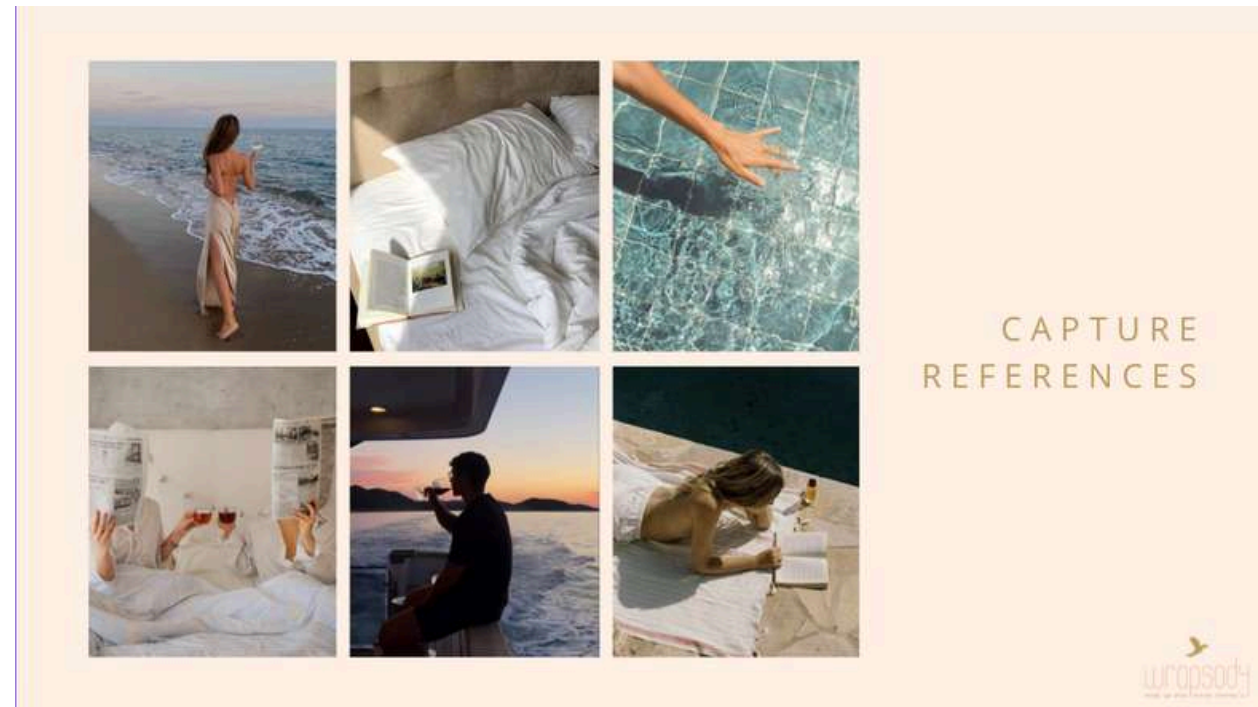
Down Town
Minois Hotel, Paros

CONTENT PRODUCTION

- Moodboard design that serves the style and storytelling of each hotel
- Production Planning & Execution
- Implementation of photography and videography (main video & video reels) with a specific concept, creative direction, and aesthetic excellence

PRODUCTION CONTENT PRODUCTION CONTENT

SAMPLES OF WORK: MOOD BOARD & CONTENT



PRODUCTION MOOD BOARDS

CONTENT PRODUCTION

SOCIAL MEDIA

- Strategy Planning
- Content Production (texts, photos, video)
- Monthly Management
- Community Management
- Social Ad Campaigns
- Influencer Marketing
- Celebrity Visits: Chiara Ferragni, Luxury World Traveler, Emma Watson, Rita Ora, Rowan Row, Daniel Marin, Adam Vaughan, Sophie Kulin, The Cultural Nomad, Victoria Monfort, et al.

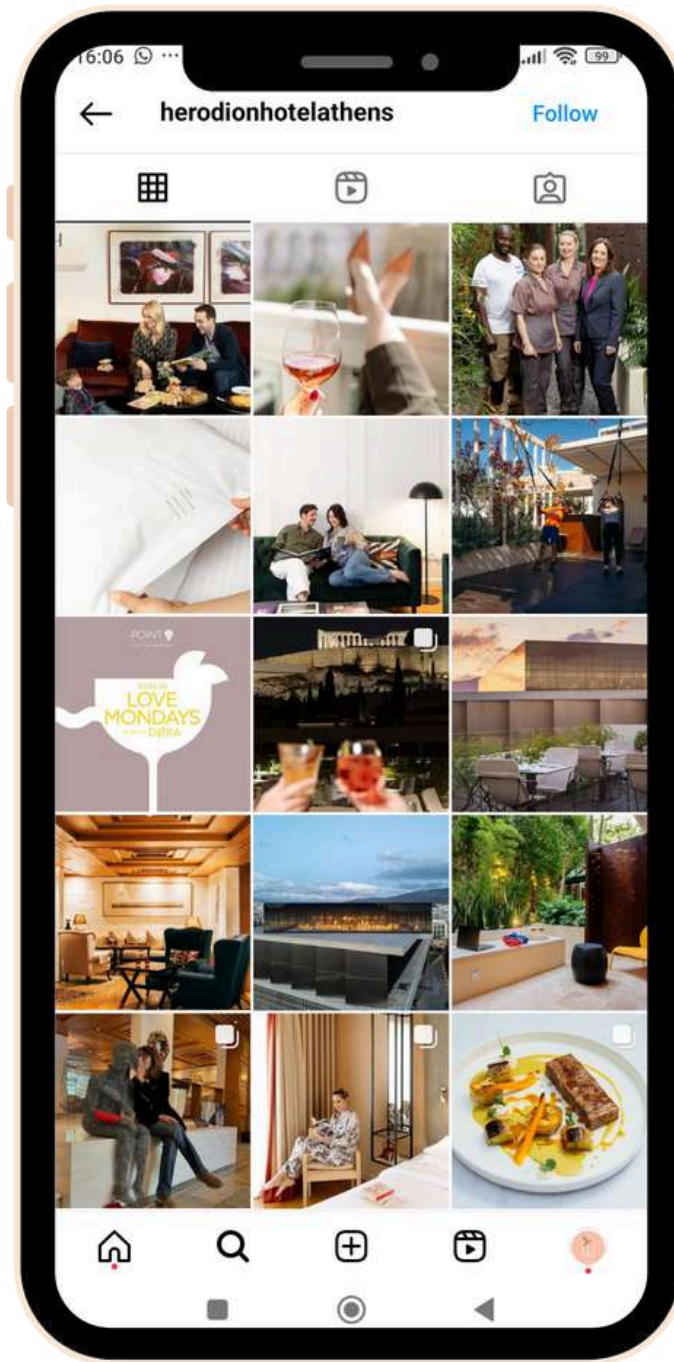
SOCIAL MEDIA PILLARS (THE WRAPSODY WAY)

OUR APPROACH IS BASED ON 3 KEY PILLARS:

- Creative Copywriting that serves the brand voice and storytelling of the hotel brand
- Design of a curated feed to ensure aesthetic integrity that enhances the image that a hotel presents in social media and ideally should be consistent with the brand image presented in other communication channels
- collaborations with targeted influencers, content creators & celebrities of global recognition

SOCIAL MEDIA SOCIAL MEDIA SOCIAL MEDIA SOCIAL MEDIA

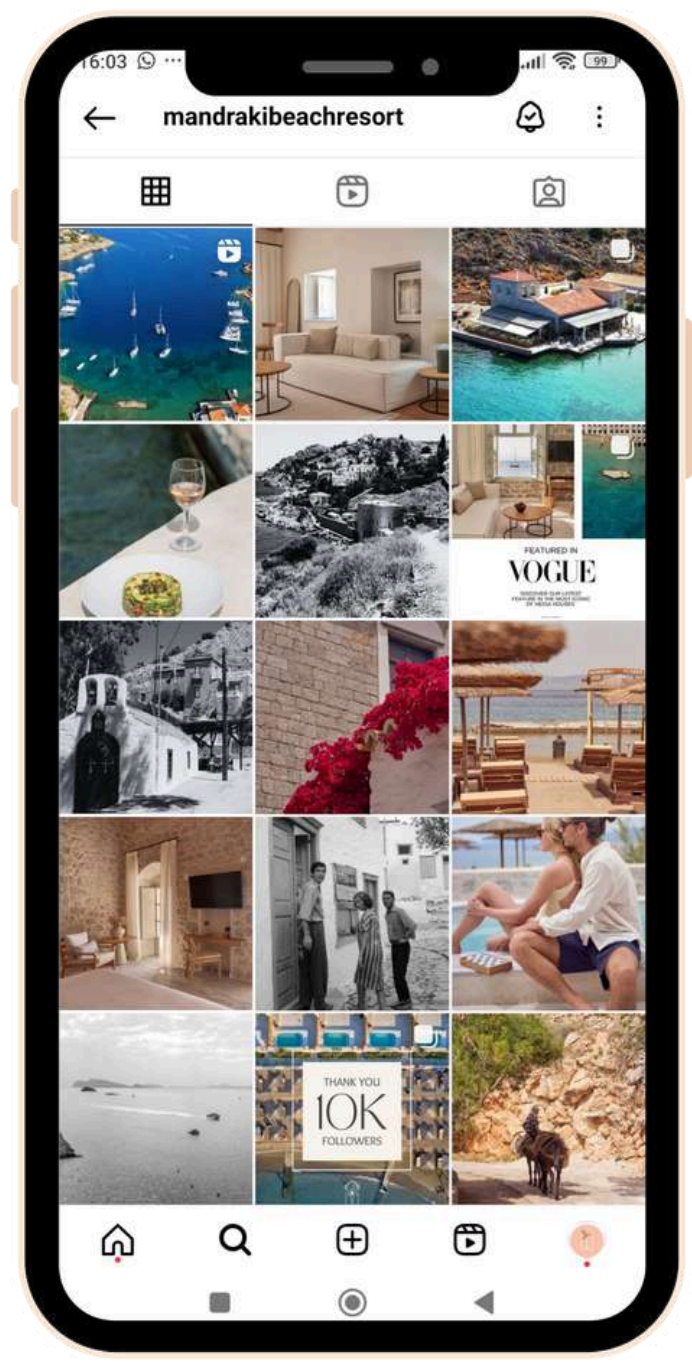
SAMPLES OF WORK (IG FEEDS)



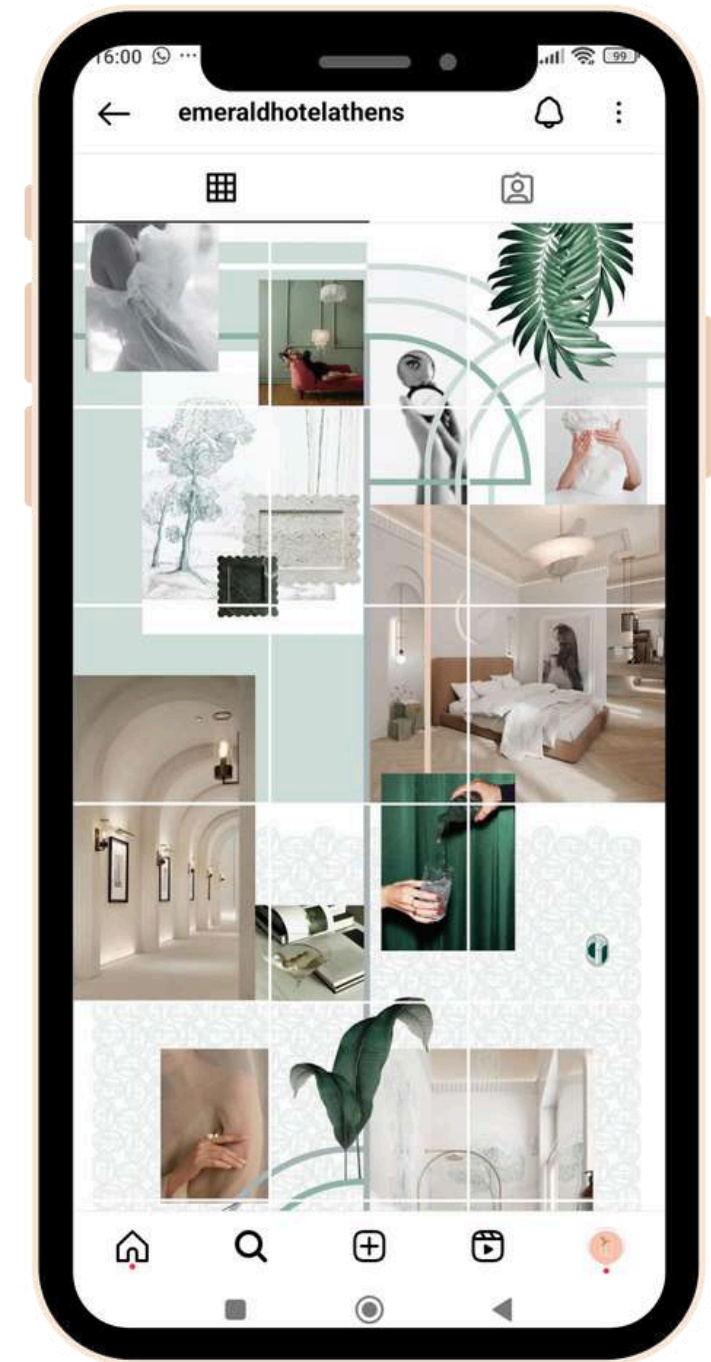
HERODION HOTEL
@herodionhotelathens



POINT A RESTAURANT
@pointarestaurant



MANDRAKI BEACH RESORT
@mandrakibeachresort

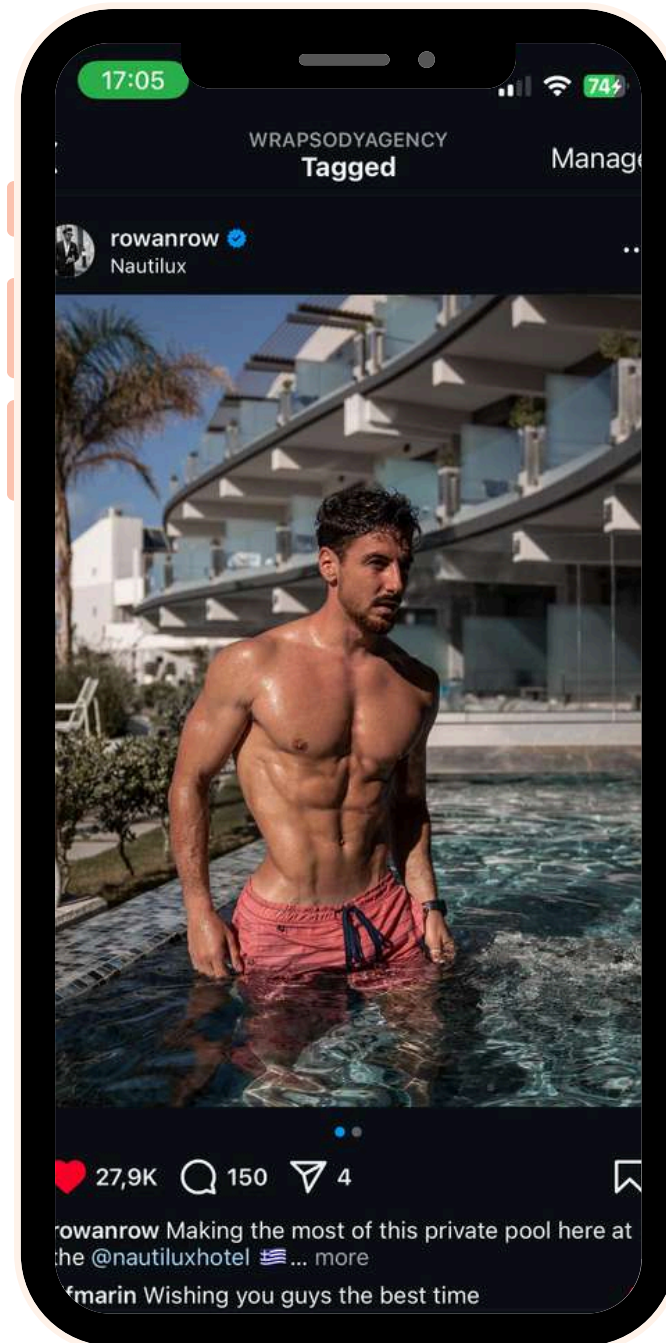


EMERALD HOTEL
@emeraldhotelathens

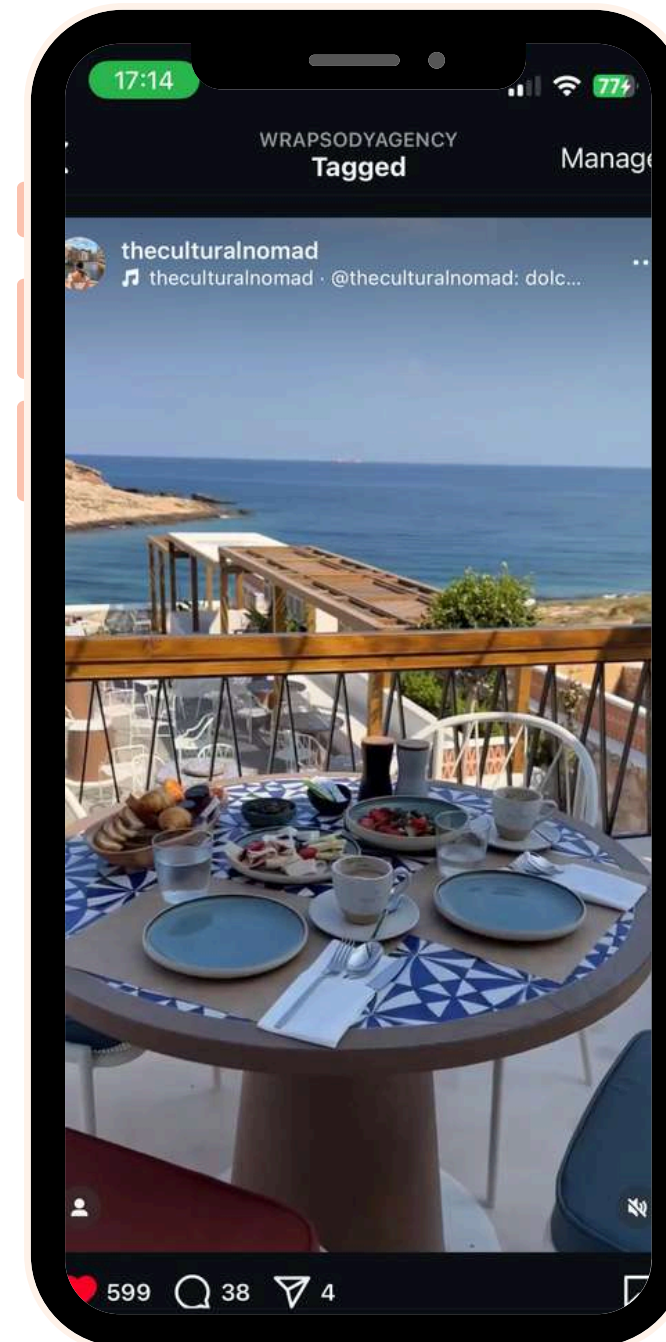
SAMPLES OF WORK (INFLUENCER MARKETING)



CHIARA FERRAGNI
@chiaraferragni



ROWAN ROW
@rowanrow



SERENA WISSAM
@theculturalnomad

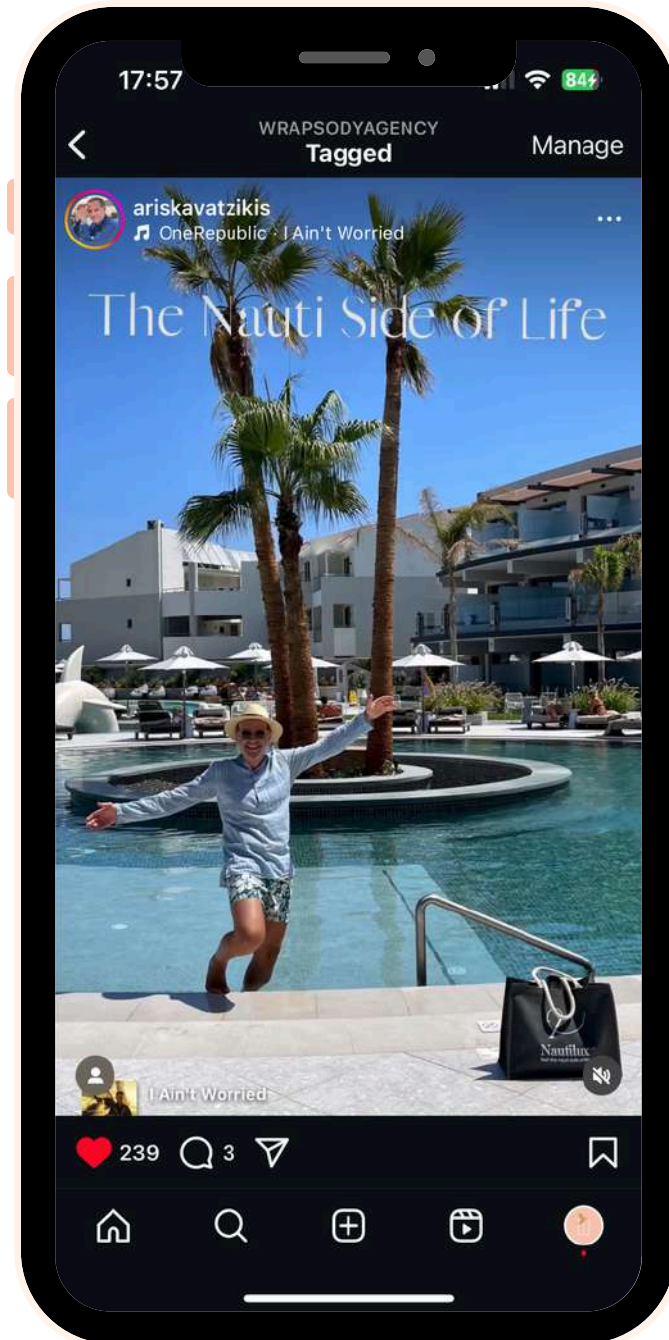


SOPHIE KULIN
@sofikulin

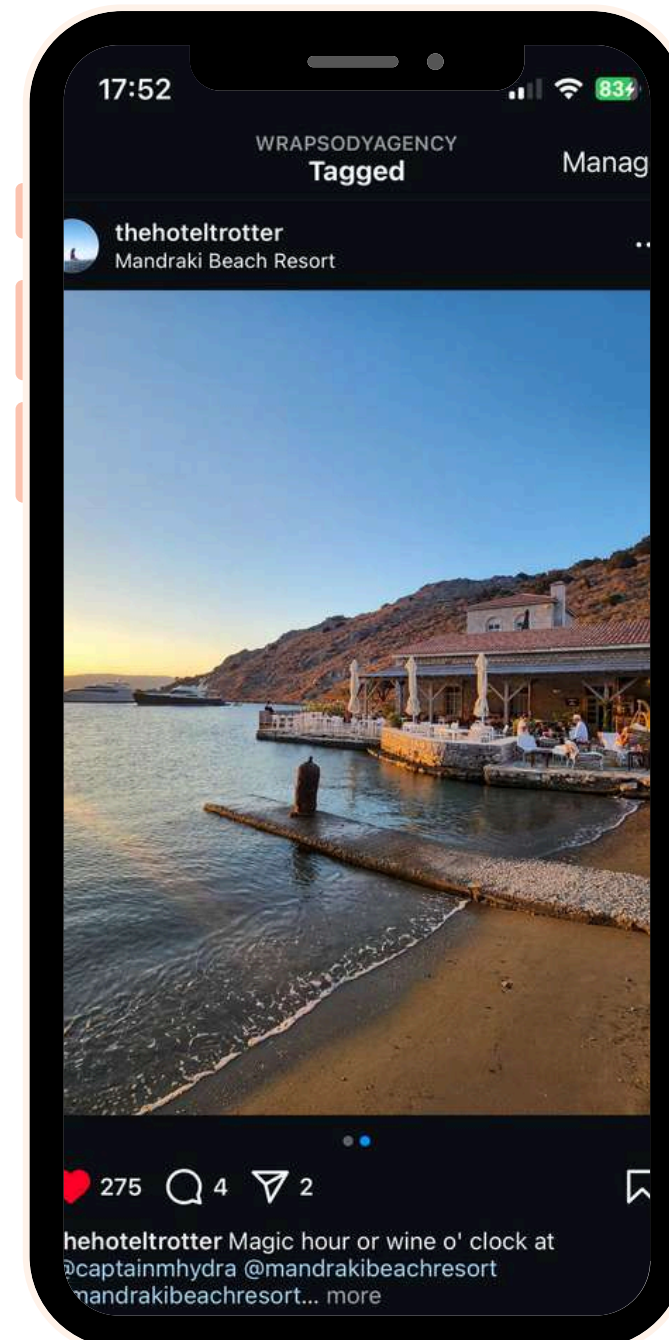
SAMPLES OF WORK (GREEK INFLUENCER MARKETING)



DESPOINA VANDI
@desp1navandi



ARIS KAVATZIKIS
@ariskavatzikis



ELENI STASINOPOULOU
@thehoteltrrotter



MADAME FIGARO GREECE
@madamefigarogr

RESULTS IN NUMBERS

RESULTS MEASURABLE RESULTS MEASURABLE

MEASURABLE RESULTS

**ORGANIC
ENGAGEMENT
INCREASE**

UP TO 130%

**FOLLOWER
INCREASE**

UP TO 180%

**BRAND
AWARENESS
INCREASE**

UP TO 200%

THANK YOU!

