



COMPANY:
Prima Hotels Greece

COUNTRY:
Greece



INDUSTRY:
Hospitality

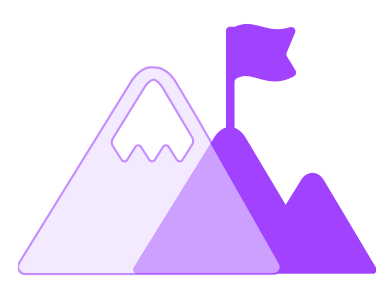
WEBSITE:
primahotels.gr

The growth partner behind Prima Hotels Greece's success

About Prima Hotels Greece



Prima Hotels Greece is part of the Prima Hotel Group, offering guests a blend of comfort, style, and authentic experiences across stunning Greek destinations. With multiple properties, the group focuses on delivering smooth operations and outstanding guest service while meeting the complex regulatory requirements of the Greek hospitality market.



The Challenge

When Prima Hotels entered the Greek hospitality market in early 2025, they faced a dual challenge: ensuring compliance with local tax and invoicing laws, while maintaining operational efficiency across their properties. The need for a system that could simplify daily hotel management, provide reliable reporting, and offer a personalized experience due to unified view of guest information was clear.



The Solution

Prima Hotels implemented **Optima PMS by Priority** as its central hospitality management platform. Optima simplified daily tasks with a single view displaying arrivals, reports, and essential operational data. The system also provided:

- ▶ **Full compliance** with Greek tax and invoicing regulations.
- ▶ **Real-time availability and rates**, keeping Prima ahead of competitors.
- ▶ **Unified guest profiles**, enabling staff to track preferences, requests, and special needs across properties.
- ▶ **Marketplace integrations**, reducing time-consuming processes from many clicks down to one, with seamless access to external tools.



The Result

Since adopting Optima PMS, Prima Hotels has:

- ▶ **Achieved smooth compliance** with Greek laws without operational disruptions.
- ▶ **Increased efficiency** through simplified, one-click processes.
- ▶ **Elevated guest satisfaction** by personalizing services such as flexible checkout requests.
- ▶ **Gained real-time insights** that support faster decision-making and competitive agility.
- ▶ **Strengthened its growth path** with a reliable technology partner.



“Optima PMS has been a growth partner for us.”

Mara Katsandou, Director of Sales & Marketing, Prima Hotels Greece

See how Priority works for you

Book a demo today ▶

