Alina Tsolakakis

BLUE PRINT STORY TELLING

"Not just another cruise around Santorini"

Alina Tsolakakis

PROJECT: CALDERA'S BOATS

Concept & Brand Development by Alina Tsolakakis

For almost half a century the fleet of Caldera's Boats has been showing passengers around Santorini's water world by organising cruises on the island. The brand's long period of operation and its continuous upward trend are the result of a strategic approach to meeting the needs of the visitor on a daily basis.

Photography © Christos Drazos

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BLUE PRINT STORY TELLING

CALDERA'S BOATS
SANTORINI SEA EXCURSIONS

Photography © Christos Drazos

THE CONCEPT

The story of Caldera's Boats began with its first cruise in one 'kaiki' in 1968 and today it owns 8 wooden craft, which inspired Alina Tsolakakis to revive the brand and develop it further in the direction of a tailor-made service.

THE REALISATION

The fleet of Caldera's Boats resemble pirate ships and sail the waters of Santorini offering tailor-made cruises, giving the visitor the opportunity to explore every corner of the island by sea. Excursions to the volcano, dips in the thermal springs and romantic cruises with spectacular Santorini sunset dinners are just some of the options available.

The aim of Caldera's Boats' new identity which Alina Tsolakakis undertook to develop was to reinforce the cruise experience and to portray it as a very special experience. In doing so, visitors to the island of Santorini will find even more reason to do so.

QUICK FACTS

Caldera's Boat
Santorini
Concept & Brand Development
by Alina Tsolakakis
Number of boats: 8