

## PRESS RELEASE

### Greece, conquering the web!

At the beginning of 2011, the Greek National Organisation modernised the content of its site ([www.visitgreece.gr](http://www.visitgreece.gr)) and felt ready to hit the global platforms of social media.

Almost two years have passed with us spreading around the world:

- images with the landscapes and seascapes of Greece
- insights on gastronomy and the Greek cuisine and products
- information on art and culture events
- tips for the travellers (real and potential ones) to Greece.

Even though it's only been a short time, we happily enjoy the fruits of our labours:

- Setting up a web team, Visit Greece made its debut on the Internet, first on Facebook (<https://www.facebook.com/visitgreecegr?ref=ts>) and subsequently on Twitter (<https://twitter.com/VisitGreecegr>). We have currently exceeded 60.000 friends on the former and 17.000 followers on the latter. What is more, Visit Greece was awarded as best twitter account in Greece at the 2012 e-awards
- Visit Greece was the first tourism related organisation in the world to set up a Google+ page (<https://plus.google.com/+greece/posts>). With more than 1.000.000 followers now, +Visit Greece managed to turn #greekphotos into a far more popular hashtag than #greekcrisis, as Google+ itself states on its case study about the smashing popularity of +Visit Greece (<http://googleandyourbusiness.blogspot.gr/2012/08/how-visit-greece-used-google-to-make.html>).
- Before long, we took up pages on more social media platforms. Now we brag about being alive and kicking on Foursquare (<https://foursquare.com/visitgreecegr>) Pinterest (<http://pinterest.com/visitgreecegr/>) and Wayn (<http://www.wayn.com/d902/visit-greece>).
- We have started a group on Flickr (<http://www.flickr.com/groups/visitgreecegr/>) where one can share their photos with us and all the friends of Greece
- We have our own youtube channel (<http://www.youtube.com/visitgreecegr>) with media material produced by us or yielded to us
- We run a blog (<http://blog.visitgreece.gr/>) where we invite people to introduce us to their own Greek experience, or inform us on Greek tourist matters concerning their interests, activities and/or locations
- We have gone internationally mobile with the help of Vodafone. The global telecom giant collaborated with the Greek National Tourism Organisation to introduce "Vodafone Explore Greece", a smartphone application aiming to make information on the Greek tourism product easier to access [http://www.vodafone.gr/portal/explore-greece-application-?lang=en\\_EN&request\\_locale=en](http://www.vodafone.gr/portal/explore-greece-application-?lang=en_EN&request_locale=en)

Our aim is to introduce our potential visitors to what true Greece is about, including pictures of our beautiful country, but going further to unfolding the whole spectrum of what Greek culture, gastronomy, customs, trends, and everyday life are about. We also want to offer our friends the chance to interact with us and help us provide them with useful tips and reliable information tailored to suit their customised interests.