

Brand GREECE



Υπουργείο Τουρισμού
ΕΛΛΗΝΙΚΟΣ ΟΡΓΑΝΙΣΜΟΣ ΤΟΥΡΙΣΜΟΥ



Brand GREECE

1. Brand Greece in the world

2. Tourism industry is a priority

3. The marketing plan of the
Greek tourism

4. The contribution of research

5. The portfolio strategy
and the 9 sectors

6. Feedback from
the visitors



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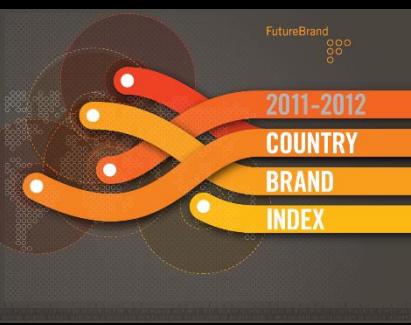
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Country Brand Index

2011-2012

Full list of countries

FutureBrand Country Brand Index (CBI) is a global study of country brand strength. The 2011-2012 CBI documents perceptions around 113 nations, and is based on more interviews, insights and information than any other study of its kind. In its development, we utilized social media tools to investigate amongst key opinion-formers and influencers, asking them what makes a country's brand powerful and unique.

1. CA Canada	0							
2. CH Switzerland	▲ 3							
3. NZ New Zealand	0							
4. JP Japan	▲ 2							
5. AU Australia	▼ 3							
6. US United States	▼ 2							
7. SE Sweden	▲ 3							
8. FI Finland	0							
9. FR France	▼ 2							
10. IT Italy	▲ 2							
11. DE Germany	0							
12. NO Norway	▲ 1							
13. GB United Kingdom	▼ 4							
14. ES Spain	0							
15. DK Denmark	▲ 4							
16. SG Singapore	▼ 1							
17. AT Austria	▲ 3							
18. MV Maldives	▼ 2							
19. IS Iceland	▲ 5							
20. IE Ireland	▼ 3							
21. BM Bermuda	▼ 3							
22. MU Mauritius	▼ 1							
23. NL Netherlands	▲ 2							
24. CR Costa Rica	▲ 3							
25. AE United Arab Emirates	▲ 3							
26. TH Thailand	0							
27. GR Greece	▼ 5							
28. IL Israel	▲ 2							
29. IN India	▼ 6							
30. PT Portugal	▼ 1							
31. BR Brazil	▲ 10							
32. AR Argentina	▲ 1							
33. BE Belgium	▲ 1							
34. CL Chile	▲ 6							
35. ZA South Africa	▼ 4							
36. BB Barbados	▼ 4							
37. NA Namibia	▼ 1							
38. CZ Czech Republic	▲ 5							
39. LC St. Lucia	▼ 4							
40. HR Croatia	▲ 9							
41. BS Bahamas	▼ 4							
42. KR South Korea	▲ 2							
43. MY Malaysia	▼ 1							
44. PE Peru	▲ 3							
45. FI Fiji	▼ 6							
46. CY Cyprus	▼ 1							
47. MX Mexico	▲ 1							
48. TR Turkey	▲ 7							
49. BZ Belize	▼ 3							
50. UY Uruguay	▲ 3							
51. MT Malta	▲ 13							
52. SI Slovenia	▲ 2							
53. BW Botswana	▼ 2							
54. TT Trinidad & Tobago	▼ 2							
55. DO Dominican Republic	▼ 17							
56. CU Cuba	▼ 6							
57. EG Egypt	▲ 1							
58. OM Oman	▼ 1							
59. VN Vietnam	▲ 4							
60. HU Hungary	▲ 6							
61. NP Nepal	▼ 2							
62. MA Morocco	▼ 2							
63. LB Lebanon	▲ 8							
64. JM Jamaica	▼ 2							
65. CN China	▼ 9							
66. EE Estonia	▲ 23							
67. PA Panama	0							
68. TZ Tanzania	▲ 5							
69. SA Saudi Arabia	0							
70. BG Bulgaria	▲ 6							
71. JO Jordan	▲ 4							
72. QA Qatar	▼ 2							
73. AL Albania	▼ 12							
74. SK Slovakia	▲ 5							
75. EC Ecuador	▼ 1							
76. ID Indonesia	▼ 4							
77. KE Kenya	▼ 9							
78. PH Philippines	▼ 13							
79. PL Poland	▲ 3							
80. LA Laos	▲ 8							
81. GT Guatemala	▲ 5							
82. RU Russia	▼ 1							
83. KH Cambodia	▲ 7							
84. VE Venezuela	▼ 7							
85. DZ Algeria	▲ 15							
86. SL Sierra Leone	▲ 8							
87. CM Cameroon	▲ 10							



Country Brand Index 2011-2012

Greece

Greece has been at the center of much of this year's economic news out of Europe. The nation has **fallen five places** in the index this year, to twenty-seven overall.

Country Brand Index 2011-2012

Greece

Country Brand Index 2011-2012

TOURISM TOP 15

Greece



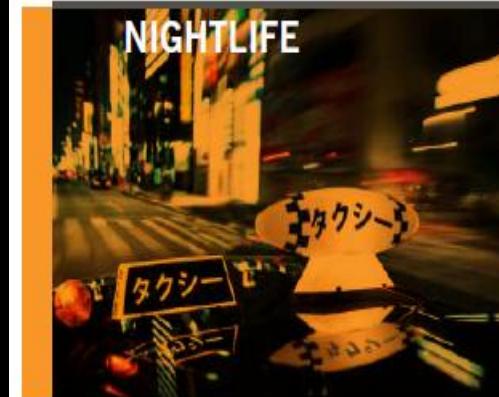
OVERALL RANK

1.	IT	ITALY	# 10
2.	FR	France	# 9
3.	JP	Japan	# 4
4.	ES	Spain	# 14
5.	SG	Singapore	# 16
6.	TH	Thailand	# 26
7.	IN	India	# 29
8.	BR	Brazil	# 31
9.	MY	Malaysia	# 43
10.	CH	Switzerland	# 2
11.	DE	Germany	# 11
12.	VN	Vietnam	# 59
13.	GR	Greece	# 27
14.	AU	Australia	# 5
15.	US	United States	# 6



OVERALL RANK

1.	AU	AUSTRALIA	# 5
2.	BR	Brazil	# 31
3.	US	United States	# 6
4.	MV	Maldives	# 18
5.	BS	Bahamas	# 41
6.	TH	Thailand	# 26
7.	GR	Greece	# 27
8.	ES	Spain	# 14
9.	IT	Italy	# 10
10.	FJ	Fiji	# 45
11.	MU	Mauritius	# 22
12.	FR	France	# 9
13.	ZA	South Africa	# 35
14.	MX	Mexico	# 47
15.	BB	Barbados	# 36



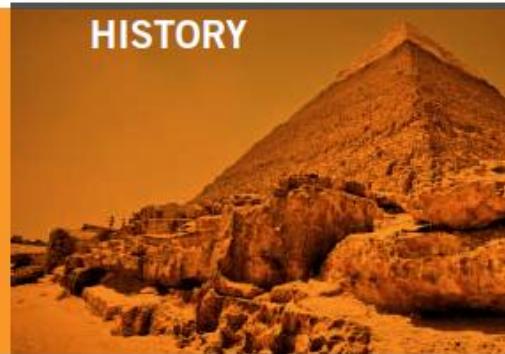
OVERALL RANK

1.	US	UNITED STATES	# 6
2.	GB	United Kingdom	# 13
3.	BR	Brazil	# 31
4.	ES	Spain	# 14
5.	FR	France	# 9
6.	IT	Italy	# 10
7.	AU	Australia	# 5
8.	TH	Thailand	# 26
9.	AR	Argentina	# 32
10.	DE	Germany	# 11
11.	JP	Japan	# 4
12.	NL	Netherlands	# 23
13.	SG	Singapore	# 16
14.	GR	Greece	# 27
15.	CN	China	# 65

HERITAGE AND CULTURE TOP 25

Country Brand Index 2011-2012 *Greece*

HERITAGE AND CULTURE RANKING		+/- 2010	OVERALL RANK
1.	IT Italy	0	# 10
2.	FR France	▲ 2	# 9
3.	IL Israel	▼ 1	# 28
4.	PE Peru	▼ 1	# 44
5.	GR Greece	0	# 27
6.	JP Japan	0	# 4
7.	ES Spain		
8.	EG Egypt		
9.	AT Austria		
10.	IN India		
11.	CH Switzerland		
12.	GB United Kingdom		
13.	SE Sweden		
14.	IE Ireland		
15.	NZ New Zealand		
16.	NO Norway		
17.	NP Nepal		
18.	DE Germany		
19.	IS Iceland		
20.	JO Jordan		
21.	CZ Czech Republic		
22.	RU Russia		
23.	CU Cuba		
24.	FI Finland		
25.	CA Canada		



HISTORY

1.	EG EGYPT	# 57
2.	IL Israel	# 28
3.	IT Italy	# 10
4.	FR France	# 9
5.	PE Peru	# 44
6.	GR Greece	# 27
7.	GB United Kingdom	# 13
8.	ES Spain	# 14
9.	IN India	# 29
10.	CZ Czech Republic	# 38
11.	JO Jordan	# 71
12.	AT Austria	# 17
13.	RU Russia	# 82
14.	TR Turkey	# 48
15.	JP Japan	# 4



ART AND CULTURE

1.	IT ITALY	# 10
2.	FR France	# 9
3.	ES Spain	# 14
4.	GR Greece	# 27
5.	GB United Kingdom	# 13
6.	IL Israel	# 28
7.	EG Egypt	# 57
8.	AT Austria	# 17
9.	JP Japan	# 4
10.	IN India	# 29
11.	PE Peru	# 44
12.	SE Sweden	# 7
13.	RU Russia	# 82
14.	CZ Czech Republic	# 38
15.	DK Denmark	# 15



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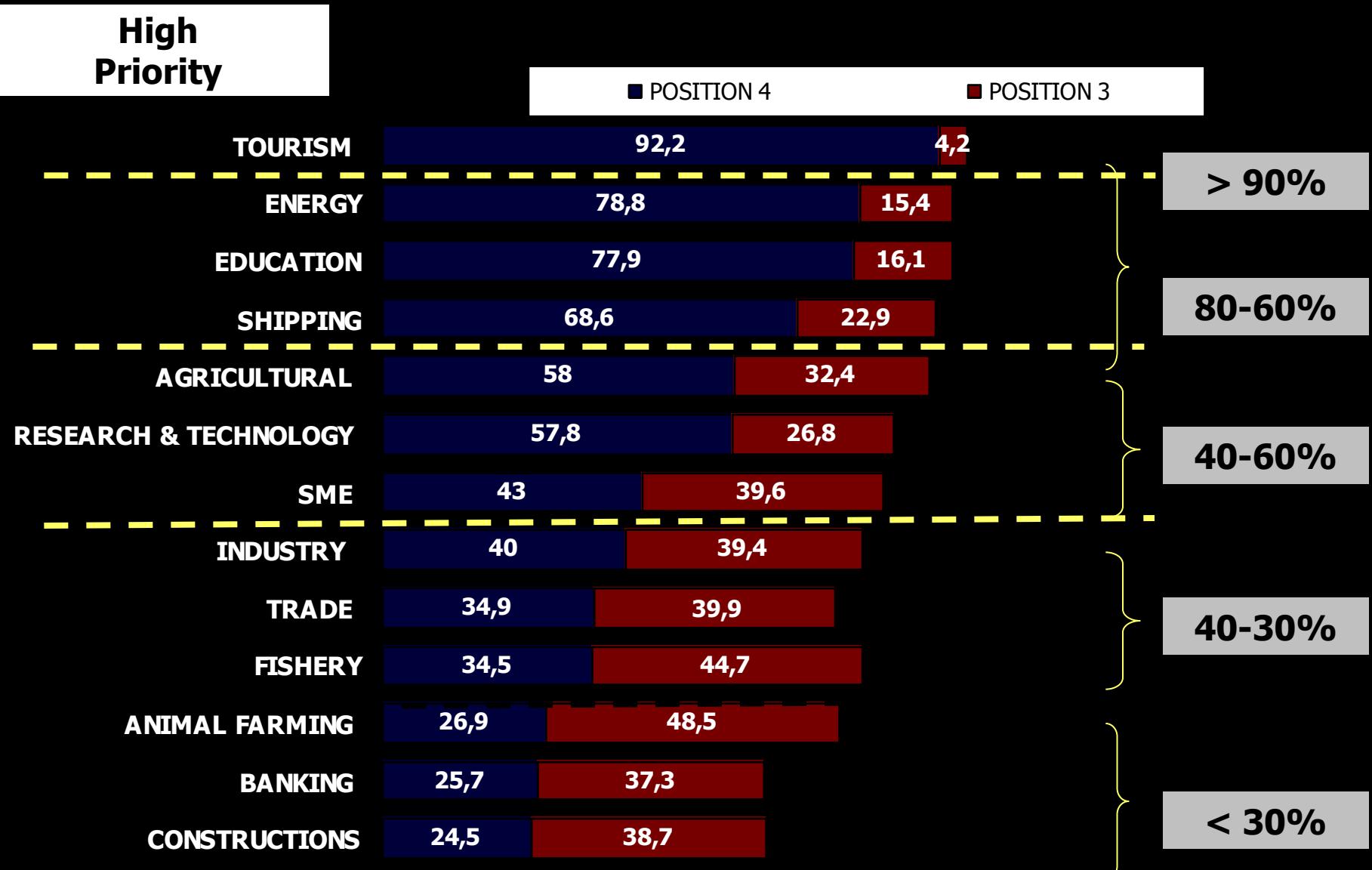
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Tourism is a Sector that priority should be given

Trends 2011- Companies



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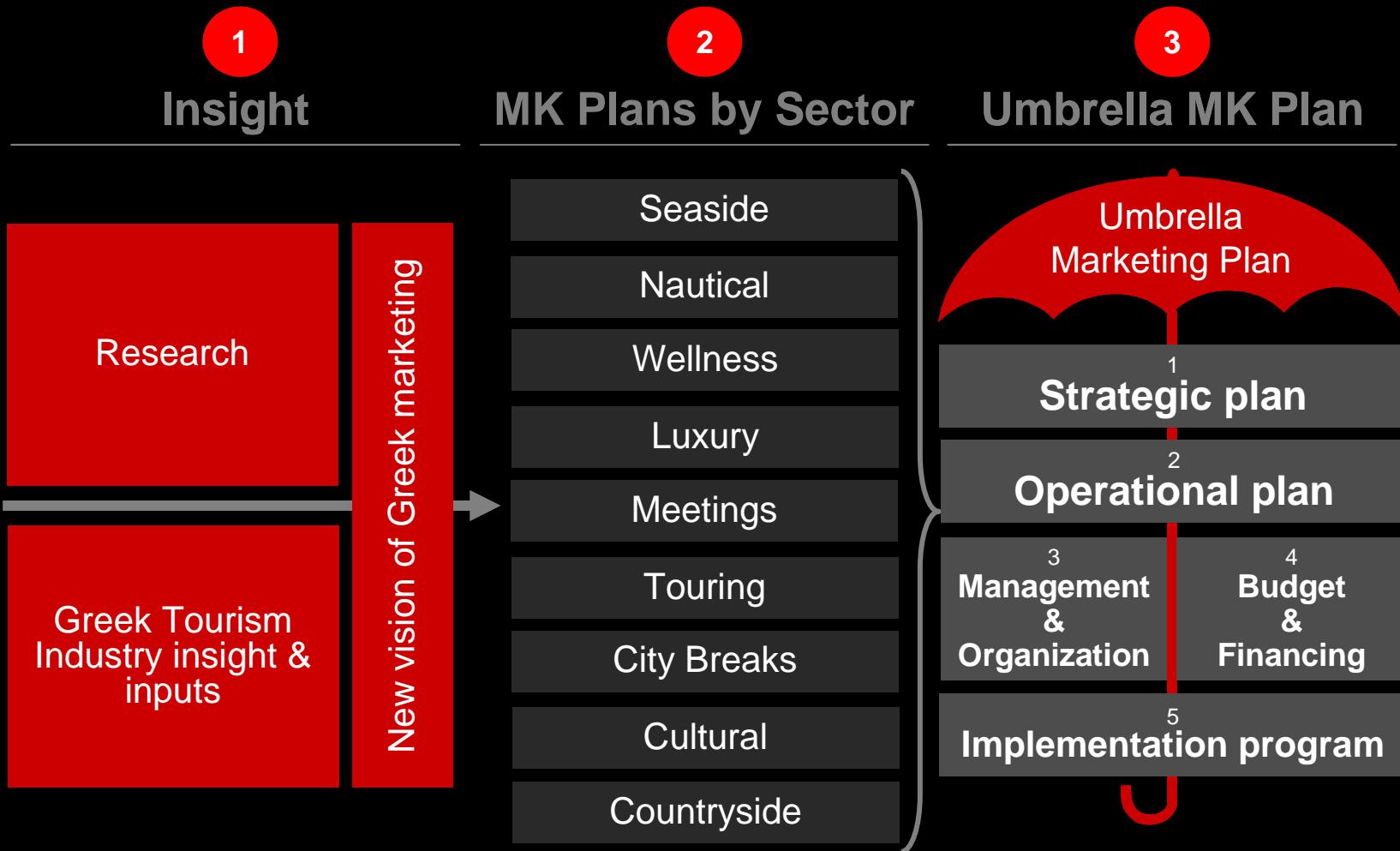


Η ΣΤΡΑΤΗΓΙΚΗ ΠΑΡΑΜΕΝΕΙ ΣΤΑ ΠΡΟΤΥΠΑ ΤΗΣ ΜΕΛΕΤΗΣ ... 2007

ΥΠΟΥΡΓΕΙΟ ΤΟΥΡΙΣΜΟΥ



Marketing plan



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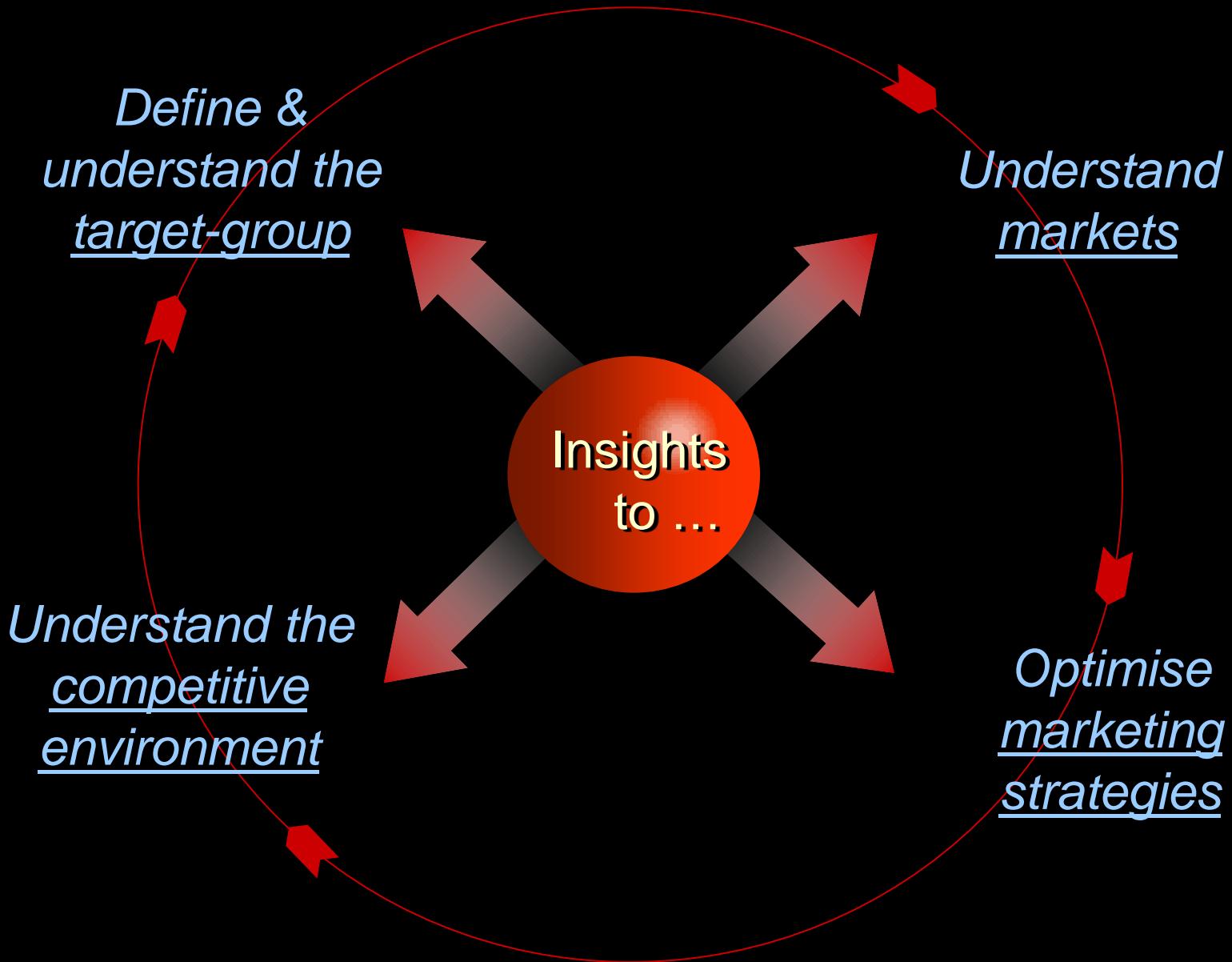
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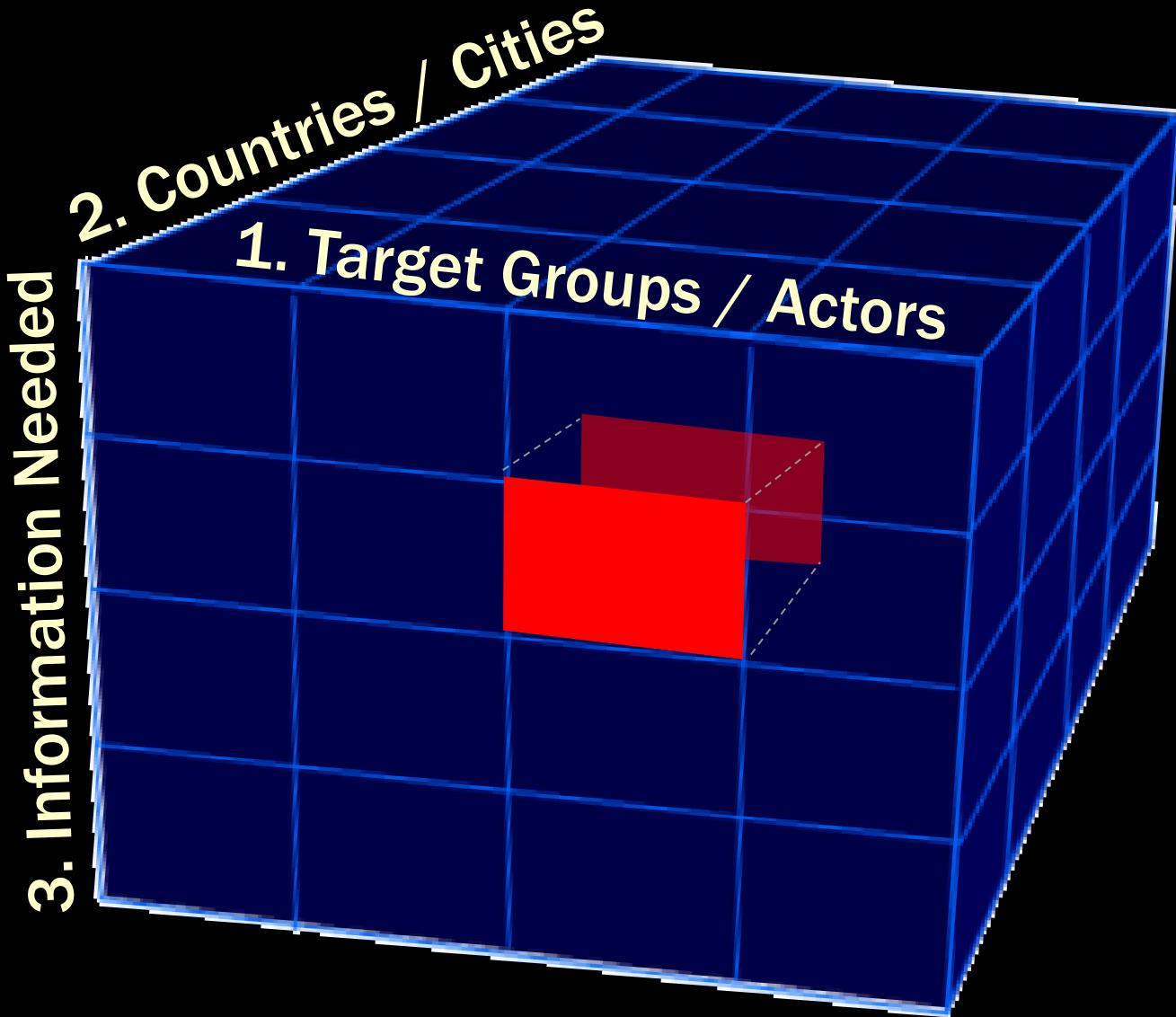
6. Feedback from
the visitors



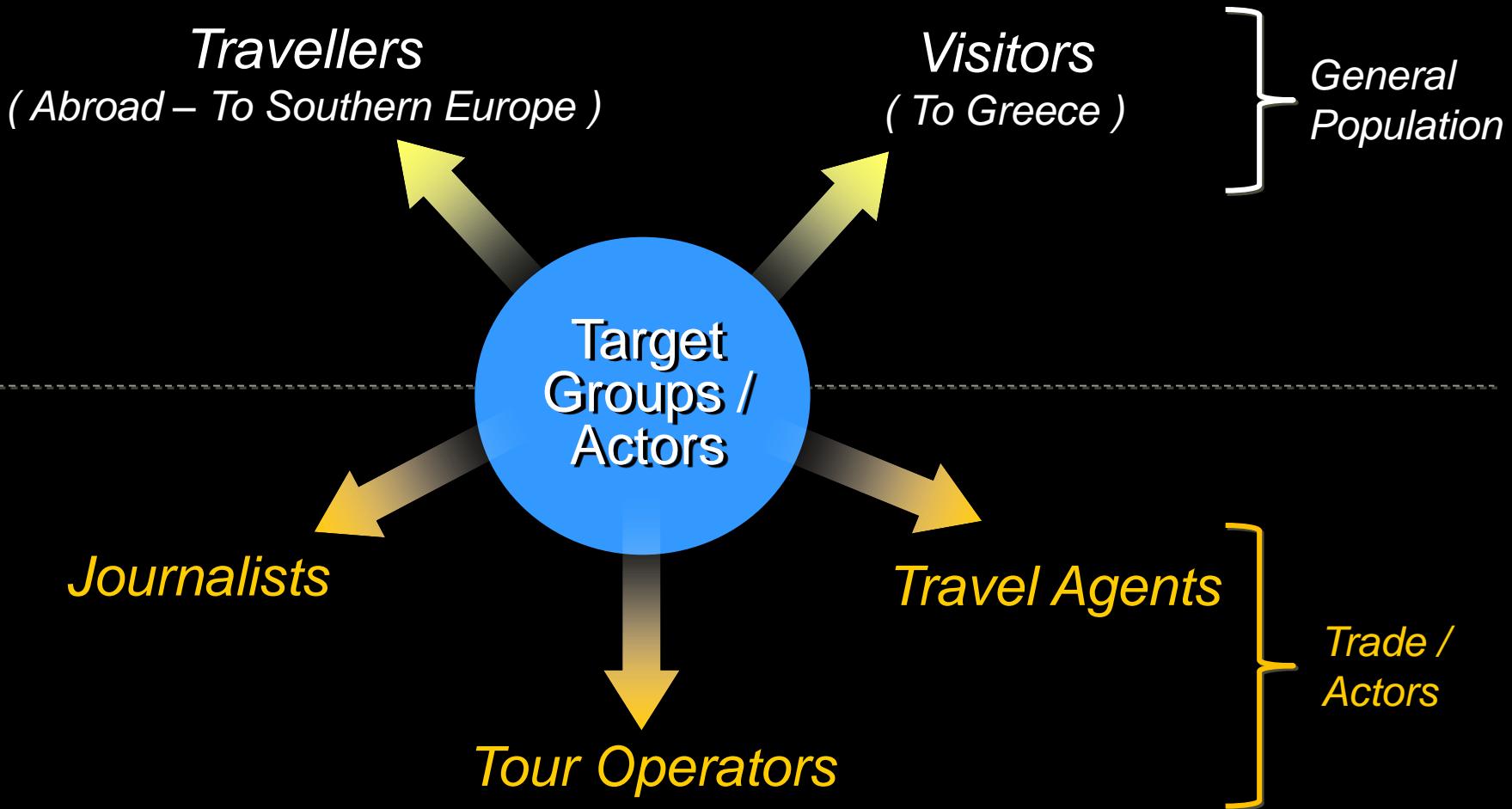
The Contribution- Why



The Research Factors / Parameters



1. Target Groups / Actors



2. Countries / Cities

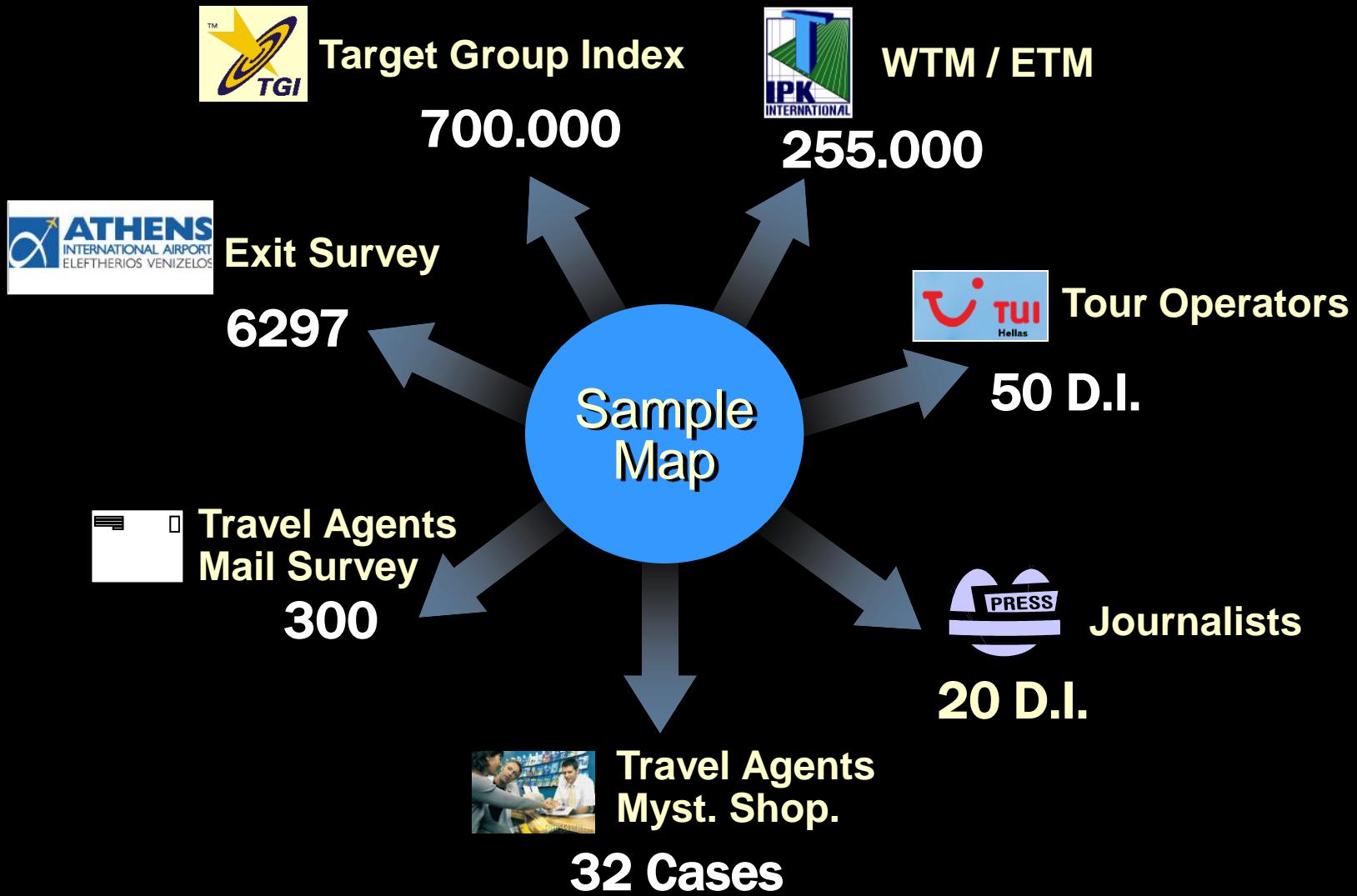


* Deeper Investigation

3. Information Needed

TARGET GROUPS / ACTORS				
General Population (Travelers)	General Population (Visitors)	Tour Operators	Travel Agents	Journalists
INFORMATION NEEDED				
RESEARCH TOOLS				

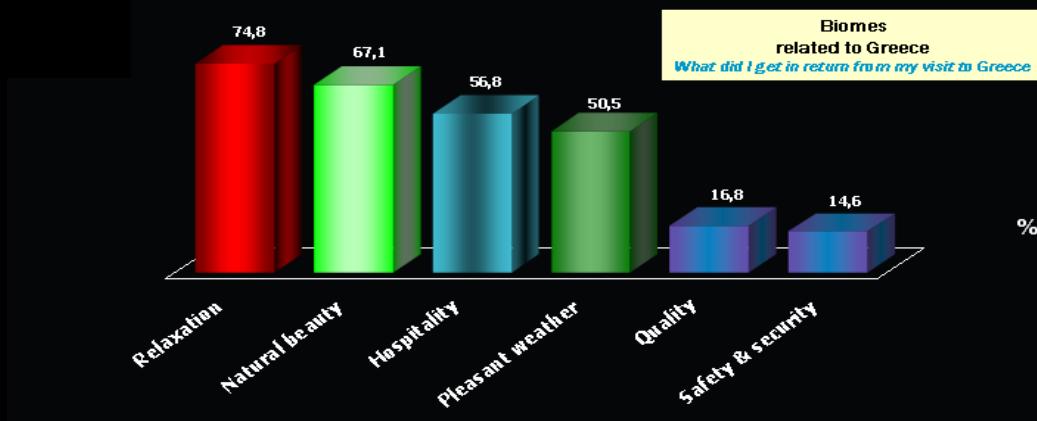
Sample Map



Exit Survey



What did you experience during your vacation, at this time of the year ?



The holiday traveler to Southern Europe

b. Attitudes towards LIFE / KEY WORDS - WORLDWIDE

	UK	France	Germany	Italy	Spain	Sweden	Russia	USA	Bulgaria	China	Number of references
Global Vision	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Adventure/Challenge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Ambition/ Evolution	✓	✓	✓	✓	✓	✓	✓	✓	✓		9
Caring for themselves/ Personal appearance	✓	✓	✓	✓		✓	✓	✓	✓	✓	9
High-technology oriented	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	9

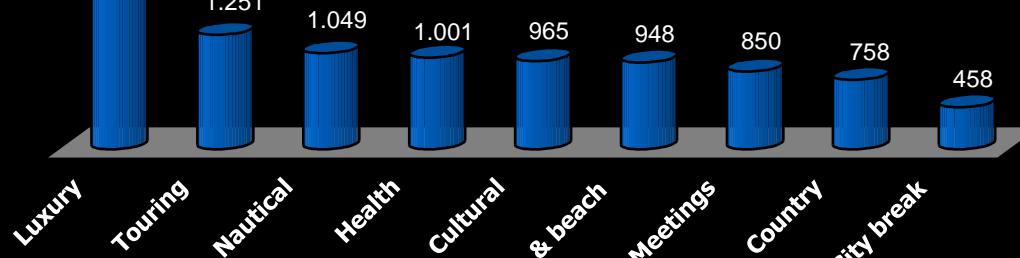
Target Group Index



2.594

Average expenditure per trips of tourism sectors, in Euros (2005)

WTM / ETM

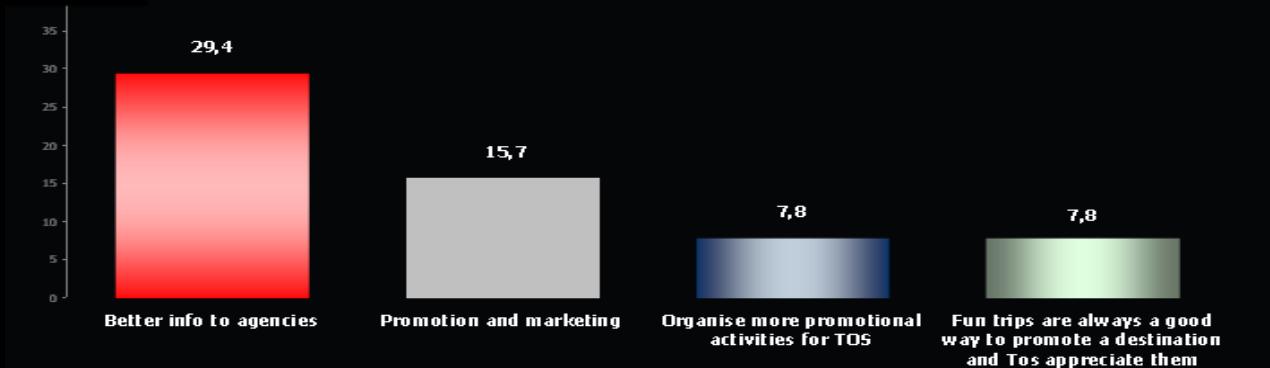


Promote Greece

How could the Greek Tourism industry help you as a tour operator to better promote Greece? (E.g. better info to agencies, more effective marketing efforts, better quality of accommodation, greater size of hotels, increase knowledge of salesmen, etc.)



Tour Operators



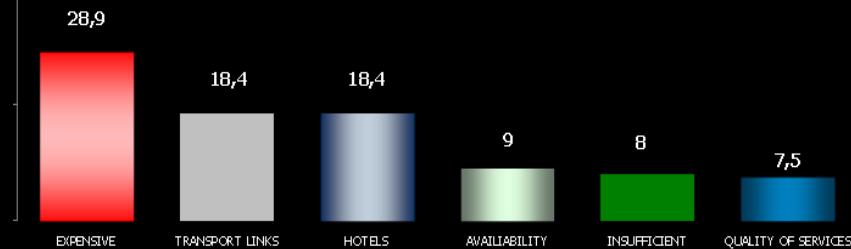
Travel Agents Mail Survey



Travel Agents Myst. Shop.

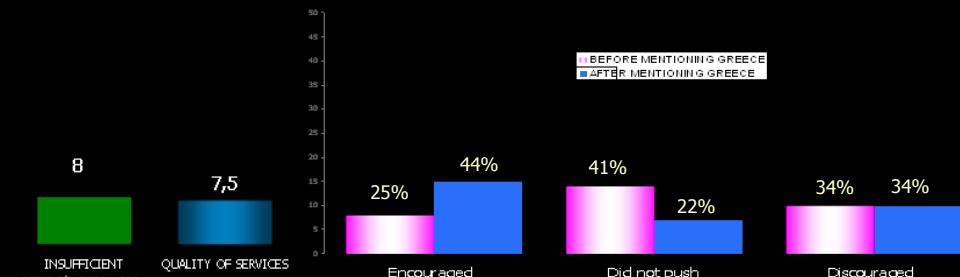
Problems TA encounter when selling Greece

What kind of problems you encounter when SELLING Greece as a destination?



TA opinion about Greece

Degree of encouragement towards Greece



Strengths/ Opportunities

Overall mentions

Culture

- History (10)
- Great culture (4)



Gastronomy

- Great food (16)



Weather

- Good weather (13)



People/ Hospitality

- Friendly people (4)
- Hospitality (1)



Infrastructure

- New hotels (1)
- Accessibility (3)



Scenery / destination

- Islands (2)
- Amazing beaches (3)
- Natural beauty (1)
- Unspoiled landscapes (17)
- Seascapes (1)



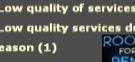
Country's problems

- Bad economy (1)
- Problems with Cyprus (1)
- Too many British tourists (1)
- Certain resorts bad reputation (4)



Services

- Low quality of services (1)
- Low quality services during high season (1)
- Accommodation (1)
- Low accommodation quality (1)
- Expensive accommodation (3)
- Confusion and disappointment due to hotel rating differences to other countries (1)



ROOMS FOR RENT

Weaknesses

Infrastructure

- Poor infrastructure (4)
- Facilities are a bit outdated (1)



Hygiene

- Toilets and showers are a cultural shock (2)
- Cover charge at tavernas (1)



Information

- Not a lot of information on line (1)



Weather

- Too hot during summer (1)



Overdevelopment/ Overcrowded / Pollution

- Polluted (5)



Transportation Accessibility

- Difficult to get around (1)
- Accessibility not very good (1)
- Expensive flights airfares (4)
- Inconvenient flight hours (3)
- Long haul flight (1)



Prices

- Expensive food (1)
- Expensive services (2)
- The bad euro to dollar ratio problem for American travellers (1)



Journalists

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14 Tourist sectors considered



Sun & Beach



Yacht charter



Touring



Wellness



Sports



Cruise



City Breaks



Snow



Mountains



Cultural



Countryside



Visit an event

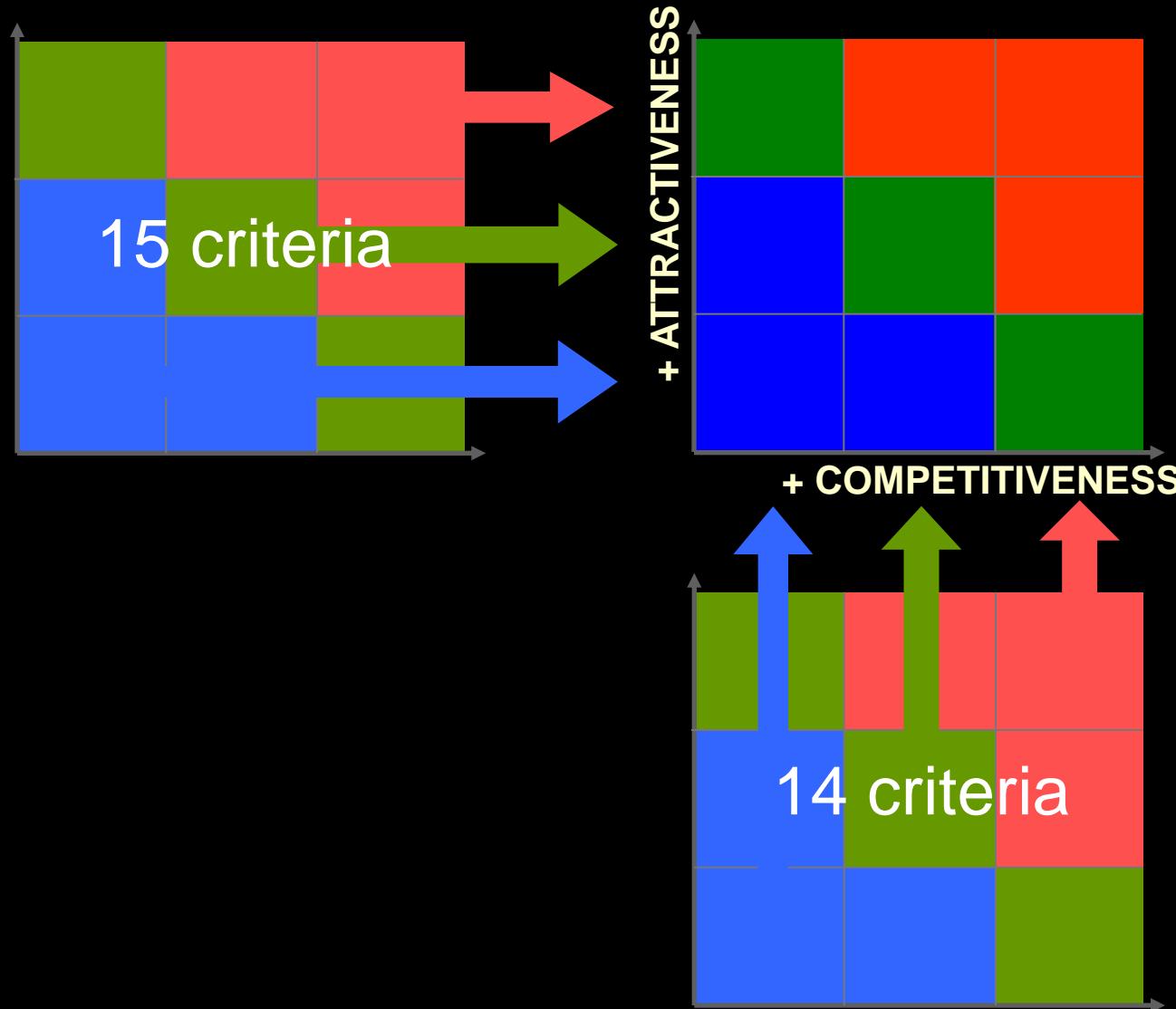


Luxury

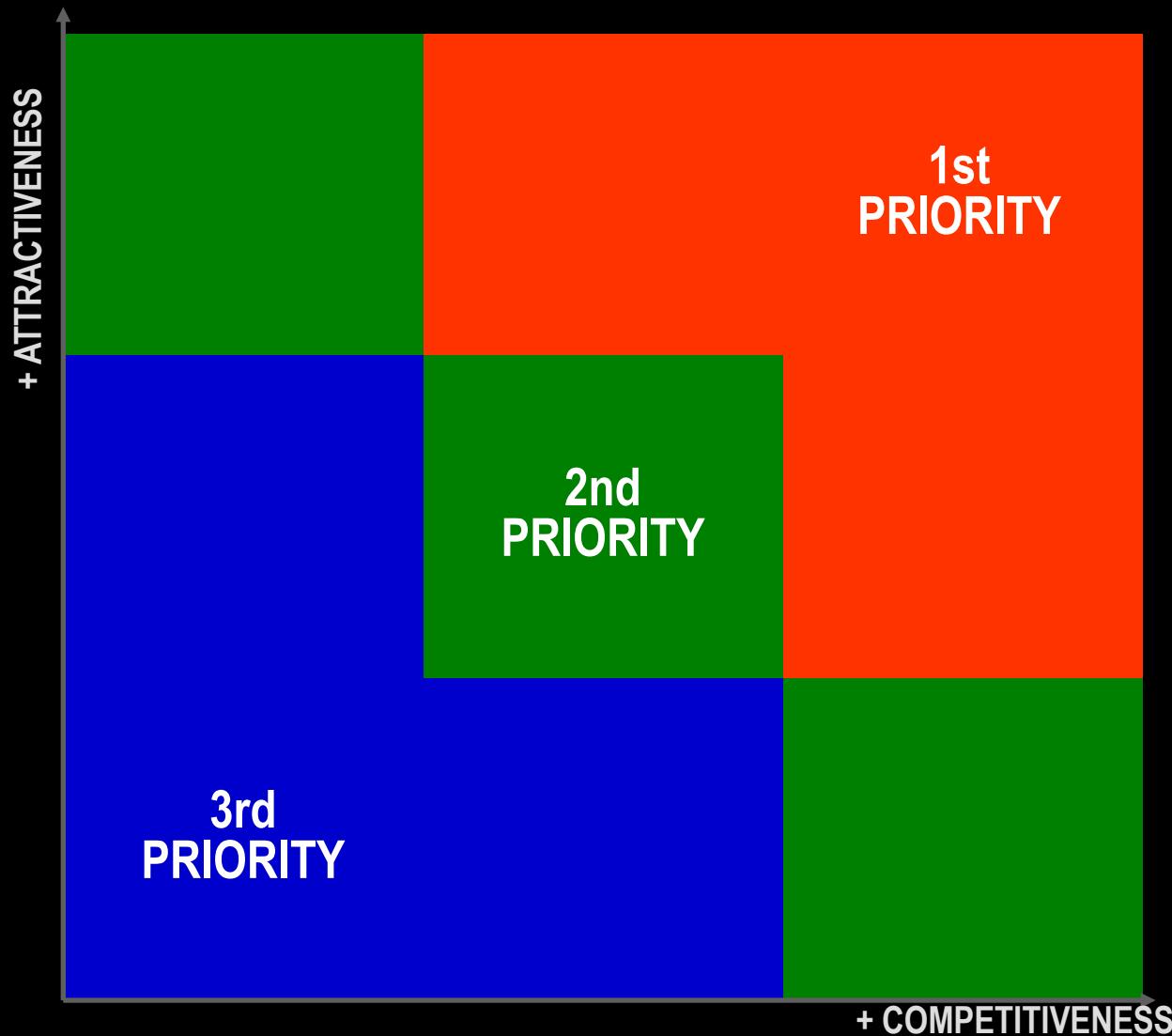


Meetings

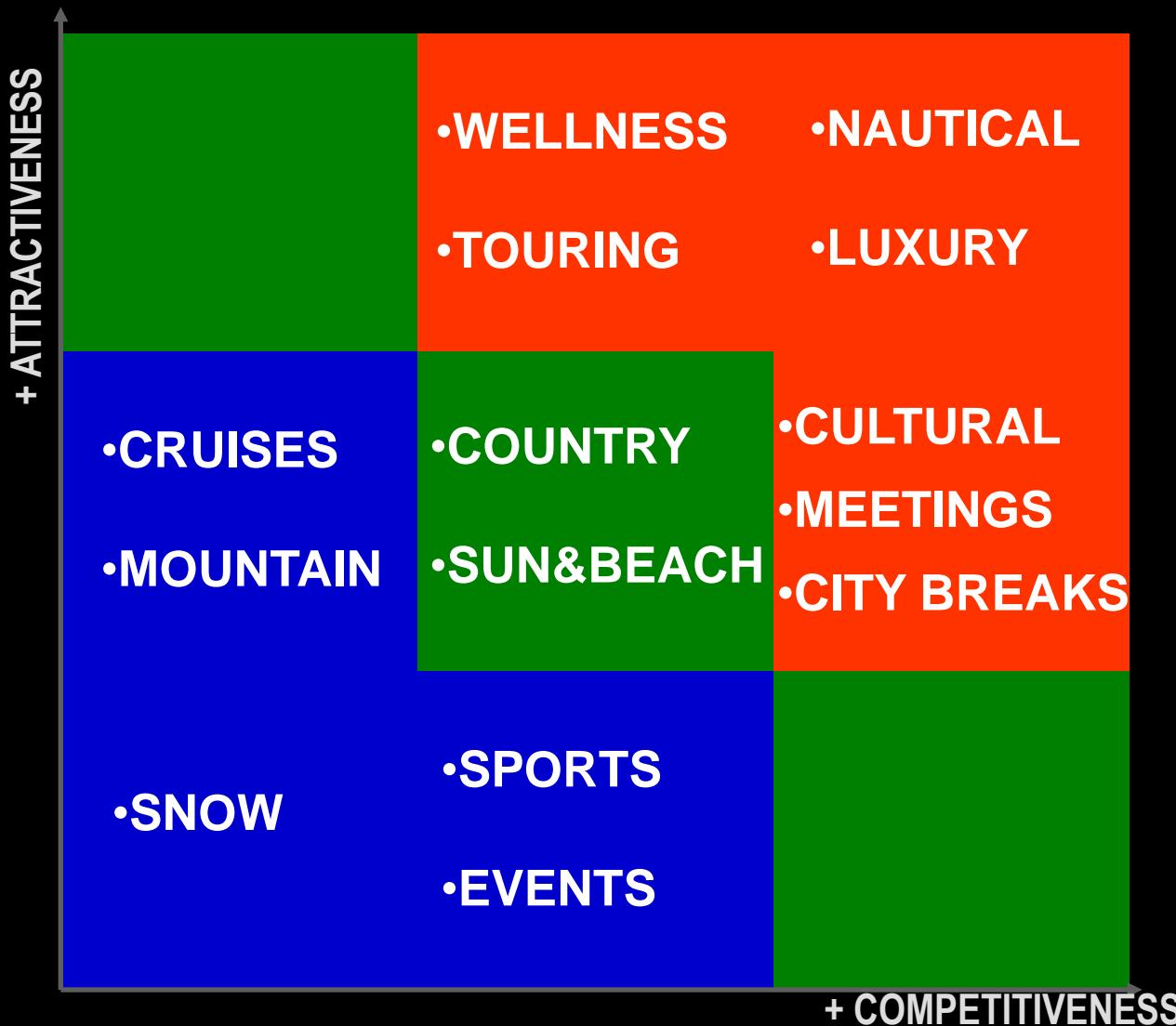
29 criteria supporting the assessment



Portfolio strategy



Portfolio strategy



Sun & Beach



Touring



Wellness



Nautical



Countryside



Cultural



City Breaks



Meetings



Luxury



Nautical

Η Πεμπουσία του
Μεσογειακού
Ιστιοπλοϊκού Πάρκου
Ψυχαγωγίας

Luxury

Ελλάδα
Αποκλειστικών
Υπηρεσιών

Nature

Ο Φυσικός Κήπος
της Ευρώπης

Athens & Thessaloniki

Αληθινές Πόλεις,
Αληθινή Ζωή,
Αληθινές Στιγμές

Touring

Τοπία και Εμπειρίες
γεμάτα
Αντιθέσεις

Ελλάδα

"Ένας προορισμός με
απαράμιλλες εναλλαγές
και ανεξερεύνητες
αντιθέσεις, ένας αεινεκής
τόπος εμπειριών, όπου
απροσδόκητες ιστορίες
ξετυλίγονται αβίαστα"

Sun and Beach

Θάλασσα & Ζωή

Culture

Πολιτισμός

Wellness

Άψογες Συνθήκες
για την
Ανθρώπινη
Υγεία

Meetings

Αξέχαστες Εμπειρίες
Ζωής μεταξύ
Συνεδριάσεων

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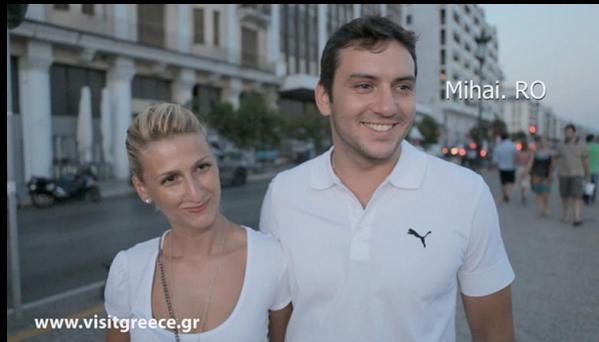
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Net Promoting Score

Would you consider to come back for holidays in Greece?



Coming Back

Would you recommend Greece as a travel destination for holidays ?

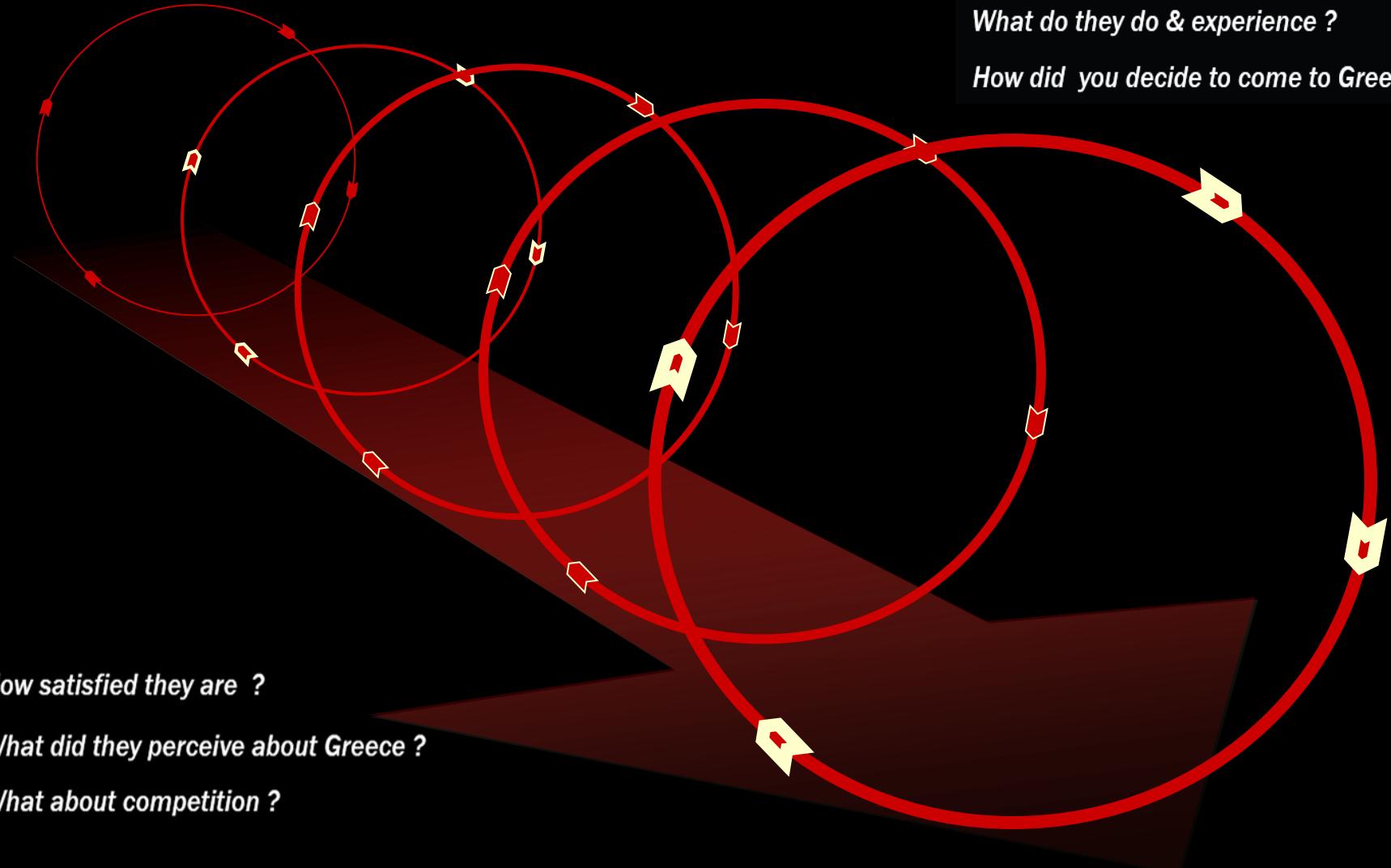
« Συνεχές Καθήκον ... »

Who is visiting Greece ?

Where do they stay ?

What do they do & experience ?

How did you decide to come to Greece ?



Brand GREECE



Υπουργείο Τουρισμού
ΕΛΛΗΝΙΚΟΣ ΟΡΓΑΝΙΣΜΟΣ ΤΟΥΡΙΣΜΟΥ

