

GREEK TOURISM

**SOLUTION
TO THE CRISIS IS
GREECE
ITSELF**

SOLUTION & STRATEGIC DIRECTION

**REBUILD THE IMAGE
OF GREECE**

**THE WORLD
ALREADY KNOWS
GREECE**

**GREECE IS
A TOP DESTINATION**

**JUST 5 YEARS AGO IT WAS
AT THE TOP 5 IN THE WORLD**

TO REPOSITION GREECE

WE MUST MAKE SURE
THAT **THE COUNTRY LIVES**
UP TO **WORLD-CLASS**
STANDARDS

**GREECE
IS A MEGABRAND
IN THE GLOBAL
TOURIST ECONOMY**

**THE BIGGEST
ADVANTAGE
OF GREECE
IS THE ELEMENTS
THAT COMPOSE
ITS IDENTITY**

**GREECE SHOULD
BRING FORWARD
AND MANAGE
ITS TIMELESS
ATTRIBUTES**

**AN IDENTITY
EXISTS FOREVER**

**GREECE IS UNIQUE
ITS BRAND IDENTITY
IS UNLIKE
ANY OTHER DESTINATION**

**THE GREEK IDENTITY
SHOULD REMAIN CONSTANT
AND TRANSMIT
ITS TIMELESS VALUES**

**THE COUNTRY IMAGE SHOULD
BE ABLE TO COMMUNICATE ITS
UNIQUE WORLD PLACEMENT**

**PROMOTING GREECE MEANS
MOST AND ABOVE ALL
PROMOTING
THE BRAND GREECE**

**GREECE IS
A SIGNATURE
BRAND**

**GREECE IS NOT JUST A PLACE
NOT JUST A SUMMER DESTINATION**

**IT IS THOUSANDS OF DESTINATIONS
WITH DIFFERENT CHARACTERISTICS
FOR DIFFERENT PEOPLE
FOR ALL SEASONS**

**WE PROMOTE
THE BRAND NAME
OF EACH AND EVERY
GREEK DESTINATION**

WE ADVERTISE
THE TREASURE THAT IS
THE COUNTRY BRAND NAMES
CITIES
ISLANDS
ALL DESTINATIONS

GREECE IS

STRATEGY

GREECE IS NOT
JUST THE CRISIS

**CRISES
COME AND GO**

**THE CORE ELEMENTS OF
BRAND GREECE
ARE STILL STRONG**

**GREECE IS
A GLOBAL SYMBOL**

**GREECE IS
A SYMBOL SURVIVING
THROUGH CENTURIES
CRISES, WARS AND FALLS OF CIVILIZATIONS**

GREECE IS
ASSOCIATED WITH
THE IDEALS OF HUMANITY

**GREECE IS
NOT JUST
A DESTINATION**

GREECE IS
HOME TO WELL-KNOWN
GLOBAL
SYMBOLS
AND VALUES

GREECE IS

ALL TIME CLASSIC

GREECE IS
THE PLACE THAT GAVE BIRTH
TO DEMOCRACY
AND OLYMPIISM

GREECE IS

A CRADLE OF SCIENCES

PHILOSOPHY

HISTORY

MEDICINE

ARCHITECTURE

MATHEMATICS

GREECE IS

A SOURCE OF CULTURE

MUSIC

THEATRE

POETRY

GREECE IS

THE LAND OF NATURAL BEAUTY

SEA

SUN

BEACHES

MOUNTAINS

GREECE IS

WHERE LIFE IS AN ART

MEDITERRANEAN CUISINE

LONGEVITY

**GREECE IS
AN ETERNAL
TIME-HONORED
VALUE**

GREECE IS

A TREASURE OF IDENTITIES

MINOAN

CLASSICAL

IONIAN

MACEDONIAN

BYZANTINE

AEGEAN

GREECE IS
A WORLD OF THOUSANDS
LANDS AND ISLANDS

**MYKONOS
SANTORINI
CRETE
CORFU
RHODES
SALONIKA
ATHENS**

**ARE GLOBAL DESTINATIONS
ON THEIR OWN MERITS**

**GREECE IS
A WORLD OF
DESTINATIONS**

**ONE TIME
IS NEVER ENOUGH
TO EXPERIENCE
GREECE**

**ONE TIME
IS NEVER ENOUGH
TO VISIT
ALL GREEK DESTINATIONS**

**YOU ARE WELCOME
TO FEEL
AT HOME**

**YOU ARE WELCOME
TO ENJOY
YOUR BEST TIME EVER**