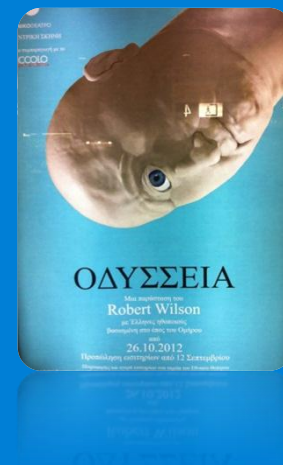


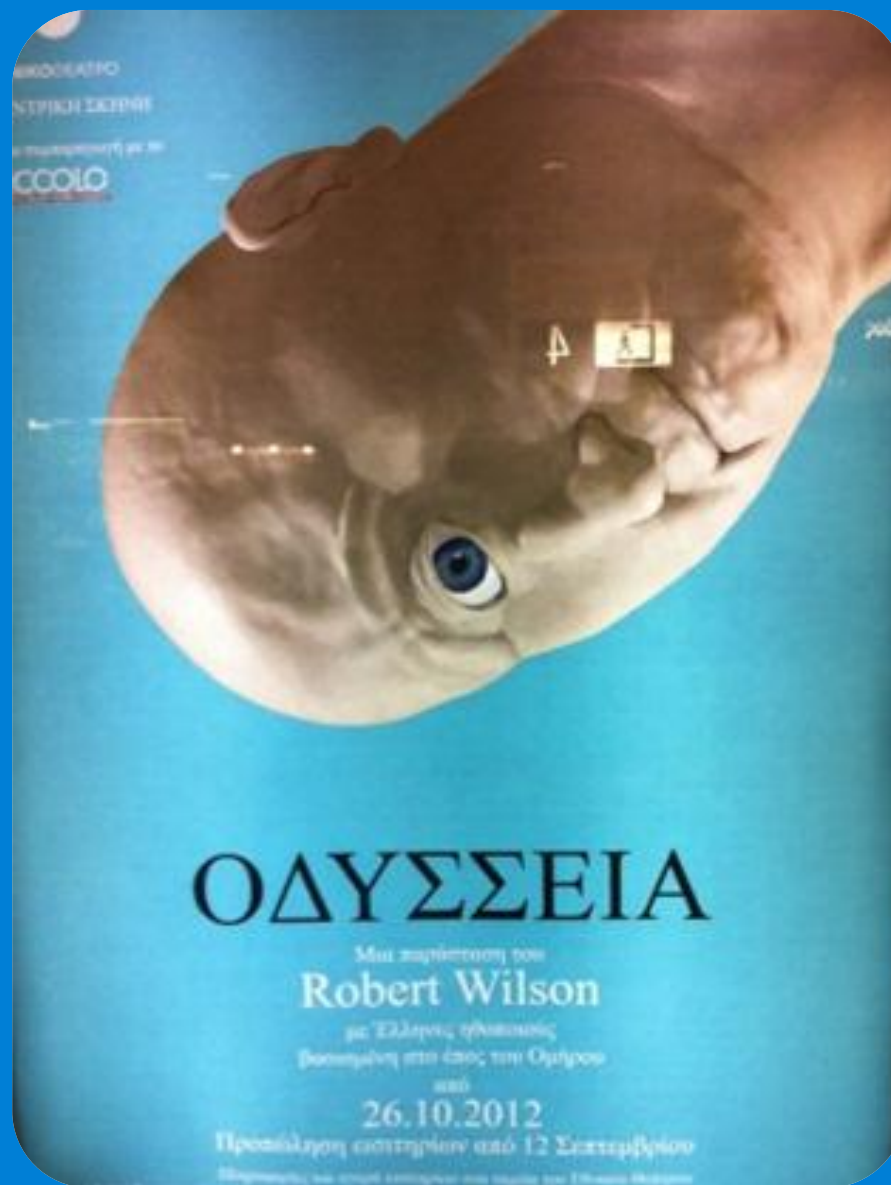
# **GREEK TOURISM 2013**

## **OUR COMMUNICATION STRATEGY**

# THE GREEK TOURISM COMMUNICATION STRATEGY IS CONSISTENT

WE WILL  
JUST  
REFRESH IT!  
FOR 2013





# ΟΔΥΣΣΕΙΑ

Μια παράσταση του  
**Robert Wilson**

με Έλληνες ηθοποιούς  
Βασισμένη στο έπος του Ομήρου

από  
**26.10.2012**

Προσέλευση εισιτηρίων από 12 Σεπτεμβρίου

Εισιτήρια και αγορά εισιτηρίων από ταμείο του Εθνικού Θεάτρου

εφιστάμενη από ταμείο εισιτηρίων από 13 Σεπτεμβρίου

από  
**26.10.2012**

Εισιτήρια και αγορά εισιτηρίων  
από ταμείο εισιτηρίων

**Robert Wilson**

**OUR PLAN  
IS VERY  
SIMPLE!**

**CODE NAME**

**the blue**

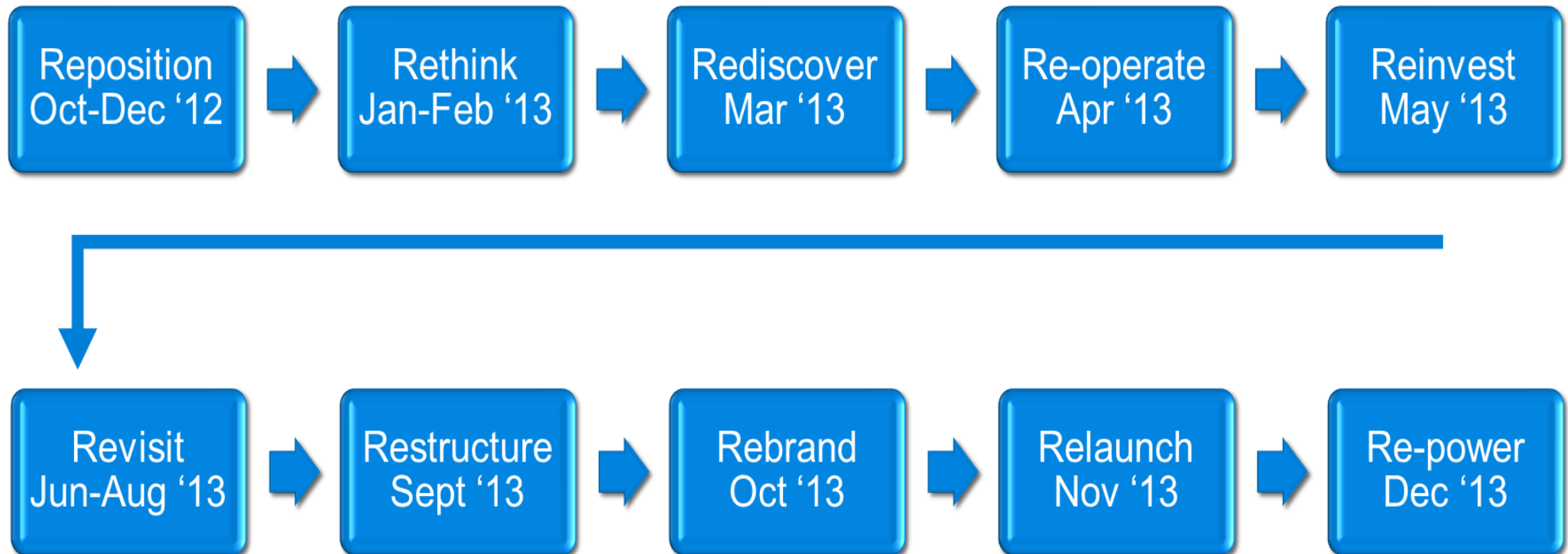
**DOLPHIN  
T<sup>2</sup>H'ING**

**DREAM OF LIVING PASSIONATELY HELLAS IS NEAR**

**TRAVEL & TOURISM HELLAS' IMAGE NEW GOAL**

# the blue DOLPHIN T<sup>2</sup>H'ING

## 10 STEPS IN 1 YEAR STRATEGIC PLAN



**ACTIONS"TIMELINE**





**GOOD**



A photograph of a modern, multi-story building at dusk. The building features a prominent upper section with a large, illuminated glass facade that glows with a warm, golden light. Below this, the building's facade is composed of a grid of vertical slats, some of which are also illuminated from within. The sky above is a deep blue, and the foreground shows a dark, grassy area. The word "GREAT" is superimposed in large, white, bold, sans-serif capital letters across the center of the image.

**GREAT**



**GOLDEN**





**GORGEOUS**



**GENUINE**



A close-up photograph of an olive branch. The branch is covered with small, elongated, silvery-green leaves. Several dark, ripe olives are visible, hanging from the branch. The background is a soft, out-of-focus green field under a clear blue sky.

**GREEN**



A vibrant blue background featuring a dolphin leaping from the water in the foreground, creating a splash. In the background, a kayaker is visible, their silhouette and kayak partially obscured by the dolphin's movement. The word "GAMES" is prominently displayed in the center in a large, white, bold, sans-serif font.

# GAMES



A close-up photograph of a gourmet bruschetta. The dish consists of a slice of toasted, golden-brown bread topped with a vibrant mixture of diced red and orange tomatoes, fresh green basil leaves, and a drizzle of green pesto. The background is softly blurred, showing more of the same dish. The word "GOURMET" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

**GOURMET**



A photograph of a blue dome, likely a church or religious building, with a white cross on top. The dome is in the foreground, and the cross is positioned towards the upper right. The background is a clear, solid blue sky. The word "GOD" is superimposed in large, white, bold letters across the center of the image.

**GOD**

A person is silhouetted against a night cityscape, standing with arms raised in a gesture of triumph or achievement. The city below is densely packed with buildings, many of which are illuminated, creating a warm, golden glow. The sky is dark and clear. The word "GROWTH" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

**GROWTH**

# REPOSITIONING GREECE

# G + R

## CLUSTER CONCEPTS

GOOD  
GREAT  
GOLDEN  
GORGEOUS  
GENUINE  
GREEN  
GAMES  
GOURMET  
GOD  
GROWTH



## STRATEGIC INITIATIVES

RE - POSITION  
RE - THINK  
RE - DISCOVER  
RE - OPERATE  
RE - INVEST  
RE - VISIT  
RE - BRAND  
RE - EVALUATE  
RE - LAUNCH  
RE - POWER

# **BRAND GREECE IS AN INVALUABLE ASSET**

**WE HAVE TO PROMOTE OUR  
COUNTRY'S COMPETITIVE  
ADVANTAGES AND**

**RE - PACKAGE THEM**

**RE – INTRODUCE HER POWER**

**OUR PRIORITY IS  
TO MANAGE  
A STRONGER  
MORE DYNAMIC  
MORE EMBLEMATIC  
BRAND GREECE**

**TO RE - INVENT  
TO RE - LAUNCH IT**



**GREECE'S  
GREATEST ADVANTAGE  
IS HUNDREDS OF  
DESTINATIONS  
THAT ALL OFFER  
UNIQUE EXPERIENCES**

**WE MUST PRESENT  
AND PROMOTE  
A DESTINATION  
PORTFOLIO  
TO MAXIMIZE OUR BENEFITS  
TO SECURE RECURRING  
VISITS**

# UK MARKET STRATEGY

**UK IS**  
**A TRADITIONAL MARKET**  
**BRITISH PREFER GREECE**  
**FOR THEIR SUMMER HOLIDAYS**

# UK CONSUMERS

**SEEKING MORE VALUE IN THEIR PRODUCT  
MORE FAMILY ENTERTAINMENT  
AND MORE SELECTION IN FOOD AND DRINK**

**SUN SEEKERS WANT SUN / SEA / RELAXATION**

**YOUNG WANT LIVELY RESORTS**

**CONSUMERS ACROSS A RANGE OF  
SOCIOECONOMIC GROUPS**

Source: Greece Perceptions Research Analysis  
Arkenford Ltd October 2012

**UK CONSUMERS**

**INCREASED DEMAND FOR 4-5 STAR HOTELS**

**PREMIUM PRODUCT SEEKERS ARE:**

**FAMILIES, 40-60 YEARS OLD (MOSTLY PEAK PERIOD)**

**YOUNGER FAMILIES & RETIRED COUPLES (OFF-PEAK PERIOD)**

**LOOKING FOR VILLAS CLOSE TO THE SEA**

**ACTIVELY SEEKING GREECE CONSUMERS**

**AND COME BACK YEAR ON YEAR**

**TEND TO BOOK VERY EARLY**

**VERY PRICE SENSITIVE – LOOKING FOR LATE DEALS**

Source: Greece Perceptions Research Analysis  
Arkenford Ltd October 2012





**35% OF VISITORS  
RETURN TO PLACES  
THAT SUCCEEDED IN OFFERING  
A UNIQUE, PERSONAL  
EXPERIENCE**

# **GREECE 2013**

## **OUR KEY MESSAGES**

**STABILITY**

**STABILIZE THE POLITICAL SYSTEM**

**SECURITY**

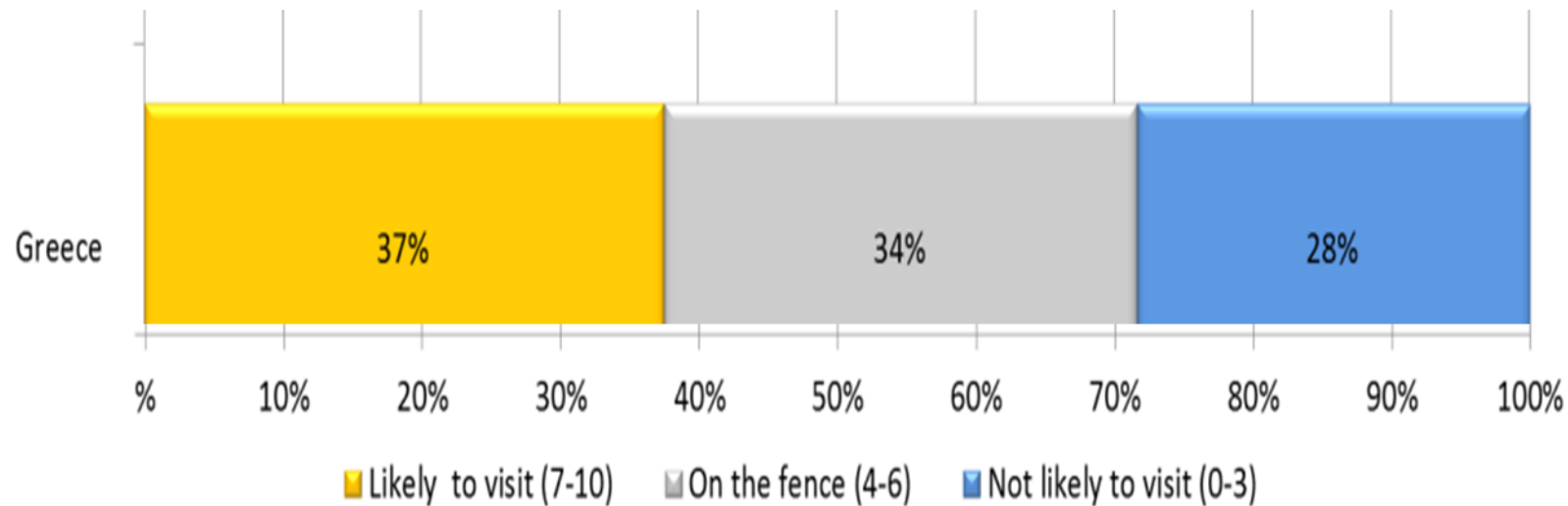
**SECURE INVESTMENT POTENTIAL**

**SAFETY**

**SAFE CIVIL ENVIRONMENT**

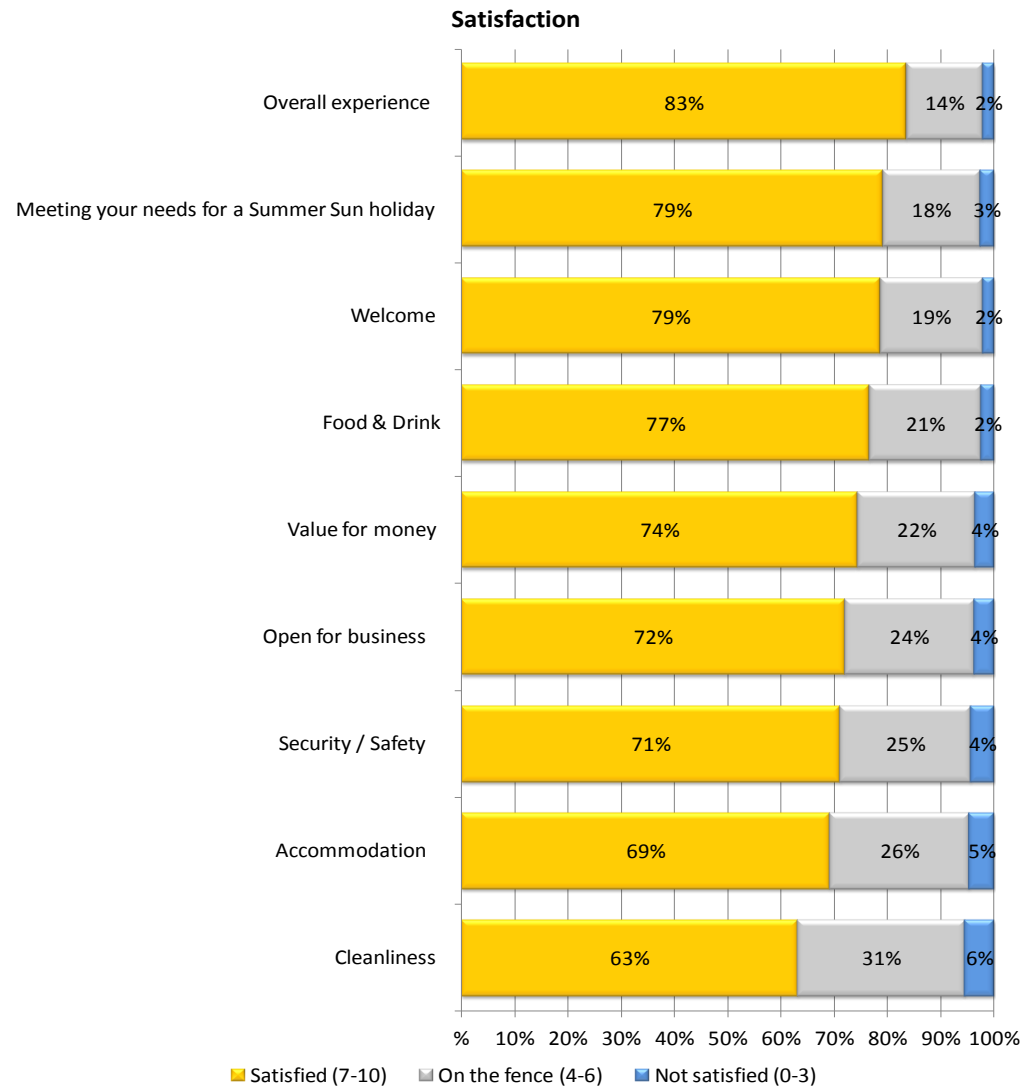
# Likelihood to visit / GREECE has Huge Potential

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**Very similar to the visit profile  
and the market profile**

# Satisfaction / Key Market Research Findings



- Satisfaction is high among visitors
- Trade interviews highlighted Greece having excellent hospitality
- Overall, 79% would recommend Greece which is in line with the 'meeting your needs' statement
- The 2 least positive elements were accommodation and cleanliness

# Greece and the UK travel trade

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- 73 % Inclusive Tour
- Sold on elements of package
  - Not destination attributes
- Value/ price

# Consumer perceptions of Greece

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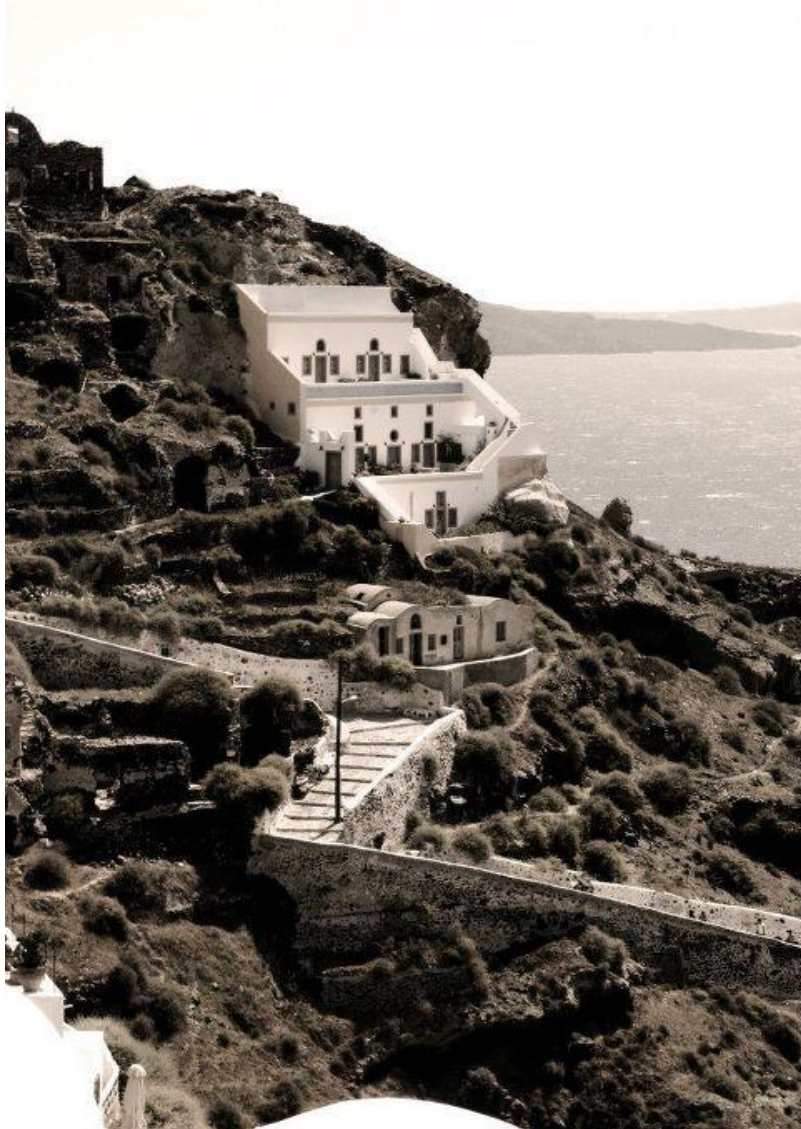


- Beaches
- Scenery
- Local tavernas & restaurants
- Historic sites & monuments
- Strong awareness of island names
  - But lack of awareness about the offer/ experience



# How can Greece stand out?

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- Differentiate
- USPs
  - Hospitality
  - Value (not price)
  - Excellent beaches & sea
  - Unspoilt scenery
  - Local culture
  - Different experience available across all the islands
- Educate the trade

# GREECE TOURISM IMAGE

## VALUE / PRICE

KEY PURCHASE DRIVER HAS BECOME

**BROCHURES** FOCUS ON THE **ACCOMMODATION**  
RATHER THAN THE **DESTINATION**

GREECE THEREFORE **SOLD** ON ELEMENTS OF THE **PACKAGE...**  
**NOT NECESSARILY ON DESTINATION ATTRIBUTES**

KNOWN AS GOOD FOR **BEACHES AND SUN**

OFFERING **GOOD VALUE** AND **CHEAPER**  
THAN SOME AREAS IN THE **WESTERN MED**

Source: Greece Perceptions Research Analysis  
Arkenford Ltd October 2012

# GREECE UNIQUE SELLING POINTS

**LOCAL CULTURE & TRADITION**  
**BEACH LIFE**  
**HOSPITALITY**  
**DIVERSITY**  
**VALUE FOR MONEY**

Source: Greece Perceptions Research Analysis  
Arkenford Ltd October 2012



**GREECE**

**IS A LONG LASTING VALUE**

**PERSONAL**

**SENTIMENTAL**

**DESTINATIONS**  
**WILL BE THE FOREFRONT**

**EXPERIENCES**  
**AND VALUES**  
**GIVE ESSENCE**  
**TO OUR CAMPAIGN**

# OUR CREATIVE CONCEPT

**AN EFFECTIVE CONCEPT HAS  
TO BE ALL INCLUSIVE**

**IT IS ESSENTIAL TO  
INSTILL MESSAGING  
INTO A BRAND NARRATIVE  
CREATING A SYSTEM OF  
BRAND MESSAGING  
ENGINEERING**

**ALL MESSAGES HAVE A SPECIFIC  
PURPOSE AND ROLE**



**GREECE**  
**ETERNAL LONGEVITY**  
**IS OUR MAIN**  
**COMPETITIVE ADVANTAGE**

# **GREECE IS A SIGNATURE BRAND**

**IT CAN INCLUDE ALL  
DESTINATIONS  
PRODUCTS  
SERVICES  
EXPERIENCES**

**WE NEED TO SYNTHESISE  
ALL THE ELEMENTS  
THAT MAKE  
GREECE  
TIMELESS  
AND EVER LASTING**

**THE CONCEPT**  
**SHOULD BE ABLE TO TRAJECT**  
**THE BRAND'S TIMELESSNESS**

**THE CONCEPT  
SHOULD BE UNIQUE  
TO EXPRESS LONG LASTING  
VALUES**



# GREECE

ALL TIME CLASSIC

# GREECE

ALL TIME CLASSIC

# GREECE

ALL TIME CLASSIC

## ATHENS

### WELCOME HOME

[www.visitgreece.gr](http://www.visitgreece.gr)





**GREECE**  
ALL TIME CLASSIC

**KEFALONIA**

**WELCOME HOME**

[www.visitgreece.gr](http://www.visitgreece.gr)

 Greece



# GREECE

ALL TIME CLASSIC

SKIATHOS

WELCOME HOME

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# GREECE

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CRETE

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# GREECE

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## SANTORINI

# WELCOME HOME

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