

Communication strategy of Greece

advertising campaigns 1999 - 2009

1999: 'Greece – that's life'

La Grèce: la vie idéale,
les vacances absolues.



Faites découvrir une nouvelle vie à vos clients. Proposez-leur tout ce que la Grèce a d'unique à offrir: un climat idéal, des plages superbes, un environnement naturel surprenant, une immense richesse historique et culturelle, des milliers d'îles enchantées, un paysage d'une beauté et d'une variété exceptionnelles. Et surtout une vie simple et sans soucis. La Grèce c'est aussi des croisières et des excursions, une grande qualité de services en matière de congrès et de voyages d'affaires. Offrez à vos clients la vie idéale, des vacances absolues.

Quelle harmonie! Quel pays! Quelle vie!

 OLYMPIC

Grèce
C'est ça la vie!

OFFICE NATIONAL HELLENIQUE DU TOURISME
3, Avenue de l'Opéra • 75001 Paris, France • Tél.: 01 42 42 42 10 • Fax: 01 42 42 10 20
e-mail: ask@hellasnet.gr • www.greece.gr

2002-2003: 'Beyond words'



Taktik *Taktik*. Ursprünglich ein griechisches Wort für strategische Planung. Diese Anzeigen sind der erste Teil einer neuen Kampagne, um die Welt mehr über das antike und das moderne Griechenland zu informieren und noch mehr Besucher zu begeistern. Print-, Plakat-, TV- und Rundfunkwerbung wird in 22 Ländern durchgeführt.

GREECE

Griechenland.
Mit Worten nicht auszudrücken.

Athen 2004. Die Olympischen Spiele kehren an den Ort ihres Ursprungs zurück.



GRÖCHISCHE ZENTRALE FÜR FREMDENVERKEHR: OPERNUNG 8, A-1010 WIEN, AUSTRIA, TEL.: (00431) 512 53 17, FAX: (00431) 512 91 89, E-MAIL: grech@vienna.at, WEBSITE: www.gri.at

2004: 'Your best time yet'

Greece 2004. On your marks, get set, visit.

It's our historic record-breaking Olympic year. Visit Greece in 2004 and experience your personal best time whether sightseeing, sunbathing or at an epic Olympic event. On your marks, get set, visit Greece.



Olympic Games ATHENS 2004. There's no place like home.



GREEK NATIONAL TOURISM ORGANISATION: 4 CONDUIT STREET, LONDON W1B 2DZ. TEL.: (0044) 20 74993300, FAX: (0044) 20 72871389, E-MAIL: info@gato.co.uk, WEBSITES: www.gato.co.uk, www.gato.gr



www.visitgreece.gr

2005-2006: 'Live your myth in Greece'



► [watch the video](#)

2006 '...Starring You'



► [watch the video](#)

2007: 'Greece – explore your senses'



Greece
explore your senses

Come to explore the harmonious culture of the sun,
the sea and the city, the beauty of nature, the inspiring
culture of the past and the present, the joy of life.
Explore all your senses in Greece.

► [watch the video](#)



2008: 'Greece – the true experience'



► [watch the video](#)

2009: 'Greece 5000 years old – a masterpiece you can afford'



► [watch the video](#)

Results of the campaigns 1999 - 2009

Results of the campaigns 1999 - 2009

message

- lack of consistency in the messages communicated for Greece - no singular narrative - creating a fragmented image of Greece as a destination
- different messages every year with a different promise to visitors, but all selling the same product (sea&sun / ancient ruins) e.g. “ 2009: ‘Greece 5000 years old – a masterpiece you can afford’, 2008: ‘Greece – the true experience’, 2007: ‘Greece – explore your senses’ , 2005-2006: ‘Live your myth in Greece’, 2004: ‘Your best time yet’, 2002-2003: ‘Beyond words’, 1999: ‘Greece – that’s life’
- Greek experience was limited to sea, sun and ancient ruins
- Restricted image of Greece promoting only 2 types of tourism in one season

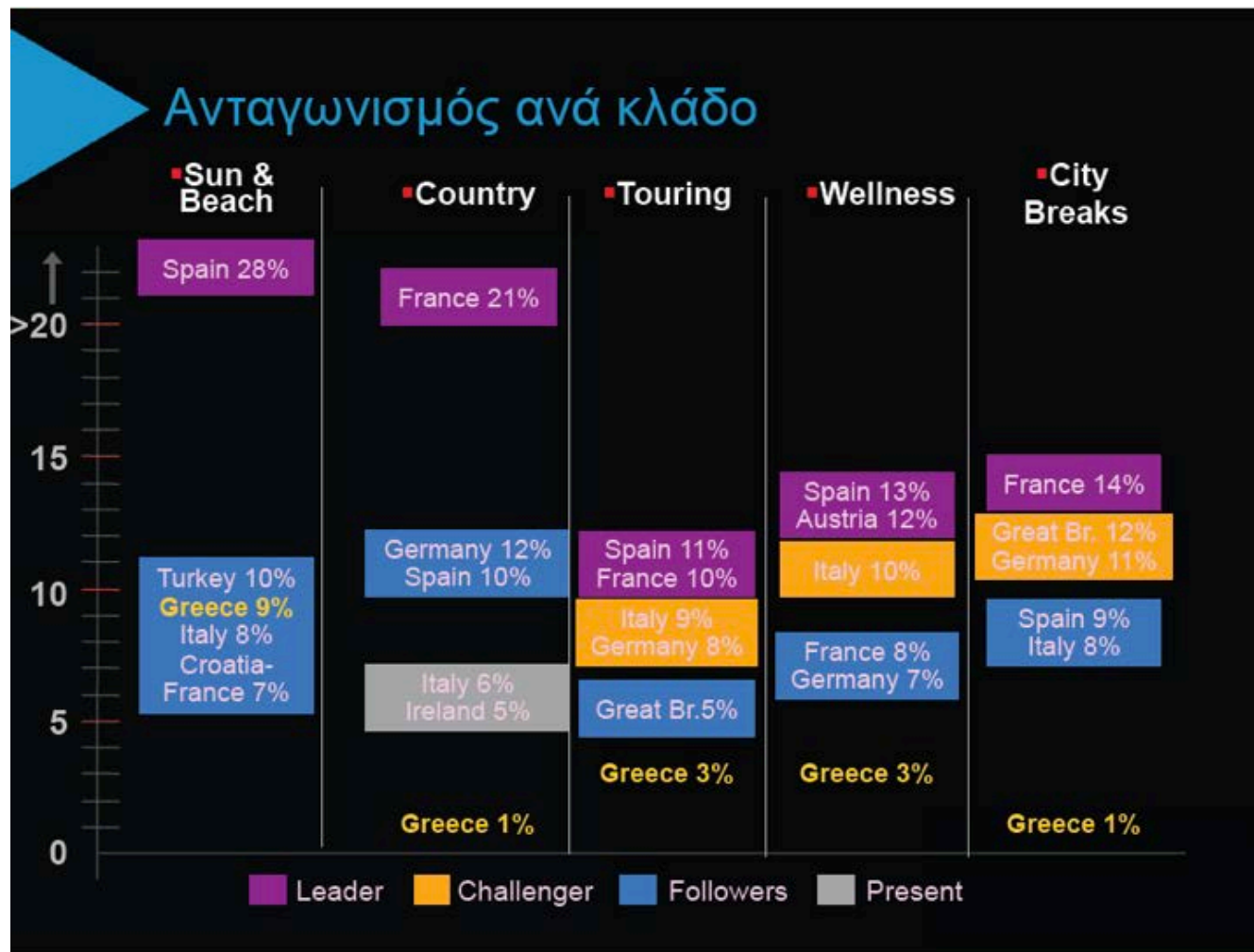
Results of the campaigns 1999 - 2009

message

- Greece thus becoming more vulnerable to competition that they are offering the same products but with a better value for money (allowing also new competitors to rise and acquire market share e.g. Croatia, Malta, Turkey, even Egypt)
- limited differentiation from competitors
 - ▶ richness of Greek nature, uniqueness of Greek products, natural contrasts, winter attractions, gastronomy, etc were not used efficiently and consistently, to create a unique selling proposition and a wider experience for the visitor - Greece promises summer holidays but nothing else
 - ▶ competitors much sooner realized that differentiation is the key to success and started building their strategy on this

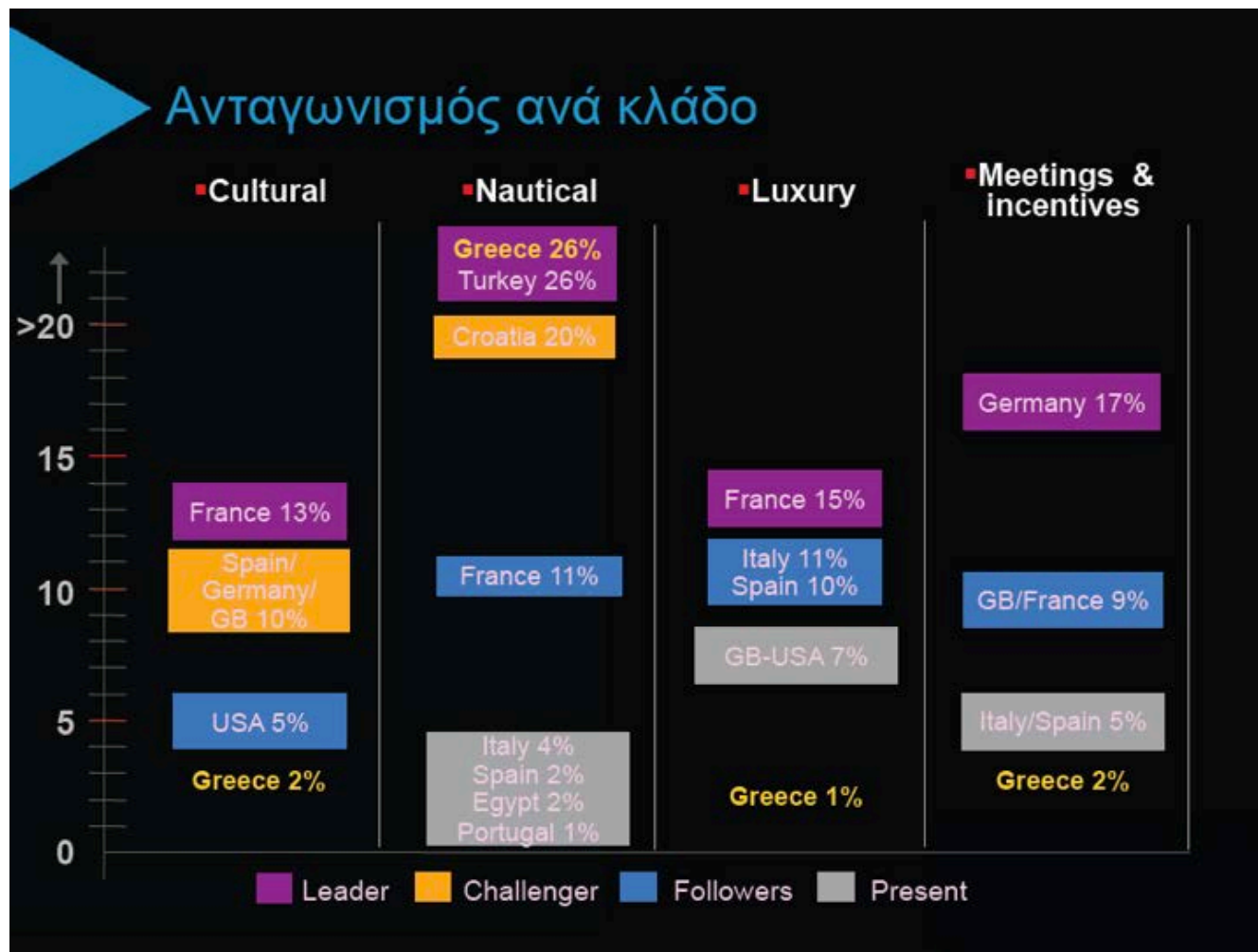
so we became a high summer season destination for mass holidays, without however being able to claim leadership in any of the tourism sectors

Results of the campaigns 1999 - 2009



data source: Research on marketing strategy for Greece, GNT0, 2006

Results of the campaigns 1999 - 2009



data source: Research on marketing strategy for Greece, GNT0, 2006

Results of the campaigns 1999 - 2009

message

- image of Greece created through advertising did not coincide with the Greek values e.g. simplicity, truth, etc
- emphasizing stereotypes (e.g. ouzo, souvlaki, mousaka, the old pappou in the coffee shop, donkeys, etc)
- no realism, presenting stylized and often “fake” images of Greece using photoshop and montage (e.g. a mermaid on the top of Acropolis)
- no everyday people
- no everyday scenes - emphasis on luxury

Results of the campaigns 1999 - 2009

campaign specifics

- campaigns were not developed under a long-term strategy and a long-term vision
- changing the logotype of Greece frequently, therefore lacking a recognizable national symbol
 - ▶ no consistent national identity
 - ▶ no identification of Greece from it's logo
 - ▶ no stand out among other national symbols

logos

- campaigns were not customized to each target country in terms of product, message and execution (under the same concept), apart from changing the language- a general advertising concept with no targeting content depending on the country advertised
- in the tourism fairs Greece didn't have a singular image but was changing every time even during the same year without any brief given to the constructing companies and no specific architecture plan

Results of the campaigns 1999 - 2009

campaign tools

- no efficient use of available resources
- mostly promoting Greece through international and expensive traditional media
- no specific media plan (with the exception of that created for 2004)
- much money spent in fam trips, fairs, printed advertising but with low return on investment
- lack of contemporary and cost effective tools - in the last years money were invested in web advertising, however
- web site was not effective in communicating a contemporary and dynamic image of Greece as a destination
 - static
 - old fashioned in the look and feel
 - not user friendly
 - mostly communicating the GNTTO and not Greece as a destination
 - lacking important content
 - not frequently updated
- no use of social media
- advertising in travel web sites was quite static and less effective overall

Communication strategy 2010 -2013

vision

Vision: be anthropocentric – place man in the centre of all activity, defend and uphold a lifestyle that lifts human values as they are inherited and sustained through time

harmony / μέτρο (moderation) / human scale

simplicity / cleanliness / lucidity

spirit / spirituality / depth / freedom of thinking / ideas / innovation / light

society / hospitality / sharing / communication / compassion / openness / warmth / family

creativity / freedom / action / participation / joy

spontaneity / outgoing / vibrant / no formalities

αρχοντιά

All the above define what is authentically Greek

vision: man at the center



man as the beginning
and the end of all
activities



vision: simplicity



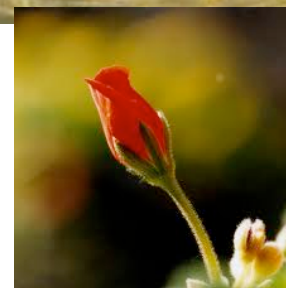
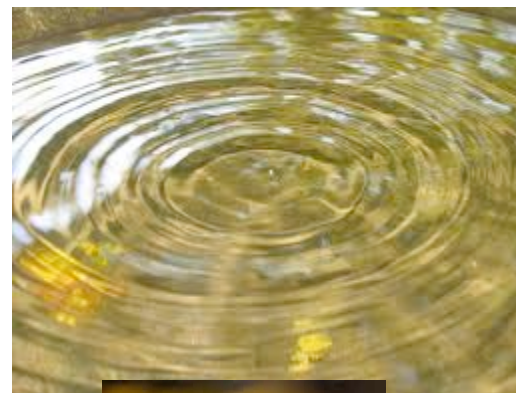
“simplicity: the only road
to reach the truth”

cleanliness

transparency

purity

light



vision: authenticity



authentic Greek:

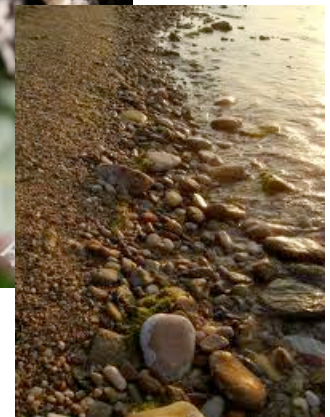
colors

sounds

scents

tastes

products



vision: spontaneity



freedom

comfort

pleasure

expression

extrovert attitude



vision: heritage



spirituality

universality

depth

the eternal "idea"

mind and body



vision: warmth



sharing
communication
contact
hospitality



mission

mission: promote the richness and depth of Greek anthropocentric values and lifestyle to the world

- Greek people (different, warm, extrovert, traditional and cosmopolitans, hospitable and spontaneous)
- Greek spirit (dialectic of the past with the present, contemporary thinking and ancient ideals, antiquities as an inspiration and a heritage)
- Greek nature / environment (beyond just beaches and sun, a place of unprecedented experiences and incomparable / unique natural beauty, variety, contrasts)
- Greek lifestyle (Greek habits and moeurs, Greek traditions, healthiness, wellness, entertainment, etc)
- Greek products (natural products, authentic tastes, gastronomy, quality)

strategic goal

desired position of Greece in the tourism market

move beyond the “seaside” model, become a leading all-year-round, four season European destination and one of the Top 5 European destinations specializing in “experience journeys”

strategic goal

desired position of Greece in the tourism market
more specifically:

establish the position of a top Mediterranean destination for sun & beach vacations, offering higher level of services as compared to competition

become a No 1 destination in the “nautical” tourism sector

develop alternative types of tourism (e.g. wellness, gastronomy, religious, business)

reveal the uniqueness of Greece, the unique natural environment with many contrasts and well hidden secrets that offers the visitor the opportunity to live different and exciting experiences

reveal Greek products and Greek gastronomy

improve quality of offered services and products in all sectors in order to satisfy the demanding contemporary visitor

strategic goal

target markets

as defined by the Greek Ministry of Culture and Tourism

«Από όλο τον κόσμο» - Στόχοι τριετίας

	Διατήρηση	Ενίσχυση	Ανάπτυξη	Προετοιμασία
2011	Γερμανία, Μεγάλη Βρετανία, Γαλλία, Ιταλία, Ολλανδία	ΗΠΑ (Κρουαζιέρα)	Ρωσία, Βαλκάνια, Ισραήλ	Κίνα
2012	Γερμανία, Μεγάλη Βρετανία, Γαλλία, Ιταλία, Ολλανδία, ΗΠΑ	Ρωσία, Βαλκάνια, Ισραήλ	Κίνα, ΗΠΑ (νέες αγορές)	Ινδία, Ιαπωνία, ΝΑ Ασία
2013	Γερμανία, Μεγάλη Βρετανία, Γαλλία, Ιταλία, Ολλανδία, ΗΠΑ, Ρωσία, Βαλκάνια, Ισραήλ	Κίνα, ΗΠΑ (νέες αγορές)	Ινδία, Ιαπωνία, ΝΑ Ασία	

campaign brief

main factors that determined the campaign of 2010-2011 and that will still determine the 2012-2013 campaign

1. low budget for campaign due to general financial crisis
2. debts in key international media - not able to run a new campaign unless issues resolved
3. negative image of Greece as a country (instability, strikes, insecurity, etc) - losing credibility - not being able to “talk about itself” in the way it used to

at the same time

4. eminent need to open up to new markets (e.g. Russia, Israel)
5. need to differentiate from competition and promote new aspects of the greek experience - thus offering visitors stronger reasons to visit

campaign brief

main objectives of the campaign

- establish ties with core markets (UK, France, Italy, USA, Germany, etc)
- strengthen relationship with emerging markets (China, Russia, India, Israel, etc)
- help to successfully achieve the goals and objectives of the Greek tourism industry (e.g. development of alternative types of tourism such as nautical, gastronomy, etc)
- bring forth the desired Greek identity, move beyond the one-dimensional “sun and beach” destination
- develop an image of Greece that has greater depth and richness (a place for innumerable experiences, many of them still undiscovered e.g. wine routes)

campaign brief

campaign specifics

in terms of executions / tone of voice and messages

- be different, fresh and innovative
- promote Greek benefits and set of values (e.g. hospitality, diversity, friendliness, authentic Greek lifestyle and products, warmth, αρχοντιά, etc)
- place emphasis on real people and real situations – less formal / stylized approach
- more “personal” tone of voice – address visitors in a more direct way
- more “simple” as style – aesthetics that reflect the values of simplicity and transparency
- be emotional – create emotions to receptors
- customize campaign to each target market in order to increase relevance with each different culture

campaign brief

campaign specifics

in terms of production, media planning and tools

1. be cost effective - take advantage of the opportunities created from Greek disadvantages (e.g. limited resources)
2. production with high value for money (use every euro wisely and have a high return on investment)
3. place emphasis on web advertising and web applications
4. place emphasis on below the line activities in order to strengthen ties with the industry and the visitors (e.g. fam trips, events, etc)

campaign 2010 - 2011

YOUINGREECE

“You in Greece”



simple
concise but with depth
personal
human
inviting
engaging
fresh
spontaneous
not standardized
campaign-able
flexible
versatile
omnipresent
easily adapted to any situation / occasion
cost effective

“You in Greece”

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cost effective

Greece as the stage for “your story”, “your experiences”

a platform that puts the individual at the centre:
the individual is the protagonist of the campaign

a platform that puts **any** individual in the limelight
– builds inclusiveness and engagement

a platform that highlights individual experiences

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cost effective



previous campaigns put Greece at the centre e.g.

2009: ‘Greece 5000 years old – a masterpiece you can afford’

2008: ‘Greece – the true experience’

2007: ‘Greece – explore your senses’

2005-2006: ‘Live your myth in Greece’

2004: ‘Your best time yet’

2002-2003: ‘Beyond words’

1999: ‘Greece – that’s life’

1997: ‘Greece – the authentic choice’

1996: ‘Greece – a never-ending story’

1995: ‘Greece makes your heart beat!’

1994: ‘Greece – the gracious host!’

1991-1993: ‘Greece – chosen by the Gods’

“You in Greece” puts the individual at the center and Greece becomes the unique context that allows for any experience, any personal story

“You in Greece”

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concise but with depth

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human

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versatile

omnipresent

easily adapted to any situation / occasion

cost effective

building on spontaneity, simplicity
and authenticity: key values of
Greek identity

certain applications allow the individual /
spontaneous activation (e.g. internet based)

however, all applications follow concept values as
production values

a great way to keep our campaign fresh and
involving

interactive and live

“You in Greece”

simple

concise but with depth

personal

human

inviting

engaging

fresh

spontaneous

not standardized

campaignable

flexible

versatile

omnipresent

easily adapted to any situation / occasion

cost effective

in line with global trend: “get personal”

having existing visitors talk to potential visitors is the best way to be credible and more engaging

speaking to our visitors in a personal way will make them feel like they are talking to a friend, not someone distant and impersonal

this increases credibility, sense of trust and potential for them to “do business with us and not with our competitors”

“You in Greece”

simple

concise but with depth

personal

human

inviting

engaging

fresh

spontaneous

not standardized

flexible

versatile

omnipresent

easily adapted to any situation /
occasion

campaignable

cost effective

culturally relevant: easily adaptable
to any country / any culture / any
language

interpreted based on individual's personal and
cultural context

a malleable platform

“You in Greece”

simple

concise but with depth

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occasion

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cost effective

execution: “You in Greece” not a slogan but a platform

“You in Greece” will not act as a signature to any application / execution of the campaign

“You in Greece” will be always implied by the execution-specifics (e.g. a person / specific individual at the limelight, personal style obvious i.g. name, nationality)

Always within a breathtaking Greek context / backdrop

“You in Greece”

simple

concise but with depth

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cost effective



customized to target audiences’
needs and different types of
tourism (e.g. nautical, religious, agricultural,
city breaks, etc)

e.g.

Maria in Meteora sailing,

Nick in Santorini watching the sunset

Peter in Athos meditating

Natasha in Pelion touring

Mark and family enjoying culture in Greece

etc

“You in Greece”

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concise but with depth
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turning a disadvantage into an advantage

DIY – Do it Yourself!

within the campaign’s framework and testimonial
– like documentation of “You in Greece”,
experiences from the tourists themselves

e.g 30 second video testimonial on visitgreece.gr,
upload photographs “real photo experiences”

also
in line with “my-greece.gr” application
in line with key concept of “Greek
home” (ελληνικό σπίτι)

campaign tools 2010 - 2011

Main concept: Real tourists, real time, real places, and real experiences.

- First video was shot in May 2010 in Athens with a great success. More than 80 people shared their experience from visiting Athens in a 2 days shooting.

You in Athens

- Then we created 12 new videos during the summer of 2010. We visited various places from the south to the north and interviewed more than 300 people.

You in Thessaloniki

You in Greece, english and german

Family in Greece

Youth in Greece

Culture in Greece

Luxury in Greece, english, german and russian

Seaside in Greece

Beauty in Greece

video

You in Greece 1-10 of 13

[▶ Play All](#)

Have you ever dreamt of visiting Greece, and experiencing the beauty and culture of our land? You can now watch visitors from all over the world telling you what is like to travel to Greece. Their own testimonies "bring to



You in Greece

visitgreecegr 129,926 views

You in Greece | <http://www.visitgreece.gr> Have you ever dreamt of visiting Greece, and experiencing the beauty and culture of our land? You can now watch visitors from ...



You in Athens

visitgreecegr 48,959 views

You in Athens | <http://www.visitgreece.gr> -- copyright: Greek National Tourism Organisation production: ERT music: Lollipop by Monsieur Minimal, published by Timespace ...



You in Thessaloniki

visitgreecegr 39,665 views

You in Thessaloniki | <http://www.visitgreece.gr> Have you ever dreamt of visiting Greece, and experiencing the beauty and culture of our land? You can now watch visitors fr...

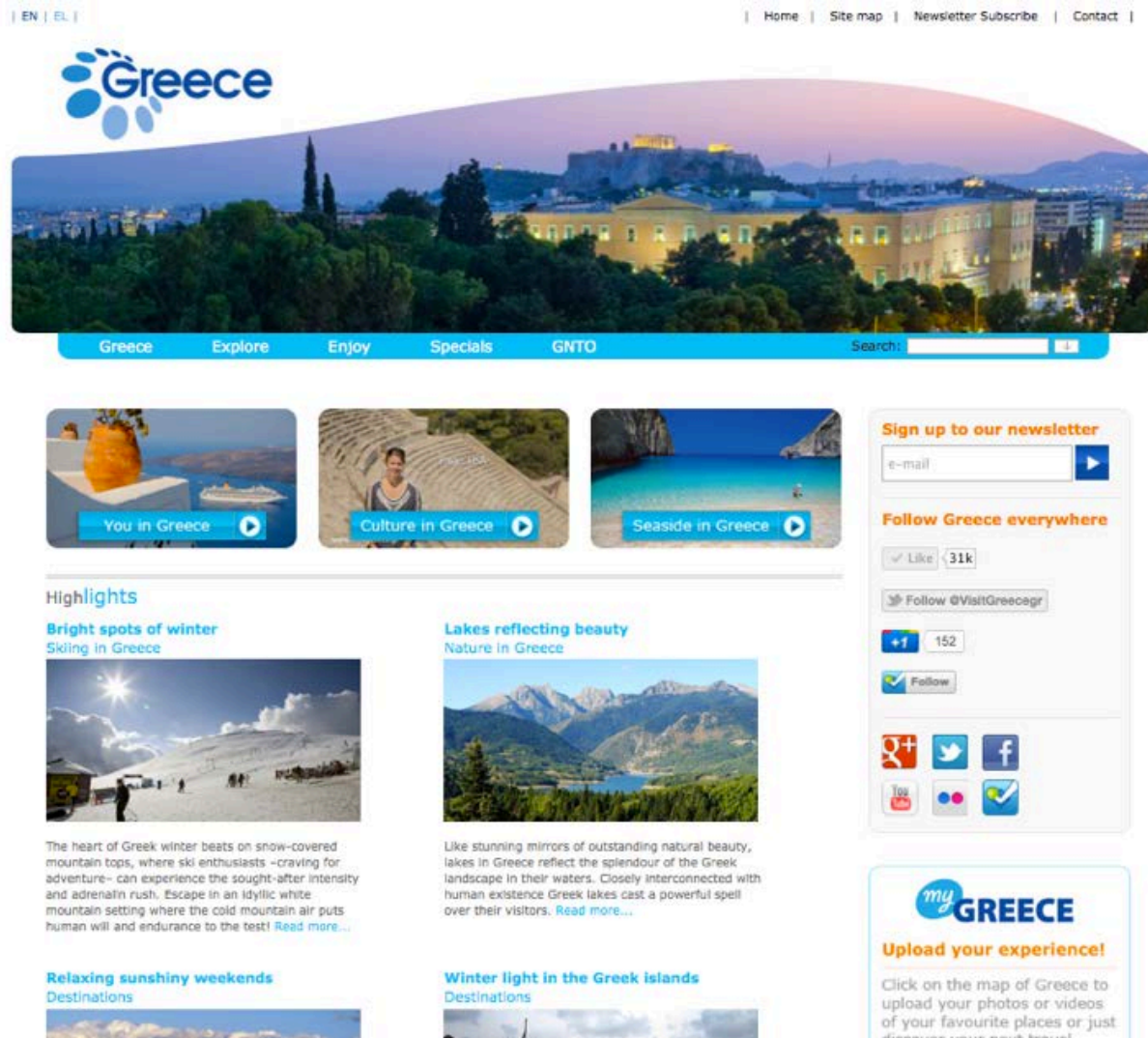
▶ [watch all videos](#)

press kits

production of 20.000 press kits in english, german and russian
distributed worldwide to media, fairs, embassies, conferences etc



website



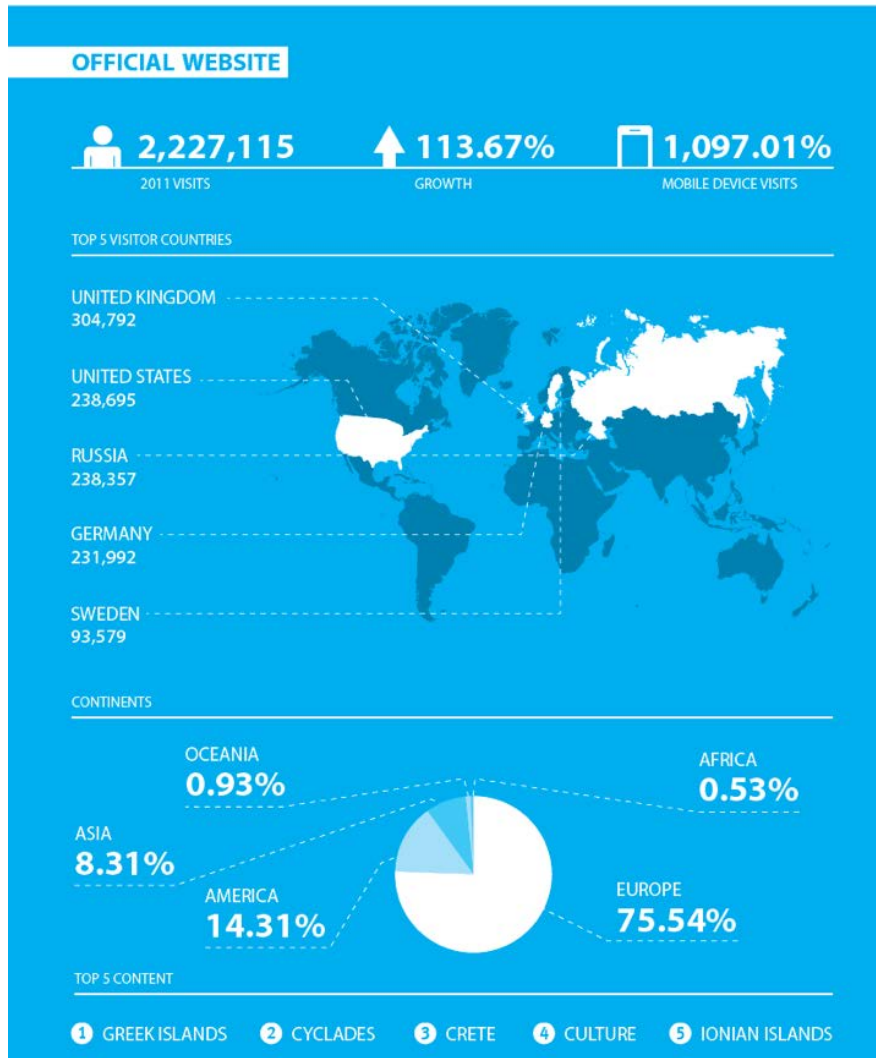
3,186,592 visits
from April 2010



www.visitgreece.gr

web infographic

data 2011 - growth compared to 2010




Forward to a friend

YOUINGREECE

www.visitgreece.gr

Athens' hidden gems




Inhabited since the Neolithic age, **Athens** is considered Europe's historical capital. The city reached the zenith of its long and fascinating history in the 5th century B.C. (the "Golden Age of Pericles"), when its values and civilisation acquired a universal significance and glory. Political thought, theatre, the arts, philosophy, science and architecture, are some of the forms of intellectual thought which reached an epic high point in a period of intellectual productivity that was unique in world history.

Today, Athens offers visitors a **unique experience** – a trip back through 6,000 years of history, including the chance to see renowned monuments and masterpieces of art from antiquity and the Middle Ages and the architectural heritage of the 19th and 20th centuries.

The brilliant light of the sky over Attica illuminates the charming landscape of the surrounding region with its winding coastline, beaches and mountains. And, within the bustling city, visitors can enjoy the modern infrastructure and unique verve of the Athenians.

The Visit Greece web team.

Athens Riviera. Summer in the city?



In Athens, the sunniest capital in Europe, summer does not come to an end in August; it remains exciting and full of surprises in September as well. Sun-drenched beaches with crystalline waters and a superb nightlife make Athens Riviera, the **coastline of Athens** indented by peninsulas and scallop-shaped coves along the Saronic Gulf, an incredible setting much similar to a typical cosmopolitan Greek island. So, let's rush for an autumn beach break...in Athens!


Take me there...

6,647 subscribers to the
english version and
2,573 to the greek one

social media - facebook

facebook

Search



Wall

Info

Friend activity (1+)

Newsletter Signup

Photos

Videos

Travel FAQs

Welcome

Notes

MORE

About

This is the official Visit Greece page, created by the Greek National Touri...

More

31,845 like this


1,455 talking about this

Like all

See all





Visit Greece

Travel/Leisure · Athens, Greece





Wall

Visit Greece · Everyone (Top posts)

Share:  Post  Photo  Link  Video

Write something...

Visit Greece


 I just fell in love with Greece when _____.
Like · Comment · Share · about an hour ago · 

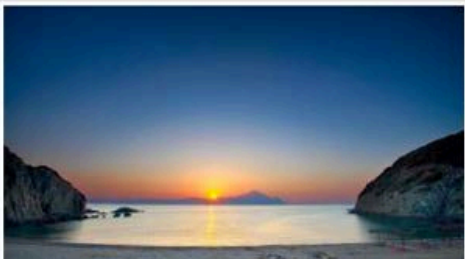
42 people like this.

View all 49 comments


Write a comment...

Visit Greece

 What if holidays are over? We keep our promise.. keeping your spirits up! Happy Monday everyone! — at Halkidiki region, Greece



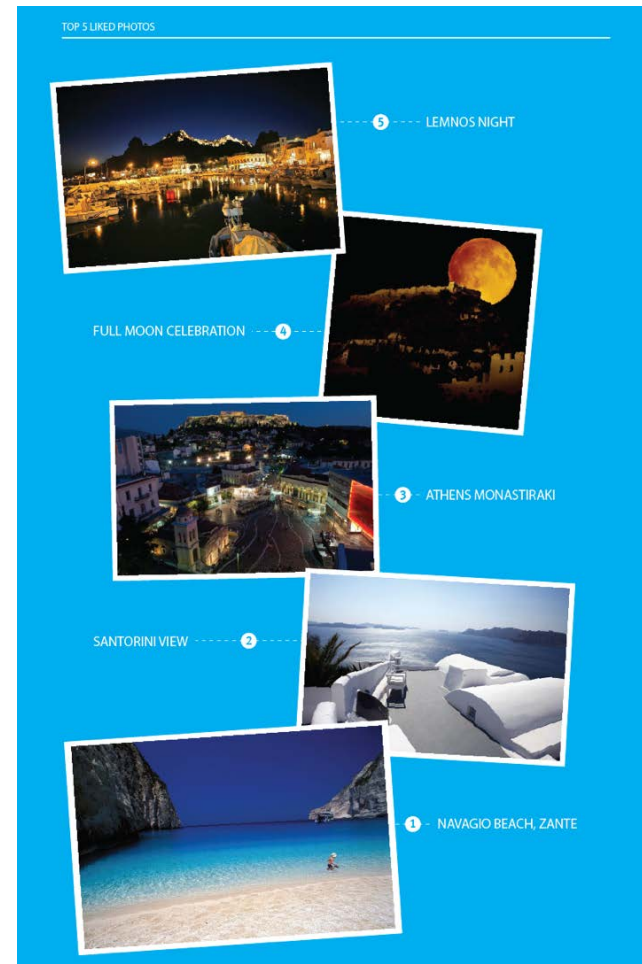
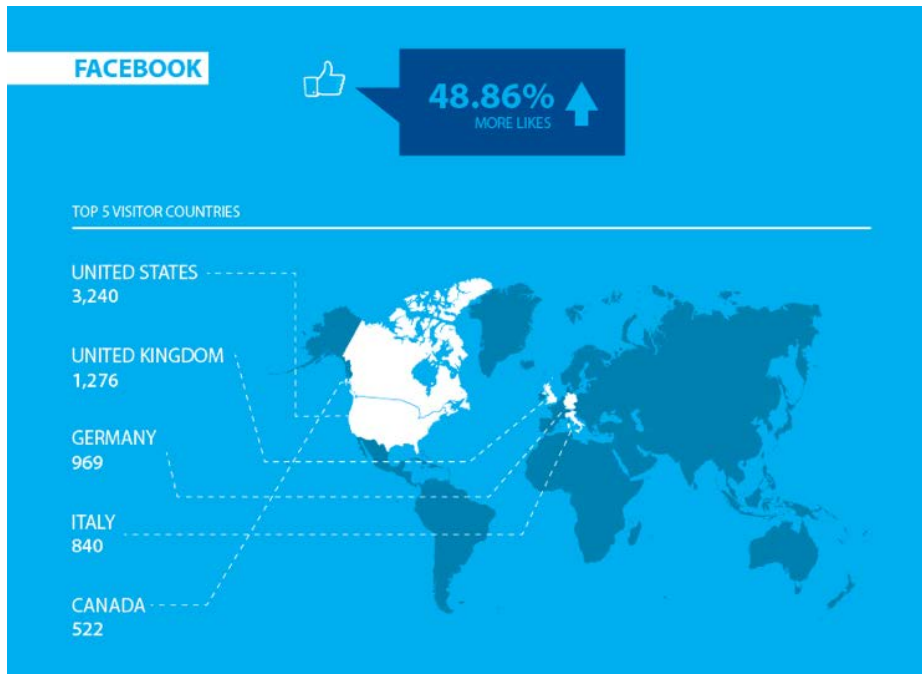
31,845 like this
1,455 talking about this



www.visitgreece.gr

facebook infographic

data 2011 - growth compared to 2010



social media - twitter

The screenshot shows the Twitter profile of Visit Greece (@VisitGreecegr). The header includes the Twitter logo, a search bar, and a 'Sign in' link. The profile banner features the 'Greece' logo and the text: 'Visit Greece @VisitGreecegr Greece The Official twitter account of the Greek National Tourism Organisation. #Travel ideas, events, guides, answers & more about #Greece. Tweets by the web team. http://www.visitgreece.gr'. Below the banner is a 'Follow' button and a link to text follow. The 'Tweets' tab is selected, showing three recent tweets. On the right, there is a 'Stay in touch with Visit Greece' section with a 'Join Twitter right now:' link, a sign-up form (Full name, Email, Password, Sign up), and a link to 'Discover who @VisitGreecegr follows'. Below this is an 'About @VisitGreecegr' section with statistics: 3,924 Tweets, 1,522 Following, 6,331 Followers, and 216 Listed. At the bottom right, there is a 'Recent images' section with a 'view all' link and a grid of four images.

twitter Search Have an account? Sign in

www.visitgreece.gr

Visit Greece
@VisitGreecegr Greece
The Official twitter account of the Greek National Tourism Organisation. #Travel ideas, events, guides, answers & more about #Greece. Tweets by the web team.
http://www.visitgreece.gr

+ Follow Text follow VisitGreecegr to your carrier's shortcode

Tweets Favorites Following Followers Lists

1 new tweet

VisitGreecegr Visit Greece
@Farawaywedding Congratulations! We look forward welcoming you!
8 minutes ago

VisitGreecegr Visit Greece
@MarisaAngelis Glad you liked them Marisa! We hope to welcome you in #Greece in 2012!
38 minutes ago

VisitGreecegr Visit Greece
Welcome to the island of the Knights! #Rhodes goo.gl/DpNLw #Greece #TravelTuesday
41 minutes ago

VisitGreecegr Visit Greece
Visiting the city of #Olympia will become one of the most memorable experiences you can ever have in #Greece

Stay in touch with Visit Greece
Join Twitter right now:

Full name
Email
Password
Sign up

Curious how Visit Greece uses Twitter?
Discover who @VisitGreecegr follows

About @VisitGreecegr

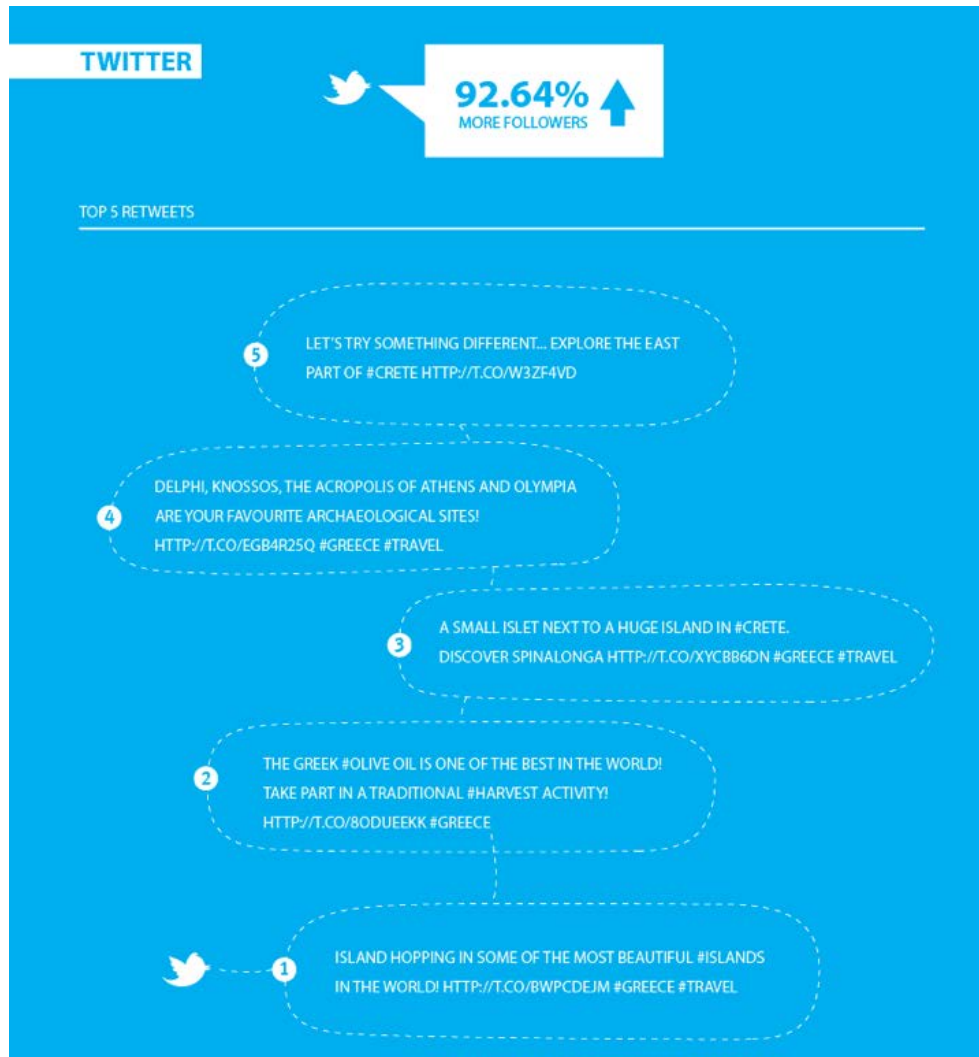
3,924	1,522	6,331	216
Tweets	Following	Followers	Listed

Recent images · view all

3,925 Tweets
1,522 Following
6,331 Followers
216 Listed

twitter infographic

data 2011 - growth compared to 2010



social media - youtube

The screenshot shows the Visit Greece YouTube channel page. At the top, there's a banner with the word "Greece" and several images of Greek landscapes and landmarks. Below the banner are social media links for Flickr, Facebook, Twitter, and Google+. The channel name "Visit Greece" is prominently displayed with a "Subscribe" button. To the right of the name, it shows "1,173 subscribers" and "689,115 video views". Below the channel name, there are tabs for "Featured", "Feed", and "Videos". The main video player shows a video titled "SEASIDE IN GREECE" with a duration of 0:03 / 3:12 and 67,303 views. Below the video player, there's a section titled "You in Greece" with a "Play All" button. The "About Visit Greece" section on the right provides a welcome message and links to the channel's website, Google+ Page, Facebook Page, Twitter Profile, Flickr Group, and Foursquare Page. The "Created by" section lists "visitgreecegr" as the creator, and the "Latest Activity" section shows a post from Dec 24, 2011.

YouTube

Browse Upload

missmpoulou

Greece

flickr facebook twitter Google+

www.visitgreece.gr

Visit Greece

Subscribe

1,173 subscribers 689,115 video views

Featured Feed Videos

Search Channel

SEASIDE IN GREECE

Seaside in Greece

by visitgreecegr 1 year ago

67,303

You in Greece 1-10 of 13

Have you ever dreamt of visiting Greece, and experiencing the beauty and culture of our land? You can now watch visitors from all over the world telling you what is like to travel to Greece.

Play All

You in Greece

visitgreecegr 127,897 views

You in Greece | <http://www.visitgreece.gr> Have you ever dreamt of visiting Greece, and experiencing the beauty and culture of our land? You can now watch visitors from ...

About Visit Greece

Welcome to the official YouTube channel of the Greek National Tourism Organisation. Explore Greece's unique sights, travel through its beaches and mountains, marvel at its history and culture and discover a great land through the eyes of its visit...

Post a channel comment

Post

www.visitgreece.gr

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Created by

visitgreecegr (Block User | Send Message)

Latest Activity

Dec 24, 2011

Date Joined

Mar 9, 2010

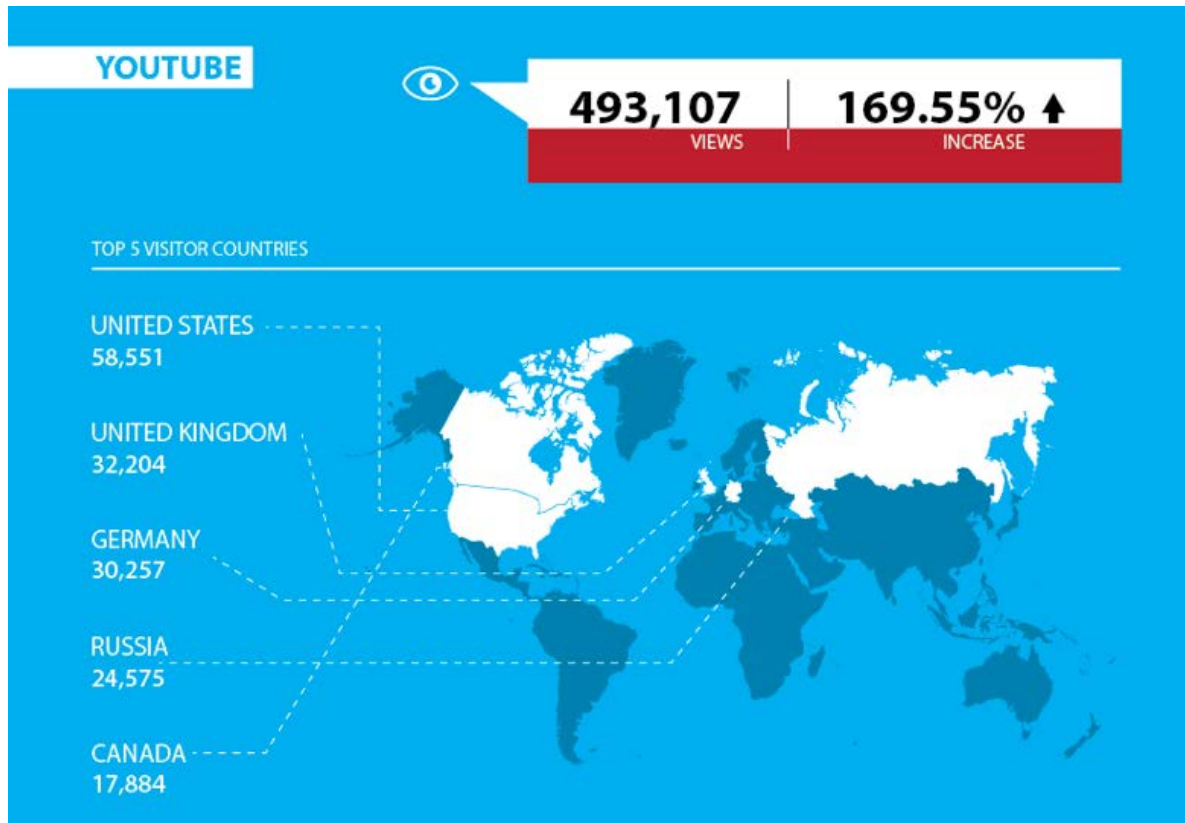
130 uploads
1,173 subscribers
689,115 video views



www.visitgreece.gr

youtube infographic

data 2011 - growth compared to 2010



social media - flickr

flickr® from YAHOO!

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Visit Greece

Group Pool Discussion 390 Members Map Join This Group

Group Pool 7,918 items | Only members can add to the pool. Join?

by Eleanna... by Alex... by mm*novy #6 by mm*novy #6 by george... by mm*novy #6 by CTPPIX.com by CTPPIX.com by CTPPIX.com by CTPPIX.com by Alexandro... by Holfo

Search this group's pool SEARCH » More photos

Visit Greece (a group admin) says:
09 Jan 12 - Hey guys! Winter is here and we love the snow that is falling in our country! Your photo shots that have been added to our group are amazing and we are more than happy to have them in Greece's collections. **Share** your winter shots here and never stop supporting the beauties of Greece!

[Facebook Page](#) | [Twitter Profile](#)





7,918 items
390 members





flickr infographic

data 2011 - growth compared to 2010







social media - foursquare



foursquare  Search people and places...  Activity  Lists  Anastasia ▾



Tips [See all 171 tips](#)

 **Ακρόπολη (Acropolis of Athens)** Acropolis Hill
The Acropolis of Athens! The greatest and finest sanctuary of ancient Athens. The imposing Parthenon is the most magnificent creation of Athenian democracy at the height of its power. [Read more.](#)
Sep 15, 2011 | Done by 52 people 

 **Μουσείο Ακρόπολης (Acropolis Museum)** Διονυσίου Αρεοπαγίτου 15
Welcome to the New Acropolis Museum! Definitely a must visit while in Athens. Be sure to see the Parthenon Gallery, while gazing at one of the ancient world's greatest structures.
Aug 16, 2011 | Done by 51 people 

 **Πλατεία Αριστοτέλους (Aristotelous Square)** Θεσσαλονίκη, Κεντρική
Μακεδονία
The most popular square in Thessaloniki! Discover the shopping district and enjoy your coffee while gazing at the sea! [Read more.](#)
Aug 22, 2011 | Done by 45 people 

YOU ARE NOW FOLLOWING VISIT GREECE

Follow the Official Visit Greece Foursquare Page!

Join us to share and discover travel tips and hidden secrets that make Greece a destination so vibrant and exhilarating you may never want to leave. Be inspired to make a journey that will stay in your heart forever.

The Greek National Tourism Organisation web team is working on spreading the digital word on Greece, helping travellers all over the world discover and experience a country of breathtaking beauty, age-old history, exciting culture and the most hospitable people ever.

[@visitgreecegr](#)
[Google+](#)
[YouTube](#)
[www.visitgreece.gr](#)

504 followers
171 tips

FOURSQUARE

MOST POPULAR TIPS

5 WHITE TOWER

THE HALLMARK OF THESSALONIKI!
BE SURE TO VISIT THE MUSEUM INSIDE THE TOWER
AND THEN GO FOR A STROLL BY THE SEA!

3 ARISTOTELOUS SQUARE

THE MOST POPULAR SQUARE IN THESSALONIKI!
DISCOVER THE SHOPPING DISTRICT AND ENJOY
YOUR COFFEE WHILE GAZING AT THE SEA!

1 ACROPOLIS OF ATHENS

THE ACROPOLIS OF ATHENS! THE GREATEST
AND FINEST SANCTUARY OF ANCIENT ATHENS.
THE IMPOSING PARTHENON IS THE MOST
MAGNIFICENT CREATION OF ATHENIAN
DEMOCRACY AT THE HEIGHT OF ITS POWER.


4 GLYFADA DOWNTOWN






ONE OF THE MOST ELEGANT DISTRICTS OF ATHENS,
GLYFADA STANDS OUT FOR ITS SANDY
PALM-FRINGED BEACHES AND ITS COSMOPOLITAN
CAFES AND CLUBS!

2 ACROPOLIS MUSEUM


WELCOME TO THE NEW ACROPOLIS MUSEUM!
DEFINITELY A MUST VISIT WHILE IN ATHENS.
BE SURE TO SEE THE PARTHENON GALLERY,
WHILE GAZING AT ONE OF THE ANCIENT WORLD'S
GREATEST STRUCTURES.

social media - google+





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Visit Greece

The Official Visit Greece Google+ Page!


You are in Visit Greece's circles too



Posts

About

Photos


 Visit Greece - Yesterday 4:24 PM - Public


Are you in for a sailing trip?

An **insider's tip**: the best period for those who wish to sail during winter, is the Halcyon days, the so-called "short summer", in the middle of January.

This is a good time to appreciate the beauty of stunning seascapes, picturesque villages, archaeological sites, and wonderful pine-clad landscapes.

Feel free to create your own itinerary; sailing really is the only way to **get away from it all!**

 Visit Greece | Sailing



Sailing. Sailing in Greece is a richly rewarding experience. An insider's tip: the best period for those who wish to sail during winter, is the "Alkyonides" days, the so-called "short summer", in ...

946 followers

web campaign - my-greece.gr



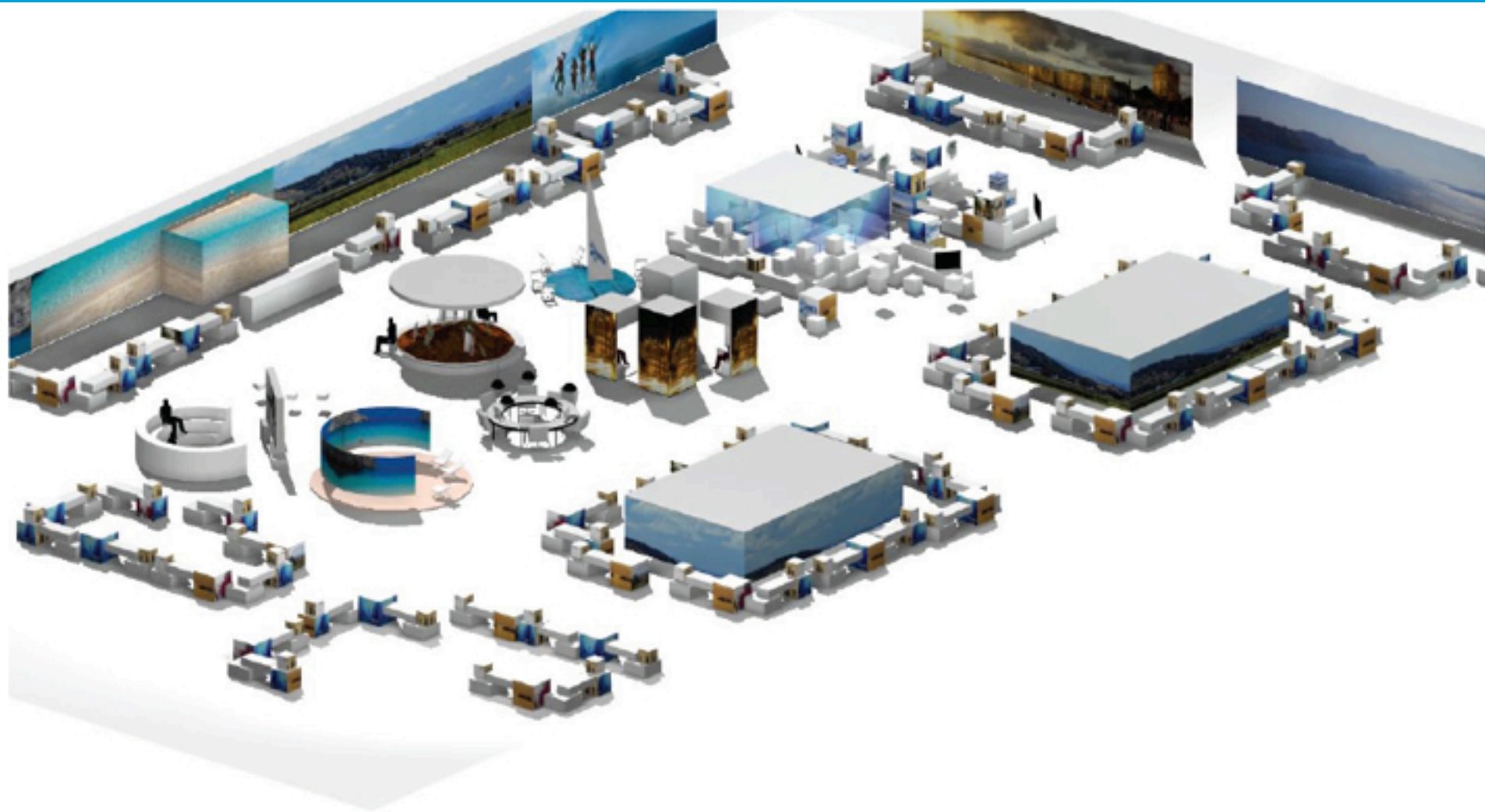
763 experiences

tourism fairs



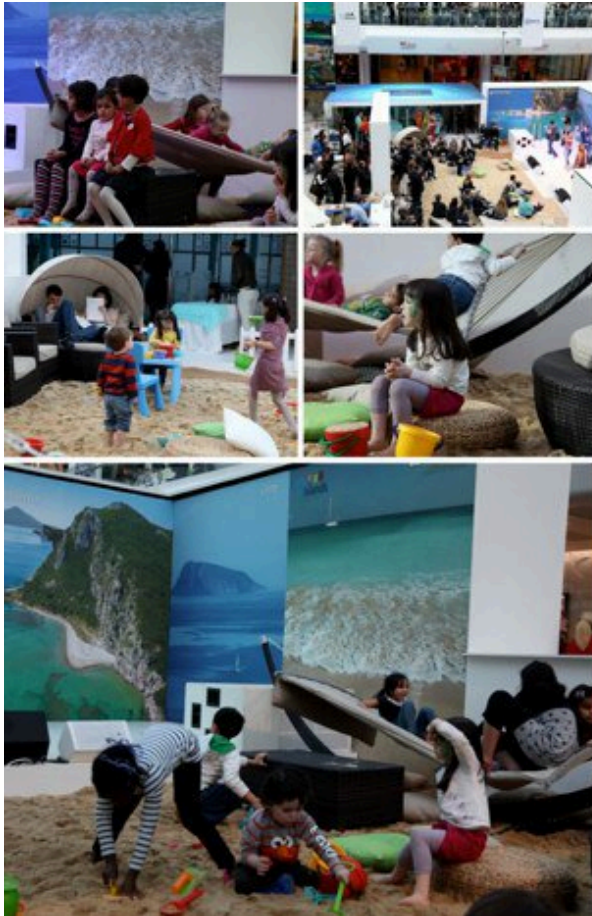
one architectural plan for all fairs according to brief: open space, simple design, low cost, modular, flexible, Greek experience through visuals

tourism fairs



events

e.g Westfield London



EXPERIENCE GREECE

A sandy Greek beach with various activities for our little friends



a two weeks event at Westfield shopping centre in London where the visitor could experience Greece

events

e.g Westfield London



GOLF IN GREECE

A specially made for Costa Navarino golf simulator where visitors could practice golf and got to know everything the country has to offer to golf lovers



events

e.g Westfield London



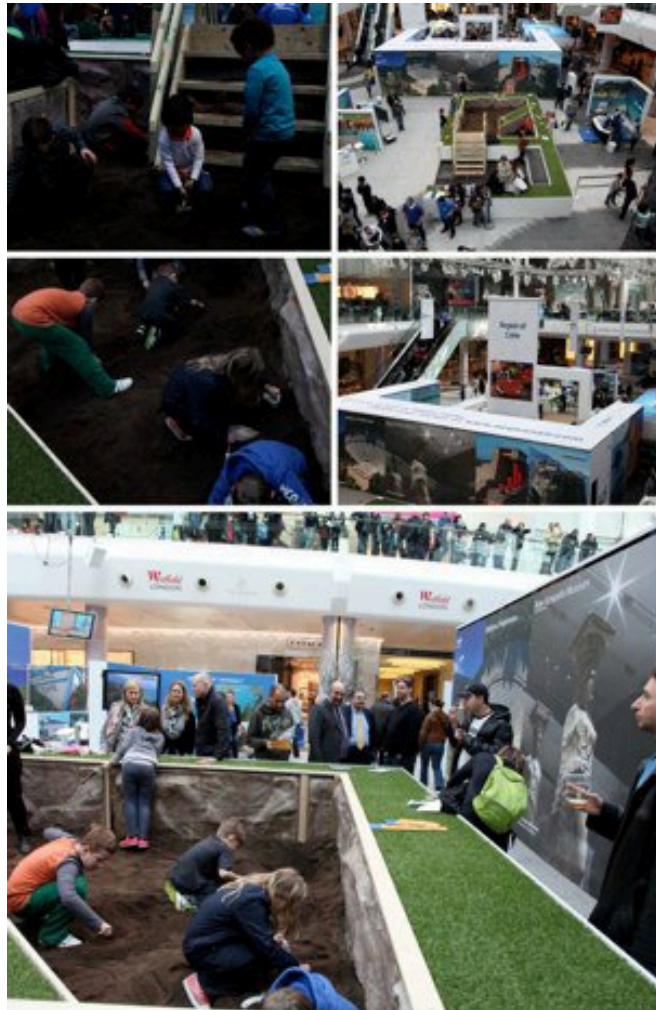
NAUTICAL TOURISM

Visitors sailed virtually to the Greek islands on our sailing simulator and got information about sailing holidays in Greece



events

e.g Westfield London



CULTURE ZONE

Children became archeologists for the day and learned everything about the Greek culture working on an assimilation of an archeological dig presented by the Foundation of the Hellenic World



events

e.g Westfield London

OUTDOOR ACTIVITIES ZONE

Visitors had the opportunity to get information about climbing in Greece and practice on our 5m tall Climbing wall



events

e.g Westfield London



GASTRONOMY

Taste of Greece - Christophoros Peskias and Stelios Parliaros prepared the best Greek delicacies and visitors had the chance to try the Greek wines and spirits while getting information about the wine routes in Greece



events

e.g Greek beach in Thames



a two weeks event at River Thames in London where the visitor could experience the greek beach

events

e.g Greek beach in Thames



joint outdoor advertising



from March 2011 to July 2011 we did a joint outdoor advertising with Aegean Airlines in Russia, Israel, Italy, Spain and Germany.

joint outdoor advertising



aegeanair.com



aegeanair.com



aegeanair.com



www.aegeanair.com



www.visitgreece.gr

joint outdoor advertising



official url visitgreece.gr painted on the aircrafts of Aegean Airlines

web advertising - google

insertions in newspapers



from June 2011 until December 2011 we did a web advertising via Google tools: Google Search, Google Display Network and Youtube

web advertising - google

insertions in newspapers



BobINGREECE



MarisaINGREECE



PaigeINGREECE

YOUINGREECE

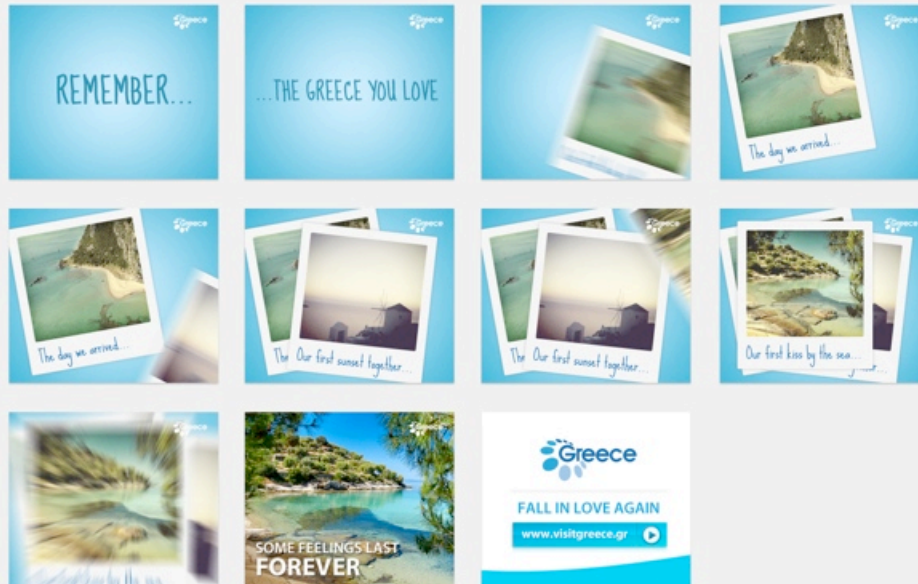
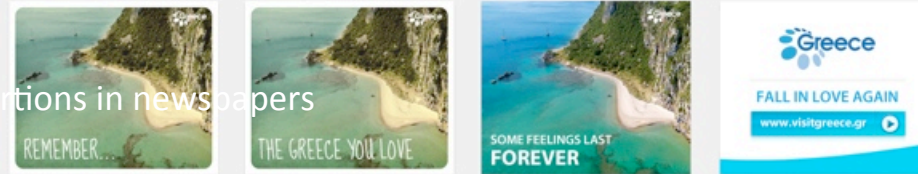
YOUINGREECE

Find out more
visitgreece.gr



web advertising - google

insertions in newspapers



tv spots for domestic tourism



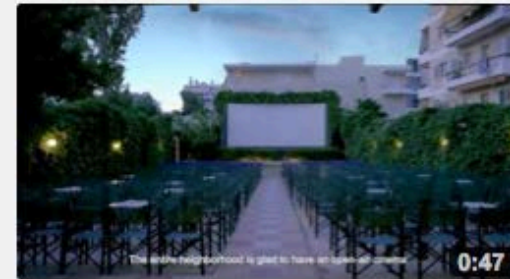
Being a skipper in the Greek seas

2,297 views 6 months ago



Hand crafting in Greek islands

618 views 6 months ago



Operating an open-air cinema in G...

741 views 6 months ago



Working at the New Acropolis Museum

568 views 8 months ago



Serving in a Greek taverna

523 views 8 months ago



The Greek Advertising Association along with the Greek media and many other business associations collaborated with GNTA and the Ministry to create a joint advertising campaign for domestic tourism for free.



www.visitgreece.gr

campaign 2012 - 2013

campaign strategy: 2012 - 2013

Campaign needs to become more customized to each target market of interest. Moreover we need to deal with the negative publicity for Greece due to crisis.

Different communication approaches should apply to different countries as current image and position of Greece in the tourist map differs across markets.

Three communication approaches are proposed:

- “**crisis management**” approach: tackle with the negative publicity of Greece, especially in specific European markets
- “**reinforce loyalty**” approach: make known to current fans / visitors more aspects of Greece, more Greek experiences, more quality services / products, make them “Greece’s unofficial ambassadors”
- “**increase awareness**” approach: make known Greece as a tourist destination – put Greece in their top of mind travel destinations

According to the aforementioned, the key messages of the campaign should be adjusted to the proposed approach and to the different communication / promotion tools in order to better serve the communication objectives.

campaign strategy: 2012 - 2013

With regards to the different communication approaches, we need to take into account the following:

“crisis management” approach

- countries for which crisis management is needed, are mature markets (UK, Germany, Netherlands, etc) to which we need to reinforce loyalty besides tackling with the negative publicity on Greece

there is a need to

- address in a very targeted manner the key issues and barriers as regards Greece (e.g. issue of value for money for UK, issue of character / bad image of the Greek people for Germans, etc) and to some extent re-establish the image of Greece for these nations
- claim Greece's differentiation - promote aspects these visitors don't know about Greece
- provide triggers - give them reasons to revisit Greece
- do smart moves – below the line activities

campaign strategy: 2012 - 2013

Also:

“reinforce loyalty” approach

- this approach will be adopted to countries already familiar with the Greek experience
- the key objective in these markets is to provide reasons that are strong enough for them to revisit Greece

there is a need to

- claim Greece’s differentiation - promote aspects these visitors don’t know about Greece (alternative types of tourism, different experiences, authentic products of Greece, etc)
- provide triggers - give them reasons to revisit Greece
- do smart moves – below the line activities

campaign strategy: 2012 - 2013

Also:

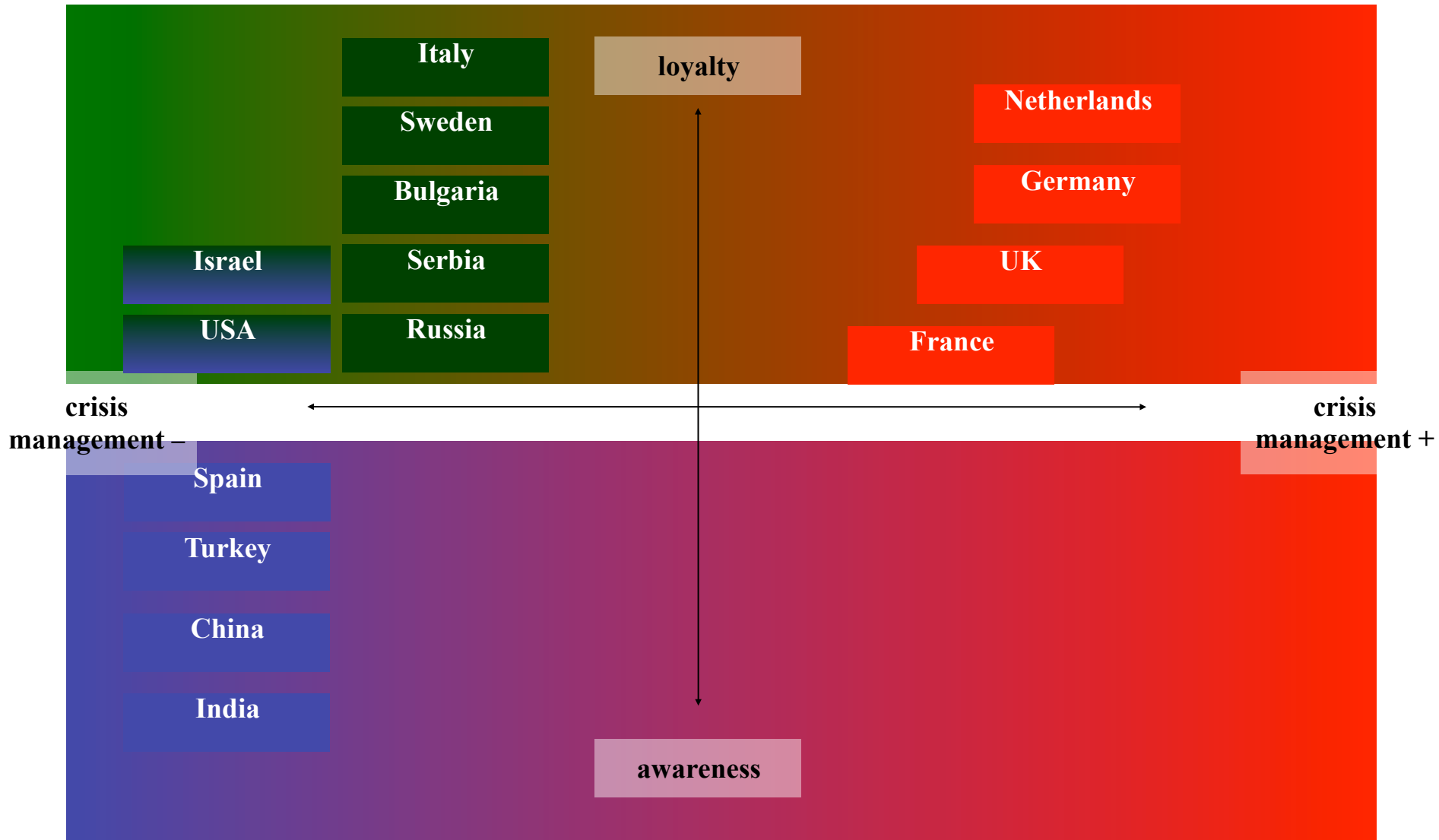
“increase awareness” approach

- this approach will be adopted to countries not currently familiar with the Greek experience
- the key objective in these markets is to make Greece known and highly alluring as a destination in order for them to decide to visit it for the first time

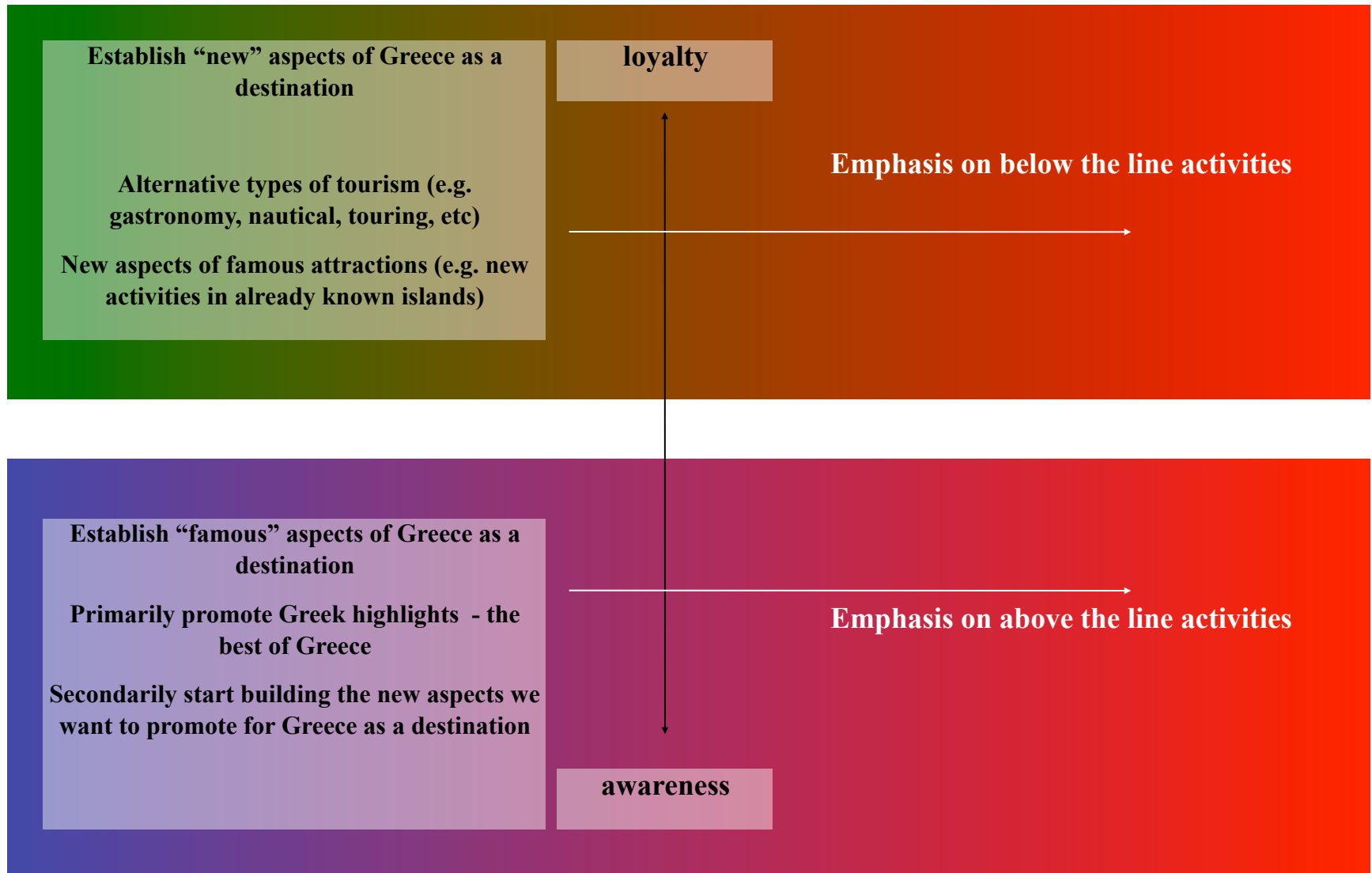
there is a need to

- claim unique, differentiating and breathtaking Greek beauties – promote the best of Greece – promote the highlights of Greece
- place emphasis on above the line communication approach in order to be known to as many people as possible
- place emphasis on building a solid base, with B to B and B to C promotion tactics

target markets



target markets



campaign insights per target market

UK

Key insights* (to make use of them in order to find appropriate messages and promotion tools)

Britons love Greece's natural scenic beauty.

Sun/ weather, nightlife and culture are important factors when choosing a destination / like City Breaks and gastronomy is a relatively new trend

Seek value for money – many prefer to book packages with well-known hotel chains / all-inclusive packages to minimize extra cost

Families: Non-partygoers like to get to know the local culture and value gastronomy

Youth: Partygoers, enjoy wild nightlife

Direct flights to islands is very helpful

Target audience and types of tourism to be promoted

Traditional sun and beach destinations
Touring activities and “meet the locals” approach
Heritage and culture tours
Lifestyle – nightlife and gastronomy

Address: Middle and creative class / mass affluent / young travelers / retirees with free time

* Sources for the insights: www.visitbritain.co.uk, ETC, World Travel Monitor, UNWTO, GNT0 (local and offices abroad), McKinsey, SETE

campaign insights per target market

Germany

Key insights* (to make use of them in order to find appropriate messages and promotion tools)

Germans love organization / environment / organic food / natural beauty / safety / sports

Due to current crisis / negative publicity on Greece, we need to follow a “modest” approach, due to increased animosity

Promote the positive aspects of the Greeks (hospitality, warmth, etc)

Promote value for money

Promote different aspects of Greece, e.g. place to do many activities / sports, emphasize natural beauty / eco products

Target audience and types of tourism to be promoted

Cruises (river and sea)

Athens and Thessaloniki as a short break

Themed holidays (sports, activities, agro-tourism, eco tourism, volunteer tourism)

Address: Mass affluent, Older age groups, Families

* Sources for the insights: www.visitbritain.co.uk, ETC, World Travel Monitor, UNWTO, GNT0 (local and offices abroad), McKinsey, SETE

campaign insights per target market

Netherlands

Key insights* (to make use of them in order to find appropriate messages and promotion tools)

Dutch people love wellness / ecology / coolness and “virtuality” / web lifestyle – experiences

Value for money is very important

Health and wellness also very important / a new trend

Value comfort / convenience

Like beach holidays and city breaks

Target audience and types of tourism to be promoted

Sea and sun

City breaks

Wellness

Camping / nature

Agricultural tourism

Golfing

Sailing

Address all profiles: Younger couples / Friends / Families / the Elderly

* Sources for the insights: www.visitbritain.co.uk, ETC, World Travel Monitor, UNWTO, GNT0 (local and offices abroad), McKinsey, SETE

campaign insights per target market

France

Key insights* (to make use of them in order to find appropriate messages and promotion tools)

French people like culture / sophisticated activities / nature / environment / gastronomy

Greece is a relatively close to France destination / short distance should be taken advantage of

French need to feel unique / value uniqueness

Value relaxation / food and drink/ sophistication

Value natural beauty / calmness

Safety is especially important for families

Target audience and types of tourism to be promoted

Athens and Thessaloniki as short breaks (combine various types of vacationing: beach / culture / city break)

Mainland

Themed holidays (e.g. activities, wellness, gastronomy, culture)

Wine routes / natural food products / food culture and gastronomy

Address all profiles: Families / Students / Mass affluent / Older ages (opportunity)

* Sources for the insights: www.visitbritain.co.uk, ETC, World Travel Monitor, UNWTO, GNT0 (local and offices abroad), McKinsey, SETE

campaign insights per target market

USA

Key insights* (to make use of them in order to find appropriate messages and promotion tools)

Americans love natural beauty and good weather
Like to explore new “hidden” experiences
Like to know local culture

Greece has high “brand” recognition / offers cultural capital

Greece offers many new different activities that have not been taken advantage of yet / many “unprocessed” experiences, unlike most US products

Mediterranean cruises are increasing in popularity

Target audience and types of tourism to be promoted

Traditional Sun and Beach destinations
Cruises
Alternative adventures: hiking, trekking and extreme sports etc
Heritage & Culture tours
Spa & Wellness

Address: Mass affluent / College students / Experienced travelers seeking diversity in experiences / Couples and wedding related travelers / Retirees with free time

* Sources for the insights: www.visitbritain.co.uk, ETC, World Travel Monitor, UNWTO, GNT0 (local and offices abroad), McKinsey, SETE

campaign insights per target market

Israel

Key insights* (to make use of them in order to find appropriate messages and promotion tools)

For Israelis vacation is a necessity for mental balance and tranquility – are obsessed and well experienced travelers
Security and non anti-Semitism / political stability are important factors when choosing a destination
Fancy entertainment – are first class gamblers and casino lovers
Are massive consumers – like to spoil themselves – like shopping
Well organized – determined on their goals and straightforward

Seek value for money, clean and neat places, quality and atmosphere - also like to meet new people – quite open
Share the same Mediterranean temperament with Greeks – are crowdy and loud - at the same time value hospitality and warmth

Like cruises

Target audience and types of tourism to be promoted

Athens & Thessaloniki as city breaks (homogeny, Jewish roots)

Seaside

Nature and touring

Culture

Address: Family and friends (not so much as individuals) - All ages - Elderly

* Sources for the insights: www.visitbritain.co.uk, ETC, World Travel Monitor, UNWTO, GNT0 (local and offices abroad), McKinsey, SETE

campaign insights per target market

Italy

Key insights* (to make use of them in order to find appropriate messages and promotion tools)

Value beauty, sensuality and style – value Greece's stylish / luxurious part – overall style and quality should be evident in any promotion

Want to collect experiences – opportunity for Greece to promote its variety and contrasts

Italians also like romanticism but also couleur locale and unique spots (e.g. Santorini)

Value gastronomy

Need to talk to them in Italian

Target audience and types of tourism to be promoted

Unique Greek spots

The islands (Ionian and Aegean)

Nautical tourism

Cruises

Gay tourism

Eco friendly tourism

Address: Younger ages (25-44) / Singles / Friends and couples / Middle aged (as opportunity)

* Sources for the insights: www.visitbritain.co.uk, ETC, World Travel Monitor, UNWTO, GNT0 (local and offices abroad), McKinsey, SETE

campaign insights per target market

Sweden

Key insights* (to make use of them in order to find appropriate messages and promotion tools)

Swedes value good weather and nautical activities
Are overall high cultured

Like excitement but also seek for value for money

Are experienced travelers

At the forefront of green / “environmentally friendly” culture

Have a strong family orientation

Target audience and types of tourism to be promoted

Promote sailing / cruises / golfing
Luxury activities / luxury spots

Isolated spots / unique spots

City breaks

Address: All profiles / Families / Mass affluent / Younger ages

* Sources for the insights: www.visitbritain.co.uk, ETC, World Travel Monitor, UNWTO, GNT0 (local and offices abroad), McKinsey, SETE

campaign insights per target market

Bulgaria

Key insights* (to make use of them in order to find appropriate messages and promotion tools)

Value family and religion

Have an admiration towards Greek culture / come to Greece for weddings and honeymoons

With common ground with Greece – value Greek costumes and traditions

Seek relaxation and escape but also clubbing and activities for the younger

Improve and promote ground transportation as they travel to Greece via ground

Can exploit long weekend to Thessaloniki for shopping

Target audience and types of tourism to be promoted

Promote sun and beach

Chalcidice

Night life

Religious tourism

Address: Young people / Older ages (religious) / Families and friends / Females

* Sources for the insights: www.visitbritain.co.uk, ETC, World Travel Monitor, UNWTO, GNT0 (local and offices abroad), McKinsey, SETE

campaign insights per target market

Serbia

Key insights* (to make use of them in order to find appropriate messages and promotion tools)

Consider Greece as a safe and inexpensive destination
Also have business relations with Greece
Value family / religion
Are generous spenders / value quality of service
Come to Greece for weddings and honeymoon

Fans of entertainment and nightlife
Good eaters

Close distance with Greece should be exploited

Target audience and types of tourism to be promoted

Gastronomy/winery
Entertainment
Local events and traditions
Religious tourism
Seaside

Chalcidice / Corfu/ Thasos

Address: Young people 25-35 / Families and Groups of friends

* Sources for the insights: www.visitbritain.co.uk, ETC, World Travel Monitor, UNWTO, GNT0 (local and offices abroad), McKinsey, SETE

campaign insights per target market

Russia

Key insights* (to make use of them in order to find appropriate messages and promotion tools)

Value luxury / luxurious thematic holidays / 5 star hotels – demanding - with an upcoming upper class

Personal privacy and safety are essential

Many Business visitors

Like cruises and yachting

Families seek for all inclusive packages

Active - looking for new experiences

Prefer famous destinations

Many times mix business with pleasure

With historical and religious ties to Greece

Greece could be a potential wedding & honeymoon destination

Target audience and types of tourism to be promoted

Luxury

Nature

Culture

Religious

Athens & Thessaloniki (especially for the young)

Nautical

Seaside

Business

Address: Upper class / Families / Young and active singles / Businessmen

* Sources for the insights: www.visitbritain.co.uk, ETC, World Travel Monitor, UNWTO, GNT0 (local and offices abroad), McKinsey, SETE

campaign insights per target market

Spain

Key insights* (to make use of them in order to find appropriate messages and promotion tools)

Seek value for money and tradition

Promote uniqueness of Greece

Promote great / diverse experiences in short distances

Promote Greek tradition and how it connects with sun and beach lifestyle

Speak Spanish

Target audience and types of tourism to be promoted

Promote cultural events (Easter, local festivals, etc – e.g. experience the Greek Easter)

Promote islands and mainland

Provide organized activity packages (sailing / yachting included / golfing)

Address: Mass affluent / creative class / highly educated (Catalonia / Castilla)

* Sources for the insights: www.visitbritain.co.uk, ETC, World Travel Monitor, UNWTO, GNT0 (local and offices abroad), McKinsey, SETE

campaign insights per target market

Turkey

Key insights* (to make use of them in order to find appropriate messages and promotion tools)

With cultural, gastronomical and historical affiliations with Greece

Value culture and heritage, nature, entertainment, gastronomy

More familiar with contemporary Greek mass culture (music, etc)

Seek quality services / luxury / boutique hotels / etc

Seek diverse tourist product and cruises (have a sea culture)

Develop a concept of proximity / Greece as an extension of Turkey

Develop bonding as people - exchange tourists

Target audience and types of tourism to be promoted

Thessaloniki and Athens / city breaks

Northern Greece

Nautical / Dodecanese

Sun beach and sightseeing

Religious tourism

Address: Groups of friends & couples / Families / the Mass affluent

* Sources for the insights: www.visitbritain.co.uk, ETC, World Travel Monitor, UNWTO, GNT0 (local and offices abroad), McKinsey, SETE

campaign insights per target market

China

Key insights* (to make use of them in order to find appropriate messages and promotion tools)

Believe in the strategic enrichment through traveling
Traveling is education and personal development
Consumer culture is exponentially growing

Need to visit more than one destination within the overall country destination
Have high respect for ancient Greece
Greece as a part of a European tour
Greece as one of the top things one must see in lifetime

Love culture and natural scenic beauty

Chinese adapted communication

Need to support direct flight from China
Create affiliations between municipalities and universities

Target audience and types of tourism to be promoted

Promote Monuments (Athens, other cities rich in culture)
Promote sea and sun destinations
Target Beijing, Shanghai and Guangzhou

Emphasize group travelling but also empty nesters travelling alone or with friends who work and have spending power

Wedding tourism
Address: Young couples / groups of friends / Groups of tourists / Mass affluent

* Sources for the insights: www.visitbritain.co.uk, ETC, World Travel Monitor, UNWTO, GNT0 (local and offices abroad), McKinsey, SETE

campaign insights per target market

India

Key insights* (to make use of them in order to find appropriate messages and promotion tools)

Build awareness for Greece as an aspirational gateway
Enhance the destination visibility for consumer and trade

Push Greece as a stand alone or add on option to the travelers of Europe

Greece to become one of the European destinations of Indians

Need to promote Greece beyond mythology, ancient monuments and Mykonos
Greece to become synonymous to an exotic, unique, friendly destination / Synonym of cultural and architectural abundance, beaches, exotic islands, exuberant nightlife, shopping and gastronomy

Target audience and types of tourism to be promoted

Honeymoon
Cruises
Shopping
Culture
Yachting
Night life
MICE (meetings, incentives, conferences and exhibitions)

Address: Young couples and honeymooners / mass affluent / MICE / elderly

* Sources for the insights: www.visitbritain.co.uk, ETC, World Travel Monitor, UNWTO, GNT0 (local and offices abroad), McKinsey, SETE

next steps for 2012

continue “You in Greece” approach / platform (see analysis on previous section)

- use same platform in order to
 - ▶ be consistent with the previous years - be in line with communication messages so far – build on the same narrative
 - ▶ continue to build anthropocentric values through a realistic, friendly, simple way
 - ▶ place “others” / real visitors talk about Greece and their experience there
- place emphasis on alternative types of tourism and on a “four season” Greek experience
- find appropriate content relevant to each target market (visual and verbal)
- find appropriate messages relevant to each target market
- collaborate with an advertising agency to design the appropriate campaign creative for web, press, fairs, outdoor etc

proposed thematic videos under “You in Greece” approach

1. You in Greece – Chinese
2. You in Greece – Japanese
3. You in Greece – Spanish
4. You in Greece – French
5. You in Greece - Italian
6. You in Greece – Hebrew
7. Nautical tourism in Greece
8. Touring and nature in Greece
9. Gastronomy, winery and agrotourism in Greece
10. Health and Wellness in Greece
11. Alternative Tourism & Eco-tourism in Greece
12. Religious Tourism in Greece
13. Winter in Greece
14. Athens - Thessaloniki City Breaks
15. Corporate and Business Tourism in Greece
16. Getting married in Greece/Wedding in the Aegean
17. Easter Holidays & Events-Traditions in Greece
18. Athens in 3 days & Modern Culture in Greece
19. Beauty in Greece all year around
20. Celebs in Greece

- use web as the basic means of communication and advertising especially in mature markets
- further develop web tools (site, social media and blog) and strengthen ties with followers / visitors
- develop mobile version of the website and other mobile applications
- create new video of You in Greece (see proposed list above)
- create viral campaign especially to tackle with Greece's negative publicity
- use many below the line activities in order to promote different aspects of Greece in a more cost effective and efficient way
 - organize Greek events abroad
 - sponsor international avant guard projects brought in Greece or produced locally
 - organize many fam and press trips in order to increase relevance with opinion makers
 - promote Greek modern culture and Greek artists abroad e.g theatre, dance and music performances, art and design exhibitions, film etc
 - promote Greece as a film / tv show setting e.g bring famous tv shows to shoot episodes here, collaborate with famous film directors to shoot in Greece etc

- TV: tv shows filmed in Greece, promoting the complete Greek experience, presented by celebrities and broadcasted internationally especially in USA and Europe e.g Gwyneth Paltrow around Greece in collaboration with FOX channel
- web:
 - continue collaboration with google
 - facebook ads
 - twitter ads
 - other web travel sites e.g expedia, tripadvisor, yahoo travel, bbc travel, national geographic, lonely planet, etc
 - competitions in social media with prizes
 - mobile application ads
- outdoor advertising (under consideration and only if there is a partner for joint advertising)

- press:
 - paid editorials and photo shootings at opinion makers media for travelling, fashion, lifestyle, culture, design and other sectors e.g conde-nast (vogue, wired), monocle, wallpaper, etc
 - inflight editorials and insertions in airline magazines mostly for the emerging markets such as Russia, Israel, China, India etc
- new advertising opportunities e.g. exclusive ad placements for the travel industry, innovative media etc
- radio in countries where it's a prevalent media form

Communication tools per target - country

		Airlines	Tour Operators	Fairs	TV	Radio	Press	Web	Social Media	Mobile	Fam trips	Outdoor	Events	budget
	UK							X	X	X	X		X	
	Germany						X	X	X	X	X		X	
	France						X	X		X	X		X	
	Spain				X	X		X	X		X		X	
	Italy				X		X	X	X		X		X	
	Netherlands							X	X	X	X		X	
	Sweden							X		X	X		X	
	Bulgaria				X			X					X	
	Serbia				X	X		X	X				X	
	Poland				X	X		X			X		X	
	USA/Canada							X	X	X	X		X	
	Russia				X	X		X	X		X	X	X	
	China							X		X	X		X	
	India						X				X		X	
	Israel				X		X	X			X	X	X	
	Turkey				X		X	X			X		X	
	International coverage	X			X			X						
														total

■ crisis management
 ■ brand awareness
 ■ reinforce loyalty