Promoting Western Silk Road - The visitgreece approach

Polina Vrachati, Head of Publications and Audiovisual Media Department, Directorate of Market Research and Advertising, Greek National Tourism Organisation (GNTO)
• GNTO is responsible for tourism marketing as well as the Nation’s Brand Identity
• Designs and implements an annual marketing plan effective in terms of targeting, coverage, increase of Greece’s share in markets, higher conversion rate through personalized communication
• Runs with excellent results the internationally awarded www.visitgreece.gr GNTO webpage
Communicate fair messages

Use all possible digital tools

↔

all new ideas and perceptions move across the globe
People navigating through our digital platform visitgreece.gr have solid preferences, but at the same time they are eager to learn more and insert fresh elements in their holiday program.
In the Digital era

Traditional content marketing + Online marketing channels = Web content marketing

Social Networks
User generated content

Natural images and stories of various areas of Greece

Upload true stories

Let other people talking about us
Communication Objectives

- Contribute to the implementation of the tourism strategy
- Highlight the real image / identity of Greece
- Promote real experiences to authentic destinations in Greece
- Unveil less known Greece
Social Networks

*it’s all about sharing*

- YouTube
- Instagram
- newsletter
- Facebook
- Google+
- Flickr
- Foursquare

- Videos
- Photos
- Travel Tips
- Experiences

[www.visitgreece.gr](http://www.visitgreece.gr)
Unique users: 2,187,603
Total Sessions: 2,652,582
700 K likes / People Reach (Unique user per month-average) 9,860,832
1,100 more followers / month - average

71K followers
15,000 visits of Visit Greece profile / 6,000 mention
194 K followers
Visit Greece on YouTube

- 13,000 subscribers
- More than 17,000,000 views
Social Media

The ideal instrument of communication

Express our suggestions in balance

Show respect to our followers

Educate in a wise manner the viewer
GNTO’s Strategy

- GNTO has incorporated into its online display tools the strongest online platforms.
- Since 2014, GNTO in collaboration with the Tripadvisor and other platforms, designed and implemented a microsite dedicated to the destination Greece. The contents are appealing and descriptive, texts and photos and videos selected to meet the demand trends of the world's citizens with high demands.
- The landing page users can request detailed information, communicate with their friends through social media and share their experiences in real time.
Greece: country – museum

- Pay respect to these superb monuments that form part of various “roads” through our digital communication.

- We wish to make emerge local communities and the not so known cultural monuments, we try to “educate” our visitors in order to realize that our complex tourism offer is composed by high quality materials, such as culture and history.
We intrigue their curiosity and urge them in smart ways to seek for more information, to get to know more about every historical and cultural asset of Greece.

We do invest time and wit to what’s the most powerful way to enchant our audiences. The storytelling.
We choose new topics, we have built narratives to support myths and history and then we measure the audience’s engagement and appreciation.

The content we build is then diffused via all media we insert in our year round media plan (Expedia, Trip Advisor etc).

We post each photo on Facebook. We do apply the same type of content in Instagram and we remind our friends on twitter to visit our pages.
We usually appeal to the sentiments of our digital communities. We try to engage them and we offer them space to post their own true stories.

A very high conversion rate steadily increasing
• People need to learn things. To get unexpected leads. To meet inspiration. To learn about a place in a different way than the usual.
• Culture and History are powerful. Even the most indifferent audience cannot really resist to historical facts that are bigger than life.
Exercise the art of storytelling to support our policies!
Silk Road in Greece

One of the most ancient trading routes in history and humanity’s most impactful one, The Silk Road has one of the strongest cultural connections with Greece!
Silk Road in Greece

Greece could be a part of this universal narrative. Visitgreece could deploy that myth in series and together with other participating countries we could create a monumental story-telling depicting the hot points of the planet earth.
Silk Road in Greece

Greece is 4th among the top 10 most researched Silk Road countries.
Golden opportunity for the development of a long term strategy, which can improve our economic and strategic position of Greece for centuries.
“educate” our visitors

Urge them to seek for information about the silk road

Promote experiences and not just places

Create a story that suggests a trip through a road in its holistic aspect

Exercise the art of storytelling

Follow Greece everywhere!
Social media are the safest place to start talking about this new idea.

Monthly newsletter and blog can contribute to the diffusion of our messages.
It’s time to Refresh the tourist offer by adding new values...

All of the above should be implemented in terms of sustainability, investing in the

- profound knowledge of the destination
- the continuous improvement of infrastructure
- the common spirit for tourism
- the protection of tourism pores
• We need to come up with a strategy to support the Western Silk Road as a **Unified Brand**

• To do that we need to be in a close collaboration with all the other participating countries of the Silk Road Program.
#silkroadgreec

- A journey to the future via the past

- Travel through history

- Revive the history, be a part of it
• Close cooperation with the local regions and municipalities. They will give us all the input and the content and we, as a national organization, will work on its best promotion.

• The SilkRoad storytelling can only be formed by the greek regions involved in it under the national umbrella and support of GNTO
Soufli, the Silk City of Greece
Western Macedonia

The Greek crocus was one of the main products traded to China through the northern Silk Road caravan.
Thessaly
Athens, Peloponnese, Aegean Islands
Set **priority projects** for developing silk road tourism

1. Identify strategic opportunities for economic growth
2. Provide a step-by-step picture of how this wide-ranging project will be implemented in a social media strategy
So let’s start working together to create the ways of diffusing the message of a seamless and memorable Silk Road Travel Experience!
Thank you for your attention!

Contact us: info@visitgreece.gr