

Promoting Western Silk Road

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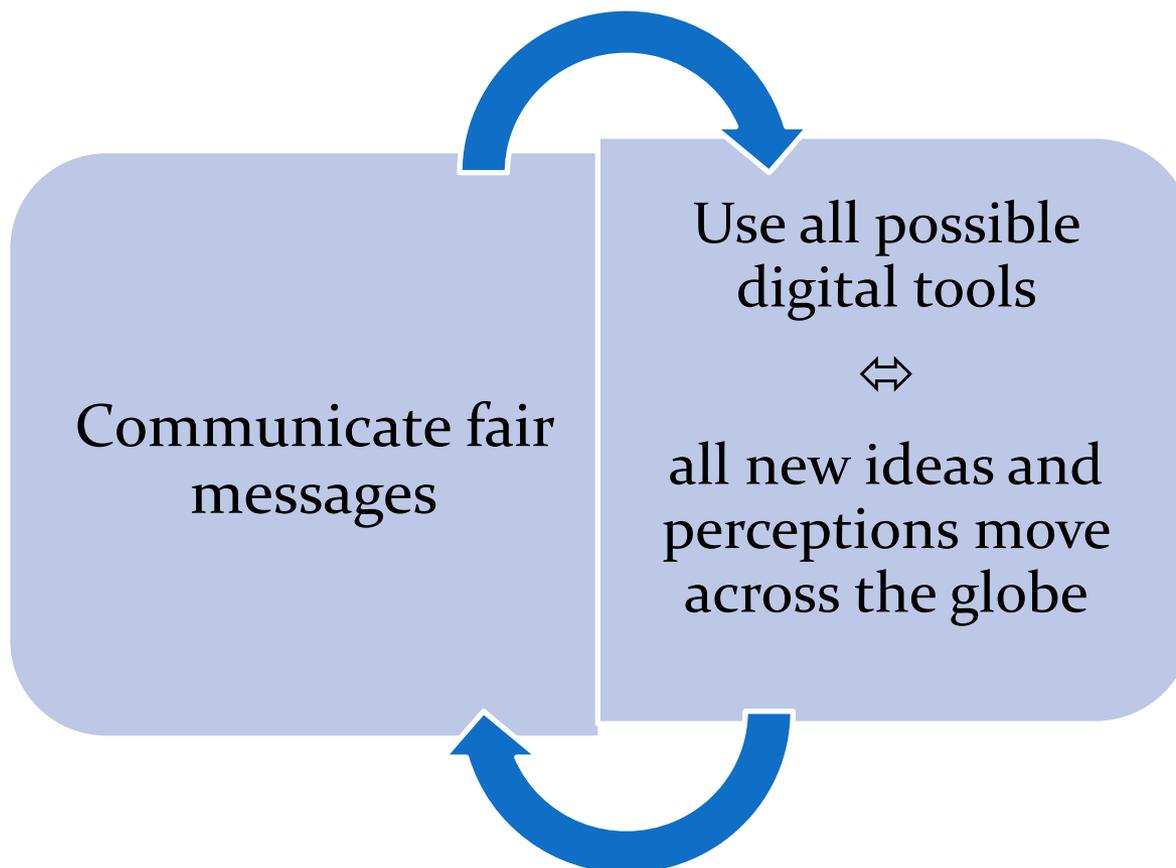
The visitgreece approach

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Greek National Tourism Organisation (GNTO)*

Follow Greece everywhere!



- 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





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



Social Networks





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



visitgreece.gr

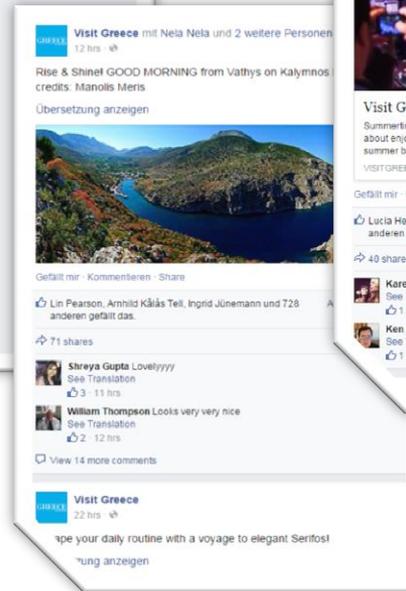
Unique users:

2.187.603

Total Sessions:

2.652.582





700 K
likes / People
Reach
(Unique user per month-average)
9.860.832



TWEETS 23K FOLLOWING 1,775 FOLLOWERS 50.4K FAVORITES 14.1K LISTS 1

Visit Greece

@VisitGreecegr

The Official twitter account of the Greek National Tourism Organisation. #Travel Ideas, events, guides, answers & more about #Greece. Tweets by the web team.

Greece
visitgreece.gr
Joined September 2010

939 Photos and videos

Tweets Tweets & replies Photos & videos

Visit Greece @VisitGreecegr · 1h
A lifetime experience! #Cyclades #Greece #ttot ow.ly/Mta0a ow.ly/i/5NlcU

Visit Greece @VisitGreecegr · 4h
Sailing through the #Cyclades! #Greece #ttot ow.ly/Mt9Y4 ow.ly/i/5Nliaz

New to Twitter

Sign up now to get your own personalized timeline!

Trends on Twitter
#FIFA
#ReplaceIDSO
#QueensSpee
Tony Blair
Hard Knocks

Visit Greece @VisitGreecegr

Feta an award-winning #Greek cheese! #gastronomy #toto ow.ly/MdE2J ow.ly/i/6ifmB



View on web

RETWEETS 5 FAVORITES 12

1:30 AM - 27 May 2015

ken wenman @WenmanKen · 29m @VisitGreecegr Now, Visit Greece, you emailed us feta cheese! Would you guys be willing to email some freshly cooked calamari?

New to Twitter?

Sign up now to get your own personalized timeline!

Sign up

© 2015 Twitter About Help Ads Info

1.100 more followers / month - average

71 K followers
15.000 visits of Visit Greece profile / 6.000 mention



Follow Greece everywhere





visitgreecegr
Visit Greece This is the official Visit Greece page, created by the Greek National Tourism Organisation web team and cared for by all those who love Greece!
<http://www.visitgreece.gr>

592 posts 17.3k followers

May 2015



visitgreecegr
1 week ago
What more could someone ask for summer vica. #Snorkeling in the crystal clear waters of #Koufonisi. #Island! #Visitgreece #cyclades

noora_mareena, menininstam, tatyaroshuk and 1,436 others like this.

- anthony @jaderae19 @zaccooley @anissa_marie_s
- k_laelizabeth I'm going to teach you how to swim this summer @katca75
- zalklee Ugh can we? @kellykh_
- offlesamuels @clairitypaldos @katypaldos
- janelleybean14 @mos33e
- mihalog Wow!!! Blue crystal waters♥♥♥
- a_yasmine @my_all snorkeling!!



Beautiful. Can't wait to go back!!

- photini_hadjiarou @demec3
- turisterna First!
- unsettleddestination Wow such a nice shot!
- kajmak @bozesvasta
- catherine_in_paris Love Thessaloniki so much! Been there twice and still want to go back!!
- dania_kontra_ania



194 K followers

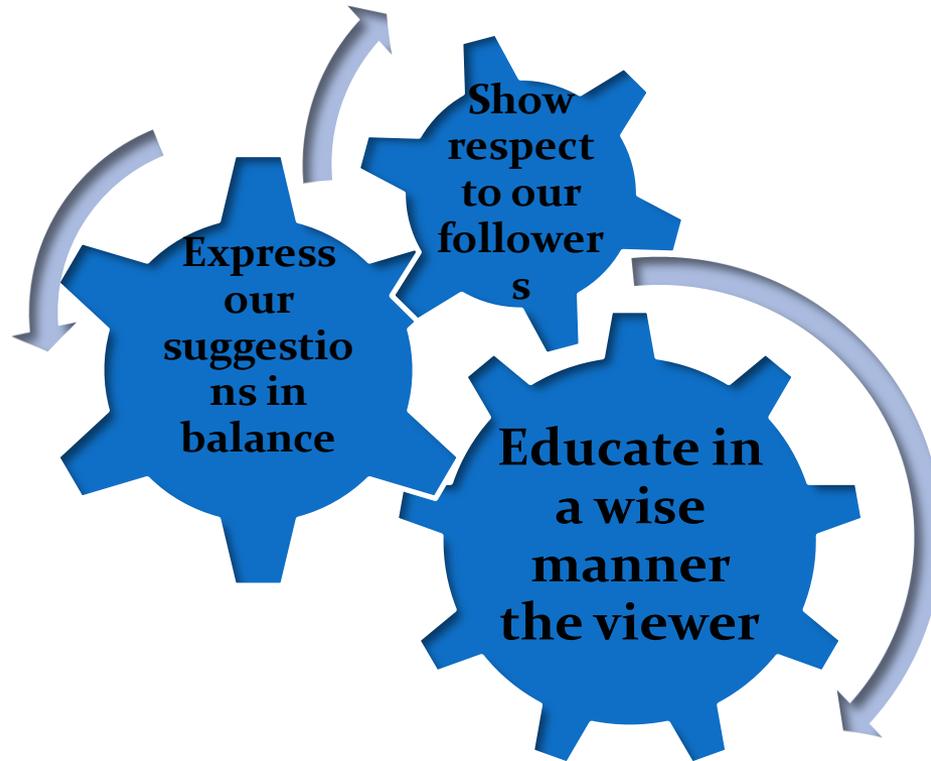
Follow Greece everywhere!





- ✓ **13.000 subscribers**
- ✓ **More than 17.000.000 views**





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 ⇔ 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 ⇔ visitgreece.gr ⇔ 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.

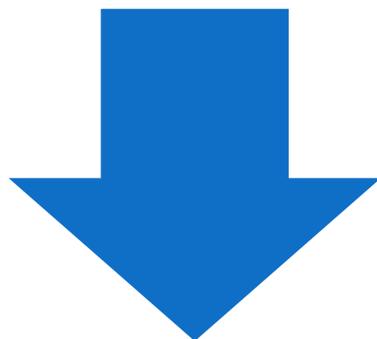
- We intrigue their curiosity and urge them in smart ways to seek for more information, to get to know more about every historical and cultural asset of Greece.

- 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).

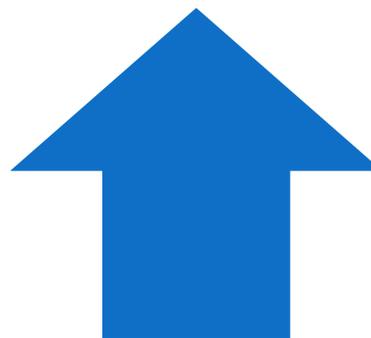
We post each photo on Facebook. We do apply the same type of content in Instagram and we remind our friends on twitter to visit our pages.



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**



In absolute terms, the most researched Silk Road country by global travellers on TripAdvisor in 2016 was Italy, which was also the key source market for research of Silk Road countries in the same year.

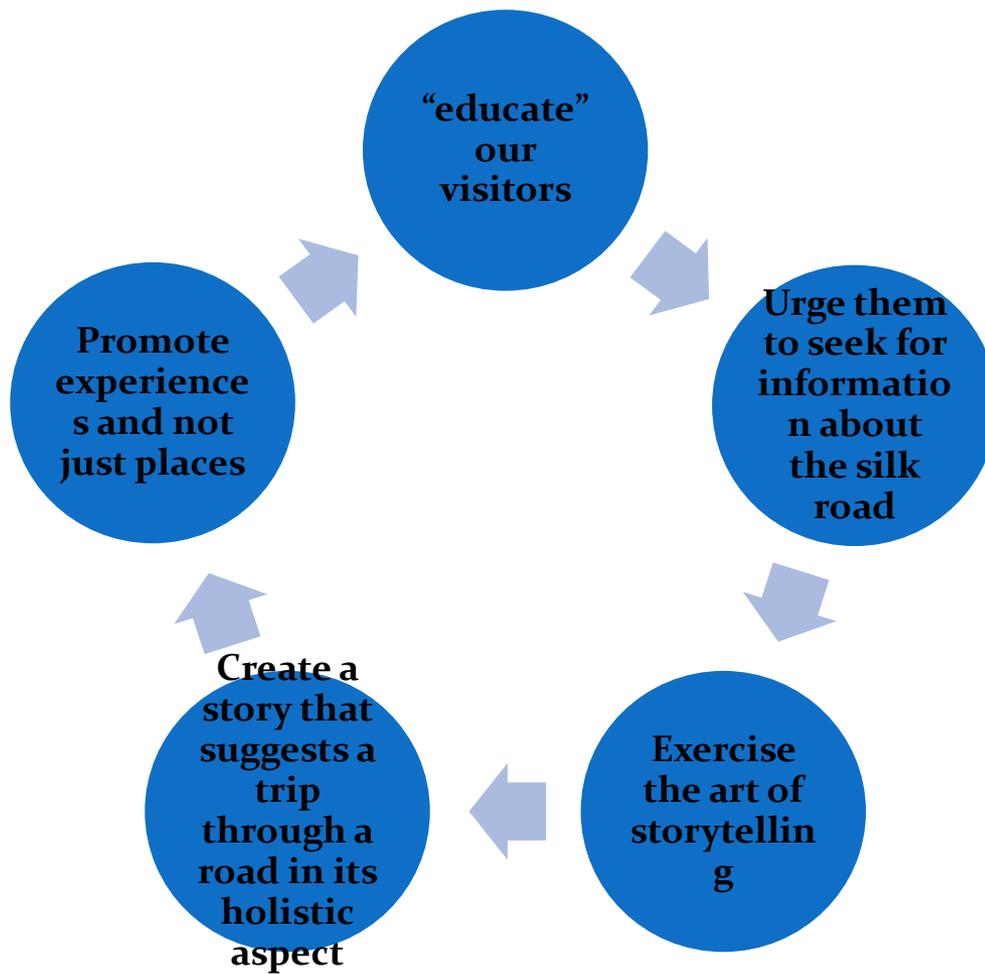
Top 10
Researched Silk Road countries

- 1 Italy
- 2 Spain
- 3 Japan
- 4 Greece
- 5 Indonesia
- 6 Turkey
- 7 Russia
- 8 China
- 9 Croatia
- 10 South Korea

Top 10
Nationalities researching the Silk Road

- 1 Italy
- 2 Spain
- 3 United Kingdom
- 4 Japan
- 5 United States
- 6 Russia
- 7 Germany
- 8 France
- 9 China
- 10 Turkey

Golden opportunity for the development of a long term strategy, which can improve our economic and strategic position of Greece for centuries



**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.

#hashtag



- 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 GNTTO

Soufli, the Silk City of Greece



Follow Greece everywhere!



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**

Follow Greece everywhere!

