GNTO
Greek National Tourism Organisation

www.visitgreece.gr
About us

• A public entity responsible for Tourism Marketing as well as the National Brand Identity
• designs and implements an annual marketing plan effective in terms of targeting, coverage, increase of Greece’s share in markets and higher conversion rate through personalised communication
• Our Goal: development and promotion of Greek tourism by using all contemporary tools.
GNTO’s Offices Abroad

• Marketing Units
• Ambassadors of Greece in the local markets
• 16 Offices (Austria, Sweden, France, Italy, Holland, Romania, Serbia, Russia, Cyprus, Germany, United Kingdom, Poland, Turkey, China, Israel, United States of America) worldwide
Methods we use

• Simple messages depicting the true situation in Greece.

• In a short period of time we have shifted from traditional marketing tools to fully digital choices

• Social media (Facebook, Instagram, Twitter YouTube, Pinterest, Google+, Tumblr,) play the most decisive role in communicating our messages
Methods we use

• Through user generated content we allowed people to constantly upload their own stories and simply to talk about us

• We have a clear view of the conversion rate as well as the engagement of our social media friends in every single moment.

• Constant sharing of experiences creates a safety net against negative criticism and a useful feedback for the GNTO team to reinvent ways of how to “educate” visitors about Greece not only as a sea and sun destination, but as a country with rich historical background and many options for alternative tourism
Visit Greece

- www.visitgreece.gr is Greece’s official tourism website.
- Operated in-house by Visit Greece team, at the Directorate of Tourism Promotion of the Greek National Tourism Organisation.
- Visitgreece.gr is the brand umbrella of GNTO, flagship of GNTO’s online communication.
@visitgreece.gr
750.934 Likes, 742.883 followers
345 K Followers / 2.138 posts
17.480 subscribers
99,2K followers/
29,8K tweets
66,6K monthly viewers/
9.786 followers
2.872.645 followers at the official visitgreece Google+ page
The White Tower of Thessaloniki

What to read next:
Modern Olympic Arena
“White rock beaches in Milos, Greece”
“Underwater Archaeology in Greece”
“Vodokilia Beach”
The Silk Roads in the context of digital technology

• UNWTO and many other international institutions are definite about the fact that we need to promote experiences and not just places.

• Through the years, the Silk Road, turns out to be the most popular and broadly discussed Road in tourism. It started from China and it dispersed all over the known world.

• The most famous connection between Greece and the Silk Road is that of Alexander the Great (356-323 BC) who is considered to be among the first Silk Road Travellers from the West.

• The UNWTO Project aims at the revival of an historical connection between the East and the West, which contributed to the development of commercial and cultural transactions.
The Silk Roads in the context of digital technology
The Silk Roads in the context of digital technology

- The Silk Road turned Greece into a cultural crossroad enriching the country with unimaginable heritage that can be experienced through regions connected by land and maritime routes throughout the country.
- The Silk Road is a golden opportunity for the development of a long term strategy.
- The Greek National Tourism Organisation has posted in Social Media and in its site about Silk Roads of Greece.
- We try to come up with a strategy to support the Western Silk Road as a unified brand, by collaborating closely with all the countries participating in the Silk Road Program.
- A common hashtag and of course a common copy such as #silkroadgreece, would be really useful as a policy that we first have to agree and then implement.
www.visitgreece.gr

#silkroadgreece
The Silk Roads in the context of digital technology

• A strong asset in this effort is our collaboration with local regions and municipalities
• Local regions and municipalities give to us all the useful input and we work on its social media promotion
• But except for that, even the local regions and the municipalities themselves, can promote this Silk Road Project in communication with the GNTO, and thus we can have a stronger, much more effective and multilateral diffusion of this undertaking
• A central platform established in a national level, which will gather every information that has to do with the Silk Roads Project, can be really useful for the expansion of this attempt. This platform, can become tangible, only through constant dialogue and collaboration with all the countries participating in the Silk Road Project of the UNWTO.
The Greek Silk Roads

• Soufli, located in Macedonia is considered as the city of Silk in Greece. In Soufli, visitors can find 3 museums related to the Silk Roads: The Art of Silk Museum, the Silk Museum run by Piraeus Bank Group Cultural Foundation and the “Gnafala” folklore museum. Today, more than 30 tones of cocoons are produced in Evros, and this is something we can invest upon.

• Thessaloniki, the capital of Central Macedonia region (known as a city break) is famous for its cuisine and gastronomy, which infuses many different allspices and gastronomical influences from different places, as it has always been a strong commercial crossroad. Pylaia, is a suburb where we can find the old Silk Mill called Benzolio and Goumenissa another suburb, where “Chrisallis” Silk Industry is located and protected as it is considered to be a monument with historical value dated from the beginning of the 20th century.
The Greek Silk Roads

• Kozani, is producing “crocus” considered to be a superfood and also called “the red gold” of the region, was used for pharmaceutical reasons and was exported to China and other countries centuries ago.

• Volos, in the region of Thessaly, is also connected to the greek silkroad history. Pilio was based in the local production of silkworms and Portaria was known for its silk handkerchiefs and silk threads. In Metaxochori, which is located in Larisa (Thessaly) all the residents of the village were working on the production of cotton and raising silkworms.

• Athens, the capital of Greece and famous city-break is connected to the silkroads through Metaxourgeio, which is the most upcoming hipster neighbourhood of Athens. The Hellenic Silk Company was established in 1854, and took its name from the Silk Factory, which possessed the best building infrastructure at the time.
The Greek Silk Roads

• Kalamata in Peloponnisos, is and has been the most active producer of Silk in Greece. The Monastery of Saint Konstantinos and Eleni is known for sericulture and silk processing.

• Many greek islands of the Aegean were connected to the mainland and thus shaped the culture we meet today. According to Karl (2014) sericulture in Chios was established by the Genovese in the 15th century. And according to Aristotle Pamphile from Kos island, was the forst to give birth to the idea of unwinding a cocoon from the silkwork and weaving it into silk. This led to a silk trade monopoly for Kos island for nearly 500 years.
Thank you so much for your attention!

Contact us at: www.visitgreece.gr