

Greek National Tourism Organization



OTM 2017



Press Conference





The Ministry of Tourism of Greece

&

the Secretary General of the
Greek National Tourism Organisation

Mr. Dimitris Tryfonopoulos

cordially invite you to a press conference to announce
the inaugural promotion of
Greece to the Indian Market
on the occasion of the OTM 2017, Mumbai

held by

Ms Elena Kountoura
Honourable Minister of Tourism of Greece

Date: February 23, 2017

Time: 11:00am onwards, followed by lunch

Venue: St Regis Hotel: Grand Cru Salon

RSVP

Blue Square Consultants | Deepa Doshi 9820663193



Greek National Tourism Organization (GNTO) forays into the Indian market

Mumbai, February 23, 2017: The Greek National Tourism Organization (GNTO) forays into the Indian market starting 2017 to tap the increasing Indian outbound travel segment. The tourism board recently participated in one of the biggest travel shows in Mumbai as the trigger point of its 3-year-strategic plan.

GNTO's target is to create increased destination awareness about lesser known cities of great geophysical, historical and cultural importance and to position Greece in the top-5 list of European destinations, for Indian tourists.

Speaking at the press conference organized in Mumbai, Ms. Elena Kountoura, Honourable Minister of Tourism of Greece said, "With the entry of Greek Tourism in the Indian market we aim to associate with the travel trade industry and offer our audience a customized product. Our strategy aims to promote 365 days tourism in Greece and we are confident that we will see a positive boost in the number of Indian arrivals to Greece with our initiatives.

"India is a promising market for us and this year we plan to reach out to affluent Indians through a well planned marketing and advertising campaign. GNTO is looking at promoting Greece as an ideal destination for film tourism, destination weddings & celebrations, apart from the existing popular segments like honeymoons, MICE and FITS. Establishing a GNTO Office in India is the ultimate aim, until then we will associate with our Indian counterpart to bring out the dynamic perspectives of Greek Tourism in the market of India." Added Mr. Dimitrios Tryfonopoulos, Secretary General, Greek National Tourism Organization.

Greek National Tourism Organization is in talks with representatives of the largest air carriers, such as Emirates, Qatar, Etihad and Jet Airways to improve the connectivity to Athens for the Indian travelers. Greek Tourism has recorded a double digit growth in 2016 and with the entry in the Indian market the numbers will only rise.

For more information contact:

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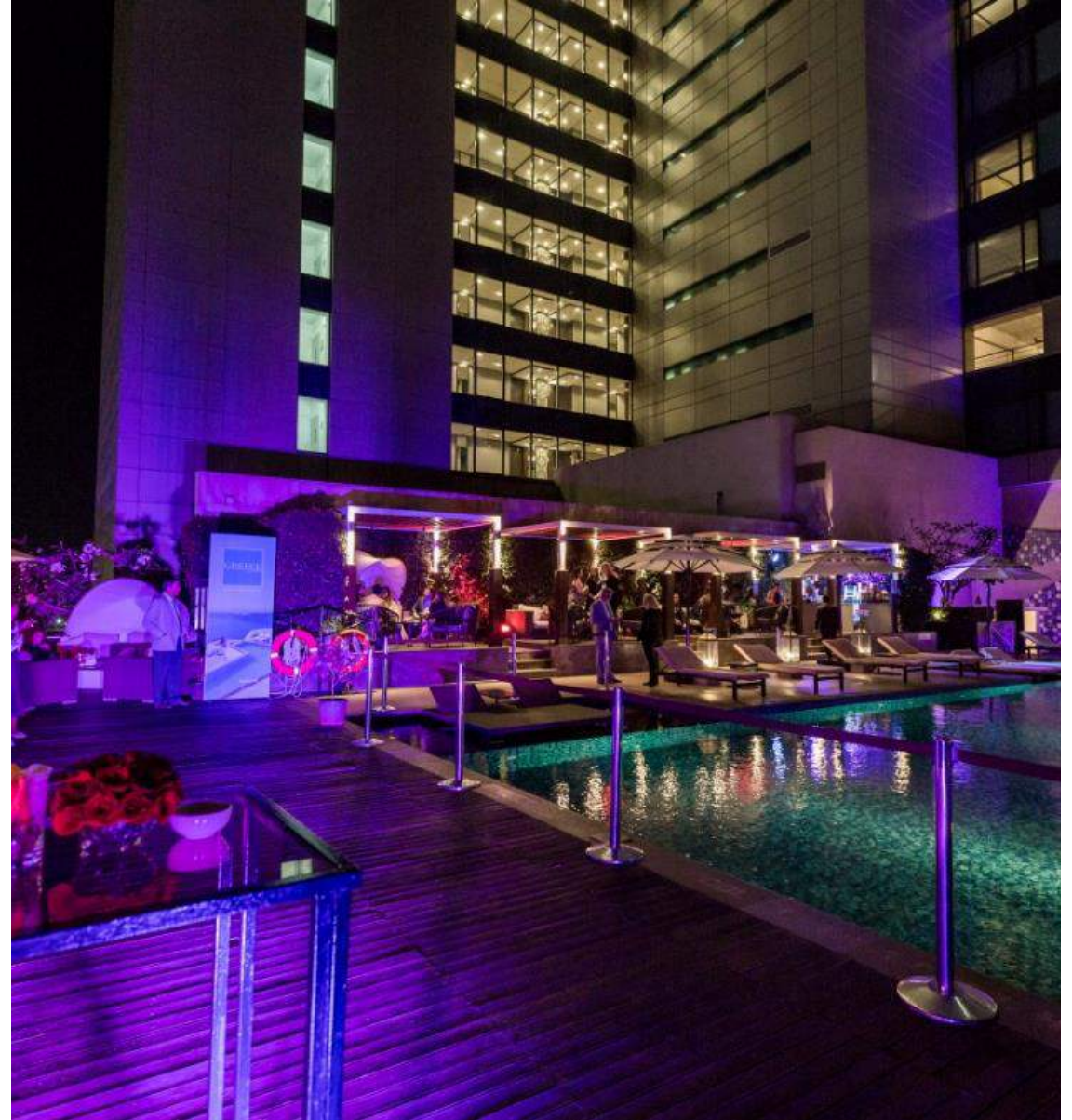
GREEK NATIONAL TOURISM ORGANISATION 7 Thessa Str. 11521 Athens Tel. (+30) 2108707000 www.visitgreece.gr

Invitation & Press Release

Coverage



Networking Evening

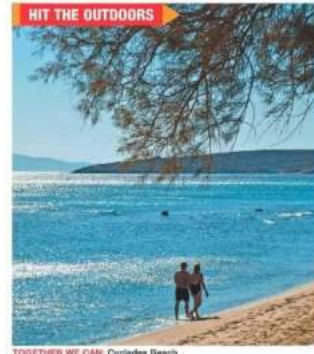






Year 2019

Feel the mush and love



TOGETHER WE CAN: Cyclades Beach

Romancing in Greece

Whether you are looking for an ideal honeymoon destination or just a romantic escape, the beauty and diversity of the Greek landscape forms the most romantic backdrop to celebrate your love.

Search for your fairy-tale romance in the Greek islands, a perfect honeymoon destination bathed in sunlight all year long.

EXPERIENCES TO IMPROVE ROMANCE (ARISTYRY IN GREECE)

- A boating trip in Lakia, Kerira
- A swim under the moonlit sky in Santorini
- Enjoy a natural spa at the Canal D'Amor beach
- A stroll in the castle of the island
- A bicycle ride in Nafplio
- A carriage ride on Spetses Island
- Hop on a vintage train through the steep mountainsides of Mt. Helmos to reach Kalavryta town
- Skiing under a starry sky in the Pindus range
- Dinner at Chora (main town), Spetses Islands

Explore with your other half the islands on a cruise and enjoy sun-kissed beaches, superb natural landscapes, contemporary resorts and traditional settlements all in one taste-tempting local dishes, Santorini, Mykonos and Crete rank among the most popular romantic destinations in Greece but don't forget to pay a visit in the rest of the Aegean and Ionian Islands as well!

A night out facing the Thessaloniki Gulf

● Sit on your favourite terrace at a beach bar that sits in the Thessaloniki Gulf along Thessaloniki's old beachfront. The cityscape huddled in the moonlight will steal your heart away!

Compiled by **Nikolaos Tsegas**
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Olive harvesting in Greece

Greece has a long history of harvesting olives and is an olive producing country par excellence. The Mediterranean sea and the Aegean winds lend the fruit its unique taste. World's third largest producer of table olives, being one of the country's most important agricultural exports, 120 million olive trees are spread around the country and 450,000 families depend on olive oil production as a primary or secondary source of income. Harvest time is an important holiday and a true taste of real living most visit Greece during the harvest season of October to December to enjoy a unique immersive experience.

Special agritourism accommodation units have opened up in Evia, Lesvos, Crete, Kalamos.



Perse, Kalamos, Kalamos, Kythira and other regions that allow visitors to help with olive harvest and experience the way of life in the region. The accommodation is simple but comfortable and matches the local style. The countryside is endless olive groves, where visitors can get back in touch with nature and experience every stage of the harvest. Visitors can pick olives using any of the age-old harvesting techniques, working for just one day or for a number of weeks in a row. Guests can also help

the trees produce, plus a sample of the olive oil made from the adopted trees every year thereafter. At the end of the harvest, there is a huge feast and a celebration to reward the efforts of all those who have helped.

Guests can also help transfer the harvested olives to a traditional olive press, learn the traditional art of creating genuine oil and watch how the golden oil begins to flow and fill up the oil with its aromatic fragrance. Once the olives have been pressed, anyone who has helped is welcome to take some oil home or fill up a couple of bottles bearing their very own personalised label. This acquaintance with the olive and its oil does not stop here! Visitors can adopt olive trees. In return, they get a certificate with information about the olive

Greece: a favourite spot

TOURISM

GREECE

Greece seems to have become one of the favourite destinations for Indians tourists. The country witnessed a huge increase in the number of arrival of Indians. There was a record breaking increase of 119 per cent from January to September 2018 as against same period in 2017. According to the statistics provided by the Greece National Tourist Office (GNTO) and Athens International Airport, around 38,046 Indian tourists visited Greece in the nine months vis-a-vis 17,376 Indian tourists during the same period in 2017.

"Greece as a destination has gained momentum over the years and we are glad to witness the rising interest of Indians for Greece as a popular holiday destination across the country," said Konstantinos Tsegas, Secretary General of Greek National Tourism Organisation.

To keep the momentum, the European country is tak-



ing various steps, including promoting its 365-day tourism in Greece and creating awareness about lesser-known cities. This year the country is promoting Thessaloniki, Xanthi or Kavala, which have great geographical, historical and cultural importance along with Athens.

"Our approach is to target the captive audience across various age groups simply by appealing to every kind of travel need. We have

effectively leveraged diverse platforms, based on specific characteristics of the Indian market. The strategy is: We are closely working with our partners in India for growth across segments like families, FITS (first time travellers segment), MICE (meetings, incentives, conferences and events), destination weddings, honeymoon and films," said Tsegas. Greece has recorded 14.6 million arrivals this year so far. In 2017, the number was 15.5 million.

India is growing fast

India is a market most destinations cannot afford to ignore, including Greece, whose plans for promoting tourism abroad include a direct presence in India.

Hazel Jain

It has been a little over a year since the Greek National Tourism Organisation (GNTO) delegation led by Tourism Minister Elena Kountoura came calling to India. It was an educational trip for the team which concluded that India is an opportunity for GNTO to reinvent new ways of communicating its messages about its tourism products, promote sustainability and depict Greece as a 365-day destination for the Indian market.

Following this lead is Konstantinos Tsegas, Secretary General, GNTO, who says that India is growing very fast and becoming a superpower through technology, energy and global economy. "It is a huge market we cannot ignore. We follow a dynamic campaign. For Greece, India represents a touristic market with a lot of potential as the tourism expenditure of the country has been growing extremely fast, and people in India have shown high interest to travel to Greece. GNTO is targeting audiences of high socio-economic profile in Asia through technology and social media to build a strong appeal. India is a market we are seriously looking at for expanding



Konstantinos Tsegas
Secretary General
GNTO

is that our plans for expanding our touristic product abroad include a much more direct presence in India."

Without sharing any numbers from India, Tsegas adds that the growth percentage of arrivals from India is around 9.7 per cent each year. His plan now is to promote Greece as a 365-day destination for Indians. He adds, "We are happy to see that our target markets consider Greece as a 365-day destina-

its culture, rich history and stable political conditions."

Responding to the kind of expectations of Indian travel trade from Greece in 2019, Tsegas says, "We are still working on our plans. We have seen substantial growth in trade activities over the years along with increase in pre-bookings and an emphasis in new markets. The end of 2018 is about to show the results of the bookings made for the period of autumn and of the growing interest for city breaks. With the statistics we already have, 2019 seems to be even more promising than 2018."

GNTO is targeting travellers across different age groups by appealing to each group through different platforms and messages - Generation Z, affluent families, educated youngsters and seniors. It is not looking at an online training programme for the India market but is instead relying on individual sales calls.

India Numbers

- GNTO's growth percentage of arrivals from India is around 9.7 per cent each year.
- There has been an increase in pre-bookings and focus on new markets.

Greek holiday



Think of Greece and the names that occupy the mindspace are cities like Athens or islands like Santorini. The nation has several other cities with rich geographical, historical and cultural significance.

Greek National Tourism Organisation (GNTO) is striving to promote Thessaloniki, Xanthi and Kavala as tourist destinations for Indian travellers seeking unique experiences. Greece also looks to attract film production units, first-time travellers, the business segment and destination weddings. As per the statistics released by GNTO and Athens International airport, 38,046 Indian tourists visited Greece from January to September 2018.

This is an increase by 119% as compared to 17,376 Indian tourists during the same period in 2017.

The country is taking up measures to appeal to Indian travellers of different age groups and promote 365-day tourism in Greece.

Greece by the month



The different towns in Greece come alive in all their vibrancy in different months of the calendar year. November is the best time to visit Athens due to milder temperatures. Explore its archaeological sites, monuments and art. Athens Marathon takes place every year in November.

In December, visit Trikala town which transforms into a huge amusement park for young and old during Christmas and New Year holidays. The fairytale park, the Pirate Ship, the Chocolate Factory, Santa Claus' House are among the entertainment options.

In January, visit Kassandra, which is called the "fun-makers town". Take a stroll down lake Orestida, enjoy panoramic views of the town by boat and take part in the ragoutsaria event. This is an ancient Greek tradition where young and old wear terror masks to ward off evil spirits. Locals gather in the streets with traditional copper musical instruments during the three-day celebration from January 6 to 8.

Press Coverage



Year 2020



SKAL Member Networking



Bollywood Studio Visit



Networking Evening – Trade & Media



Webinar



GREEK NATIONAL TOURISM ORGANISATION

Presents 'Experience Greece & Its Hidden Gems'

REGISTER NOW 30th October, 2020 3:00 pm - 4:00 pm (IST)

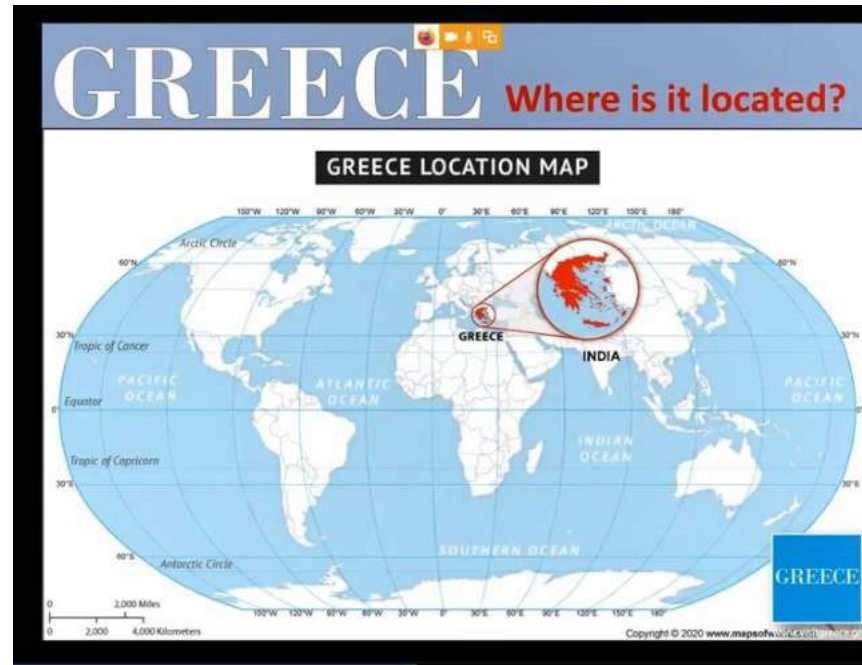
Speakers	ANGELA GERSKOU President of GNTO	DIMITRIS FRAGAKIS Secretary General of GNTO	SOFIA LAZARIDOU General Director of GNTO	NICHOLAS KELAIDITIS President HATTA
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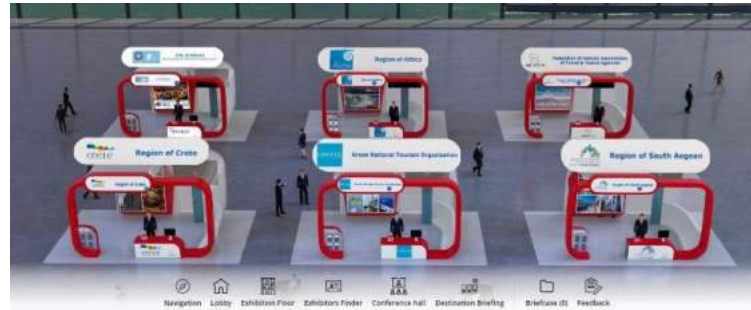
Every experience in Greece is authentic, elegant and beautiful. A country made up of islands of all shapes and sizes, Greece is a haven for the traveler, with its beautiful beaches, history, culture and culinary delights.

- Get first-hand knowledge and information on destination Greece
- Create and promote unique itineraries that result in enhanced customer experience & satisfaction.
- Get an opportunity to enroll for future updates from GNTO
- Get the latest updates with Health First and the destinations readiness with the on-going pandemic.

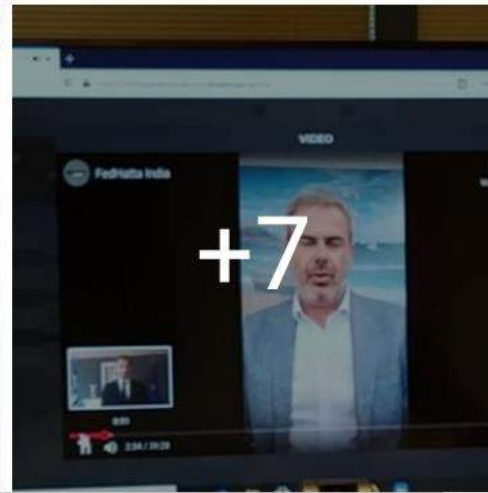
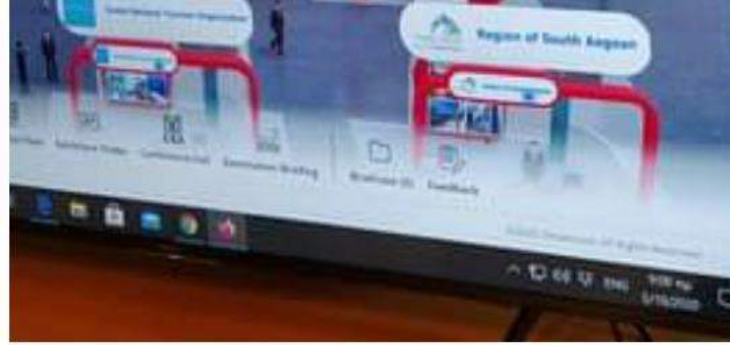
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Integrated Marketing and Communications

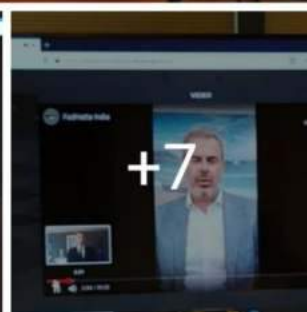
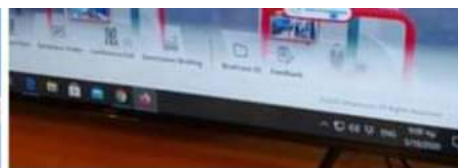


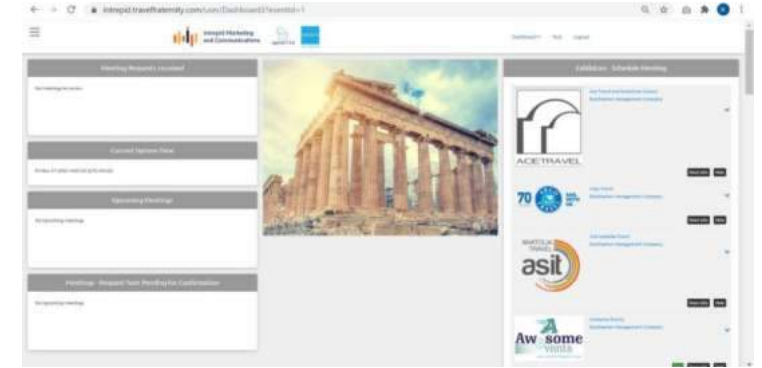
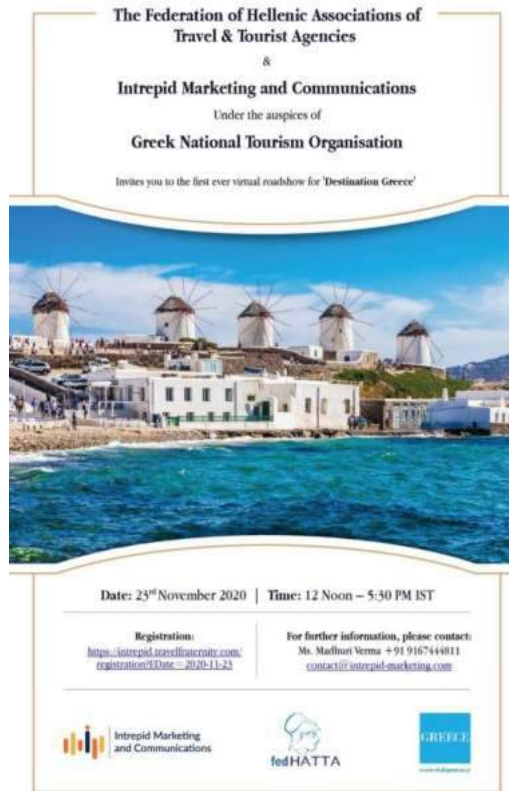


SATTE GEN X



Like Comment Send





Roadshow



Thank You!