

Focus Bari

Υ Π Η Ρ Ε Σ Ι Ε Σ Ε Ρ Ε Υ Ν Α Σ Α Γ Ο Ρ Α Σ



RE THINKING GREECE

ΜΕ ΤΗ ΜΑΤΙΑ ΤΩΝ ΕΙΔΙΚΩΝ

Ξένια Κούρτογλου
President & CEO





ΔΕΝ ΘΑ ΣΑΣ ΚΟΥΡΑΣΩ ΜΕ ΝΟΥΜΕΡΑ...

ΘΑ ΣΑΣ ΔΕΙΞΩ ΠΟΣΟ **ΠΟΛΥΤΙΜΗ
ΕΙΝΑΙ Η ΕΡΕΥΝΑ ΓΙΑ ΤΟΝ ΤΟΥΡΙΣΜΟ ΜΑΣ,
ΟΤΑΝ ΕΣΤΙΑΖΕΙ ΣΤΗ **ΜΕΓΑΛΗ ΕΙΚΟΝΑ****

ΓΙΑ ΤΗ ΣΗΜΕΡΙΝΗ ΕΚΔΗΛΩΣΗ:

**ΑΠΕΥΘΥΝΘΗΚΑΜΕ ΣΕ 14 ΕΠΑΓΓΕΛΜΑΤΙΕΣ ΤΟΥ MARKETING,
ΣΕ 12 ΧΩΡΕΣ...**

ΑΠΟ ΤΑ ΔΙΕΘΝΗ ΔΙΚΤΥΑ ΤΗΣ FOCUS BARI: IRIS & EMRO


2 ΑΠΛΕΣ ΕΡΩΤΗΣΕΙΣ:

ΠΟΣΟ ΔΗΜΟΦΙΛΗΣ
ΕΙΝΑΙ ΣΗΜΕΡΑ Η ΕΛΛΑΔΑ,
ΩΣ ΤΟΥΡΙΣΤΙΚΟΣ
ΠΡΟΟΡΙΣΜΟΣ;

Η ΣΗΜΕΡΙΝΗ ΚΑΤΑΣΤΑΣΗ &
ΕΙΚΟΝΑ ΤΗΣ ΧΩΡΑΣ
ΕΥΝΟΟΥΝ Ή
ΥΠΟΔΑΥΛΙΖΟΥΝ ΤΗΝ
ΕΠΙΛΟΓΗ ΤΗΣ ΕΛΛΑΔΑΣ ΩΣ
ΤΟΥΡΙΣΤΙΚΟ ΠΡΟΟΡΙΣΜΟ;



TA KALA (;) NEA...

A scenic view of a beach with three thatched umbrellas, turquoise water, and a clear blue sky. The umbrellas are made of natural materials and are positioned on the sandy shore. The water is crystal clear, and the sky is a deep, vibrant blue. In the background, there are low mountains or hills under a clear sky.

1. Η ΕΛΛΑΔΑ ΠΑΡΑΜΕΝΕΙ
ΔΗΜΟΦΙΛΗΣ ΠΡΟΟΡΙΣΜΟΣ...

Greece is popular here; this year there have been more flights to Greece than ever

NORWAY


Greece has ever been one of the greatest places for holiday

FRANCE

*The % of people interested in Greece is growing in time:
14th in 2003 & 8th in 2011*

SPAIN

1. Η ΕΛΛΑΔΑ ΠΑΡΑΜΕΝΕΙ
ΔΗΜΟΦΙΛΗΣ ΠΡΟΟΡΙΣΜΟΣ...



2. ΜΕ ΔΙΑΧΡΟΝΙΚΑ ΒΑΣΙΚΑ ΟΦΕΛΗ:
ΗΛΙΟΣ | ΘΑΛΑΣΣΑ | ΦΑΓΗΤΟ | ΠΟΛΙΤΙΣΜΟΣ

*Wonderful sea | landscapes |
weather | good food | culture*
FRANCE

*Relaxing | beautiful islands |
healthy food | sunshine |
cruises | Santorini*
AUSTRALIA

*Greece is popular
among Russians, due to
cultural closeness*
RUSSIA

*The Aegean is liked as a
honeymoon destination...
a romantic scenery*
CHINA

**2. ΜΕ ΔΙΑΧΡΟΝΙΚΑ ΒΑΣΙΚΑ ΟΦΕΛΗ:
ΗΛΙΟΣ | ΘΑΛΑΣΣΑ | ΦΑΓΗΤΟ | ΠΟΛΙΤΙΣΜΟΣ**

A scenic view of a white domed chapel on a cliff overlooking the blue sea and mountains. The chapel features a large dome with a cross on top and several arched openings. In the foreground, there is a small table with a bowl of food and a chair. The background shows a vast blue sea and distant mountains under a clear blue sky.

3. ΚΑΙ ΜΕ ΚΑΛΗ ΣΧΕΣΗ
ΠΟΙΟΤΗΤΑΣ | ΤΙΜΗΣ

*Different solutions,
for all pocket sizes*

ITALY


*Good price-quality ratio,
nice resorts*

RUSSIA

*I feel Greece is getting more
popular due to cheaper prices*

TURKEY

3. ΚΑΙ ΜΕ ΚΑΛΗ ΣΧΕΣΗ
ΠΟΙΟΤΗΤΑΣ | ΤΙΜΗΣ

A scenic view of a beach with driftwood in the foreground and the ocean in the background. The driftwood is weathered and bleached, lying on the sand. The ocean is a deep blue, and the sky is a pale, hazy blue. The overall mood is serene and natural.

4. Η ΕΛΛΑΔΑ ΠΑΡΑΜΕΝΕΙ ΕΝΑ LOVE BRAND
ΜΕ ΜΕΓΑΛΗ ΣΥΝΑΙΣΘΗΜΑΤΙΚΗ ΑΞΙΑ

4. Η ΕΛΛΑΔΑ ΠΑΡΑΜΕΝΕΙ ΕΝΑ LOVE BRAND ΜΕ ΜΕΓΑΛΗ ΣΥΝΑΙΣΘΗΜΑΤΙΚΗ ΑΞΙΑ

*We can travel longer
distances, but we still
visit, because we love the
Greek people*

NORWAY

*There is a feeling of genuine
love for the country*

SWEDEN



TA KAKA (;) NEA...

ΕΧΕΙ ΕΠΗΡΕΑΣΕΙ Η ΚΡΙΣΗ ΤΗΝ ΕΙΚΟΝΑ ΤΗΣ ΕΛΛΑΔΑΣ;

ΣΙΓΟΥΡΑ

ΝΑΙ



ΕΧΕΙ ΕΠΗΡΕΑΣΕΙ Η ΚΡΙΣΗ ΤΗΝ ΕΙΚΟΝΑ ΤΗΣ ΕΛΛΑΔΑΣ;

*A slight decrease of visits
from 7% in 2009 to 5%
in 2011*

RUSSIA

*Sliding down from 5 to 4,
on a 5-point scale*

SWEDEN

*Greece as a holiday
destination? Not as good
as it was 4 years ago*

UK

*The overall sentiment is rather
negative here, but not yet
converted into new holiday habits*

NETHERLANDS



ΕΙΝΑΙ Η ΑΝΤΙΔΡΑΣΗ ΟΛΩΝ Η ΙΔΙΑ;

ΣΙΓΟΥΡΑ
ΟΧΙ



ΕΙΝΑΙ Η ΑΝΤΙΔΡΑΣΗ ΟΛΩΝ Η ΙΔΙΑ;

ΑΛΛΗΛΕΓΓΥΟΙ

ΓΑΛΛΙΑ
ΙΣΠΑΝΙΑ
ΙΤΑΛΙΑ

*We will try to support
your economy by visiting,
especially now – current
situation is in your favour*

ΟΡΘΟΛΟΓΙΣΤΕΣ

ΣΚΑΝΔΙΝΑΒΙΑ
Μ. ΒΡΕΤΑΝΙΑ
ΟΛΛΑΝΔΙΑ

*Functional benefits are on
decline...there are other
alternatives, that may
become new favourites*

ΟΠΟΡΤΟΥΝΙΣΤΕΣ

ΡΩΣΙΑ
ΑΥΣΤΡΑΛΙΑ
ΤΟΥΡΚΙΑ


*Prices are expected to go
down... high speculation
that it is cheaper to visit
at the moment*

3 ΒΑΣΙΚΕΣ, ΔΟΜΙΚΕΣ ΠΗΓΕΣ ΑΝΗΣΥΧΙΑΣ





1. **Η ΝΟΜΙΣΜΑΤΙΚΗ ΑΝΑΣΦΑΛΕΙΑ:
Ο ΦΟΒΟΣ ΤΗΣ ΔΡΑΧΜΗΣ**



*The Euro issue is at the heart of the tourists' fear...
what if they are stuck
in Greece?*

UK

*The scare of being left on a
remote island without
money...*

SWEDEN

**1. Η ΝΟΜΙΣΜΑΤΙΚΗ ΑΝΑΣΦΑΛΕΙΑ:
Ο ΦΟΒΟΣ ΤΗΣ ΔΡΑΧΜΗΣ**

The image shows the silhouettes of a church building against a vibrant sunset sky. On the left is a large dome topped with a cross. To the right is a bell tower with three bells and a cross on top. The sky is filled with orange and yellow clouds, and the sun is visible on the right side. The text is overlaid on the left side of the image.

2. **ΟΙ ΚΟΙΝΩΝΙΚΕΣ ΑΝΑΤΑΡΑΧΕΣ:
ΑΒΕΒΑΙΗ Η «ΕΠΙΤΥΧΙΑ» ΤΩΝ ΔΙΑΚΟΠΩΝ**

Due to Golden Dawn &
the immigration issue,
Athens is a city to avoid

UK

The dominant story on
reports of hungry people
come as a shock

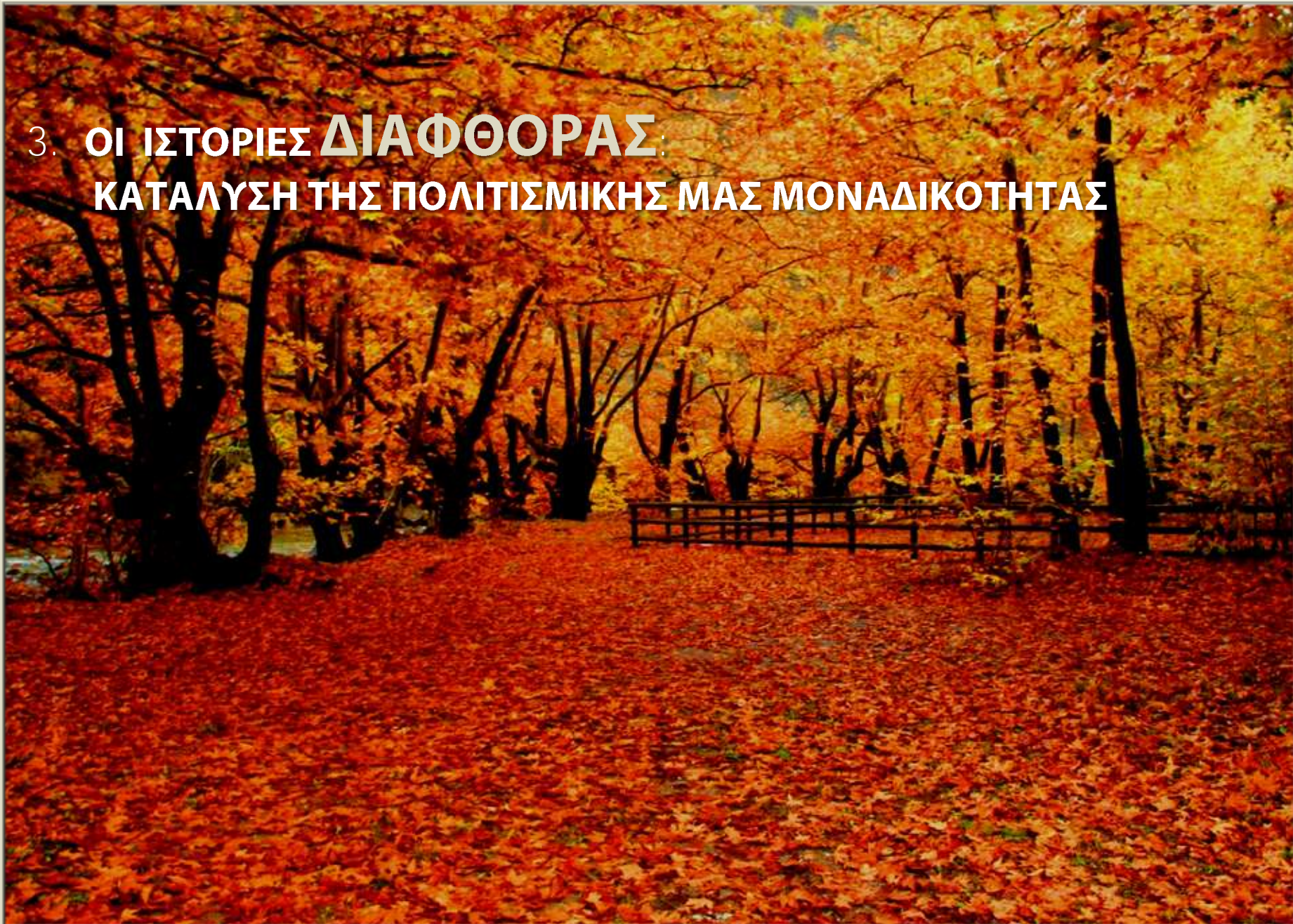
AUSTRALIA

2. ΟΙ ΚΟΙΝΩΝΙΚΕΣ ΑΝΑΤΑΡΑΧΕΣ: ΑΒΕΒΑΙΗ Η «ΕΠΙΤΥΧΙΑ» ΤΩΝ ΔΙΑΚΟΠΩΝ

The main question is how strikes
& conflicts in Athens affect the
situation on the islands

NORWAY

3. ΟΙ ΙΣΤΟΡΙΕΣ ΔΙΑΦΘΟΡΑΣ:
ΚΑΤΑΛΥΣΗ ΤΗΣ ΠΟΛΙΤΙΣΜΙΚΗΣ ΜΑΣ ΜΟΝΑΔΙΚΟΤΗΤΑΣ



3. ΟΙ ΙΣΤΟΡΙΕΣ ΔΙΑΦΘΟΡΑΣ: ΚΑΤΑΛΥΣΗ ΤΗΣ ΠΟΛΙΤΙΣΜΙΚΗΣ ΜΑΣ ΜΟΝΑΔΙΚΟΤΗΤΑΣ

Greece is not very popular currently... people over 40 y.o. do not have a good impression on the country

CHINA

Greeks are seen as making promises that they cannot fulfill

UK

There is a feeling that Greeks do not want to try hard enough


SWEDEN

1 ΣΗΜΑΝΤΙΚΟ ΣΥΜΠΕΡΑΣΜΑ:

**ΟΣΟ ΠΕΡΝΑ Ο ΚΑΙΡΟΣ,
ΟΙ ΑΜΕΣΟΙ ΑΝΤΑΓΩΝΙΣΤΕΣ
(ΤΟΥΡΚΙΑ, ΑΙΓΥΠΤΟΣ), ΦΑΙΝΟΝΤΑΙ
ΟΛΟ ΚΑΙ ΚΑΛΥΤΕΡΟΙ!**



ΤΑ ΑΝΤΙΣΤΑΘΜΙΣΜΑΤΑ...



*People are asking about
cheaper prices, but no one is
sure what the answer is!*

AUSTRALIA

*Tourists expect a price
decrease in Greek resorts...
not there, yet!*

RUSSIA

**Η ΝΟΜΙΣΜΑΤΙΚΗ ΑΝΑΣΦΑΛΕΙΑ:
ΕΝΙΣΧΥΣΗ ΤΗΣ ΚΑΛΗΣ ΣΧΕΣΗΣ
ΠΟΙΟΤΗΤΑΣ | ΤΙΜΗΣ**

*Meeting friendly & welcoming
people was a wonderful way to
prolong the summer!*

UK

**ΟΙ ΚΟΙΝΩΝΙΚΕΣ ΑΝΑΤΑΡΑΧΕΣ:
Η ΑΛΗΘΕΙΑ ΟΣΩΝ ΜΑΣ ΕΠΙΣΚΕΦΤΗΚΑΝ**

*Happy tourists, fully booked
restaurants, beautiful moments... **this**
is what one experiences even now!*

ITALY

*If the stories persist, you will gain
bad reputation... and, as you
know, there are other alternatives*

NORWAY

ΟΙ ΙΣΤΟΡΙΕΣ ΔΙΑΦΘΟΡΑΣ:
ΕΠΙΣΤΡΟΦΗ ΣΕ ΔΙΑΧΡΟΝΙΚΕΣ ΑΞΙΕΣ

*It would be nice to see
hard-working people
rebuilding the country*

SWEDEN

*You are the cradle of
democracy... still remember?*

UK

*There is only one Greece, and
that's why you are loved!*

SWEDEN

ΤΟ ΠΙΟ ΣΗΜΑΝΤΙΚΟ ΑΠΟ ΟΛΑ:

Η ΣΥΝΑΙΣΘΗΜΑΤΙΚΗ ΑΞΙΑ ΤΗΣ ΧΩΡΑΣ

TO LOVE BRAND ΤΗΣ ΜΕΣΟΓΕΙΟΥ

*It was and always remain like
that... great history cannot be
thrown away by economic issues*

FRANCE



ΟΣΟ ΓΙΑ ΕΜΑΣ...

**56% ΤΩΝ ΕΛΛΗΝΩΝ ΠΗΓΕ ΔΙΑΚΟΠΕΣ ΤΟ 2011...
ΤΟ 92% ΑΠΟ ΑΥΤΟΥΣ ΕΜΕΙΝΕ ΣΤΗΝ ΕΛΛΑΔΑ**

ΠΗΓΗ: FOCUS BARI LIFESTYLES, ΙΑΝΟΥΑΡΙΟΣ-ΙΟΥΝΙΟΣ 2012

An aerial photograph of a crowded beach. The water is a vibrant green, and the sand is a light tan. Numerous people are scattered across the beach, many sitting under colorful umbrellas. The scene is lively and suggests a popular vacation spot.

**ΕΜΕΙΣ ΟΙ ΕΛΛΗΝΕΣ, ΕΠΑΓΓΕΛΜΑΤΙΕΣ
ΤΟΥΡΙΣΜΟΥ ΚΑΙ ΕΠΙΣΚΕΠΤΕΣ...**

**...ΕΙΜΑΣΤΕ Η ΕΜΠΝΕΥΣΗ
ΓΙΑ ΤΗΝ ΕΠΟΜΕΝΗ ΗΜΕΡΑ!**

ΕΥΧΑΡΙΣΤΩ ΠΟΛΥ!

Ξένια Κούρτογλου

President & CEO



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