



**GREEKS  
TEACH  
HOSPITALITY**

CAMPAIGN TO PROMOTE  
GREEK ENTREPRENEURSHIP IN THE  
GLOBAL TOURISM MARKET

BY  
100% **HOTEL SHOW**

# WHAT IS "GREEKS TEACH HOSPITALITY"?



100% Hotel Show supports Greek Entrepreneurship and organizes the extroversion campaign for Greek tourism companies, under the name **Greeks Teach Hospitality**. The campaign is inspired by the internationally renowned Greek hospitality, as well as the high tourist know-how of Greek Tourism Professionals.

The campaign includes a mixture of online and offline actions that will promote the high quality of Greek hotels to the global market and will act as a promotional channel abroad, for companies and tourism professionals.

**Greeks Teach Hospitality** is an initiative of 100% Hotel Show, which aims to boost the Greek Hotel Market. A benchmark for 2017 will be the participation in the **WTM London** International Tourism Fair, one of the world's most important tourism fairs. The campaign will be also supported by a dynamic and systematic online promotional and communication program, as well as through the participation in tourism - and not only - events.

# WHAT DOES THE CAMPAIGN INCLUDE?



## **PARTICIPATION IN TOURISM EXHIBITIONS**

Through participation in international tourism exhibitions, the campaign will present prominent examples of Greek hotels to International Travel Agents & Media, enhancing the reputation of the Greek Hotel Industry. At the same time, it will promote Greek product & service-exporting companies to hotels from all over the world, opening up prospects for cooperation in new markets.

## **DIGITAL ACTIONS**

With the specialized English speaking section of [www.hotelshow.gr](http://www.hotelshow.gr), which will feature the participating companies and the hotels, as well as with online campaigns targeting tourism professionals from major European markets, **Greeks Teach Hospitality** will enhance the Promotion of Greek tourism companies in important foreign markets.

## **PRINTED COMMUNICATION**

For the most complete presentation of the campaign and the participating businesses, an interactive English-language flyer will be designed, published and distributed to important contacts abroad, in the context of the campaign's Brand Awareness promotion, presenting the participating companies in an original way.

## **PR ACTIONS**

The 100% Hotel Show's specialized department will constantly develop key contacts for the dynamic global tourism market approach and will present the **Greeks Teach Hospitality** campaign material through direct communication and press releases. Indicatively, the campaign will be communicated to major Tour Operators, Travel Media, Development Companies and hotels around the world.

# WHICH HOTELS WILL BE PRESENTED?



Hotel participation is **free of charge**, since they are the focus of the campaign aiming to highlighting the Greek Hotel product. The hotels are selected by the 100% Hotel Show team in 2 ways, and enjoy dynamic ways of promotion.

## **HOTEL DESIGN AWARDS PARTICIPATING HOTELS**

The final selection - shortlist of hotels that participated in the Hotel Design Awards, are presented both in the English-speaking section of **Greeks Teach Hospitality** within [www.hotelshow.gr](http://www.hotelshow.gr) as well as in the relevant printed material, as noteworthy examples of Hotel Design. Additionally, architects involved in the project receive the basic promotion plan for service-exporting companies.

## **GREEK HOTEL CASE STUDIES**

100% Hotel Show selects 10 hotels every year, which are examples of good practice, and presents them both in the English-speaking section of **Greeks Teach Hospitality** within [www.hotelshow.gr](http://www.hotelshow.gr) through a personalized article, as well as in the relevant printed material.

# HOW CAN COMPANIES PARTICIPATE?



**Greeks Teach Hospitality** is an ideal tool for promoting Greek companies or Professionals with export-oriented character, who want to target the International hotel market. The participating companies are selected by the 100% Hotel Show team and must meet the following criteria:

1. Have the possibility to export their services or products.
2. Have an English version of their Website and Communication Material.

A company with an already established foreign clientele, will have more chances of being selected for participating in the campaign.

## 1. BASIC PROMOTIONAL PLAN

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- Presentation in the interactive flyer of **Greeks Teach Hospitality**, with a short description and company logo.
- Inclusion in the English-speaking section of [www.hotelshow.gr](http://www.hotelshow.gr) about the campaign, in the relevant Company List leading to the company's specialized profile.
- Promotion during **WTM London**, as well as the other exhibitions and events of the 2017 campaign, by 100% Hotel Show representatives.

Cost: **€ 500.00 (excl. VAT)**

## ADVANCED PROMOTIONAL PLAN

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- Presentation in the interactive flyer of **Greeks Teach Hospitality**, with a short description and company logo.
- Inclusion in the English-speaking section of [www.hotelshow.gr](http://www.hotelshow.gr) about the campaign, in the relevant Company List leading to the company's specialized profile.
- Privileged display of the company in the central section of the campaign, within [www.hotelshow.gr](http://www.hotelshow.gr).
- Promotion during **WTM London**, as well as the other exhibitions and events of the 2017 campaign, by 100% Hotel Show representatives.
- Possibility to include a promotional company flyer inside the visitor's bag, during the **WTM London** exhibition.

Cost: **€ 800.00 (excl. VAT)**

## PREMIUM PROMOTIONAL PLAN

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- Presentation in the interactive flyer of **Greeks Teach Hospitality**, with a short description and company logo.
- Inclusion in the English-speaking section of [www.hotelshow.gr](http://www.hotelshow.gr) about the campaign, in the relevant Company List leading to the company's specialized profile.
- Privileged display of the company in the central section of the campaign, within [www.hotelshow.gr](http://www.hotelshow.gr).
- Dedicated Article within the relevant blog section of the campaign. The article will be distributed through the fair's social media.
- Promotion during **WTM London**, as well as the other exhibitions and events of the 2017 campaign, by 100% Hotel Show representatives.
- Possibility to include a promotional company flyer inside the visitor's bag, during the **WTM London** exhibition.
- Possibility for up to 15 pre-scheduled appointments at 100% Hotel Show' booth, during **WTM London**.

Cost: **€ 1500.00 (excl. VAT)**

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