



**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, 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 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 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

- 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 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

- 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 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.
- 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

- 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 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.
- 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)**

ORGANIZATION

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