

Case Study

# Greece attracts travelers

from key markets to enjoy the wonders  
of Athens and Thessaloniki



The Greek National Tourism Organization, Greece's destination marketing organization (DMO), worked closely with Amadeus to promote city break trips to Athens and Thessaloniki, two historic Greek cities. By leveraging Amadeus' travel technology and campaign management expertise, Greece was able to reach and convert incremental travelers while further solidifying their standing as one of the top destinations in the world.

## Goal

Greece sought to inspire travelers from European countries to discover **Athens'** and **Thessaloniki's** tourism offering as well as explore post-COVID demand for Greek city tourism.

## Strategy

Amadeus proposed and structured a digital advertising campaign aimed towards the destination's target audience of intent travelers. The channels included display and video.

The online ads featured visuals from Visit Greece's latest campaign, [Greekend](#), which seeks to entice travelers to visit the destination for their next trip or for simply a weekend in Greece. As the latest installment from the DMO's "All you want is Greece" overarching campaign, it invites travelers to discover the known and unknown corners of lively city destinations during a Greekend.

**Campaign Dates:** August to November 2022

## Results

The campaign drove impressive results for the Greek DMO.

Amadeus' digital advertising ecosystem allows actual conversion measurement, depicting how many visitors who interacted with the campaign ultimately vacationed in Greece.

**15 million+**  
Impressions

**> 80,000**  
Clicks

**~9,000**  
Conversions

**7 days**  
Average length of stay

**€ 6.4 million**  
Estimated visitor spend

**42:1**  
ROAS

In addition to converted travelers, the campaign helped Greece get in front of more highly qualified individuals, driving brand visibility and raising awareness of the destination's offering.

**Thanks to Amadeus' detailed campaign analysis, the Greek DMO was also able to learn some key insights:**

- Ads delivered to German-speaking markets drove the best performance, garnering over a third of the campaign's conversions.
- A large portion of conversions also came from Israel, the United Kingdom, and France.
- Similarly, the highest click-through-rate (CTR) when broken down by target market was attributed to Israel.
- Display ads generated stronger results overall when compared to videos ads, although video ads reported a higher CTR.
- Global video ad completion rate was nearly 90%.





*Amadeus was the ideal partner for us to continue to elevate and promote our city breaks “Greekend” campaign. Their tech solutions and diligent campaign management approach allowed us to deliver our key messages to European travelers who are looking to experience a weekend in Greek style. The uplift in conversions clearly showcases the campaign’s success.”*



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