

Greece

REIGNITING POST-PANDEMIC TRAVEL

MARKETING GREECE

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DATES
3rd June –
20th July

MARKETS
Germany
Austria

CHANNELS
Premium Travel
Display & Video

Searching for the recovery signals

Since the beginning of the lockdown in March 2020 we were looking for signs of recovery to help destinations find the right moment and the right markets to start advertising campaigns.

At Amadeus, we are closely monitor data to track the changes in travelers' behaviors as well as follow and analyze the up-to-date travel trends. As providers of data-driven advertising solutions we decided to share on a regular basis key insights with our clients, Destination Marketing Organizations (DMOs) to help them bring visitors back, thus contributing to the travel industries' recovery.

Marketing Greece was one of the DMOs participating in our recovery program. We provided individualized data reports that included information about the demand to the country or the best performing origin countries. We also allowed our client to gain visibility on other markets that were more advanced in the recovery phase to compare and benchmark.

In June 2020, Greece opened its borders for European visitors. Our data showed a huge boost in the demand to Greece which was a univocal signal for us to start a joint advertising campaign.

Advertising in the times of Corona

Does it make sense to start marketing campaigns if travel is restricted and the borders are closed? Absolutely! Especially in the times when we cannot travel, we need to keep on dreaming about the holidays. The branding campaigns launched by Marketing Greece were not only keeping travelers inspired during the times when they had to stay home but also raising awareness about the destination.

A few days after the country's lockdown back in March came the launch of the Till Then, #StaySafe campaign, inviting people to stay positive and safe. At the beginning of April, it was all about "Greece from Home" – a great interactive platform. At the beginning of June, Greece Marketing launched its "Greek Summer" campaign, designed to send a message of optimism and empathy, and aiming to inspire the world to travel to Greece, whenever possible. A month later, the [Greek Summer](#) moved one step further and the [Endless Greek Summer](#) campaign was released. It included the main video of the Greek Summer, inviting people to visit Greece with a 'See You Soon' message.

FROM #StaySafe TO #SeeYouSoon

Converting by inspiring

We were promoting two creatives, a branding display ad and the "Endless Greek Summer" video, in Germany and Austria. Both creatives were sending an inspirational message and were directing users to the "Greece from Home" platform or the YouTube channel.

Though the promotion was not a conversion-oriented, aiming at bringing visitors to Greece but more about inspiring and reassuring them, the numbers, especially in the case of the video, were impressive. We managed to get [892.897 impressions](#) and [0,26% CTR](#) for display ad and [1.016.000 impression](#) with amazing [0,73% CTR](#) for the video in only 7 weeks.

Even though the ads were leading to the website of Marketing Greece and did not prompt the user to make a booking directly, our technology allowed us to track all conversions that happened following the impressions. Our findings show that the campaign resulted in a total [+1.000 incremental visitors](#) to Greece from both markets.

0,26%

CTR FOR DISPLAY AD

0,73%

CTR FOR VIDEO AD

+1.000

INCREMENTAL VISITORS

Market insights

Germany and Austria were very responsive to the advertising campaign. Both markets were showing fantastic click rates and our data indicated a significant growth of demand to Greece from Germany and Austria. We compared the market share of searches to Greece to the searches to other Southern European countries from these two markets. Demand to Greece appeared to be significantly higher this year in comparison to 2019. The overall market share of Greece was steadily increasing during the campaign and reached [25%](#), when compared with other Southern European destinations.

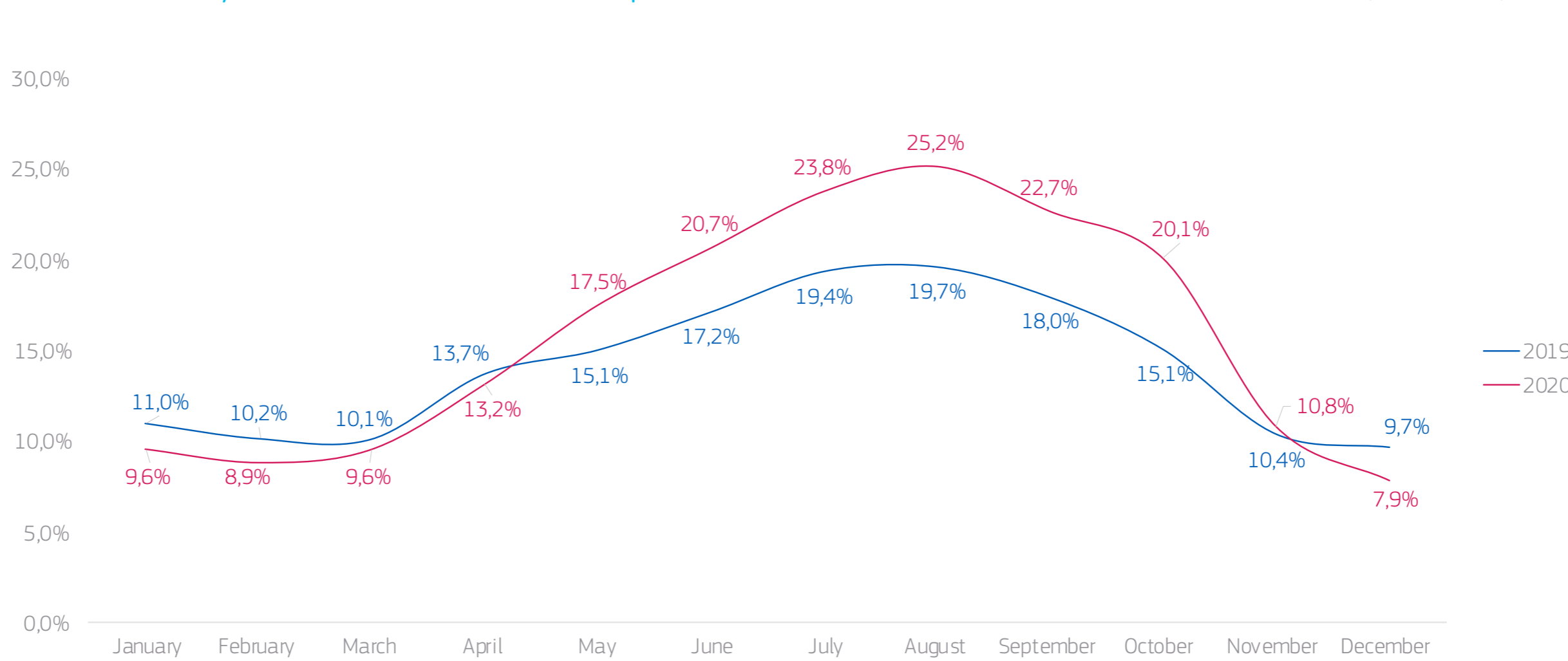
25%

GREECE INCREASED MARKETSHARE

GREECE MARKET SHARE BY TRAVEL DATE 2020 VS 2019

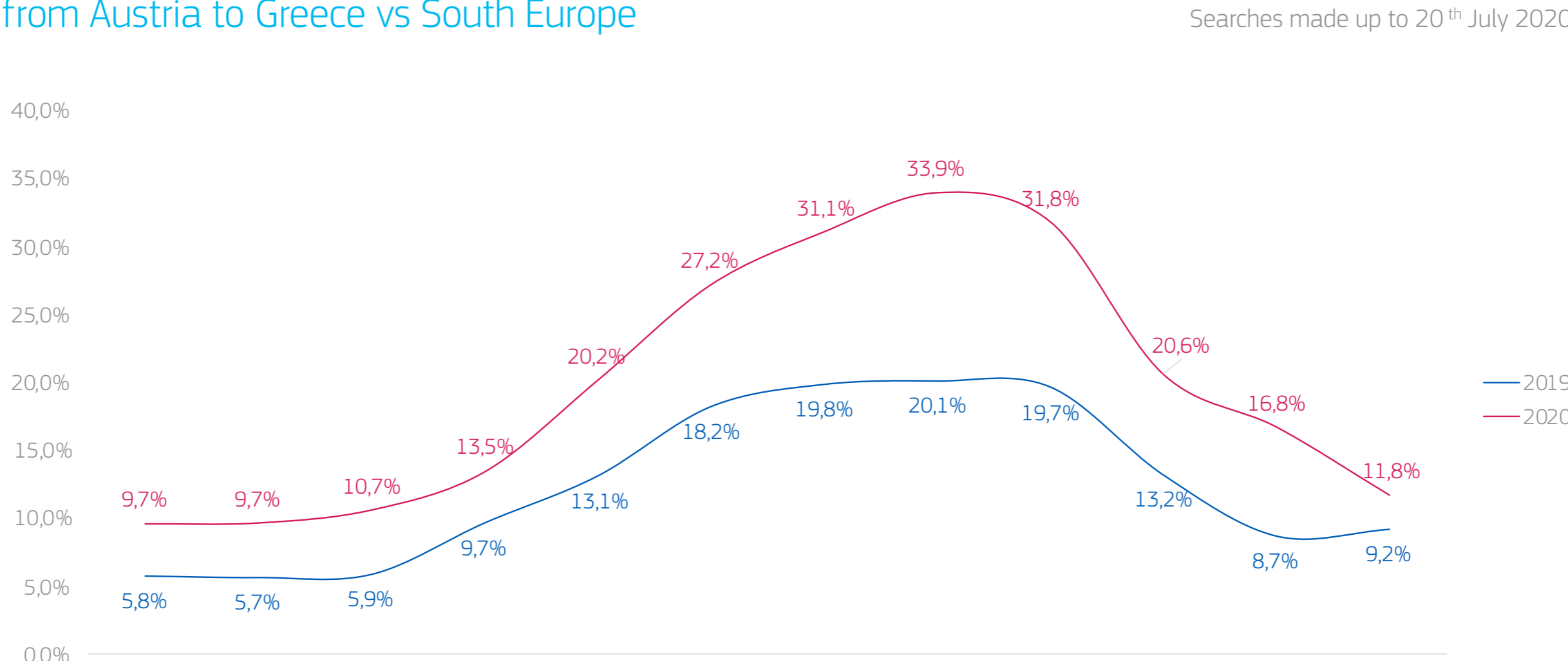
Demand from Germany to Greece vs South Europe

Searches made up to 20th July 2020



Demand from Austria to Greece vs South Europe

Searches made up to 20th July 2020



By looking deeper into our data by combining demand, booking and traffic data, we noticed a global trend for this summer: the time window between travel search, booking and going on a trip significantly shrank. It shows that travelers are keen to make some last-minute bookings.

43%

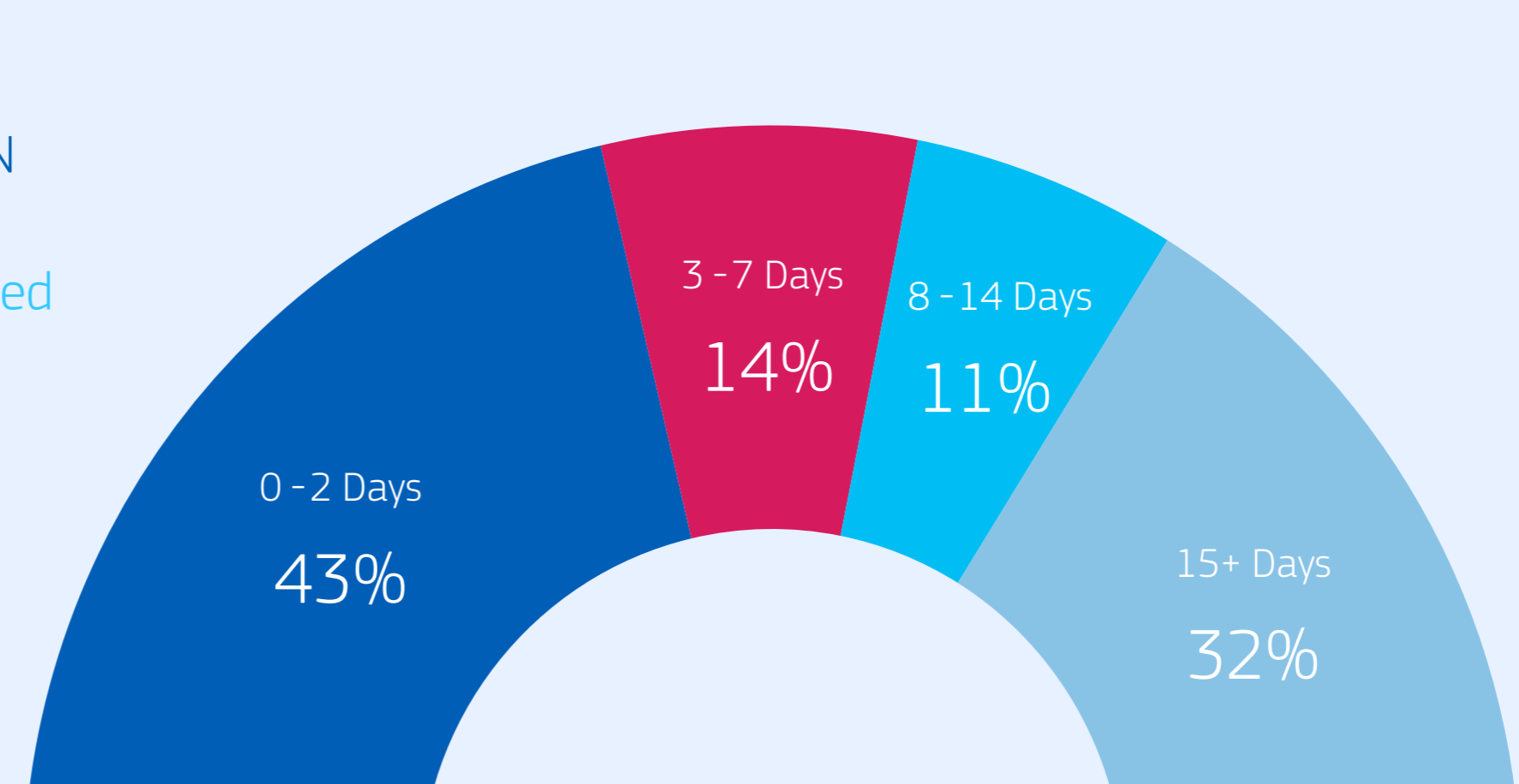
BOOKINGS WITHIN THE NEXT TWO DAYS AFTER IMPRESSION

The impressive results of the Greek campaign confirm this changed trend: [43%](#) of travelers booked a trip to Greece within the next two days after seeing the ad!

IMPRESSION TO CONVERSION TIMEFRAME

Days between the ad being displayed and the costumers conversion

Visitors mostly had short view-to-booking times, however 15+ days bookings are also a significant amount.



Using data to understand current performance of our destination helped us to plan the best moment to launch the advertising campaign. The good planning payed off with amazing results. We achieved excellent CTR and managed to attract a significant number of incremental visitors in only two weeks' time.



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CEO, Marketing Greece