In June 2020, Greece opened its borders for European visitors. Our data showed a huge increase in searches and bookings for Greece, especially in the weeks following the lifting of restrictions. One of the most successful campaigns was the Greek Summer campaign, which aimed to inspire and reassure travelers about visiting Greece. The campaign featured a series of videos that were designed to convey the beauty and allure of Greece, even from a distance. We managed to get more than 892,897 impressions for the campaign, which resulted in a total of +1,000 incremental visitors to Greece from both markets.

Our findings show that the campaign was successful in prompting users to make bookings directly. The technology allowed us to track all conversions, including some last-minute bookings. Though the promotion was not conversion-oriented, the campaign was designed to bring visitors to Greece, even if not immediately. This approach, combined with the effective use of data, helped us to plan the best moment to launch the advertising campaign.

Advertising in the times of Corona

In June 2020, Greece opened its borders for European visitors. Our data showed a significant increase in demand from Austria to Greece vs South Europe Searches made up to 20th July 2020. Demand from Germany to Greece vs South Europe was also significant. As the Greek Summer campaign continued, the market share of Greece was steadily increasing during the campaign. The overall market share was significantly higher this year in comparison to 2019. The overall numbers, especially in the last few days, were impressive. We managed to get more than 2,000,000 impression with an amazing +1,000 incremental visitors to Greece.

Marketing briefing was one of the key components of our marketing strategy. We observed that travelers were not only keeping travelers inspired during the times when they had to stay home but also raising awareness about the destination. Marketing briefing was not achieved without a significant amount of work. However, the results were worth the effort. The campaign helped us to understand current performance of our destination and the customers conversion.

By looking deeper into our data by combining demand, booking and traffic data, we were able to gain insights into the behavior of travelers. The results were invaluable, as they helped us to make informed decisions about our marketing strategies. A few weeks after the Greek Summer campaign, a joint advertising campaign was launched. The campaign targeted travelers who were interested in visiting Greece and wanted to know more about the destination. The campaign helped us to reach a wider audience and to promote Greece as a destination.

Marketers can learn from the success of the Greek Summer campaign. The campaign was successful in bringing visitors to Greece, even if not immediately. This approach, combined with the effective use of data, helped us to plan the best moment to launch the advertising campaign. By using data to understand current performance of our destination, we helped to plan the best moment to launch the advertising campaign. The Greek Summer campaign was a joint effort, and it was successful in bringing visitors to Greece and promoting the destination.

Market insights

Greece and Austria were the leading markets for Greece in 2020. Both markets showed a strong performance, with an increase in demand and bookings. The data showed that the Greek Summer campaign was successful in bringing visitors to Greece, even if not immediately. This approach, combined with the effective use of data, helped us to plan the best moment to launch the advertising campaign. The Greek Summer campaign was a joint effort, and it was successful in bringing visitors to Greece and promoting the destination.

CEO, Marketing Greece

IOANNA DRETTA