



Wanderlust GREECE

WANDERLUST GREECE: ATHENS

AN AIA & MARKETING GREECE INITIATIVE

MARKETING GREECE



An aerial photograph of a narrow, winding road that curves through a dense, vibrant green forest. The road is light-colored, possibly gravel or dirt, and is flanked by thick foliage. A large, semi-transparent white triangle is superimposed over the center of the image, pointing upwards. The text 'WHO WE ARE' is written in large, bold, white capital letters across the middle of the triangle.

WHO WE ARE

MARKETING GREECE



COLLABORATION WITH SETE

- ✓ A private sector partnership promoting the Greek tourism product
- ✓ Our strategic goal is to optimise the characteristics of tourism demand

INTERNATIONAL MEDIA OFFICE



Focused mainly on European markets, but operating internationally



3 PR Offices



Blogtrotters



Cooperating with journalists and travel bloggers & vloggers

DISCOVERGREECE & ECOSYSTEM





OUR NEWEST PRODUCT



Wanderlust GREECE





Wanderlust GREECE SEASON 1

<https://youtu.be/w9Wu6UOELa4>





Wanderlust GREECE **#ATHENS**



***Season 2 of the
Digital Travel Show***

***Up close and personal
with our home city***



Strategic Goals

Modern Look & Feel | Innovative Content

Following international trends, Wanderlust Greece produces modern audiovisual content, aiming to promote Athenian experiences and enrich the city break tourism product in an innovative and attractive way.

Attract Pure City Breakers

Promoting City Break experiences along with up-and-coming tourist products, such as Athens Riviera and the nearby mountains, and aiming to increase the average duration of stay and cost-per-day of City Breakers.

At the heart of the story | Engagement

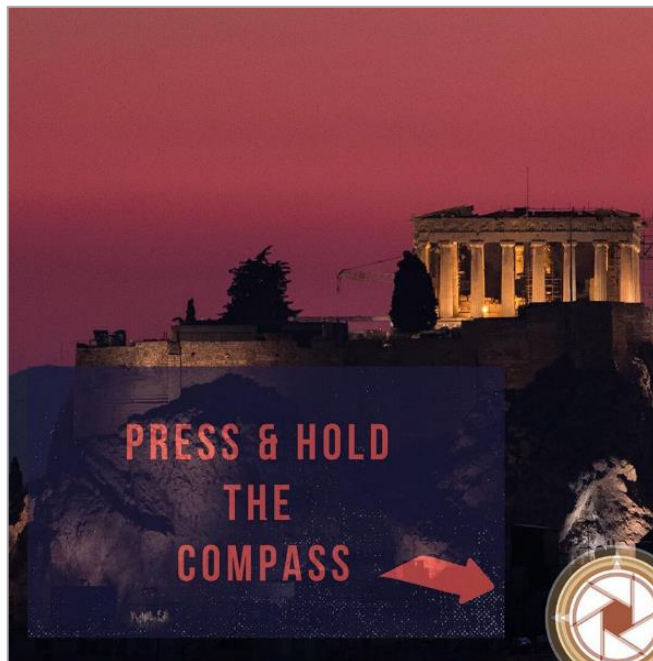
Through broadcasting live episodes and triggering messages, users become "travel companions" of the Wanderlust Greece journey and watch in real time the trip through the Discovergreece.com digital ecosystem.

Value to local stakeholders

Offering free, up-to-date visual content to local businesses in order to enhance their digital presence in a more effective way, based on the destination value.



**ANTICIPATION
PHASE**



If you can't wait till next week, **PRESS & KEEP HOLDING** to put yourself in an **#Athens mood.**

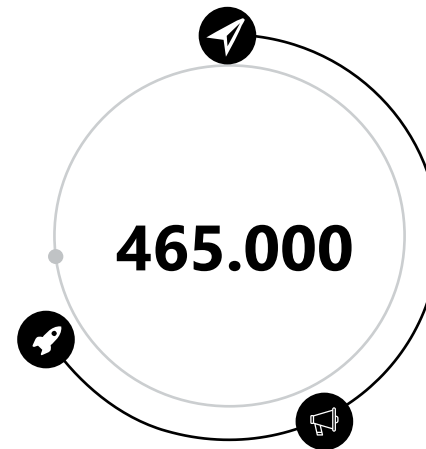
The kick-off period to the 2nd Wanderlust Greece season began with teaser posts on Facebook & Instagram, with new social media content formats that first announced the destination and then the new host presenter.

[\(Stef Greece Travel & Photography\)](#)

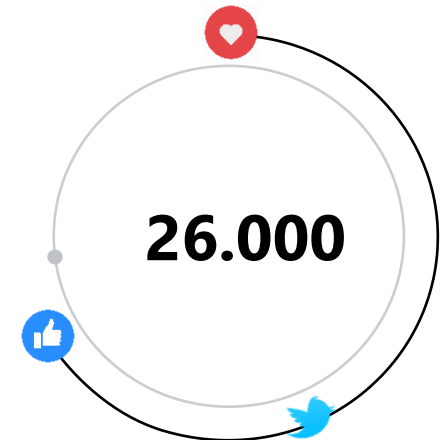




**Its time to present
#Athens as you've never
experienced it before!**



**Social Media
Reach**



**Social Media
Engagement**

#wanderlustGR

BROADCASTING LIVE

Wanderlust

GREECE

ATHENS

Join the show >

DAY 2 14:53

The impressive **Zappeion** mansion – a semicircular neoclassical building with a Corinthian portico.



< PREVIOUS STOP

NEXT STOP >



Campaign Website



Track the Wanderlust route through an interactive map where various point of interests are featured



Special Media Gallery with rich material such as drone photos, video-moments and 360° content.



Linked with related content of Discovergreece.com regarding Athens and special promotion on DG Homepage.



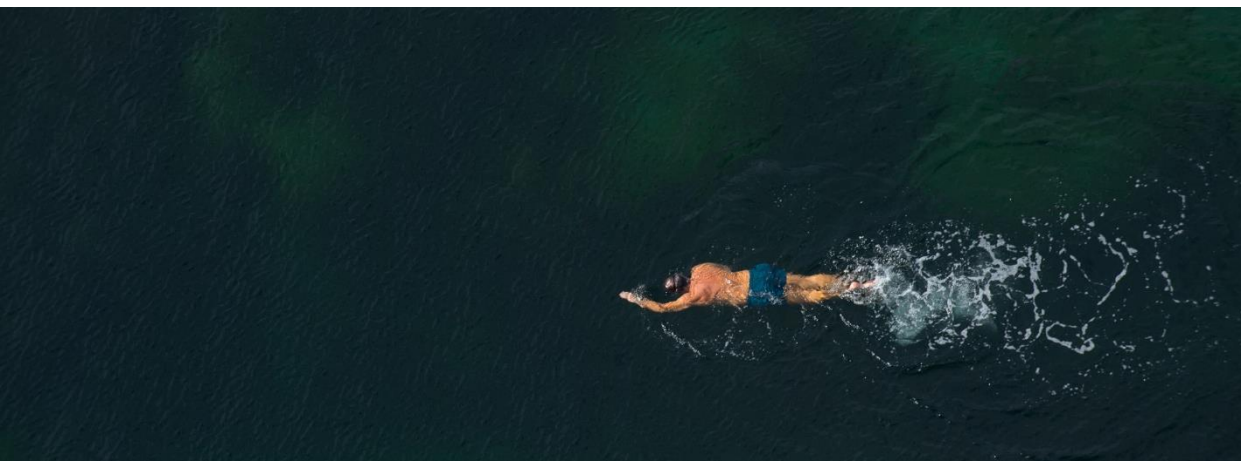
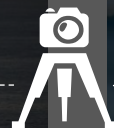
BROADCASTING LIVE PHASE



Wanderlust
GREECE

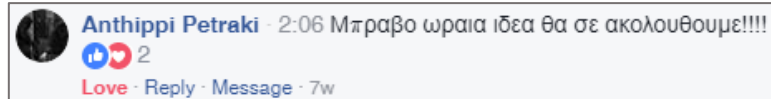
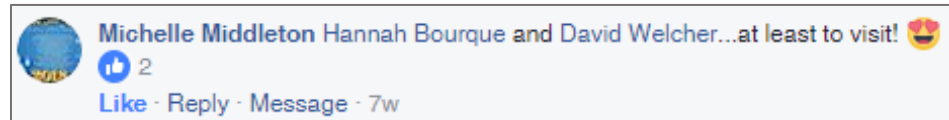
S02E01:

THE ATHENS RIVIERA

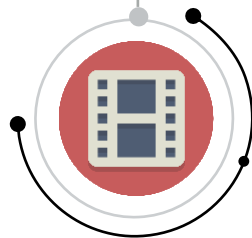


Bet that wasn't what you were expecting on the first day of a six-week focus on **#Athens**.

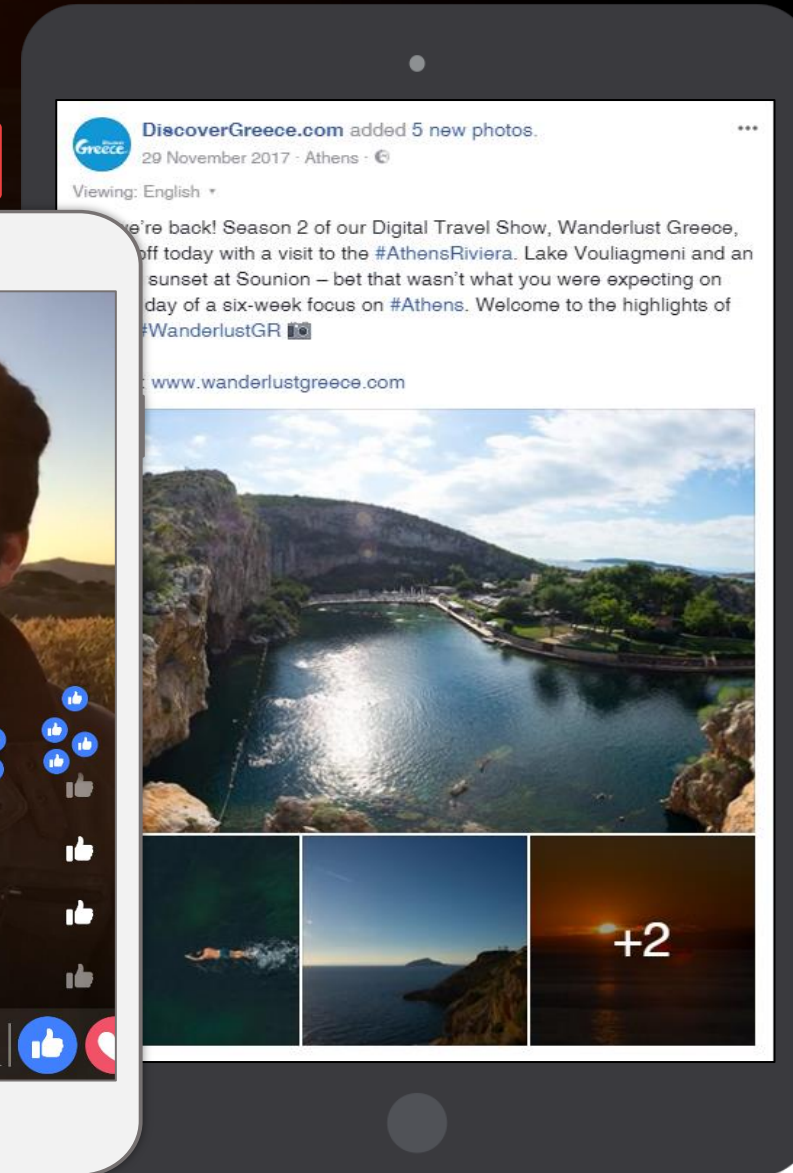
Wanderlust
GREECE

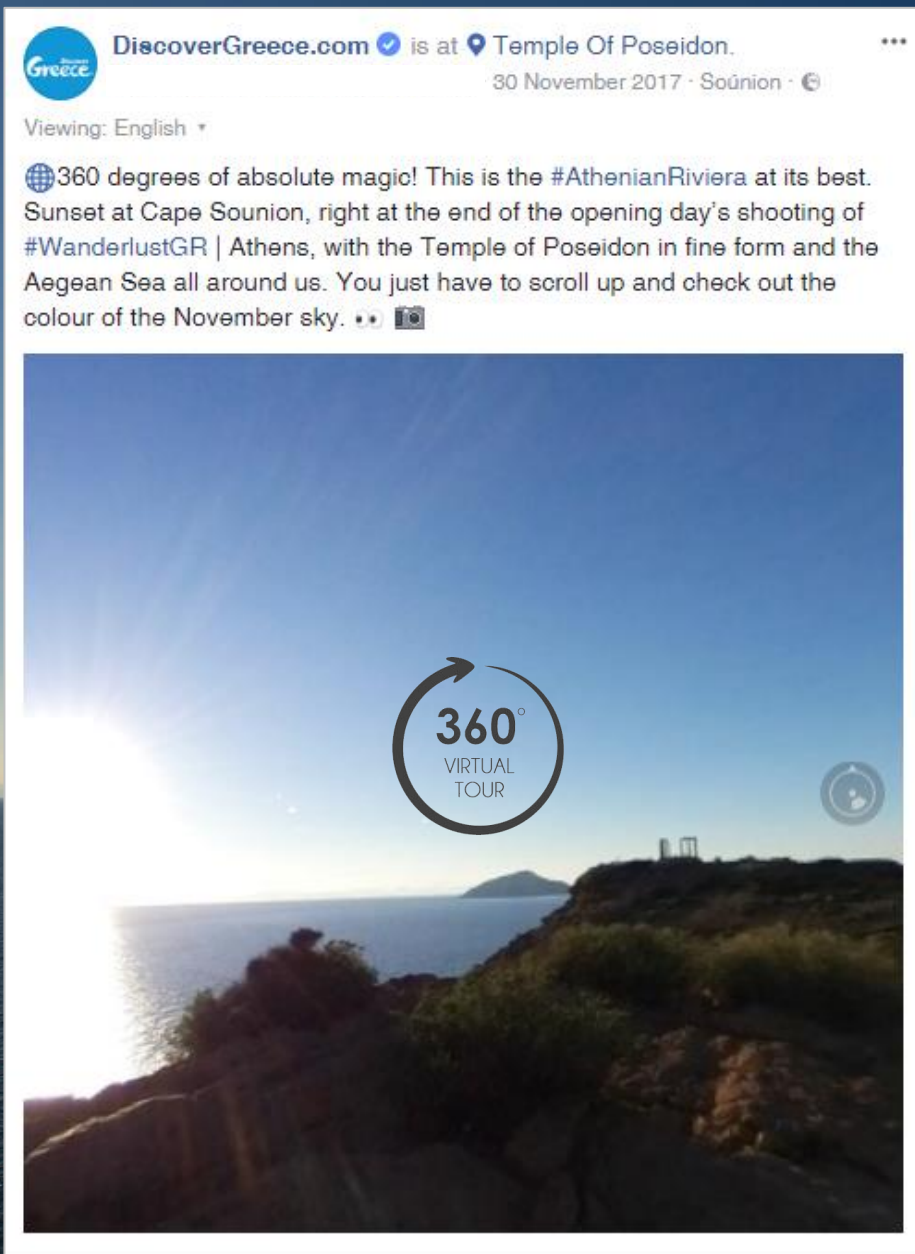


Facebook
Video Views

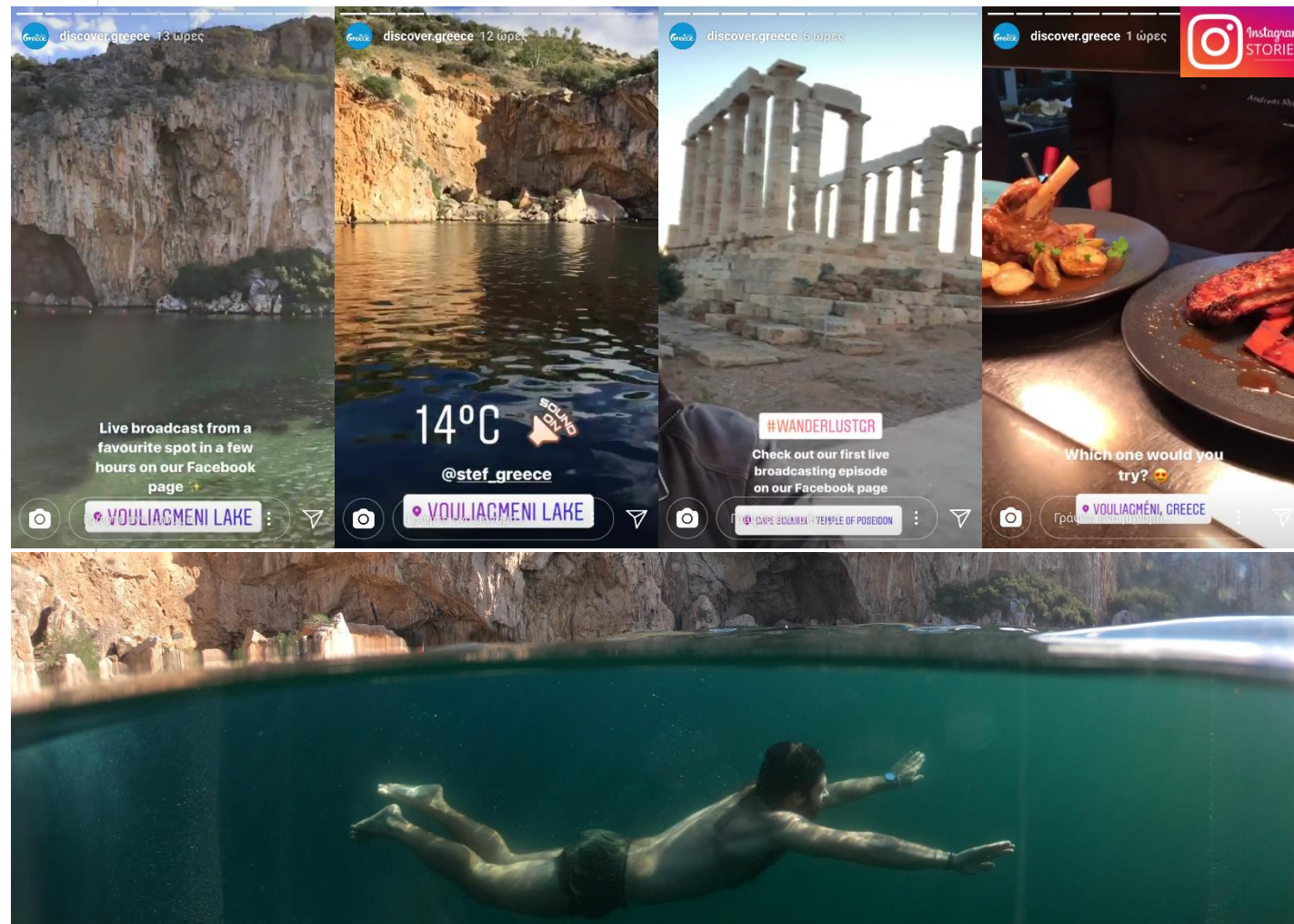
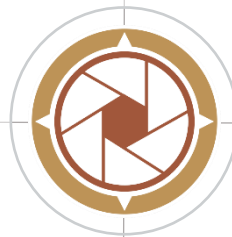


181.000





It's only about an hour away from
the centre of #Athens!



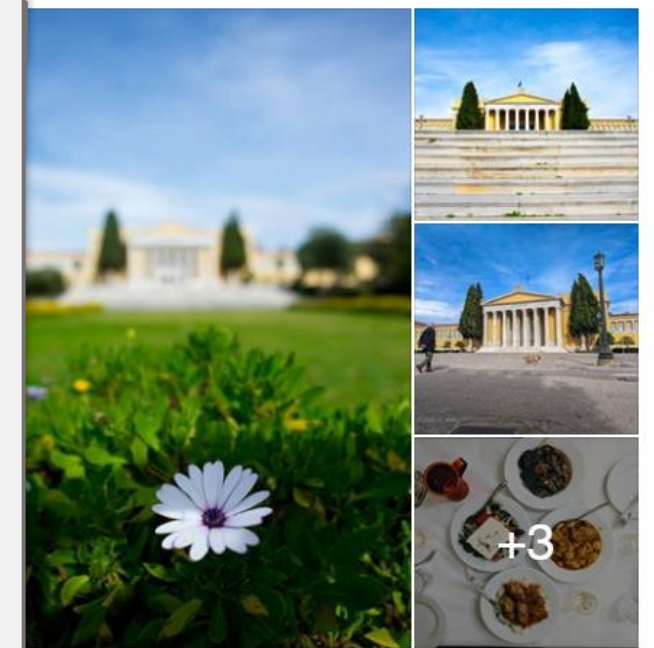


We take the weekends very seriously in #Athens and no Sunday could be complete without a visit to Zappeion!



DiscoverGreece.com added 6 new photos.
3 December 2017 · Athens ·

We take the weekends very seriously in #Athens and no Sunday is ever complete without a visit to Zappeion, the great neoclassical building in the heart of the city and one of the many great tavernas. We're in Petralona, a little known district of Athens you have to check out next time you're in Athens. Fuelling up for week 2 of shooting for #WanderlustGR.



Rosa Barisione · 1:50 Congratulations, I have been there, but I didn't know the history.
1

Antouanette Kreouzi · 7:19 Great series....thank you!
3

Cleunice Alves · 2:58 Good morning! Where this place? Amazing video. Thank you for sharing!
1



Best greek photographer! Follow him -> Stef Greece Travel & Photography

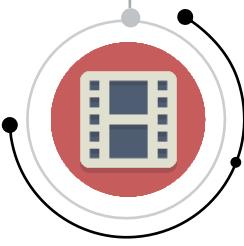
Marilena Diamantopoulou Kaplan · 1:18
Ααχ Εθνικός Κήπος 😄😄😄

Kulwinder Kaur · 1:23
Very nice

Lena Papachristou · 1:25
Στον εθνικο μας κηπο!

SHARE Write a comment...

Facebook
Video Views



225.000

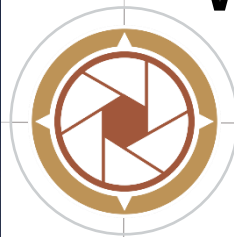


DiscoverGreece.com is at Mount Lycabettus.

4 December 2017 · Athens ·

Viewing: English ▾

With views like this who wouldn't be inspired to explore [#Athens](#)? It's not surprising we're feeling the Wanderlust as we head into a second week of bringing you [#WanderlustGr](#)! Watch this space!



With views like this who wouldn't be inspired to explore [#Athens](#)?

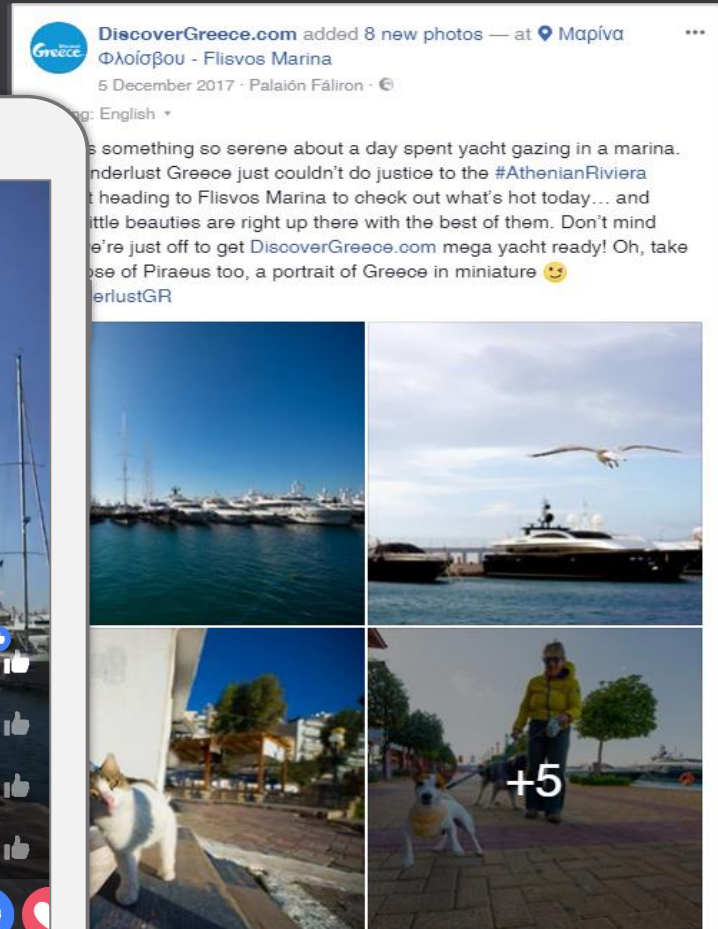




So Wanderlust Greece just couldn't do justice to the **#AthenianRiviera** without heading to Flisvos Marina to check out what's hot today!



Wanderlust GREECE



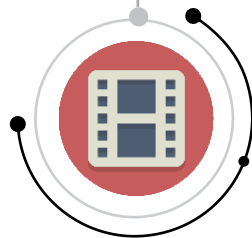
Rik Freeman · 1:02 kalimera... Lovely weather and location. 😊
5
Like · Reply · Message · 6w

Ruth Sayers · 3:15 Kalimera from Denver Colorado in the USA. I love sailing in Greece, can't wait to come back!
1

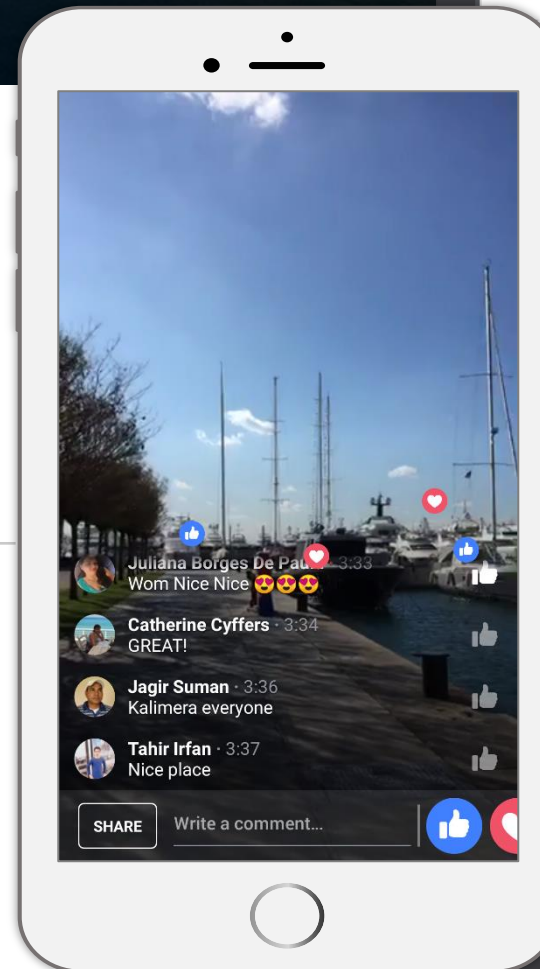
Cleunice Alves · 0:40 Wow my dream. Beautiful! BRAZIL
2



Facebook
Video Views



180.000





DiscoverGreece.com is in 📍 Piraeus, Greece.

6 December 2017 · 🌐

Viewing: English ▾

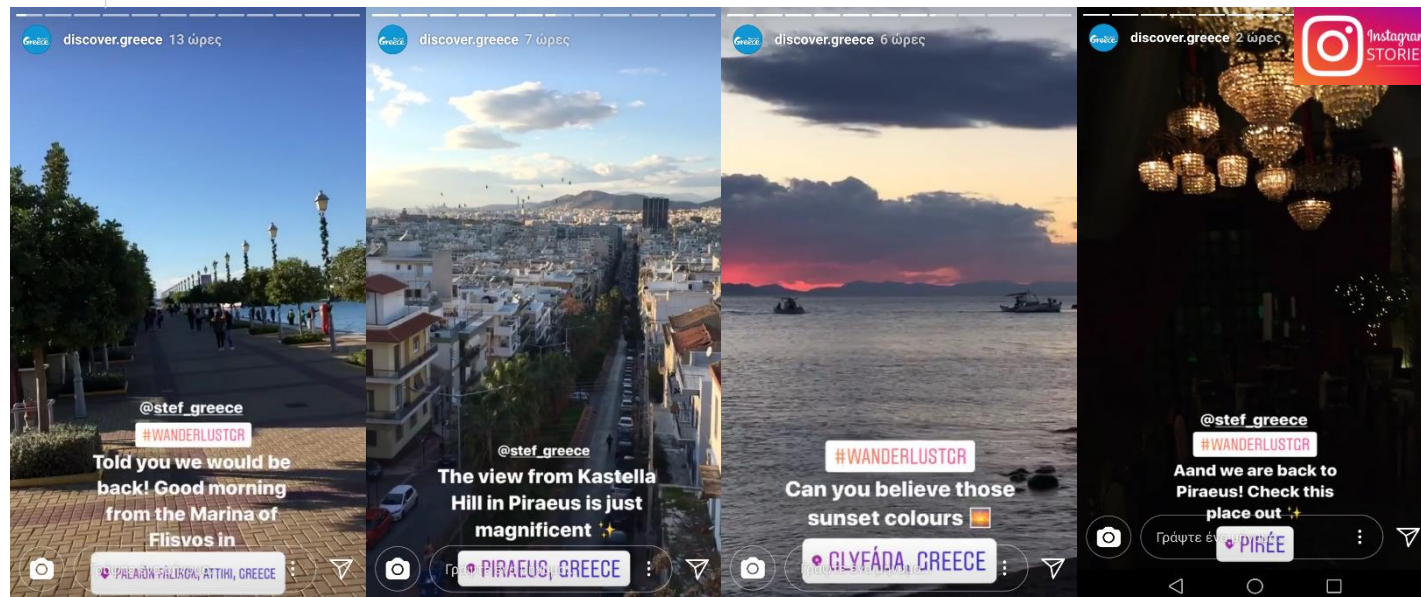
So, today, we gifted ourselves a little pre-Xmas drink!
«Shaken, not stirred»!

#WanderlustGR (Someone's got to do it, right?!)

Cheers 🍷🥂



Oh, take a glimpse of #Piraeus too, a portrait of Greece in miniature.

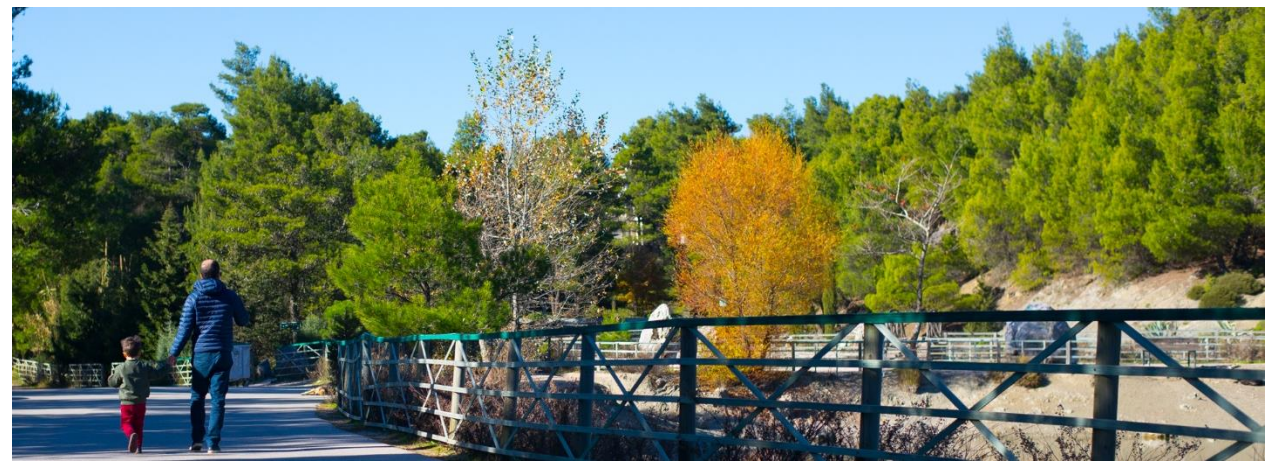




Wanderlust
GREECE

S02E04:

TATOI PALACE – MT. PARNITHA











This is how we were greeted to Tatoi, on the slopes of **Mt Parnitha** north of #Athens, as we went in search of the former Greek royal family's summer residence!

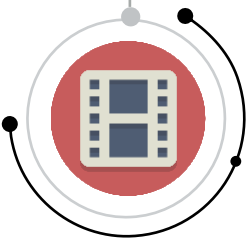
WanderlustGREECE



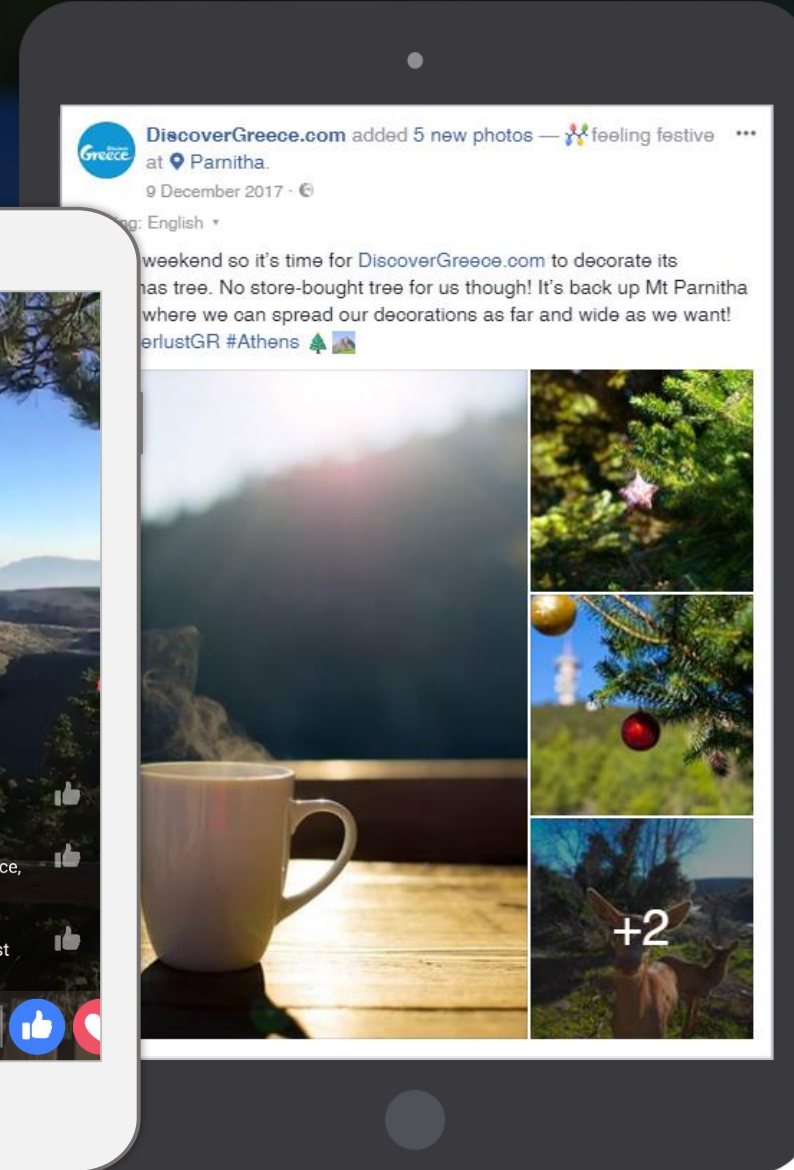
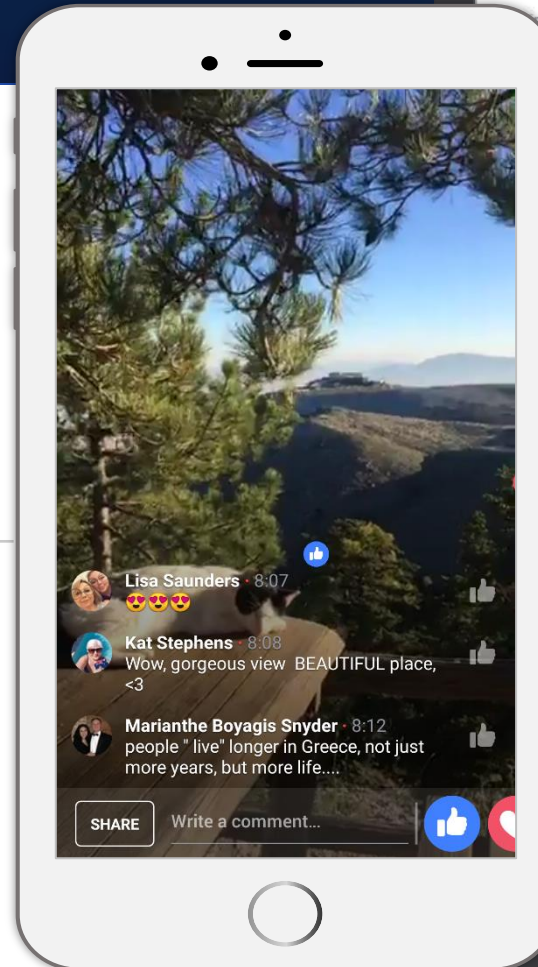
-  **Marianthe Boyagis Snyder** · 11:06 the scenery is amazing , beyond its breathtaking beauty, the idea that I can see it "live" from so far away! thank you Stephanos  2
-  **Tati Afanaseva** · 0:00 Ευχαριστώ πολύ! What a great idea to make such videos. It worth it. Greece is amazing!  2
-  **Cleunice Alves** · 1:21 I love place and paisagio. Beautiful video. Thank you for sharing!  3



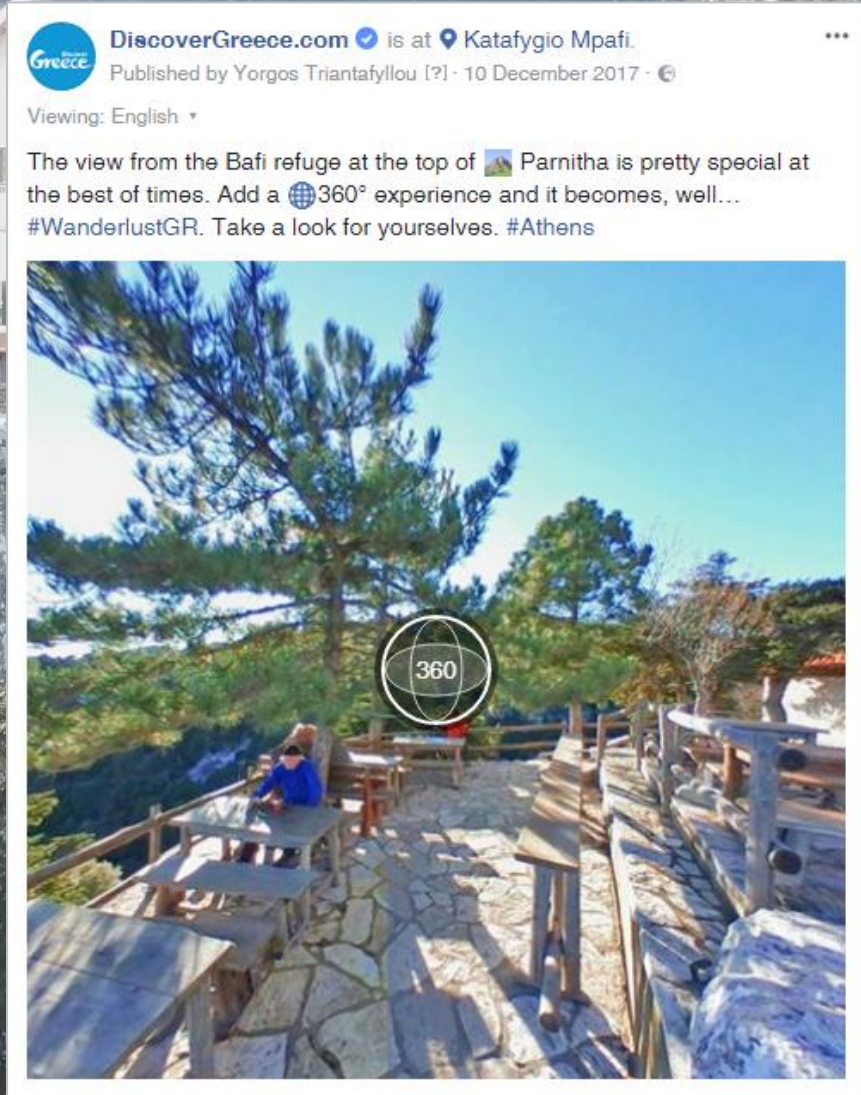
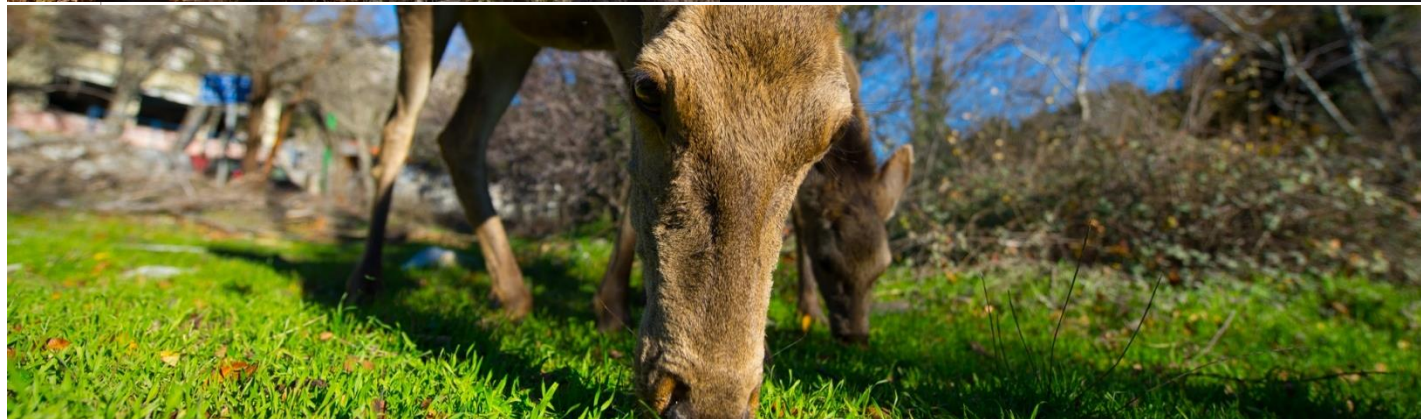
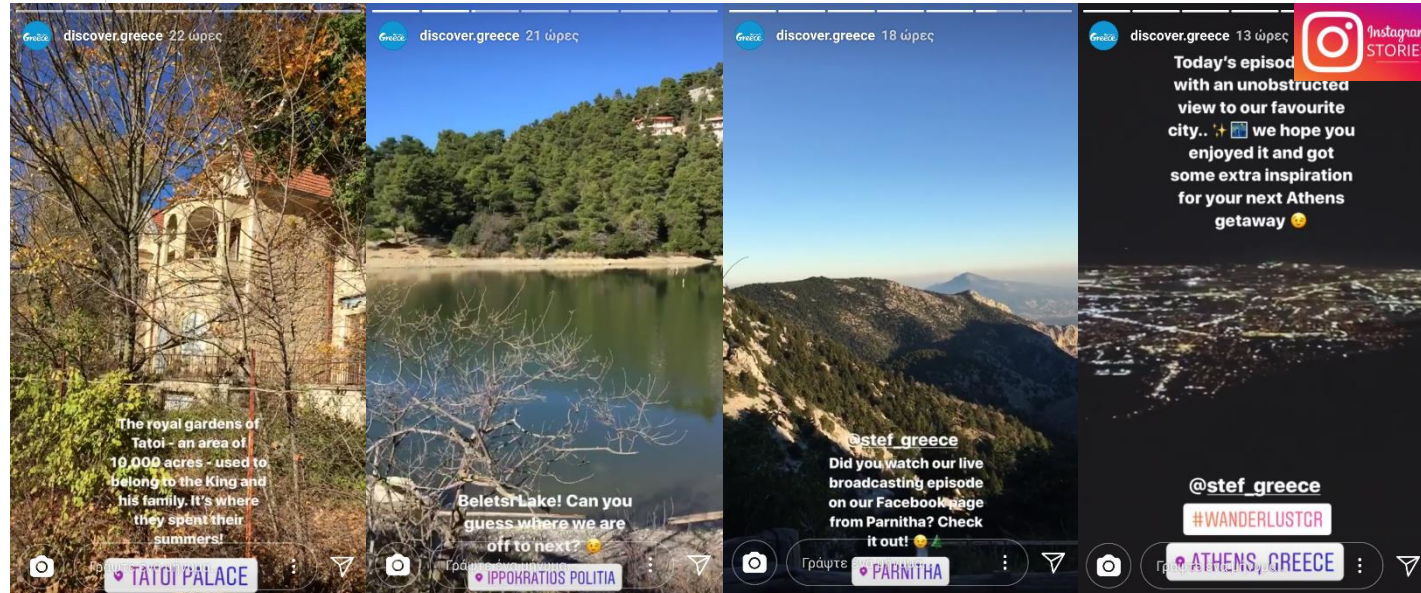
Facebook
Video Views



265.000



It's back up Mt Parnitha we go, where we can spread our Christmas decorations as far and wide as we want! #WanderlustGR #Athens





Wanderlust
GREECE

S02E05:

THISEIO – PLAKA – ANAFIOTIKA – ACROPOLIS





As for the view from the top... see for yourself. Let's face it, the Ancient Greeks knew about wanderlust long before us!



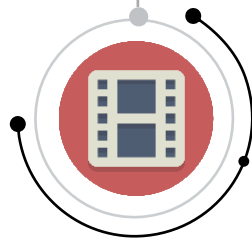
Week 3 of #WanderlustGR #Athens and welcome to the highlights. Not were in a rush today. It was down to the Hammam first thing, just as ancient's did, before heading on to Plaka and the iconic Anafiotika where you'd swear you were on an island if it weren't for the hills above you. As for the view from the top... see for yourself. Let's the Ancient Greeks knew about wanderlust long before us! 📸



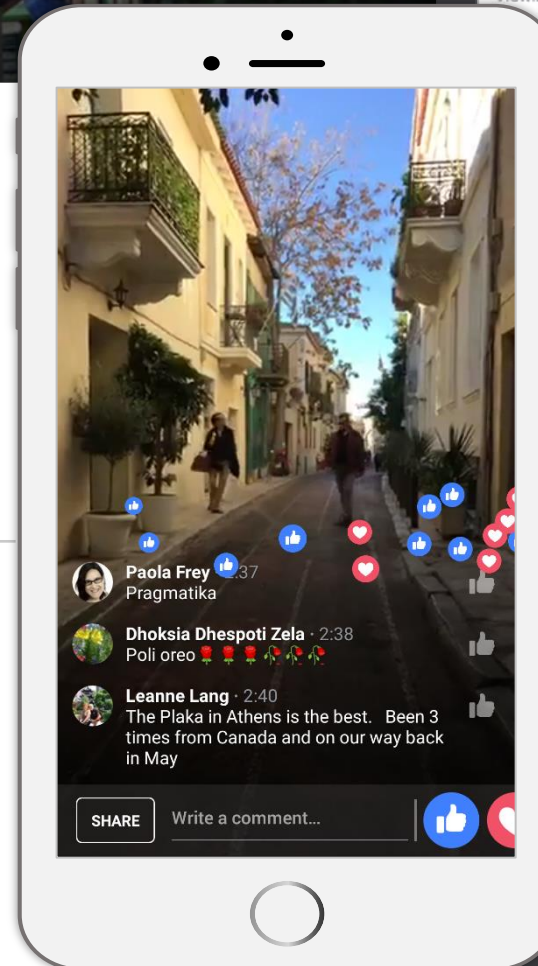
- Leanne Lang** · 2:40 The Plaka in Athens is the best. Been 3 times from Canada and on our way back in May 2
- Barb Voget** · 1:13 Love Greece, feel like I am there again! Fond memories! 3
- Claudia Liliana Szenkier** · 0:00 Wonderful place!! I was there. And would like to go back 9



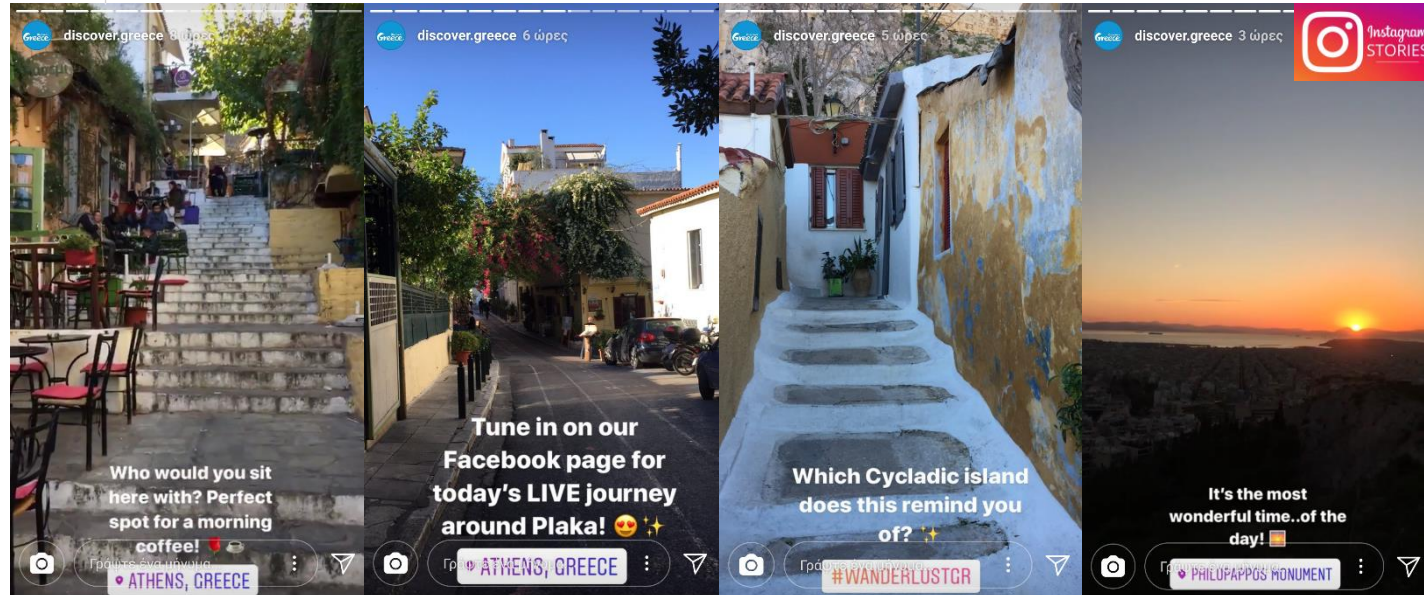
Facebook
Video Views



326.000



**Did you know that you could be on a Greek
Cycladic island and at the same time be able
to see the Acropolis?**





#Athens just keeps sweeping us off our feet.
#WanderlustGR went on a walking tour of the city centre today!



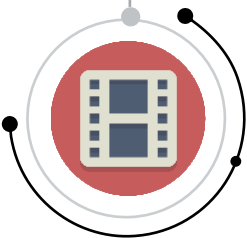
Peter Allen · 8:22 Love your country , The lovely friendly People. Will be back again next year god willing.Thank you enjoy your journeys .
6

Manuella Pararas · 7:18 its freezing here in toronto, wish i was there right NOW!!
2

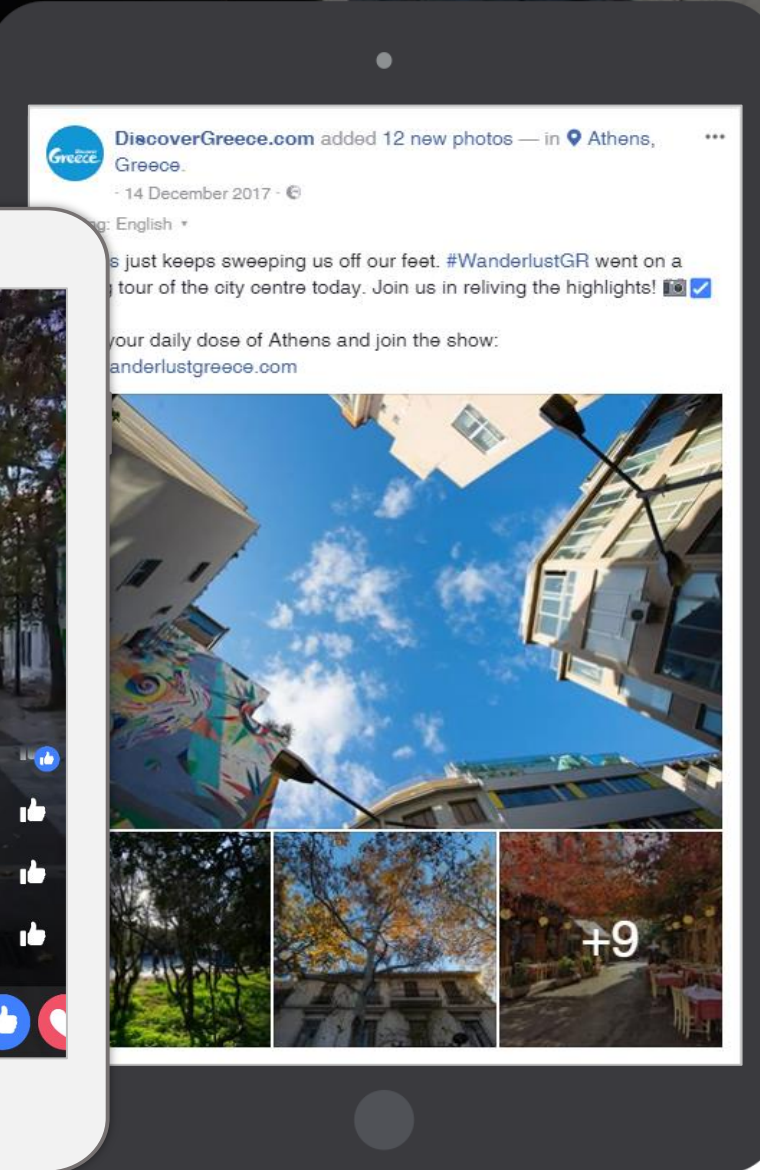
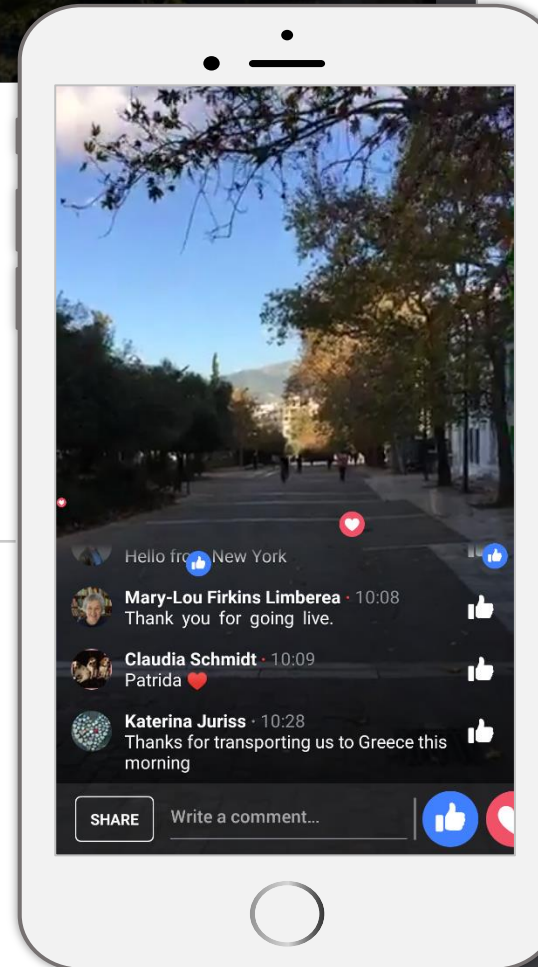
Susan Ullah · 2:09 Really enjoys this tour of Greece. Thank you for sharing with us here in America. Beautiful place. 😊
1

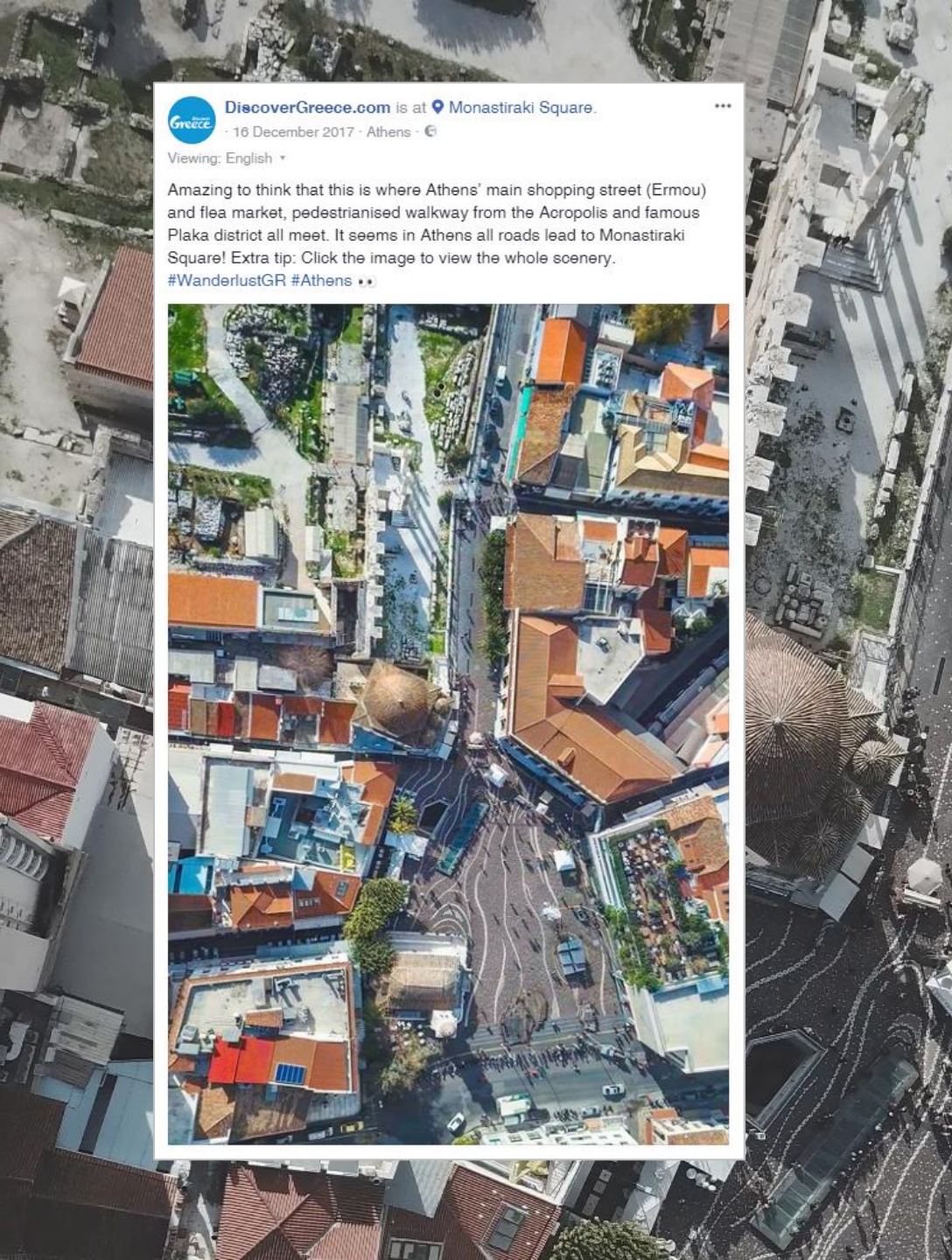


Facebook
Video Views



235.000



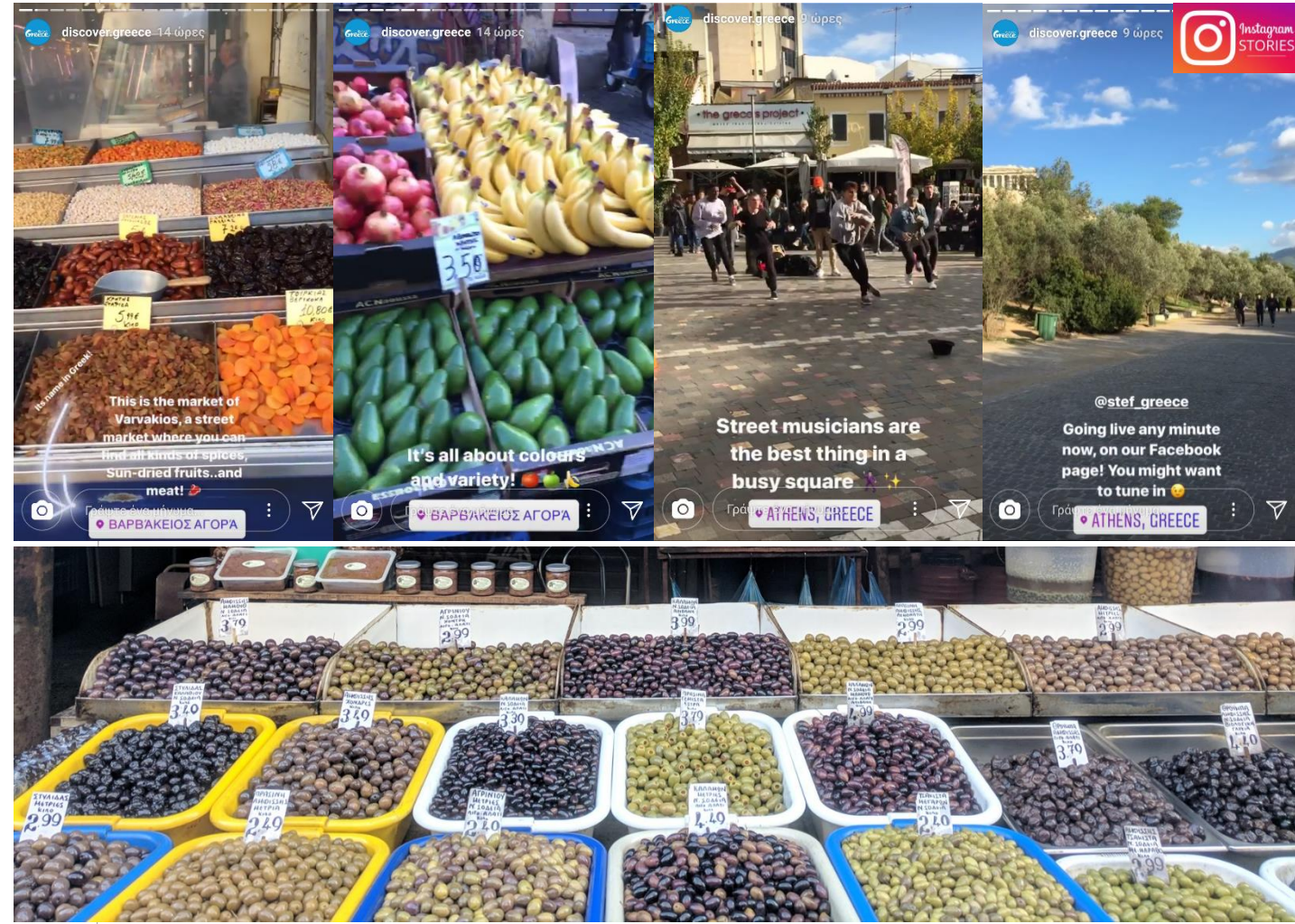


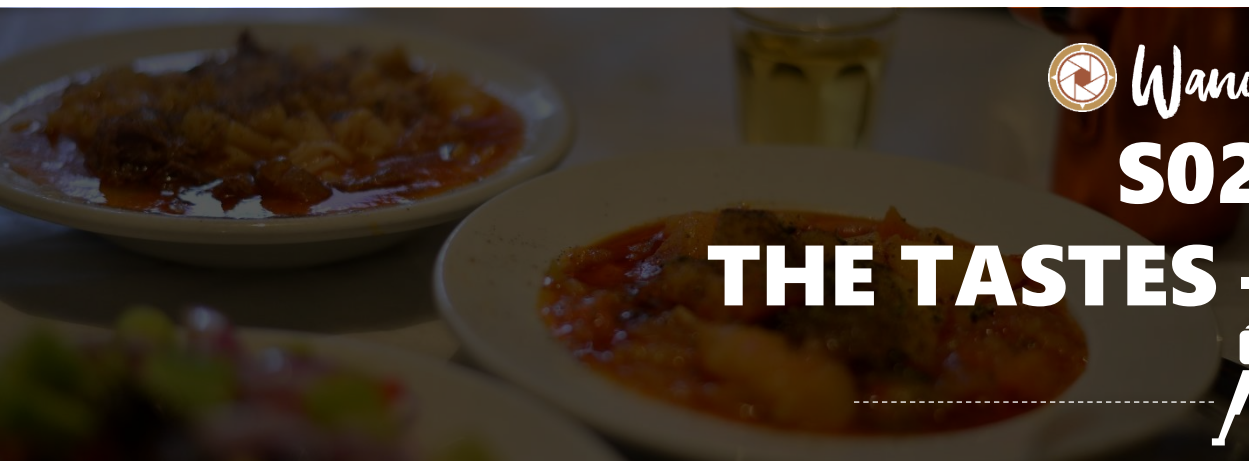
DiscoverGreece.com is at [Monastiraki Square](#).
16 December 2017 · Athens · [📍](#)
Viewing: English ▾

Amazing to think that this is where Athens' main shopping street (Ermou) and flea market, pedestrianised walkway from the Acropolis and famous Plaka district all meet. It seems in Athens all roads lead to Monastiraki Square! Extra tip: Click the image to view the whole scenery.
#WanderlustGR #Athens ••



A bird's eye view... It seems in Athens all roads lead to Monastiraki Square!





Wanderlust
GREECE

S02E07:

THE TASTES – CITY CENTRE



If you're not hungry you soon will be because this week is all about food on Wanderlust Greece.



Victoria Ladas · 0:00 Sydney Australia here.. Kataifi, melomakarona, karidopitta, galaktoboureko.. Never ending list of favourites! The best sweets in the World!! ❤️❤️❤️



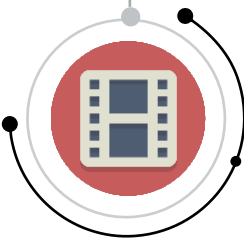
Louisa Chadwick · 11:50 Looks yummy 😊 hope to see some more recipes soon!!



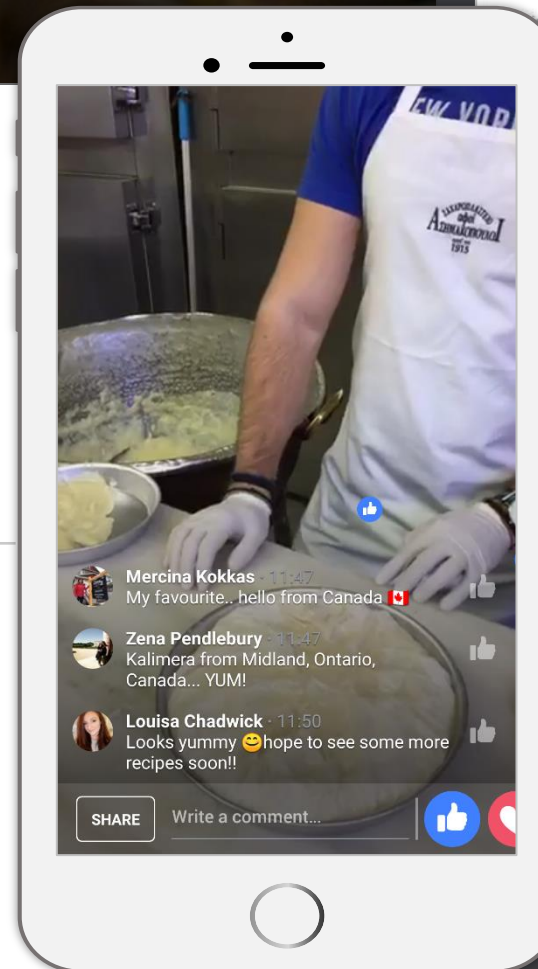
Miah H. William · 0:00 Stefanos! I would like to see how they make Greek baklava. I was in Crete ones and I eat everyday baklava 😊... please ❤️😊



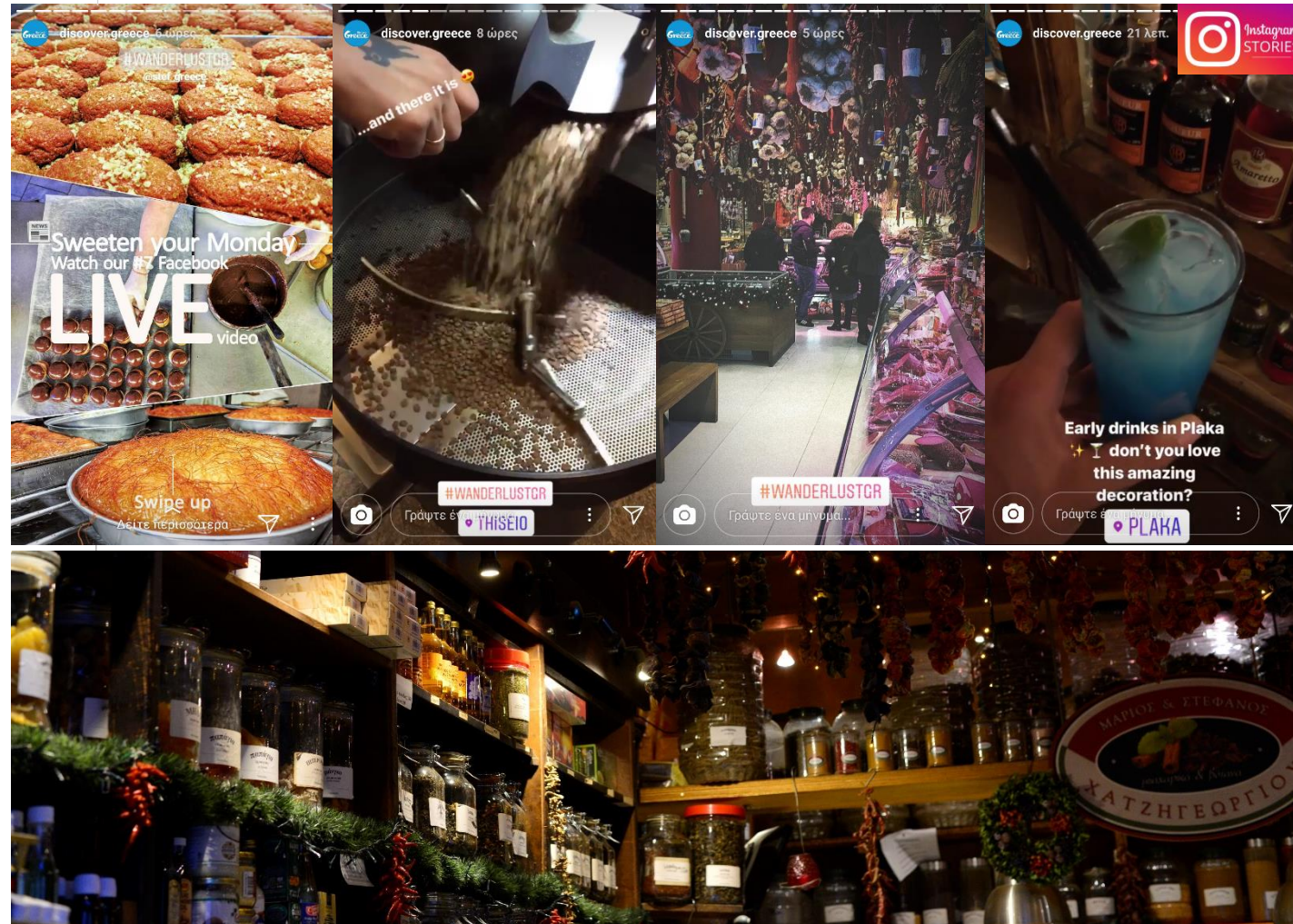
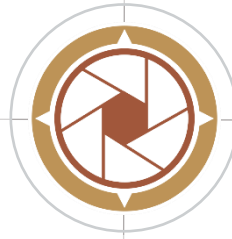
Facebook
Video Views



170.000



Little Cook, in the Psyrri district of Athens, is famous for putting on a show at this time of year.





Wanderlust
GREECE

S02E08:

AGROUTOURISM & WINE ROUTES IN ATHENS



Well Wanderers, today we made memories!
Make yourself comfy at this ecotourism
gem just 30 minutes from the city centre.



DiscoverGreece.com added 10 new photos — in Markópoulo, Attiki, Greece.
20 December 2017 · English

You watched the S02e08 of #WanderlustGR #Athens? Well today we made memories! Make yourself comfy at this ecotourism gem just 30 minutes from the city centre. YES, there is a lovely donkey, a curious goat and some hungry chickens in there 🥰 🥕 🥔 🥒 🥬 🐔



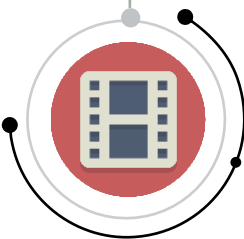
Louisa Chadwick · 7:34 So peaceful , amazing that you are still in Athens .. freshly picked vegetables and fruit always tastes best ..I want to come and pick some 🥰 🥕 🥔

Anastasia Nixon · 5:47 Please give us the address. Need to visit next time in Greece
👍 2

Nick Flynn · 0:00 This would be nice for a young couple to do It's living the good life

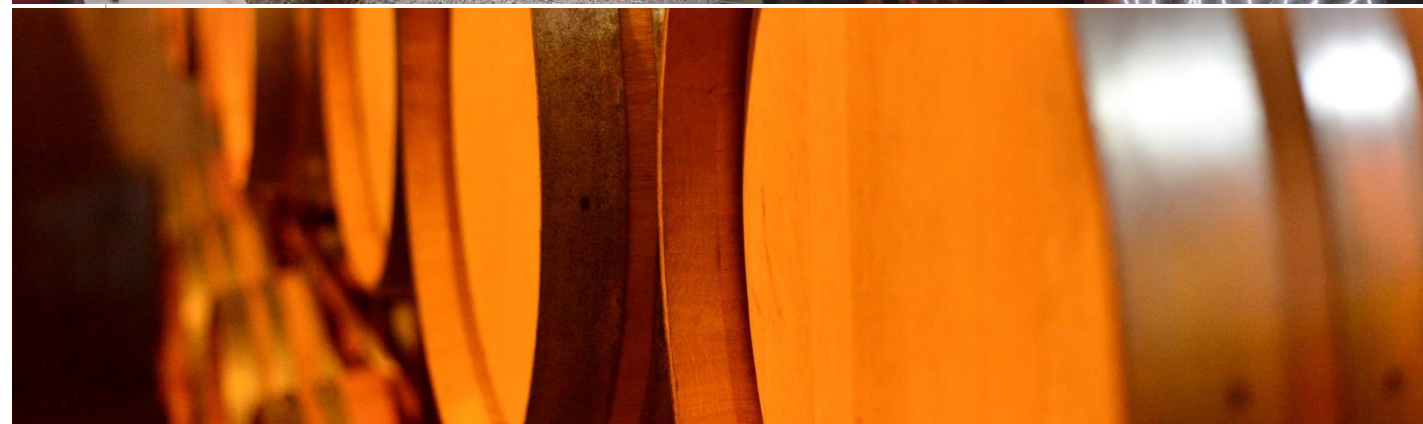
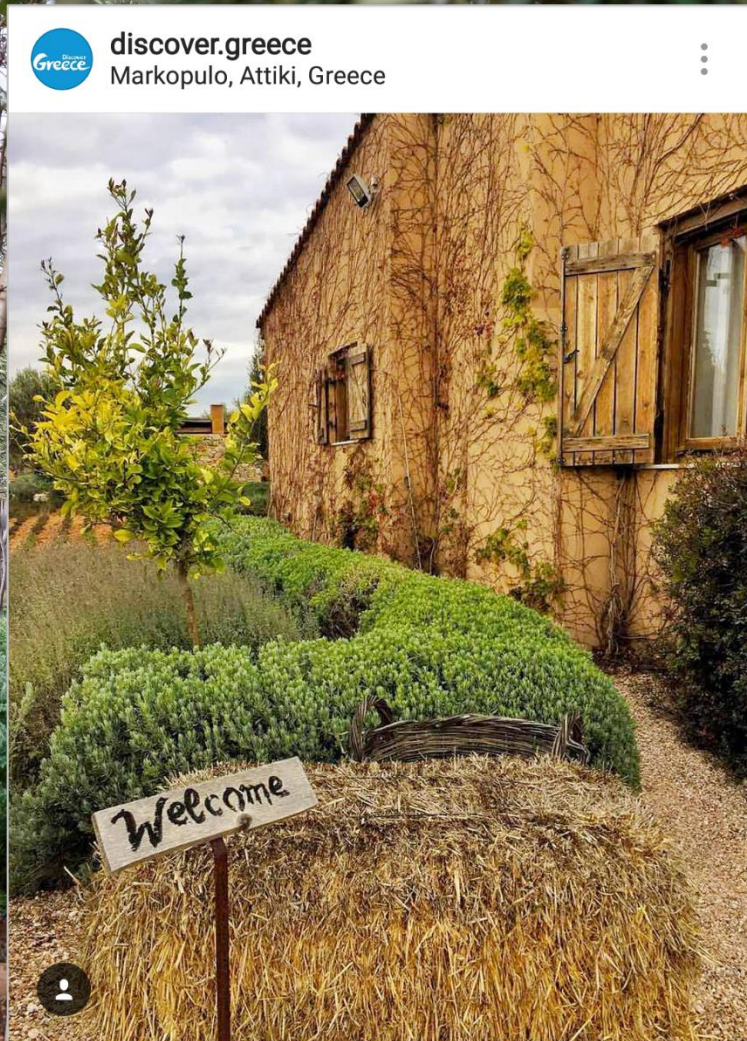


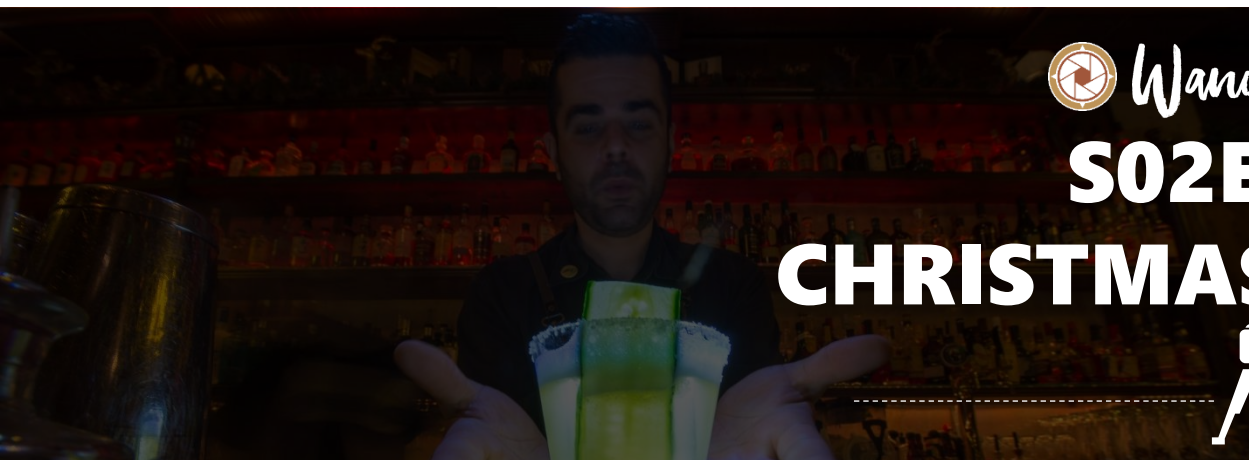
Facebook
Video Views



120.000

Eating in #Athens is often a farm-to-fork experience, so #WanderlustGR went in search of its own ingredients for lunch today





 **Wanderlust** GREECE

S02E09-10




CHRISTMAS IN ATHENS





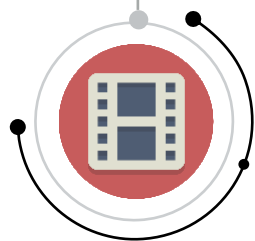
Our warmest and most #WanderlustGR wishes for a very Merry Christmas to all of you!



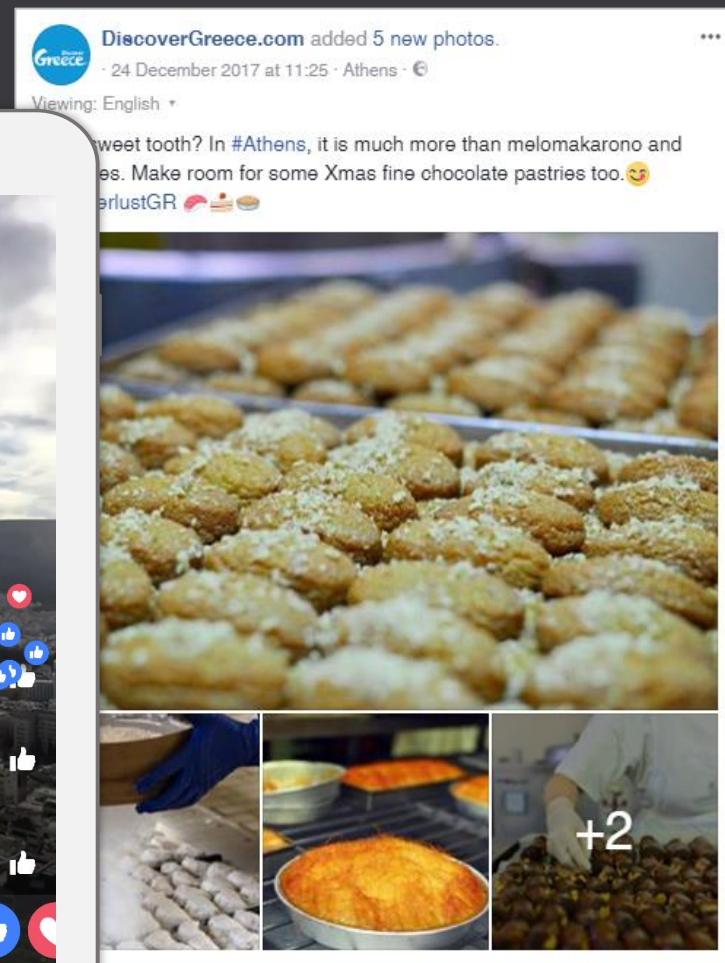
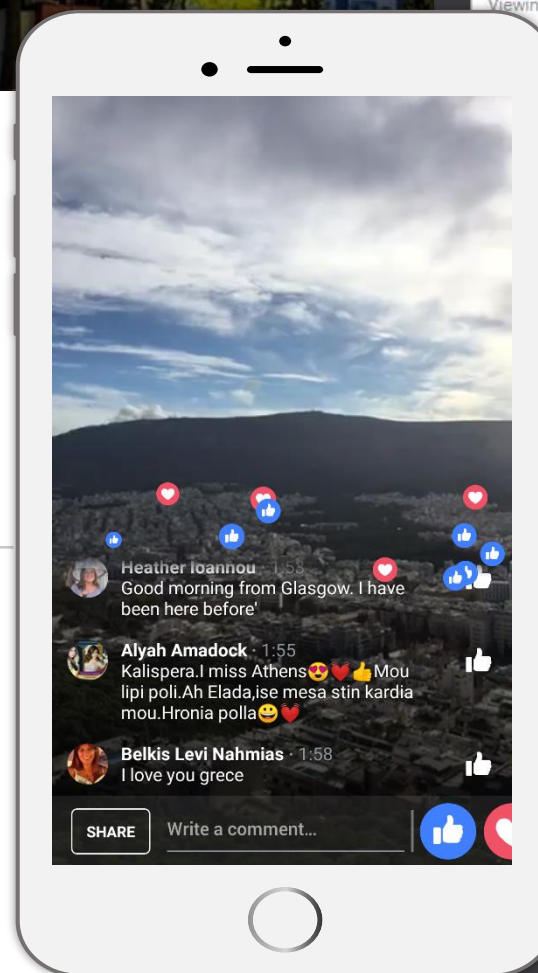
-  **Anca Dumitrescu** · 1:22 I can feel the smell of the sea and herbs and leandres....
👍 2
-  **Carol Heath** · 8:17 Only been to Greece once but I've fallen in love with it not been to Athens yet hopefully one day .
👍 3
-  **Saima Waheed** I was there today and its really nice
👍❤️ 2
Love · Reply · Message · 4w



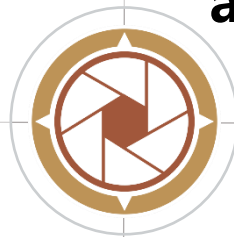
Facebook
Video Views



300.000



Let's head indoors to one of #Athens' atmospheric bars, dressed in its ❄️ Xmas best, and mull over the year that's passed...

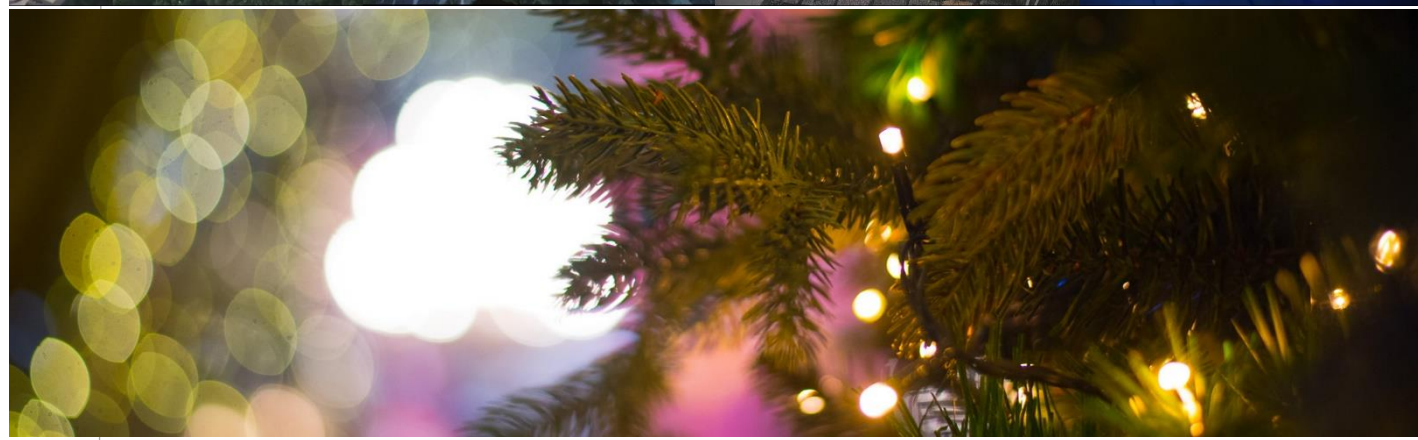


DiscoverGreece.com added 6 new photos — in Athens, Greece.

30 December 2017 at 16:20 ·

Viewing: English

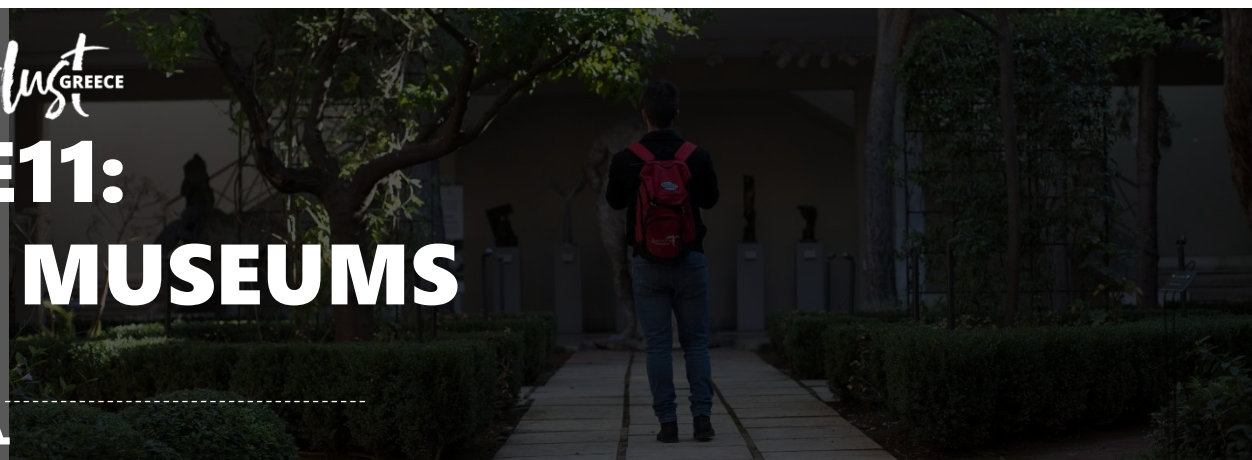
Τι λες για ένα ατμοσφαιρικό καφεδάκι (και όχι μόνο) στο απόλυτα χριστουγεννιάτικο hot spot της Αθήνας; Θα το απολαύσουμε μια ανάσα πριν την Πρωτοχρονιά με αξέχαστες #WanderlustGR αναμνήσεις... #Athens 😊



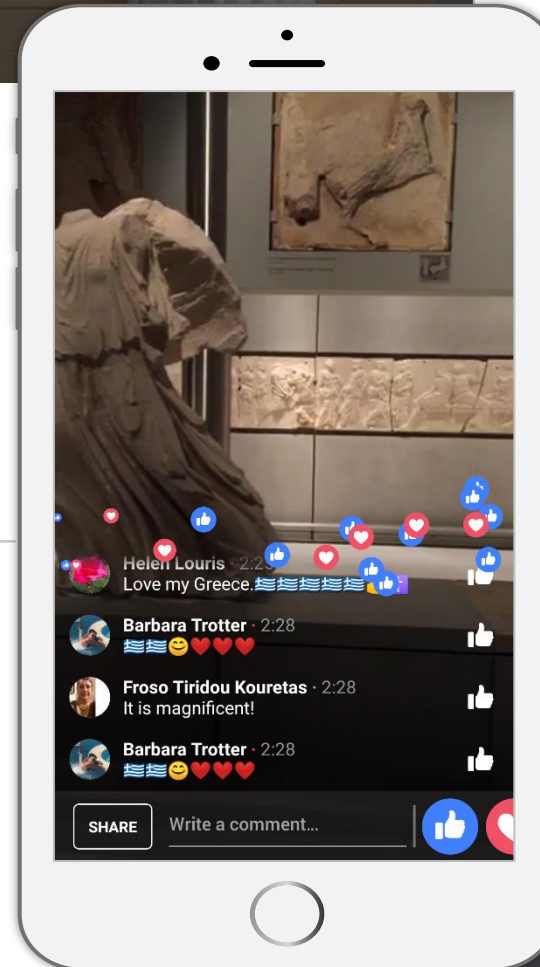
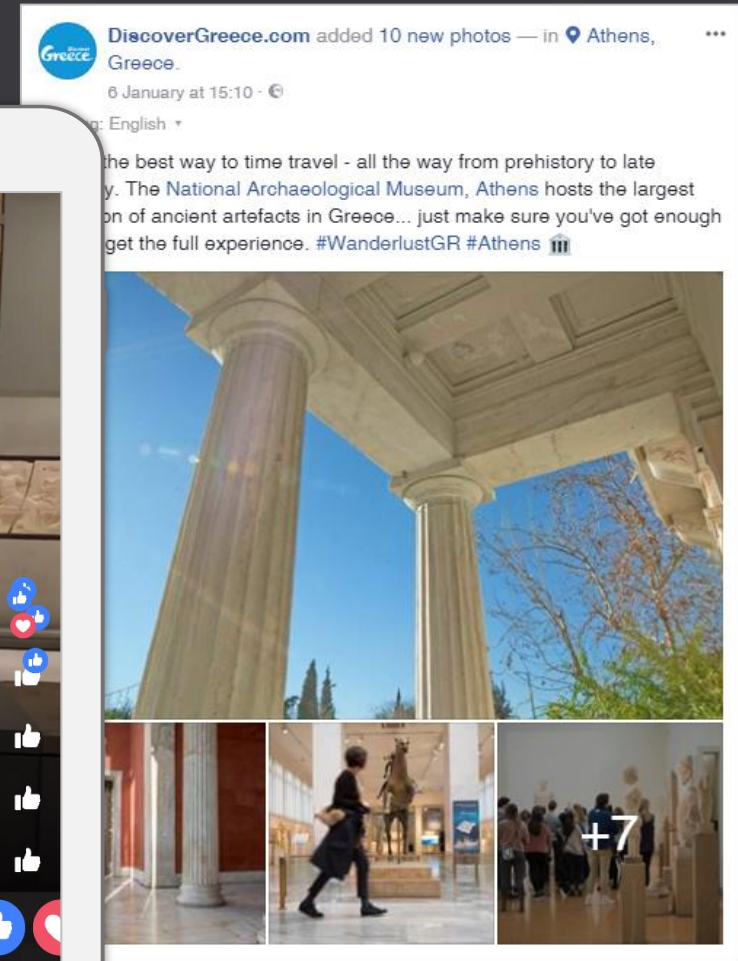


Wanderlust
GREECE

S02E11: LANDMARK MUSEUMS



Surely the best way to time travel - all the way from prehistory to late antiquity.

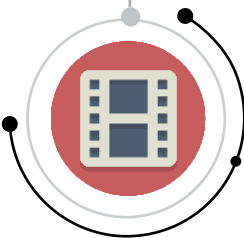


Marika Knox · 2:10 Hello from uk. We'll be in Athens this summer. Can't wait 😊
10

Vera Prentzas · 1:28 Love the work you're doing, showing the fabulous video showing excerpts of Greek History, Bravo !!!!!
2

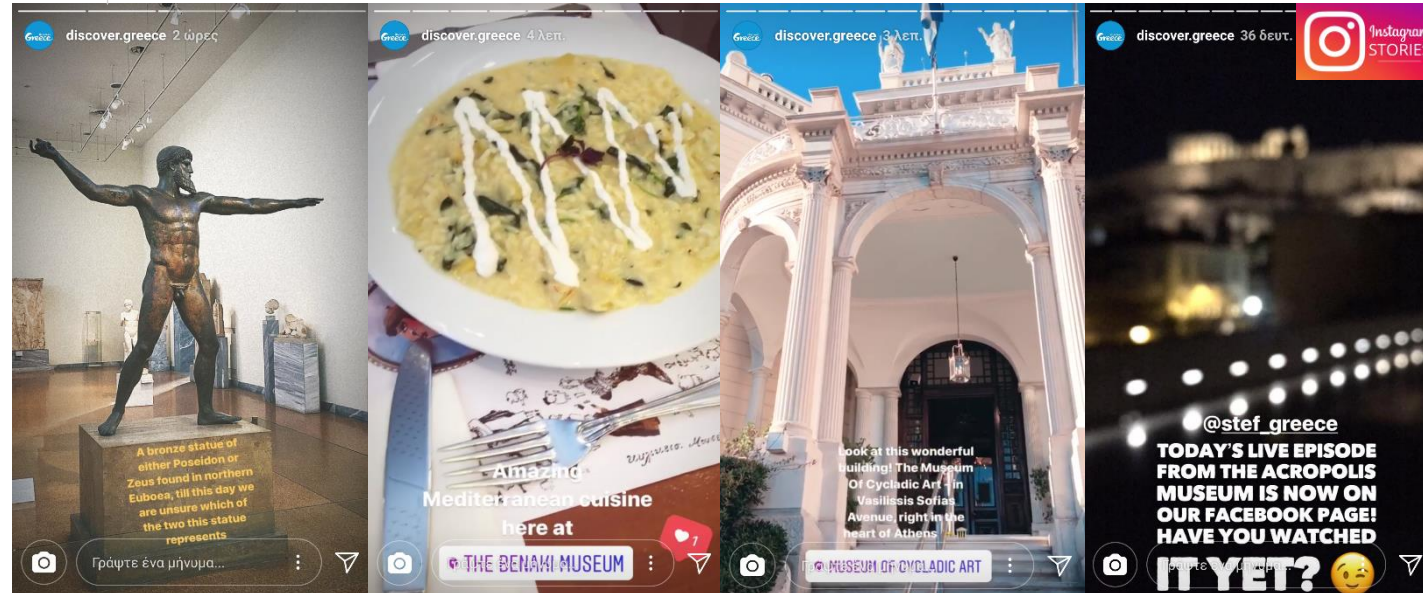
Louisa Chadwick · 3:33 Amazing ..need to visit this museum 😊

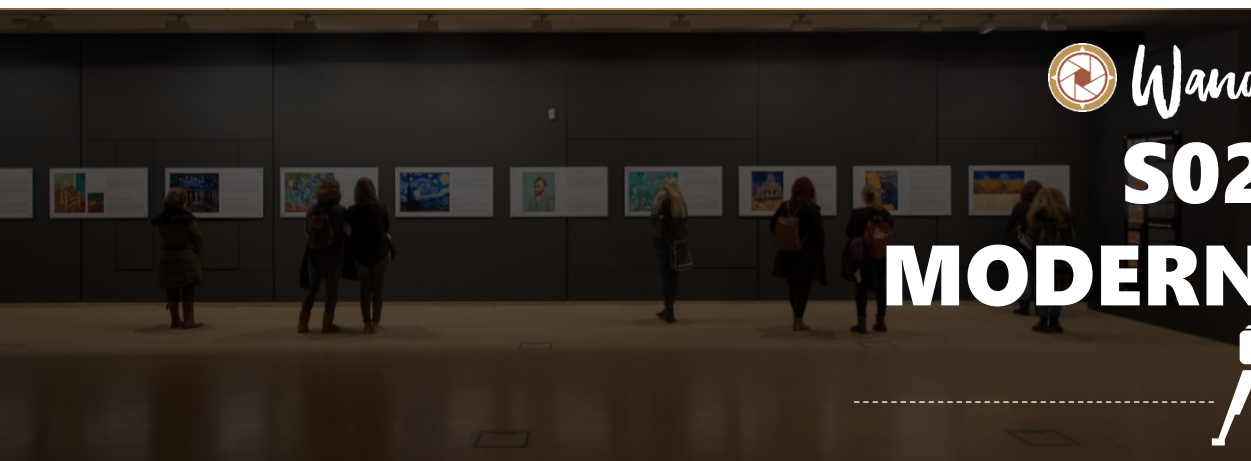
Facebook
Video Views



115.000

Sometimes even we just sit back and let the classics take centre stage. The brilliance of the Acropolis never dims!

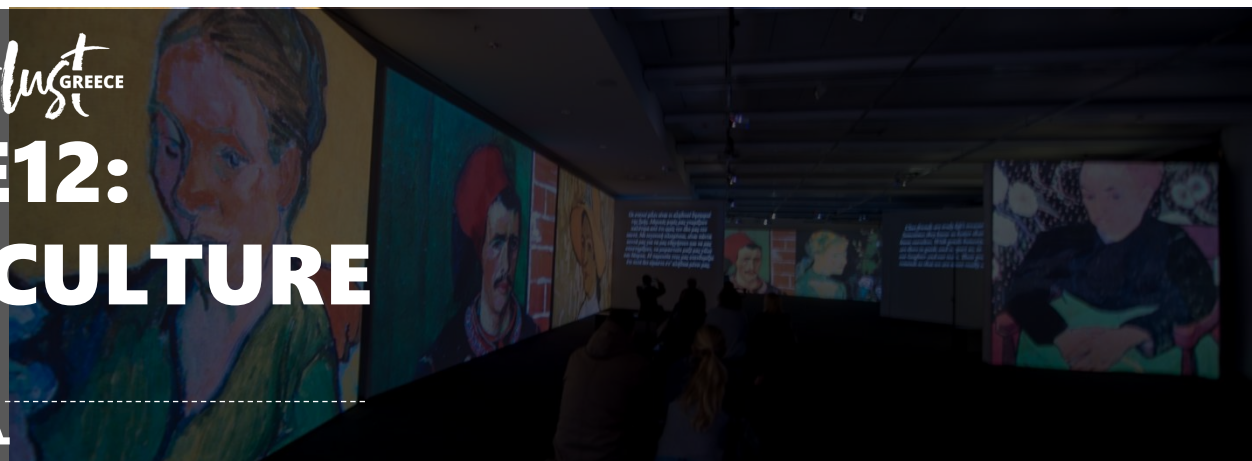




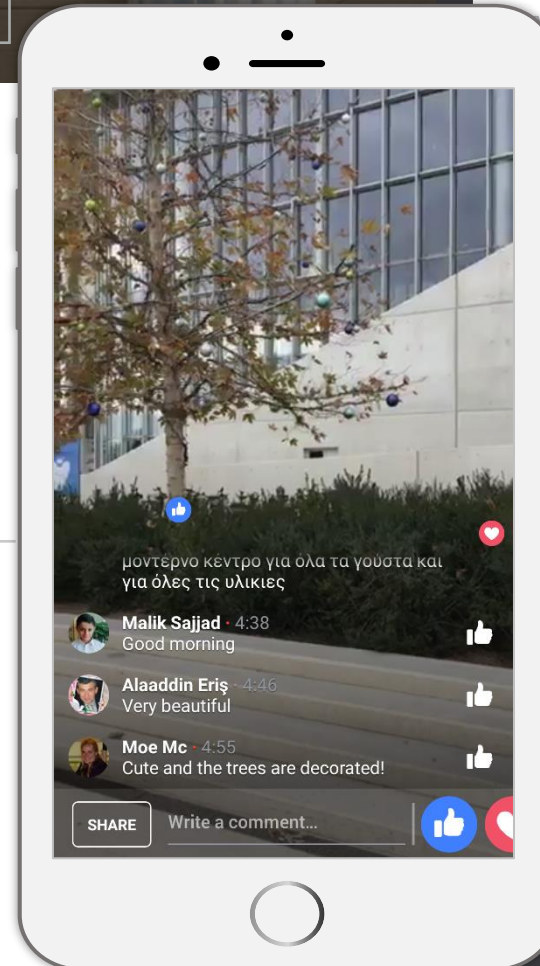
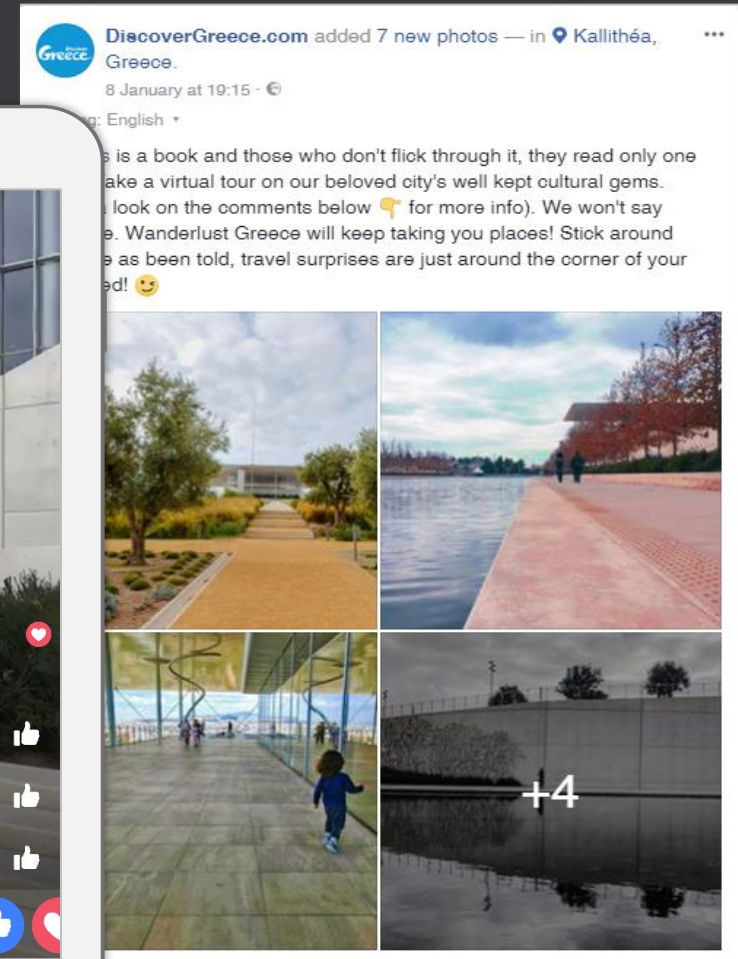
Wanderlust
GREECE







S02E12:

MODERN CULTURE

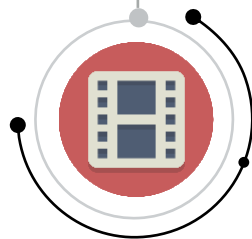


Take a virtual tour on our beloved city's well kept cultural gems. Stick around because travel surprises are just around the corner of your newsfeed!



-  **Moe Mc** · 10:31 Truly spectacular. Had no idea this existed. Will check it out next time I'm in Athens.   5
-  **Jhem Valleser** · 2:06 I hope I can visit this place  3
-  **Olga Green** · 5:39 Such an interesting exciting beautiful place with sooo msny activities.Been there several times and every time was a discovery day.Thoroughly recommend it to all nationalities.

Facebook
Video Views



105.000

DiscoverGreece.com added 4 new photos — thinking about ...

10 January at 20:06 · Athens ·

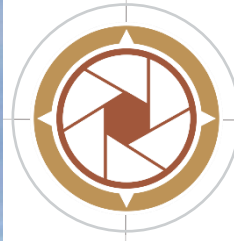
Viewing: English

So here it is... the last of Wanderlust Greece from Athens. We're leaving you with highlights that sum up our hometown:

- ✓ The incredible winter sun above Monastiraki Square
- ✓ The vibrant colours and smells of our central market
- ✓ The view from Lycabettus Hill (check out the greenery and mountain backdrop)
- ✓ A characteristic statue from the Museum of Cycladic Art...
- ✓ A reminder that #Athens is an ancient city but with an incredibly artistic vibe. We've loved every minute of having you with us. #WanderlustGR will be back on the road again soon. Until then... 🍷



We've loved every minute of having you with us. #WanderlustGR will be back on the road again soon. Until then...





**CAMPAIGN
TOTAL RESULTS**



WANDERLUST GREECE SEASON 2: ATHENS



CAMPAIGN DURATION

47 Days



POINTS OF INTERESTS

45 Areas



SOCIAL MEDIA CONTENT

161 Posts





WANDERLUST GREECE

SEASON 2: ATHENS



SOCIAL MEDIA REACH

13.000.000



TOTAL VIDEO VIEWS

2.300.000+



SOCIAL MEDIA ENGAGEMENT

670.000+



An aerial night photograph of Athens, Greece. The city is illuminated by a dense network of lights, with the Acropolis and its ancient structures, including the Parthenon, prominently featured in the foreground. The city extends to the hills in the background under a dark, starry sky.

72 hours in **ATHENS**

DAY 1 | THE STREET



A man in a grey sweater is seen from behind, blowing a large stream of iridescent bubbles. The bubbles are floating in the air, some catching the light. In the background is a large, ornate church with a central arched window and two tall bell towers. The church has a light-colored stone facade and a Spanish flag on a balcony. To the right, there are trees and a black lamppost. Other people are visible in the foreground and background, some looking at the bubbles. The sky is blue with some clouds.

DAY 1 | THE BEAT

A photograph of a long, straight path lined with tall, slender trees, likely cypresses, creating a natural tunnel effect. The sun is shining from the upper left, casting long shadows and creating a lens flare. The path is paved and leads into the distance. The text "DAY 2 | THE GREEN" is overlaid in the center in a bold, white, sans-serif font.

DAY 2 | THE GREEN



DAY 2 | THE BLUE



DAY 3 | THE LIGHT

A close-up, shallow depth-of-field photograph of a whiskey glass filled with ice and a lime wedge. The glass is on a dark, reflective bar counter. The background is a blurred bar scene at night, with warm lights and a person in the distance. A semi-transparent dark horizontal band is overlaid across the middle of the image, containing the text.

DAY 3 | THE NIGHT



Wanderlust GREECE

<https://youtu.be/2LVVvSXRx-w>





Wanderlust GREECE

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MARKETING GREECE



ATHENS
INTERNATIONAL AIRPORT
ELEFTHERIOS VENIZELOS