



In July 2004, Allegravita was hired by the Greek government’s Greek National Tourism Office (GNTO or, in Greek, EOT) to research and execute a comprehensive Chinese PR campaign and Greek tourism industry educational program to produce a Chinese outbound tourism legacy for its Athens 2004 Olympic Games.

Greece was in an excellent strategic position. China had recently listed Greece as one of 55 countries officially approved and supported as a leisure-tourism destination. Greece had also had the 2004 Athens Olympic Games and China would host them in 2008. Olympic host cities typically enjoy a tourism-driven economic legacy.

However, due to a change of government less than a year before the Athens 2004 opening ceremony, Greece had not developed a legacy plan deemed acceptable to the new government. The Ministry of Tourism invited Allegravita to pitch for a plan to quickly develop tourism as a key legacy to the Athens Games.

**OUR PLAN:**

After winning the Greek government pitch, Allegravita was engaged by the GNTO to research a highly detailed guidebook to China’s outbound tourism sector, inclusive of first-principles market research and insight from leading CNTO and Chinese tourism academics. This guidebook was produced to advise, project manage, media train and PR a program of visiting Greek tourism dignitaries; to provide in-market interpretation and post-meeting business intelligence analysis for visiting Greek tourism dignitaries; to proactively generate Chinese media placements of Greek tourism; and to lecture and consult to leading Greek tourism operators in Greece.

**CASE STUDY: GREEK GOVERNMENT**

**IMPLEMENTATION:**

Allegravita researched this rapidly expanding market in China using high-level CNTO connections, thought leaders in Chinese tourism studies academia, and statistical cultural-synergies and survey analysis.

Our research showed Greece was a relatively unknown destination in China in terms of understanding of the country and its major attraction; however, we uncovered several cultural and geographic highlights which were universally known within our target Chinese demographics.

In November 2004, the resulting research report and targeted demographic strategies were presented by Allegravita principal Simon Cousins to Greece’s invited tourism sector elite from the main stage of the annual Philoxenia tourism fair in Thessaloniki, Greece. The presentation, to several thousand tourism operators and in the presence of GNTO president and tourism minister Dimitri Avramopoulous was a scheduled highlight of the opening day, and was deemed a great success and fillip for Chinese outbound tourism to Greece.

In June 2004, Allegravita’s engagement directly supported Minister Avramopoulous on his first official visit to Beijing and his meeting with Liu Qi, President of Beijing’s Olympic Committee. Allegravita placed media stories of the meeting in the People’s Daily and was carried on China’s national Xinhua news service.

In August 2004, Minister Avramopoulous returned to Beijing and gave two speeches—written by Allegravita—covering the comparative cultural heritages of the two countries and opportunities for cooperation.

Over the course of our engagement with the government of Greece, Allegravita produced media coverage carried by the prestigious Chinese mainstream media.





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Allegravita's scope of work was extended to encompass a new brief to research, conceptualize, source, negotiate, and set up a location for a Greek tourism and culture center ("Maison Hellas") during the Beijing 2008 Olympic and Paralympic Games period.

**Results:**

The events were successful; however, due to severe emerging budgetary constraints in Greece, Allegravita could not fully execute the tourism PR plan. The most resonating result of our work with the Greek Ministry of Tourism was that the industry sector and traveler knowledge which we acquired through special consultations, interviews and extensive market research focus groups was considered by the Greek government to be ground-breaking. Even today, we are unable to find a more detailed compilation of market and sector intelligence on China's outbound tourism sector.

**Extracts of our first-principles research report seen below:**

