

1. KALIMERA IS COUNTRY NEW TOURISM MOTTO

Μέσο: HERALD TRIBUNE

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'Kalimera' is country's new tourism motto

The Greek word for 'good morning' is the new motto of the Greek National Tourism Organization's campaign, unveiled yesterday by Deputy Minister for Tourism Angela Gerekou. The 2010 campaign will be based on the template of previous years, somewhat refreshed, along with the addition of the well-known greeting in the country's language. Gerekou admitted that this solution was chosen in order to cut costs. She added that promotion of Greek tourism will increase on the Internet and noted the renewed website for Greek tourism on www.visitgreece.gr. 'Greece's presence on websites has multiplied from previous years,' Gerekou said, suggesting that funds for the country's promotion this year exceed 12 million euros.

Greece
Kalimera!

Kalimera... means "good morning".
A new day full of light, joy and hope. A new beginning, a chance to meet new friends, experience new tastes and discover a vibrant civilisation. "Kalimera" is more than a greeting, it's a way of life.

www.visitgreece.gr

Greece

MINISTRY OF CULTURE AND TOURISM - Hellenic National Tourism Organization