

PRESS RELEASE

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Greotel interviewed for the 4th Annual MICE Arabia Congress

Greotel MENA representative Alexandera Mallosi is interviewed for the 4th Annual MICE ARABIA CONGRESS as one of the best positioned suppliers for the GCC Corporate & Luxury Travel buyers.

Q: With each passing year, new trends dominate the MICE and Luxury Travel sphere. In your experience, what are the upcoming trends both globally and regionally in this industry?

A: According to researchers & recent statistical studies there is a huge correlation between the growth in travel technology and the upswing in online travel sales as well as the mainstreaming of wearable electronics in all travel sales. Big data analytics, peer-to-peer and in-destination services are currently the fastest growing trends in online travel. Global growth in mobile bookings is expected to increase even more to reach nearly half of online travel bookings the next 3-5 years.

Q: Why do you want to target Middle Eastern Business, Incentives, Events and Luxury Travel buyers?

A: The Middle East is a priority key target market for the Greotel Group. Greotel Hotels & Resorts are synonymous with the best in hospitality in Greece and embody the elegance of interior design, the sophistication of top-notch services, and the art of exceptional gourmet cuisine. We target Middle East travellers because we are confident we can satisfy every discerning international traveller with a penchant for culture and luxury as we know that Greotel quality will always meet their expectations.

Q: What is your opinion of the format of the pre-scheduled one to one meetings at the MICE Arabia Congress as compared to open style meetings at exhibitions?

A: Being the leading luxury hotel chain in Greece, and the hotelier that caters to sophisticated lifestyle experiences for travellers in the country's most beautiful destinations, our product is best promoted through targeted meetings. Thus, pre-scheduled appointments are certainly more beneficial rather than having an open style meeting day.

Q: What was the biggest incentive/ group that you have received from the Middle East market?



A: We are proud to say that for quite some years now we annually host royalty from the Middle East. As the leading luxury hotelier in Greece, our product, service and hospitality is unrivalled and recognised amongst the most discerning circles in the region.

Q: What do you believe is the effect of social media and new technology on your industry?

A: Social media plays a significant role in many aspects of tourism, especially for would-be travellers searching for information on destinations. Social media therefore affects their decision-making behaviour. Tourism promotion and all aspects of tourism need to take the increasingly important role that social media plays for consumers and the industry seriously.

As such Grecootel Hotels & Resorts engages actively on all social media platforms understanding the increasing importance of each medium by “localising the global”. TripAdvisor in particular has had a wide-reaching effect on the industry and many of Grecootel’s properties are ranked as top destinations. In fact Grecootel won Gold at the 2015 Social Media Awards for its excellent use of twitter this November.

Notes to Editors:

Forty years since its formation, the N. Daskalantonakis – Grecootel Group is Greece’s largest hotel company featuring 30 properties in in Greece’s most sought-after destinations. Recognised as the market leader (ICAP 2014) and most significant employer in the Greek hospitality sector, the name of Grecootel is synonymous with quality hotels, personalised service, traditional Greek hospitality and being an advocate for environmental sustainability. Grecootel has been awarded over 1700 international awards for the quality of its hotels, upgrading of the Greek tourism product and for initiatives in the environmental and cultural fields.

The Group’s overriding maxim is to communicate the ‘Real Greece’, by ensuring that each property is located in a prime tourist destination and gives each visitor an authentic experience of Greece’s ancient heritage, beautiful natural environment, local culture, hospitality and cuisine. The 30 hotels are located in Crete, Corfu, Halkidiki, West Peloponnese, Rhodes, Mykonos, Kos, Athenian Riviera, Athens, Larissa and Alexandroupolis.

The Group consists of four distinctive collections – Exclusive Hotels & Resorts, Luxury Hotels & Resorts, Boutique Hotels & Resorts and All-Inclusive Hotels & Resorts. Each hotel has a distinct and unique character, with a strong focus on design, inspired by its stunning local surroundings; many being close to notable Greek archaeological sites.

Grecootel founded first hotel loyalty scheme in Greece in 1996 and today the Privilege Club has over 150,000 members. Its Agreco Farm in Crete was the first to promote organic farming practices and introduce guests to the richness of the locally sourced and seasonal Cretan diet. The Agreco Taverna has received numerous awards ranging from best “Innovative Restaurant Concept” to “Best Organic Restaurant Worldwide”.

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General photos for download on: www.grecootel.com/medialibrary

