



Competition participation invitation:

International creative competition for the new visual destination brand for the Municipality of Heraklion

1. Project mentality and object

DIAZOMA Cultural Organisation, in the context of its cooperation with the Municipality of Heraklion, is carrying out an international creative competition on the development of a new attractive visual destination brand for the Municipality of Heraklion, aiming at further strengthening the image of the city of Heraklion in the Greek and international tourism market.

The new destination brand will be utilised in all tourism promotion actions to be implemented by the Municipality hereinafter.

The new brand addresses the tourism market, namely consumers and travel lovers in Greece and abroad, as well as businesses that organise and sell trips (the so-called travel trade that includes businesses such as tour operators, travel agencies, cruise lines, congress organisers, wedding planners, and similar companies in Greece and abroad).

It should be clarified that the goal is to create a new brand not for the Municipality Administration, **but for the city of Heraklion as a tourism destination**. The tourism market is the exclusive target of the sought after destination brand.

The ANNEX contains extensive excerpts of Heraklion's tourism marketing programme, including the new marketing strategy, which outlines the context and requirements of this project, while also describing the **characteristics** of the city and the **goals** of the new tourism campaign.

Furthermore, **arguments** are put forth as to why it is worth visiting Heraklion and **priority markets** are approached.

Heraklion is a multifaceted tourism destination and this makes developing the right destination brand for the city particularly demanding. In order to fully understand the requirements, prospective contractors are kindly asked to study the ANNEX, particularly the excerpts of Chapter 2 which refer to the **new storytelling** on Heraklion tourism (see unit 2.6) and the concept and range of the city's **tourism portfolio** (see unit 2.7).

The city of Heraklion essentially represents no single tourism product; rather, it represents a **portfolio of individual tourism products**. Each individual product corresponds to a distinct travel experience or form of tourism, which attracts a particular category of tourist and constitutes a separate market. E.g. city breaks and congresses represent two completely different markets, however the Municipality has every reason to develop both.

Therefore, in the context of developing the destination brand, Heraklion must be highlighted as more than a destination with a single aspect to it; instead it must be highlighted as a portfolio of products using the rationale of umbrella branding, with **products** such as, for example:

- City breaks
- Cultural trips
- Gastronomy
- Cultural and other events
- Congresses
- Cruises

The main goal of this project is to successfully codify the unique tourism character of this multifaceted destination through a **destination brand** that is:

1. **attractive**, namely is of a pleasing aesthetic and interesting to the broader travelling public and to tourism professionals, taking into account that the Municipality of Heraklion is addressing tourists:
 - from all over the world
 - of all ages
 - of all education levels
 - of all income levels
 - of all social positions
 - with many different interests.
2. it will be **dynamic**, namely, it will stand out and promote in the best possible way the city of Heraklion.
3. it will **differentiate Heraklion from other Mediterranean urban destinations**, namely, it will condense that element or those elements that are characteristic to the region.
4. it will be **timeless**, namely, it will remain attractive for a few years (as regards its message, symbolism, and aesthetics).
5. it will be **flexible**, namely, it will be able to function as an umbrella brand for individual tourism products.
6. it will be **appropriate for a broad range of uses** in all marketing actions implemented by the Municipality, such as online promotion, printed and electronic advertisement, public relations, production of documents and maps, participation in exhibitions and other events, production of signs, etc.

It should be clarified that the target of this project is exclusively tourism oriented, however the potential of the general logo or its variations to be applied to other activities of the Municipality of Heraklion - addressing, for example, the citizens of the city, European institutions, etc - will also be taken into account. That is to say, that, ideally, the proposed logo system would be **flexible enough** to also cover uses other than tourism (for any further uses of the logo there will be a separate fee as the Municipality decides to move to a broader place branding for Heraklion). However, the primary goal is for Heraklion to obtain an attractive destination brand through this project.

Based on the thinking explained above, prospective contractors of this project are asked to develop a new destination brand for the Municipality of Heraklion, which can be broken down into the following individual deliverables:

- DELIVERABLE 1: Tourism logos
- DELIVERABLE 2: Visual applications of the new destination brand of the Municipality of Heraklion
- DELIVERABLE 3: A branding manual, created for the new destination brand of the Municipality of Heraklion.

2. Competition and project assignment process

The branding project described herein with the three deliverables will be completed in **two stages** by the natural or legal entity to receive first place in the competition.

Specifically:

2.a Phase one - International creative competition

Phase one concerns the selection of the Contractor and the preparation of **Deliverable 1**, as described in detail below (see unit 3.1 below).

Interested natural or legal entities - the "Candidates" - must send their creative proposals by e-mail to **info@diazoma.gr** by **Wednesday, 31 December 2018**.

Specifically, each Candidate is invited to submit at least the following:

- i. **Logo previews** (see unit 3.1). Specifically, previews must be prepared for:
 - the general tourism logo of the Municipality
 - at least two product logos as variations on the general logo (for the portfolio).

It should be noted that the Candidates can submit up to three alternative proposals as regards logos.

- ii. **Large brochure** (see unit 3.2)
- iii. **Homepage preview** (see unit 3.2)
- iv. Samples of previous projects by the Candidate
- v. A short CV (for natural entities) or a company profile (for legal entities).
- vi. An accompanying letter, which will mention the tax information of the Candidate (TIN, PFO, profession, address of seat, contact information), as well as **their fee** (with and without VAT) for Deliverables 2 and 3, if the Municipality of Heraklion assigns the relevant project to them as a direct assignment (see relevant unit 2.b below)

DIAZOMA, in an effort to encourage candidate creativity, will evaluate proposals on individual deliverables, even if they deviate from the aesthetic directions provided herein. DIAZOMA and the Municipality of Heraklion are interested in securing the best ideas for the effective tourism promotion of the city in a creative, original and aggressive way.

The creative proposals submitted will be assessed by a jury whose members will be appointed by DIAZOMA and the Municipality of Heraklion. The committee will mark the submitted proposals and will award:

- **1st Prize** to the proposal with the highest score. 1st Prize is accompanied by a **monetary award of 3000 Euros.**
- **2nd Prize** to the proposal with the second highest score. 2nd Prize is accompanied by a **monetary award of 2000 Euros.**
- **3rd Prize** to the proposal with the third highest score. 3rd Prize is accompanied by a **monetary award of 1000 Euros.**
- two **Commendations** for the proposals to come in fourth and fifth based on their scores. Each Commendation is accompanied by a **monetary award of 500 Euros.**

The monetary awards will be provided to the aforementioned winners by DIAZOMA. The natural or legal entity to win 1st Prize will be appointed **Contractor** of the project and will be invited to complete **Deliverable 1** within 30 days.

With the delivery and collection of Deliverable 1, the monetary award will be paid to the Contractor.

DIAZOMA reserves the right to also use - for the destination branding - elements from the creative proposals submitted by the Candidates who win the 2nd and 3rd prizes or from one of the Commendations.

2. b Phase two - Direct assignment of the project by the Municipality of Heraklion

The Contractor selected through the previous phase will collaborate with the Municipality of Heraklion towards the materialisation of **Deliverable 2** and **Deliverable 3, in accordance with the provisions of Law 4412/16**. The indicative budget of the works for the aforementioned deliverables cannot exceed 20,000 Euros plus 24% VAT. The Contractor is obligated to issue all necessary documentation required by current legislation. The final technical specifications of Deliverable 2 and Deliverable 3, as well as the individual terms of the direct assignment will be determined by the Municipality at a later date.

The Contractor will have at their disposal:

- 30 days from the signing of the contract for the completion of Deliverable 2.
- 60 days from the signing of the contract for the completion of Deliverable 3.

The Contractor will be invited to submit the deliverables for approval. The time required for their approval by the Municipality will not be counted as part of the time required for their completion.

The Contractor shall be available for a period of six months in order to support the Municipality and its partners during the practical use of the deliverables (e.g. with mockup adjustments or corrections).

3. Detailed description of the Deliverables

3.1 DELIVERABLE 1: Tourism logos

The Contractor is invited to prepare a series of logos to be used in the new tourism campaign of the Municipality of Heraklion:

- A general tourism logo for the city of Heraklion in Greek and English
- A portfolio of product logos (thematic portfolio)

To begin with, they must prepare the **general tourism logo** for the city of Heraklion.

Apart from designing the general tourism logo for the city of Heraklion, they are asked to create a series of tourism logos for the separate tourism products, namely, the products with the following indicative names (for details, see unit 2.7 of the ANNEX):

- Heraklion City Adventures
- Heraklion Legends
- Heraklion Food & Wine
- Heraklion Events
- Heraklion Meetings & Incentives
- Cruise Heraklion

An additional dimension that must be covered by a special logo is the agricultural hinterland of the Municipality of Heraklion, which includes a large number of villages with a long tradition in producing wine, olives, and other high quality products. The specific villages, apart from being excursion destinations, are also accommodation destinations for agritourism activities. Thus, the product with the following indicative name is added:

- Countryside Heraklion

The product logos are required to have a common aesthetic and it must be obvious that each element of the portfolio belongs to the same larger group. In order to achieve a common aesthetic, the product logos must essentially be **variations** on the general tourism logo.

The logos must include at least the above **word elements** or alternative wording by the Contractor as regards the names of the individual products. The Contractor of the project must also create a **tagline** in Greek and English, to be used especially with the general tourism logo of Heraklion.

Each tourism logo must be modern, must promote and stress the uniqueness, multifaceted and enchanting nature of Heraklion, in a way that is attractive to Greek and foreign consumers, without being too academic or excessively focused on antiquity.

It should be noted that all of the logos to be prepared must be clear and legible when used in different sizes, with a different background colour, etc.

for the better understanding of the design of an **umbrella brand** in the context of a product portfolio, we provide the following purely indicative examples:

Marriott Hotel Group (USA)



Ibis Hotel Chain (France)



Canary Island Tourism Organisation (Spain)



Bavaria Tourism Organisation (Germany)



3.2 DELIVERABLE 2: Visual applications of the new destination brand of the Municipality of Heraklion

A series of visual applications based on the new destination brand of the city of Heraklion and its tourism products shall be prepared, according to the result of DELIVERABLE 1. These visual applications will incorporate the new logos, they will be part of a common aesthetic and will contribute to a consistent and unified line in every aspect of the Municipality's presence on the tourism market.

In the framework of DELIVERABLE 2 the following specific visual applications will be prepared:

- **Colour palette:** The Contractor of the project is invited to prepare a colour palette which will include:
 - the dominant colours of the city and hinterland of Heraklion
 - all the colours used in the aforementioned logos (see DELIVERABLE 1)

 - colours that create pleasing combinations (two-colour combinations and three-colour combinations) and interesting contrasts with each logo.

Each colour must have its identity defined by the Contractor (colour name and chromatic analysis in CMYK, RGB, and Pantone).

- **Website mockups** for the official tourism portal of the Municipality. Specifically, the Contractor will carry out the visual design for the following pages:
 - Homepage mockup with light background
 - Homepage mockup with dark background
 - Internal page mockup with light background
 - Internal page mockup with dark background

It is clarified that the Contractor will not prepare functioning websites, only mockups (namely, the visual aspect of the websites).

The mockups will use the aforementioned colour palette. The navigation menu and other elements of the portal will be provided by the Municipality to the Contractor.

- **Drafts of two documents addressing consumers**, based on the aforementioned colour palette.
 - A pocket brochure (height 192 mm, width 115 mm): The Contractor will prepare:
 - ✎ Two variations of a front page mockup
 - ✎ Two variations of a spread mockup
 - A large image-brochure type brochure (height 295 mm, width 210 mm): The Contractor will prepare:
 - ✎ Two variations of a front page mockup
 - ✎ Two variations of a spread mockup

- Two variations of **full-page** magazine **advertisement** mockups
- Two variations of **two-page (spread)** magazine **advertisement** mockups
- Two **letterhead** variations to be used for the Municipality Tourism Department's correspondence with tourism businesses and tourism agencies, for printing press releases, and for all other uses
- Two **business card** variations for the Municipality Tourism Department's officials who will have contact with tourism professionals and the media
- Two **press kit** variations, namely, a file that will contain material for journalists
- Two **PowerPoint presentation** variations for use in press conferences, speeches, etc.
- Mockups for three gift products, such as, for example, tote bags, USB flash drives, fridge magnets, etc.
The specific gift categories will be provided by the Municipality to the Contractor.

3.3 DELIVERABLE 3: A brand manual, created for the new destination brand of the Municipality of Heraklion

Creation of a detailed manual is required, which will include:

- all the technical characteristics for all logos and visual applications that the Contractor will deliver to the Municipality in the framework of DELIVERABLES 1 and 2 (such as, for example, colours, fonts, proportions, appropriate background, etc.)
- instructions for the correct use of all previous deliverables (DELIVERABLES 1 and 2) in electronic and printed communication with the tourism market.

The goal is on the one hand to support the Municipality in applying a unified aesthetic and philosophy across all its tourism actions, and on the other hand for anyone who uses the aforementioned deliverables (e.g. Municipality officials, graphic designers, printers, web designers, etc.) to find clear instructions in the manual.

The following indicative example of such a manual is provided in order to assist candidates so that they may better understand what is being asked for in the context of DELIVERABLE 3:

https://issuu.com/joomladocs/docs/20150308_joomla_brandmanual_basic_d/1

The manual shall be in Greek. Where necessary, English technical terms may be used.

For information and clarifications regarding project requirements and the processes, interested parties may contact Ms Katerina Avramopoulou, tel. no 210 8254256 – 7 and e-mail info@diazoma.gr.

ANNEX

Tourism Marketing Programme for
the City of Heraklion

EXCERPTS

Tourism Marketing Programme for the City of Heraklion

EXCERPTS

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Chapter 1

Data on tourism and tourism marketing of Heraklion

1.1 Statistical data

Conclusions based on statistical data

- Tourism flow to the city of Heraklion has been steadily increasing in recent years. The city's marketing should not aim at increasing the flow of tourism in vague and general terms; it should aim at invigorating it during the months outside the peak period. Average hotel occupancy in Heraklion (55.1% in 2016) reveals that there is still a significant amount of hotel dynamism available to be utilised.
- The two most popular sights of the Municipality of Heraklion are the archaeological site of Knossos and the Heraklion Archaeological Museum. Knossos, on the one hand, drew 611,000 visitors in 2016, recording a drop in comparison to previous years, while the Museum, following its renovation, dramatically increased the number of visitors to it, reaching 335,000 people in 2016.

1.1 Statistical data

Conclusions based on statistical data

- Knossos is still the most important excursion destination in Crete, however it is playing an ever more limited role in tourism for Heraklion and the island in general. The decreased dynamism of this top archaeological site indicates that a new recipe is required from here on in, as regards the promotion of the city, as Knossos is not enough to attract new categories of tourists, outside the high season.
- Despite the financial crisis, the Greek market is still important for Heraklion's tourism, with a 39% share in room/nights.
- Cruises contributes a very important number of potential visitors - surpassing 200,000 people - to tourism traffic in the city. *Potential visitors* are mentioned, because a number of passengers do not disembark at the port, remaining on board, while other passengers participate in excursions that do not include a visit to the city of Heraklion.

1.2 Consultation conclusions

Conclusions regarding the characteristics of the city of Heraklion

- Heraklion stands out for the **great density of monuments** that “narrate” a story that has lasted for thousands of years and represents five different cultures. However, the promotion of these monuments is lacking, as only some of them have been utilised and are known to visitors to the city. This is expected to change with the utilisation of the Venetian walls and other monuments which is under way, as well as with the planned **new cultural routes**.
- Apart from Knossos and the Archaeological Museum, Heraklion has other important monuments, such as, for example, Koules Fortress, Loggia, Agios Titos and other historical churches, Morosini Fountain, and Nikos Kazantzakis' Grave.
- The **Venetian walls** are the “best preserved fortification work in Europe”, covering an area of more than 80 acres. The scheduled works will make the walls more accessible and allow for their incorporation into visitors' routes.

1.2 Consultation conclusions

Conclusions regarding the characteristics of the city of Heraklion

- **Inadequate route and sight sign-posting** makes exploring the city difficult for visitors. There must be bilingual sign-posting based on uniform standards and QR code use.
- Some of the projects under way that will be of great help to the tourism promotion of the city:
 - New cultural routes with signs and digital extensions
 - Cycle path and pedestrian path along the walls with 12 stops with seats and incorporated technology for historic audio information
 - Activation of some portals with interesting uses (exhibitions on El Greco, Kazantzakis, National Resistance)
 - Creation of a new beach in the city

1.2 Consultation conclusions

Conclusions regarding the characteristics of the city of Heraklion

- As has been characteristically mentioned, Heraklion has its back turned to the sea, instead of facing it. Some of the works that have already been completed and those about to be carried out, aim at providing the city with an attractive **seafront** and connecting the seaside area with the historical centre. The increased visits to **Koule** show peoples' interest in taking a stroll along the sea.
- Heraklion has very accurately been described as the city with 5+1 civilizations:
 - Minoan civilization
 - Venetian civilization
 - Byzantine civilization
 - Turkish civilization
 - Arab civilization
 - Modern civilization

1.2 Consultation conclusions

Conclusions regarding the characteristics of the city of Heraklion

- The city's **size** has been called ideal. Heraklion is large enough to offer many choices to its visitors, such as, for example, a number of sights, entertainments, and activities.
At the same time, it is a small enough city for one to explore on foot.
- New **landmarks** are being prepared that can be utilised from a tourism perspective:
 - The Cultural Conference Centre of Heraklion
 - The seat of Cretan Cuisine on 25is Avgoustou Street, where products are presented and delicacies are prepared
 - The new permanent municipal gallery
- The presence of a large student population that imbues the city with a youthful rhythm and guarantees a rich nightlife.

1.2 Consultation conclusions

Conclusions regarding the characteristics of the city of Heraklion

- Many Heraklion locals don't even know their own city that well, nor do they consider it attractive to visitors. It was mentioned that there are "hidden secrets" that Heraklion locals should get to know before anyone else, such as, for example, the Byzantine walls or the alleys around Kalokerinou Avenue.
- As far as **shopping** is concerned, Heraklion offers a large number of modern shops. What has disappeared, to a great degree, are traditional professions, as, until a few years ago, there were craftsmen in their stores in the alleys around the market, but they have now disappeared. There are a few craftsmen left who make knives, religious paintings, ceramics, etc. There are also traditional craftsmen still in the villages. The region also produces high quality **wine, olive oil**, and foods (cheeses, herbs, carob products, desserts, etc.).

1.2 Consultation conclusions

Conclusions regarding the characteristics of tourism in the city of Heraklion

- What visitors to Heraklion like
 - The city's rich history
 - The people (mentality, friendly, open)
 - The climate
 - The food
 - The shopping opportunities (from local foods and wines to clothes, shoes, souvenirs, and jewellery)
- What visitors to Heraklion DON'T like
 - Street cleanliness and traffic
 - Lacking sign-posting and policing

1.2 Consultation conclusions

Conclusions regarding the tourism clientèle of the city of Heraklion

- Heraklion hotels attract visitors from all over the world. From a nationality perspective, the British, the French, Americans, Germans and Italians stand out. Then come visitors from other European countries. There was a significant increase in recent years in visitors from Asian countries, led by the Chinese and the Koreans.
- With the average stay not exceeding 2.5 room/nights, the great majority of international visitors who choose to stay in Heraklion hotels are in Greece in the framework of a travel tour, either to explore Crete, or to island hop, combining Crete with other islands (Santorini, Mykonos, etc.).
- Greeks are still the largest percentage of the nationalities staying in Heraklion hotels. To a great extent they consist of people coming to Heraklion on business and are - along with schools - the main hotel custom during the off-season.

1.4 Corresponding destination marketing review

Conclusions from the comparison of corresponding destinations

- An interesting find from the review of 12 websites is that even reviewed destinations with intensely urban characteristics (a large commercial port, high density urban development, overburdened urban environment, intense traffic, etc.) such as, for example, Thessaloniki and Marseilles, produce a **holiday feeling**. They stress their more attractive aspects, such as the liveliness of each city, as well as the opportunities for outdoor recreation on the outskirts, such as, for example, sailing and other water sports, hiking in the mountains, cycling in the countryside, etc. All the websites make mention of the nearby beaches, presenting them as an indispensable part of visiting the promoted city.

1.4 Corresponding destination marketing review

Conclusions from the comparison of corresponding destinations

- The great majority of destinations examined, promote their historic heritage to equal measures with fun (e.g. gastronomy and shopping) and all types of activities (e.g. beaches and hiking). No destination's storytelling - even of those with internationally renowned monuments that have been characterised by UNESCO as World Heritage Sites - **uses the past as the dominant element** (monuments and museums), as that has proven to be ineffective for the development of urban tourism.

City breaks and congress tourism require a balanced promotion of a **mix of cultural heritage and modern attractions**.

- Certain websites provide very detailed information on local events (cultural, sports, etc.) such as the case of Limassol, Nice and Cagliari.

Chapter 2

Proposed tourism marketing strategy in Heraklion

2.2 Strategic understanding of Heraklion's marketing

An enormous effort has been under way for years from the side of the Municipality: To restore and promote the great monument wealth of the city in a particularly difficult urban environment - also taking into account the well known administrative and budgetary limitations in effect for public agencies - and to find ways to utilise these monuments in such a way as to invigorate the local economy and employment.

This effort for growth will provide the Municipality with the opportunity to gradually promote the especially rich cultural heritage of Heraklion, in order for visitors to experience these **“5+1 civilizations”** that defined the profile and fate of the city. Two emblematic sites that are intertwined with Minoan civilization - Knossos and the Archaeological Museum - have already established themselves as popular sights, while monuments from other eras are gradually being upgraded or prepared from scratch.

2.2 Strategic understanding of Heraklion's marketing

The following three markets are of interest to Heraklion's tourism:

- **Study Tours:** A small market of travellers who love learning, who approach travelling as an intensive **learning experience**, namely, they travel to delve deeper into the history and culture of another land, dedicating many hours a day to long tours.
- **City Breaks:** A large market consisting of short visits to cities, during which sightseeing at important landmarks is combined with fun activities, such as, for example shopping, gastronomy, night time entertainment. In this case, travelling is a **recreational activity**.
- **Island Hopping:** Holiday travelling that includes consecutive visits to neighbouring islands. This is also a **recreational experience** that combines fun (swimming, food, and entertainment) with visits to traditional hamlets and important monuments. A small, but up and coming market, thanks to the dynamism of Santorini.

2.2 Strategic understanding of Heraklion’s marketing

The next page is a codified presentation of what a traveller usually “consumes” on a **city break**. It composes a **dataset** that specifically includes the following:

- One sub-category includes all types of **sights**, such as, for example, cultural heritage

(monuments, museums, re-enactments of historical events, etc.), as well as more contemporary sights (e.g. thematic parks). It also includes sights outside the city that one can visit on a 1-day excursion.

- The other subcategory includes the four main forms of **recreation** that are usually sought after by those travelling to urban destinations: cultural events (e.g. concerts, performance, visual arts exhibitions), gastronomy, shopping, and night time entertainment. This also includes outdoor and other activities that a tourist may participate in, as well as events organised in a city.

The City Breaks Attraction Matrix

The heritage and sightseeing elements

The modern city elements

Heritage Sites

Culture

Gastronomy

Other Sights

Nightlife

Shopping

Excursions to nearby cultural
and natural heritage sites

Outdoor and other activities and
events in and around the city

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2.2 Strategic understanding of Heraklion's marketing

In order for the Municipality's effort to attract more visitors to the city to become more effective - especially during months outside peak season - Heraklion's promotion must not focus exclusively or mainly on its undoubtedly large cultural wealth; instead, it should focus on a **bundle of attractions**, an indispensable part of which are the existing and new cultural heritage sites. The correct promotion of this bundle will be the means by which tourism expenditures will increase and seasonality will become less acute, while always taking into account the rules and priorities of the tourism market.

2.3 Strategic targets of Heraklion's marketing

Target 1: Developing a strong brand that will highlight Heraklion's uniqueness, its exciting historic journey through the centuries, and the attractive recreational options it offers its visitors

Target 2:

Increasing the number of hotel guests in Heraklion, especially during the months outside peak season, by systematically approaching both the broader travelling public, as well as special category tourists

Target 3: Increasing the number of 1-day visitors and encouraging them to spend more time and money in the city of Heraklion

2.4 How to achieve the strategic goals

- Change the storytelling surrounding Heraklion as a tourism destination
- Develop a powerful destination brand
- Develop high quality content and broad content seeding
- Carry out targeted contacts with the market (mainly tour operators, cruise companies, airlines, travel agencies, and congress organisers)
- Highlight the increased effectiveness of marketing and better utilise the limited promotion funds, making exhibitions and advertisement a second priority
- Invest in human resources
- Appropriately organise marketing on the side of the Municipality

2.5 Priority markets

The effort to invigorate tourism traffic in the city of Heraklion essentially aims at two distinct visitor categories:

- The top priority will be **hotel guests**, who are much more attractive to Heraklion's tourism, as they spend more time and money in Heraklion in comparison to 1-day visitors. They will be approached in two ways:
 - through appropriate online promotion aiming directly at the travelling public in Greece and abroad
 - through tour operators and agents (with an emphasis on those organising city break, island hopping, and study tour types of trips)
 - through conference clients (congress organisers and federations).

2.5 Priority markets

Due to the high occupancy that Heraklion hotels present during the tourist season, attracting hotel guests from October to April will be especially highlighted.

- **1-day visitors** spending the night in other parts of Crete will be the second top priority market. This is a very large pool of visitors - more than 3 million people annually - however they are only present during the tourist season, and the pool drops to almost zero from November to April.

2.5 Priority markets

Specifically, when referring to **1-day visitors**, they can be divided into the following subcategories:

- Cruise ship passengers
 - participating in an organised tour/excursion
 - who will move independently
- Hotel guests from outside Heraklion visiting the city:
 - in an organised excursion (on a coach)
 - in a rented car or other vehicle
 - using public transportation (buses)
 - by taxi

2.5 Priority markets

- With the exception of the **Greek market**, which is suitable for city breaks, conferences and event participation, no specific **nationalities** are designated as target markets. During the materialisation of the marketing programme priority will obviously be placed on making contact with journalists and professionals from Germany, Britain, France, Italy, the USA, and Russia, due to their large populations, however, as indicated by the consultation with hotel owners and directors, the Heraklion hotel clientèle is not dominated by specific nationalities; rather, there is great diversity in the origins of tourists. However, slightly more priority will be given to **Asian** tourists, as:
 - they stay in urban centres rather than holiday hotels at much higher rates during their visits to Greece
 - they are more steadily spread out throughout the year, with significant traffic during the winter.

2.5 Priority markets

- The effort to attract **city breaks** will focus on markets with easy airline connections to Heraklion, with the Greek market first and foremost.
- The **island hopper** market includes all those who want to combine Santorini with one or more island destinations.
- Development of the **congress market** requires actively bidding for congresses. It is a process that a public agency will have difficulty participating in successfully, so the creation of a convention bureau will be added to the next chapter. This bureau will activate directly interested professionals - if they are interested in participating - in bidding for congresses and submitting tenders.

2.6 The central storytelling of the new tourism campaign

The development of the right storytelling is of pivotal importance to the improvement of Heraklion's performance in the tourism market. The storytelling so far surrounding a visit to Heraklion presents the following two problems:

- **It is one-sided:** It focuses mainly on the long history of the city. Thus, Heraklion is presented one-dimensionally as a city where one should see Knossos and the Museum. After visiting one or both of these locations, most visitors leave the city, as they don't know what else is worth seeing or doing in Heraklion, since modern attractions (gastronomy, shopping, etc.) are not presented in an attractive and complete way.
- **It is weak:** Even the storytelling surrounding the rich history of Heraklion is "phoned-in", without getting people going or focusing on experiences.

2.6 The central storytelling of the new tourism campaign

Storytelling in this setting means the description surrounding the travel experiences visitors will take away from the city, and the arguments as to why Heraklion is worth visiting. The storytelling for a destination is developed both through texts and images (photographs, videos).

The need to improve Heraklion's current storytelling has arisen from its assessment. Using the same storytelling (regarding Knossos, the Museum, and the medieval monuments) will not change anything in the city's dynamism. A **new storytelling** is required, one that emphasises the people and experiences offered by this land, as well as the modern aspects that make Heraklion an enjoyable city where visitors will have a good time.

The new storytelling is a prerequisite in order for the city to attract tourists who feel that the current image of Heraklion does not concern them, and to convince 1-day visitors to stay longer.

2.6 The central storytelling of the new tourism campaign

The element of **fun** must, therefore, must be upgraded in the storytelling, through attractive descriptions of the cuisine and nightlife of Heraklion, the cultural calendar and other events, shopping opportunities, nearby beaches, and outdoor activities. International experience has shown that the key in establishing a city as an attractive city break destination is variety in sights and activities for different ages and different interests. If Heraklion promotes the wealth of choice it has to offer to its visitors, it is essentially maturing as a city break destination and laying the foundations for its further growth.

2.6 The central storytelling of the new tourism campaign

Heraklion's storytelling must much more clearly and aggressively include the element of **exploring Crete**. Heraklion is the ideal base for one to explore the most exciting island of the Mediterranean, due to its geographical position and transport connections.

This storytelling does not concern those visiting Crete in the context of a “sea ‘n’ sun” type holiday; it concerns those on **travel tours** or **island hopping** holidays, combining Crete with other Cycladic islands (especially Santorini and Mykonos). The latter case concerns mainly visitors from other continents (America, Asia, Oceania).

There, the storytelling must, in fact, incorporate the central arguments; namely, why it is worth visiting Heraklion. The relevant **arguments** are developed over the next two pages.

2.6 The central storytelling of the new tourism campaign

Why is it worth visiting Heraklion?

- Because this is where the first European civilization flourished
- For the city's internationally renowned monuments
- For the many secrets in its distant and more recent past, hidden away in the city's alleys
- For its size, as it is a city that is large enough to offer a multitude of options, while at the same time being small and safe enough to explore
- For the city's youthful character and energy, day and night
- For the ease with which you can explore the most exciting island in the Mediterranean

(continues)

2.6 The central storytelling of the new tourism campaign

Our arguments: Why is it worth visiting Heraklion?

(continued)

- For the unique gastronomical tradition of Crete, with emblematic products - such as wine and olive oil - and tasty recipes that promote well-being, and for the good company
- For the rich cultural events calendar
- For the attractive shopping options
- For the amazing beaches that are just a few minutes away from the city centre
- For the mild winters that are the best time of year for one to explore the history and culture of Crete calmly, with easy transportation and no crowds

2.6 The central storytelling of the new tourism campaign

For the storytelling concerning the modern aspect of Heraklion to become more effective, it must not be limited to strictly tourism - travel subject matter, nor should it be exhausted with the monument wealth of the city. The discussion about Heraklion must be enriched with the **lifestyle** Heraklion and Crete stands for, namely, the unique way of life and attitude towards life of Cretans, which visitors to the city will experience.

This approach is much more effective for a destination to pique the interest of modern travellers, as it makes the description of Heraklion more experiential and promotes the elements that make it a unique destination. The goal is to present Heraklion not as a destination with a single aspect to it - that of having two important monuments. It must be presented as a multifaceted land where each visitor will find a plethora of stimuli especially attractive for them and their interests.

2.6 The central storytelling of the new tourism campaign

Subject matter regarding lifestyle may, indicatively, utilise the following elements:

- Traditions, ways, and customs of Heraklion, and Crete in general.
- Cretan Gastronomy
 - Products (especially those produced near Heraklion)
 - Recipes (traditional and creative)
 - The contribution of Cretan Cuisine to well-being
 - Producers and creators related to gastronomy (chefs, authors, researchers, etc.)
- Modern Cretan artists, creators, scientists, intellectuals, craftsmen, and entrepreneurs
- Cultural news of Heraklion and events in general

2.7 The tourism product portfolio of Heraklion

Based on the analysis above, the following portfolio of tourism products is recommended as the best possible, taking into account the specifications of Heraklion and the goals of the new tourism campaign. The concept of “**tourism product portfolio**” refers to the variety of individual travel experiences that Heraklion has to offer, where each separate travel experience or form of tourism - which attracts a particular category of tourist and is a separate market - composes a separate product. Regarding individual products, some **temporary working names** are indicated, which will be finalised in the context of branding:

- **Heraklion City Adventures**: This is the main tourism product of Heraklion, based on the diagram in unit 2.6 above, and includes the main bundle of attractions offered by an urban destination: The exceptional city sights in combination with the opportunity for a fun time (cultural events, gastronomy, shopping, night time entertainment) and available activities inside and outside the city.

2.7 The tourism product portfolio of Heraklion

This product aims both at those spending the night in Heraklion (including those on city breaks or island hopping), and those on excursions who will only visit the city for a few hours.

- **Heraklion Legends:** This includes all activities related to the uniquely rich cultural heritage of the city, and especially the thematic and more specialised tours at Heraklion's many monuments. Namely, it includes tours that stray from convention and address visitors with an increased interest in the history of the city and Crete, such as, for example, those participating in study tours. It also includes activities aimed especially towards children and school programmes.

2.7 The tourism product portfolio of Heraklion

- **Heraklion Food & Wine:** Taking into account that agricultural regions are part of the Municipality of Heraklion (following the Kallikratis law), it is proposed that more emphasis be given to the promotion of the region's agricultural products in the tourism market. As part of Heraklion Food & Wine the best ambassadors of Heraklion gastronomy will be gathered, in order to promote their work in the tourism market. This concerns food and drink producers with standardised products (wine, olive oil, olives, cheeses, herbs, etc.), restaurants, food stores with local produce, as well as activities related to gastronomy, such as, for example, cooking lessons and organised trips to wineries. The completion of the seat of Cretan Cuisine is of pivotal importance in order to establish this product.

2.7 The tourism product portfolio of Heraklion

- **Heraklion Events:** This is essentially the calendar of cultural and other events which may be of interest to Greek and international visitors to the city. It will promote both events organised by the Municipality, as well as those by other organisers, aiming at attracting art lovers (from Crete, the rest of Greece, and abroad), especially during the off-season months. Certain qualitative and organisational specifications will have to be met here, in order to make the tourism utilisation of such events attainable, such as, for example, creating the appropriate programme and providing timely ticket pre-sale.
- **Heraklion Meetings & Incentives:** This corresponds to the effort to establish Heraklion as a congress destination with the utilisation of current congress venues. The organisational requirements for this effort will be listed in the next chapter.

2.7 The tourism product portfolio of Heraklion

- **Cruise Heraklion:** This product corresponds to the entire range of proposals for

interesting activities in Heraklion and the surrounding areas that are available to cruise passengers. Here, there will obviously need to be coordination with Heraklion Port Authority, which is already actively trying to attract cruise companies. The goals of the proposals to the cruise passenger are:

- to encourage them to visit the city of Heraklion instead of avoiding it
- for them to spend as much time and money in the city as possible thanks to a range of attractive activities recommended to them
- to take with them the best possible impression from their visit.

2.7 The tourism product portfolio of Heraklion

Each of the above products essentially composes a platform where interested professionals and entrepreneurs can promote their services. Thus, the Municipality will support direct contact of local businesses with the international market and final consumers, and will contribute to Heraklion having a more effective presence in these specialised markets.

Essentially, the Municipality will invite interested local businesses to express their interest, in order for them to be incorporated in the Municipality's tourism web page, and to be promoted through the marketing actions foreseen herein.

Apart from the aforementioned products, the creation of additional products may be explored, if a relevant interest is expressed by businesses and organisations to the Municipality: **wedding organising, religious interest trips, medical tourism, and sports tourism.**