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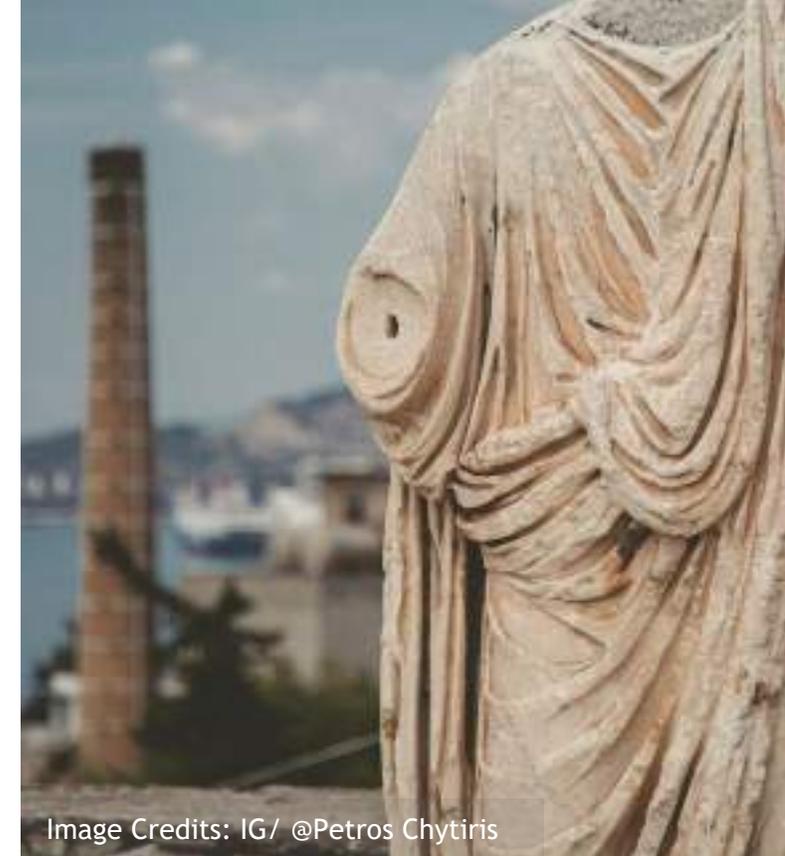


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Lavrion - Athens - Eleusis Cultural Route

OVERVIEW OF PROJECT DELIVERABLES

STUDY: "Strategic marketing plan for the tourism promotion of the
Lavrion - Athens - Eleusis Cultural Route"

July 2021

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UNITS

1. Analysis of international travel trends & case studies
2. Overview of Attica as a travel destination
3. Mapping the current tourist experience of Lavrion & Eleusis
4. Recording tourism proposals and opportunities for the Cultural Route
5. Strategic directions for the tourism promotion of the Cultural Route



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Methodological Approach



1. Analysis of international travel trends & case studies



2. Overview of Attica as a travel destination



3. Mapping the current tourist experience of Lavrion & Eleusis



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4. Recording tourism proposals and opportunities for the Cultural Route



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5. Strategic directions for the tourism promotion of the Cultural Route

Desktop analysis and utilization of secondary data

Participation in online community DMOs with best practices at a destination management & marketing level

INSETE Intelligence studies and data

On-site research at the Route's locations, in order to investigate visitors' real experience

Interviews with local stakeholders & tourism professionals

Study & analysis of promotion plans of other Cultural Routes

Consultation with Local Stakeholders & Tourism Professionals

A series of meetings, ten in total, with local stakeholders and tourism professionals played a significant part in understanding and analyzing the tourism experience of Eleusis and Lavrion.

Valuable information and materials were collected from people who live and/or work in both destinations, know them firsthand and through personal experience and wish to see their tourism sector recover and develop.

Through the exchange of views, comments, observations and proposals, the common objectives were identified, as well as the strengths-opportunities and weaknesses-challenges of both the individual destinations and the Cultural Route as a whole.



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1. Analysis of International Travel Trends & Case Studies

Initially, an analysis of recent travel trends was carried out, focusing on the formulation of cultural experiences and the utilization of high cultural value locations that are consistent with the subject of the study.

Special emphasis was placed on reviewing the changes to the travel landscape caused by the Covid-19 pandemic, which brought new trends to the forefront, as well as consolidated existing ones.

The aim was to establish the theoretical framework based on which the proposals for the tourism development of the Cultural Route were subsequently formulated.

**Experience-based Tourism * Cultural Tourism * Sustainability
* Covid-19 effect * Digitalization**

The presentation of the case studies which followed was not indexed or ranked.

The selection was made with the aim of offering practical inspiration, knowledge and know-how based on the variety of destination sizes, challenges and innovative achievements.

Following this approach, and based on the trends analyzed, we presented inspirational cases studies on experience tourism, culture, sustainability, digitalization and Covid-19 response strategies followed by Destination Management Organizations (DMOs) and tourism businesses around the world.



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2. Overview of Attica as a Travel Destination

To aid the formation of the theoretical framework and with a view to identifying opportunities to enrich the tourism product, a brief overview of Attica as a tourist destination followed.

Studies and secondary data from INSETE Intelligence and various other publicly available sources (e.g., Bank of Greece, Athens International Airport, Athens - Attica & Argosaronic Hotel Association, etc.) were utilized.

Both pre-pandemic data and 2020 data were used. Pre-pandemic data allowed the depiction of the tourism situation in the Region during these past years and 2020 data, though limited, were useful in documenting an objectively unprecedented year for Greek and international tourism.

A complete analysis of the tourism data is included in the Cultural Route's Master Plan

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3. Mapping the Current Tourist Experience of Lavrion & Eleusis

In this unit, the current travel experiences offered by the destinations of Eleusis and Lavrion were examined from the traveler's point of view, focusing on the points of tourist interest to study their tourism potential in the near- and medium-term future.

The aim was to capture a general overview of the experience and the “*reason why*” for the choice made, in other words why would a traveler select this particular experience as opposed to others.

For analytical purposes, the experiences are presented by location (e.g., archaeological site of Eleusis) or by theme (sport/activities).

In reality, of course, travelers are not subject to constraints but travel freely, creating their own routes/experiences according to their preferences.

In conclusion, it emerged that as well as the undisputed highlight of Eleusis' Archaeological Site, the city of Eleusis also has lesser-known facets which pleasantly surprise visitors.

Available experiences

Provided in an organized manner/ can be easily experienced by the visitor

- Touring the Archaeological Site & visiting the archaeological museum
- Touring the best-known parts of the city (e.g., pedestrian main street, waterfront)
- Gastronomical experiences-dining at the city's taverns
 - Attending the Aeschylia Festival summer events.

Experiences under development

Can be experienced by the visitor subject to certain conditions (e.g., on demand).

- Touring little-known parts of the city (e.g., Western Hill)
- Visiting the winery and wine tasting
- Crossing the Hieria Odos (Sacred Way)
- Guided tour inside and outside the city

Although Sounion is the most popular landmark, Lavrion has many scattered points of interest for travelers.

Available experiences

Provided in an organized manner/ can be easily experienced by the visitor

- Visiting the Temple of Poseidon
- Visiting the Archaeological Museum
- Visiting the Mineralogical Museum
- Visiting the better-known parts of Lavrion (e.g., Lavrion Marina, Market)
 - Sampling local gastronomy at local taverns
 - Water activities/sports

Experiences under development

Can be experienced by the visitor subject to certain conditions (e.g., on demand).

- Visiting the Ancient Theatre of Thorikos
 - Visiting the ancient mines
 - Visiting the Technological Park
- Outdoor activities in the National Park
- Touring lesser-known parts of the city (e.g., Kyprianos settlement)
- Guided tour inside and outside the city



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4. Recording Tourism Proposals and Opportunities for the Cultural Route

Upon completion of the research and presentation of the existing attractions, experiences, and activities offered, there followed a recording of the opportunities and proposals regarding the tourism product, taking note of the new trends prevailing in tourism.

The analysis was carried out on three levels:

A. Eleusis as a travel destination

B. Lavrion as a travel destination

Γ. Connecting Eleusis and Lavrion with Athens in the context of developing the Cultural Route

Methodology for Analyzing Proposals & Opportunities

Eleusis & Lavrion as tourist destinations

In the first instance,

and given that neither Eleusis nor Lavrion are established tourist destinations, the proposals aim to enhance the tourist experience, strengthen the destinations' recognizability and establish a clearer identity for them.

Connecting Eleusis & Lavrion with Athens

In the second instance,

and once the tourism products of Eleusis and Lavrion have been more comprehensively formed, the next step would be to connect the two locations with Athens, with the goal of creating the Cultural Route.

**Implementation of the projects withing
the framework of the ITI,
as described in the Cultural Route Master
Plan**

Key concepts that can Support the Narrative of Eleusis

Ancient history
Holy City
Eleusinian Mysteries

Aeschylus
Culture
Arts
Philosophy

Industrial past
Contrasts
Human stories



Mythology
Initiation
Transition
Birth - Death
Symbolism

Environment
Agriculture - Cereals
Deindustrialization
Decay
Rebirth

Key Concepts that can Support the Narrative of Lavrion

Classical Athens
Ancient mines
Laureotic silver
Entrepreneurship - Economy

Industrial City / Company town
Miners' Stories
Labour movement



Modern technology
Entrepreneurship
Research - Innovation
Digital Nomads

Laureotic landscape
Cycladic aura/ climate
Geological site
Sea
Nature

Environment
Deindustrialization
Restoration
Reclamation



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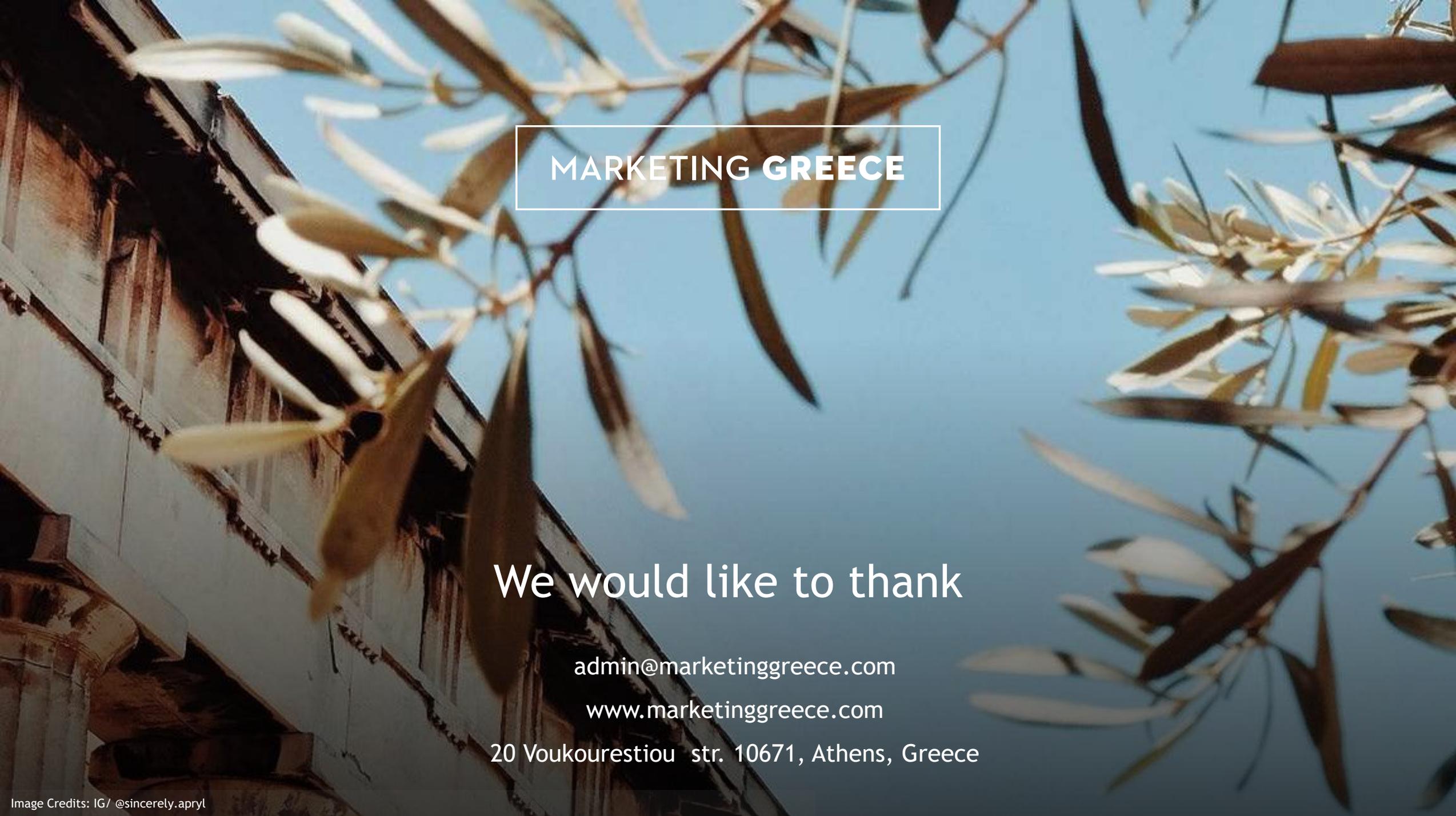
5. Strategic Directions for the Tourism Promotion of the Cultural Route

The study concludes with a reference to strategic directions regarding the tourism promotion of the Cultural Route product to potential travelers.

Through the presentation of an indicative plan of actions for the tourism promotion of the Route, the aim is to set priorities and propose the appropriate communication tools.

Finally, a three-year indicative budget is included based on the individual proposals of the tourism promotion action plan.

**Brand Identity * Content Production * Digital Media *
Promotion Plan* Synergies**



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We would like to thank

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