



MARKETING GREECE

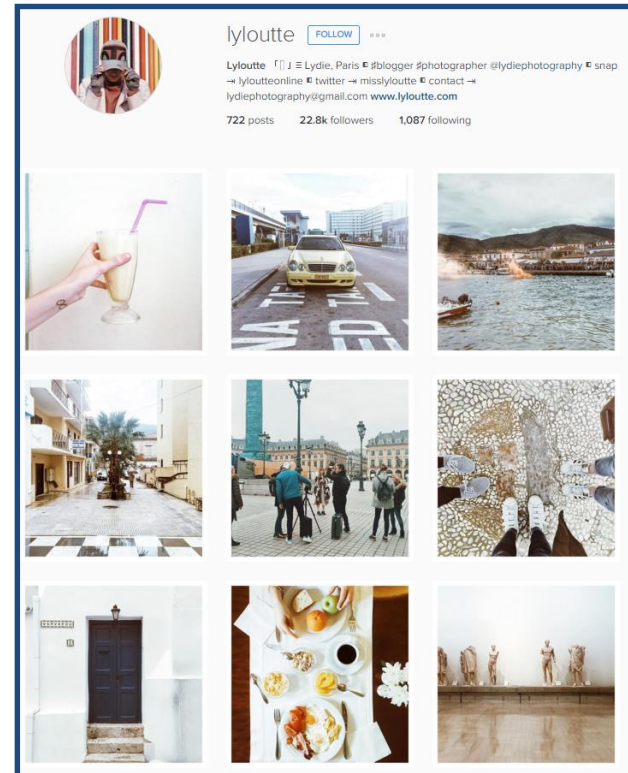
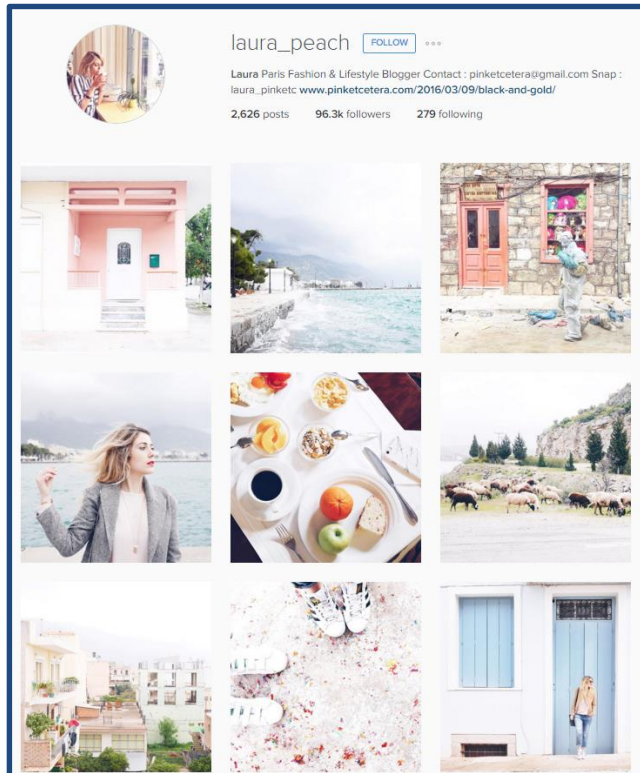
Publicity Report

March–May 2016
PR DEPARTMENT

CENTRAL GREECE

A unique Carnival experience in Central Greece

A blogger trip to Central Greece was arranged during the region's carnival festivities, as part of Marketing Greece's Blogtrotters platform for digital influencers. French lifestyle bloggers Lydie Bonhomme, of **Lyloutte**, and Laura Concalves, of **Pinketcetera**, experienced the traditions, colours and flavours of Carnival Time in Galaxidi and Itea.



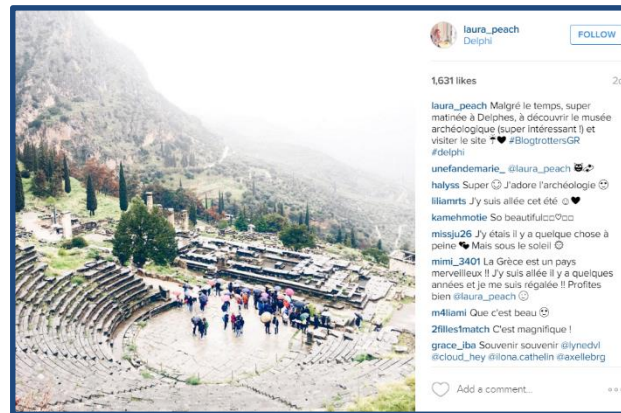
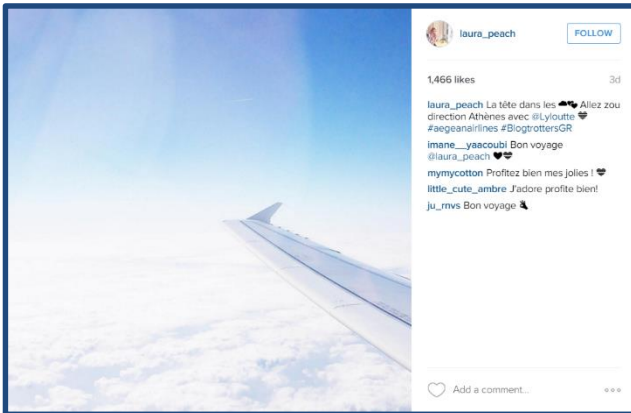
A unique Carnival experience in Central Greece



SOCIAL MEDIA COVERAGE

Instagram followers

- 97.8K
- 24,8K Likes
- 124 Comments



A unique Carnival experience in Central Greece



SOCIAL MEDIA COVERAGE

Snapchat

- Snaps: 54
- Views: 3K per snap



A unique Carnival experience in Central Greece

Pinketcetera
13 March at 12:20 · 🌐

Aujourd'hui le soleil est de sortie !! 🌞💚🌿 Trop contente !! #BlogtrottersGR #ootd

See translation



👍 Like 💬 Comment ➦ Share

👍 38

Pinketcetera
12 March at 22:23 · 🌐

The old cafes of village 🏡 I admit I'm a fan of this kind of mood, I don't know, but it reminds me a little Portugal when I was younger 💚
#blogtrottersgr

Translated from French · See Original



👍 Like 💬 Comment ➦ Share

👍 49



SOCIAL MEDIA COVERAGE

- Facebook followers: 3K
- Facebook posts: 15

A unique Carnival experience in Central Greece



SOCIAL MEDIA COVERAGE

- Twitter followers: 1K



[See all social media posts](#)



lybante.

- Instagram followers: 23.5K
- Likes: 9.6K
- Comments: 121

A unique Carnival experience in Central Greece



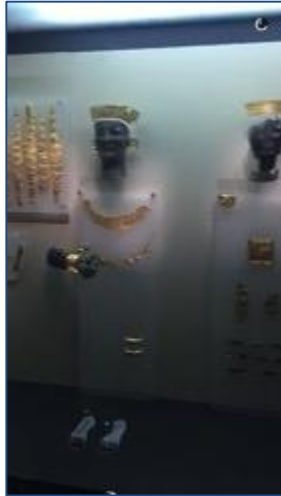
Lyloutte.

SOCIAL MEDIA COVERAGE

- Twitter followers: 1.3K



A unique Carnival experience in Central Greece

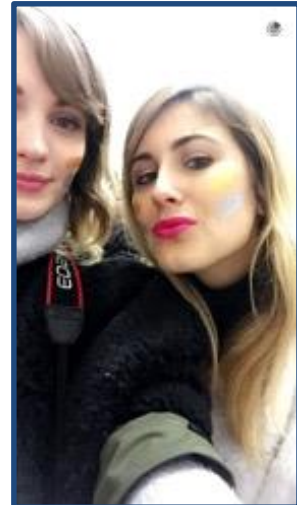
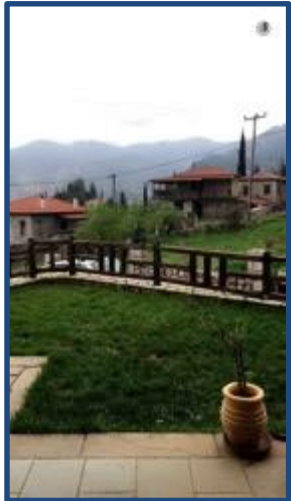


lybloutte.

SOCIAL MEDIA COVERAGE

Snapchat

- Snaps: 30
- Views: 750 per snap



A unique Carnival experience in Central Greece

Lyloutte's blog post concentrated on the sophisticated side of Galaxidi and its surrounds, which she found irresistible

Lyloutte

NOTRE-ARRIVÉE-EN-GRÈCE



COVERAGE

- Social media
- Blog UVM: 15k
- Instagram: 23k
- Twitter: 1.3k
- Facebook: 3.1k

A unique Carnival experience in Central Greece

Lyloutte described being dazzled by the Greek light upon her arrival. She enthused about delicious cuisine in Amfissa and Itea, and was inspired by the view of the Delphic landscape and the rich cultural heritage of the area. She also took part in the Night of the Ghosts, a lively carnival parade that takes place in Amfissa

Lyloutte.

Site archéologique de Delphes

Partenon central de l'ODOS

À côté du musée, situé au pied du mont Parnasse se trouve un site archéologique. J'ai pris quelques photos du sanctuaire préhellénique et du temple d'Apollon Pythien. Et bien sûr une fois dans les hauteurs, je n'ai pu m'empêcher de prendre la vue avec la Delphic mountains.



Nuit des fantômes

C'est à Amfissa que nous avons visité un atelier d'art et que nous nous sommes préparées pour la participation à la parade. Avec Laura nous avons fait nos timides et on a pas voulu trop de maquillages sur le visage, contrairement à David qui en a partout haha! Je n'avais encore jamais vu ce genre de décor et d'ambiance, c'est assez spécial au premier abord voir même effrayant. Je suis contente d'avoir pu partager ça avec Laura, être avec une personne qu'on connaît bien pour cette expérience c'est tellement génial.



Musée archéologique de Delphes

Admirez... depuis 1868 le musée

C'est un des plus beaux musées de Grèce. Le musée est rempli de statues, de vases, d'objets... Bref, des œuvres de l'antiquité. Voici quelques photos et comment j'en ai vu beaucoup, et j'en ai vu beaucoup.



[Read the blog post](#)

[See all social media posts](#)

INDIVIDUAL PRESS TRIP

A unique Carnival experience in Central Greece

MTV UK online's David Cummins also participated in the group trip and produced this 12-step guide to visiting Central Greece - particularly during Carnival. He described the ghost parade, Lenten cuisine and the warm hospitality of the locals, as well as the spiritual energy of Delphi and Galaxidi's colourful flour-throwing festival. He also posted on his personal social media during the trip.

mtv's big fat greek weekender (aka 12 reasons to visit central greece)

friday, april 1, 2016 - 16:27



MTV ventured out to mainland Greece to see if there was more to Greek life than a 3am tattoo session outside a club in Kavos, moussaka and smashing plates. (**Spoiler alert!: there is.)

We headed to the Municipality of Delphi in Central Greece to celebrate Carnival the start of Lent with the locals. It's a whole weekend of activities showing the real Greek deal, providing an opportunity for tourists to experience traditional Greece. Here's what we learnt:

1. food is good

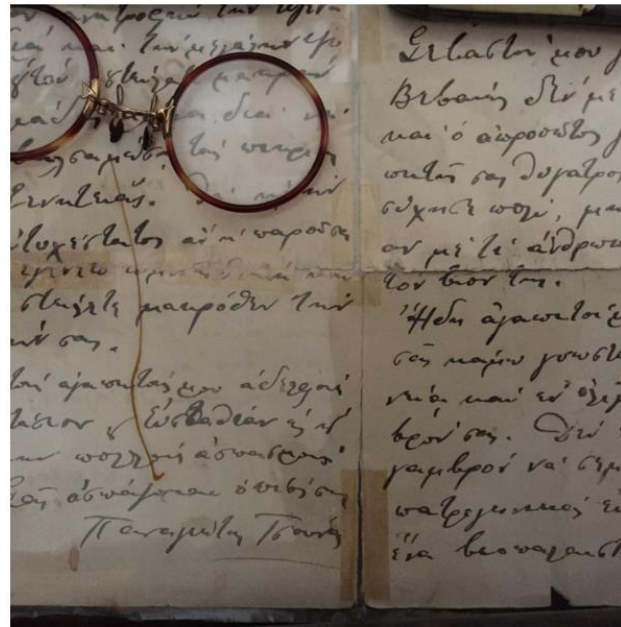
The first place we stopped in at in Itea served this little savoury gourmet number for a starter. Don't ask what it is (it's like feta cooked inside filo pastry), just WATCH the honey drip from it. I'm hungry.



7. it is knee-deep in history

The town of Galaxidi is not only bloody beautiful (have a walk off the beaten track and look at the old houses - it's so #InstaReady), but it was built as a result of the blossoming shipping industry in the early 1800s. There's a museum if you're game for a quick education.

Also, TOP TIP: when you're here, ask around for a lady called Roula. Her house is a treasure trove and she's BRILLIANT. I'll say no more (but here's an item from her collection).



David Cummins



COVERAGE

- Online
- UVM: 5 million
- AEV : €32,185

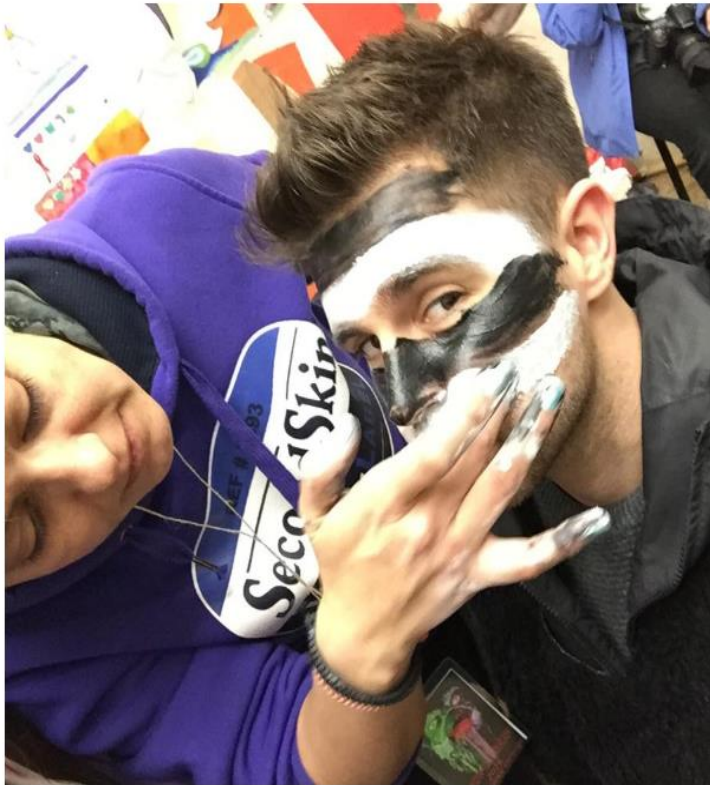
[Read article](#)

INDIVIDUAL PRESS TRIP

A unique Carnival experience in Central Greece

4. the greeks take lent very seriously

You know how we do Pancake Day? Toss aside your lemon and sugar: sh't just got real. In Greece, they kick off Carnival with the festival of the dead, rolling Pancake Day in with Halloween - but this isn't like dressing up as a sexy cat.



David Cummins

10. "clean monday" is not what you think it is

You know when you're mum asks AGAIN if you could "just tidy your room a bit" and it's the most annoying ask in the world (I mean, if you want it done that badly, you could just do it yourself)? Well this isn't that. Clean Monday is the final day of Carnival celebrations where you walk through Galaxidi and you throw coloured flour at people. hilariously, you're not cleaning anything at all, but, rather, making an entire town really dirty. The locals go hard for this (house owners cover their homes in preparation), and it's a super fun celebration before they all give up meat until Easter. So throw flour, eat a burger, and wait until Easter so you can eat again.



David Cummins



A unique Carnival experience in Central Greece



David Cummins @david21cummins · Mar 14
Wanderlust in Greece. More to follow.
(Photo c/o @misslyloutte) 📷 #travel
#wanderlust...
[instagram.com/p/BC7__XlnrL/](https://www.instagram.com/p/BC7__XlnrL/)

David Cummins @david21cummins · Mar 13
When you're in the car with 3 people who
haven't heard your singing voice before
and they playing 2015 banger after banger
on Greek radio 🙄



SOCIAL MEDIA COVERAGE

Twitter

- 2K followers

Instagram

- 619 followers



Germany taps into the life essence of Central Greece

A group press trip of German journalists to Karpenissi in April produced its first results with an extensive feature in Berliner Zeitung, where Central Greece is described as the perfect spring-time destination for outdoor activities.

Steil wie die Schweizer Berge steigen von dunklen Tannen bedeckte Hänge auf, dazwischen hellgrüne Punkte von Fischen. Auf dem 2.315 Meter hohen Gipfel des Velouchi leuchtet noch etwas Schnee unter beglückend griechisch-blauem Himmel. Hoch über den von klaren Flüssen durchzogenen engen Tälern kleben alte Dörfer an den Hängen – ziegelrote Dächer, helle Wände aus gemauerten Kalksteinblöcken, hölzerne Balkone. Traditionelles Handwerk rettet die Orte vor dem vom Billigsumack ausgehenden Gefährde des schlechten All-Europa-Geschmacks. Die Leute von Karpenissi, dem etwa 13.000 Einwohner zählenden Hauptort der mittelgriechischen Region Evritania, und die der umliegenden Bergdörfer Megalo Chorio, Vouytro, Krikello und anderen, bewahren ihr Zuhause, weil es so schön ist. Der Zauber des Intakten erfasst auch den Besucher sofort und lässt ihn nicht wieder los.

Obstbauminseln im Tannenmeer

Die Krise bleibt verborgen zwischen blühenden Gärten, kleinen Schafherden, krähenden Hähnen, Kirchlein und Pfendweiden. Doch die heile Welt entspringt paradoxerweise dem Niedergang. Vom großen Exodus in den 1950er- und 60er-Jahren sprechen die Leute. Damals verlor die entlegene, arme Region einen bedeutenden Teil seiner Bevölkerung – Richtung USA, Australien, Deutschland ... Die Berghänge von Evritania waren kahl, das Holz war geschlagen, selbst steilstes Gelände genutzt – als Weide, Obstplantage oder mit Trockenmauern terrassiert für den Gemüseanbau.

Als die Leute die Heimat auf der Suche nach Geldeinkommen verlassen hatten, kehrte der Wald zurück. Er wuchs von selbst, außer Reih und Glied, ganz ohne Aufforstung. Nun steht er wieder da in aller natürlichen Herrlichkeit und macht Menschen wie Anestis Tsionis glücklich. Er ist 26, in Karpenissi geboren und nach einem nicht sehr geliebten Informatikstudium in Athen dorthin zurückgekehrt, wo seine Vorfahren ihre Felder, Häuser und Tiere hatten und haben, wo ihn sein Vater mit drei Jahren zum ersten Mal zum Bergsteigen mit in die Höhen nahm, wo er nun Besucher für seine Welt begeistert. „Wenn ich nicht jeden Tag wenigstens für kurze Zeit in der Natur bin, leide ich“, sagt der junge Mann.

Ja, so geht es immer mehr Stadtmenschen – sie brauchen Orte wie die Berge Evritanias. Anestis Tsionis sieht in der Rückkehr zum Alten einen Weg in die Zukunft. Die erste Straße der Region wurde 1911 ge-

Vom guten Geist der Heimkehr

Berge, Wälder, Flüsse: Junge Leute entwickeln die umwerfende Natur Evritanias in Mittelgriechenland zum Reiseziel

VON MARITTA TKALEC



Wandern, reiten, raften – alles möglich. Sportlicher ist das Klettern im Mavri Spilia Canyon.

INFORMATIONEN

Anreise: Mehrere Fluggesellschaften bieten Direktflüge nach Athen an, zum Beispiel mit Aegean Air (http://en.aggair.com). Weiter am besten per Mietauto (ca. 400 Kilometer bis Evritania, Hauptort Karpenissi).

Unterkunft: Familienfreundlich im Hotel Emotions im Dorf Vouytro www.emotions.com.gr

Info: Auskünfte unter www.greece.com/destinations/Central_Greece/Evritania



Wandertourist Anestis Tsionis

baut, berichtet er, die erste Straße zum Dorf seines Großvaters 1954; vorher lief jeder Transport mit Maultieren über Plade. „Die durchziehen die ganze Region, bloß viele sind nicht mehr erkennbar.“ Das ändert sich, Leute wie Anestis erkunden die alten Wege, erfassen sie, markieren sie mit roten oder grünen Zeichen. Er findet, Wandern sei die natürlichste Sache in Karpenissi und Umgebung. Eine erste Karte für Wander- und Fahrradtouren liegt vor – für anspruchsvolle Tagesrips und gemütliche Stundenausflüge. In ein bis zwei Jahren wird es dann auch durchgehende Plade für Fernwanderungen geben, zum Beispiel von Gipfel zu Gipfel, über fast-alpine Grate. Versprochen von Anestis. Sein Enthusiasmus spricht für gutes Gelingen.

Bis alle Plade markiert sind, kann man ihn und seine Kollegen natürlich als Führer durch unwegsames Gelände bitten. Das hat den Vorteil, dass man mitnützlich etwas entdeckt, das man sonst leicht übersehen hätte: Pflänzchen, Kräuter, Frösche, Pilze oder Spuren der versunkenen Landwirtschaft im neuen Wald – verfallene Steinhütten, Terrassenreste, Obstbauminseln im Tannenmeer. Aber vielleicht findet man auch gar keine Zeit für lange Wandertouren. Das kann leicht passieren, wenn man die anderen Herrlichkeiten Evritanias nicht verpassen will.

Wasser aus der heiligen Quelle

Weit hinten und hoch über dem Tal des Flusses Karpenissiotis steht seit Jahrhunderten an den Felsen geschnitten das Kloster Prousson mit seiner wegen ihrer wunderbaren Kraft weithin verehrten Madonnen-Ikone. Um 800 u. Z., einer Sturmzeit des byzantinischen Bilderstreits, wurde sie nach der Legende in der kleinasiatischen Stadt Prusa (heute türkisch Bursa) vor der Zerstörung durch christlich-orthodoxe Eiferer bewahrt und gelangte auf mystische Weise in jene Felsgrube in Evritania, wo Maria höchstselbst Schülern als leuchtende Säule erschien und ihr Bildnis hinterließ. Ein Versuch, die Ikone anderswohin zu bringen, schlug fehl – auf unerforschliche Weise kehrte sie an den auserwählten Platz zurück. Drei Mönche hüten heute den Schatz, berichten von Wunderheilungen und Abhilfe bei Kinderlosigkeit. Seit jeder pilgert jährlich Zehntausende zu dem heiligen Ort, trinken Wasser aus der heiligen Quelle, kehren regelmäßig an den Ort der Hoffnung zurück. Quartier für etwa 200 Pilger pro Nacht steht zur Verfügung.

Fortsetzung auf Seite B2

Berliner Zeitung

COVERAGE

- Print
- Circulation: 105,819
- AEV: 35,104 €

[Read the article](#)

Germany taps into the life essence of Central Greece

In the article, which also featured online, the journalist describes the mountains, forests and rivers of the region and how “the young people turn the fantastic nature of Evritania, in Central Greece, into a destination”.



Berliner Zeitung

“Up above the small valleys, with clear rivers running through them, old villages cling to the hillsides. Their houses have wooden balconies, roofs of red brick and bright walls made of carved limestone blocks.”

COVERAGE

- Online
- UVM: 639,000

Germany taps into the life essence of Central Greece

The article also appeared in Kölner Stadt-Anzeiger, the largest circulation daily newspaper in the Cologne-Bonn metropolitan region, introducing Central Greece as a traveller's paradise and describing the network of long-distance hiking trails, horse-riding and cultural highlights such as the Proussos Monastery

Kölner
Stadt-Anzeiger



Wandern, reiten, raften – alles möglich in Mittelgriechenland. Noch sportlicher ist das Klettern im Mavri Spilia Canyon.

Foto: Municipality of Karpenisi

Vom guten Geist der Heimkehr

GRIECHENLAND Berge, Wälder, Flüsse – Junge Leute entwickeln die umwerfende Natur Evritanias zum Reiseziel

VON MARITTA THALEC

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Wanderführer Anestis Tsionis

Foto: Maritta Thalec

Zur Rückkehr aus den USA, sich auch Evangelia G. Karani einschlossen, gemeinsam mit ihrem Vater. Sie haben das in der Ferne erpürte Gold in ein Geschäft investiert, das von der Reinheit der Heimat lebt: die Imkerei. Hier dert Ilensevölker setzen sie zwischen Tannen, Kastanien, Hirschen, Organeln oder in den im Thymian. Das ergibt Honig mit Aromen, die im Mund und her rollen. Der kleine Lad im Zentrum Karpenisis ist ein wahrer Honigtempel. Evangelia Nachbarn, Verwandte und vi

Informationen und Adressen

Anreise: Direktflüge nach Athen ab Düsseldorf, zum Beispiel mit Aegean oder Eurowings. Weiter per Mietauto ca. 400 Kilometer bis Evritania, Hauptort Karpenisi.

Unterkunft: Ein Tipp ist das familiär-freundliche Hotel Emotions im Dorf Voutyro.
www.emotions.com.gr

Info: Allgemeine Auskünfte unter www.greece.com/destinations/Central_Greece/Evritania



COVERAGE

- Print
- Circulation: 392,204
AEV: 42,957 €

Family Traveller brings Greek myths and legends to life

Well-read UK magazine Family Traveller explained how families can experience Greek myths and legends around Greece during April



FAMILY TRAVELLER
LOVE YOUR TIME TOGETHER

"From Homer's 3,000-year-old Odyssey to Robert Graves' classic compendium The Greek Myths, right through to irreverent modern spin-offs like Rick Riordan's Percy Jackson adventures, Greek mythology has captivated children's imaginations for centuries. And the best way to bring these thrilling tales of adulterous gods, murderous heroes, and man-eating monsters to life? Visit the islands, temples, caves, and mountains where the stories unfold. What better excuse for a holiday in Greece?"

COVERAGE

- Print
- Circulation: 29,522
- AEV: €23,000

Family Traveller brings Greek myths and legends to life

Rachel Howard details experiences on, among other destinations, Central Greece in a family Greece special.

ATHENS

EXPLORE ATHENA'S NAMESAKE
Alternative Athens (alternativeathens.com) runs original and unusual insider tours of the capital. Family-friendly options include a foray into the forests surrounding Athens, exploring myths inspired by plants and herbs; a mythology workshop in the National Gardens, where children play games, solve puzzles, re-enact battles, and have a go at loom weaving; and the Athens Highlights Mythology Tour, a half-day excursion to the major landmarks in and around the Acropolis. Inspiring guides bring these monuments to life with lively tales of demigods and demoters.

FOLLOW IN PLATO'S FOOTSTEPS
Delve into the ancient world of ideas at the new Plato Academy Museum, built on the site where Plato founded the first Western school of philosophy and science in 387 BC. Interactive exhibits, video projections, games, quizzes and maps shed light on Plato's life and legacy.

TOY WITH EVERYDAY ANTIQUITY
Discover Greek Culture's (discovergreekculture.com) innovative kids' tours include 'A Day in the Life of a Young Athenian'. It's a two-hour exploration of the ancient Agora, where citizens gathered to barter, worship, and gossip. Children can play ancient games, reassemble replica toys, and examine playthings excavated on site. The story of Theseus and the Minotaur is also vividly depicted on the relief of the stunning 5th-century BC temple of Hephaestus.

THE LOWDOWN
WHERE TO STAY
AthensWas (athenswas.gr) the city's newest design hotel, is practically next door to the Parthenon. The views from the rooftop restaurant are sublime.

GETTING THERE
Aegean Airlines, British Airways, Easyjet and Ryanair all fly to Athens from the UK.

MAINLAND GREECE

SPRINT AROUND THE OLYMPIC STADIUM
Legend has it Zeus marked Olympia as his sacred precinct by flinging a thunderbolt from Mount Olympus. Little remains of the site where the original Olympic Games were held in Zeus' honour, but you can still make out the places athletes would train, wash, sleep and worship. Aspiring athletes can even run round the track Hercules, Zeus' son, allegedly laid out - though preferably not naked, as ancient sportsmen did. Hercules also planted the sacred olive tree used to make wreaths to crown the winners.

UNRAVEL THE KIDDIES OF THE ORACLE
High on the pine-forested slopes of Mount Parnassus, Delphi (above) was the centre of the Ancient Greek world. As the story goes, Zeus released two eagles - one to the east and another to the west; Delphi was where they met after circling the globe. Look for the omphalos (navel), a carved stone that stood outside the temple of Apollo, whose psychic priestess Pythia answered supplicants' questions with cryptic riddles. After consulting the oracle, hit the ski slopes of Arachova nearby, or head down to the pretty port of Oia for a seaside lunch.

WHERE TO STAY
The Western at Costa Navarino (westerncostanavarino.com) boasts outstanding kids' facilities including a cinema, aquapark, bowling alley and cinema.

GETTING THERE
Olympia is a four- to five-hour drive from Athens. It's easier to fly to Kalamata, an hour's drive from the ancient site.

WHERE TO STAY
Elatos Resort (elatosresort.gr) is a luxurious mountain retreat, with 39 log cabins clustered around a Club House with a heated indoor pool and playground.

GETTING THERE
Delphi is about three hours' drive from Athens. Book a day trip with an archaeologist through Discover Greek Culture (discovergreekculture.com).

WHERE TO STAY
Ktima Ballou (ktimaballou.gr) is an eco-retreat in the foothills of Mount Olympus. Cozy stone studios and cottages can accommodate families of all sizes. There's plenty to keep kids busy - a playground, swimming pool, table tennis, mountain bikes, and even archery equipment.

GETTING THERE
The nearest airport is Thessaloniki, 90 minutes' drive from Litochoro, the main base for exploring Olympus.

BE A PERIPATETIC PHILOSOPHER
2016 marks 2,400 years since the birth of Aristotle. His birthplace, Stagira, on the three-pronged Halbinsel peninsula in northern Greece, is celebrating at its Aristotle Trail. The 12-mile hiking and biking trail traces the route where Aristotle walked and talked with his disciples. There's even a theme park where children can experiment with some of Aristotle's scientific discoveries, including a pentaphone, pendulum, and prism. On a clear day, you can peer through telescopes to the monasteries on Mount Athos - the closest women and children will get to this all-male monastic enclave.

WHERE TO STAY
Kids will love the sea-view pool and elevator that whizzes down through solid rock to the Old Town at Nafplio Palace (nafplioapace.gr).

GETTING THERE
For fly-drive holidays touring Greece's archaeological sites, take a look at Sunvil's (sunvil.co.uk) Hidden Greece section. Multi-centre holidays are also easy to arrange, as main islands and mainland resorts can be combined.

BE A BRONZE AGE TOMB RAIDER
Young adventurers will enjoy exploring the spooky beehive tombs at Mycenae, the city ruled by Agamemnon, who led the 10-year battle to win back Helen of Troy. At a pottery nearby, kids can create their own souvenirs inspired by Bronze Age treasures, followed by lunch and a swim in Nafplio, a pretty seaside town crowned with a castle.

WHERE TO STAY
Eagles Palace (eaglespalace.gr) is one of the most family-friendly beach resorts in Greece. Kids' activities cover everything from cooking lessons to waterboarding.

GETTING THERE
Thessaloniki airport (national and international flights) is a 90-minute drive.

find the real Greece

Sunvil
find the real country

Greece is great for families - warm safe waters, children welcomed in restaurants, and even a lot of old stones to clamber over (thus ticking the guilt-relieving 'educational' box).

At Sunvil we have over 40 years experience in recommending the best places in Greece for an untrammelled family holiday. Some include free sea canoes, bikes, dinghy sailing, windsurfing and motor boat hire. And plenty of 'old stones' nearby where the Greek myths can come to life!

Call **020 8758 4758**
or visit **sunvil.co.uk/greece**

*T&Cs apply - see website for details

ABTA
ATA 19

FAMILY TRAVELLER
LOVE YOUR TIME TOGETHER

Family Traveller brings Greek myths and legends to life



UNRAVEL THE RIDDLES OF THE ORACLE

High on the pine-forested slopes of Mount Parnassus, Delphi (above) was the centre of the Ancient Greek world. As the story goes, Zeus released two eagles – one to the east and another to the west; Delphi was where they met after circling the globe. Look for the *omphalos* (navel), a carved stone that stood outside the temple of Apollo, whose psychic priestess Pythia answered supplicants' questions with cryptic riddles. After consulting the oracle, hit the ski slopes of Arachova nearby, or head down to the pretty port of Galaxidi for a seaside lunch.

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MARKETING GREECE