



HELLENIC REPUBLIC
MINISTRY OF TOURISM

**[Greece From Home](#) : Showcasing Greece from Home
during the COVID-19 pandemic**

**An initiative of the Greek Ministry of Tourism, Greek National Tourism
Organization & Marketing Greece**

Supported by Google

Athens, April 2nd 2020. As we go through an unprecedented crisis, with profound consequences for both our fellow citizens and the economy, it has become more important than ever to protect public health. The Ministry of Tourism, the Greek National Tourism Organization (GNTO) and all tourism bodies stand by the Greek government in the fight against the coronavirus pandemic, advocating the only responsible choice for all Greek society –**the choice to "stay home"**.

At the same time, both the government and tourism bodies have been **swift and decisive in their response** to the severity of the crisis caused by COVID-19 in tourism. In addition to the measures taken by the state to support the industry, the **Ministry of Tourism, GNTO and Marketing Greece** have created the online platform **[GreeceFromHome](#)**, an initiative to enhance the image of our country during the pandemic.

The online platform has three central goals: to help people around the world stay in touch with Greek culture, to discover and be inspired by the country's beauty and to enhance their digital skills –**all whilst staying at home**.

"Apart from measures to protect public health, shield and restart the economy and the Greek society, the government is also taking initiatives to strengthen and manage the image of our country as a tourism destination in the context of its overall strategic reaction to confront the COVID-19 pandemic," states **Minister of Tourism, Mr. Haris Theocharis**, in relation to the **[GreeceFromHome](#)** initiative. He adds: *"We fully support the choice to stay home and, as far as the tourism industry is concerned, we are keeping in touch with our audience with the key message **From Home**, through **our home**...that is, our country and everything Greece embodies in ideas, values and experiences. It is particularly important that we are staying in touch with our visitors, in these difficult times, while at the same time preparing for tomorrow."*

The design of the [GreeceFromHome](#) platform was implemented by the **Chief Creative Officer of the Greek Government, Steve Vranakis, and the creative teams Ithaca Lab and Prinz& Co**, in cooperation with the Ministry of Tourism, GNTO, Marketing Greece and Google.

GNTO General Secretary, Mr. Dimitris Frangakis, points out that: *“Greek tourism remains present during an unprecedented crisis. As long as our guests stay home, we as a brand and as a destination are close to them, from our home, from Greece”.* He adds: *“Launching the [Greece From Home](#) campaign, we are fully aware of the extreme social and psychological conditions the pandemic has imposed on almost the entire planet and for this reason our primary goal is **to send a message of support to those currently experiencing it.** But it is also **a strategic action to support Greek tourism as part of its preparation for tomorrow.**”*

“We are experiencing an appalling situation and it is our duty to unite forces” said **Mrs. Ioanna Dretta, CEO of Marketing Greece.** *“Today, more than ever, Greece and Greek tourism need to send a message of hope and optimism as far as possible. That these days will pass and we will all be together again. Until that time comes, **we invite the international travel audience to dream from the safety of their home** until it is once again time to visit our country and live the Greek summer”.* Marketing Greece is supporting the [Greece From Home](#) platform with original content through [discovergreece.com](#), showcasing destinations and experiences and inspiring the audience to dream.

The [#greecefromhome](#) initiative consists of three pillars:

Watch

People are encouraged to not just stay home, but to stay connected to Greek culture through the GNTO Greek Creators channel [Visit Greece](#) on YouTube. The channel will offer new and curated content by Greek artists and personalities from around the world and will include Greek-inspired music, gastronomy, theater, dance, sports and fashion as well as videos of destinations and experiences from all over Greece.

Visit

Being at home doesn't mean you can't "visit" Greece. Through [www.discovergreece.com](#), visitors are able to enjoy rich content and inspiring digital experiences. Archaeological sites and museums, villages and traditions, gastronomy, sightseeing, enjoying nature and of course the sea ... all from the safety of your home.

Learn

This time presents unique challenges for businesses and professionals. Digital skills are more important than ever – whether one is working from home, connecting with

customers or distance learning – so we want to help you with the free online training courses provided [by Grow with Google](#).

They are flexible and personalised, designed to build your confidence and skills. Learn about creating a digital marketing plan, using social media effectively, the art of storytelling and so much more. Staying at home can also mean staying ahead.

You may find the promo video of **Greece From Home** [here](#)