

GOURMET PR RECIPES FOR DESTINATION MARKETING: THE CASE OF ATHENS

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The Athenian food scene, in recent years, has experienced a gourmet revolution. Talented chefs and successful restaurateurs from the world's food Meccas have entered the kitchens in Athens and changed the Greek food setting into one that can compete with many European cities. The result is hundreds of excellent restaurants with chefs, menus and wait-staffs that impress even the well-travelled gourmand. But the souvlaki and moussaka is still here and better than ever. The presentation will focus on branding Athens (and Greece) as a gastronomic destination.

- * How and Why Athens' dining scene is promotable
- * Branding strategies for creating Gastronomic Neighborhoods (such as Meatpacking district in NY ..etc ...)
- * Putting Athens' dining scene on the map as a leading gastronomic destination
- * Then and now: How Athens' dining scene has changed and why that is news
- * How Athens is a "plate" in which to showcase all of Greece's specialites
- * Captilizing on the Meditteranean diet for visitors seeking healthy destination options
- * Working with wineries and specialty gourmet venues to create specific destination marketing and event attractions (wine tours, gastronomic neighborhood tours (Psirri, Plaka)... Greek product launches)
- * Gastronomy and Cross Promotion - How Greek restaurants (and restaurateurs) abroad can act as ambassadors to cause of promoting Athens/Greece
- * Specific PR strategies on getting Greek and Athenian Gastronomy stories in the press -- worldwide
- * What's New in Food is News for Everyone
- * Television and Food Shows: Getting Athenian chefs and producers to make guest appearances
- * Working with Athenian gourmet producers to get their products exposure in the world press
- * Piggy-back opportunities -- Working with products such as Masticha to gain exposure for Athens and to drive tourism
- * Moving ahead: Ideas on how to use Gastronomy to increase tourism and contribute to the economic development of the city
- * Don't shy away from promoting souvlaki and moussaka -- like the Acropolis, it is a main selling point! But there is more..