



# 360° TRAVEL MEDIA GROUP



## TRAVEL BUSINESS NETWORK

GTP is an integrated **channel for promotion, networking & advertisement** that helps you target your preferred audience.



**48 YEARS OF EXPERIENCE**



INFORMATION - NETWORKING - PROMOTION  
for all stakeholders of the **Greek tourism industry.**



**SINCE 1975**

GTP is **the most complete & reliable source of information**  
for the Greek travel & tourism industry



[www.gtp.gr](http://www.gtp.gr) • [news.gtp.gr](http://news.gtp.gr) • [ferries.gtp.gr](http://ferries.gtp.gr) • [travelloffers.gtp.gr](http://travelloffers.gtp.gr) • [jobs.gtp.gr](http://jobs.gtp.gr) • [ebook.gtp.gr](http://ebook.gtp.gr) • [about.gtp.gr](http://about.gtp.gr)

## A LEADER IN TOURISM

1

The **ultimate source of information** for the tourism industry and its travelers

2

International news portal with the largest **readership from abroad** supported by a **team of experienced journalists**

3

Trusted by tourism professionals & the most important **decision-makers** in the industry.

4

Controls a wide range of **owned media**.

## OUR SERVICES

A range of top-notch services to cover all your needs.

1

### Traditional / offline marketing

- Business listing in the Greek Travel Pages (a.k.a. the "Bible" of tourism)
- Print ads

2

### Organic Search (SEO) (indexing / ranking)

3

### Content Marketing (creation / editing / publishing / measurement / analysis)

Newsreels / Advertorials / Narratives /  
Interviews / Specialized content

4

### Email Marketing

- Newsletters / Promotional emails
- Updates on new products
- Call-to-action

5

### HR support

job ads posting to help find specialized  
personnel in the tourism sector

6

### Social Media Marketing in GTP's specialized media channels

7

### Display Advertising in GTP's B2B and B2C media channels

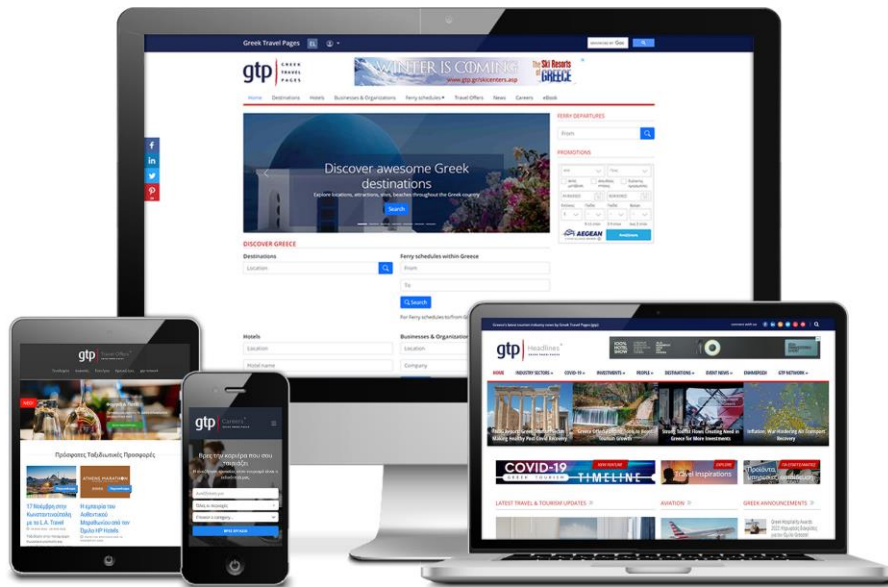
8

### Communication Sponsorships / Consultation / Events coordination

# OWNED MEDIA CHANNELS



## DIGITAL



## TRADITIONAL



[www.gtp.gr](http://www.gtp.gr) • [news.gtp.gr](http://news.gtp.gr) • [ferries.gtp.gr](http://ferries.gtp.gr) • [travelloffers.gtp.gr](http://travelloffers.gtp.gr) • [jobs.gtp.gr](http://jobs.gtp.gr) • [ebook.gtp.gr](http://ebook.gtp.gr) • [about.gtp.gr](http://about.gtp.gr)

## GTP PRINTED BUSINESS GUIDE

The “Bible” of the Greek travel and tourism industry

An integral tool for travel professionals

### 10,000 Copies

of accurate and practical information in English

### 500 Pages

of accurate and practical information in English

### Redesigned

New layout, clearer format, focused on our customers

### e-shop

available for online purchase

43%

Travel related companies  
& professionals

35%

Hospitality companies

12%

Commercial accounts,  
Organizations, Ministries,  
Tourism bodies

10%

Travel & Tourism Intl  
Exhibitions and Events



**GTP E-BOOK**

**NEW!**

**gtp** | GREEK  
TRAVEL  
PAGES

The "Bible" of the Greek travel and tourism industry also available in e-Book

The ideal, on-line tool for the modern professional

**260+ PAGES OF ACCOMMODATION**

**190+ PAGES OF TRAVEL**

accurate and practical information in English

**Always Up-to-date**

Updated on demand

**12,000**

users from all over the world

**e-shop**

available for  
online purchase





## The storefront of our database renovated!

2021-2022 Analytics

**8 M**

impressions

**3 M**

visitors

**70%**

Greek visitors

**85%**

Organic sessions

**45%**

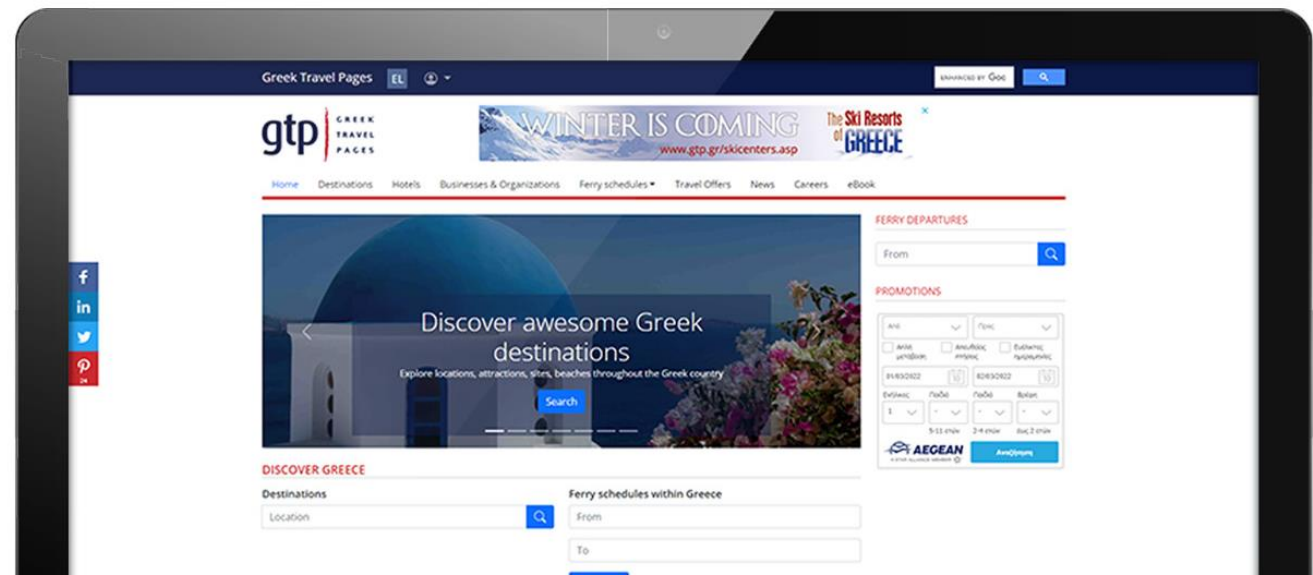
age 35-54

**gtp.gr**

Domain Rating <sup>i</sup>  
**73**

Backlinks <sup>i</sup>  
**124K**  
80% dofollow

Source:  
ahrefs.com



## The news portal for the travel industry

2021-2022 Analytics

**4 M**

impressions

**2 M**

unique visitors

**65%**

Int'l visitors

**70%**

Organic search visits

**200+**

articles/month



@gtpgr



@gtpheadlines

## NEWSLETTER

### gtp headlines: Daily newsletter

1

Selected daily news coverage

2

Addressed to C-level professionals in the local & international tourism market

**13+ K**  
Recipients



**FIND CAREERS OR STAFF** [jobs.gtp.gr](http://jobs.gtp.gr)

## ...in the Greek Tourism Industry

- Publish and view job ads in tourism
- Easy search by region, category and job type
- CV collection and Management platform
- Ability to find candidates by criteria
- e-shop for Online purchase
- Weekly Newsletter
- Republication on international platforms (ie: jooble)
- Targeted Promotion



@careersintourism



## Unique travel deals from GTP Traveloffers (B2C portal)

- Posting of Travel offers/packages
- Informative blog with sections for food, drink, Spa - Wellness
- Direct Sales-Zero Commission
- Direct purchase option
- In Greek and English
- Daily update
- Weekly Newsletter
- Distinguished display in 'Featured' section



@gtptravelgreece



@greektravelpages



## SOCIAL MEDIA



**41k**

FOLLOWERS

@GreekTravelPages



**22.5k**

FOLLOWERS

@gtpgr



**22.1k**

FOLLOWERS

@gtp (Greek Travel Pages)



**7.1k**

FOLLOWERS

@greektravelpages



**2k**

FOLLOWERS

@gtpheadlines



**94.6k**

TOTAL

## OUR CLIENTS INCLUDE...



## MEDIA SPONSORSHIPS/EXHIBITIONS

EXCLUSIVE MEDIA PARTNERS:



OFFICIAL MEDIA PARTNERS:







We can do the best for your business...

# Thank you



GREEK TRAVEL PAGES -6 Psylla str, 10557 Athens - T. +30 210 3247511 - [info@gtp.gr](mailto:info@gtp.gr)