

crete
THE ISLAND INSIDE YOU

ILE-Palma de Mallorca 2017



HELLENIC REPUBLIC
REGION OF CRETE

BRANDTour
Interreg Europe



European Union
European Regional
Development Fund



Land of experiences



NetWORKING

The SMALL MUSEUMS &
THEMATIC PARKS
project

Problem... no1

Our first observation was that the trend of small, cute, traditional shops, businesses in general, tends to fade.

- Visitors, consumers and tourists like to have a greater choice of products and experiences, meaning they have the tendency to choose “big” rather than small!
- The phrase “nice but small” is often heard.

Problem... no2

Our second observation was that small businesses, in general, do not have all the means nor the knowledge required to promote their establishment to the maximum.

- In their majority, they are owned by one person and usually are family run businesses.
- That means that economic and other resources needed are very limited.

Problem... no3

Observation no 3 was that small businesses
do not cooperate

They are used to working “alone”, independent

They are not used to expecting any assistance, help,
guidance, advice, support... by anyone

They are not used to trusting consortiums, clusters,
syndicates, unions or any kind of cooperation schemes

Greeks, in general, are difficult team members, therefore
“teamwork” is not our strongest feature

...triggering the Practice

Our observations...

(...which after several meetings with the museum owners has been reconfirmed)

led us to the conclusion that if we wish our traditional culture and history to be preserved and at the same time spread

as well as to strengthen the small businesses in the current economic situation

we must take action, as Mayoralty, to support these small businesses.

Our objectives

- **Help their promotion**
 - **Thus the increase of their visitors**
 - ✓ **Therefore, their economic stability and growth**
 - ✓ **The employment, secure jobs**
 - **Will encourage new ones to open**
- **The preservation of our cultural heritage**
- **The destination's image and profile**
- **Visitors' satisfaction, greater choice**
- **...etc**

Land of experiences

AMNISSOS • ANALIPSIS • ANISSARAS • GOURNES • GOUVES • HERSONISSOS • KARTEROS

MUNICIPALITY OF HERSONISSOS - CRETE

KOKKINI HANI • KOUTOULOUFARI • L. HERSONISSOS • MALIA • PISKOPIANO • STALIS

- Located in the north and center of Crete!
- After the Kalikratis unification plan, Hersonissos, Gouves, Episkopi and Malia merged into one Municipality, that of Hersonissos
- Today, it includes 22 sub-municipalities and local communities with villages
- It covers a total area of 271.580 sq.kms

The "new" municipality has a total of 50km coast
line
to 30 kms from Heraklion Airport and Port
easy access through the old and the new national
road
excellent public transportation





13 tourism destinations

80.000 beds (rising every year)

2.500 tourist businesses

1.500.000 visitors and

6.000.000 overnight stays,

Hersonissos is the largest
tourist Municipality in Greece



MUNICIPALITY OF HERSONISSOS

Land of experiences



GREECE



GOUVES

EPISKOPI

HERSONISSOS

MALIA / STALIS

LAZITHI PLATAI

MAN
TOURISM
EXPERIENCES

- RECREATION
- CULTURE
- OUTDOOR
- RELIGION
- EVENTS

COASTAL & INLAND TOURISM



OFFICIAL MAP

WELCOME TO HER SONISSOS COASTAL & INLAND. Features a QR code, social media icons, and a central graphic with the text 'WELCOME TO HER SONISSOS COASTAL & INLAND'. Below this, it says 'Official MAP' and 'Land of experiences'.

Zeytinik Karaköyü Municipality of Heraklion. Text describing the area's location and characteristics.

Heraklion Municipality of Heraklion. Text describing the city's location and characteristics.



COASTAL & INLAND TOURISM. Includes a map of Crete with Heraklion highlighted, and statistics: 'MUNICIPALITY OF HERAKLION ACCOUMODATES FOR MORE THAN 70% OF THE VISITORS ARRIVALS TO THE ISLAND'.

WEATHER CONDITIONS ALL YEAR ROUND. Table with columns for months and weather icons/conditions.

RECREATION apertments. Text describing recreational activities and facilities.

Coastal Gastronomy. Text describing coastal cuisine and dining options.

OUTDOOR. Text describing outdoor activities and natural areas.

Island Trekking. Text describing trekking routes and scenic views.

Spa Days. Text describing spa services and relaxation centers.

Cherches. Text describing churches and religious sites.

Night Entertainment. Text describing nightlife and entertainment venues.

Sailing. Text describing sailing opportunities and boat tours.

Religious organisations. Text describing various religious groups and activities.

Religious organisations. Text describing various religious groups and activities.

Religious organisations. Text describing various religious groups and activities.

Religious organisations. Text describing various religious groups and activities.

Beaches. Text describing popular beaches and swimming spots.

Cultural organisations. Text describing museums and cultural events.

Museums & Archaeological sites. Text describing historical sites and museums.

Maritime Diving. Text describing diving spots and underwater life.

Horse-riding. Text describing horse-riding trails and equestrian clubs.

Monasteries. Text describing various monasteries and religious buildings.

Water Parks. Text describing water parks and family entertainment centers.

Coastal and Traditional. Text describing coastal and traditional activities.

THE BEES OF MALIA. Text describing local beekeeping and honey products.

Local Cakes. Text describing local bakery products and confectionery.

Events & Conferences. Text describing local events and conferences.

Wedding Ceremonies. Text describing wedding services and venues.

Traditional. Text describing traditional crafts and cultural heritage.

Lowland. Text describing lowland landscapes and activities.

Local Cakes. Text describing local bakery products and confectionery.

Local Cakes. Text describing local bakery products and confectionery.

Events & Conferences. Text describing local events and conferences.

Wedding Ceremonies. Text describing wedding services and venues.

Mountains/Hilly. Text describing mountainous regions and hiking trails.

Mountains/Hilly. Text describing mountainous regions and hiking trails.

Local Cakes. Text describing local bakery products and confectionery.

Local Cakes. Text describing local bakery products and confectionery.

Events & Conferences. Text describing local events and conferences.

Wedding Ceremonies. Text describing wedding services and venues.

Water Parks. Text describing water parks and family entertainment centers.

Water Parks. Text describing water parks and family entertainment centers.

Local Cakes. Text describing local bakery products and confectionery.

Local Cakes. Text describing local bakery products and confectionery.

Events & Conferences. Text describing local events and conferences.

Wedding Ceremonies. Text describing wedding services and venues.

Hersonissos



MUNICIPALITY OF HERSONISSOS

Follow

693

tourismhersonissos@gmail.com

http://www.landofexperiences.g...


The Municipality of Hersonissos is located centrally at the North coast of Crete. The Municipality is adjacent to the Municipality of Heraklion, which is the capital of Crete, and lies proximal to the hub-airport Nikos Kazantzakis. The town population is approximately 25,000 people and is distributed between the towns of Hersonissos, Gouves, Malia and Episkopi.

Member since August 2016

Send a private message

21 Trails	0 Favorite trails	18 Followers	57 Following	0 Trail buddies	11 Statistics
---------------------	-----------------------------	------------------------	------------------------	---------------------------	-------------------------

Trails (21) Trails where Hersonissos has participated (0)

- 

Cretaquarium - Gouves - Skotino Cave - Cretaquarium / Ενυδρείο Κρήτης - Γούβες - Σπήλαιο Σκοτεινού - Ενυδρείο Κρήτης
 10.88 miles - Moderate
 near Góuves, Crete (Greece)



- 

Anopoli-Kainourgio Chorio-Skopela-Karteros Gorge-Anopoli / Ανώπολη-Καινούργιο Χωριό-Σκόπελα-Φαράγγι Καρτερού-Ανώπολη
 12.36 miles - Moderate
 near Anópolis, Crete (Greece)




- 

Gouves - Potamies - Gouves / Γούβες - Ποταμιές - Γούβες
 20.76 miles - Moderate
 near Káto Góuves, Crete (Greece)



- 

Malia- Kراسι - Mochos - Stalida / Μάλια - Κράσι - Μοχός - Σταλίδα
 16.96 miles - Easy
 near Mália, Crete (Greece)



- 

Eliá - Episkopi - Karteros / Ελιά - Επισκοπή Καρτερός
 20.2 miles - Moderate
 near Eliá, Crete (Greece)




we are actively involved



...more than 300, have already verified by
us



- FaceBook
- Twitter
- FourSquare
- Flickr
- SlideShare
- Pinterest
- YouTube
- Google+
- 360 Cities
- Tumblr
- Instagram



NETWORKING

we are actively involved

- Museums & Theme Parks
- Collective promotion, Ticket, Exhibitions...
- Free-Pass
- Promotion with special opinion makers
- Olympic gold medalist, Melissanidis
- Participation in exhibitions by representing local businesses
- at the exhibition at the IE with the CHAMBER OF COMMERCE AND INDUSTRY
- Meetings and discussions with:
 - Local businessmen
 - Bodies
 - Authorities (police)
 - Ambassadors
 - Travel agencies
- Fam trips

NETWORKING

we are actively involved

Free-Pass

Bloggers
Vloggers
Journalists
Travel
Agencies
Tour
Operators
Fam trips



Land of exper

NETWORKING

we are actively involved

we involve all the others as well

we create a "team" without competition

we create partners



ANTH-ΒΛΑΠΤΕΡΑ
ΤΟΥΡΕΜΟΥ & ΤΙΟΝΤΕΜΟΥ & ΛΑΓΑΔΙΚΩΝ
Land of experience
MUNICIPALITY OF HERAKLION

Category	Name	Contact Info	QR Code	Logo
ΜΟΥΣΕΙΑ - ΜΟΥΣΕΙΑ	Αρχαιολογικό Μουσείο	Αρκαδίου, Αθήνη, Ελλάδα Τηλ: +30 2810 22000 89 00 - 14 00 Εγγραφή: 09:00 - 15:00		
	Ναυτικό Μουσείο	Ναυτικό Μουσείο		
	Αρχαιολογικό Μουσείο	Αρχαιολογικό Μουσείο		
	HOMO SAPIENS MUSEUM, CRETA	Επιστήμη		
	Δημοτικό Πολιτιστικό Μουσείο	Δημοτικό Πολιτιστικό Μουσείο		
ΘΕΜΑΤΙΚΑ ΠΑΡΚΑ - THEMATIC PARKS	Folklore Museum of Mochlos	Μοχλός		
	CPET	CPET		
	Ακρότις	Ακρότις		
	Μουσείο	Μουσείο		
	Πάρκο	Πάρκο		
	Πάρκο	Πάρκο		
	Πάρκο	Πάρκο		

NETWORKING

we are actively involved

The Municipality becomes....:



Strong Partner



Strategic Leader



Stable Collaborator



Large Umbrella



Trusted Mediator



the Guarantee to Common Target!

....future plans

- Create an application
 - ✓ Common promotion
 - ✓ Common discounted
- Take part in exhibitions for thematic holidays
 - Take part in exhibitions for museums
- New “Map of Experiences” of the municipality, with all museums, thematic parks on it, as well as all alternative activities such as cycling, horse riding, diving, walking, climbing
- Invite more decision makers
- More intensive promotion to travel agencies and tour operators