

Rethymno Crete



Brand Revitalisation

www.rethymno.guide

shared strategy for city promotion



Several preparatory meetings are held in the Tourism Committee. Initiative proposals are drafted and then forwarded to the Rethymno City Council, the main purpose of which is to direct and initiate support actions for tourists and locals, for the best possible management of the sector throughout the year.



Stakeholder engagement process

hospitality services

Hotel Category	Bed capacity	%
1	898	3.1%
2	7.718	27.17%
3	7.079	24.92%
4	8.336	29.34%
5	4.374	15.39%
	28.405	100%

- 40 Boutique Hotels located in Rethymno's Old Town.
- in 2017 there were about 530.000 arrivals at hotels of Rethymno City (data of Hellenic Statistics Authority)
- a total number of about **3.040.000 overnight stays**, which relates to an average number of 5,75 overnights per person.
- In comparison with 2010, there was an **increase** of 42% in arrivals and 25% in overnight stays.

One of the current administration's concern is the need to increase the number of higher-expenditure tourists vs. higher number of visitors in general



We focus on attracting high income visitors from specific markets such as USA, China, Scandinavian countries etc.

With 80 % of its tourism still coming from the leisure market, Rethymno is investing in family-friendly attractions such as cultural as well as outdoor activities. It is also incentivizing hoteliers to build up the 4* and 5* hotels needed to expand its business travel sector.

Rethymno wants to slightly shift its perception from the summer destination, beach holidays, that it's known for, to a cultural hub → there's more than the all inclusive to experience.

Rethymno's Visitor profile

The average age (Greek and foreign visitors) in 2014 was 46 years old

The age profile of visitors converges towards the older part of Generation X and baby boomers

About 1 in 2 visitors in 2014 spent a total of 8 to 14 days

September is the favorite month of Greek visitors beyond the summer season staying in an average three days

The largest purchases per visitor in Crete are: Switzerland 864 € Germany 812 € France 773 € Belgium 736 € Russia 679 € United Kingdom 674 € and the Netherlands 661 €

- the average age of our visitors is 46 years old
- 94.3% of visitors traveled with escort. 17% accompanied minors, and 6 out of 10 were aged 35 to 54.
- 54% of visitors stayed 8 to 14 days in the destination.
- Germans (12.1 days) and Russians (11.6 days) had the highest average length of stay, while the Dutch (6.4 days) and the French (7.4 days) had the lowest.
- 35.7 % of Rethymno's visitors are repeaters, On average, 6.6 times.
- 2.395 € average per capita annual vacation expense of visitors. Vacation spending per year for 37.3% of visitors ranged between € 1,000 and € 2,000



Branding activities



A great part of the publicity we generated over the last 15 years was based on the promotion of our main cultural events through national & international Press articles. Celebrities that are coming to Rethymno and above all those repeaters, and all the people that have chosen Rethymno as their second home, different nationalities living in total harmony side by side, have also helped boost tourism.

Visitors as well as locals love to explore the incredible wilderness of Rethymno, by walking through the trails and the wild and scenic routes that are spread all over the broader area of the city. In addition, the inland of Rethymno, reveals an almost raw wealth: imposing canyons, beautiful caves, rare species of fauna and flora, authentic mountain villages, unique walking and cycling routes.

Pillars that we need to communicate:

Gastronomy // beach and adventure // arts heritage and culture //the outdoors //architecture



Rethymno
WINNER

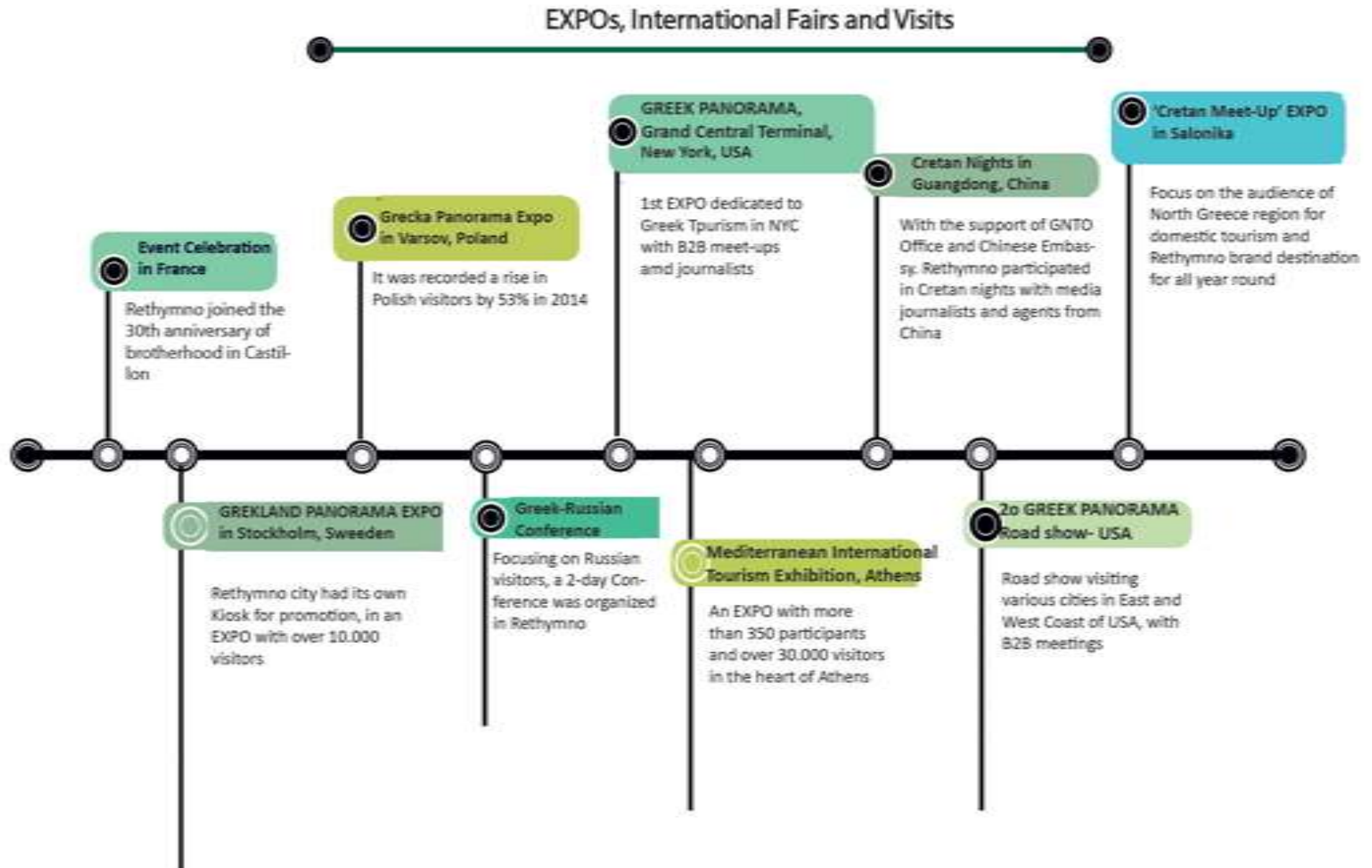
Rethymno, a destination for outdoor enthusiasts



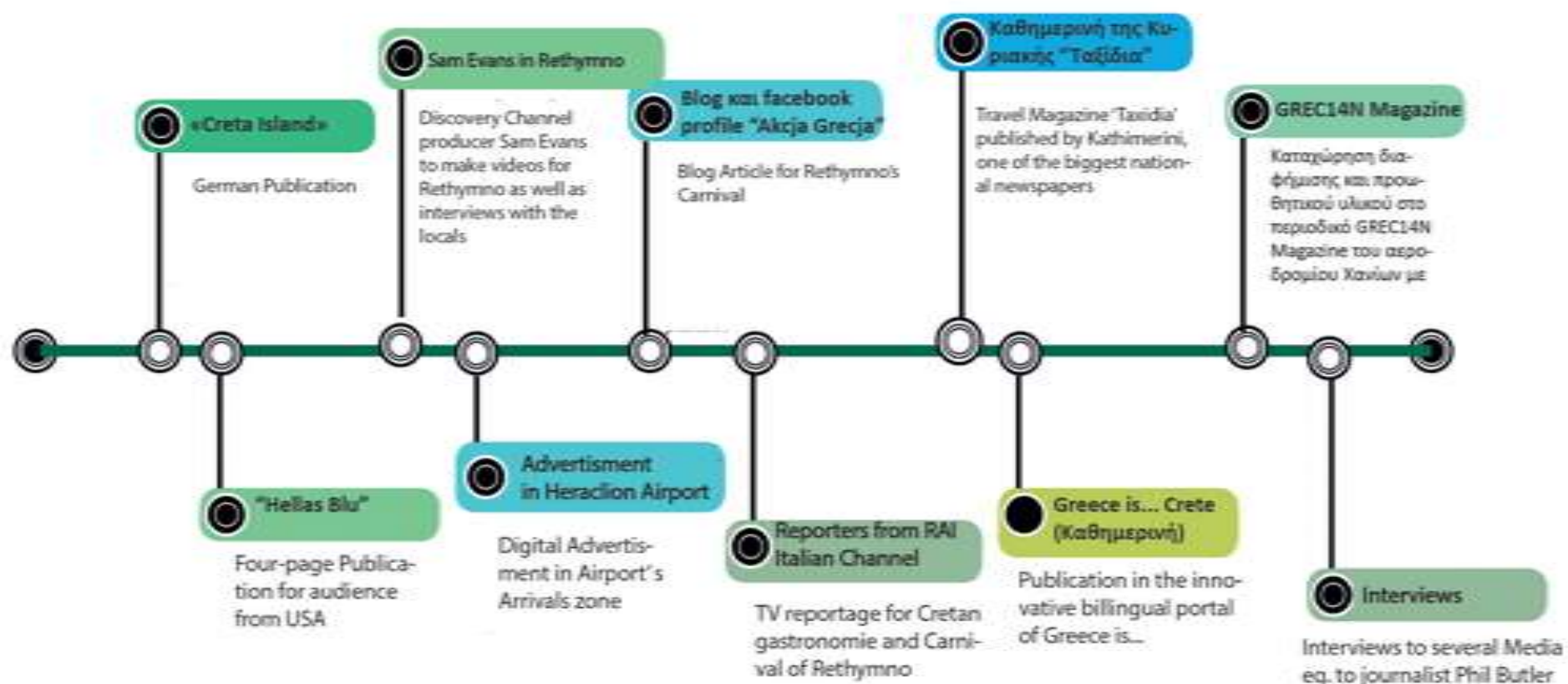
imposing canyons, beautiful caves, rare species of fauna and flora, authentic mountain villages, unique walking and cycling routes.



Increase destination attractiveness through participating at Exhibitions & Road Shows



Media-Publications





Our potential visitors are being informed about our region by participating to exhibitions & through the big tour operators and their channels.

Long, promotional advertising strategy that will effectively influence the decision-making process.

It is due to the annual marketing plan, our strategy and the advertising through press & magazines that recognition of Rethymno is increasing in our target countries.



• “Tourism and the Digital Transformation”

- Many people view Rethymno only as a beach destination
- People who come to Rethymno historic center for cultural events tend to spend more on average than people who just spend a day at the beach
- tools to market itself as an arts destination
- Promoting Rethymno as a destination for arts and culture will require creating a network of local artists who feel supported by each other and their city

Rethymno has something to offer to everyone



Rethymno brand

sum of all narratives
and experiences



www.rethymno.guide



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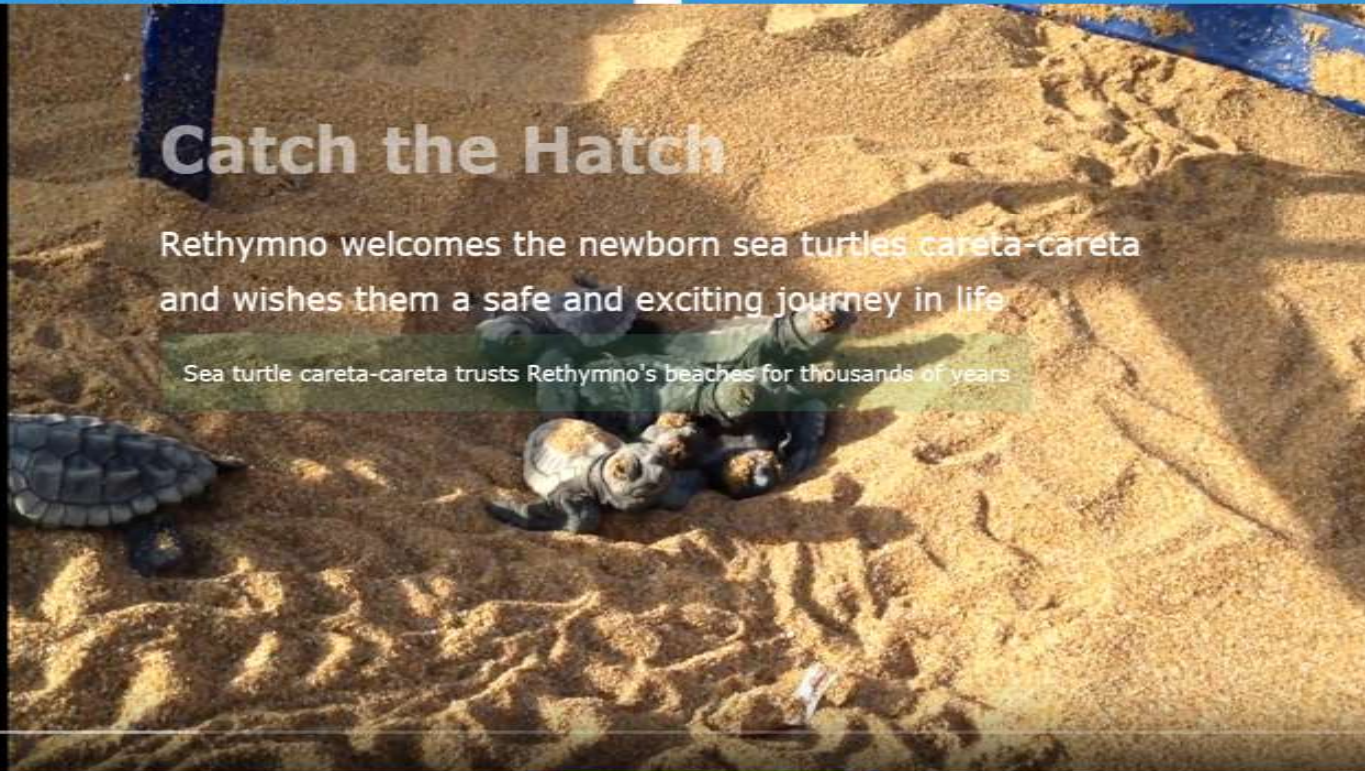


HOME TOURS ACTIVITIES NEWS EVENTS WHERE TO STAY USEFUL INFO CONTACT

Catch the Hatch

Rethymno welcomes the newborn sea turtles careta-careta and wishes them a safe and exciting journey in life

Sea turtle careta-careta trusts Rethymno's beaches for thousands of years



0:02 / 1:01

Check our information Maps

Focus on Technology

Rethymno Launches New Digital Platform, the Website www.rethymno.guide

News & Events

September 2018						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
					13:00 Sibak - Sibaki - Amalana Kampas excavation	18:00 Pitaras Marina Beach Hotel excavation
16:00 Sea Turtle Nest excavation - Creta Mare	21:00 Evartha Simpotika - Eri Pisapia	18:00 Sea Turtle Nest excavation - Pitaras Blue beach	18:00 - 22:00 Art exhibition: Historic Geography of Individual Memory	18:00 Sea Turtle Nest excavation - Amalana Kampas Caramel Boutique Beach	18:00 The Return to Creta Mare of "Maria" on the 9th of September	18:00 Sea Turtle Nest excavation - Pitaras Blue Taverna
		18:00 Sea Turtle Nest excavation - Shakti Cafe Star	20:15 2nd Festival of Bands and Musical Ensembles	20:15 2nd Festival of Bands and Musical Ensembles	18:00 Sea Turtle Nest excavation - Pitaras Blue Taverna	18:00 Traditional Garnade with Horse & Grape Stomp in Pigi village
				20:15 2nd Festival of Bands and Musical Ensembles	20:15 2nd Festival of Bands and Musical Ensembles	20:15 2nd Festival of Bands and Musical Ensembles
		18:00 Sea Turtle Nest excavation - Beania Creta Star		18:00 Sea Turtle Nest excavation - Amalana Kampas -Maravel Star Art	18:00 Sea Turtle Nest excavation - Amalana Kampas -Sithymna Beach Hotel	

Solidarity concert in support of Nikos Gavallas
With respect and solidarity, we stand beside our young co-citizen Nikos Gavallas and we assist every initiative in order to relieve his pain.
Municipal Garden
Music

Caretta caretta loggerhead sea turtle "Maria" returned to her natural environment



An act of environmental sensitivity and ecological significance.

09-09-2018

[Read More](#)

Shop your way to the historic center

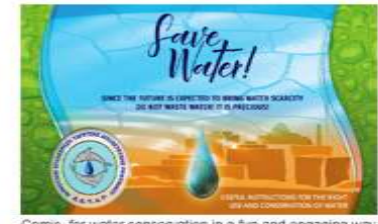


Search for one-of-a-kind gifts, kind jewelry, and other unusual items while enjoying a healthy dose of history in Rethymno's shopping districts.

06-09-2018

[Read More](#)

Water Conservation campaign



Comic for water conservation in a fun and engaging way

22-08-2018

[Read More](#)

We're filling the calendar with events and festivals, trying to nurture cultural and athletic events by creating an active scene which is now digital demonstrative.

- Website with responsive design so that it functions well on desktop, laptop or mobile.
- Check for cultural and other activities throughout the year online at the Calendar at a quick and easy access.
- Find out different tour proposals.
- Plan your journey beforehand and discover various tourist attractions and activities.





Reach out

facebook
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tripadvisor
Share Your Memories
Send your Photos



Visitors Memories



Browse Photos

Upload Photos

Media Gallery



Browse Gallery

Latest Photos



Press Releases

- A Crete Tourist Product: Rethymno Town's Progressive Branding
- Die schönsten Radsportinseln: Landflucht
- Kreta: Kamawali w Retimno – barwe święto radości
- Magia kamawali w Retimno

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📄 20 El. Venizelou Str, 74100, Rethymno

Keep in Touch



Track important website metrics

Audience Overview

All Users
100.00% Users

Jan 1, 2018 - Jun 21, 2019

Overview

Users



Users

21,286



New Users

21,130



Sessions

27,375



Number of Sessions per User

1.29



Pageviews

72,276



Pages / Session

2.64



Avg. Session Duration

00:02:06

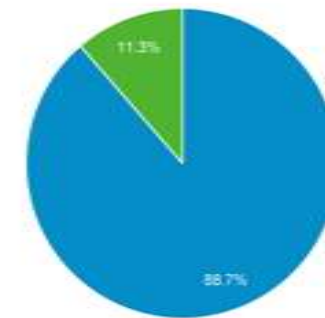


Bounce Rate

63.83%



New Visitor Returning Visitor

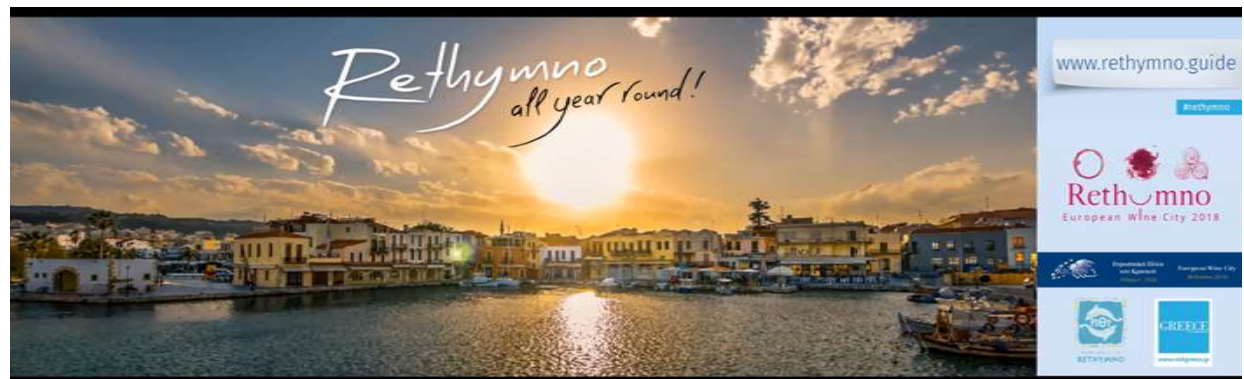


	Country	Users	% Users
1.	Greece	8,852	41.03%
2.	United Kingdom	1,762	8.17%
3.	Germany	1,453	6.73%
4.	United States	1,161	5.38%
5.	France	1,156	5.36%
6.	Poland	848	3.93%
7.	Norway	620	2.87%
8.	Netherlands	602	2.79%
9.	Finland	588	2.73%
10.	Italy	586	2.72%



A new and effective visual identity for the city

Rethymno @ HER airport



Municipal Free Internet WiFi Hotspots



sum of all narratives and experiences.

Content:

- focusing on the interaction between visitor and destination;
- engaging visitor with the destination branding process;

Context:

- tailored approaches and context sensitive strategies;
- integrate visitor content;

Co-creation:

- co-creating value through visitor and the destination;
- destination branding through concretion (i.e. traveler as active participant in the branding process).

Green eMotion



mobility, by conventional or by electric vehicles



SCAN HERE

TO DOWNLOAD
THE APP



The city of Rethymno, being [cycle friendly](#) has launched a new friendlier bike share service

Thank you !



vagelis Archontakis