

# This is Athens and Partners and Sojern partnered to influence 15,000+ travellers to visit Athens

## Overview

This is Athens and Partners partnered with Sojern in the summer of 2019 to promote the city's campaign aiming to inspire European travellers to -visit Athens and drive awareness for the city. Using a mix of display, video, and native assets, they inspired over 15,000 travellers to visit the Greek capital.

## Solutions Used

- Display
- Native
- Video

## Results

**143,000+**

people searched travel to Athens after seeing the campaign

**15,000+**

people were inspired to book travel to Athens

**11,000+**

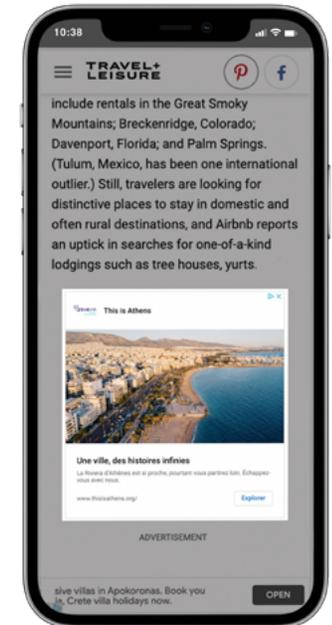
website visits

“ It's important to show the effect that our campaigns had on tourism to Athens, and with Sojern, not only can we measure the impact of each channel, but we can look at how many people we actually influenced to visit Athens.

THIS  
IS  
ATHENS  
OFFICIAL  
VISITORS GUIDE

Evangelos Vlachos

CEO Athens Development and Destination Management Agency



Native Ad Example on Mobile

## About This Is Athens

This is Athens and Partners (TIAP) is a collective initiative, a consortium of key stakeholders, the City of Athens, AEGEAN, Athens International Airport, The Greek Tourism Confederation (SETE), Lamda Development, Ionian Hotel Enterprises, Lampska Hellenic Hotels, targeting the promotion of Athens as a great place to visit, work, live, and invest, a contemporary cultural center and an attractive tourist destination throughout the year.

## Challenges

The challenge of the This is Athens and Partners campaign was to influence travelers to change their perceptions about Athens and increase incoming tourism from Europe to Athens, placing it as a top of mind city break destination year-round. The strategy focused on the contemporary character of the city, promoting "things to do", beyond visiting the Acropolis. TIAP sought to influence travellers through multiple channels, as well as prove the value of their ad spend.

## Objectives

The campaign ran in two waves. The first wave raised awareness for the English-language website, and established campaign learnings. The second wave extended this to the French and German language sites. Sojern reached those who were already searching for travel to Athens, as well as those who were looking at European competitor destinations.

Through a multi-channel campaign using video, display, and native, Sojern reached people throughout the purchase funnel and drove them to the new website, where they could learn more.



Display Ad Example on Desktop

## Results

Across the campaign, Sojern drove 11,000 visits to the website, influenced 143,000 trip searches and confirmed 15,400 bookings to Athens. The video received 1.2M views with a 60% lower cost per view (CPV) versus what Sojern sees for comparable video campaigns. Display improved 58% from the start of the campaign. And with all three channels, This is Athens had a full-funnel marketing strategy.

Looking to inspire more travellers to visit your destination? Contact Sojern to see how we can [help](#).