

TOURISM GREECE

- 27.8 million tourists visit Greece in 2022
- 81.5% comes by plane
- 17 million people are from the EU

Germany

4.35 million tourists

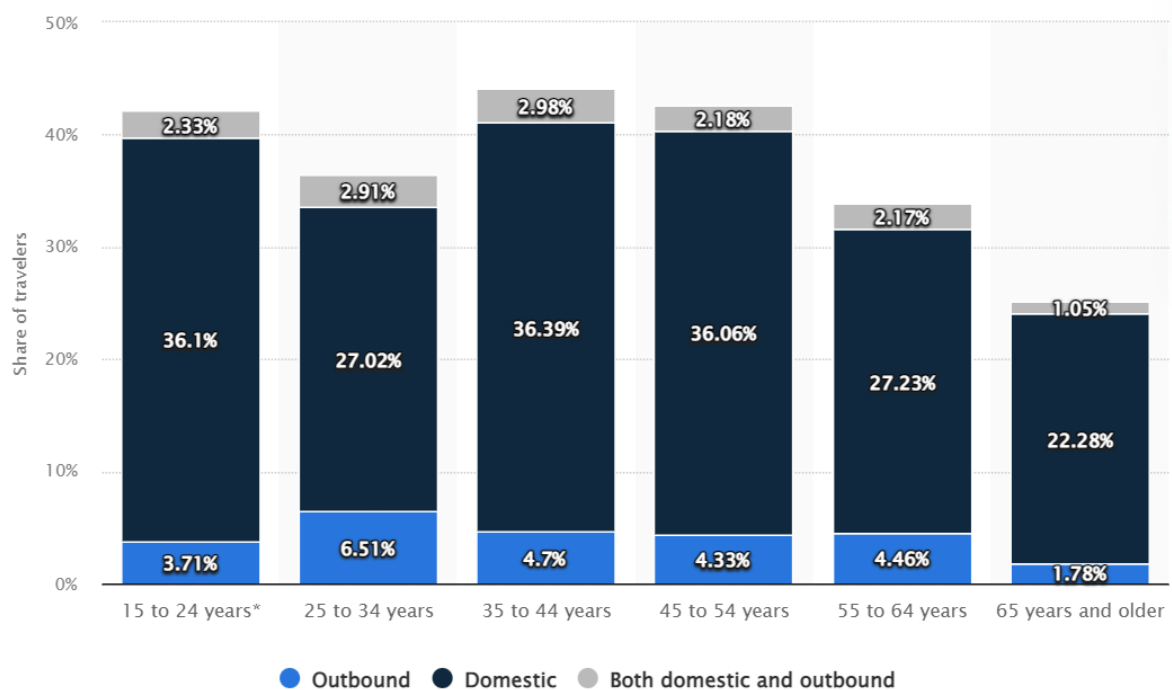
France

1.76 million

UK/US

4.48 million / 1.09 million

Ages



With this information in mind we have a more clear view on what to do and what not for the website. For example we see the majority of tourist are from Germany, France and UK/US. Now that we now this we can get the website translated in those languages. Also its good to see that most of the tourist are between ages that know how to use the internet. This means it's a little more easy to make a website.

TYPICAL GREEK

Greece is known for a few things. Here are a few examples:

- Language
- Traditions
- Music
- Architecture

We are planning to show all these things inside the website to give it a typical Greek feeling so the tourist immediately know that its about Greece. Underneath you can see a quick description on how we are planning to implement this in the website.

Language

Of course tourist don't speak the Greek language but we might think its fun to use some Greece characters or quotes (with a translation underneath). Ideally the characters or quotes match the Art displayed on the website. We don't want to have too much "useless" things on the website but we want to see how it looks like if we give it some Greek extra's.

Traditions

Greece is also well known about some of their traditions/customs. Think about the blue "eye" hanger everyone had when they were younger. Of course they have some more well known things but we feel like this thing everyone knows. We don't want to use images or whatever from this in the website because the art needs to be the main focus but surely we can use some of the same colors or reflect on this so people feel know about the culture and feel connected to it.



Music

Everyone know the little guitars music artists in Greece play on. They have typical sounds that everyone knows is Greek. We needed to implement a game inside the website so we thought it would be nice to have a typical Greece music as background music. If we combine that with the art we think the people feel happy because most of the music are happy sounds and maybe also feel connected faster to the art.

Architecture

When visiting Greece, tourist want to see some of their old well known buildings. Our idea is to bring them into the website as well. Maybe with some silhouettes on with a lower opacity on the background. We also don't want the website to have the focus on the architecture but we feel like we needs to give the website as much Greek things connected to the art. As our client not only want to sell the art but also let people know how beautiful the culture is.

THINGS TO KEEP IN MIND

The target group might be a little different than our previous projects. Tourists might think a little bit different about things. We can imagine that they don't have a lot of time while visiting the website since they want to do as much as possible on their vacation.

Since the website is about art, not everyone maybe will be interested in just the art. It's our challenge to make the website appealing to tourists that maybe don't like art that much.

Because our target group is very wide, we need to keep in mind that the website and game should be fun for every age and nationality.