

# IMAGE CAMPAIGN FOR THE ISLAND OF RHODES AFTER DEVASTATING FIRES



The Ministry of Tourism and the Hellenic National Tourist Board (EOT) have partnered to promote Rhodes Island as an appealing destination for foreign visitors. Moreover, they aim to showcase the island as a prime example of sustainable tourism practices.

The devastating fires in July significantly impacted the reputation of the sunny island. In response, the Ministry of Tourism has released upcoming and future-oriented measures incorporated into existing image campaigns across 18 states globally, as stated in a recent press release.

Experts in travel, such as journalists, bloggers, and influencers, from essential source markets like Great Britain, Germany, France, Poland, the Netherlands, and Italy, will have a crucial role in improving the image of Rhodes. They will be invited to visit and share their experiences on the island through their respective media channels. Additionally, representatives from the tourism industry will strengthen relationships with top tour operators and airlines. Following a recent emergency meeting led by Tourism Minister Olga Kefalajanni, Rhodes Mayor Antonis Kambourakis stated that the primary goal is to promote Rhodes as a lively tourist destination.

## **Greece wants to give tourists vacations**

Due to the destructive forest fires in July, numerous vacationers were forced to shorten their trips to Rhodes. To make amends, one individual proposes offering a one-week complimentary stay to the Greek government. According to Greek Prime Minister Kyriakos Mitsotakis, tourists who had to leave early due to the fires in the past ten days should receive a free week-long stay on the island. "In collaboration with local authorities, the Greek government is extending an invitation for those whose vacations were cut short by the bush and forest fires to enjoy the island's beauty with a complimentary vacation in the upcoming spring or fall," Mitsotakis stated.

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