





**WHO  
WE ARE**

# ABOUT

**CK STRATEGIES** was founded in **2014** in **Athens** and quickly developed into the leading **PR & Communication company specializing in tourism** and specifically in destinations, hotels, airlines, Cruise Lines & Ferries leading in: **CLIENT PORTFOLIO / WORKFORCE SIZE / MEASURABLE OUTCOMES** where it stands out for Creativity - Vision – Innovation

With three strategically located offices in **Athens, Nicosia and Dubai** and one representative office in **London**, we are uniquely positioned to serve our clients globally.



# GLOBAL NETWORK



**3 CITIES**



**ATHENS**



**NICOSIA**



**DUBAI**



# YOUR SUCCESS IS OUR PRIORITY

With over a decade of experience, CK Strategies excels in crafting and executing outbound tourism marketing programs for top-tier tourism clients worldwide.

Our teams in each market boast unparalleled networks, spanning media, travel trade, airlines, government, and brand partners. This ensures that our client destinations can leverage the most effective connections in every market.

At CK Strategies, we provide bespoke services—from one-off projects to comprehensive, multi-million dollar marketing campaigns. We meticulously tailor each program to align with our clients unique goals, requirements, and budgets.



# OUR SERVICES

# SERVICES

**01**\_PR & COMMUNICATIONS

**02**\_TRADE & SALES REPRESENTATION

**03**\_ADVERTISING & MEDIA BUYING

**04**\_STRATEGIC MARKETING

**05**\_DIGITAL MARKETING

**06**\_PRODUCTION SERVICES

**07**\_BRANDING

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# 01\_PR & COMMUNICATIONS

- Press office & Media Relations  
(Press Kit Development materials, Articles & Interviews)
- Monitoring & Clipping Report
- Monthly clipping report
- Local Press Liaison - Lobbying
- Event Publicity
- Press Trips
- Crisis Management
- Corporate Communication
- Strategy PR Planning & Consulting
- Feature article & editorial development
- Brand Partnerships - Cross PR
- Digital PR - Influencer Marketing & Celebrity Engagement
- Media Events: Press Conferences  
(dinner / lunch / breakfast - roundtables - launch - consumer activities)



## 02 \_ TRADE & SALES REPRESENTATION

- Trade Show Organization / Representation
- Retail/Sales Strategy Consulting
- Market Entry Strategy
- B2B Sales Development
- Daily tracking, recording & reporting of sales, trends & opportunities with monthly statistics
- Sales Calls to TOs, OTAs and key partners
- Trade media outreach
- Stakeholder Relationship management
- Trainings — Seminars Program
- Trade Emailing with news/SPO over database — Newsletters offers
- Revenue & Yield Management
- Creation of special offers & individual incentive programs
- Fam Trips
- Development of Strategic Partnerships



## 03 \_ ADVERTISING & MEDIA BUYING

- Media Planning & Buying
- Print, TV, Radio Advertising
- Outdoor & Billboard Advertising
- Monitoring, Evaluation, Reporting



## 04\_STRATEGIC MARKETING

- Market Research & Analysis
- Competition analysis
- Marketing Strategy Development
- Brand Positioning & Messaging
- Consumer Insights
- Strategic Marketing Plan
- Market Segmentation
- Marketing Practices & Policies / Action Plan



# 05 \_DIGITAL MARKETING

- Digital Media Analysis
- SEO & SEM
- Email Marketing Campaigns
- Web Design & Development
- Google Ads Management (Display Ads & PPC)
- Spotify, TikTok, and other Digital Media Campaigns
- Analytics & Reportin
- Social Media Strategy & Management
- Content Creation for Social Platforms
- Social Media Advertising
- Community Management
- Key opinion leader (KOL)/Influencer Marketing
- Online reputation management



## 06 \_ PRODUCTION SERVICES

- Video & Photo Production
- BTL (Below The Line) activities
- Design & construction of exhibition stands and structures
- Event Production
- Print Production
- Corporate events  
(Product launches, Team buildings, Webinars, Conferences, Awards)
- Trade events / Roadshows
- Gastronomy & Wine Festivals
- Social Events  
(galas, fashion, concerts)



# 07 \_BRANDING

- Brand Identity Development
- Logo Design & Visual Branding
- Corporate identity & applications
- Brand Guidelines & Manuals
- Brand Storytelling



OUR  
**CLIENTS**



ATHENS  
TRADERS'  
ASSOCIATION



Περιφέρεια  
Δυτικής Μακεδονίας





**Cyprus**  
airways

ΕΠΑΓΓΕΛΜΑΤΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ ΑΘΗΝΩΝ  
ATHENS CHAMBER OF TRADESMEN





# OUR AWARDS





# CASE STUDIES



# PRESS TRIP IN MYKONOS

## Overview:

The Press Trips were organized to promote Mykonos as a top - luxury tourist destination. The press trips brought together the best media representatives from the United Arab Emirates and Cyprus and were designed to showcase the best of what Mykonos has to offer.

## Strategy:

We organized the Press Trips in Mykonos, aiming to strengthen cultural ties, strengthen the brand and highlight the unique beauties of Mykonos. Journalists were invited to immerse themselves in an unforgettable journey of discovery, steeped in the island's rich cultural heritage, from its stunning location to its luxurious hospitality offerings. Mykonos is an island that has become one of the world's leading islands in the eyes of travellers with unique experiences.

## Invitees:

Media Representatives: 10 Cypriot + 10 Arab journalists

## Results:

- Publications: 30 articles articles
- TV Broadcasts: 11 segments
- PR Value: €190,000





# ACTION PLAN FOR THE PROMOTION OF THE MALTA TOURISM AUTHORITY IN THE GREEK MARKET

## Overview:

The action plan for the promotion of the Malta Tourism Authority aimed to elevate its profile as a tourist destination through a strategic mix of PR and trade activities. The goal was to increase media exposure, engage with travel professionals, and boost tourism in the area.

## Strategy :

We executed a multifaceted campaign that included a Fam & Press trip, online advertising and a campaign OOH (15 buses)

## Results:

- Publications: 46
- TV Broadcasts: 04
- PR Value: €105,000



# MINISTRY OF TOURISM OF GREECE FOR THE RUSSIAN MARKET



## Overview:

In 2021, the Greek Ministry of Tourism was working on rejuvenating the country's tourism industry, which had been severely impacted by the COVID-19 pandemic. The focus was on increasing the number of Russian tourists, who traditionally contributed significantly to Greece's luxury tourism sector.

## Strategy:

A targeted marketing campaign was launched in the Russian market, leveraging partnerships with key platforms like Segmento and Yandex. The campaign aimed to attract high-spending tourists by promoting Greece as a top post-pandemic destination.

## Results:

At least 20 publications from trusted Russian media were recorded and over 30 B2B meetings were held with Russian agents. The campaign led to a significant increase in Russian tourist arrivals in Greece. Although the exact percentage of growth is hard to pinpoint, there was a notable rise in tourism income, especially in the luxury segment. The length of stay for Russian tourists also increased, contributing to a robust recovery for the tourism industry.



# RETHYMNO MUNICIPALITY AT MITT MOSCOW

## Overview:

The Municipality of Rethymno participated in the International Tourism Fair MITT, which was held in Moscow, aiming to enhance its visibility in the Russian travel market. The event targeted journalists and travel agents, attracting a total of 80 attendees. The initiative focused on positioning Rethymno as a prime tourist destination.

## Strategy:

We successfully organized and managed Rethymno's exhibition presence at MITT, including a high-impact presentation specifically tailored for Russian journalists and travel agents (80 attended). This strategic approach facilitated meaningful interactions and showcased Rethymno's unique offerings to the right audience.

## Results:

The campaign resulted in substantial media coverage, with at least 52 publications in prominent Russian and Greek media outlets. Additionally, over 40 productive B2B meetings were conducted with Russian travel agents, significantly boosting Rethymno's presence and prospects in the Russian market.



# FAM & PRESS TRIP IN SLOVAKIA

## Overview:

The Fam and Press Trip was organized to promote Piestany as a premier tourist destination. This initiative was a collaborative effort involving the Municipality of Piestany, the Trnava Region, the Slovak Ministry of Tourism, and Ensana Hotels.

## Strategy:

We coordinated a full-featured Fam and Press Trip in Slovakia, targeting travel agents and media representatives from Greece and Cyprus. The trip aimed to showcase the attractions of Piestany and the broader Trnava Region, enhancing their visibility and appeal in these key markets.

## Results:

- Audience: 2,600,000 Greek & Cypriot viewers
- Advertising Value: €280,000

## Invitees:

- Travel Agents: 10 Greek + 8 Cypriot= 18 total
- Media Representatives: 12 Greek+8 Cypriot= 20 total
- TV Reportages: 9
- Total Publications: 45

# ACTION PLAN FOR THE PROMOTION OF THE MUNICIPALITY OF PREVEZA

## Overview:

The action plan for the promotion of the Municipality of Preveza had the objective to enhance the destination's visibility and attract more tourists. The initiative involved a comprehensive PR and trade strategy, targeting increased media coverage, trade show participation, and direct engagement with travel professionals.

## Strategy:

### Trade Activations

- Exhibitions: Participation in 8 trade shows
- Fam Trips: 5 organized trips
- Travel Agents Hosted: 40
- B2B Meetings Conducted: 400

### PR Activities:

- Press Trips: 6 from Greece, Cyprus, Israel, and Serbia
- TV Broadcasts: 12 segments
- PR Value: €3 10,000

### Invitees:

- Travel Agents: 40
- Journalists: 80

## Results:

Tourism Growth: 160% increase in tourist arrivals in Preveza by 2023

Flight Increases: Cyprus Airways doubled flights from Larnaca to Preveza; Tus Airways increased flights from Tel Aviv

New Airline Route: Arkia Airlines launched new flights from Tel Aviv to Preveza in 2024



# ACTION PLAN FOR THE PROMOTION OF THE MUNICIPALITY OF KONITSA

## Overview:

The action plan for the promotion of the Municipality of Konitsa aimed to elevate its profile as a tourist destination through a strategic mix of PR and trade activities. The goal was to increase media exposure, engage with travel professionals, and boost tourism in the area.

## Strategy:

### PR Activities:

- Publications: 195 articles
- TV Broadcasts: 18 segments
- PR Value: €270,000
- Press Trips: 4, involving media from Greece, Cyprus, and Israel
- Total Journalists Hosted: 45

### Trade Activities:

- Exhibitions: Participated in 6 trade shows with 150 meetings
- Fam Trips: 5 organized trips
- Travel Packages: Linked with Preveza via Aktion Airport
- Travel Agents Hosted: 30
- B2B Meetings Conducted: 100

### Invitees:

- Travel Agents: 30
- Journalists: 45

## Results:

Average Stay Increase: Boosted from 10% to 60% for a 12-month period in Konitsa (2023-2024)

Enhanced Connectivity: Established travel package links with Preveza through Aktion Airport



# ACTION PLAN FOR THE PROMOTION OF THE MUNICIPALITY OF KOS

## Overview:

The action plan for the promotion of the Municipality of Kos was concentrated on increasing the island's visibility and attractiveness through strategic PR and trade initiatives. The aim was to enhance media coverage, engage with international travel professionals, and boost tourism.

## Strategy:

### PR Activities:

- Publications: 195 articles
- TV Broadcasts: 5 segments
- PR Value: €290,000
- Press Trips: 3, involving media from Greece, Israel, Netherlands, and Belgium
- Dutch Market Viewers: 2,200,000
- Total Journalists Hosted: 30

### Trade Activities:

- Exhibitions: Participated in 3 trade shows
- B2B Meetings:
  - Netherlands: Meetings with 20 journalists and travel agents
  - Israel: Presentation to 90 travel agents and 35 B2B meetings
  - Fam Trip: Hosted 6 travel agents who conducted 10 hotel inspections
  - B2B Meetings: 400 with industry professionals

### Invitees:

- Travel Agents: 6 (Fam Trip)
- Journalists: 30

## Results:

Tourism Growth: 6% increase in tourist traffic to Kos by 2023  
New Airline Routes: Cyprus Airways launched flights from Larnaca to Kos  
Arkia Airlines introduced flights from Tel Aviv to Kos in 2024





# FAM & PRESS TRIP IN MESSINIA

## Overview:

The press trip in Messinia, organized in collaboration with the Peloponnese Region, aimed to showcase the region's agricultural tourism and local products. The event was highlighted by the participation of journalists in a gastronomic festival in Kyparissia, designed to enhance brand awareness and promote Messinia's unique offerings.

## Strategy:

We organized and managed a targeted press trip that brought together 10 Greek media representatives. The trip included attendance at a major gastronomic festival, allowing journalists to experience and report on Messinia's local products and agricultural tourism firsthand. This initiative was conceived to maximize media exposure and increase awareness of the region's culinary and cultural appeal.

## Invitees:

- Media Representatives: 10 Greek journalists
- Media Coverage: 25 publications

## Results:

The press trip successfully generated significant media interest, resulting in 25 publications with an advertising value of €32,000. The coverage effectively boosted brand awareness for Messinia, enhancing its reputation as a destination rich in local products and agricultural tourism.





# TUS AIRWAYS PRESENTATION IN PREVEZA

## Overview:

TUS Airways held a strategic presentation in Preveza to present its expansion plans. The event was organized to highlight the airline's commitment to increasing its flight operations and to strengthen its market presence in the region.

## Strategy:

We organized and executed a targeted presentation event for TUS Airways in Preveza, aimed at showcasing the airline's new strategic initiative. The main goal was to promote the doubling of flights from Tel Aviv to Preveza, thereby enhancing connectivity and regional access.

## Invitees:

Media Coverage: 35 publications and 1 TV broadcast

## Results:

The presentation effectively generated substantial media exposure, with a total of 35 publications and a TV broadcast, achieving a PR value of €38,000. The event positively supported the airline's goal of doubling its flights from Tel Aviv to Preveza by 2023, by boosting the route's visibility and overall appeal.





# CYPRUS AIRWAYS PRESENTATION IN PREVEZA & ATHENS

## Overview:

Cyprus Airways launched its new strategy with a special presentation and dinner at the Mexican restaurant Tekila, held in both Preveza and Athens. This event aimed to introduce the airline's updated strategy and promote increased connectivity, specifically the doubling of flights from Larnaca to Preveza for the 2023-2024 period.

## Strategy:

We put together a high-impact event featuring a detailed presentation of Cyprus Airways' new strategy, complemented by a dinner at Tekila. The events in Preveza and Athens were designed to engage both media and travel industry professionals, showcasing the airline's commitment to expanding its routes and broadening travel options.

## Invitees:

- Media Representatives: 25 journalists from Cyprus and local Greek media (15 journalists in total)
- Travel Agents: 110

## Results:

The event attracted significant media coverage with 95 publications and 3 TV broadcasts, achieving a PR value of €115,000. The successful presentation contributed to the airline's strategic goal of doubling flights from Larnaca to Preveza for the 2023-2024 period, significantly elevating the route's visibility and attractiveness.

goal of doubling its flights from Tel Aviv to Preveza by 2023, by boosting the route's visibility and overall appeal.





agora  
ATHENS

Old Town Market

# ACTION PLAN FOR THE PROMOTION OF THE AGORA ATHENS

## Overview:

Agora Athens, the largest open mall in Greece, embarked on a comprehensive two-year campaign to enhance brand awareness and drive foot traffic.

The initiative set out to stimulate entrepreneurship, boost tourism in central Athens, and elevate the city's tourism output. The campaign focused on attracting both domestic and international visitors, particularly millennials and individual travelers.

## Strategy:

We executed a multifaceted campaign that included 42 unique promotional activities across key locations in Athens, such as Dionysiou Areopagitou, Plaka, Monastiraki Square, Piraeus Port, and Eleftherios Venizelos Airport. Additionally, 20,000 leaflets were distributed at strategic points, and 4,000 leaflets were made available to 50 central Athens hotels.

The campaign also leveraged social media management, online advertising, bus stop ads, event management, and a campaign film that won a Tourism Award for the second-best video of the year.

A dedicated website and mobile app were also developed to maximize impact. The website had 76,000 visitors within 5 months, for the duration of Aug 23 – Jan 24.



# ACTION PLAN FOR THE PROMOTION OF THE AGORA ATHENS

## Overview:

- Target Audience: Visitors spending one to one and a half nights in Athens before traveling to summer destinations, city breakers (2-3 days), and the local Greek market.
- Distribution: 20,000 leaflets at strategic locations and 4,000 leaflets in 50 hotels.
- Online Engagement: 76,000 visits to the official campaign website within 5 months (August 2023 – January 2024).

## Results:

The campaign brought about a 20% increase in arrivals at Agora Athens, driving both foot traffic and sales in the area.

The enhanced visibility also gave rise to increased engagement with the mall, attracting a higher volume of quality visitors and boosting the local economy.



# PRESS TRIP IN ATHENS

## Overview:

The Press Trip in Athens, organized in collaboration with the Athens Traders' Association, highlighted the unknown Athens and its commercial landmarks. The press mission brought together the best representatives of the media from Cyprus and were designed to showcase the best of what Mykonos has to offer.

## Strategy:

We organized the Press Trips in Mykonos, aiming to strengthen cultural ties, strengthen the brand and highlight the unique beauties of Mykonos. Journalists were invited to immerse themselves in an unforgettable journey of discovery, steeped in the island's rich cultural heritage, from its stunning location to its luxurious hospitality offerings. Mykonos is an island that has become one of the world's leading islands in the eyes of travellers with unique experiences.

## Invitees:

Media Representatives: 12 Cypriot

## Results:

- Publications: 30 articles articles
- TV Broadcasts: 7 segments
- PR Value: €82,000



# RESEARCH ON THE TOURISM DEVELOPMENT & DESTINATION BRANDING FOR THE MUNICIPALITY OF AGISTRI

## Overview:

The present study was designed as a strategic tool for the tourism development of Agistri. It provides the Municipality with a coherent framework of data, insights and applied recommendations to support decision-making, destination management and long-term planning.

## Strategy :

The study combines quantitative and qualitative data, primary and secondary research, as well as contemporary analytical tools, including artificial intelligence and data mining techniques. It examines the tourism product, visitor profiles, market trends, seasonality, accessibility, thematic experiences, digital communication and destination positioning.

Overall, the study supports a mild, high-quality and sustainable tourism model, aligned with the identity, scale and future aspirations of Agistri.

# AGISTRI

NATURALLY *Close*



# RESEARCH ON THE TOURISM DEVELOPMENT & DESTINATION BRANDING FOR THE MUNICIPALITY OF IERAPETRA



## Overview:

The present study provides an integrated strategic framework for the tourism development of Ierapetra. It assesses the destination's current tourism system, its competitive position and its future development prospects, taking into account the distinctive coastal, natural, agricultural, gastronomic and cultural characteristics of southern Crete.

## Strategy :

The study examines the tourism product, visitor flows, seasonality, accessibility, infrastructure, services, source markets and competitive environment of Ierapetra. Particular emphasis is placed on the connection between tourism, the primary sector and the local productive system, as well as on the potential of coastal tourism, agritourism, gastronomy and nature-based experiences.

Through market analysis, destination positioning and strategic marketing planning, the study identifies opportunities for differentiation, improved visibility and stronger competitiveness. It also supports the development of a clear destination identity, based on authenticity, sustainability, visitor experience and the unique character of Ierapetra.

Overall, the study functions as a practical tool for the Municipality, supporting more coordinated, evidence-based and sustainable tourism management.





# KALYMNOS CLIMBING FESTIVAL

## Overview:

The Kalymnos Climbing Festival returned with force after a six-year absence, repositioning Kalymnos as a leading international destination for climbing and outdoor experiences. Through the strategic development and communications of CK Strategies, the event achieved the greatest success in its history, earning Gold and Platinum Awards at the Tourism Awards 2026 and establishing a strong international presence.

The festival's greatest achievement was the return of Kalymnos to the spotlight of the global climbing scene, not merely as a top climbing destination, but as an island defined by authenticity, community, energy and a truly unique natural identity.

## MEDIA RESULTS :

- 46 publications in Greek and international media
- 85 television broadcasts worldwide
- PR Value: €446,000



**THANK YOU!**

