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VARIOUS SLOGANS IN TOURISM AND THE MEETINGS INDUSTRY: HAVE THEY ANY IMPACT?

Our office, in cooperation with InternationalTourismConsultants, has noted (and is continuing to collect) created a Data Bank and analysed a group over 1000 official **slogans**.

These refer either to 1) Promotional **spots** 2) **leaflets** and other promotional material 3) **cd rom** which are usually distributed for promotion and advertising purposes to attract tourists ,,conferences, s, meeting clients etc

These are further **classified** at the level of A.1) **States and NTO 's**
2) **Regions** 3) **cities** 4) **exhibitions –fairs** 5) **Conference centers**
6) **Hotels** ,and

B.1) **terms** most commonly used 2) **images** most commonly used 3) **scenarios**- story-scripts

As English is the most commonly used language for slogans, our Data Bank is in English and will in the future include German, French, Spanish and Greek.

As expected countries, destinations, which are well established as tourist and destinations do not advertise and promote as developing countries.

Countries of the **Med** use similar, almost identical ad spots.:
From **the various country spots**(that we will include in my presentation and will see in this conference,) it becomes evident that the scenario, logic and presentation is common, that means that they all show in speed their antiquities and monuments while at the same time are portrayed as modern promising a **dream vacation, a myth**, a strong experience. The use of children and **young couples** is very common as images, while at tv spots we have the same use of **dolphins, waves, murmmeries sea, mermaids, the beach, the sunset**. Thus whichever sea or beach or sun we see whether it is **Turkey, Egypt , Greece, Croatia or the Maldives** it feels the same. All have an **underlying music** and **an imposing voice** over. Slogan words which are most commonly used include: dream, go, truly, God, amazing, visit, wish and others such as surprise, smile, mythos etc

As far as **Conference Venues** and centers are concerned, almost all want to have a slogan and to determine their uniqueness. As far as **country destinations** as **conference destinations**, these also compete in uniformity the above general tourism slogans.

General conclusion:

Without making it too obvious everyone aims, from small countries to large cooperations, for some reason to have a distinctive slogan, which is added to the existing ones **increasing geometrically every year**. It seems **that slogans** are created **mostly to satisfy the creator**, as these are rarely the demand of the market or are **easily recalled by the consumer**. **The effect** of a slogan **on the choice** of a conference center must be minimal, almost non existent, if one considers the parameters that influence the choice of a conference destination and venue and also considers the large number of slogans by **countries, regions, states, cities** and **supplementary** to these those of international exhibition centers, hotels and conference centers. These slogans must be more than 3000 for the Med only, when more than 500 are added each year.

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