# GRAND HOTEL

#### A160065 DION-OLYMPOS



# About hotel

It's a modern hotel with a beautiful view of the Aegean Sea and with a view to the mount Olympus. The Platamon Cross Castle is nearby. The hotel is about 1km from the beach and about 100km from the airport, which is about 2 hours. It's a great place to rest in the relax. The hotel is equipet very well. Next to the hotel is a public transport stop.





### - Market analysis competition

Grand hotel vs Kronos Hotel vs Xaris vs Dias Hotel and Spa The interest in recreation in this region of Greece continues to grow. So we are constantly trying to meet the increasing demands of our guests.

However, there is no lack of competition. There are several very wellstocked hotels in the area with equally affordable prices. These include: Kronos Hotel, Xaris and Dias Hotel and Spa. All three are rated very highly.

# $\equiv$ **TARGETGROUPS:**

- tourists,
- holidaymakers,
- employees,
- business travelers,
- newlyweds,
- large families,
- students

#### "WITH US, A NEIGHBOR WITH A DRILL AT MIDNIGHT DOES NOT THREATEN YOU!"



# ■ We want to increase the interest in our hotel by:

- -Online advertising
- -Social media
- -Display advertising banners



#### Our website

http://zssochaczew.eu/group2-artykul-hotel/



#### Facebook

https://www.facebook.com/people/Grand-Hotel-In-Greece/100086466195363/



