GUIDE · CORINTHIA

Business in Corinthia: How to Build Your Online Presence and Attract Visitors



About

Corinthia is growing as a tourism destination, and local businesses — hotels, tavernas, wineries, activity providers — are increasingly finding that a strong online presence is the difference between a full and an empty summer. Here's a practical guide to getting found online and attracting more visitors to your Corinthian business.

Get Listed Correctly

Start with Google Business Profile — it's free, widely used and directly affects how you appear in local search results and Google Maps. Add accurate opening hours, high-quality photos (exterior, interior, products or menu), a working phone number and a website link. Ask satisfied customers to leave reviews and respond to every one, positive or negative. A business that replies to reviews professionally appears more trustworthy to both Google and potential customers.

Beyond Google, make sure your business is accurately listed on TripAdvisor, Booking.com (for accommodation) and any sector-specific platforms relevant to your category. Outdated or inconsistent information across platforms damages your credibility. Set a quarterly reminder to verify that all listings show the correct information.

Reach International Visitors

Tourists visiting Corinthia from outside Greece — and they do visit, particularly those combining it with Athens and the Peloponnese — tend to discover and book through platforms like Booking.com, Airbnb, Viator and GetYourGuide. If you offer tours, experiences or accommodation, listing on these platforms gives you access to a global audience that would never find you through Greek-language search alone.

The key to performing well on booking platforms is consistent review quality. A 4.6-star average with 80 reviews will outperform a 5.0 with 3. Encourage guests to leave reviews — most are happy to if the experience was good and someone mentions it at the right moment. Respond to every review in the same language it was written in.

Build Your Own Website

A simple, fast-loading website in Greek and English is essential. Include your precise location on an embedded map, clear pricing, a booking form or direct contact method, and high-quality photos. Photos matter enormously — a single professional photo session (cost: €150–300) will pay back many times over in conversions. Avoid stock images; real photos of your actual property or service build trust in a way generic imagery never does.

The technical basics matter too. A slow website costs you customers. Use a hosting provider with good performance in Greece, compress your images before uploading, and make sure the site works properly on mobile — most international visitors will find you on a phone.

Use Social Media Strategically

Instagram and Facebook are the most useful platforms for tourism businesses in Corinthia. Post consistently — three times a week is enough — and focus on photos that show the experience rather than promotions. Seasonal content ("the almond trees are flowering in Nemea this week") performs well. Engage with visitors who tag your location in their posts: reshare their content (with credit) and thank them directly.

Why Corinthia's Growth Matters

Corinthia is genuinely underserved by tourism infrastructure relative to what it offers. Visitors who discover it often return — but they also talk about it, write about it and recommend it to others. A local business that provides a genuinely good experience can build a loyal returning customer base relatively quickly, especially among the Athenian market that increasingly wants alternatives to Mykonos and Santorini. The timing is good: the region is growing as a destination, and early movers benefit most from that momentum.

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