

Exercise 2

We at Epirus Away offer travellers a chance to not only have a holiday, but also share in the real life of a community for a while. We can assist with the booking of all-inclusive packages of flights, car-hire as well as accommodation, and optional extras such as Greek dancing classes are available once you arrive.

Epirus is perfect all year round for every age group. There's always something to do and there are thousands of places to explore in this historic and breathtakingly beautiful area. We believe it's the jewel in the crown of Greece and we'd love as many people as possible to experience it. That's the aim of Epirus Away. There's lots more information on our website, where you'll also find a whole load of stunning photographs of the area. We want visitors to Epirus to experience another world, but at the same time to feel it's a home from home. Thank you very much.

Exercise 3

Hello everyone! I'm here to give you a brief presentation about what we at Epirus Away are doing to attract tourists to our beautiful area in the north of Greece.

We believe the key words for tourism development in our region are 'quality' and 'tradition'. These aspects have to be given top priority in markets such as ours where visitors increasingly place greater and greater emphasis on value and service. We believe our proven marketing record will enable the area of Epirus in northern Greece to expand its potential for twelve-month tourism. As you probably know, the vast majority of foreign tourists to Greece arrive in just a four-month summer period – from May to the end of August. They think of Greece as a land of sun, sea and souvlaki. Now, other competing destinations such as Turkey and North Africa are becoming increasingly attractive as they are equally accessible and often, let's be honest, on the cheaper side.

Internal tourism – that is, in our case, Greeks visiting other places in Greece – is high in Epirus. What we want is for foreigners to share the secrets that the locals have known about for decades. There are over 50 villages within an hour's drive of the main city and airport at Ioannina and they offer great cuisine and the sort of real hospitality you can only get in family-run accommodation. Epirus has spectacular scenery, great hiking trails and opportunities for other outdoor activities such as rafting and horse riding. There's even bungee-jumping from the bridge at Konitsa. I would also like to stress that we as a company are committed to working with local people to expand environmentally-friendly tourism in Epirus. That's something which is extremely important to us.

We have stayed in and rated hotels and rooms throughout the area and we've produced an online and a printed guide so visitors can be assured that we personally recommend all the accommodation listed in those guides as quality establishments. They may not always offer hairdryers and TVs in each room, but you can rest assured that the accommodation will have been traditionally built and furnished and will be clean. Some establishments even have their own fireplaces for those cold winter nights. Yes, this is a mountainous area and visitors can be sure of snow if they arrive in the first couple of months of the year.

Let's take a look at the village of Papingo and the eight-room establishment still run by 70-year-old Katerina. Her four children are all involved in keeping the business going and her six grandchildren aged from 5 to 10 all do their bit too. It's the sort of family enterprise we like to cooperate with. Haris is up at dawn to milk the cow and Lela is with her grandmother in the kitchen making the pastry for their famous meat pie. Katerina's son is about to go into the field to get some juicy ripe tomatoes. The food up here is totally organic and locally produced.

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