

"More than 200 Greeks have raised £12,000 to pay for a billboard in London's Piccadilly Circus promoting Greece as a tourist destination.

The money to rent the prime advertising space for two weeks was raised through crowdfunding using the online platform www.loudsauce.com.

Crowdfunding is where individuals pool their money, usually via the internet, to support a collective cause.

Founded by Greek entrepreneurs Yorgos Kleivokiotis, Onic Palandjian and Stathis Haikalis, the campaign, tagged 'Up Greek Tourism' is a grassroots mobilisation effort run entirely by Greek volunteers.

The design for the billboard, developed by Greek graphic designer Charis Tsevis, is a photo montage of people who donated to fund the campaign."

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