

Promoting Destinations through Mega Events: The Case of Gert Hof
Dr. Dimitris Koutoulas, Tourism & Marketing Consultant

Mega events, when executed properly, can become a major component in a destination's effort to create a strong positive image. Successful events generate a huge amount of publicity and may also attract a large number of visitors, thus possessing the potential of quickly putting a destination on the international tourism map.

Based on the author's personal involvement in the production of mega events, the experience from the light shows of the German artist Gert Hof is presented. These events have been held throughout the world and have attracted live audiences of several million spectators as well as global TV audiences in the billions. The presentation will cover major aspects of organising mega events, with topics covering, among others:

- Cost-benefit analysis of mega events
- Artistic concept development
- Working with authorities
- Technological expertise and innovative approaches
- Managing the media impact