

Hersonissos Municipality Launches the Map "Land Of Experiences"

Written by Australian Business

HERSONISSOS, GREECE, September 15, 2013 **/24-7PressRelease/** -- The Municipality of Hersonissos in Crete has launched a new map for tourists to inform them on all the experiences the municipality has to offer.

The map, funded entirely by the municipality, measures 70X100 cm and is of 1:30,000 scale and compatible with two GPS systems (Greek and global). It is available in Greek and English.

Through the new tourism map, the municipality aims to strengthen the region's image and promote its cultural heritage, natural beauty and wealth in a manner that will encourage visitors to visit other places in the municipality besides the coastal zone.

The tourism map offers useful information on beaches, towns, roads, hospitals, bus stops, museums, archaeological sites, churches and monasteries, sports facilities, water parks, hiking trails and bicycle trails.

The back of the map refers to the "Land of Experiences" and provides information through info and graphics, on all the experiences the municipality has to offer: recreation, culture, sports, religion and events and conferences.

Although the map has no advertising, a special empty space is available that enables any local business to insert its own advertisement and then print out the tourist map for distribution.

The Municipality of Hersonissos has announced that a digital map will also be launched through the municipality's website soon.

About The Municipality of Hersonissos: The Municipality of Hersonissos extends from the north coastline of central Crete to the imposing mountain chains of Lasithi. It is located a few kilometers away from the international airport "Nikos Kazantzakis" of Heraklion. Within its borders there are settlements with unique characteristics and colors.