

# A Greek cultural organization is seeking a timeshare management company for a strategic collaboration in the cultural and agrotourism sector

## Summary

Profile type

**Business request**

Company's country

**Greece**

POD reference

**BRGR20250917007**

Profile status

**PUBLISHED**

Type of partnership

**Outsourcing agreement**

Targeted countries

**• World**

Contact Person

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Term of validity

**18 Sep 2025**
**18 Sep 2026**

Last update

**18 Sep 2025**

## General Information

### Short summary

A Greek cultural organization that transforms rural communities into centres of culture and progress, is looking for a timeshare management company to promote and sell timeshare packages, to manage clients and reservations, and to provide support through international exchange networks, for their accommodation facilities under outsourcing agreement.

### Full description

The social economy cooperative is an international cultural organisation based in Kalamata, Greece, that has connected more than 30 countries since 1998 through the shared heritage of the olive tree. Recognised by UNESCO in 2003 as a body for intercultural dialogue and by the Council of Europe as a Cultural Route from 2005 to 2025, the organisation combines cultural heritage with digital innovation to support sustainable development in rural communities. Its mission is to promote the olive tree as a global symbol of culture and peace, safeguard heritage, encourage intercultural dialogue, and empower local populations through participatory actions and technology.

Over the years, it has developed thematic cultural routes, promoted gastronomy and agrotourism, organised exhibitions and artistic residencies, and established educational programs and museums dedicated to olive culture. Through flagship initiatives, it integrates digital tools, AI platforms, community co-creation, cultural revitalisation, and

sustainable development practices to create vibrant hubs of innovation and economic growth. Recognised internationally with awards from UNESCO, the Council of Europe, and the European Commission, the organisation continues to expand its impact through strategic partnerships with global institutions, universities, research centres, and local governments, transforming tradition into a lever for development and rural communities into centres of culture, innovation, and cooperation. The organisation also has funding expertise, proven multi-sectoral impact linking culture, tourism, and rural economy, and measurable results through successful projects.

In their new project, they want to leverage part of their available accommodation facilities through timeshare programs, offering guests flexibility and unique cultural and agrotourism experiences. Thus, they are looking for a win-win partnership, where the company will be responsible for promoting and selling timeshare packages, managing clients and reservations, and providing support through international exchange networks, under timesharing model agreements. The desired type of collaboration is outsourcing agreement.

#### Advantages and innovations

With their initiative to leverage their accommodation facilities, they would like to take advantage of their strong international network across 17+ countries and 500+ points of interest, their extensive experience of more than 25 years, and their institutional recognition that lends credibility, which integrates digital tools, AI platforms, community co-creation, cultural revitalisation, and sustainable development practices.

#### Technical specification or expertise sought

The company should possess comprehensive expertise in managing timeshare operations, including membership administration, week allocation, reservations, and digital property management systems. It should have a proven track record in sales and marketing, with the ability to promote timeshare packages to international clients through digital campaigns, lead generation, and customer relationship management. A strong knowledge of timeshare legislation and contractual agreements across different countries is essential, along with experience in handling customer inquiries, multilingual support, and ensuring high-quality service.

#### Stage of development

**Already on the market**

IPR Status

#### Sustainable Development goals

• **Goal 17: Partnerships to achieve the Goal**

IPR Notes

## Partner Sought

#### Expected role of the partner

The ideal timesharing management company would have experience in building and managing networks within the agrotourism sector, resorts, and travel partners, including cross-border exchange programs, ensuring a seamless

and efficient collaboration that maximizes revenue, visibility, and customer satisfaction. The organization seeks not just platform providers, but experienced management companies in the sector who would act as outsourcing partners, offering their networking and selling assets.

Type of partnership

**Outsourcing agreement**

Type and size of the partner

• **SME <=10**

## Dissemination

Technology keywords

Targeted countries

• **World**

Market keywords

- **09003007 - Other services (not elsewhere classified)**
- **07001007 - Other leisure and recreational products and services**

Sector groups involved

- **Proximity & Social Economy**
- **Digital**
- **Tourism**