



GREECE

ALL TIME CLASSIC

Tourism & Sustainability

Tourism



A fundamental pillar of the Greek economy, accounting for 16,3% of the National GDP

Employing 1.000.000 people approx.
 $\frac{1}{5}$ jobs in Greece

2013

A truly landmark year!

The total number of tourist arrivals reached 18 million + 2 million from the cruise industry

Revenues: 12.000.000 €



2014

Back to back record year!

- Tourism revenue jumped 29% and arrivals 26% (until the end of March 2014)
- Annual growth of approx. 20%



The “Renaissance” of the Greek Tourism Sector

- The political stability since 2012
- Adaptation to current trends
- Systematic attention to both traditional markets & New Target Markets
- Cooperation with the private sector

New Objectives– New Media



- ✓ Our strategic shift of our communications towards the Internet and the New Media
- ✓ New Actions = New rules



Legislative Initiatives

- 4179 Act of August 2013
- 4262 Act of June 2014
- New Law introduced recently to the Parliament



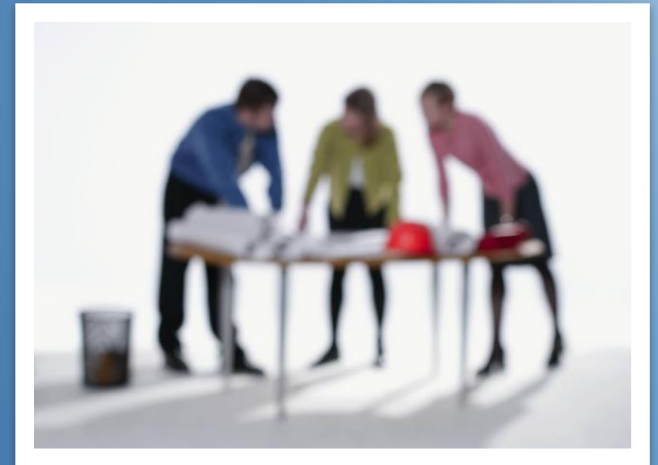
Fundamental Values

- Modern institutional framework
- enhancing entrepreneurship in tourism
- Improvement of human resources
- simplifying procedures



A 3 year planning ahead

- Flexibility of practices
- Absolute commitment
- Adaptation to current trends



Our Priority

Diversification of our product from the model of mass, seasonal tourism to an enriched, balanced and all-year-round product.

A new mix that will result in fairer consumption of resources, higher yield and a broader tourism season.



Viability & Sustainability of Tourism Product



Easy integration of sustainability principles to the resort and tourist areas of our country!

- Human scale
- preserved natural environments
- Environmental Impact Assessment and Strategic Environmental Assessment prerequisite by law
- A National Master Plan for Tourism
- National Sustainable Tourism Observatory/ UNWTO

Sustainability paradigm

- Qualitative change can be applied to all types of tourist destinations.
- Balance between economic growth, environmental preservation & social justice.
- not a utopia of “no growth” or extreme environmental conservation at all costs.



Principles

- Conservation and sustainable use of resources- natural, social, cultural.
- Integration of tourism activity into the general and local strategic planning framework.
- Integration of tourism development into local economic activities.
- Improvement of tourism product quality-staff training.
- Marketing that provides tourists with full & responsible information.
- Implementation of ongoing monitoring and research by the Ministry of Tourism and the GNTO.



Support viability and Social Efficiency



- **Accessibility of All**

Tourism product totally usable by everybody.

- **Youth Tourism**

Target a very interesting group of the international market.

THANK YOU!