National Strategy and Silk Road Project

8th UNWTO Silk Road
Task Force Meeting,
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Kayseri, Republic of Turkey

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GREEK TOURISM
GROWTH FIGURES & RESULTS 2014 – 2017

• Additional 6 m. international arrivals in 3 years
• 24 m in 2014 → 30m in 2017
• Record breaking number of arrivals yty - average growth of 7-9%, higher than the global average
• Total tourism spending in 2017: 21.1 billion USD (WTTC REPORT 2018).
• Tourism investments in 2017: 3.82 billion USD (WTTC REPORT 2018).
• More than 300 new tourism investment proposals in existing or up for licensing 4* and 5* accommodations.
• More than 25 thousand new beds added in 4* and 5* hotel units (of capacity of more than 300 beds each)

Tourism’s contribution to the GDP (2017)
8% directly
19.7% total (directly & indirectly)

Tourism contribution to employment (2017)
13.3% directly
24.8% total (directly & indirectly)
(WTTC REPORT 2018)
Growth forecast for 2018 (WTTC Report for Greece- 2018)

- Expected **double-digit growth** in international arrivals
- Estimated **2.4m additional air arrivals** (Source – Greek Airport Authorities/ GNTO)
- 5.3% increase contribution to the GDP – 3.7% annual rates of growth until 2028
- 5.1% increase in tourism spending for 2018 – 4.5% annual rates of growth until 2018 (28.1 billion euro)
- 3.6% increase in tourism investments – 5.5.% annual rates of growth for the next decade.
Branding until 2015
- A globally branded destination for Sea & Sun tourism.
- Acclaimed destination for its rich classical culture, history, democracy, philosophy, Olympic Games and hospitality.

Greece today
Responding to the global tourism trends:
- Exiting the crisis / Entering economic stability
- 13 Regions
- Polynesian destination
- A Strong perception of safety in the East MED
- Unlimited unique experiences

Rebranding
- Greece is a global attractive 365-day destination and a unique complex of islands in Med & Europe, that offers unique authentic travel experiences and genuine warm hospitality.
NATIONAL TOURISM STRATEGY 2016-2020

STRATEGIC PILLARS:

✓ Tourism product diversification through thematic product development
✓ New destinations
✓ Extension of the tourism season
✓ Opening to new markets
✓ Sustainable tourism
Greece is a unique case of sea & sun destination as the most diverse complex of islands ready to support a wide offering of destinations / diversified experiences in islands – mainland through dynamic packages combining thematic products.

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Vision:

- Development of new tourism products/unique experiences at a national and sub-destination level

- Enhancement of cooperation with UNWTO- Election of Greece to the UNWTO Executive Council

- Participation to Silk Road Program

- Organization of 1st International UNWTO Western Silk Road Workshop, held in Alexandroupoli (Eastern Macedonia and Thrace)

- 8th UNWTO International Meeting on the Silk Road in Thessaloniki (10-12 October 2018.) The topic will be “Silk Road for Tourism Growth and Destination Resilience”.
The Development of a Western Silk Road (WSR) Brand Research and Handbook,

Contribution to the Research concerning the Tourism Impact of the 21st Century Maritime Silk Road

European Interdisciplinary Center for Silk Road Tourism (AUTH)

Participation to the 1st UNWTO Silk Road Capacity Building Programme
Promotion of transnational, thematic routes

Concept proposals
1) Cycling
2) Wine routes
3) Maritime thematic tourism products
SILK ROAD VISION

- **Promotion of new and emerging destinations**
  
  Concept Proposals: Soufli, Volos

- **Diversification of well – known destinations**

  Concept proposals: Kalamata, Thessaloniki
Collaboration and networking opportunities among the 34 countries of the Programme

Concept Proposals:
1. Common promotion through the UNWTO Silk Road Programme (under a common logo)
2. Academic Networking
3. Strengthen countries relations - opening to new markets
Implementation Tools

Concept Proposals:
1. Workshops
2. Capacity building programmes
3. Communication networks/ platforms
4. Further data research
5. Joint Actions with other countries
6. Extroversion, meaning participation to major tourism exhibitions
The Greek Ministry of Tourism remains a close partner of the UNWTO’s Silk Road Project and of all rest 33 participating countries to build a fruitful cooperation.

THANK YOU
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Be our guests to the
8th UNWTO International Meeting on Silk Road Tourism
(10-12 October 2018)