



Tourism Development in Greece Background facts & current policy issues



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**Meeting with the French Counselors for Foreign Trade
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Presentation Outline

- **About SETE**
- **Key Facts on Greek Tourism**
- **Greek Tourism Marketing Plan 2008-2012**
- **The Role of the Government**
- **Greek Tourism in the future**



About SETE

What we do

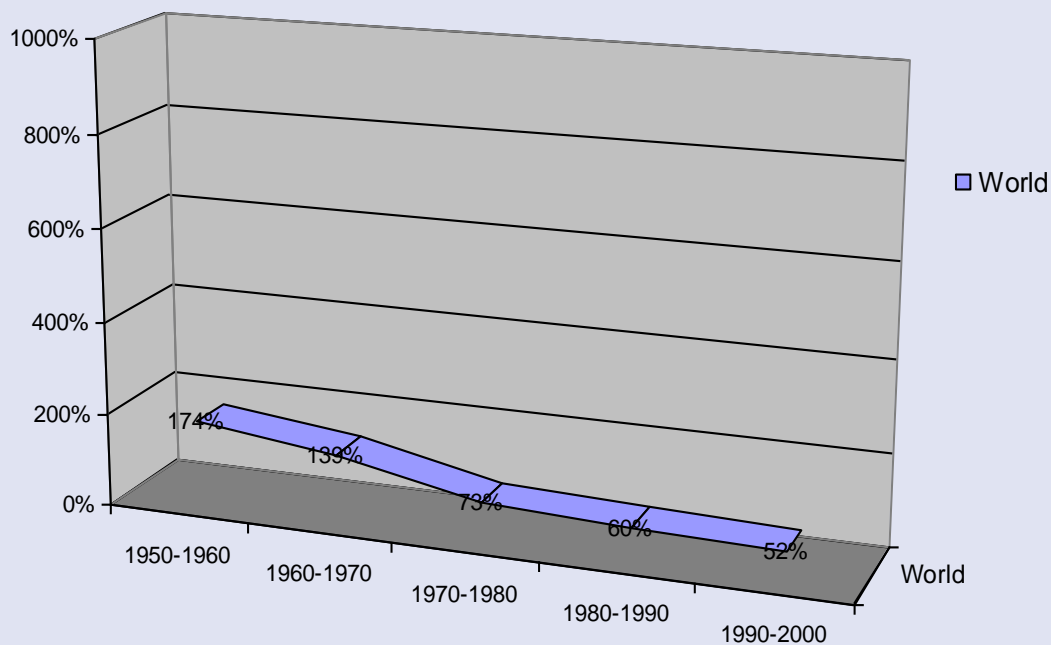
- **Represent our Members**
- **Promote the Public – Private Cooperation**
- **Promote cooperation in different economic sectors**
- **Inform about trends & developments in tourism**
- **International affairs (UNWTO, IH&RA)**

SETE – Facts & Figures (January 2010)

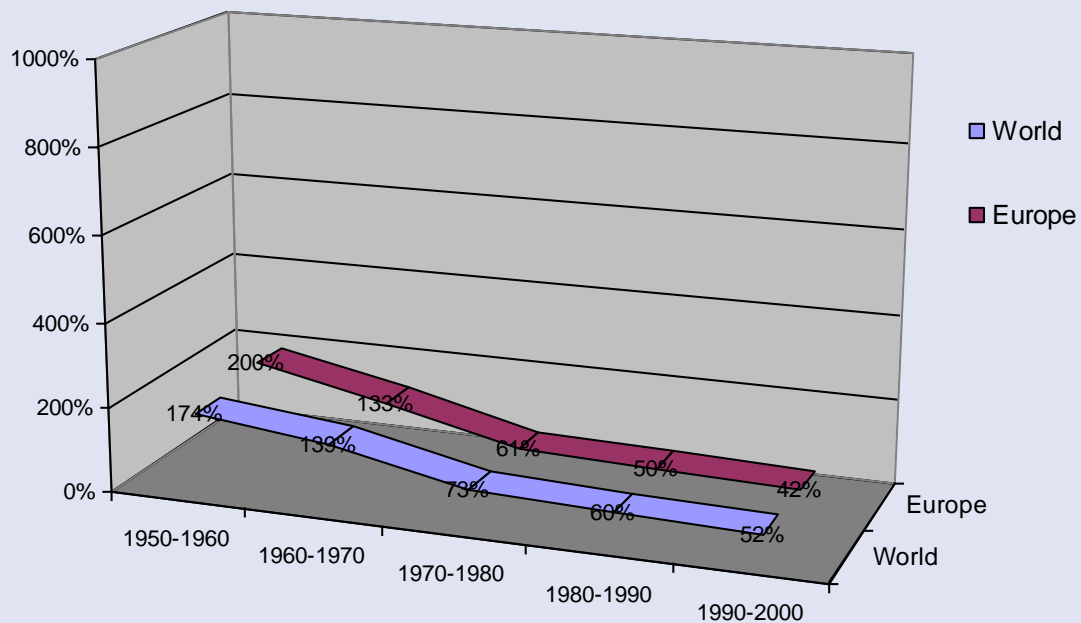
- **SETE Members fall into two general categories:**
 - A. 12 Unions of Tourist Enterprises**
 - B. 507 Individual Tourist Enterprises.**
- **Total employment positions: 365.876**

Arrivals Growth by decade

World, 1950-2000

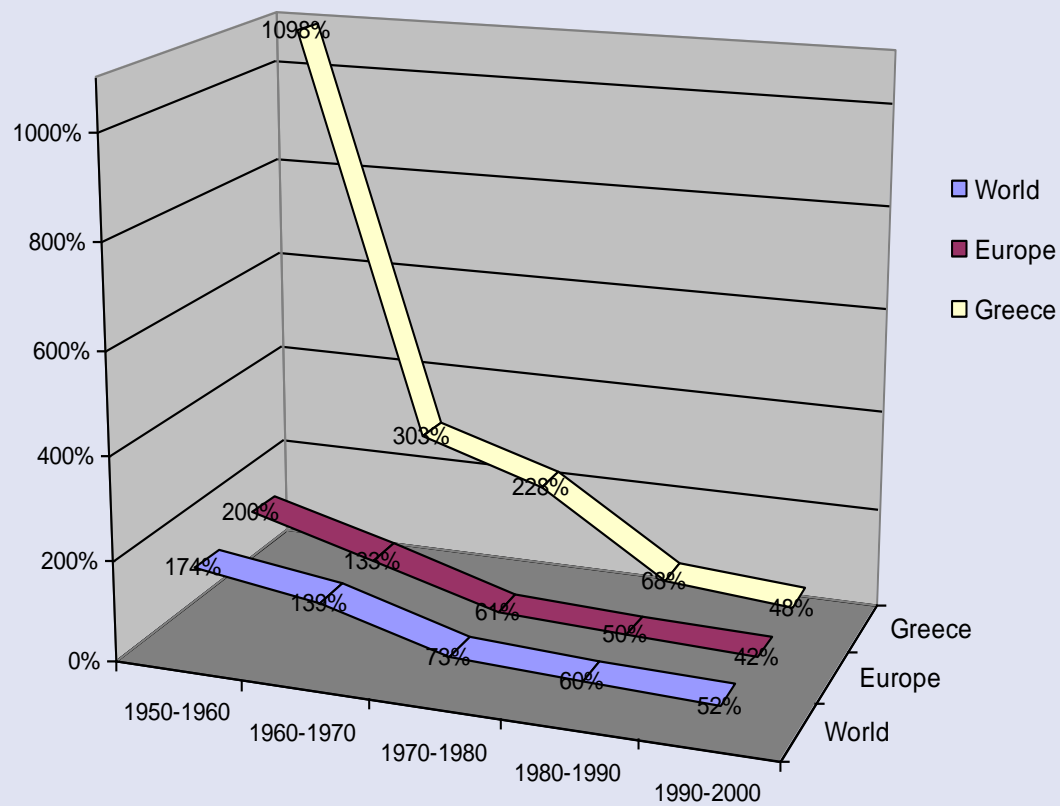


Arrivals Growth by decade, Europe, World, 1950-2000



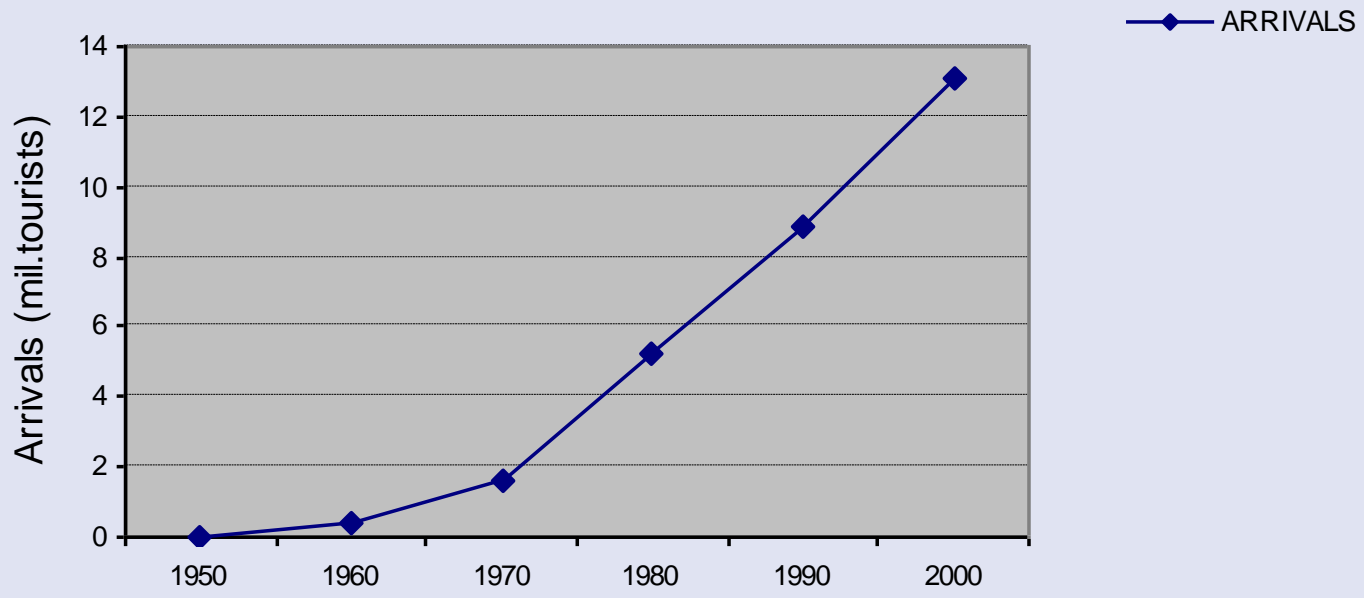
Arrivals Growth by decade

Greece, Europe, World, 1950-2000



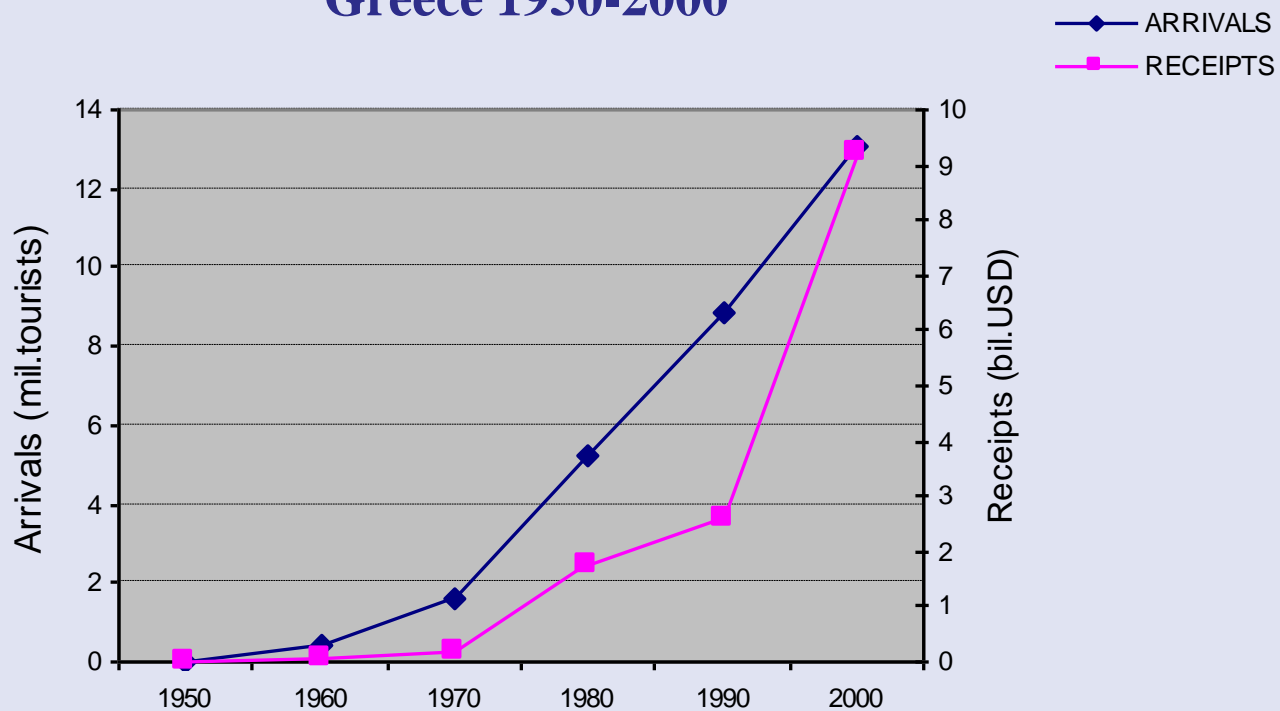
Development of Arrivals

Greece 1950-2000



Development of Arrivals and Receipts

Greece 1950-2000



Decrease in the tourism competitiveness of Greece

Symptoms...

- **Growth rate slow down**
- **Seasonality of Demand**
- **Concentration of Supply**



Growth rate slow down

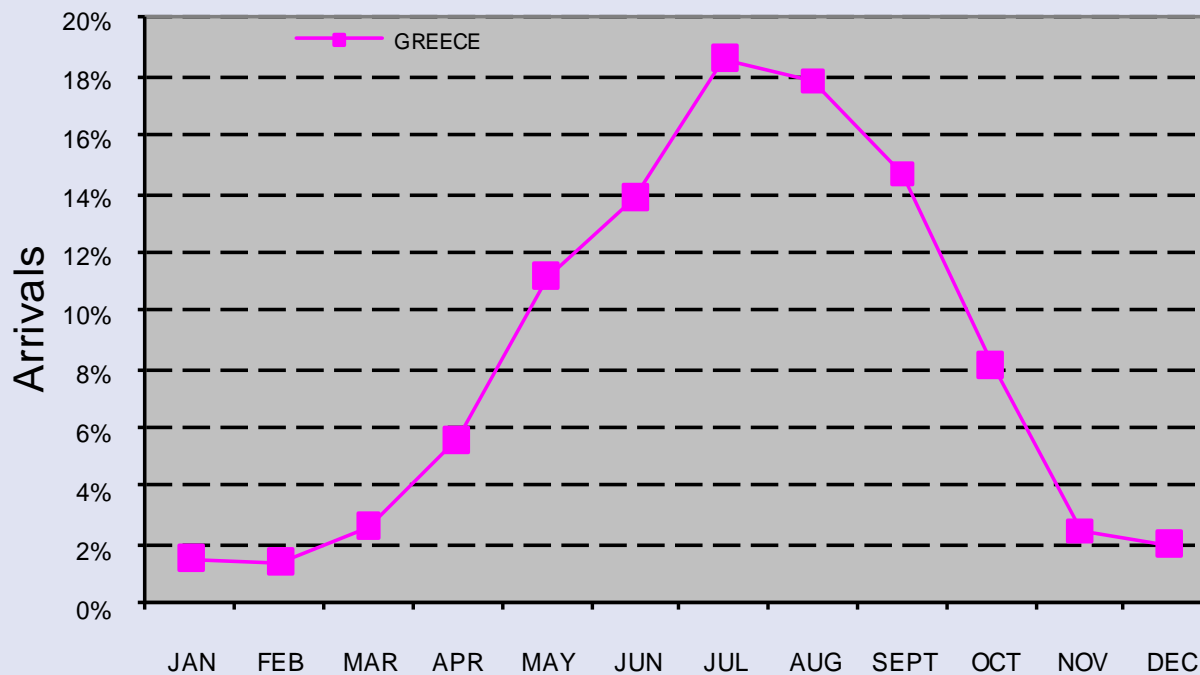
2000-2008				
Year	Arrivals (000)	%	Revenues mi.€	%
2000	12.378		10.061,20	
2001	13.019	5,18%	10.579,90	5,16%
2002	12.556	- 3,56%	10.284,70	-2,79%
2003	12.468	- 0,70%	9.495,30	-7,68%
2004	11.735	- 5,88%	10.347,80	8,98%
2005	12.902	9,94%	10.729,50	3,69%
2006	13.993	8,46%	11.356,70	5,85%
2007	16.165		11.319,20	-0,33%
2008	15.939	-1,40%	11.635,90	2,80%

Source: SETE, processed data from Bank of Greece and General Secretariat of the National Statistical Service of Greece

Note: The arrivals data from 2007 are collected using a different methodology based on tourists' country of residence and not on their nationality.

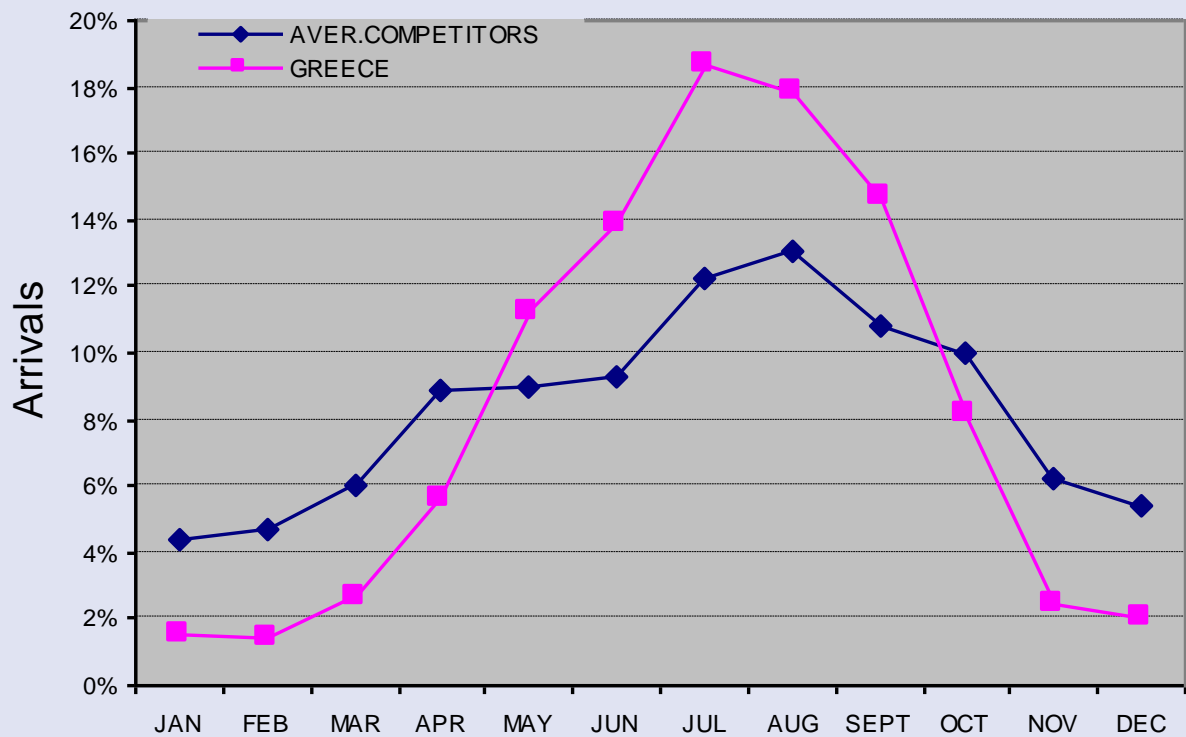
Seasonality I

Monthly % Distribution of Arrivals, Greece, 2000-2008



Seasonality II

Monthly % Distribution of Arrivals, Greece - Competitors, 2000-2008





Seasonality III

Resort destinations, (%) of arrivals in Jul, Aug, Sep					
	2000	2001	2002	2003	2004
Heraklion (GR)	61,8	59,2	62,4	62,3	60,0
Belek (TR)	37,4	37,2	38,9	36,6	35,9
Las Palmas (E)	27,2	27,2	26,4	27,8	27,4
Algarve (P)	32,4	33,4	34,0	33,1	33,6

Heraklion Airport (data as Aug 2005)

Passengers per hour	2.982	constant
Arrivals	420.000	+
Check in time	90 min	+
Baggage claim	45 min	+

Seasonality : 60% , (July, August, September)

Is there space for development?



Why that much seasonality?

Special Tourist Infrastructure, Greece & Competitors, 2000

	Spain	Turkey	Cyprus	Portugal	Egypt	Greece
Golf Courses	254	10	2	55	12	4
Conventions Centers	46	6	2	44	1	9
Spas - Thalasootherapy	89	31	5	42	2	5
Marinas	260	15	2	17	2	15

Greece: Distribution of Hotel Supply

	1990	2000	2004	2009
Crete	18%	20%	21%	21%
Dodecanese	16%	18%	17%	17%
Stereia Ellada	23%	16%	14%	13%
Total of the 3 areas	57%	54%	52%	51%

Greece: Evolution of Arrivals – Hotel Beds

Year	Arrivals	%change	Hotel Beds	%change	
1970	1.609.000		118.862		Supplementary accommodation, legal and illegal
1980	5.271.000	228%	278.045	134%	
1990	8.873.000	68%	438.355	58%	
2000	12.378.282	40%	593.990	36%	
2005	12.798.268	3%	682.050	15%	
2008	15.938.806	25%	700.933	3%	600.000

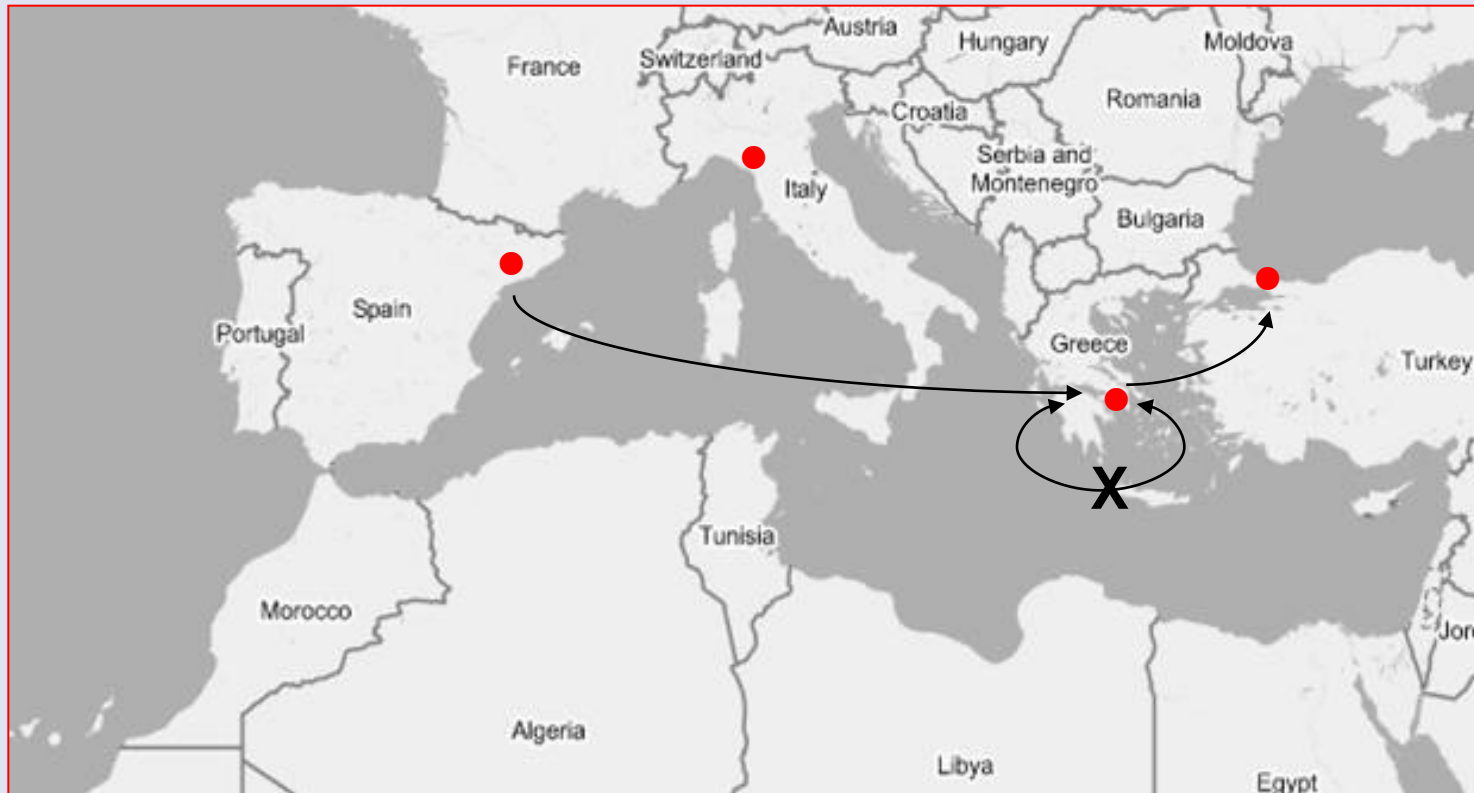
Why is there excess Supply?

- For political reasons

Investments	X	Employment	X	Revenues
In the Public & Private sector		in existing or new businesses		taxation

- For reasons related to information

GR has a comparative advantage in sea tourism ! So what?



GR could be a hub between Europe - Asia - Africa

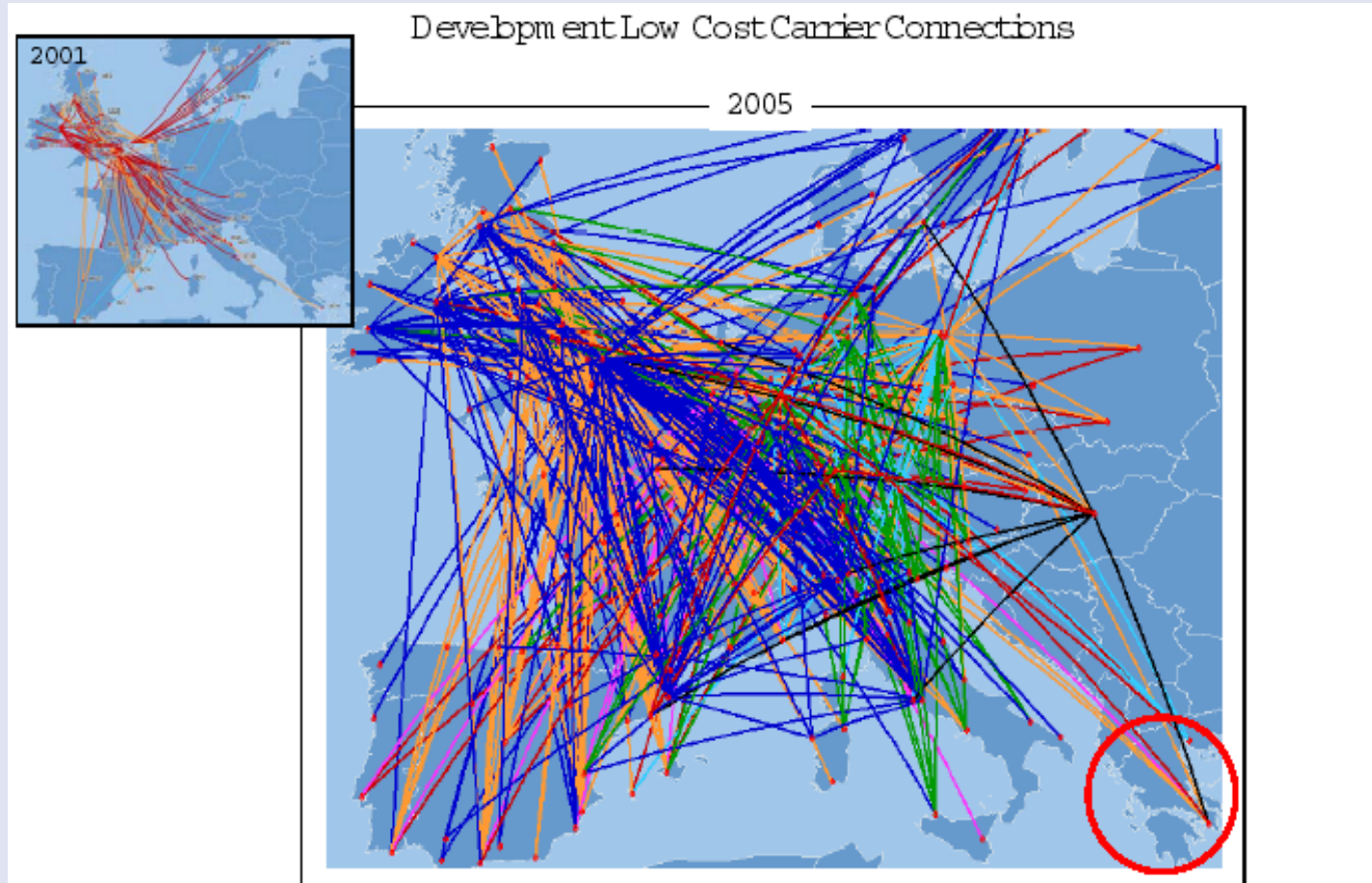
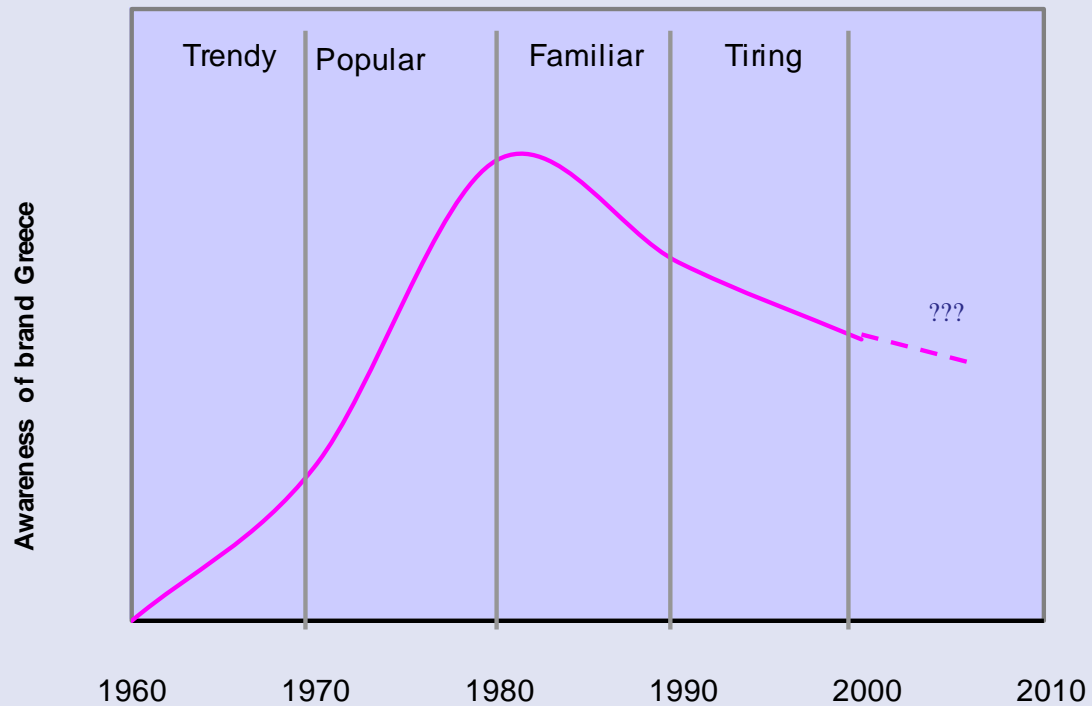
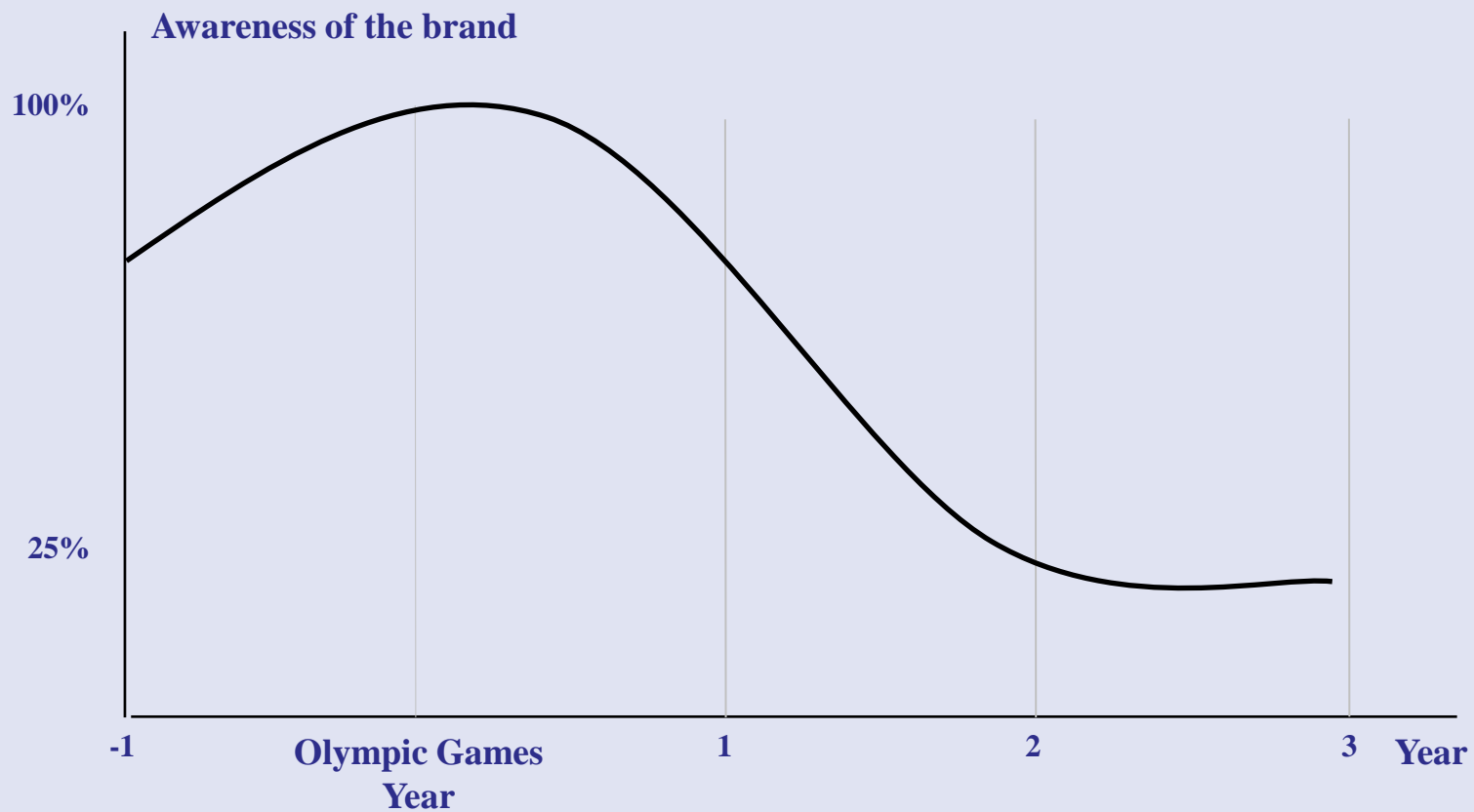


Image of Greece

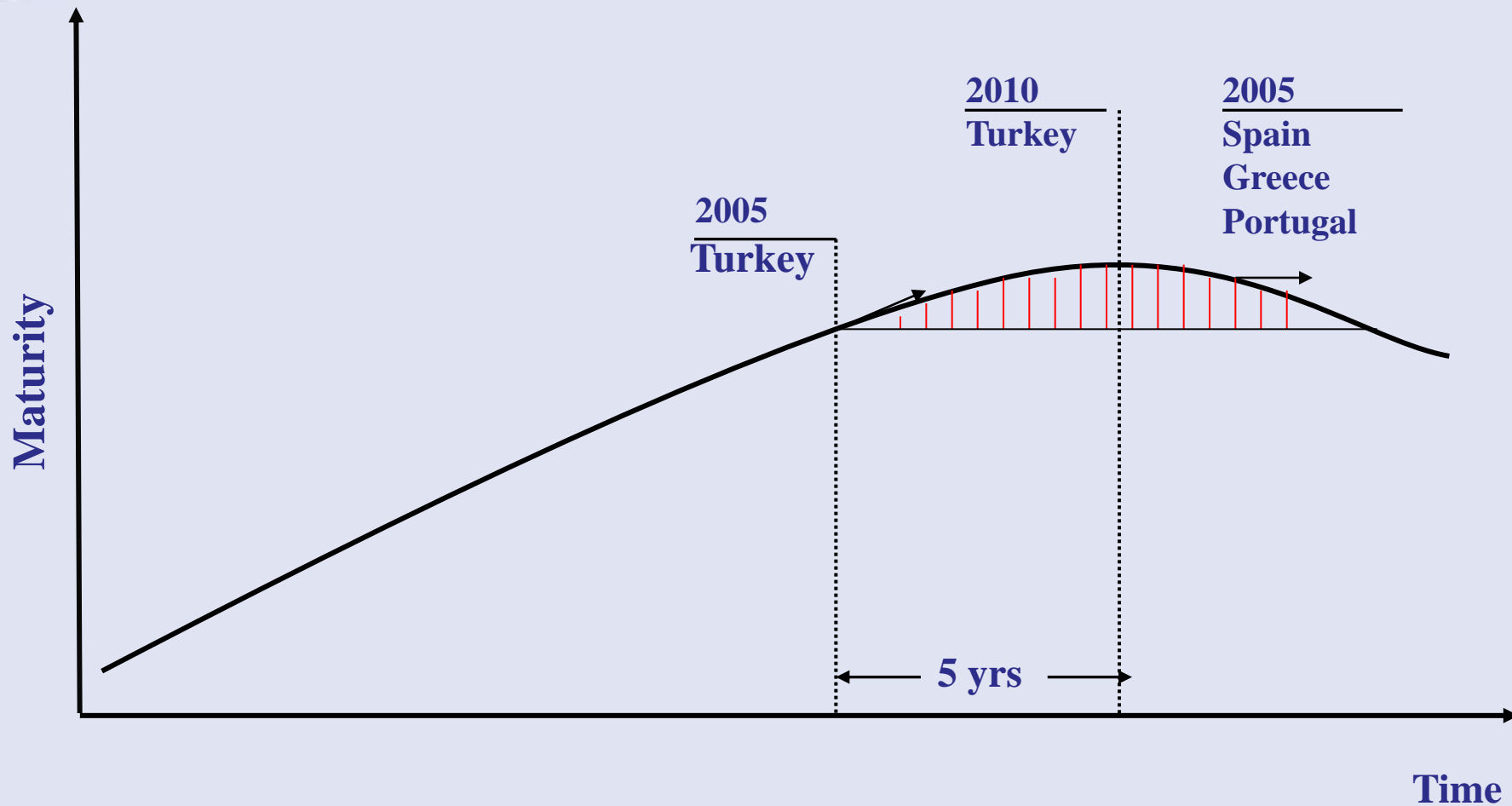




Olympic Games and Evolution of Awareness



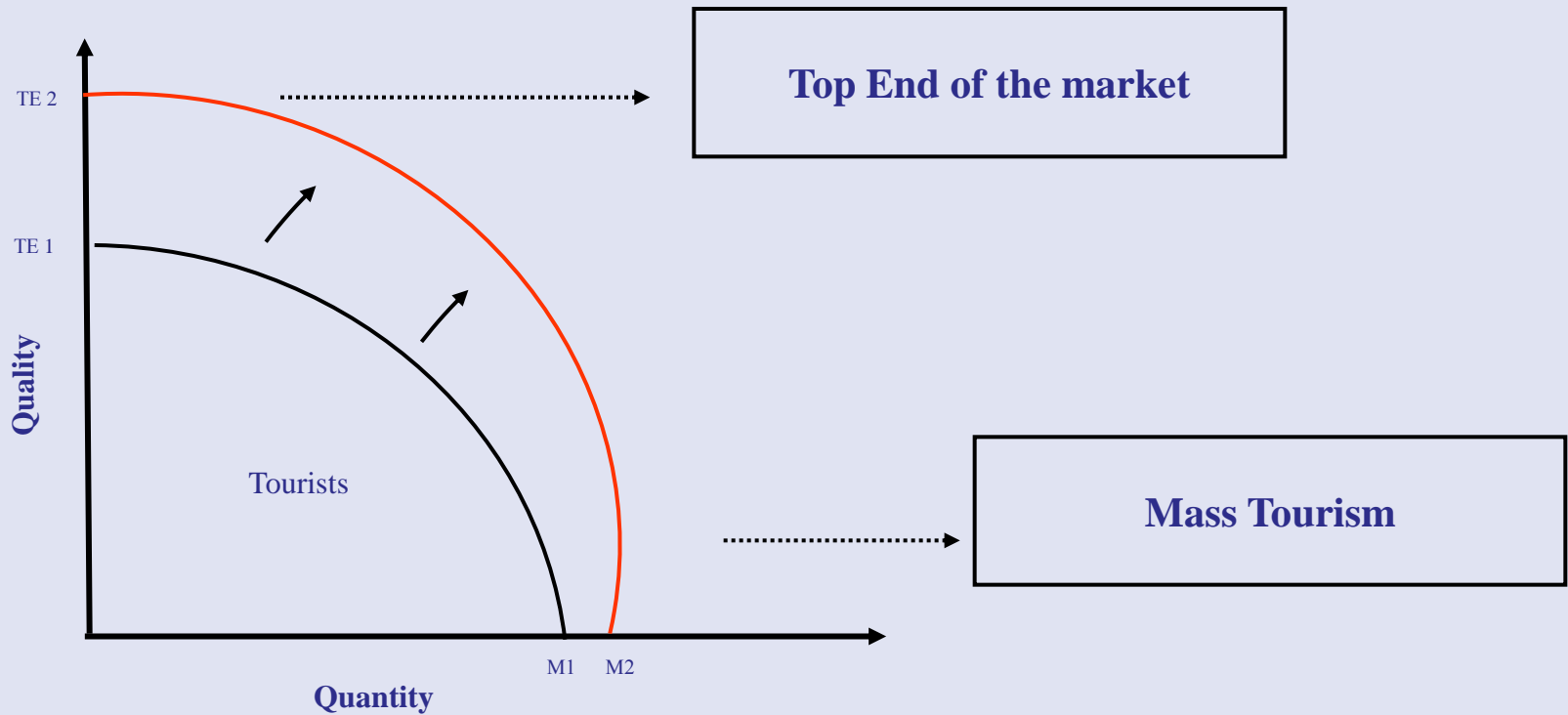
Tourism Destinations Life Cycle



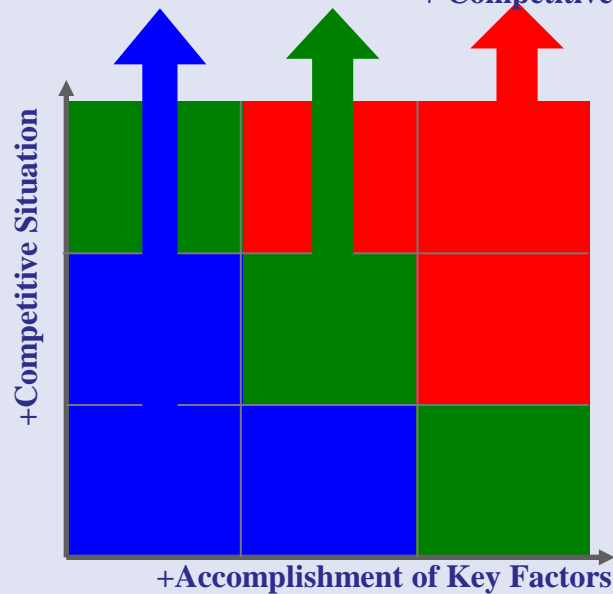
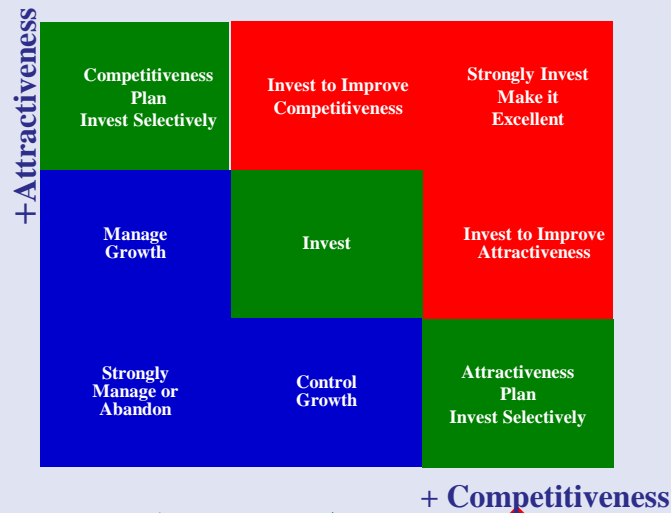
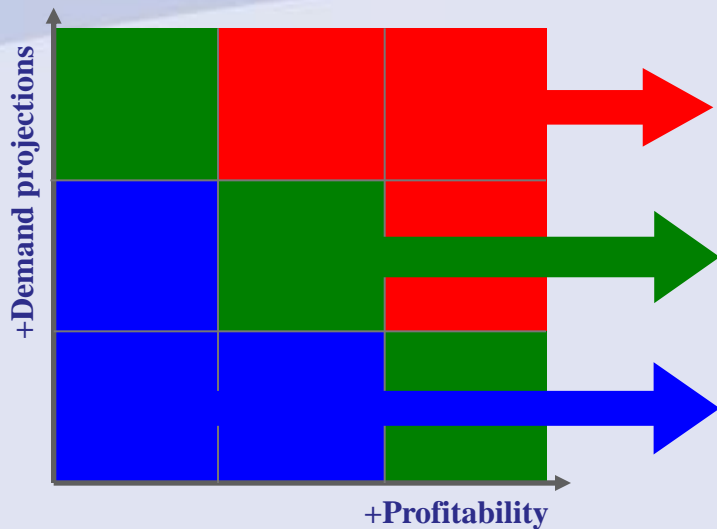
Policy Issues

- **Quality vs. Quantity**
- **Product Portfolio**
- **Matching markets with products**
- **Structures**
- **Role of the Government**

Quality vs. Quantity



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Product Portfolio

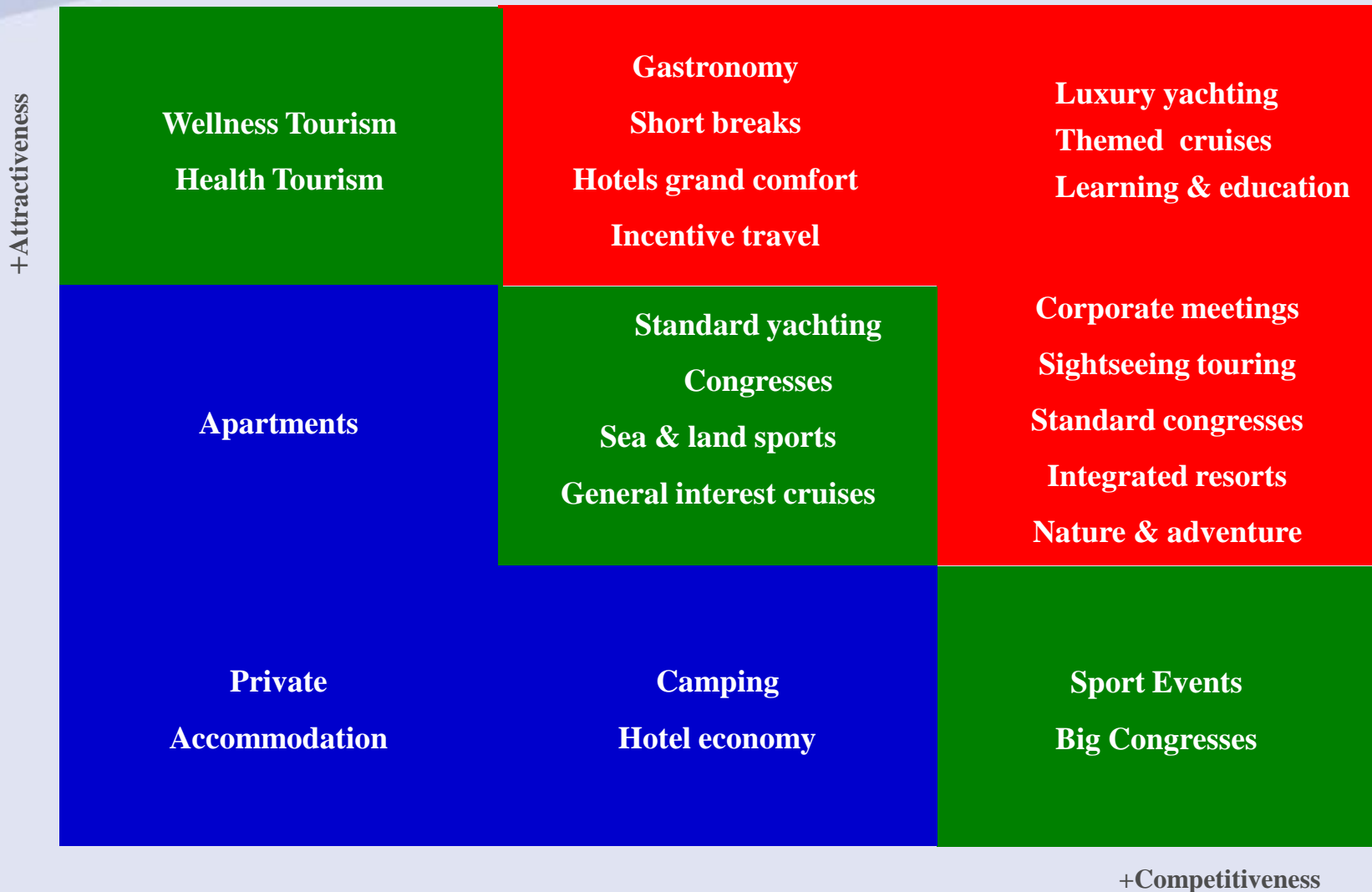


Sectors' assessment

	Demand projections	Profitability	Attractiveness	Competitive situation	Accomplishment of key factors	Competitiveness
Sightseeing touring	7	6	6,5	5	9	7
Short breaks	7	7	7	5	6	5,5
Green tourism	8	6	7	3	2	2,5
Sea and land sports	7	6	6,5	5	7	6
Thalassotherapy	9	8	8,5	2	3	2,5
Gastronomy	8	9	8,5	6	2	4
Events	7	5	6	4	6	5
Learning and education	6	8	7	8	7	7,5
Nature and adventure	7	6	6,5	8	6	7
Luxury yachting	7	9	8	7	8	7,5
Standard yachting	7	6	6,5	4	7	5,5
General interest cruises	6	7	6,5	4	5	4,5
Specialised and themed cruises	7	7	7	7	9	8
Integrated resorts	4	4	4	5	9	7
Hotel comfort and grand comfort	7	9	8	7	4	5,5
Hotel economy	4	3	3,5	3	5	4
Apartments	5	4	4,5	3	4	3,5
Villas	6	8	7	4	3	3,5
Campsite	3	4	3,5	4	5	4,5
Private accommodation	3	3	3	2	4	3
Big congresses	4	3	3,5	5	9	7
Standard congresses	6	5	5,5	5	9	7
Conventions	7	8	7,5	6	9	7,5
Corporate meetings	6	5	5,5	6	8	7
Incentive travels	8	8	8	7	5	6
Sport events	4	3	3,5	7	8	7,5



Portfolio Strategy



14 Tourist Sectors Considered



■ Sun & Beach



■ Yacht charter



■ Touring



■ Wellness



■ Sports



■ Cruise



■ City Breaks



■ Snow



■ Mountains



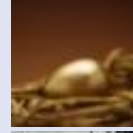
■ Cultural



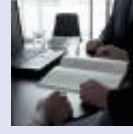
■ Countryside



■ Visit an event



■ Luxury

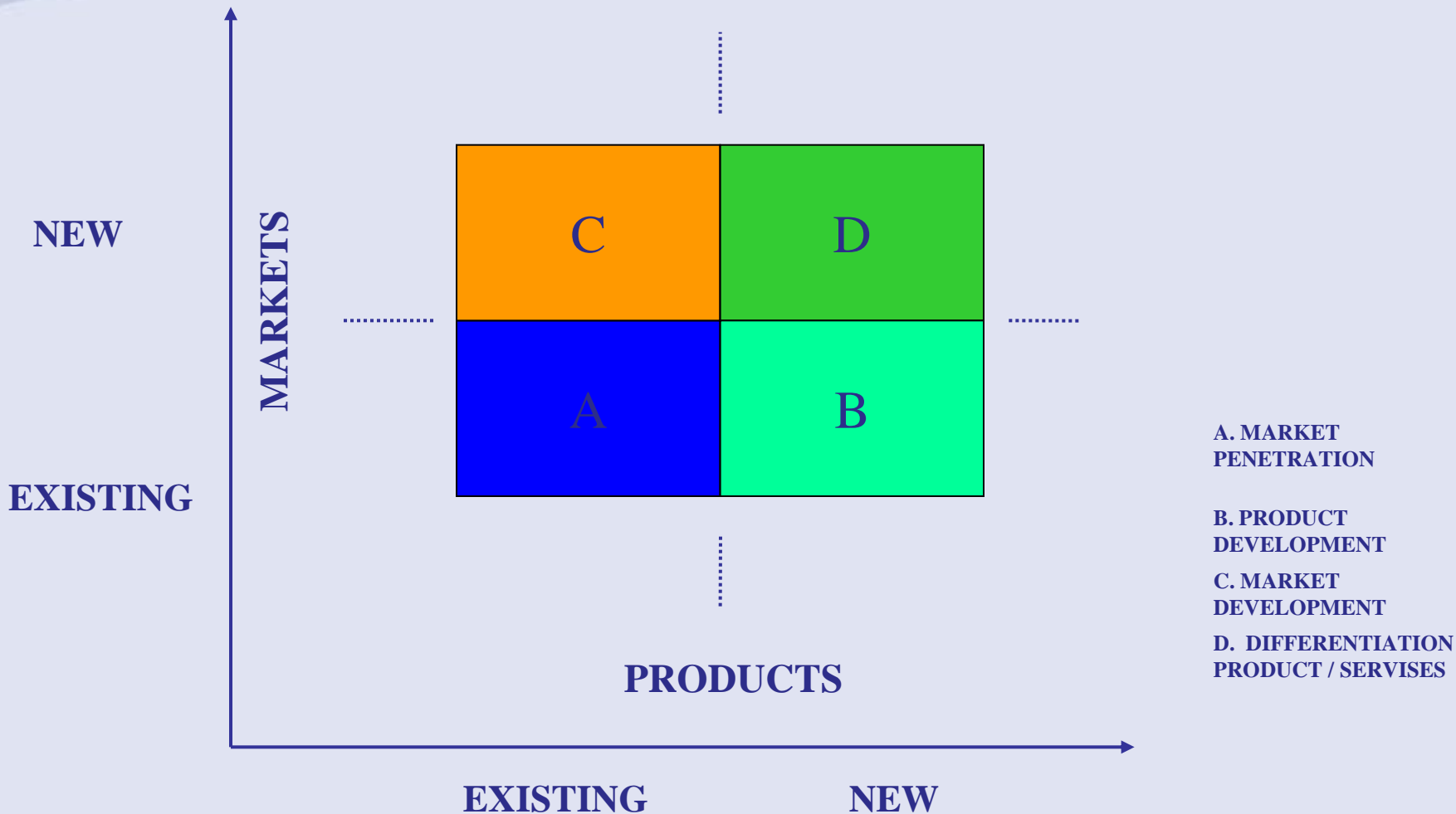


■ Meetings

9 Product - Specific Marketing Plans

- Sun & Beach
- Wellness
- Touring
- City Break
- Luxury Travel
- Conferences
- Nautical
- Cultural
- Ecotourism

Matching Markets With Products



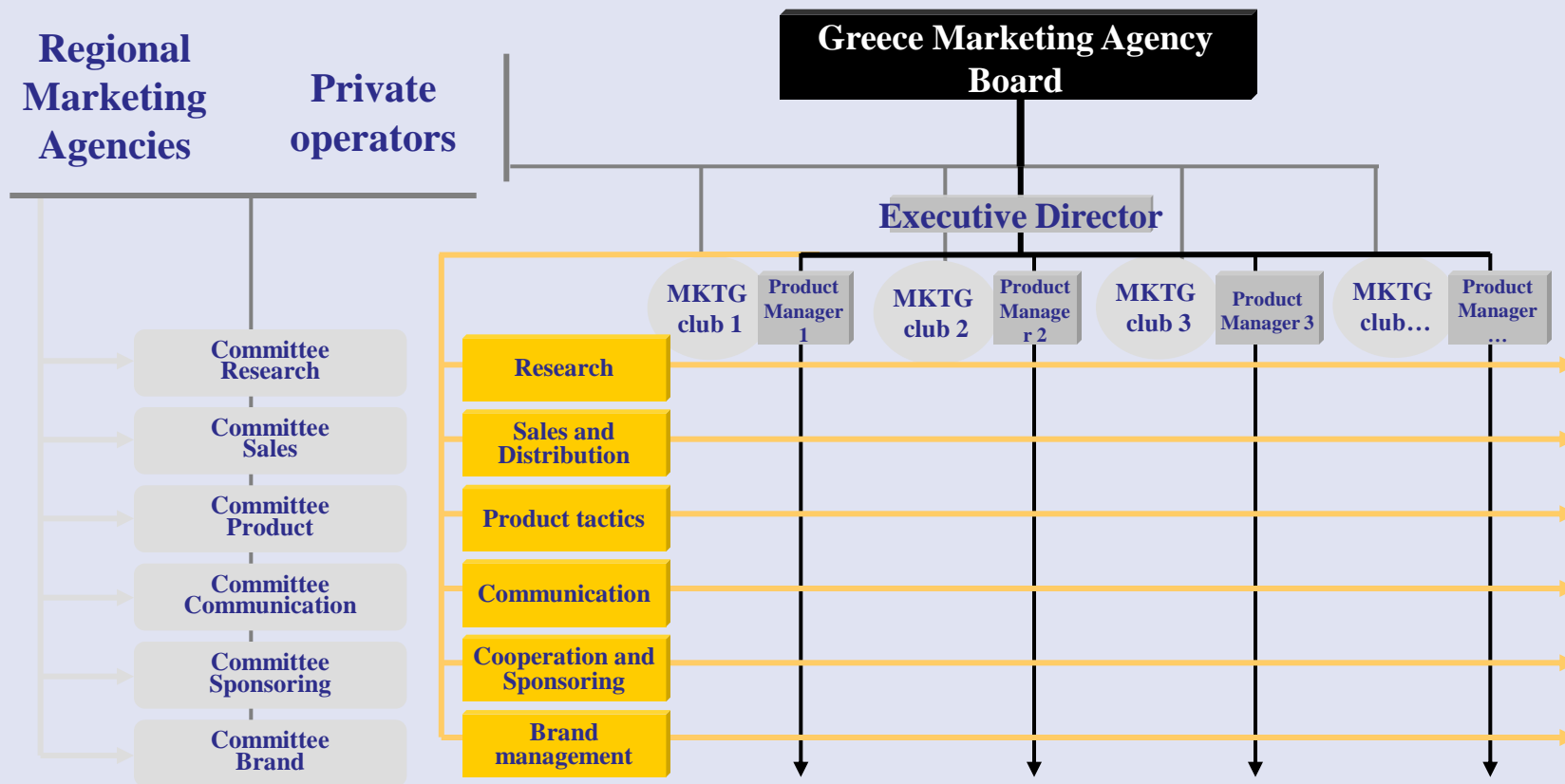


Product Competition / Market

UK	Sun& Beach / Waterside holiday	Touring Holiday	Cruise/Yacht Holiday	City Holiday / City Break	Conference / Congress/ Seminar
Trips Abroad (000)	10.935	5.466	1.066	5.612	616
	Spain 48%	Spain 14%	Spain 15%	Spain 17%	France 22%
	Cyprus 8%	USA 10%	Guatemala - Honduras - Salvador 13%	Italy 9%	Spain 20%
	Turkey 6%	Italy 9%	Italy 12%	USA 8%	Ireland 11%
			USA - Maldives 10%	Czech Republic 7%	Italy 10%
			Caribbean 8%		Switzerland 9%
	Greece 13%	Greece 4%	Greece 8%	Greece 3%	Greece *



Marketing Task Force



The role of the Government

- **90% of the tourism master plans are NOT implemented**
- **20% Ministry of Tourism**
- **80% Other Ministries**



Ministries & Responsibilities

- **Employment**
- **Secretariat of Press & Information**
- **Public Order**
- **Foreign Affairs**
- **Internal Affairs**
- **Transportation**
- **Merchant Marine**
- **Economy & Finance**
- **Education**
- **Public Works**
- **Culture**
- **Health**
- **Work legislation**
- **Image of the country**
- **Safety**
- **Visa**
- **Local Authorities**
- **Air, Sea, Land transportation**
- **Maritime**
- **Investment - Taxation**
- **Education**
- **Zone planning**
- **Museums – Archeological sites**
- **Sanitary control**



2004 - 2010

6 Ministers

3 Vice Ministers

5 Secretary Generals (Ministry)

7 Presidents (NTO)

5 Secretary Generals (NTO)

3 Special Secretaries (NTO)

Slogan & Logos of Greek Tourism 1991- 2009

- | | |
|--|-----------|
| ◦ Chosen by the gods | '91 - '93 |
| ◦ Come as a tourist, leave as a friend | '94 |
| ◦ Makes your heart beat | '95 |
| ◦ Never ending story | '96 |
| ◦ The authentic choice | '97-'99 |
| ◦ That's life | '00 - '01 |
| ◦ Beyond words | '02-'03 |
| ◦ Your best time yet | '04 |
| ◦ Live Fantasy Imagine Reality | '04 |
| ◦ Live your myth in Greece | '04 |



ΕΛΛΗΝΙΣΜΟΣ ΟΡΓΑΝΩΣΕΙΣ ΤΟΥΡΙΣΤΙΚΟΥ

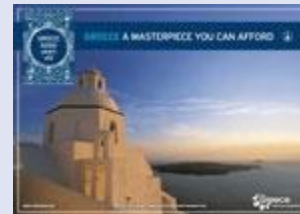


2008 The True Experience



SETE

2009 A Masterpiece you can afford +new logo



Competitiveness
is a relative factor
which is produced through
a benchmark process

Where is Greece Today ? (2009)

- **International Arrivals : 14,3 mi (estimate)**
- **Receipts: 10,4 bi. € (estimate)**
- **World Ranking: 16th in arrivals / 10th in receipts**
- **Contributes 17% to the GDP**
- **Contributes 20% to the Employment**
- **World Ranking in Tourism Competitiveness (TTCI): 24th**

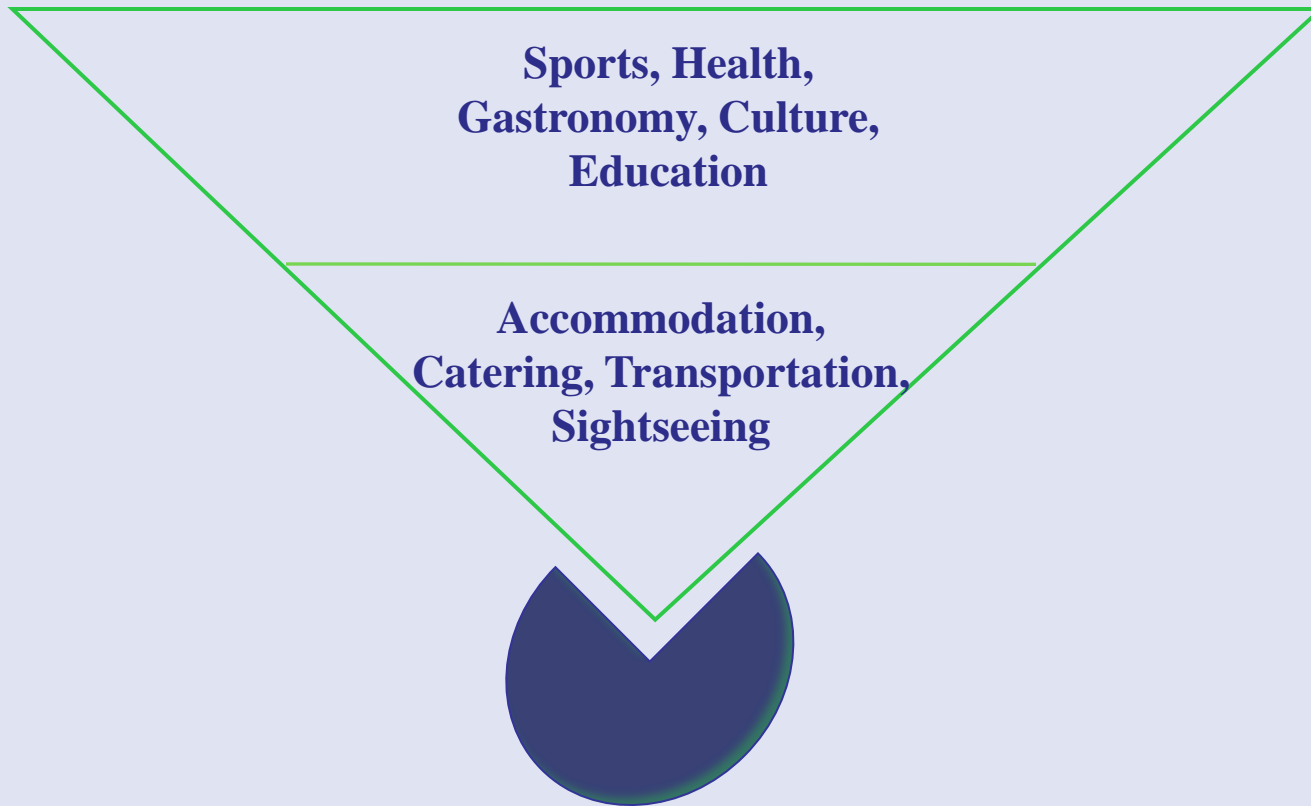
Tourism in the future

- **New perceptions**
- **New definitions**
- **New development model**

Inter-sectoral Relationships



Relationships & Synergies



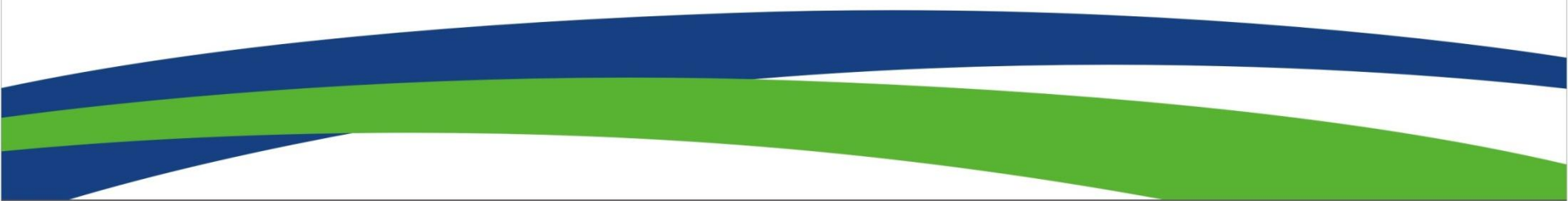
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GREEK TOURISM

2020



Eurobank EFG





**More about SETE
and updates to tourism issues and views at:**

<http://www.sete.gr>

[http:// greektourismblog.com](http://greektourismblog.com)

Thank you for your attention