Τεχνολογία & Τουρισμός στον 21ο αιώνα

Διονύσης Κολοκοτσάς
Public Policy manager

Google Confidential and Proprietary

Agenda

- The opportunity
- The challenge
- Call to action & best practices

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The opportunity: digital

3.0% GDP

100,000 jobs

ΕΘΝΙΚΗ ΤΡΑΠΕΖΑ
Διεύθυνση Οικονομικής Ανάλυσης

€2 billion

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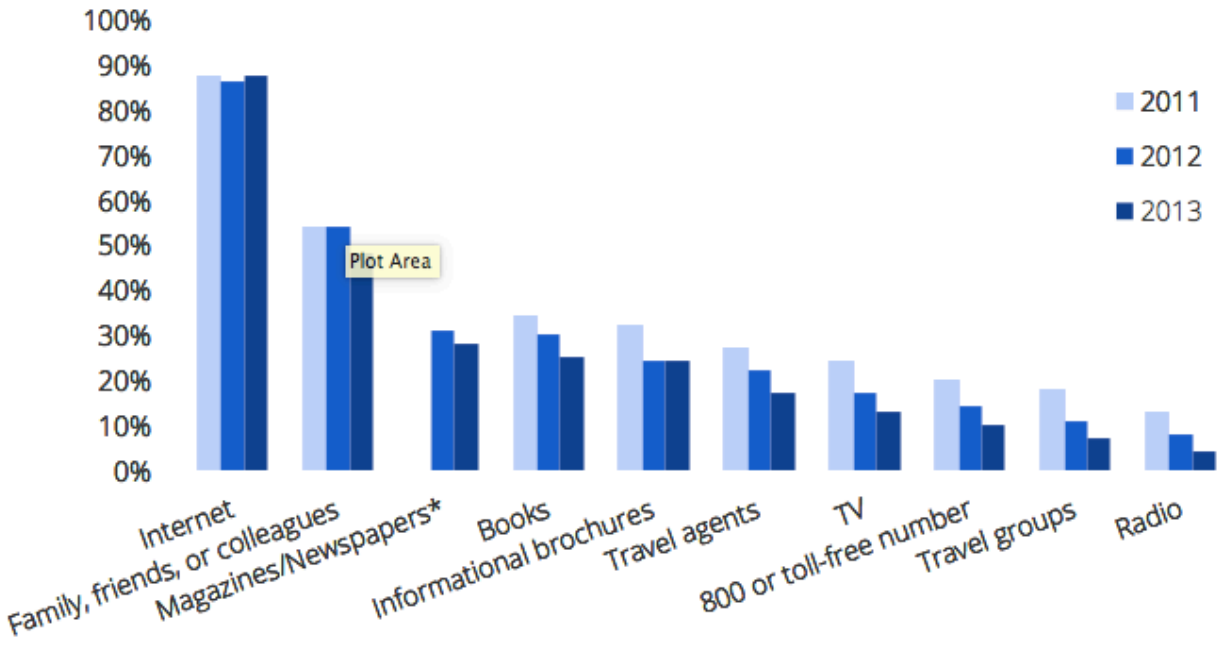
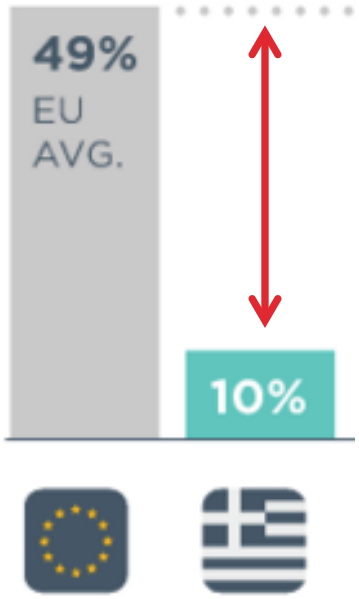
The challenge

Travelers rely on the Internet



Source: Google internal data.

Greece does not

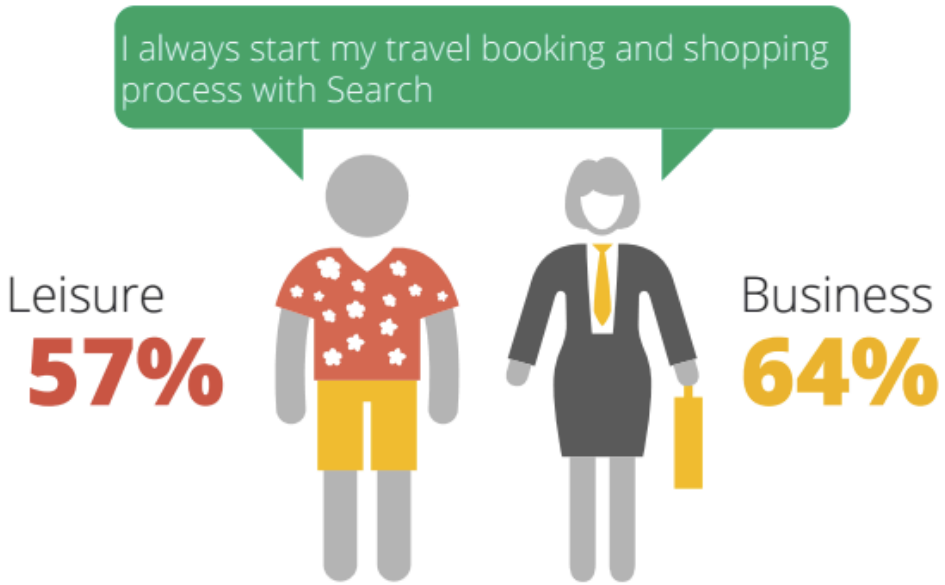


Online share of inbound tourism

Source: Oxford Economics study

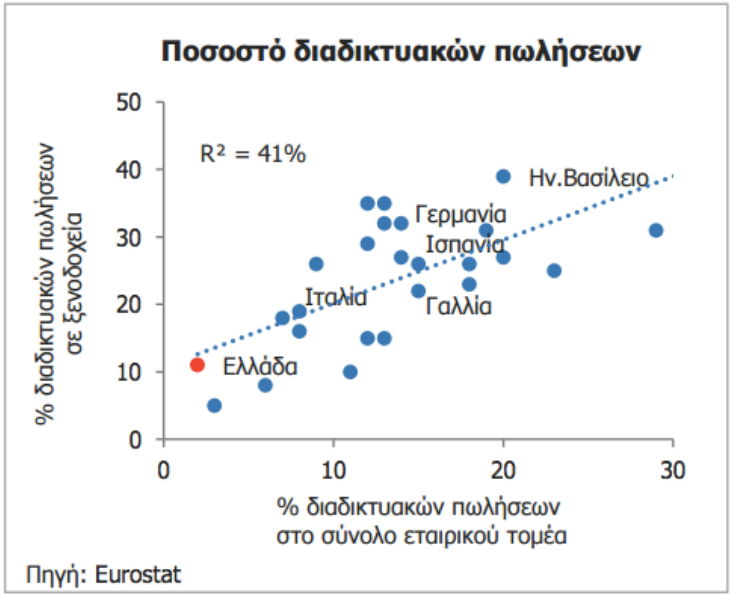
The challenge

Travelers rely on the Internet



Source: Google Travel Study, June 2014, Ipsos MediaCT

Greece does not



Source: National Bank of Greece study

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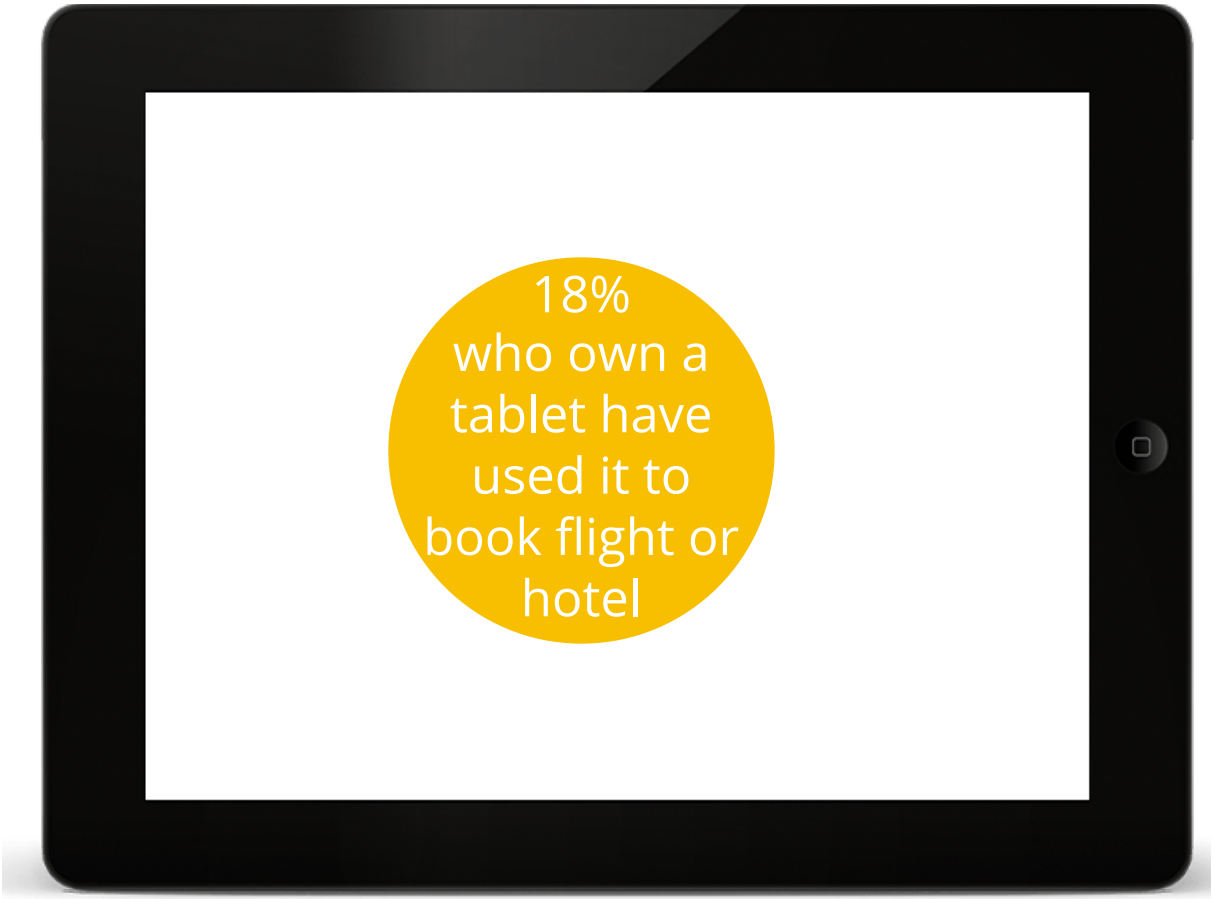
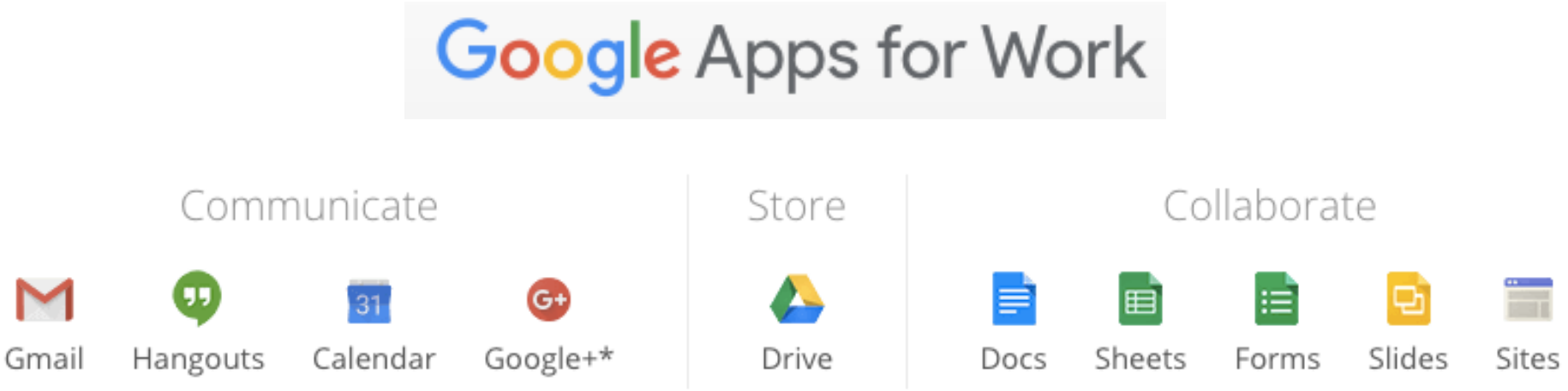
Increase online presence

Go mobile

25%
who own a smartphone have used it to book flight or hotel


18%
who own a tablet have used it to book flight or hotel

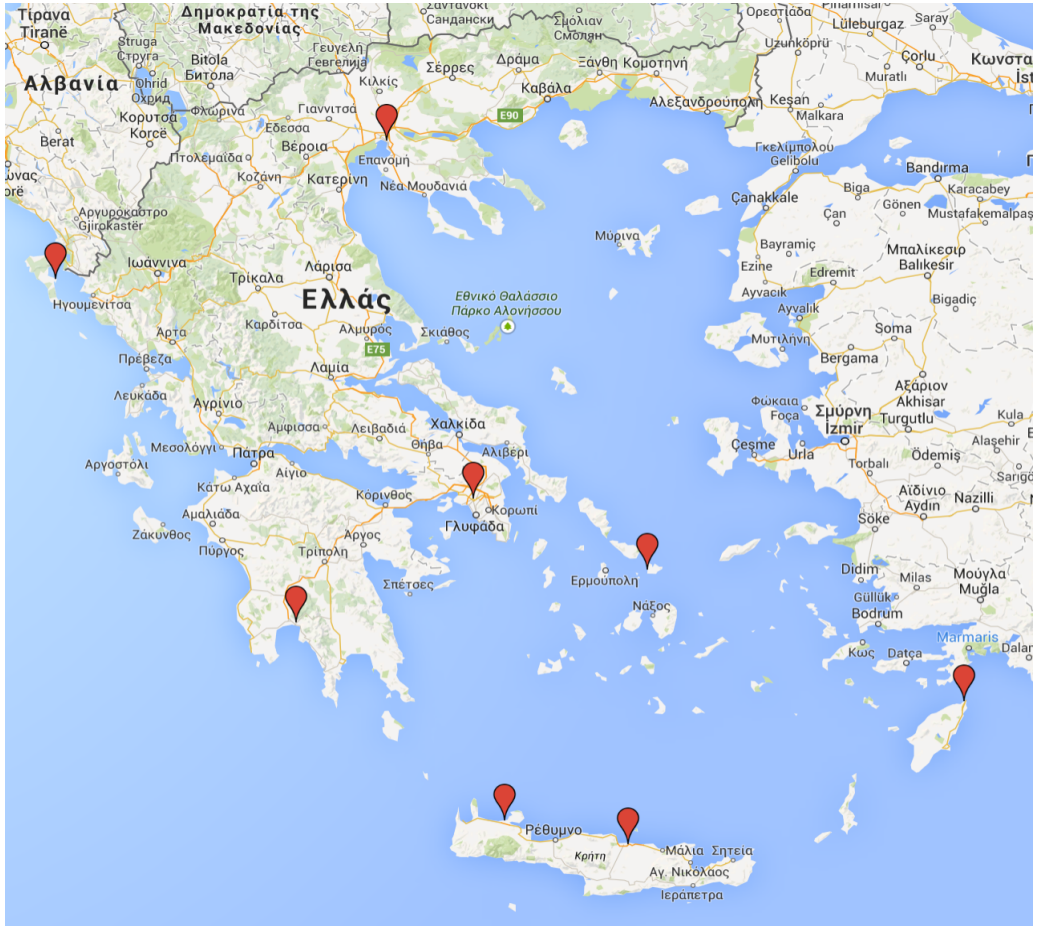
Improve efficiency



Agenda

- The opportunity: 3.2% GDP, 100K jobs
- The challenge: close the gap
- Call to action & best practices
  - Increase online presence
  - Go mobile
  - Improve efficiency

“Grow Greek Tourism Online”



GROW GREEK TOURISM ONLINE with Google

- 8 cities
- 3.200 travel professionals
- 3 hour free seminars
- 94% satisfaction rate

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