



SETE

ECFIN Seminar for Journalists from Euro Area Countries
European Commission Representation in Athens

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08.02.2018

What is known for Greece, 2009 – 2016

GDP

-22,8%

Consumption

-24,3%

Employment

-19,4%



What is not known: What the country achieved during the crisis

Primary budget deficit:

- From -10,5% of GDP in 2009 ...
... to +3,8% of GDP in 2016
- An adjustment of more than 14% of GDP

Unemployment:

- From >27% in 2013 ...
... to 20% in 2017
- Employment increase by 280.000

External balance of goods & services:

- From -12,7% of GDP in 2008 ...
... to -2,4% of GDP in 2016

Internal devaluation: 19.6%



Greek Tourism Figures 2017

International arrivals	~30 mil.
International receipts	~14,5 b. €
Export component	~90%
Direct contribution to GDP	10%
Total contribution to GDP	>25%
Increase in GDP since 2012	13.5 b. €
Employment contribution at peak season	30%



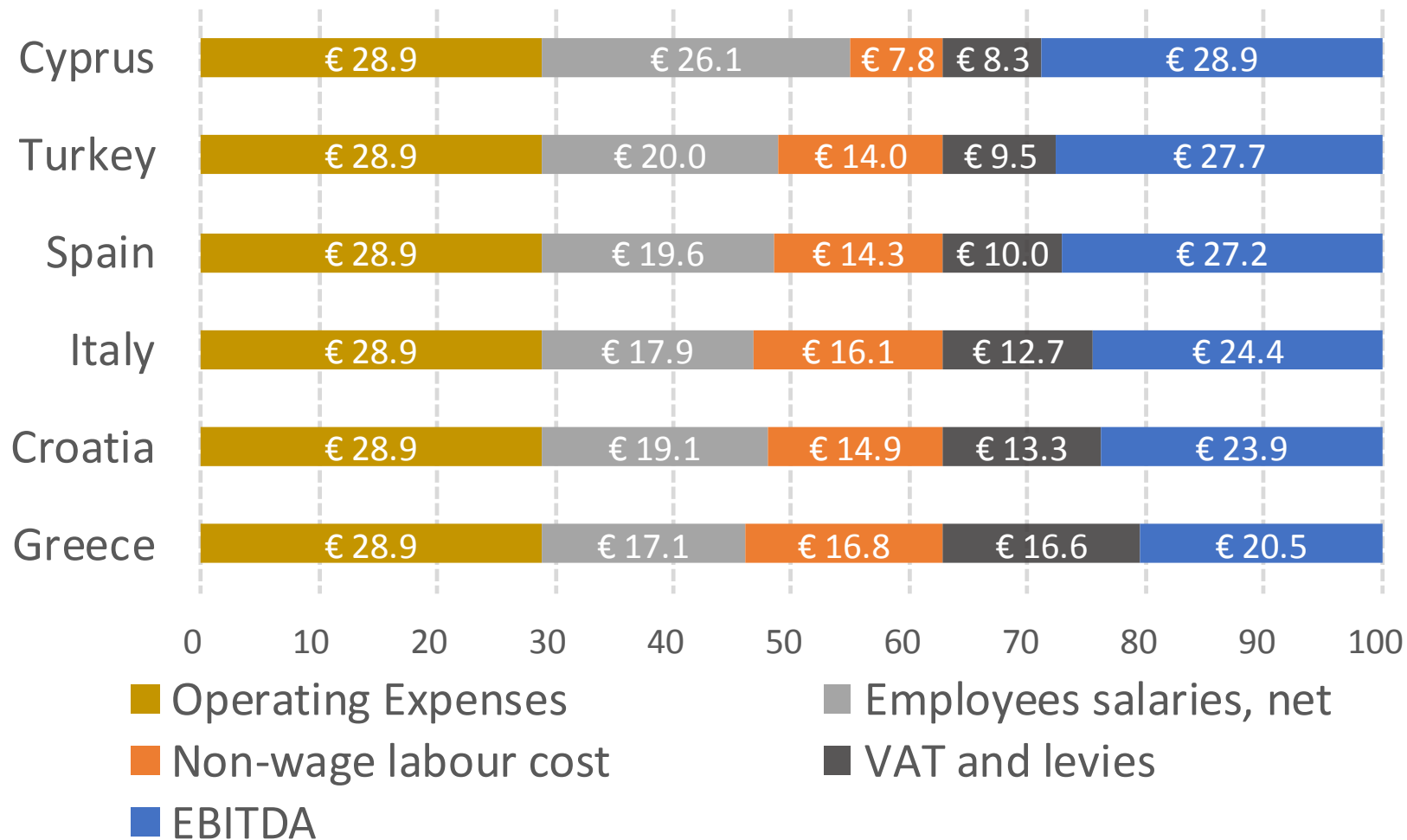
Basic requirements for unfolding the sector's full potential

1. Reducing over-taxation
2. Introducing Spatial planning for tourism
3. Ensuring Legal Certainty
4. Reducing red-tape
5. Having a functioning banking system



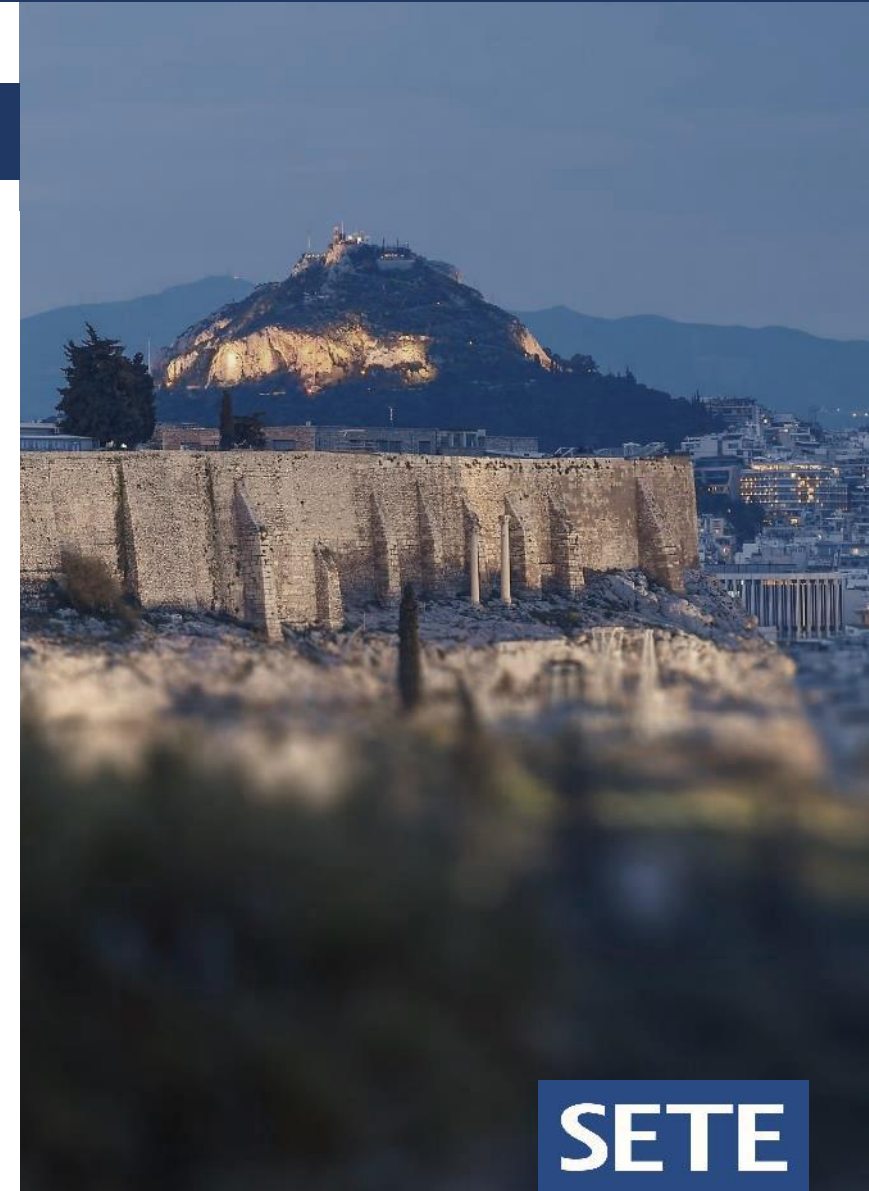
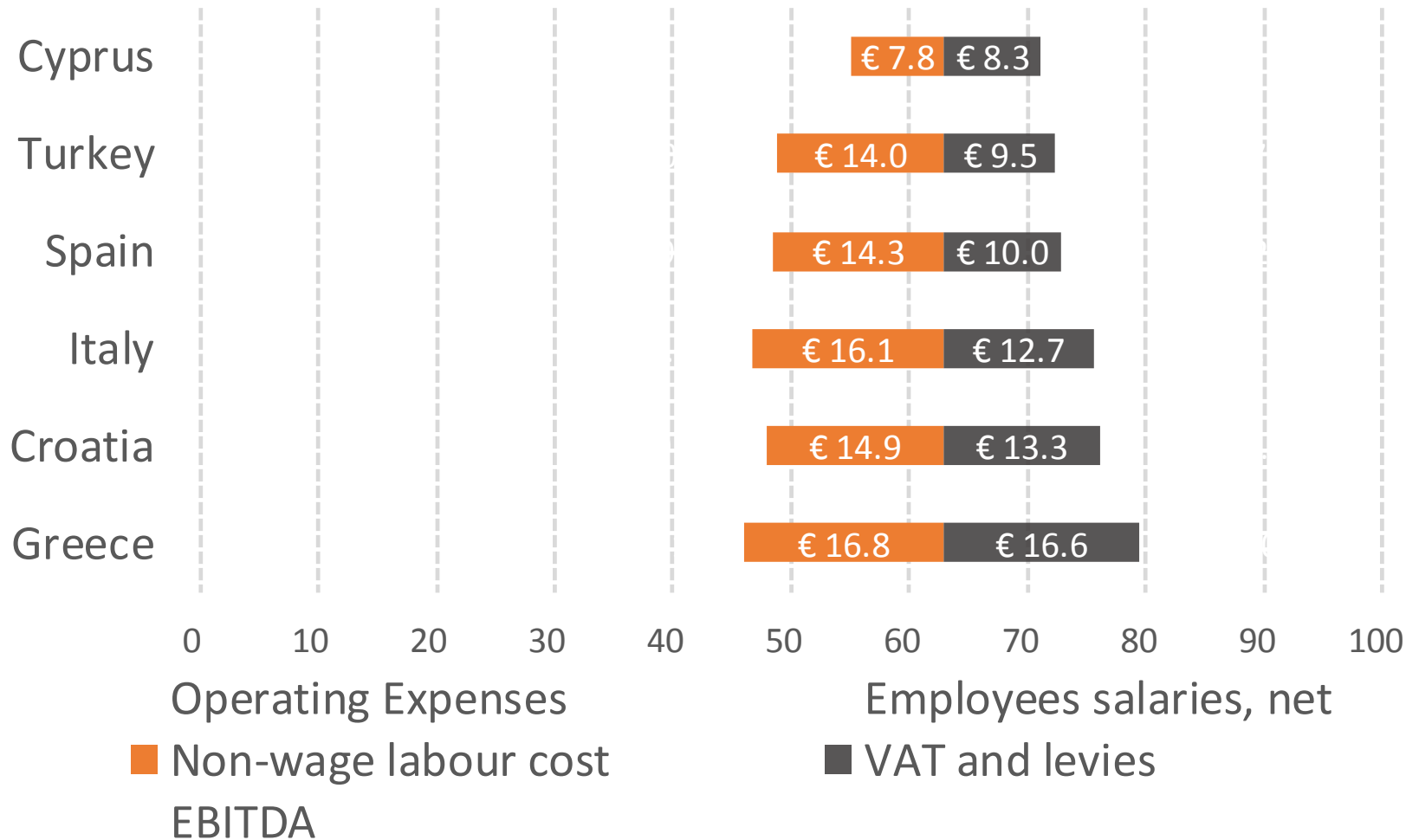
Basic requirements for unfolding the sector's full potential

Overtaxation: €100 room price goes for:



Basic requirements for unfolding the sector's full potential

Tax & Social Security outlays in Greece:



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Greek Tourism Confederation Roadmap 2021

According to SETE's strategic roadmap, by 2021, Greek tourism will reach 36 million International arrivals and 20 billion international receipts

5 basic tourism products



Sea & Sun



City break



Cultural tourism



MICE



Nautical tourism

The above targets will be achieved by investing annually 6 billion Euros in infrastructure, both by Public & Private Sectors



Institute SETE:

- Co-funded programs
- Training
- Studies, data, scientific analysis

INSETE

MARKETING GREECE

Marketing Greece:

- Discovergreece.com & Social Media
- International media office
- Campaigns



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