

**MINISTRY OF CULTURE & TOURISM
GREEK NATIONAL TOURISM ORGANIZATION**

STRATEGY FOR THE PROMOTION OF GREECE BY THE GREEK NATIONAL TOURISM ORGANIZATION FOR THE NEXT THREE YEARS (2012-2013-2014)

The tourism industry of our country, particularly at this juncture, constitutes a vitally important economic sector, occupying the most prominent place in the Greek economy, by contributing to its development. At the same time, the industry is elevating the country to one of the top 10 destinations worldwide.

Despite the negative climate in the international tourism market, the season in Greece is going on smoothly and, according to the Hellenic Statistical Authority, it is marking positive numbers in some of the most famous destinations. This proves the strength of Greece as a brand name in the international market, as well as its leading place amongst the most popular world destinations with high awareness.

The recent global financial crisis and its consequences for the Greek economy reinforce the need for a new, coherent and long-term strategy to implement the vision:

"To make Greece a leading European destination all year round, for all seasons, specializing in "experiential travel ".

The unique combination of tourist resources of Greece is comprised of:

Its mild Mediterranean climate, its exquisite gastronomy, its pristine beaches, its unique monuments, its archaeological sites, its imposing mountains, its spectacular landscapes harmoniously combined with the traditions, the culture and the values of its inhabitants – their positive energy, their directness, their warmth, and their authenticity – its tradition coming alive in the events taking place all year round (diachronic character); all the above make of Greece an extremely attractive destination for visitors all over the world longing for an original travel experience throughout the year.

After all, Greece remains a destination unaltered through time, reliable for the high degree of satisfaction it offers, idyllic for the unique richness in tourist resources, and untouched by any crisis. Greece remains enchanting as ever!

Under this new strategy, we are striving for the renewal of services offered, products, and destinations as well as the diversification of the demand and the distribution network both within the traditional market of Europe, and in newly emerging-markets ranging from Eastern Europe to China, India and Brazil, in accordance with the interests of consumers-tourists.

Greek tourism, which has been fuelled for years by the dominant model of mass tourism, in combination with that of sea and sun, has generated, and continues to generate, significant economic benefits for the country. The strict adherence to this model of tourism-supply restricts the possibilities for developing new forms of tourism, wears down the resources of the country and downgrades Greece's position on the scale of the internationally popular tourist destinations.

This does not necessarily mean that we must remove Greek tourism from its traditional customers, but we must access new niche markets and cooperate with tour operators who promote specialized market packages for specific target groups.

The new vision of Greek tourism highlights the differential quality tourism product, so as to meet the fluidity of international economic and tourism demand, of the situation of tourism businesses

and of the intensification of competition, by attracting more tourist consumers, experienced travellers, sensitive to the quality and the protection of the environment.

The thematic axes forming the foundation of the country's tourism product for the next three years will contribute to the promotion of values and lifestyle of the Greeks and our unique civilization. The thematic axes will also contribute to the use and protection of natural, environmental resources, and the discovery of unknown Greece of contrasts.

These axes are:

SUN / SEA

CULTURE

DIVING

HEALTH AND WELLNESS TOURISM

LUXURY TOURISM

NAUTICAL

CITY BREAKS

MICE

TOURING

At the same time, unparalleled sectors of Greek Tourism such as Greek gastronomy, unique religious monuments, Greek cities as crossroads of cultures, and more, will be highlighted.

- ATHENS





- **NATURE**





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- SEA – SUN



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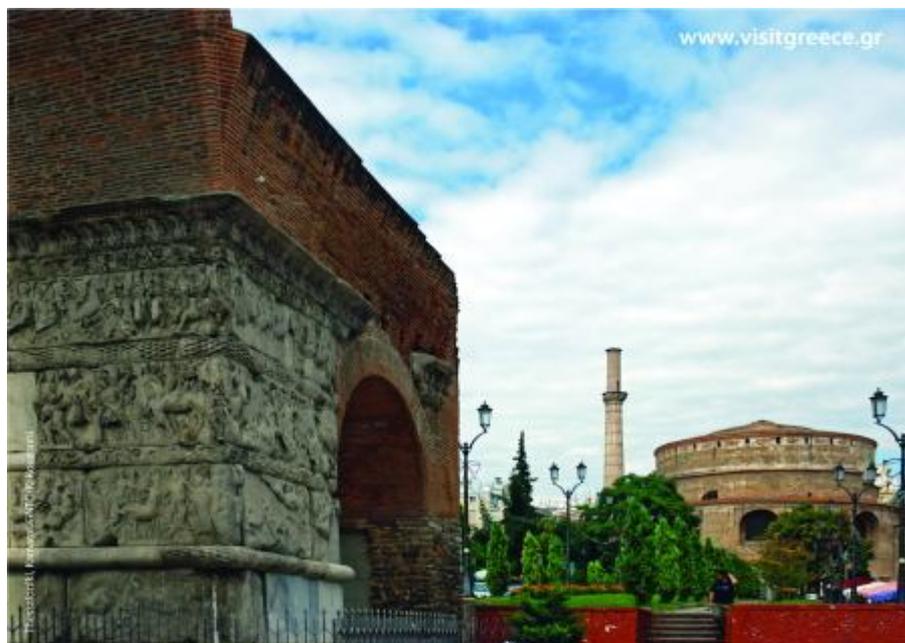


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- **THESSALONIKI**







- **ΓΑΣΤΡΟΝΟΜΙΑ**

