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HELLENIC REPUBLIC  
MINISTRY OF TOURISM



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# **TOURISM GOVERNANCE AS A DRIVER OF THE SUSTAINABILITY AGENDA: *THE CASE OF GREECE***

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# Introduction

- 2017: the **International Year of Sustainable Tourism for Development**
- **Greece:** Sustainable Tourism is the core of our tourism policy



# The Case of Greece

- **2015, 2016:** consecutive years of growth
- Extension of the “official” tourist season (March to November)
- **2017:** Early bookings record a double-digit % increase from all our source-markets
- GDP contribution: more than 20%
- 1/5 of the country’s workforce



# Our Vision

- Greece: 365-day tourism destination
- Inclusive development through thematic forms of tourism



# Strategic Pillars

- Extending the tourist season through the development of special interest/thematic tourism
- Promoting new thematic tourism products
- Opening new dynamic source-markets abroad
- Introducing new Greek destinations
- Upgrading quality and attracting new investments
- Creating synergies with other economic sectors

**Thank you for your attention!**



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