TOURISM SECTOR: A central pillar of the Greek economy

Greece, in 2018, broke, for a 6th year in a row, its all time record in tourist arrivals.

33.1 MN Arrivals

16 BN € Tourist receipts

Tourism is an export champion for Greece:
It represents 30.9% of GDP (2018, INSETE) & 25.9% of employment (WTTC)

9% yield of hospitality real estate, one of the most competitive in Europe
Greece: A Global Brand, A Timeless Destination

- **16,000** kilometers of coastline, a truly unparalleled phenomenon on the European continent.
- **6,000 islands** and islets, scattered in the Aegean and Ionian Sea, most of them grouped in clusters, that form the unique Greek archipelago.
- A unique history and cultural heritage, a country full of archaeological treasures and world class monuments and museums.
- The birthplace of Democracy, Theater, Philosophy and the Olympic Games.
- Mild climate, ideal for year-round tourism (average of 300 sunshine days per year)
- A paradise of Mediterranean cuisine/diet -with a history of around 4,000 years-, the birthplace of the famous Symposiums, and the Epicurean philosophers
- 18 Greek monuments in UNESCO’s latest update of the World Heritage List

**Trends**

Greek tourism 2021 - The new roadmap

- **35 million arrivals**
- **€20 billion tourist receipts**

**requirements:**

- €6.5 billion investments in the next 5 years from both public and private sector

**result:**

- €43 billion GDP contribution, with 1 million jobs and 105,000 new 5* beds through new developments or upgrades

Source: SETE 2016

**Strong tourism capacity**

- 9,873 hotels
- 425,973 rooms
- 835,773 beds

(2018 figures)

- **15 international airports**
- **New**
- waterways under development

- **More than 800 ports,** of which **16** are of national importance

- **43** ports received
- **3,410** cruise ships and **4.8 mn tourists in 2018**
- **21** high quality marinas with **8,100 berths,** and many more docks and moorings

Source: SETE 2016
Tourism product and infrastructure

The country’s hotel potential has been extremely upgraded

- 5-star hotels increased their share of total hotel capacity from 1% in 2000 to 5.1% in 2017.
- 4-star hotels have a 15% share in total hotel capacity and 3-star hotels a 25% (2017).
- 60% in tourist arrivals in Athens the last three years

Greece ranked 18th globally in tourism infrastructure among 141 countries, according to 2017 WEF’s Travel and Tourism Competitiveness Index.

Athens a rapidly increasing city break destination, with 5.5 mn. visitors in 2018, 600% increase in the last 5 years

Tourism related infrastructure upgrade:

- Privatization of 14 Regional airports to a German-Greek consortium. A total of €330 million will be invested in airport infrastructure until 2020.
- Privatization of the Greek Railway operator to Italian Rail Operator - Ferrovie Dello Stato Italiane.

Tourism FDI

Net inflow FDI in Hotels and Restaurants and Real estate sectors in Greece reached 1,524 mn € in 2017 representing 42.2% of total Net FDIs in Greece.
Latest deals

Indicatively:

• **TUI Group** invests in Greece for the **ROBIN-SON** and **Family Life** Hotel brand

• **US Hines** acquires ex Ledra Hotel in Athens

• German Tour Operator **Alltours** acquires two Hotels in Greece

• **US Oaktree Capital** through a joint venture with **Greek SANI SA** expands in the Greek tourism market

• Chinese **Fosun** and Emirati **Eagle Hills** announced agreements with Lamda Development to co-fund the €7bn Hellinikon Project in Athens

• **Kerzner International Holdings Limited** and **Dolphin Capital Group** are on track to build “One & Only Kea Island” in Greece. A total 150 mil. investment

• **Accor Hotels** keeps expanding in Greece

• **Marriott** keeps expanding in Greece

• **Wyndham Hotel Group**, opens new Hotels in Athens and key resort destinations

• British tour operator **Thomas Cook Hotel Investments (TCHI)**, follows an expansion strategy for Greece, through significant investments in hotels

• The **first Aman Resort (Amanzoe)** and the first **Nikki Beach Hotel** opened their doors in Argolida, while further luxury villas and hotel development is in progress in Peloponnese (Messinia, Argolida, Ilia, Laconia)

• **Russian Mirum** is implementing “**Elounda Hills**”, a luxury leisure-residential integrated resort development in Crete

• **Four Seasons has opened its first hotel in Athens**

• **Somewhere Hotels** the Saudi group entered the Greek hotel market

• Israel-based **Fattal Hotel** company, has entered Greece, with a significant investment in central Athens

• Russian Tycoon **Dmitry Rybolovlev** starts a €120M **Project**, in a luxury accommodation complex on the private **Island of Skorpios**, in the Ionian Sea

• **Cronwell** is investing in the new **Ierissos Resort**, a 300-room luxury-resort next to Mount Athos, that will initially consist of 2 hotels and 10 villas

• **TEMES SA**, owner of the luxury tourism resort Costa Navarino in Messinia, **set to invest €250 mil.** in the creation of a second tourism accommodation enterprise at Navarino Bay, by expanding to nearby Pylos with the construction of a five-star hotel, furnished villas with a 900-bed capacity and an 18-hole golf course among others.

*and many more*