

TOURISM SECTOR:

A central pillar of the Greek economy

Greece, in 2016, broke, for a 4th year in a row, its all time record in tourist arrivals.



24.8 MN
Arrivals

5% Y-O-Y INCREASE



13.22 BN €
Tourist receipts

Tourism is an export champion for Greece:

It represents **18,6%** of GDP &
23,4% of employment (2016)

**9% yield of hospitality
real estate,**
one of the most
competitive in Europe



Trends

Greek tourism 2021 - The new roadmap

35 million arrivals ↑+10 million

€20 billion tourist receipts ↑+30%

requirements:

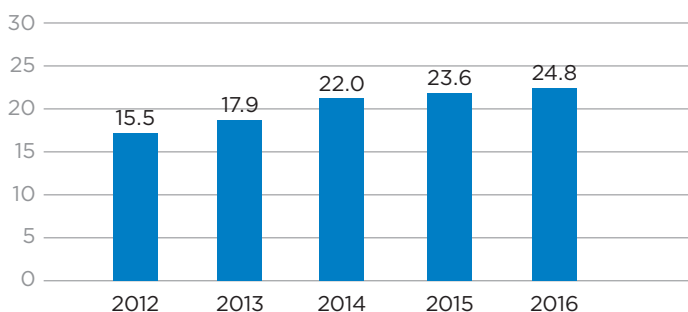
€6.5 billion investments in the next 5 years from both public and private sector

result:

€43 billion to the GDP with 1 million employment

105,000 new 5* beds through new developments or upgrades

Tourist arrivals (mn)



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**

Strong tourism capacity

9,730 hotels
407,146 rooms
788,553 beds
(2016 figures)

15 international airports

New
waterways under development

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

42 ports received
4,290 cruise ships and
5.2 mn tourists in 2016

19 high quality marinas with
6,661 berths,
and many more docks and moorings



Investment Opportunities in Subsectors of interest

Tourism product and infrastructure

The country's hotel potential has been extremely upgraded

- 5-star hotels have almost quadrupled and at the same time increased their share of total hotel capacity from 1% in 2000 to 4.6% in 2016.
- 4-star hotels increased by 50% and 3-star hotels by 37% (over the period 2000-2016).
- 60% in tourist arrivals in Athens the last three years

New projects under development:

During 2016, **142 project files** were submitted for new and existing 4 and 5-star hotels with a capacity of more than 300 beds each and 4 new large investments of Complex Tourist Accommodation

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

770 mn €

in 2016 representing

27.1%

of total Net FDIs in Greece.



Thematic sun & beach tourism



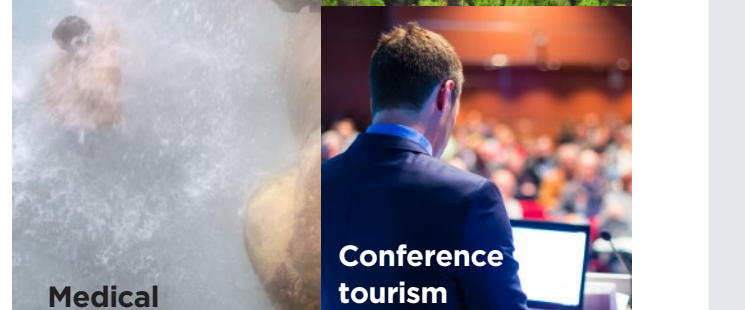
Nautical tourism



City Break tourism



Cultural and religious tourism



Medical tourism

Conference tourism

Integrated resorts – holiday housing



Latest deals

Indicatively:

- **TUI Group** invests in Greece for the **ROBINSON** 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
- Russian **Med Sea Health** invests in Miraggio Thermal Spa Resort, Chalkidiki
- **Marriott** keeps expanding in Greece
- **Wyndham Hotel Group**, opens new Hotels in Athens and key resort destinations
- Private Investor from **Saudi Arabia** invests in Evia Island, in a development of 400 complex tourism accommodation and tourism facilities
- 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 announced its first Hotel in Astir Palace Vouliagmeni**
- **Somewhere Hotels** the Saudi group entered the Greek hotel market
- **M&G Investments** enters **Grivalia Hospitality and invests in Thessaloniki and Athens Riviera**
and many more