



HELLENIC REPUBLIC
MINISTRY OF TOURISM

COMMUNICATION OF THE CHAIR GREECE

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Main points

1. Commitment:
 1. more resilient and greener tourism
 2. product and services diversification
 3. invest in human resources
 4. promote the economic significance of the tourism sector
2. UNWTO World Tourism Barometer (Jan.): international tourism reached 63% of pre-pandemic levels in 2022, Europe welcomed 585 million arrivals in 2022, almost 80% of pre-pandemic levels
3. Promote green investments, innovation, digital transformation, human resource deployment and capacity building, and employment
4. Restore traveller confidence and advance the adaptability of the tourism ecosystem

► Greek Government appreciation

1. “Redesigning Tourism for the Future” Task Force
2. UNWTO also organized a large variety of thematic conferences
3. Focus on, inter alia, Wine and Gastronomy Tourism, providing exposure of the rural tourism as part of UNWTO’s overall strategy
4. Online Academy courses, offer of scholarships
5. Members’ Priorities for the UNWTO Programme of Work & Budget for the Period 2024-2025
6. Institutionalized presence of the UNWTO at the United Nations General Assembly
7. Specific Agenda for Europe, the strongest Region of the UNWTO

► Tourism is Recovering

1. New challenges emerge for accelerating sustainable consumption and production patterns
2. New opportunities arise, especially in areas related to the management of people
3. According to the recent European Economic Forecast (spring 2023), the global headline inflation fell from the 2022 peaks, European tourism, has by now proven its resilience
4. In Greece in 2022, travel receipts totalled €17,676.2 million, up by 68.3% compared with 2021. The number of inbound travellers in 2022 rose by 96.0% to 29,875.8 thousand
5. In January-February 2023, the number of inbound travellers rose by 83.5% to 1,208.1 thousand
6. Sustainability criteria must drive tourism investments
7. Statistical Framework for Measuring Tourism Sustainability (MST)
8. Sustainable Coastal and Maritime Tourism Research and Monitoring Center

► RRF – Greece 2.0

1. Tourism infrastructure, creating a modern, differentiated, and competitive tourism product
2. Strengthening the added value of human resources working in tourism
3. Advancing the digital transformation of the sector
4. Promoting of sustainable and geographically balanced tourism development
5. creation of Destination Management and Marketing Organizations (DMMOs)
6. Thematic Tourism
7. Tourist port infrastructure
8. Upgrade of services and infrastructure for the elderly and the disabled
9. Protection of the environment and the preservation of the identity of the country and its rich cultural heritage

► Candidacy of Greece

1. UNWTO and the Commission for Europe: Full commitment to the principles of international law, territorial integrity, and national sovereignty, while promoting Sustainable Development Goals
2. Enhance multilateral coordination for international mobility to increase tourism competitiveness and sustainability, while building crisis preparedness
3. International tourism landscape is extremely dynamic with an environment that is constantly changing in a very unpredictable manner
4. Candidacy of Greece as a Vice-Chair of the Commission of Europe
5. Greece is committed to promote the agenda of the Organisation a step further
6. Tourism as a driver of socioeconomic growth



THANK YOU!

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