

GREECE



Swot analysis




- ▶ Natural and cultural attractions/resources
- ▶ Tourism providers flexibility
- ▶ Air transport infrastructure
- ▶ Popular tourism
- ▶ Island beaches will always be a key of attraction

STRENGTHS

- ▶ Greece is being regarded as an increasingly expensive country, reducing one of its traditional attractions as a tourist destination
- ▶ Responsibilities for the tourism industry are spread among many ministries, causing numerous problems

WEAKNESSES

THREATS


- ▶ Rival destinations outside the eurozone
 - ▶ Further political unrest would be damaging for the tourism industry
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- ▶ Cultural attractions & events 5,6
- ▶ Traditions 5,4
- ▶ Discovery 6,6

DEPTH



HEART

- ▶ 6.4 Scenic
 - ▶ 6.3 Welcoming
 - ▶ 6.2 Friendly
 - ▶ 6.0 Relaxing
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- A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

- ▶ 5.2 Lots of experiences
- ▶ 6.7 Fun
- ▶ 5.6 Sociable
- ▶ 6.1 Vibrant cities
- ▶ 6.3 Energetic
- ▶ 6.5 Modern

VITALITY

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- ▶ Post-Olympics era includes the development of an investment-friendly environment
- ▶ Government is seeking to prioritize tourism development over the coming years
- ▶ Boosting investment to make Greece an all-year-round tourist destination
- ▶ Very strong growth of passenger numbers in the low-cost airline sector

OPPORTUNITIES

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THANK YOU FOR YOUR ATTENTION