



Harry Theoharis  
MINISTER OF TOURISM

“The shift of the Greek touristic product to the sustainable, qualitative and at the same time multi-level tourism development, is a one-way street and our primary goal.”

## “A new era of tourism”

The resumption of Greek tourism was a result of a very attentive planning, assessments and important decisions that strategically placed our country among the pioneers. A series of actions, immediate decisions without obstructiveness and unnecessary delays, a realistic depiction of the situation and confidence in the views of experts, lead tourism to its new era.

An era whose key components are innovation and dynamic responses to the challenges of the future. The shift of the Greek touristic product to the sustainable, qualitative and at the same time multi-level tourism development, is a one-way street and our primary goal. The maximization of the benefits to the industry but also to our national economy are parts of our business plan which has as its main axis the strategic transformation of Greek tourism.

Key parameters and goals of this transformation are included in a carefully designed action plan that brings a new perspective and creates the conditions for a qualitative, sustainable and more efficient tourism.

But what are these goals and how do they fit into the strategy?

The improvement of the main characteristics of the touristic product, the upgrade of the provided services but also the enrichment of the tourist experience with qualitative and not quantitative terms set the right basis of the tourism that we seek for our country.

These are the goals, which together with the extension of the tourist season, sustainability, digital transformation and regional equality in the distribution of the touristic product are the main issues.