



HELLENIC REPUBLIC  
MINISTRY OF TOURISM

# Why invest in Greece?

20<sup>th</sup> Annual Capital Link Invest in Greece Forum  
New York, December 10, 2018

**George Tziallas**

Secretary-General for  
Tourism Policy and Development

10 + 1  
REASONS  
TO INVEST

1. Established tourism destination with unique competitive advantages
2. Extended tourist season
3. Need for quality upgrade in accommodation and for 5\* & 4\* hotels
4. Penetration of international hotel chains
5. International public tenders in progress

10 + 1  
REASONS  
TO INVEST

6. Prices below their equilibrium
7. Structural reforms, red tape reduction
8. Stable environment in economic & geopolitical terms
9. High quality, highly educated, middle cost human capital
10. Business friendly incentives legislation: Investment Law, Fast-track Law

**+1 TOURISM: GOVERNMENT PRIORITY**

## WHAT TO INVEST IN

- Develop new or upgrade existing tourist infrastructure
- Large integrated resorts - vacation homes
- Marinas - yachting facilities
- Thematic parks, sports tourism, thermal springs & spa-wellness & thalassotherapy
- City break experience - new hotels
- Privatization of key tourist state assets