



Investment Opportunities in Real Estate and Tourism

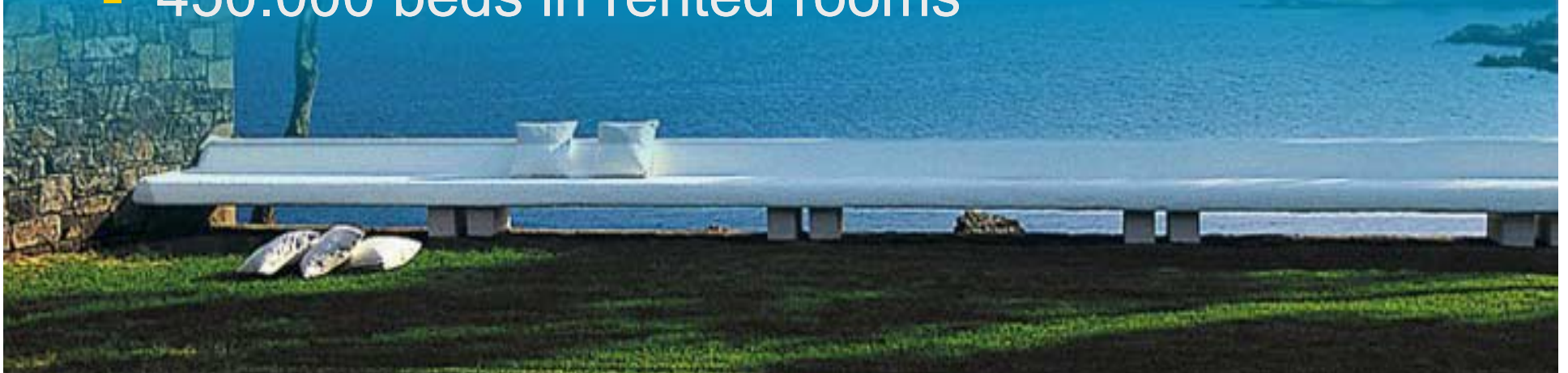
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G r e e c e

Global Trends in Tourism

- Expansion: growth and new markets
- Globalization- Competition
- Modern Tourist: individualized needs and special interests
- Technology and information innovation (ICT)
- Vacation patterns: more often – less duration
- Growing demand for new diversified products, market segmentation
- Seeking the ‘experience’ of a destination
- Special types of tourism

Tourism in Greece

- New era of dynamic growth – + 6% (2006)
- 15 million foreign tourist arrivals per year
- 16% of G.D.P
- 900.000 work places or 19% of total workforce
- 630.000 beds in 9.100 hotel units
- 30.000 camping places
- 450.000 beds in rented rooms



The Greek Tourist Product

- Ancient history and a world-renowned culture
- Diversity of natural environment
- Clean, beautiful beaches – islands
- A perfect four-season climate
- Stable economy and long-standing EU membership
- Lifestyle and quality of life
- Safety and Security

Global Trends in Real Estate Demand - Tourism

- Shared vacation ownership - timeshare
- Resorts
- City hotels
- Second home purchase – Holiday homes
- Condo hotels – Tourist Residences
- Destination Clubs
- Fractional Ownership

Greece:

Real Estate Investment Opportunities

- Returns higher than mature European markets
- Risks lower than developing European markets
- Economic growth rate above the EU average
- Upgrade in infrastructure (Olympic Games)
- New Public Property Investment Opportunities
- New legal framework – PPPs
- The new Investment Law
- The new Spatial Plan for Tourism

Strategic Plan for Tourism

- New institutional / organizational framework
 - Ministry of Tourism- GNT0- T.D.COMPANY-OTET
- Strategy
 - Develop tourism in the framework of a strategy for sustainable development
- Goals
 - Upgrade the quality of the tourist product
 - Broadening and enrichment of tourist product
- Axes for Tourism development
 - Investments – Quality – Marketing

Goal One: Quality Upgrade

- Encouragement of high quality investments
 - New accommodation: hotel units and resorts
 - Improvement of basic infrastructure (airports, ports, etc)
 - Upgrade services (cleanliness etc)
- Withdrawal of old hotel units
- Facilitation of investments through special procedures: one stop shop
- Simplification of administrative procedures
- Public Private Partnerships: advantages to both sides, acceleration of procedures

Investment Law

- Broad range of investment schemes supported including special tourist infrastructure: **golf courses, yachting harbors, convention centers, spa-thalassotherapy, health tourism centers, thematic parks, winter sports centers etc.**
- Incentives to private sector for development and upgrade of tourism product



Goal Two: Diversification and Enrichment

- Development of attractions which extend beyond the sea, sun, sand formula – Green Tourism
- Development of tourism activities throughout the year
- Axes for promotion of special types of tourism
 - Health tourism, spa and thalassotherapy, beauty, wellness
 - Eco-tourism, tourism and adventures in nature
 - Cultural and urban tourism, convention and business tourism, sports tourism
 - Sea tourism, scuba-diving, yachting, etc.
- Gastronomy- Lifestyle
- New products

Means for Achieving the Strategy

- Development of a 10-year plan
- 4th Framework Program 2007-2013
- Spatial Master Plan of Tourism
- Development of special forms of tourism
- Marketing and promotion
- Education and training

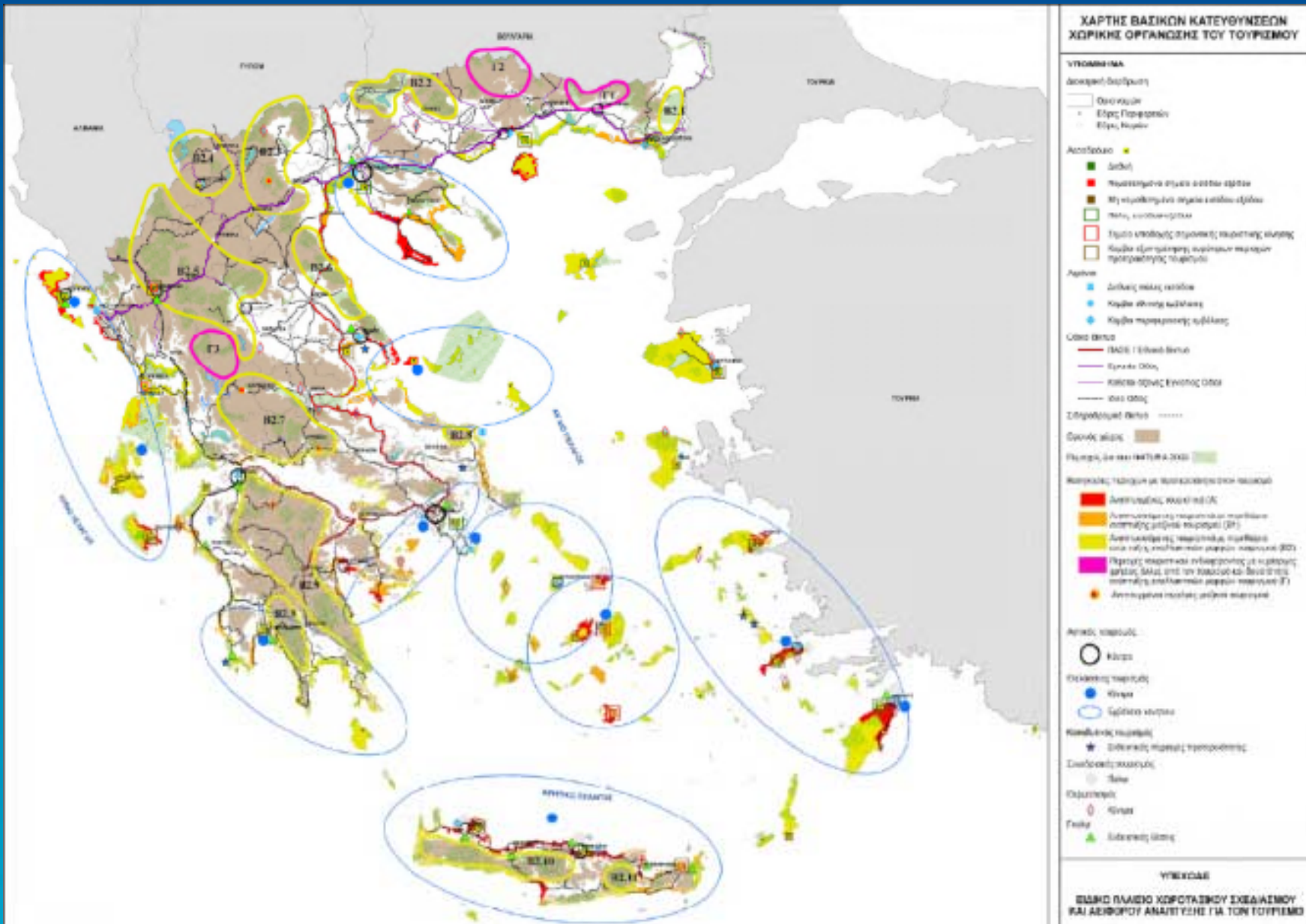


Spatial Master Plan For Tourism

- Guidelines for the type and characteristics of tourist development in the Greek regions
 - Identification of potential for the development of special types of tourism
- Introduction of new types of product : tourist residences



Map of Spatial Organization of Tourism



Tourism Development Co. (T.D.Co.)

- Public company wholly owned by the Greek State
- Management, administration and development of the tourist real estate property of the Greek National Tourism Organization with the goal to promote the national tourism policy
- Unique Real Estate Portfolio :
 - 371 properties which cover a total of 7000 hectares throughout Greece
 - Diversity of assets: Xenia hotels, Marinas, Camping Sites, Golf courses, Ski Center, Conference Center, Casino, Museums, Caves, Tourist Kiosks, Beaches
 - Estates of considerable size and potential for tourism development : Anavyssos, Paliouri, Afandou...
- Vision and Strategy:
 - Development of public tourist properties with the aims to :
 - Contribute to tourism development policy
 - Maximize benefits to local and regional development
 - Take advantages of synergies with the private sector

Development Plan Priorities

- Mature estates
- In several regions
- Different uses
- Development of fully integrated complex tourist resorts
- Development of Special Tourist Infrastructure



Tenders in Progress

Tenders for the submission of non – binding expression of interest:

- Golf Afandou in Rhodes island
- Anavyssos Alykes estate in Attica
- Xenia hotel in Vytina
- Xenia hotel in Skiathos island
- Casino in Corfu island



Wrap Up

- Greece responds dynamically to the challenges of the international tourist real estate market
- Private investments are an essential factor to supplement public actions
- Public and Private Partnerships will attract new investments contributing to the growth of the greek economy
- Development of synergistic action





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