

## Athens Tourism & Economic Development Agency

***New Trends & Challenges in City Tourism***  
by  
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Managing Director  
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- **In Athens** was founded in May 2005 as a non-profit organization
- **In Athens** is the official tourism board of the city of Athens, Greece
- **A partnership between the City of Athens and:**
  - *the Hellenic Hoteliers Chamber*
  - *the Association of Greek Tourism Enterprises*
  - *the Hellenic Association of Tourist and Travel Agencies*
  - *and the Hellenic Retailers Association.*



**Our Mission:**

*In Athens acts as platform of cooperation between all tourism related agencies and organizations in the Attica region. The Agency's mission is to draw up a joint strategy for the promotion of the Attica region and present Athens as an attractive year-round tourist destination*



**In Athens Projects Include:**

• **Collaborative Projects**

- Successful bid for hosting the international tourism exhibition "**City Break Expo 2007**" and the European Cities Tourism annual conference

- European Union Programs for promoting Athens' cultural heritage and historical centre

• **Research**

- i.e., visitors' survey



**In Athens Projects Include:**

**Promotion**

- Cultural Guide, *Strolling Through Athens*
- Leaflets, DVD
- [www.athenstourism.gr](http://www.athenstourism.gr)

**Studies – Projects Underway**

- Athens Convention Bureau, targeting business tourism
- Visitors' Information Network



**Trends in City Tourism:**

(SOURCE: *The European Cities Tourism Report 2005 – 2006*)  
CITY TOURISM IS A GROWTH INDUSTRY:

- New Record Heights in 2004
- Commercial Bednights up by 16.3%
- International Bednights up by 19.4%
- TOURISM IN CITIES GREW AT DOUBLE THE RATE THAN IN NATIONS  
16.3% IN CITIES VS. 6.3% IN NATIONS
- LOW-COST CARRIERS ARE DRIVERS FOR GROWTH  
Especially true of cities in the vicinity of LCC airport



**Trends in City Tourism:**

- LARGEST OUTBOUND SOURCE MARKETS FOR EUROPEAN CITIES TOURISM IN 2004

**1st:** USA

**2nd:** UK

**3rd:** GERMANY

(WHEREAS) THE FASTEST GROWING NATIONAL OUTBOUND SOURCE MARKET FOR ECT IN THE YEARS 1998-2004:

SPAIN- GROWTH RATE OF 40.5%

UK – GROWTH RATE OF 38.6%

FRANCE – GROWTH RATE OF 26.2%

ITALY AND GERMANY SHOWING STEADY RATE

WEAKEST: USA, SWEDEN AND JAPAN



**HIGHLIGHTS:**

- CITY TOURISM ACCOUNTS FOR 38% SHARE OF TOTAL EUROPEAN OUTBOUND TRIP VOLUMES

60% Leisure City Breaks

17% Business Related

23% Visits to Friends and Relatives

- CITIES ATTRACT A PROPORTIONALLY HIGHER NUMBER OF FOREIGN VISITORS TO NATIONS

Hence, city tourism developed into major national export income generators (by calculating the VAT VALUE spent by foreign visitors)



**FACTORS AFFECTING  
FUTURE GROWTH OF  
EUROPEAN CITIES TOURISM:**

**STRENGTHS:**

- INCREASING TRANSPORT AVAILABILITY OF DIRECT LINKS:
  - Low Cost Carrier Phenomenon
  - High Speed Train Networks
  - Increasing Connections And Links Between Modes
- HIGHER EDUCATION RATES INCREASE DEMAND FOR TOURISM WITH CULTURE, HISTORY AND ART PROVIDED BY CITIES
- NEW CITY TRAVEL SERVICES
  - CITY CARD, SPECIAL EVENTS, CULTURAL OFFERS
- KNOWLEDGE SHARING & COOPERATION PRACTICED BY ECT ENHANCES STANDARDS
- COMPETITIVE MARKET PROMOTES GROWTH



**OPPORTUNITIES**

- THE INTERNET
  - Direct Access to Customers
  - Platform For Branding
- LCCs Ctd GROWTH FACILITATES AND PROMOTES GROWTH OF PASSENGERS SEEKING CITY BREAK TRAVEL
- MODERN LIFESTYLE SHOWS NEED FOR MORE BREAKS OF SHORTER DURATION
- ECONOMIC REBOUND OF FAR EAST ASIAN MARKETS (EX. JAPAN AND KOREA) CREATE LARGE MARKETS WITH VERY HIGH SPENDING PER VISITOR-DAY RATIO



### **OPPORTUNITIES**

- CHINA ON THE FOREFRONT TO BECOMING WORLD'S #1 ECT SOURCE MARKET IN THE NEXT DECADE
- CITY TOURISM CATALYST FOR REGENERATION OF URBAN AND INDUSTRIAL AREAS
- CITY TOURISM ENHANCES DOMESTIC TRAVEL  
Increases Sense Of Common Culture And Community



### **WEAKNESSES**

- POLLUTION IN LARGE METROPOLITAN AREAS
- SAFETY IN LARGE SUBURBAN AREAS
- WEAK ECONOMIC GROWTH RATES IN LEADING EUROPEAN NATIONS MAY AFFECT CITY GROWTH RATES
- DEPENDENCY ON EXCHANGE RATE FLUCTUATIONS



### **OTHER FACTORS**

- POLITICAL INSTABILITY IN THE WORLD
- EPIDEMIC DISEASES
- TERRORISM
- SAFETY OF LCCs
- FUEL PRICES



### **ACCESSIBILITY In Athens:**

- The leadership of the City of Athens recognises that tourism and travel constitute social rights.
- In economic terms, tourists are getting older (Europe has an aging population)
- The City of Athens, the Central Government and the private sector have taken a number of (on going) initiatives to improve Athens' accessibility to people w/ disabilities

***The Olympic Games provided the springboard for the initiation of most of these measures and include:***

- The construction of 65km of special grooved street sidewalks for the visually impaired
- The installation of over 1.000 street handicap access ramps
- Conducted an awareness campaign, targeting city restaurateurs
- Over the past 6 months, the Municipal Police gave out approx. 15.000 parking tickets in spots reserved for people with disabilities. This number excludes the removal of license plates for similar violations



- A wheelchair elevator has made Acropolis accessible in recent years
- The city's public transportation network is continually taking measures to improve accessibility while our METRO and TRAM networks boast adequate accessibility
- A number of private and public museums as well as a number of private businesses have taken measures towards ensuring accessibility

