



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
Government

Greek Economy Restart

May 20, 2020



Tourism

Minister Charis Theocharis



Importance of Tourism for Greece

Income for 2019

€19 billion

(Bank of Greece: Tourism Balance of Payments)

Visitors 2019

33 million

(Bank of Greece: Tourism Balance of Payments)

First two months of 2020

+23 %

(Bank of Greece: Tourism Balance of Payments)

Impact to Employment

360.000 employees

(ERGANI: Employees in Accommodation and Food businesses)



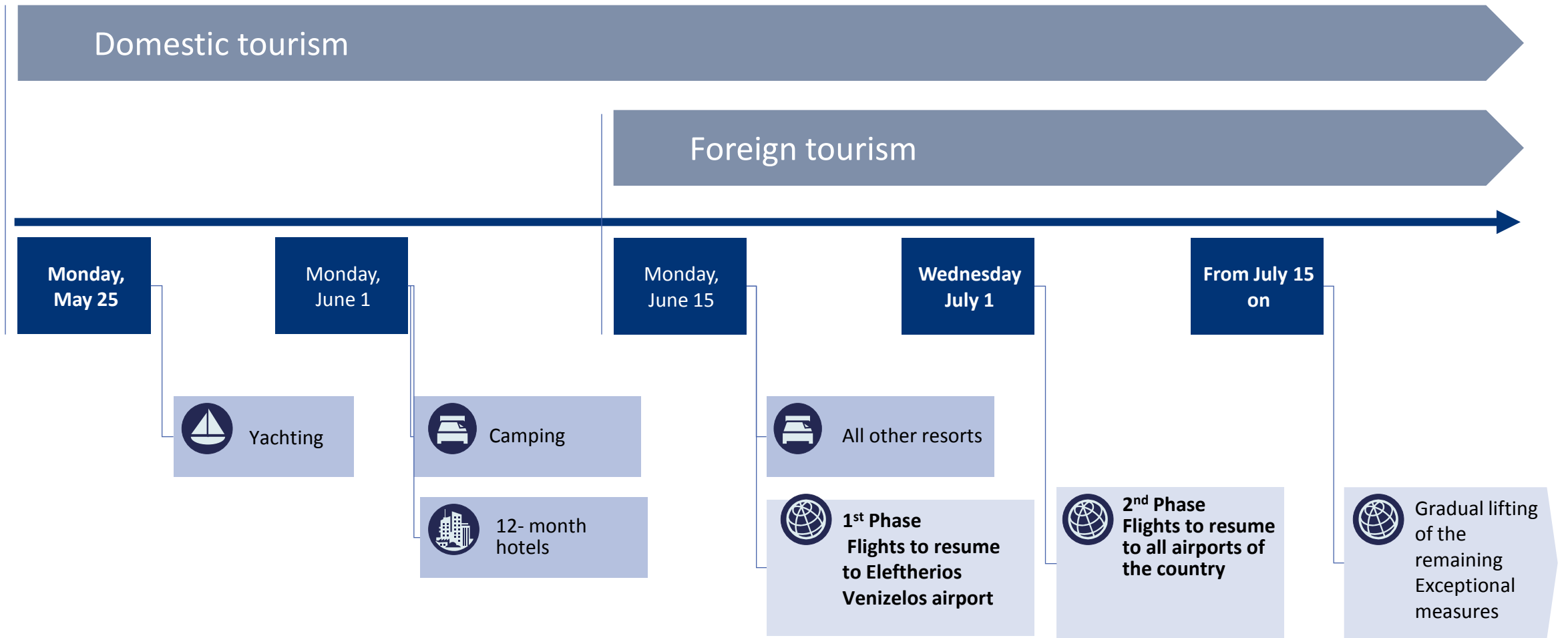
“Restart Tourism” – Main Priorities

Restart Tourism with emphasis on:

- Safety for employees
- Respect for visitors
- Strengthening of Healthcare structures in the tourist destinations
- Support for tourism businesses
- Consultation and co-operation with society, local authorities and global community



Schedule for opening the tourism market



(*) The list of countries will be determined depending on their epidemiological profile by June 1. Visitors will be subject to Coronavirus sample testing.

Capacity to deal with Coronavirus Cases



Strengthening the Health Care capacity of tourist destinations

- Provide for test possibilities
- Designate a doctor for each accommodation resort for a first evaluation of Coronavirus cases.
- Designate a coordinator for each accommodation resort to be responsible for handling cases.



Operational management of Coronavirus cases

- Accommodation resort doctors will take control in a first stage
- Special quarantine areas for each region or island
- Transfer to Health Care structures if deemed necessary



Development of operational plans for small island destinations

Strengthening the capacity of Health Care structures:

- ✓ Installation of 20 new test analyzers on the islands
- ✓ Provision of 600 Covid-19 beds on the islands

Support from proximate destinations:

- ✓ Secure that the time of transportation won't exceed 2 hours
- ✓ Take advantage of Health structures in the mainland

Risk assessment

Criterion 1: Accessibility to structures

Risk level 1 (low) Mainland Greece,

Crete

- Destinations with capacity to access health structures of the mainland within 2 hours by boat or car.

Risk level 2 (average):

- Destinations with advanced health structures*

(*) General Hospitals, Health Centers which have capacity of Covid-19

Risk level 3 (high)

Destinations that have simple health structures *

- Destinations without health structures

(*) Health Centers that do not have Covid-19 beds

Criterion 2: testing capacity

Risk level1 (low):

- Mainland
- Crete
- Destinations with accessibility to health structures of the mainland within 2 hours by boat or car

Risk Level 2 (average):

- Destinations *having installed (or installment is underway) structures for tests

(*) Santorini, Kalymnos, Kos, Naxos, Paros, Rhodes, Syros

Risk level 3 (high):

- Destinations not having test structures



1st Re-opening phase June 15

- Resume flights from abroad to Eleftherios Venizelos airport
- Re-opening for visitors with good epidemiological characteristics
- In addition other criteria are also taken into account:
 - ✓ Road accessibility
 - ✓ Average distance by flight
 - ✓ Diaspora Communities

Re-opening is expected to create a positive momentum for re-openings at the country of departure also.

2nd Phase of re-opening July 1

- Resume of flights from abroad to all airports
- Resume entries of visitors from all countries
- **Countries with negative epidemiological characteristics will be excluded**
- An announcement for excluded countries will be released in time
- Countries excluded in the second phase will be monitored regarding their epidemiological data



Hygiene protocols for the operation of businesses and the transportation of tourists

- Hygiene protocols for:



Tourist Accommodation



Tourist buses



Car rentals businesses



Ship transportation Passenger/ferry ships



- Flight transportation: within airplanes



Airport terminals



- Controls at entry points to the country (questionnaire, sample test)

Measures of economic support to tourism businesses

- ✓ Extension of the right to not suspend work contracts until July
- ✓ **Rent Reduction for businesses by 40%** until the end of August
- ✓ New mechanism for supporting employment through the SURE program until the end of September.
- ✓ Support of seasonal workers
- ✓ **Refundable advance payment**
- ✓ **Reduction of the advance tax payment**
- ✓ **Reduction of TVA for transportations, coffee, non alcoholic beverages and tourism packages**
- ✓ **Working capital for SME (TEPIX II) / Guarantee Fund/Development Bank**

Strengthening domestic tourism



Domestic Tourism

- Advertising Campaign
- Program “tourism for all»
- Social tourism program(OAED)
- Business Holiday Vouchers for employees in the private sector

Social tourism program(OAED)

- **Objectives**
- Strengthening the liquidity
- Strengthening employment
- Boosting demand

Framework

- 30 million €
- Minimum 4 nights stay
- Hotels and travel agencies
- 250.000 beneficiaries
- Minimum 1 million night stays

Strengthening the sense of security of tourists (Greeks & foreigners)



Information for hygiene protocols

- Use of Visit Greece app
- Uploading relevant material on sites of tourism providers and tourism bodies
- Information material on the ground (posters, banners etc)
- Communication campaign in domestic and international media



Consolidation of safety

- Intensive controls for respect of hygienic rules by squads of the Ministry of Tourism
- Special logo “Health First” to all tourist services providers
- Possibility of getting certified through third parties – private institutions



Tourism promotion

- Funding for advertisement (23 m euro HTO)
- Targeted advertisement to the markets that are opening
- Brand campaign and reservation campaign
- Co-advertising
- Agreements with Tour Operators

“Restart Tourism”

conditions

1

Realistic Schedule

2

Capacity to deal with
Coronavirus cases at
tourist destinations

3

Securing tourism flow from abroad

Operation rules

4

Operation protocols of tourist businesses

5

Travel and transport Protocols for visitors

Market
activation

6

Support to businesses and strengthening internal
tourism

7

Communication and consolidation of the safety
feeling of tourists





ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
Government

