SPORT TOURISM OPPORTUNITIES IN GREECE

by the Greek National Tourism Organisation

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WHAT IS SPORT TOURISM

Sport Tourism may be defined as a deliberate activity in which people, individually or collectively, travel to a particular location/venue in order to participate in sport training, leisure activities and meetings or to attend sporting events, festivals and/or meetings.
GREECE & SPORT TOURISM

- Greece is world famous today as a top tourist destination due to its cultural heritage, in combination with the country’s natural beauty, healthy Mediterranean diet and unique cuisine.

- Greece is recognized around the world for its long history in sports, culture, philosophy and sciences.

- Greece is the birthplace of the Olympic Games in ancient times and of the Modern Olympics in 1896, as well as the successful organizer of the “Athens 2004” Olympic Games in recent times.

- Given the above, Greece has a great potential in the international market of Sport Tourism
THE ADVANTAGES OF GREECE WITHIN THE SPORT TOURISM MARKET (1)

- Greece is the birthplace of the Olympics and of many sports, as well as the successful organizer of the Athens 2004 Olympic Games.
- Greece is one of the most credible sporting events organizers in the world market. During the last 20 years, Greece has organized world championships for almost every single sport.
- Greece combines great touristic resources with modern sporting facilities for visits/tours, thus making itself ideal for hosting leisure activities, sporting events and training programs.
- Greece offers a unique chance to experience culture and sports in the same place.
THE ADVANTAGES OF GREECE WITHIN THE SPORT TOURISM MARKET (2)

- Greece has the best possible climate for leisure and training all year around.
- Greece is world known for its healthy Mediterranean food and excellent Greek cuisine, combining in the best way sport and healthy life.
- Greece is a training and leisure paradise for water and mountain sports.
- Greece offers proximity to all major markets, since it is part of the European Union and in the middle of 3 Continents.
- Greece offers all kinds of media communication channels.
THE BENEFITS OF SPORT TOURISM

For the society/individuals
- Improves health and encourages an active way of living
- Enhances sport development in local societies
- Protects the environment, promoting a healthy and natural lifestyle
- Promotes International understanding and peace

For the market and professionals
- Extends the touristic season
- Enhances the income from transport, accommodation, lodging, retailing, tours, services, etc.
- Promotes new destinations/markets
- Creates new job opportunities
PROFESSIONALS IN SPORT TOURISM

- Physical educators, coaches, trainers, etc.
- Winter sports trainers & experts
- Hiking/Climbing Guides
- Extreme sports professionals
- Tour Guides, Interpreters
- Sport Animators
- Outdoor activities escorts
- Equestrian trainers, horse breeders and trainers
- Lifeguards, diving trainers
- Exercise physiologists, physiotherapists
- Sport Tourism Managers in Hotels
- Sport Venue Promoters
- Sport Travel Agents και Group Leaders
- Sporting Events Managers και Marketing Managers
- Sport Tourism Consultants
FORMS OF SPORT TOURISM

Most popular are:

- **Sporting Event Tourism** *(mainly for attending events)*

- **Educational Sport Tourism** *(for everyone)*

- **Sport Activities Tourism** *(for active lovers of sports)*

- **Sport Leisure & Recreation Tourism** *(for active lovers of sports)*

- **Sport Training Tourism** *(mainly for athletes/coaches)*
Sports Training Tourism involves:

- Sport Federations and Clubs
- Sport Facilities
- Sport Camps
- Sport Equipment Industry
- Sport Professionals of all kinds (hotel, travelling, food & services Industry)
- Travel Agencies and Operators
- Ministry of Sports
- Ministry of Tourism/National Tourism Organisation
GOALS OF GREEK NATIONAL TOURISM ORGANISATION (1)

- Develop Sport Tourism legislation & industry framework
- Set rules, regulations and standards for the proper development of the Greek sport tourism market
- Coordinate the development of the Greek Sport Tourism “map” and promote it via all media (including new media and internet channels)
- Promote sport tourism programs, projects, venues, destinations in local and international market
- Keep promoting the flagship of the sport tourism in Greece, the “Athens Marathon. The Authentic”
GOALS OF GREEK NATIONAL TOURISM ORGANISATION (2)

- Support training and educational opportunities for sport tourism professionals and experts
- Coordinate the work of all existing segments of the tourism market to encourage investments and development of sport tourism projects
- Work with other Ministries on improving the potential of the Greek Sport Tourism market
- Work very close with Greek Sport Federations
- Encourage the development of sport tourism infrastructure projects by facilitating their support via European Union ESPA programs
DEVELOPMENT CRITERIA FOR THE GREEK SPORT TOURISM MARKET

- Proper and modern sporting facilities for popular sporting activities and strategic sport tourism markets
- Coordinated support by the Greek public sector services aiming at the development of relative opportunities
- Accessibility of Greek sport tourism destinations to airports, ports, mass transport system, etc.
- Competitive services and prices in all sectors of the Greek tourism industry
- Annual communication campaigns for the Greek sport tourism market
Thank you for your attention!!!