



# **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)*



# SPORT TRAINING TOURISM

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!!!**