



GREEK TOURISM CONFEDERATION

WHO WE ARE

WHO WE ARE

01

SETE is the **Greek Tourism Confederation**, an umbrella organization representing various sectors, including accommodation, transportation & travel, recreation, banking & finance, consulting and education.

We are the leading advocate and a collective voice for the ever-growing and competitive Travel and Tourism industry in Greece.

SETE's members are both individual companies and associations of businesses. With 14 Associations of Tourism Enterprises as members, the Confederation represents, indirectly, more than 40.000 businesses and 330.000 employees.

14
Associations

40.000
Businesses

330.000
Employees

At a glance, SETE represents:

02

- Greece's **#1 export sector**
- In excess of **€21 billion** in economic output, representing ~21% of Greek GDP (2018)
- Approximately **31%** of Greek GDP when indirect impact is also added
- In 2018, employment in tourism represented 16.7 % of the total employment, while the total (direct and indirect) contribution to employment exceeded 36 %.
Year-round tourism creates 1 in 10 jobs
- Greece's #1 most **dynamic, resilient** and **socially inclusive** employer

WHAT WE DO

03



Advocacy and policy-making:

SETE interacts regularly with international bodies, the Greek Government and Administration and all stakeholders in the policy arena through a diverse agenda, including as taxation, financial incentives, competitiveness, job creation, planning and environment.



Events and Capacity building:

Through its annual International Conference, educational activities and vocational training, SETE strengthens businesses and the sector's workforce by partnering with business leaders, academia and tourism think tanks.



Research and Insights:

Through its Research Institute (Institute SETE), it monitors, interprets and provides key insights relating to all aspects of the Travel and Tourism sector, building a strong knowledge base – all of which is largely publicly accessible.

INSETE



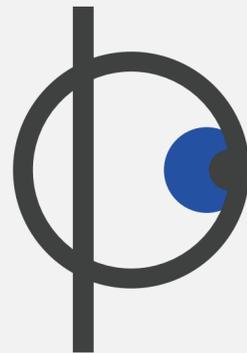
Strategic partnerships and marketing:

SETE and its subsidiary organization Marketing Greece work hand-in-hand with destinations and key stakeholders to promote Greece as a welcoming, year-round destination.

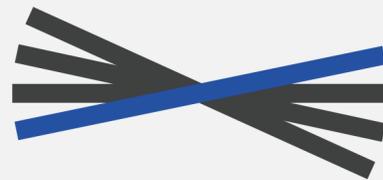
MARKETING GREECE

STRATEGY

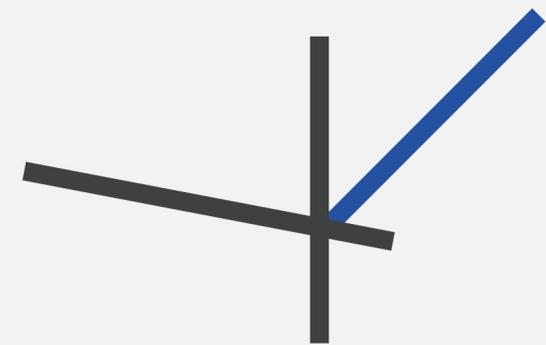
SETE's actions for shaping the present and future of Greek Tourism, are based on 3 pillars:



OUTWARD LOOKING



SYNERGIES



**SUSTAINABLE
DEVELOPMENT**

CURRENT PRIORITIES

05

- Tourism for the benefit of the economy and society
- Place management (and not only destination promotion)
- **Functional destinations and modern infrastructure**
- **A simple and investment-friendly spatial development framework**
- Linking Tourism to other sectors of the economy: culture & agri-food



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THANK YOU