

# Greece

## Key indicators

Population (millions), 2006 .....	11.1
Surface area (1,000 square kilometers) .....	132.0
Gross domestic product (US\$ billions), 2006 .....	308.7
Gross domestic product (PPP, US\$) per capita, 2006 .....	33,004
Real GDP growth (percent), 2006 .....	4.3

Source: World Bank, *World Development Indicators Online Database* (December 2007); IMF, *World Economic Outlook Database* (October 2007 edition); national sources

## Travel & Tourism indicators

### T&T Industry, 2007 estimates

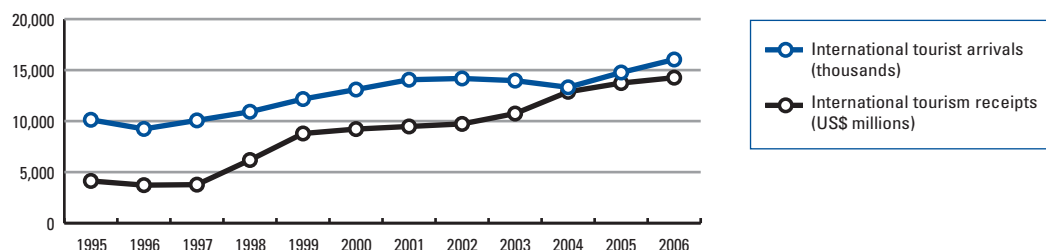
	Percent of total	2008–2017 annual growth (% forecast)
GDP (US\$ millions) .....	7.4	3.9
Employment (1,000 jobs) .....	10.3	3.0

### T&T economy, 2007 estimates

GDP (US\$ millions) .....	16.5	4.0
Employment (1,000 jobs) .....	20.0	3.4

Source: World Travel & Tourism Council, TSA Research 2007

International tourist arrivals (thousands), 2006 .....	16,039
International tourism receipts (US\$ millions), 2006 .....	14,259



Source: United Nations World Tourism Organization

## Travel & Tourism Competitiveness Index

	Rank (out of 130)	Score (1–7 scale)
<b>2008 Index</b> .....	<b>22</b>	<b>4.9</b>
<b>T&amp;T regulatory framework</b> .....	<b>17</b>	<b>5.5</b>
Policy rules and regulations .....	61	4.4
Environmental sustainability .....	40	4.9
Safety and security .....	31	5.7
Health and hygiene .....	16	6.4
Prioritization of Travel & Tourism .....	1	6.0
<b>T&amp;T business environment and infrastructure</b> .....	<b>30</b>	<b>4.6</b>
Air transport infrastructure .....	20	4.6
Ground transport infrastructure .....	46	4.4
Tourism infrastructure .....	9	6.7
ICT infrastructure .....	39	3.6
Price competitiveness in the T&T industry .....	120	3.8
<b>T&amp;T human, cultural, and natural resources</b> .....	<b>18</b>	<b>4.7</b>
Human resources .....	43	5.1
Education and training .....	45	4.9
Availability of qualified labor .....	62	5.3
Affinity for Travel & Tourism .....	39	5.1
Natural resources .....	75	3.0
Cultural resources .....	16	5.4

Note: For descriptions of variables and detailed sources, please refer to "How to Read Country/Economy Profiles."

## The Travel &amp; Tourism Competitiveness Index in detail

■ Competitive Advantage ■ Competitive Disadvantage

INDICATOR	RANK/130	INDICATOR	RANK/130
<b>1st pillar: Policy rules and regulations</b>		<b>8th pillar: Tourism infrastructure</b>	
1.01 Prevalence of foreign ownership .....	51 ...■	8.01 Hotel rooms* .....	4 ...■
1.02 Property rights .....	46 ...■	8.02 Presence of major car rental companies* .....	1 ...■
1.03 Business impact of rules on FDI .....	94 ...■	8.03 ATMs accepting Visa cards* .....	20 ...■
1.04 Visa requirements* .....	30 ...■	<b>9th pillar: ICT infrastructure</b>	
1.05 Openness of bilateral Air Service Agreements* .....	50 ...■	9.01 Extent of business Internet use .....	99 ...■
1.06 Transparency of government policymaking .....	74 ...■	9.02 Internet users* .....	60 ...■
1.07 Time required to start a business* .....	89 ...■	9.03 Telephone lines* .....	12 ...■
1.08 Cost to start a business* .....	82 ...■	9.04 Broadband Internet subscribers* .....	47 ...■
<b>2nd pillar: Environmental sustainability</b>		9.05 Mobile telephone subscribers* .....	29 ...■
2.01 Stringency of environmental regulation .....	51 ...■	<b>10th pillar: Price competitiveness in the T&amp;T industry</b>	
2.02 Enforcement of environmental regulation .....	62 ...■	10.01 Ticket taxes and airport charges* .....	98 ...■
2.03 Sustainability of T&T industry development .....	35 ...■	10.02 Purchasing power parity* .....	109 ...■
2.04 Carbon dioxide emissions* .....	95 ...■	10.03 Extent and effect of taxation .....	74 ...■
2.05 Particulate matter concentration* .....	64 ...■	10.04 Fuel price levels* .....	94 ...■
2.06 Threatened species* .....	72 ...■	10.05 Hotel price index* .....	90 ...■
2.07 Environmental treaty ratification* .....	1 ...■	<b>11th pillar: Human resources</b>	
<b>3rd pillar: Safety and security</b>		11.01 Primary education enrollment* .....	8 ...■
3.01 Business costs of terrorism .....	36 ...■	11.02 2ndary education enrollment* .....	38 ...■
3.02 Reliability of police services .....	43 ...■	11.03 Quality of the educational system .....	83 ...■
3.03 Business costs of crime and violence .....	20 ...■	11.04 Local availability of research and training services .....	75 ...■
3.04 Road traffic accidents* .....	72 ...■	11.05 Extent of staff training .....	55 ...■
<b>4th pillar: Health and hygiene</b>		11.06 Hiring and firing practices .....	116 ...■
4.01 Physician density* .....	1 ...■	11.07 Ease of hiring foreign labor .....	64 ...■
4.02 Access to improved sanitation* .....	1 ...■	11.08 HIV prevalence* .....	49 ...■
4.03 Access to improved drinking water* .....	1 ...■	11.09 Business impact of HIV/AIDS .....	14 ...■
4.04 Hospital beds* .....	39 ...■	11.10 Life expectancy* .....	16 ...■
<b>5th pillar: Prioritization of Travel &amp; Tourism</b>		<b>12th pillar: Affinity for Travel &amp; Tourism</b>	
5.01 Government prioritization of the T&T industry .....	19 ...■	12.01 Tourism openness* .....	53 ...■
5.02 T&T government expenditure* .....	13 ...■	12.02 Attitude of population toward foreign visitors .....	17 ...■
5.03 Effectiveness of marketing and branding .....	35 ...■	12.03 Extension of business trips recommended .....	25 ...■
5.04 T&T fair attendance* .....	5 ...■	<b>13th pillar: Natural resources</b>	
<b>6th pillar: Air transport infrastructure</b>		13.01 Number of World Heritage natural sites* .....	21 ...■
6.01 Quality of air transport infrastructure .....	35 ...■	13.02 Nationally protected areas* .....	104 ...■
6.02 Available seat kilometers* .....	32 ...■	13.03 Quality of the natural environment .....	55 ...■
6.03 Departures per 1,000 population* .....	31 ...■	13.04 Total known species* .....	71 ...■
6.04 Airport density* .....	16 ...■	<b>14th pillar: Cultural resources</b>	
6.05 Number of operating airlines* .....	16 ...■	14.01 Number of World Heritage cultural sites* .....	9 ...■
6.06 International air transport network .....	45 ...■	14.02 Sports stadiums* .....	33 ...■
<b>7th pillar: Ground transport infrastructure</b>		14.03 Number of international fairs and exhibitions* .....	20 ...■
7.01 Quality of roads .....	46 ...■		
7.02 Quality of railroad infrastructure .....	48 ...■		
7.03 Quality of port infrastructure .....	49 ...■		
7.04 Quality of domestic transport network .....	56 ...■		
7.05 Road density* .....	30 ...■		

\* Hard data

Note: For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.