

## PRESS RELEASE

### *Greece most visited European destination this summer*

**Greece welcomed more than two million visitors during the summer season marking real success in its vital tourism industry despite the pandemic still very present across Europe. The European travel agents and tour operators community is pleased to have contributed to this remarkable results.**

**Brussels, 16 September 2021.** “The Greek National Tourism Office made tremendous efforts at all levels to promote Greece as a safe and attractive destination and it paid off” said Eric Drésin, the secretary general of ECTAA. He added “we are proud to have able been to bring our own contribution to this success, thanks to our repeated partnership with GNTO”.

In June, ECTAA and the GNTO indeed agreed to make Greece “ECTAA’s Showcase Destination” in 2021. The aim of this partnership is to provide travel agents and tour operators with accurate and updated information about Greece. Notably three online showcases dedicated to specific source markets have been held at the beginning of the summer season.

Many questions around the conditions of entry, conditions of travel between mainland and islands found a reply during these showcases. Thanks to clear and detailed explanations, travel agents and tour operators are able to inform their customers about all. In addition, Greek professionals presented possibilities to enjoy Greece differently and safely for instance by going to central Greece or choose outdoor activities.

Eric Drésin, secretary general of ECTAA, concluded that “success is built on a commitment to provide the best services to the customers. Today practical information about the destination is essential. People wants both to travel and to be reassured that they can enjoy a safe journey. Greece completely understood this new need. The clarity and quality of the information provided lead the path to this unexpected results”.

#### **About ECTAA**

ECTAA represents some 70,000 travel agents and tour operators in Europe, which provide consultancy and sell transport, accommodation, leisure and other tourism services as well as combined products to leisure and business customers.

For more information, please contact:

Mr Eric Drésin, Secretary General

ECTAA - Group of National Travel Agents’ and Tour Operators’ Associations within the EU

Rue Dautzenberg 36, B-1050 Brussels

Office tel: +32 2 644 34 50 / e-mail: [edresin@ectaa.eu](mailto:edresin@ectaa.eu)