

PRESS RELEASE

Greece 2022 #whatasuccess !

With almost 30 million tourists in 2022, Greece experienced a record-breaking year. Greek tourism is boosting the country's economy and supporting it in a time of crisis. As ECTAA's preferred destination for 2022, the travel agents and tour operators organisation is pleased to have contributed to this success.

Brussels, 26 December 2022. 2022 has been an amazing year for Greek tourism: Greece is on track to yield record high revenues of €20 billion this year, "exceeding pre-pandemic levels" say unanimously officials, industry experts and analysts. Branded and alternative destinations, islands and mainland, summer and off-peak seasons all attracted travellers this year.

Obviously the dedicated and professional work of Greek travel companies ensured that the country kept its status of a high-quality, safe and well-prepared destination. Thanks to the partnership agreement, ECTAA actively promoted Greece among more than 70.000 travel agents and tour operators across Europe. ECTAA members praised the highlight on the actions of the Greek government to expand sustainable tourism offer, the light shed on the diversity of travel and tourism products that the country offers as well as the final event showing that [Greece has a winter too](#).

Thanks to the support of the Greek National Tourism Organisation and FedHATTA, ECTAA held successful conferences in Chania & Thessaloniki: two opportunities for the national delegates of ECTAA to experience Greece as its best: attractive and sustainable. Moreover, ECTAA joined forces with WTAAA, the global organisation representing the travel agency community, and organised in Athens the first in-person meeting of this association since the start of the pandemic, with delegates coming from the 5 continents.

According to Eric Drésin, secretary general of ECTAA, "this success is not a surprise. We have seen a genuine commitment from all the stakeholders to provide the best services to the customers and it paid off. In addition people want today both to travel, but sustainable. Greece completely understood this new need. The clarity and quality of the information provided lead the path to these exceptional results".

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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:

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