

TOURAGE INTERREG IVC PROJECT

Regional Analysis on Tourism

REGION OF EAST MACEDONIA & THRACE

Name of the region:	Region of East Macedonia & Thrace	Name in original language:	Περιφέρεια Ανατολικής Μακεδονίας & Θράκης
Level (NUTS 2/NUTS3):	NUTS 2		

1. REGIONAL TOURISM STRATEGIES	Name of the strategy/action plan etc.:	Short description of the strategy, and time frame:	Link to English version (or original):
1.1 Document 1	Regional Operational Plan 2012-2014	Main goal of the strategy is to prolong the touristic period and the development of alternative forms of tourism (such as eco, religious, gastronomy etc.). A prerequisite is the creation of a clear 'identity' as a touristic destination, the promotion of the competitive advantages, such as nature's beauty, cultural events, conference capacity and the continuous and effective networking of the relevant stakeholders.	http://www.pamth.gov.gr/info/last_news.php?sting=recordid&record=211 No english version available

2. GENERAL REGIONAL STATISTICS	2000	2005	2010
2.1 GDP	9319	12940	n.a.
2.2 Population	605,077	607,847	606,721
2.3 Surface area	14157,5	14157,5	14157,5
2.4 Population density	43,2	43,2	43,1
3. TOURISM STATISTICS OF THE REGION	2000	2005	2010
3.1 Number of tourists who stay at least 1 night in a collective or private accommodation.	568651	589.664	551129
3.2 Number of hotels and similar establishments	306	347	385
3.3 Number of other collective accommodation establishments	14	15	110
3.4 Number of bed-places in hotels and similar establishments	15.704	17.864	21.146
3.5 Number of bed-	5,593	6,044	7,318

places in collective tourist accommodation establishments			
3.6 Nights spent in hotels and similar establishments	1.506.319	1.412.030	1.480.796
3.7 Nights spent in collective tourist accommodation establishments	1,627,735	1,536,703	1,608,332
3.8 Number of tourism enterprises			
3.9 Share of tourism enterprises of total enterprises			
3.10 Number of employees of tourism sector			
3.11 Share of tourism sector employees of total employees			
3.12 International border crossings (persons)			
3.13 Number of air passengers			
3.14 Tax free sales			

4. TOP 5 TOURISM ATTRACTIONS OF THE REGION (by number of visitors)	Name:	Short description:	Number of visitors per year:	Web link (if possible to English version):
4.1 Attraction 1	Theatre of Philippi – Lidia (Kavala)	Just 17km from Kavala, is the ancient city of Philippi. The first excavation with the area was in 1861 and it was completed in 1956 by Greek archaeologists. Even though it has undergone many changes over the centuries and some interventions it still preserves many of its original elements.		http://www.philippifestival.gr/ http://www.kavalagreece.gr/?page_id=273
4.2 Attraction 2	Alikes (Thassos Island)	Alyki it is a truly unique beach, very popular and therefore does get pretty busy. Two beaches with white velvet sand in and out of the sea with calm waters. The ancient marble quarry, the remains of an ancient settlement and the pine trees make the landscape look like a real painting.		http://www.discoverthassos.com/en/places/view/alyki1
4.3 Attraction 3	Old Town of Xanthi (Palia Poli)	The town was built after 1829. It was the year when strong earthquakes destroyed the former settlement. The town is built on the remains having the churches which pre-existed from the Byzantine Xanthi as the core, as the town was called in the ancient times.		http://www.paliapoli.gr/
4.4 Attraction 4	Nestos River	The Nestos or Mesta is a river in Bulgaria and Greece. It rises in the Rila Mountains and flows into the Aegean Sea near the island of Thasos. It plunges down towering canyons toward the Aegean Sea through mostly metamorphic formations.		http://www.gonestos.gr

4.5 Attraction 5	Fonias Waterfalls (Samothraki Island)	Via the central road, we follow the very famous and well-traversed path that leads us to the first vathra (pool) of Fonias (duration of hike 30 minutes) along the torrent and through a rich forest of plane-trees. The route leads to Klidosi, where the largest waterfall on the island can be found, reaching a total height of 35 meters.		http://www.samothrace.gr/cgs.cfm?areaid=1&id=223
4.6 Attraction 6	Falakro Ski Center	Ski Center has 21 tracks, varying levels of difficulty on northern slopes, which are suitable for sporting events. The absence of territorial tendencies and simultaneously changing slopes offer great variety of options for all levels of skiers and all types skiing.		http://www.falakro.gr/
5. TOP 5 COUNTRY OF ORIGIN OF INTERNATIONAL TOURISTS	Name of the country:	Number of tourists (2010):	Average stay of tourists (2010):	
5.1 Country 1	Bulgaria	17.975	2,6	
5.2 Country 2	Germany	16.671	7,6	
5.3 Country 3	Turkey	11.034	1,6	
5.4 Country 4	Romania	9.834	5,4	
5.5 Country 5	Great Britain	8.947	6,2	

6. MAIN TOURISTIC ACTORS OF THE REGION	Name of the organisation:	Role of the organisation:	Web link (if possible to English version):
6.1 Organisation 1	Region of East Macedonia & Thrace (Deputy Governorship of Culture & Tourism)	Policy Maker	http://www.tourismos-kavala.gr/site/
6.2 Organisation 2	Region of East Macedonia & Thrace (DG Development)	Policy Maker	http://www.pamth.gov.gr/
6.3 Organisation 3	Hoteliers Association of Thrace	Representative Body	http://www.thracehotels.gr/portal/
6.4 Organisation 4	Union of Hotels of Drama	Representative Body	http://www.drama-hotels.gr/show.cfm?id=1&obcatid=1
6.5 Organisation 5	Union of Hotels of Thassos	Representative Body	
6.6 Organisation 6	Hoteliers Association of Kavala	Representative Body	http://www.buffercms.gr/
6.7 Organisation 7	Travel Agents' Association of East Macedonia-Thrace	Representative Body	http://www.hatta.gr/%CE%91%CF%81%CF%87%CE%B9%CE%BA%CE%AE/tabid/120/language/en-US/language/el-GR/Default.aspx
6.8 Organisation 8	Federation of Rooms for Rent, East Macedonia & Thrace	Representative Body	http://www.seedde.gr/

7. EXTERNAL BORDER CROSSING POINTS OF THE REGION	Name of the border crossing point:	Type of border crossing point (international, bilateral):	Opening hours of the border crossing point:	Web link (if possible to English version):
7.1 Airport	Kavala International Airport	International	24/7	http://www.hcaa-eleng.gr/kavala.htm
7.2 External	Border Crossing of Kyprinos-Ivaylovgrad	Bilateral (Greece-Bulgaria)		
7.3 External	Border Crossing of Ormenio-Svilengrad	Bilateral (Greece-Bulgaria)		
7.4 External	Border Crossing of Thermes-Zlatograd	Bilateral (Greece-Bulgaria)		
7.5 External	Border Crossing of Exohi-Iliden	Bilateral (Greece-Bulgaria)		
7.6 External	Border Crossing of Kipoi-Ipsala	Bilateral (Greece-Turkey)		
7.7 External	Border Crossing of Kastanies-Karaagac	Bilateral (Greece-Turkey)		