

Greece

The Guest Country at ITB 2006

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Greece, the guest country at the Beijing Travel and Tourism Fair had the biggest stand. It was also the sponsor of the Meridian Club at the WTM in London and the guest country this year at the ITB Berlin.



Greece always has a major presence in international tourism fairs, seen by the number of exhibitors and the unique decorations of the stands. It is a first class tourist country and always a leader in the industry.

Dr Martin Buck, Director of Travel and Logistics at Messe Berlin said he was very happy that Greece is "our partner and guest". He added that Greece welcomes millions of tourists every year, more than two million of them from Germany.

Mr. Panagiotis Skordas, Director of the Greek National Tourism Organization said that ITB is a very important event for Greece because it is the biggest fair in the

world, and "we are very happy to be the guest country". He added that Greece will participate in the opening ceremony.

Greece is one of the most popular tourist destinations worldwide. The wonderful scenery, its friendly and clean seas, the mild climate, the unique historical heritage, as well as traditional Greek hospitality, have made the country an especially attractive destination for visitors and tourists. The tourist sector constitutes one of the main sources of the country's national wealth, as it contributes more than 18% annually to the G.N.P., and creates approximately 700,000 jobs. ■

