



Tourism as an economic factor for Greece and other southern European countries was a key topic of discussion in January 2019 when Norbert Barthle, Bundestag MP, Secretary of State and Federal Government Commissioner for Greece, (right) and Thomas Ellerbeck, Member of the Group Executive Committee at TUI Group and Chairman of the TUI Care Foundation, met for talks.

## NEWS



### GREECE: SUSTAINABLE UPSWING

2018 turned out to be a record year for tourism in Greece with around 33 million tourists. TUI has been operating in Greece for more than four decades and this Mediterranean holiday land is one of the top three global holiday destinations for TUI guests. The tourism boom is helping the Greek economy to recover. Around one-fifth of Greece's GDP is accounted for by the tourism industry today. A focus on sustainable tourism is an important part of this development. For example, in a project on the island of Crete, the TUI Care Foundation is supporting the sustainable cultivation of olives and grapes. Excursions allow the local agricultural community to benefit from the tourism industry. Around 200 farmers, food producers and hotels are involved.



Norbert Barthle Bundestag MP (2<sup>nd</sup> from right) visited TUI in November 2018 on Crete: "The TUI Care Foundation is setting new standards with this project and sustainable structures are being created."



Cruise holidays are also gaining in popularity in Greece, where TUI Group ships have over two dozen ports of call. The German Ambassador to Greece, Jens Plötner, (right) and Thomas Ellerbeck, Member of the TUI Group Executive Committee, discussed this issue in November 2018 on board MS Europa, a ship in TUI subsidiary Hapag-Lloyd Cruises' fleet, at the port of Piraeus near Athens.