

# THE CONTRIBUTION OF HEALTH & WELLNESS TOURISM to Greece's Economic Growth

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-Global Wellness Economy Forum Report



**“Greece meets all the requirements for becoming a top destination for health and wellness,**

according to quotes from international observers and experts.





***"The demonstration of Greece as a Health & Wellness destination should and deserves to be worthy of the country's leading popularity among the world tourism community."***

**“**

The big challenge for Greece is to make the Greek advantage of the authenticity of the wellness experience a product, that will be a strong incentive for every wellness traveler to choose our country and experience the traditional healing practices they seek.

**”**

–George Patoulis, President of Elitour & Athens Medical Association, Regional Governor of Attica





*"Given the dynamics of Health & Wellness Tourism and its potential, as it is one of the most outward-looking sectors of the Greek economy, we believe that it can play an important role in the growth of the economy."*

“ We need to carefully examine the new priorities arising from the changing global trends in the sector and the changing consumer behavior, which create both new challenges and new opportunities for our country's businesses. ”

–Andreea Moraru, Regional Head, EBRD







*"Greece has some unique opportunities to make its strong mark on the global Wellness map, with the identity of the "authenticity" of Wellness, that characterizes the country, being a valuable asset in its effort to promote Greek Wellness Tourism."*



» Euphoria

» Eudemonia

» Holistic treatment

» Hippocrates

» Natural Springs

**“** are essential elements of the Greek identity & contribute significantly to the attraction of global Health and Wellness travelers **”**

-Susie Ellis, Co-Founder, Chair & CEO, Global Wellness Institute and Global Wellness Summit

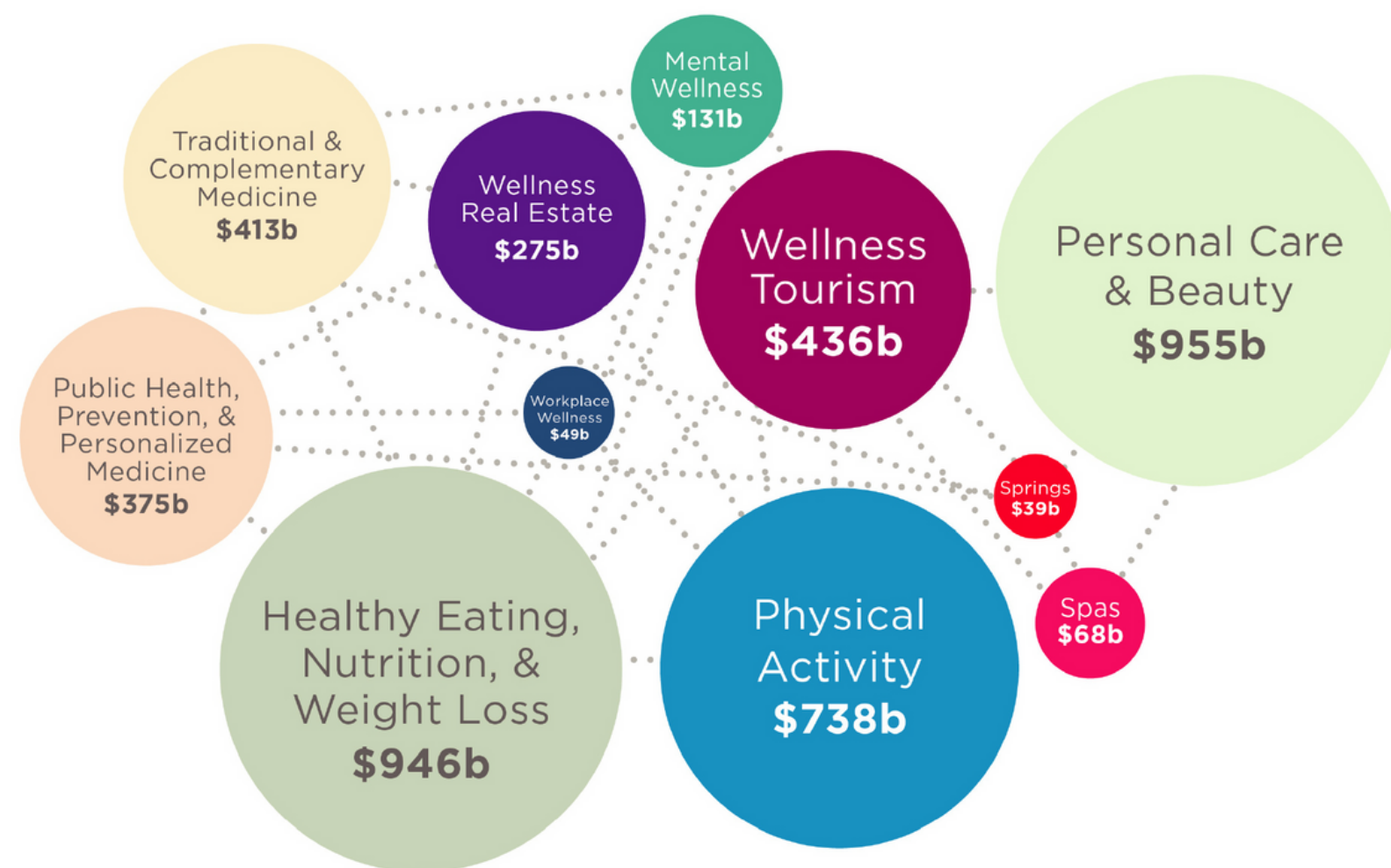




Greece has the potential to claim a strong market share from each of the depicted wellness sectors, with the Greek Diet giving an essential opportunity for the country to claim a high position in the lucrative "Healthy Eating & Weight Loss" industry & in this way to make widely known the healthy eating habits that one can adopt during their stay in our country.

-Susie Ellis, Co-Founder, Chair & CEO, Global Wellness Institute and Global Wellness Summit

## GLOBAL WELLNESS ECONOMY: \$4.4 trillion in 2020



Note: Numbers do not add to total due to overlap in sectors.  
Source: Global Wellness Institute



GLOBAL WELLNESS  
INSTITUTE™



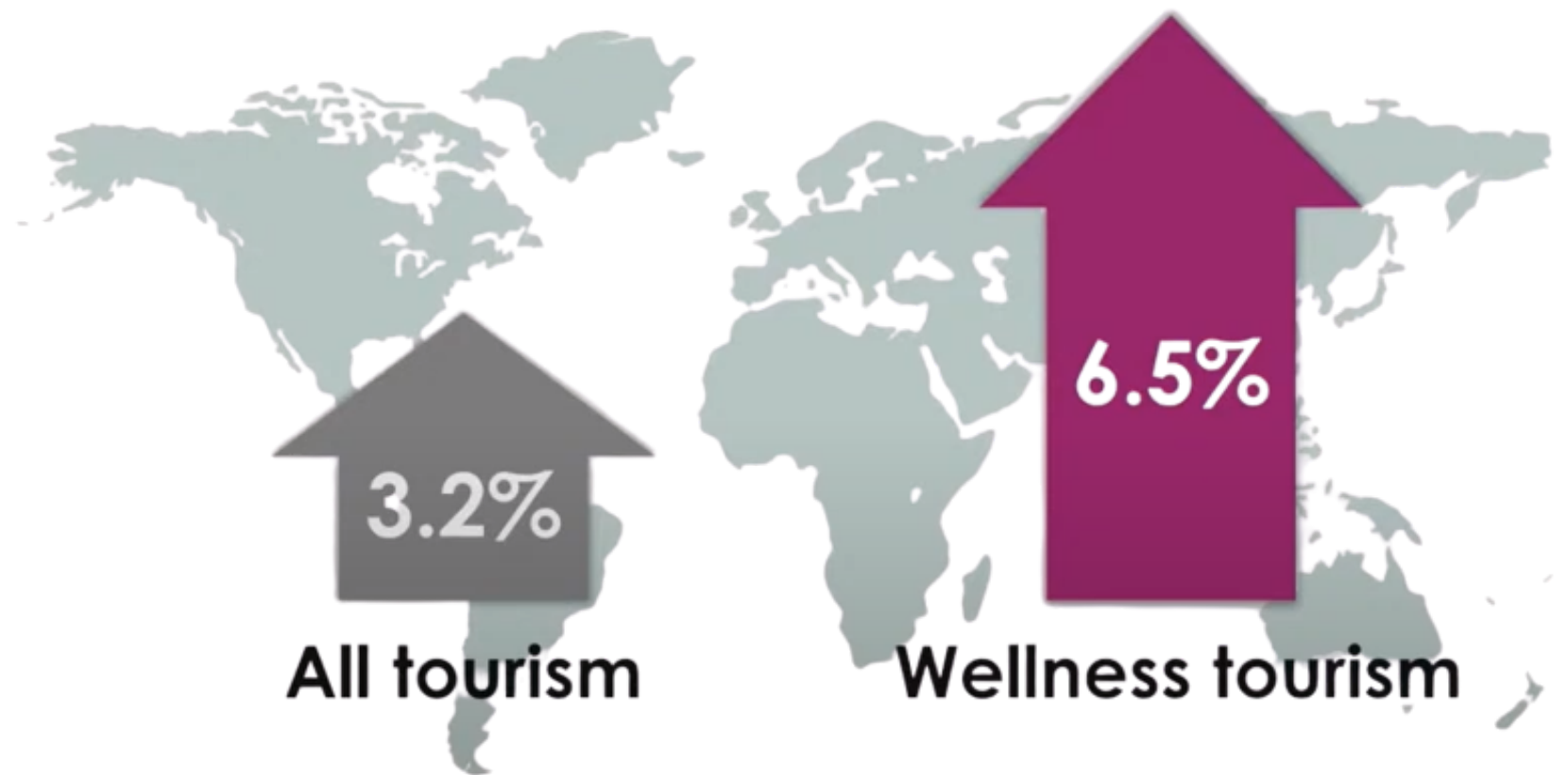


The industry that focuses on Healthy Eating and Weight Loss is part of a rapidly growing economy.

Wellness tourism is growing faster than the overall tourism industry, a phenomenon that can be observed even in the post-covid period. A large percentage of consumers are making wellness a priority and the Global Wellness Institute's forecasts indicate strong and increasing growth.

-Susie Ellis, Co-Founder, Chair & CEO, Global Wellness Institute and Global Wellness Summit

## Average Annual Tourism Expenditures Growth (2015-2017)





# NUMBER OF WELLNESS TRIPS (2020)



Global Wellness Economy



Revenues from spas and health retreats in 2025



“The wellness tourism economy is much larger than a narrowly defined set of typical wellness businesses.”

*There are many stakeholders who can work together to develop and benefit from wellness tourism, including many government stakeholders involved in tourism, economy, society, health and environmental development.*

***Collaboration between communities, private businesses and the public sector in all these areas will be vital for destinations and regions to successfully develop wellness tourism and maximize the positive economic and social benefits.***

-Global Wellness Institute



### Many Stakeholders Can Collaborate and Benefit from Wellness Tourism



Source: Global Wellness Institute



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Global wellness tourists & especially international wellness tourists are high-yield tourists and spend more than the rest tourists.

-Susie Ellis, Co-Founder, Chair & CEO, Global Wellness Institute and Global Wellness Summit

## Global Wellness Tourists are High Yield Tourists







“The history of Greece, climate, coastline and geographical location are some of the strongest features in the global wellness market. Although our country has been ranked sixth among the best wellness destinations according to international measurement indicators, it has not created its unique mark on the Global Wellness Map.”

***The lack of investment is the main restraining factor for the promotion of the Greek product. People need to start investing in the wellness sector and promote the Greek product in order our country to become one of the leading Health & Wellness destinations.***”

-Constantine Vourdakis, Partner Asklepieia, Investing in Health and Wellness in Greece

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In fact, a recent study highlights the potential for Greece to gain up to 13.6 billion per year.



Rank	Country	Average 1991-2020 Temperature °C	Percentage of Wellness and Spa Activities (4 stars plus)	Percentage of Resort Hotels (4 Stars Plus)	Review Keywords Total	Wellness retreat score/10
1	Thailand	26.3	73.03%	97.92%	3053	9.5
2	Indonesia	25.85	71.70%	97.76%	1152	8.5
3	Maldives	27.65	88.37%	88.37%	1320	8.5
4	Mexico	21	63.06%	99.19%	1709	8.17
5	India	23.65	66.45%	96.98%	904	7.67
6	Greece	15.4	70.00%	96.09%	1848	7.67
7	Costa Rica	24.8	71.00%	85.38%	2218	7.5
8	Sri Lanka	26.95	65.13%	93.16%	608	6.75
9	Portugal	15.15	61.88%	90.18%	1286	6.59
10	Egypt	22.1	69.77%	83.63%	1242	6.59

“Our country & Thailand bear so many similarities. Yet what is the key point that differentiates the two countries? Greece needs investments and certified health organizations & with the collaboration of the government will be a magnet for health tourists & help our country to take its unique place on the World Wellness Map.”

“Although international indicators, measuring the well-being and prosperity of a country, have ranked Greece in 6th place, which testifies to its huge potential as a country, it seems that it has not yet managed to stand out in the World Wellness Map, claiming its unique position.”

	Thailand	Greece
Natural Beauty coupled with an abundance of thermal springs	✓	✓
Sun and plenty of beautiful coastline	✓	✓
Proximity to major markets	✓	✓
Excellent cuisine	✓	✓
Safe environment	✓	✓
Brand equity	✓	✓
Investment in medical certification and wellness real estate	✓	✗





**“Greece has the comparative advantage to become a leading Health & Wellness destination and a pole of corresponding investments. It has the potential to become, with the help of all of us, a Global Centre for Holistic Therapy and Regeneration, a Global Centre for Authentic Wellness. Greece, the country of well-being.”**

”

-Angela Gerekou

President, Greek National Tourism Organization - EOT



Well-being, which expresses the overall harmony of body and soul, is what young travelers are increasingly seeking.



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*From a business and investment perspective, Health and Wellness should be seen as a complete ecosystem consisting of many interconnected parts, which include the life sciences industry and healthcare services, but also medical tourism, physiotherapy, spas, diet, nutrition and sports, while taking into account the growing needs of the 'silver economy'.*

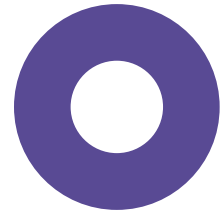
*The health and well-being sector can and should also highlight retirement destinations with support services and leisure activities for older people.*

***Greece has enormous potential in each of the above-mentioned areas.***

–Marinos Giannopoulos  
CEO, Enterprise Greece







“Many recent studies on tourism trends in Greece agree with the prediction that over the next decade the tourist inflow will soar to much higher numbers, while new hotels in Athens and the wider Attica region have also increased to unprecedented record numbers.”

-Ioannis Kyriakopoulos

Attorney at Law – Economist, President, Hellenic Investors Association,  
Hellenic Pension Mutual Fund Management of Greece

***Greece has a historic opportunity to become one of the main investment destinations for sovereign institutional investors and pension funds, which will result in long-term sustainable GDP growth and other positive effects on the broader economic climate.***



# “So, why Health & Wellness Tourism can be the core for the development of the Greek economy?”



*Tourism is a large and fast-growing industry.*



*Wellness is a strong consumer trend.*



*Wellness tourism is growing faster than the overall industry tourism industry.*



*Wellness tourists are high-yield tourists who bring greater economic impacts.*



*Wellness tourism can support preservation of traditional culture and natural assets & can stimulate entrepreneurship.*



*Wellness tourism brings in revenues, creates jobs & may help improve the well-being of the general population.*

-Global Wellness Institute



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# What does Greece need?

1.

## "Funding"

..in order to create integrated marketing & communication actions and to widely disseminate Greece as a country that is inextricably identified with the "authenticity" of Wellness.

2.

## "Strength in unity"

..from a joining of forces, which can be achieved by the creation of a new Health Tourism Registry, hosted under the "umbrella" of ELITUR that will bring the upgrading & improvement of Tourism services Health services.



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**Greece can & should  
become a popular Health & Wellness  
destination**

It is up to us all!



# Thank you!

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