2.1: Country/Economy Profiles

Greece

The Travel & Tourism Competitiveness Index

<table>
<thead>
<tr>
<th>Enabling Environment</th>
<th>Rank (out of 141)</th>
<th>Score (1–7)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Environment</td>
<td>48</td>
<td>5.11</td>
</tr>
<tr>
<td>Safety and Security</td>
<td>57</td>
<td>5.49</td>
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<tr>
<td>Health and Hygiene</td>
<td>9</td>
<td>6.57</td>
</tr>
<tr>
<td>Human Resources and Labour Market</td>
<td>45</td>
<td>4.75</td>
</tr>
<tr>
<td>ICT Readiness</td>
<td>49</td>
<td>4.71</td>
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T&T Policy and Enabling Conditions

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<th>Prioritization of Travel &amp; Tourism</th>
<th>Rank (out of 141)</th>
<th>Score (1–7)</th>
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<tr>
<td>24</td>
<td>104</td>
<td>4.09</td>
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<table>
<thead>
<tr>
<th>Price Competitiveness</th>
<th>Rank (out of 141)</th>
<th>Score (1–7)</th>
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<tbody>
<tr>
<td>113</td>
<td>5.93</td>
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Environmental Sustainability

<table>
<thead>
<tr>
<th>Environmental Sustainability</th>
<th>Rank (out of 141)</th>
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</tr>
</thead>
<tbody>
<tr>
<td>61</td>
<td>4.19</td>
<td></td>
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</tbody>
</table>

Travel & Tourism Key Indicators and Economic Impact

- Int’l tourist arrivals (thousands), 2013: 17,920
- Int’l tourism receipts (inbound US$ millions), 2013: 16,139.4
- Growth (%) in int’l outbound travel spending*: n/a
- Average spending per int’l tourist (US$), 2013: 900.6
- Population (millions), 2013: 11.0
- Surface area (1,000 square kilometres), 2013: 132.0
- Gross domestic product per capita (PPPS), 2013: 25,126
- Real GDP growth (%), 2013: –3.9

T&T industry economic impact, 2014 estimates

<table>
<thead>
<tr>
<th>T&amp;T industry GDP (US$ millions)</th>
<th>Absolute value</th>
<th>Percent of total</th>
<th>Growth forecast</th>
</tr>
</thead>
<tbody>
<tr>
<td>14,197.4</td>
<td>6.5</td>
<td>3.4</td>
<td></td>
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</table>

T&T industry employment (1,000 jobs)

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<tr>
<th>T&amp;T industry employment (1,000 jobs)</th>
<th>Absolute value</th>
<th>Percent of total</th>
<th>Growth forecast</th>
</tr>
</thead>
<tbody>
<tr>
<td>319.5</td>
<td>8.9</td>
<td>1.7</td>
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</table>

Evolution of the T&T Industry Over Time

Note: For further details and explanation, please refer to the section “How to Read the Country/Economy Profiles” on page 67.

* CAGR 2008-2013.
### The Travel & Tourism Competitiveness Index in detail

#### INDICATOR | VALUE | RANK/141
--- | --- | ---
Business Environment | 4.0 | 104
  1.01 Property rights | 3.9 | 62
  1.02 Impact of rules on FDIs | 3.0 | 131
  1.03 Efficiency of legal settlement systems | 2.7 | 125
  1.04 Efficiency of legal framework challenging reg. | 2.7 | 113
  1.05 No. of days to deal with construction permits | 124 | 56
  1.06 Construction permits cost (%) | 0.6 | 30
  1.07 Extent of market dominance | 3.9 | 59
  1.08 No. of days to start a business | 13 | 73
  1.09 Cost to start a business (% GNI/capita) | 2.2 | 38
  1.10 Effect of taxation on incentives to invest | 2.5 | 135
  1.11 Effect of taxation on incentives to invest | 2.4 | 138
  1.12 Total tax rate (% profit) | 49.9 | 114
  1.12a Labour and contributions tax rate (% profit) | 31.0 | 124
  1.12b Profit tax rate (% profit) | 18.2 | 76
  1.12c Other tax rates (% profit) | 0.7 | 27

#### Safety and Security | 5.5 | 57
  2.01 Business costs of crime and violence | 4.9 | 45
  2.02 Reliability of police services | 4.4 | 58
  2.03 Business costs of terrorism | 3.8 | 69
  2.04 Index of terrorism incidence | 8.1 | 121
  2.05 Homicide rate | 2.4 | 42

#### Health and Hygiene | 6.6 | 9
  3.01 Physician density per 1,000 pop. | 4.4 | 3
  3.02 Access to improved sanitation (% pop.) | 99.0 | 38
  3.03 Access to improved drinking water (% pop.) | 100.0 | 1
  3.04 Hospital beds per 10,000 pop. | 48.0 | 31
  3.05 HIV prevalence (% pop.) | 0.2 | 1
  3.06 Malaria incidence per 100,000 pop. | S.L. | n/a

#### Human Resources and Labour Market | 4.7 | 45
  4.01 Primary education enrolment rate (%) | 99.5 | 9
  4.02 Secondary education enrolment rate (%) | 107.9 | 13
  4.03 Extent of staff training | 3.6 | 111
  4.04 Treatment of customers | 4.6 | 62
  4.05 Hiring and firing practices | 3.6 | 91
  4.06 Ease of finding skilled employees | 4.5 | 36
  4.07 Ease of hiring foreign labour | 4.3 | 42
  4.08 Pay and productivity | 3.3 | 119
  4.09 Female labour force participation (% to men) | 0.8 | 86

#### ICT Readiness | 4.7 | 49
  5.01 ICT use for B2B transactions | 4.3 | 101
  5.02 Internet use for B2C transactions | 4.3 | 80
  5.03 Individuals using internet (% pop.) | 59.9 | 54
  5.04 Broadband internet subs. per 100 pop. | 26.2 | 21
  5.05 Mobile telephone subs. per 100 pop. | 116.8 | 59
  5.06 Mobile broadband subs. per 100 pop. | 36.1 | 62
  5.07 Mobile network coverage (% pop.) | 99.9 | 39
  5.08 Quality of electricity supply | 5.3 | 55

#### Prioritization of Travel & Tourism | 5.4 | 24
  6.01 Government prioritization of T&T industry | 6.1 | 21
  6.02 T&T gov't expenditure (% govt' budget) | 8.0 | 18
  6.03 Effectiveness of marketing to attract tourists | 4.6 | 62
  6.04 Comprehensiveness of T&T data (0–120 best) | 72.0 | 52
  6.05 Timeliness of T&T data (0–21 best) | 18.0 | 48
  6.06 Country Brand Strategy rating (1–10 best) | 65.5 | 79

#### Notes: Ranks of notable competitive advantages are highlighted in blue. A legend for the symbols ®, † and * is provided in the section “How to Read the Country/Economy Profiles” on page 67.