

# The Online Opportunity for Tourism in Greece

**85%**  
OF EU  
HOUSEHOLDS  
ARE ONLINE

**56%**  
IN EU USE INTERNET  
FOR TRAVEL

 **12%** RECENT GROWTH IN GREEK TOURISM SECTOR  
EMPLOYMENT DUE TO INCREASED ONLINE CONTENT

Destinations Which Provide  
Relevant Online Tourism  
Information Gain Market  
Share and Competitiveness

**35%**

TOURISM SEARCHES FOR GREECE  
ARE **CULTURE-RELATED**

 **50%**  
RISE IN  
ARRIVALS

 **46%**  
RISE IN  
SEARCHES

## NEW EMPLOYMENT BENEFIT

  
**170,000 JOBS**

Opportunity to Create  
New Jobs by Catching Up  
with Online Best Practices

## GDP IMPACT

**3.2%**  
ONLINE TRAVEL  
AND TOURISM

**19.1%**  
TOTAL TOURISM  
SECTOR