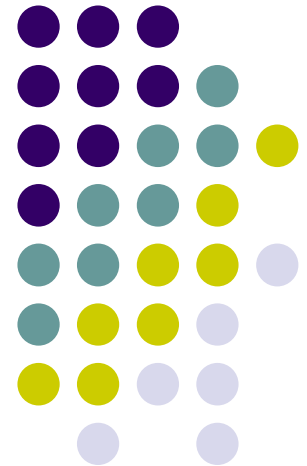


# EUROPEAN POLICIES TO SUPPORT EUROPEAN ISLANDS AS SUSTAINABLE TOURIST DESTINATIONS

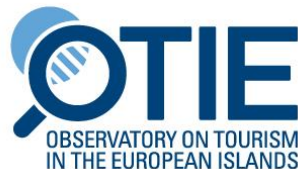
**George Assonitis**

**Advisor-Union of Hellenic Chambers**

**Member-Technical Committee of the  
Network of Insular Chambers of the EU  
(INSULEUR)**



*European Economic and Social Committee*



# Key figures

International tourist arrivals	2017	Jan-Sept 2018
World	+6.9%	+5.4%
Europe	+8.4%	+5.6%
Asia and the Pacific	+5.6%	+6.6%
Americas	+4.7%	+2.7%
Africa	+8.6%	+5.3%
Middle East	+4.6%	+5.6%

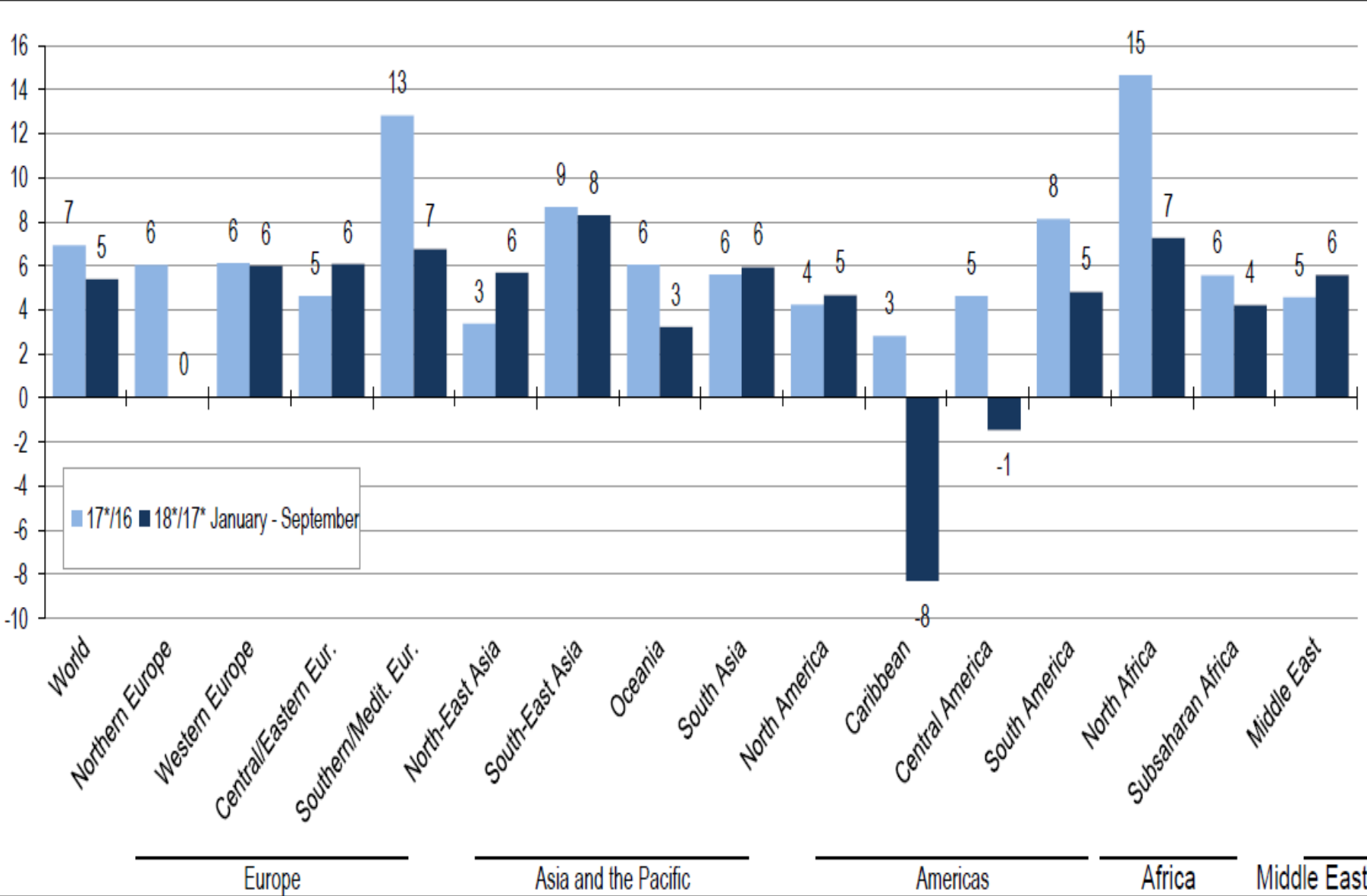
Source: UNWTO

(Data as collected by UNWTO, November 2018)

Provisional data based on information to date.

# International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©



## 2017 GLOBAL OCEAN PASSENGERS

- NORTH AMERICA (INC. MEXICO) 49%**  
13,018,000
- EUROPE 26%**  
6,958,000
- ASIA 15%**  
4,060,000
- AUSTRALIA/PACIFIC 5.4%**  
1,437,000
- SOUTH/CENTRAL AMERICA 3.2%**  
850,000
- OTHER 1.6%**  
424,000

The average cruiser is  
**47 YEARS OLD**  
& cruises for an average of  
**7.2 DAYS**

## OVERALL VOLUME OF PASSENGERS

**26.7M** UP TO 6.3% FROM 2016



**20.5%**  
Growth



ASIA

**5.0%**  
Growth



UNITED STATES  
CANADA

**4.9%**  
Growth

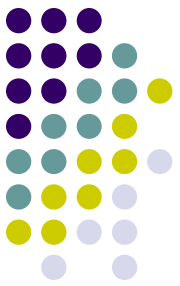


AUSTRALIA/PACIFIC

**2.5%**  
Growth



EUROPE

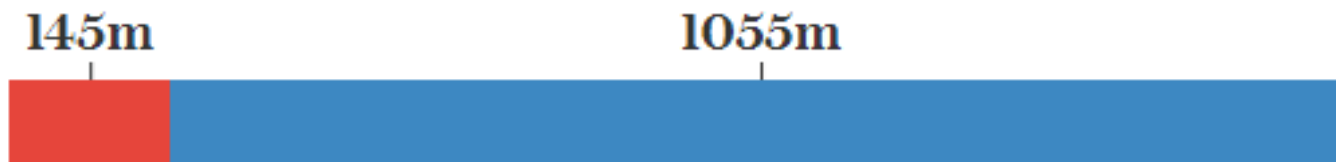


# China-Outbound tourism

**At a glance** | How China will account for nearly a quarter of global tourism

**2017**

■ Overseas trips by Chinese residents ■ All other overseas trips



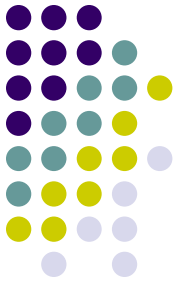
**2030**

■ Overseas trips by Chinese residents ■ All other overseas trips



# Greek tourism

## High risers

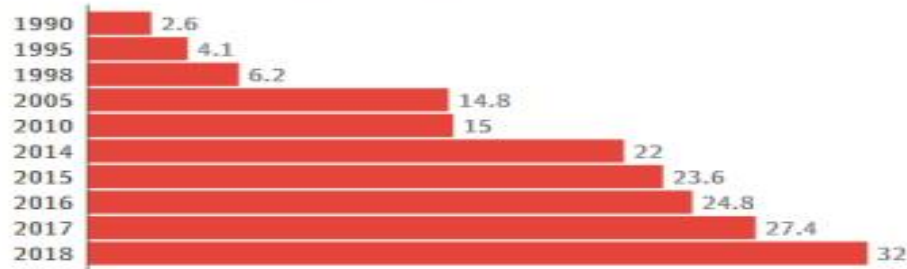


travellers in 2018 - up from just 6.2 million in 1998 and 15 million in 2010. No major European destination has seen a bigger increase in visitor numbers this decade.

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[Follow on Instagram](#)

### How Greek tourism has boomed

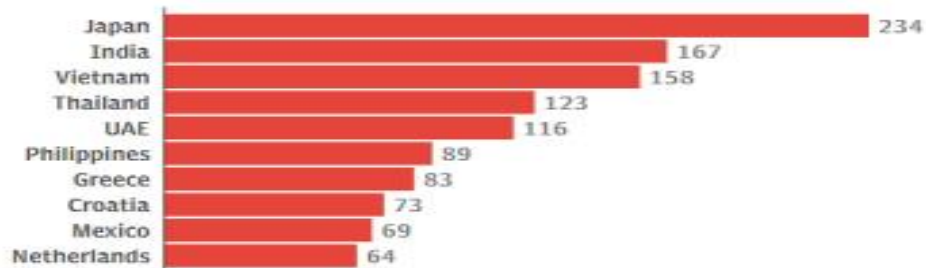
*Annual overseas visitors (millions)*



SOURCE: UNWTO. FIGURE FOR 2018 IS AN ESTIMATE.

### High risers

*Fastest-growing major travel destinations since 2010 (percentage)*

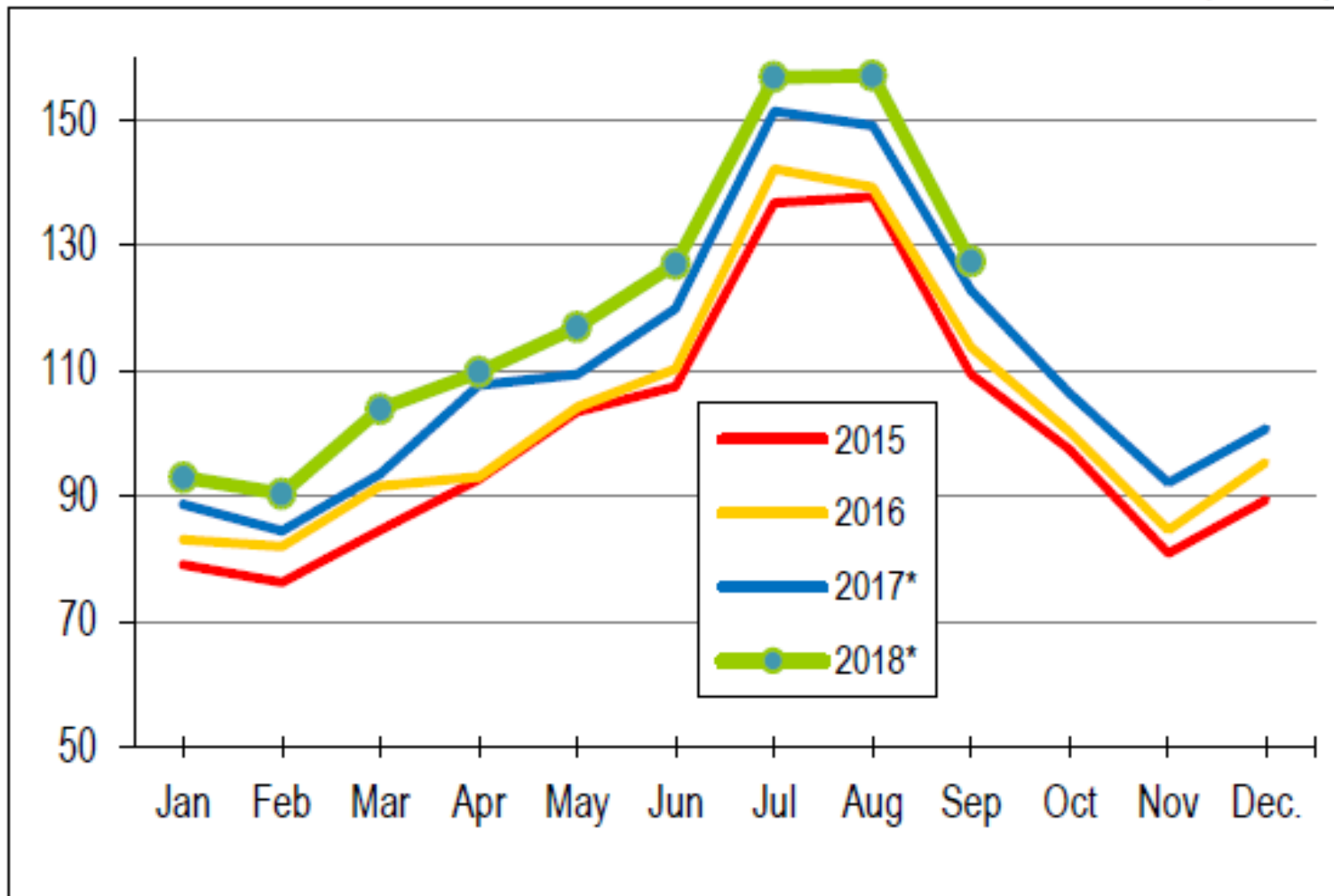


Tourism is the shining light in Greece's otherwise downtrodden

# International Tourist Arrivals by month

World

(million)



Source: World Tourism Organization (UNWTO) ©

# Emissions from a large cruise ship compared to the equivalent numbers of cars

CO2

■ 83,678 cars

NOx

■ 421,153 cars

Particle emissions

■ 1.05m cars

Sulphur dioxide

376m cars

One square  
equals 100,000  
cars

