

Sustainable Tourism in the Region of Western Greece



Ancient Olympia



Rio-Antirrio Bridge



Trichonida Lake

Region of Western Greece : Quick facts

- It comprises the western part of continental Greece and the northwestern part of the Peloponnese.
- Main economic activities include **agriculture and tourism services.**
- **Western Greece is quickly becoming one of the top tourism destinations** in Greece. The emergence new hotel units and new investments in the area have strengthened the local economy and are currently changing the overall profile of economic activity.



Regional Units : Achaia-ILIA-
Aitolioacarnania

Capital: Patra

Area: 11,350 Km²

Population: 621,000

Total Workforce: 316,000

Unemployment Rate: 16,1%

Tourism sector in Western Greece

Main Tourism Infrastructure:

- Western Greece is served by **2 airports** (Araxos and Aktio) and there are also plans for the development of Andravida airport.
- Western Greece is also served by **6 ports** (Patras, Killini, Katakolo, Amfilochia, Egio, Messolonghi)
- **Ski center** in Kalavrita
- According to the Hellenic Chamber of Hotels in 2010 in Western Greece there were **278 hotels** with almost **10,000 rooms** and **19,556 beds**. **2,972** of these beds belonged to **5* classification**
- **10 blue Flag beaches** are located in Western Greece

Unique competitive advantages:

- ✓ **Archaeological sites & historic places of great importance: Olympia:** the birthplace of the Olympic Games, **Mesolonghi:** The sacred town of the Greek war for Independence
- ✓ **Region with unspoilt natural beauty: 11 Ramsar areas and protected areas** like Mesolonghi lagoon, Amvrakikos bay, Kotichi Bay
- ✓ **Patras Port:** The main (western) entrance of Greece to Europe. The port can accommodate cargo vessels and passenger ships with direct lines to Italy
- ✓ **Long unexploited beaches**

Indicative places of cultural importance:

✓ Museums

The Archaeological Museum of Ancient Olympia

The Archaeological Museum, the Press Museum and the new Museum of Patras

✓ Archaeological sites and monuments of the Region include:

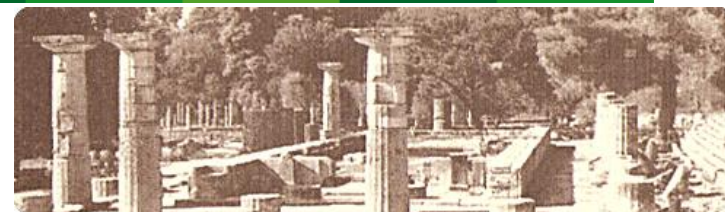
Sites: Thermo Trichonis, Stratou Agrinio, Plevrona Messolongi, Ancient Olympia, Elis, Fygaleia Ilia.

✓ Medieval and Byzantine Castles: Nafpaktos, Vonitsa, Angelokastro, Antirion Etoloakarnania, Rio and Patras in Achaia and in Ilia: Chlemoutsi and Kyllini.

✓ Places of Historical Importance: Messolonghi Memorial, Agia Lavra Monastery.

✓ Castle of Kyllini and Ancient Elis, the city hosting the Olympic Games. Ancient Fygaleia.

✓ The Temple of Epicurean Apollo is the first nearly complete preserved temple in which are represented for the first time all architectural three styles of antiquity: Ionic, Doric and Corinthian.



Tourism in Western Greece: Facts and figures

- In **2011** the Archaeological site of Ancient Olympia received **399,891 visitors**, while the Olympia Archaeological Museum was visited by 45,953 visitors.
- **Aktio airport** received **150,000 international passengers** in 2011.
- **Patras port statistics (2011): 1,304,817 passengers, 239,951 trucks, 220,450 vehicles**
- **Katakolo port** received **429 cruise boats** in 2011, a **20% increase** compared with 2010, and **820,000 passengers**.



Best Practice cases:

Thermal Spa Tourism - Kaiafas

- It is situated in the special protected area named Kaiafas which is part of the Natura 2000 network
- Thermal waters originate from two caves (Anigrídon Nymfon & Geranio Andros). The cave of Anigrídon Nymfon has a length of 200 m and cold and hot water is gushed and then mixed creating a natural sweating bath.
- Water is important for diseases affecting the skeletal system, skin diseases and disorders and chronic respiratory problems.
- Strategic Plan for restoration, protection and ecotourism promotion is being elaborated through an Interreg GR-IT project



International Film Festival for Children and Young People “Olympia”

- The **Olympia Festival** is unique in its concept and extends the rich cultural experience of the international film program through other festival facets that provide a place for young people to meet, collaborate and see each other’s audiovisual work through new technologies.
- **Camera Zizanio** annually hosts dozens of young film/videomakers and their short works for days of art and communication exchange.



International Institute of Ancient Hellenic History “Sosipolis”

The mission of ‘Sosipolis’ is the study of the history and culture of the Ancient Hellenic World. Its basic objectives are to bring together scholars from the international academic community who study the History of Ancient Greece; to enhance their cooperation; to facilitate and encourage scholarly exchange and to offer them a meeting place in a Historic landmark of the Hellenic Antiquity.



Thank you for your Attention!



Olympic flame lighting ceremony