



MINISTRY OF CULTURE AND TOURISM

PRESS OFFICE

Athens, May 14, 2010

Greek Tourism ready for the summer

The Hellenic Ministry of Culture and Tourism, in collaboration with the Association of Greek Tourism Enterprises (SETE), the representative Association of tourism enterprises organisations in Greece (Hotels, Travel Agencies, Transportation, etc), as well as independent companies operating across the broader tourism sector, assures that all strikes and protests that took place on the 1st and on the 5th of May 2010 in Athens, were limited in a small and restricted area in the centre of the city.

Moreover, no such demonstration occurred at any of the traditional tourist destinations throughout Greece. Following the outburst, the typical calm atmosphere is back (along with the renowned Greek weather). International bookings continue to flow, at the regular for the season levels, further confirming the “business as usual” climate.

Greece is the destination where comfort, style and culture are combined with sun, sea and joy to provide a true holiday experience. Greek tourism sector is investing at large in modernization, and is ready to welcome guests for the 2010 season.

The Hellenic Ministry of Culture and Tourism and the Association of Greek Tourism Enterprises (SETE) would like to assure that one even more successful holiday season is ahead.

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