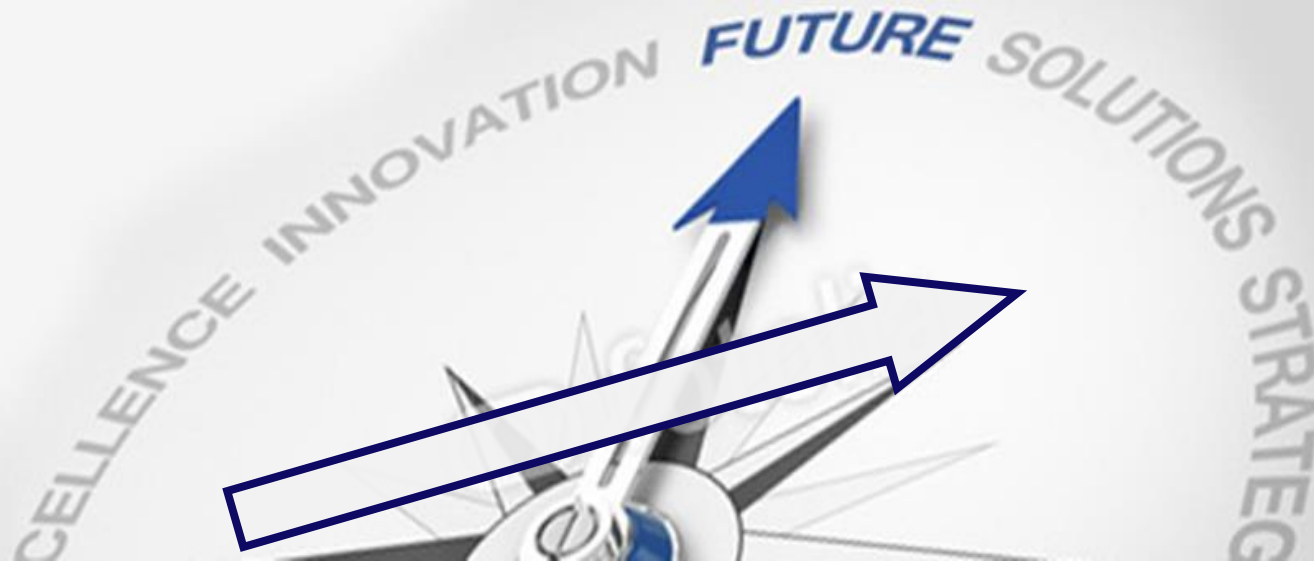


»Future Destination«

Real Laboratory - Greece

Center for innovation and sustainability in tourism (c.i.s.t)



The German Federation of Research and Development Associations – c.i.s.t - is the leading national organization of Germany promoting applied research and development benefiting the Tourism Industry.

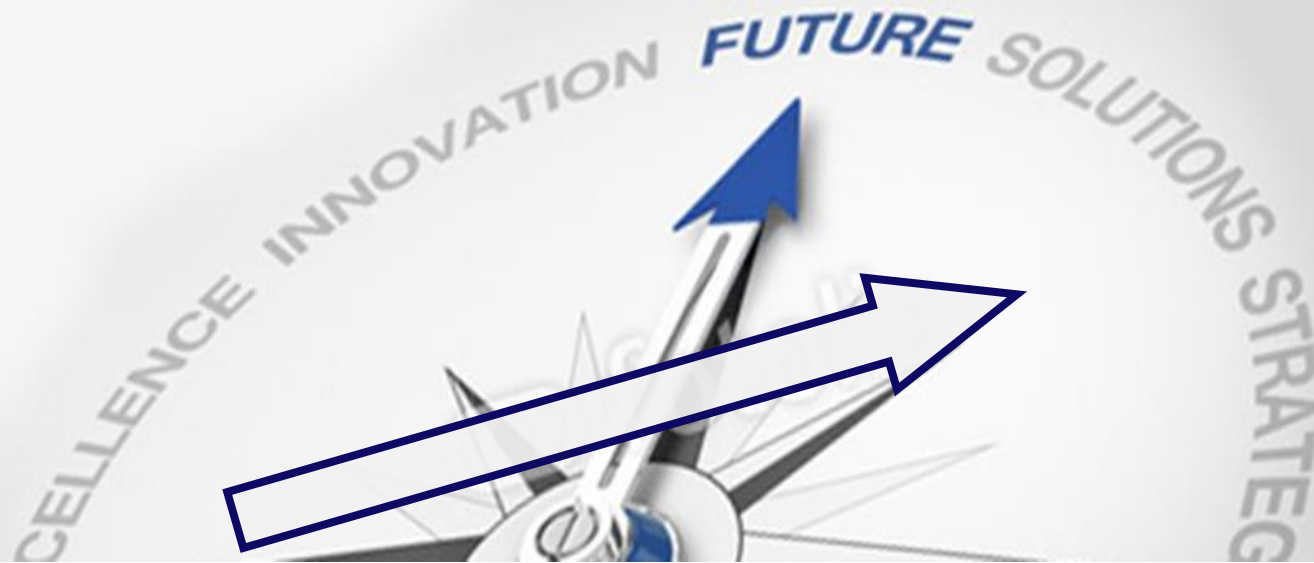
Founding Members of c.i.s.t



- Umbrella Organizations of the Tourism Industry



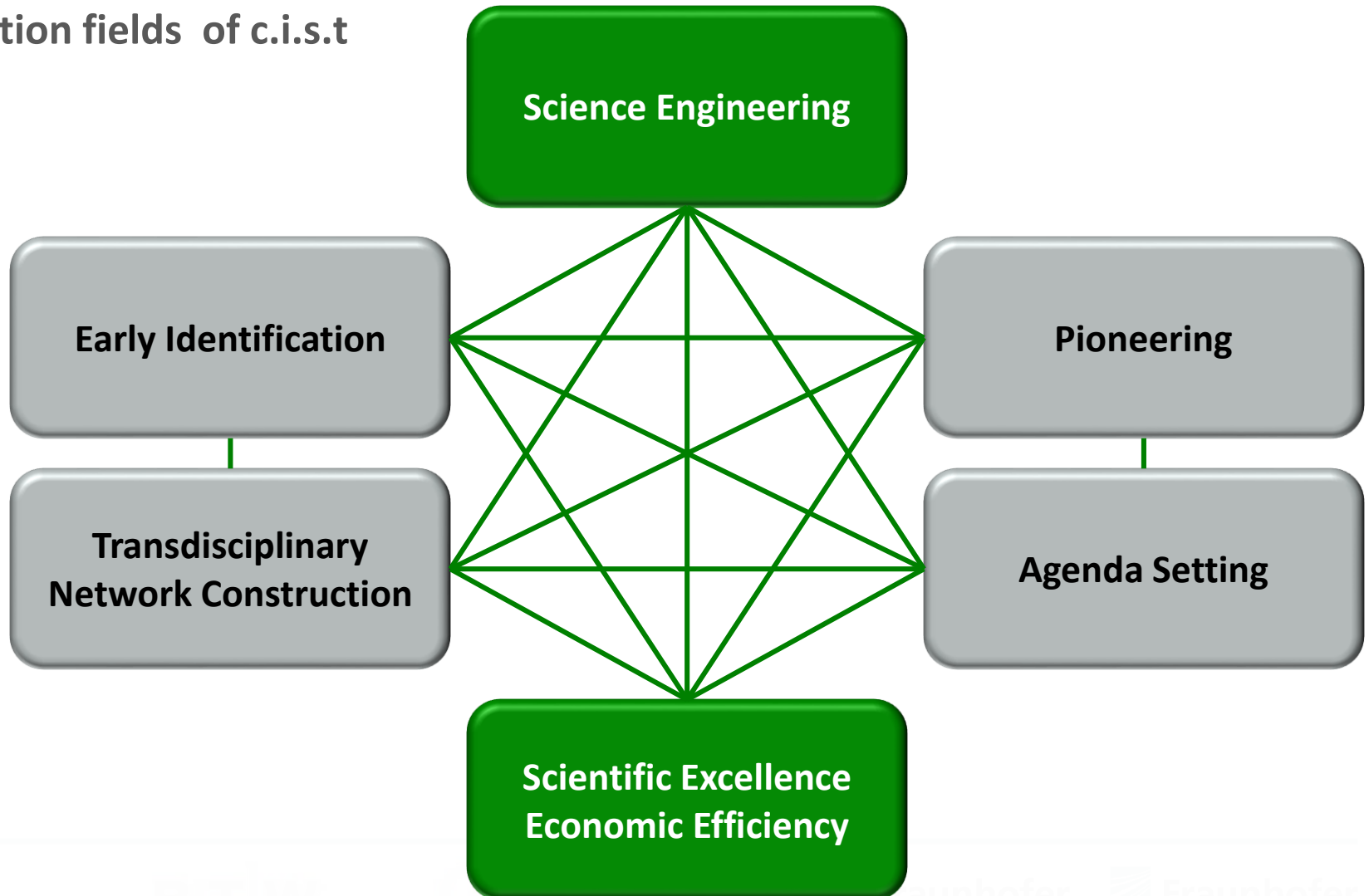
Founding members of c.i.s.t



- Leading Research & Development Organizations (24 000 scientists)



Action fields of c.i.s.t

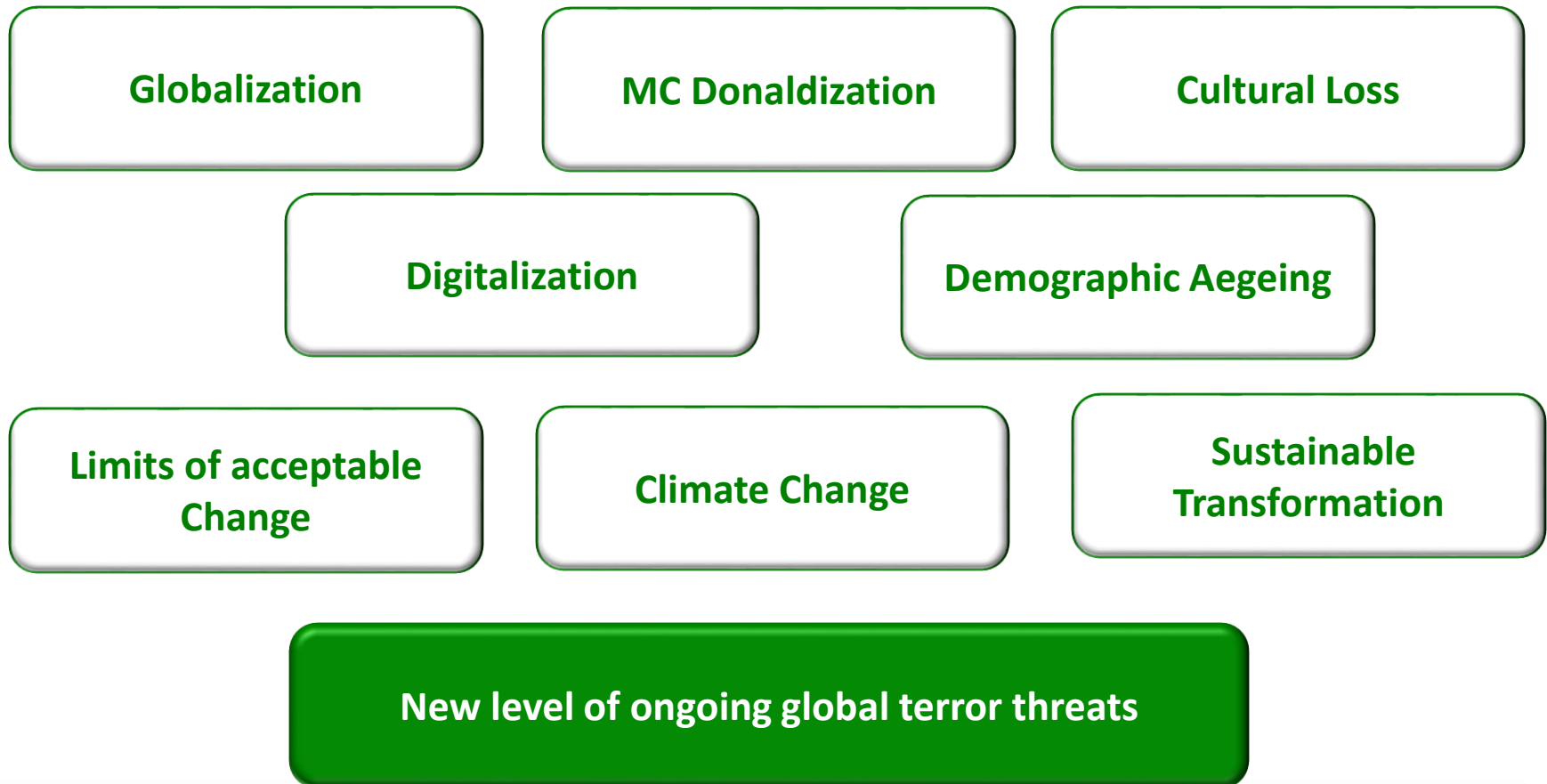


Greece & c.i.s.t.



What about greece?

Global challenges of tourism



Greece and German challenges of tourism

Economic Uncertainty

**Destination
Digitalization**

**New Set up of
accomodations &
infrastructure**

**Strong competitive
neighbour -
destinations**

**Climate Change Issues-
heat stress
Shift of travel flows**

Carrying Capacities

Refugee crisis

Innovation for the „New Tourists“

New level of ongoing **European terror threats**

The new German Tourist – our common client - :

- **desires sustainable destination awareness**

38 % are paying regard for sustainability in destinations (FUR, Reiseanalyse 2014)

- **choose alternative individual accommodations**

Appartments of locals, Boutique Hotels, special historical-, cultural-, spiritual- and nature based accommodations , overwintering holiday homes...

- **has a growing interest in activities of nature, health and sports**

growth of bike- & e-bike tourism, high diversity in watertourism, special interest in healthy food offers and local gastronomical values.....

- **avoids potential negative impacts due to his holiday feeling**

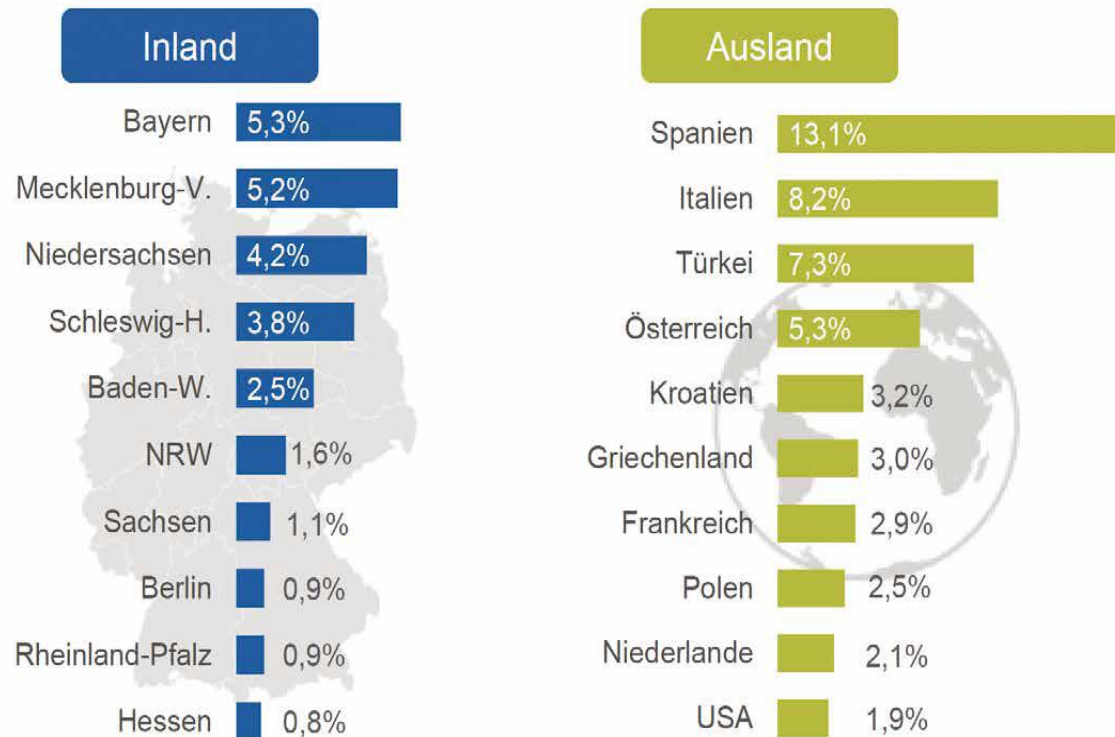
„Terror-Angst“, ecological and social disparitation

- **still loves greece destinations**

Germany is still the largest source market for tourist arrivals in greece, Greece currently holds place 6 of the most favourite German holiday destinations, we forecast a further demand shift in favor of greece

The German Tourist – our common client - :

Urlaubsreiseziele 2015 – Top10 im Detail



Basis: Urlaubsreisen (5+ Tage) der deutschsprachigen Bevölkerung 14+ J.
 Quelle: RA 2016 face-to-face

Opportunities with global Tourism Stakeholder based in Germany

- **Strong global touroperators (old economie)**

Thomas Cook, TUI, Der Touristik, Alltours

- **Growing number of tourism players (new economie)**

Urlaubspiraten, Weg.de, JT-Travel.....

- **Rapidly growing cruiseline companies**

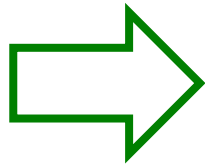
Hapag Lloyd, Aida, Tui Cruises, Phoenix

- **Greece loving tourists**

Quiet a lot of Germans do remember the „Greece Myth.....“

- **Opinion Leader, who are highly enthusiastic for Greece Destinations such as:**

Opinion Leaders, who are highly enthusiastic for Greece
such as Günter Ihlau, Topmanager for foreign affairs (former TUI, currently German Travel
Assoziation, DRV & BTW and member of the board of c.i.s.t)



Vision



Real Laboratory »Future Destination – Greece «

What we would like to initiate...

- **Establish a common innovation pact for the real laboratory
»Future Destination - Greece«**

within a wide range of themes like.....:

**Low & Zero Carbon
Destinations**

**Innovations for
common save &
security standards**

**Customized Destination
Digitalization**

**Destination Adaptation
due to Climate Change**

Future Accomodations

..... which has to be completed

What we would love to have.....



..... redifine the Myth of Greece for us.....

Thank you for your interest.....

.....let`s Start our comon agenda setting.....



For any further informations please contact:

c.i.s.t e.V.

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