

Press Release

October 8, 2026

Subject: KEPE publishes Study 89 entitled: « The Contribution of Tourism to the Greek Economy»

Tourism's significant contribution to the Greek economy, alongside the need for stronger links with domestic production, is the focus of a new study by KEPE. Entitled 'The Contribution of Tourism to the Greek Economy', the publication appears as number 89 in KEPE's Studies series.

The study examines tourism's contribution to domestic output and employment, its multiplier effects and its connections with other productive activities. It combines the Tourism Satellite Accounts framework with input-output analysis, network analysis and an examination of global value chains.

According to the study's estimates, Tourism Direct GDP reached approximately €11 billion in 2019, representing 6% of Greece's GDP. This figure measures tourism's direct contribution and should be distinguished from the wider effects generated by tourism demand across the economy.

The analysis emphasises that tourism is not a single industry in the conventional sense, but a form of final demand that activates a broad range of productive activities. Reliable measurement therefore requires tools that capture tourism consumption and its links with production.

A central finding concerns the distinction between economic growth and development. Rising arrivals and travel receipts generate important benefits, but do not automatically ensure higher productivity or a qualitative transformation of the economy. At the same time, reliance on imported inputs limits the value added retained within Greece.

In employment, the study recognises tourism's role in creating jobs and opportunities for young people and women, while highlighting concerns about low pay and insecure work. Employment growth must therefore be assessed alongside job quality.

Policy priorities include establishing comprehensive Tourism Satellite Accounts and strengthening domestic value chains, particularly through closer links with the agri-food sector. Better statistical infrastructure is an essential foundation for evidence-based decisions and more effective interventions.

The goal is not simply more tourism, but tourism that is closely connected to domestic production, generates greater value added for the Greek economy and supports more sustainable development.