

SUSTAINABLE MOUNTAINS TRANSFORMATION IN GREECE: WHAT'S ON THE MENU?

VEE BOUGANI
CEO





MOUNTAIN TOURISM GREECE

- Popular since 1976
- 19% of Greek land out of 60.2% of mountains are Natura Protected areas
- 19 Snow Resorts
- 351 Organised Camps
- 68 Mountain Shelters
- N/3208/08 Policy act for transforming villages over 3K Feet into Touristic Destinations
- 100K visitors annually
- 60% of them are foreigners
- 43 M € Fund on Sustainable Mountain Tourism

WHY DO WE NEED TO INVEST IN MOUNTAIN TOURISM?

- Enjoy Nature in all Seasons
- Extend Winter Vacations
- Real Life Detox
- "Bring Life" back to Northern Regions
- Secure Biodiversity
- Promote Cultural Diversity
- Learn about Local History & Heritage
- Create Job Opportunities
- Support local farmers & producers



MOUNTAIN TOURISM & GASTRONOMY

- High quality produce & tasty food represent region's culinary heritage
- Consumers visit places because of local cuisine
- Gastrotourism exists!
- The combination of agrotourism & gastronomy bring more visitors to small regions



ARISTI MOUNTAIN RESORT & VILLAS

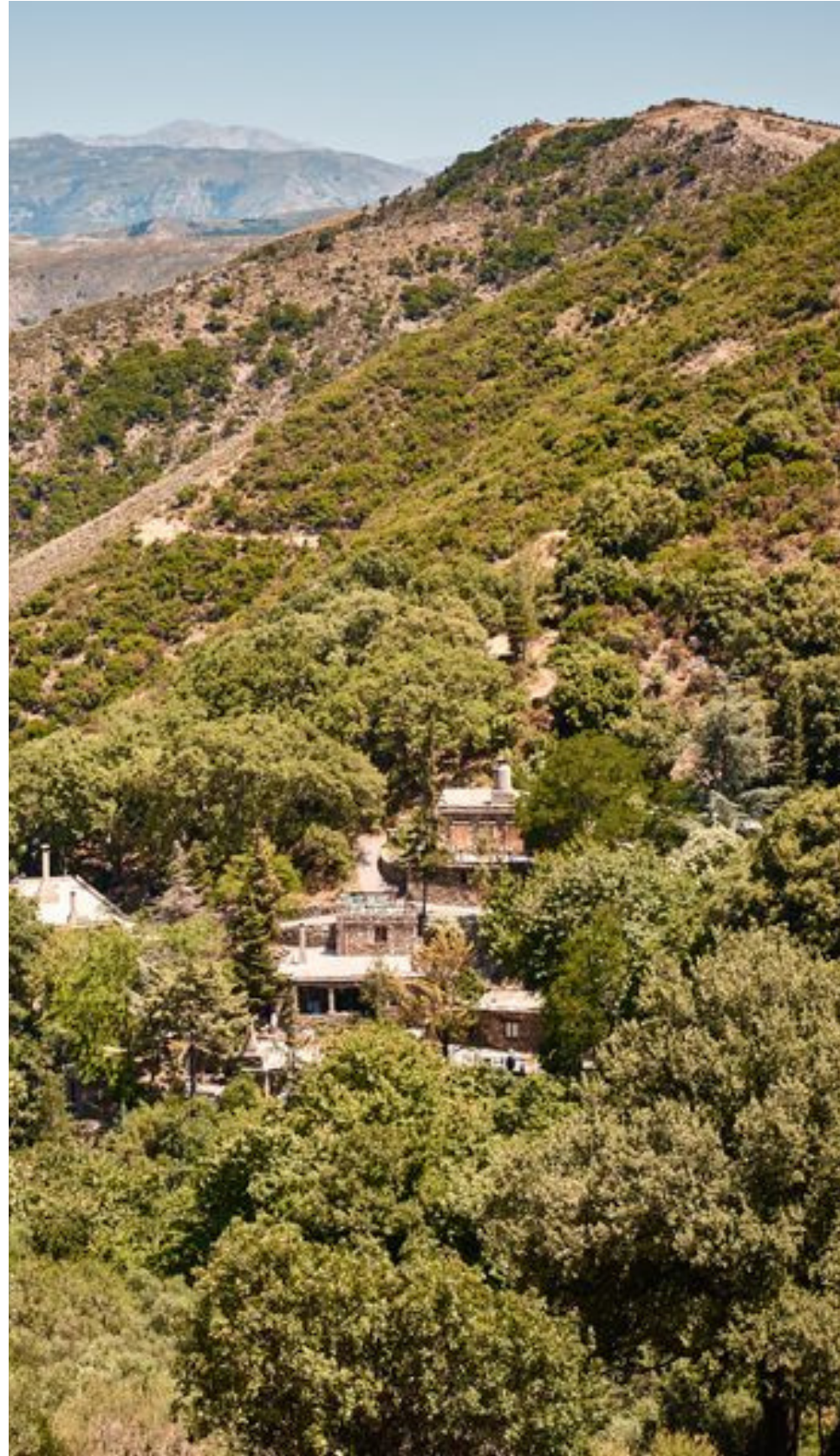


ZAGORI, EPIRUS, GR
WWW.ARISTI.EU



- "Beyond Green" Resort
- "National Geographic Unique Lodges of Experiences"
- Active Green Policy
- ISO 14001

MILIA MOUNTAIN RETREAT & ECO HOTEL



VLATOS, CRETE, GR
WWW.MILIA.GR

- 15th Cent. Rooms
- "Back to Basics"
Philosophy
- 1st Award on International
Ecotourism, 2003



GRAND FOREST METSOVO



METSOVO, IOANNINA, GR
WWW.GRAND-FOREST.GR



- Operating since 2013
- "Small Luxury Hotels" Member
- "Europe's Leading Landmark Hotel" at the WTA , 2019
- "Considerate Collection" Distinction by SLH Worldwide
- GSTC Certification
- Green View, UNEP, UNWTO Accreditation



**WOULD YOU DINE & WINE UP IN
THE GREEK MOUNTAINS?**