






Impact of Seasonality

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Crete: Fun To Be At

- Birthplace of the first European civilization: Minoan civilization (3,500 BC)
- Homeland of El Greco (1541-1614)
- Largest Greek island (total area 8,450 km² ~ 3,260 sq mi)
- Fifth largest island in the Mediterranean by size & population
- Highest number of Blue Flags per 100 km of coastline in Greece
- Least crowded Bucket List destination of Mediterranean




					
	Crete	Cyprus	Malta	Mallorca (Palma)	Sicily
Population	624.408	1.268.467	536.740	923.608	4.802.016
Mainland	8.450 km ² Space Index: 13.5	9.251 km ² Space Index: 7.3	316 km ² Space Index: 0.6	3.640 km ² Space Index: 3.9	25.711 km ² Space Index: 5.4
Coastline	1.046 km Length Index: 1.7	648 km Length Index: 0.5	197 km Length Index: 0.4	550 km Length Index: 0.6	1.484 km Length Index: 0.3



- Crete offers the most space and coastline length, the ideal choice for those who want to escape the overpopulated, highly crowded and hectic destinations.

Key Data for Accommodation Capacity

- ➔ Largest number of hotels in Greece
- ➔ 23% of Greece's hotel rooms capacity
- ➔ 51,000 Hotel beds ready to host guests during winter season.

		Crete	Cyprus	Malta	Mallorca (Palma)	Sicily
Hotels		1.643	806	283	676	7.710 +
Rooms		99.547	44.000	21.523	91.162	100.000 +
Beds		196.547	90.435	38.843	176.000	212.633 +
Avg Number of Nights Spent		8 days	9-10 days	5 days	7-8 days	7-10 days
Airbnb		25.416	23.120	8.761	18.117	56.685

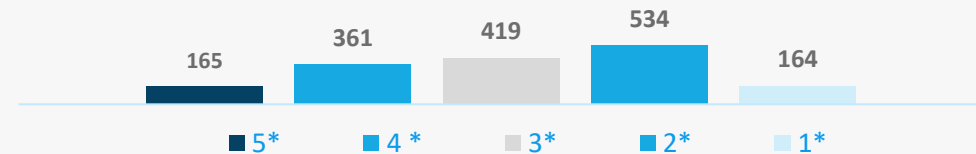
Hotel beds ready to host guests during winter season	
Heraklion	37.000
Rethymno	10.000
Agios Nikolaos	4.000

	Crete Heraklion Prefecture	Cyprus	Malta	Mallorca (Palma)	Sicily
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Shoulder Season Accommodation Capacity

Hotels	370	89	126 +	625	~ 5.400
Beds	37.000	15.000 +	27.190	50.000	~150.000

Type of Hotels in Crete



Why Crete

- World's 3rd most desirable Food Destination, according to Travelers' Choice Awards
- Good weather and mild climate all year long
- Abundance of natural and cultural sites
- Low cost of living
- Visa-Free for 89 countries



Presence of local cuisine abroad	Cretan	Cypriot	Maltese	Mallorcan	Sicilian
USA	>20 restaurants				81 restaurants
UK	112 restaurants	>30 restaurants	4 restaurants	>20 restaurants	113 restaurants
FRANCE	>20 restaurants				>20 restaurants

	Heraklion	Larnaca	Valetta	Palma	Palermo
Avg cost of living/month	1.200 €	1.850 €	2.000 €	1.830 €	1.370 €

	Crete	Cyprus	Malta	Palma	Sicily
Average Water Temperature					
NOV-MAR	16°C	17°C	15-16°C	14°C	16°C
APR-OCT	26°C	27-28°C	26°C	26°C	27°C



	Crete	Cyprus	Malta	Palma	Sicily
Average weather					
NOV-MAR	17°C	17°C	15 - 17°C	18°C	16°C
APR-OCT	28°C	30°C	33°C	28°C	30°C

Shoulder Season Tourism opportunities

- ➔ **Cultural Tourism:** 7 Easily accessible UNESCO heritage sites, Traditional festivals, Kastrino Carnival, local villages
- ➔ **Agrotourism:** Wine making, Raki distillation, Olive harvest & Oil production, Cheesemaking, Culinary courses
- ➔ **Religious Tourism:** Monasteries & Churches, Co-existence of Christian and Muslim architecture, Local Religious Celebrations
- ➔ **Sports Tourism:** Skiing, Golf, Hiking, Mountain Biking, Waterfall walks, Rafting, Diving
- ➔ **MICE:** Well organized facilities, Spacious conference centers, Luxurious hospitality, personnel with know – how, Vivid cities during winter period, Small distances

	Crete	Cyprus	Malta	Mallorca (Palma)	Sicily
Skiing	✓	✓			✓
Hiking	✓	✓	✓	✓	✓
Mountain biking	✓	✓	✓	✓	✓
Waterfall walks	✓	✓	✓		✓
Rafting	✓				✓



- ➔ Crete becomes an attractive destination for tourists interested in agriculture; people that seek to experience a past, alternative & authentic way of living will find a plethora of such activities.
- ➔ Psiloritis, the highest mountain on the island, is currently turning into a ski mountaineering destination (Pierra Creta).

New Heraklion Airport

- 1,030 days till opening
- Concession period – 35 years
- 10 mln annual pax - opening passenger capacity
- Priority on seasonality extension to year-round operations
- Target 70 operating carriers by opening date
- Heavy focus on tech & green energy
- A young airport company with the small team of 35 employees.
- Our Team will develop and operate an airport worthy of Crete and its people's aspirations.

