

Developments of Lefkas' Tourism Products by the Chamber of Lefkada

Sotirios Skiadaressis

Chamber of Lefkada, GR31100, Lefkada

***Corresponding author:** Sotirios Skiadaressis, Developments of Lefkas' Tourism Products, Chamber of Lefkada, GR31100, Lefkada, Greece; Tel: 2645022381; Fax: 2645021274; E mail: info.lefkadachamber@gmail.com

Article Type: News Letter, **Submission Date:** 17 February 2017, **Accepted Date:** 08 April 2017, **Published Date:** 27 July 2017.

Citation: Sotirios Skiadaressis (2017) Developments of Lefkas' Tourism Products by the Chamber of Lefkada. J Grn Tour Eco Resol 1(1): 3-4.

Copyright: © 2017 Sotirios Skiadaressis. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

With the well-established position in the global tourism market, Greece is one of the most popular destinations for summer holidays, but also offers attractive proposals for tourism all year round. The competitive advantages such as the rich cultural heritage, the natural beauty of the place and the geographical diversity recently attract significant investment in the tourism sector, enhancing the image of Greece as both a tourist destination world-class, and also as a tourism market with excellent investment opportunities.

The Chamber of Lefkada, Figure [1], focuses most actions on the tourism development, the "heavy industry" of the island, considering that it is the main driving force for economic development of our country. Chamber contributes with all available actions, targeting and upgrading of the tourism product of Lefkada and the opening of new markets. More specifically:



Figure: Logos of Chamber of Lefkada

Airplane direct flights with Italy Venice-Aktion

The Chamber of Lefkada (2014) has accomplished the direct flights between Venice and Aktio(Lefkas). The success has been continued till today while on 2017 starts the Napoli-Aktion and Bari-Aktion connection after chamber's negotiations.

Cruise events

Lefkada or Lefkas for the first time on 2015 succeeded to get

the cruise events of Seabourn which is one of the most active company in cruise tourism programs and has high level economically tourism activities world-wide. The success of the program to our Island resulted to an increasment of capacity of the passengers of over 50%.

Direct flights to Athens

After many years of negotiations the Chamber of Lefkada has been accomplished a direct connection to Athens which is extremely important for the tourism industry from the east.

Flights to Uk airport (Gatwick) with Easy jet

On 2015 has been succeeded the deal with the low cost tickets company Easyjet to connect Lefkas (Aktion) to United Kinghtom.

Award Travel & Transportation στα «Tourism Awards 2015»

On 2015, after long experience in tourism development activities of our Island we received the silver prize «Tourism Awards 2015» [2] for our plan "Increase of the amount of tourists through airport flights connections and cruise programs to Lefkada".

The Chamber of Lefkada continues to invest on the development of the tourism product and the support of green tourism actions with the extension of the tourism season. More specifically:

Continues the cruise events with SeaTrade Cruise Med to Tenerife while is dealing new bilateral agreements in EU.

More flight connections to Israel and Belgrade are on schedule and under negotiations.

Supports the brand name program for the Island of Lefkada Brand Name and Packaging Quality Affect the Consumer Choice.

Creates a questionnaire with the support of the Institute of Technology of the Ionian Islands in order to analyse and suggest more developments in the cruise industry.

The tourism industry is one of the Chamber of Lefkada priorities and the most important sector of the Greek Economy. Tourism

development is strictly connected to the development of the Greek Economy. The Chamber of Lefkada guaranties the support of a maximum public safety and organised environment for high quality of tourism products for the visitors.

References

1. Chamber of Commerce of Lefkas; 2017. Available from: <http://www.lefkadachamber.gr/lefkada/shared/index.jsp?context=101>.
2. Cited 2017 Feb 16. Available from: <http://www.kolivas.de/archives/216274>.