

An aerial photograph of a coastal city, likely Santorini, Greece. The city is built on a peninsula with a large, modern stadium in the foreground. A marina with several boats is visible in the water. The background shows a blue sea and distant mountains under a clear sky.

Marinas and tourism development in Greece

or,

Ah, Santorini mou!

Michalis Romanos
October 2015

Why a talk on marinas?

- Great potential for tourism income generation
- Hardly utilized yet in Greece
- Very few real marinas currently in operation
- Existing conditions in Greek marinas are despicable
- We are losing yacht tourism to Croatia, Slovenia, Turkey,

Marine tourism

- **Recreational boating** is a growing leisure activity
- It represents a major component of **marine tourism**
- Marine tourism includes every tourist **activity deriving from the sea** such as deep-sea fishing and cruising
- Tourism using private recreational craft is expanding exponentially

Marine tourism features

- Boating visitors tend to stay on the average longer in destinations
- They tend to belong to higher incomes
- They spend more money than any other class of tourists
- They support various sectors of the local economy through the purchase of goods and services
- Thus, the marinas that accommodate them represent a potentially great source of seasonal tourism-generated income

Expenditures by marine tourists

- They vary widely.
- We do not have precise figures about their volume or impacts.
- Anecdotally, average marine visitor expenditures at Caribbean destinations are reported at US\$250 or higher, while on the lower end of the scale, destinations report expenditures below US\$50.
- St. Thomas in the U.S. Virgin Islands reports levels of around US\$275, higher than the daily expenditure of air/land-based tourism of US\$212.

What is a marina?

- A port dedicated to the berthing of small or larger private boats used for recreation, sport and tourism, seasonally or year-round (Schinousa, Agios Nikolaos).
- Equipped with utilities and services designed to accommodate the needs and emergencies of these boats.

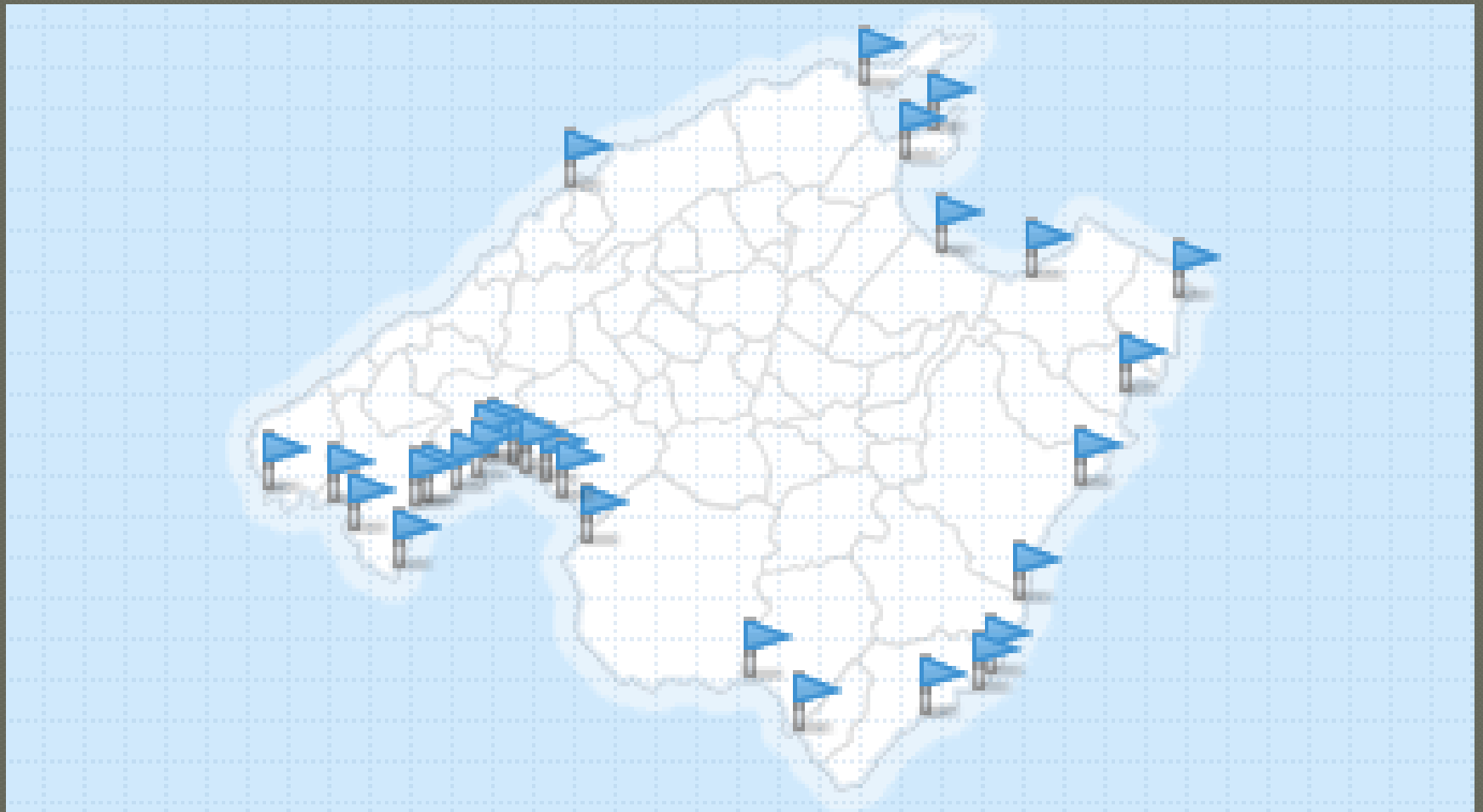
Role of marinas in tourism

- Other countries with a significant coastline and island clusters have recognized this potential, and have invested in making their coastal facilities accessible and attractive to domestic and foreign boaters. Examples:
- Mallorca, Turkey, Croatia, Portugal

Mallorca

- Mallorca, the largest of the four islands of the Spanish Balearic archipelago, with 722 km of coastline, has 45 marinas containing a total of 14,270 berths. RBs are among the most lucrative sectors of its tourism industry, and a popular activity of the residents themselves.

Mallorca marinas



Mallorca -- Club Nautico la Rapita Marina, Campos



460 moorings

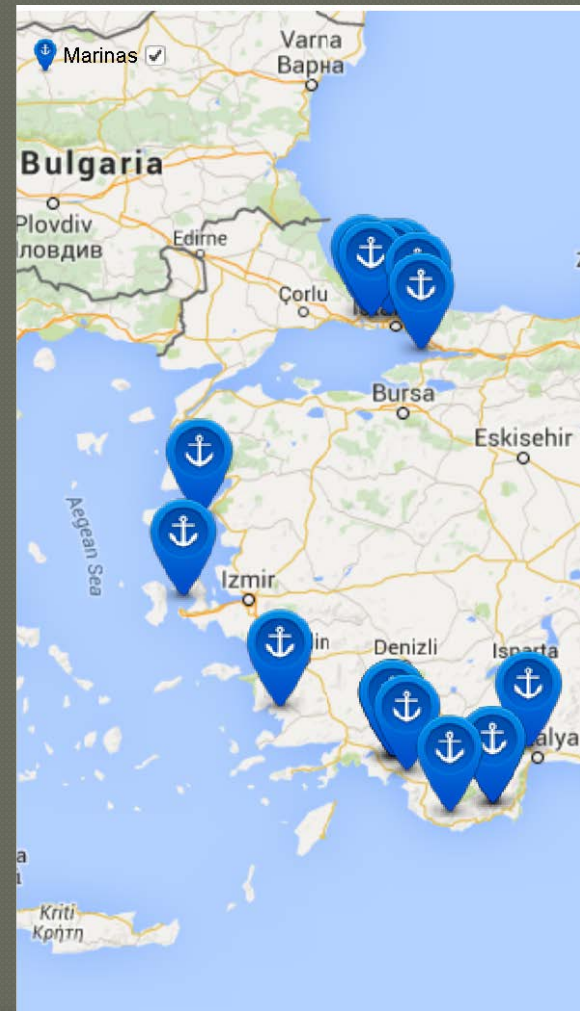
Amenities:

- Fresh water
- Slipway
- Electricity
- Engine mechanic
- Fuel pump
- Crane 10T
- 24hr Guard
- VHF channel
- Weather
- Toilets
- Showers
- Bar
- Restaurant
- Supermarket
- Car Rental

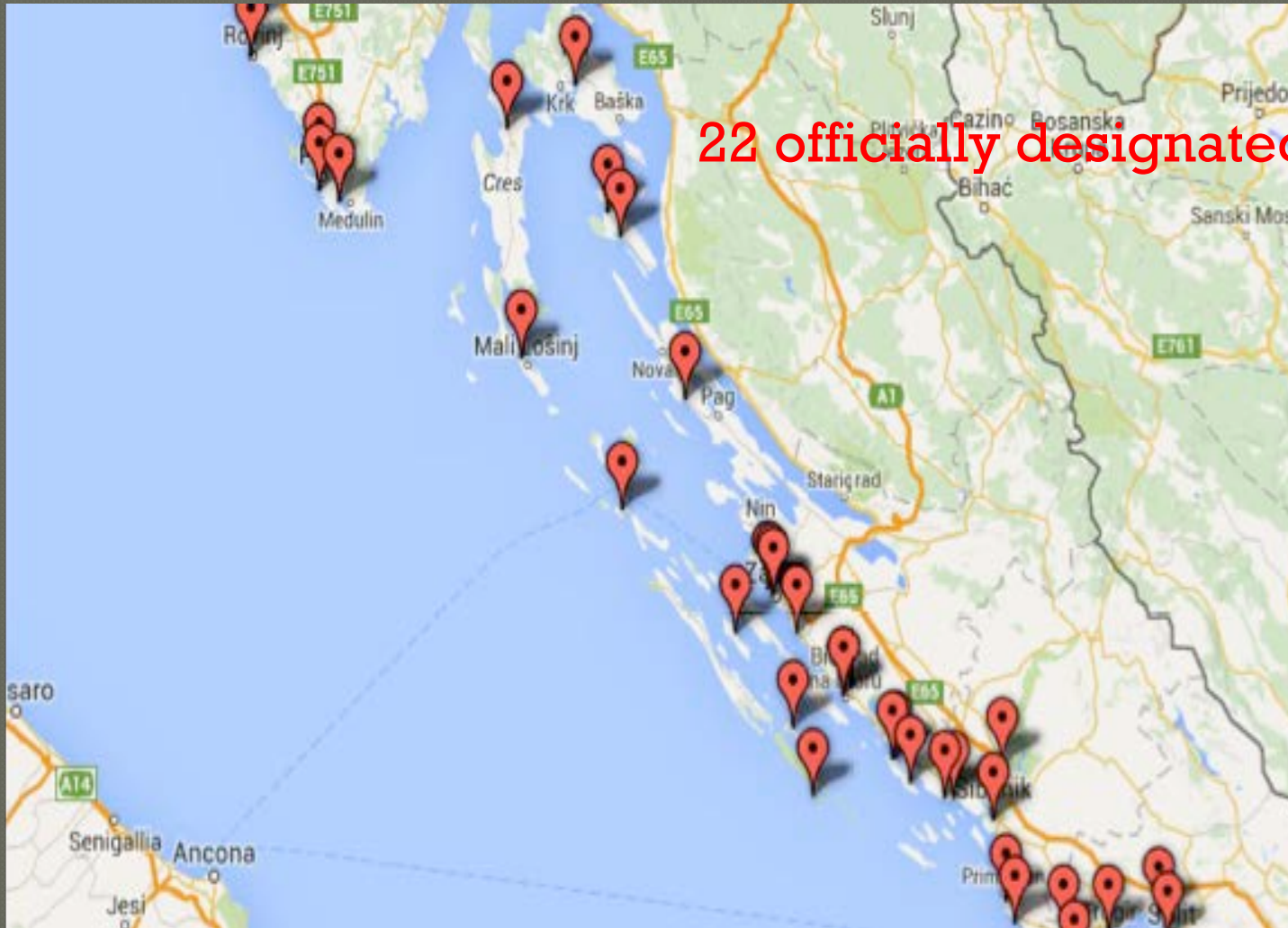
Turkey

34 designated marinas
11,200 berths

9 more planned
2,450 berths



Croatia



22 officially designated marinas

Portugal: Horta, Azores

- ◉ The first city of the Azores Islands to have a marina.
- ◉ Now, yachts from all over the world have brought a huge tourism economic impact.
- ◉ The existence of the marina developed a nautical culture in the local population.
- ◉ The marina has become the most important structure of the city.
- ◉ Horta and the marina are seen by residents as a single integrated entity.

Horta, Azores



Horta, Azores

300 berths

Fuel

Electricity

Dry docks

Repairs

Laundry

Wi-Fi

Telephone

Fax and email services available at the marina office

Bar, Yacht club

Boatyard with boat hoist, crane and repairs.



What is the situation in Greece?

- 22,500 kilometers of coastline: Ionian, Aegean, Mediterranean, Cretan, Libyan
- 3,500+ islands
- Idyllic climate, friendly seas

- Marinas are the essential infrastructure for the yachting networks and the key factor for sea tourism development.
- Yet, Greece has not invested in marina facilities. Even the most important of its Aegean and Ionian islands have few and inadequate port facilities for recreational craft.

- **24 recognized marinas**

Greek Marinas Association

Member marinas **24**

- ⦿ Athens area 7 marinas
- ⦿ Ionian & Peloponese 6 marinas
- ⦿ Northern Greece 3 marinas
- ⦿ Aegean Sea 6 marinas

Marina Agiou Nikolaou, Crete



Municipal marina

255 berths – all services and facilities

Gouvia Marina, Corfu

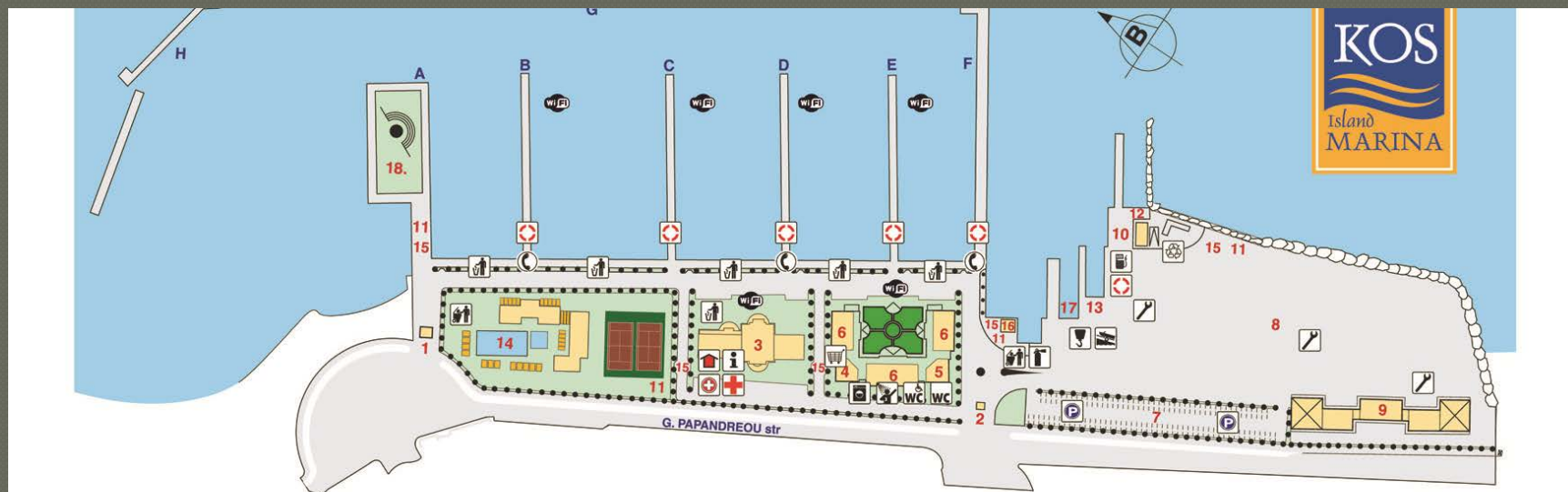


1235 berths

Privately owned

The marina of Kos

Municipal corporation, 250 berths



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| <p>1. Entrance Gate A
Είσοδος Α</p> <p>2. Car entrance Gate B
Είσοδος αυτοκινήτων Β</p> <p>3. Administration Building: Reception, Authorities, Info & internet center, Postal services, Meeting room, Clinic, Baggage storage, Guests Suites, Bank, Surgery.
Κτίριο Διοίκησης: Υποδοχή, Υπηρεσίες, Κέντρο πληροφοριών και Ιντερνέτ, Ταχυδρομικές και Τραπεζικές υπηρεσίες, Φύλαξη αποσκευών, Ξενώνας φιλοξενούμενων, Ιατρείο</p> <p>4. WC-Showers Ladies
WC-Λουτρό Γυναικών</p> <p>5. WC-Showers Gents
WC-Λουτρό Ανδρών</p> <p>6. Shopping center: Cafeteria, Mini market, Laundry, Ships chandlers shops, Souvenirs shop, Yachting & Tourist agencies</p> | <p>8. Hard standing area
Επισκευαστική ζώνη</p> <p>9. Repairs shops*
Συνεργεία επισκευών*</p> <p>10. Fuel station/antipollution station*
Σταθμός καυσίμων/σταθμός αντιρύπανσης*</p> <p>11. Oil Deposit area
Δεξαμενές ληπαντικών</p> <p>12. Waste deposit area/Sewage Treatment
Σταθμός λυμάτων / βιολογικός καθαρισμός</p> <p>13. Travellift (Ascom 100 Tons)
Ανυψωτικό Μηχάνημα τύπου Ascom 100 τόνων</p> <p>14. Leisure area*
Ζώνη αναψυχής*</p> <p>15. Garbage station
Σταθμός απορριμμάτων</p> <p>16. Fire station
Πυροσβεστικό συγκρότημα</p> | <p> information πληροφορίες</p> <p> administration building κτίριο διοίκησης</p> <p> infirmary ιατρείο</p> <p> first aid πρώτες βοήθειες</p> <p> gas station σταθμός καυσίμων</p> <p> parking lot χώρος σταθμευσης</p> <p> wc - showers τουαλέτες - ντους</p> <p> wifi spot παροχή ασύρματου ίντερνετ</p> <p> life saving equipment</p> | <p> litter κάδοι απορμάτων</p> <p> fire station πυροσβεστικός σταθμός</p> <p> waste deposit area σταθμός λυμάτων - βιολογικός καθαρισμός</p> <p> slip way ράμπια ανέλκυσης σκαφών</p> <p> travellift (ascom100) ανυψωτικό μηχανήμα (ascom100)</p> <p> hard standing area επισκευαστική ζώνη</p> <p> mini market παντοπωλείο</p> <p> laundry πλυντήρια</p> <p> accessibility bus stop</p> |
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Νομοι & κανονισμοι για τη συσταση και λειτουργια μαρινων στην Ελλαδα

- ΦΕΚ 118Α, Αρ. Φυλλου 118/1993. Νομος 2160: Ρυθμισεις για τον Τουρισμο και αλλες διαταξεις. Κεφαλαιο Γ', Δημιουργια και λειτουργια τουριστικων λιμενων.
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- ΦΕΚ 1323Β, Αρ. Φυλλου 1323/2003. Νο Τ/9903: **General Regulation for Ports, General Regulations for Tourist Ports.**
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- ΦΕΚ82Α, Αρ. Φυλλου 82/2012. Νομος 4070, Κεφαλαιο Γ': Τροποποιηση της νομοθεσιας για τη δημιουργια και λειτουργια τουριστικων λιμενων.
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- ΦΕΚ, 20 Νοεμβριου 2013. Ρυθμισεις και αλλες διαταξεις. Αρθρο 13: Τελος παραμονης και πλων πλοιων αναψυχης και μικρων σκαφων.
-

Situation and problems with the marinas in Greece

- Very few marinas, in comparison to the needs, current demand, and potential for expansion (Vlyhada, Thirasia, Irakleio)
- Berths in ports are few and hard to secure (Iracleia, Schinousa/Mikres Kyklades)
- Most small ports have no facilities and services (Ios, Amorgos, Folegandros)
- Most marinas have no means of securing their premises

Ios – packed side-to-side



Santorini, Vlyhada – Three deep



Santorini, Vlyhada – Three deep



Availability of utilities and services

- Berthing information and guidance
- Dock lighting
- Electrical service
- Fresh water service – Shortages in the islands (Thirasia)
- Fueling service in separate fuel dock
- Sewage pump-out and disposal
- Garbage disposal
- Internet/Wi-Fi
- Availability of supply stores
- Availability of repair services: mechanics, electricians
- Firefighting service and equipment
- Transportation connections to nearby town(s)

Marina utility stations



Garbage disposal



Suggestions 1

Greece needs a **comprehensive, coordinated coastal area and marina plan** such as one based on Integrated Coastal Zone Management (ICZM), that would:

- ⦿ Encourage domestic involvement with marine activities,
- ⦿ Attract international leisure boaters to sail and stay longer, and
- ⦿ Safeguard fragile coastal ecologies.

Suggestions 2 – The plan

Such a plan would require coordination of planning and managing coastal resources, by covering:

- land use planning,
- coastal resource protection and management,
- response to coastal hazards and disasters,
- public participation, and
- intergovernmental cooperation.

Suggestions 3 – The plan

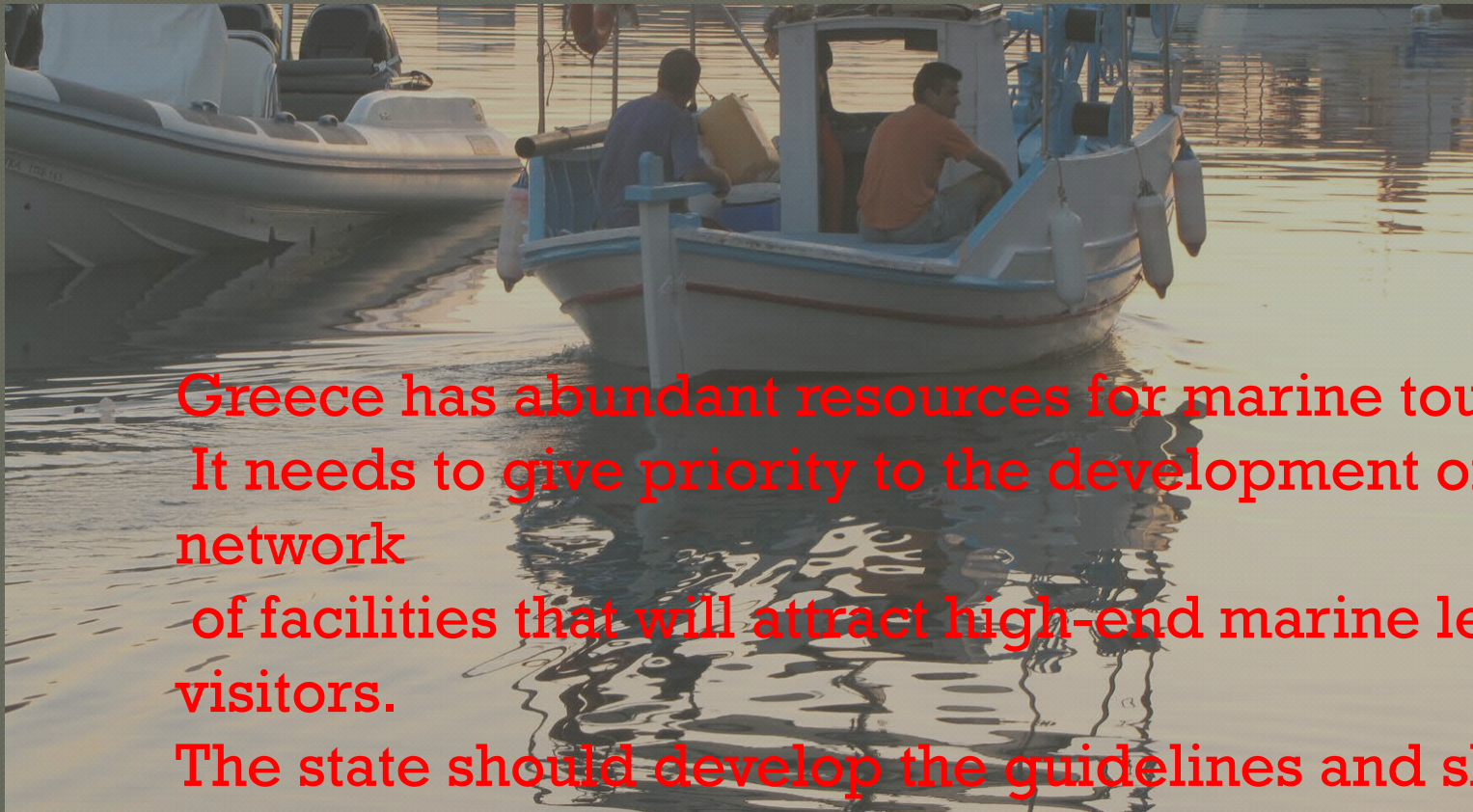
- The plan should:
- Assess needs for the establishment of marinas along the continental and island coasts,
- Determine conditions, suitability and feasibility for the establishment of marinas by type and category of facilities and services, and
- Develop a strategic plan of priorities for the implementation of the necessary infrastructure, the institutional requirements, and the role of the private sector in the construction of the marinas and the provision of the required services and facilities.

Suggestions 4 – The plan

It should also resolve:

- Conflicts between marine tourism and other economic activities related to the coastal areas (transportation and fishing),
- Environmental conflicts (impacts on fragile coastal systems, the habitat of endangered species, contamination from invasive foreign species), and
- Conflicts between boat anchoring and other types of coastal tourism and marine leisure (swimming, diving, water sports).

Summary



Greece has abundant resources for marine tourism. It needs to give priority to the development of a network

of facilities that will attract high-end marine leisure visitors.

The state should develop the guidelines and should attract

private interest to invest in the plan's implementation.

Thank you

