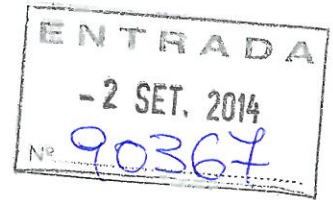


HELLENIC REPUBLIC  
MINISTER OF TOURISM



Address: 12 Vas. Amalias Avenue  
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Athens, 21 July, 2014  
R.N.: 1585

To Mr. Juan Carlos Del Olmo,  
CEO of WWF Spain

Dear Mr. del Olmo,

Thank you for your letter dated May 27, 2014 on the importance of coastal zones for tourism in Greece. As you probably know, Greece is endowed with the longest coastline in the European Union and the Mediterranean basin. Furthermore, our coasts are characterized by a rich diversity hosting traditionally important human activities and a number of areas of special environmental interest. Such areas are already under environmental protection in the Mediterranean under the Barcelona Convention, the 8th Protocol of which deals specifically with coastal zones.

From the perspective of tourism, coastal areas are important assets, which need careful planning and management within a broader strategy for sustainable development. This is already reflected in the National Spatial Plan for Tourism recently adopted by our Ministry and the Ministry of Energy, Environmental and Climate Change, setting the basic principles and guidelines for tourism development in various areas in Greece.

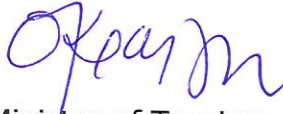
The Greek coasts are of high environmental quality. A large number of them (408) have been accredited with the Blue Flag Sign, ranking Greece second on a global scale. As a matter of fact our Ministry has already signed an MOU with the Hellenic Society for the Protection of Nature on further expanding such collaboration.

In addition, please note that we are up to now the only European country to develop a National Observatory for Sustainable Tourism. Greece has signed a relevant MOU with the UNWTO (United Nations World Tourism Organization) while a local/regional Observatory is already in place at the University of the Aegean.

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We would like to thank you again for your valuable input and interest in environmental conservation in our region. We will be happy to collaborate with you on matters of further interest.

Olga Kefalogianni



Minister of Tourism