



In 2024, Greece welcomed over 41 million tourists - a 13% increase from the previous year -generating €21.7 billion in direct tourism revenue. Tourism contributes 13% directly and 33% indirectly to the nation's GDP, underscoring its central role in Greece's economic engine.

Recognized globally for its wellness potential, Greece ranks in the top 5 wellness destinations worldwide, according to a study by Slingo using TripAdvisor data—cementing its position as a rising star in the global wellness tourism landscape.

GREECE CASE STUDY 2025

WELLNESS SNAPSHOT

Global Wellness Institute -
Wellness Destination Tourism Initiative

Case Study Lead | Nikos Kouremenos



GLOBAL WELLNESS
INSTITUTE™

WELLNESS TOURISM INITIATIVE





GREECE: THE ANCESTRAL *HOME* OF *HOLISTIC* WELLNESS

Rooted in the legacy of Asklepios, the god of healing, and Hippocrates, the father of modern medicine, Greece is where the principles of holistic health first emerged. From mindful practices with Socrates and Plato to the celebration of physical excellence in the ancient Olympic Games, wellness has always been woven into the fabric of Greek culture

Post-pandemic, Greece saw one of the strongest tourism recoveries in Europe, with a notable rise in demand for wellness experiences, nature escapes, and retreats focused on mental well-being and immune health. Greece's competitive strength as a wellness tourism destination lie across three key areas:

Therapeutic Natural Resources

Greece's 780+ **thermal springs**, mineral-rich waters, and sea-based therapies (e.g., **thalassotherapy**) form the backbone of authentic wellness experiences—offering evidence-based healing in naturally serene settings like Loutraki, Ikaria, and Edipsos.

Holistic Heritage & Healing Traditions

As the **birthplace of Hippocrates** and home to ancient **Asklepieia healing temples**, Greece offers deep-rooted traditions in holistic health—combining **mind, body, and spirit** in a way that few destinations can authentically match.

Healthy Lifestyle + Nature

The countries celebrated **Mediterranean diet**, coupled with an emphasis on **slow living**, 300+ days of sunshine and natural assets, positions Greece as a model for **longevity and preventive wellness**.

ANGELA GEREKOU, PRESIDENT OF THE GREEK
NATIONAL TOURISM ORGANIZATION

WELLNESS TOURISM IS MORE THAN A TREND—IT'S A GLOBAL MOVEMENT TOWARD CONSCIOUS, SUSTAINABLE LIVING. GREECE HAS THE SOUL, THE HERITAGE, AND THE NATURAL GIFTS TO LEAD THIS SHIFT. NOW IS THE TIME TO TURN OUR POTENTIAL INTO GLOBAL LEADERSHIP.

In the heart of the mythical Peloponnese, we created a retreat where ancient wisdom meets modern science. This is wellness reimagined: rooted in heritage, powered by innovation, and guided by connection.

MARINA EFRAIMOGLU, Founder of Euphoria Retreat

KEY SUCCESSSES

GOVERNMENT SUPPORT

The Greek National Tourism Organization (GNTO) actively promotes wellness tourism as a **strategic pillar** of the country's sustainable tourism strategy. Investments and incentives have been introduced to support infrastructure and wellness tourism development.

The Greece 2.0 National recovery and resilient plans \$420 million allocation for tourism also includes the niche but growing wellness tourism segment.

PRIVATE SECTOR INNOVATION

There has also been a rise in boutique wellness hotels, spa resorts, and destination retreats across the islands and the mainland with diverse and growing array of Greece's wellness product. The focus of new developments are on combining nature, sustainability and wellness.

Organizations like Asklepia Health Cluster and newly formed Healing Places are leading initiatives in the health & wellness market.

A valuable survey and report on the Greek health & wellness tourism market is being completed with the support of the EBRD (European Bank of Restructure and Development).

IKARIA, IS ONE OF THE WORLD'S FIVE DESIGNATED *BLUE ZONES* AREAS WHERE PEOPLE LIVE *LONGER, HEALTHIER* LIVES WITH MANY REACHING 100 YEARS OLD

GREECE'S VISION 2030

VisitGreece, the national tourism organization, has increasingly shifted focus towards experiences that are sustainable, innovative, and tailored for high-value travelers. Wellness tourism is becoming part of the broader strategy to market Greece as a sustainable destination.

“Smart, Resilient and Climate Neutral Cities”

Initiative of the Government of Greece – Promoting sustainable development, resilience, and climate neutrality in Greek Cities by 2030 (and in the longer run by 2050)

“GR-eco Islands” Initiative – Promoting sustainable development, green economy, energy autonomy and digital innovation in the Greek Islands by 2030



OPPORTUNITIES – MAJOR THERMAL SPRINGS INVESTMENTS

There are numerous investments currently into thermal bathing to leverage this competitive advantage including:

- üKythnos: Xenia Hotel & 2 thermal springs
- üKammena Vourla Mitsis : restoration of 2 hotels and thermal bath Asklepeios
- üKammena Vourla Koniavitis: significant investment in 2 thermal springs, hotels and supporting infrastructure.

Greece's wellness tourism growth highlights the value of leveraging natural and cultural assets, from thermal springs and pristine coastlines to ancient healing traditions and the Mediterranean diet. Public-private collaboration, sustainability, and community engagement have been key to long-term success.



OPERATOR EXCELLENCE



Greece with its amazingly diverse landscape and 6000 islands offers a diverse range of wellness tourism assets, from luxury spa hotels , thermal springs and thalassotherapy centers to nature retreats and eco-friendly experiences.

EUPHORIA RETREAT -recognized as one of Europe's premier wellness resorts

ALDEMAR OLYMPIAN VILLAGE -The first 5* Thalassotherapy resort in Greece

IMARET HOTEL: a historic hotel/ monument, transformed to a unique wellness sanctuary

MANNA: a protected monumental hotel. dating back to 1929 and known as "The Sanatorium of Mana".

HIPPOCRATES HOT SPRINGS MYTILINI

Considered the warmest and one of the best in Europe in terms of therapeutic ingredients, in combination with the water temperature..



GLOBAL WELLNESS
INSTITUTE™

WELLNESS TOURISM INITIATIVE

For more information contact
[GWI Tourism Initiative](#)