



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
HELLENIC REPUBLIC
ΞΕΝΟΔΟΧΕΙΑΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ
ΤΗΣ ΕΛΛΑΔΟΣ
HELLENIC CHAMBER OF HOTELS



ΙΝΣΤΙΤΟΥΤΟ ΤΟΥΡΙΣΤΙΚΩΝ ΕΡΕΥΝΩΝ
ΚΑΙ ΠΡΟΒΛΕΨΕΩΝ
RESEARCH INSTITUTE FOR TOURISM

P R E S S R E L E A S E

Athens, 02/03/2011

Subject: Study regarding the economic impact of the degradation of the historic centre of Athens, by Dr. Kyriakos Rerres (Research Institute for Tourism)

The study examines the socio-economic impacts that the degradation of the historic centre of Athens has on the residents and businesses in the area. The southern part of the city has been transformed into a ghetto due to uncontrolled illegal migrant flows and rising criminality. Legitimate activities and residents have been expelled from these areas resulting in a degradation that affects nearly all economic and social activity in the region of Attica.

As the survey demonstrates, the annual loss of national income due to illegal activities in the Historical Center is close to 450 million euro. Cumulatively, the last two years, shops located at the Center of Athens lost 25% of their customers and 31% of their turnover.

The degradation impact was stronger for higher class hotels in the area. Large and luxury hotels located in Omonia Square district are forced to provide their product and services in prices 52% to 62% lower than the respective hotels operating in other regions of Attica.

The survey suggests a series of measures for the upgrade of the Historical Center of Athens such as the following:

1. The protection and promotion of the Historical Athens Center.
2. The balanced distribution of the central services and control over the land use.
3. The confinement of disturbing activities by removing wholesale industries and encouraging the return of the residencies.
4. Systematic and constant police patrolling at the Center of Athens (Hellenic Police Force for the Center of Athens).
5. Remove Guest houses accommodating vulnerable groups of immigrants away from the city center and transfer relevant social services outside these areas.
6. Encourage and facilitate the education of immigrants' children.
7. Combat and eliminate illegal trade.
8. Frequent waste collection at these areas.
9. Implementation of a new institutional framework assigning the inspection of the troubled areas to the Hellenic Police.
10. Performing in regular basis of events at public areas by local communities and municipal authorities.