

Press Release

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Greece maintains a high position as a tourism destination according to the bookings of tourism packages for 2017

Summer vacation bookings coming from Germany and UK that constitute two of the most important markets of outbound tourism, have recorded a positive performance for the Mediterranean destinations.

The current unstable political environment in Europe, the diplomatic friction between Germany and Turkey as well as the “Brexit” do not impact in a negative manner their traveling intentions for summer vacations in 2017.

Greece remains particularly popular among other Mediterranean destinations, according to the bookings recorded in Germany and UK for the first three months of the year. This particular period is the most important time range for bookings for the countries of Northern and Central Europe, since the majority of the tourism packages are being sold during that time.

Significant increase in the bookings from Germany

Based on the bookings recorded in Germany for the period of January & February, Greece as a destination realizes an increase of 59 percent and ranks in the second position following Balearics in Spain.

For the same time period, Croatia and Cyprus show a significant growth in bookings, while Egypt seems to recover after a long period of negative performance. Spain, following an outstanding season in 2016, remains at the first place for German tourists in respect to summer holidays, even though there is a slight decrease in all major tourism areas such as Canaries and Balearics. The bombing attacks in Turkey, along with the unstable relations between Germany and Turkey constitute of the most important reasons for the shift in the preferences of German tourists towards other safer destinations in the Mediterranean, a trend that was monitored throughout the high booking period with the exception of February.

Finally it should be noted that the “refugee crisis” did not have a negative impact in the bookings from Germany, since Greece has been always perceived as a safe tourism destination with significant increase in the packages sales in 2016 and early 2017.

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High position of Greece in British preferences for summer holidays for 2017

Tourist packages sales maintain a stable positive growth in Britain, including also sales of March 2017, during a period that is characterized by the starting of the “Brexit” processes and all the potential consequences and instability this might cause to the European zone. It should be noted at this point that mainly for safety reasons, long haul trips hold a significant part of their choice.

For the British, Greece is the second destination following Spain, recording an increase of 12 percent with the most significant part of the sales conducted during the first three months of 2017.

The biggest number of British tourists, will visit Greece from May until September, while an increase in the arrivals in October could constitute of a trend towards the prolongation of the Tourism season. In addition to that, Dodecanese, Zante, Corfu, and of course Crete are the most popular areas to be visited from British tourists this summer.

Besides Spain that holds the first place for the British, Portugal and Morocco also realize significant increase in bookings, while for Eastern Mediterranean, Cyprus shows positive performance with Turkey and Egypt recording significant decrease.

About the study

The ongoing GfK survey on the travel behavior of Germans and British combines data from retail sales and consumer panels.

GfK's Travel Insights Panel collects data on travel bookings with high street and online travel portals. Evaluations are based on booking data from approximately 1,200 representative travel agencies and 30 online travel portals in Germany.

As part of GfK's Consumer Panel, 20,000 representatively selected households (comprising 45,000 individuals) are surveyed on their travel, booking and information behavior on a monthly basis. In addition to vacations, the survey includes business trips, day trips and commutes.

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using



innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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