

# Greeks, Holidays & Travelling

A Compilation of National and  
International Survey Results

# The YouGov Profiles Survey by Focus Bari

The International YouGov Profiles Survey is being conducted on a continuous basis in Greece since September 2021. Covering an extended variety of consumers habits, attitudes, mentality, opinions and intentions on a wide spectrum of subjects and brands, Profiles is a unique source of consumer insights and an outstanding targeting tool for businesses and marketers.

The present report contains a series of Greeks habits and attitudes towards travelling and holidays

- ✓ Online Quantitative Survey (CAWI) Profiles
- ✓ Via YouGov panel
- ✓ Universe: adults 18-65 National (NSSG estimate: 6.495.473)
- ✓ Sample: 9.477 representative of the above population
- ✓ Fieldwork: continuous, results published July, 2022
- ✓ Focus Bari is the Affiliate Partner of YouGov in Greece (<https://www.focusbari.gr/yougov/συνεργασία-με-yougov>)

# We cover:

## International Trends

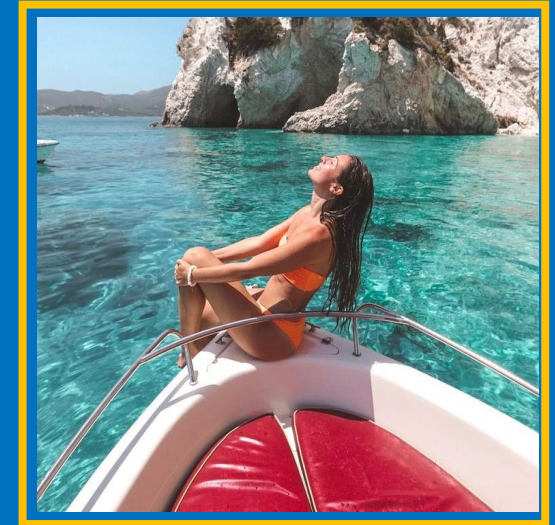
(A 25-country Survey)



## Attitudes towards Travelling



## Types of Holidays Preferred





# International Trends for Summer 2022



# A Survey in 25 countries has been conducted via the YouGov online panel regarding holidays intentions for Summer 2022



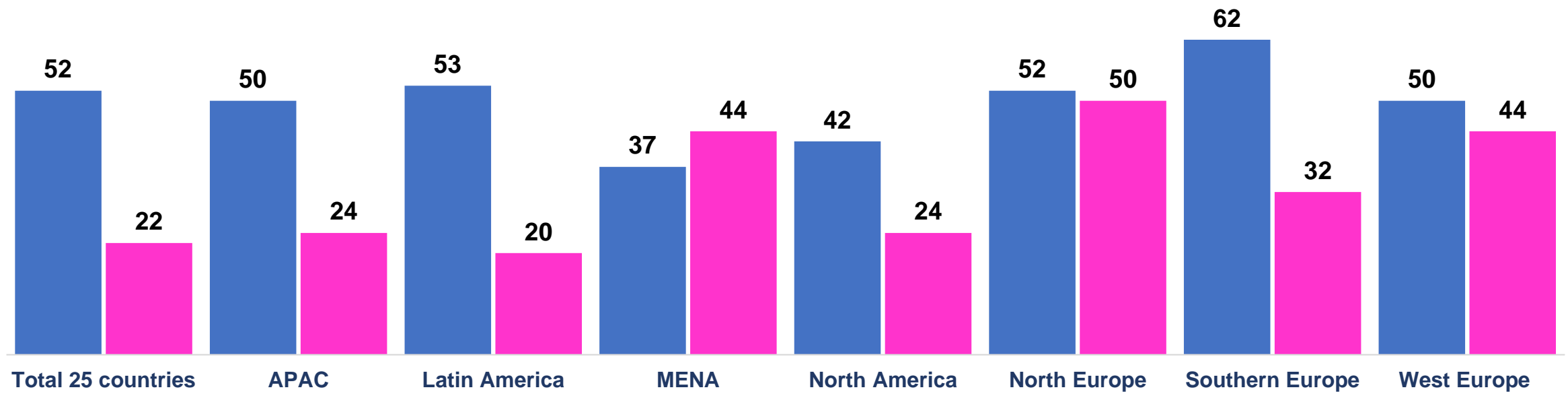
The previous two summers, travelling and holidays plans have completely changed due to the pandemic conditions. This summer, and although the pandemic measures have all been removed, a survey in 25 countries shows that people still prefer to spend their summer holidays in their own country instead of travelling to another country.

However, there are quite a few differences between countries and continents, with countries outside Europe tending to spend their holidays domestically more than Europeans.

Within Europe, a higher intention to spend holidays both in their own country and abroad is noted, with Southern Europeans preferring to have local holidays to a higher extent than the rest of the countries.

# “Where do you plan to spend your holidays in 2022?”

%



# Due to the pandemic, Greeks travelled much more in Greece than abroad during the last 12 months

*“How many times did you travel for leisure during the last 12 months in Greece?  
And how many times did you travel abroad for leisure in the last 12 months?”*



%



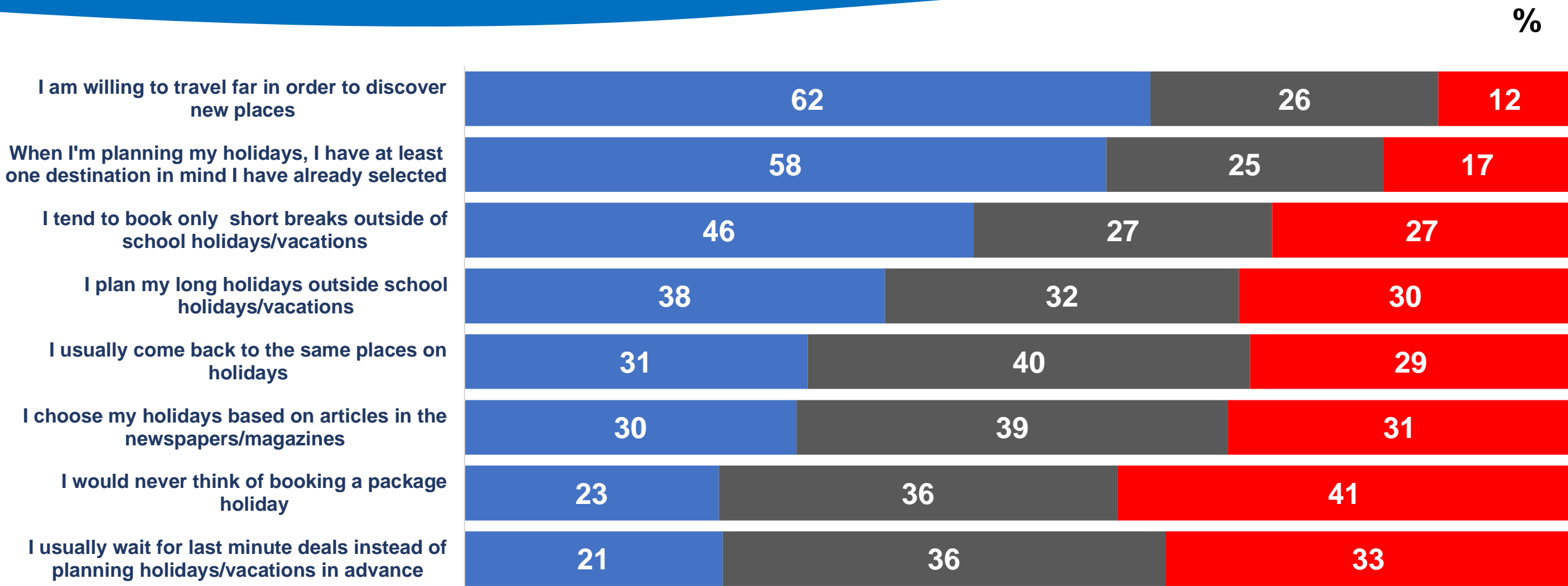


# Attitudes towards travelling

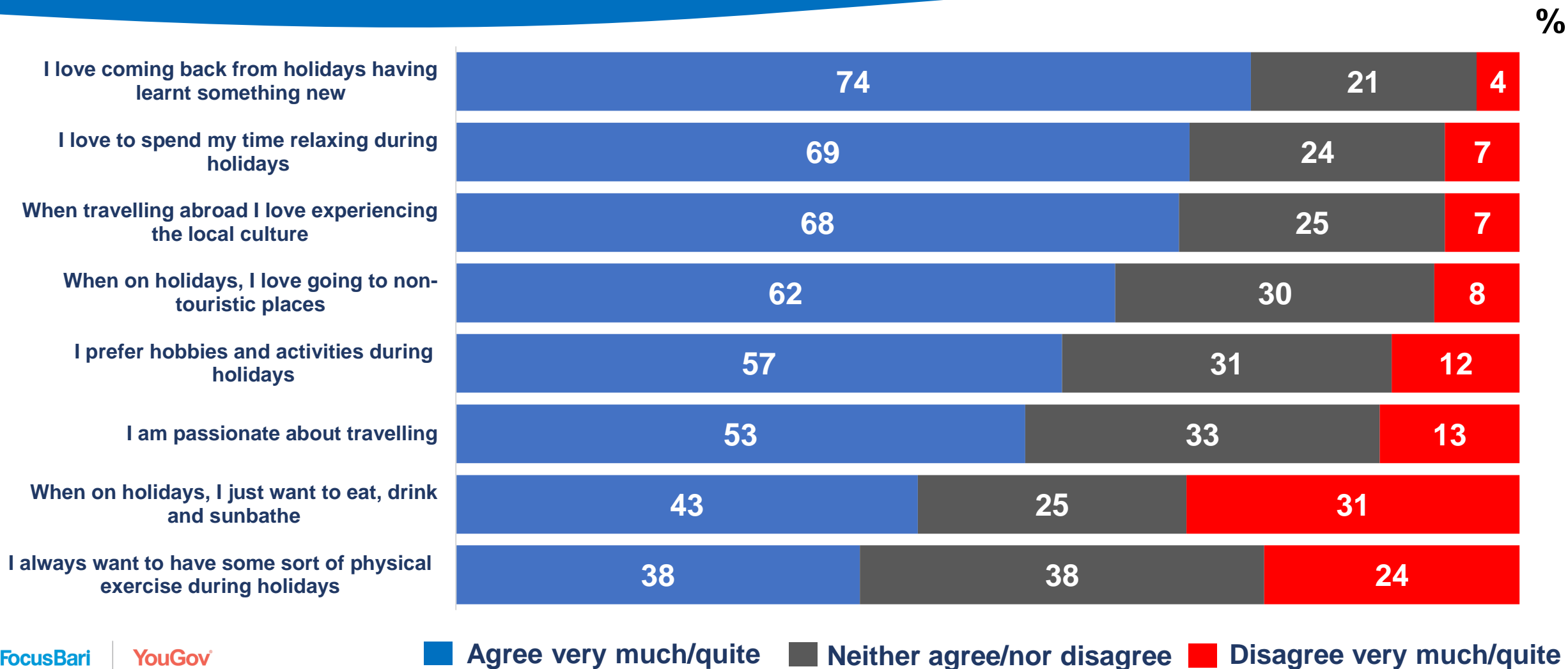




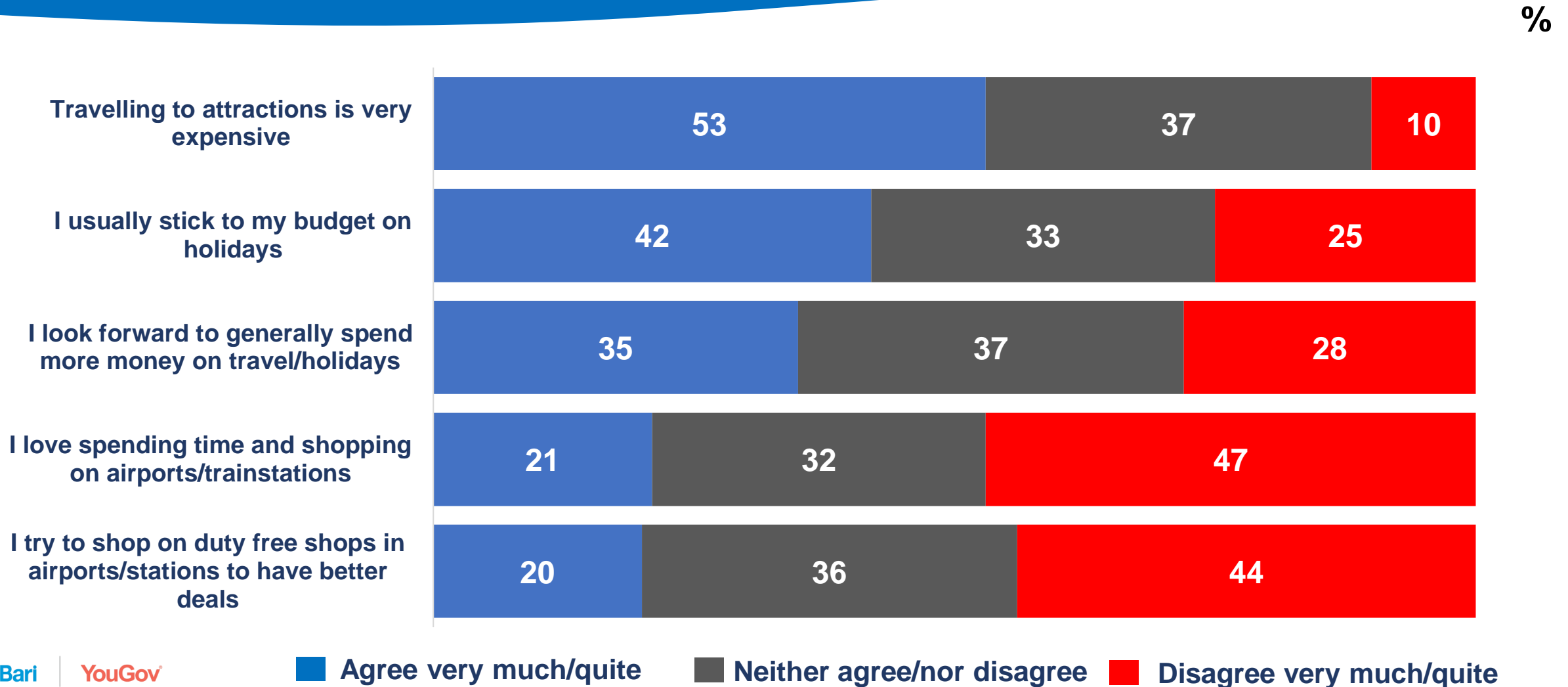
# Holiday Planning: when and how do Greeks plan their Holidays?



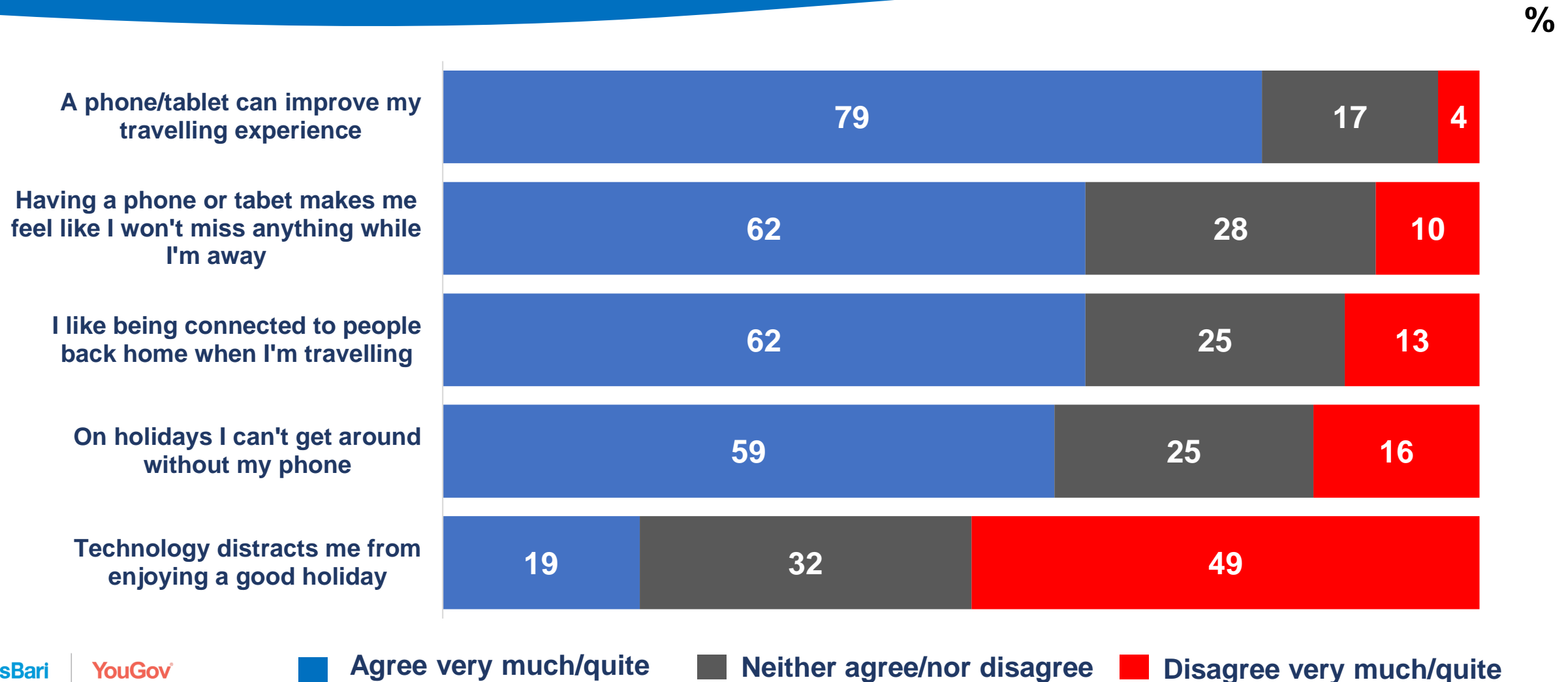
# How much do Greeks love travelling and what experience do they look for in their Holidays?



# What is the spending of Greeks on Holidays?



# How do Greeks relate with technology during their Holidays?





# Types of Holidays preferred by Greeks



Holidays on the beach, a visit to another city or to friends / family are the most popular types of holidays among Greeks this summer

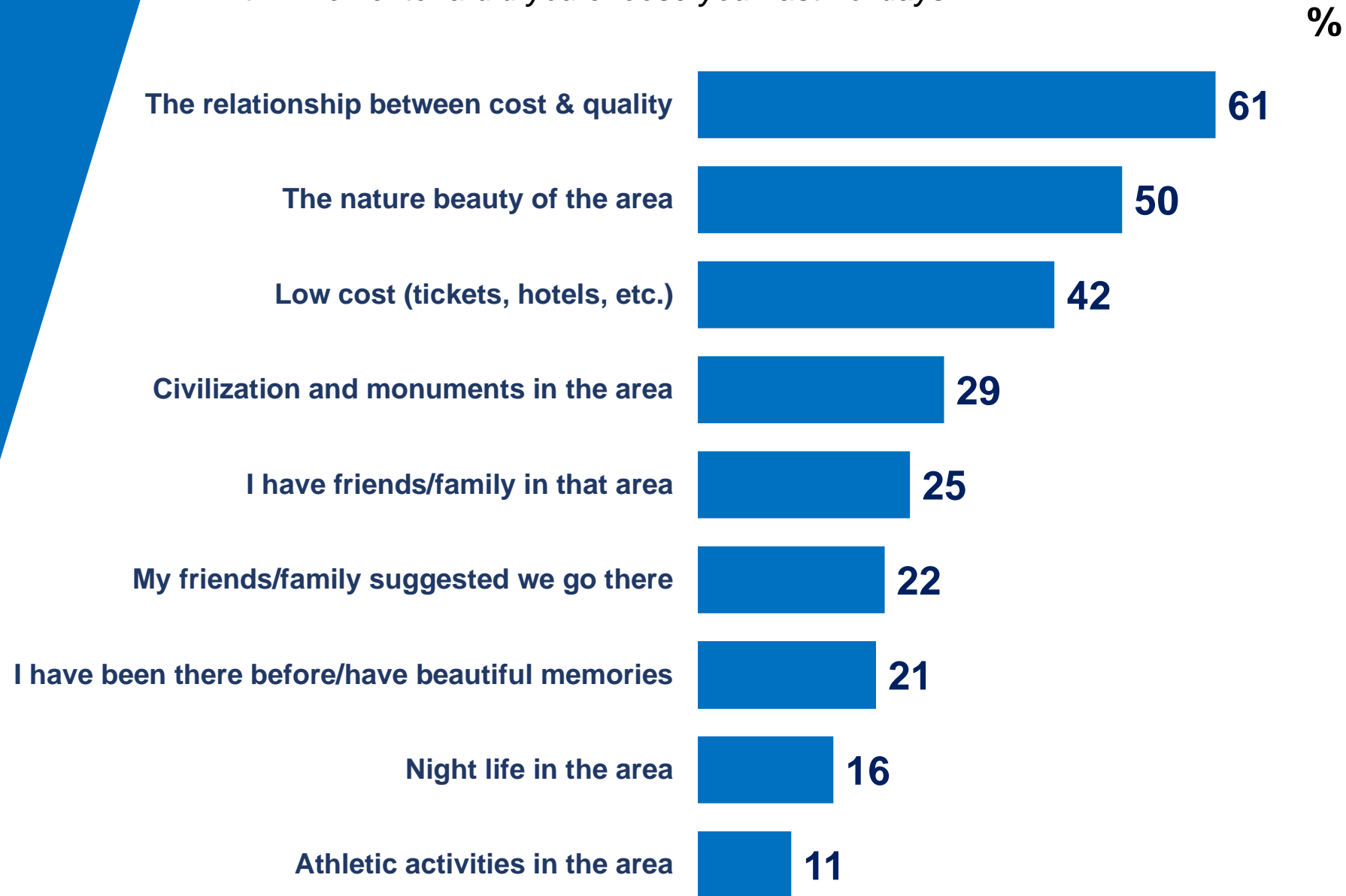
«Which type of holidays do you intend to have this summer?»

%



For Greeks, the main criterion for choosing the type of the most recent holidays has been financial, primarily the cost in relation to the quality, followed by the natural beauty of the specific area

«With which criteria did you choose your last holidays?»



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Thank you!