



“Saying Yes to Greece”

Destination Weddings in Greece: Market Overview

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Thank you!

Contents...

- Quantitative B2B Online Survey
- Sample: 90 (40 Planners, 50 Vendors)
- Representation: 115,000 companies
- Web CASI | Structured Questionnaire
- April 2026

- The Market
- The Customers
- Growth

The Market



Wedding Planners Profiles (~1,200)



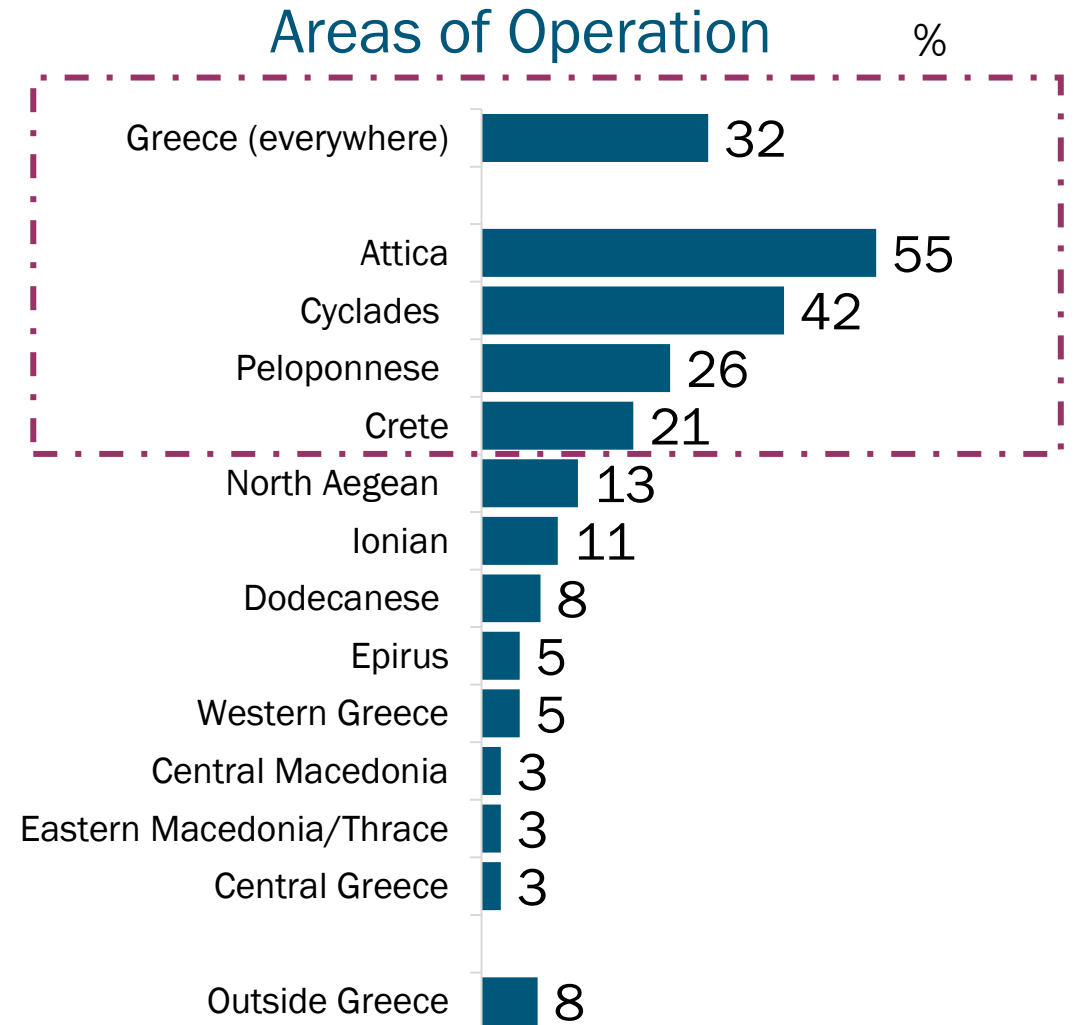
16 years
average industry
experience

~21 Weddings
per year

83%
of revenue from weddings

77% = 16
destination weddings
(couples from abroad)

Areas of Operation



Wedding Planners Profiles (~1,200)

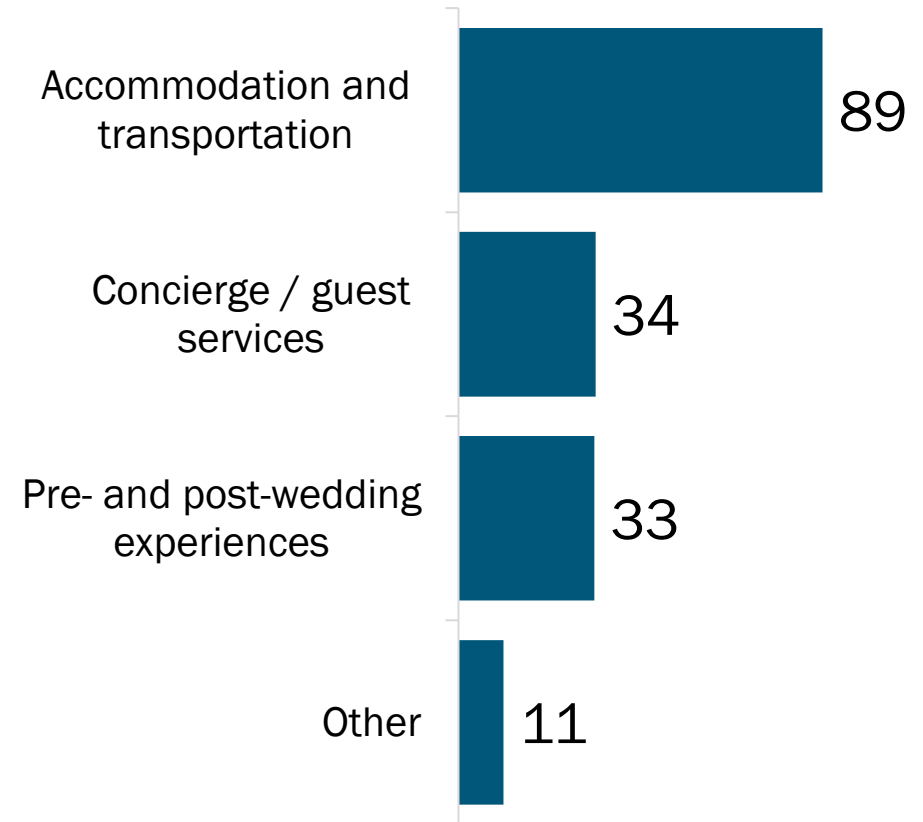


47%

Collaboration with local partners:
Destination Management Companies,
travel agencies, and service providers

Areas of collaboration with DMCs

%



Vendor Profiles (~114,000)



16 years
average industry
experience

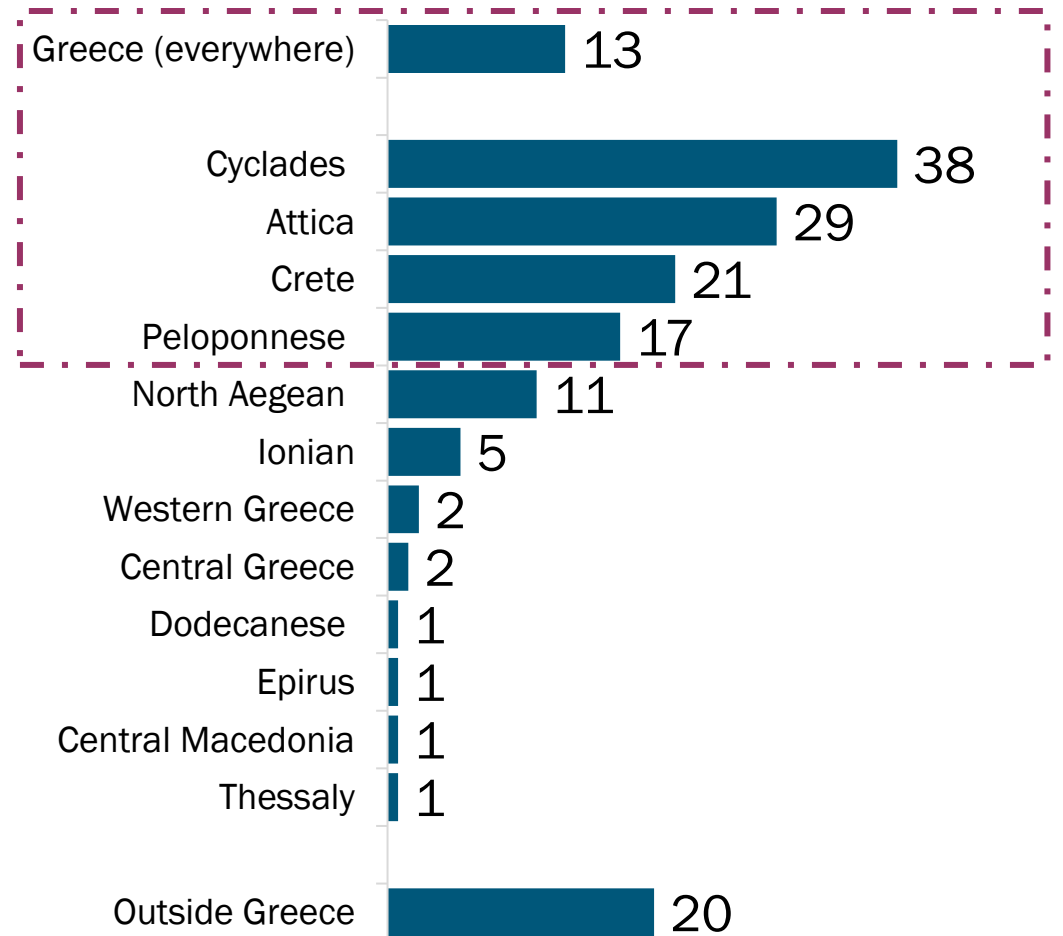
~27 Weddings
per year

51%
of revenue from weddings

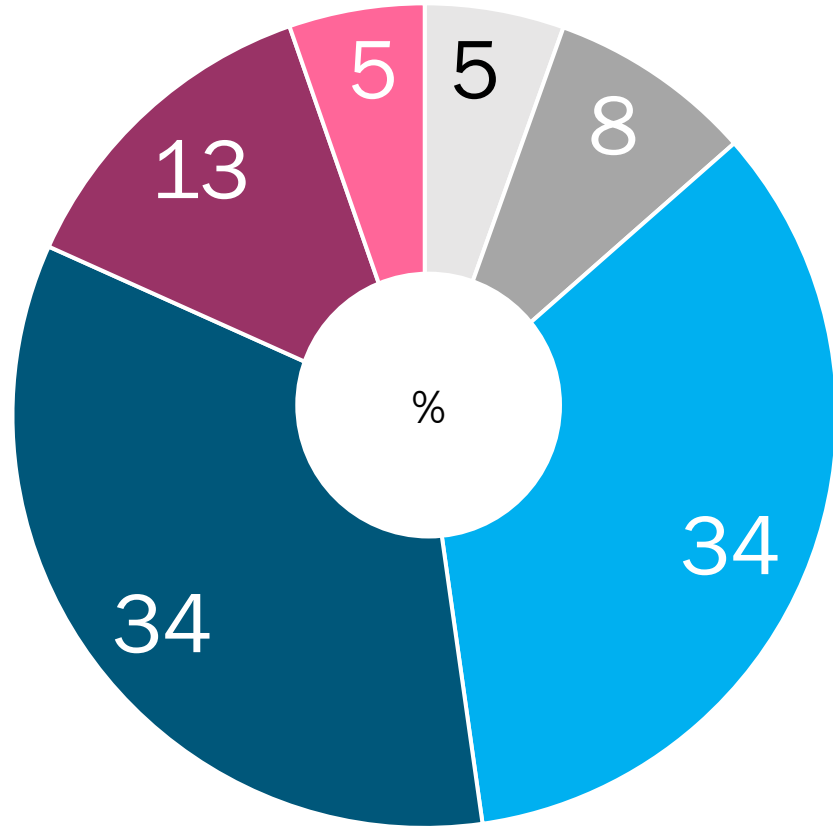
65% = 16
destination weddings
(couples from abroad)

Areas of Operation

%



Average Estimated Cost per Wedding



- Up to €20,000
- €20,001 - €50,000
- €50,001 - €100,000
- €100,001 - €200,000
- €200,001 - €500,000
- €500,001+



€157,3k

Average budget per wedding (excluding VAT)

Plus additional tourism spending...

~130 guests

per wedding

~4-overnight stays

at the destination



Estimated Annual DW Market Size

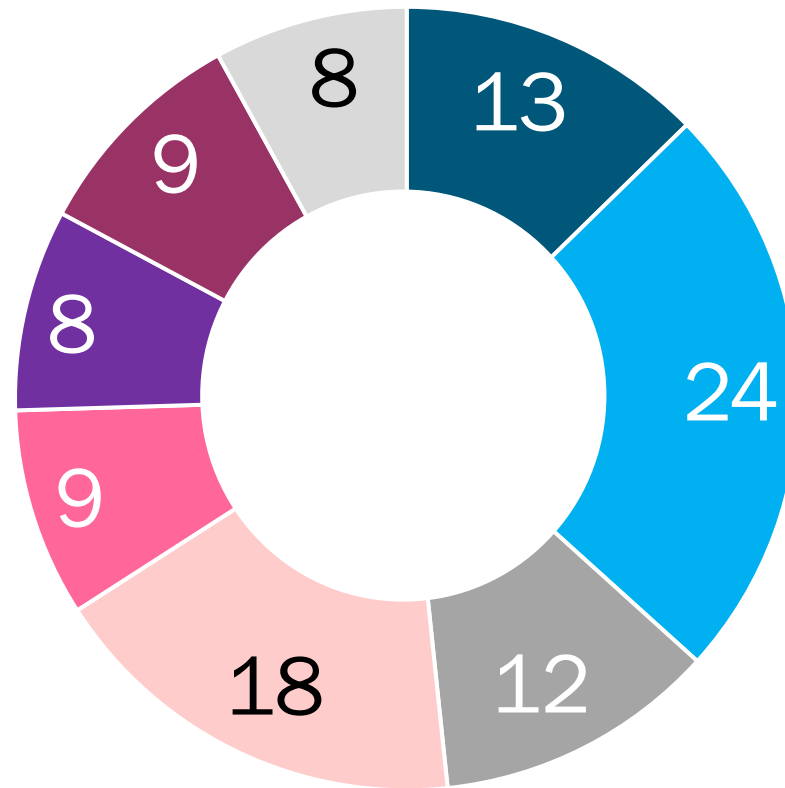
"Scenario Hypothesis"	Active Companies in Destination Weddings	#Weddings (x16)	Direct Expenditure (×€157,300)
"Conservative"	50%	9,640	€1.52 billion
"Base"	65%	12,532	€1.98 billion
"Optimistic"	80%	15,424	€2.43 billion

++ tourism spending!



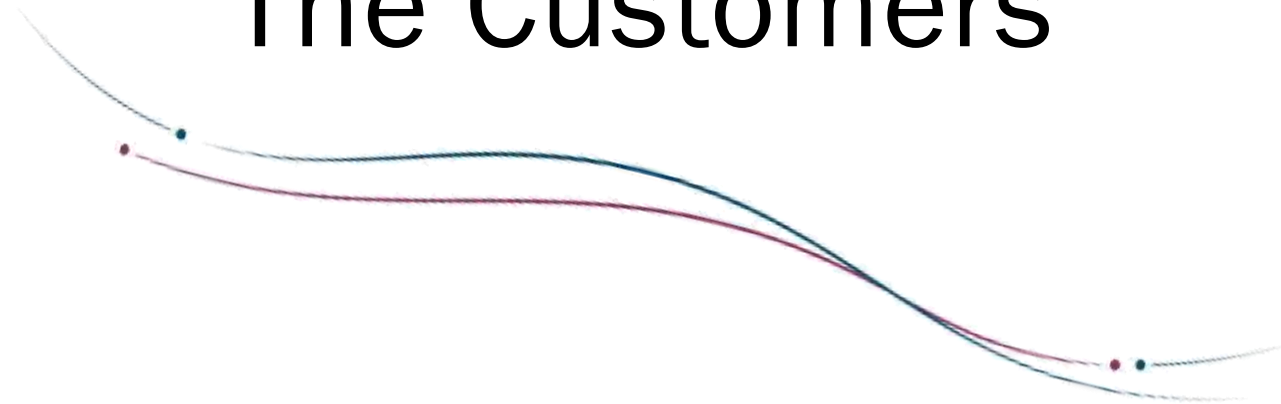
Budget Allocation by Expense Category

%



- Venue
- Catering
- Accommodation and Transportation
- Decoration and equipment
- Photography and video
- Entertainment
- Wedding Planning
- Day-after activities / excursions, etc.

The Customers



Countries of Origin

Top 5



U.S. **95%**



United Kingdom **58%**



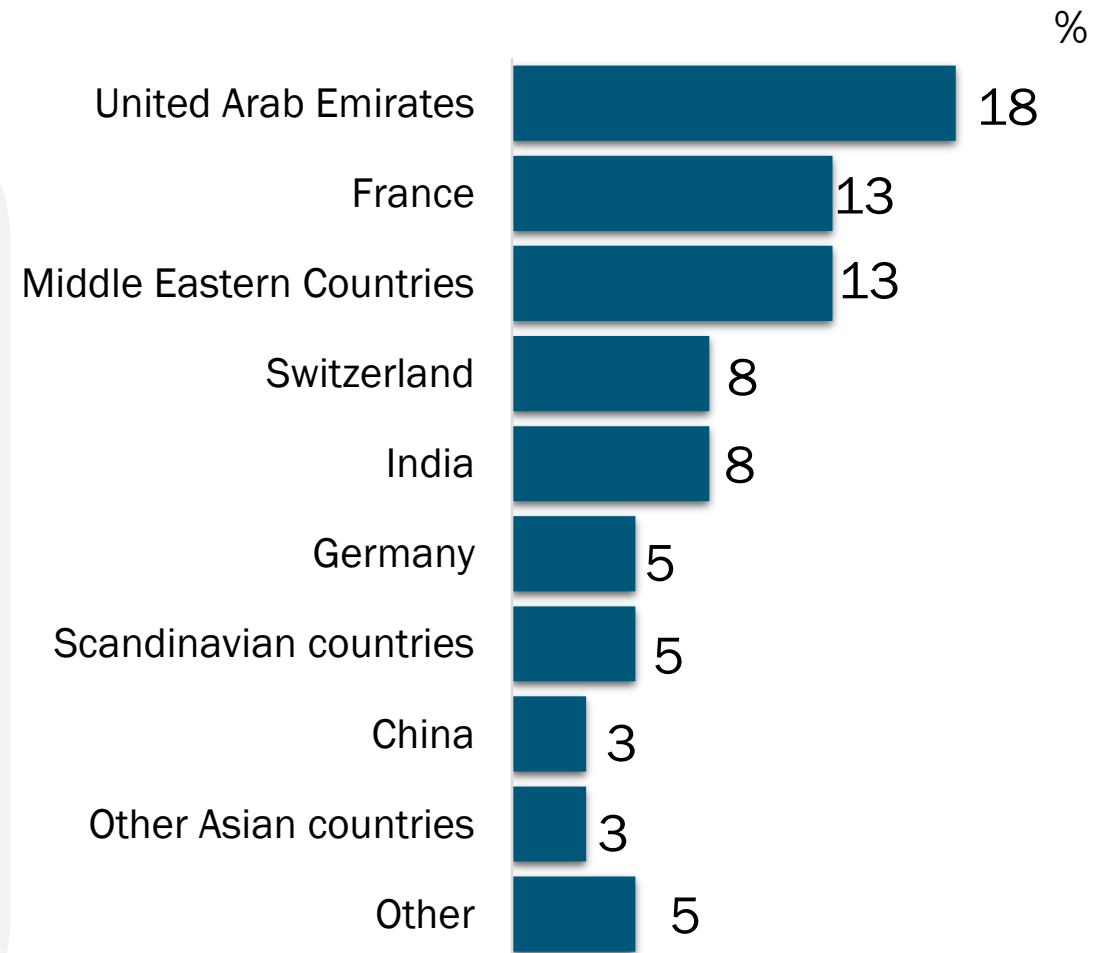
Australia **27%**



Canada **24%**



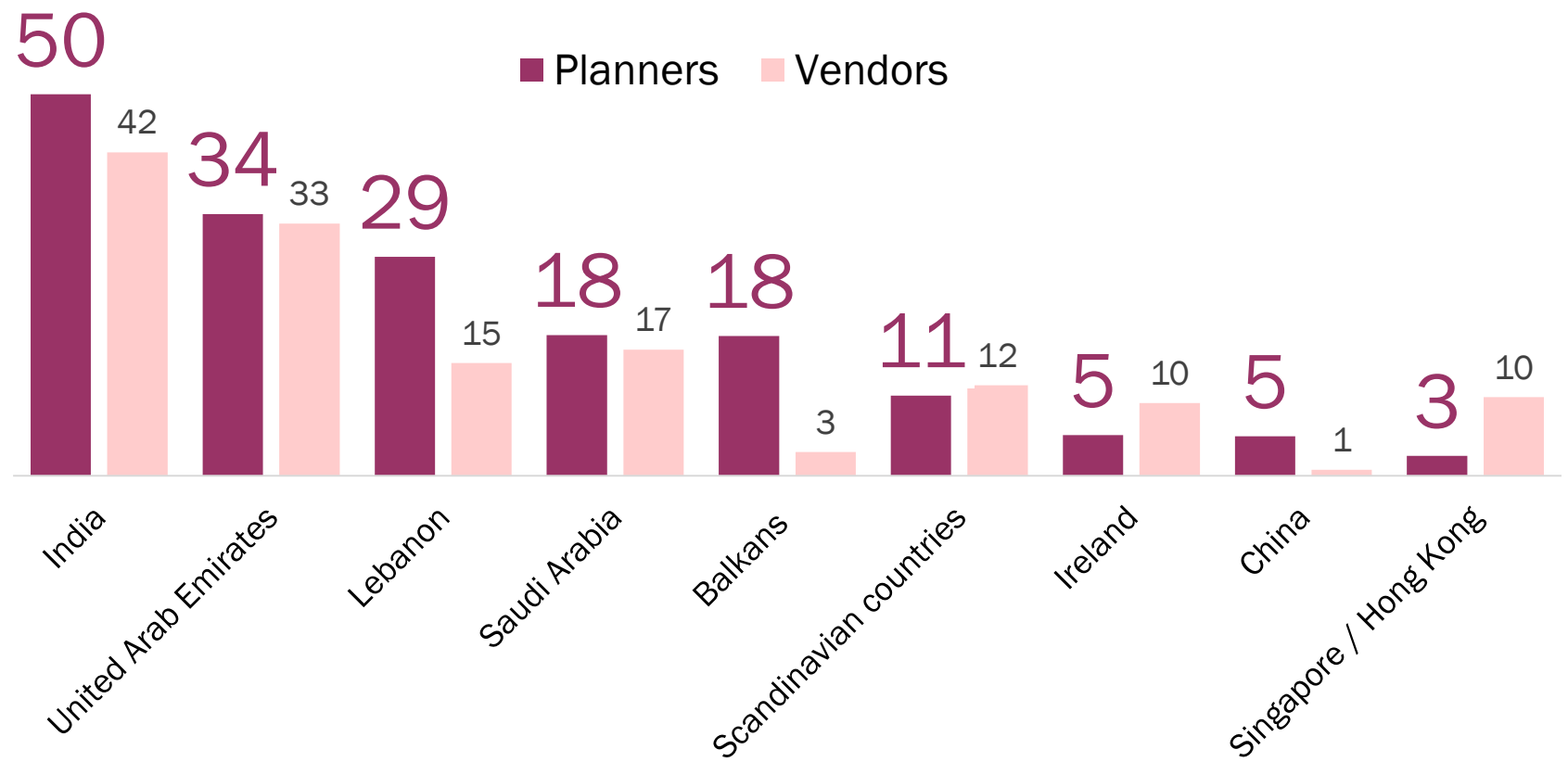
Israel **18%**





Emerging Markets (last 2 years)

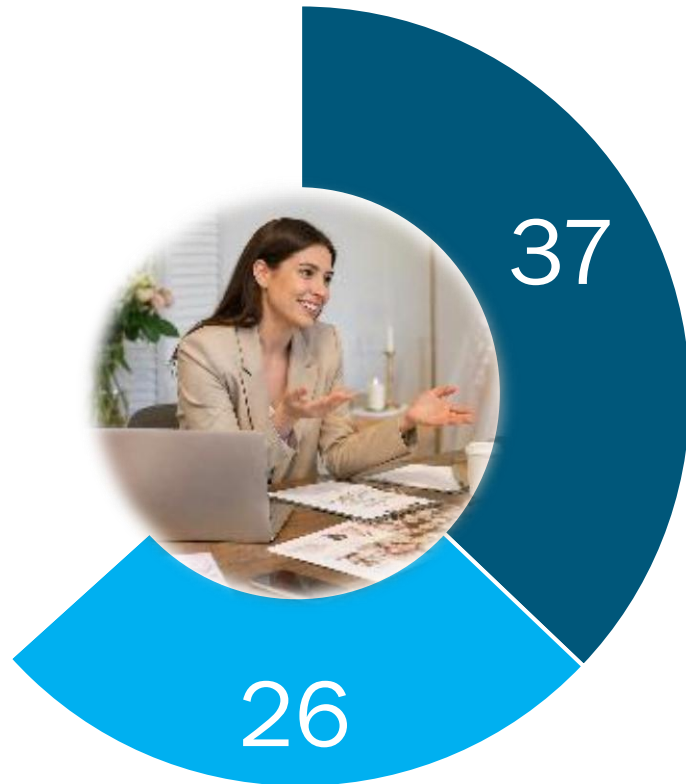
%



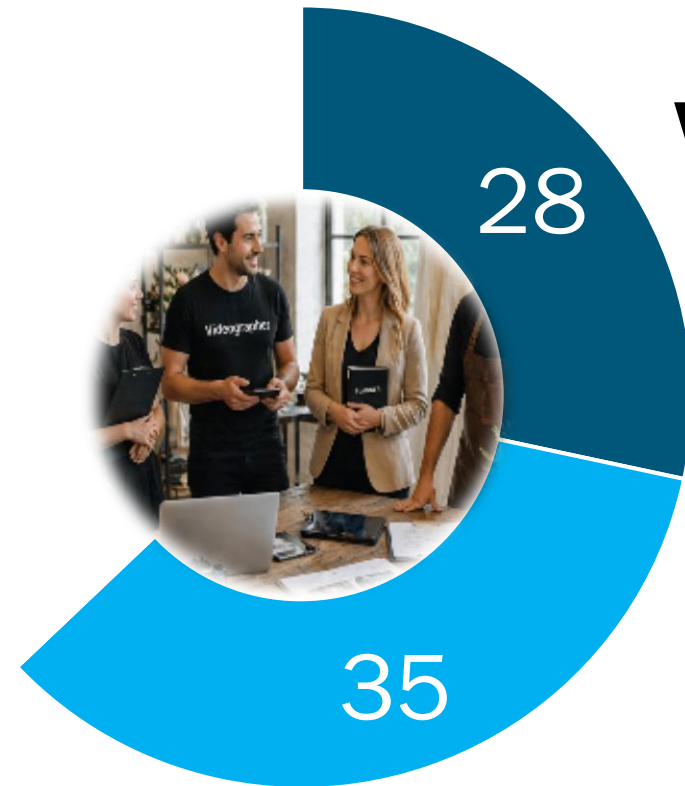
Demand Trends : multi-day weddings

%

Planners
63%



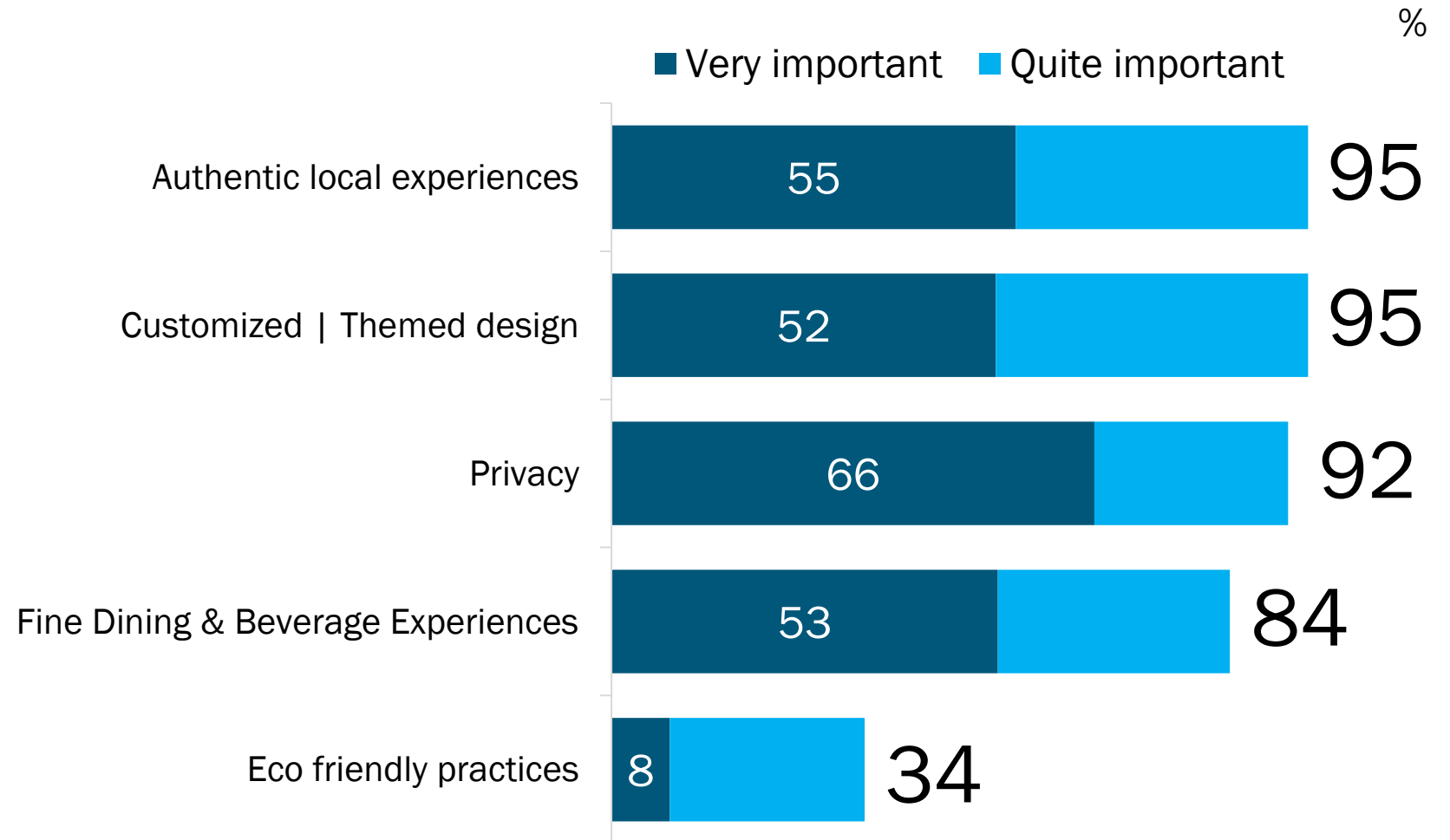
Vendors
63%



■ Has increased significantly ■ Has increased slightly



Desired Experiences



Demand Trends: Destinations by Country of Origin



Attica



Dodecanese



Ionian Islands



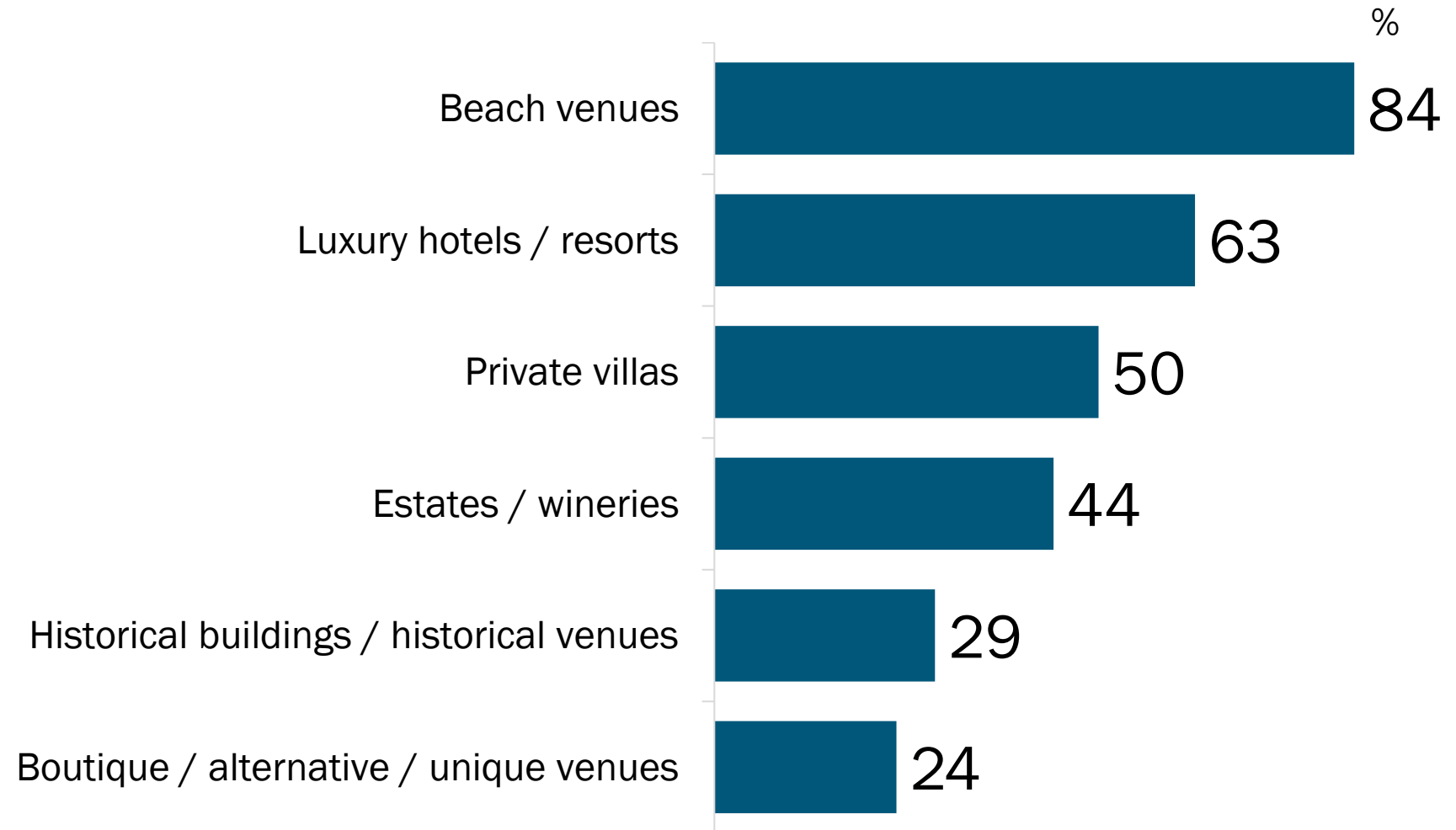
Crete



Cyclades

USA	68%	11%	11%	24%	64%
UK	39%	24%	40%	32%	47%
ISRAEL	73%	5%	11%	8%	29%
INDIA	71%	5%	*	3%	35%
MIDDLE EAST	52%	3%	3%	3%	61%

Demand Trends: Types of Venues

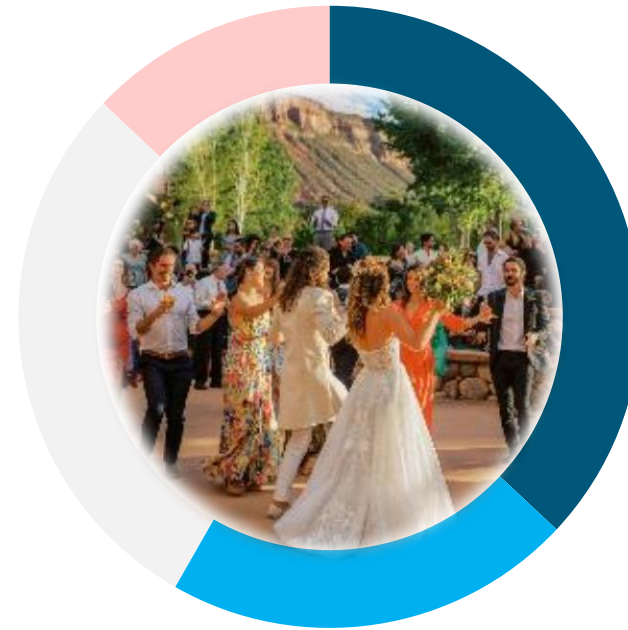


Demand Trends: Event Types (last 2-3 years)



PRE-WEDDING EVENTS

71%



POST-WEDDING EVENTS

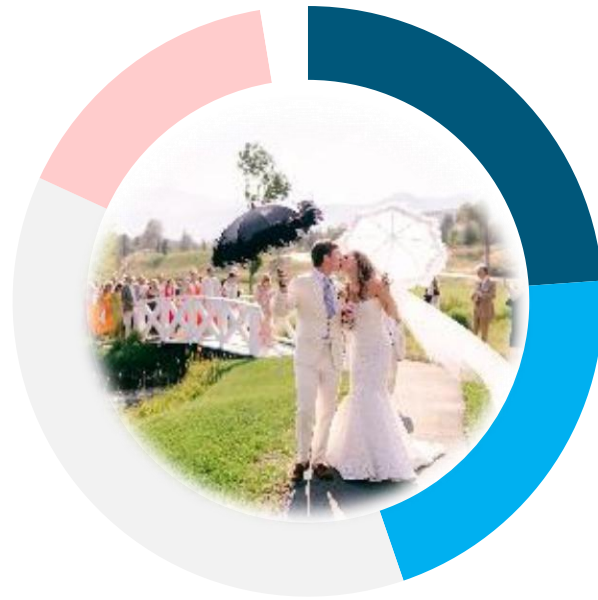
58%

%

Increasing trend:

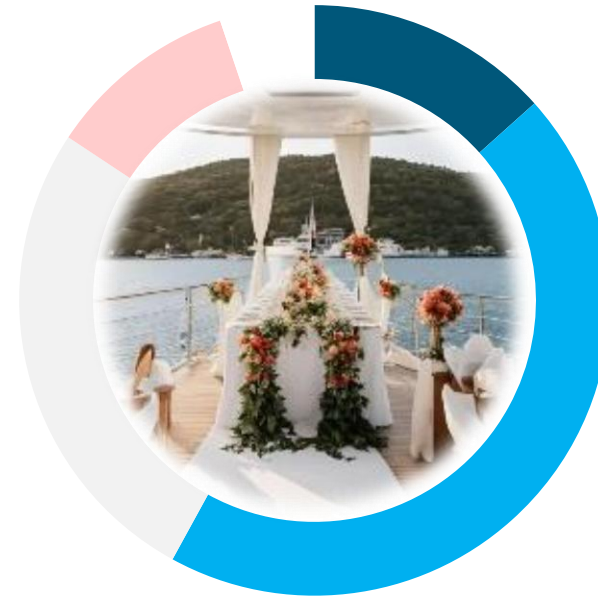
- Has increased significantly
- Has increased slightly
- Remains stable
- Has decreased
- I don't know

Demand Trends: Event Types (last 2-3 years)



DAY-AFTER ACTIVITIES/EXCURSIONS

45%



BOAT/YACHT EVENTS

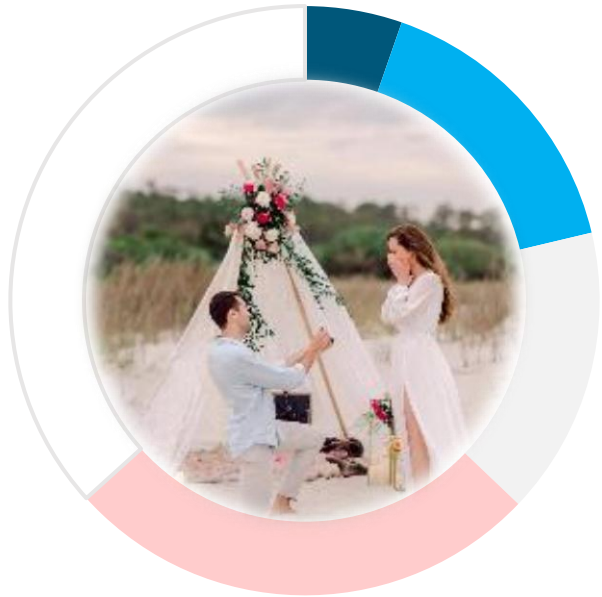
58%

Increasing trend:

- Has increased significantly
- Has increased slightly
- Remains stable
- Has decreased
- I don't know

Demand Trends: Event Types (past 2–3 years)

%



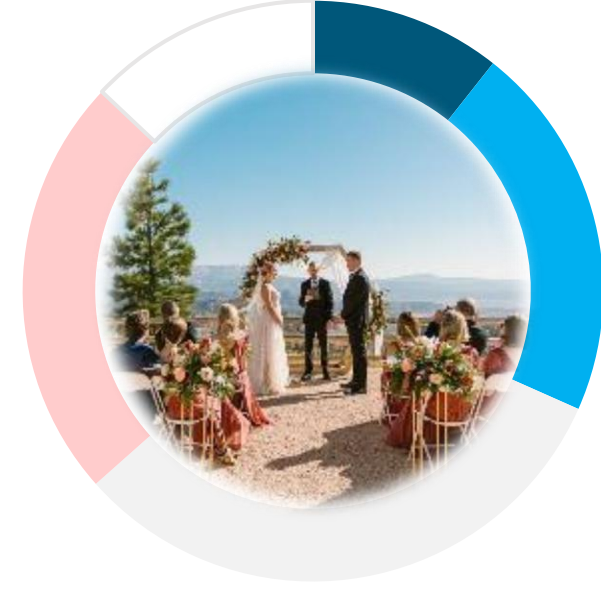
PROPOSALS

21%



BACHELOR /
BACHELORETTE PARTY

11%



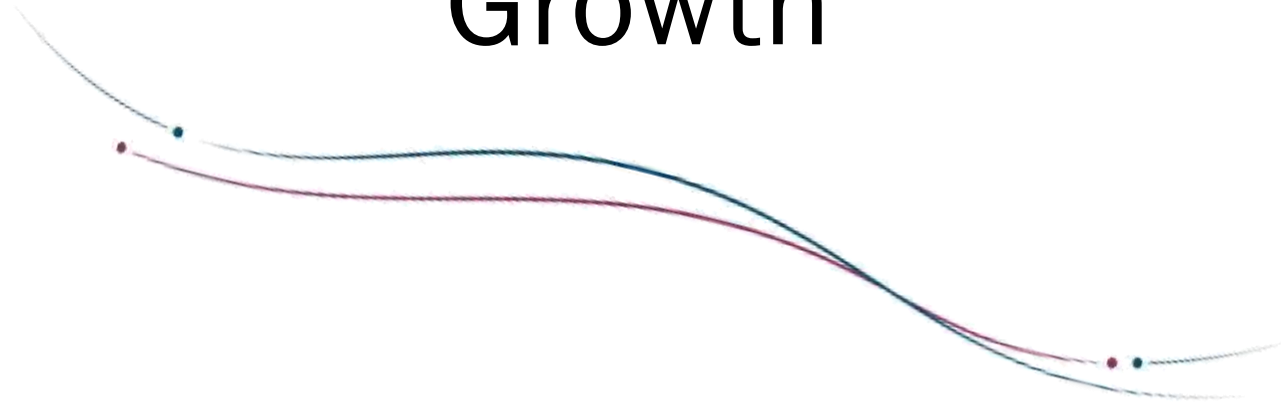
ELOPEMENTS /
MICRO WEDDINGS

32%

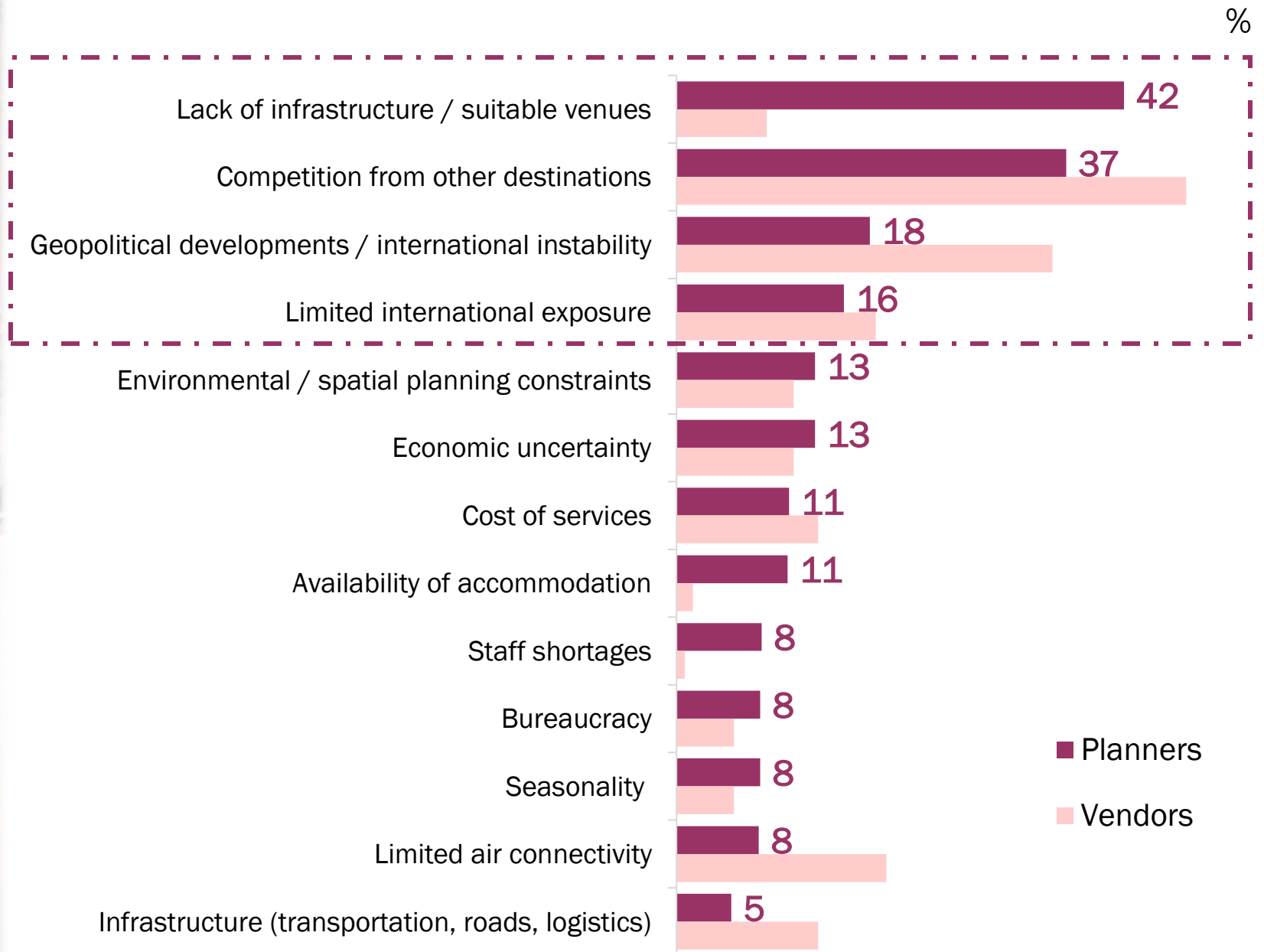
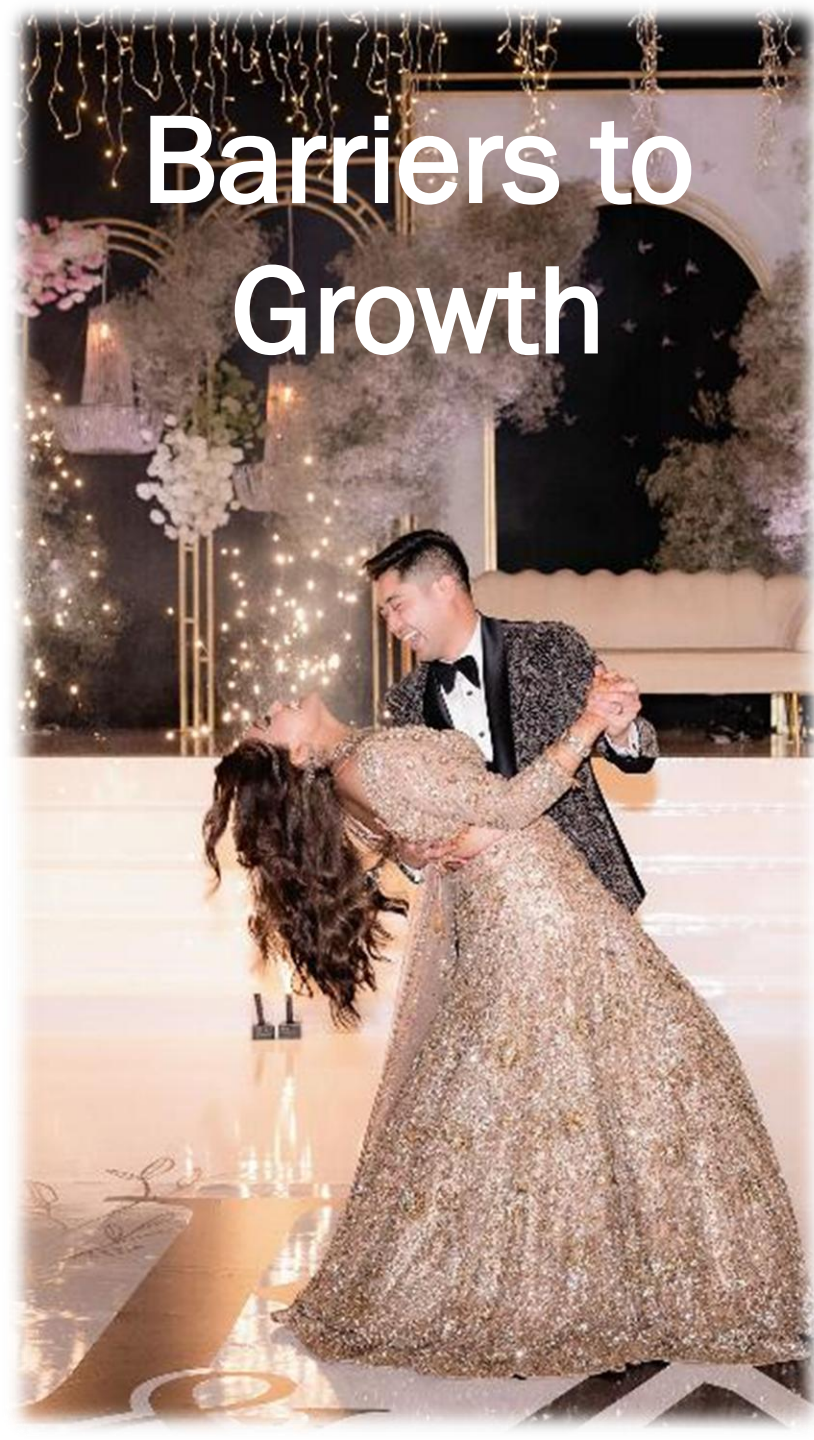
Increasing
trend:

■ Has increased significantly ■ Has increased slightly ■ Remains stable ■ Has decreased □ I don't know

Growth



Barriers to Growth

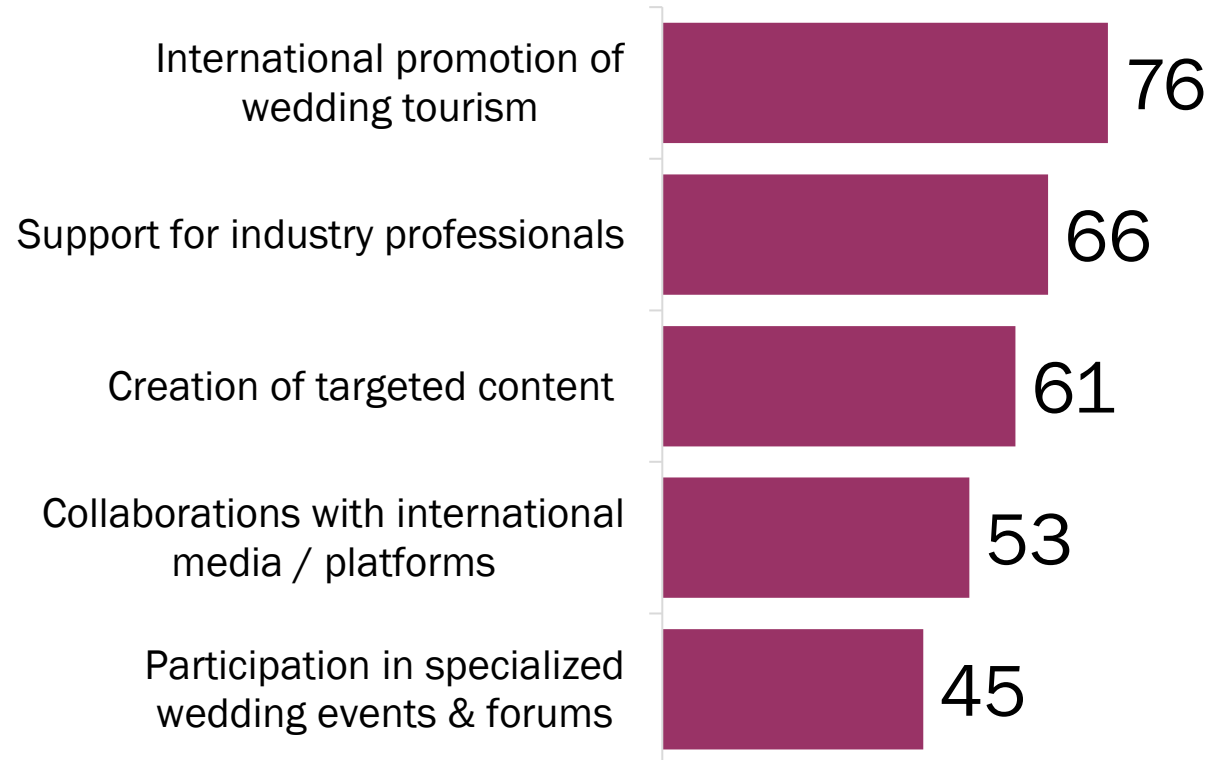
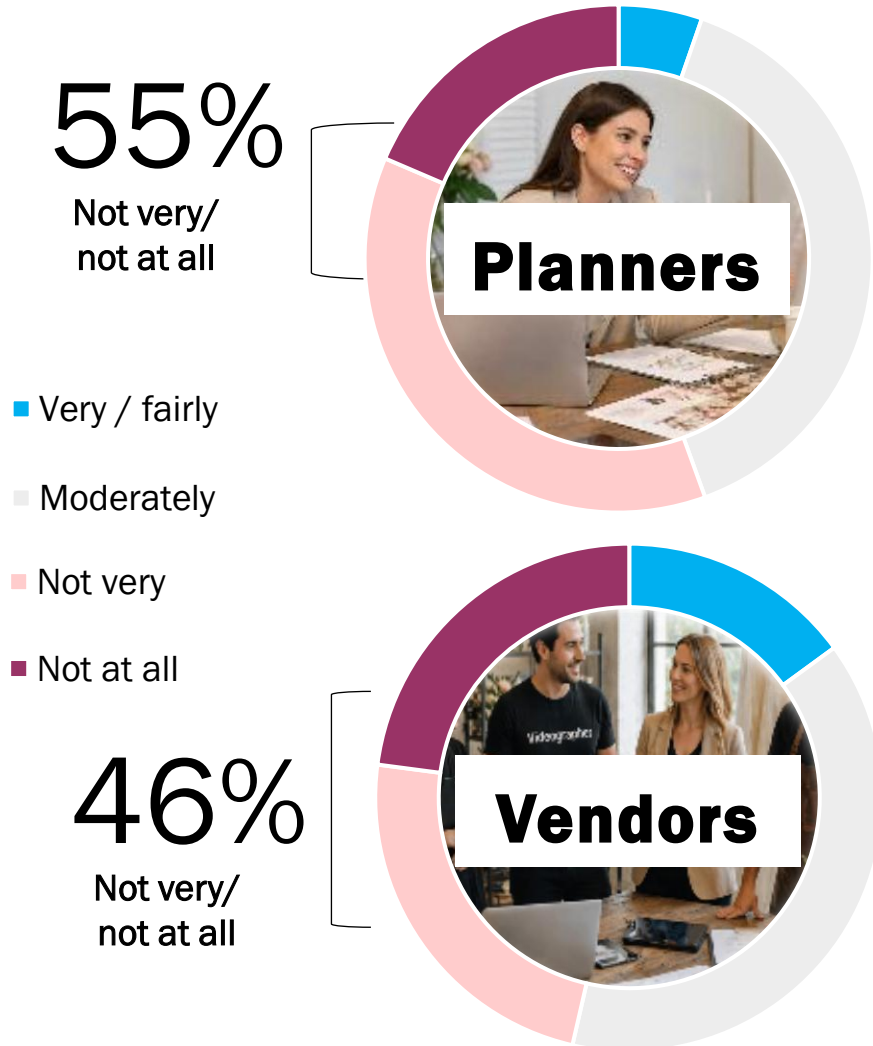


Satisfaction with the Country's Promotion

as a Wedding Destination

%

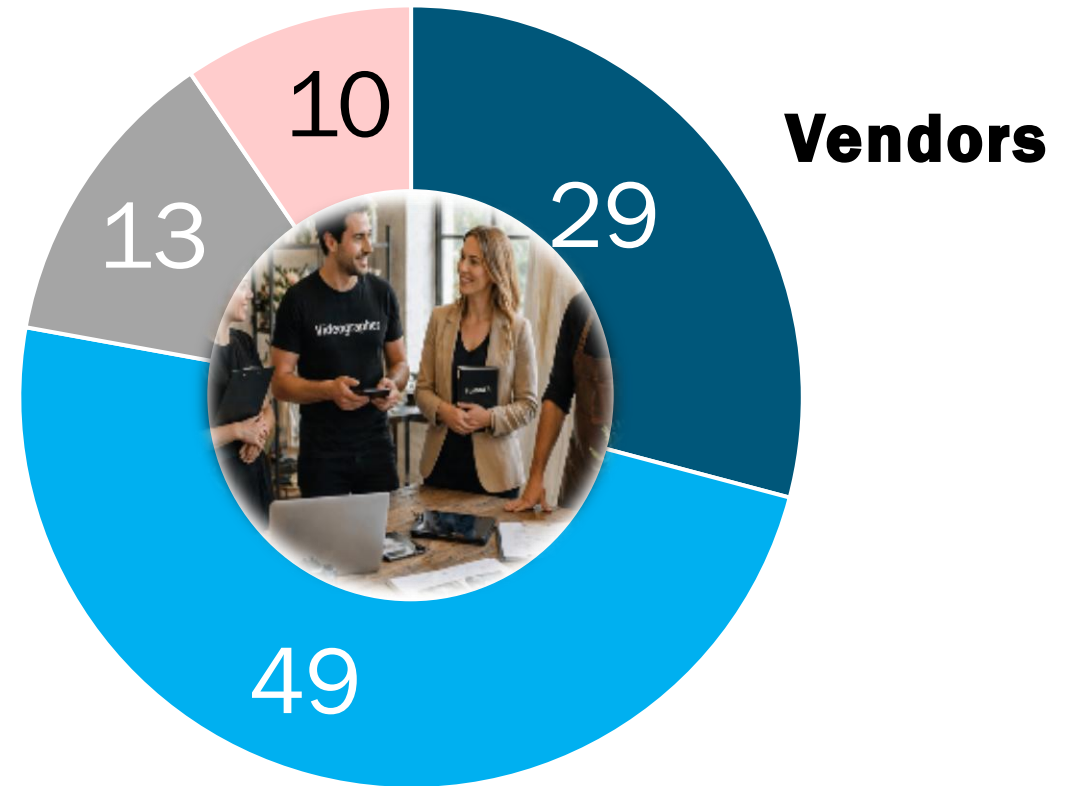
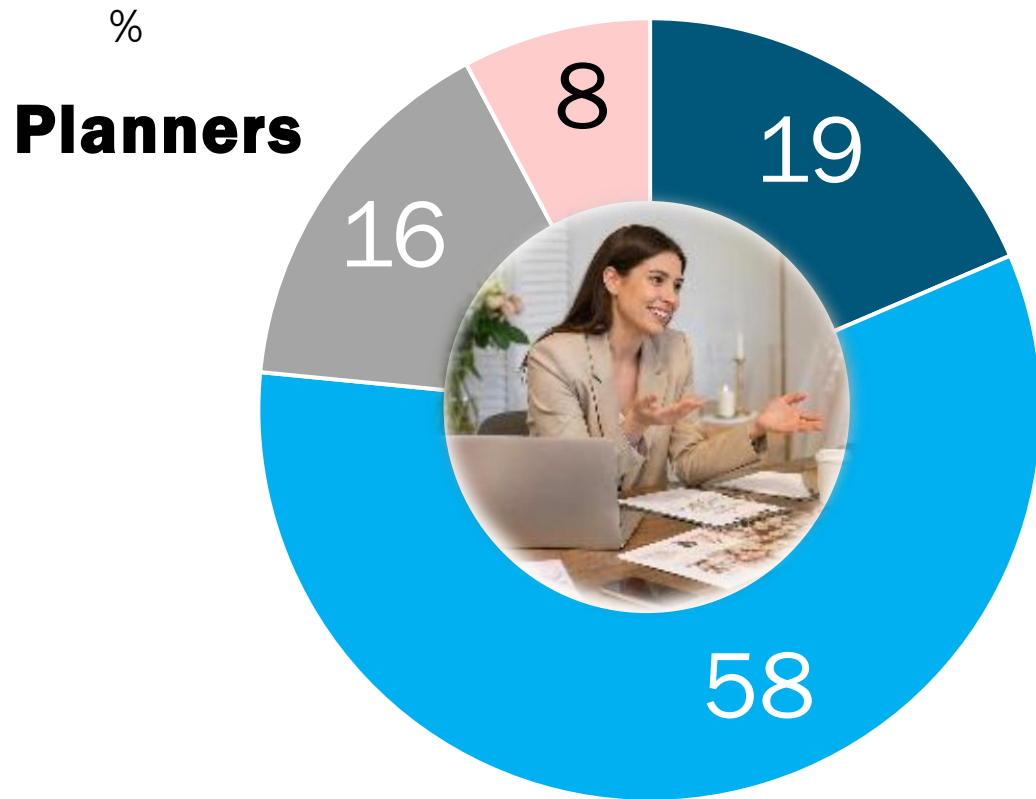
“They are not adequately supported...”



Top Support Requests for Wedding Tourism

#1	Strengthening international visibility as a wedding destination	➤	52%
#2	Access to historic sites & monuments	➤	40%
#3	Development & upgrading of venues and infrastructure	➤	34%
#4	Promotion of new destinations beyond popular locations	➤	22%
#5	Digital presence & online channel utilization	➤	16%

Projected Sector Growth



- Strong growth
- Moderate growth / stabilization
- Stagnation
- Decline

Competitive Advantages

Natural beauty and landscape diversity (islands, sea, landscape)



Climate and weather conditions



Ability to combine weddings with holidays



Value for money compared to competing destinations



Cultural heritage and authenticity



Destination safety



Quality of hospitality and guest experience



Gastronomy

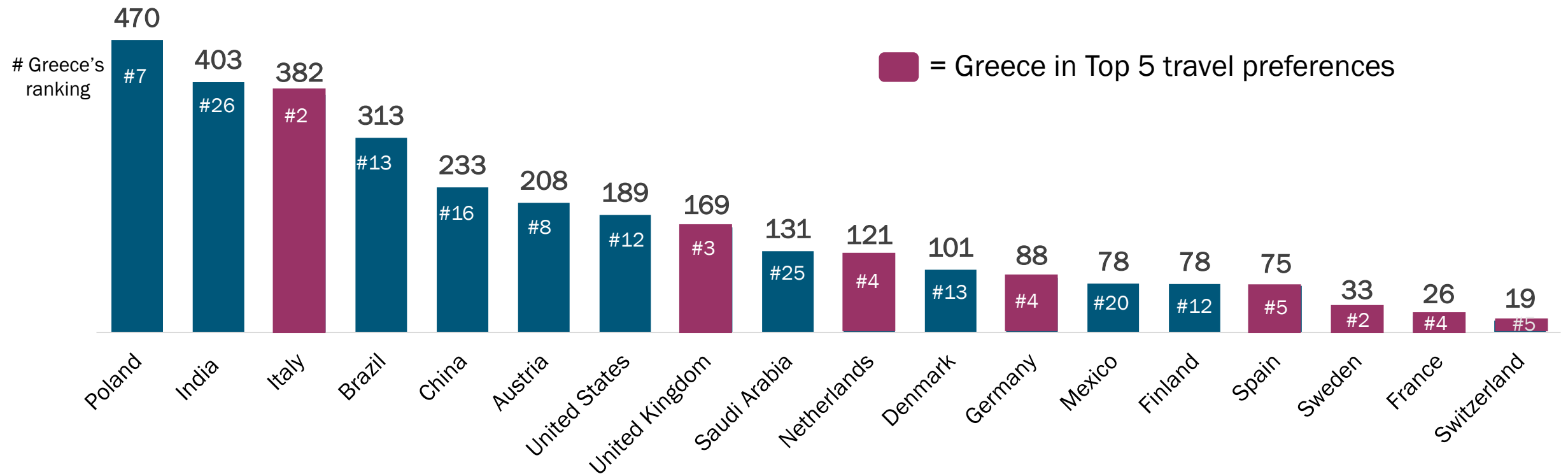


Industry experience and professionalism



Planners
Vendors

“Hot leads”: People planning to marry & positively inclined* toward Greece (in thousands)



Source: YouGov Profiles 2026 survey, global consumer database

Focus Bari – Exclusive partner in Greece

*consider or recommend Greece as a destination and are planning a wedding within the next 12 months



Over 3 million “hot leads” for destination weddings in Greece

(not limited to traditional source markets)

Step 1

Conversion game

(mature markets)

- Italy
- UK
- Netherlands
- Germany
- (Spain, Sweden, France, Switzerland)

Goal: conversion to bookings

Step 2

Growth game

(High-volume markets with lower destination ranking)

- India
- Brazil
- Poland
- China

Goal: Strengthen destination preference /positioning

Key Takeaways





The 5 Keys to Growth

1. Targeted **international campaign** by the Greek National Tourism Organization (GNTO) for wedding tourism
2. Access to **iconic locations** (photo shoots, experiences, etc.)
3. **Investment incentives** for the development of premium venues across the regions
4. Extension of the tourism season & **promotion of new destinations**
5. **Institutional collaboration between** GDPA, EOT, and the Ministry of Tourism: coordinated action



thank you

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