

Summer Holidays: Trends and Preferences among Greeks

National Survey Results
July 2025



Research specifications



Population: Men & Women aged 18+ nationwide

Representative sample: 1,000 people

Structured questionnaire

Online interviews via YouGov panel

Conducted: July 2025

Focus Bari is YouGov's Affiliate Partner in Greece (www.yougov.com)



We'll see...



Travel options and destinations



Holiday planning and organisation



Experiences, attitudes, and habits

SECTION A:

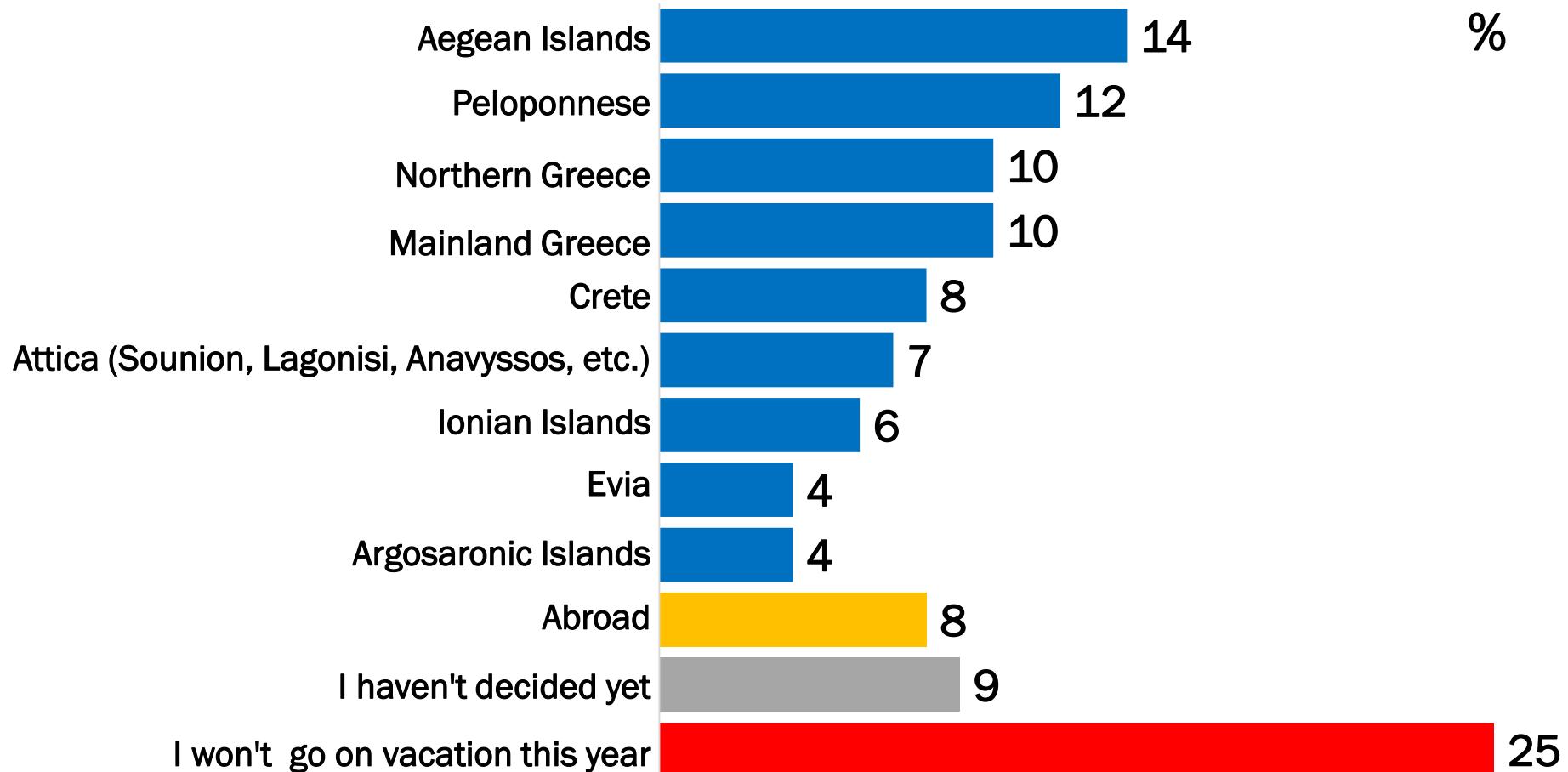
Travel options and destinations



One in four Greeks is not going on vacation this year

Among those who will travel, top preferences are: Aegean & Peloponnese — while uncertainty still limits summer plans

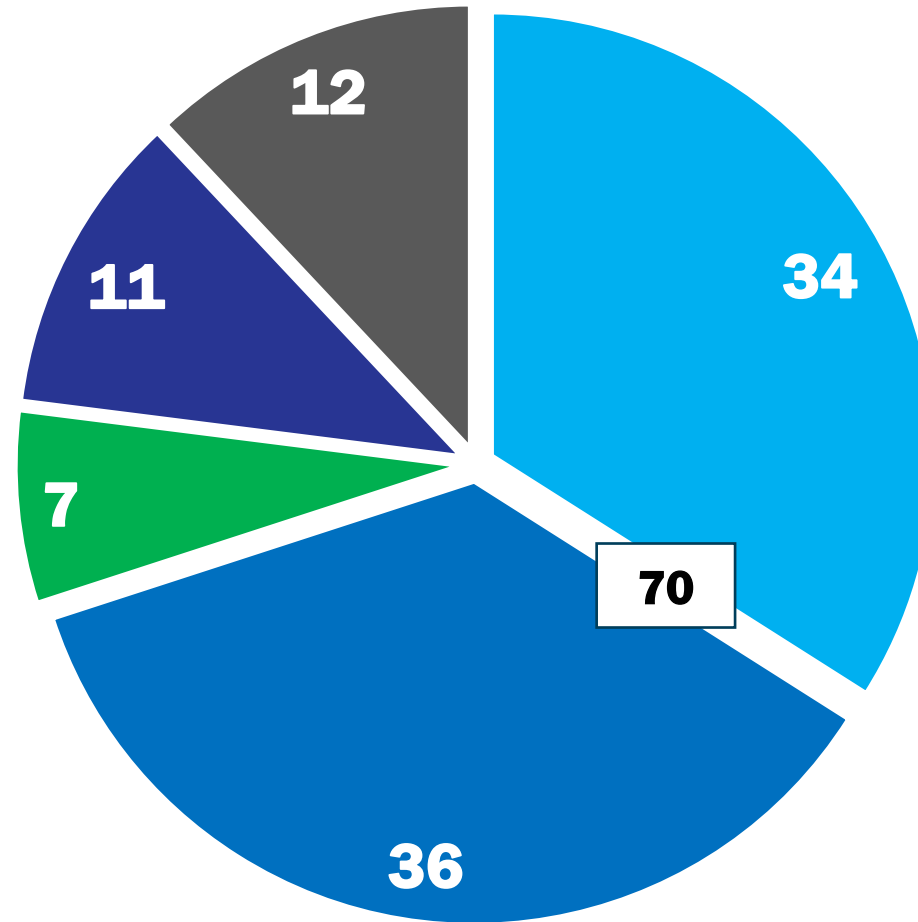
“Where are you planning to go or did you go on holiday this year, even if only for a few days?”



Seven in ten Greeks dream of islands or seaside holidays — whether or not they go, Greeks are "sea lovers"!

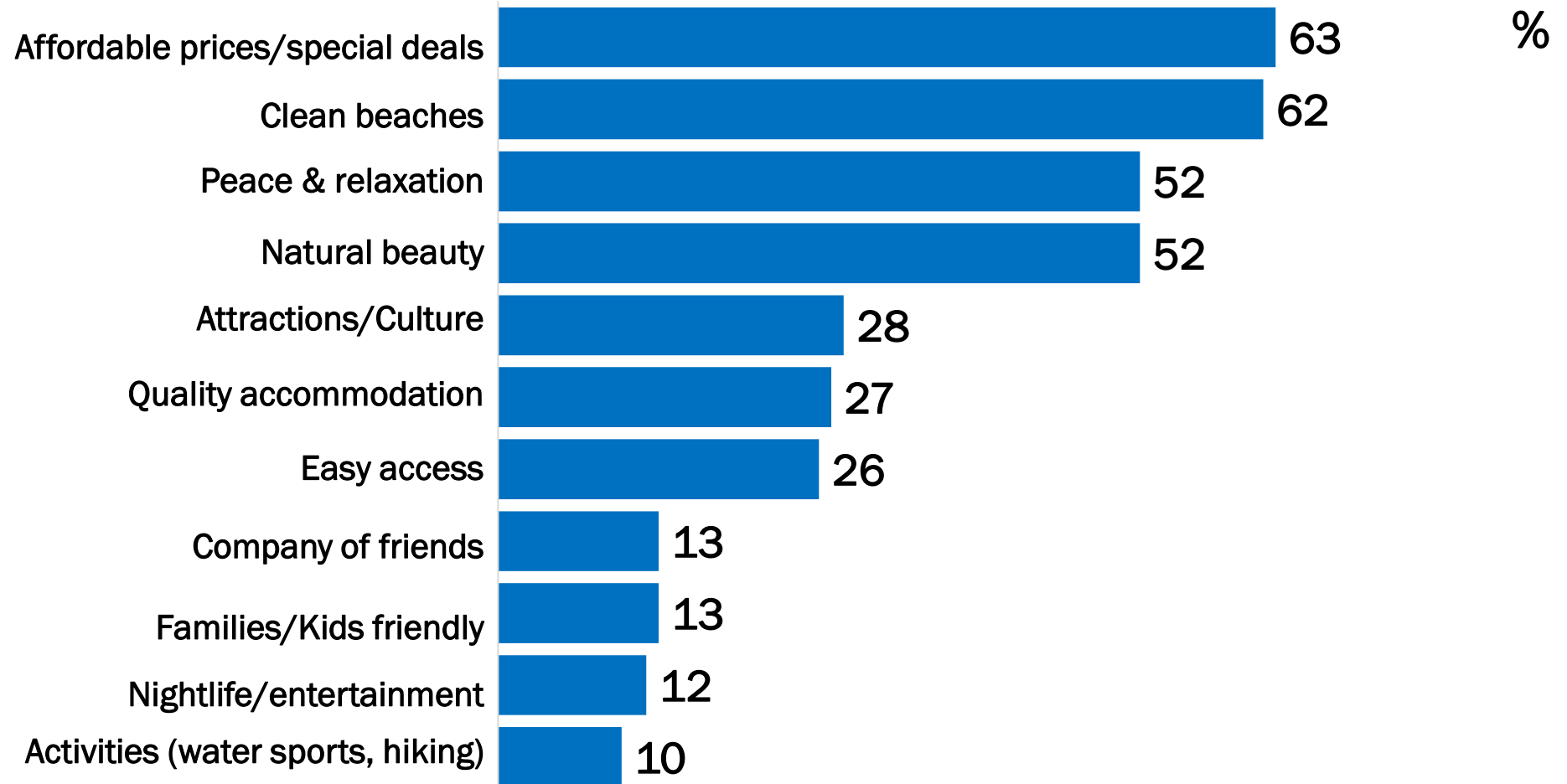
"What type of destination do you prefer most for your summer holidays?"

%



Fair prices, clean beaches & peace of mind – That's how Greeks dream of their holidays

“What criteria do you use to choose your summer destinations?”

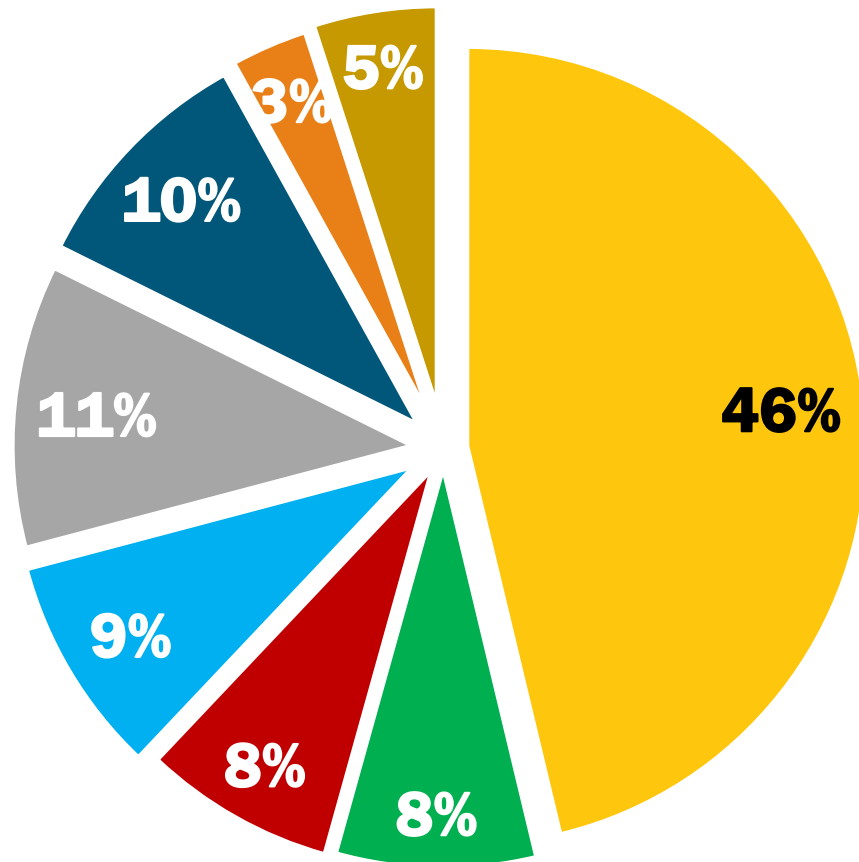


Greek tourists Profile:

Between relaxation, adventure, social life and family...

"Which of the following types of travellers do you identify with most?"

%



Relaxed traveller: 55+ years old, employed, no minor children

Nature/adventure lover: 25-34 years old, singles

Romantic traveller: couples, 18-34 years old

Instagrammer/social traveller: young people aged 18-24

Family traveller: 35-54 years old, employed, with minor children

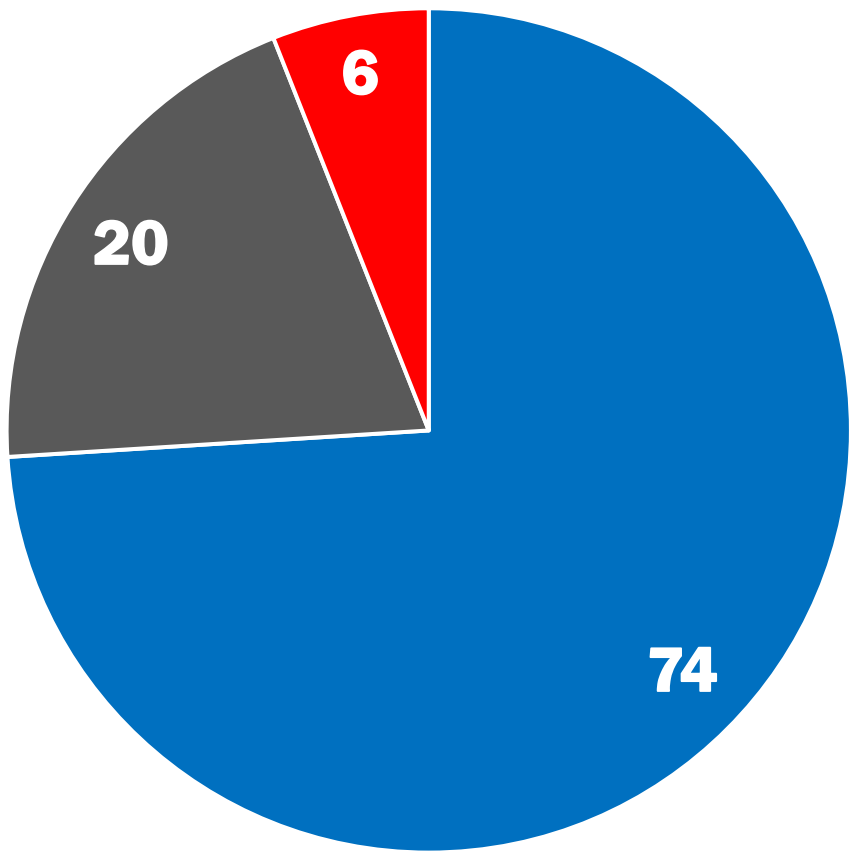
Alternative/savvy travellers: singles (mainly in Thessaloniki)

Party travellers: 18-24 years old, living in single-person households

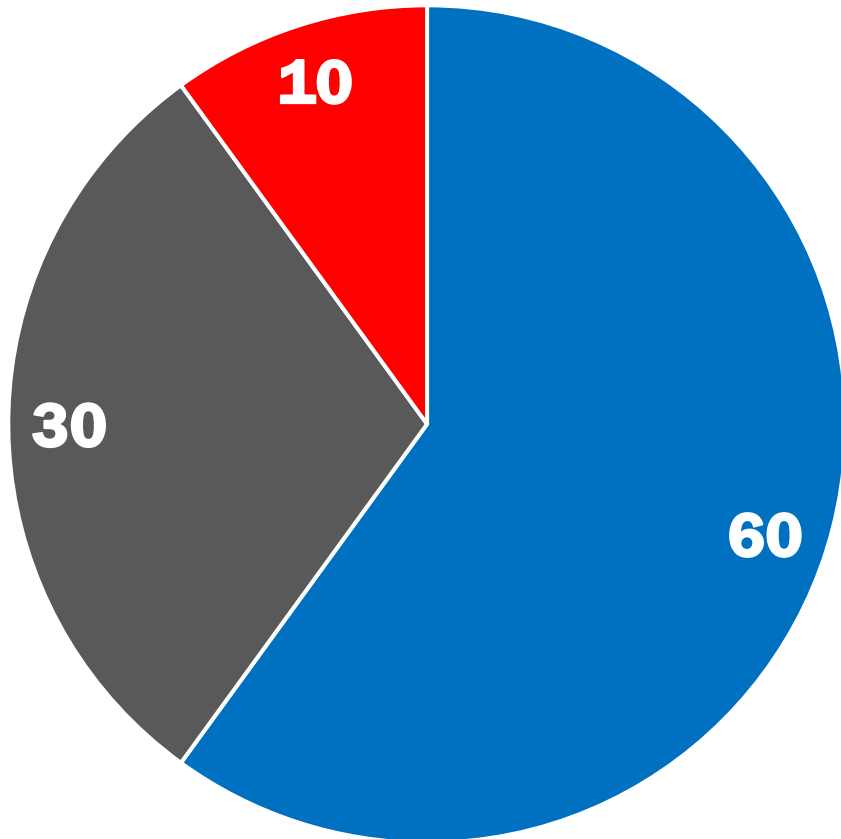
Cosmopolitan: 55+, Attica, no minor children, AB s/o class

Greeks love the variety within Greece: 3 out of 4 choose a Greek summer with a different destination each year

"Greece is one of the best summer destinations"



"I prefer to go somewhere different every year"



%

■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

SECTION B:

Holiday organisation and planning



Accommodation...

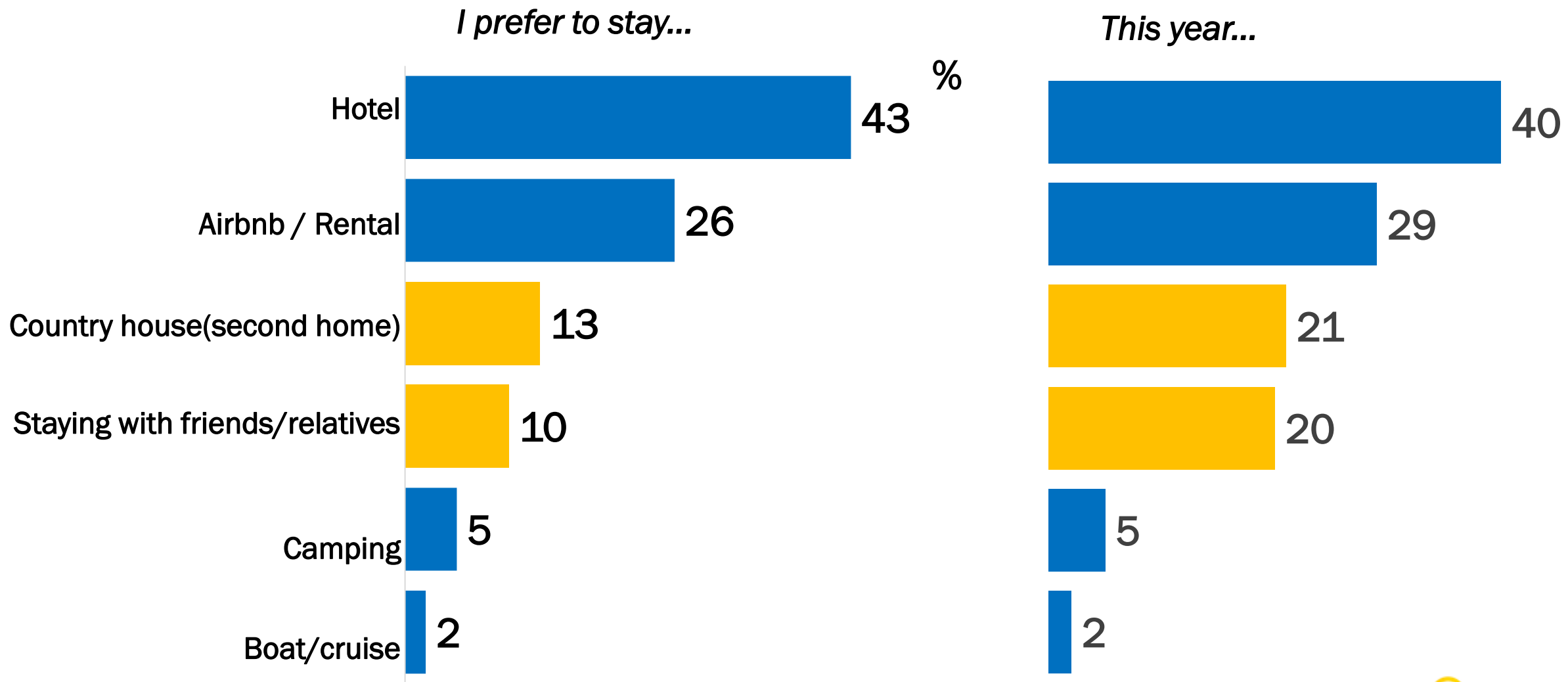


"Where do you usually prefer to stay during your summer holidays?"

"And this year, where do you plan to stay or have already stayed?"

?

This year's holidays: desires adapts to reality with country homes and friendly houses being used above and more than preferred



Holiday company & duration...



"Who will you be spending your holidays with this year?"

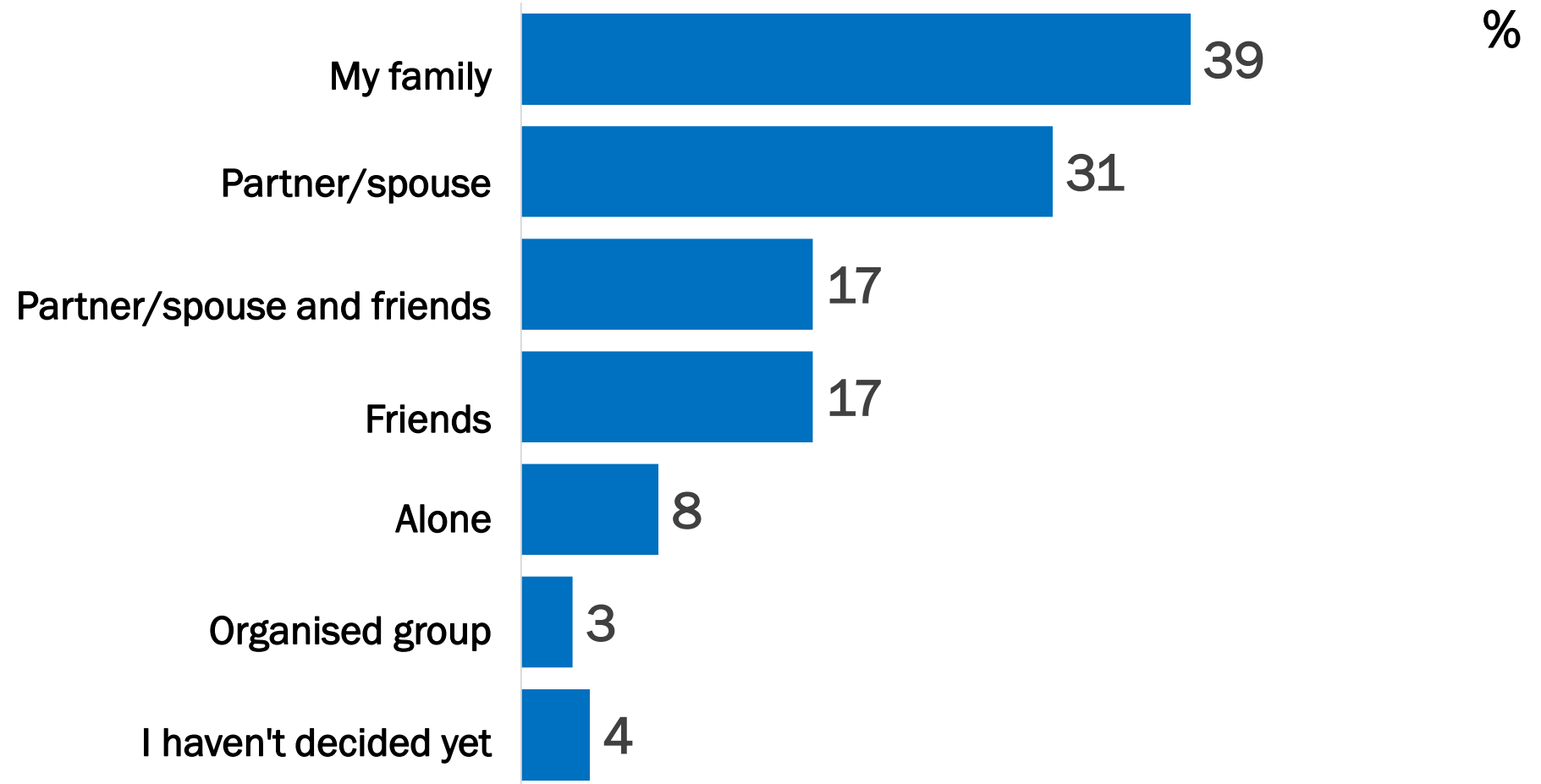
"Approximately how many days will your holiday last this year?"

?

Family, Partner, friends:

Greek holidays are companionable and full of closeness

"I will (or did) go on holiday with..."

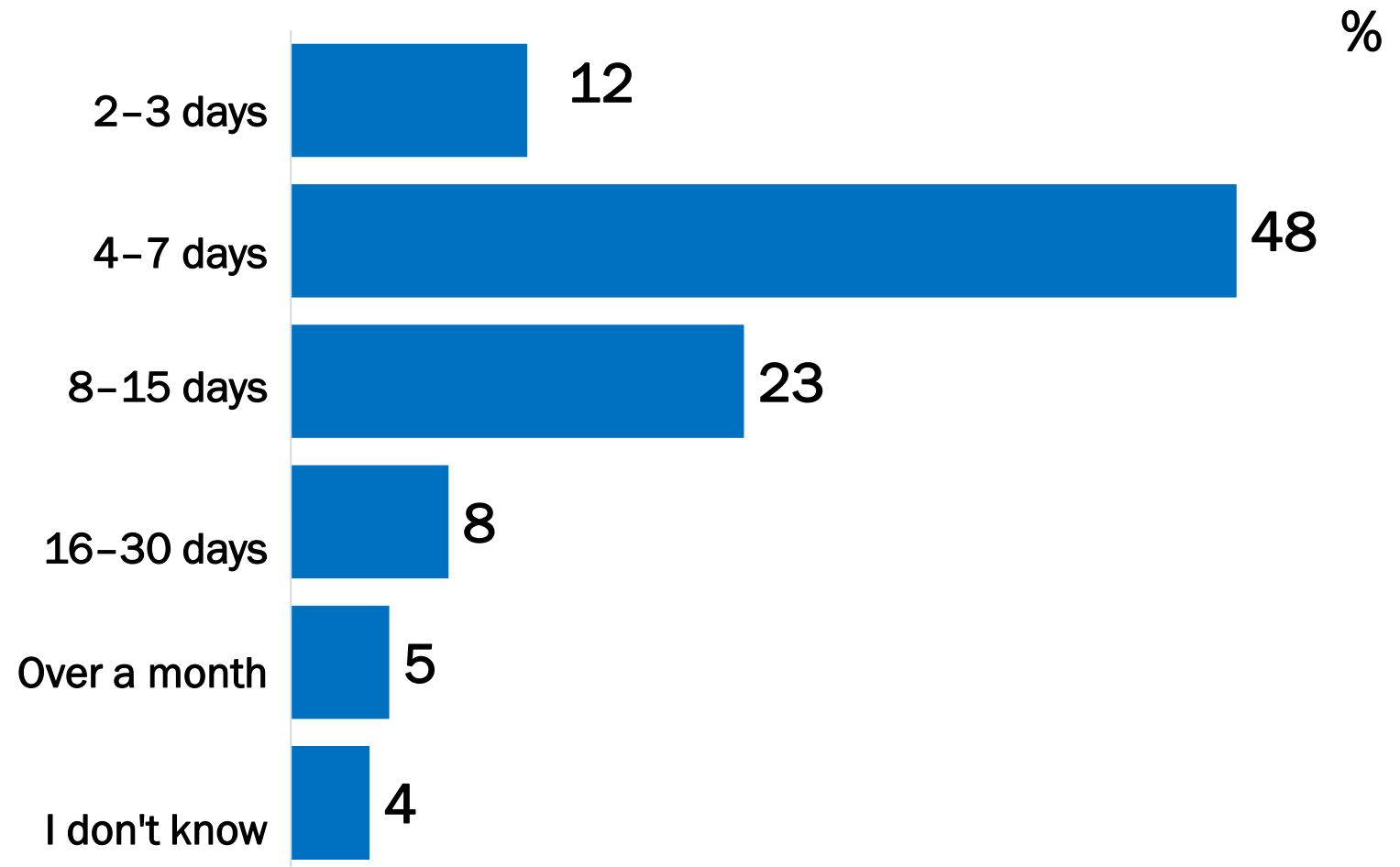


Holidays are getting shorter:

Average duration just 9 days

AVG
9 days

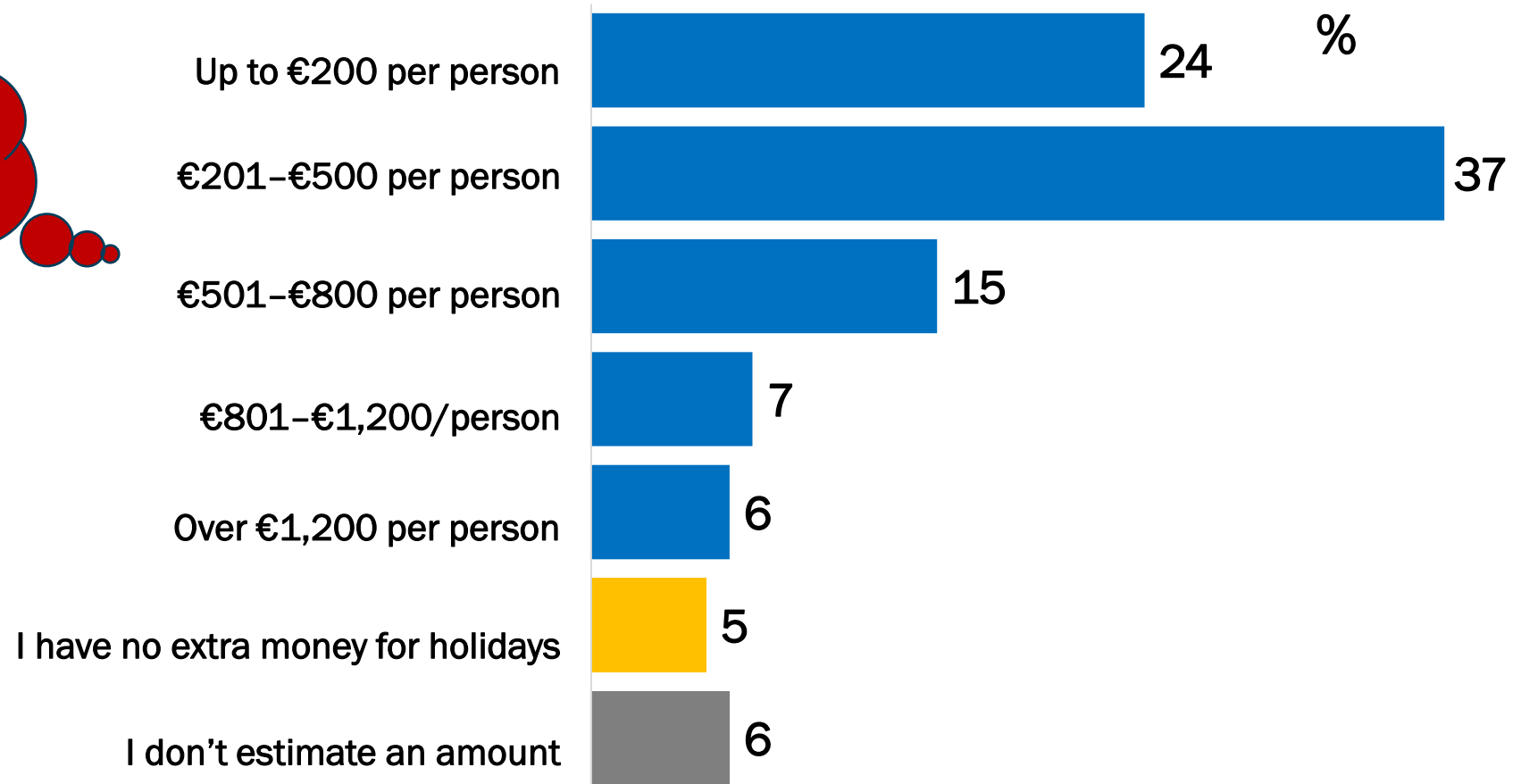
"The duration of my holidays..."



€446 per person:

The average summer holiday budget for Greeks

"What is approximately the amount your household can spend this year per person on holidays?"



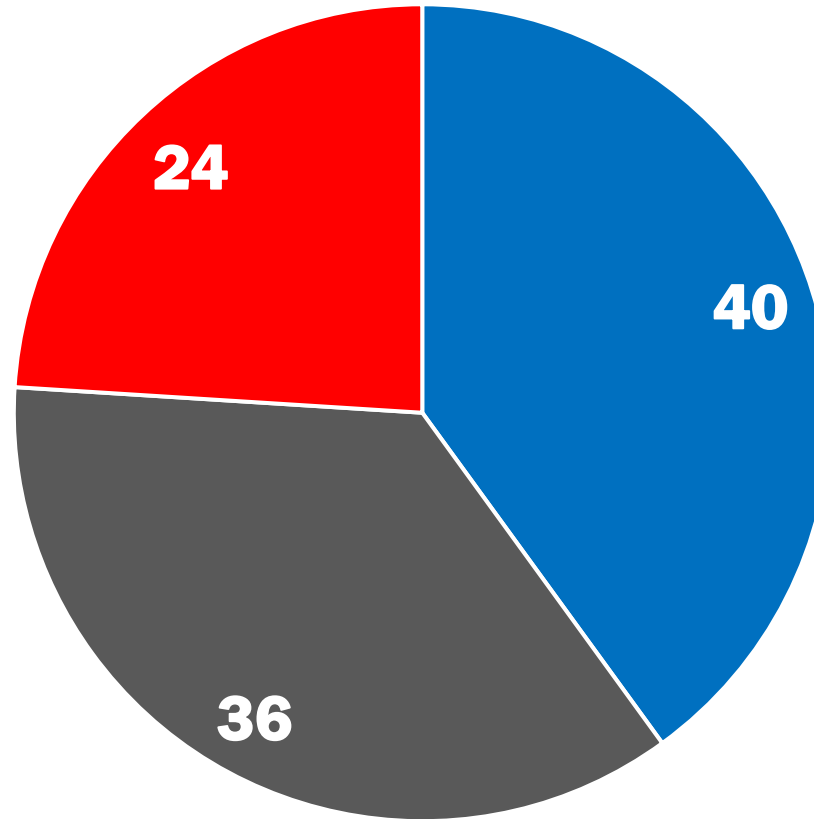
Holiday budget: Myth or reality?

Two out of five strictly stay within budget, while the rest try...

"When I go on holiday, I usually stick strictly to the budget I have set."

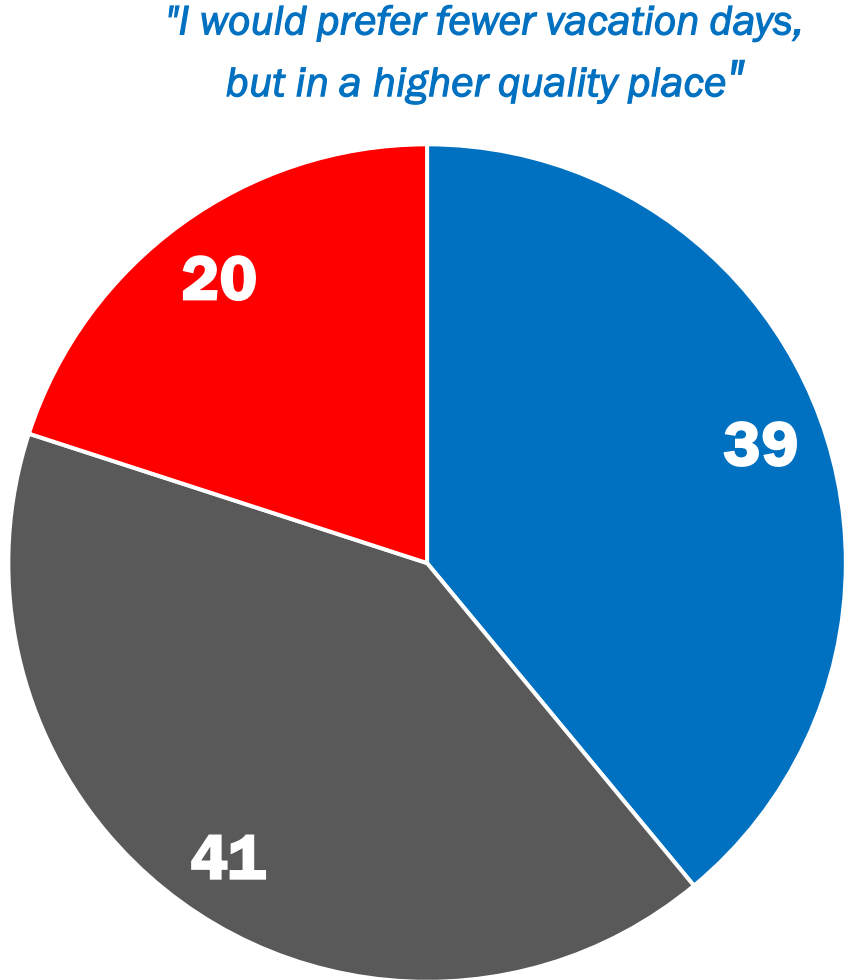
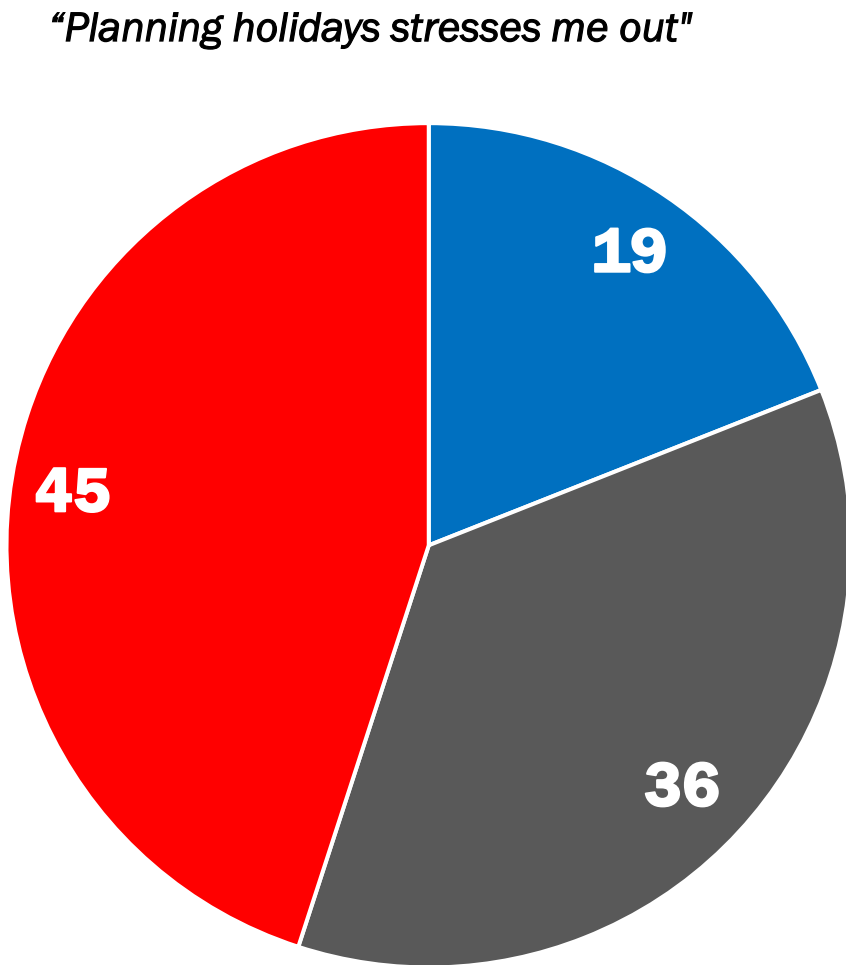
YouGov® Profiles

%



■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

Two out of five Greeks challenge the clichés: They sacrifice days for more meaningful holiday experiences



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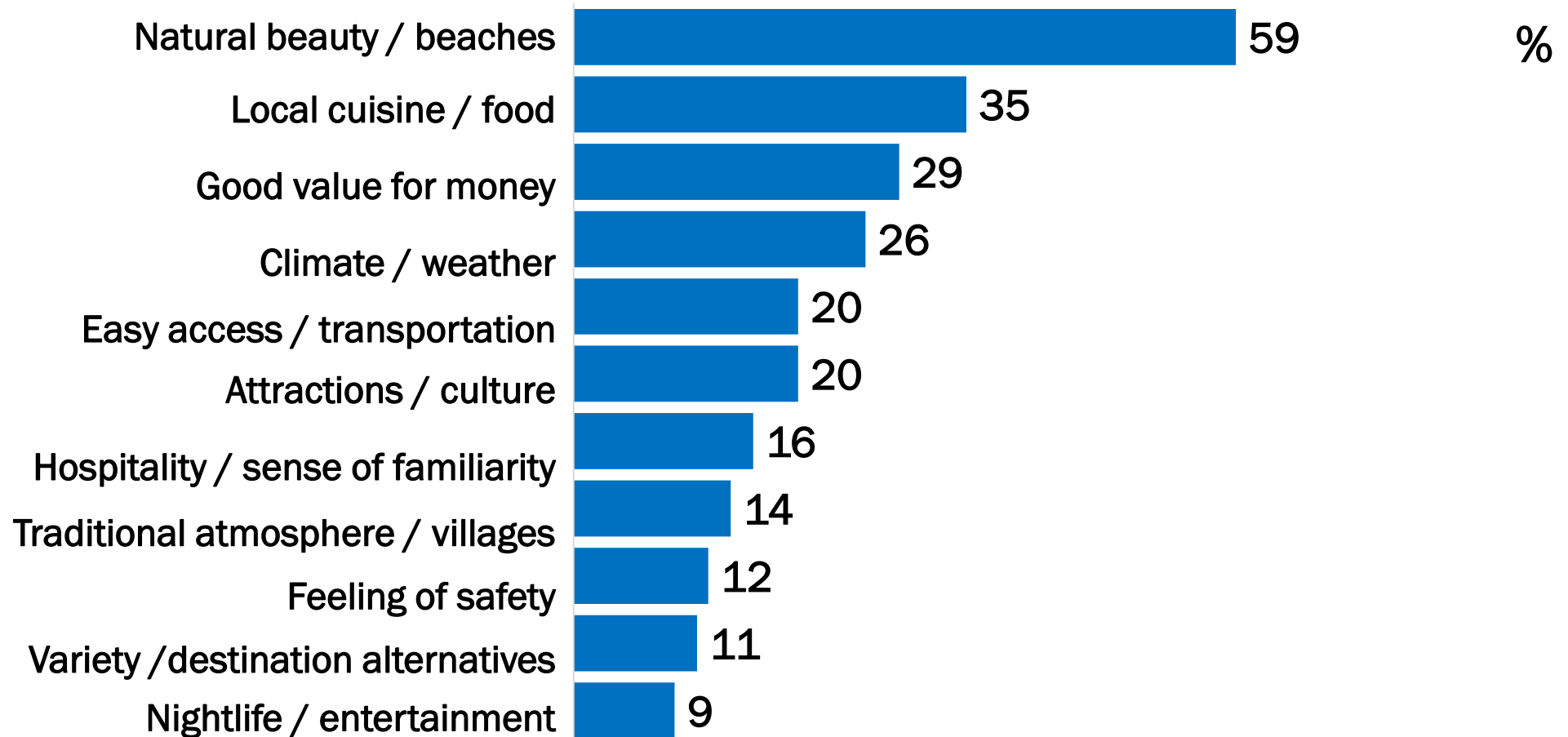
SECTION C:

Experiences – attitudes and habits



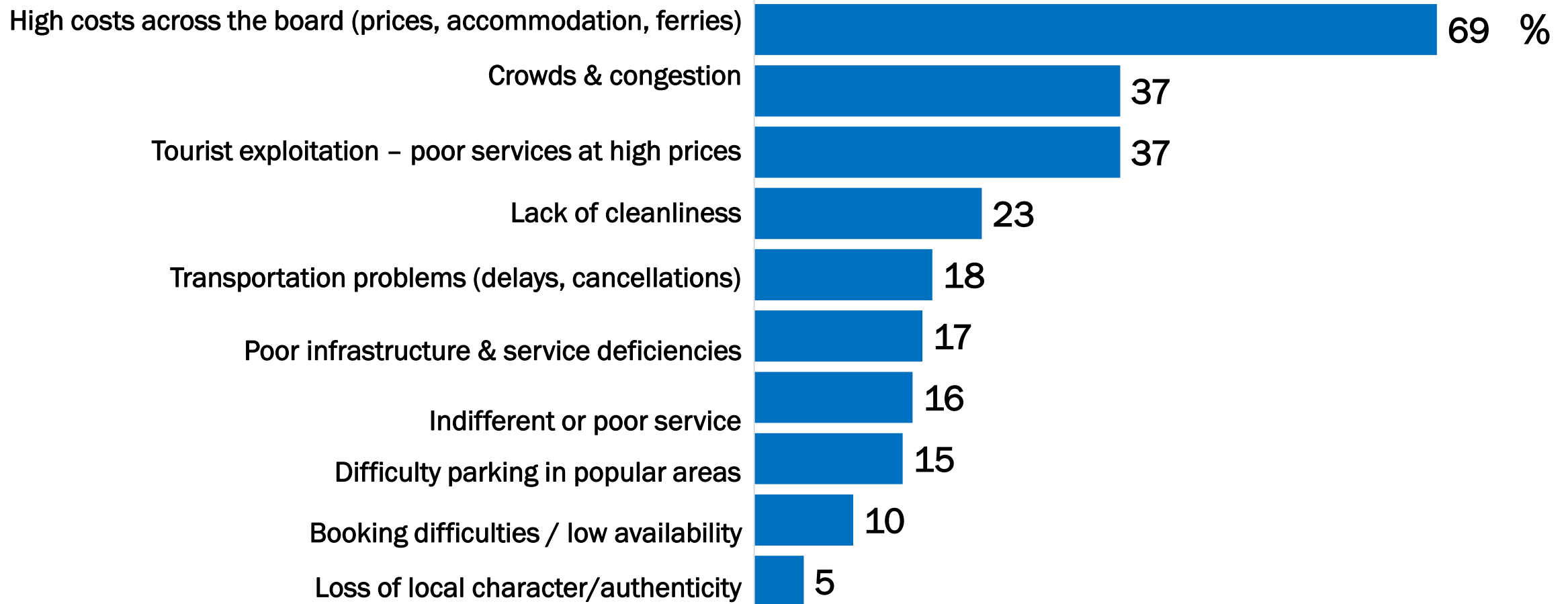
Natural beauty and local gastronomy: the two main reasons to vacation in Greece

"Which do you consider the *most important advantages* of summer holidays in Greece?"



High prices the major "pain point" of Greek holidays with a difference: Crowds, congestion and exploitation follow close behind...

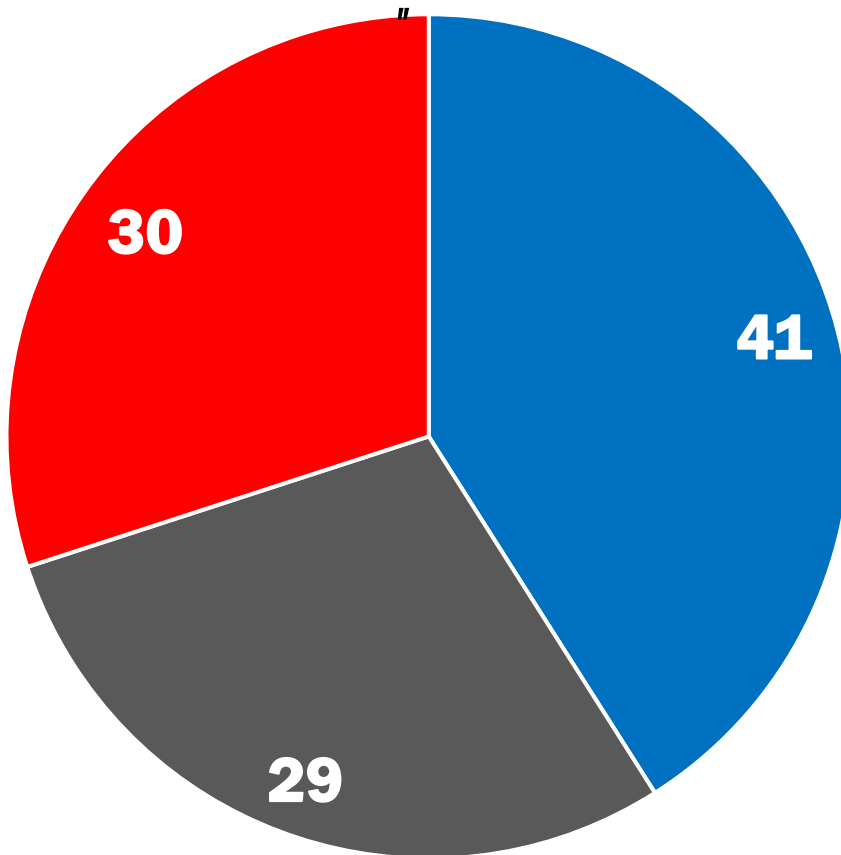
"What do you consider the **main disadvantages** of summer holidays in Greece?"



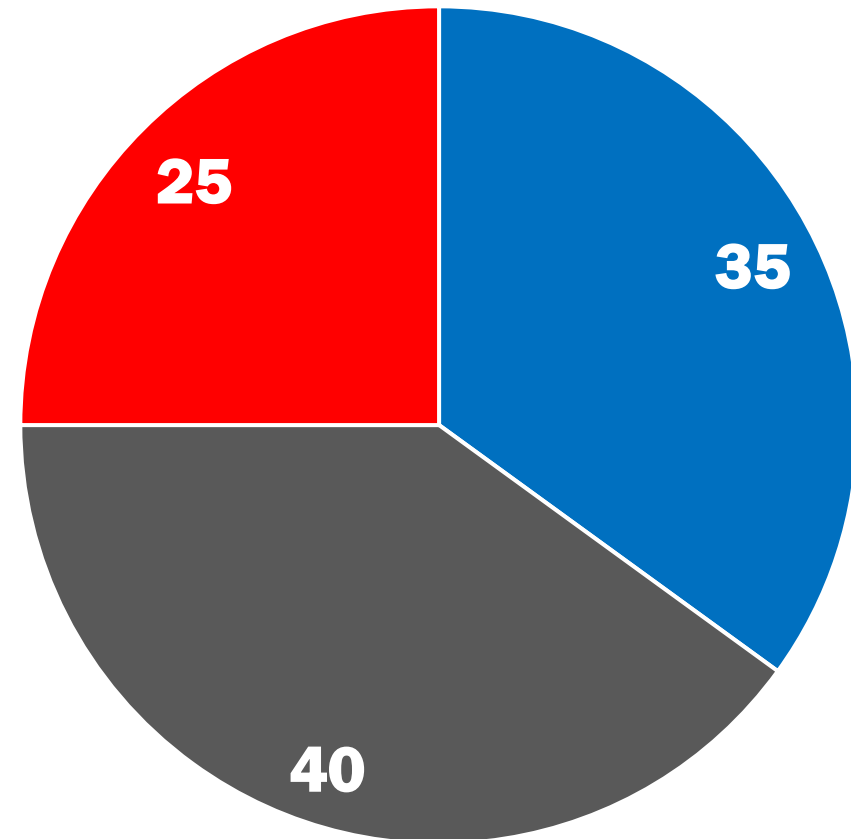
Relaxation or action?

What Greeks seek from their summer holidays...

"When I go on vacation, I just want to eat, drink and sunbathe"



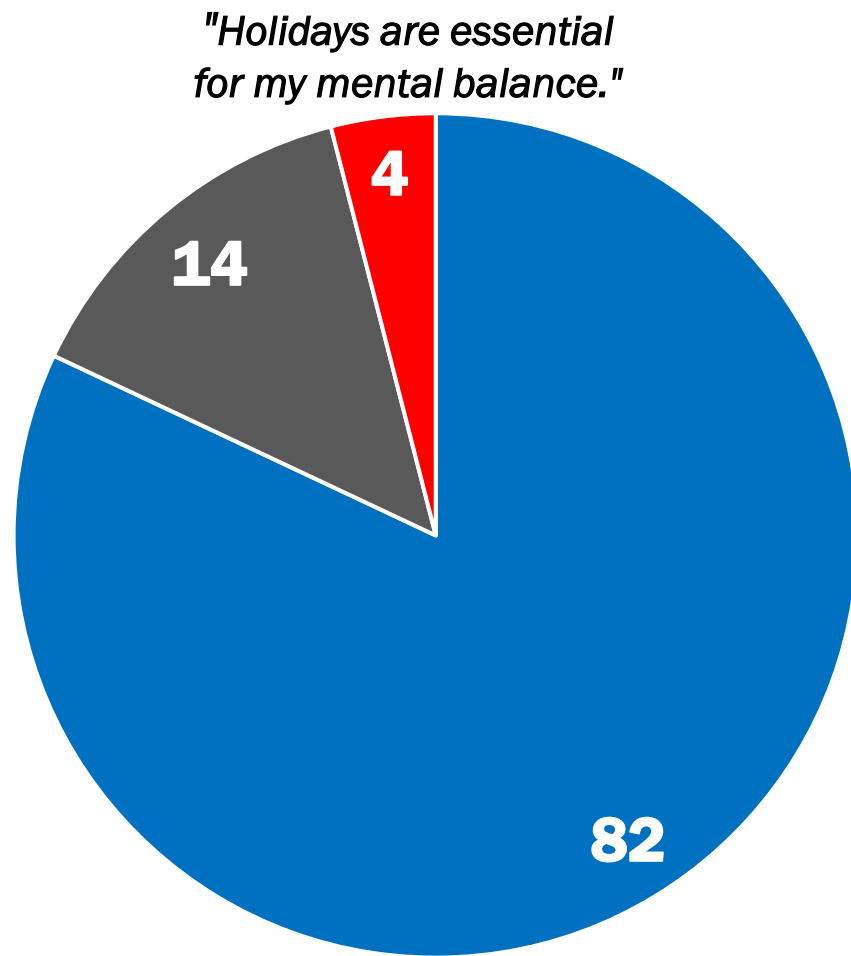
"I enjoy holidays that include some form of physical exercise."



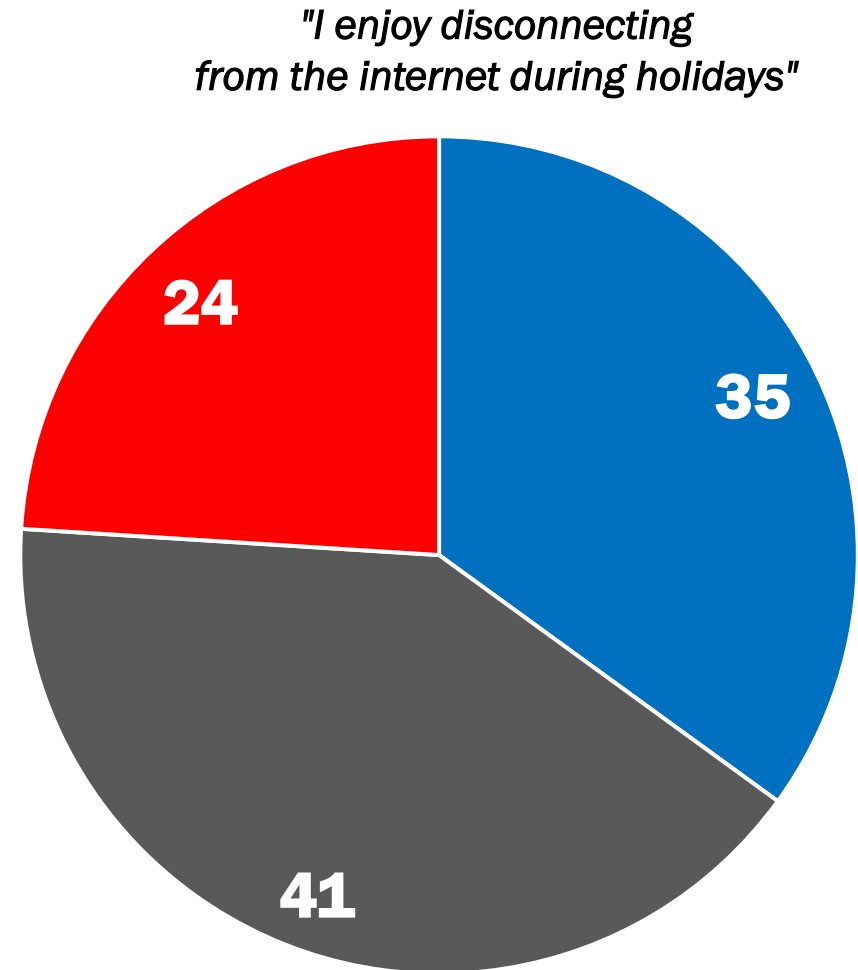
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Holidays are a mental wellness necessity – but not necessarily guaranteed **offline**, as only one in four!



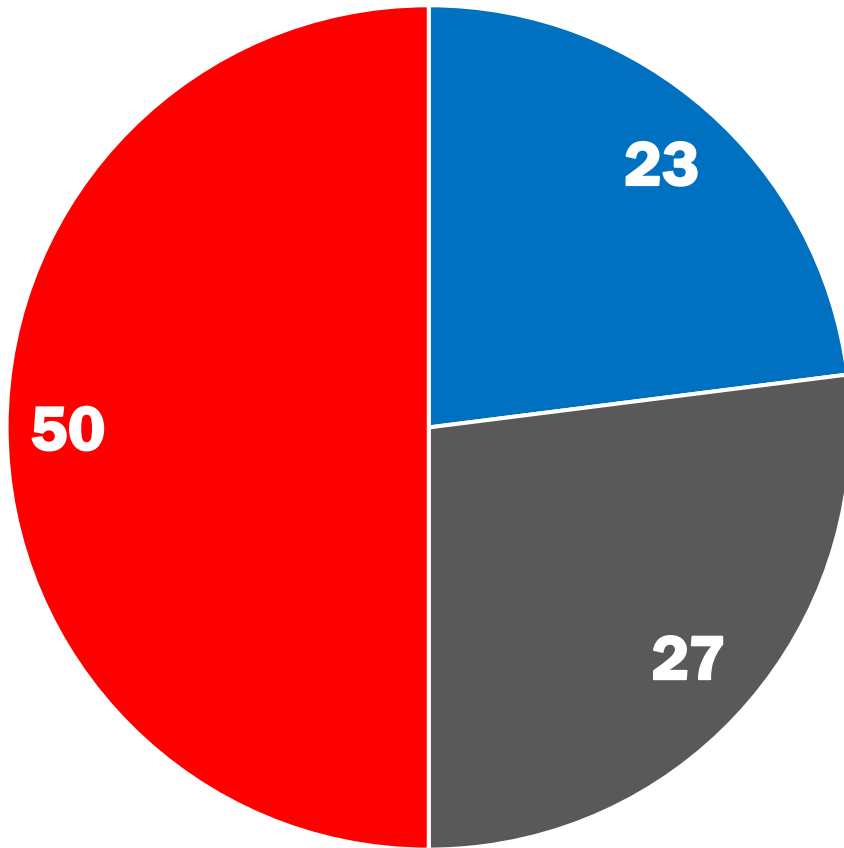
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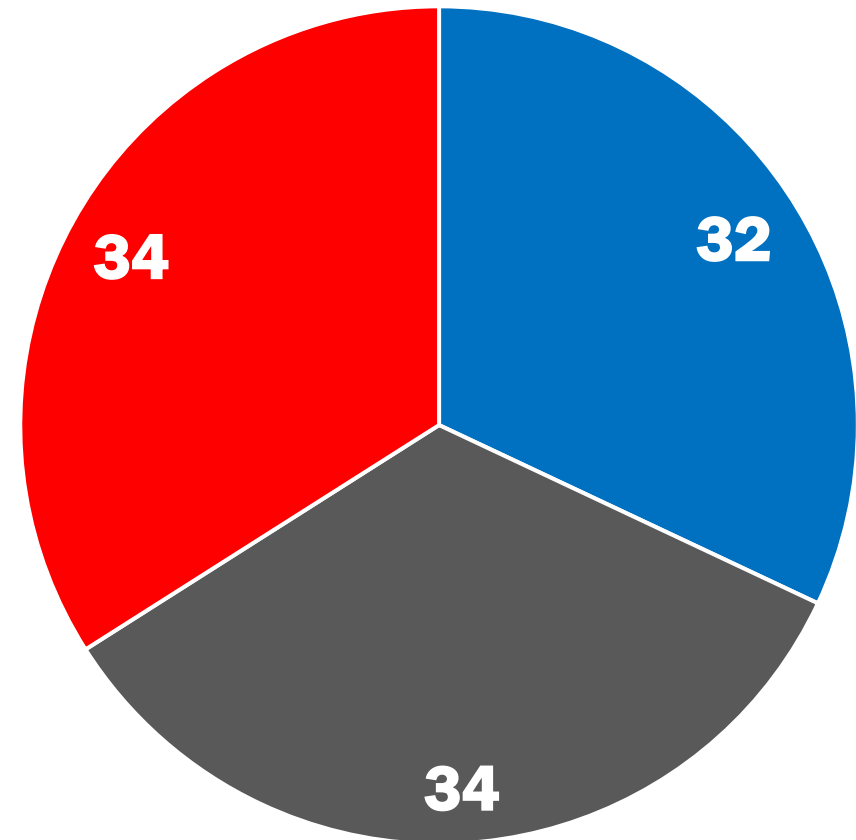
■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

On vacation... we watch stories and we post them too!

*"I **post** stories or content from my summer holidays on social media"*



*"I **watch friends'** stories or posts friends' stories and posts from their holidays"*



%

■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

Key Learnings

1

Holidays are not a given – and uncertainty is affecting plans

One in four Greeks say they **will not go on holiday this year**, while many have not yet decided. Despite the desire for summer and relaxation, **economic uncertainty and increased prices** are having a restrictive effect.

2

The sea, cleanliness and tranquillity remain key values

Greeks continue to dream of **islands or beaches**, even if they are unable to travel. Priority is given to destinations with **clean beaches, good prices and a relaxed atmosphere**, while **natural beauty and gastronomy** are key motivators.

3

Holidays are social and emotionally necessary

Most Greeks choose to go on holiday with **family, partners or friends**, seeking emotional connection and intimacy. Holidays serve as **a mental break**, even if **they are not necessarily accompanied by a digital disconnect**

4

Fewer days, more "meaning"

Holidays are getting shorter — the average is just **9 days**, with an average budget of **€446 per person, which is about €50 per person per day!** Many say that **a few quality holidays** are enough, prioritising experience over quantity.

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Thank you!

Want more info? Ask xenia@focus.gr

