

16th Tourist Satisfaction Survey & Performance of the Athens Hotel Sector

2020

gbr
consulting



Survey characteristics

- ▶ Methodology: questionnaire
- ▶ Sample: ~ 350 questionnaires
- ▶ Collected in the period August – October

From members of Athens Attica & Argosaronic Association hotels 2* - 5*



In cooperation with **Narratologies**

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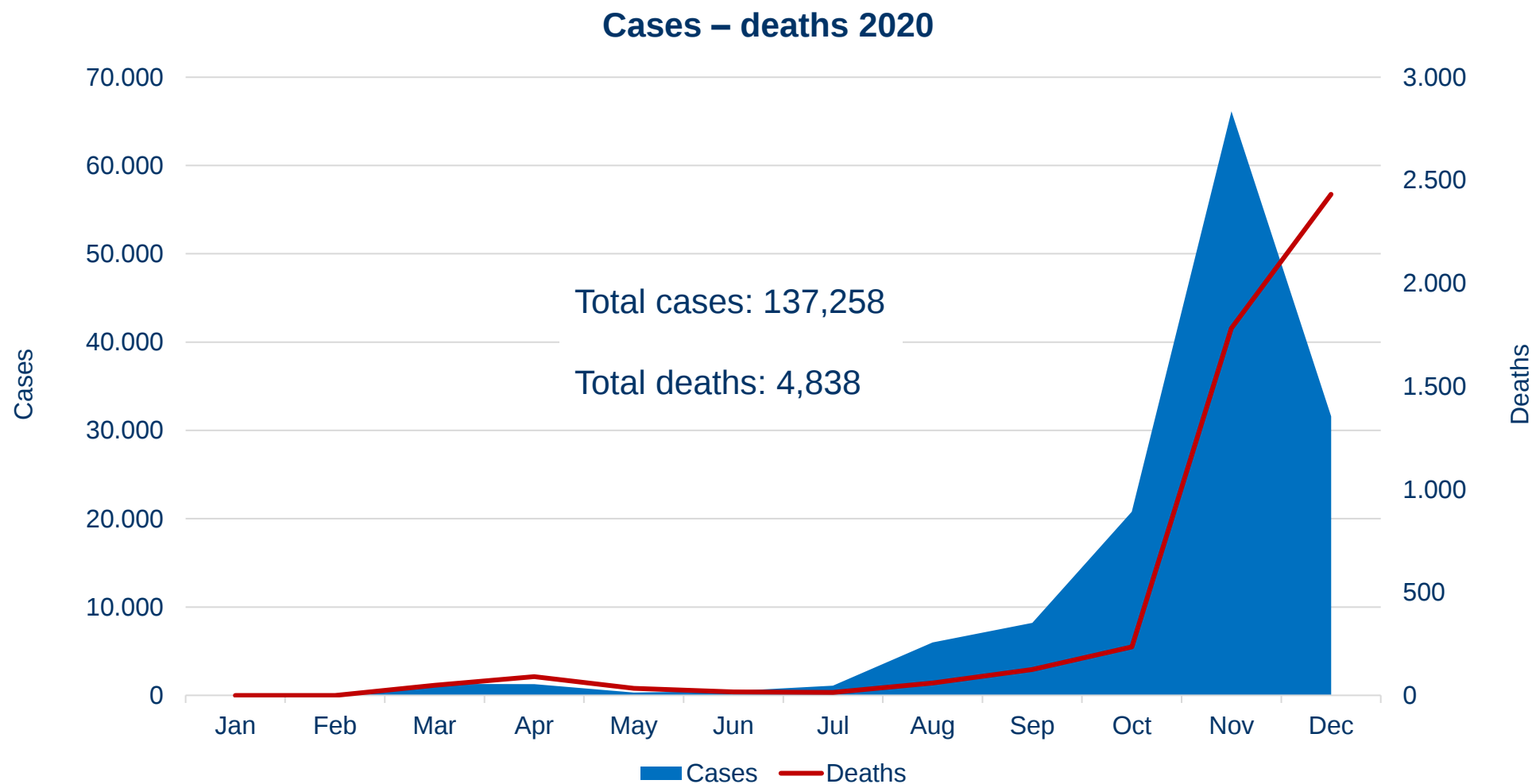


Covid-19



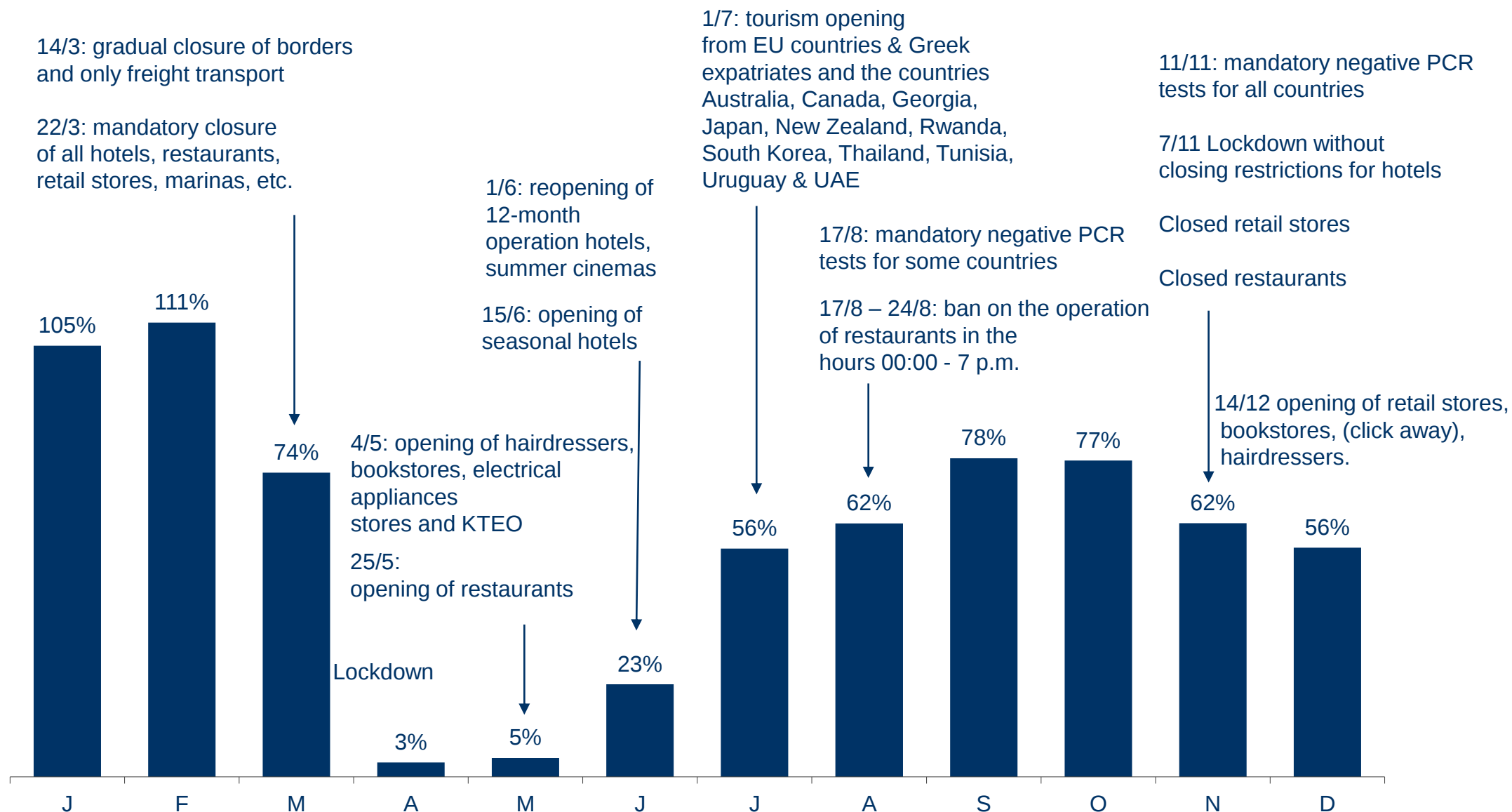
Covid-19

Evolution of Covid-19 in Greece



Source: EODY

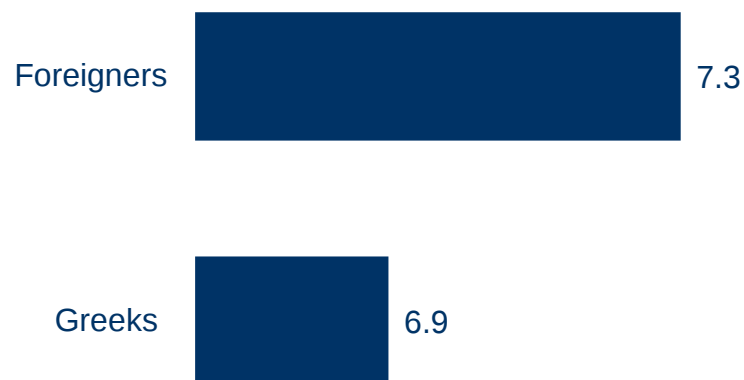
Available hotel rooms in operation & response measures



Source: GBR Consulting, based on monthly benchmark survey on behalf of EXA

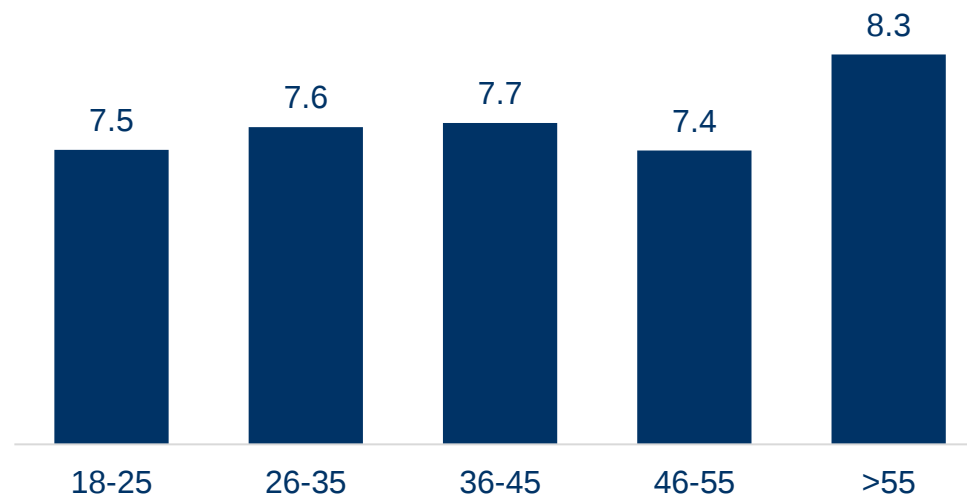
Impact of measures & information on measures

Degree of impact of the measures on the experience



Degree of impact (1 negative - 10 positive)

Degree of informing foreigners about Covid-19 measures in Greece



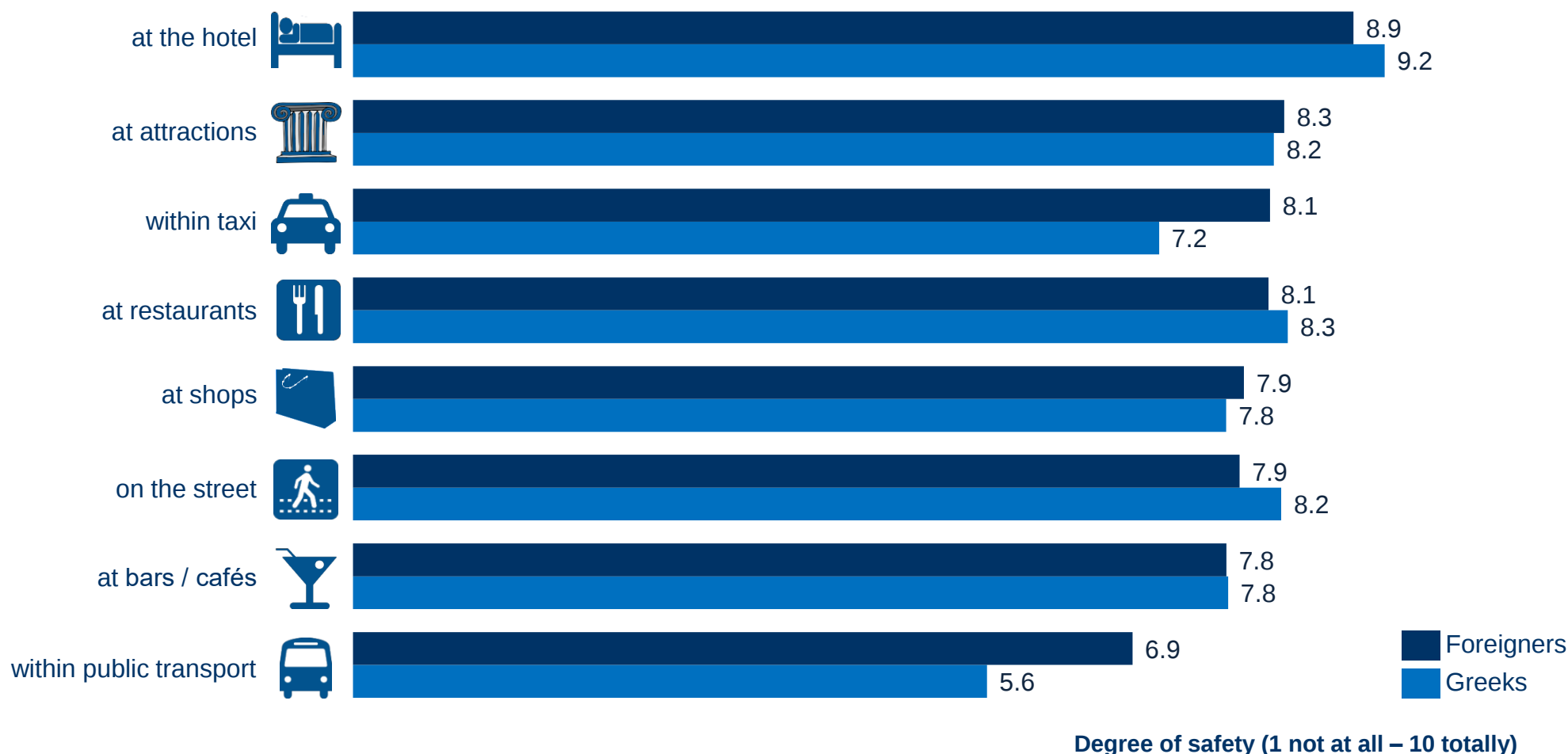
Degree of information (1 not at all - 10 totally)

- ✓ The foreigners with a rating of 7.3 believe that the Covid-19 measures did not greatly affect their experience in Athens, while the experience of the Greeks in Athens was more affected by the measures with a rate of 6.9.
- ✓ Foreign tourists in the age group over 55 seemed more informed about the measures compared to other age groups. This is probably due to that they are more vulnerable to Covid-19 and therefore want to feel safe in the destination they are traveling to.



Despite the general lockdown that prevailed in Greece until May 3, 2020, 26% of the tourists decided before April 30 to visit Athens for holiday purposes.

Safety evaluation - Greeks vs foreigners



- ✓ Greek and foreign tourists felt very safe in hotels, rating 9.2 and 8.9 respectively.
- ✓ In general, travelers were feeling safe during their experience, which is important for Athens as a destination. The only exception was public transport where Greek travelers did not feel that safe.

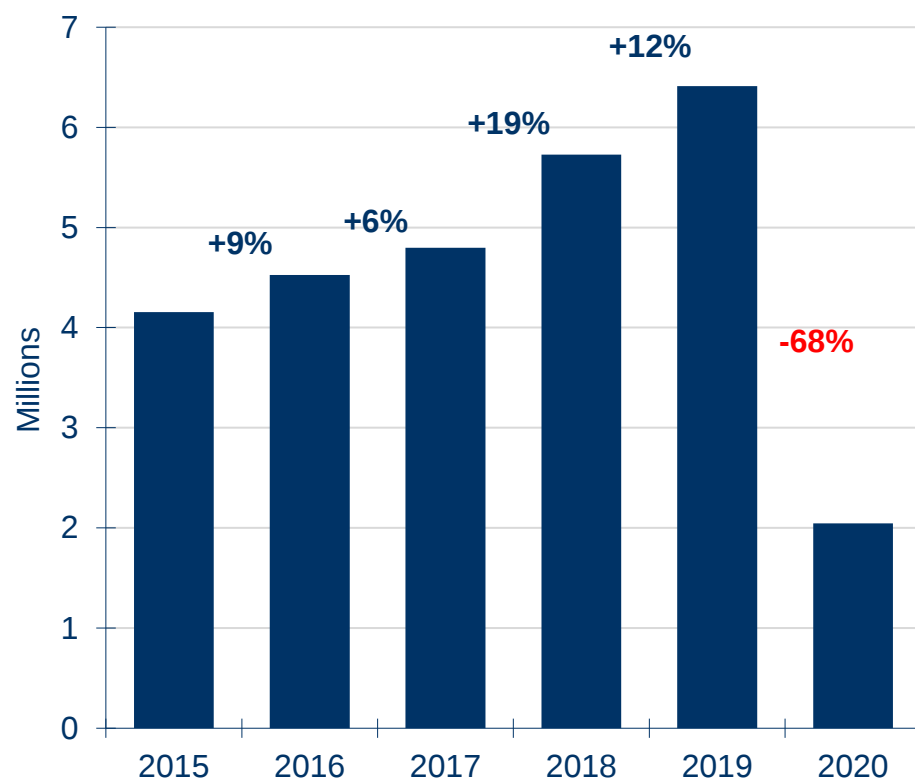
Demand



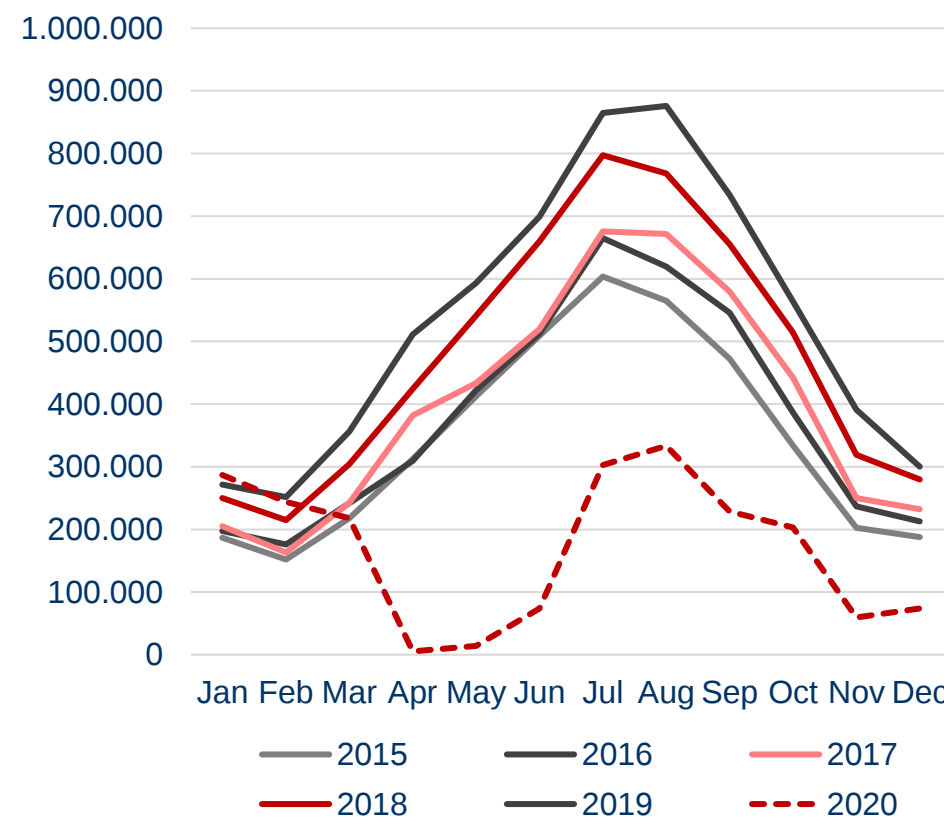
Athens International Airport

International arrivals of foreign residents

Development 2015 - 2020



Seasonality

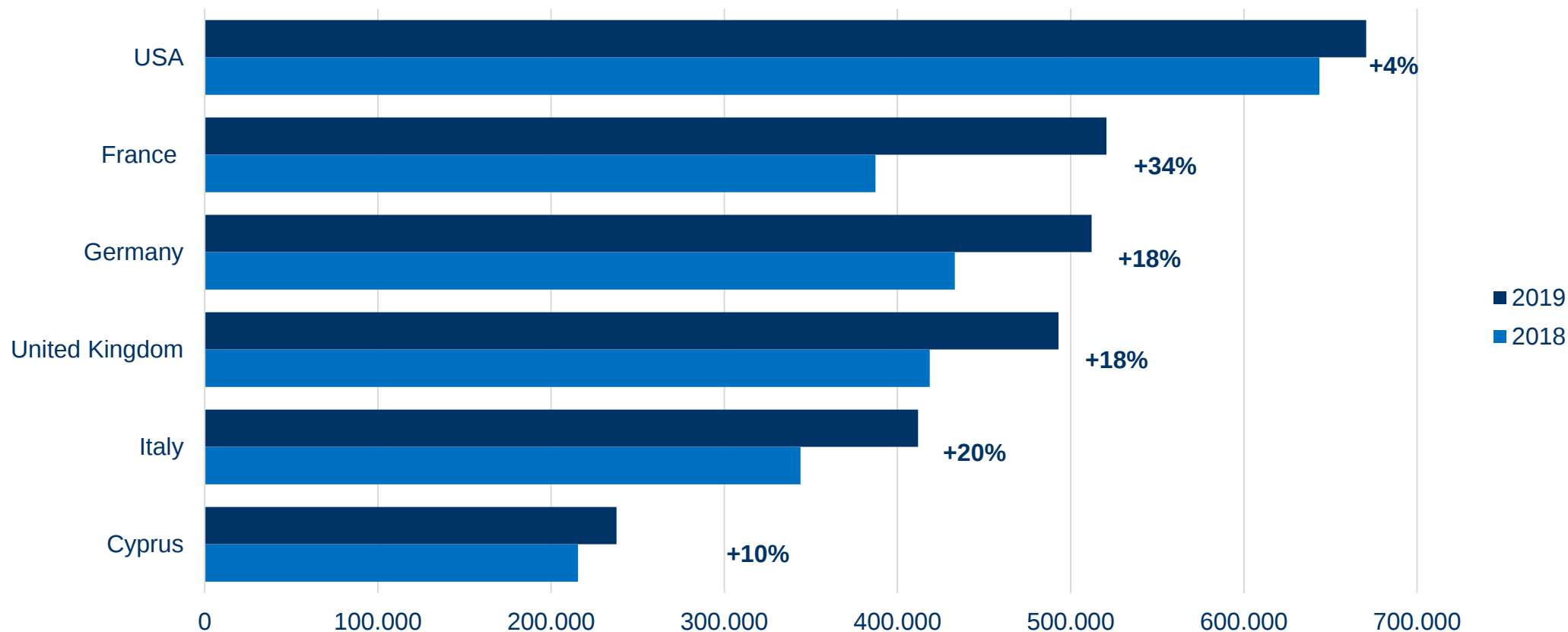


Source: INSETTE, YPA

Athens International Airport

Major source markets 2018 - 2019

Major source markets for leisure purposes



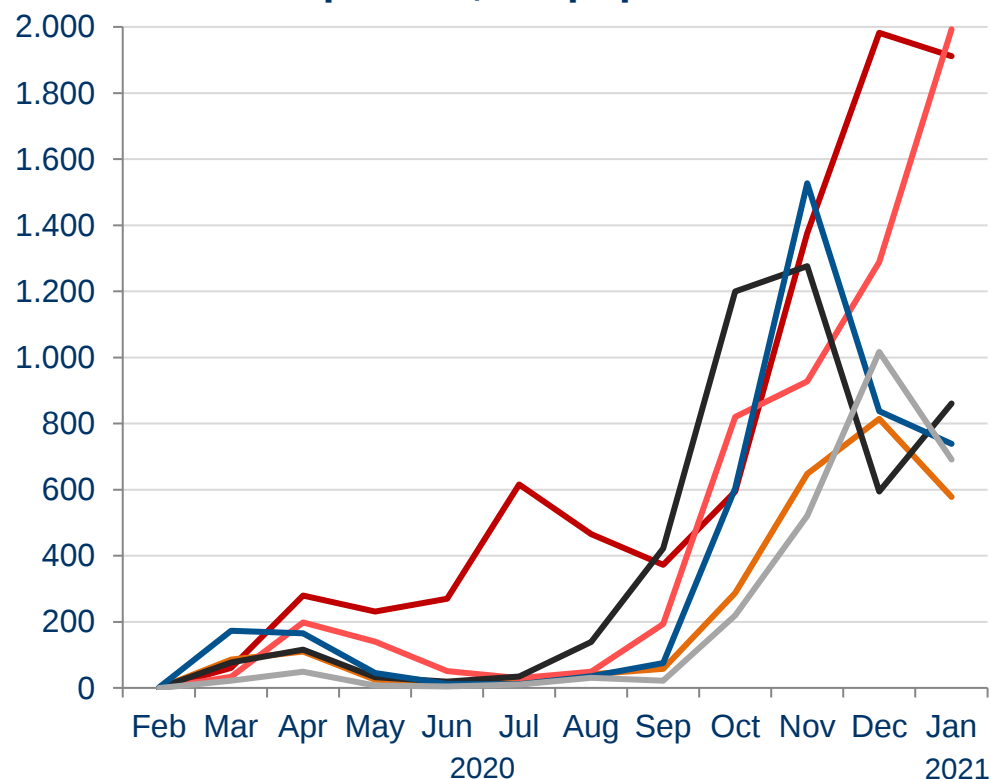
The above 6 source countries represented 49% of all international leisure arrivals at the Athens International Airport, both in 2018 & 2019.

Source: Athens International Airport, analysis from GBR Consulting

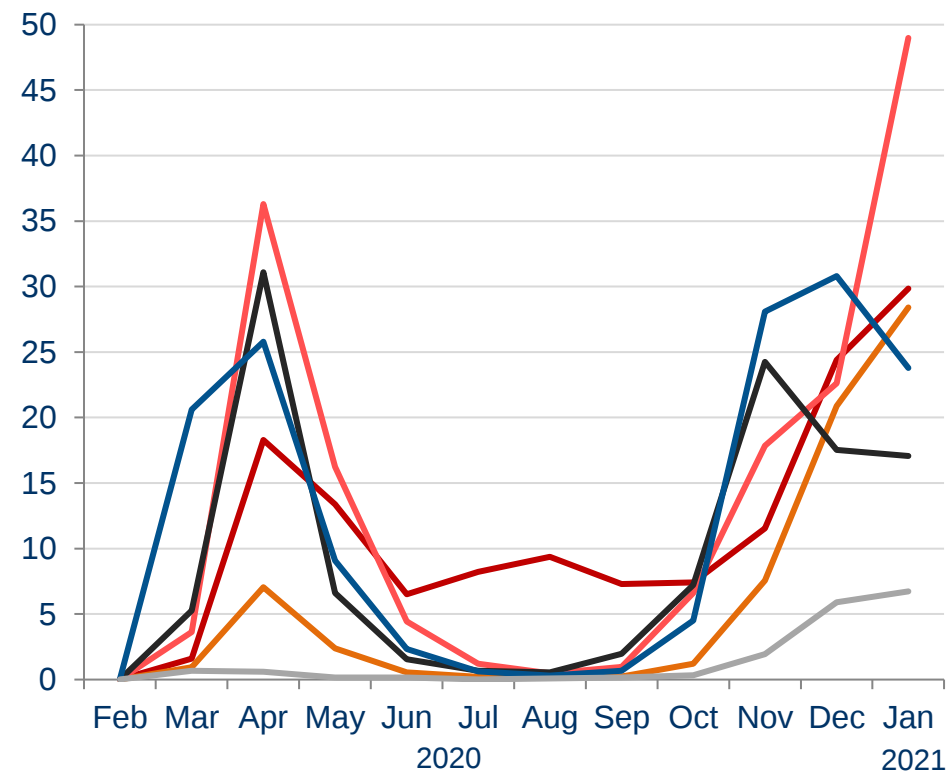
Covid-19 at major source markets

Cases & deaths

Number of Covid-19 cases
per 100,000 population



Number of Covid-19 deaths
per 100,000 population



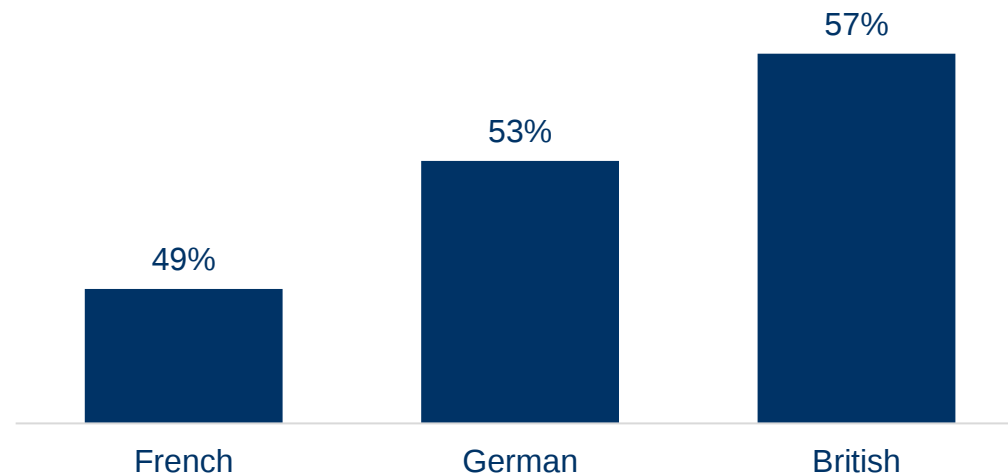
— USA — Germany — United Kingdom — France — Italy — Cyprus

Source: Worldometers

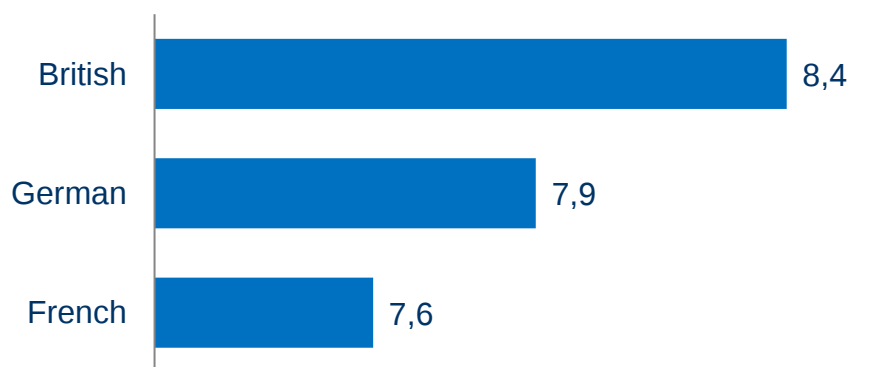
Comparison of foreign tourists from France, Germany and UK

- ✓ From the major source markets of 2019 at the airport of Athens flights from the US were banned from March 2020.
- ✓ 57% of British tourists chose Athens because they considered it a safe destination and rated the information on the measures with 8.4, which did not negatively affect their experience (7.8).
- ✓ The main selection criterion of Athens for the French and Germans was the safety of the destination. For the British the main reason was the archeological sites / culture and secondly safety.
- ✓ Compared to the British, the experience of the Germans and the French was more influenced by the measures.

Choosing Athens as it was considered a safe destination (leisure tourists)

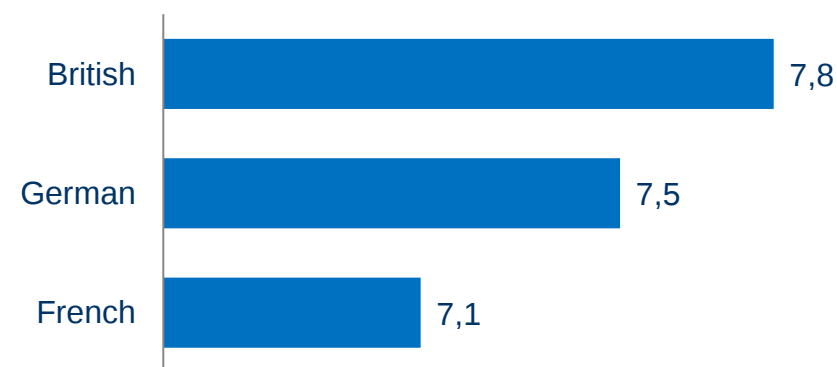


Degree of information on the measures



Degree of information (1 not at all – 10 totally)

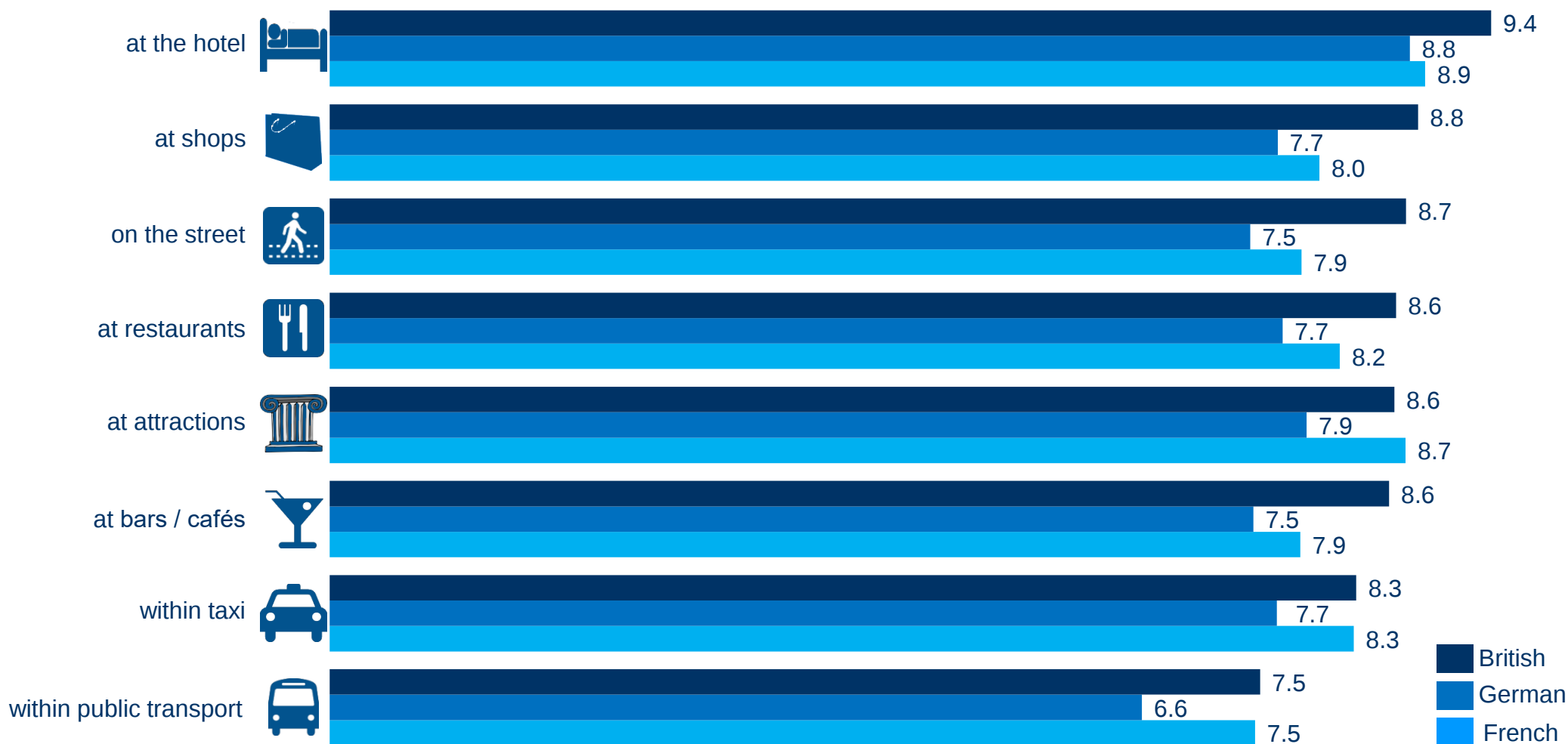
Degree of impact of the measures on the experience



Degree of influence (1 negatively – 10 positively)

Comparison of foreign tourists from France, Germany and UK

Safety evaluation



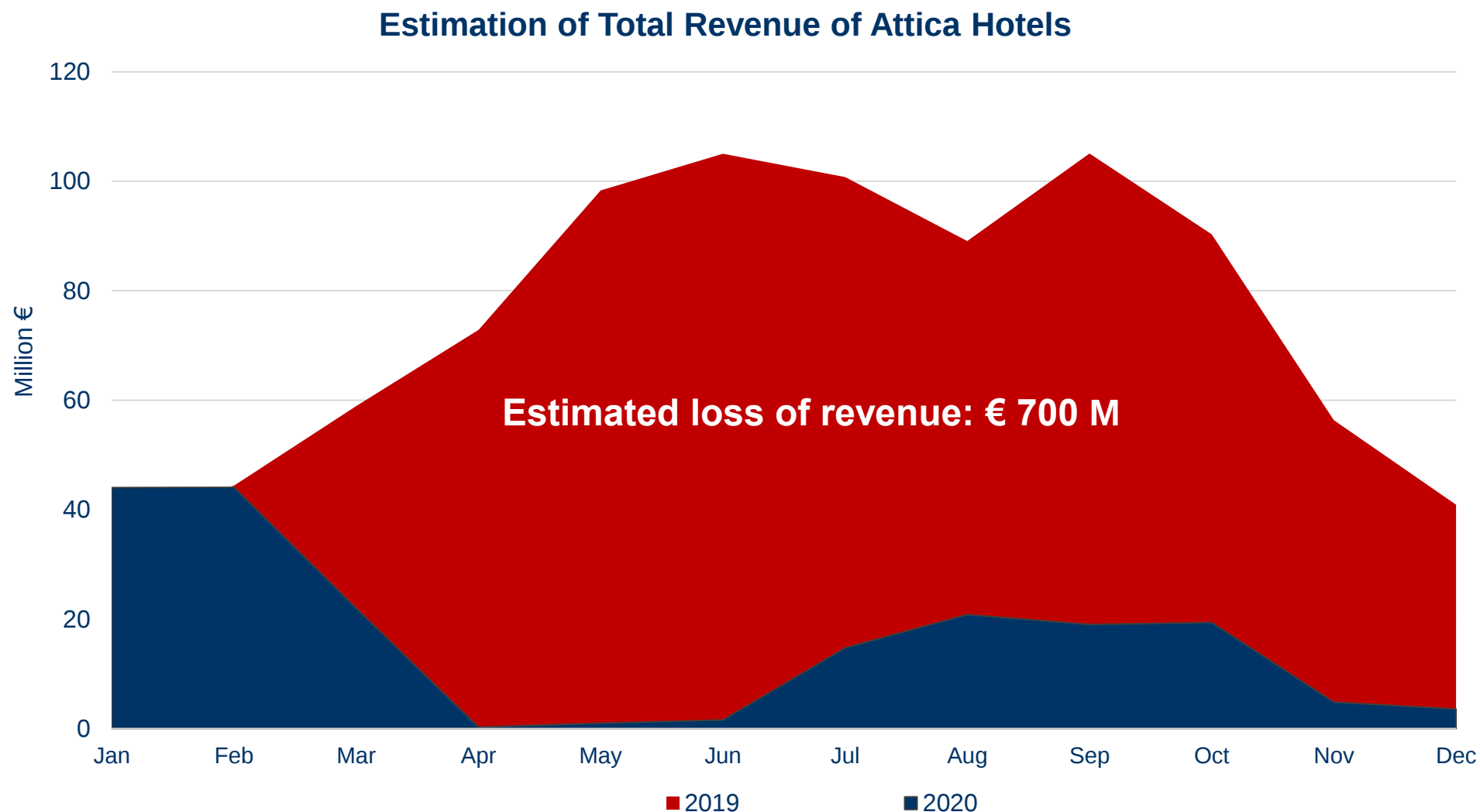
Degree of safety (1 not at all – 10 totally)

Hotel sector performance



Hotel sector performance in Athens

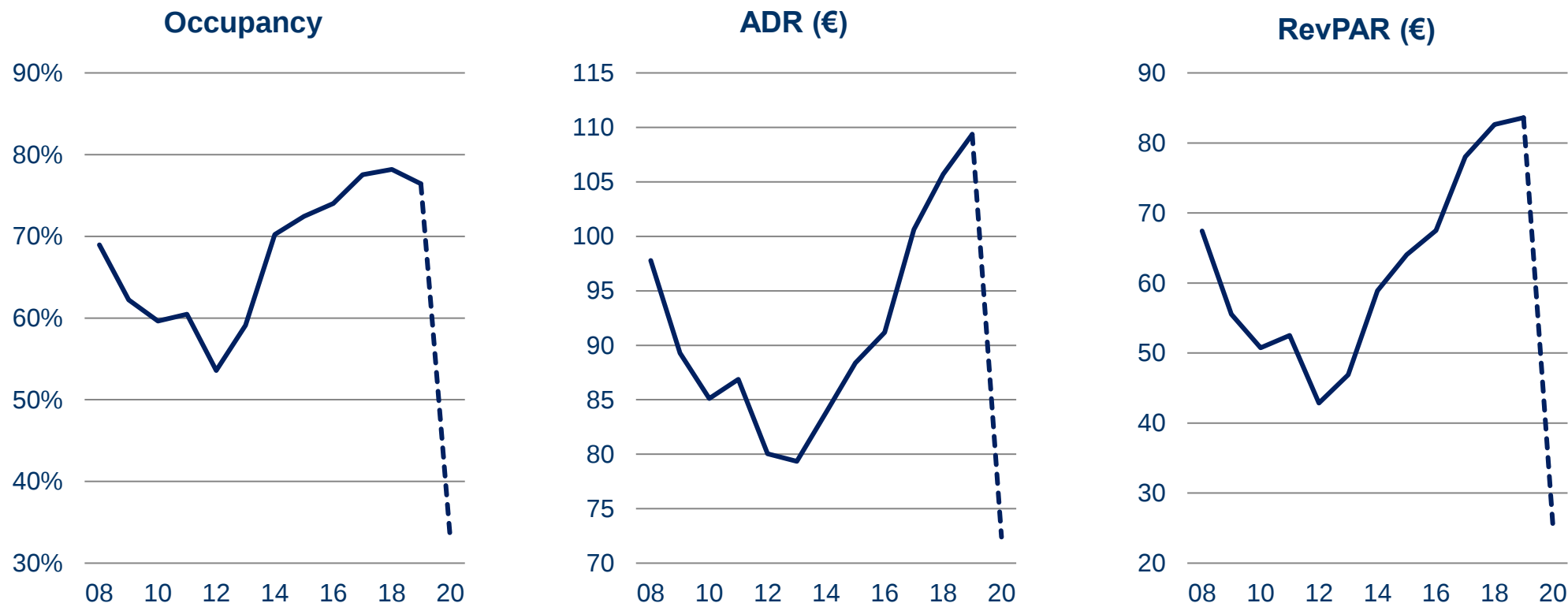
Performance of total revenue 2019 vs 2020



Source: GBR Consulting, based on monthly benchmark survey on behalf of EXA

Hotel sector performance in Athens

Key indicators 2008 - 2020



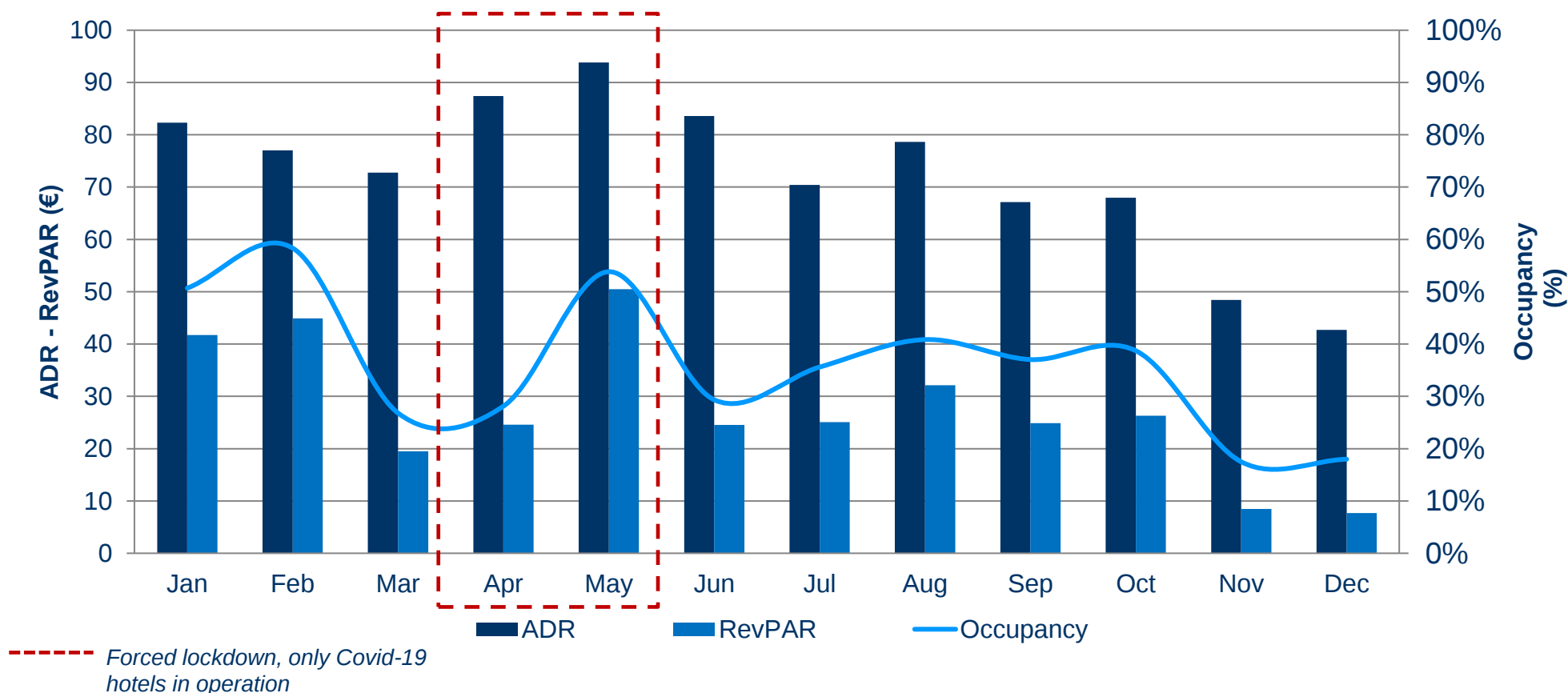
Source: GBR Consulting, based on monthly benchmark survey on behalf of EXA

- ✓ Data of 2020 covers the performance of those hotels that were in operation
- ✓ Due to very low demand, room prices were under significant pressure during 2020, especially in the lower hotel categories.

Hotel sector performance in Athens

Monthly performance 2020

Performance 2020, Seasonality

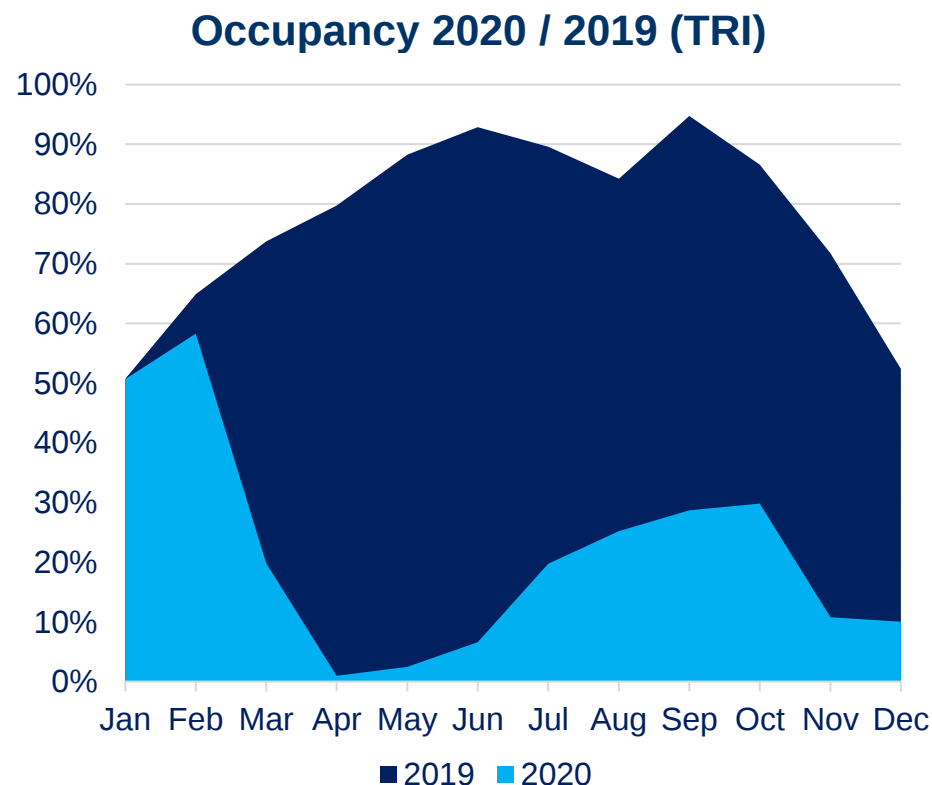
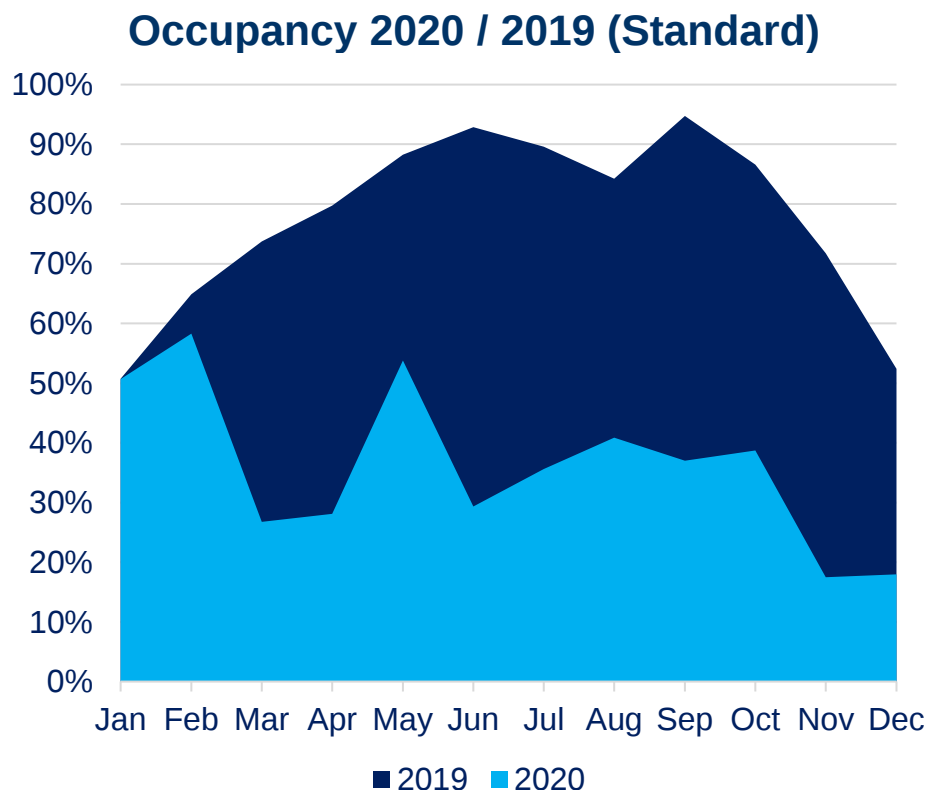


Source: GBR Consulting, based on monthly benchmark survey on behalf of EXA

- ✓ Data of 2020 covers the performance of those hotels that were in operation
- ✓ RevPAR in December 2020 reached a record low of € 7.68.

Hotel sector performance in Athens

Monthly performance 2019 / 2020



* The standard methodology for measuring occupancy covers only hotels that are in operation. The occupancy level based on the Total Room Inventory (TRI) also takes into account the hotels that were not in operation. In this way demand and supply are better reflected during the pandemic.

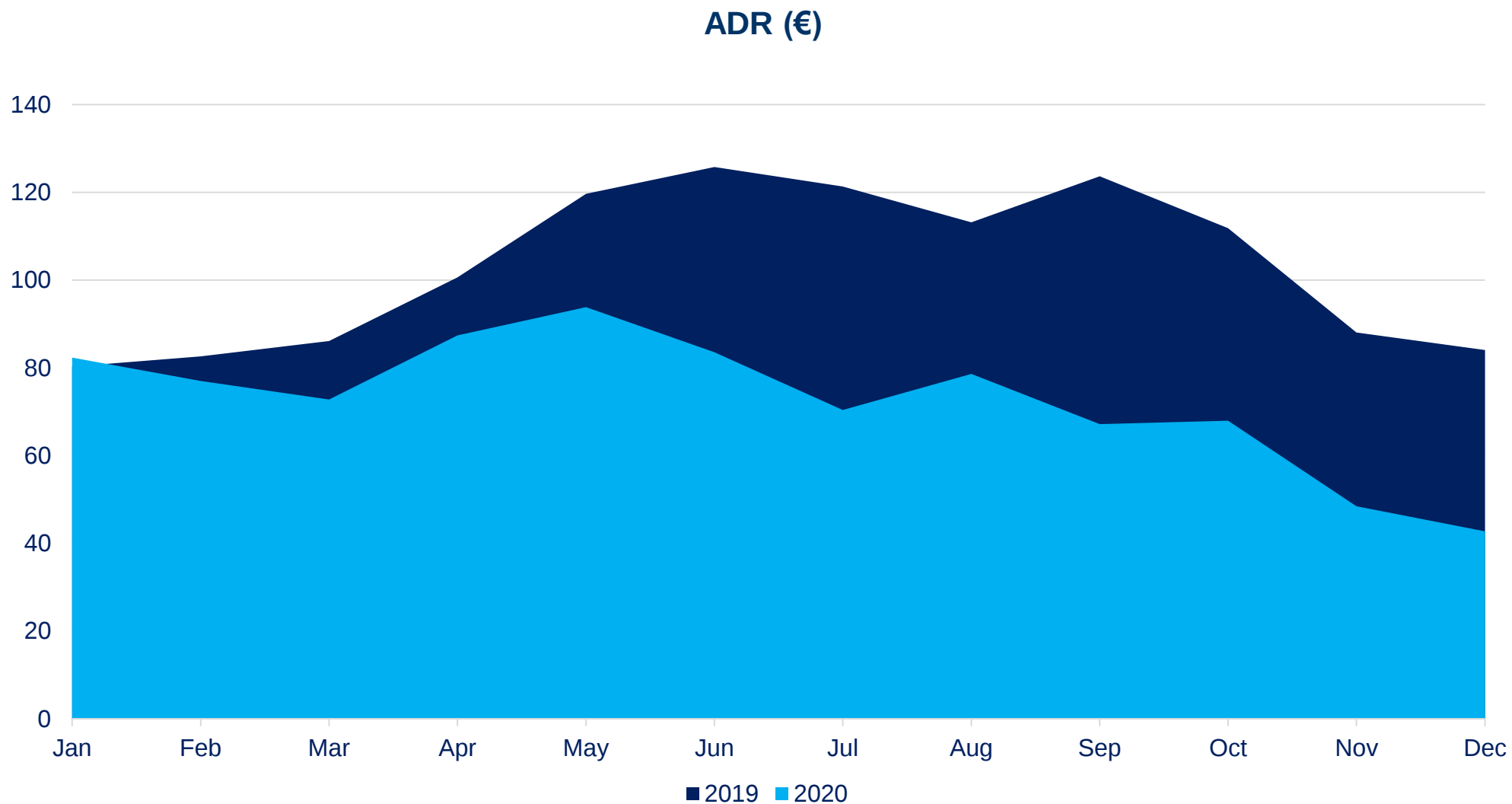
Source: GBR Consulting, based on monthly benchmark survey on behalf of EXA



Athens recorded during 2020 an occupancy level of 19.7% (TRI) compared to 77.5% in 2019 (standard).

Hotel sector performance in Athens

Monthly performance 2019 / 2020

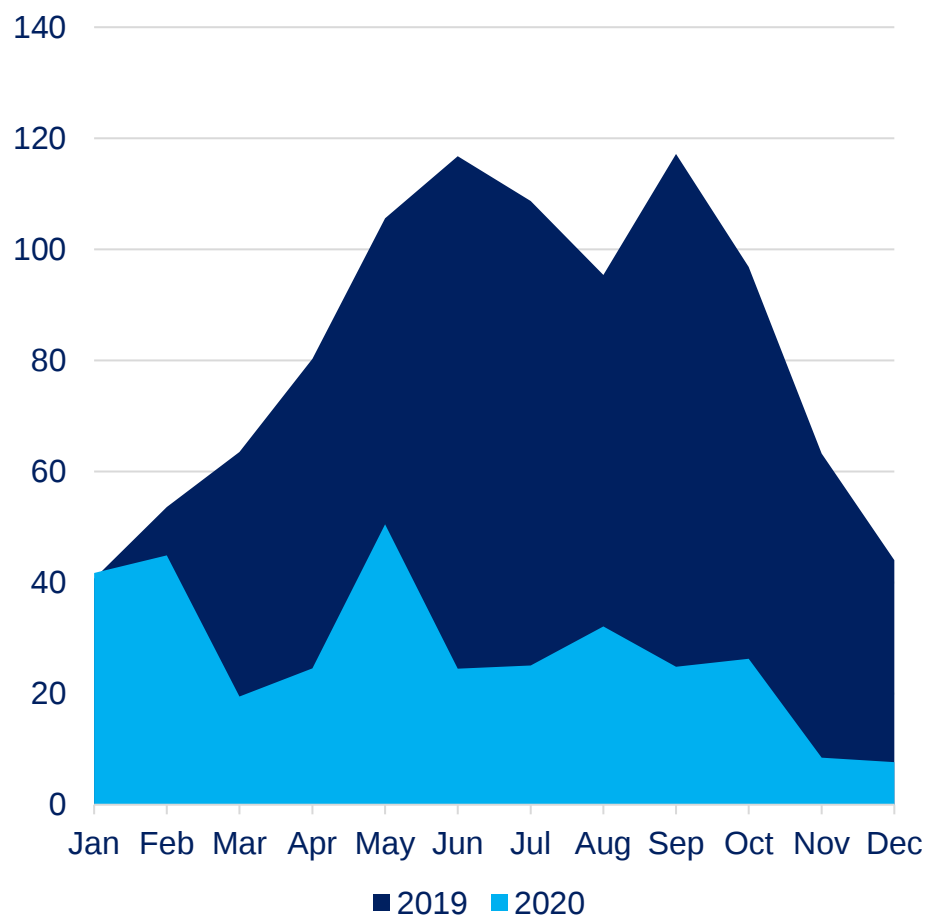


Source: GBR Consulting, based on monthly benchmark survey on behalf of EXA

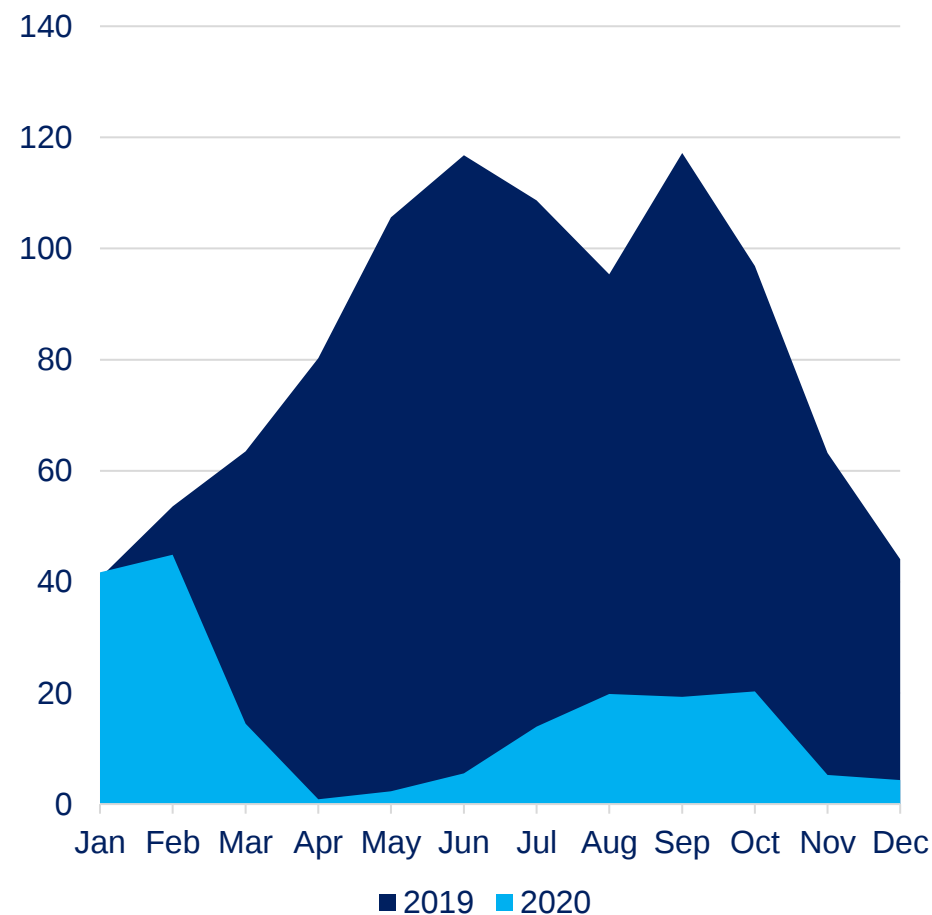
Hotel sector performance in Athens

Monthly performance 2019 / 2020

RevPar (€) (Standard)



RevPar (€) (TRI)



Source: GBR Consulting, based on monthly benchmark survey on behalf of EXA

International Benchmarking



Covid-19 main measures in Mediterranean countries

Italy

- ✓ On January 31st, 2020 the first cases were detected at 2 Chinese tourists.
- ✓ At the beginning of March, Rome was in the yellow zone, all levels of education were closed, events, sports activities, theaters and cinemas were banned. In mid-March, Italy went into lockdown.
- ✓ At the beginning of October, the use of a mask became mandatory in all open spaces.
- ✓ At the end of October, new measures were introduced and cinemas, swimming pools, gyms were closed again, while bars and restaurants remained open until 18.00. Citizens were encouraged by the government to stay home and not meet people outside the home.

Spain

- ✓ The first case was identified in Spain on January 31st, 2020.
- ✓ In early March, Spain entered in a lockdown with a gradual lifting in May. Madrid and Barcelona continued in May under a strict lockdown. On July 1st, Spain opened its borders to tourism.
- ✓ In early October, Spain re-entered into a lockdown. The restaurants were closing earlier. Madrid was the most affected city in the country.

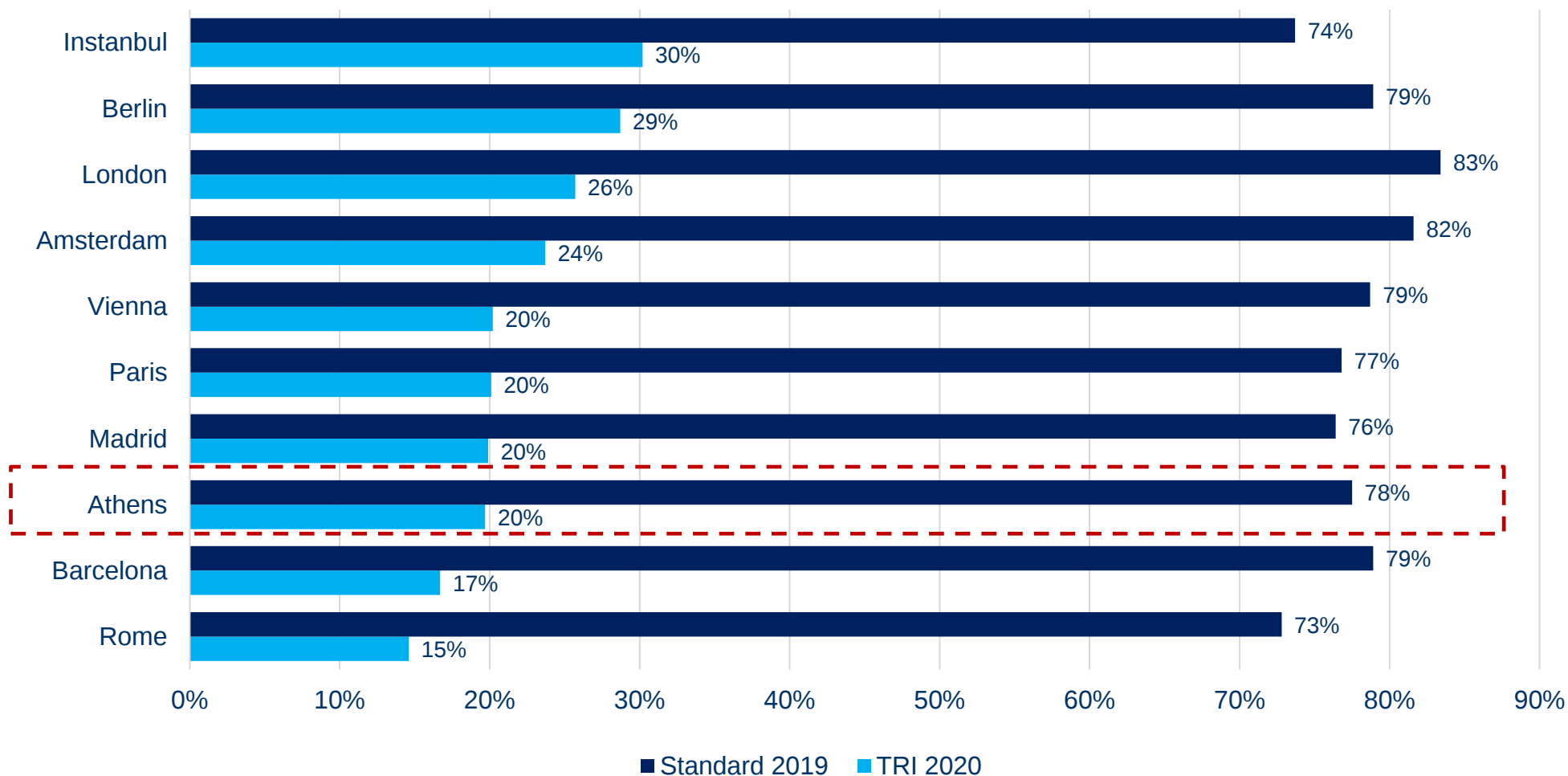
Turkey

- ✓ The first case in Turkey was recorded on March 11th, 2020. On April 10th, the Interior Ministry announced a total curfew with a two-hour notice, resulting in chaos on the streets of Istanbul. In June, restrictions were lifted, and tourism opened. Turkey has not demanded a test or quarantine on tourist arrivals since then.
- ✓ New restrictions were introduced in October and new lockdown measures followed in November with bans on weekends. However, foreign travelers were exempted from the new measures which means they were free to see the sights, walk the streets, etc. even when residents were forced to stay at home.

International benchmarking

Occupancy 2019 vs 2020

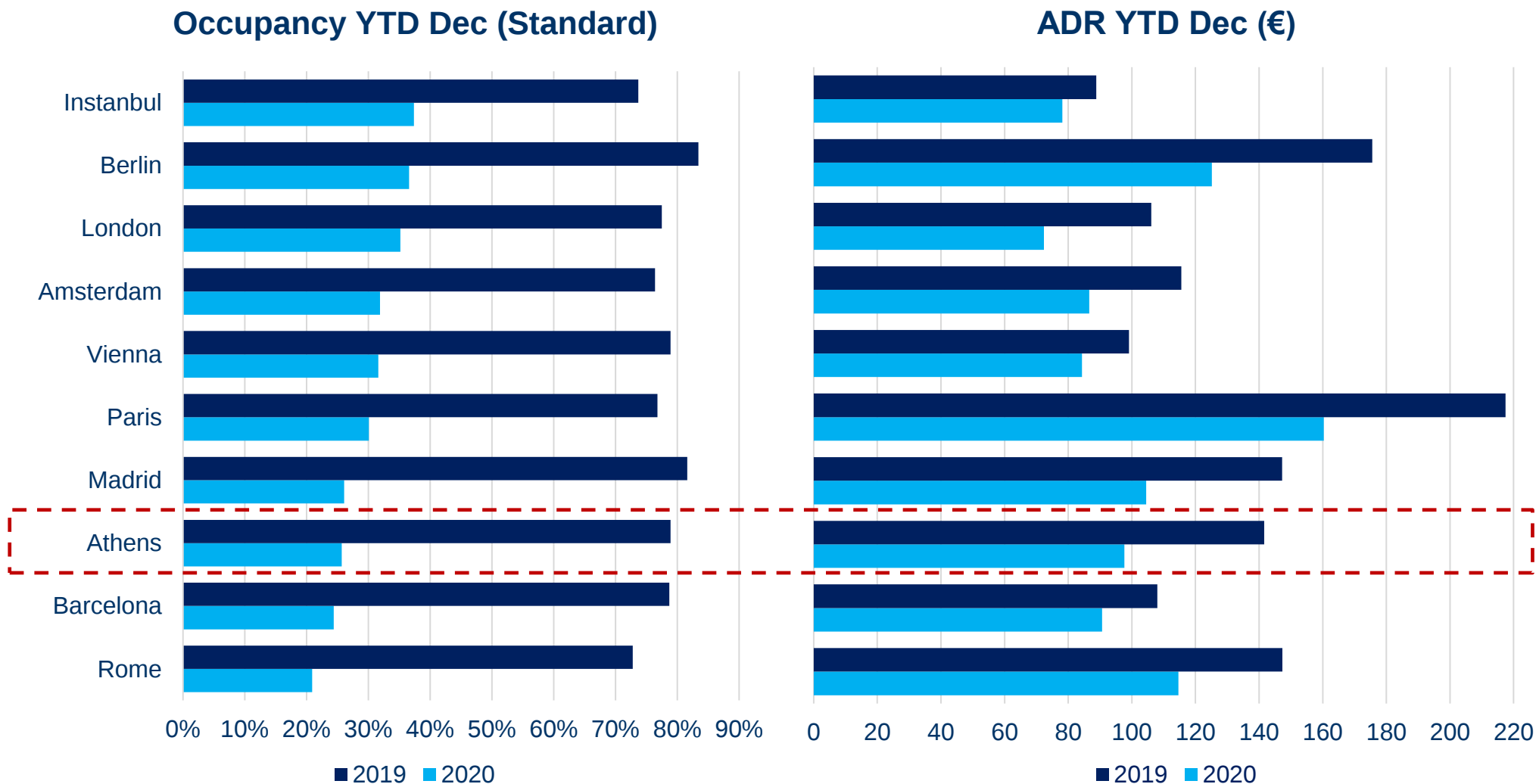
Occupancy level YTD Dec 2020 (TRI) vs YTD Dec 2019 (Standard)



Source: GBR Consulting, based on monthly benchmark survey on behalf of EXA, STR Global

International benchmarking

Occupancy & ADR

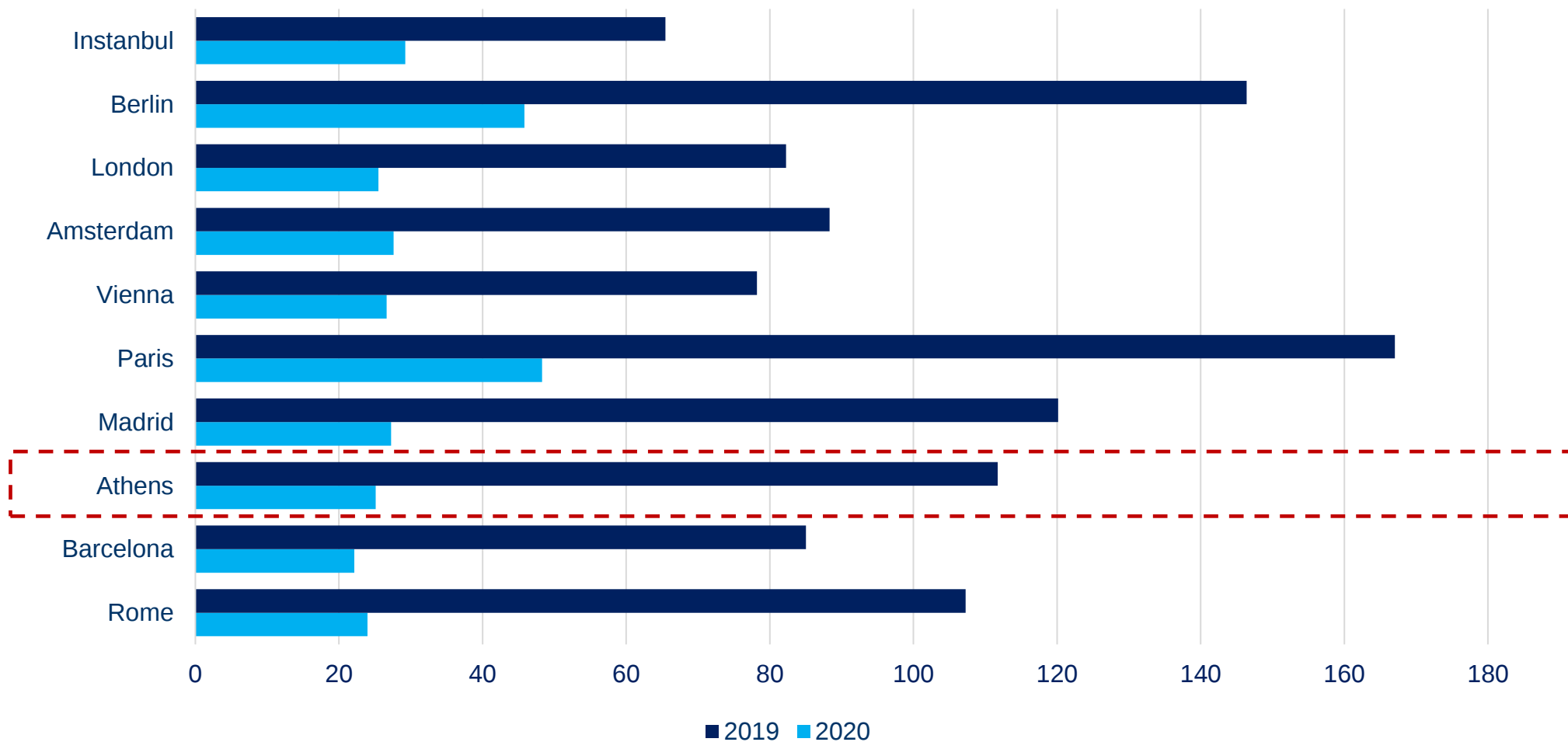


Source: GBR Consulting, based on monthly benchmark survey on behalf of EXA, STR Global

International benchmarking

RevPar

RevPAR YTD Dec (€)



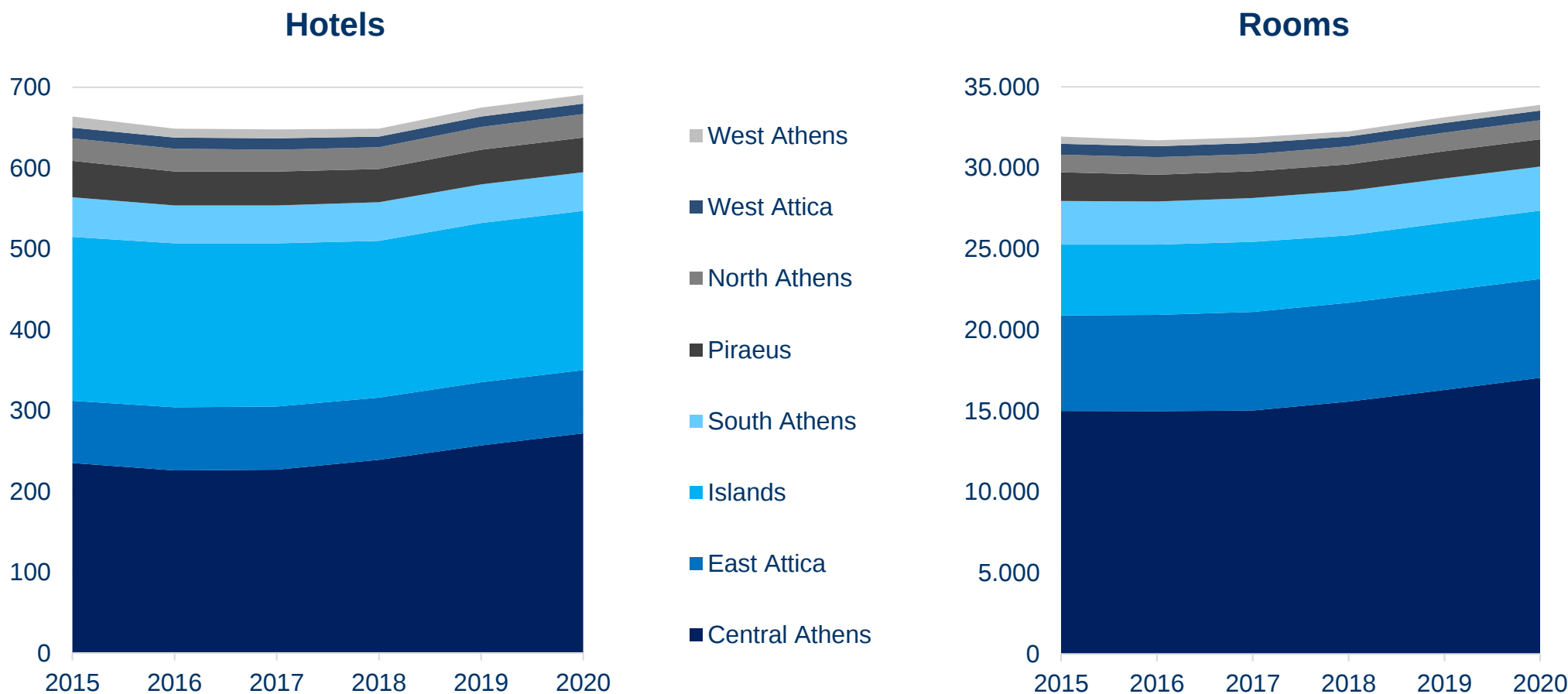
Source: GBR Consulting, based on monthly benchmark survey on behalf of EXA, STR Global

Accommodation supply Attica



Hotel sector in Attica

Development 2015 / 2020

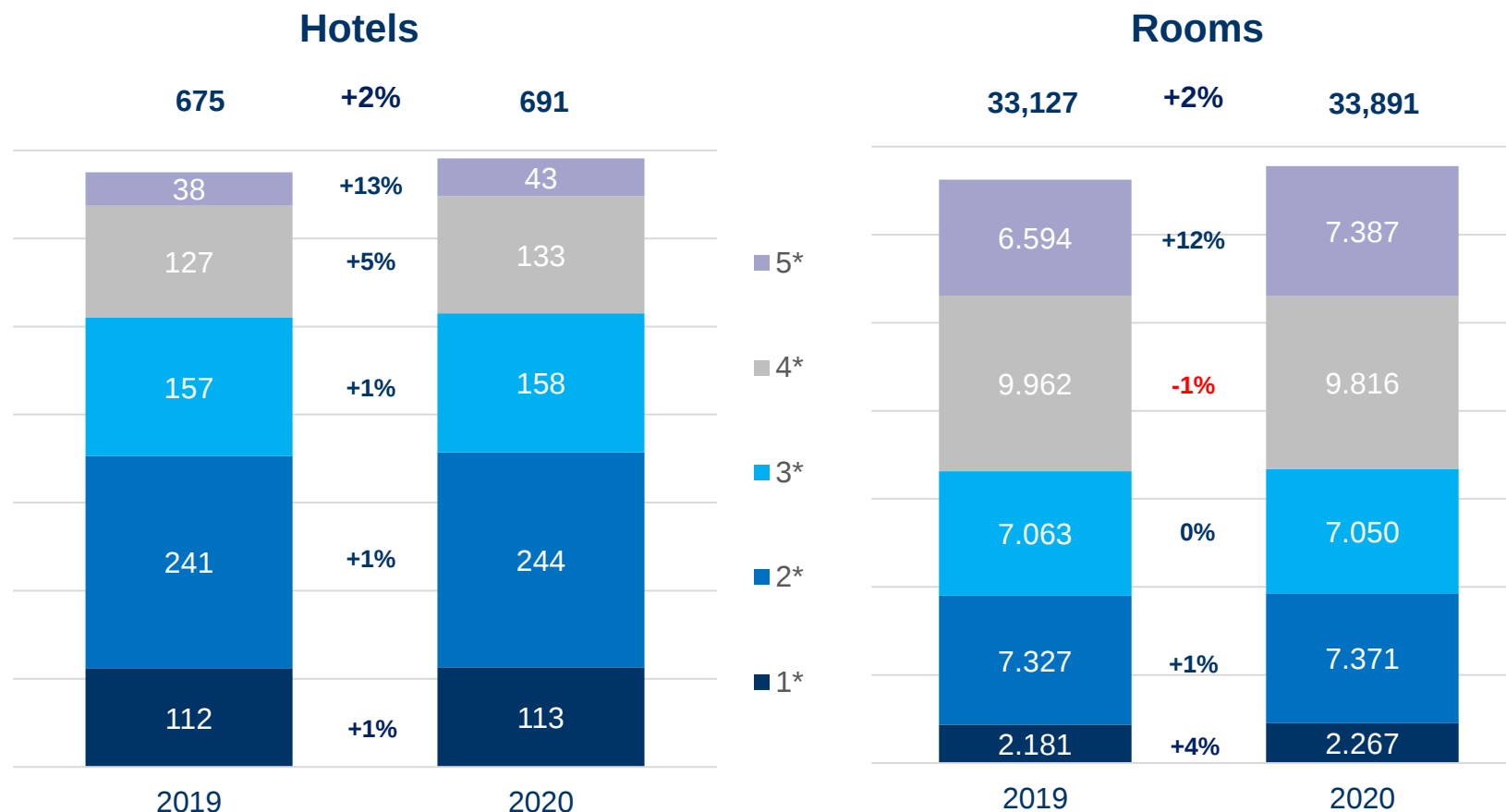


Source: INSETE, analysis from GBR Consulting

- ✓ During the period 2015 – 2020 the total number of hotels increased by 4% and the total hotel rooms by 6%.
- ✓ The largest increase during the reviewed period was recorded in Central Athens with an increase of 16% of the number of hotels and an increase of 14% of the hotel rooms.

Hotel sector in Attica

Development 2019 - 2020 per hotel category



Source: INSETE, analysis from GBR Consulting

- ✓ The total officially registered number of hotels in Attica increased by 16 units and 764 rooms in 2020 compared to 2019, representing an increase of 2% both in terms of hotels and hotel rooms.
- ✓ The largest increase in 2020 was recorded in the 5-star segment due to new openings as well as category upgrades. In the 4-star category numerous new boutique hotels opened, but room count in the segment decreased due to upgrades of 4-star units to the 5-star category.

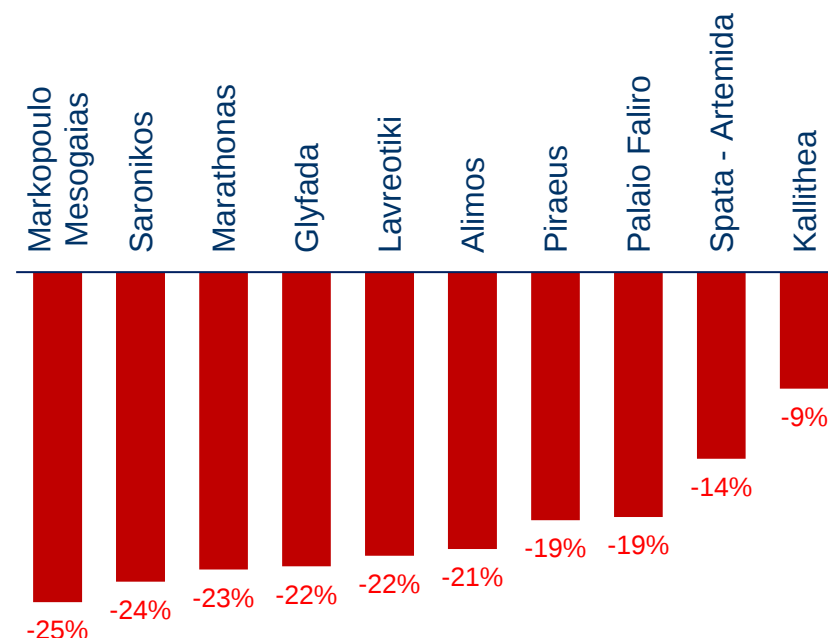
Short Term Rental Market

Key Performance Indicators

Indicators	Δ 2020 / 2019	
	Athens	Greece
Available Entire Place Listings (avg)	-12.2%	-11.6%
Booked Entire Place Listings (avg)	-30.5%	-28.5%
Listing Nights Available	-32.1%	-30.0%
Listing Nights Occupied	-50.7%	-49.3%
Occupancy	-27.3%	-27.7%
Average Daily Rate	-13.2%	-6.7%
Revenue per Available Rental (RevPAR)	-37.0%	-32.5%

Source: AirDNA, derived from presentation BnB Greece Conference, Jan 2021

Available listings 2020 / 2019 (Avg) in other major STR areas in Attica



Source: AirDNA web site, analysis GBR Consulting



- ✓ According data available at the Airdna web site, the number of listings in Athens during Q4 2020 compared to same quarter in 2019 decreased by 24% q-o-q, while listing for Q3 2020 were down by 18% q-o-q
- ✓ Areas in Attica outside Athens recorded overall a much larger drop in available listings due to lack of demand

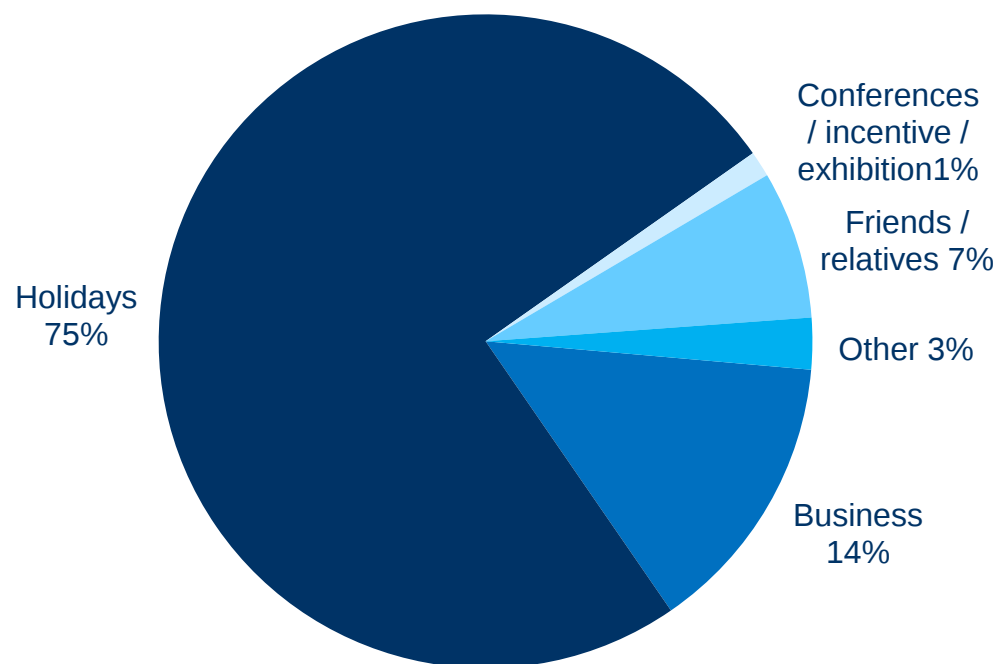
Tourist profile & satisfaction



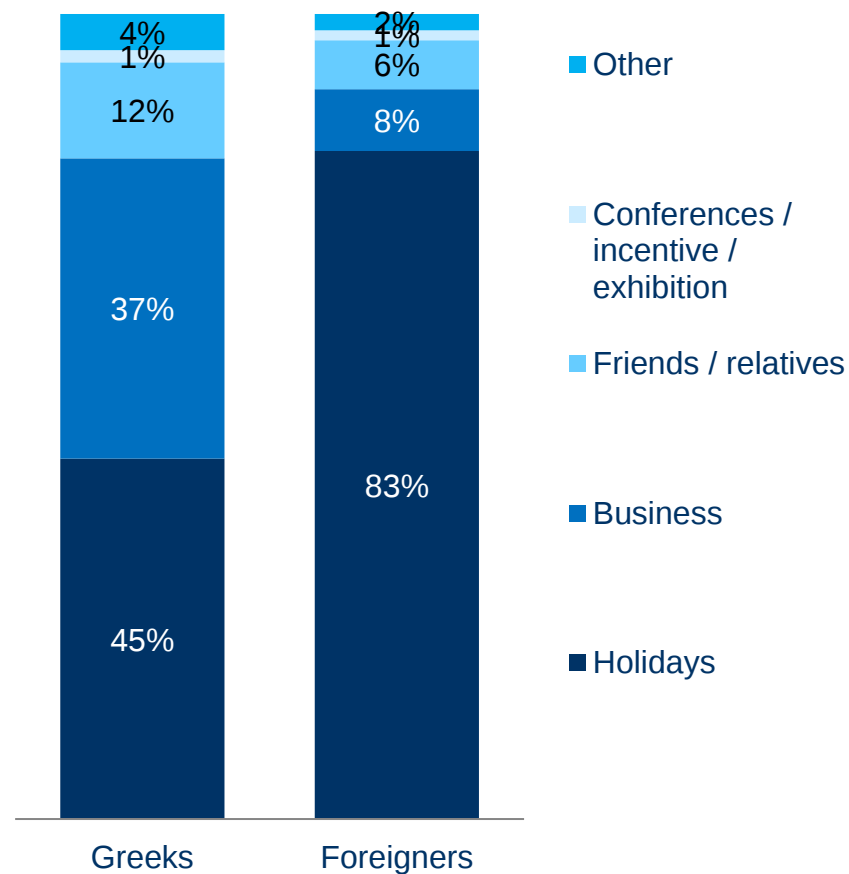
Tourist profile

Travel purpose & comparison Greeks vs foreigners

Travel Purpose



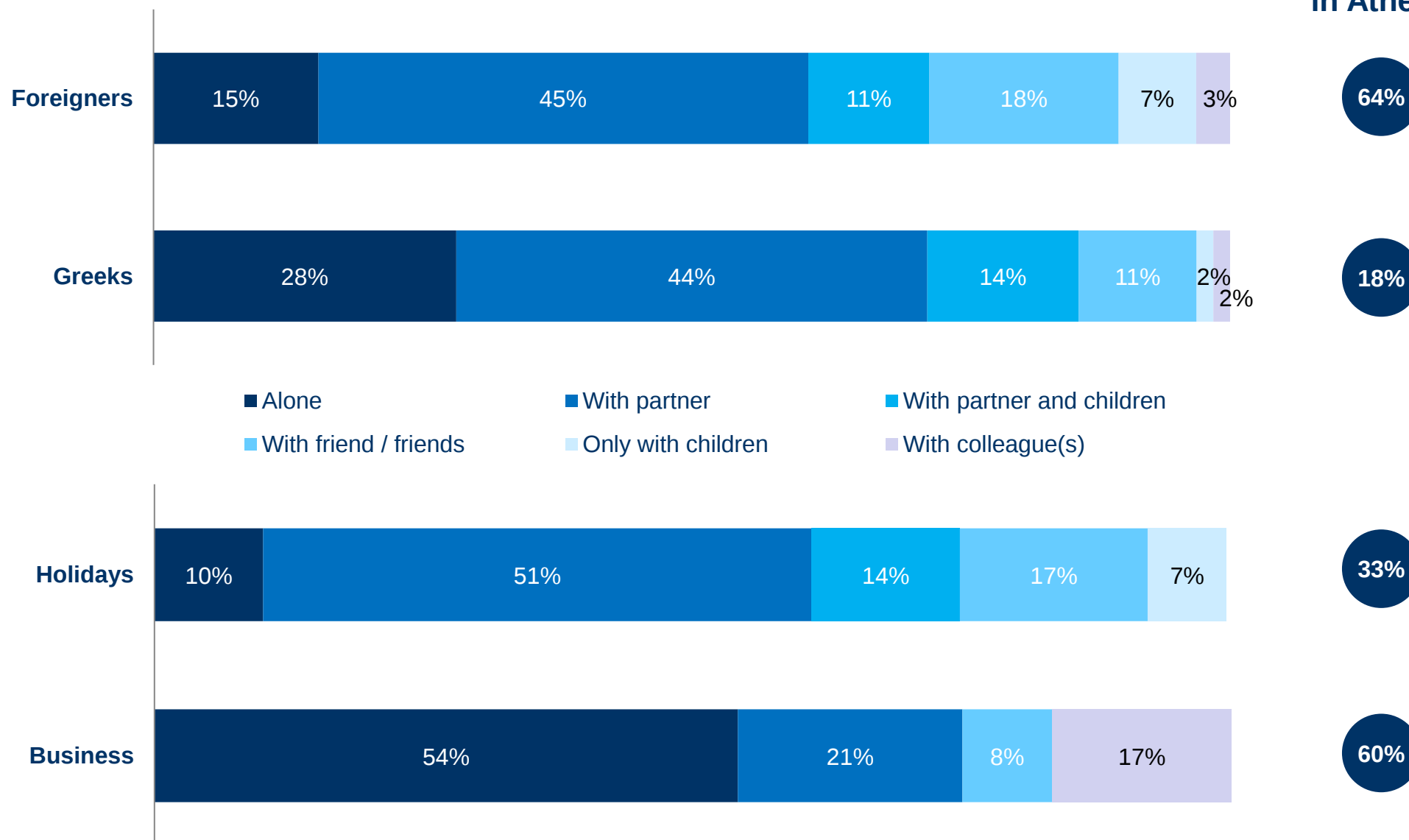
Greeks vs Foreigners



Tourist profile

Travelers group

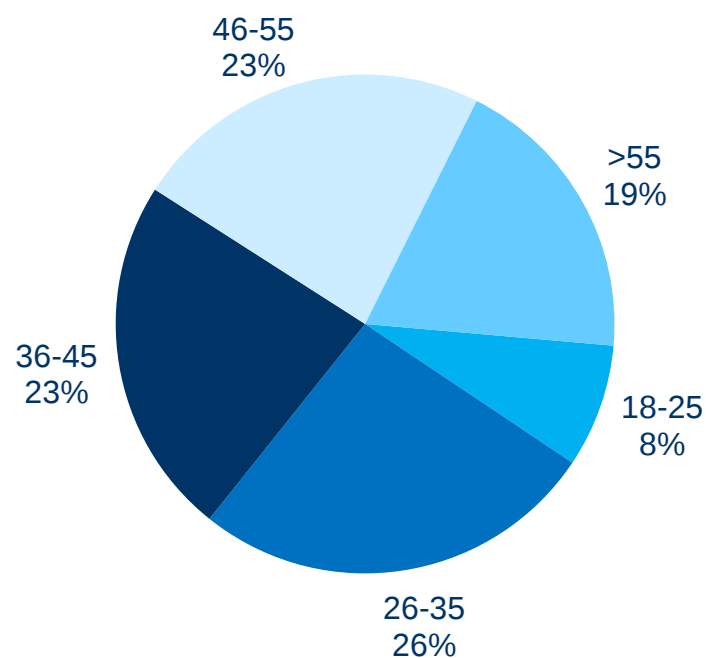
First time
in Athens



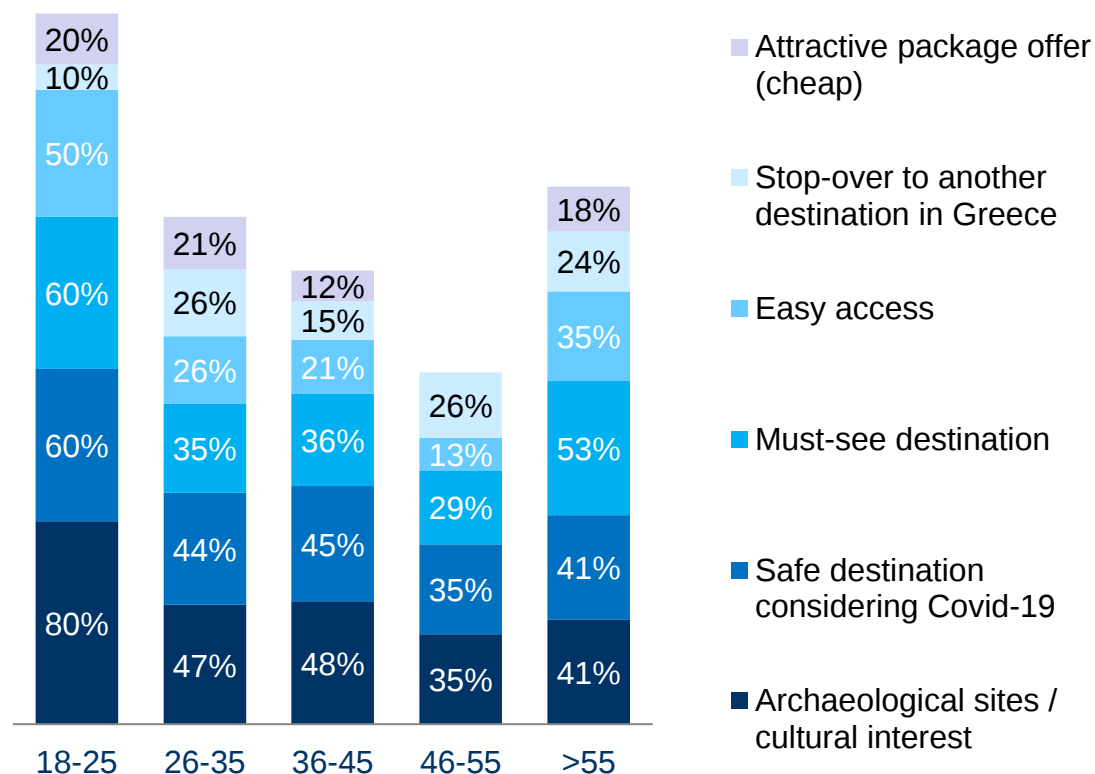
Tourist profile

Age group & reasons to visit Athens

Age Group



Reasons to visit Athens

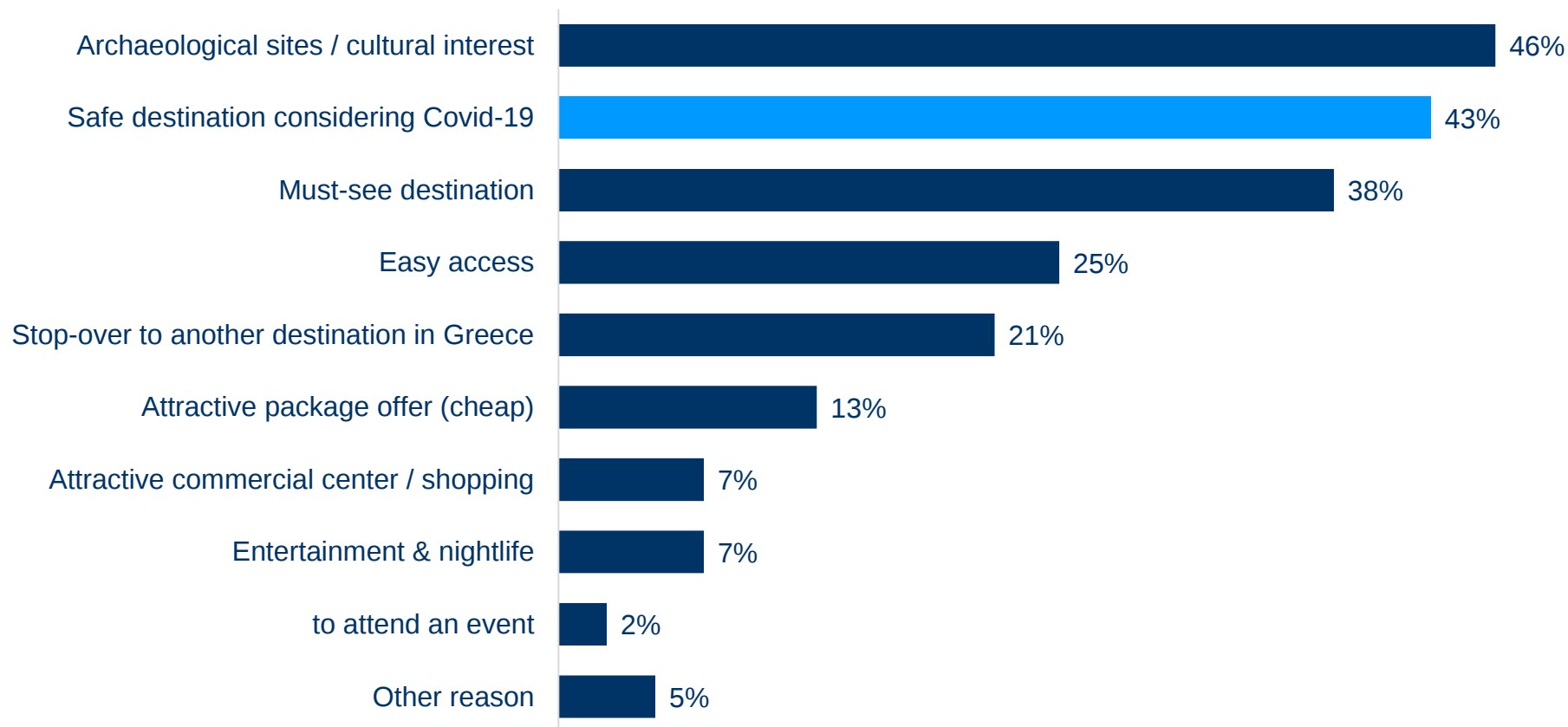


From the age group 18-25, 60% who visited Athens for holidays, chose it because they consider it a safe destination regarding Covid-19.

Tourist profile

Leisure travelers

Reasons to visit Athens



43% of travelers who visited Athens for leisure, chose it because they considered it a safe destination with respect to Covid-19. The percentage of foreign tourists is even higher and reaches 46%.

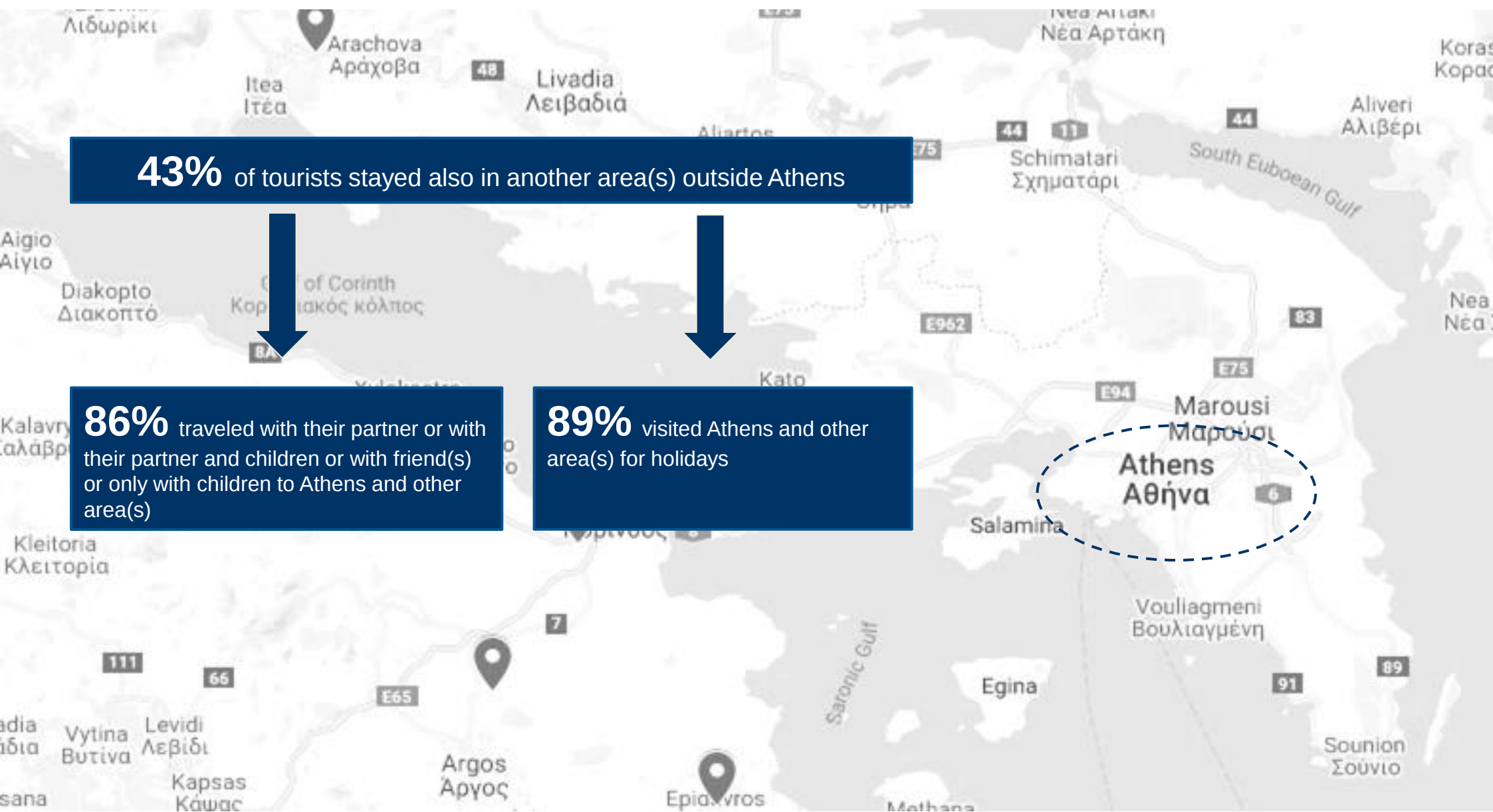
Tourist profile

Trips outside Athens

43% of tourists stayed also in another area(s) outside Athens

86% traveled with their partner or with their partner and children or with friend(s) or only with children to Athens and other area(s)

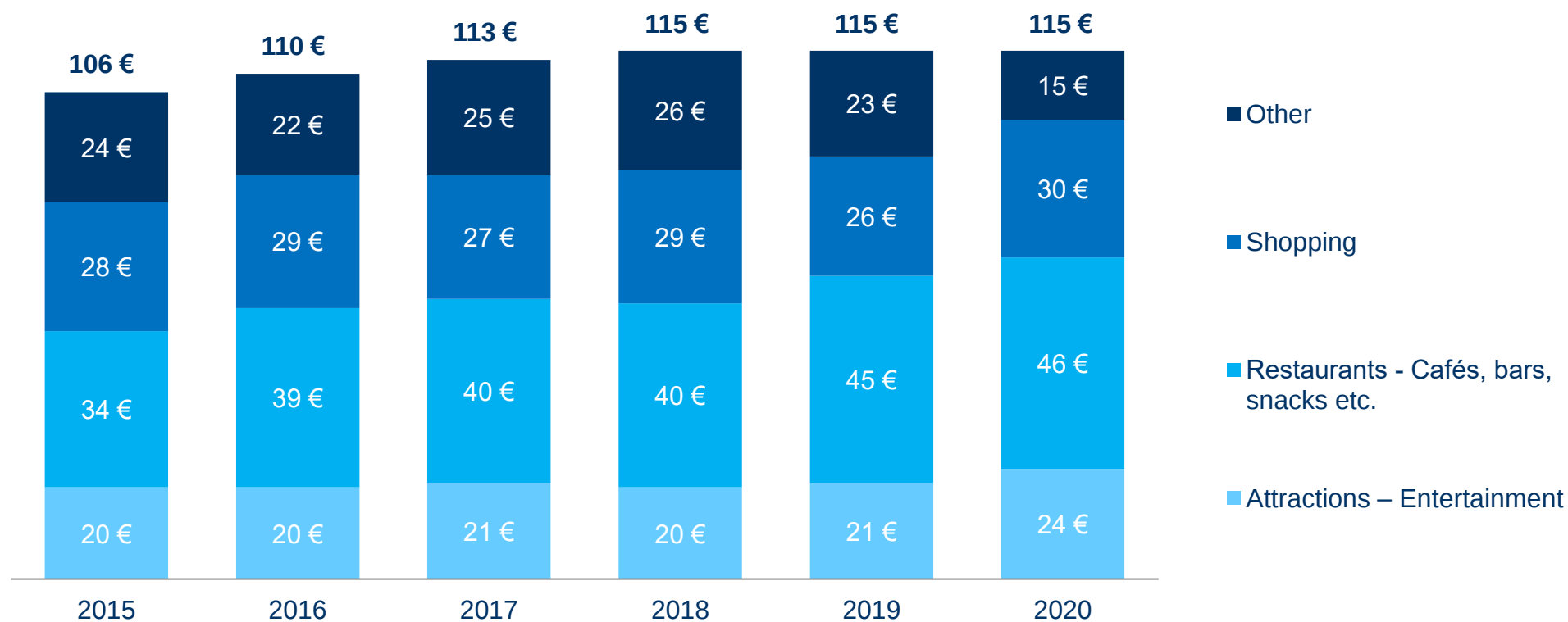
89% visited Athens and other area(s) for holidays



Expenditure *

Comparison 2015 - 2020

Daily Expenditure per Person

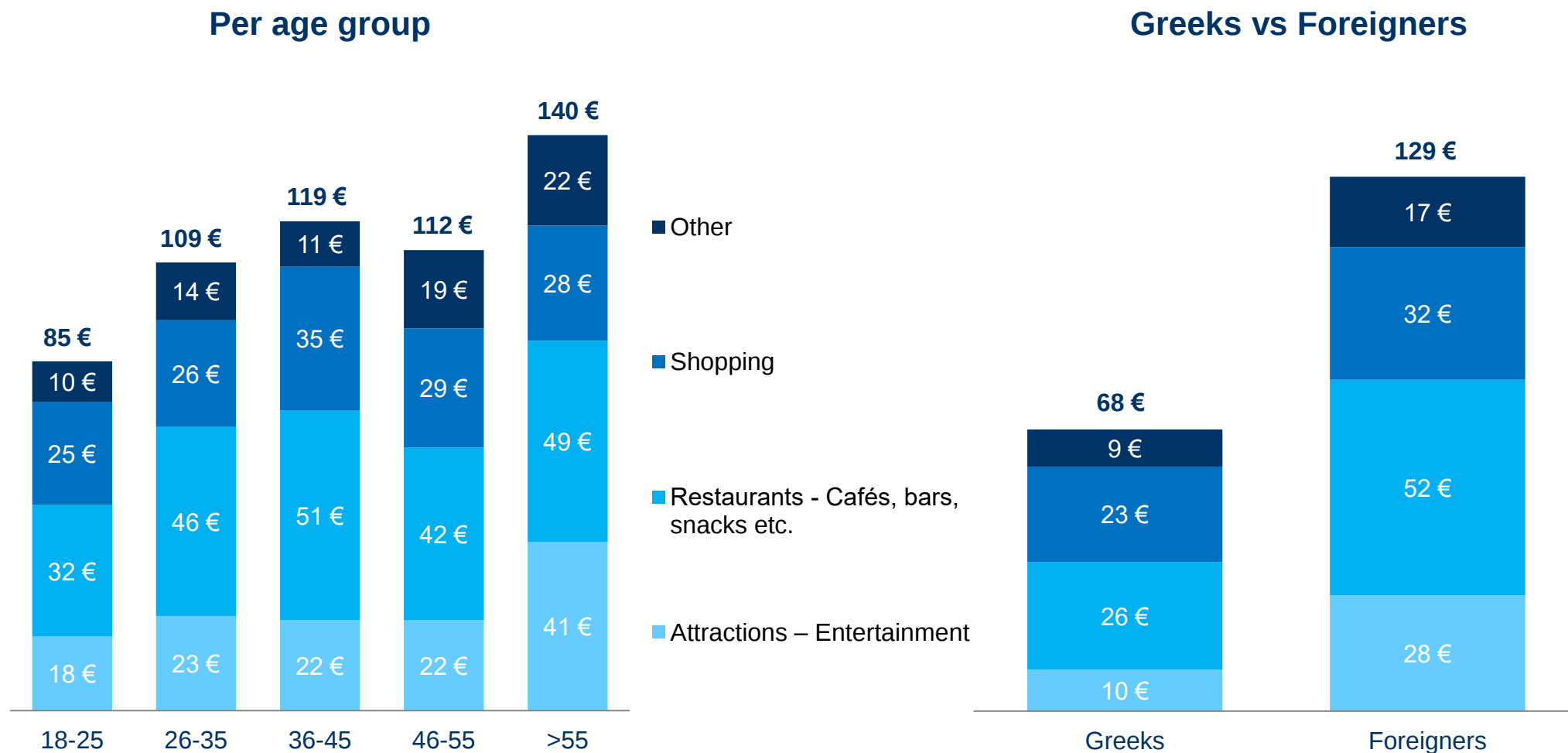


- ✓ Despite the Covid-19 pandemic, travelers' daily expenses were not affected as they remained stable in 2020 compared to 2019. The largest expense category was restaurants - cafés, bars, snacks etc. which has been on the rise since 2015.
- ✓ Compared to 2015, daily expenditures increased by 8% in 2020.

* During the survey period the shops and restaurants were in operation.

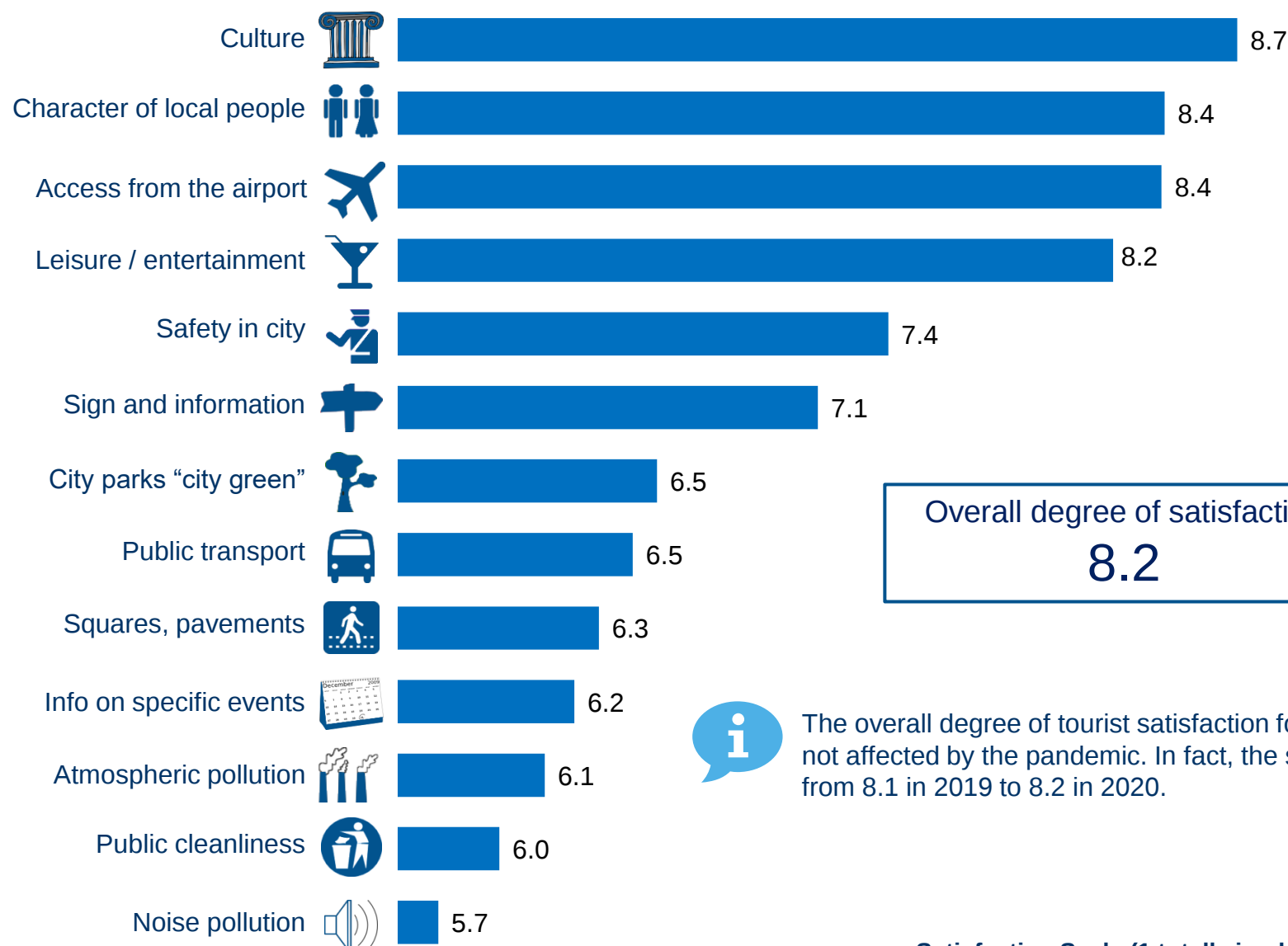
Expenditure *

Per age group & Greeks vs foreigners



* During the survey period the shops and restaurants were in operation.

Experience evaluation



Satisfaction Scale (1 totally inadequate – 10 excellent)

Experience evaluation

Comparison 2015 - 2020



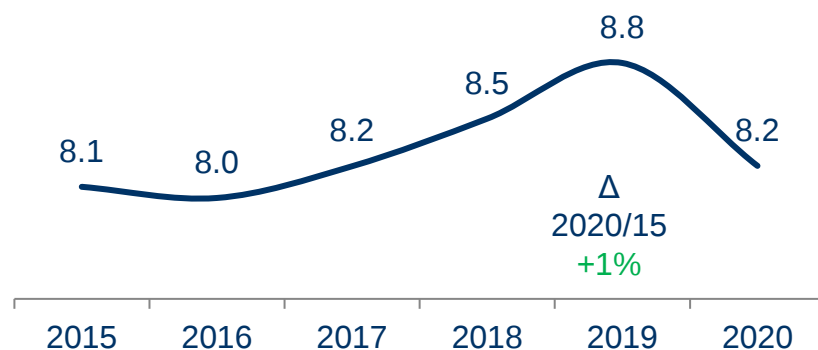
Culture



Character of local people



Leisure / entertainment



- ✓ The main advantages of the city of Athens remain its culture, the character of local people and the options for leisure and entertainment. There was a small decrease though compared to 2019.
- ✓ In 2020, culture was evaluated with 8.7 while in 2019 it was 9.3.
- ✓ The rating for the character of local people decreased from 8.8 in 2019 to 8.4 in 2020.
- ✓ The rating for entertainment and leisure decreased from 8.8 in 2019 to 8.2 in 2020.

Satisfaction Scale 1 - 10

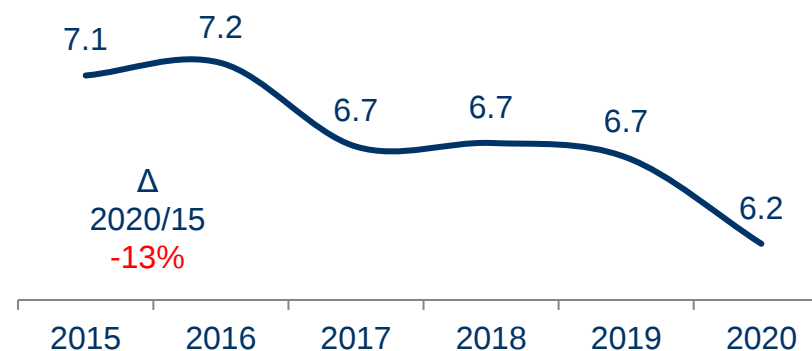
Experience evaluation

Comparison 2015 - 2020

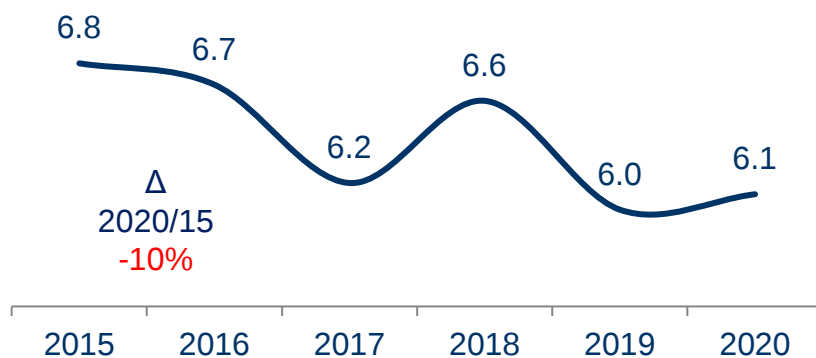
Sign and information



Info on specific events



Atmospheric pollution



- ✓ The rating for signs & information decreased slightly from 7.2 in 2019 to 7.1 in 2020.
- ✓ The rating for information on special events has a downward trend starting from 2015 with 7.1 and reaching 6.2 in 2020, representing a decrease of 13%.
- ✓ Satisfaction on the degree of air pollution increased slightly from 6.0 in 2019 to 6.1 in 2020, possibly due to reduced traffic.

Satisfaction Scale 1 - 10

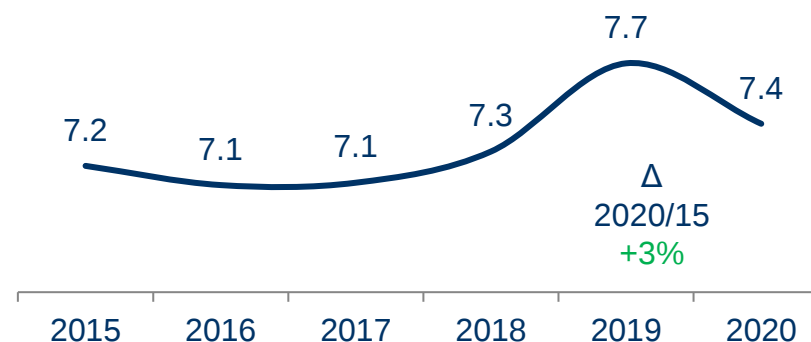
Experience evaluation

Comparison 2015 - 2020

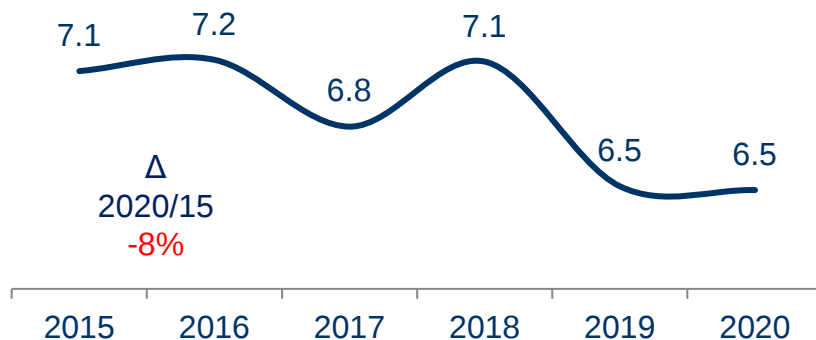
Noise pollution



Safety in city



City parks "city green"



- ✓ In the period 2015 - 2020, the satisfaction of tourists for noise pollution has a downward trend, representing a decrease of 14%.
- ✓ The evaluation of tourists for safety in the city decreased from 7.7 in 2019 to 7.4 in 2020 but still higher than the level of 2015.
- ✓ The rating for city parks "city green" remained stable at 6.5 in 2020.

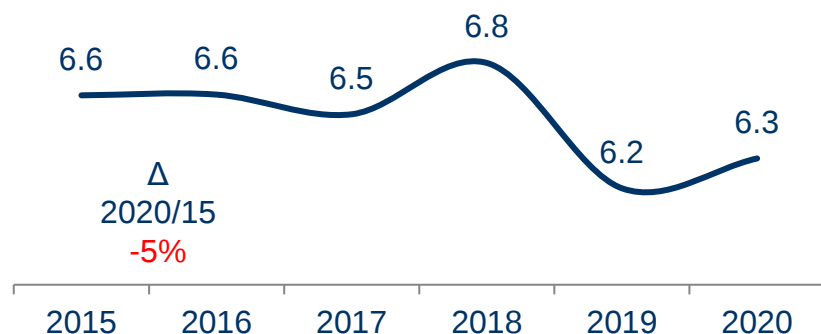
Satisfaction Scale 1 - 10

Experience evaluation

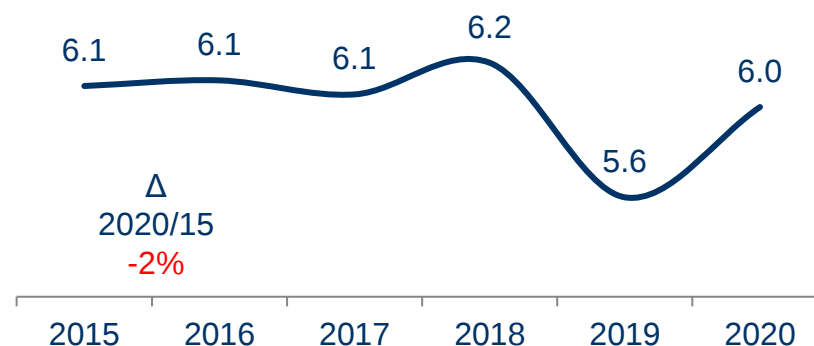
Comparison 2015 - 2020



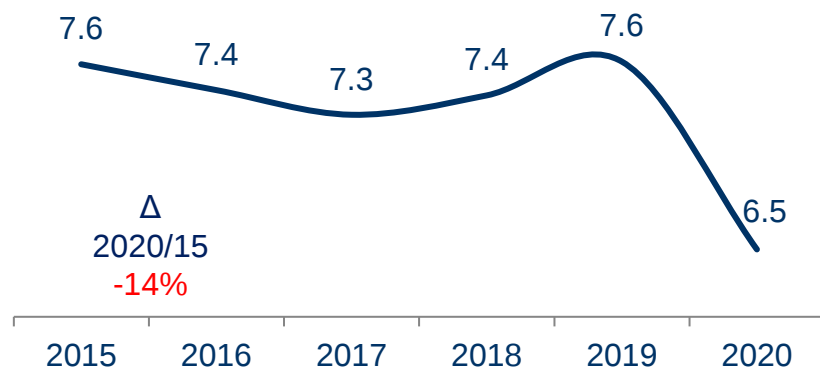
Squares, pavements



Public cleanliness



Public transport



- ✓ The rating for squares & pavements increased slightly from 6.2 in 2019 to 6.3 in 2020.
- ✓ Satisfaction for public cleanliness increased from 5.6 in 2019 to 6.0 in 2020.
- ✓ The rating for public transport has dropped significantly from 7.6 in 2019 to 6.5 in 2020, but possibly this could have been caused by the fact that tourists did not feel very safe in the public transportation means with respect to Covid-19.

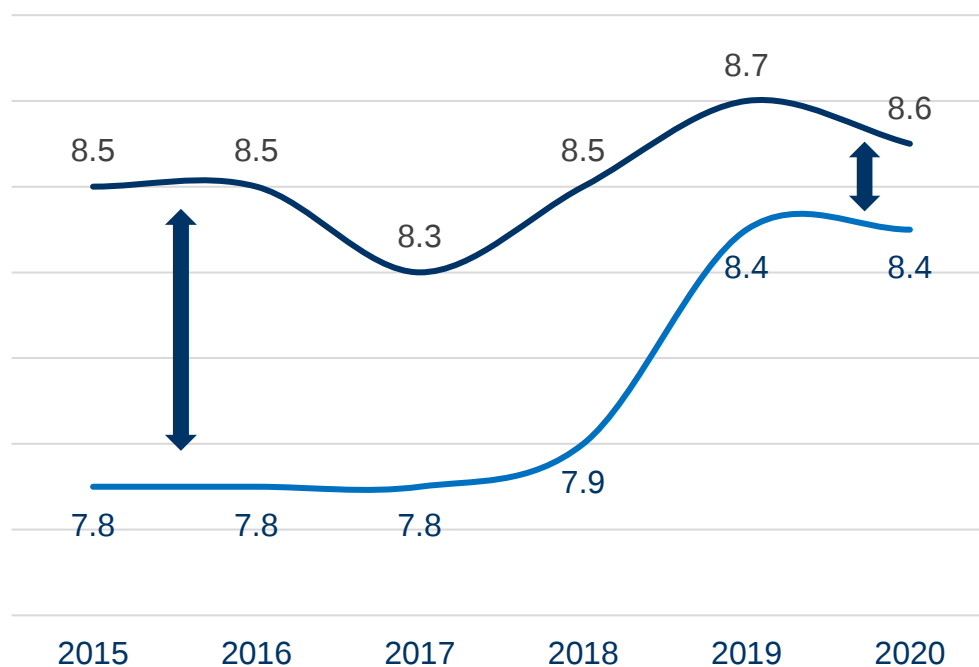
Satisfaction Scale 1 - 10

Experience evaluation

Hotels 2015 - 2020



Hotel evaluation



Hotel facilities

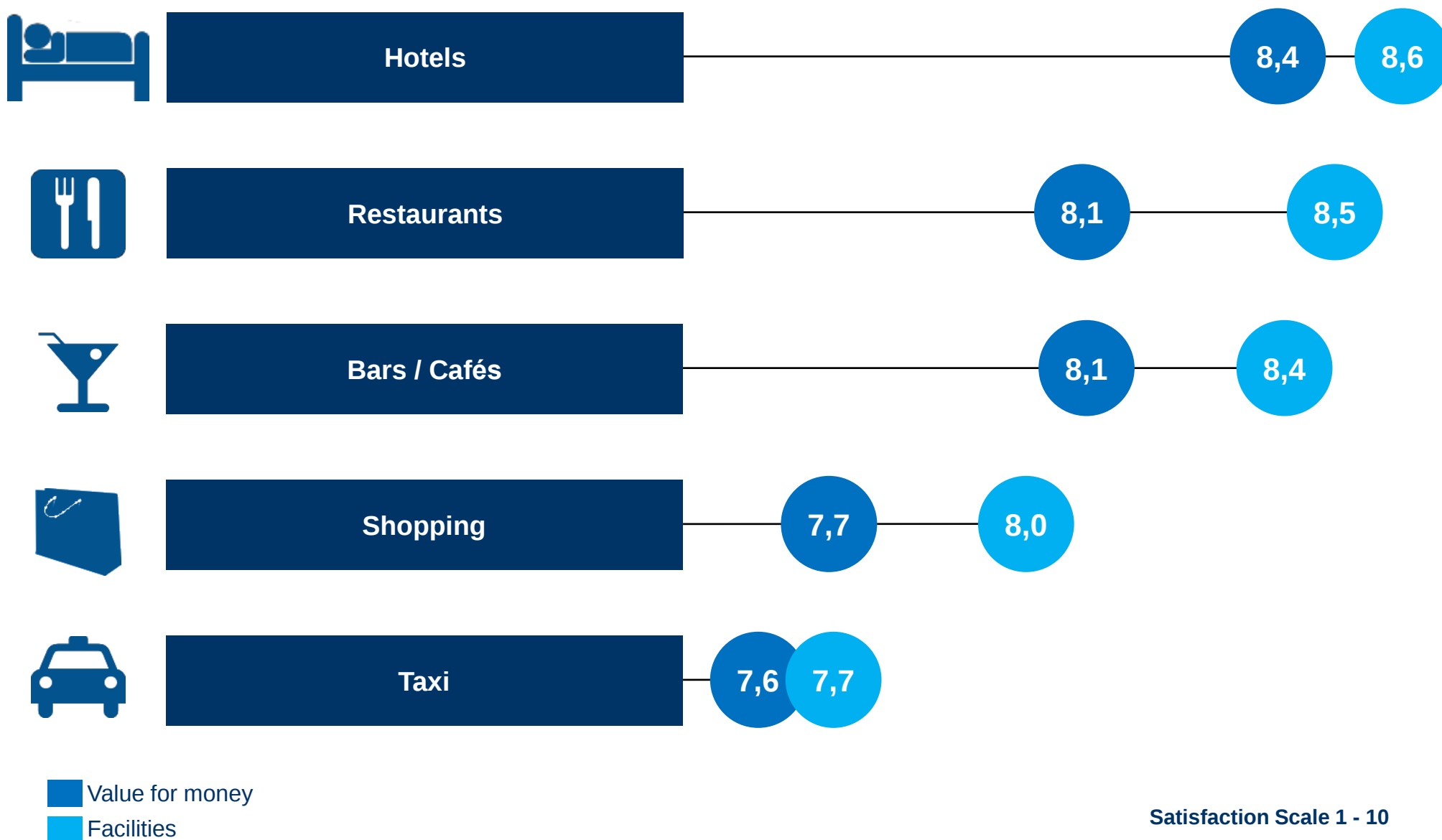
Hotel value for money

During the last 5 years the gap between satisfaction on hotel facilities and value for money has decreased.

Satisfaction Scale 1 - 10

Experience evaluation

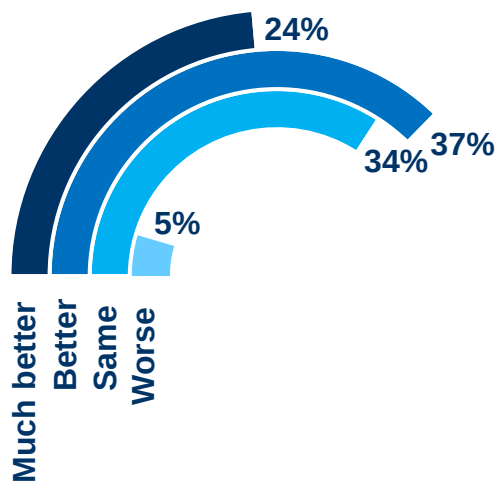
Facilities vs value for money



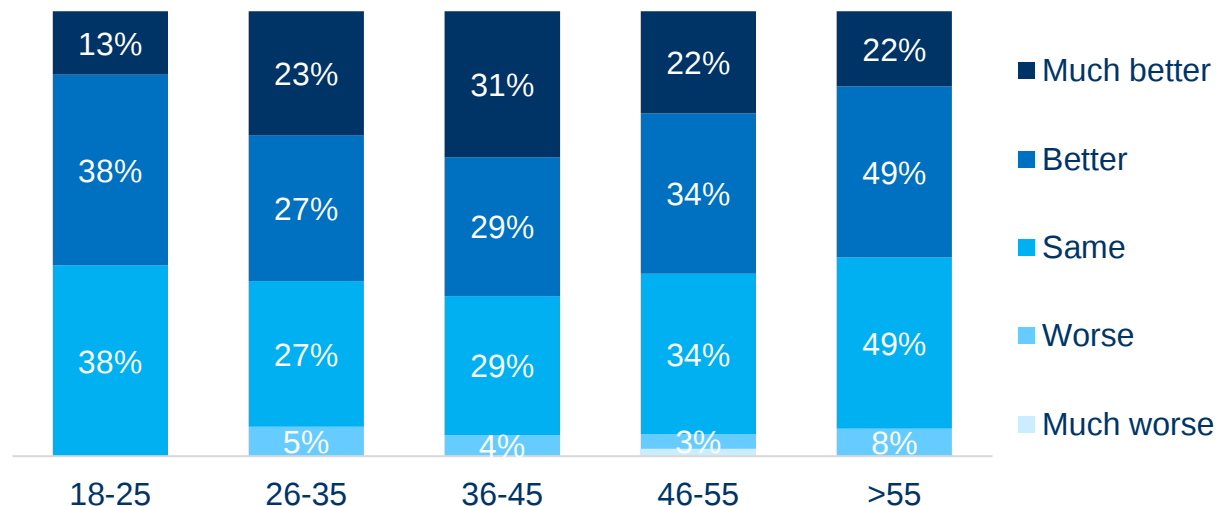
Experience evaluation

Managing expectations and recommendation

Expectations vs experience



Analysis per age group



97%

of foreigners want to visit Athens again

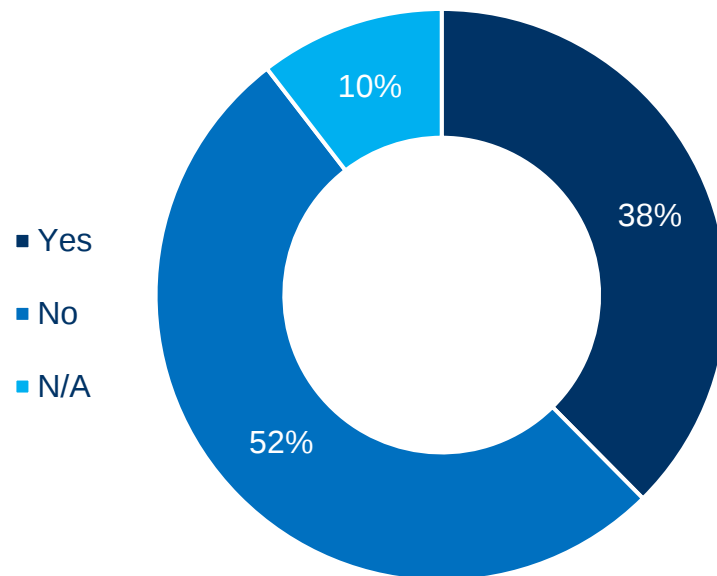
98%

of foreigners will recommend Athens to others

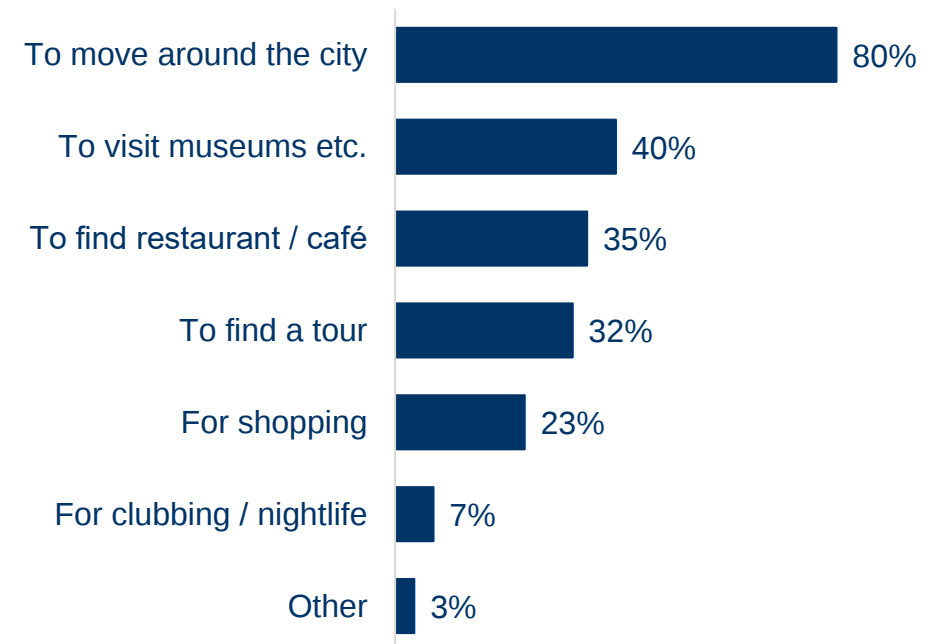
77%

of foreigners feel that there are more things they want to see in Athens

Did you take any brochures from the hotel Info Stand?



If yes, how did you use them?



Based on the following hotels:

Amarilia, Crowne Plaza, Polis Grand, Achilleas, Alexandros, Acropolis Hill, Parnon, Novotel, B4B Signature, Stanley



Members of your group who used the same copy

Athens by Metro & Tram

2.7

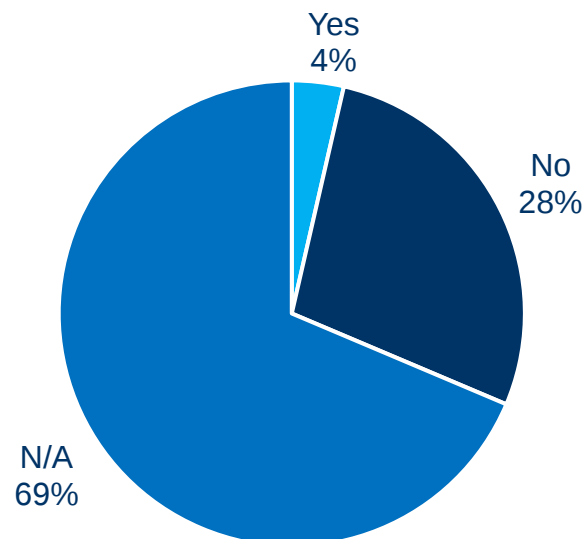
Athens Map

2.5

Athens Guide

2.3

Use of Discounts & Offers in Athens Guide



Questionnaire





Ένωση Ξενοδόχων
Αθηνών-Αττικής & Αργοσαρωνικού

Έρευνα Ικανοποίησης Τουριστών 2020

1. Γενικά στοιχεία

Κατηγορία Ξενοδοχείου:

Επιλέξτε μια από τις παρακάτω απαντήσεις

☐ 5* ☐ 4* ☐ 3* ☐ 2* ☐ 1*

Ηλικία:

☐ 18-25 ☐ 26-35 ☐ 36-45 ☐ 46-55 ☐ >55

Χώρα διαμονής: _____

Ταξιδεύετε:

Επιλέξτε μια από τις παρακάτω απαντήσεις

☐ Μόνος/η ☐ Με φίλο/φίλη/φίλους
☐ Με σύντροφο ☐ Με συνάδελφο/ους
☐ Μόνο με παιδιά ☐ Με σύντροφο & παιδιά

Πόσες φορές έχετε επισκεφθεί την Αθήνα:

Επιλέξτε μια από τις παρακάτω απαντήσεις

☐ πρώτη φορά ☐ περισσότερες

Διάρκεια παραμονής στην Αθήνα (βράδια):

Επιλέξτε μια από τις παρακάτω απαντήσεις

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
☐ 6 ☐ 7 ☐ >7

Η επίσκεψή σας στην Αθήνα αποτελεί μέρος ταξιδιού; Επιλέξτε μια από τις παρακάτω απαντήσεις

☐ Όχι, μόνο Αθήνα
☐ Ναι, θα μείνουμε ή μείναμε και σε άλλες περιοχές

Εάν επισκεφθείτε/επισκεφθήκατε και άλλη/ες περιοχή/ες εκτός από την Αθήνα ποια είναι η συνολική διάρκεια του ταξιδιού:

Επιλέξτε μια από τις παρακάτω απαντήσεις

☐ 0-7 ημέρες ☐ 15-21 ημέρες
☐ 8-14 ημέρες ☐ >21 ημέρες

2. Σκοπός ταξιδιού

Είστε εδώ για:

Επιλέξτε καθετί που εφαρμόζει

☐ Δουλειά
☐ Διακοπές
☐ Συνέδριο / incentive / έκθεση
☐ Φίλοι / συγγενείς
☐ Άλλο: _____

Εάν επισκεφθήκατε την Αθήνα για μόνο για διακοπές γιατί την επιλέξατε;

Επιλέξτε καθετί που εφαρμόζει

☐ Ασφαλής προορισμός σχετικά με τον κορωνοϊό
☐ Εύκολη πρόσβαση
☐ Είναι must προορισμός
☐ Αρχαιολογικοί χώροι / πολιτιστικό ενδιαφέρον
☐ Στάση για μετάβαση σε άλλο προορισμό στην Ελλάδα
☐ Ελκυστικό εμπορικό κέντρο / ψώνια
☐ Διασκέδαση & νυχτερινή ζωή
☐ Συμμετοχή σε εκδήλωση
☐ Ελκυστικό πακέτο (φθηνό)
☐ Άλλος λόγος

3. Πότε αποφασίσατε το ταξίδι σας στην Αθήνα:

Επιλέξτε μια από τις παρακάτω απαντήσεις:

☐ πριν τις 30 Απριλίου 2020
☐ μετά τον Απρίλιο 2020

4. Πληροφοριακό υλικό για την Αθήνα:

Πήρατε ενημερωτικό υλικό για την Αθήνα από το info stand του ξενοδοχείου; ☐ Ναι ☐ Όχι

Αν ναι, πώς το αξιοποιήσατε:

- Για εστιατόρια/café ☐ Ναι ☐ Όχι
- Για επίσκεψη σε μουσεία κτλ. ☐ Ναι ☐ Όχι
- Για περιήγηση στην πόλη ☐ Ναι ☐ Όχι
- Για εύρεση κάποιου tour ☐ Ναι ☐ Όχι
- Για αγορές ☐ Ναι ☐ Όχι
- Για νυχτερινή διασκέδαση ☐ Ναι ☐ Όχι

Άλλο: _____

Πόσα μέλη από την «παρέα» σας χρησιμοποιούν το ίδιο αντίγραφο από το Info Stand:

Άτομα

Athens Guide: _____
Athens Map: _____
Athens by Metro & Tram: _____

Κάνετε χρήση των κουπονιών που παρουσιάζονται στο Athens Guide:

☐ Ναι ☐ Όχι

5. Δαπάνες στη πόλη

Παρακαλούμε σημειώστε το σύνολο των εξόδων μη συμπεριλαμβανομένων εισιτηρίων μετάβασης και ξενοδοχείου του ταξιδιού (συμπεριλαμβανομένων του συντρόφου και των παιδιών)

Εάν δεν έχετε ολοκληρώσει το ταξίδι σας παρακαλούμε κάνετε μια εκτίμηση των εξόδων

€ _____ Αξιοθέατα - Διασκέδαση
€ _____ Εστιατόρια - Cafés, bars, snacks κτλ.
€ _____ Αγορές (Shopping)
€ _____ Άλλο
€ _____ **Σύνολο**

6. Λαμβάνοντας υπόψη Covid-19, σε ποιο βαθμό νιώθετε ασφαλείς (1. καθόλου, 10. απόλυτα)

Στο δρόμο	1 2 3 4 5 6 7 8 9 10
Στα αξιοθέατα (μουσεία κτλ)	1 2 3 4 5 6 7 8 9 10
Στο ξενοδοχείο	1 2 3 4 5 6 7 8 9 10
Στα εστιατόρια	1 2 3 4 5 6 7 8 9 10
Στα bars / cafes	1 2 3 4 5 6 7 8 9 10
Στα καταστήματα	1 2 3 4 5 6 7 8 9 10
Στα μέσα μαζικής μεταφοράς	1 2 3 4 5 6 7 8 9 10
Στα ταξί	1 2 3 4 5 6 7 8 9 10

7. Πως επηρεάζουν τα μέτρα την εμπειρία σας: (1. αρνητικά, 10. θετικά)

1 2 3 4 5 6 7 8 9 10

8. Συγκριτικά με τις προσδοκίες σας η εμπειρία σας στην Αθήνα ήταν:

Επιλέξτε μια από τις παρακάτω απαντήσεις

- ☐ πολύ καλύτερη ☐ καλύτερη
☐ ίδια ☐ χειρότερη ☐ πολύ χειρότερη

9. Η άποψή σας για διάφορα θέματα. Βάλτε σε κύκλο την απάντηση (1. ανεπαρκές /10. άψογο)

Συμπεριφορά κατοίκων Αθήνας	1 2 3 4 5 6 7 8 9 10
Πολιτισμός	1 2 3 4 5 6 7 8 9 10
Διασκέδαση / Αναψυχή	1 2 3 4 5 6 7 8 9 10
Πρόσβαση από αεροδρόμιο	1 2 3 4 5 6 7 8 9 10
Ασφάλεια στην πόλη	1 2 3 4 5 6 7 8 9 10
Σήματα και Πληροφόρηση	1 2 3 4 5 6 7 8 9 10
Πάρκα, «Πράσινο»	1 2 3 4 5 6 7 8 9 10
Πλατείες, πεζοδρόμια	1 2 3 4 5 6 7 8 9 10
Πληρ/ρίες για ειδικές εκδηλώσεις	1 2 3 4 5 6 7 8 9 10
Δημόσια καθαριότητα	1 2 3 4 5 6 7 8 9 10
Κατάσταση ατμόσφαιρας	1 2 3 4 5 6 7 8 9 10
Κατάσταση θορύβου	1 2 3 4 5 6 7 8 9 10
Μέσα μαζικής μεταφοράς	1 2 3 4 5 6 7 8 9 10

Η άποψή σας για τις εγκαταστάσεις.

(1. ανεπαρκές /10. άψογο)

Ξενοδοχείο (Ποικιλία-Εγκ/σεις)	1 2 3 4 5 6 7 8 9 10
Καταστήματα(Ποικιλία-Εγκ/σεις)	1 2 3 4 5 6 7 8 9 10
Εστιατόρια (Ποικιλία-Εγκ/σεις)	1 2 3 4 5 6 7 8 9 10
Bar/Café (Ποικιλία-Εγκ/σεις)	1 2 3 4 5 6 7 8 9 10
Υπηρεσίες Ταξί	1 2 3 4 5 6 7 8 9 10

Σχέση Τιμής / Ποιότητας:

Καταστήματα	1 2 3 4 5 6 7 8 9 10
Εστιατόρια	1 2 3 4 5 6 7 8 9 10
Bar / Café	1 2 3 4 5 6 7 8 9 10
Ξενοδοχεία	1 2 3 4 5 6 7 8 9 10
Ταξί	1 2 3 4 5 6 7 8 9 10

Συνολική Αξιολόγηση 1 2 3 4 5 6 7 8 9 10

10. Σύσταση

Θα συστήσετε την Αθήνα σε τρίτους;

- ☐ Ναι ☐ Όχι

Αισθάνεστε ότι υπάρχουν και άλλα πράγματα που θέλετε να δείτε στην Αθήνα;

- ☐ Ναι ☐ Όχι

Θα την επισκεπτόσασταν πάλι;

- ☐ Ναι ☐ Όχι



Athens - Attica & Argosaronic
Hotel Association

Tourist Satisfaction Survey 2020

1. General characteristics

Hotel Category:

Choose one of the following answers

☐ 5* ☐ 4* ☐ 3* ☐ 2* ☐ 1*

Age Group:

Choose one of the following answers

☐ 18-25 ☐ 26-35 ☐ 36-45 ☐ 46-55 ☐ >55

Country of origin: _____

Are you travelling:

Choose one of the following answers

☐ Alone ☐ With friend / friends
☐ With partner ☐ With colleague(s)
☐ Only with children ☐ With partner & children

How many times have you visited Athens:

Choose one of the following answers

☐ first time ☐ several times ☐ No answer

Length of stay in Athens (number of nights):

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
☐ 6 ☐ 7 ☐ >7

Is your visit to Athens part of a longer stay in Greece? Choose one of the following answers

☐ No, just Athens
☐ Yes, we will also stay / stayed at accommodation outside Athens

If you will also stay/stayed at accommodation outside Athens how many days is the total stay in Greece?

Choose one of the following answers

☐ 0-7 days ☐ 15-21 days
☐ 8-14 days ☐ >21 days

2. Purpose of your trip

Are you here for:

Check any that apply

☐ Business
☐ Holidays
☐ Conferences / incentive / exhibition
☐ Friends / relatives
☐ Other

If you visited Athens only for holidays why did you choose it?

Check any that apply

☐ Safe destination considering Covid-19
☐ Easy access
☐ Must-see destination
☐ Archaeological sites / cultural interest
☐ Stop-over to another destination in Greece
☐ Attractive commercial center / shopping
☐ Entertainment & nightlife
☐ to attend an event
☐ Attractive package offer (cheap)
☐ Other reason

3. When did you decide to do a trip to Athens / Greece? Choose one of the following answers

☐ before 30 April 2020
☐ after April 2020

To what extent were you fully informed on the Covid-19 measures in place in Greece? (1. not at all, 10. fully briefed)

1 2 3 4 5 6 7 8 9 10

4. Information material for Athens:

While staying at your hotel did you take any brochures from the Info Stand?

☐ Yes ☐ No

If yes, how did you use them:

- To find restaurant / café ☐ Yes ☐ No
- To visit museums etc. ☐ Yes ☐ No
- To move around the city ☐ Yes ☐ No
- To find a tour ☐ Yes ☐ No
- For shopping ☐ Yes ☐ No
- For clubbing / nightlife ☐ Yes ☐ No

Other: _____

How many members of your group used the same copy of the following brochures from the Info Stand?

	People
Athens Guide:	_____
Athens Map:	_____
Athens by Metro & tram:	_____

Did you use the coupons by Athens Guide?

☐ Yes ☐ No

5. Expenditures in the city

Please indicate the total cost of your visit in Athens not including airline tickets and accommodation (including partner & children if applicable)

If you are only part way through your visit, please make an estimate

€ _____	Attractions – Entertainment
€ _____	Restaurants - Cafés, bars, snacks etc.
€ _____	Shopping
€ _____	Other
€ _____	Total

6. Considering Covid-19, to what extent do you feel safe (1. not at all, 10 entirely)

on the streets	1 2 3 4 5 6 7 8 9 10
at attractions (museum etc.)	1 2 3 4 5 6 7 8 9 10
at the hotel	1 2 3 4 5 6 7 8 9 10
at restaurants	1 2 3 4 5 6 7 8 9 10
at bars / cafés	1 2 3 4 5 6 7 8 9 10
at shops	1 2 3 4 5 6 7 8 9 10
within public transport	1 2 3 4 5 6 7 8 9 10
within taxi	1 2 3 4 5 6 7 8 9 10

7. How do the measures impact your experience? (1. negative, 10. positive)

1 2 3 4 5 6 7 8 9 10

8. Compared to your expectations, your experience to Athens was / is: Choose one of the following answers

- ☐ much better ☐ better ☐ same
☐ worse ☐ much worse

9. Your opinion on different aspects Please circle the answer

(1. totally inadequate; 10. excellent)

Character of local people	1 2 3 4 5 6 7 8 9 10
Culture	1 2 3 4 5 6 7 8 9 10
Leisure / entertainment	1 2 3 4 5 6 7 8 9 10
Access from the airport	1 2 3 4 5 6 7 8 9 10
Safety in city	1 2 3 4 5 6 7 8 9 10
Sign and information	1 2 3 4 5 6 7 8 9 10
City parks "city green"	1 2 3 4 5 6 7 8 9 10
Squares, pavements	1 2 3 4 5 6 7 8 9 10
Info on specific events	1 2 3 4 5 6 7 8 9 10
Public cleanliness	1 2 3 4 5 6 7 8 9 10
Atmospheric pollution	1 2 3 4 5 6 7 8 9 10
Noise pollution	1 2 3 4 5 6 7 8 9 10
Public transport	1 2 3 4 5 6 7 8 9 10

Your opinion on the facilities Please circle the answer

(1. totally inadequate; 10. excellent)

Hotel facilities	1 2 3 4 5 6 7 8 9 10
Shopping facilities	1 2 3 4 5 6 7 8 9 10
Restaurant facilities	1 2 3 4 5 6 7 8 9 10
Bar / Café facilities	1 2 3 4 5 6 7 8 9 10
Taxi services	1 2 3 4 5 6 7 8 9 10

Value for money: Please circle the answer

(1. totally inadequate; 10. excellent)

Shopping value for money	1 2 3 4 5 6 7 8 9 10
Restaurants value for money	1 2 3 4 5 6 7 8 9 10
Bar / Café value for money	1 2 3 4 5 6 7 8 9 10
Hotel value for money	1 2 3 4 5 6 7 8 9 10
Taxi value for money	1 2 3 4 5 6 7 8 9 10

Overall Satisfaction 1 2 3 4 5 6 7 8 9 10

10. Re-visit / recommendation

Would you recommend Athens to others? ☐ Yes ☐ No

Do you feel that there are other things that you would have liked to see / do in Athens? ☐ Yes ☐ No

Would you re-visit? ☐ Yes ☐ No



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