

# The 10+1 visitor profiles of Athens

March 2023

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'Laid-back travelers'





The travelers without specific characteristics, the 'laid-back travelers' are looking for a less packed program and include only the main archaeological sites in their itinerary. As a result, they feel that they have come less in contact with locals and the local way of life and are spending less.

- ✓ For all travelers, no matter if they have specific interests or not, a visit to the Acropolis and Acropolis Museum is nearly always part of the program in combination with strolling around in the areas of Plaka and Monastiraki. From that basis, the travelers with specific interests and travel purposes aim at different and targeted experiences.
- ✓ About one third of the leisure travelers do not travel to Athens with specific interests in their minds. These 'laid-back travelers' do not have a program packed with museum visits, concerts, festivals and other events. This group of travelers visits other attractions such as marinas, the Stavros Niarchos Cultural Center, malls, the zoo and Mikrolimano to a much lesser extent and generally they do not visit the Athens coast.
- ✓ On the other hand, the 'laid-back traveler', who is mainly a first-time visitor, has selected Athens because of their archaeological sites and cultural interest, and considers Athens a must-see destination.
- ✓ On the downside of the 'laid-back' approach, this travel segment feels that they have come less in contact with the locals and the local way of life but do believe that they have discovered the local gastronomy.
- ✓ The 'laid-back traveler' usually travels with partner or friend(s) and visits the Acropolis and its museum, the Plaka & Monastiraki neighborhoods and some other ancient sites such as the Temple of Zeus, the Panathenaic stadium, Hadrian's Library and the Roman Agora. Often, they take the hop-on, hop-off bus tour.
- ✓ Furthermore, expenditure of the 'laid-back traveler' is the lowest. Therefore, it seems that adding more specific experiences, more value is added to the experience, a better connection will be established with the locals and more money will be spent. Of course, some travelers will always opt for a more relaxed city break without a fully packed program.
- ✓ Last but not least, this segment is very satisfied with their experience in Athens with an overall rate of 8,4 out of 10 with 80% stating that there is much more to discover in Athens. As 91% stated that they will revisit Athens, the city will get a new chance to provide one of the many experiences that these travelers have not discovered this time.

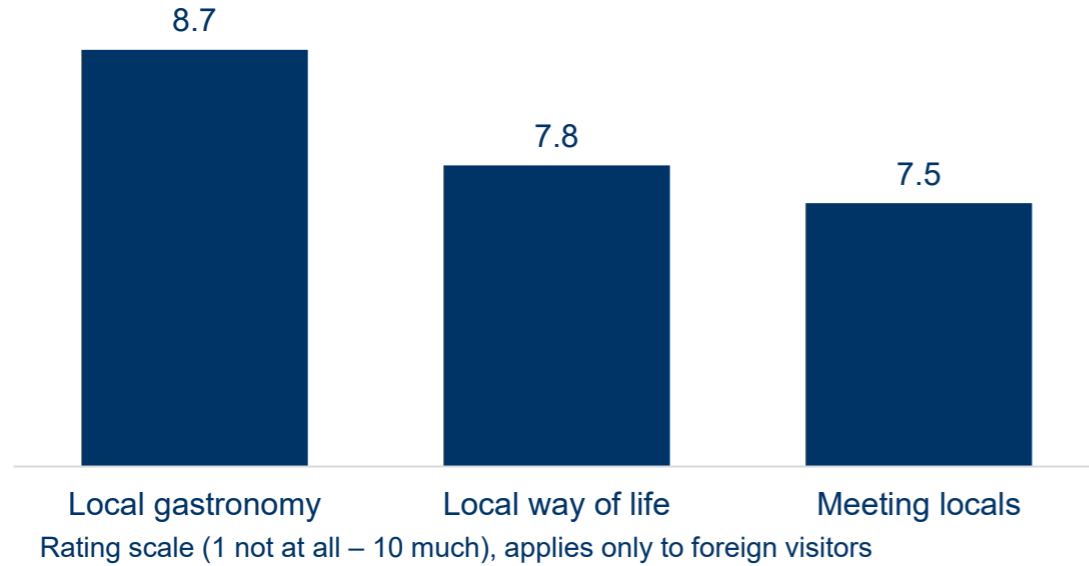


## 'History enthusiasts'

- ✓ 'History enthusiasts' have a great love for archaeology and history. Their prime motive for travelling is immersing themselves in the history of a place. Athens as one of the oldest named cities in the world, having been continuously inhabited for possibly 5,000 years, is therefore a must-see destination for this group to enjoy the rich and fascinating history with stunning ancient landmarks, monuments and sites.
- ✓ The trip of the 'history enthusiasts' is full of visits to archaeological sites and museums and are usually well prepared with complete background information of the city they are visiting.
- ✓ 'History enthusiasts' likely know that the name of Athens is connected to goddess Athena and that the Parthenon was created during the 5<sup>th</sup> century BC and was dedicated to Athena, the protector of the city. All 'history enthusiasts' - who are above 26 years old and are travelling predominantly with their partner - are visiting the Parthenon, in combination with a visit to the Theatre of Dionysus and the Acropolis museum, one of the most important museums in the world. They also visit the Lyceum of Aristotle, an archaeological site that is generally not visited often.
- ✓ Numerous visits to other archaeological sites in Athens are part of the experience including the Temple of Olympian Zeus, the ancient Agora, the first commercial centre of Athens and the Panathenaic stadium or 'Kallimarmaro', the only stadium in the world that consists entirely of marble, with a history dating back to 330 BC and the Panathenaic era.
- ✓ Another way to visit Athens' main historic and archaeological sites is by taking a city bus tour, which an attractive option for 'history enthusiasts' to maximise the number of sites seen, but also as a hop-on hop-off form of transport between all main attractions. Therefore, history enthusiasts do not always enter the archaeological sites, but are very likely to observe these sights (such as the Roman Agora and Hadrian's Library in Monastiraki), from a distance.
- ✓ Most of the 'history enthusiasts' are visiting Athens for the first time and due to their interest most visited areas are Plaka, Monastriaki & Thissio with visits outside this zone to the National Archaeological museum and the National History Museum.
- ✓ The archaeological site of Kerameikos, is one of those sites slightly more remote, but on the route of the city bus tours. Kerameikos was the site of an important cemetery and numerous funerary sculptures erected along the Sacred Way, a road from Athens to Eleusis.

The history enthusiasts, are not high spenders, while they have seen the most attractions. They seek to a large extent a local gastronomic experience.

### Valuation of contact with local people and local culture



### Daily expenses

Attractions & entertainment		€ 24
Restaurants, cafés, bars & snacks		€ 32
Shopping		€ 25
Local transfer & others		€ 30
<b>Total</b>		<b>€ 111</b>

**78%** visit Athens for first time

**98%** recommend Athens to others

**82%** feels that there are more things to see in Athens

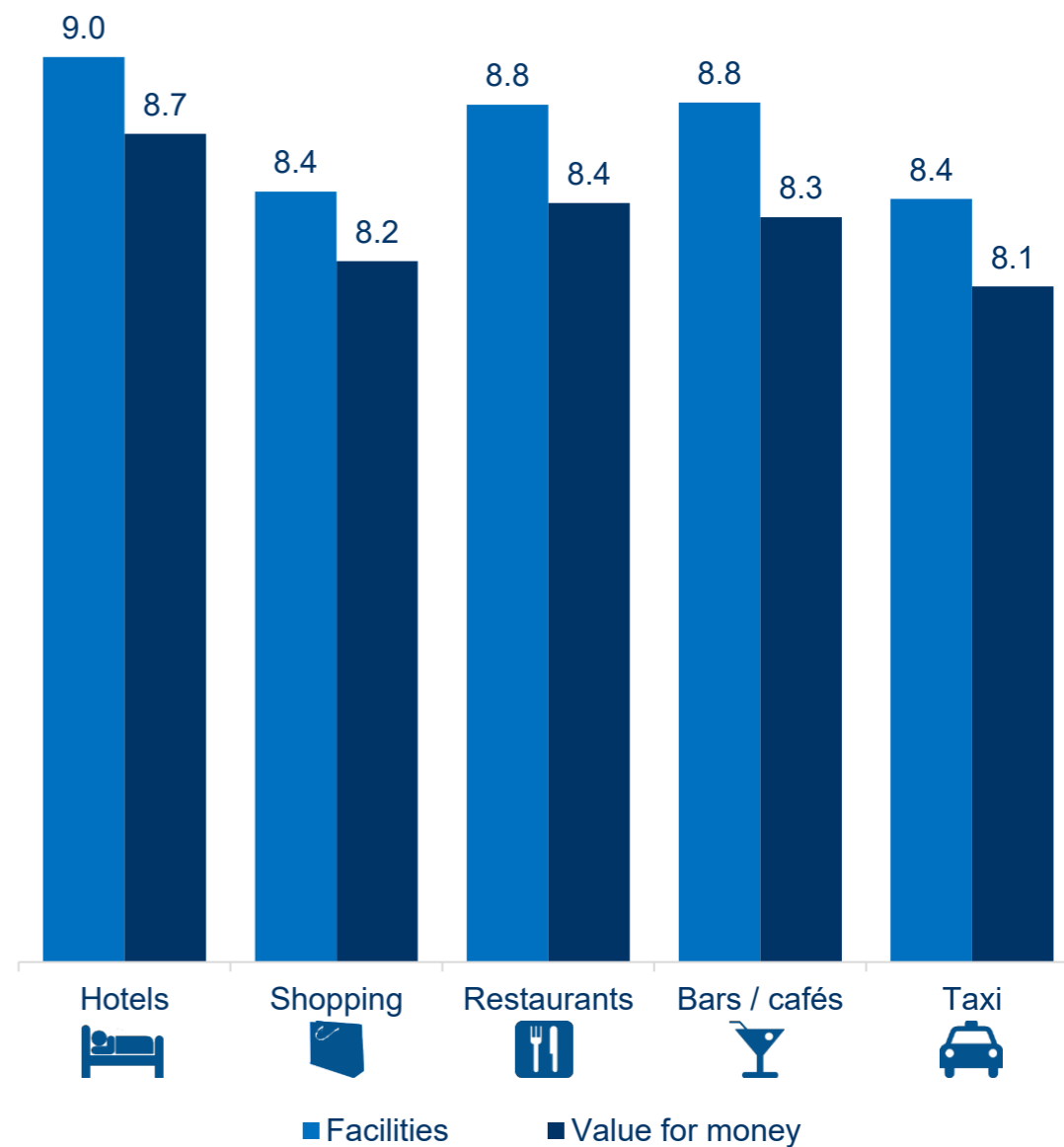
**91%** will re-visit Athens

# The culture of Athens is highly rated.

## Evaluation of the experience



**Overall satisfaction rate 8.4**



Rating scale (1 totally inadequate – 10 excellent)



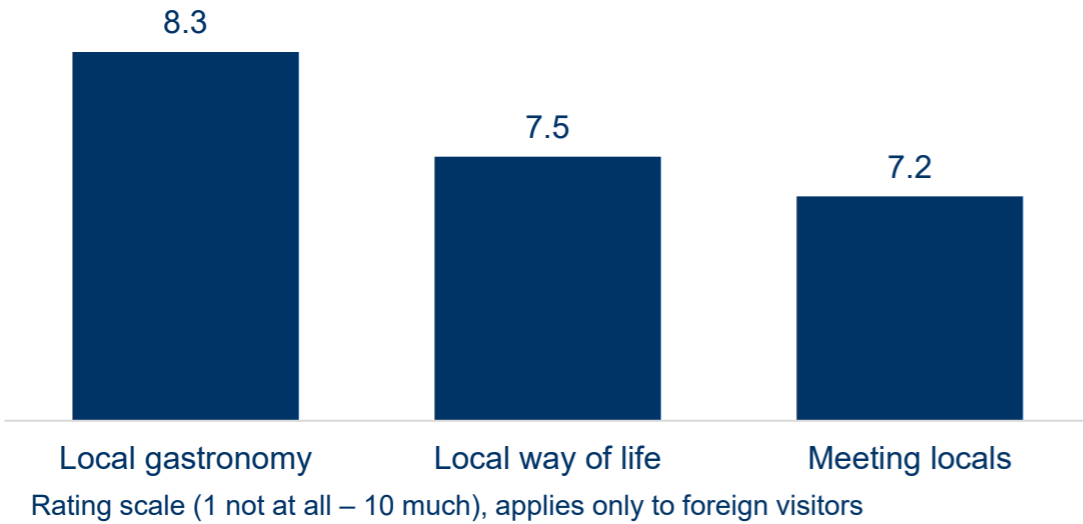
## 'Art lovers'



- ✓ UNESCO describes the Acropolis of Athens and its monuments as universal symbols of the classical spirit and civilization and form the greatest architectural and artistic complex bequeathed by Greek Antiquity to the world.
- ✓ For the 'art lovers', a visit to the Acropolis is certain in combination with the Acropolis museum, which was designed by Bernard Tschumi Architects, New York in collaboration with Greek architect Michael Photiadis in Athens using three concepts: light, movement, and a tectonic & programmatic element.
- ✓ Many Athenian buildings are dominated by neoclassical architecture, a style that began in the mid-18<sup>th</sup> century and is heavily influenced by classical antiquity. Later on, modernist influences such as the Bauhaus movement, Art Deco and Art Nouveau can also be spotted in Athens. A city bus tour is a quick way for 'art lovers' to discover these styles.
- ✓ 'Art lovers', who are generally aged above 36 and travelling with their partner often book an organised architectural tour.
- ✓ The architectural wealth in Athens has been largely ignored for decades, but stakeholders are rediscovering forgotten and abandoned buildings across the city restoring Athens' architectural heritage.
- ✓ A visit of the Stavros Niarchos Cultural Centre, designed by Renzo Piano is usually part of the Athens visit – predominantly first time - while the National Gallery Alexandros Soutsos museum is a must offering a treasury of Modern Greek art with more than 20,000 works of painting, sculpture, engraving and other forms of art housed in an inspiring building, which was completely renovated and expanded during the period 2017 – 2021.
- ✓ For the pure 'art lovers' the National Museum of Contemporary Art Athens (EMST) is included, located at the former FIX brewery, which was fully reconstructed and completed in 2014.
- ✓ Athens also provides creative energy expressed in many forms including street art. Psirri is one of the locations visited by 'art lovers' but street art can also be found in many non-tourist areas where local and international street artists have expressed their ideas and messages. An organised street art tours is certainly one of the ways in discovering this scene.

Art lovers overall have a low average rating of the extent of coming in touch with the local community. The travelers in this segment do not belong to the highest spenders. 94% will re-visit Athens.

Valuation of contact with local people and local culture



Daily expenses

Attractions & entertainment		€ 29
Restaurants, cafés, bars & snacks		€ 30
Shopping		€ 27
Local transfer & others		€ 29
<b>Total</b>		<b>€ 115</b>

**78%** visit Athens for first time

**98%** recommend Athens to others

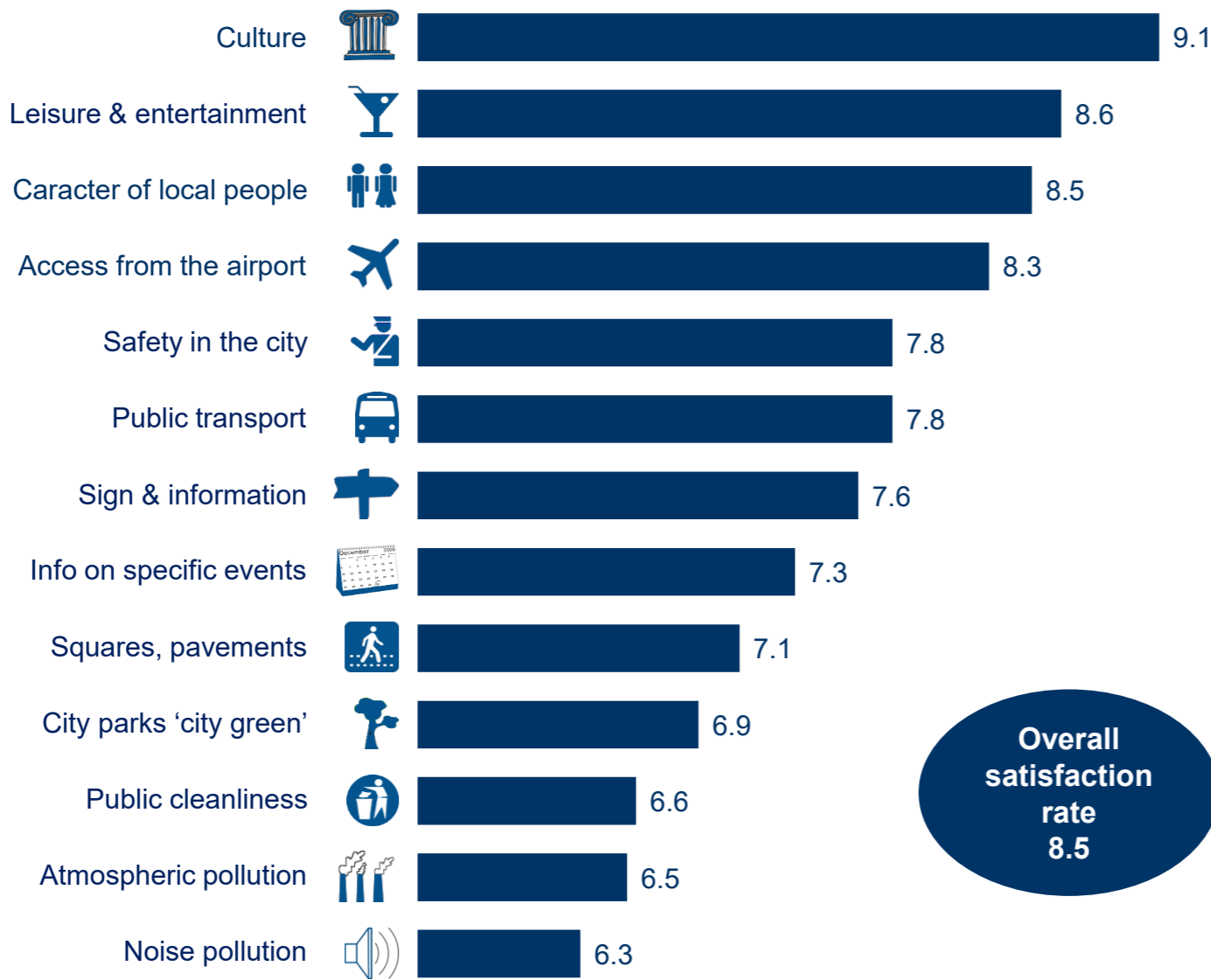
**83%** feels that there are more things to see in Athens

**94%** will re-visit Athens

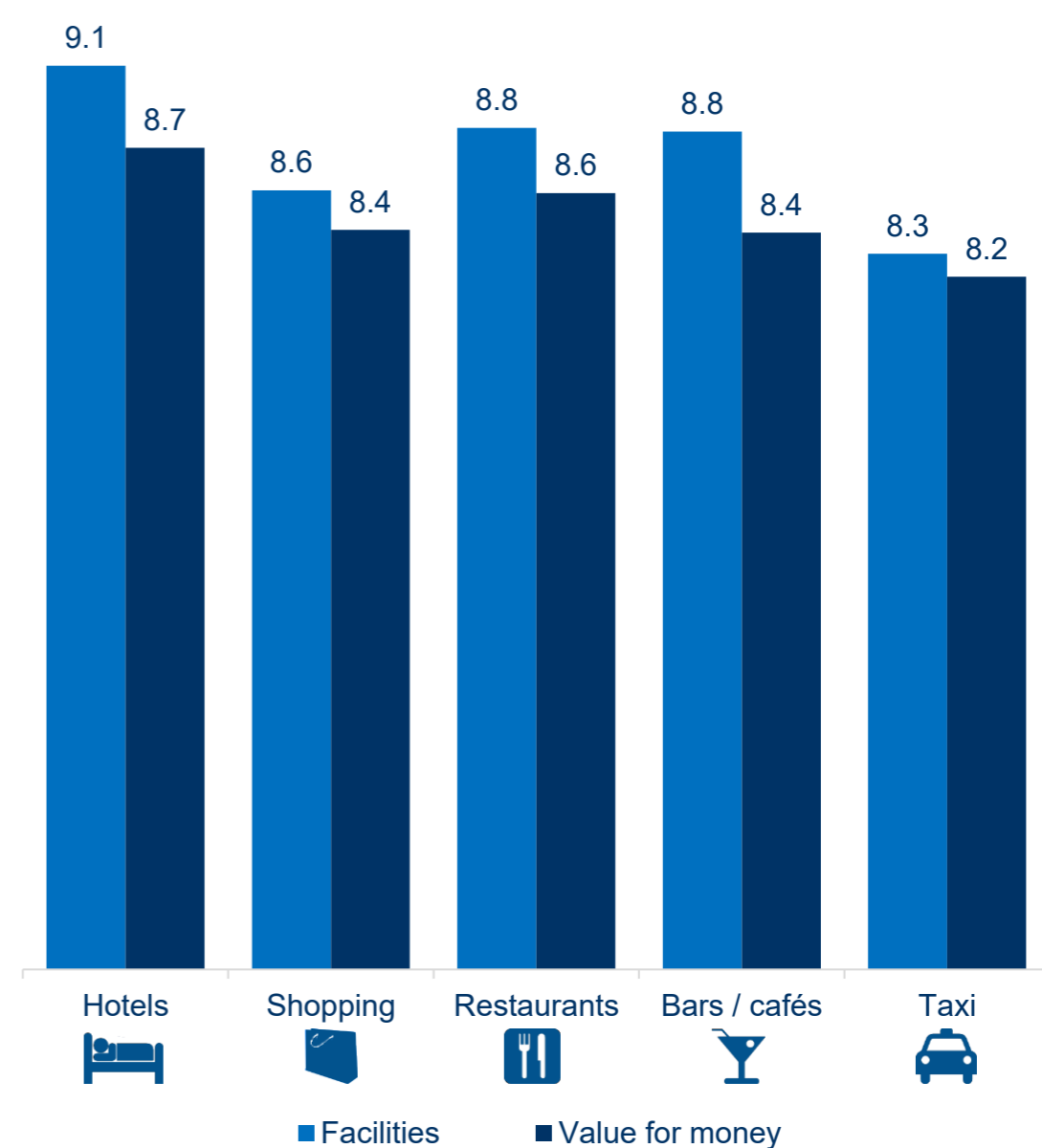


# High overall satisfaction of the experience in Athens is registered.

Evaluation of the experience



**Overall satisfaction rate 8.5**



Rating scale (1 totally inadequate – 10 excellent)



## 'Actives'

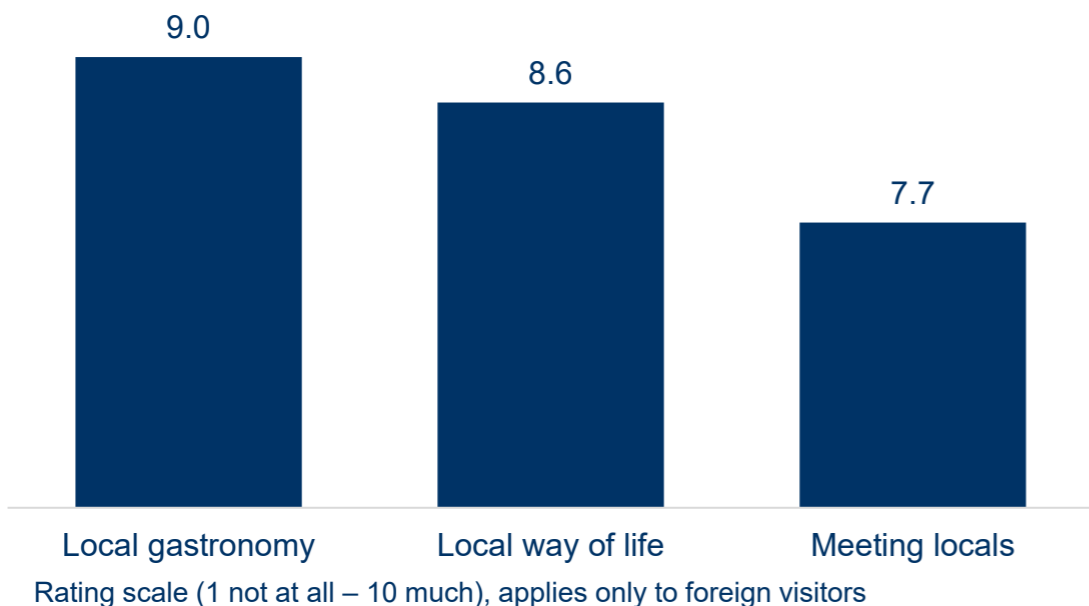
- ✓ The 'actives' go for a holiday break packed with activities using all possibilities Athens has to offer.
- ✓ Through a bicycle tour the 'actives' have found an active way to discover the city ranging from classical Athens, to monument highlights and the Athens Riviera and much more.
- ✓ At the Athens Riviera a visit to the Flisvos Marina is part of the itinerary (often by bicycle), where 310 berths offer a base for luxury yachts in combination with shops, café, bar and restaurants. From there onwards visitors can continue along the coast towards Alimos and beyond or towards the Peace & Friendship stadium with a stop at the Stavros Niarchos Cultural Centre and the Stavros Niarchos Park stretching over an area of 21 hectares offering a rich variety of flora. At the Park's center there is an area called the Great Lawn, where in the summer months an extensive range of events and activities are hosted.
- ✓ The 'actives' are young of age, below 36, and are travelling to Athens with their partner, but also with friends. They usually are first time visitors attracted to Athens for its archaeological sites and culture, so visits to the Acropolis, the Acropolis museum and the National Archaeological Museum are part of the must-see attractions. One out 3 'actives' is also visiting the Benaki Museum, the National History Museum and the National Gallery.
- ✓ In addition to the bicycle tour, the hop-on hop-off bus is used to quickly move around the city to get really the most out of the visit.
- ✓ Visits to shopping malls are also included with in particular The Mall in Maroussi and Athens Metro Mall in Agios Dimitrios. Not only for shopping, but also discovering entertainment options as done by the locals.
- ✓ In the centre of Athens, the areas of Plaka, Monasteraki and Thissio are mostly visited, but also Gazi has popped up as a neighbourhood with Technopolis City at the former gasworks plant of Athens at the heart offering a vibrant cultural multi-space.
- ✓ Due to all their activities, expenditure on attractions and entertainment is much higher than the average traveler, but in this way the 'actives' feel that they have really discovered to a large extent the local way of life and the local gastronomy.
- ✓ Last but not least, the 'actives' are very satisfied with their experience in Athens with its culture and leisure & entertainment options rated among the highest of all leisure travelers.





Expenditure on attractions and entertainment is much higher than the average traveler. ‘Actives’ feel that they have really discovered to a large extent the local way of life and the local gastronomy.

Valuation of contact with local people and local culture



Daily expenses

Attractions & entertainment		€ 34
Restaurants, cafés, bars & snacks		€ 40
Shopping		€ 28
Local transfer & others		€ 34
<b>Total</b>		<b>€ 136</b>

**76%** visit Athens for first time

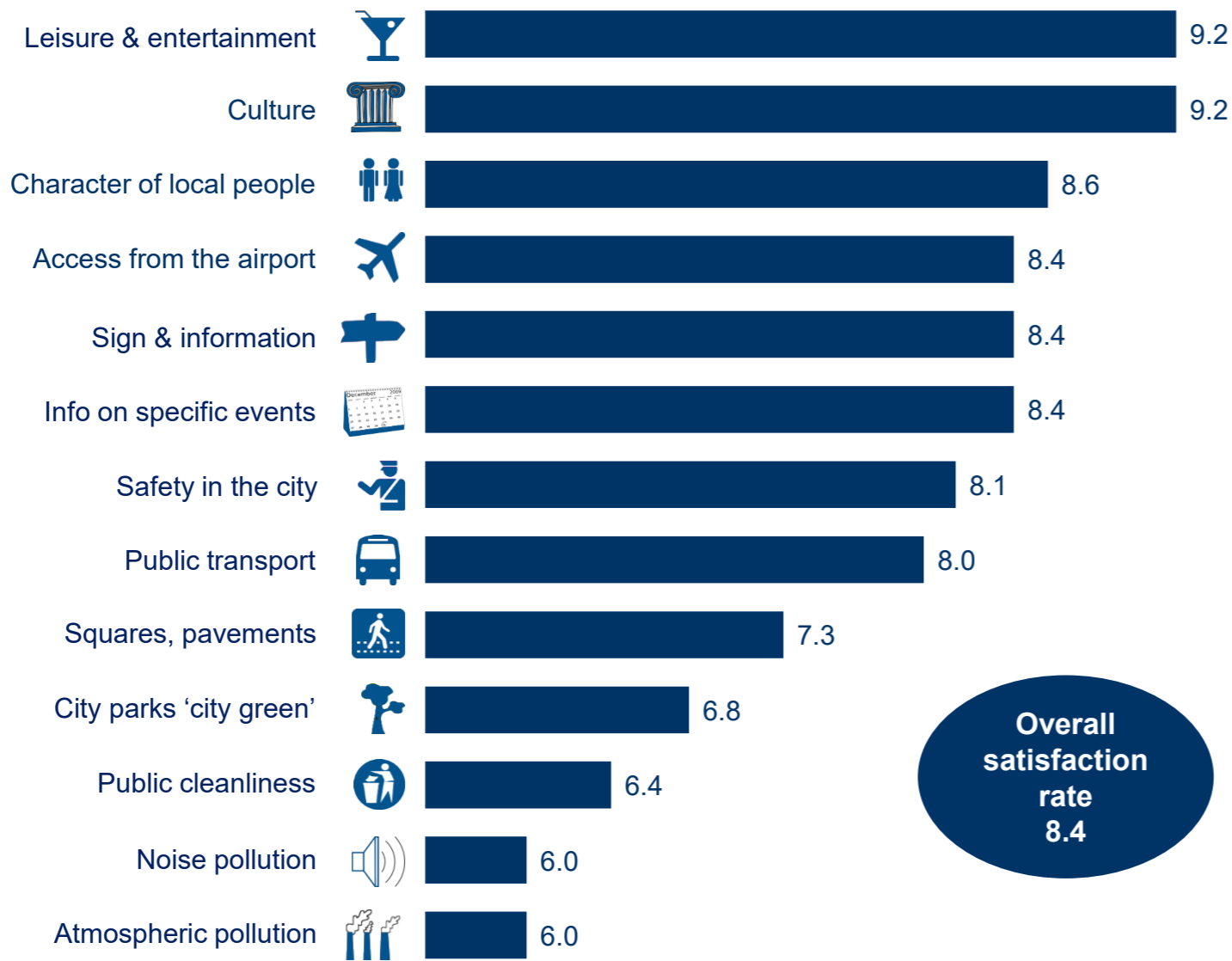
**99%** recommend Athens to others

**88%** feels that there are more things to see in Athens

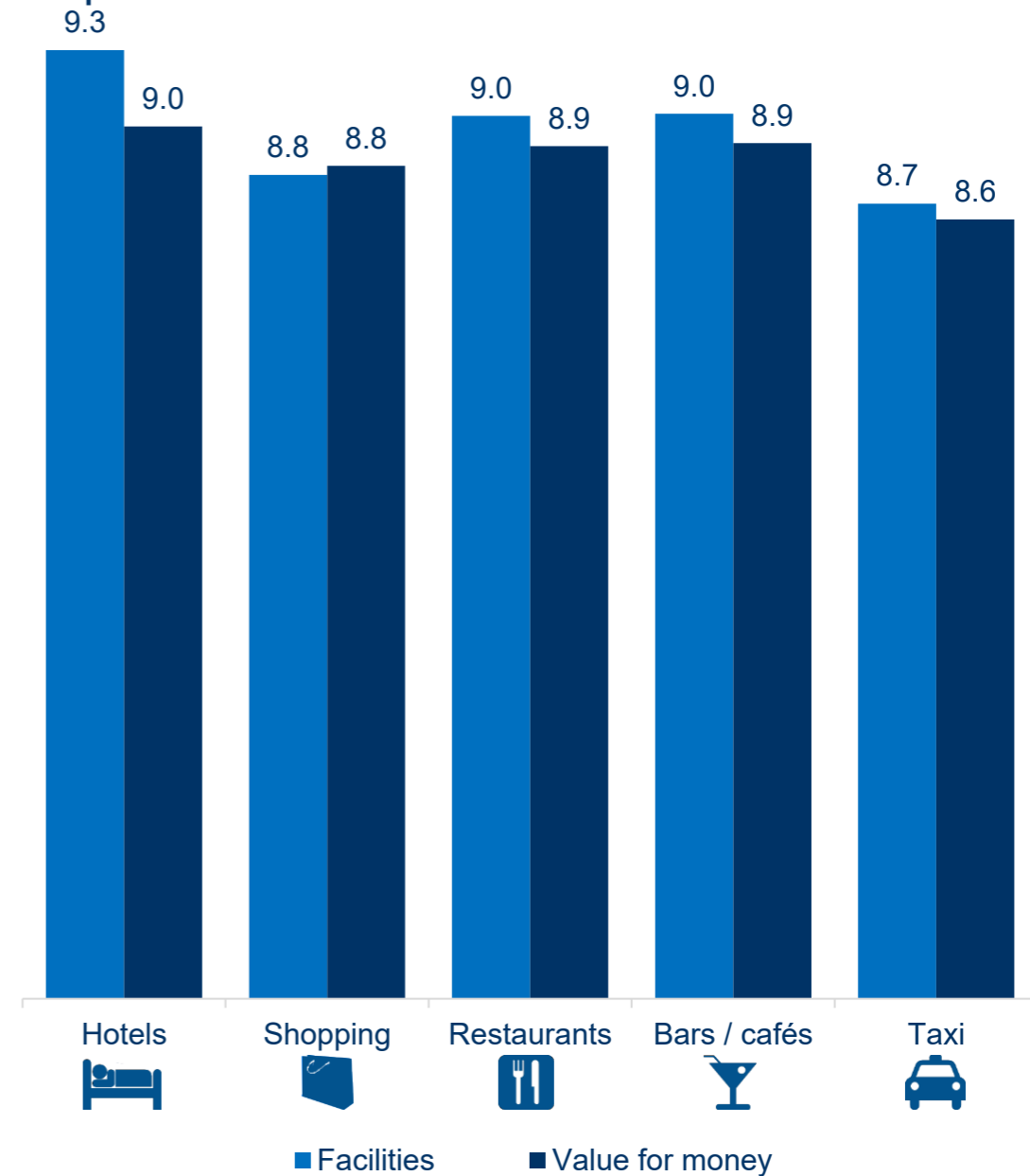
**95%** will re-visit Athens

The 'actives' are very satisfied with their experience in Athens with its culture and leisure & entertainment options rated among the highest of all leisure travelers.

Evaluation of the experience



**Overall satisfaction rate 8.4**



Rating scale (1 totally inadequate – 10 excellent)



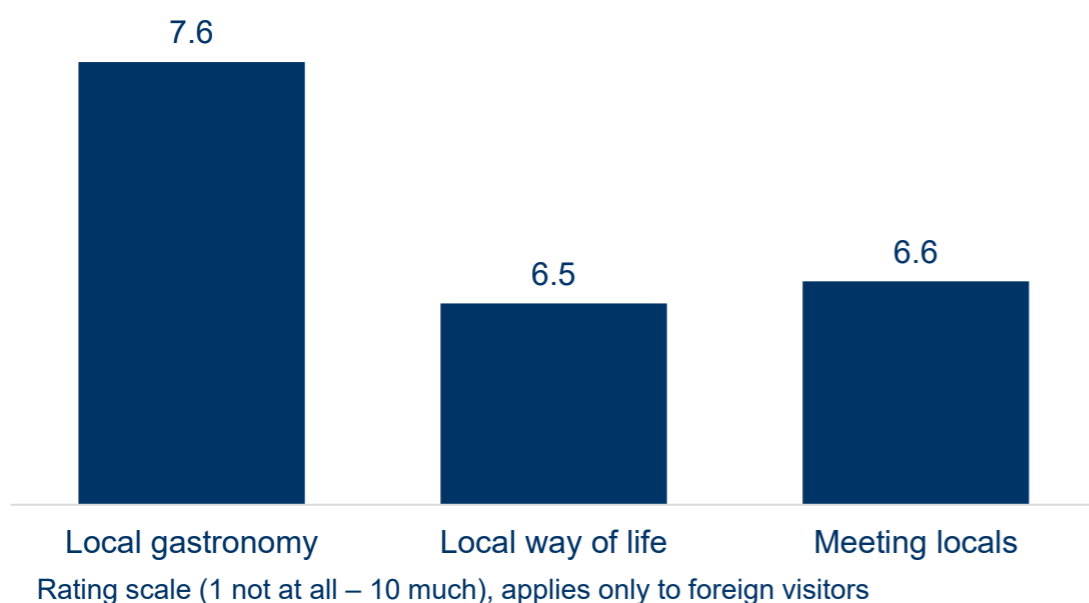
## 'Stopovers'

- ✓ Athens remains a 'stopover' destination for a large group of travelers.
- ✓ 'Stopover' travelers only stay an average of 1.6 nights before moving on to the Greek islands or destinations in Greece through the ports of Piraeus & Rafina and the Athens International Airport, while others start discovering Greece by rental car or motor bike.
- ✓ All ages are represented in this segment. They usually travel with their partner and leisure is the main purpose of travelling.
- ✓ Most are visiting Athens for the first time and considering their short stay they want to make sure to have visited the most important attractions: the Acropolis, including the Dionysos Theatre and Acropolis museum. The city's culture is the most appreciated.
- ✓ Plaka and Monastiraki are the areas most visited as they are very close to the Acropolis
- ✓ Unfortunately, there is no time to participate in other activities and events, but to save time 2 out of 10 'stopover' travelers do a city bus tour to breath in as much as possible of the city and that includes of among others the Panathenaic stadium, which indeed can be easily viewed from a distance.
- ✓ Logically, their contact with the locals and the local culture in Athens is limited as they simply do not have the time.
- ✓ The daily expenditure of the 'stopovers' is high due to the short duration of their stay, while including as much as possible in the short program.
- ✓ 'Stopovers' are very satisfied with their short experience in Athens. However, of all traveler profiles, this segment shows the lowest percentage on whether they feel that there are other things that you would have liked to see / do in Athens.
- ✓ That means that the city has not convinced a part of the travelers in this segment that there is so much more to see and do in Athens. However, 90% wants to come back, so Athens will get another chance.



Their contact with the locals and their way of life is limited due to their short stay, but they spend much.

Valuation of contact with local people and local culture



Daily expenses

Attractions & entertainment		€ 30
Restaurants, cafés, bars & snacks		€ 45
Shopping		€ 28
Local transfer & others		€ 37
<b>Total</b>		<b>€ 140</b>

**60%** visit Athens for first time

**98%** recommend Athens to others

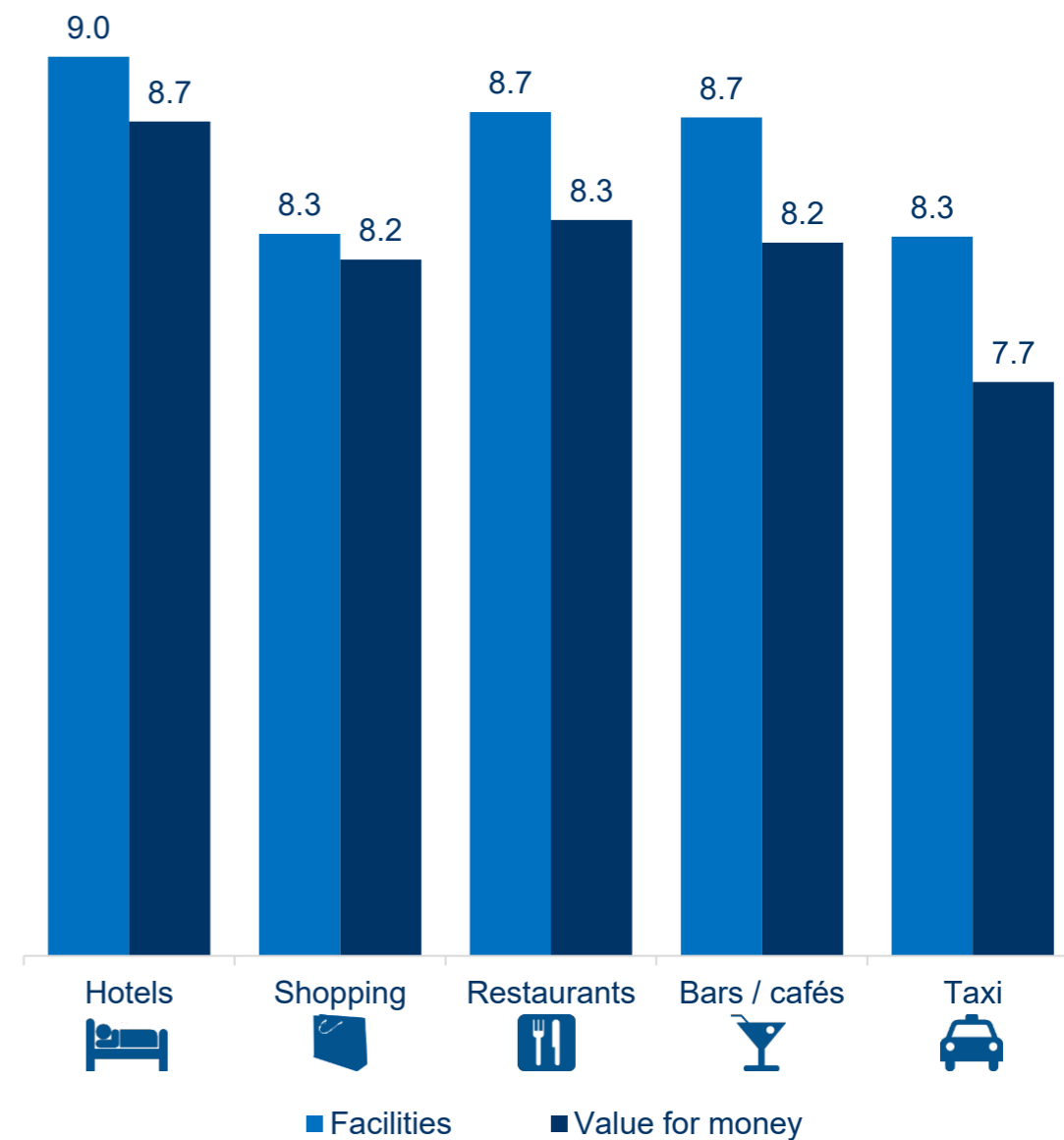
**81%** feels that there are more things to see in Athens

**90%** will re-visit Athens



# The 'stopover' traveler is very satisfied with their experience during their short stay.

Evaluation of the experience



Rating scale (1 totally inadequate – 10 excellent)

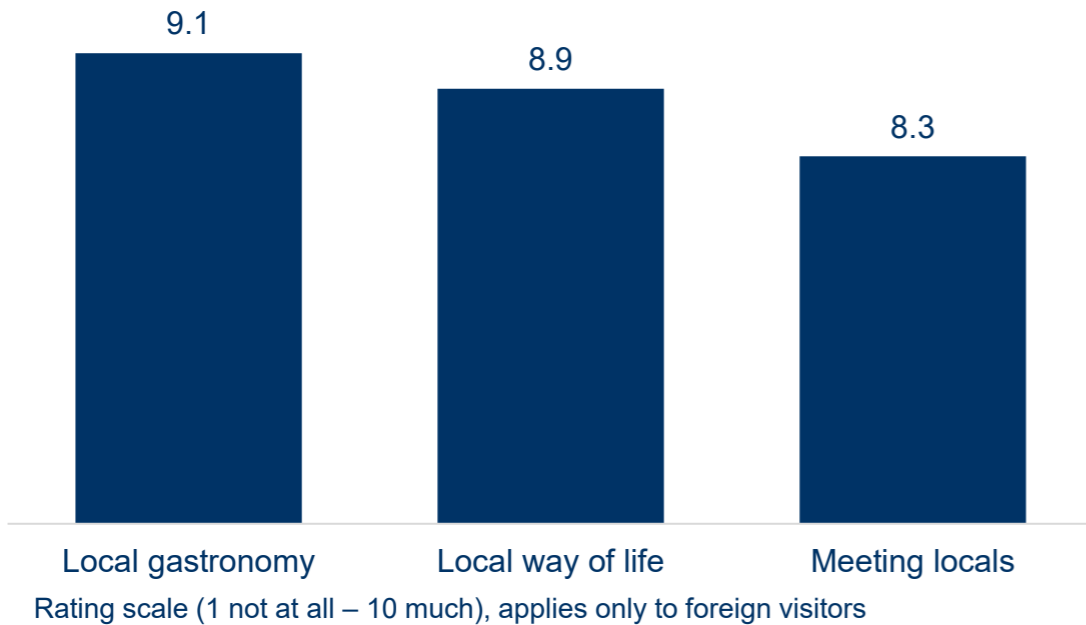
## 'Night owls'

- ✓ In addition to being the capital of Greece, Athens is also the capital of entertainment and nightlife. It offers countless entertainment & nightlife options, such as restaurants, taverns, bars, clubs, events, concerts, festivals, theaters, cinemas etc.
- ✓ The 'night owls' belong to the 26-45 age group, travel with their partner or friend(s) and visit Athens for leisure. Among the areas visited for entertainment & nightlife are:
  - Gazi, a former industrial area, where factories have been converted into bars and clubs and Technopolis, the former industrial facility of the Athens gasworks plant, which has been converted into a museum and cultural multi-space,
  - Monastiraki with plenty of restaurants, taverns, bars and terraces overlooking the Acropolis,
  - Psirri with new age taverns and alternative bars with a bohemian or rock character,
  - and Plaka and Thissio which are located at the foot of the Acropolis and is full of restaurants and bars with small terraces overlooking the Parthenon and taverns with live Greek music.
- ✓ The 'night owls' participate in a city bus tour to get to know the city and attend festivals (music, cinema, dance etc.) or an event at the Stavros Niarchos Foundation Cultural Center.
- ✓ Although entertainment and nightlife are the main reasons for choosing Athens, the Acropolis, the Acropolis Museum and the National Archaeological Museum are must-see attractions for these visitors.
- ✓ A visit to the seafront of Athens and more specifically to Marina Flisvos and Marina Zeas, where many opportunities for entertainment are offered, is also part of their program.
- ✓ During their stay in Athens, the 'night owls' also visit malls like the Mall Athens and the Golden Hall, not only for entertainment but also for shopping.
- ✓ Finally, the 'night owls' have the most contact with the local people and the way of life compared to the other leisure visitors.



These visitors have the most contact with the locals & their way of life compared to other leisure visitors.

Valuation of contact with local people and local culture



Daily expenses



69% visit Athens for first time

99% recommend Athens to others

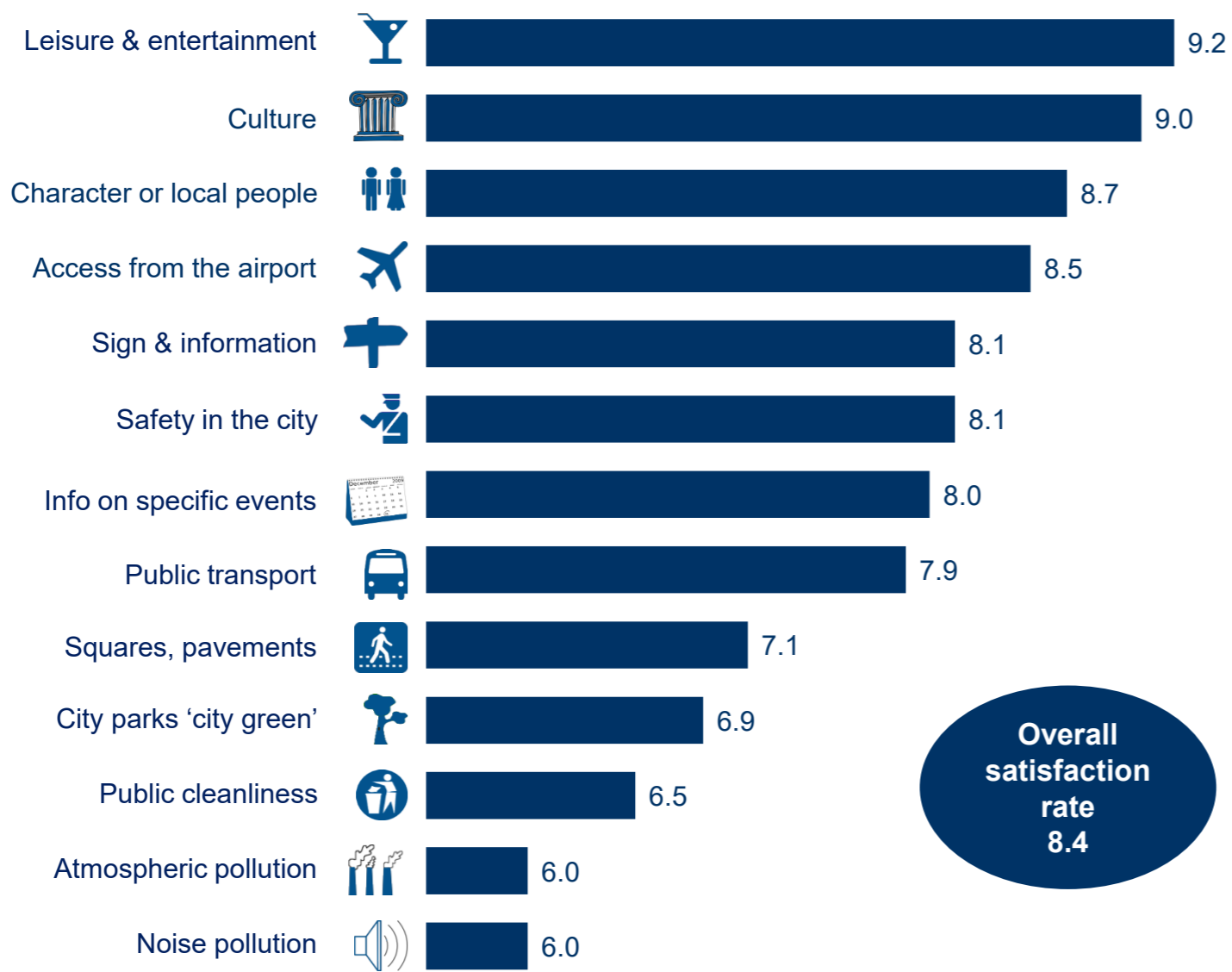
87% feels that there are more things to see in Athens

97% will re-visit Athens

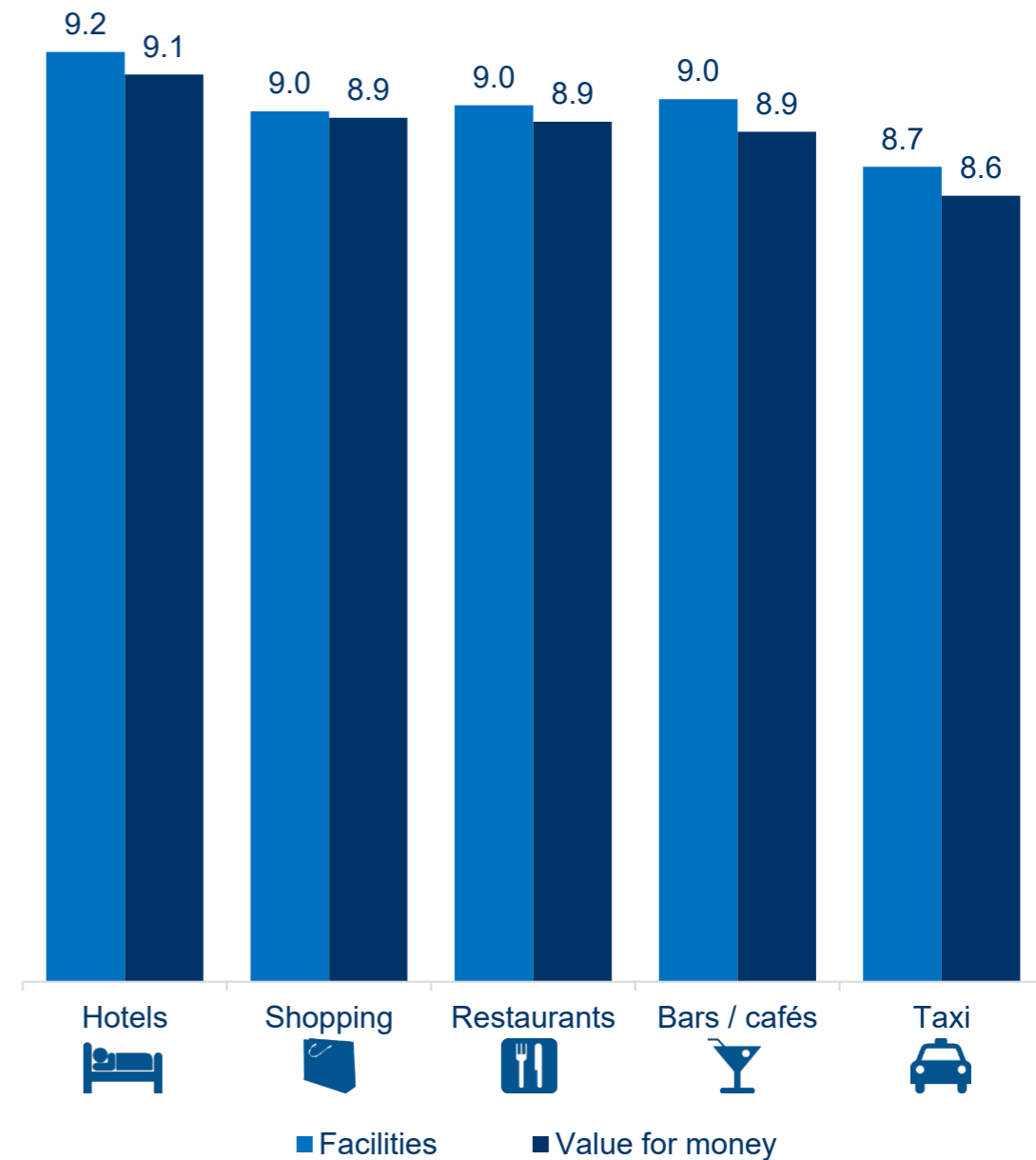


# Leisure and entertainment is rated the highest, followed by the culture of Athens.

Evaluation of the experience



**Overall satisfaction rate 8.4**



Rating scale (1 totally inadequate – 10 excellent)

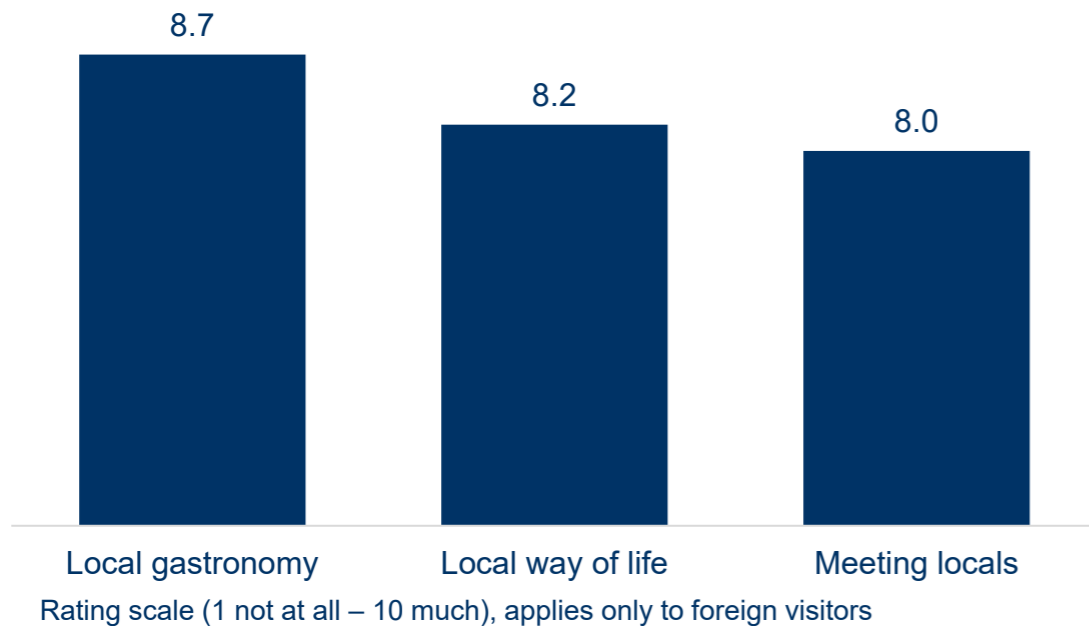
## ‘Shoppers’

- ✓ The main reason ‘shoppers’ are visiting Athens is the attractive shopping experience. Athens offers a variety of shops, shopping centers and boutiques of all kinds and for all tastes.
- ✓ Shoppers, mainly aged 36 and older, are travelling with their partner and are spending extensively on shopping. ‘Shoppers’ are repeat visitors.
- ✓ They most visited shopping areas are:
  - Plaka,
  - Monastiraki, the Greek "flea market", where there are tourist shops selling souvenirs, but also shops with antiques, jewellery and Greek handicrafts,
  - Kolonaki, offering a variety of boutiques of famous fashion houses and customized accessories,
  - Kifissia, with stores of famous fashion brands, but also more affordable fashion options,
  - and Glyfada, the largest shopping area of south-east Attica, where the visitor can choose between a wide variety of luxury fashion stores of famous Greek and international brands.
- ✓ ‘Shoppers’ also visit malls such as the Mall Athens, the Golden Hall in Maroussi, the Athens Metro Mall in Agios Dimitrios and McArthurGlen in Spata, where some combine the latter with a visit to the Attica Zoological Park.
- ✓ In addition to their shopping experience, they take part in a city bus tour and visit the Acropolis, the Acropolis Museum and the National Archaeological Museum.
- ✓ Due to their high spending on shopping, ‘shoppers’ have the highest daily expenditure in total compared to the rest of the leisure visitors. Also, their transportation costs are relatively high as the shopping areas are quite dispersed.
- ✓ Shoppers are very satisfied with the shopping facilities and the value for money offered.



'Shoppers' due to their high spending on shopping have relatively the highest total daily expenditure.

### Valuation of contact with local people and local culture



### Daily expenses



**53%** visit Athens for first time

**99%** recommend Athens to others

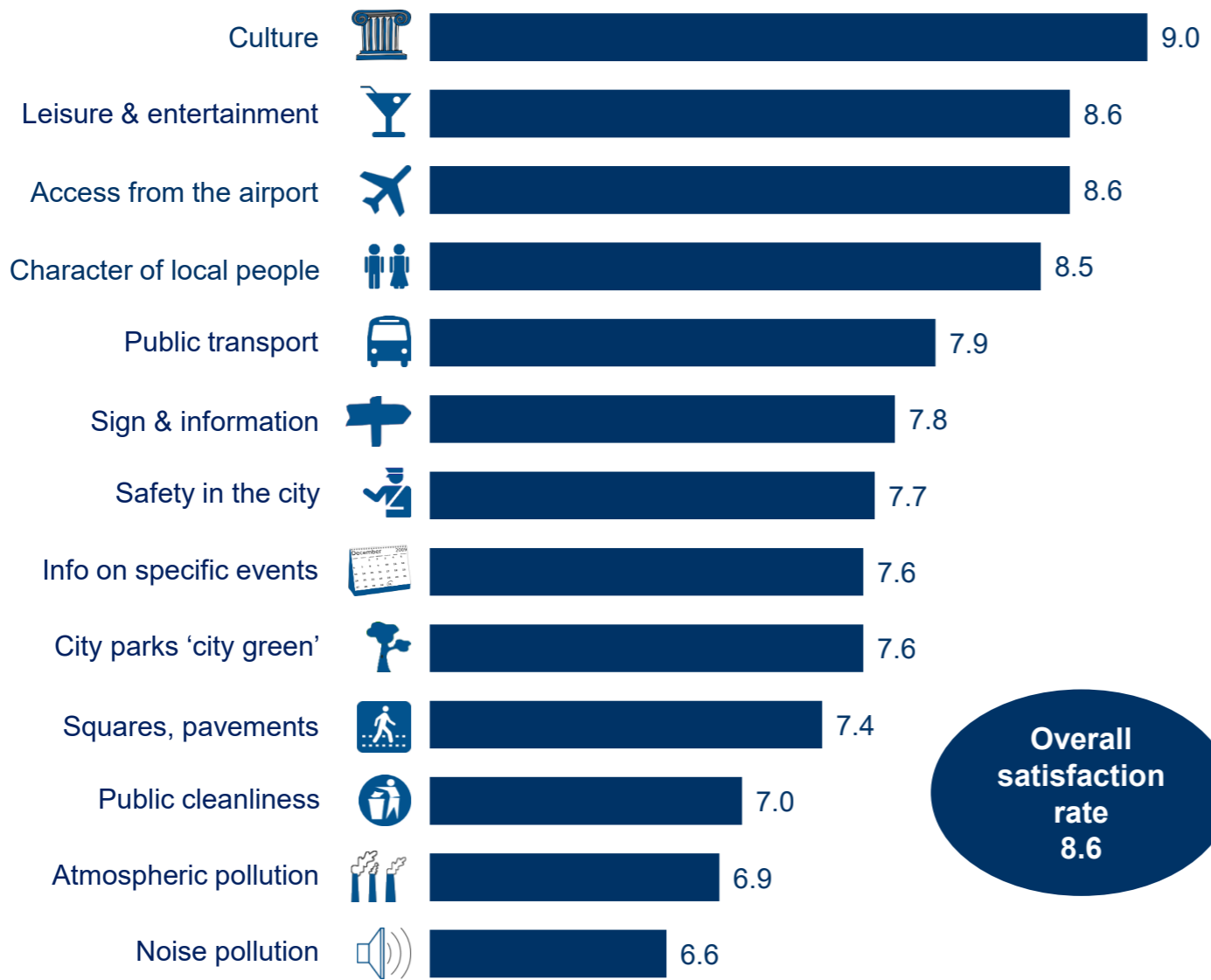
**83%** feels that there are more things to see in Athens

**96%** will re-visit Athens

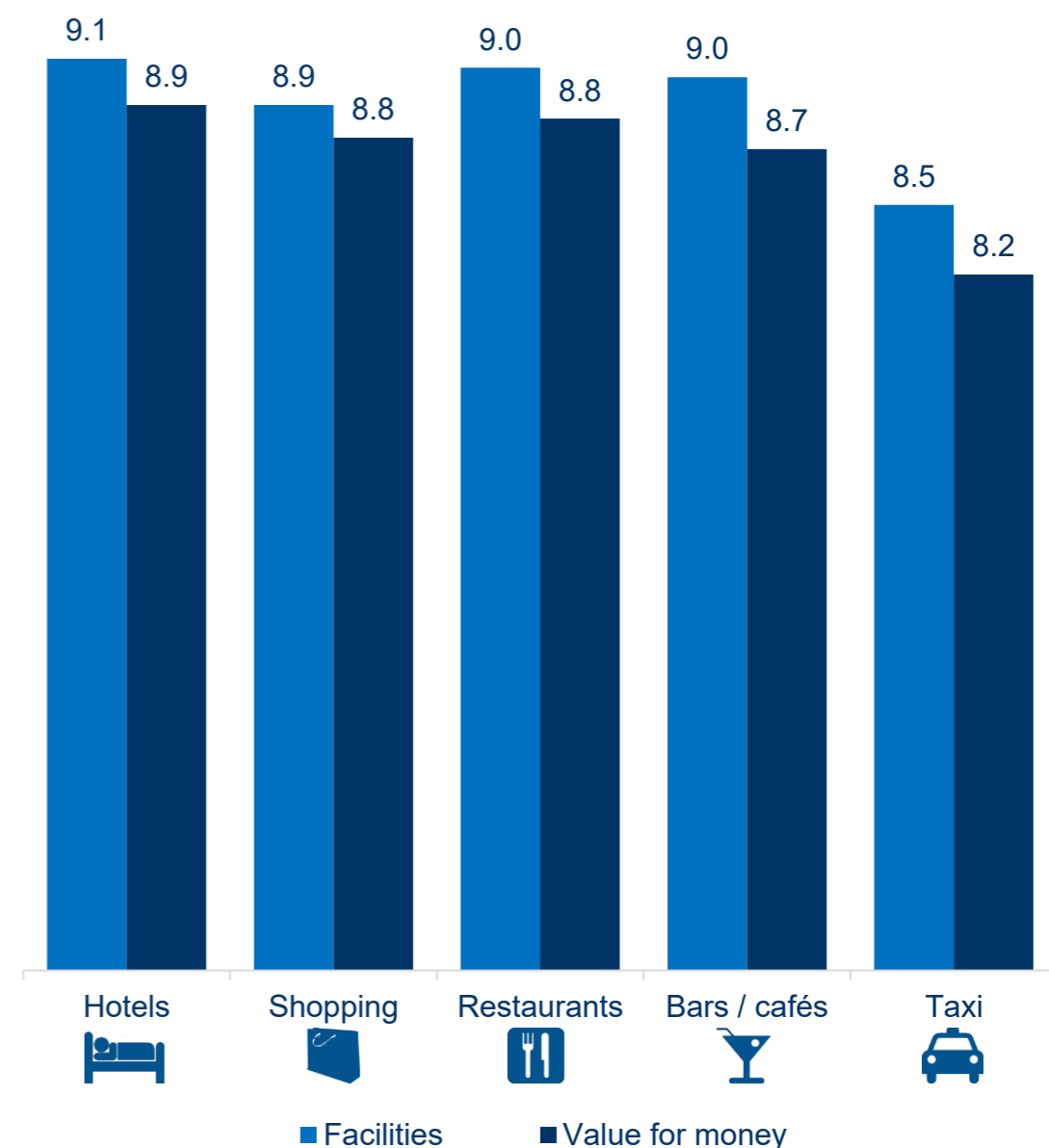


‘Shoppers’ are very satisfied with the facilities and the value for money of the shops and hotels.

Evaluation of the experience



**Overall satisfaction rate 8.6**



Rating scale (1 totally inadequate – 10 excellent)

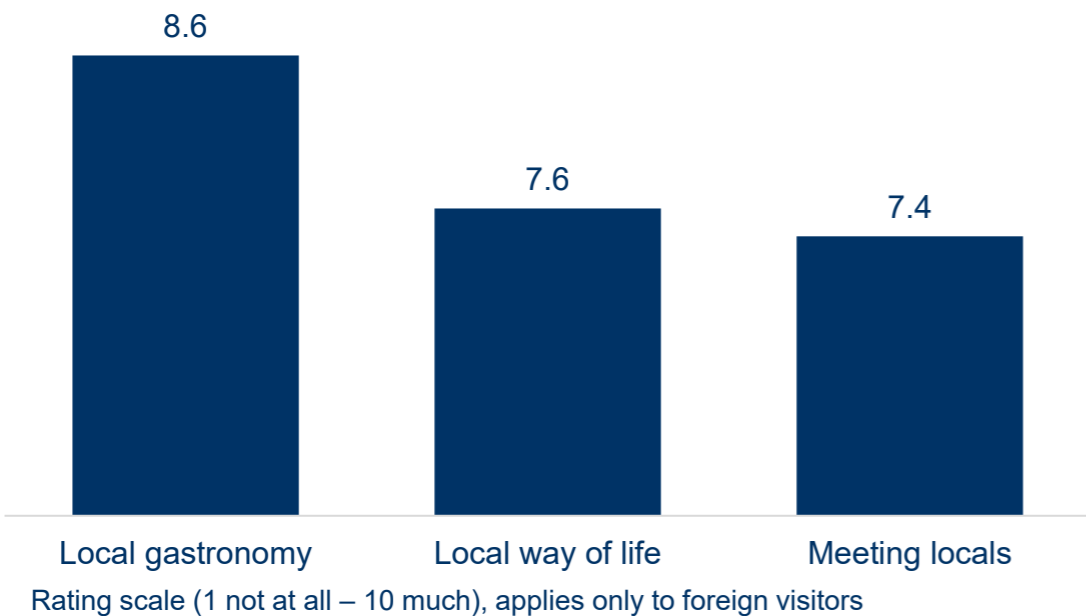
## 'Foodies'

- ✓ Gastronomy reflects the culture, heritage, traditions and sense of community of different peoples. It is a way of communicating the local way of life and of bringing people and traditions closer together.
- ✓ Greek gastronomy offers many traditional dishes using unique ingredients produced locally. Foodies are looking exactly for that together with their partner or in many cases with friends.
- ✓ Aged above 26, they want to discover new flavors and gastronomic experiences ranging from cheese, spinach, sweet and savoury pies, olives, herbs & spices, honey, tahini, dairy products, nuts, a huge range of traditional dishes with vegetables, fish and meat, to drinks like coffee, wine, beer and spirits.
- ✓ As many are visiting Athens for the first time, the 'foodies' take part in an organised gastronomy tour led by a local guide visiting open-air markets, specialty food shops, the lively Varvakios Market, the biggest and most popular fish, meat and vegetable market in Athens and taste local delicacies. The guide will explain about the role of food in Greek life, and of the eating habits of Athenians in particular.
- ✓ The food journey through Athens has led to the highest score of all profiles in getting to know the local gastronomy. Satisfaction rates of restaurants and bars are very high and so is their value for money.
- ✓ It is no surprise that of all traveler profiles the expenditure on restaurants, cafés, bars and snacks is the highest. The younger 'foodie' is spending less than the older 'foodie'. Especially 'foodies' above 55 are spending significant amounts to discover the Athens gastronomic culture, visiting fine dining restaurants as well.
- ✓ Between all the food and drinks, a visit to the Acropolis and the Acropolis Museum is part of the program, as the main reason for selecting Athens as the destination of choice are the archaeological sites and cultural interest.
- ✓ 'Foodies' in comparison with the other profiles are spending the most on attractions in Athens as part of their cultural tour in Athens. One out 4 'foodies' goes to the theatre as well.



‘Foodies’ spend relatively the most in restaurants, cafés and bars, but also on attractions.

Valuation of contact with local people and local culture



Daily expenses

Attractions & entertainment		€ 40
Restaurants, cafés, bars & snacks		€ 50
Shopping		€ 47
Local transfer & others		€ 18
<b>Total</b>		<b>€ 155</b>

**70%** visit Athens for first time

**99%** recommend Athens to others

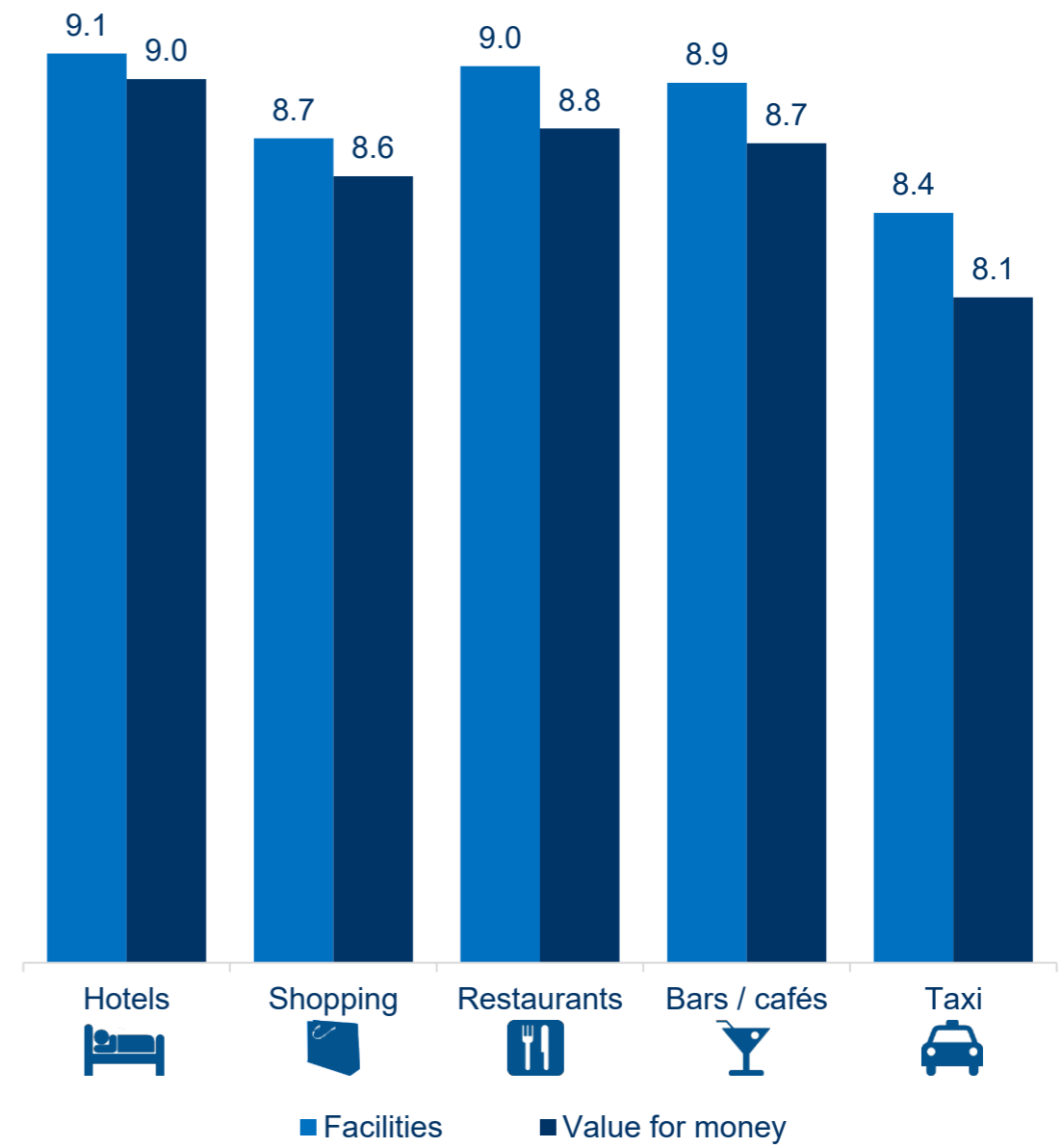
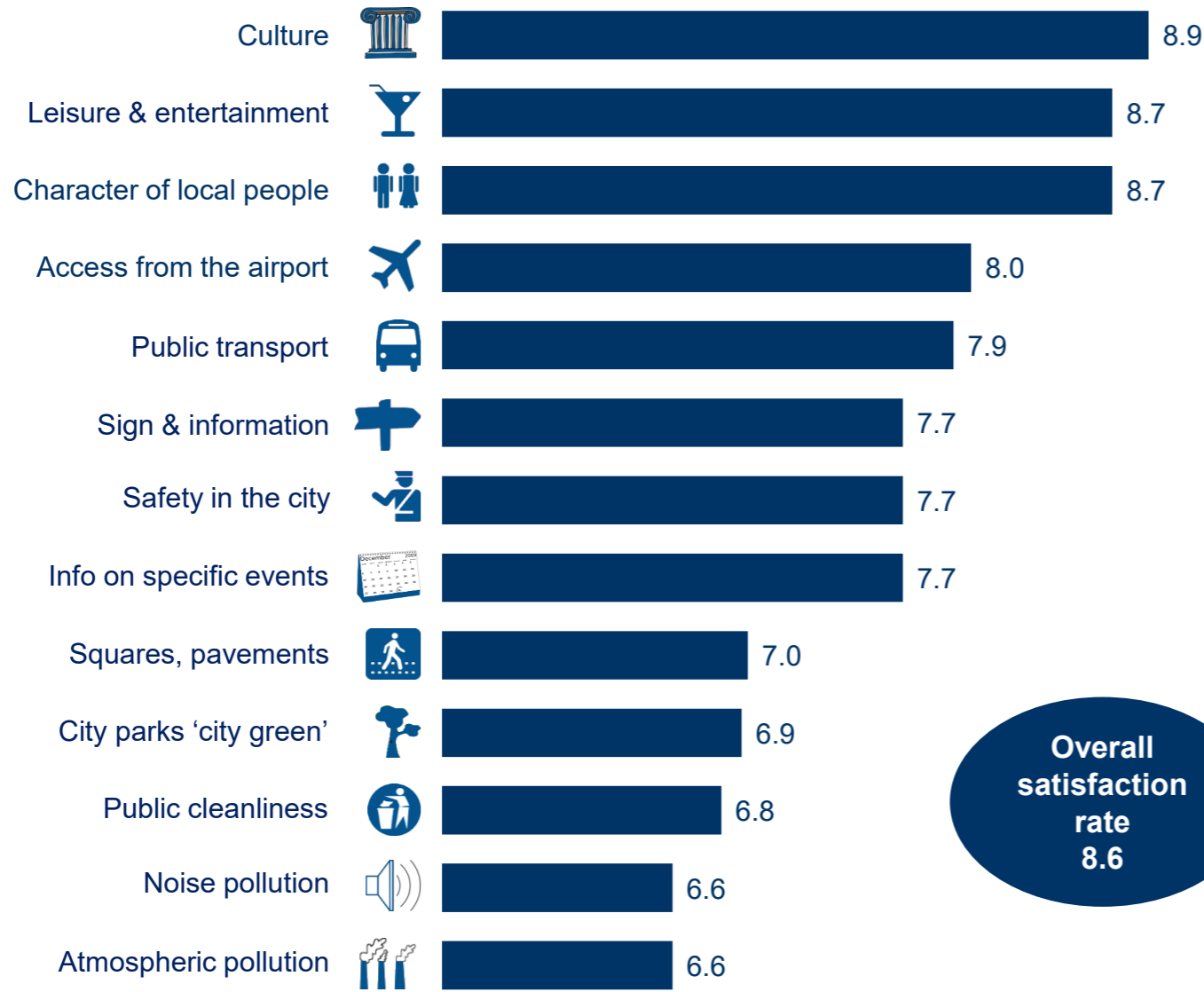
**92%** feels that there are more things to see in Athens

**99%** will re-visit Athens



The rate of satisfaction for the facilities of the restaurants, bars/cafés and hotels is very high, as well as for value for money.

Evaluation of the experience



Rating scale (1 totally inadequate – 10 excellent)



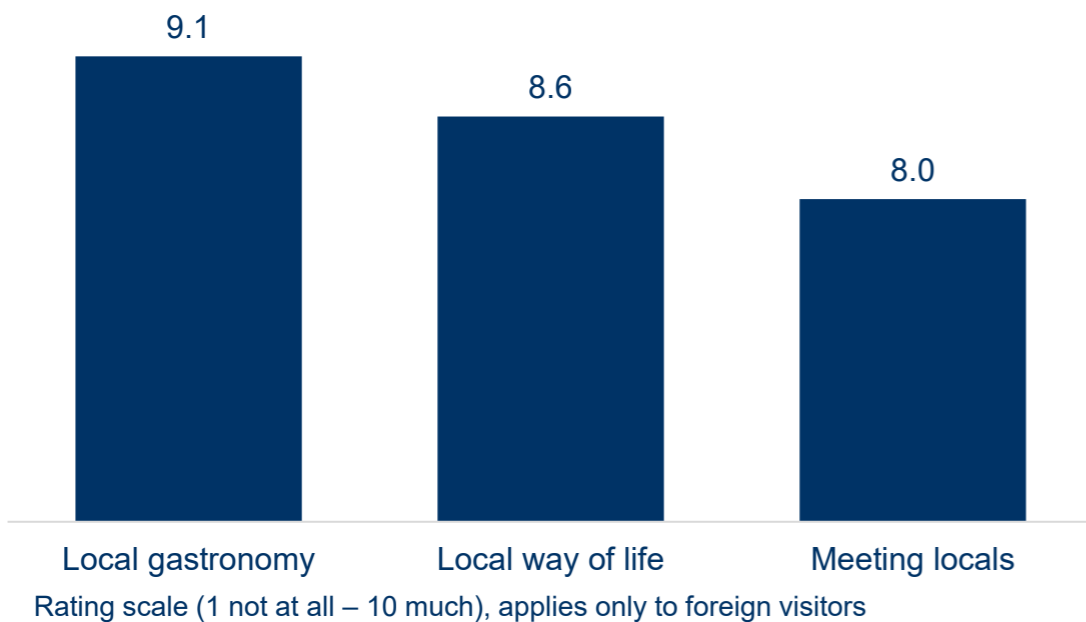
## 'Sea & Sun lovers'



- ✓ For 'Sea & Sun lovers' a visit to the Athens Riviera in the southern suburbs of Athens is a must. The coastal zone ranges from Piraeus to Sounion and offers for this segment a riche palette of options.
- ✓ Glyfada is a coastal destination that is part of the program in Athens. It is an elegant, modern municipality offering hotels, sandy palm-fringed beaches, marinas, an 18-hole golf course, a variety of restaurants and bars and the largest retail market of southeast Attica.
- ✓ The entire area from the Peace & Friendship stadium in Piraeus to Glyfada can be reached by coastal tram lines.
- ✓ On that section the 'Sea & Sun lovers' visit the Flisvos marina, which offers numerous shopping and F&B facilities at the walking promenade.
- ✓ At the beginning of the Athens Riviera the regenerated Mikrolimano is visited, which now offers a promenade with open pergolas with tables and seats of the F&B outlets. Further west, the 670 berth Zeas Marina is also visited by the 'Sea & Sun lovers' offering multiple options for shopping, restaurants and bars, while in proximity of the Piraeus commercial area.
- ✓ In total, Attica has 4 marinas that are awarded with a blue flag: Flisvos, Alimos, Agios Kosmas and the Lavrio marina.
- ✓ Swimming in the sea is for all seas & sun lovers a main activity. Attica offers 14 blue flag beaches, which means that high standards for quality, safety, environment and services are met.
- ✓ The 'Sea & Sun lovers', which are predominantly between 36 – 45 years, spent relatively more on transportation (the 'other' category) in order to reach the coastal areas.
- ✓ This segment has the longest stay in Athens compared to the other traveler profiles, proving that the city and the sea is a promising combination, especially as sea & sun travelers are among the high spenders. Furthermore, nearly all travelers want to revisit the city, the highest rate among all traveler profiles.
- ✓ They mainly travel with their partner for leisure purposes, but also to visit friend & relatives who are well aware of what the Athens coastal fronts are offering.
- ✓ Of course, visits to the Acropolis and the Acropolis museum, the areas of Plaka and Monasteraki are part of the experience during the stay in Athens. A city bus tour is definitely part of their program.

This segment has the longest stay in Athens compared to the other traveler profiles and are spending high amounts per person per day.

Valuation of contact with local people and local culture



Daily expenses

Attractions & entertainment		€ 34
Restaurants, cafés, bars & snacks		€ 40
Shopping		€ 33
Local transfer & others		€ 43
<b>Total</b>		<b>€ 150</b>

**54%** visit Athens for first time

**99%** recommend Athens to others

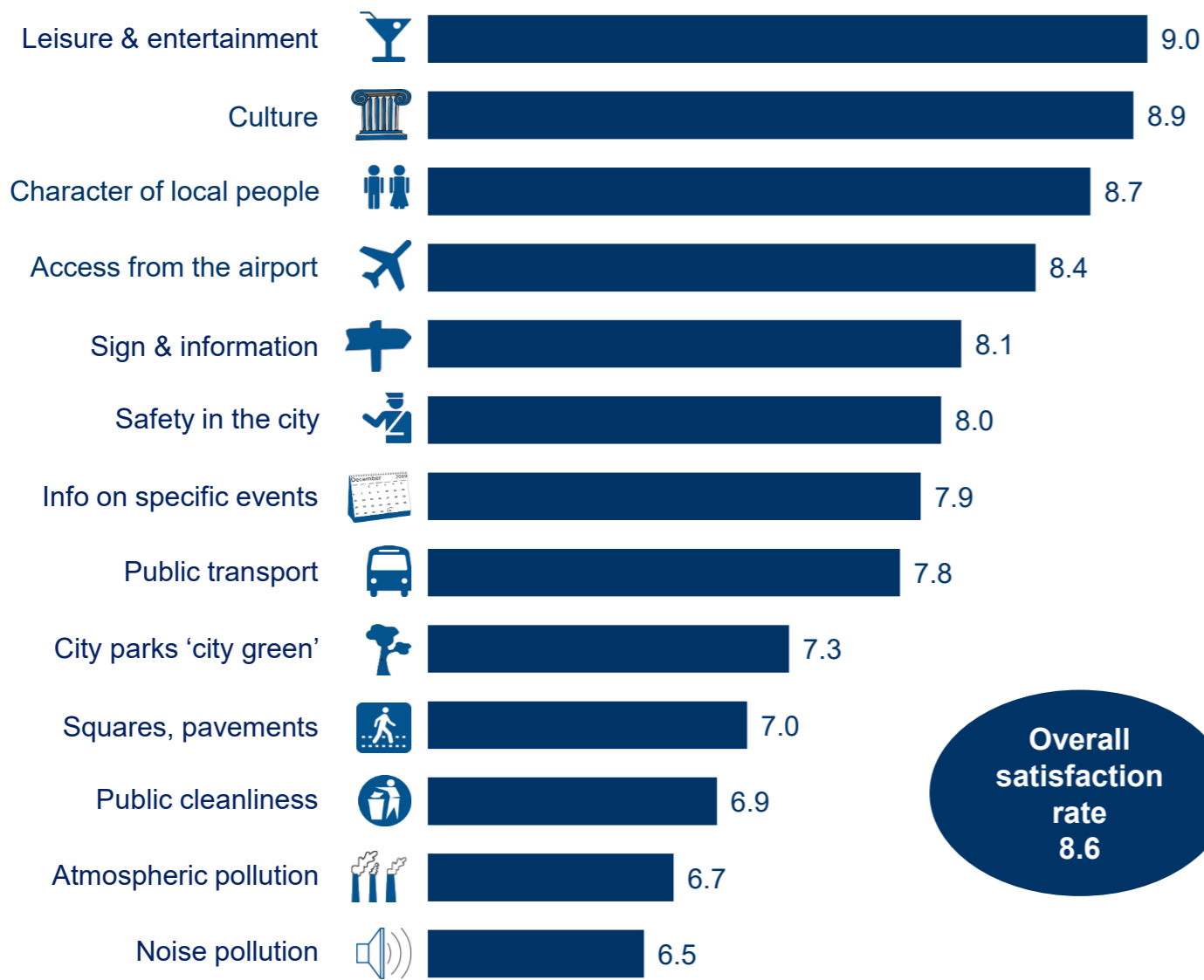
**89%** feels that there are more things to see in Athens

**96%** will re-visit Athens

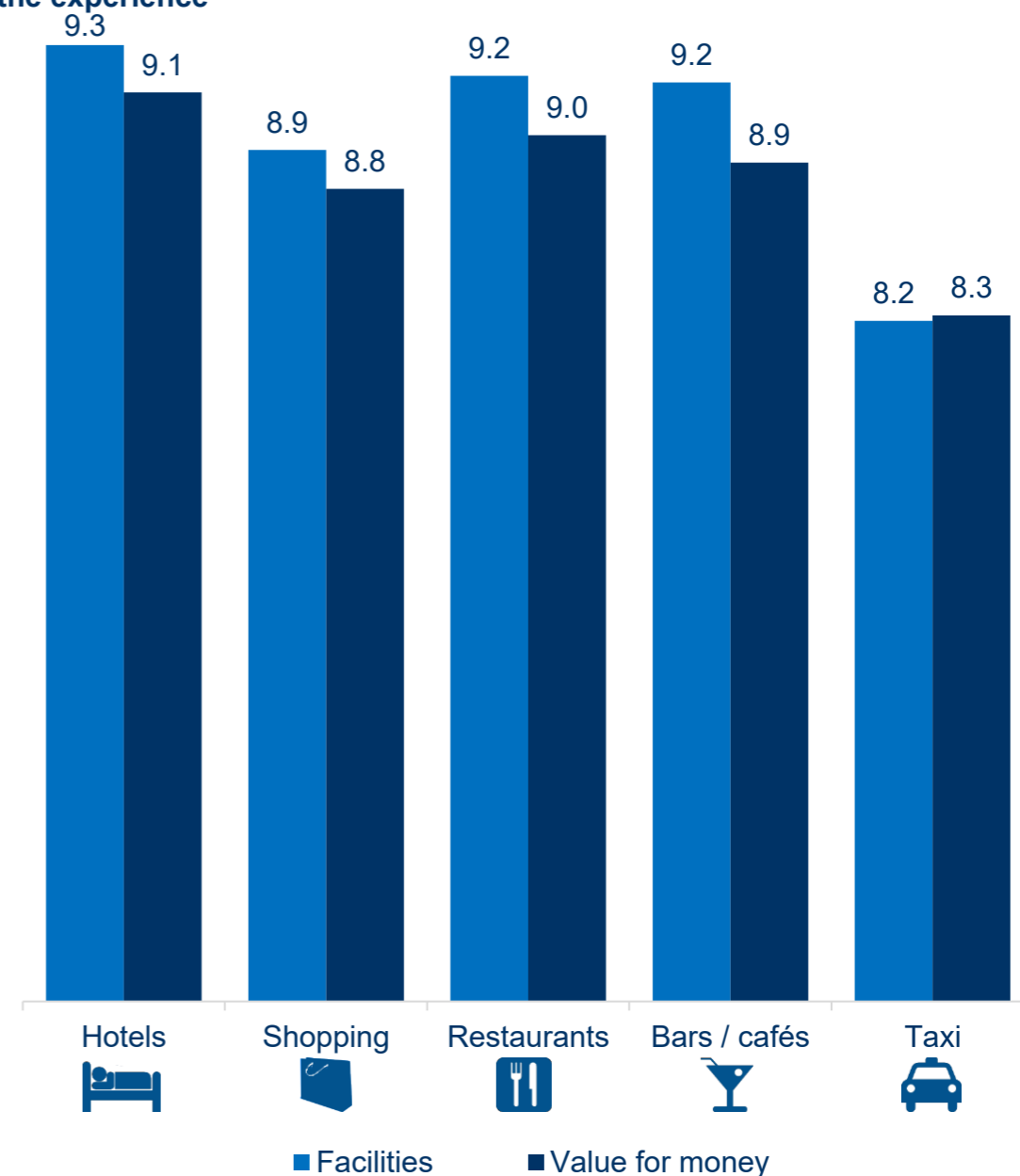


‘Sea & Sun lovers’ are the most satisfied of all traveler types with the hotel facilities and the value for money offered.

Evaluation of the experience



**Overall satisfaction rate 8.6**



Rating scale (1 totally inadequate – 10 excellent)

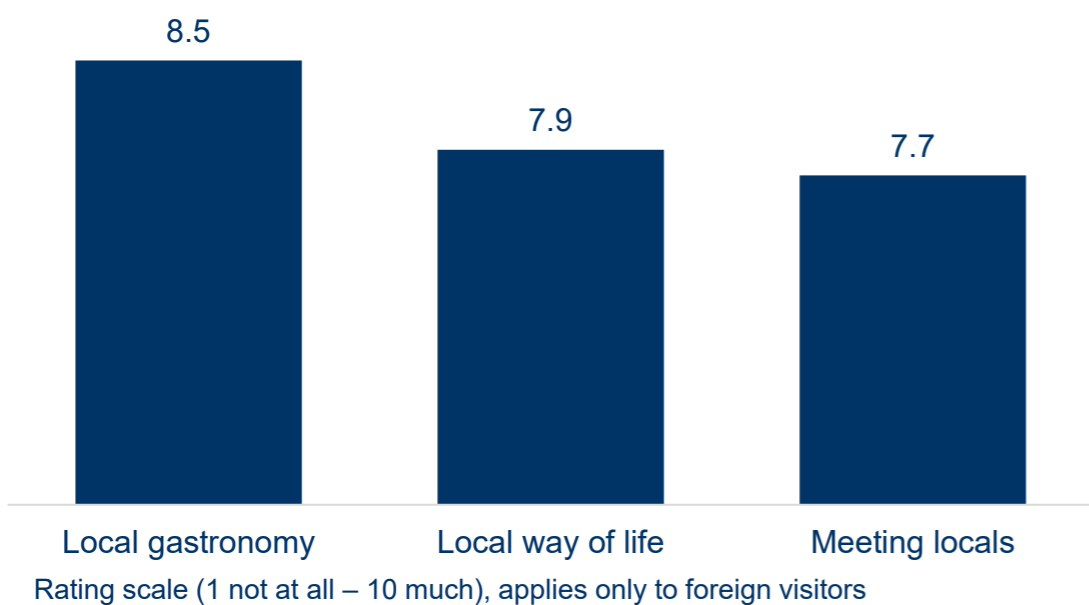


## ‘Anthropocentrics’

- ✓ ‘Anthropocentrics’ - visiting friends and relatives - is a particular category. It concerns foreign residents, Greeks living outside of Athens and of course the Greek diaspora reflecting Greeks outside of Greece and Cyprus. The United States has the largest ethnically-Greek population outside Greece mainly living in New York, Boston, Chicago and Los Angeles. Large Greek communities can also be found in Germany, Australia, Canada, the United Kingdom and other countries.
- ✓ All ages are represented, but age groups 26 – 35 and above 55 stand out. About 1 out of 5 ‘anthropocentrics’ is traveling alone, but of course they find company in Athens. It is also not the first time they travel to the Greek capital; a majority has visited Athens more than once, which is reflected in the number of activities they undertake. Catching up with friends and relatives seems to most important goal, but this might be done with a coffee in Plaka / Monastiraki.
- ✓ While a majority stays in the centre of Athens, guests of this segment also stay in other regions of Athens to be as close as possible to their friends and relatives. This could be either in the North, the South and East.
- ✓ At the same time, the trip to Athens is also a holiday break. First timers do visit the Acropolis, the Acropolis museum and the National Archaeological Museum, while those who have been more than once include the Temple of Poseidon (Sounion), the Panathenaic Stadium, the Ancient Agora and the War Museum.
- ✓ Of course, modern Athens is part of the experience for the ‘anthropocentrics’. Concerts and festivals are attended by 1 out of 4, while visits are organised to the Stavros Niarchos Cultural Center, the Flisvos and Zeas Marinas and Mikrolimano. In general, the Athens coast is visited by 4 out of 10 travelers of this segment.
- ✓ Shopping malls are also visited but spending on shopping is relatively low. Most is spent on restaurants, cafés and bars.

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Valuation of contact with local people and local culture



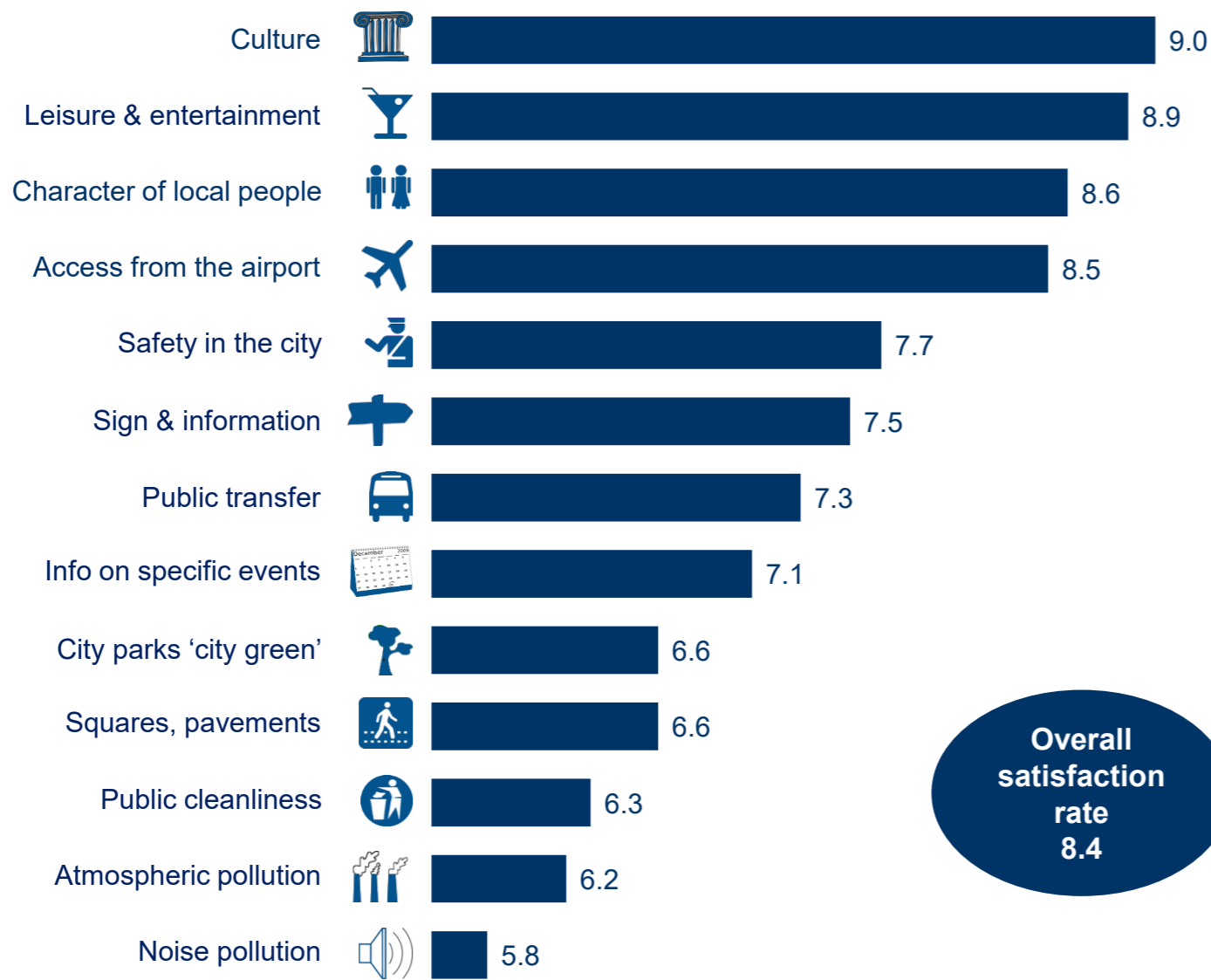
Daily expenses



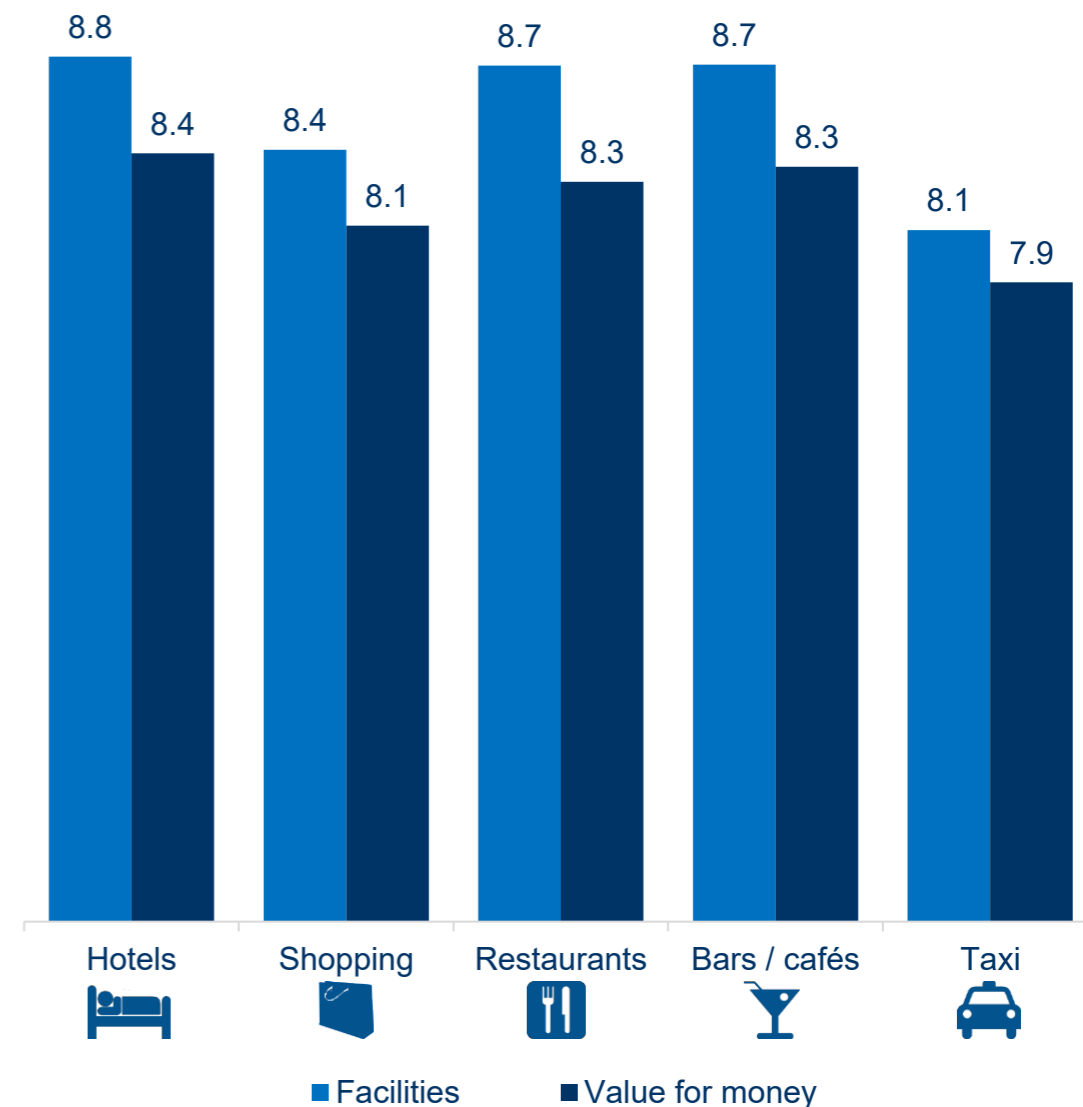


Overall, ‘anthropocentrics’ are satisfied with their experience in Athens.

Evaluation of the experience



**Overall satisfaction rate 8.4**



Rating scale (1 totally inadequate – 10 excellent)

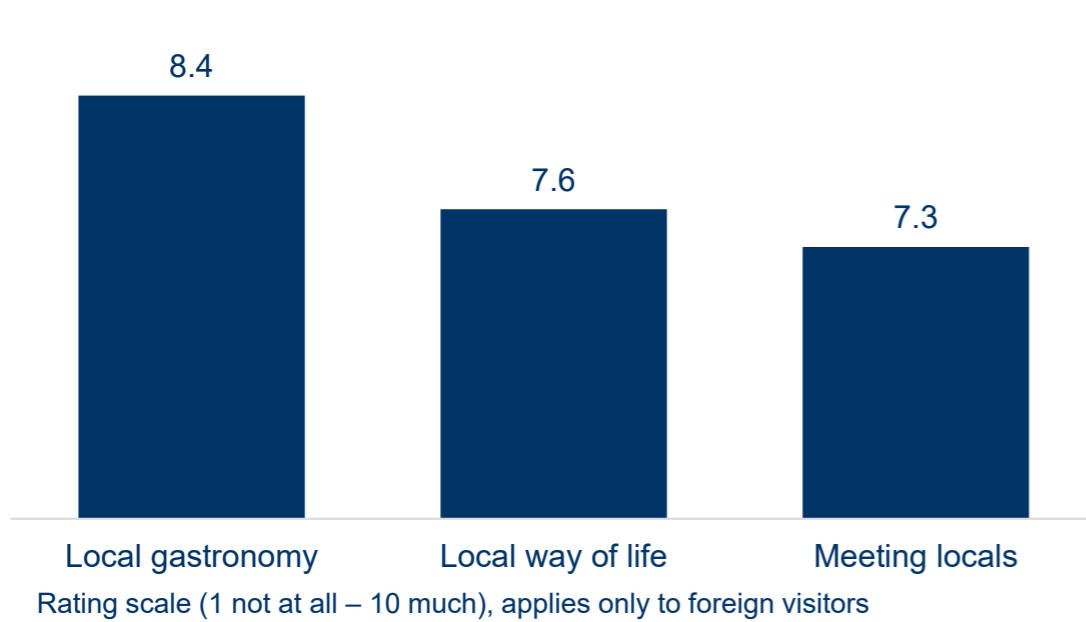
# ‘Business travelers’

- ✓ After the Covid-19 pandemic the ‘business traveler’ is returning to Athens. Conferences, meetings and exhibition are being held and organised.
- ✓ Today’s ‘business traveler’ does not leave aside the opportunity to add leisure components to the trip. Six out of 10 international business travelers are visiting the Acropolis and Acropolis museum, while this is the case for 4 out 10 Greek ‘business travelers’.
- ✓ The ‘business traveler’, aged between 36 – 55, knows Athens well, as they have visited the city more than once.
- ✓ A visit to the areas of Plaka and Monastiraki are part of the trip, but also Kolonaki and Glyfada are neighborhoods that are popular among the ‘business traveler’. The Stavros Niarchos Cultural Center seems an attraction to obtain a view of the architecture of modern Athens.
- ✓ Beyond their cultural curiosity, they have a clear interest in gastronomy. Expenditure on food is significant, and so is the expenditure on shopping. The ‘business traveler’ is the highest spender of all groups, noting that Food & Beverage and local transportation are largely covered by their companies.
- ✓ Bleisure is an international trend and increases job satisfaction. The largest group travels alone, but one third of the ‘business travelers’ is accompanied by their partner, while 1 out of 5 travels with a colleague.
- ✓ The younger traveler aged between 36 – 45 seems more active in doing things in Athens than those aged between 46 – 55, although this group has visited Athens even more frequently and has therefore likely seen more of Athens
- ✓ The younger ‘business traveler’ feels that they have come to a large extent in contact with the local community and their way of way, much more than the older ‘business travelers’.
- ✓ The older ‘business traveler’ is spending much more on shopping than the younger traveler.



# The 'business traveler' is the highest spender of all traveler groups. Expenditure on food and shopping is significant

Valuation of contact with local people and local culture



Daily expenses



**40%** visit Athens for first time

**99%** recommend Athens to others

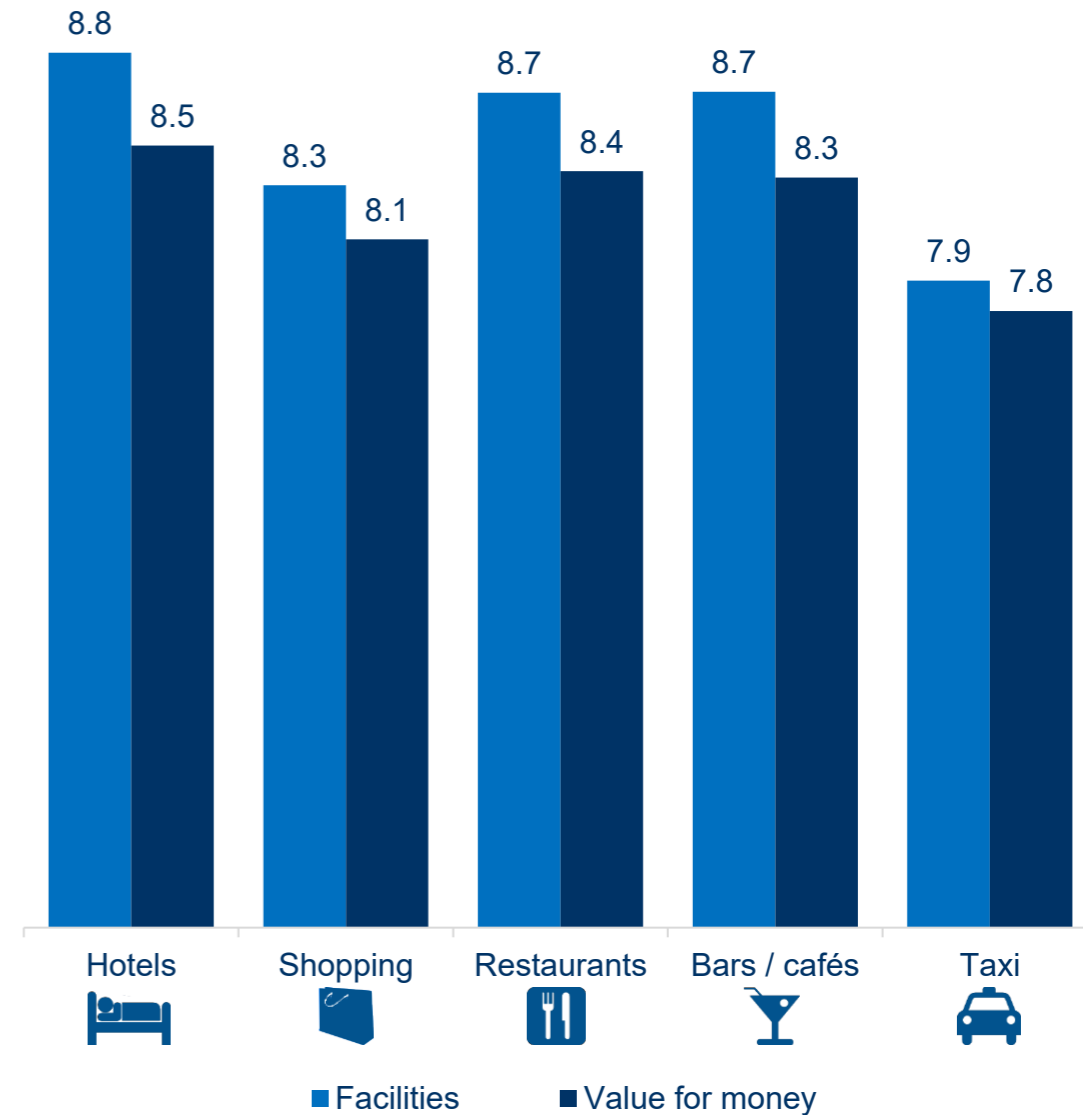
**89%** feels that there are more things to see in Athens

**97%** will re-visit Athens



The 'business traveler' has rated the attitude of residents and the state of squares & pavements the lowest of all traveler types.

Evaluation of the experience



Rating scale (1 totally inadequate – 10 excellent)





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