

THOSE WHO CAME, WILL COME AGAIN

By Makedonia Koutsoubeli

They come full of expectations, live their myth in Greece and leave with the best impressions. The tourists that visited us in 2005, particularly enjoyed their stay in our beautiful country, and they say so outright. In fact, most of them intend to come again on holidays, while they will recommend us, unreservedly, to friends and acquaintances.

Isn't that what we want?

According to a research carried out by the MRB company on behalf of the Greek Tourist Organization, foreign visitors obtain positive impressions during their stay in our country. The research was carried out from September 9 to October 2, to a sample of 1500 tourists by the method of personal interviews, at 4 big airports in the country (El. Venizelos of Athens, Macedonia of Thessaloniki, Diagoras of Rhodes and N. Kazantzakis of Heraklio) and at the port of Patra.

Its aim was to de-code the sub-categories of tourists that prefer our country, to determine the comparative advantages of Greece, to locate its weak points, but also to distinguish the opportunities and challenges of the country as holiday destination.

Besides, the results of this research are being used as a basis to distinguish the "strong cards" of greek tourism and correct any existing weaknesses. As it results from the research data, the majority of tourists, that visited Greece this year, left feeling satisfied. Eight out of ten, are thinking of visiting our country again and the vast majority (98.9 %) would gladly recommend our country for holidays!

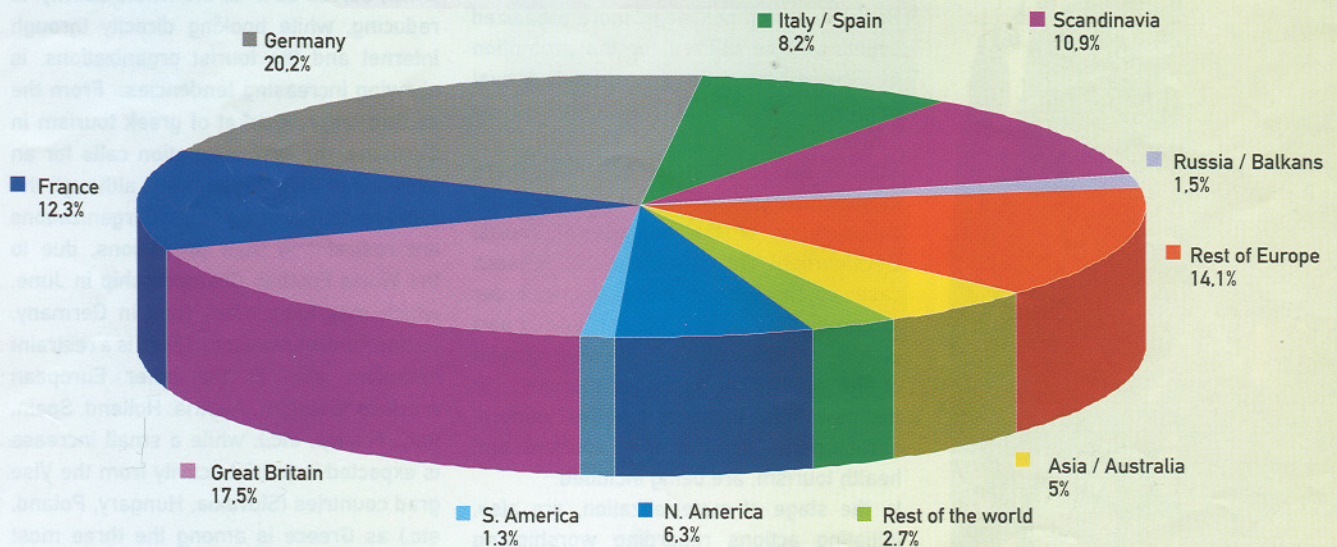
THE TOURISTS' PROFILE

Most of the questioned tourists were German (20%), French (12.3%), British (17.5%) and other tourists from North America (6.5%), Italy-Spain (8.2%) and Scandinavian countries (11%), rest of Europe (14%), etc. 39% of them stayed over for a week, 43% for 2 weeks, 11% for 3 weeks and 7% for more than 3 weeks. 61% visited the islands, while 23% of them visited the greek mainland. About one out of two come with their spouse/mate, 29% with their children also and 27% with friends. 49% stay at 4- and 3-star accommodations, and also, without rating, at other accommodation places of lower standard.

COMPARATIVE ADVANTAGES

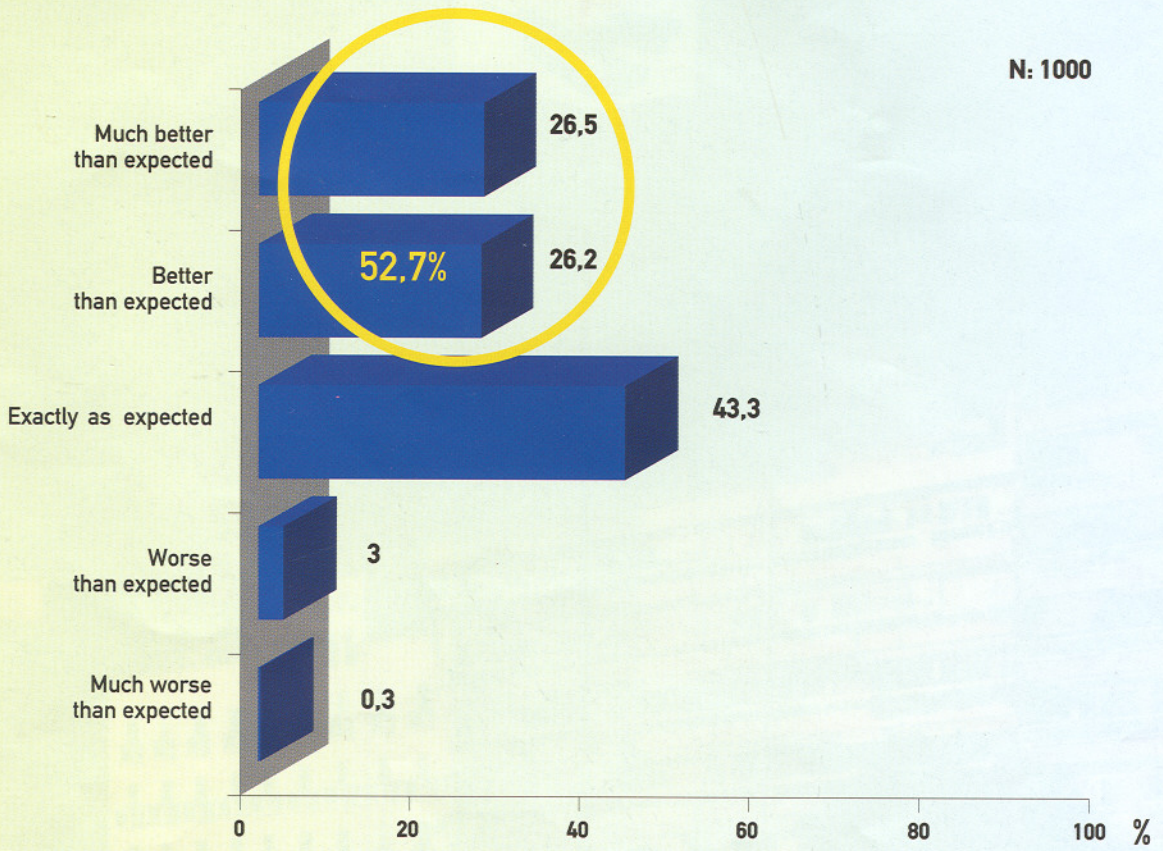
Analyzing the motives and findings of these tourists, in the first group are the advantages of Greece for which great satisfaction was expressed, and they are listed in order as natural beauty, beaches, hospitality, the people followed by the food, friendly peaceful atmosphere, politeness, food standard and history-culture. In addition it is derived that services, standard of accommodation, security, museums and archeological sites, and recreation must be upgraded, without meaning that they are in bad condition. As far as services are concerned, as it results from the research, we must utilize the positive elements, such as courtesy, food and accommodation, while we must be very careful and upgrade the value for money and also to give emphasis on hygiene and destination cleanliness. Finally, as far as the future is concerned, a 53% states that their holidays in Greece were better than they had expected, 77% would definitely want to come again, and almost all of them (about 98.9%) would recommend Greece as destination.

NATIONALITY
What is your nationality?
N: 1500



EXPECTATIONS FROM HOLIDAYS IN GREECE

You would say that holidays in Greece were...



GREECE AS A HOLIDAY DESTINATION

Would you recommend Greece as a holiday destination to others...?

