Outlook 2018 - Update

Prospects of inbound tourism to Greece in 2018

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Introduction

Inbound tourism flows into the country, particularly during periods when there is an absence of investments that substantially change the form of the Greek tourism product and attract new markets, depend on a) geopolitical developments and events of nature that render certain competing destinations more or less attractive in terms of security, b) economic developments in international markets, to the degree that these developments impact the desire and capability of the residents of a given market to travel abroad, and c) our access to these markets, which, for Greece, is to a great extent via air routes.

The present study focuses on the economic developments in international markets and our access to these markets, setting out a) the key macroeconomic data (GDP, currency exchange rates, Consumer Confidence or Economic Sentiment Indicators) for the economies of the markets most important to us, and b) demand for airline seats to Greek destinations, as determined from the airline companies' planning of flights to the country's regional airports (that is, other than Athens International Airport). The analysis is carried out for Greek tourism's 18 largest markets, based on receipts, which account for 76% of the total receipts of inbound tourism in Greece in 2016. In parallel, data is provided on each country's outbound tourism and Greece's comparative position among the various destinations, as well as on the country's significance in terms of inbound Greek tourism and the main destinations they visit.

For each market, the data are set out on a single page, so that the reader can gain an overview of a given market. On the following page, we provide guidance as to how to read the data.

How to read data, charts and tables

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Flag In brief, what is the outlook regarding travel flows from the specific country to Greece for Summer Season 2018, based on its economic indicators and the planned airline seat capacity to Greek regional airports.

Facts about the economy of the country examined that affect holiday intentions.

- For Eurozone countries, GDP development and projections for the period 2013 – 2019 are recorded, according to the latest (February 2018) EU projections and those of last year (February 2017).
- For countries outside the Eurozone, their exchange rate with the Euro is recorded.
- For all countries, the development of the Consumer Confidence Index or Economic Sentiment Indicator is recorded.

Outbound tourism total number of outbound trips from the country, in million

Top-5 destinations: 5 most popular destinations of outbound tourists, in descending order

Ranking of Greece in country's outbound tourism

Top-5 destinations in Mediterranean: 5 most popular destinations of outbound tourists in the Mediterranean, in descending order.

Source: UNWTO data, 2016

Inbound tourism to Greece from country

Arrivals: total arrivals, in thousand (K)

Overnights: total overnights, in thousand (K)

Revenues: total spend, in million €

Average spend per Capita in €

Average spend per Day in €

Average Length of Stay in days

Top-3 destinations in Greece

Source: Bank of Greece data, 2016

PLANNED SEATS IN REGIONAL AIRPORTS FOR SUMMER 2018

	2018	Δ 2018/17	Δ%
Heraklion	1.095.826	259.758	31%
Thessaloniki	779.146	125.281	19%
Rhodes	574.801	181.220	46%
Kos	329.033	224.651	7[illegible]%
Corfu	161.903	107.420	66%
Chania	115.431	21.964	36%
Kavala	83.470	27.730	33%
Santorini	77.298	41.136	13[illegible]%
Mykonos	46.005	39.325	87[illegible]%
Aktio	29.625	3.857	12[illegible]%
Kalamata	19.9[illegible]	2.244	12[illegible]%
Samos	15.3[illegible]	2.568	17[illegible]%
Zante	14.312	2.752	18[illegible]%
Araxos	12.1[illegible]	3.017	45[illegible]%
Skiathos	5.76[illegible]	1.64[illegible]	70[illegible]%
Kefalonia	3.29[illegible]	2.29[illegible]	
Karpathos	3.29[illegible]	1.05[illegible]	31[illegible]%
Sitia	2.43[illegible]	1.42[illegible]	
Mytilene	1.94[illegible]	364	20[illegible]%
Volos	1.04[illegible]	188	24[illegible]%
Total	**4.017.938**	**1.246.877**	**45%**

Planned airline seats per airport for the Summer period 2018

Change in number of seats compared to Summer 2017

Percentage change compared to 2017

Source: Hellenic Slot Coordination Authority (HSCA) - Processing: SETE Intelligence

Summary and Conclusions -1

The outlook for tourist traffic at Greece's regional airports, based on airline companies' planning of flights/seats as of 31 March 2018 for the 2018 summer season is very encouraging (+18% as compared to corresponding data for the 2017 summer season). Although this bodes well for a new record number of arrivals for Greek tourism, we should note, on the one hand, that planning changes as the season progresses and, on the other hand, that actual arrivals fall short of the number of seats, depending on occupancy. **Thus, the final number of air arrivals will differ from that shown by the seats/flights planned as of January.**

The **positive economic environment in our markets** plays an important role for increased demand for airline seats. Despite the fact that in the last few weeks the economic outlook is not as bullish as only a few weeks ago, we consider that any impact will become evident in 2019, especially for the markets that make their vacation arrangements early. According to the European Commission's projections last January, 2018 is expected to see the largest increase in the European Union's GDP in the last decade: +2.4%; this compares favourably to the projection of +2.2% made last November and +1.8% a year earlier. Exceptions to the very positive outlook include the markets of the United Kingdom (due to weakening of the Pound against the Euro and low consumer confidence, as a result of Brexit), Turkey (due to ongoing depreciation of the Turkish Lira and major fluctuations in consumer confidence) and Russia (weakened Ruble against the euro). Nevertheless, in the UK and Turkey the economic indicators have not impacted seat planning negatively, which has increased compared to last year; in Russia, however, we observe a reduction in planned seats. A -51% decrease has also appeared in Bulgarian market, although point we should note that the bulk of Bulgarian tourists arrive by road and therefore have ' last minute' characteristics.

Summary and Conclusions -2

While there is increased demand for seats from Romania, Switzerland, Sweden, the United Kingdom, Denmark and Turkey, their currencies' exchange rates with the euro have deteriorated as compared to summer 2017, and this is expected to have a negative impact on demand.

Considering individual markets, regional airports have seen significant increases from the markets of Germany (+34% or +946.000), the United Kingdom (+13% or +449.000), Poland (+56% or +464.000), Italy (+14% or +159.000) and France (+15% or +126.000), with only the Russian (-8% or -109.000, significantly improved compared to the 1st planning, -12% or -160.000) and Bulgarian (-51% or -7.000) markets showing a decrease.

Regarding Greece's ranking in outgoing tourism of the markets under consideration, according to data for 2016, we see it in the top 10 in all main source markets, with the exception of the Russian and U.S. markets, where it ranks 11th and 25th, respectively. More specifically, it is ranked first in the neighbouring markets of Bulgaria, Turkey and Cyprus, second in the Romanian market, and fifth in neighbouring Italy. Noteworthy are Greece's rankings in the markets of the United Kingdom (6th), France (7th) and Germany (8th). The picture changes significantly with regard to Mediterranean destinations*, with Greece ranked among the top five of the main destinations, except in the Russian market, where Greece is ranked 6th.

*Greece, Spain, Italy, Turkey, Croatia, Egypt, Tunisia, Morocco, Malta, Cyprus,

Summary and Conclusions - 3

Moreover, in 2016, as compared to 2015,

- Greece rose:
  - one position as a preferred destination for travellers from Germany, Britain, Netherlands, Belgium, Austria and Sweden,
  - two positions in the preferences of Russian travellers,
  - three positions in the preferences of Romanian travellers,
- while falling one position in the preferences of Polish travellers.

In conclusion, based on airline companies' seat planning for 2018, the picture of the markets examined, which account for 76% of Greece's inbound tourism in 2016, is very positive, with almost all of the markets marking an increase. The exceptions are the markets of Russia (due to the depreciation of the ruble and Turkey's recovery as a destination) and Bulgaria. For Bulgarian market, it should also be noted, that the 31/03/2018 planning appears increased by +21% compared to the 31/01/2018 planning.

Airline seat planning at regional airports for summer period 2017 - 2018

AIRLINE SEAT PLANNING AT REGIONAL AIRPORTS FOR SUMMER PERIOD, 2017 - 2018				
	Number of Seats			
Airports	2018	2017	Δ	Δ%
Total	**19.366.453**	**16.388.443**	**2.978.010**	**18%**
Heraklion	4.335.542	4.081.840	253.702	6%
Rhodes	3.226.371	2.687.783	538.588	20%
Thessaloniki	2.283.230	1.867.570	415.660	22%
Corfu	1.994.565	1.630.970	363.595	22%
Kos	1.616.900	1.222.384	394.516	32%
Chania	1.432.337	1.243.306	189.031	15%
Zakynthos	1.083.714	977.130	106.584	11%
Santorini	701.505	552.379	149.126	27%
Mykonos	630.324	462.300	168.024	36%
Kefalonia	438.115	330.914	107.201	32%
Aktio	390.398	336.023	54.375	16%
Skiathos	258.146	238.734	19.412	8%
Samos	207.007	143.688	63.319	44%
Kalamata	172.415	139.955	32.460	23%
Kavala	165.368	152.371	12.997	9%
Araxos	121.124	104.240	16.884	16%
Karpathos	120.576	107.704	12.872	12%
Mytilene	89.685	56.721	32.964	58%
Volos	41.114	24.764	16.350	66%
Sitia	37.253	6.780	30.473	449%
Lemnos	13.518	14.858	-1.340	-9%
Kythira	6.166	3.725	2.441	66%
Chios	1.080	2.304	-1.224	-53%

Source: Hellenic Solt Authority (HSCA) - Processing SETE Intelligence

In the 1st edition of Outlook 2018, based on planning as at 31/01/2018, we had noted a base effect at Thessaloniki airport due to rebuilding / construction of the take-off runway.

The base effect does not apply to March data, because the execution of the works was suspended between 31/01/ and 31/03 last year, and therefore we consider that the 31/03/2017 planning was not subject to works restrictions.

Airline seat planning per source market at regional airports for summer period 2017 - 2018

AIRLINE SEAT PLANNING PER SOURCE MARKET AT REGIONAL AIRPORRTS FOR SUMMER PERIOD 2017 - 2018				
	Number of Seats			
Countries of Origin	2018	2017	Δ	Δ%
Total	**19.366.453**	**16.388.443**	**2.978.010**	**18%**
Un. Kingdom	3.827.734	3.378.639	449.095	13%
Germany	3.712.183	2.765.754	946.429	34%
Italy	1.314.498	1.155.711	158.787	14%
Poland	1.287.777	824.253	463.524	56%
Russia	1.225.585	1.334.649	-109.064	-8%
Netherlands	1.047.705	949.294	98.411	10%
France	946.637	820.923	125.714	15%
Sweden	667.997	618.211	49.786	8%
Czech Republic	519.065	433.815	85.250	20%
Switzerland	504.350	441.321	63.029	14%
Denmark	503.988	431.846	72.142	17%
Austria	457.551	384.145	73.406	19%
Belgium	443.813	433.242	10.571	2%
Cyprus	289.782	269.479	20.303	8%
Romania	141.055	129.216	11.839	9%
Turkey	95.308	86.108	9.200	11%
Bulgaria	6.924	14.210	-7.286	-51%
Others	2.374.501	1.917.627	456.874	24%

Source: Hellenic Solt Authority (HSCA) - Processing SETE Intelligence

Realised number of seats 2017: 15,2 mil.

Arrivals 2017
- Regional Airports: 13,5 mil.
- Athens: 4,8 mil.

Airline seat planning at regional airports for summer period, 2018 (31/01/2018 – 31/03/2018)

AIRLINE SEAT PLANNING AT REGIONAL AIRPORTS FOR SUMMER PERIOD 2018 (31/01/2018 and 31/03/2018)				
	Number of Seats			
Airport	31/1/2018	31/3/2018	Δ	Δ%
Total	**20.205.882**	**19.366.453**	**-839.429**	**-4%**
Heraklion	4.354.373	4.335.542	-18.831	0%
Rhodes	3.443.540	3.226.371	-217.169	-6%
Thessaloniki	2.340.516	2.283.230	-57.286	-2%
Corfu	2.079.784	1.994.565	-85.219	-4%
Kos	1.723.693	1.616.900	-106.793	-6%
Chania	1.530.933	1.432.337	-98.596	-6%
Zakynthos	1.066.884	1.083.714	16.830	2%
Santorini	738.402	701.505	-36.897	-5%
Mykonos	666.074	630.324	-35.750	-5%
Aktio	475.608	390.398	-85.210	-18%
Kefalonia	438.278	438.115	-163	0%
Skiathos	272.680	258.146	-14.534	-5%
Samos	213.328	207.007	-6.321	-3%
Kalamata	210.199	172.415	-37.784	-18%
Kavala	186.332	165.368	-20.964	-11%
Karpathos	140.043	120.576	-19.467	-14%
Araxos	121.357	121.124	-233	0%
Mytilene	102.607	89.685	-12.922	-13%
Volos	39.298	41.114	1.816	5%
Sitia	36.333	37.253	920	3%
Lemnos	18.374	13.518	-4.856	-26%
Kythira	6.166	6.166	0	0%
Chios	1.080	1.080	0	0%

Source: Hellenic Solt Authority (HSCA) - Processing SETE Intelligence

The 31/03/2018 planning compared to 31/01/2018 is down by -4% or 839.000.

In particular, the largest reductions in absolute numbers are recorded at the airports of Rhodes, Kos, Corfu and Aktio. Nevertheless, at all 4 airports, the increase compared to last year is significant (see page 7).

Finally, an increase is recorded at the airports of Zakynthos, Volos and Sitia.

Airline seat planning per source market at regional airports for summer period, 2018 (31/01/2018 – 31/03/2018)

AIRLINE SEAT PLANNING PER SOURCE MARKET AT REGIONAL AIRPORTS FOR SUMMER PERIOD, 2018 (31/01/2018 and 31/03/2018)				
	Number of Seats			
Countries of Origin	31/1/2018	31/3/2018	Δ	Δ%
Total	**20.205.882**	**19.366.453**	**-839.429**	**-4%**
Un. Kingdom	4.072.675	3.827.734	-244.941	-6%
Germany	4.017.938	3.712.183	-305.755	-8%
Italy	1.361.423	1.314.498	-46.925	-3%
Poland	1.306.916	1.287.777	-19.139	-1%
Russia	1.157.368	1.225.585	68.217	6%
Netherlands	1.070.175	1.047.705	-22.470	-2%
France	946.069	946.637	568	0,1%
Sweden	742.316	667.997	-74.319	-10%
Czech Republic	575.078	519.065	-56.013	-10%
Switzerland	537.194	504.350	-32.844	-6%
Denmark	552.826	503.988	-48.838	-9%
Austria	596.032	457.551	-138.481	-23%
Belgium	470.028	443.813	-26.215	-6%
Cyprus	297.679	289.782	-7.897	-3%
Romania	139.432	141.055	1.623	1%
Turkey	94.727	95.308	581	1%
Bulgaria	5.724	6.924	1.200	21%
Others	2.262.282	2.374.501	112.219	5%

Source: Hellenic Solt Authority (HSCA) - Processing SETE Intelligence

Compared to planning as at 31/01, the largest reductions in absolute numbers are recorded in the markets of Germany, UK, Austria and Sweden. Nevertheless, in all 4 markets, the increase compared to last year is significant (see page 8).

Compared to planning as at 31/01, planning is recorded by the markets of Russia, Romania, Bulgaria, Turkey, France and the other markets.

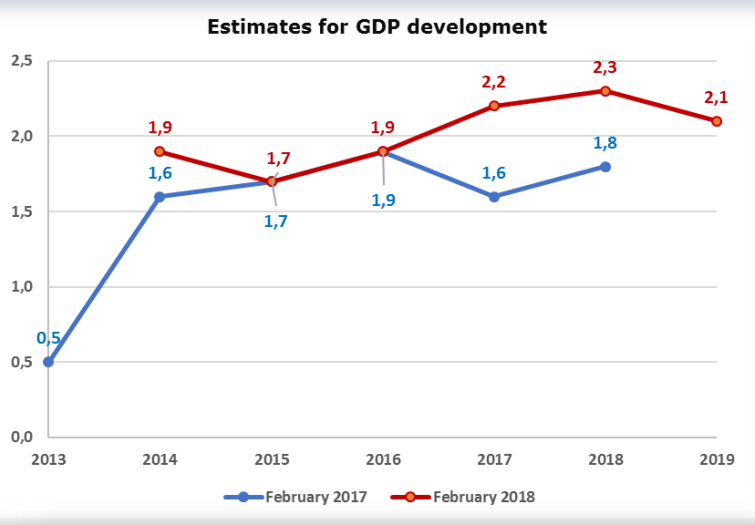
Detailed data per source market and per destination airport on following pages.

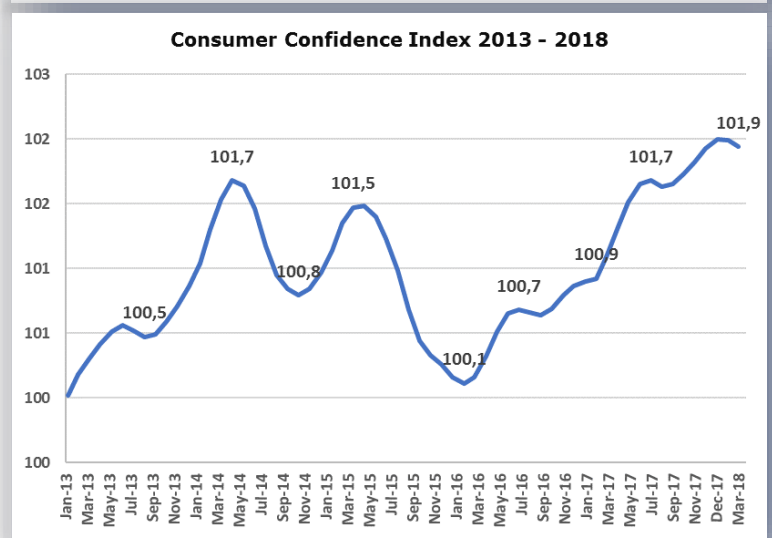
Markets under review*

Germany	12
United Kingdom	13
France	14
USA	15
Italy	16
Netherlands	17
Russia	18
Romania	19
Poland	20
Switzerland	21
Belgium	22
Cyprus	23
Turkey	24
Bulgaria	25
Austria	26
Sweden	27
Czech Republic	28
Denmark	29

* In descending order of total expenditure in Greece

The outlook is favourable for the **German market**, due to the positive state of the economy (increased GDP and high consumer confidence index) and the large increase (+34%) in demand for airline seats. All of the Regional airports show a corresponding percentage increase, with the largest increases in absolute numbers being at Heraklion, Kos, Corfu and Rhodes. Also, 2 new connections were added to Kefalonia and Sitia that did not exist in 2017.





Outbound tourism from Germany: 91 mil.

Top-5 destinations: Austria, France, Spain, Italy, Netherlands

Greece: 8th place

Top-5 destinations in Mediterranean: Spain, Italy, Turkey, Greece, Croatia

Inbound tourism to Greece:

Arrivals: 3.139 K (13% - 1st place)

Overnights: 32.989 K (17% - 1st place)

Revenues: € 2.128 mil. (17% - 1st place)

Avg. Spend: € 678 Spend p.d.: € 65

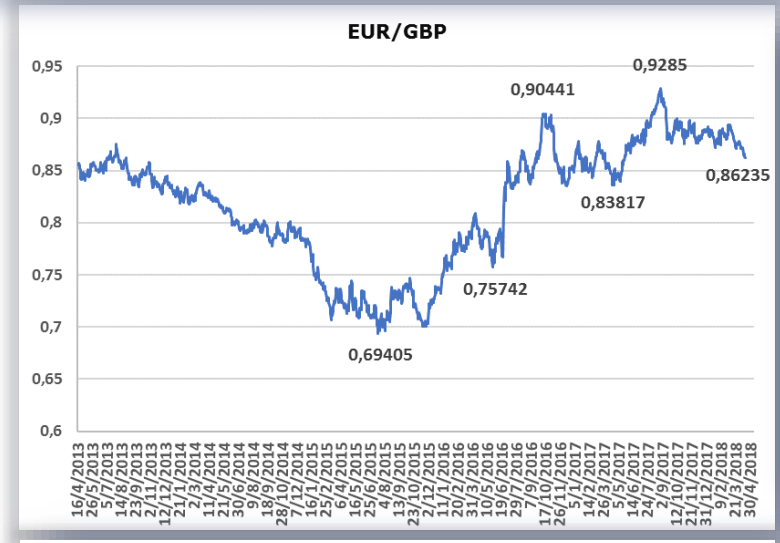
Average Length of Stay: 10,5

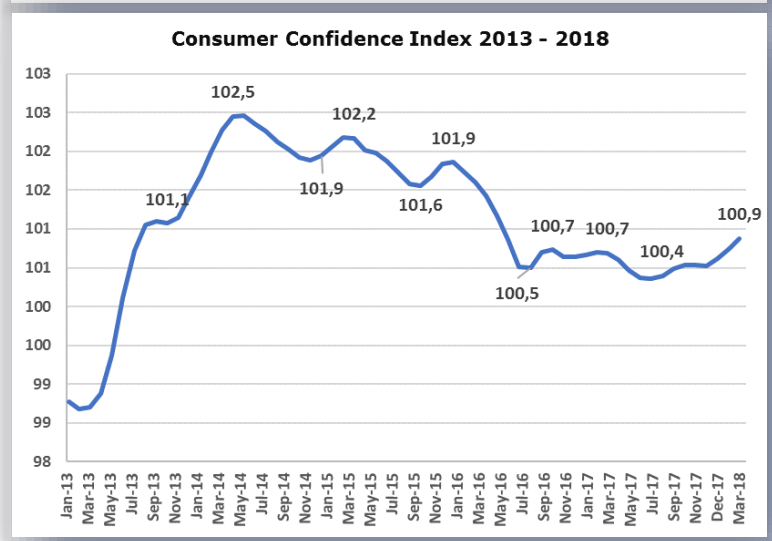
Top-3 destinations in Greece: Crete, Central Macedonia, South Aegean

PLANNED SEATS AT REGIONAL AIRPORTS FOR SUMMER 2018

	2018	Δ 2018/17	Δ%
Total	**3.712.183**	**946.429**	**34%**
Heraklion	1.100.212	267.051	32%
Thessaloniki	678.310	104.472	18%
Rhodes	558.856	114.255	26%
Kos	481.867	145.574	43%
Corfu	329.429	114.374	53%
Chania	112.282	26.849	31%
Kavala	74.100	7.410	11%
Santorini	53.612	15.536	41%
Mykonos	49.512	12.144	32%
Zakynthos	46.834	29.024	163%
Samos	39.272	22.188	130%
Aktion	38.055	11.541	44%
Kalamata	33.599	9.639	40%
Araxos	32.319	7.182	29%
Kefalonia	23.292	23.292	
Skiathos	16.740	1.620	11%
Karpathos	16.200	13.050	414%
Sitia	13.340	13.340	
Mytilene	8.304	5.728	222%
Volos	6.048	2.160	56%

The **British market** presents a mixed picture: due to the Brexit, both the Pound and consumer confidence are weaker, but there is a significant increase (+13%) in demand for seats on flights to the Regional Airports. The largest increases are seen at the airports of Corfu, Kefalonia, Thessaloniki and Rhodes.





Outbound tourism from United Kingdom: 69 mil.

Top-5 destinations: Spain, France, Ireland, USA, Italy

Greece: 6th place

Top-5 destinations in Mediterranean: Spain, Italy, Greece, Turkey, Cyprus

Inbound tourism to Greece:

Arrivals: 2.895 K (12% - 2nd place)

Overnights: 26.583 K (14% - 2nd place)

Revenues: € 1.944 mil. (15% - 2nd place)

Avg. Spend: € 672 Spend p.d.: € 73

Average Length of Stay: 9,2

Top-3 destinations in Greece:

Ionian Islands, South Aegean, Crete

PLANNED SEATS AT REGIONAL AIRPORTS FOR SUMMER 2018

	2018	Δ 2018/17	Δ%
Total	**3.827.734**	**449.095**	**13%**
Corfu	655.363	63.286	11%
Rhodes	545.472	45.487	9%
Heraklion	522.743	12.116	2%
Zakynthos	451.604	31.292	7%
Kos	285.614	44.890	19%
Kefalonia	280.006	60.165	27%
Thessaloniki	229.790	54.635	31%
Chania	193.458	16.838	10%
Santorini	156.539	20.933	15%
Aktion	141.552	30.433	27%
Skiathos	114.322	13.087	13%
Mykonos	110.607	13.655	14%
Kalamata	57.847	15.710	37%
Kavala	25.565	1.135	5%
Samos	15.807	8.878	128%
Mytilene	14.960	5.280	55%
Volos	14.095	10.495	292%
Lemnos	12.390	780	7%

Latest developments, after 31/03:
Positive development of economic indicators following the 19/03 agreement with the EU for a transitional period in Brexit.

There is a positive outlook for the **French market** due to the positive economic situation and increased demand (+15%) for airline seats. But this increased demand is not distributed evenly throughout the country, as there is reduced demand for seats on flights to Thessaloniki, Chania, Kos and Araxos, and increased demand for Heraklion (marginal), Rhodes, Corfu, Cyclades, Kalamata and Volos. A new connection to Sitia airport was added in 2018 compared to 2017.

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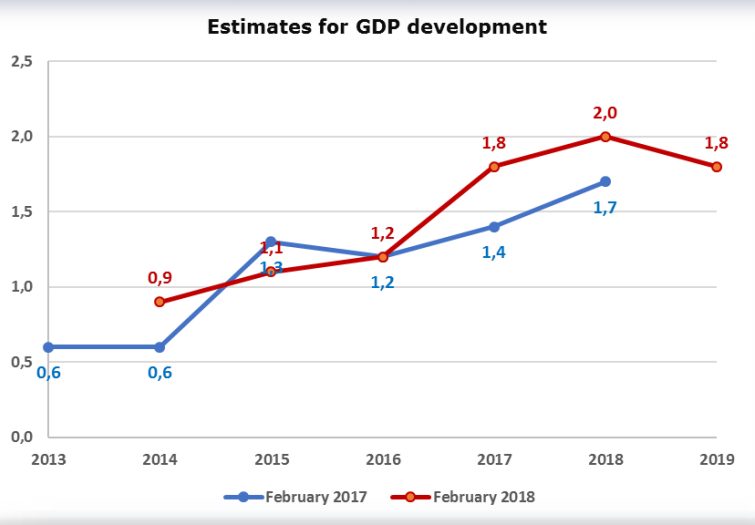
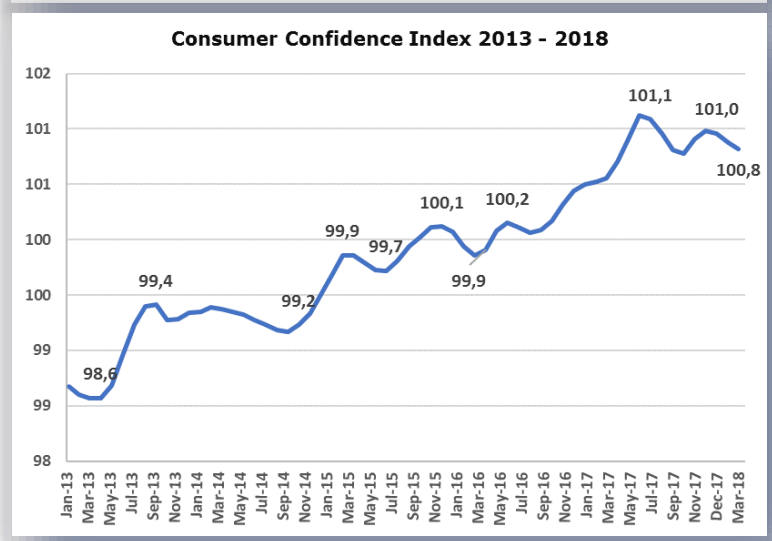




Outbound tourism from France: 26 mil.

Top-5 destinations: Spain, Italy, United Kingdom, Germany, USA

Greece: 7th place

Top-5 destinations in Mediterranean: Spain, Italy, Morocco, Greece, Turkey

Inbound tourism to Greece:

Arrivals: 1.314 K (5% - 5th place)

Overnights: 11.573 K (6% - 3rd place)

Revenues: € 889 mil. (7% - 3rd place)

Avg. Spend: € 677 Spend p.d.: € 77

Average Length of Stay: 8,8

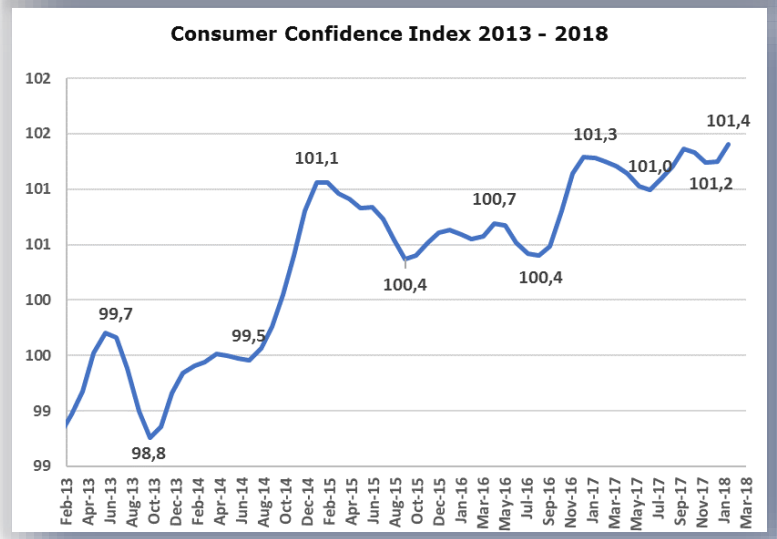
Top-3 destinations in Greece:

Crete, South Aegean, Attica

PLANNED SEATS AT REGIONAL AIRPORTS FOR SUMMER 2018

	2018	Δ 2018/17	Δ%
Total	**946.637**	**125.714**	**15%**
Heraklion	408.389	4.652	1%
Rhodes	161.713	54.808	51%
Corfu	102.220	16.359	19%
Santorini	83.695	35.293	73%
Mykonos	63.243	28.952	84%
Thessaloniki	44.381	-6.880	-13%
Kalamata	21.308	1.285	6%
Kos	20.036	-7.295	-27%
Chania	19.566	-6.234	-24%
Sitia	10.584	10.584	
Volos	6.048	576	11%
Araxos	5.454	-6.386	-54%

The **American market** presents a mixed picture: on the one hand, the U.S. economy is growing and consumer confidence is high, but at the same time the Dollar has lost significant ground against the Euro, while increased interest rates may inhibit growth and consumer confidence. There are not direct flights from the USA to regional airports in Greece.



Outbound tourism from USA: 73 mil. (2015)

Top-5 destinations: Mexico, Canada, France, United Kingdom, Puerto Rico

Greece: 25th place

Top-5 destinations in Mediterranean: Italy, Spain, Greece, Turkey, Croatia

Inbound tourism to Greece:

Arrivals: 779 K (3% - 8th place)

Overnights: 8.178 K (4% - 5th place)

Revenues: € 728 mil. (6% - 4th place)

Avg. Spend: € 935 Spend. p.d.: € 89

Average Length of Stay: 10,5

Top-3 destinations in Greece:

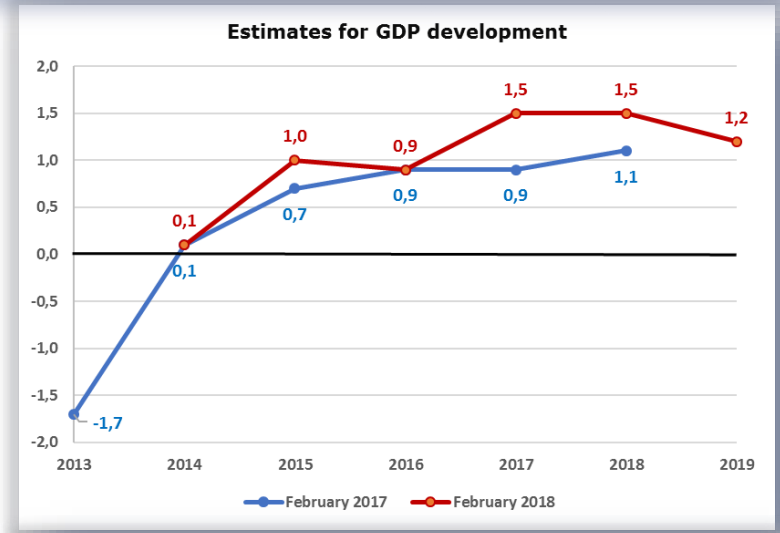
Attica, South Aegean, Peloponnese

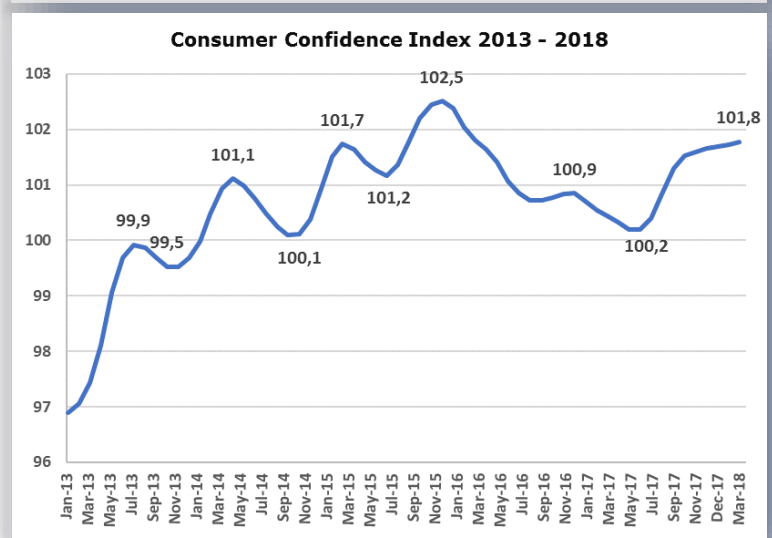
Latest developments, after 31/03:

The trade war with China is under way with the imposition of tariffs.

In spite of political instability, **Italy's** economy appears to be in good condition, with consumer confidence recovering and increased (+14%) demand for airline seats. But this increased demand is not distributed evenly throughout the country, as there is reduced demand for Rhodes, Heraklion and Kalamata, with increased demand for the Cyclades, Ionian Islands, Thessaloniki, Chania, Kos, Karpathos, Skiathos, Samos and Araxos.

SETE INTELLIGENCE





Outbound tourism from Italy: 31 mil.

Top-5 destinations: France, Spain, United Kingdom, Germany, Greece

Greece: 5th place

Top-5 destinations in Mediterranean: Spain, Greece, Croatia, Malta, Turkey

Inbound tourism to Greece:

Arrivals: 1.387 K (6% - 4th place)

Overnights: 11.598 K (6% - 3rd place)

Revenues: € 722 mil. (6% - 4th place)

Avg. Spend: € 521 Spend p.d.: € 62

Average Length of Stay: 8,4

Top-3 destinations in Greece:

South Aegean, Ionian Islands, Crete

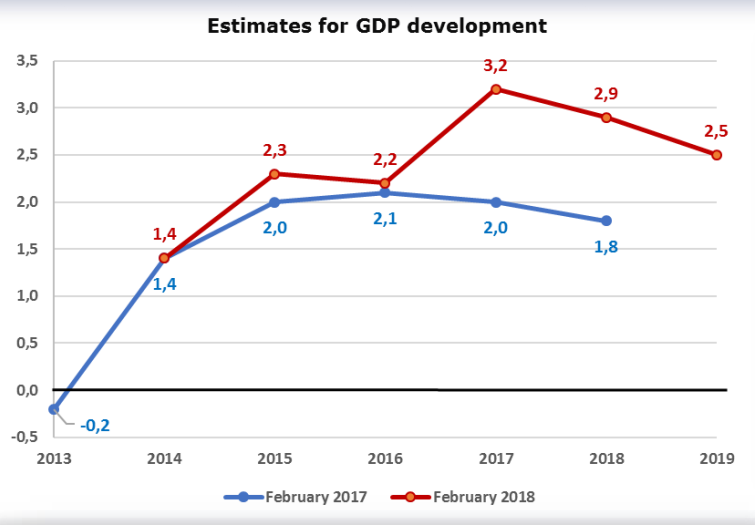
PLANNED SEATS AT REGIONAL AIRPORTS FOR SUMMER 2018

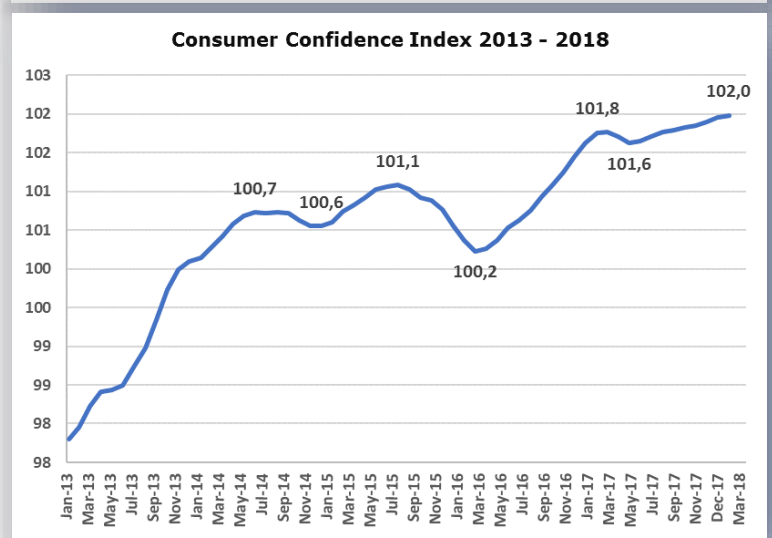
	2018	Δ 2018/17	Δ%
Total	**1.314.498**	**158.787**	**14%**
Mykonos	216.033	34.086	19%
Santorini	185.065	33.245	22%
Rhodes	165.326	-11.593	-7%
Corfu	143.448	46.637	48%
Heraklion	132.981	-2.091	-2%
Thessaloniki	98.673	17.958	22%
Chania	70.119	13.230	23%
Kos	68.574	9.492	16%
Zakynthos	62.342	187	0%
Kefalonia	48.735	8.945	22%
Skiathos	44.864	1.892	4%
Karpathos	31.398	1.121	4%
Aktion	24.127	1.776	8%
Samos	14.996	3.224	27%
Araxos	4.914	1.890	63%
Kalamata	2.903	-1.212	-29%

Latest developments, after 31/03

The result of the elections has not yet allowed the formation of a government.

The outlook for the **Dutch market** is good, due to the positive state of economic affairs and increased demand (+10%) for seats on flights. However, this increased demand is not distributed evenly throughout the country, as there is reduced demand for seats on flights to Heraklion, Corfu, Aktio, Kefalonia, Karpathos, Skiathos, Kalamata, Volos and Kythira, with increased demand for the Cyclades, the North Aegean, Kos, Rhodes, Zakynthos, Thessaloniki, Chania and Kavala.





Outbound tourism from Netherlands: 18 mil.

Top-5 destinations: France, Germany, Spain, United Kingdom, Austria

Greece: 9th place

Top-5 destinations in Mediterranean: Spain, Italy, Turkey, Greece, Croatia

Inbound tourism to Greece:

Arrivals: 771 K (3% - 8th place)

Overnights: 7.430 K (4% - 7th place)

Revenues: € 481 mil. (4% - 6th place)

Avg. Spend: € 624 Spend p.d.: € 65

Average Length of Stay: 9,6

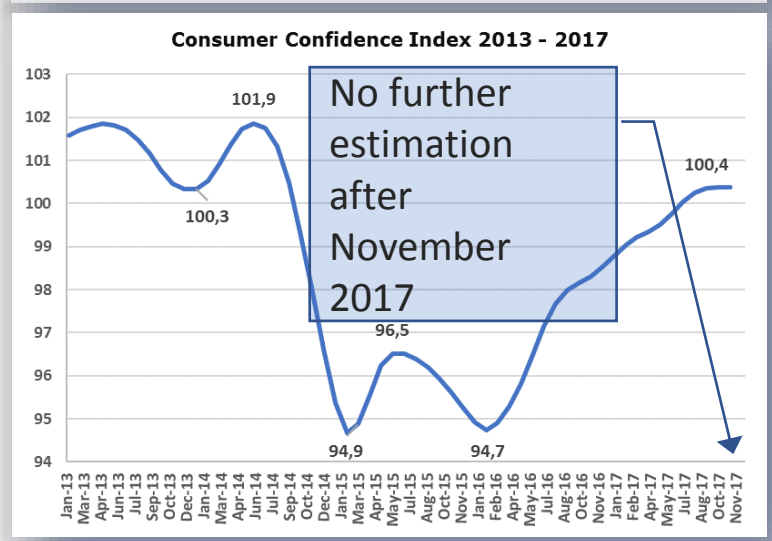
Top-3 destinations in Greece:

Crete, South Aegean, Ionian Islands

PLANNED SEATS AT REGIONAL AIRPORTS FOR SUMMER 2018

	2018	Δ 2018/17	Δ%
Total	**1.047.705**	**98.411**	**10%**
Heraklion	262.136	-17.007	-6%
Kos	156.749	13.871	10%
Rhodes	122.087	23.744	24%
Zakynthos	93.920	8.642	10%
Corfu	76.677	-3.677	-5%
Thessaloniki	70.620	30.723	77%
Chania	52.962	12.631	31%
Mytilene	38.859	10.590	37%
Samos	38.136	14.152	59%
Aktion	37.131	-2.386	-6%
Santorini	21.335	9.794	85%
Kefalonia	19.317	-3.616	-16%
Karpathos	18.417	-195	-1%
Mykonos	11.743	4.315	58%
Skiathos	8.178	-561	-6%
Kalamata	7.168	-2.551	-26%
Volos	4.725	-189	-4%
Kavala	3.969	280	8%
Kythira	3.576	-149	-4%

In the **Russian market** we see a fall in demand (-8%) for airline seats and a Ruble that has weakened over the past year. All regional airports are expected to drop, with the exception of the airports of Thessaloniki, Corfu, Kalamata and Rhodes while a new connection with Chania airport is planned for 2018.



Outbound tourism from Russia: 32 mil.

Top-5 destinations: China, Kazakhstan, Ukraine, Thailand, Spain

Greece: 11th place

Top-5 destinations in Mediterranean: Spain, Turkey, Italy, Cyprus, Tunisia

Inbound tourism to Greece:

Arrivals: 596 K (2% - 12th place)

Overnights: 6.049 K (3% - 10th place)

Revenues: € 436 mil. (3% - 7th place)

Avg. Spend: € 732 Spend. p.d.: € 72

Average Length of Stay: 10,2

Top-3 destinations in Greece:

South Aegean, Crete, Central Macedonia

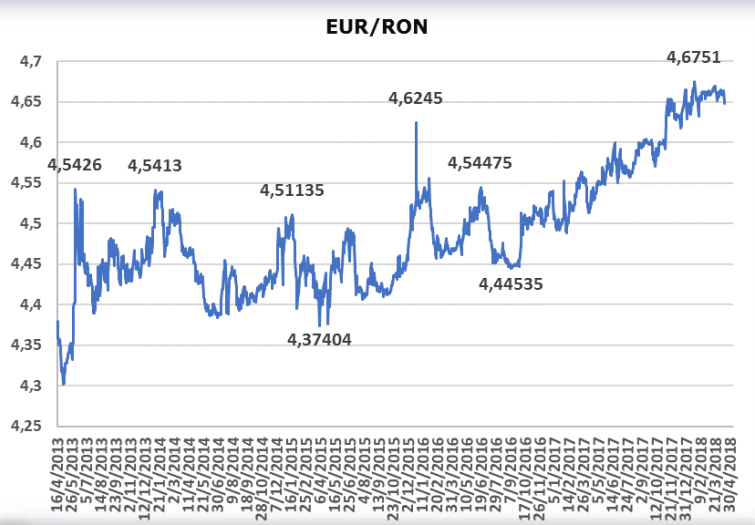
PLANNED SEATS AT REGIONAL AIRPORTS FOR SUMMER 2018

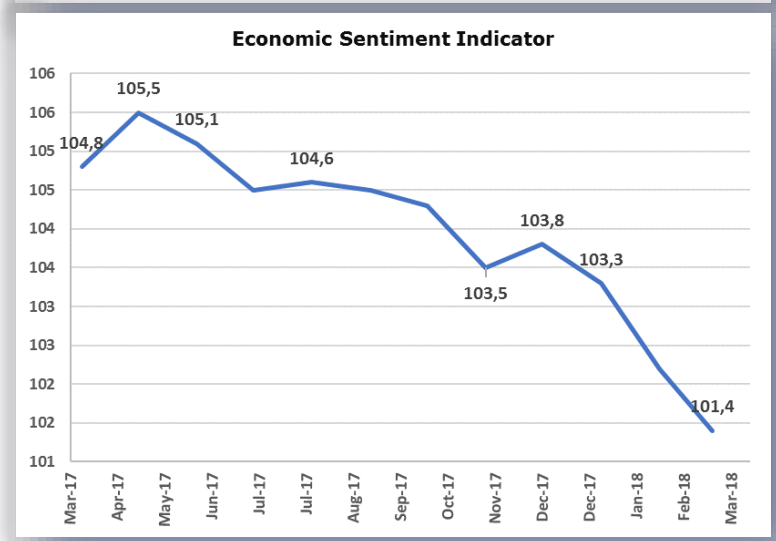
	2018	Δ 2018/17	Δ%
Total	**1.225.585**	**-109.064**	**-8%**
Heraklion	570.464	-154.520	-21%
Thessaloniki	260.804	25.380	11%
Rhodes	220.139	7.951	4%
Corfu	87.576	11.445	15%
Kos	35.380	-4.126	-10%
Araxos	15.652	-5.422	-26%
Chania	12.240	12.240	
Zakynthos	8.796	-2.392	-21%
Kalamata	7.334	1.916	35%
Kavala	7.200	-1.536	-18%

Latest developments, after 31/03:

Further deterioration of the economic environment due to US financial sanctions.

In the **Romanian market**, increased demand (+9%) is seen for seats on flights, despite the deterioration in the Leu's exchange rate and the economic environment, which nevertheless remains at a high level. But this increased demand is not distributed evenly throughout the country, as there is reduced demand for seats on flights to Heraklion, Zakynthos, Rhodes, Corfu, Chania, Aktio and Araxos, with increased demand for other destinations. Also, 2 new connections with Kalamata and Samos airports are planned for 2018. It should be borne in mind that a significant number of Romanian tourists arrive by road and are 'last-minute' visitors.





Outbound tourism from Romania: 16 mil.

Top-5 destinations: Hungary, Greece, United Kingdom, Italy, Ukraine

Greece: 2th place

Top-5 destinations in Mediterranean: Greece, Italy, Turkey, Spain, Croatia

Inbound tourism to Greece:

Arrivals: 1.026 K (4% - 6th place)

Overnights: 6.835 K (4% - 8th place)

Revenues: € 391 mil. (3% - 8th place)

Avg. Spend: € 381 Spend p.d.: € 57

Average Length of Stay: 6,7

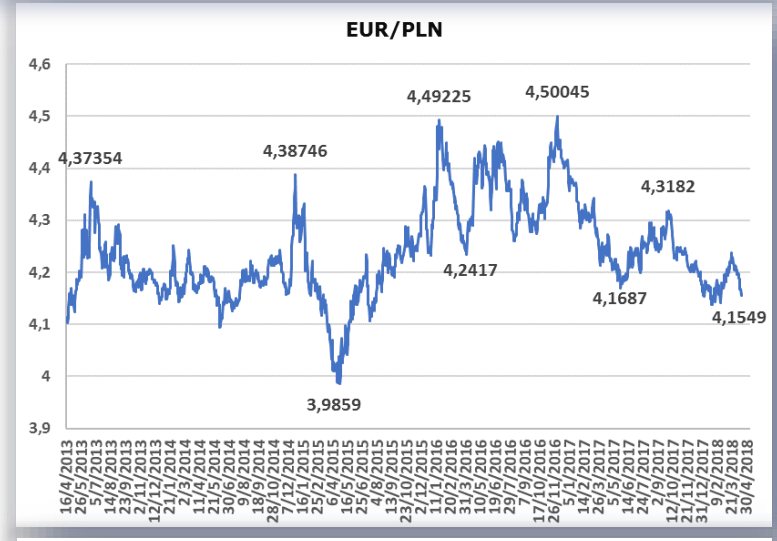
Top-3 destinations in Greece:

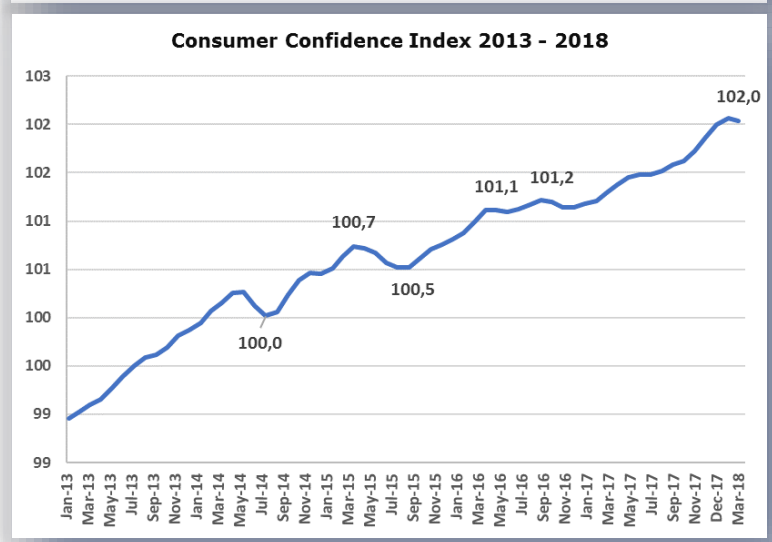
Central Macedonia, Eastern Macedonia & Thrace, Thessaly

PLANNED SEATS AT REGIONAL AIRPORTS FOR SUMMER 2018

	2018	Δ 2018/17	Δ%
Total	**141.055**	**11.839**	**9%**
Thessaloniki	30.560	18.752	159%
Heraklion	30.166	-5.886	-16%
Zakynthos	20.600	-2.008	-9%
Rhodes	15.474	-1.448	-9%
Corfu	10.205	-269	-3%
Santorini	9.814	2.300	31%
Chania	9.422	-1.082	-10%
Skiathos	4.080	0	0%
Aktion	3.230	-1.872	-37%
Kalamata	2.306	2.306	
Kos	2.278	134	6%
Samos	1.800	1.800	
Mykonos	1.120	0	0%
Araxos	0	-888	-100%

The outlook is favourable for the **Polish market**, due to the positive economic state of affairs (stronger Złoty and improved consumer confidence index) and increased demand (+56%) for airline seats. All of the Regional airports are recording an increase. The largest increases in absolute numbers are being seen at the airports of Kos, Rhodes, Corfu, and Heraklion while a new connection with Mytilene airport is planned for 2018.





Outbound tourism from Poland: 11 mil.

Top-5 destinations: United Kingdom, Italy, Ukraine, Russia, Germany

Greece: 8th place

Top-5 destinations in Mediterranean: Italy, Spain, Croatia, Greece, Turkey

Inbound tourism to Greece:

Arrivals: 735 K (3% - 10th place)

Overnights: 5.800 K (3% - 11th place)

Revenues: € 342 mil. (3% - 9th place)

Avg. Spend: € 466 Spend. p.d.: € 59

Average Length of Stay: 7,9

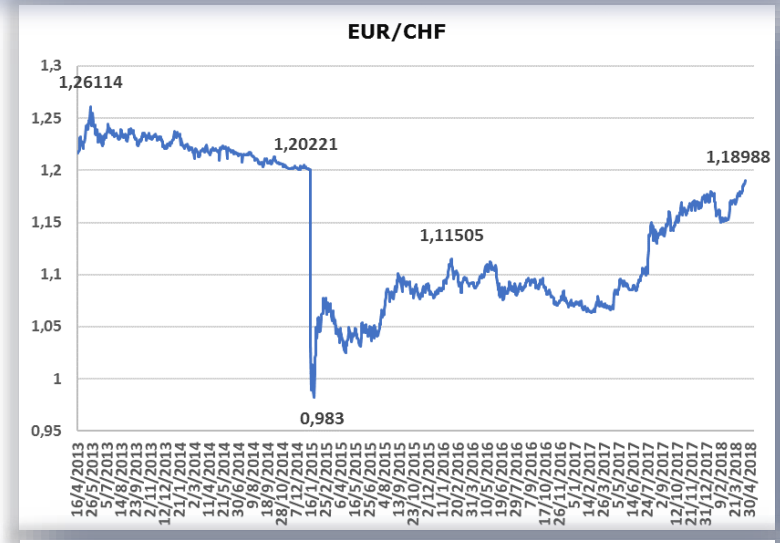
Top-2 destinations in Greece:

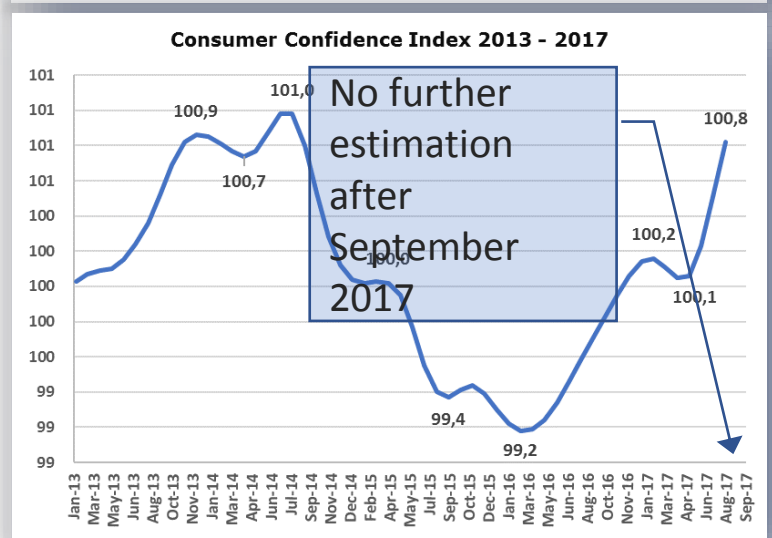
South Aegean, Ionian Islands

PLANNED SEATS AT REGIONAL AIRPORTS FOR SUMMER 2018

	2018	Δ 2018/17	Δ%
Total	**1.287.777**	**463.524**	**56%**
Rhodes	234.506	85.519	57%
Heraklion	219.584	70.302	47%
Corfu	205.967	73.944	56%
Zakynthos	157.190	48.706	45%
Kos	153.722	86.401	128%
Chania	124.181	19.034	18%
Thessaloniki	83.263	31.605	61%
Araxos	20.096	4.977	33%
Kavala	16.632	6.655	67%
Kefalonia	14.958	4.338	41%
Aktion	14.391	6.154	75%
Santorini	14.319	10.043	235%
Samos	9.828	6.426	189%
Skiathos	9.720	3.240	50%
Mytilene	5.460	5.460	
Kalamata	3.960	720	22%

There is a positive outlook for the **Swiss market**, due to the positive economic situation and increased demand (+14%) for airline seats, despite the Franc's losses against the Euro. But this increased demand is not distributed evenly throughout the country, as there is reduced demand for seats on flights to Heraklion, Thessaloniki, Corfu, Zakynthos, Araxos and Volos with increased demand for Rhodes, Kos, Cyclades, Samos, Aktio and Kalamata.





Outbound tourism from Switzerland: 14 mil.

Top-5 destinations: France, Italy, Germany, Spain, Austria

Greece: 8th place

Top-5 destinations in Mediterranean: Italy, Spain, Greece, Turkey, Croatia

Inbound tourism to Greece:

Arrivals: 438 K (2% - 14th place)

Overnights: 3.865 K (2% - 13th place)

Revenues: € 336 mil. (3% - 10th place)

Avg. Spend: € 768 Spend p.d.: € 87

Average Length of Stay: 8,8

Top destinations in Greece:

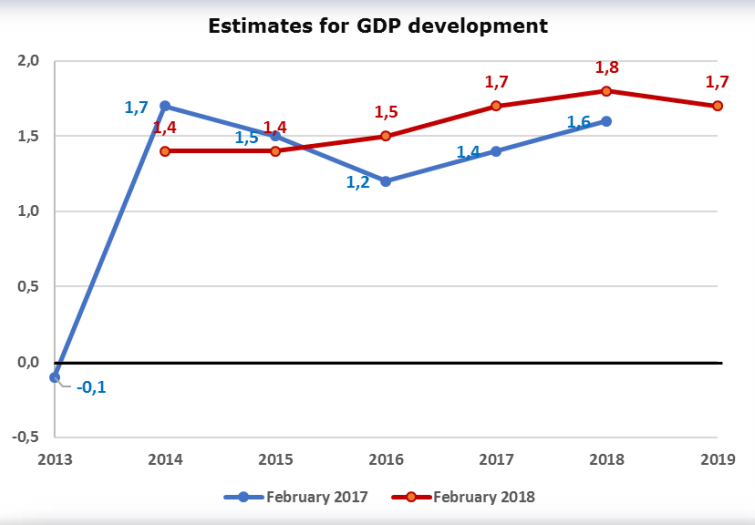
Crete

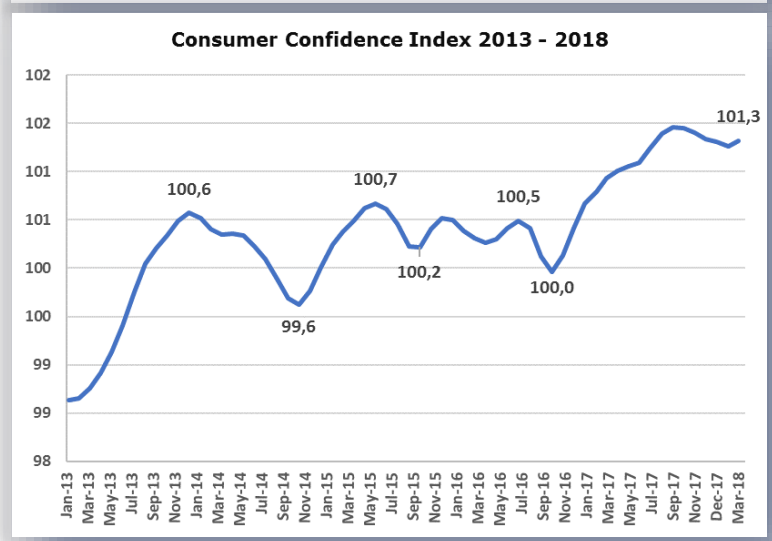
PLANNED SEATS AT REGIONAL AIRPORTS FOR SUMMER 2018

	2018	Δ 2018/17	Δ%
Total	**504.350**	**63.029**	**14%**
Heraklion	153.900	-5.717	-4%
Rhodes	76.994	25.599	50%
Kos	60.592	11.004	22%
Mykonos	54.210	21.870	68%
Thessaloniki	47.622	-6.251	-12%
Santorini	40.632	16.902	71%
Corfu	28.032	-11.582	-29%
Zakynthos	20.005	-559	-3%
Chania	10.440	10.440	
Samos	4.320	228	6%
Aktion	3.444	1.224	55%
Kalamata	1.595	1.483	1324%
Kefalonia	1.368	1.368	
Araxos	1.196	-2.578	-68%
Volos	0	-402	-100%

There is a positive outlook for the **Belgian market**, due to the positive economic situation and increased demand (+2%) for airline seats. But this increased demand is not distributed evenly throughout the country, as there is reduced demand for Heraklion, Kos, Corfu, Santorini, Samos and Araxos with increased demand for Rhodes, Thessaloniki, Chania, Zakynthos, Mykonos and Volos.

SETE INTELLIGENCE





Outbound tourism from Belgium: 13 mil.

Top-5 destinations: France, Spain, Netherlands, Germany, Italy

Greece: 8th place

Top-5 destinations in Mediterranean: Spain, Italy, Greece, Turkey, Morocco

Inbound tourism to Greece:

Arrivals: 467 K (2% - 13th place)

Overnights: 4.306 K (2% - 12th place)

Revenues: € 318 mil. (3% - 11th place)

Avg. Spend: € 680 Spend p.d.: € 74

Average Length of Stay: 9,2

Top destinations in Greece:

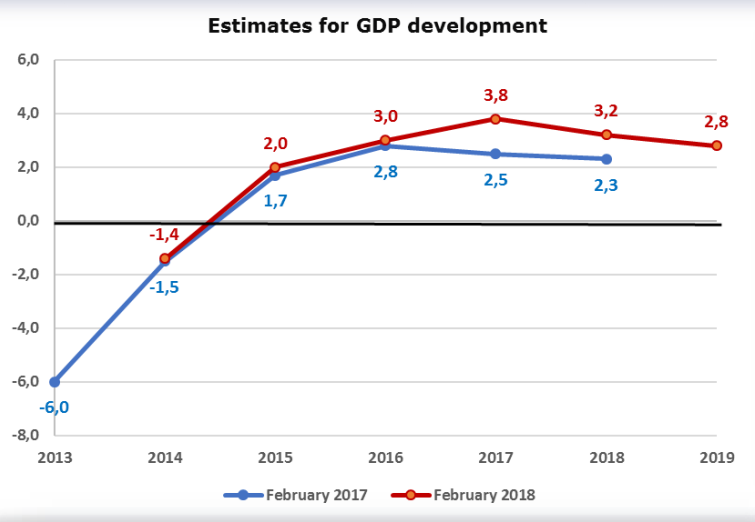
Crete

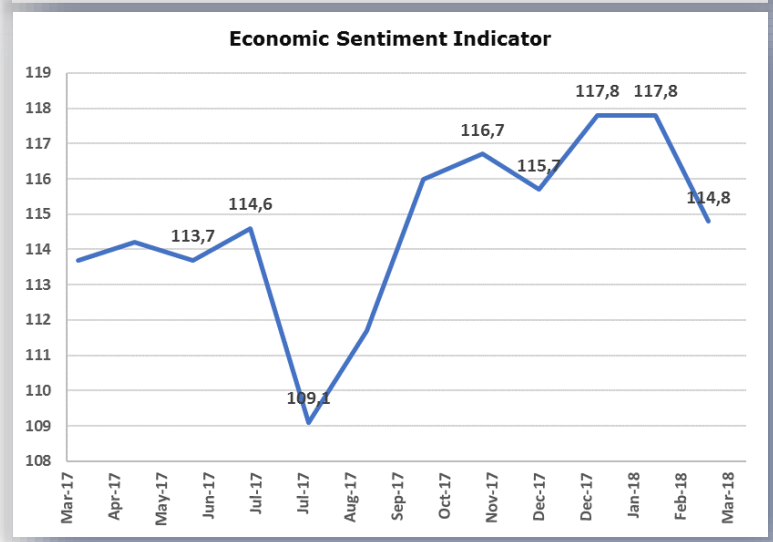
PLANNED SEATS AT REGIONAL AIRPORTS FOR SUMMER 2018

	2018	Δ 2018/17	Δ%
Total	**443.813**	**10.571**	**2%**
Heraklion	106.417	-10.150	-9%
Rhodes	91.215	14.850	19%
Kos	57.202	-650	-1%
Thessaloniki	50.701	5.451	12%
Chania	43.761	4.137	10%
Corfu	38.980	-8.176	-17%
Zakynthos	18.714	157	1%
Santorini	7.881	-1.721	-18%
Mykonos	7.776	142	2%
Volos	6.414	3.726	139%
Samos	4.076	-82	-2%
Mytilene	3.666	3.666	
Araxos	3.626	-4.163	-53%
Kalamata	3.384	3.384	

There is a positive outlook for the **Cypriot market**, due to the positive economic environment and increased demand (+8%) for airline seats. But this increased demand is not distributed evenly throughout the country, as there is reduced demand for Dodecanese, North Aegean, Chania, Skiathos, Santorini, Kavala, Kalamata, Kefalonia and Zakynthos with increased demand for Thessaloniki, Heraklion, Mykonos, Aktio and Corfu.

SETE INTELLIGENCE





Outbound tourism from Cyprus: 1 mil.

Top-5 destinations: Greece, United Kingdom, Turkey, Italy, Germany

Greece: 1st place

Top-5 destinations in Mediterranean: Greece, Turkey, Italy, Spain, Malta

Inbound tourism to Greece:

Arrivals: 652 K (3% - 11th place)

Overnights: 6.379 K (3% - 9th place)

Revenues: € 311 mil. (2% - 12th place)

Avg. Spend: € 476 Spend. p.d.: € 49

Average Length of Stay: 9,8

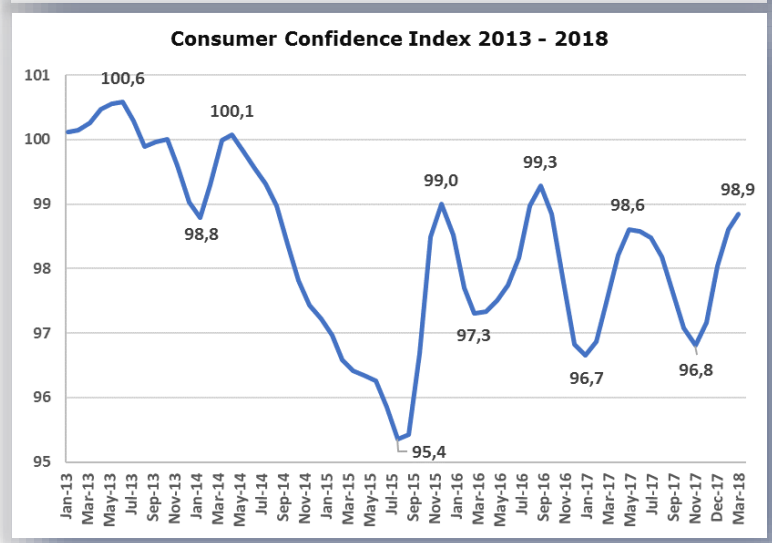
Top-2 destinations in Greece:

Attica, Central Macedonia

PLANNED SEATS AT REGIONAL AIRPORTS FOR SUMMER 2018

	2018	Δ 2018/17	Δ%
Total	**289.782**	**20.303**	**8%**
Thessaloniki	198.235	19.726	11%
Chania	32.364	-2.448	-7%
Heraklion	18.042	2.322	15%
Mykonos	11.652	9.510	444%
Rhodes	5.916	-260	-4%
Aktion	4.546	1.958	76%
Skiathos	4.357	-3.322	-43%
Corfu	3.445	952	38%
Santorini	2.411	-709	-23%
Araxos	1.760	1.760	
Kavala	1.512	-1.000	-40%
Kalamata	1.506	-198	-12%
Kos	1.440	-1.280	-47%
Kefalonia	1.300	-700	-35%
Samos	1.152	-848	-42%
Volos	144	144	
Mytilene	0	-2.000	-100%
Zakynthos	0	-2.304	-100%
Karpathos	0	-1.000	-100%

The negative state of economic affairs in the **Turkey**, with ongoing losses for the Turkish Lira and large fluctuations in consumer confidence, bodes ill for incoming tourism from Turkey, in spite of the increase in demand for airline seats (+11%). Moreover, it should be borne in mind that a large number of Turkish tourists arrive by road or sea and are 'last-minute' visitors.



Outbound tourism from Turkey: 8 mil.

Top-5 destinations: Greece, Saudi Arabia, Iran, Germany, Italy

Greece: 1st place

Top-5 destinations in Mediterranean: Greece, Italy, Spain, Albania, Morocco

Inbound tourism to Greece:

Arrivals: 890 K (4% - 7th place)

Overnights: 3.449 K (2% - 14th place)

Revenues: € 297 mil. (2% - 13th place)

Avg. Spend: € 334 Spend. p.d.: € 86

Average Length of Stay: 3,9

Top-3 destinations in Greece:

Eastern Macedonia & Thrace, Attica, North Aegean

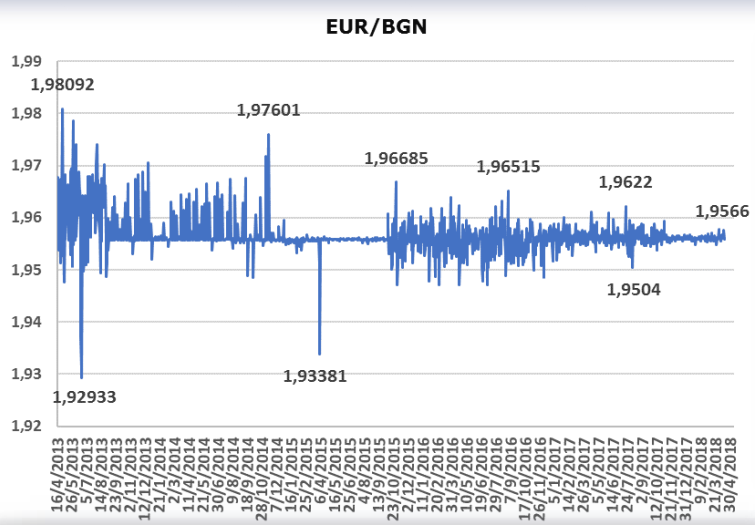
PLANNED SEATS AT REGIONAL AIRPORTS FOR SUMMER 2018

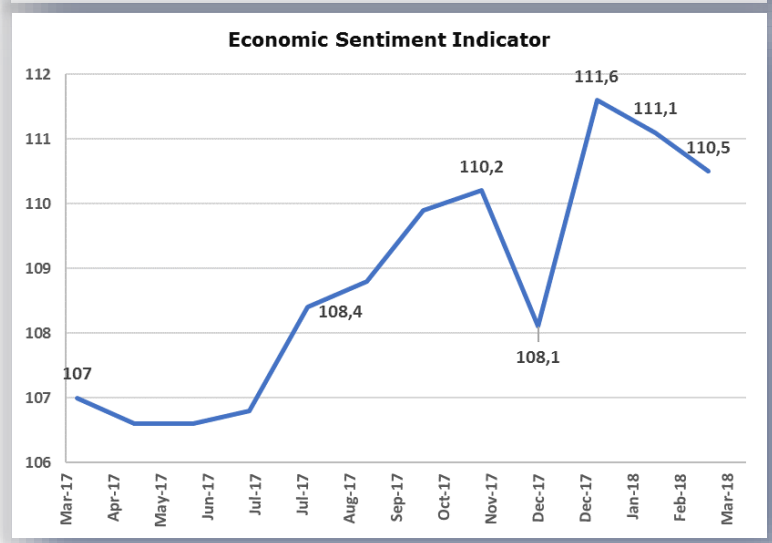
	2018	Δ 2018/17	Δ%
Total	**95.308**	**9.200**	**11%**
Thessaloniki	71.610	843	1%
Mykonos	15.185	1.521	11%
Heraklion	8.445	7.689	1017%
Mytilene	68	68	
Corfu	0	-183	-100%
Rhodes	0	-555	-100%
Samos	0	-183	-100%

Latest developments, after 31/03:

Election notice for 24/06.

The positive state of the **Bulgarian market**, with an economic sentiment indicator at very high levels and the Lev's 'locked' exchange rate with the Euro, bodes well for inbound tourism from Bulgaria, in spite of the decreased in demand (-51%) for airline seats, as due consideration must be given to the large number of inbound Bulgarian tourists arriving by road, and, therefore, having 'last-minute' characteristics.





Outbound tourism from Bulgaria: 5 mil.

Top-5 destinations: Greece, Turkey, Hungary, United Kingdom, Spain

Greece: 1st place

Top-5 destinations in Mediterranean: Greece, Turkey, Spain, Croatia, Cyprus

Inbound tourism to Greece:

Arrivals: 2.523 K (10% - 3rd place)

Overnights: 7.735 K (4% - 6th place)

Revenues: € 296 mil. (2% - 13th place)

Avg. Spend: € 117 Spend. p.d.: € 38

Average Length of Stay: 3,1

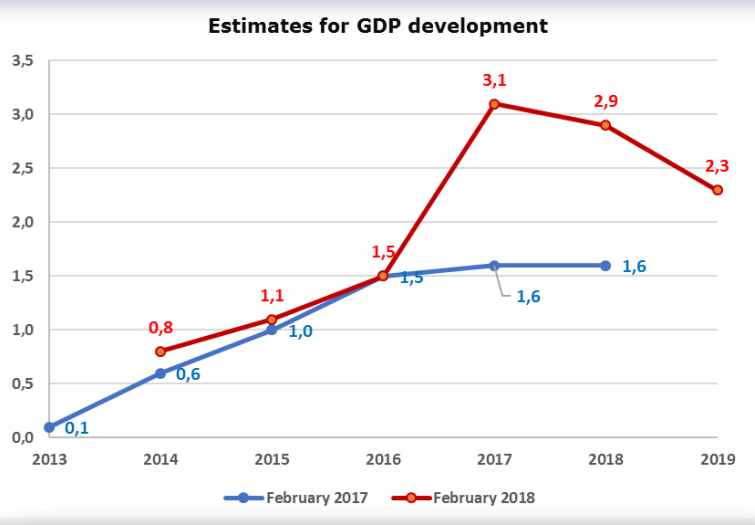
Top-3 destinations in Greece:

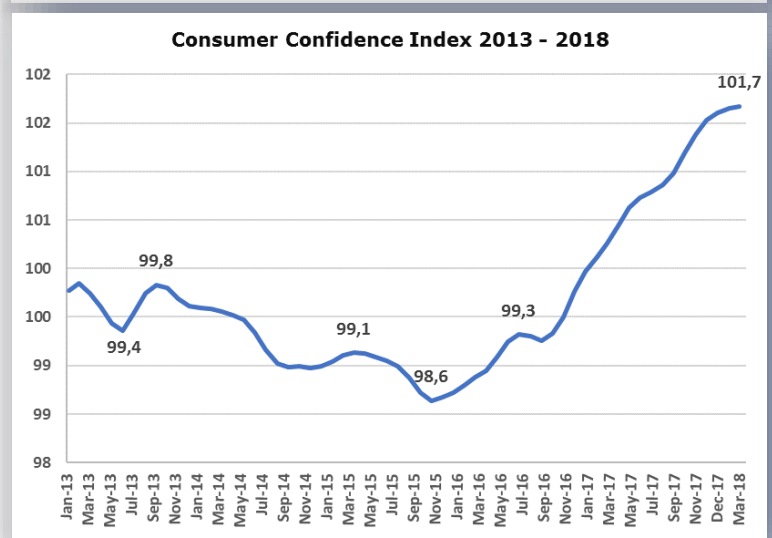
Central Macedonia, Eastern Macedonia & Thrace, Western Macedonia

PLANNED SEATS AT REGIONAL AIRPORTS FOR SUMMER 2018

	2018	Δ 2018/17	Δ%
Total	**6.924**	**-7.286**	**-51%**
Heraklion	2.616	-3.942	-60%
Santorini	2.472	-872	-26%
Corfu	1.080	1.080	
Zakynthos	756	-720	-49%
Lemnos	0	-2.240	-100%
Mykonos	0	-432	-100%
Rhodes	0	-160	-100%

There is a positive outlook for the **Austrian market** due to the positive economic situation and increased demand (+19%) for airline seats. But this increased demand is not distributed evenly throughout the country, as there is reduced demand for seats on flights to Thessaloniki, Santorini, Zakynthos, Aktio, Karpathos, Kavala, Mykonos and Mytilene, with increased demand for Crete, Corfu, Rhodes, Kos, Kalamata, Samos, Skiathos, Kefalonia and Araxos.





Outbound tourism from Austria: 12 mil.

Top-5 destinations: Italy, Germany, Hungary, Croatia, Spain

Greece: 7th place

Top-5 destinations in Mediterranean: Italy, Croatia, Spain, Greece, Turkey

Inbound tourism to Greece:

Arrivals: 359 K (1% - 16th place)

Overnights: 3.267 K (2% - 16th place)

Revenues: € 251 mil. (2% - 15th place)

Avg. Spend: € 700 Spend. p.d.: € 77

Average Length of Stay: 9,1

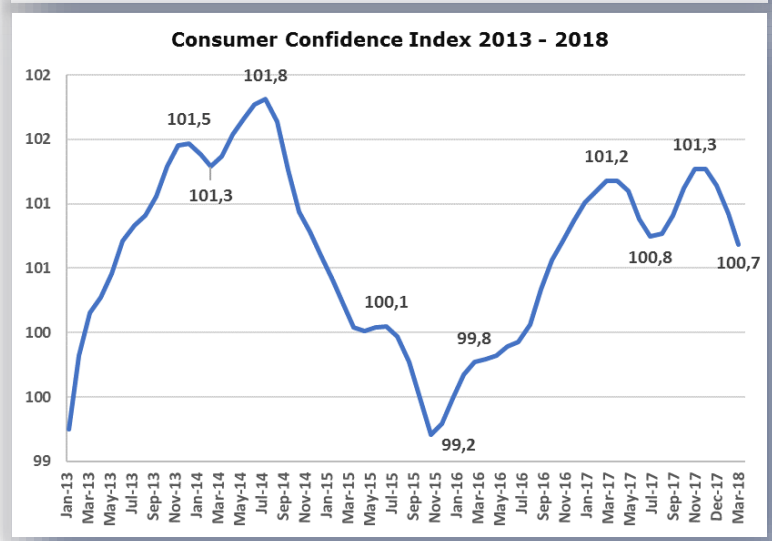
Top destinations in Greece:

Ionian Islands

PLANNED SEATS AT REGIONAL AIRPORTS FOR SUMMER 2018

	2018	Δ 2018/17	Δ%
Total	**457.551**	**73.406**	**19%**
Rhodes	91.209	44.197	94%
Heraklion	79.788	9.286	13%
Kos	54.856	30.922	129%
Thessaloniki	42.238	-5.836	-12%
Corfu	37.052	12.710	52%
Chania	29.192	1.652	6%
Santorini	26.048	-4.252	-14%
Zakynthos	17.872	-9.012	-34%
Kalamata	12.372	1.800	17%
Aktion	10.974	-1.448	-12%
Karpathos	9.720	-1.710	-15%
Samos	9.000	150	2%
Skiathos	8.244	2.004	32%
Kavala	7.740	-5.760	-43%
Kefalonia	7.488	1.268	20%
Mykonos	6.462	-1.029	-14%
Mytilene	3.060	-1.620	-35%
Araxos	2.436	84	4%
Volos	1.800	0	0%

There are positive prospects for the **Swedish market**, where there is increased demand (+8%) for airline seats, despite the Swedish Krona's slide and fluctuations in the consumer confidence index. An increase has been seen at all the Regional airports, with the exception of Chania airport (marginal decrease), with those of Rhodes and Heraklion seeing the highest increases.



Outbound tourism from Sweden: - mil.

Top-5 destinations: Spain, Denmark, Germany, United Kingdom, France

Greece: 9th place

Top-5 destinations in Mediterranean: Spain, Italy, Greece, Turkey, Croatia

Inbound tourism to Greece:

Arrivals: 413 K (2% - 15th place)

Overnights: 3.472 K (2% - 14th place)

Revenues: € 221 mil. (2% - 16th place)

Avg. Spend: € 536 Spend. p.d.: € 64

Average Length of Stay: 8,4

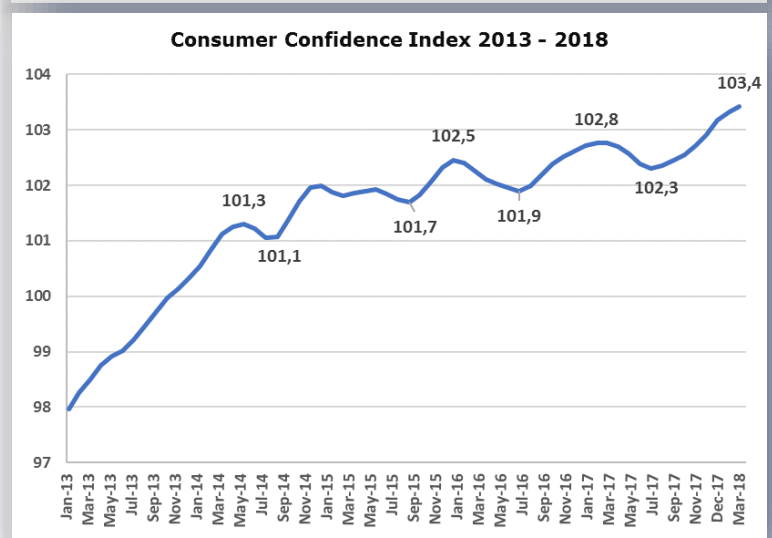
Top-3 destinations in Greece:

PLANNED SEATS AT REGIONAL AIRPORTS FOR SUMMER 2018

	2018	Δ 2018/17	Δ%
Total	**667.997**	**49.786**	**8%**
Chania	193.311	-1.343	-1%
Rhodes	190.440	12.920	7%
Thessaloniki	43.497	4.025	10%
Heraklion	41.565	8.417	25%
Kos	35.805	6.537	22%
Samos	27.403	6.007	28%
Zakynthos	25.939	943	4%
Aktion	22.470	2.714	14%
Corfu	19.231	1.709	10%
Skiathos	14.382	1.128	9%
Santorini	13.335	1.998	18%
Karpathos	11.628	966	9%
Kefalonia	9.383	663	8%
Kavala	7.620	522	7%
Kalamata	5.388	1.620	43%
Sitia	3.780	960	34%
Mykonos	2.820	0	0%

There is a positive outlook for the **Czech market** due to high consumer confidence, the strong Czech Koruna and increased demand (+20%) for airline seats. But this increased demand is not distributed evenly throughout the country, as there is reduced demand for seats on flights to Zakynthos, Aktio, Thessaloniki, Samos and Mykonos, with increased demand for other destinations. The highest increases recorded at the airports of Kos, Corfu and Rhodes. Also, 4 new connections (Araxos, Mytilene, Kythira and Lemnos) have been added compared to the 2017 planning.

SETE INTELLIGENCE



Outbound tourism from Czech Republic: 6 mil.

Top-5 destinations: Italy, Hungary, Austria, Croatia, Slovakia

Greece: 8th place

Top-5 destinations in Mediterranean: Italy, Croatia, Greece, Spain, Egypt

Inbound tourism to Greece:

Arrivals: 280 K (1% - 17th place)

Overnights: 2.328 K (1% - 17th place)

Revenues: € 123 mil. (1% - 17th place)

Avg. Spend: € 439 Spend p.d.: € 53

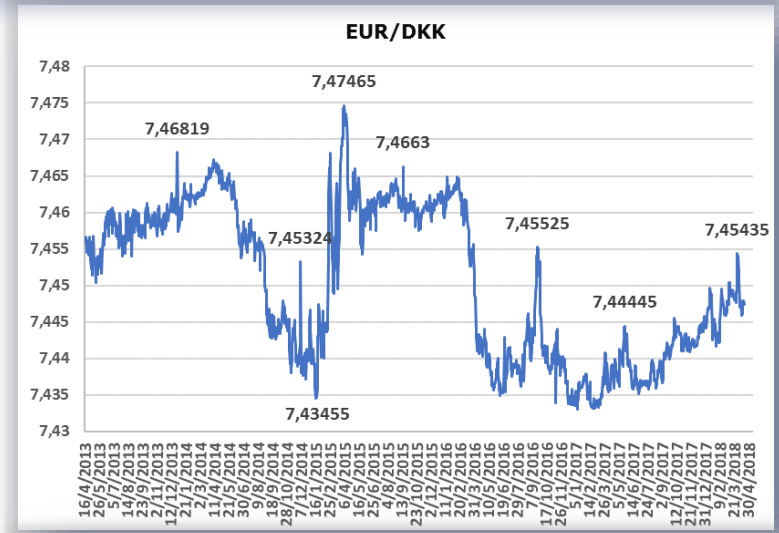
Average Length of Stay: 8,3

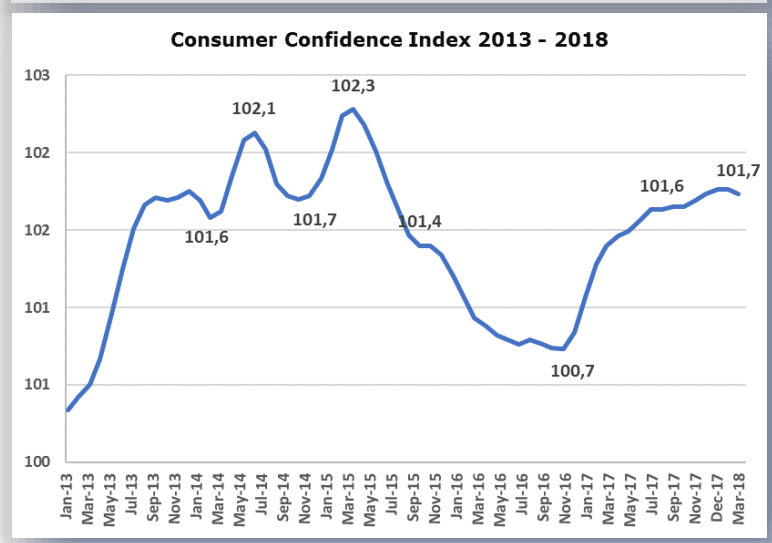
Top-3 destinations in Greece:

PLANNED SEATS AT REGIONAL AIRPORTS FOR SUMMER 2018

	2018	Δ 2018/17	Δ%
Total	**519.065**	**85.250**	**20%**
Heraklion	129.565	4.783	4%
Rhodes	100.607	16.007	19%
Kos	69.015	33.236	93%
Corfu	64.489	16.515	34%
Zakynthos	55.377	-4.596	-8%
Chania	16.884	7.606	82%
Aktion	15.210	-3.402	-18%
Thessaloniki	12.390	-1.903	-13%
Kavala	9.066	4.530	100%
Kefalonia	8.942	296	3%
Santorini	7.541	3.109	70%
Samos	6.615	-2.853	-30%
Karpathos	5.440	1.444	36%
Skiathos	3.855	1.776	85%
Araxos	3.604	3.604	
Kalamata	3.534	1.077	44%
Mytilene	3.213	3.213	
Kythira	2.590	2.590	
Lemnos	1.128	1.128	
Mykonos	0	-2.910	-100%

There is a positive outlook for the **Danish market** due to a positive economic situation, slight depreciation of the Danish Krone and increased demand (+17%) for airline seats. Increased demand is being seen at all of the Regional airports, with the exception of Kalamata, with the airports of Chania, Heraklion, Rhodes and Kos showing the highest increases.





Outbound tourism from Denmark: 10 mil.

Top-5 destinations: Germany, Spain, Italy, United Kingdom, France

Greece: 11th place

Top-5 destinations in Mediterranean: Spain, Italy, Turkey, Greece, Croatia

Inbound tourism to Greece:

Arrivals: 242 K (1% - 18th place)

Overnights: 1.984 K (1% - 18th place)

Revenues: € 133 mil. (1% - 17th place)

Avg. Spend: € 549 Spend. p.d.: € 67

Average Length of Stay: 8,2

Top-3 destinations in Greece:

PLANNED SEATS AT REGIONAL AIRPORTS FOR SUMMER 2018

	2018	Δ 2018/17	Δ%
Total	**503.988**	**72.142**	**17%**
Chania	184.497	24.734	15%
Rhodes	110.500	10.836	11%
Heraklion	39.916	10.889	38%
Aktion	29.292	740	3%
Kos	27.624	10.208	59%
Zakynthos	22.425	4.464	25%
Thessaloniki	20.258	666	3%
Corfu	19.796	7.396	60%
Samos	12.932	2.521	24%
Sitia	8.280	4.320	109%
Skiathos	7.258	294	4%
Santorini	6.144	318	5%
Mytilene	5.484	272	5%
Karpathos	3.780	30	1%
Kefalonia	3.600	0	0%
Kavala	1.680	0	0%
Kalamata	522	-5.546	-91%

Sources

- UNWTO 2016.
- Bank of Greece 2016.
- European Commission, European Performance and Forecasts (winter 2017, winter 2018).
- OECD, Consumer Confidence Index, 2013- 2018.
- Eurostat, Economic Sentiment Indicator 2017 - 2018.
- Naftemporiki, Currency Rates.
- Hellenic Slot Coordination Authority (HSCA).

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