Brand Greece: How Attractive Is Greece as a Tourist Destination?

A Comparison with Competing Mediterranean Destinations

Part B: Long Haul Markets (United States, Canada, China, India, Australia)

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1. Key points

Greece ranks 11th among preferred destinations for international travel over the next 12 months in the Australian market, 13th in the United States, 12th in Canada, 29th in China and 27th in India. In 2024, these markets accounted for approximately 11% of Greece's inbound tourism revenue.

Compared with 2024, Greece's ranking remained unchanged in the United States, fell by one position in Canada and Australia, and rose by three positions in China and nine positions in India, demonstrating significant momentum in these two markets, where air connectivity is being expanded and introduced, respectively.

Compared with competing Mediterranean destinations (Spain, Italy, France, Portugal, Croatia and Türkiye), Greece ranks 3rd in preference in the Australian market and 4th in the United States, Canada, China and India.

With regard to the other international destinations that respondents who expressed an interest in visiting Greece over the next 12 months are also interested in visiting – in other words, Greece's "actual" competitors as a destination – the picture varies considerably across the markets examined. A common feature is the presence of France, Spain and Italy in the top 10, with the exception of China, where Spain was outside the top 10 in 2025.

More specifically:

- Italy ranks 1st in the United States and Australian markets, 3rd in India and 5th in China.
- France ranks 1st in China, 2nd in the United States and Australia, and 4th in India.
- Spain ranks 3rd in the United States and Australia and 4th in India.

• An interesting finding is Switzerland's position. Although it is not a Sun & Beach destination, respondents from China and India who are interested in visiting Greece rank Switzerland highly as an alternative destination: 4th among Chinese travellers and 2nd among Indian travellers, with only a small difference from the countries ranking one position higher.

Among travellers from the aforementioned markets who are interested in travelling to Italy, France or Spain, preference for travel to Greece has increased compared with 2024. This indicates a strengthening of Brand Greece relative to its competitors. The exceptions are the United States and Canadian markets among travellers interested in Spain, where preference for travel to Greece declined.

It is also worth noting that among Chinese travellers interested in travelling to Türkiye, Greece surged from 25th place in 2024 to 7th place in 2025.

The above findings indicate strong momentum and significant potential to attract long-haul travellers through multi-destination trips combining Greece with competing destinations.

In conclusion:

• While the United States, Canada and Australia provide a stable base of long-haul travellers with strong interest, India and China represent markets with significant growth potential, where Brand Greece is rapidly gaining recognition.

• Brand Greece has strengthened its position relative to competing destinations, also creating opportunities to attract long-haul travellers for multi-destination trips combining Greece with one or more competing destinations.

2. Methodology

The study presents and analyses the results of an online survey conducted by GlobalWebIndex (GWI) among individuals aged 16–64 in two waves (the first in January and February and the second in July and August) in both 2025 and 2024. GWI's surveys cover a wide range of topics and consumer habits; however, only data from GWI's Travel survey relating to the travel behaviour of people interested in travelling abroad are presented here. The responses refer to all consumers in each country who participated in GWI's Travel survey, and not only to those who express an interest in or intend to travel to Greece. GWI's Travel survey is conducted in the following countries: France, Germany, the United Kingdom, Spain, Italy, the United States, Canada, China, Japan, India, Singapore and Australia.

This second part presents data for selected long-haul markets which, in 2024, accounted for approximately 11% of Greece's total inbound tourism revenue: the United States, Canada, China, India and Australia. A study focusing on European markets was published previously. In the present study, the results presented are based on the following sample sizes from GWI's Travel survey by country, comprising respondents who stated that they had begun planning their holidays abroad for the next 12 months. For the two survey waves conducted in 2025: United States: 3,526; Canada: 1,258; China: 4,587; India: 3,634; and Australia: 1,505. For the two survey waves conducted in 2024: United States: 3,441; Canada: 1,232; China: 4,887; India: 3,581; and Australia: 1,235. The sample has been weighted based on internet penetration in each country and its overall population. Responses in each country have been weighted according to age, gender and level of education.

Note: The survey includes multiple-response questions, for which the sum of the response percentages may exceed 100% in each country. Furthermore, due to the multiple-response format, responses for the Canary Islands (which are presented as a separate option) cannot be added to those for Spain, as a respondent may have selected both destinations.

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