The Profile of Key Markets for Greek Tourism

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



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1. Main results

The present study examines the travel intentions and consumer preferences of five major long-haul markets for Greek tourism: the United States, Canada, China, India and Australia. These markets make a significant contribution to Greece's inbound tourism revenue and display different characteristics in terms of willingness to travel, travel motivations, holiday preferences and perceptions of Greece as a destination.

Market Profiles

USA

The US market shows the lowest intention to travel abroad (54%) compared with the other markets examined in the study. Although more than half of Americans intend to travel abroad within the next 12 months, this intention is noticeably lower than in India, Australia and Canada.

The main reasons for travel are relaxation, discovering new cultures and having new experiences. Preferred types of trips include sightseeing, beach/coastal holidays, city breaks and nature-based activities. Most travel with a partner or family and primarily choose trips lasting 5–7 days.

Greece ranks 13th among the destinations preferred by American travellers, behind key competitors such as Italy, France and Spain, while nevertheless maintaining its attractiveness.

Canada

Canada represents a particularly dynamic outbound tourism market. Intention to travel abroad is high (68%), while Canadians appear to be more organised when it comes to planning transportation and accommodation.

Relaxation, discovering new cultures and enjoying better weather are the main travel motivations. Their preferences focus on sightseeing trips, beach/coastal destinations, city breaks and resorts.

Greece ranks 12th among the destinations considered by Canadians, maintaining a competitive presence in the Mediterranean, although it continues to rank behind Italy, France and Spain.

China

The Chinese market is of particular interest due to its increasing propensity for international travel and the improvement in Greece's position among travellers' destination preferences. Chinese travellers differ from Western markets in that they place greater emphasis on discovering new cultures and destinations rather than simply relaxing.

Luxury, gastronomy and unique experiences are also particularly important. The most popular types of holidays are nature-based trips, beach/coastal holidays, city breaks and resorts.

Although Greece ranks only 23rd as a potential destination, it recorded the greatest improvement among all the markets, moving up eight positions compared with the previous year. This development indicates significant potential for growth.

India

India emerges as the most dynamic market in the study. It has the highest intention to travel abroad (75%), while Indian travellers also show the greatest likelihood of taking multiple international trips within a year.

Travel motivations combine relaxation, cultural experiences, adventure, nature and favourable weather conditions. Nature is the strongest feature of their travel preferences, more so than in any other market examined in the study.

Despite its strong travel potential, Greece ranks only 37th among Indian travellers' destination preferences, indicating low awareness and limited market penetration.

Australia

Australia represents one of the most attractive and mature markets for Greece. Australians show a very high intention to travel abroad (71%) and the greatest willingness to undertake long-distance travel.

They primarily seek relaxation, cultural experiences, nature-based activities and high-quality hospitality services. They prefer longer trips and usually travel with a partner or family.

Greece ranks 12th among their destination preferences and performs relatively better than competing Mediterranean destinations, even ranking ahead of Spain. Historical ties and the strong Greek diaspora further enhance the market's potential.

Key Differences Between Markets

• **India and Australia** show the strongest intention to travel abroad, while the United States shows the lowest.

• **Indian** travellers are the most frequent travellers, with the greatest likelihood of taking multiple trips per year.

• **Americans, Canadians and Australians** travel primarily for rest and relaxation, while Chinese travellers place greater emphasis on discovering new cultures.

• **Nature** is a key preference for the Indian and Chinese markets, while Western markets place greater emphasis on sightseeing, beaches and resorts.

• **Canadians and Australians** show the strongest preference for longer trips.

• Greece has a stronger position in **Australia, Canada and the United States**, while it ranks significantly lower in India and, to a lesser extent, China.

Conclusions for Greece as a Destination

The study confirms that long-haul markets represent a significant growth opportunity for Greek tourism. The preference of the markets examined for long-haul flights (over six hours), as well as for trips lasting at least five days, indicates that Greece has significant potential to establish itself as an attractive destination for these markets, thereby strengthening its position on the global tourism map. However, each market requires a different strategic approach.

Australia emerges as the most mature market and the one offering the most immediate opportunities, due to its high intention to travel, the positive perception of Greece and the preference for longer trips.

The United States and Canada remain high-value markets, with an emphasis on culture, gastronomy, beach/coastal experiences and high-quality tourism products.

China represents a market with significant future potential. The remarkable improvement in Greece's position among Chinese travellers' preferences suggests growing awareness and the potential for further development through targeted promotional activities and improved air connectivity.

India represents the greatest long-term opportunity. Despite Greece's current low position among Indian travellers' destination choices, the countries ranking up to nine positions ahead of Greece differ from Greece by no more than 1 percentage point. In addition, the exceptionally high intention to travel, the rapid growth of the middle class, the strong interest in discovering new destinations and the launch of direct air connections between Greece and India create significant opportunities, provided that Greece's promotion in the Indian market is also strengthened.

Overall, Greece has strong comparative advantages that align with the dominant trends in these markets – culture, beach and coastal tourism, gastronomy, nature and authentic experiences. Capitalising on these opportunities requires a more targeted approach for each market, tailored communication and continuous efforts to strengthen the destination's international competitiveness.

2. Methodology

The study presents and analyses the results of an online survey conducted by GlobalWebIndex (GWI) among individuals aged 16–65 during the period January–February 2026. 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, Brazil, Mexico, South Korea and Australia.

This second part presents data for selected long-haul markets, namely the United States, Canada, China, India and Australia. Readers may also refer to the first part of the study, which was published recently and presents data for the European markets, namely France, Germany, the United Kingdom, Spain and Italy.

In the present study, the results presented are based on the following sample sizes from GWI's Travel survey by country: United States: 3,530; Canada: 1,053; China: 4,002; India: 2,570; and Australia: 1,000. 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.

It should be noted that:

- The survey also includes multiple-response questions, for which the sum of the response percentages may exceed 100% in each country.
- The samples for the United States and Canada also include the 65+ age group.

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