

HELLENIC REPUBLIC

REGION OF ATTICA

**SUMMARY OF DOMESTIC AND  
FOREIGN SURVEYS ON  
SUBACTIONS 1.D.1 AND 1.D.2**

## **1<sup>st</sup> Domestic Survey**

The survey captures important information regarding travel and visitor satisfaction in Attica and more broadly in Greece. Overall, most visitors stayed in the country for 4-14 days, with their stay mainly focused on Athens and Piraeus (89.1%). Interestingly, visitors who spent more days in the country were mainly from Northern Europe.

One noteworthy finding is that 35.7% of visitors had visited Attica before, while first-time visitors mostly came from Central and South America. Of the first-time visitors, 87.5% were from these regions, while 28.4% of the annual visitors were from France. Tourists spent the majority of their time in Athens and Piraeus, with 89.1% stating they spent most of their visit there, while the Saronic Islands attracted visitors with longer stays.

The main reason for visiting Attica was the ancient monuments and culture (69.1%), while travel booking websites (64.3%) and recommendations from friends (40%) also played a significant role. The majority (85.2%) planned the trip independently, with Israeli visitors notably organizing their trips entirely on their own.

Regarding accommodation, most visitors preferred rented houses (36.2%), with visitors from the U.S. favoring four-star hotels (40.4%). Visitors over the age of 55 also preferred hotels in this category. In general, visitors were very satisfied with the attractions (94.6%), the food (93.6%), and the value for money (83.2%). However, there was dissatisfaction with cleanliness (66%) and environmental protection (45%).

The overall impression of Attica was positive, with the majority expressing satisfaction with the beauty of the area (85.9%) and the attractions (94.6%). However, dissatisfaction was expressed regarding cleanliness (66%) and environmental protection (45%).

Finally, the majority of respondents stated that they would visit Attica again (84.6%) and that they would recommend it as a destination (96.2%), with many showing interest in visiting during spring (62.4%) and autumn (56.4%). Visitors from the U.S. and Arab countries spent more money, while younger travelers had more limited expenses.

## **2<sup>nd</sup> Domestic Survey**

The survey recorded data on visitors' trips to Attica, focusing on the length of stay, activities, and destinations. The majority of respondents stayed in Greece for 4-7 days, with a higher concentration of visitors from Australia and New Zealand staying for more than 15 days. There was a 10% increase in visitors staying 4-14 days compared to the previous survey.

Regarding the awareness of Attica, 11.4% of visitors stated that they were well-acquainted with the region. Of these, most belonged to the 35-54 age group (13.4%). However, compared to the previous survey, a significant decrease in awareness was recorded, as the previous rate was 31.7%, indicating that most visitors were not very familiar with the area.

Regarding destinations within Attica, almost all respondents (98.4%) stated that they spent most of their trip in Athens and Piraeus, indicating that these areas are the most popular among tourists. Additionally, 85% of respondents visited Attica for tourism or winter holidays, while only 11.3% visited the area for business reasons.

When asked about the reasons that motivated them to visit Attica, the majority (74.9%) stated that ancient monuments and cultural interest were the main drivers. As for how visitors were informed about Attica, 83.2% said they used travel agency websites, while 32.2% received information from friends or relatives. Smaller percentages mentioned tourist guides (10.3%) and travel agencies (9.2%).

In evaluating Attica's services, visitors were satisfied with the food and ease of communication but expressed complaints about cleanliness and environmental protection. The majority found Attica better than they expected (56.6%), and 93.1% plan to visit again.

The most popular locations were Athens and Piraeus, with the Acropolis and its museum attracting 81.5% of visits.

### **3<sup>rd</sup> Domestic Survey**

The review of the 3rd survey on tourist satisfaction in Attica reveals important insights into visitors' preferences and behaviors.

The majority of tourists (73.3%) stayed in Greece for 4 to 14 days, with 58.8% spending 1-3 days in Attica. The region seems to mainly attract tourists from Central and South America for longer stays, while an increase in the recognition of Attica has been observed. Specifically, 35.6% of visitors stated that they were familiar with Attica before their trip, with this percentage being particularly high among those aged 55+, marking an increase compared to previous surveys.

A significant finding is that 41.1% of respondents had visited Attica before, while the majority of new visitors came from Central and South America (83.1%). Frequent visitors mostly came from Arab countries, Southeast Asia, and Africa. Almost all (89.9%) spent most of their stay in Athens and Piraeus, while 91.3% visited Attica for summer vacations.

Regarding travel companions, most traveled with their spouse (35.9%) or friends (32.5%), with the 25-34 age group dominating among those who traveled either with a partner or with friends. Ancient monuments and cultural interest were the main motivation for 76% of visitors, while most were informed about the area through travel agency websites (74%).

Regarding accommodation, 37% of visitors preferred rented houses, with Spaniards favoring them the most, while 22% stayed in four-star hotels. In evaluating Attica's services, tourists were particularly satisfied with the food, service, and ease of communication, but less so with cleanliness and environmental protection.

Half of the respondents (50.1%) found Attica better than they had expected, while 90% plan to visit again. Most tourists expressed a desire to visit in the spring (75.2%) or autumn (72%). Finally, visitors mainly spent up to 500 euros (38.2%), with the highest expenditures recorded among visitors from Israel.

## **1<sup>st</sup> Foreign Survey**

The two surveys conducted in the United Kingdom and Germany focus on travel preferences, consumer behavior, and perceptions of Attica as a destination.

The UK survey reveals that most respondents take 2-3 leisure trips annually (52.6%), with 90.1% having taken at least one trip in the previous year. Travelers primarily prefer using cars (78%) for transportation, followed by airplanes (56.6%) and trains (40%). Younger age groups are more inclined to use airplanes (63.5% for ages 18-24 and 73.3% for ages 25-34). The most popular destinations include coastal areas (70.5%), urban centers (51.6%), and natural landscapes (48.1%).

When selecting accommodation, the most important factors are location (79.3%) and price (76.3%), while the majority (54.2%) prefer to visit multiple destinations during their trips. Regarding activities, 74.3% of respondents are interested in local cuisine, while 73.9% are interested in sightseeing. Other popular destinations include Germany (6.9%), Spain (5.3%), and Asia (5%).

When asked about Greece, 50.3% have visited the country before, and 83.5% wish to visit again, with high costs (30.1%) and language barriers (19.4%) being the main obstacles. Concerning Attica, 42.4% of respondents are familiar with the region, while 16.8% have visited it, with the overwhelming majority (91.8%) reporting positive impressions.

The survey in Germany shows similar trends in transportation preferences, with airplanes (65.8%) and cars (57.8%) being the most favored. Younger age groups also prefer airplanes more (81.3% for ages 18-24 and 74% for ages 25-34). The most popular destinations are coastal areas (74.3%), urban areas (51.5%), and outdoor areas (48.8%). In terms of accommodation, location (88%) and price (80.5%) are the most important factors, with a balance between those who prefer staying in one location (49.5%) and those who prefer visiting multiple places (48.1%).

Regarding activities, 82% are interested in sightseeing, while 70.8% are interested in local restaurants. Destinations planned for the near future include the United Kingdom (15.3%), Spain (6.4%), and the USA (5%).

When asked about Greece, 56.3% of respondents have visited the country, while 87.6% would like to visit again. High costs (32.7%) and lack of information (18.2%) are obstacles for those not interested in traveling. Attica is known to 37% of German respondents, and only 16% have visited the region, with 98.5% of them having positive impressions.

Overall, both surveys highlight a strong desire for leisure travel and a preference for coastal destinations. Attica is well known to a significant percentage of respondents, with positive experiences motivating future visits. However, high costs remain a significant barrier for many travelers.

## **2<sup>nd</sup> Foreign Survey**

The survey in France and Italy focused on studying the travel preferences and behaviors of respondents, as well as their perceptions of Attica as a destination.

The survey in France recorded that 41.5% of respondents travel for leisure 2-3 times per year, while 82.6% had traveled in the last year. In terms of transportation, 71.1% prefer to use cars, 54% prefer airplanes, and 33.6% prefer trains. Younger respondents (18-34 years) show a stronger preference for airplanes.

Regarding destinations, 73.8% prefer coastal areas, 47.9% prefer outdoor destinations, and 33.8% prefer cultural attractions. Location and accommodation prices are the main factors when choosing lodging. 73.1% prefer visiting multiple locations within an area, while 25.5% prefer staying in one destination. The most popular activities include gastronomy (72.5%), beach activities (70.3%), and sightseeing (69.5%).

Regarding the image of Attica, 25% of the French recognize the region, with older age groups showing lower recognition rates. 85.8% would like to visit Greece in the future, and 28.5% have already visited the country. The main sources of information about Attica are friends/family (41.1%) and travel agencies (36.7%), while the official Attica website is less well-known (7.9%). 72.4% of respondents would like to visit Attica, with natural areas and beaches being key motivations.

In Italy, 54.8% travel 2-3 times per year, and 90% had traveled for leisure in the previous year. The most popular modes of transportation are car (67.6%), airplane (65%), and train (43%), with younger respondents (18-34 years) favoring airplanes more. Coastal (74.9%), urban (62.6%), and cultural destinations (47.1%) are the main preferences of Italian travelers.

When it comes to choosing accommodation, price and the type of accommodation (e.g., hotels, AirBnb) are the key factors, while 79.6% prefer visiting various locations during their stay. The most popular activities include sightseeing (80%), beach activities (72.9%), and local restaurants (60.3%).

Regarding Attica, 52.3% of Italians recognize the region, and 24.8% have visited it, having had positive impressions. The main sources of information are travel agencies (63.6%) and the Internet (50%), while only 17.2% have learned about it from the Attica website. 92.9% of Italians would like to visit Attica, with affordability and natural landscapes being the primary attractions.

In comparison, both surveys show that travelers prefer beaches and are interested in cultural elements, with Attica being a destination that piques their interest. The natural beauty and culture of Attica are key factors that attract visitors. However, the region's recognition remains moderate in both populations, with information sources varying, primarily between personal contacts and travel agencies.

### **3<sup>rd</sup> Foreign Survey**

The survey conducted in the Scandinavian countries highlights both common and divergent elements regarding the travel preferences and behaviors of their citizens, particularly with regard to leisure travel and their perceptions of destinations like Attica.

The majority of respondents take 2 to 3 leisure trips annually, with 53.2% of Danes and 50.6% of Finns reporting this frequency. Notably, in both countries, around 80% of participants indicated they had taken at least one leisure trip in the past year. Regarding transportation, Danes show a stronger preference for airplanes (78.5%) compared to Finns (66.5%), who also prefer cars (53.5%).

Similarly, Swedish participants report taking leisure trips 2-3 times a year (45.3%), with 85.3% having traveled at least once in the past year. Most prefer airplanes (77%), followed by cars (52.3%) and trains (45.5%). The majority prefer coastal destinations (70.4%), with location and price being the most important factors in choosing accommodation (78.8% and 76.4%, respectively). 72.5% prefer relaxing on the beach, and 71.6% are interested in sightseeing.

In Norway, the results are similar. 48.2% of respondents take 2-3 leisure trips annually, with 83% having traveled at least once in the past year. The preference for airplanes is even higher (81.8%), with the majority seeking coastal destinations (72%). Regarding accommodation, location (84%) and price (75%) are the main factors, and 71.5% prefer relaxing on the beach.

The recognition of Attica is around 51.8% for Danes and 54.3% for Finns. The majority of participants from each country report having positive impressions from previous visits, with high percentages (92.8% for Danes and 97.5% for Finns) stating they had good experiences. However, the main reasons preventing people from visiting Attica are the high travel costs and the lack of information about the region.

Among Swedes, recognition reaches 55.9%, with younger individuals (25-34 years old) having the highest recognition. Similarly, in Norway, recognition reaches 59.7%, with the highest percentages found in the age groups under 55. Importantly, about 90% of respondents from both countries who have visited Attica reported positive impressions. Regarding future travel, 74.2% of Danes have already planned a trip, while 64% of Finns state that they intend to travel soon. In both countries, respondents express strong interest in Greece, with 62.3% and 55.5% indicating they have visited the country before, and nearly 90% from both countries wishing to visit again.

In Sweden, 66.6% state that they have visited Greece, and 89.4% are interested in doing so again. Norwegians show even greater desire, with 60.2% having visited Greece and 91.3% wishing to visit in the future. In both cases, high prices and lack of information are cited as the main reasons preventing travel to Greece.

Overall, in all four countries, we observe similar preferences regarding leisure travel and Attica, with a strong desire to visit again, though challenges such as cost and the lack of information about the region remain.