

ATHENS

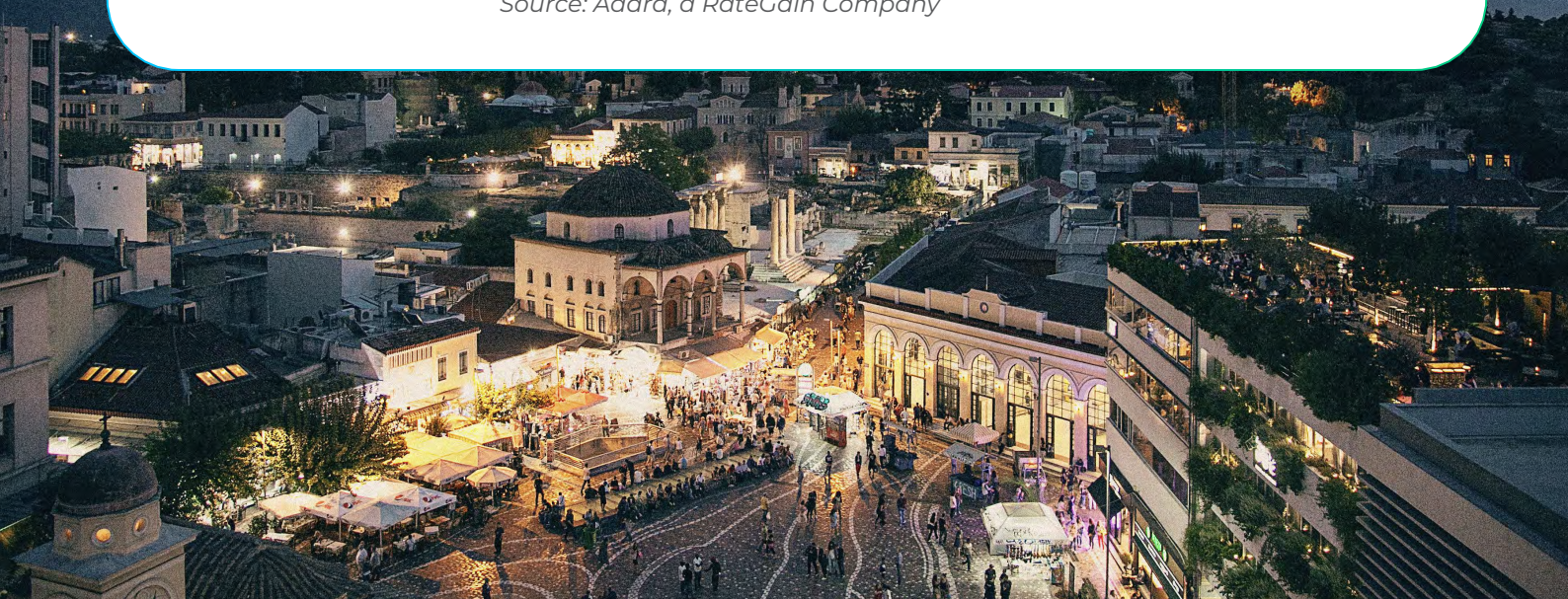
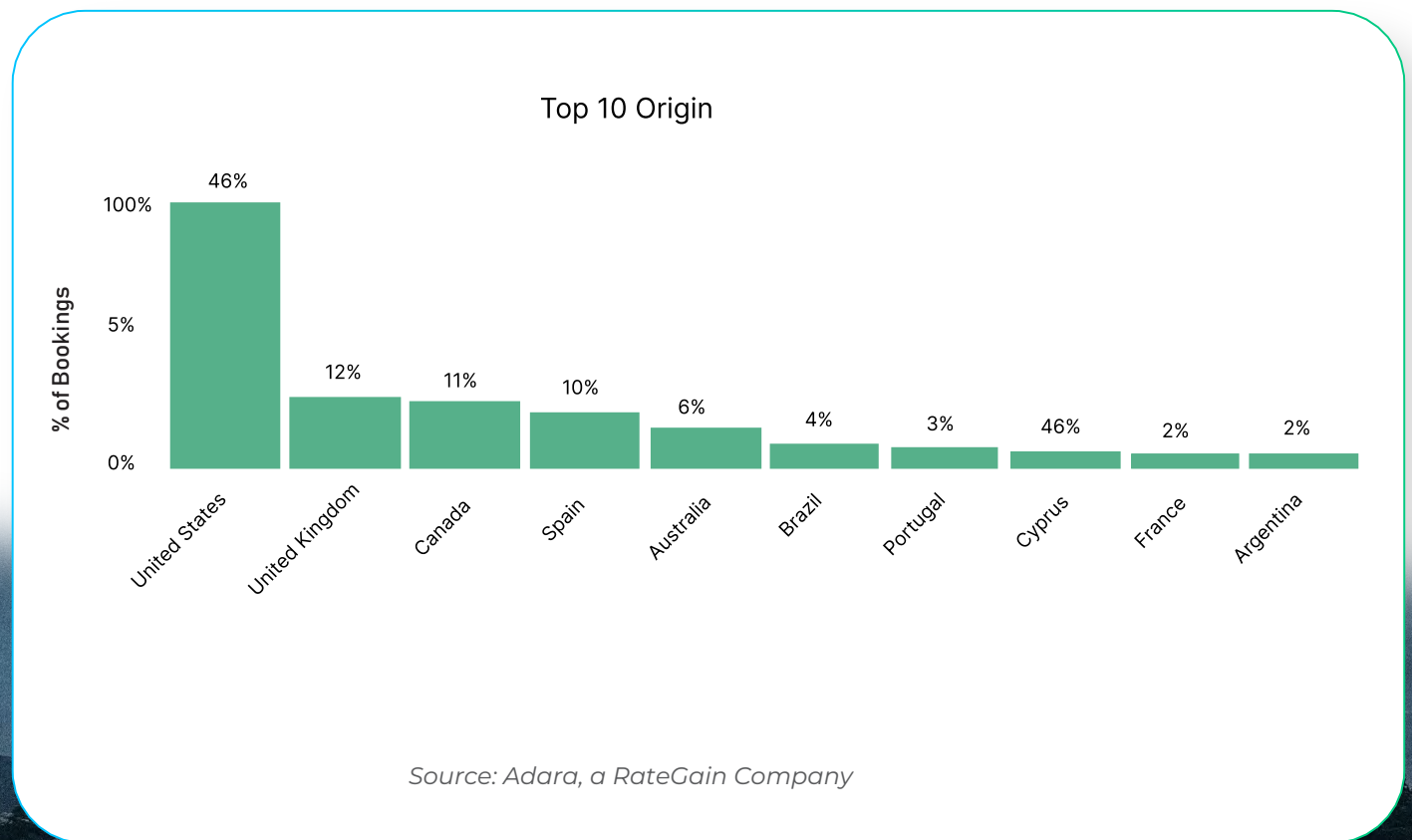
SUMMER TRAVEL TRENDS

Travel Duration: July to September 2024



Headline: U.S. Leads Summer Travel to Athens

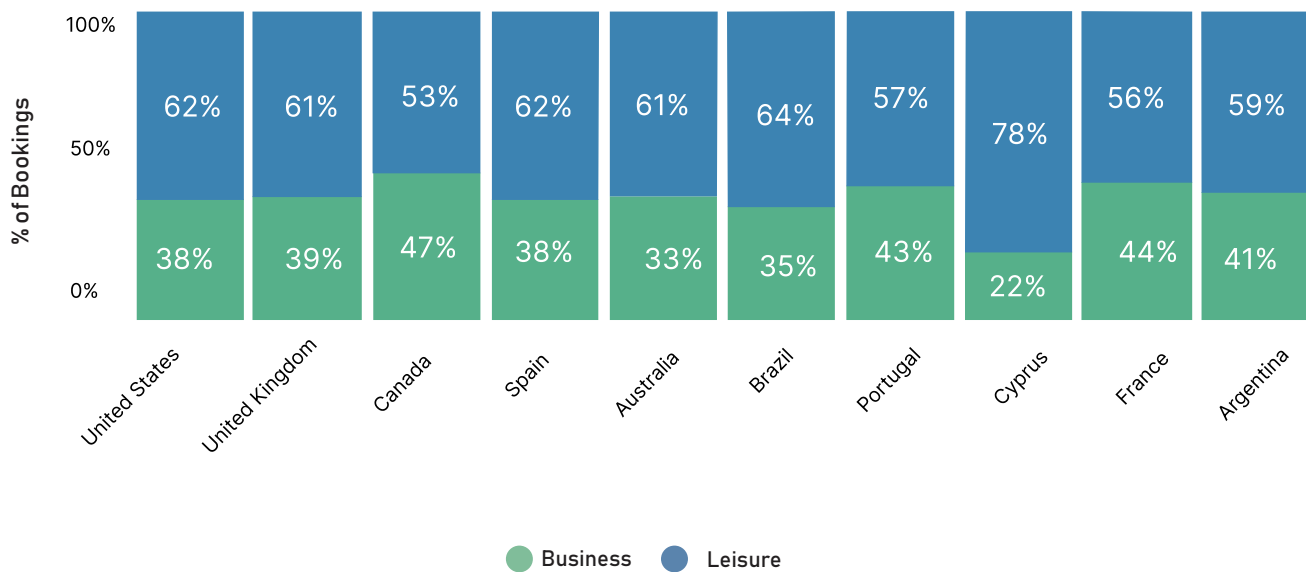
Athens will be bustling with visitors, with travelers from the U.S. making up a significant 46% of all arrivals. Following the U.S. are the UK with 12% and Canada with 11%, while Spain contributes a notable 10%. These numbers highlight Athens' strong appeal to tourists from North America and Europe.



Leisure from Cyprus, Business from Canada

Tourist from Cyprus will mainly be visiting Athens for leisure, with 78% coming to relax and enjoy the culture. Meanwhile, 47% of Canadian visitors will be traveling for business, making them the largest group coming for work purposes.

Reason of Travel by Top Origin

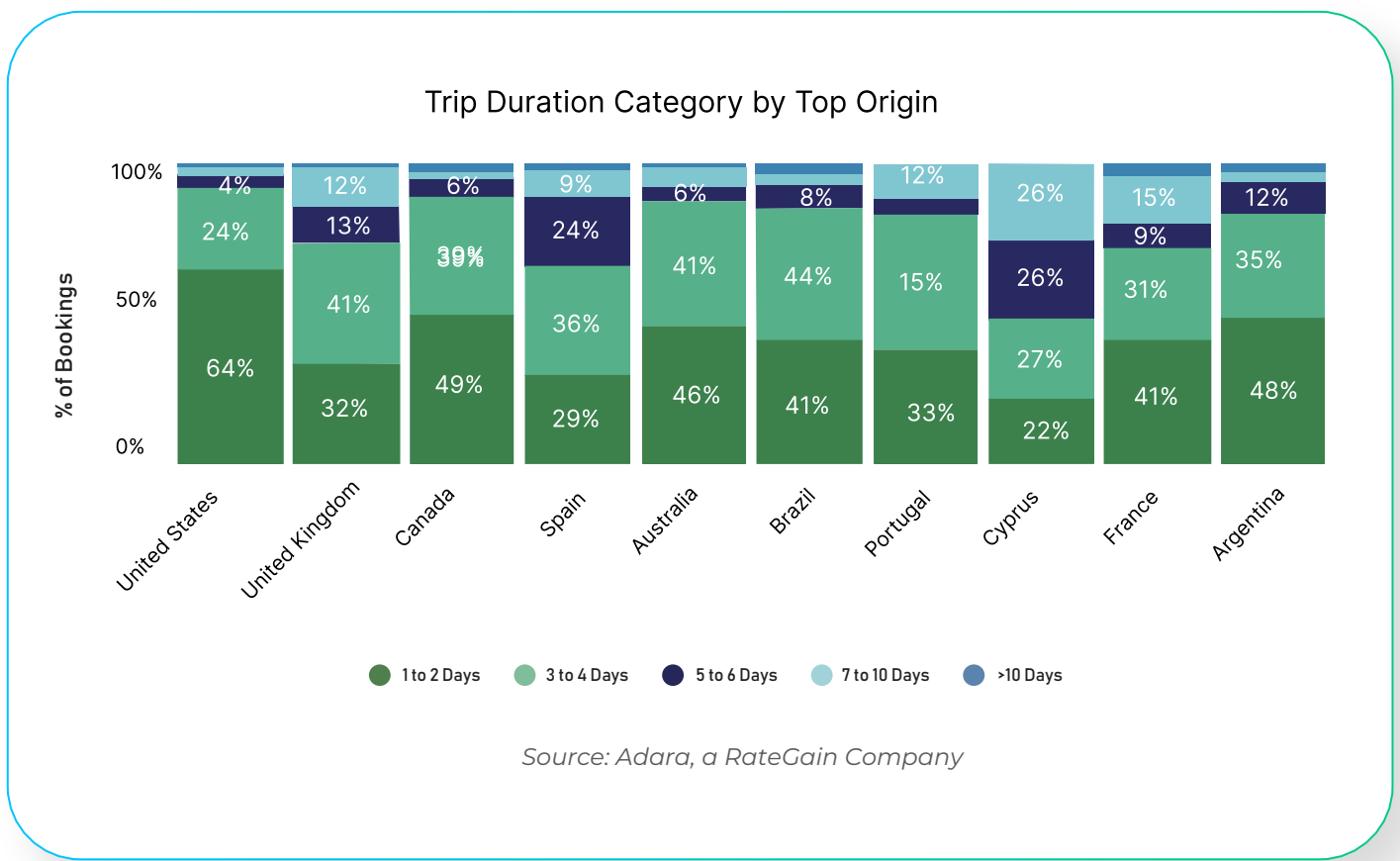


Source: Adara, a RateGain Company



Long Stays from Cyprus, Short Visits from the U.S.

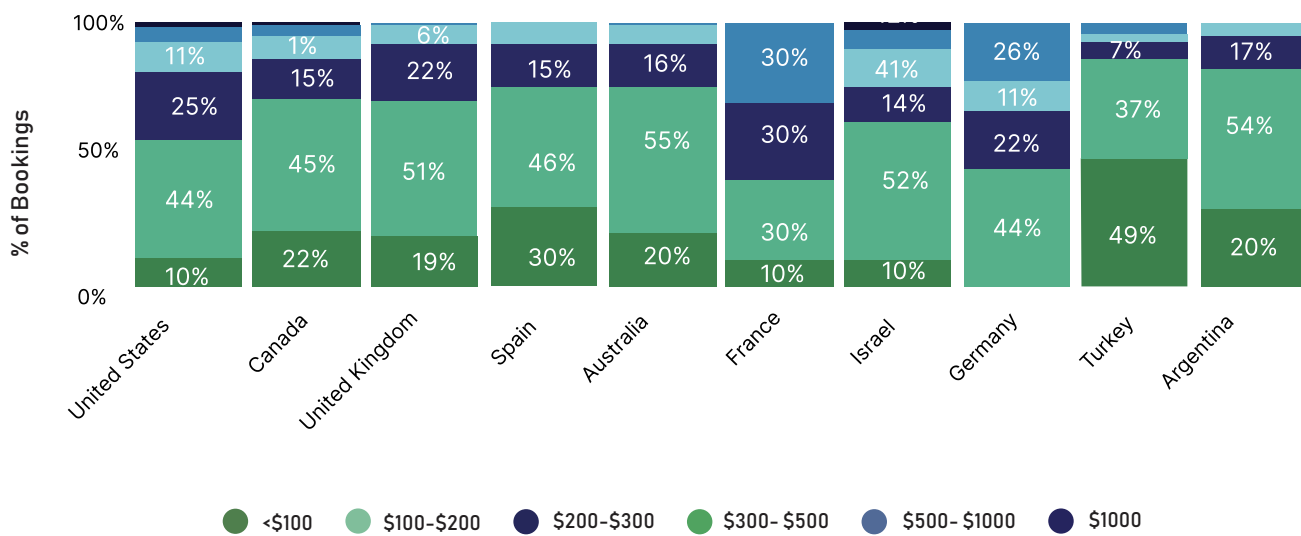
Cyprus travelers will prefer longer stays in Athens, with 26% planning to stay for 7 to 10 days. The French will also prefer longer visits, with 15% of them staying for 7 to 10 days while 4% of them for more than 10 days. In contrast, U.S. visitors prefer short trips, with 64% staying for just 1-2 days.



French and Germans Splurge, Turks Save

French tourists will spend the most on hotels, with 30% choosing luxury accommodations between \$500 and \$1000. Germans follow with 22% opting for similar luxury stays. On the contrary, 49% of Turkish visitors will choose budget accommodations under \$100 per night.

Hotel ADR Category by Top Origin

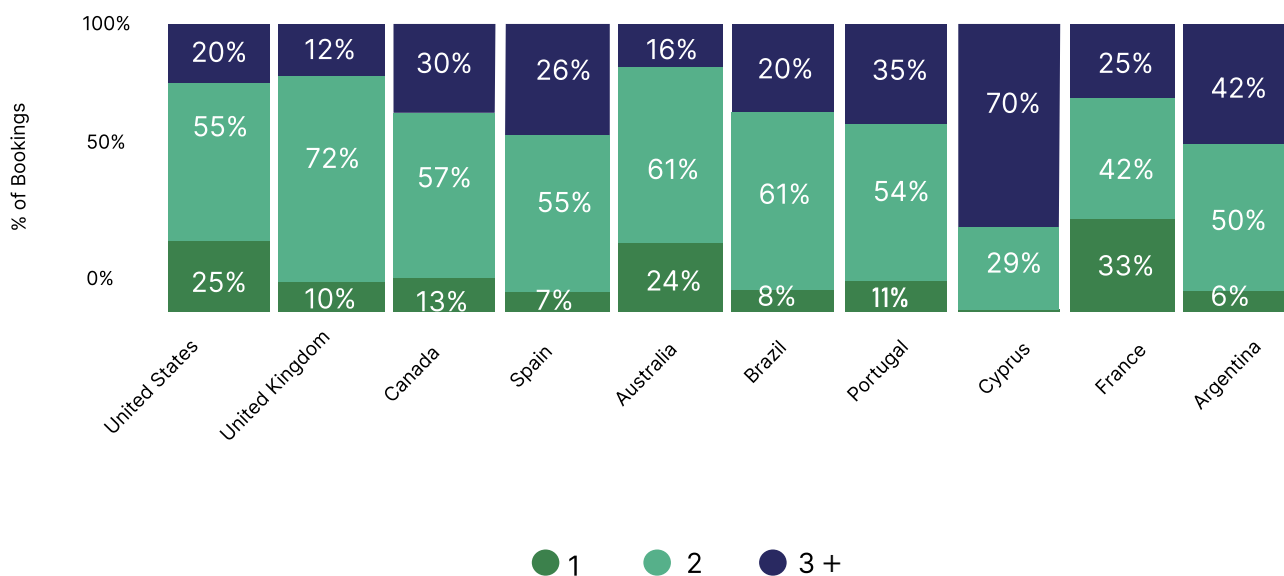


Source: Adara, a RateGain Company

Solo Travelers from France, Family Trips from Cyprus

Athens will see a variety of travel styles this summer. French visitors will mostly travel alone. In contrast, most visitors from the UK will come as couples, while a large 72% of Cyprus tourists will be family groups.

Group Size by Top Origin

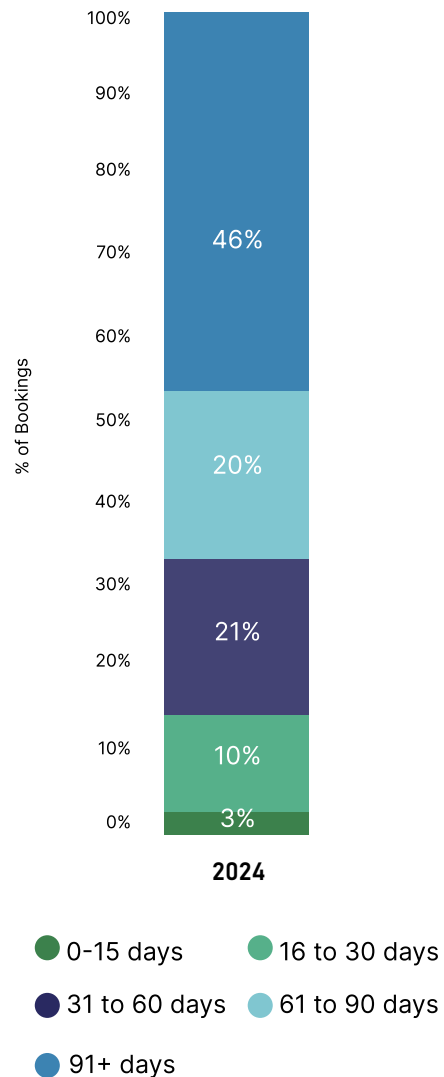


Source: Adara, a RateGain Company

Planning Ahead : Early Reservations for Athens

46% of total international travelers will be planning their trips 91 days or more in advance, ensuring they secure their accommodations and activities early. In contrast, only 3% of travelers will book their trips within 0-15 days of departure.

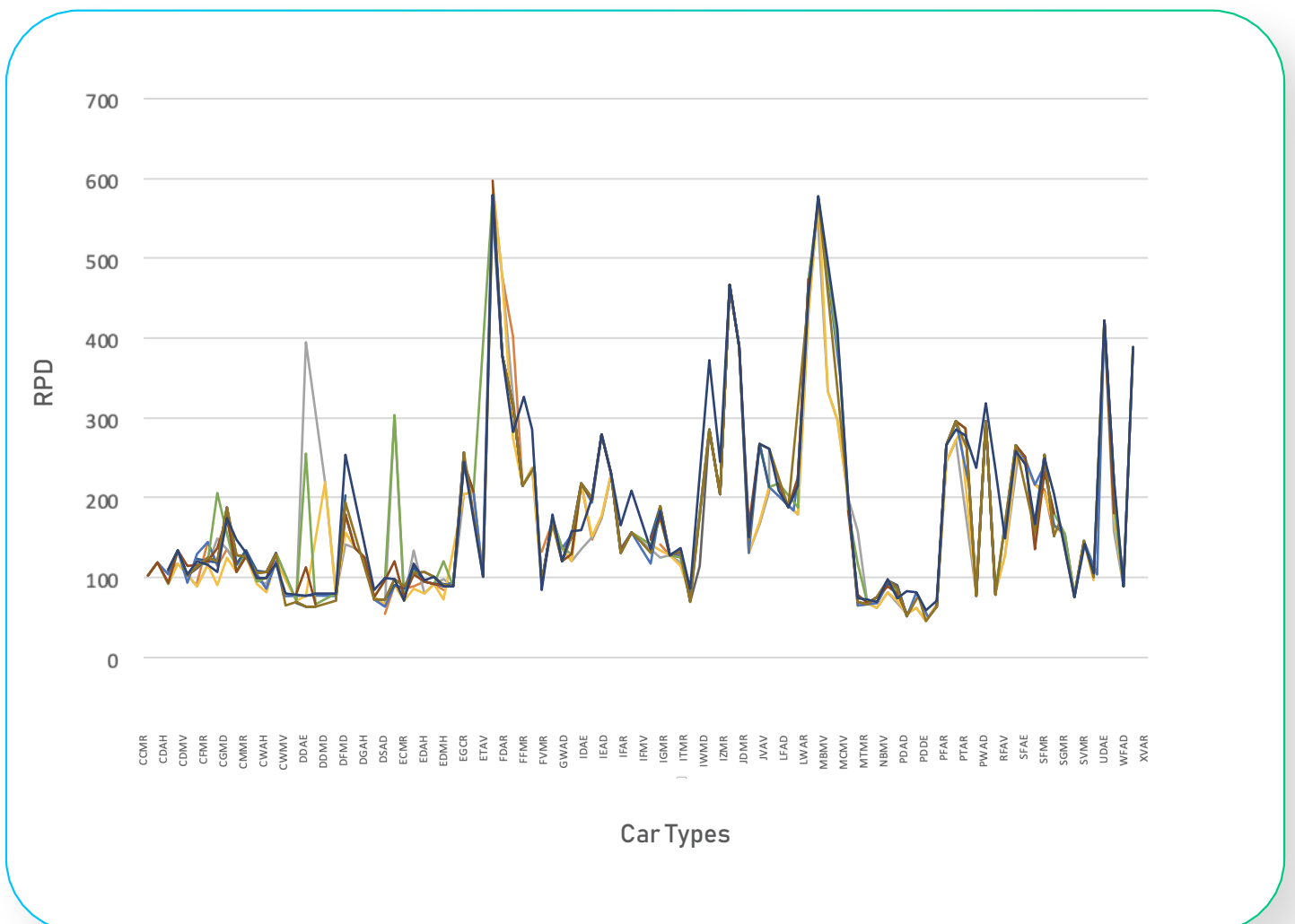
Advance Period Composition



CAR graph:

Full-size luxury vans lead in revenue per day (RPD) at €578, catering to couples and family travelers from Cyprus and the UK seeking extended stays in Athens.

On the other hand, Mini electric cars (NDAE) and premium mini cars (NDMR) offer affordable options under €55 RPD, appealing to budget-conscious travelers looking to explore Athens economically.



Key Strategies for Growth

- 01 Fleet Diversification:**

Cater to tourists from the US, UK, Spain, and Canada with a range of vehicles—from family-sized to eco-friendly and compact models.
- 02 Travel Purposes:**

Equip your fleet for both leisure and business needs. Include amenities like Wi-Fi and navigation to attract Canadian business travelers.
- 03 Stay Durations:**

Offer both short-term rentals for brief U.S. visits and long-term options for Cypriot and French tourists on extended stays.
- 04 Accommodation Matching:**

Align vehicle choices with tourists' accommodation preferences. Provide luxury vehicles for upscale stays and economical options for budget-conscious travelers.
- 05 Integrated Rental Solutions:**

Develop comprehensive rental packages that resonate with the specific travel dynamics of different visitor groups. Consider offering bundled services like airport pickups, pre-installed child seats for families from Cyprus, or special long-term rates for French solo travelers.

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