



# GREECE

## SUMMER TRAVEL TRENDS

Travel Duration: August to September 2024

## Introduction

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As tourists plan their Greek adventures, what draws them to Mykonos and Athens?

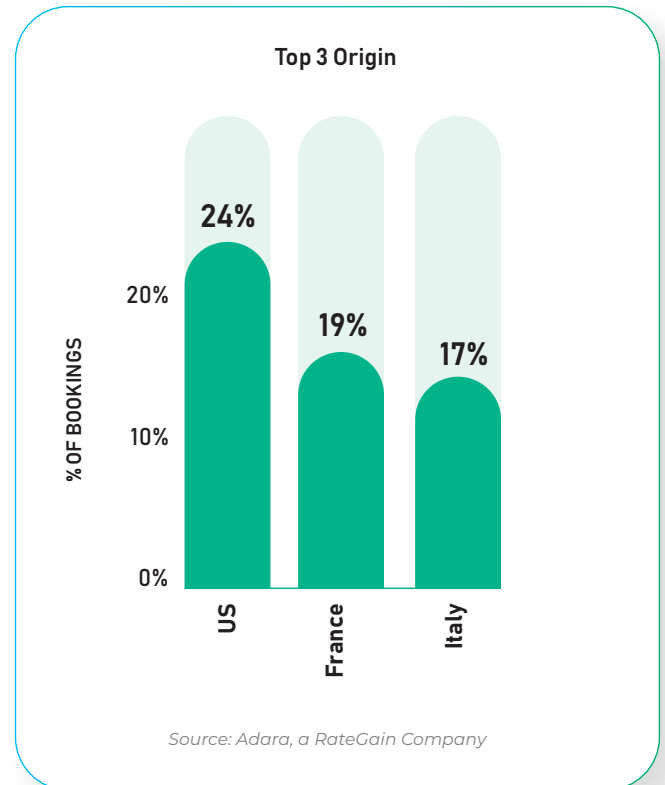
This travel trends report delves into the latest data, from visitor origins and travel purposes to accommodation choices and booking timelines, providing essential insights for the car rental industry. Understanding these trends can help car rental companies tailor their offerings to meet the diverse needs of visitors.

Let's deep dive into the full analysis to uncover opportunities for enhancing service offerings and optimizing your fleet to cater to the evolving needs of every traveler.

# US Dominates Incoming Tourism

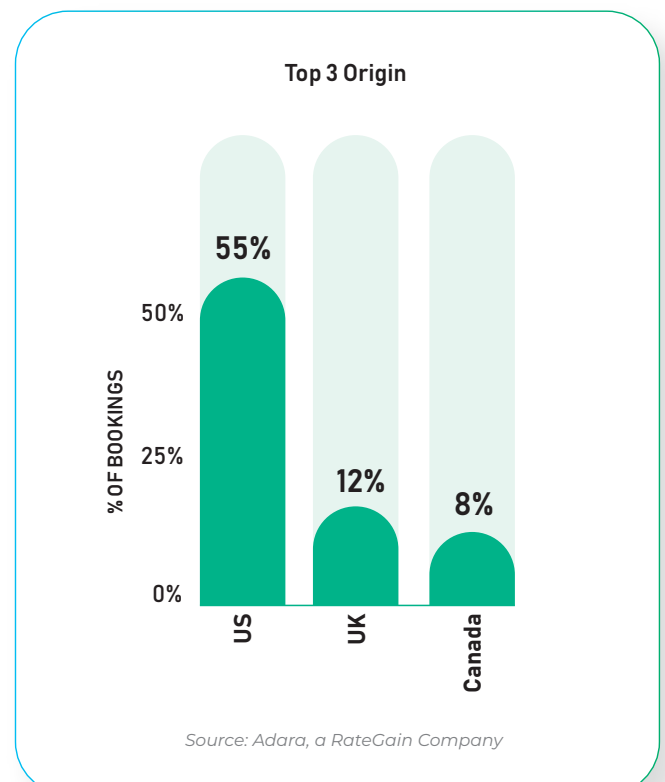
## Mykonos

Mykonos will see a diverse influx of tourists predominantly from the US, France and Italy.



## Athens

Athens will primarily attract tourists from the US, followed with significant numbers also coming from the UK and Canada.



# Leisure Tops, Business Follows in Visitor Preferences

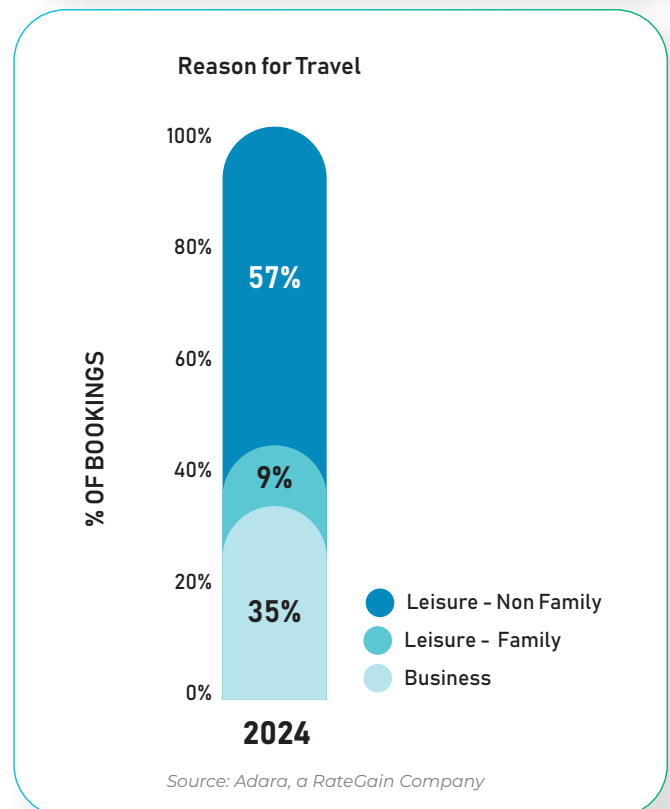
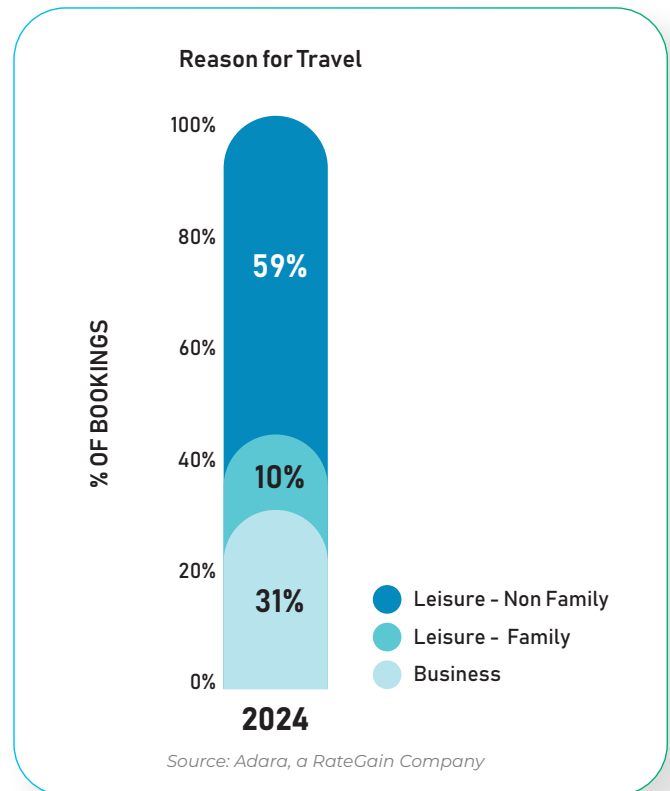
## Mykonos

Mykonos will mainly attract solo travelers looking for leisure, while a smaller, yet notable, number of families will also choose the island for their vacations.

Additionally, a significant portion of visitors will be professionals traveling for business purposes.

## Athens

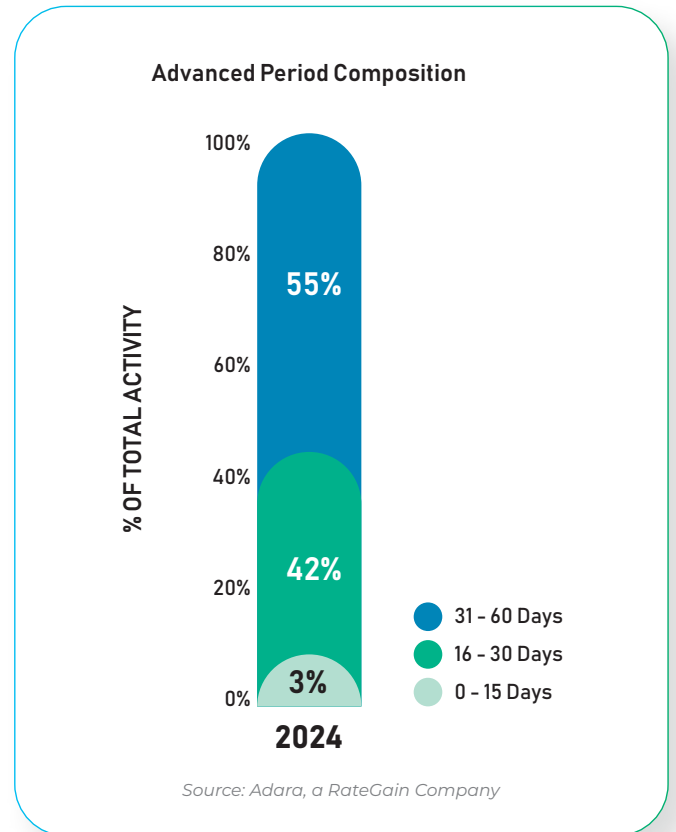
Much like Mykonos, Athens predominantly attracts solo leisure travelers. However, it also sees a modest portion of family visitors and a notable influx of business travelers, emphasizing its dual role as both a commercial and historical hub.



# Early Planning Trends for Ideal Getaways

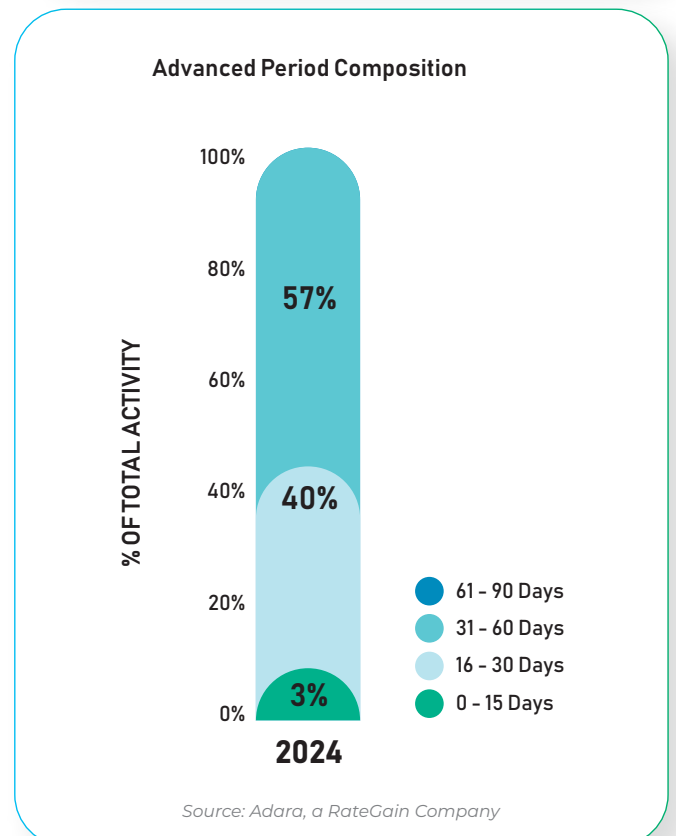
## Mykonos

Mykonos will see the majority of its travelers booking their trips well in advance, with 55% finalizing plans between 31 to 60 days ahead to ensure they secure their ideal vacation experience. Only a small fraction, around 2%, will make last-minute bookings within two weeks of their trip.



## Athens

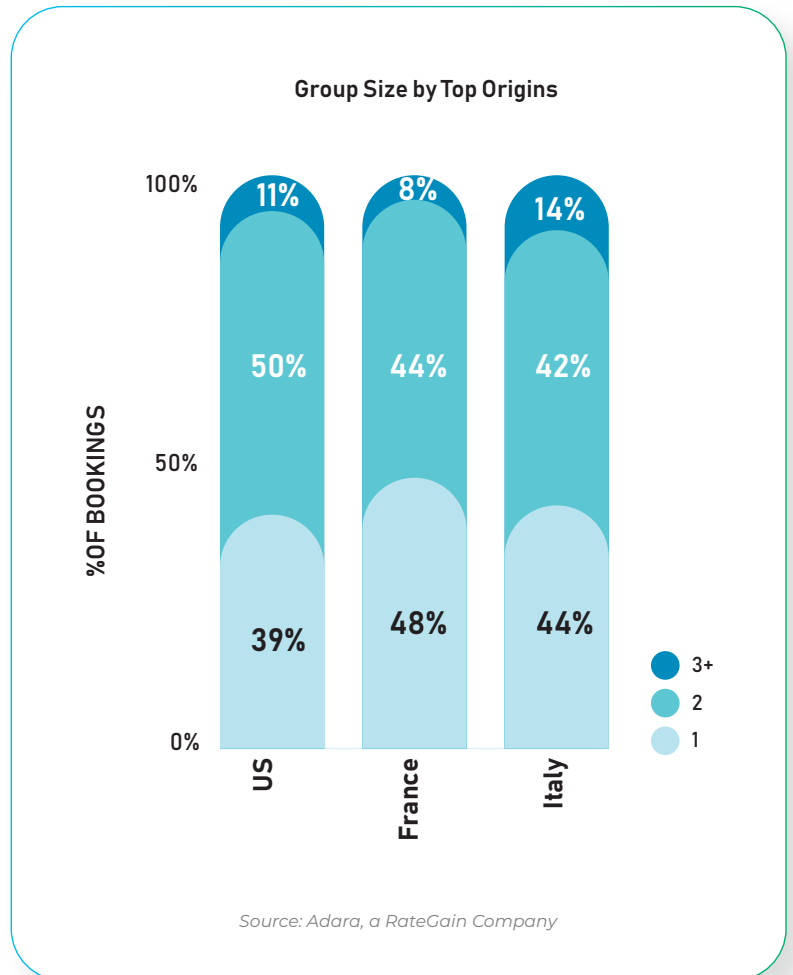
Athens will also see a similar trend in advance planning, with 57% of visitors arranging their stay between 31 to 60 days prior to arrival. Conversely, a minimal 3% of tourists will choose to book in the frantic two-week window before their visit.



# Diverse Travel Styles: Solo, Couples, and Families

## Mykonos

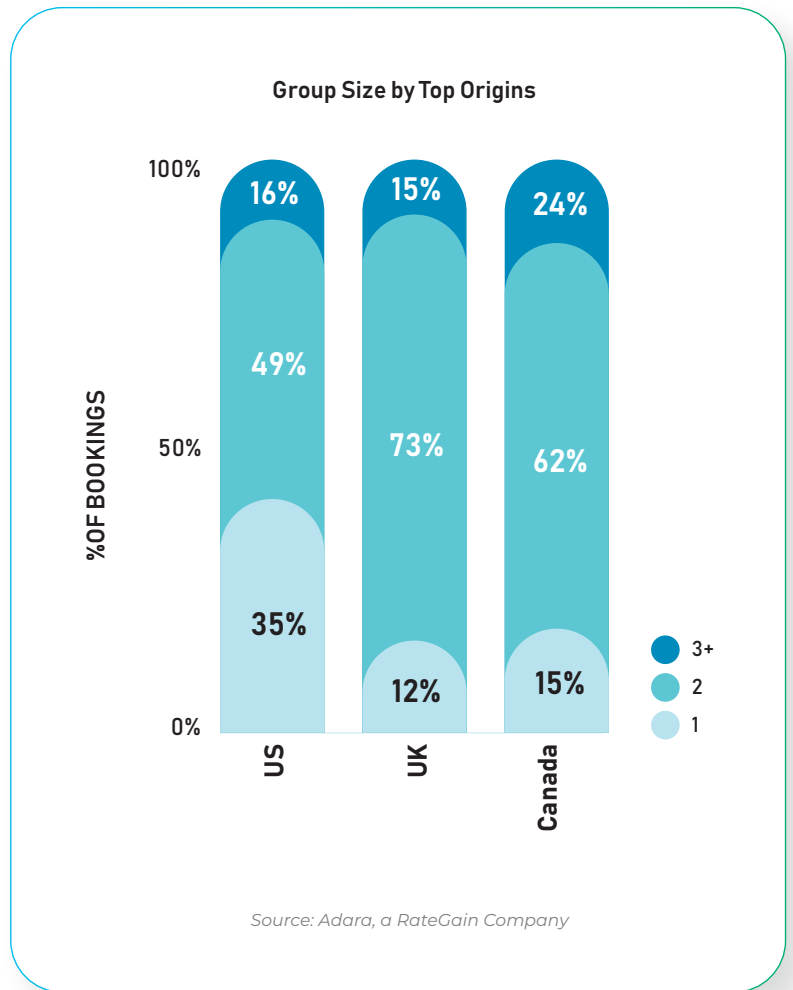
Mykonos will primarily attract a balanced mix of solo travelers and couples from the US, France, and Italy, with only a few families visiting the island.



## Athens

Athens will primarily attract couples from the UK and Canada, with Brazilians forming a significant segment of family travelers.

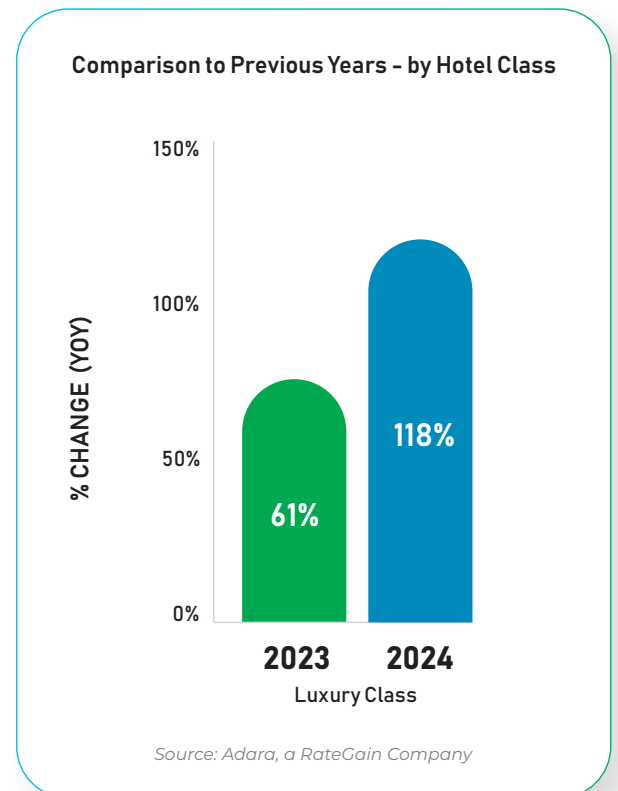
Meanwhile, the US will contribute the highest number of solo travelers among all incoming tourists to the city.



# Surge in Upscale Stays

## Mykonos

The demand for luxury hotel bookings is experiencing significant year-over-year growth. In 2023, there was a 61% increase in demand compared to the previous year. This trend is expected to accelerate, with a projected increase of 118% in 2024 relative to 2023. This remarkable growth highlights the island's rapidly expanding luxury market.



## Athens

The market for luxury accommodations is gradually recovering. After experiencing a decline of 16% in 2023 compared to the previous year, a positive shift is anticipated with a modest increase of 3% in 2024. This change reflects a growing interest among tourists in more luxurious offerings.

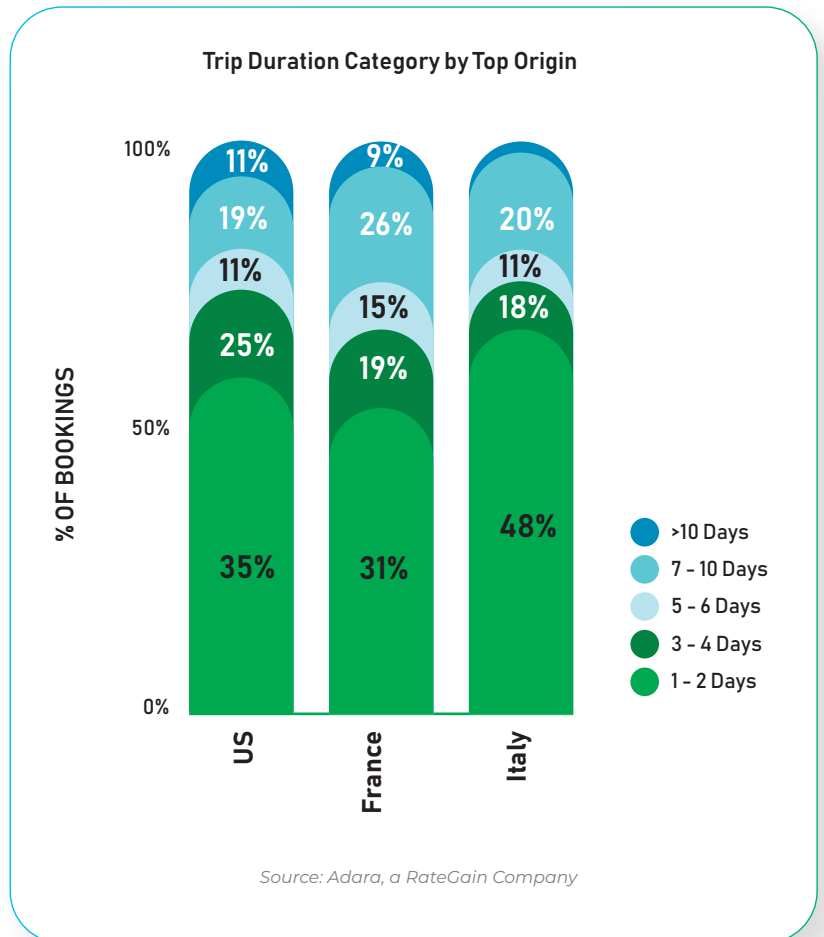




# Brief Getaways vs Prolonged Stays

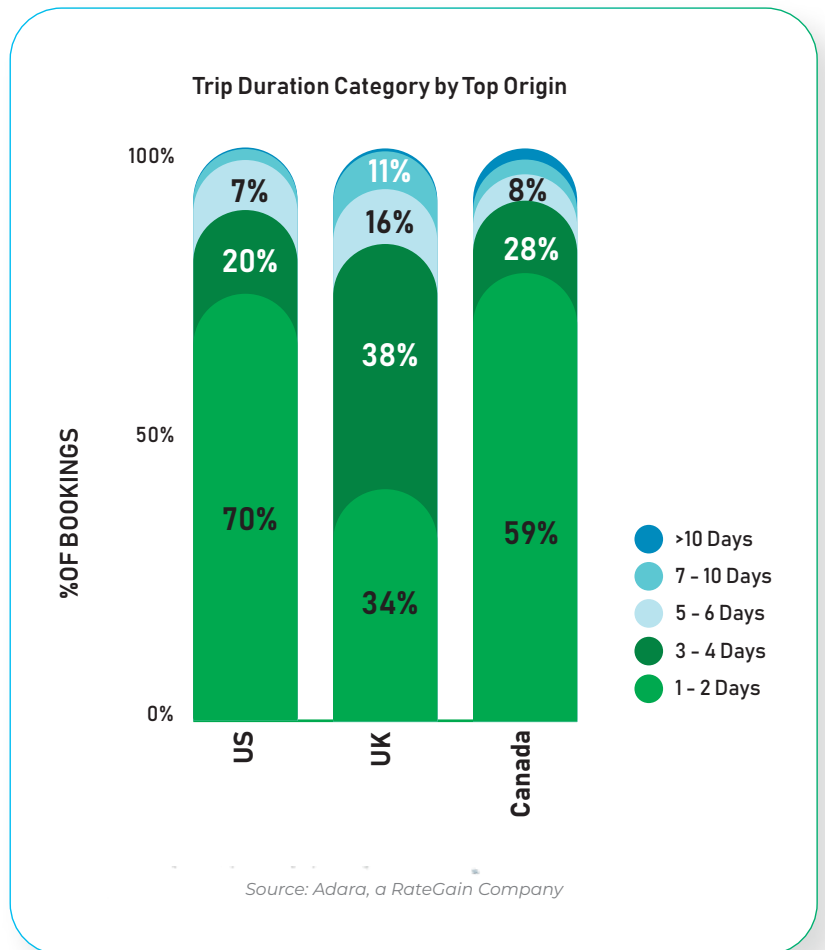
## Mykonos

Mykonos will predominantly see short stays, with the majority of visitors, especially from the US and France, planning trips lasting only 1-2 days. Danish travelers will prefer longer, week-long stays.



## Athens

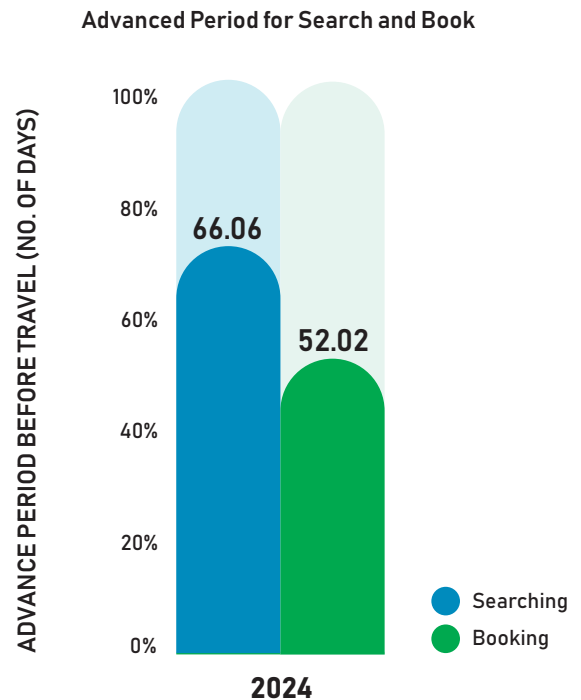
In Athens, U.S. and Canadian travelers will typically opt for short stays, while British and French visitors will extend their visits. British tourists will stay up to 4 days, whereas French tourists will stay for a week.



# Planning vs Booking: Tracking Early Travel Decisions

## Mykonos

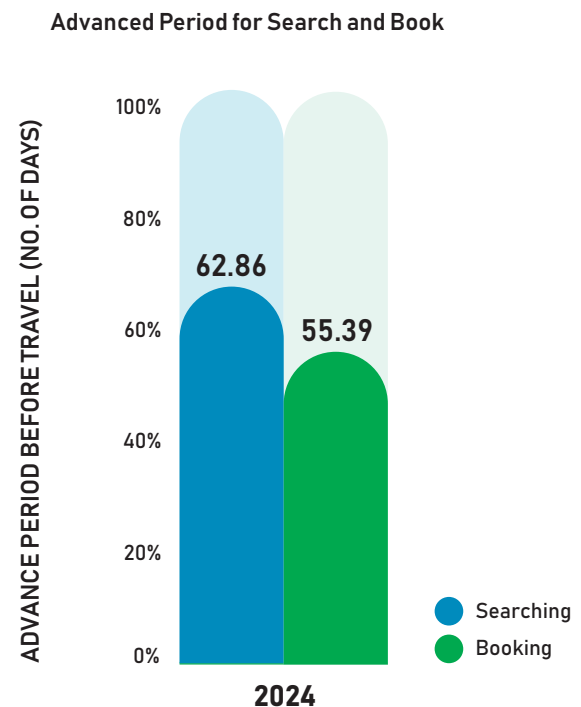
Mykonos travelers typically start their trip planning 66 days in advance, finalizing bookings about 52 days before their trip.



Source: Adara, a RateGain Company

## Athens

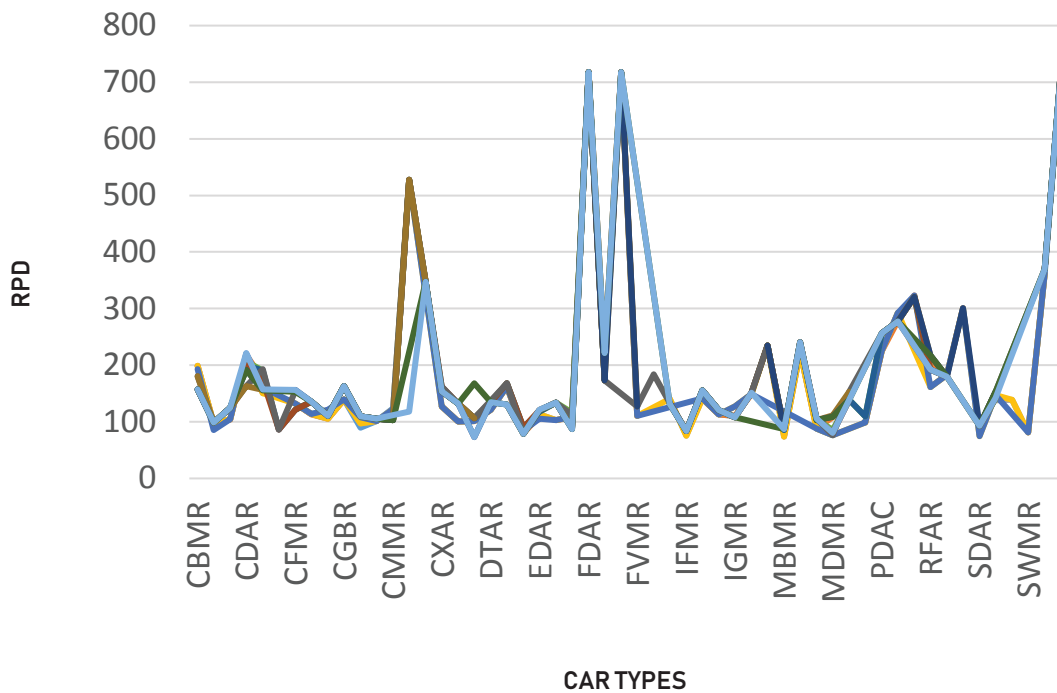
Athens visitors begin their travel searches 62 days in advance, securing their arrangements by the 55th day before departure.



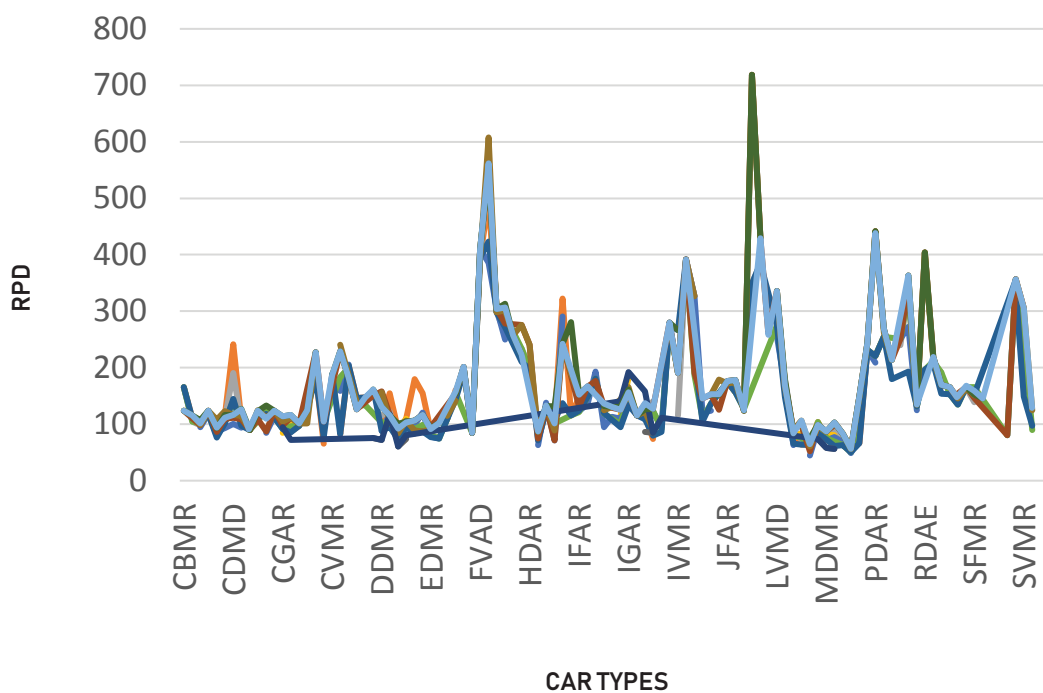
Source: Adara, a RateGain Company

## High-End Rentals Command Top RPD

In Mykonos, high-end vehicle types like Full-size Convertibles, Luxury Sedans, and Luxury Elite SUVs will consistently yield the highest Revenue Per Day (RPD) throughout the entire month, showcasing strong demand for premium travel experiences.



In Athens, Luxury SUVs and Full-size Vans will experience the highest Revenue Per Day (RPD) throughout the period, showcasing a preference for spacious and luxurious vehicle options among visitors.



# Key Strategies for Growth

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- 01 Luxury Demand Surge:**

Mykonos and Athens will see a rise in luxury accommodations, particularly in Mykonos. To match the expectations of affluent travelers, car rentals should expand their high-end vehicle fleets, including luxury sedans and SUVs.
- 02 Short vs. Long Stays:**

Mykonos will typically experience shorter visits, whereas Athens will have a mix of short and longer stays, necessitating flexible rental durations and pricing strategies to maximize fleet utilization.
- 03 Visitor Origins and Preferences:**

The US will remain a major source of tourists for both locations, primarily traveling solo or as couples. Tailoring marketing strategies and fleet offerings to these demographics will enhance customer satisfaction and revenue.
- 04 Booking Lead Times:**

Tourists in both destinations will plan and book their trips well in advance, suggesting that early booking incentives could secure more seasonal bookings.
- 05 Luxury Vehicle Preferences:**

The preference for luxury vehicles like convertibles, SUVs, and vans will continue to be strong in both Mykonos and Athens. Ensuring a fleet that supports both brief and extended stays can meet the diverse needs of travelers.

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