

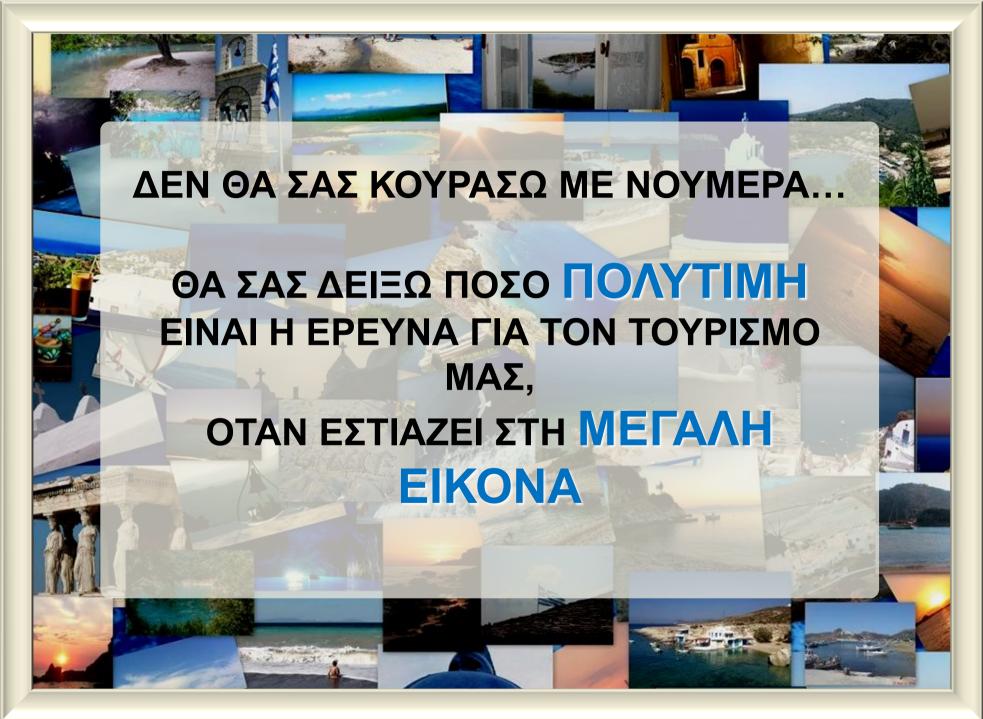


ΥΠΗΡΕΣΙΕΣ ΕΡΕΥΝΑΣ ΑΓΟΡΑΣ

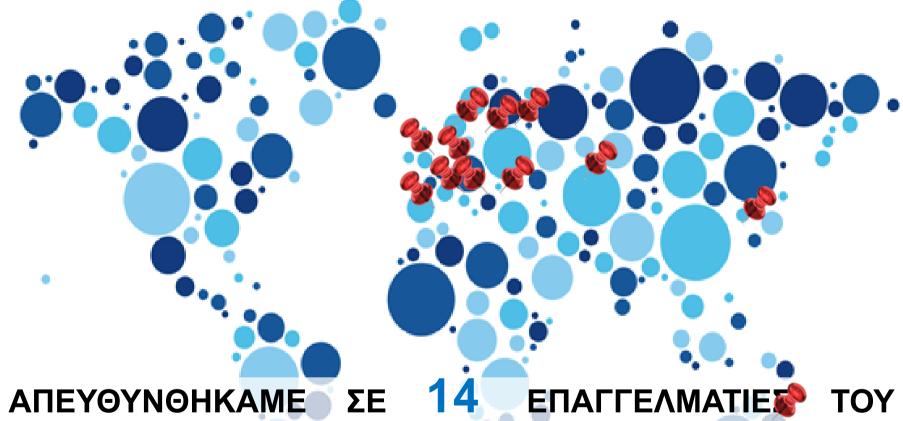
RETAINING CIRCLE METH MATIA ΤΩΝ ΕΙΔΙΚΩΝ

Ξένια ΚούρτογλουPresident & CEO









ANTEYOYNOHKAME $\Sigma E = 14$ ENALLEM TOYMARKETING, $\Sigma E = 12$ $\times \Omega PE \Sigma \dots$

AΠΟ ΤΑ ΔΙΕΘΝΗ ΔΙΚΤΎΑ ΤΗΣ FOCUS BARI: IRIS & EMRO











<u>Wonderful</u> sea | <u>landscapes</u> | weather | good food | <u>culture</u> **FRANCE** Relaxing | <u>beautiful</u> islands | <u>healthy</u> food | <u>sunshine</u> | <u>cruises</u> | Santorini **AUSTRALIA**



Greece is popular among Russians, due to <u>cultural closeness</u>

RUSSIA

The Aegean is liked as a honeymoon destination

a romantic scenery

CHINA

2. ΜΕ ΔΙΑΧΡΟΝΙΚΑ ΒΑΣΙΚΑ ΟΦΕΛΗ: ΗΛΙΟΣ | ΘΑΛΑΣΣΑ | ΦΑΓΗΤΟ | ΠΟΛΙΤΙΣΜΟΣ













ΕΧΕΙ ΕΠΗΡΕΑΣΕΙ Η ΚΡΙΣΗ ΤΗΝ ΕΙΚΟΝΑ ΤΗΣ

A slight decrease of visits from 7% in 2009 to 5% in 2011

Sliding down from 5 to 4, on a 5-point scale

SWEDEN

Greece as a holiday destination? Not as good as it was 4 years ago

The overall sentiment is <u>rather</u> <u>negative</u> here , but not yet converted into new holiday habits

NETHERLANDS



ΕΙΝΑΙ Η ΑΝΤΙΔΡΑΣΗ ΟΛΩΝ Η ΙΔΙΑ;

ΑΛΛΗΛΕΓΓΥΟΙ

ΟΡΘΟΛΟΓΙΣΤΕΣ

ΟΠΟΡΤΟΥΝΙΣΤΕΣ

ΓΑΛΛΙΑ ΙΣΠΑΝΙΑ ΙΤΑΛΙΑ ΣΚΑΝΔΙΝΑΒΙΑ Μ. ΒΡΕΤΑΝΙΑ ΟΛΛΑΝΔΙΑ ΡΩΣΙΑ ΑΥΣΤΡΑΛΙΑ ΤΟΥΡΚΙΑ

We will try to <u>support</u> <u>your economy by visiting</u>, especially now — current situation is <u>in your favour</u>

Functional benefits are on decline...there are other alternatives, that may become new favourites

Prices are expected to go down... high speculation that it is cheaper to visit at the moment









Due to <u>Golden Dawn</u> & the <u>immigration</u> issue,
Athens is a city to avoid

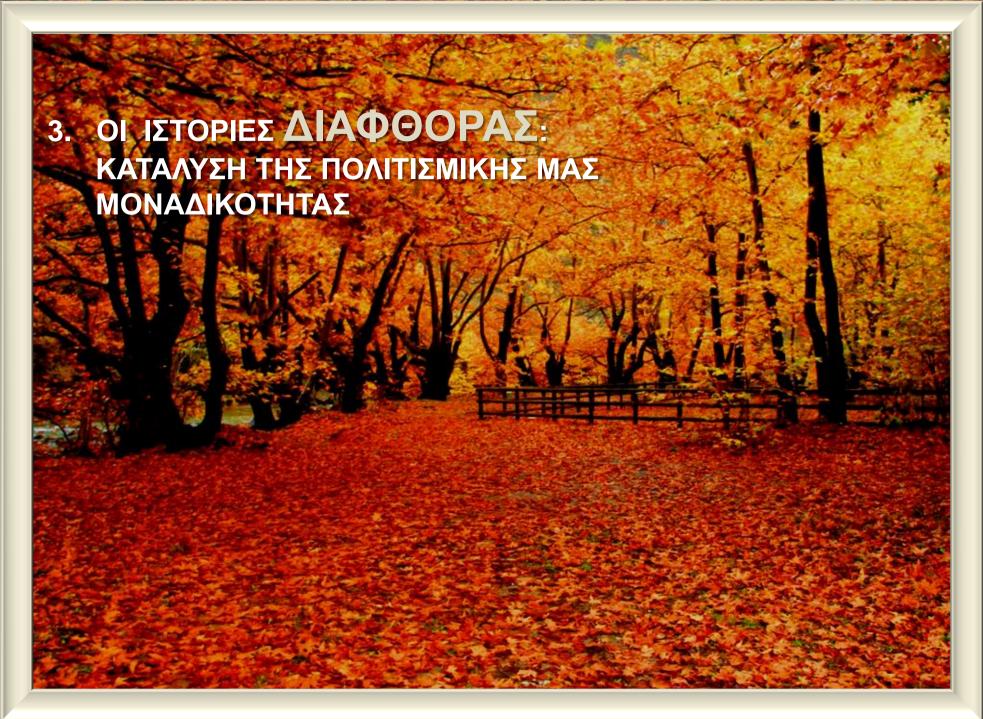
The dominant story on reports of hungry people come as a shock

2. ΟΙ **ΚΟΙΝΩΝΙΚΕΣ** ΑΝΑΤΑΡΑΧΕΣ: ΑΒΕΒΑΙΗ Η «ΕΠΙΤΥΧΙΑ» ΤΩΝ ΔΙΑΚΟΠΩΝ

UK

The main question is how strikes & conflicts in Athens affect the situation on the islands

NORWAY





1 ΣΗΜΑΝΤΙΚΟ ΣΥΜΠΕΡΑΣΜΑ:

ΟΣΟ ΠΕΡΝΑ Ο ΚΑΙΡΟΣ, ΟΙ ΑΜΕΣΟΙ ΑΝΤΑΓΩΝΙΣΤΕΣ (ΤΟΥΡΚΙΑ, ΑΙΓΥΠΤΟΣ), ΦΑΙΝΟΝΤΑΙ ΟΛΟ ΚΑΙ ΚΑΛΥΤΕΡΟΙ!







If the stories persist, you will gain <u>bad reputation</u>... and, as you know, there are other alternatives

NORWAY

ΟΙ ΙΣΤΟΡΙΕΣ ΔΙΑΦΘΟΡΑΣ: ΕΠΙΣΤΡΟΦΗ ΣΕ ΔΙΑΧΡΟΝΙΚΕΣ ΑΞΙΕΣ

It would be nice to see hard-working people rebuilding the country

SWEDEN

You are the <u>cradle of</u> <u>democracy</u>... still remember?

UK



