



Greek Travel Market Insights

November 15th, 2012

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Head of Industry, Travel

The Greek Travel Industry

The importance of Greek Tourism

15%

of Greece's GDP

18%

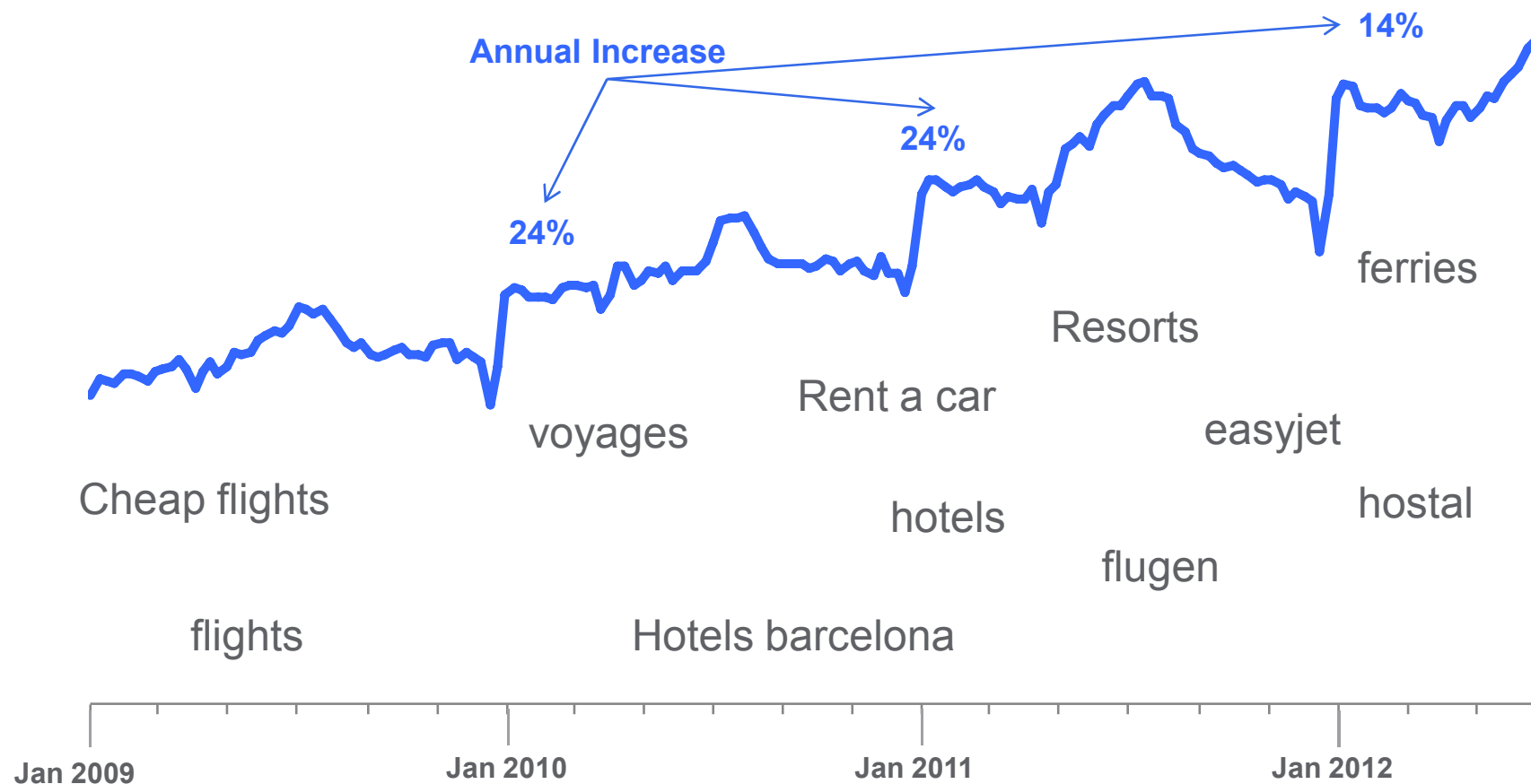
of Greece's employment

€525M

value of Greek e-commerce

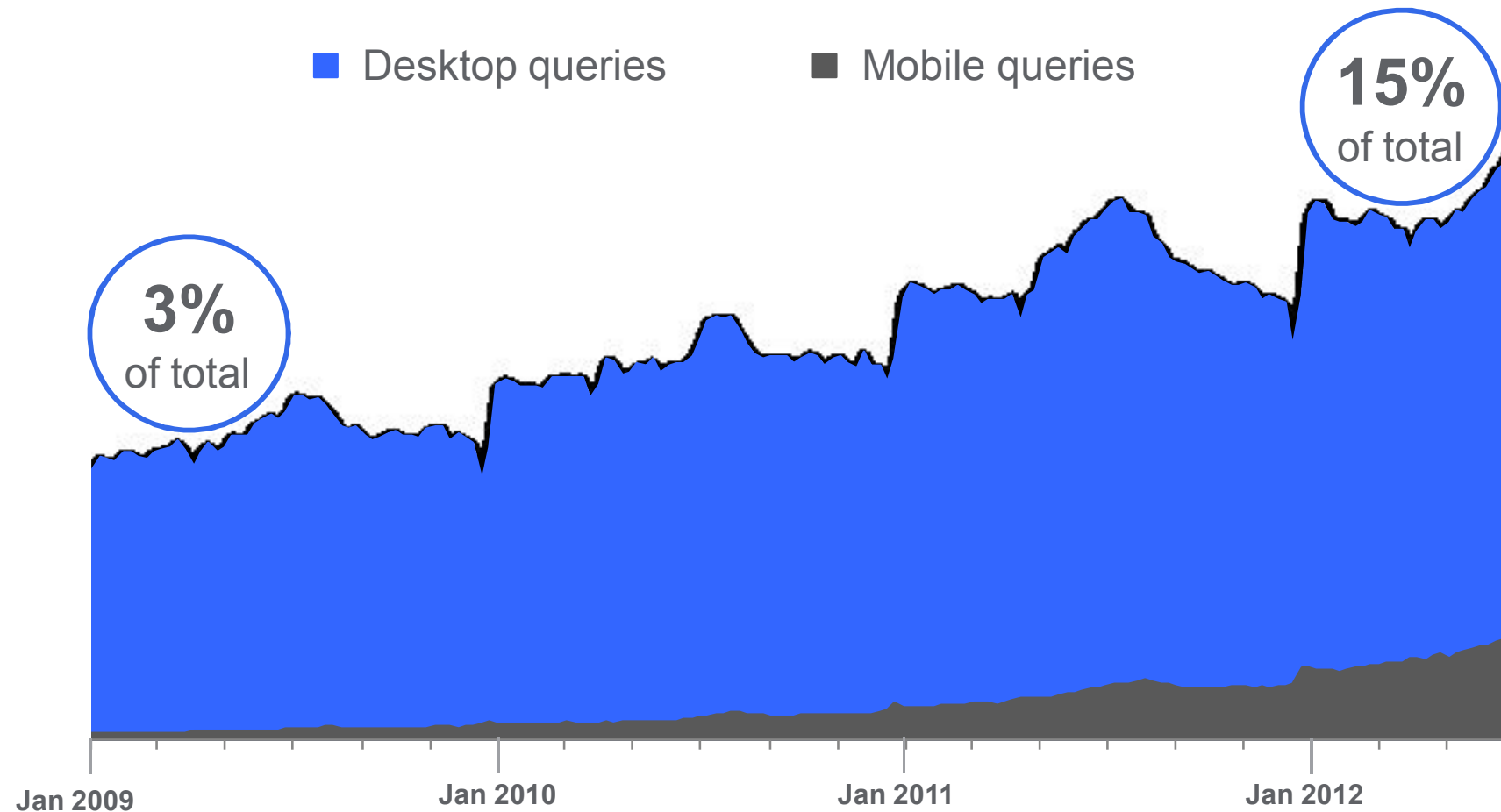
Travel Search Queries are Increasing

More than 1 billion queries per week



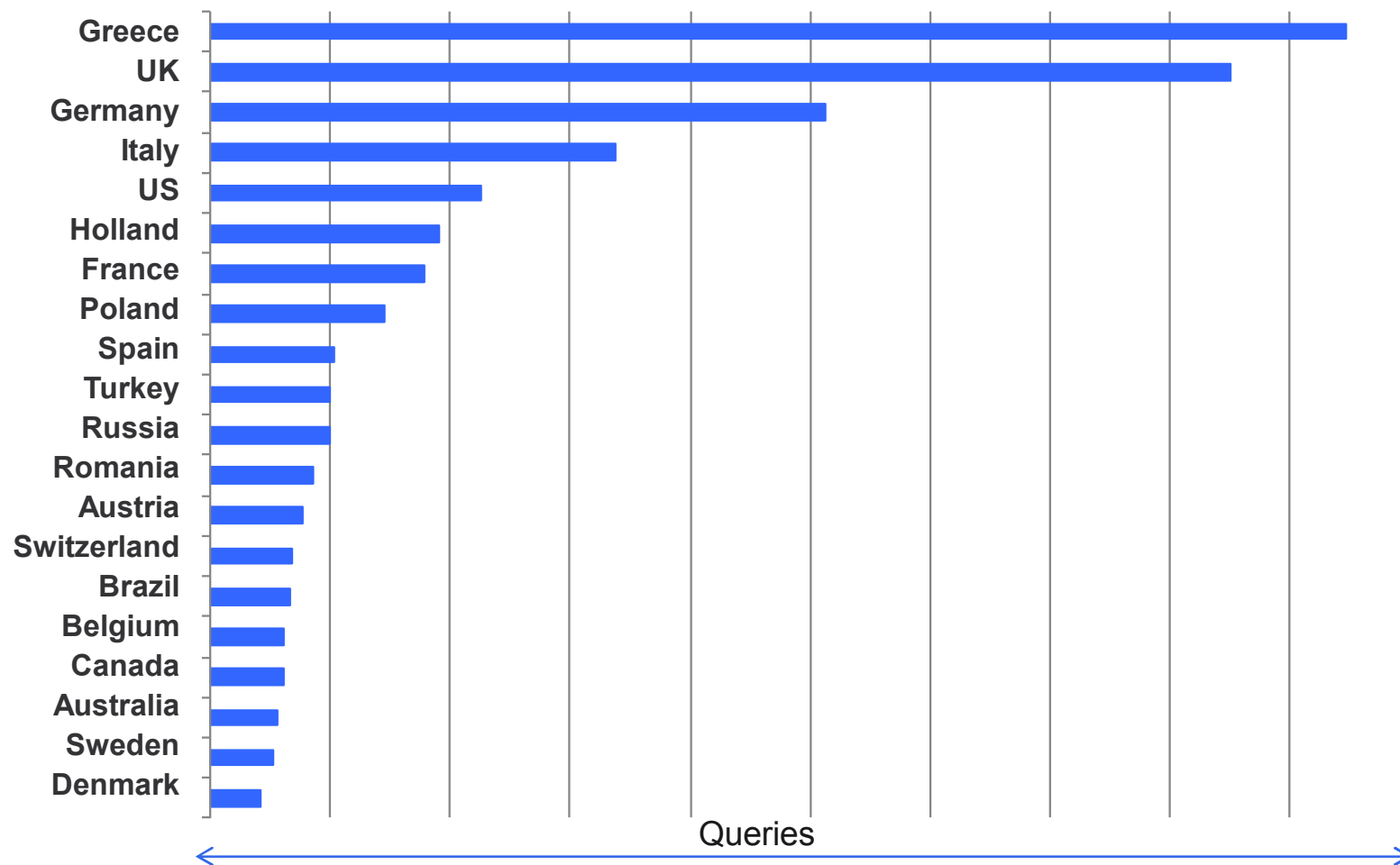
Mobile is Gaining Momentum

15% of all travel search queries are made from mobiles and tablets



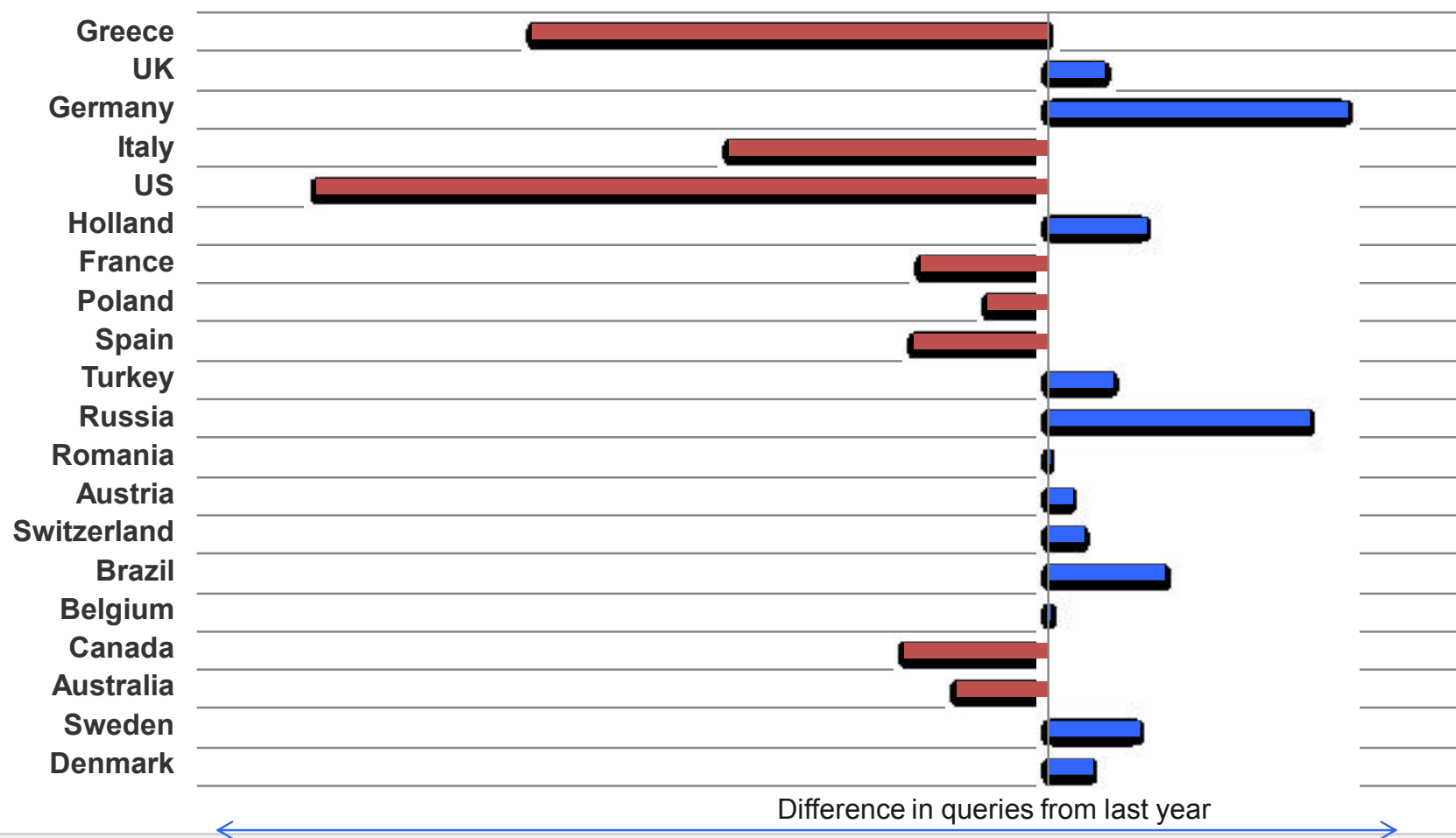
Who is Looking for Vacations to Greece?

It's not only about the UK, Germany and Italy



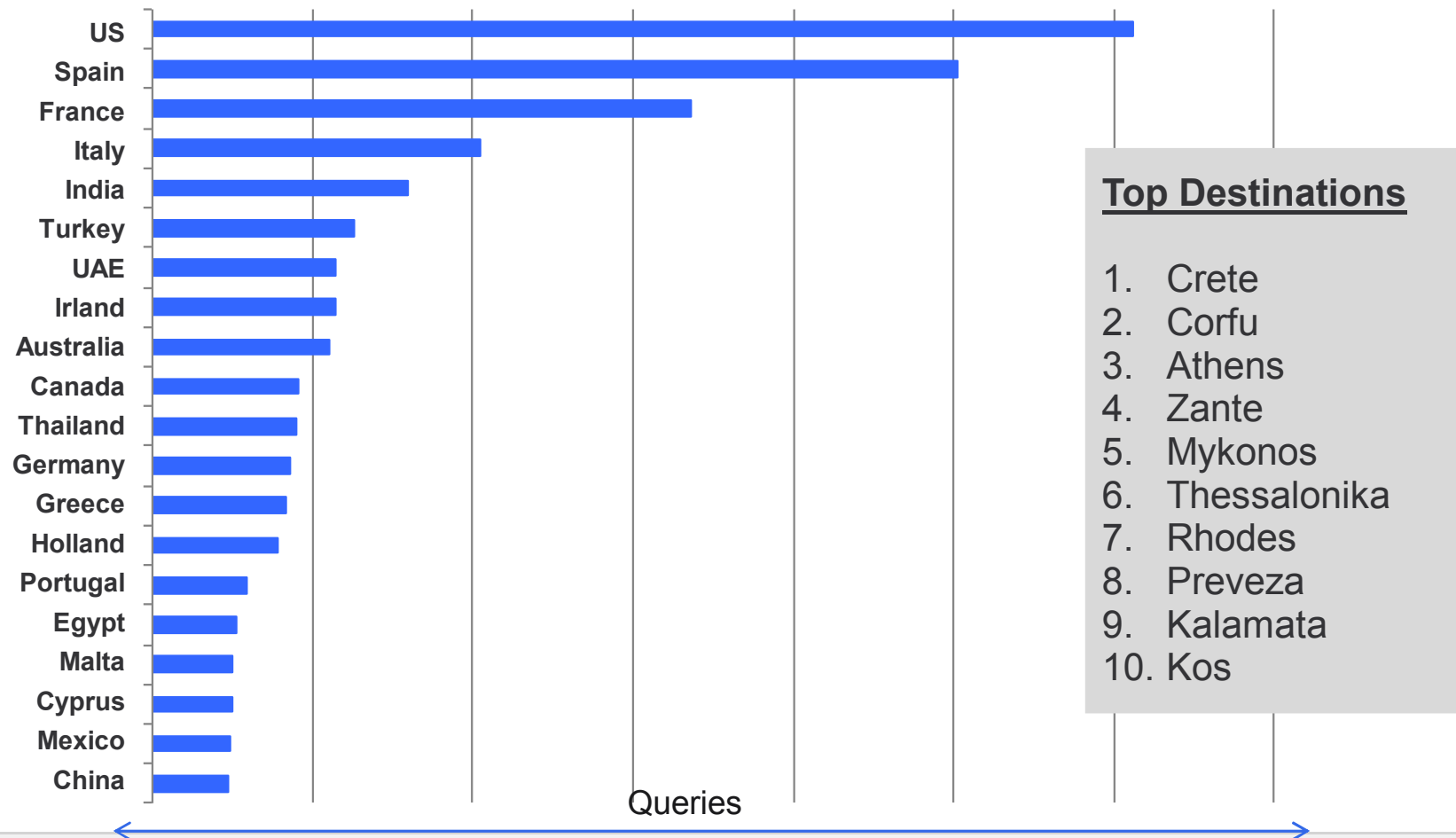
2012 vs 2011

Security is a big issue for US travelers. Greeks have less money.



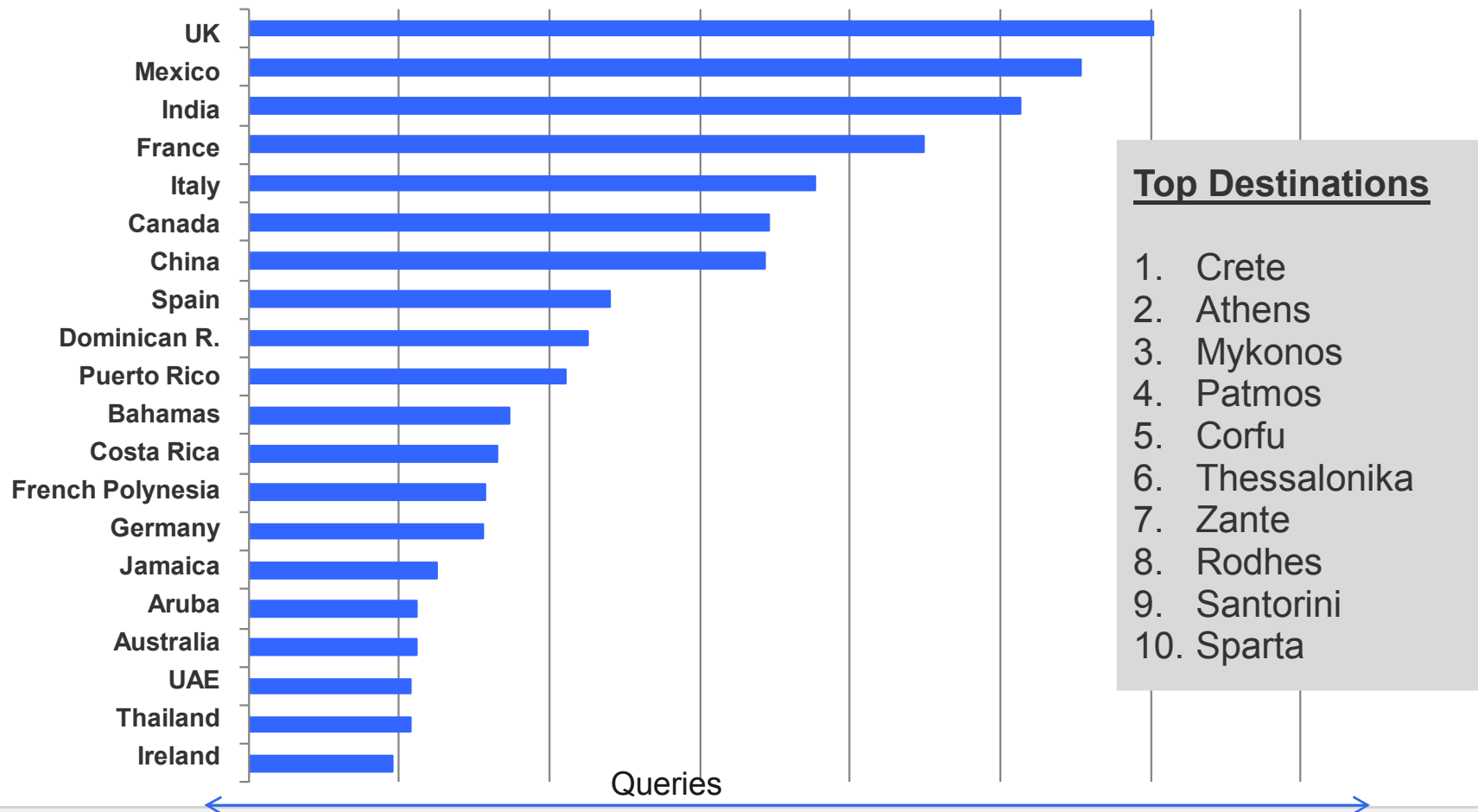
So, Where Do the English Want to Go?

Greece ranks just 13th



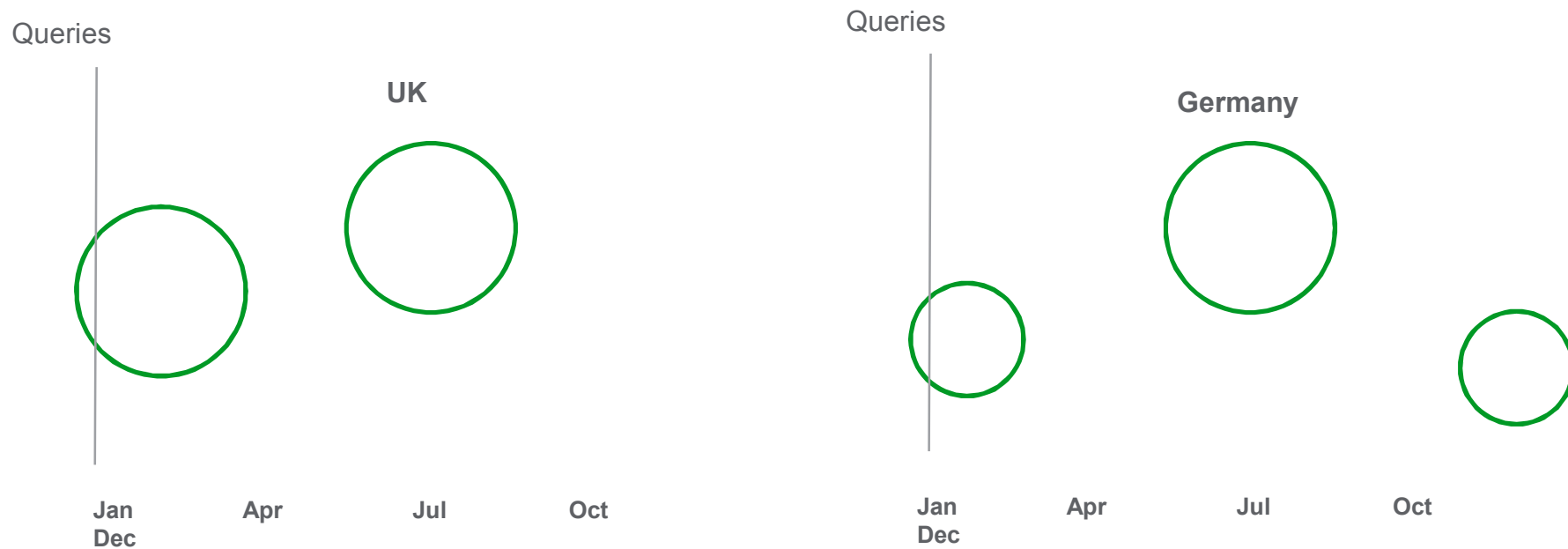
So, Where Do the Americans Want to Go?

Greece ranks 35th...



Seasonality Trends

UK and German Travellers research early



Culture Matters

Italian and Russian Travellers are last-minute.

Queries

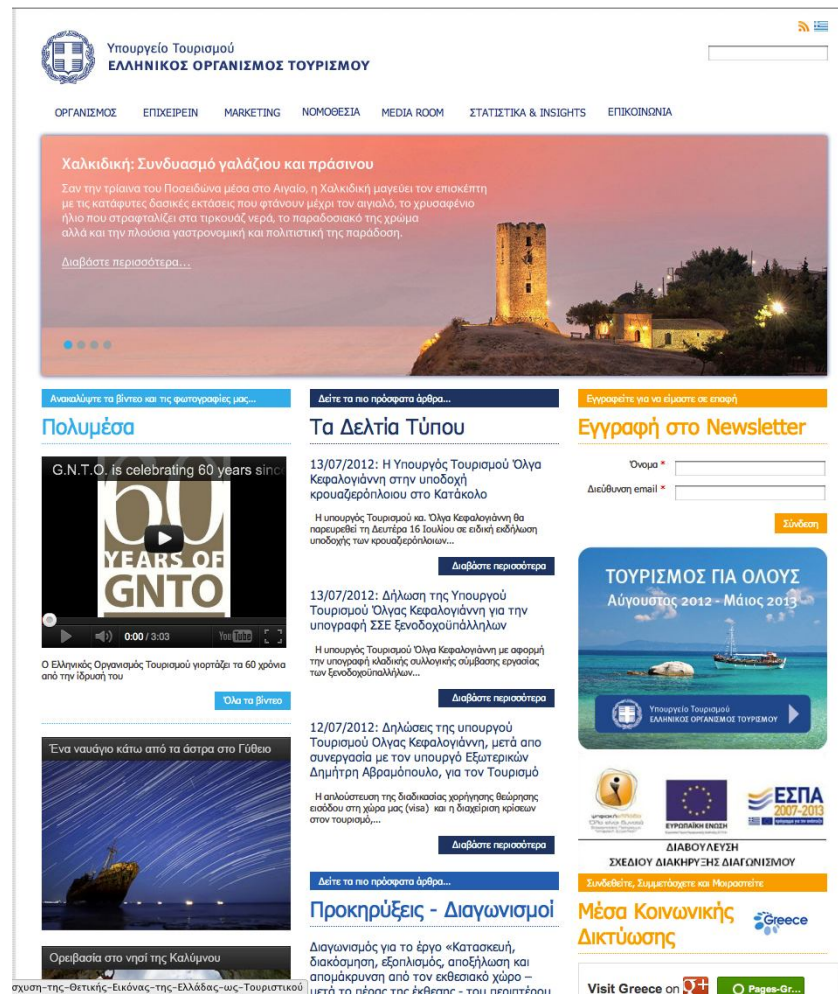


Queries

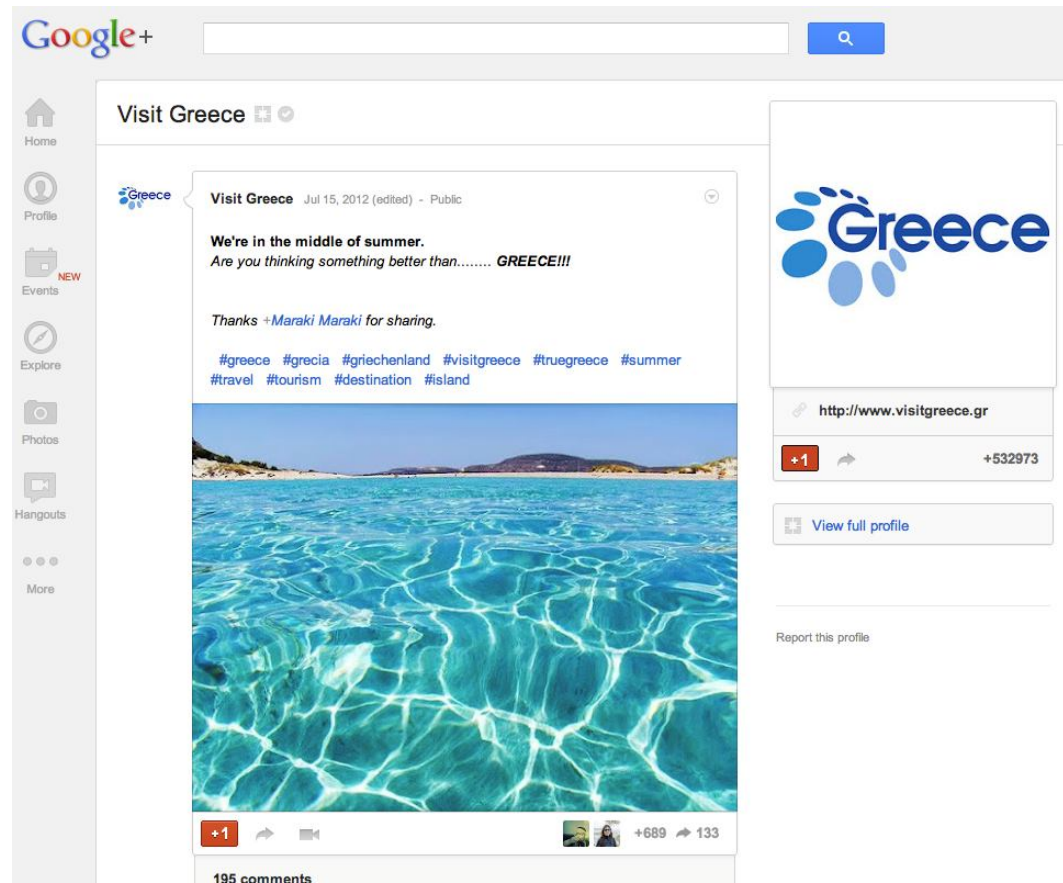


Supporting the Greek National Tourism Board

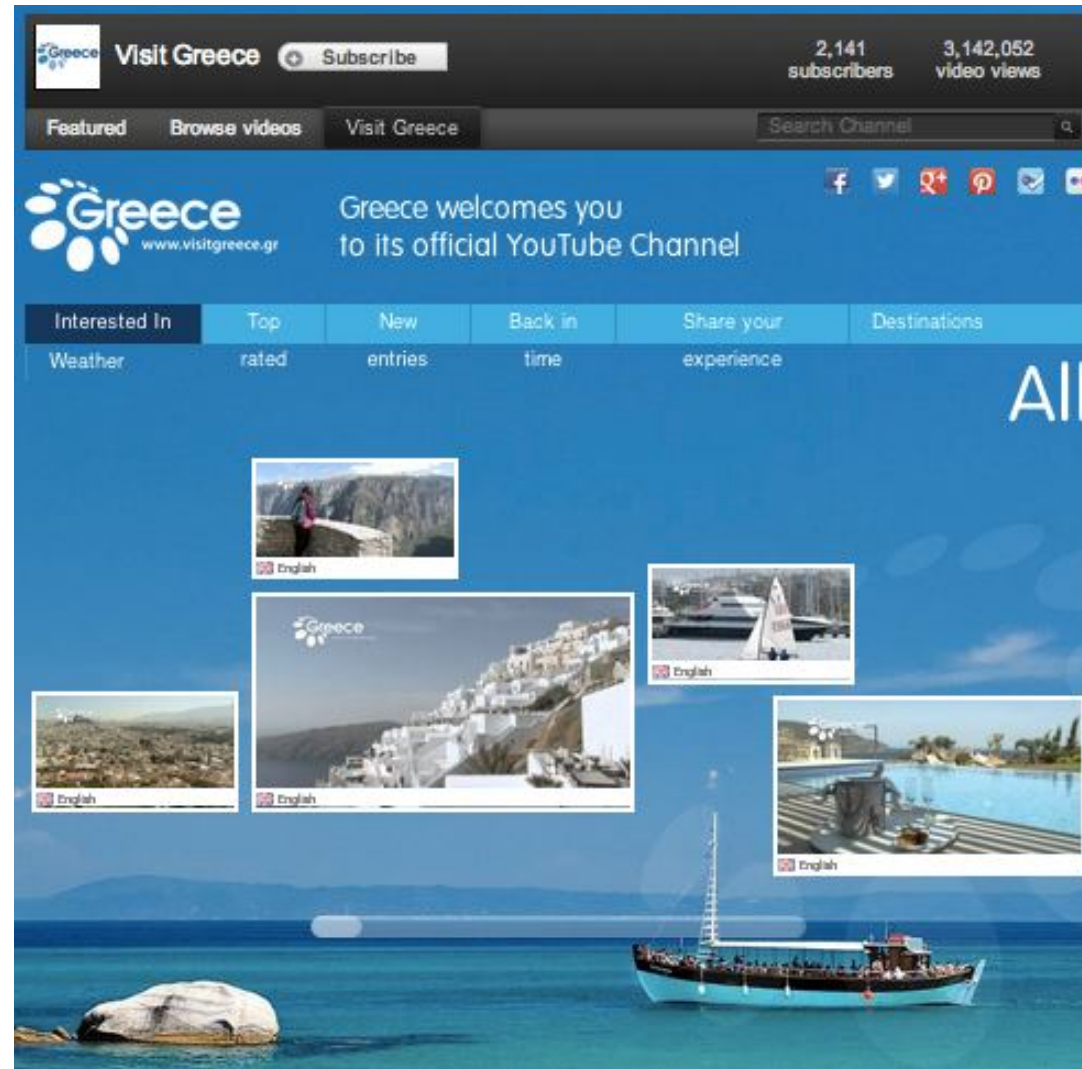
Corporate Site has a Brand New Look



VisitGreece Google+ Page has More than 900k Followers



First Ever YouTube Channel Now Launched!



Why YouTube

So, how huge is huge?

- **2nd largest** search engine in the world
- **4 billion** daily views
- **800 million** unique visitors worldwide each month (44 countries, 60 languages)
- **600 million** Mobile YouTube views daily (3x increase from 2011)
- **700 tweets** per minute with a YouTube link
- **72 hours** of video uploaded **every minute**

Thank You!