

# Online Travel and Intermediaries in Greece

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## Abstracts

Although revenues have been affected by travel restrictions and the impact of COVID-19 on tourism, the share of intermediaries within travel increased in 2020, and this is set to continue in 2021. The competitive advantage these players offer compared with direct bookings is that there is an insurance policy which fully covers the consumer in case of changes in travel plans. Given that in the context of COVID-19 demand for flexibility has been high, this has resulted in fewer people booking their...

Euromonitor International's Online Travel and Intermediaries in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2016-2020, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2025 illustrate how the market is set to change.

**Product coverage:** Mobile Travel Sales, Online Travel Sales, Travel Intermediaries.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Online Travel and Intermediaries market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### ONLINE TRAVEL AND INTERMEDIARIES IN GREECE

#### KEY DATA FINDINGS

##### 2021 IMPACT

Consumer caution leads the share of travel intermediaries to rise

Online travel sales perform well, with mobile sales seeing a strong increase

#### RECOVERY AND OPPORTUNITIES

Slower return of intermediaries' business sales, but in-person meetings will resume

Some operators will specialise in one niche

#### CATEGORY DATA

Table 1 Travel Intermediaries Sales: Value 2016-2021

Table 2 Intermediaries Corporate Business Online Sales: Value 2016-2021

Table 3 Intermediaries Leisure Online Sales: Value 2016-2021

Table 4 Travel Intermediaries NBO Company Shares: % Value 2016-2021

Table 5 Online Travel Sales to Residents: Value 2016-2021

Table 6 Total Mobile Travel Sales to Residents: Value 2016-2021

Table 7 Forecast Travel Intermediaries Sales: Value 2021-2026

Table 8 Forecast Intermediaries Corporate Business Online Sales: Value 2021-2026

Table 9 Forecast Intermediaries Leisure Online Sales: Value 2021-2026

Table 10 Forecast Online Travel Sales to Residents: Value 2021-2026

Table 11 Forecast Total Mobile Travel Sales to Residents: Value 2021-2026

CHART 1 Inbound Receipts: 2021-2026

CHART 2 Average Spend per Trip for Inbound Arrivals: 2021-2026

### TRAVEL IN GREECE

#### EXECUTIVE SUMMARY

Travel in 2021

COVID-19 impact on travel

Company response to COVID-19 in 2021: Airlines and hotels

Impact of COVID-19 on online bookings and travel intermediaries in 2021

What next for travel?

#### MARKET DATA

Table 12 Other Transport Sales: Value 2016-2021

Table 13 Other Transport Online Sales: Value 2016-2021

Table 14 Forecast Other Transport Sales: Value 2021-2026

Table 15 Forecast Other Transport Online Sales: Value 2021-2026

Table 16 Activities and Experiences: Value 2016-2021

Table 17 Forecast Activities and Experiences: Value 2021-2026

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SOURCES

Summary 1 Research Sources

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