

110008

 KATHIMERINI

Panhellenic survey about **Tourism**

13th to 16th of September 2024

1.149 interviews - adults



*2nd edition: pre - briefing for checking and research
– with reservation*

Executive Summary

As an ESOMAR Member, I comply with the ICC/ESOMAR International Code of Marketing and Social Research Practice



IDENTITY OF SURVEY *(in brief)*

Company Name: PULSE RC

Commissioning Company: KATHIMERINI

Type of survey: By telephone (*enhanced C.A.S.I.*) and web/online (*C.A.W.I.*) with the use of a constructed digital questionnaire.

Geographical cover: Panhellenic

Weighting: According to gender, age, electoral behavior and area

Sample Size: **1.149** Greek adults with right to vote

Time Span: **13th to 16th of September, 2024**

Statistical Error: The sampling error (*for the total sample results*), with a certainty margin of 95%, stands at + / - **2,9%**

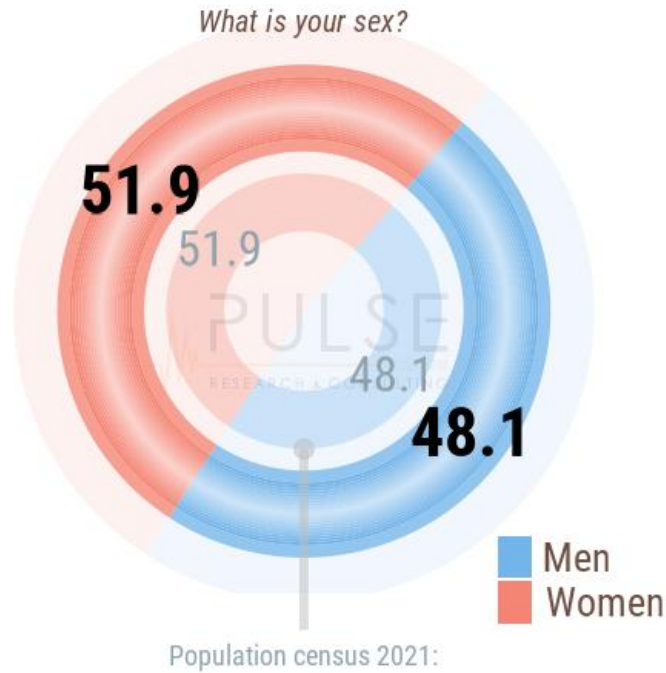
PULSE RC is a member of ESOMAR, the international association for the research and polls, the system of Quality Control of Collecting Data (QCCD - PESS of the Greek Association of Polling companies SEDEA), the index of polling companies of National Board of Radio and Television (ESR) and abides by the ESOMAR'S code of ethics. */ ** : where the interviews are less than 100, the results are indicative

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Sample data

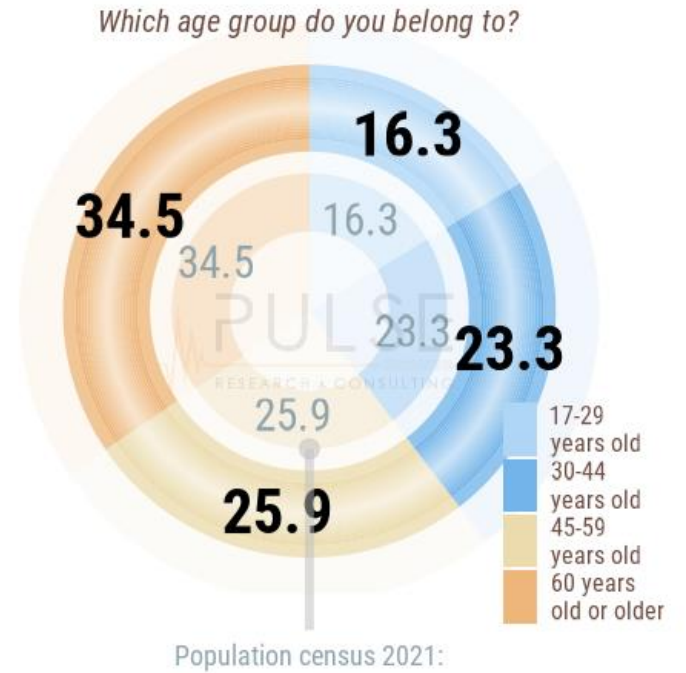
(document the representativeness of the sample)

Sex
Total Sample (weighted)



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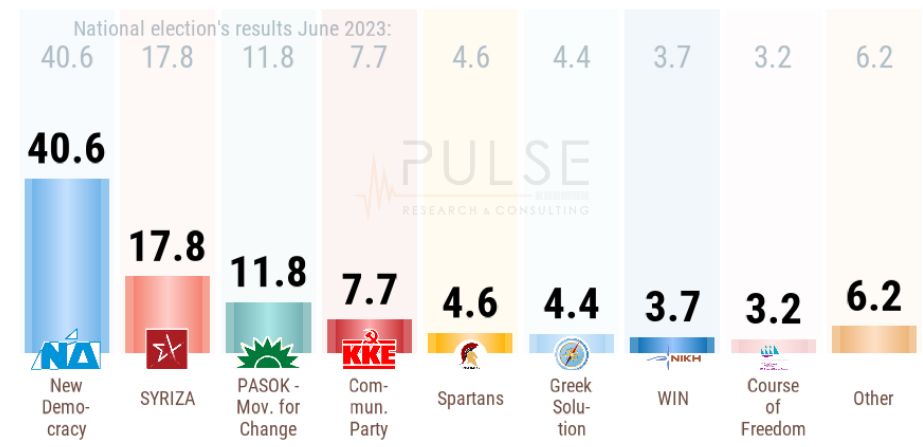
Age group
Total Sample (weighted)



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National election July 2019 (with deduction)

Total Sample (weighted) - Without Blank / Invalid / Abstention / DA

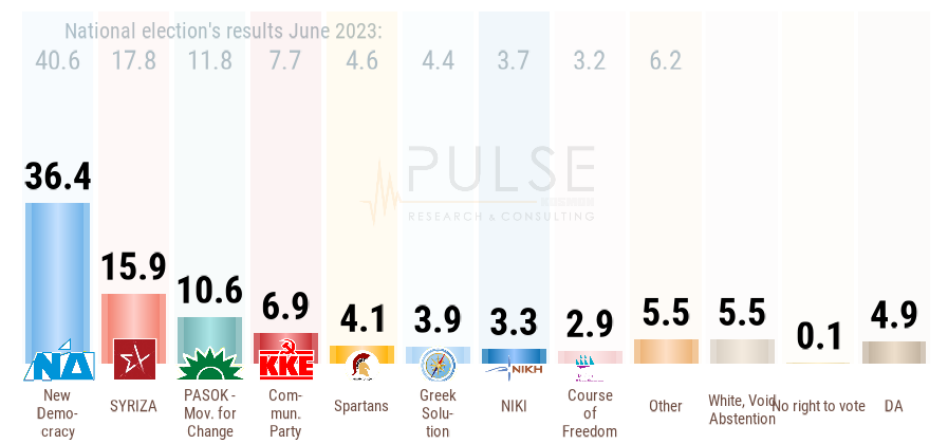


«What did you vote in the May 2023 National elections?»

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National election June 2023 (with every answer)

Total Sample (weighted)

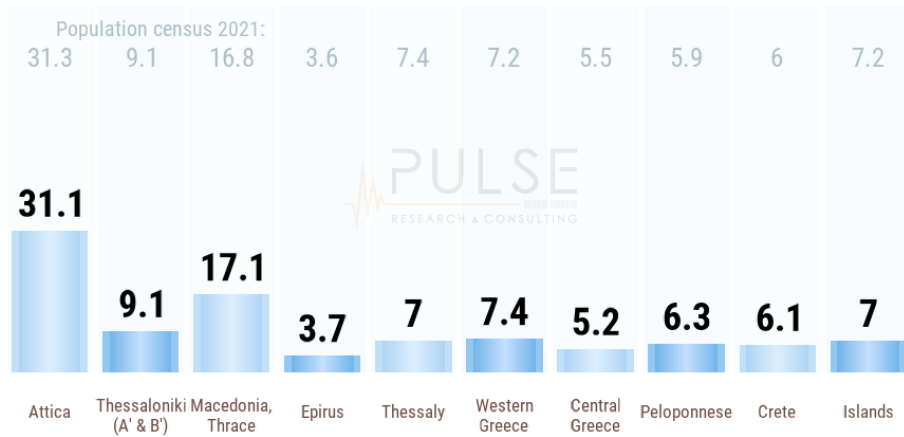


«What did you vote in the May 2023 National elections?»

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Residence area

Total Sample (no weighted)

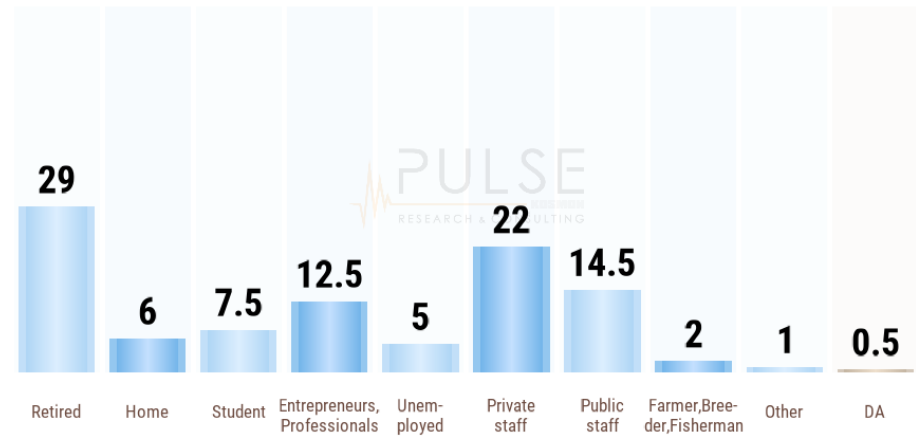


«Residence area»

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Occupation

Total Sample (weighted)

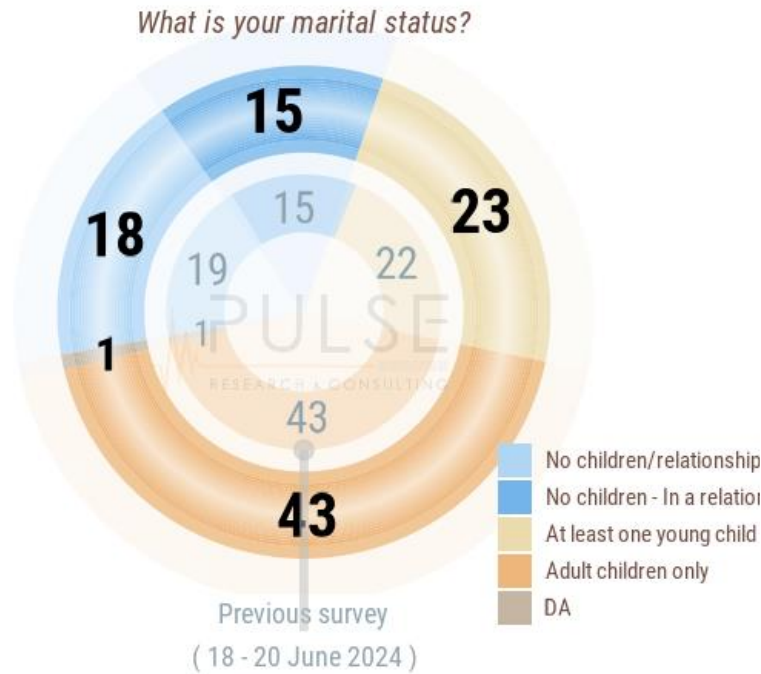


«What is your job?»

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September 13 - 16, 2024 / Sample: 1.149 interviews

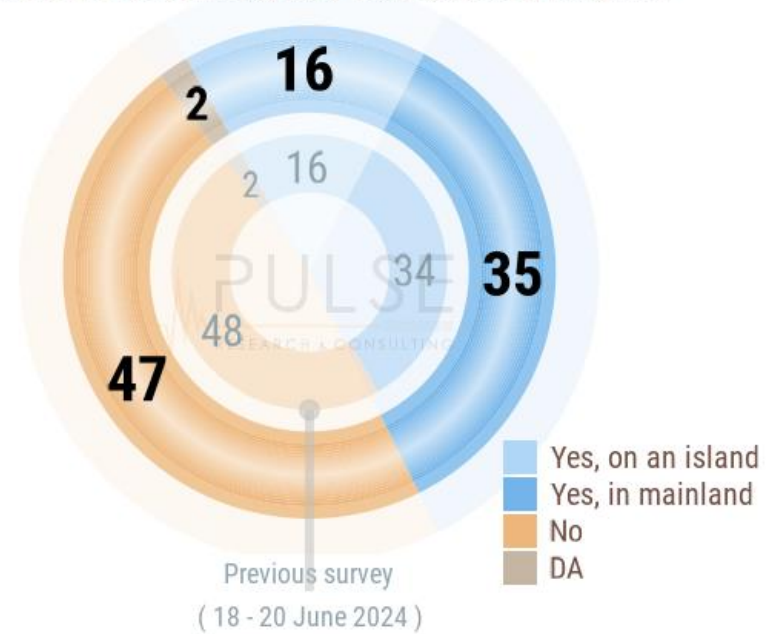
Marital status and children
Total Sample



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Resident of a tourist destination
Total Sample

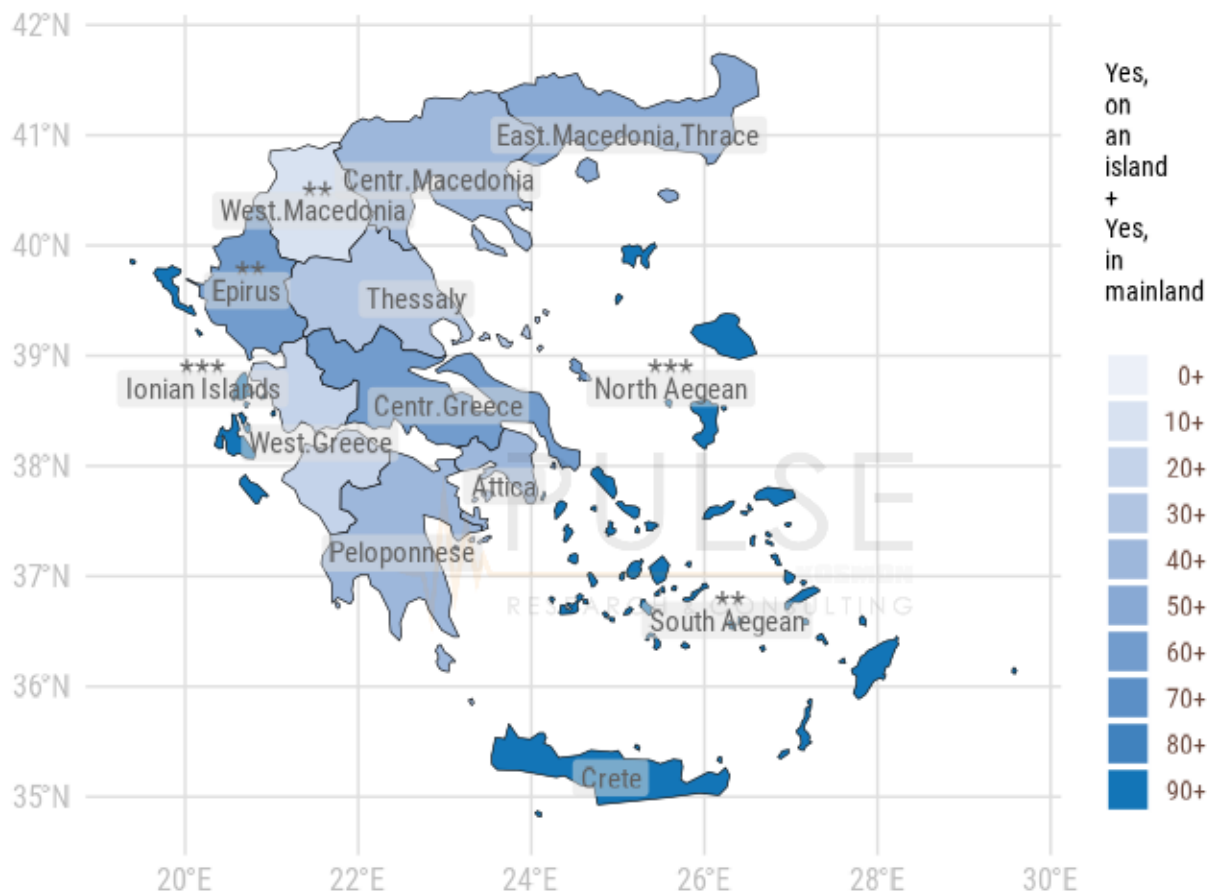
Do you live in an area visited by many tourists, Greeks or foreigners?



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Resident of a tourist destination

Map of Regions

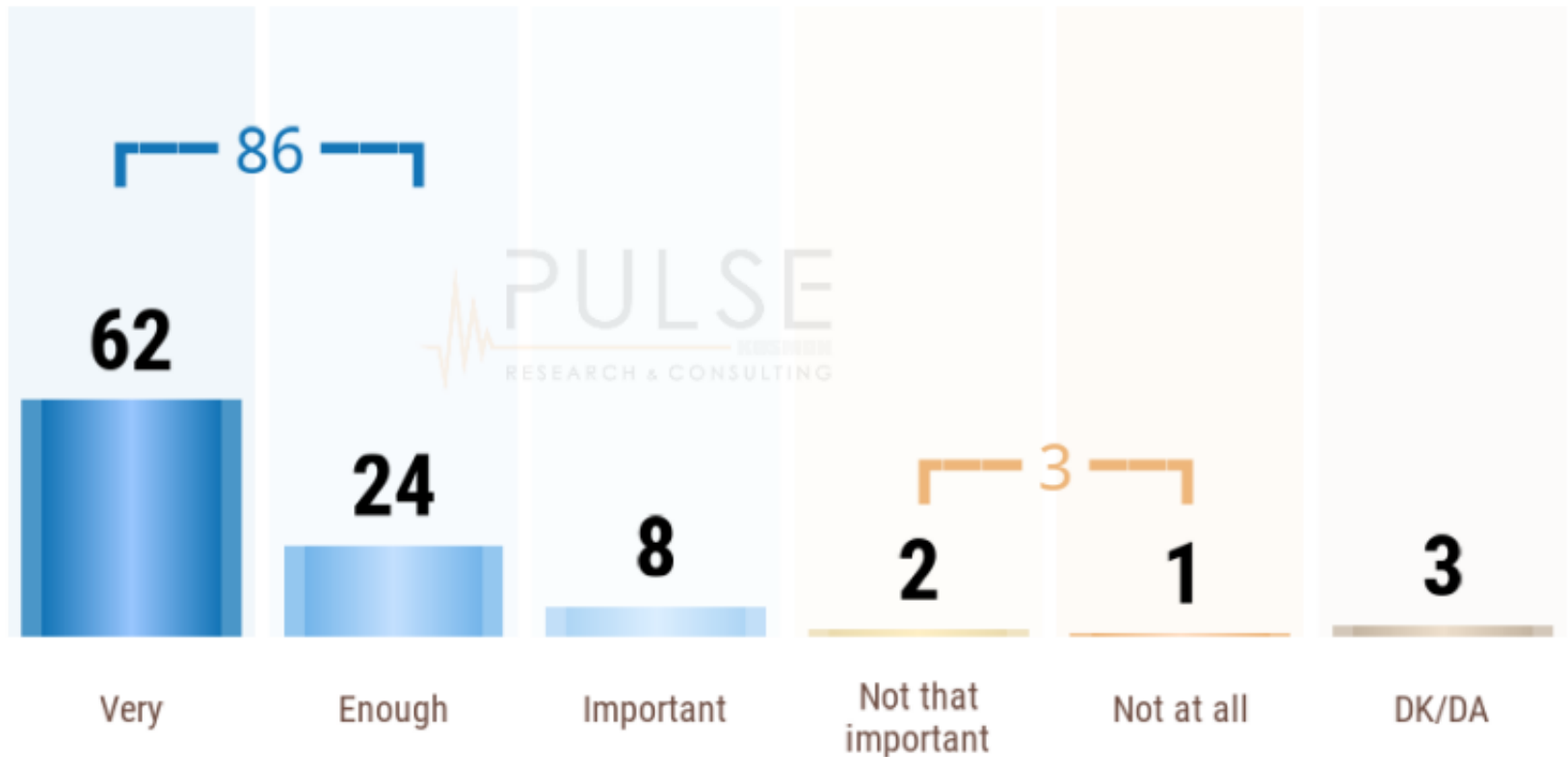


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General indicators

How important is tourism for the Greek economy?

Total Sample

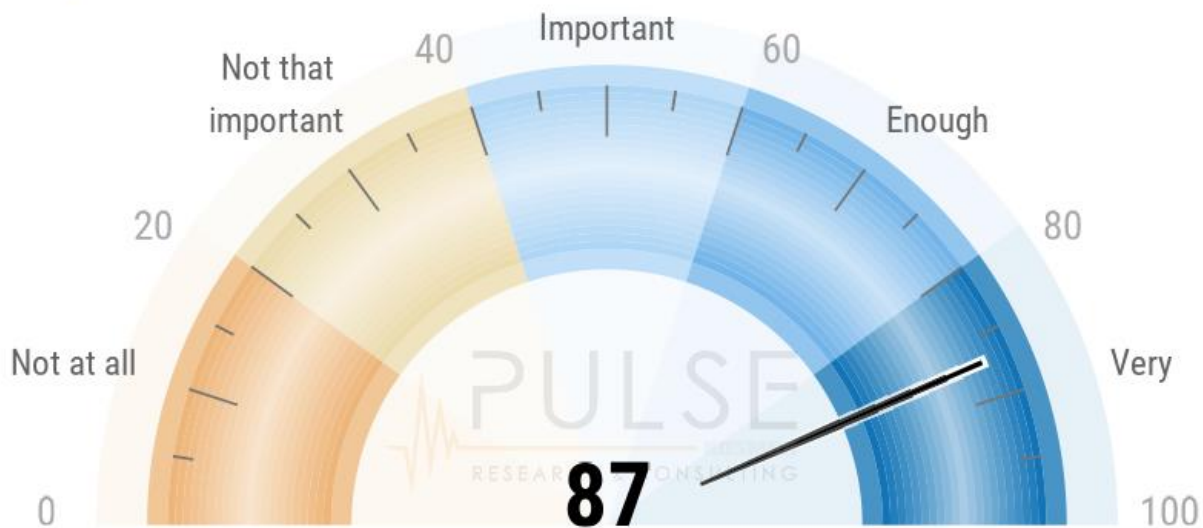


«In your opinion, generally, how important is tourism for the Greek economy?»

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How important is tourism for the Greek economy?

Total Sample / Estimation on a scale 0-100

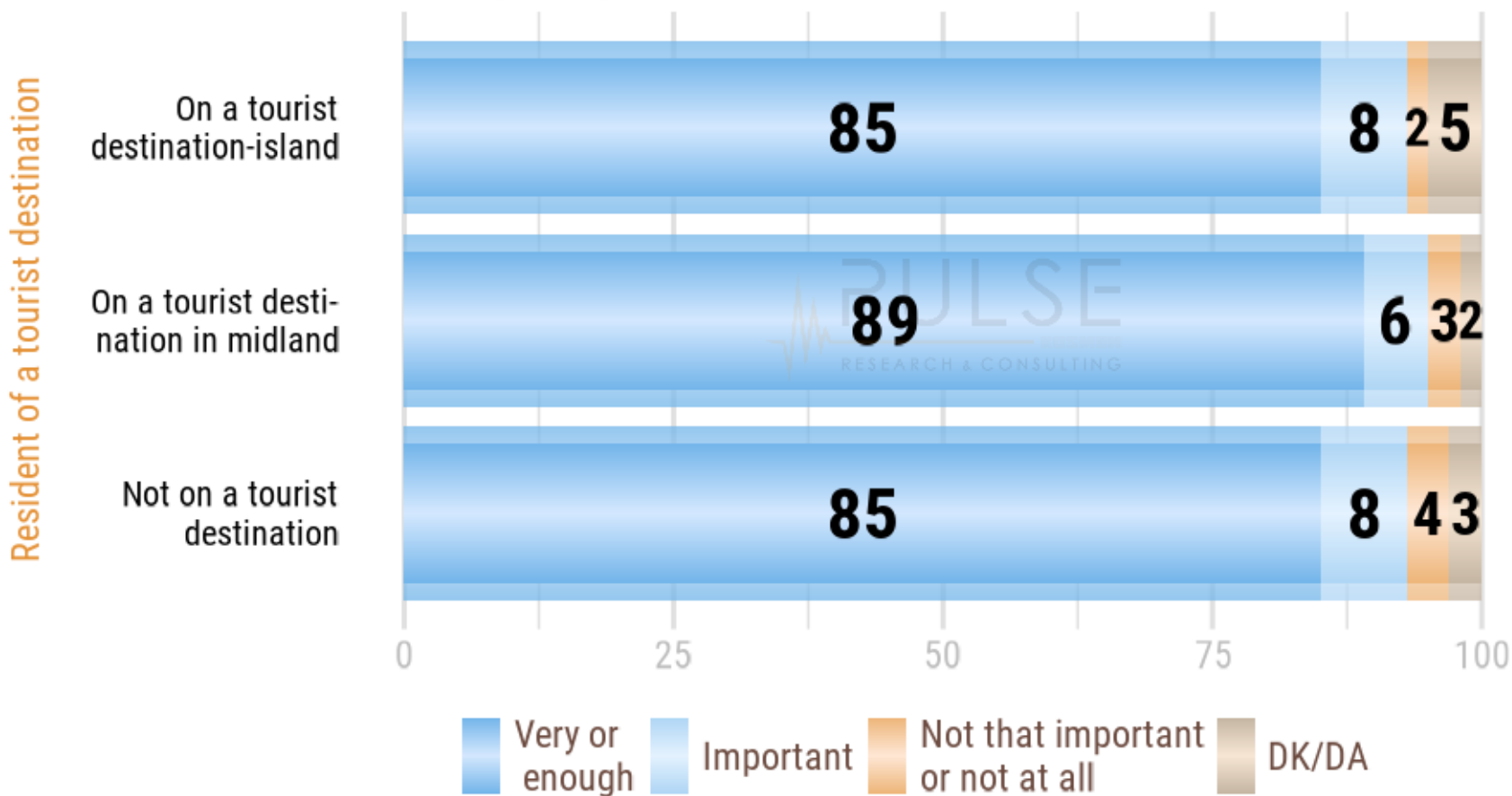


«In your opinion, generally, how important is tourism for the Greek economy?»

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How important is tourism for the Greek economy?

Total Sample // by Resident of a tourist destination

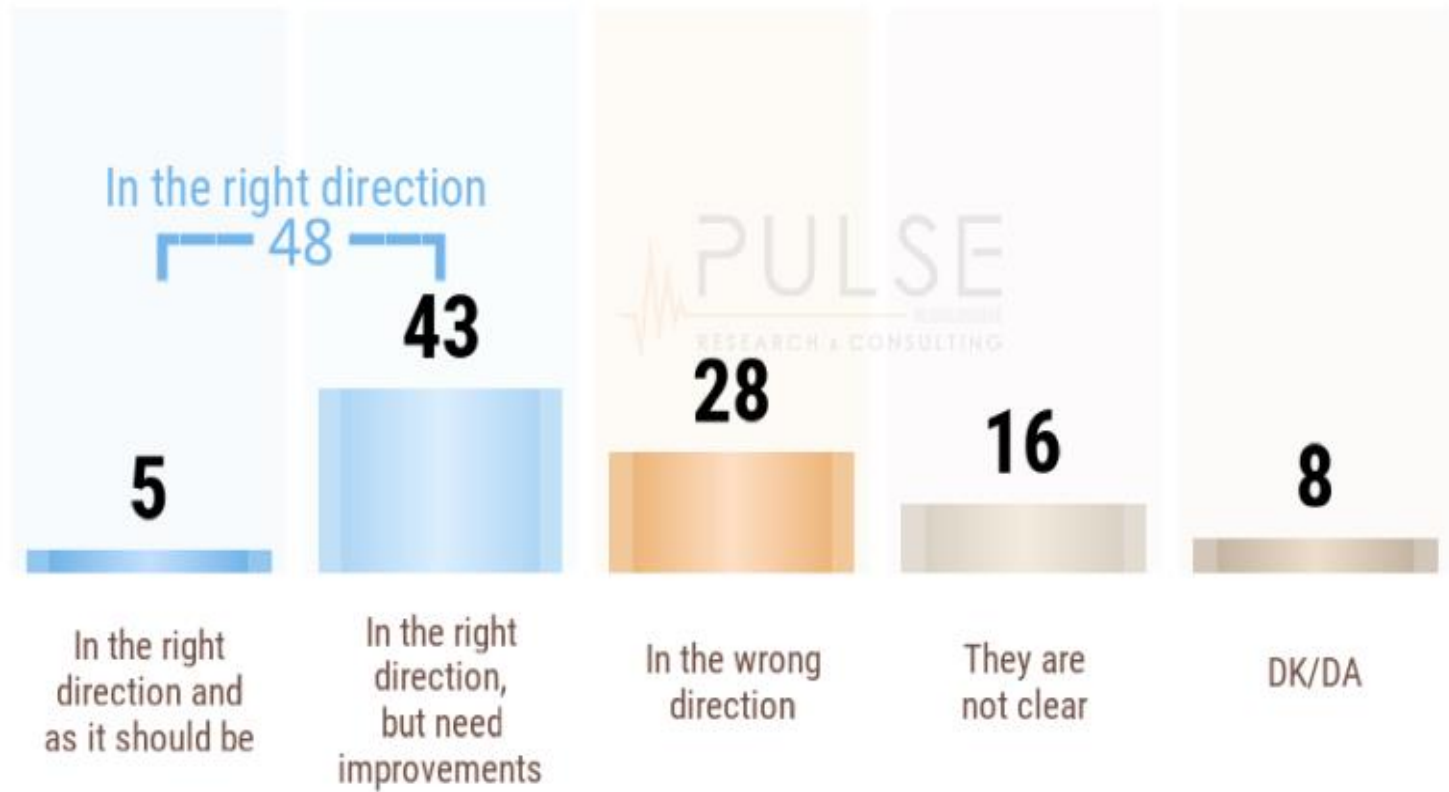


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September 13 - 16, 2024 / Sample: 1.149 interviews

Our country's options for the future of tourism are...

Total Sample

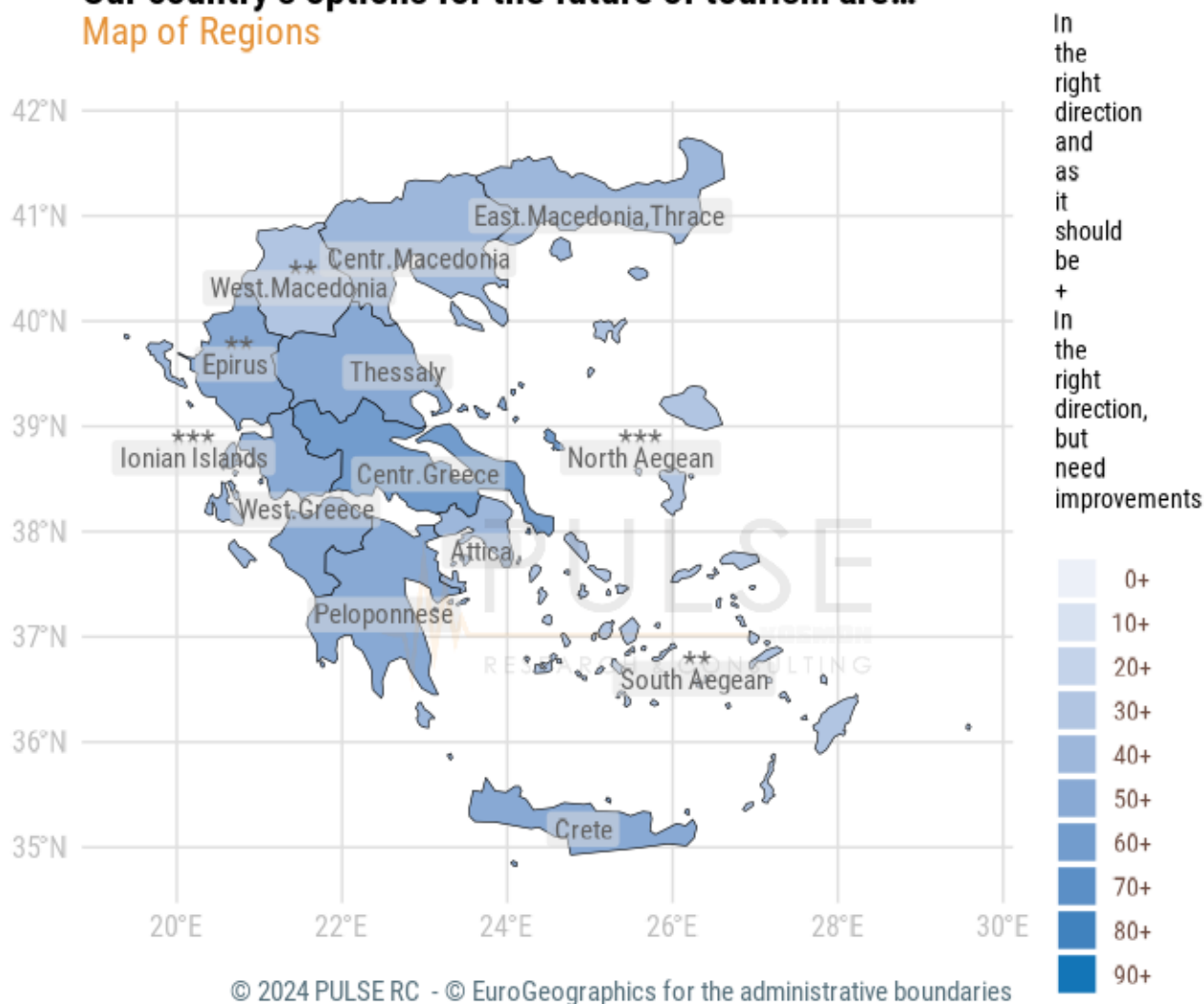


«In your opinion, the choices of our country, for the future of tourism are...»

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Our country's options for the future of tourism are...

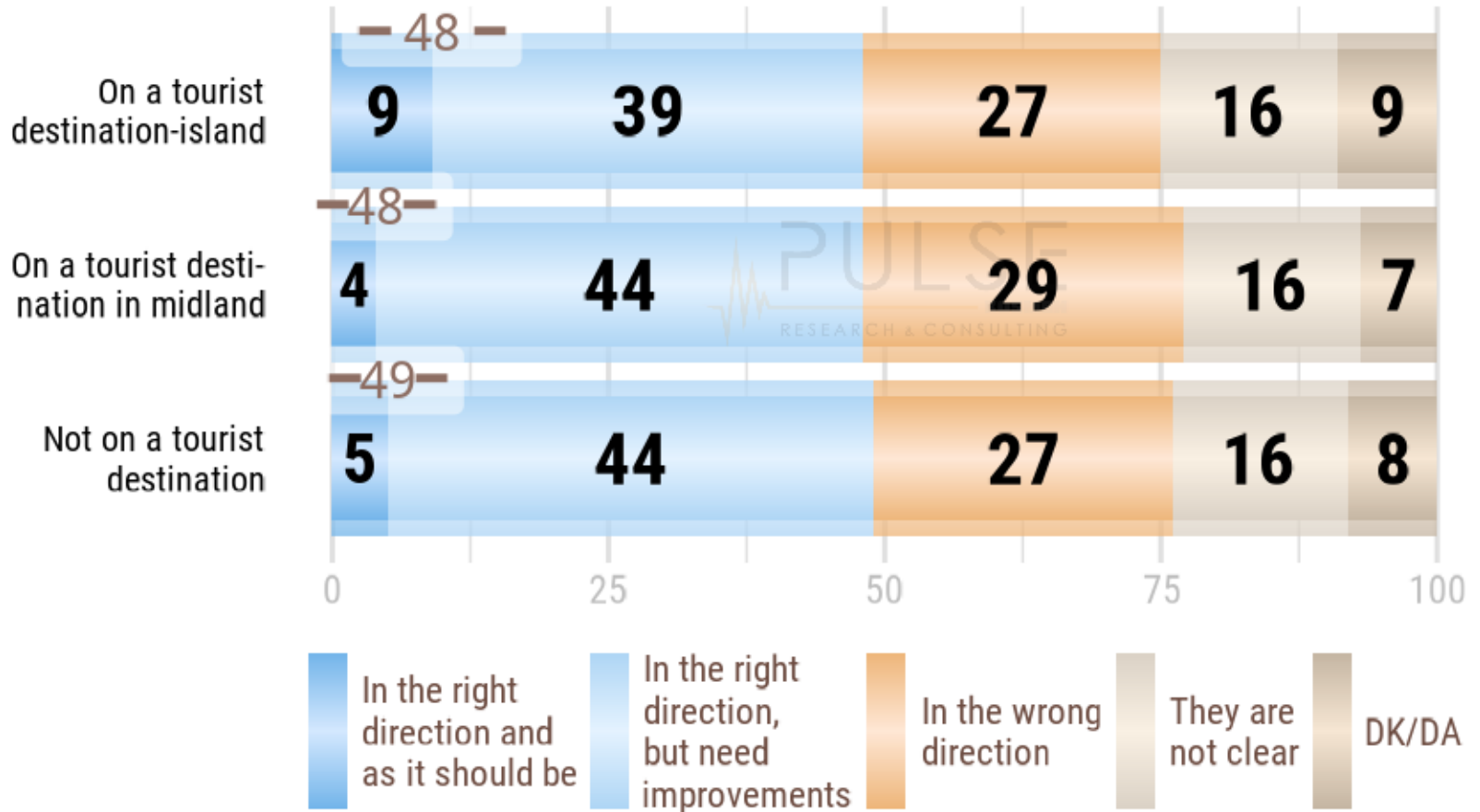
Map of Regions



Our country's options for the future of tourism are...

Total Sample // by Resident of a tourist destination

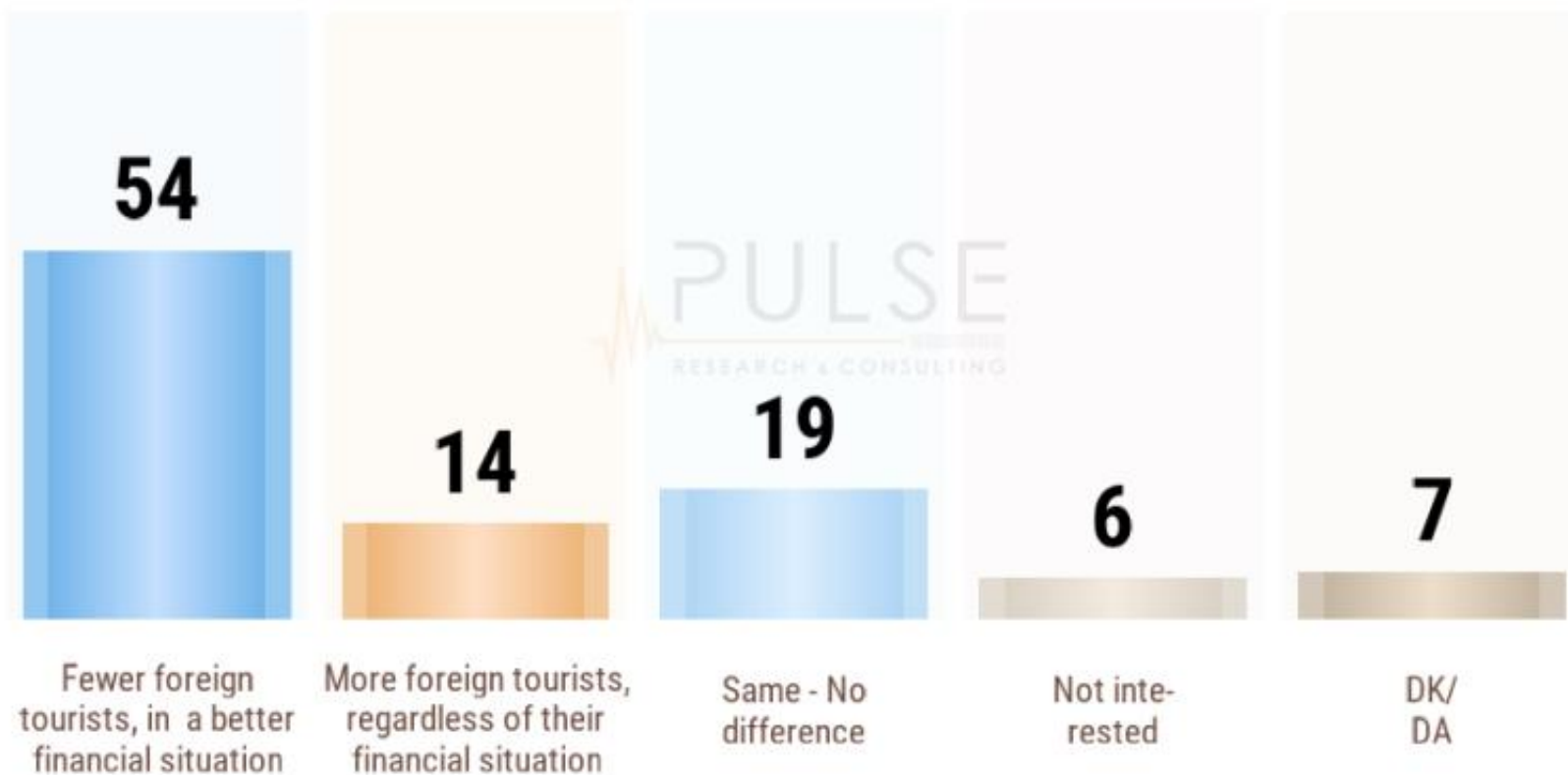
Resident of a tourist destination



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Which option would you prefer more for our country?

Total Sample



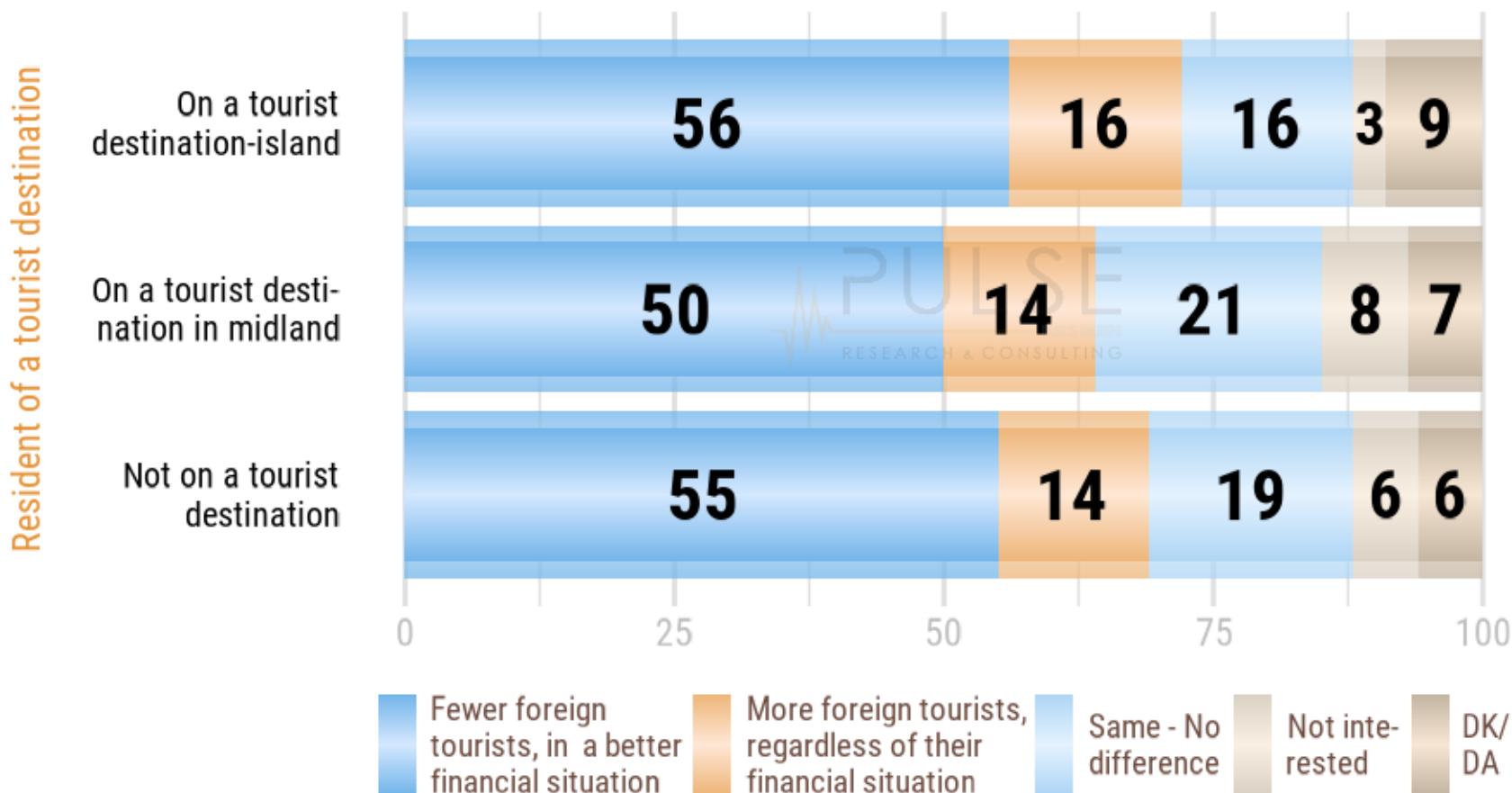
«If you had to choose between the following, which option would you prefer more for our country?»

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September 13 - 16, 2024 / Sample: 1.149 interviews

Which option would you prefer more for our country?

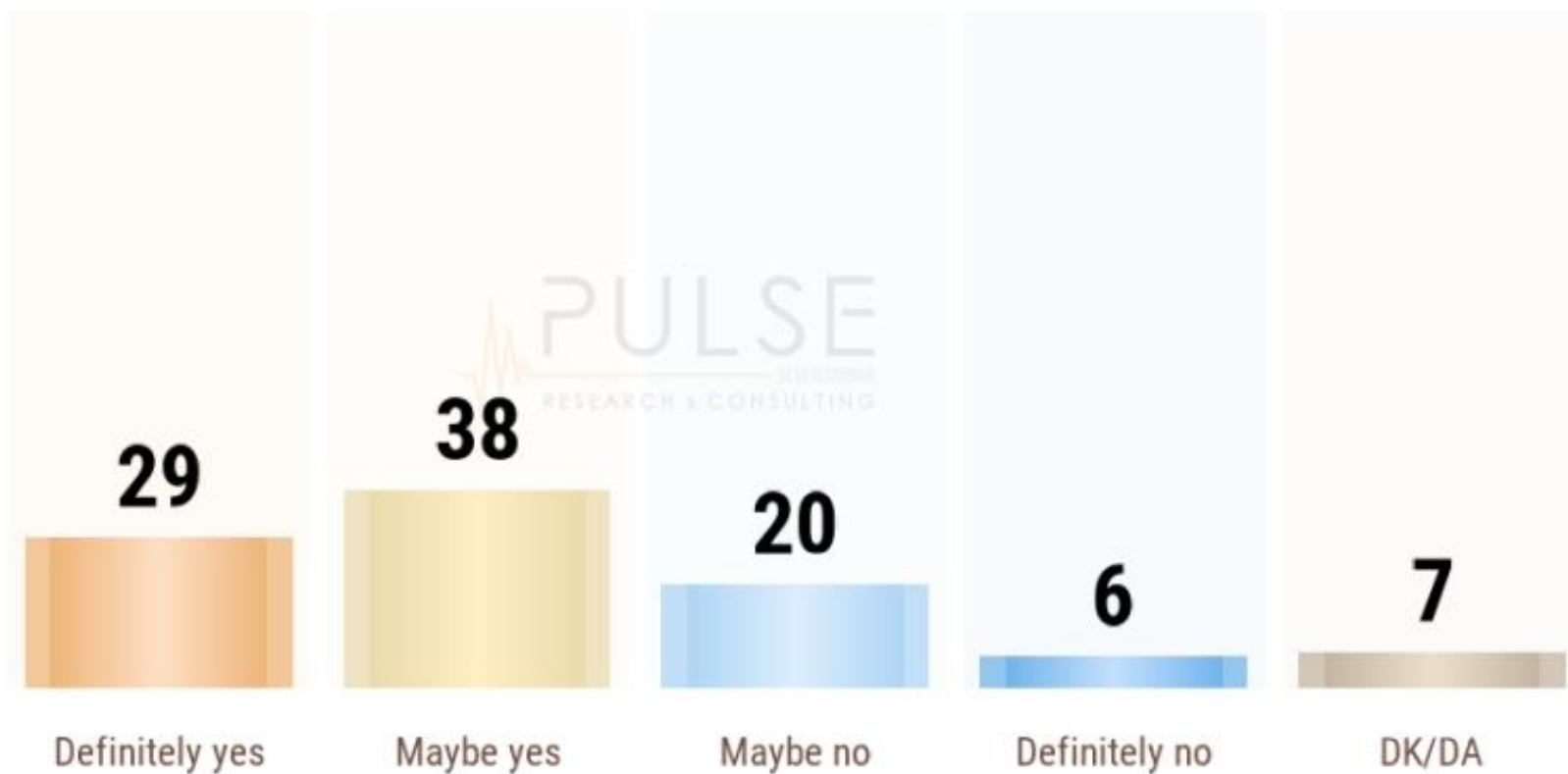
Total Sample // by Resident of a tourist destination



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Is there over-tourism in Greece?

Total Sample



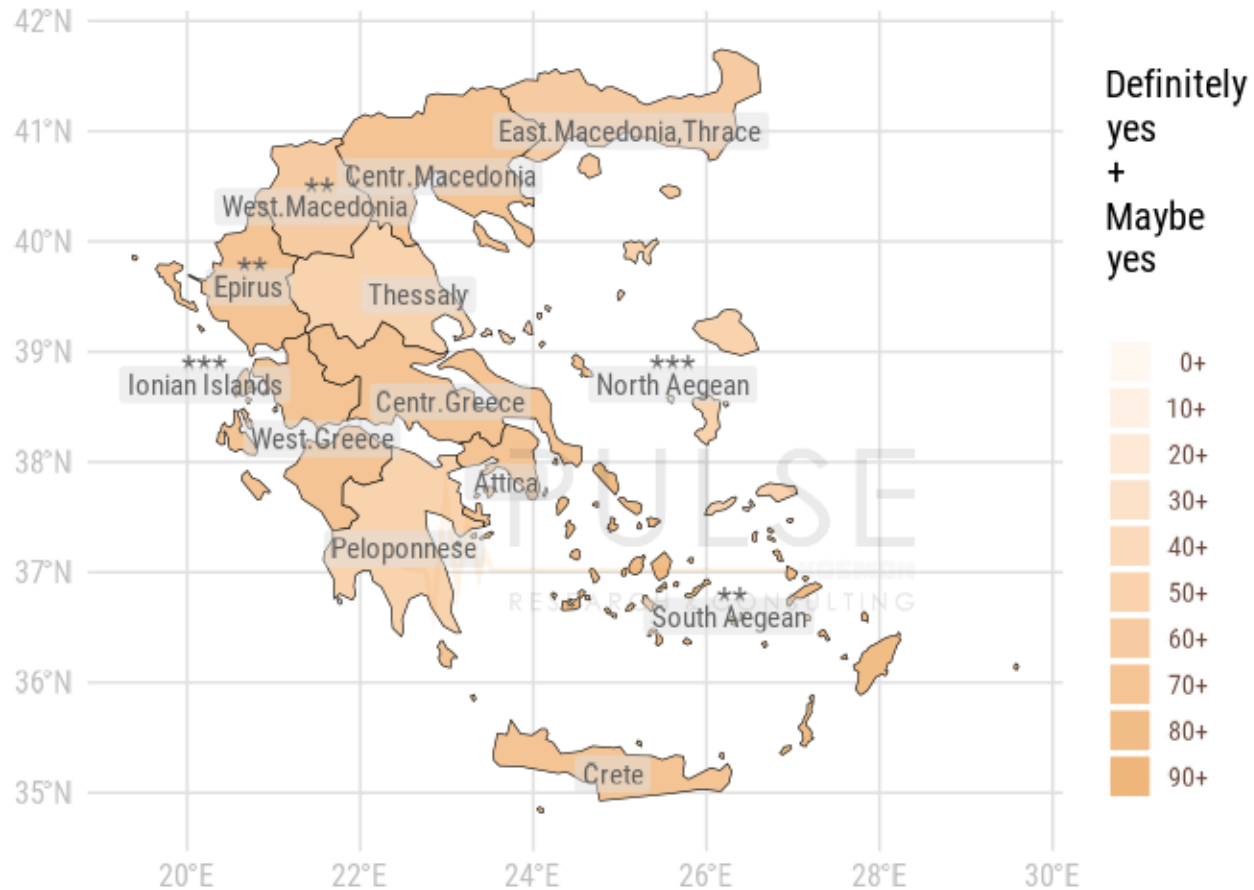
«In your opinion, is there over-tourism in Greece?»

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September 13 - 16, 2024 / Sample: 1.149 interviews

Is there over-tourism in Greece?

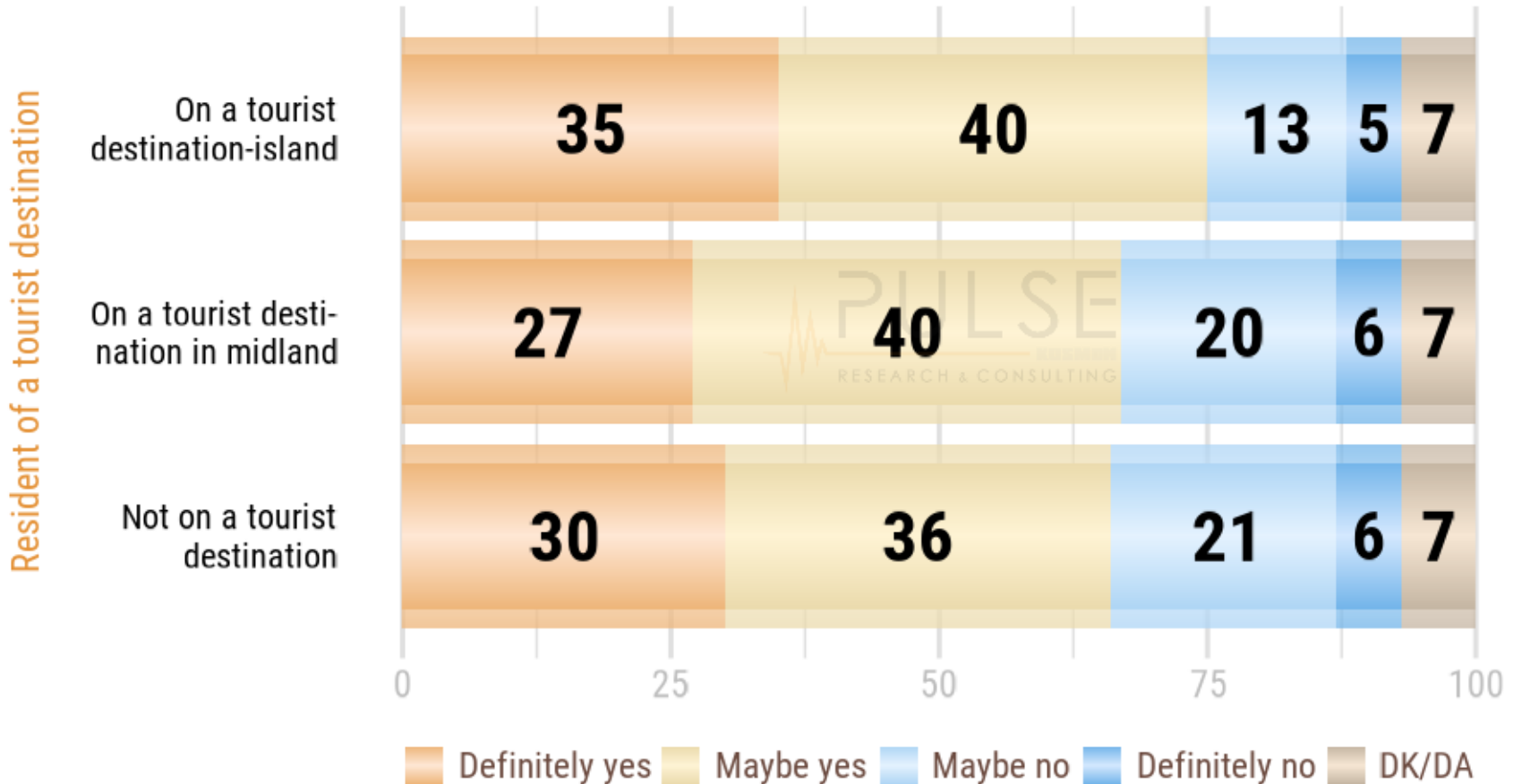
Map of Regions



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Is there over-tourism in Greece?

Total Sample // by Resident of a tourist destination



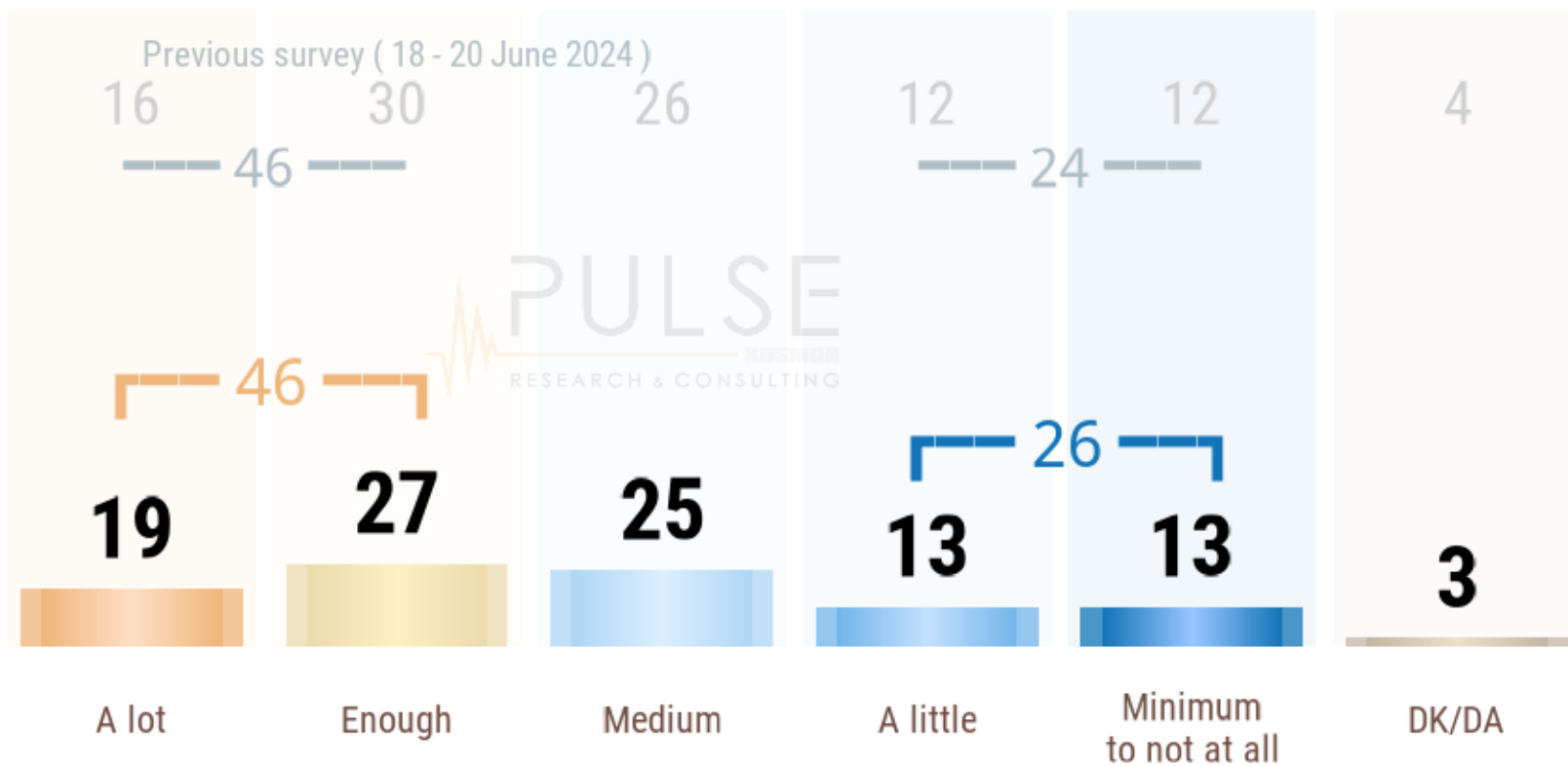
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September 13 - 16, 2024 / Sample: 1.149 interviews

Specific questions

Greek "tradition" and "landscape": Are they threatened by tourism?

Total Sample

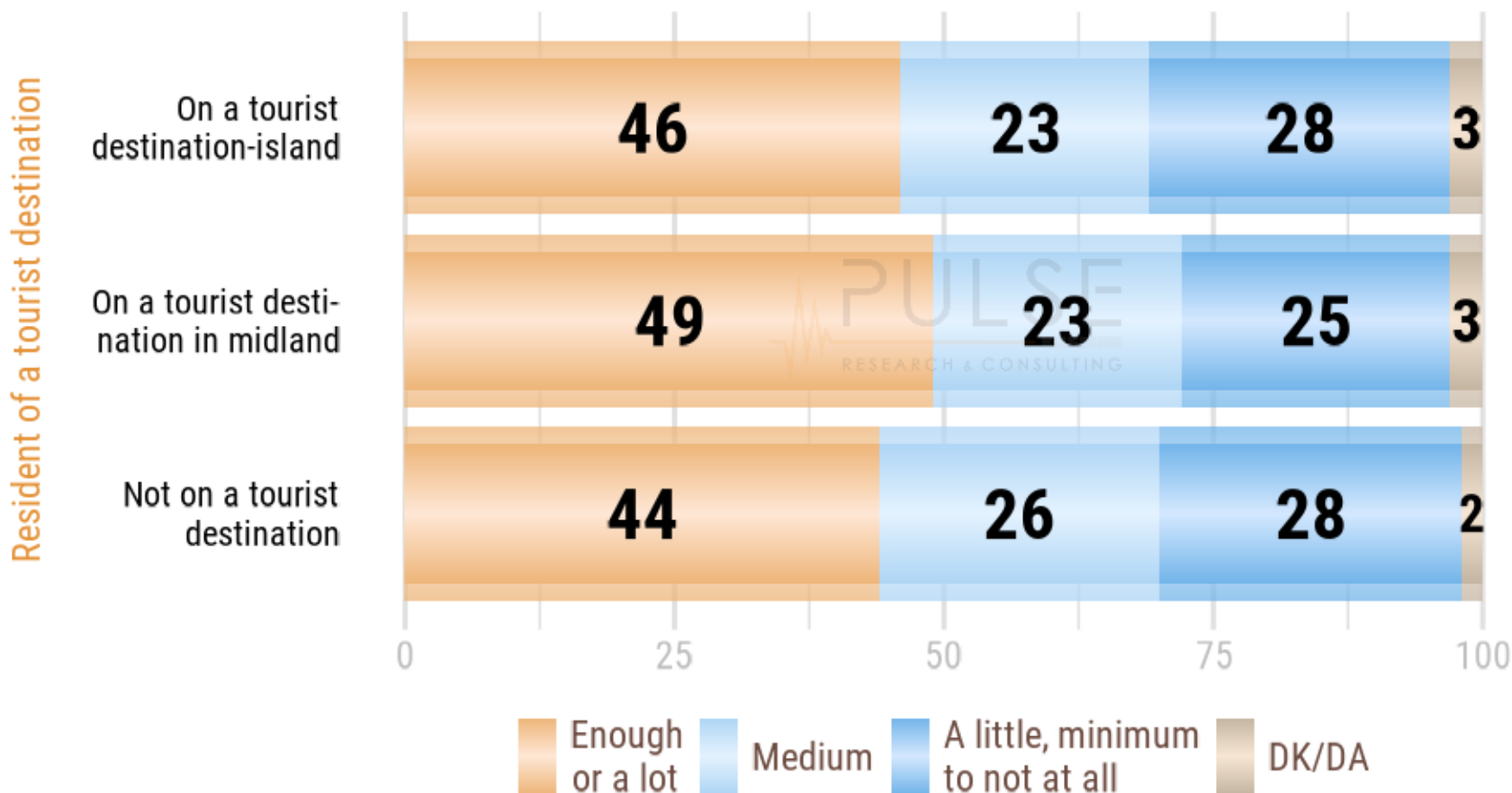


«In your opinion are "Greek tradition" and "Greek landscape", threatened by tourism? And how threatened are they?»

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Greek "tradition" and "landscape": Are they threatened by tourism?

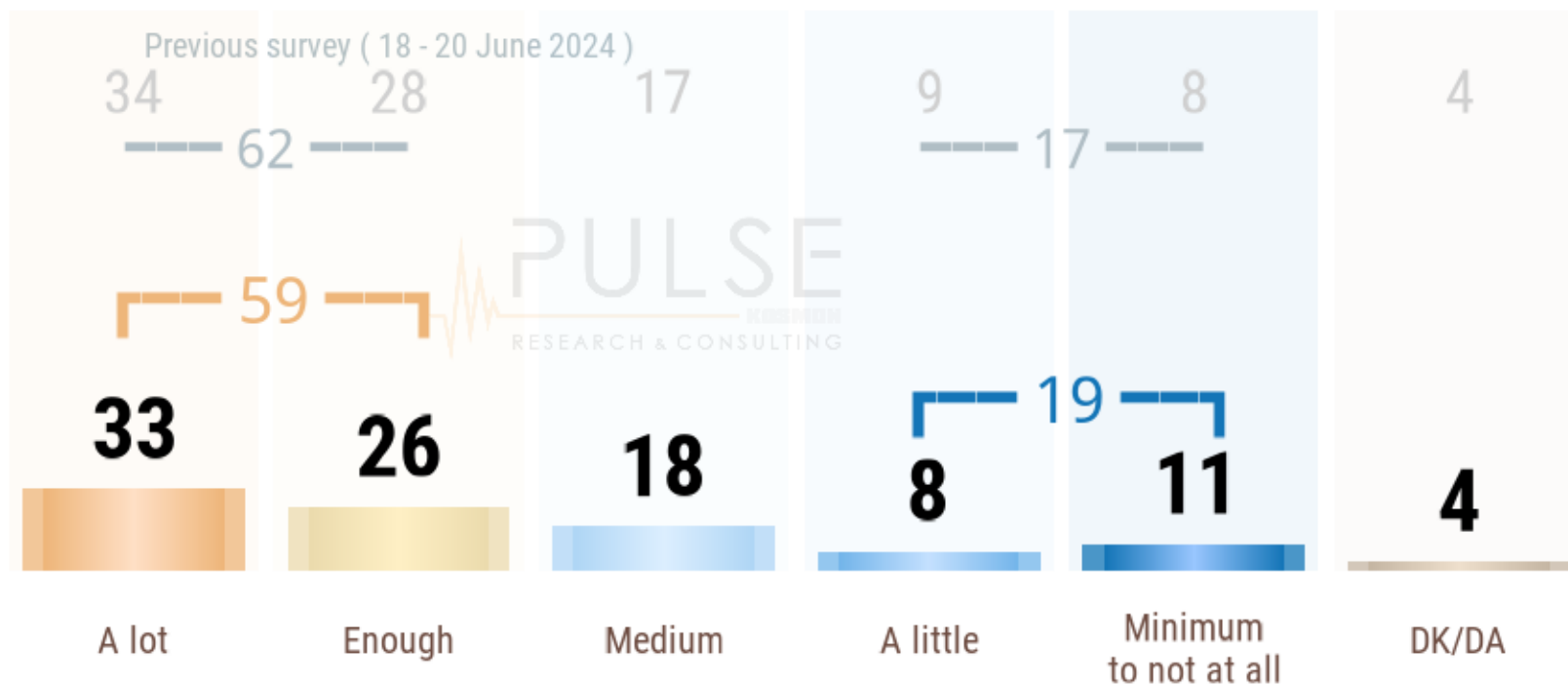
Total Sample // by Resident of a tourist destination



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Are you worried that the high demand and the increased prices for accommodation will prevent you from vacationing in the places you want?

Total Sample

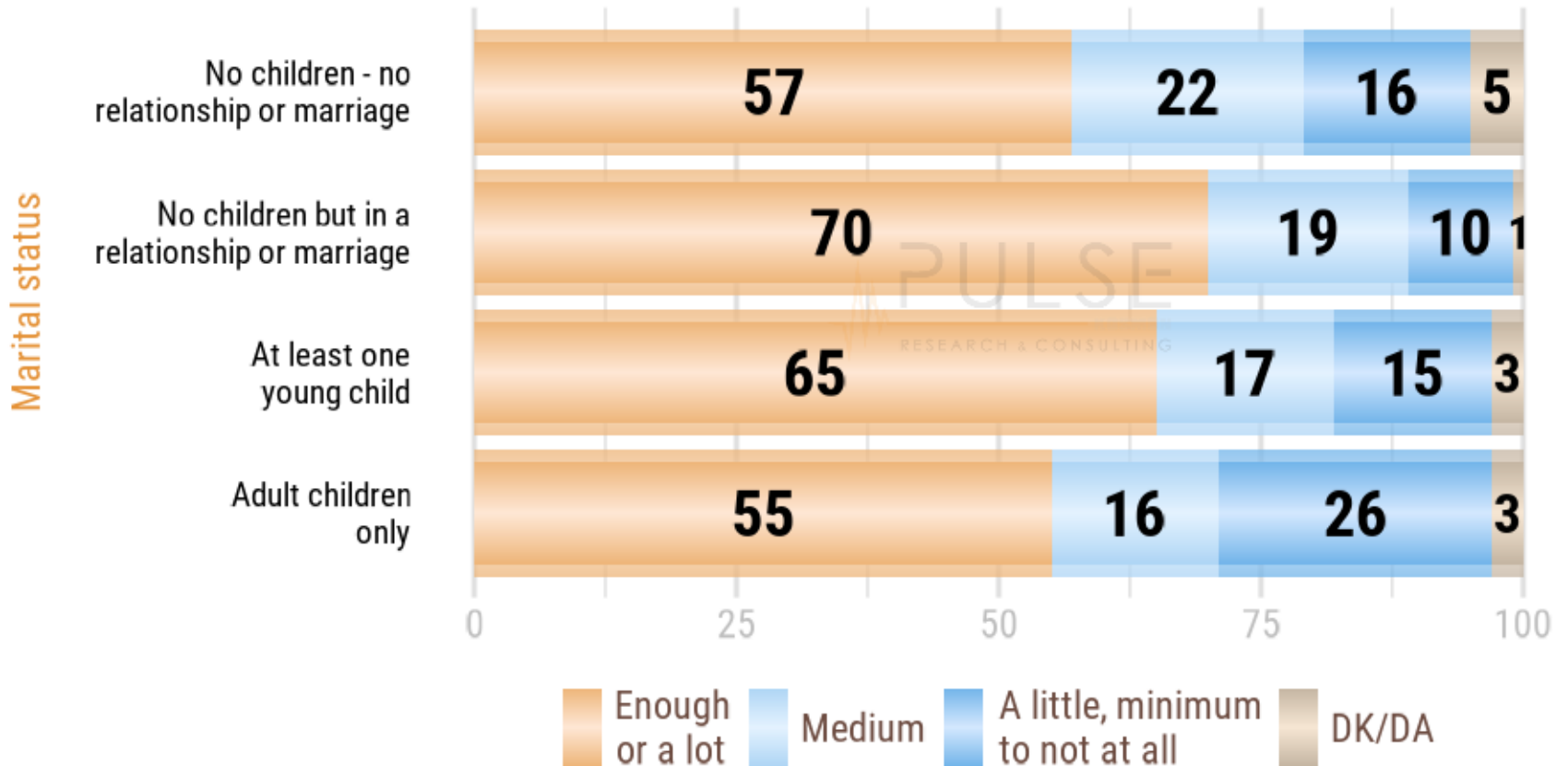


«Are you worried that the increased prices caused by the great demand for accommodation from abroad, will stop you from vacationing in places you want? And how worried are you?»

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Are you worried that the high demand and the increased prices for accommodation will prevent you from vacationing in the places you want?

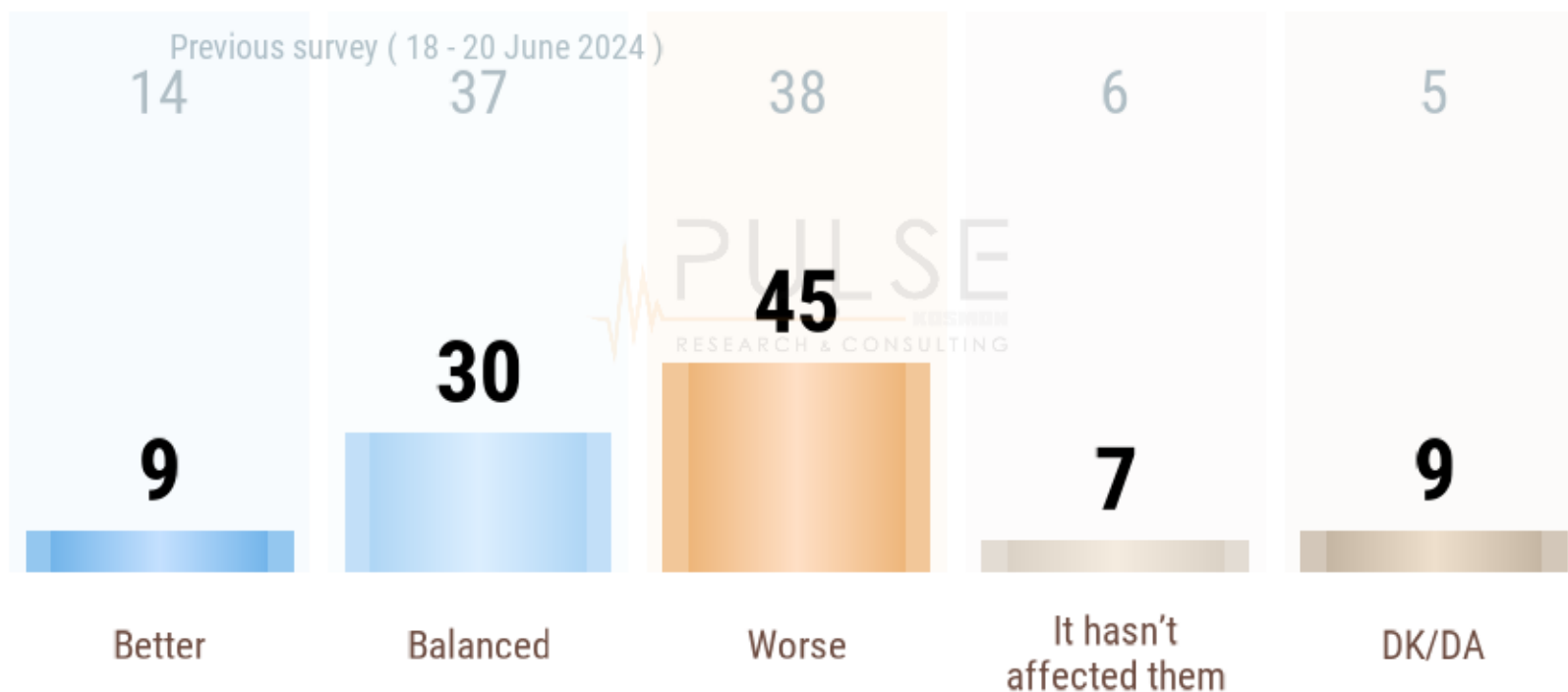
Total Sample // by Marital status



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Has the Interest in tourism influenced the characteristics of islands/cities - tourist destinations?

Total Sample

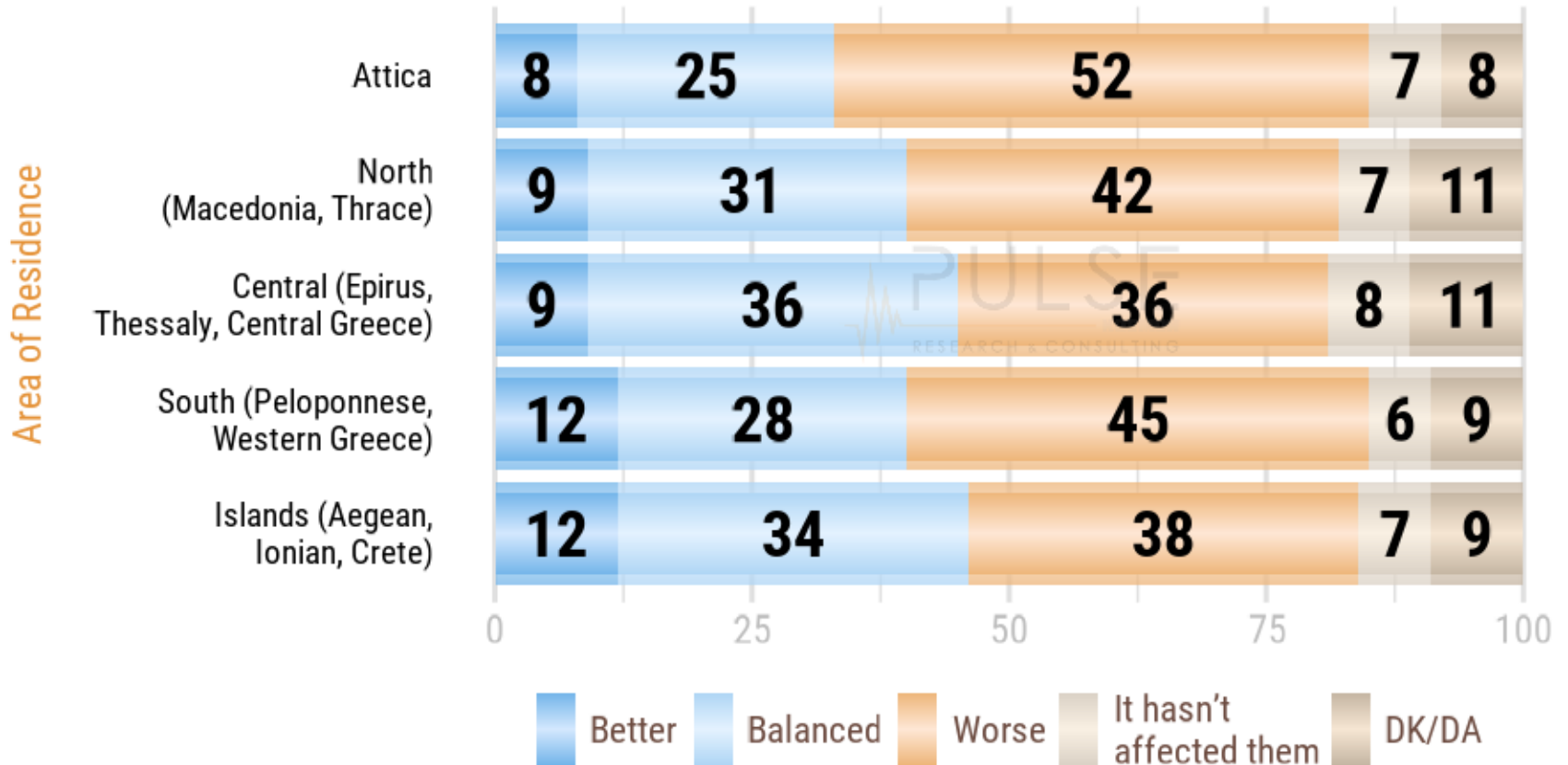


«In your opinion, has the interest in tourism in our country influenced the characteristics of islands and cities which are tourist destinations? And if so, in which direction?»

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Has the Interest in tourism influenced the characteristics of islands/cities - tourist destinations?

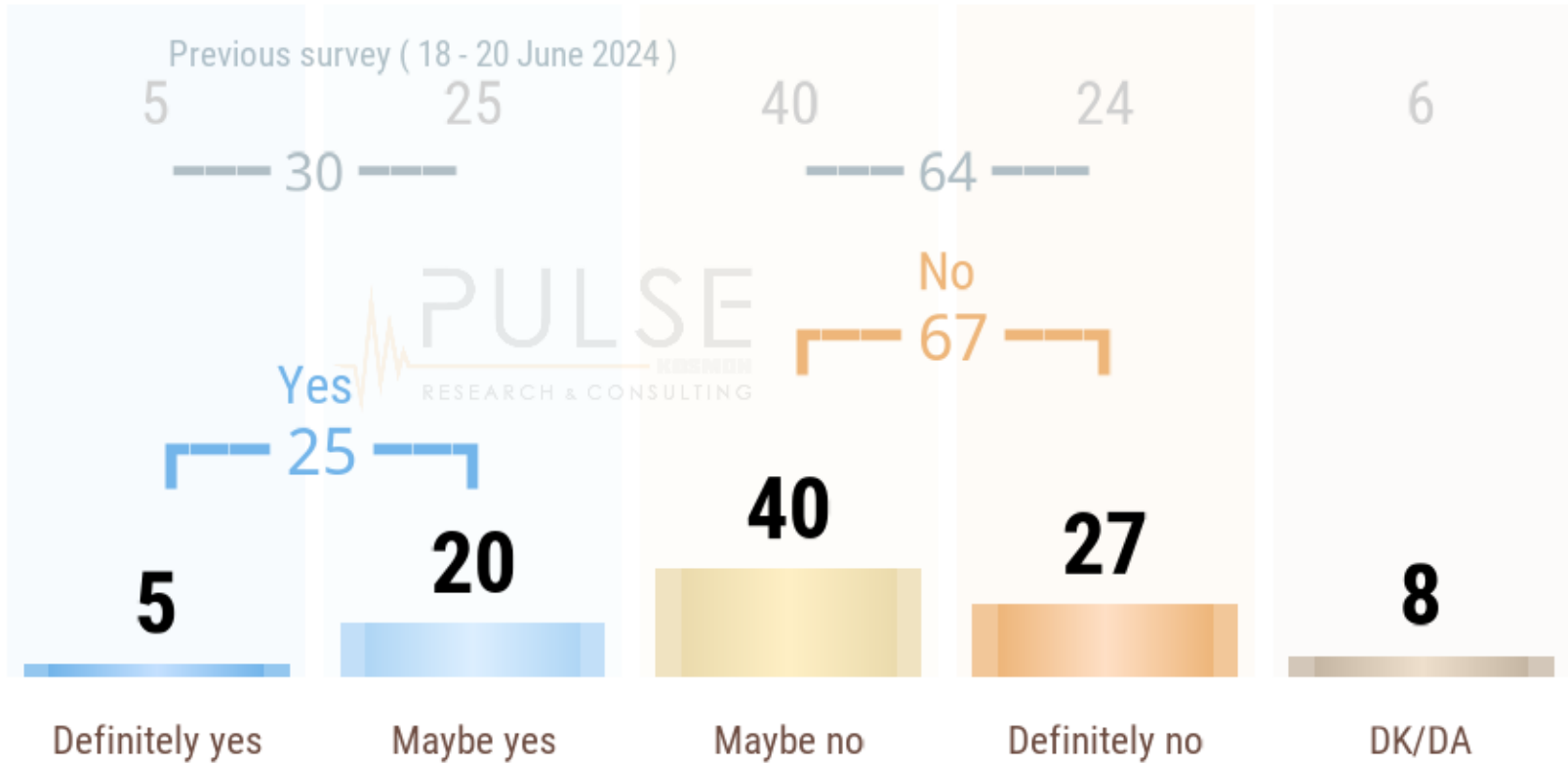
Total Sample // by Area of Residence



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Does tourism development in our country respect the environment?

Total Sample

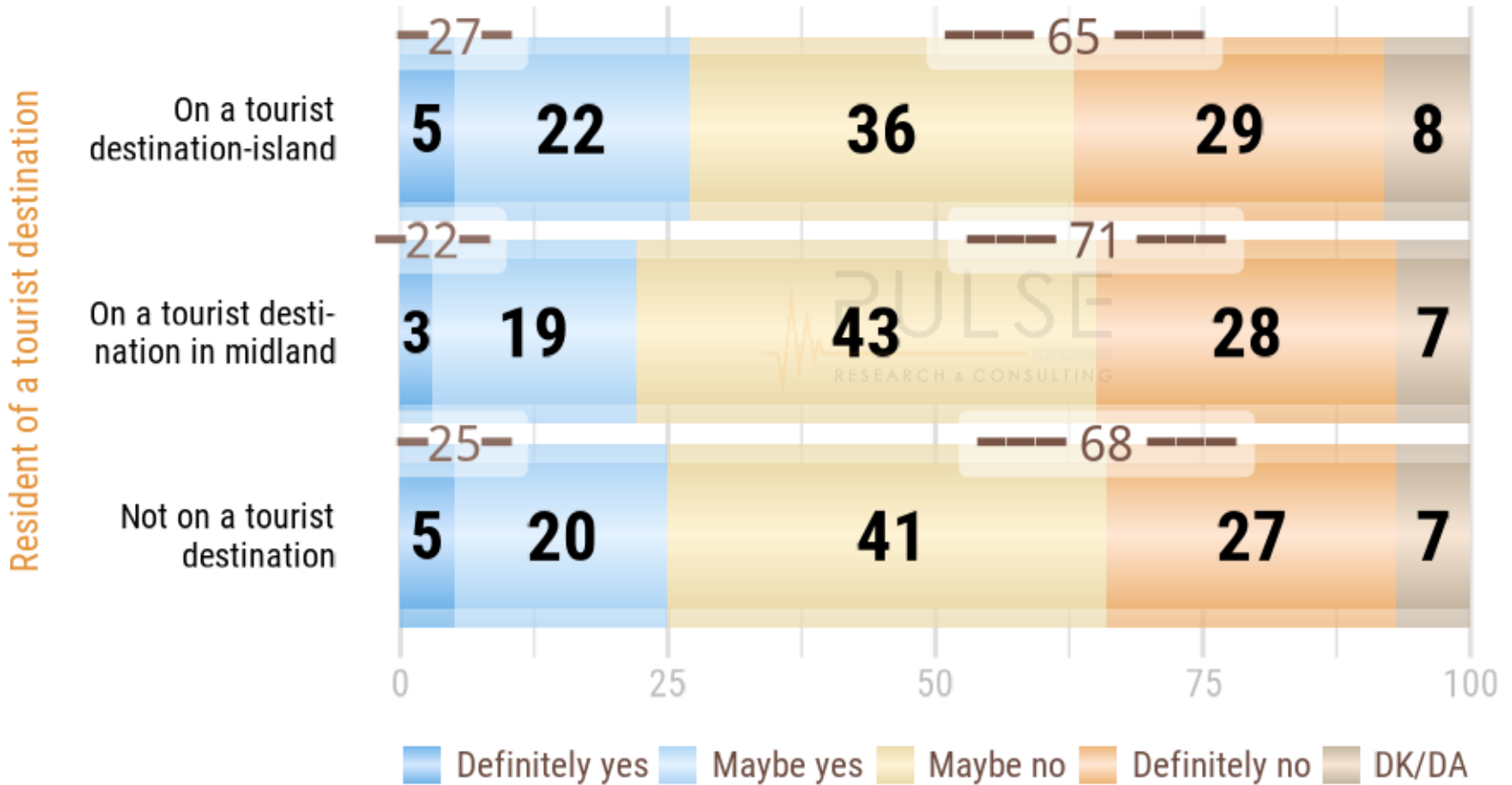


«In your opinion, does tourism development in our country, respect the environment?»

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Does tourism development in our country respect the environment?

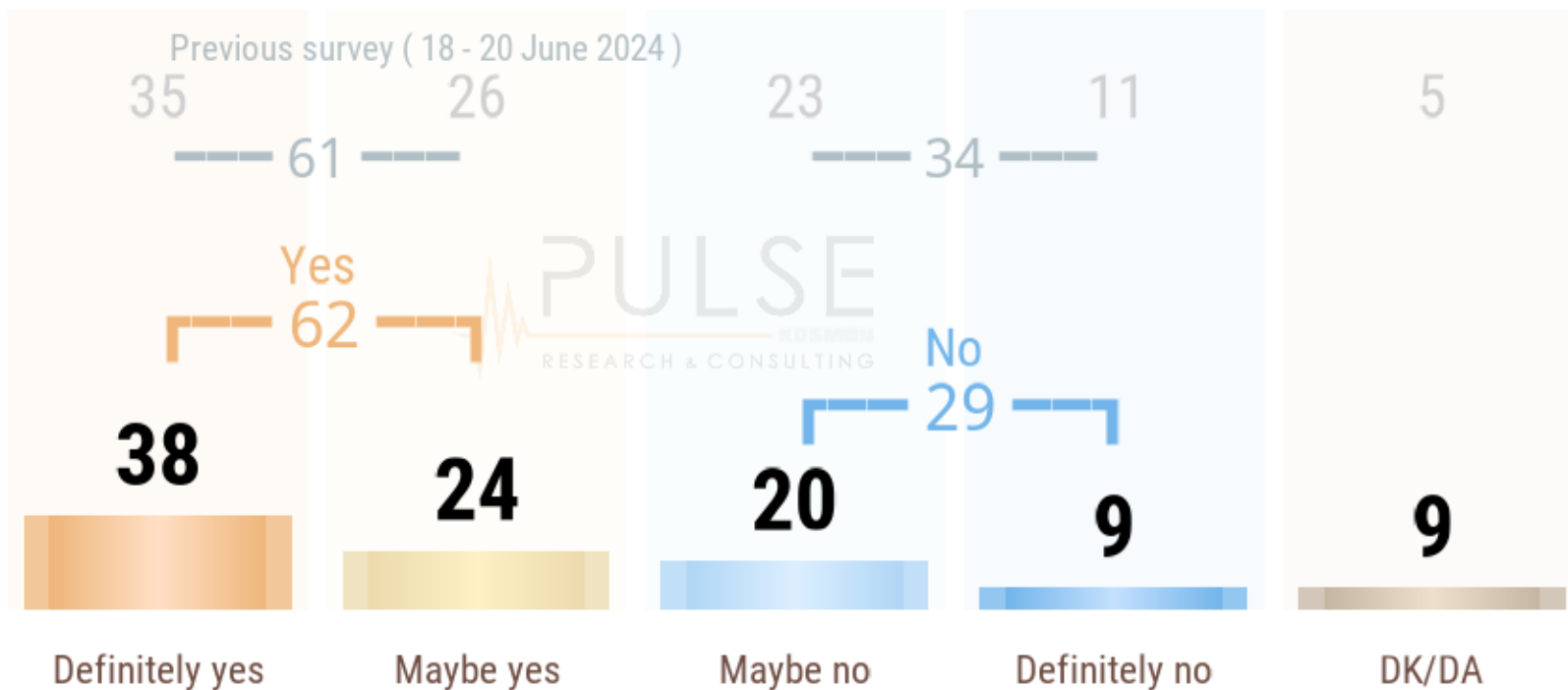
Total Sample // by Resident of a tourist destination



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Are you concerned about the effect that short-term housing rentals (AirBnB) have on the urban and social life of Athens?

Total Sample



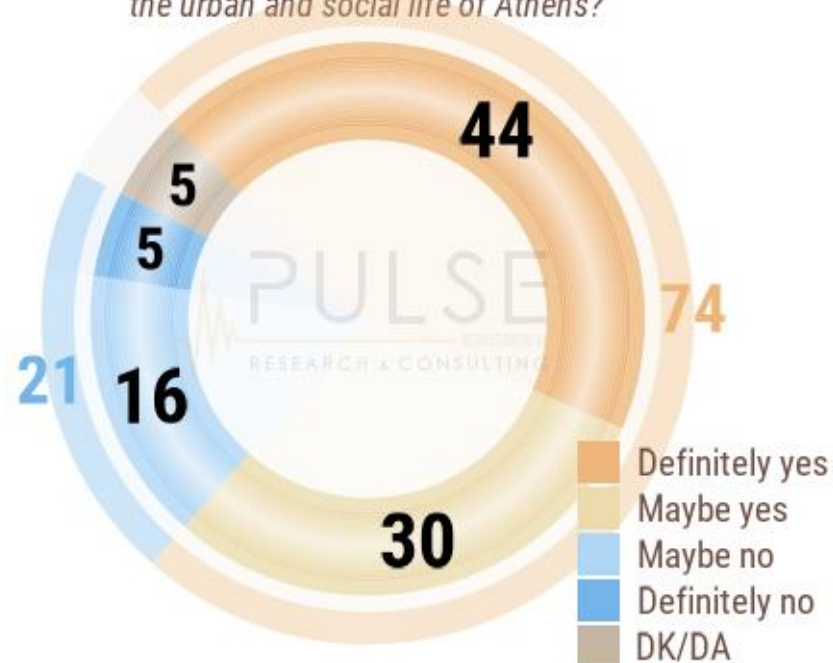
«Are you personally concerned, about the effect that short-term housing rentals (AirBnB) have on the urban and social life of Athens?»

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Are you concerned about the effect that short-term housing rentals (AirBnB) are having on the urban and social life of Athens?

Residents of Attica

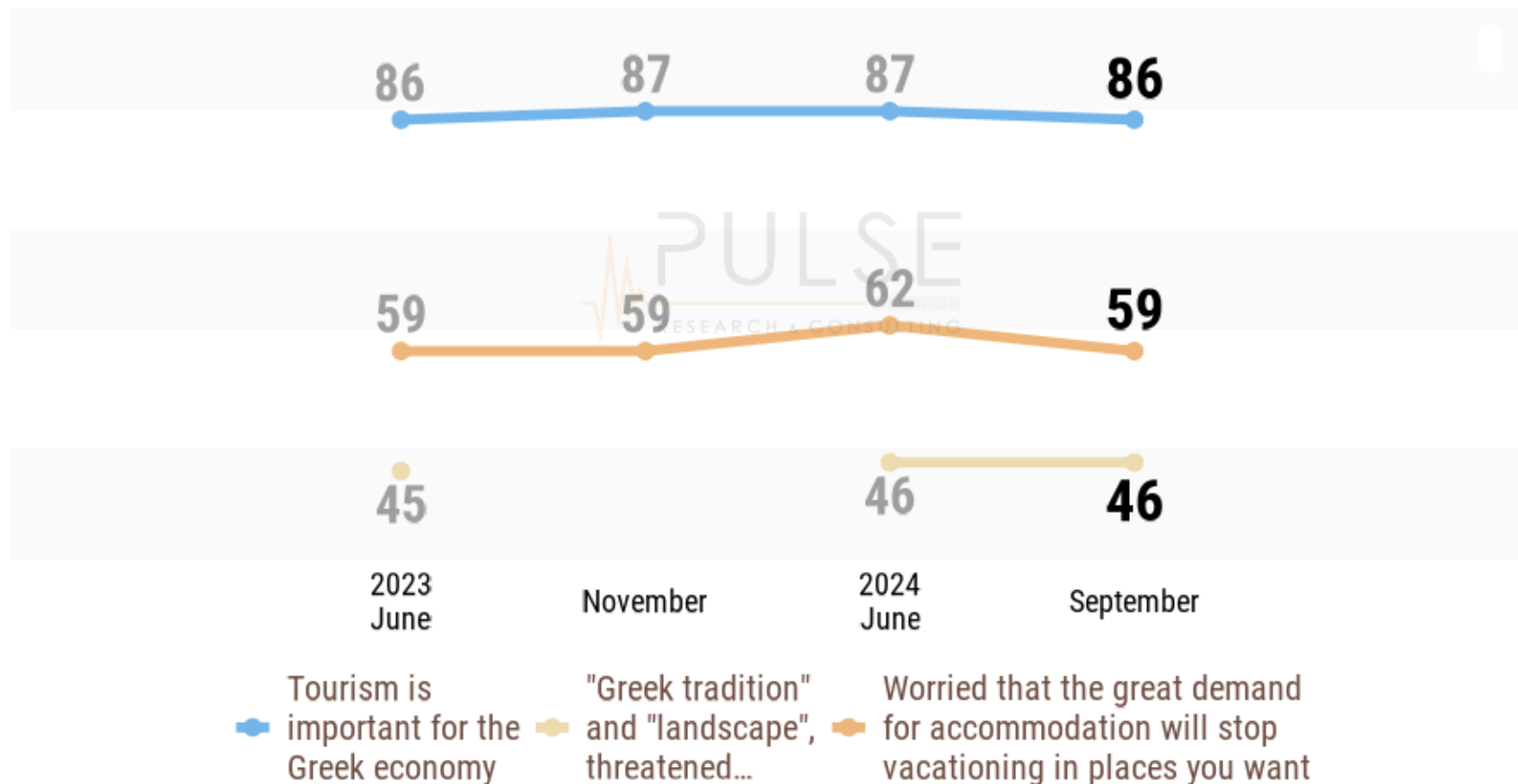
Are you personally concerned, about the effect that short-term housing rentals (AirBnB) has in the urban and social life of Athens?



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Timeseries

Enough or very... Total Sample - Tracking



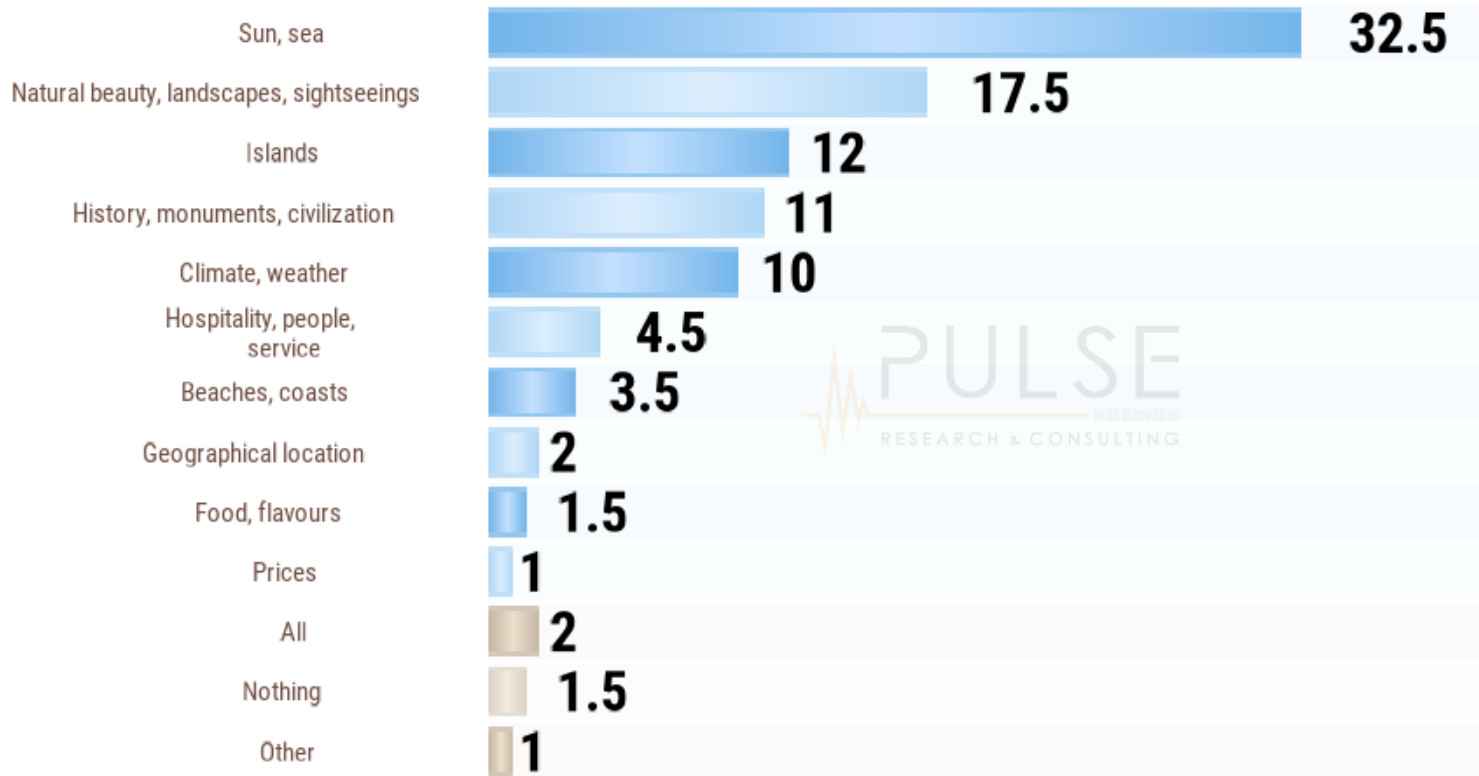
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Open question

The top advantage of our country for tourism

Those who answered (answer grouping)



«In your opinion, what is our country's top advantage for tourism?»

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