



Is your 2021 summer season picking up as travel is heading towards its long awaited recovery?

Greece Is The Word: Why It's The Most-Booked European Destination For Summer



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Travel

I write about travel trends and news you can use.



In May, Greece topped the list of most-booked summer destinations on Hopper, a booking app. GETTY

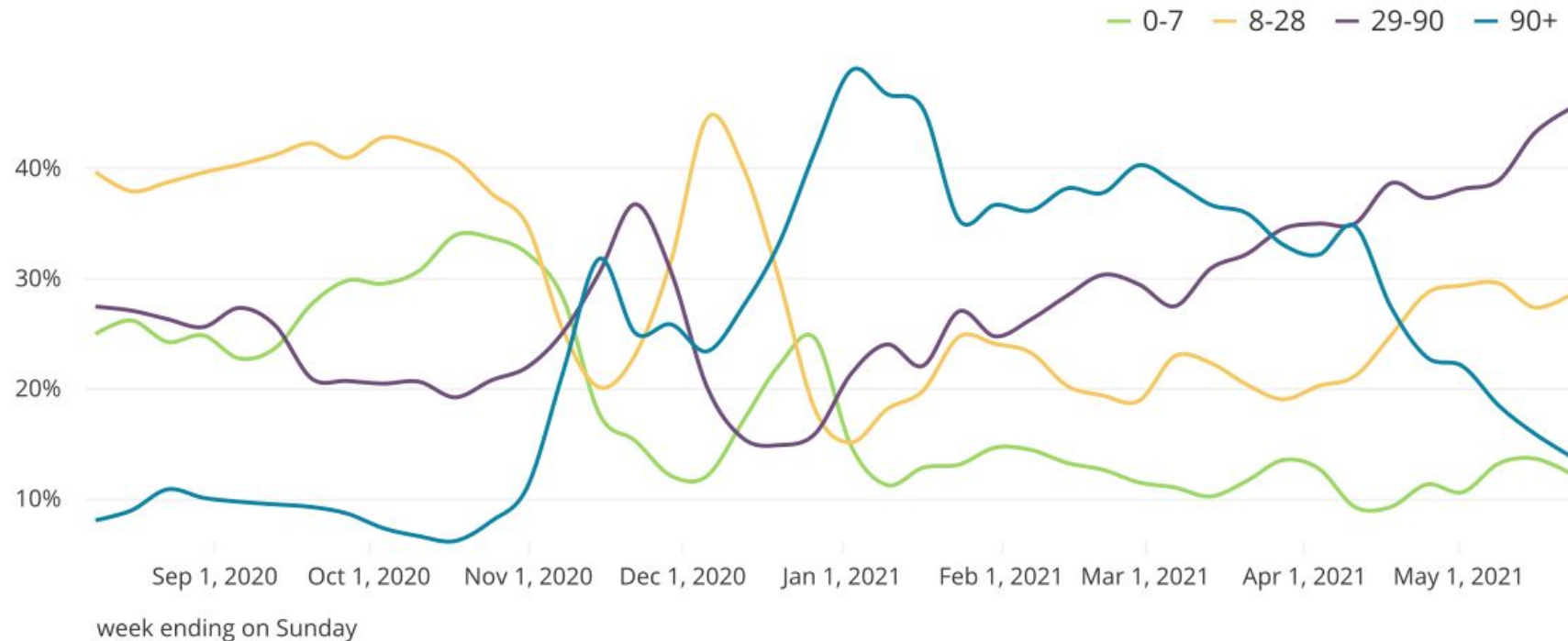


As vaccinations increase and travel restrictions are gradually lifted, Greece is the most-booked European destination for this summer as per Forbes. Flights from the US to Athens cost 18% less this summer than they did in 2019.

74% flight searches for Athens are for June, July & August



Destination Athens (GR): Flight Search Lead Time Evolution



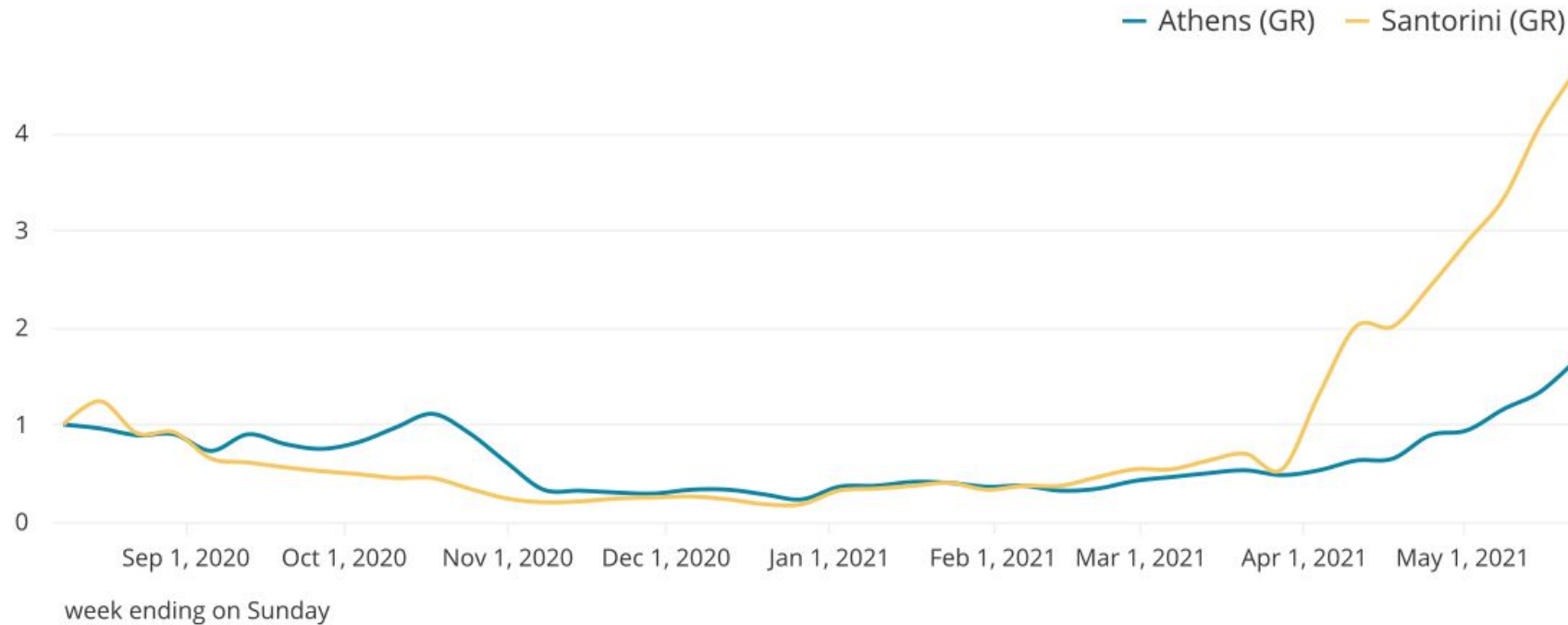
The 29 to 90 days lead time window has the highest increase and is currently representing 45% of the searches. June looks very healthy as almost 1 out of every 3 flight searches are for the next 8 to 28 days

Trending upward: Athens & Santorini Hotel Search Evolution



Hotel Search Evolution Index

The Search Evolution Index shows the rate of change for searches to a particular destination over time relative to the first displayed date.



May 23, 2021	
Athens (GR)	1.68
Santorini (GR)	4.66

After the continuous decrease in hotel searches since last summer, on May 23rd 2021 compared to the 9th of August 2020, Athens and Santorini searches have increasing significantly

Post-pandemic demand trends differ, France and Germany leading the searches



Athens

Top country flight searches and length of stays as of the 26th May for the next 90 days

Top countries searching	
Countries	Avg. LOS
France	13.9% 9.3
Germany	10.2% 9.4
Russian Federation	9.2% 10.1
Spain	7.7% 8.2
Italy	6.7% 8.1

Santorini

Top country hotels searches and length of stays as of the 26th May for the next 90 days

Top countries searching	
Countries	Avg. LOS
Germany	16.7% 7.8
France	16.3% 6.9
United States of America	11.6% 4.8
Italy	8.5% 6.4
Greece	6.8% 4.8

International market demand is changing. New countries are in the top spot, with more demand coming from short haul travellers as opposed to long haul. Length of stay (LOS) is also increasing compared to previous years.

Are you ready to turn lookers into bookers?



Turn information into actionable data by accessing more **key metrics**, including:

- Most searched arrival dates breakdown
- Country feeder markets to your destination
- LOS for those feeder markets

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