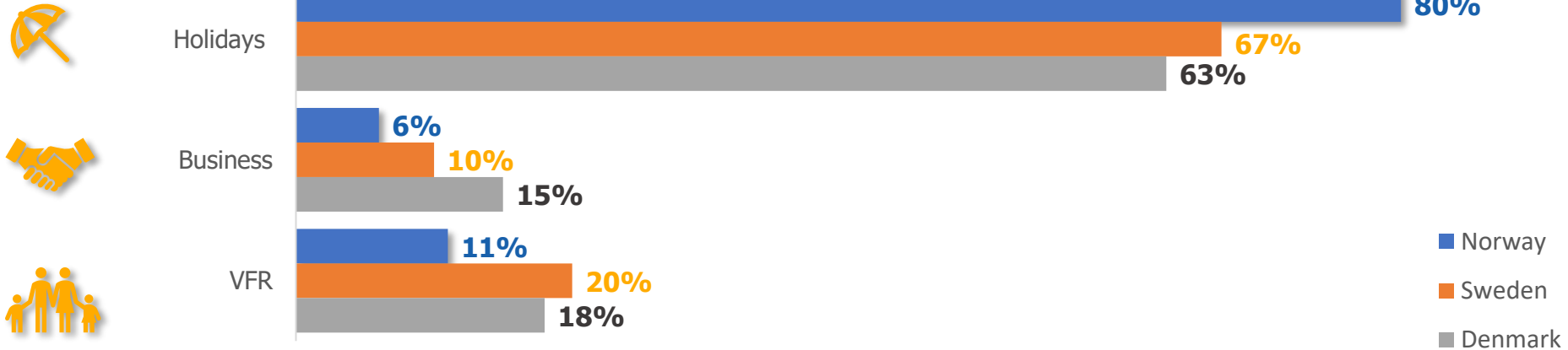


DESTINATION  
UNKNOWN

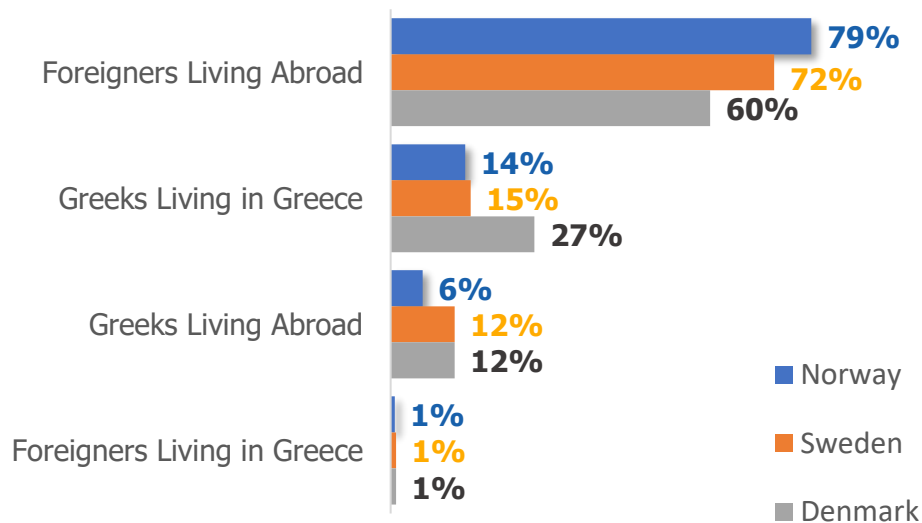
# Travelling Characteristics for ATH-Scandinavian market



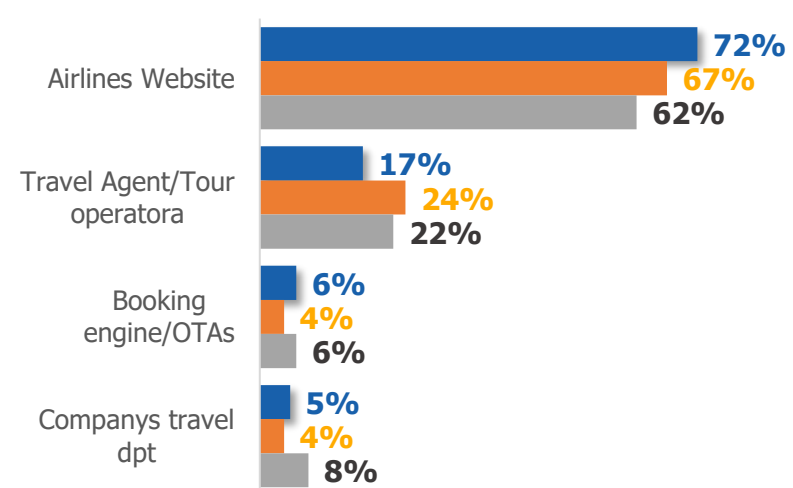
## Trip purpose



## Nationality vs Residency



## Booking means





# ATH-Scandinavia pax profile

**Ingrid**

**The Scandinavians**



- **Holidays (75%)**



**44 years old**

- Booking mostly via **airlines website (68%)**, or **travel agents (22%)**
- Travelling with **partner (52%)** or **alone (20%)**
- Ticket reservation on average **67 days** before flight
- **5 trips/year**
- Average length of trip **14 days**

**The Greeks**

**Nikos**



- **Holidays (44%)**



...but also, **Business (28%)**

**40 years old**

- Booking mostly via **airlines website (60%)**, but also through **travel agents (18%)**
- Travelling mostly **alone (49%)** or in **couples (27%)**
- Ticket reservation on average **44 days** before flight
- **6 trips/year**
- Average length of trip **19 days**