ATHENS INTERNATIONAL AIRPORT

Re-connecting Greece with China in the post-pandemic era

BELT AND ROAD INVEST IN GREECE
2021 FORUM
22 April 2021

2001-2021

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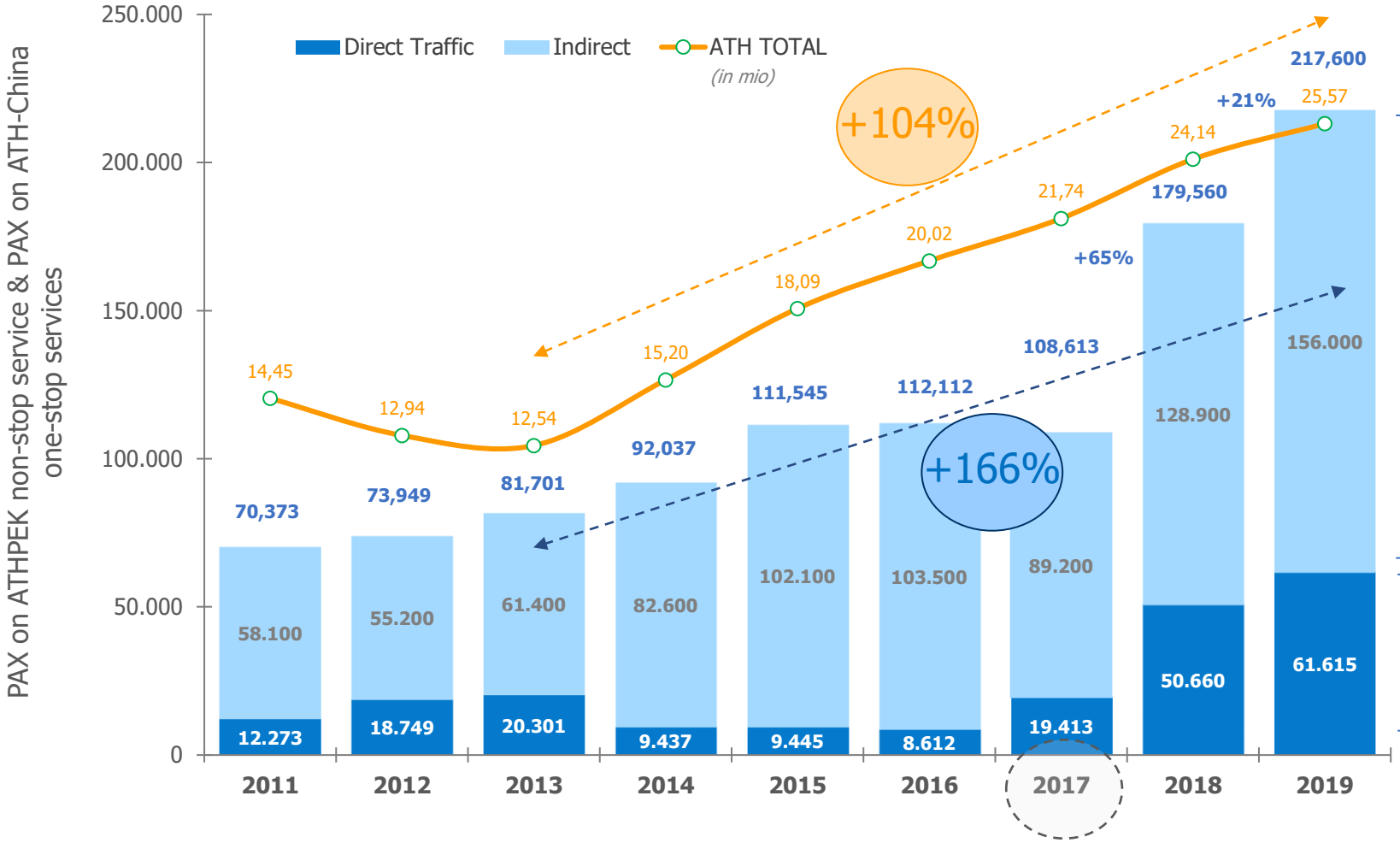
ELEFTHERIOS VENIZELOS

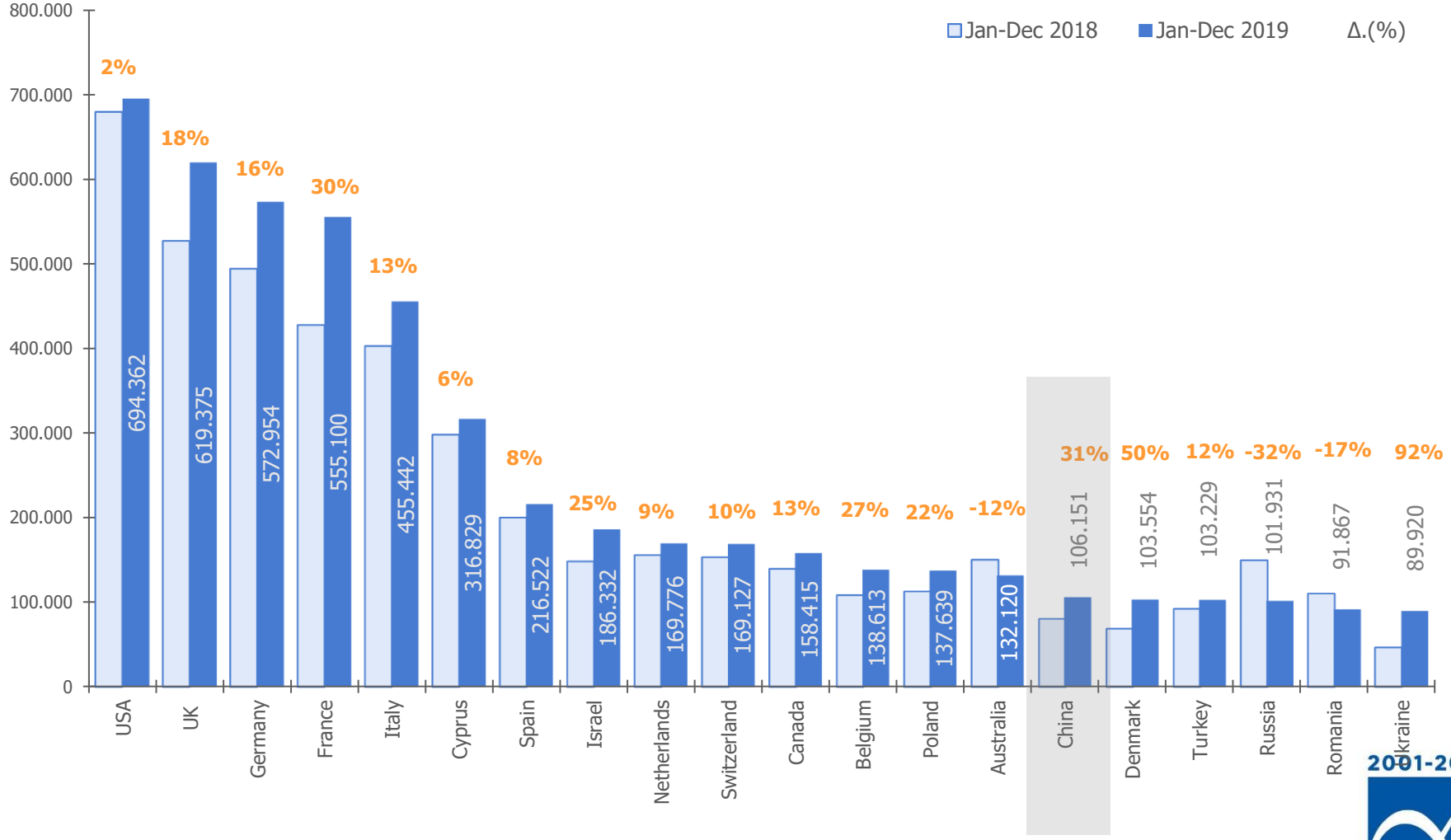
Aggregate growth 2013-2019

Ttl traffic + 104% Total China traffic +166% …



Source : AIA MIS , Sabre MIDT, AIA PAX SURVEY times UTC

China @ the Top20 markets in 2018 and @ the 15th position in 2019, with an impressive +31% growth vs. 2018



Source : AIA PAX SURVEY

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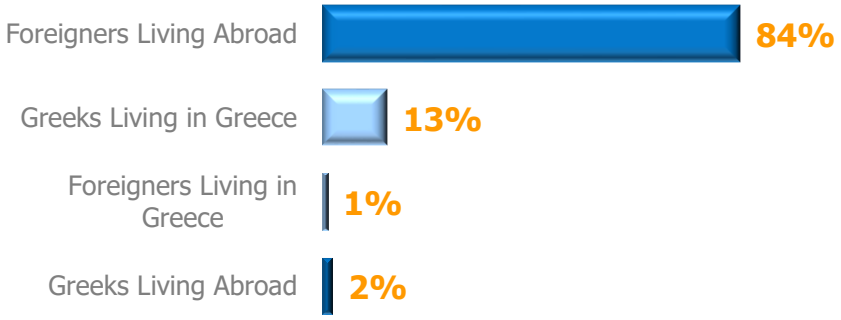
Demographics for the Chinese market @ Athens
Mostly Chinese traveling on the route and predominantly for Leisure

Trip Purpose

Business	Leisure	VFR
16%	81%	3%

Nationality vs Residency



Booking means

Source : AIA PAX SURVEY

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Chinese travellers are early bookers, with an 11-day average stay

The Chinese…

Li Jing

38 years old

- Private
- Holiday (90%)

& VFR (3%)

- City Break
- Booking via airlines website
- Ticket reservation on average 91 days before flight
- 1.4 trips/year on average from-to AIA
- Average length of trip 11 days

The Greeks

Nikos

44 years old

- Private sector
- Business (79%)

Holiday (19%)

- Booking via travel agent
- Ticket reservation on average 27 days before flight
- 7.2 trips/year on average from-to AIA
- Average length of trip 27 days

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Source : AIA PAX SURVEY

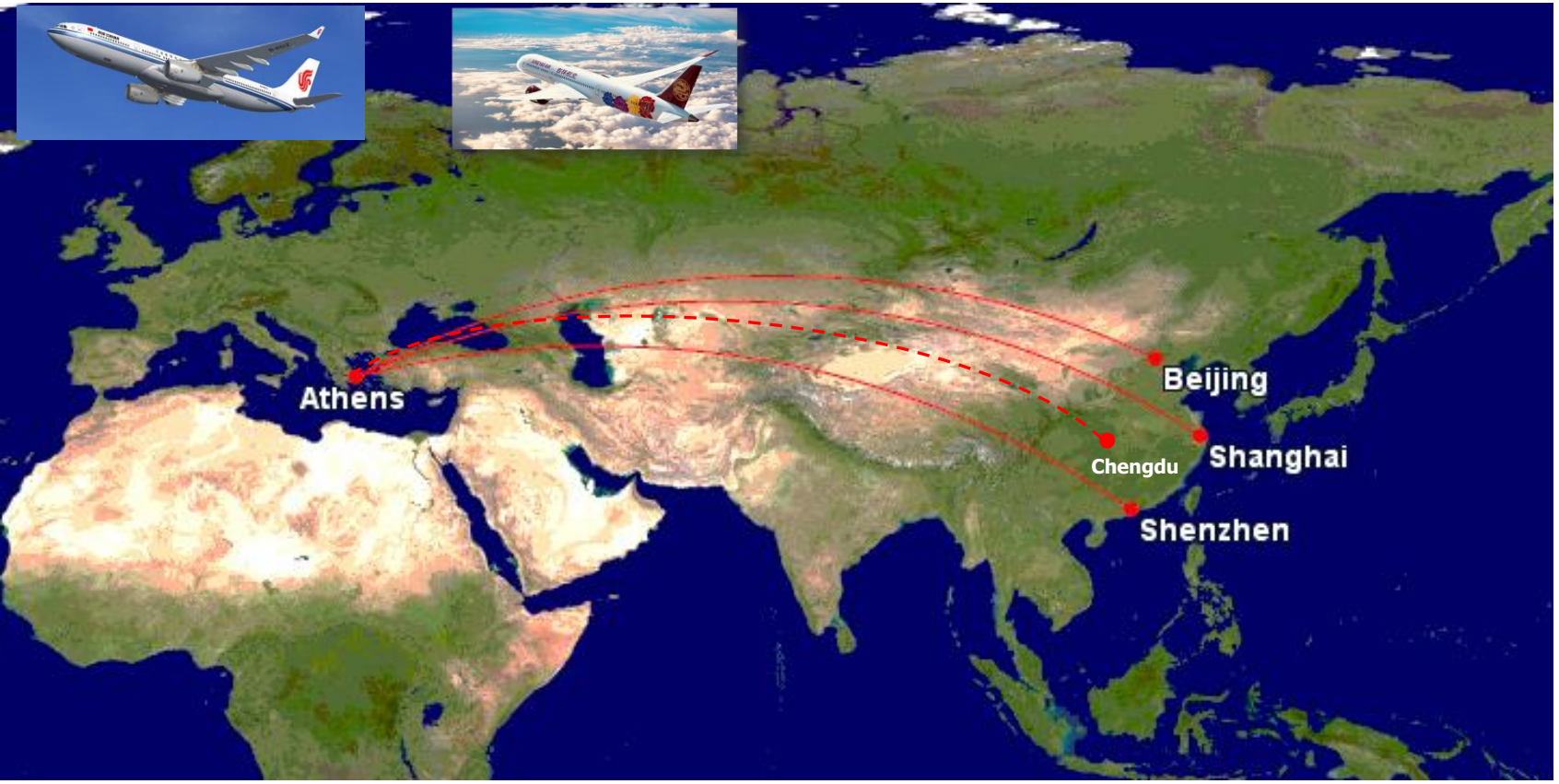
China & Athens/Greece - Past and Future prospects, re-connecting two great civilizations in the post pandemic era

Beijing
Current route
Air China operating

Shanghai
Ready to start 23Jun20
3/7 weekly
with Juneyao Airlines

Chengdu
In discussion for a 2020 launch with airlines and local government

Shenzhen
Recent strong interest for a direct link



Source : AIA MIS

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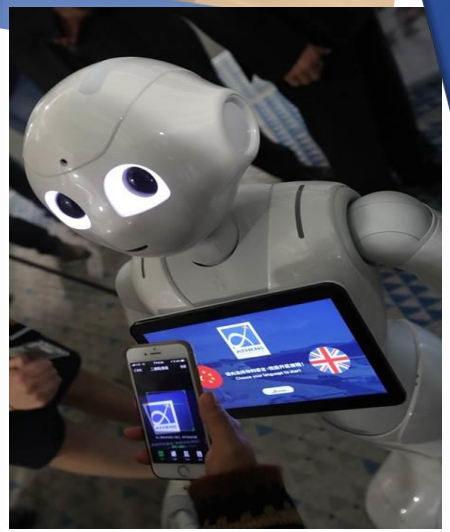
2018: Athens became a Chinese friendly airport, introducing AliPay & Wechat Payment method & a tailor-made Toorbee application



Source : AIA

Supporting our partners with innovative incentives, marketing & promotional actions aiming at the growth of air traffic flows and forging bonds between Greece and China

Inaugural direct flight 30/9/2017

AirChina - Taste of Athens 02/10/2018

Chinese ready – toorbee - 19/12/2018

Air China Press event - 15/10/2019

Chinese New Year 2019 & 2020

Shanghai CIIE - 05/11/2019

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Thank you

谢谢

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