



WHAT DO YOU CONSIDER IMPORTANT WHEN CHOOSING A DESTINATION FOR YOUR SUMMER HOLIDAY?

I-Test Top Receiving Countries of Tourists

Part 4 of 4



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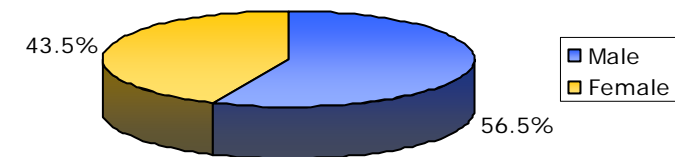
1. Top Receiving Countries of Tourists

1.1 France

Tourists' Perception of the Region

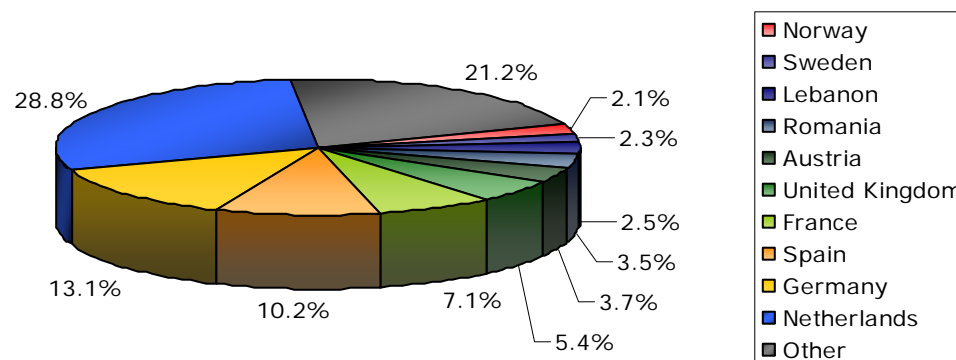
- 7.13% of all of respondents took their most recent holiday in France.
 - 28.8% of those who recently visited France are from the Netherlands.
- 52.1% of tourists to France are from the Netherlands, Germany or Spain.
- The web users who recently visited France are 56.5% male and 41.7% are between the ages of 46 and 64.

Sex of France Tourists (%)



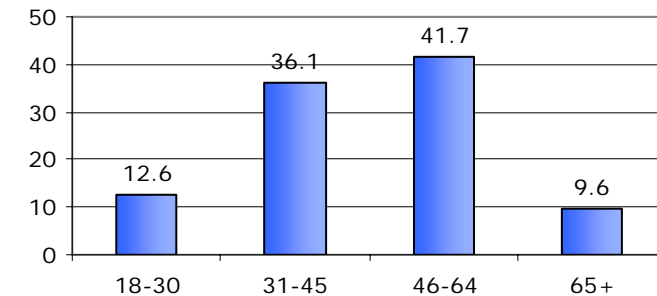
Base: 513

Origin of France Tourists (%)



Base: 518

Age of France Tourists (%)

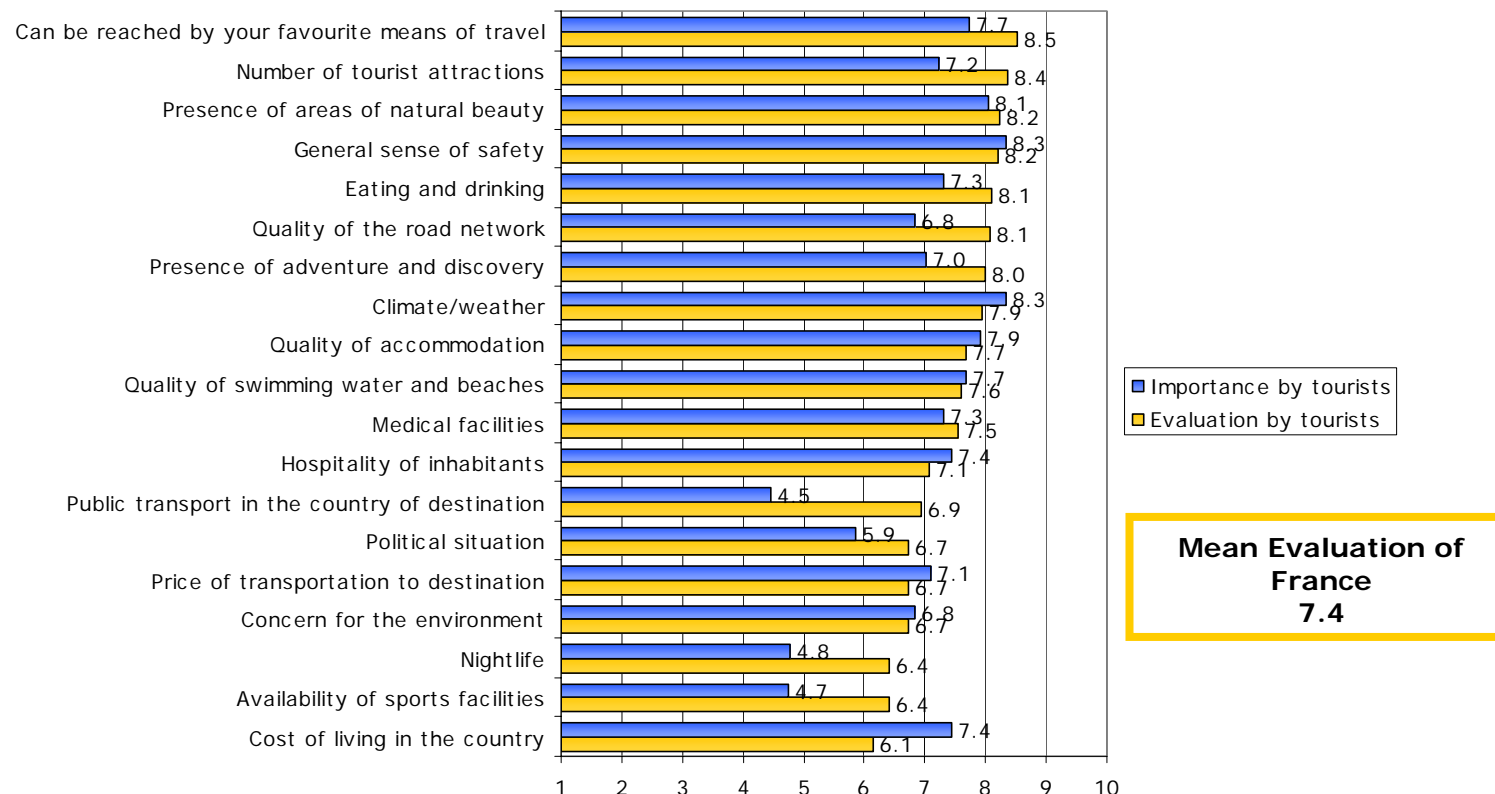


Base: 509

1. Top Receiving Countries of Tourists: France

- ❑ The accessibility by a favourite means of travel and the number of tourist sights are the two highest evaluated aspects of France by recent visitors.
- ❑ Climate/weather is the most important factor for tourists who recently visited France when they choose a holiday destination. The mean evaluation for this factor is 0.4 points lower than its mean importance; this is a significant gap.
- The factor which receives the lowest mean evaluation is the cost of living in the country. The gap between the mean importance and mean evaluation for this factor is significant. There is a 1.3 point difference.

Evaluation of France by Tourists (means)

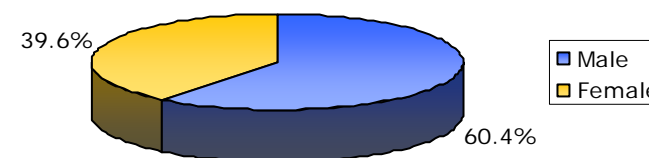


1.2 Greece

Tourists' Perception of the Region

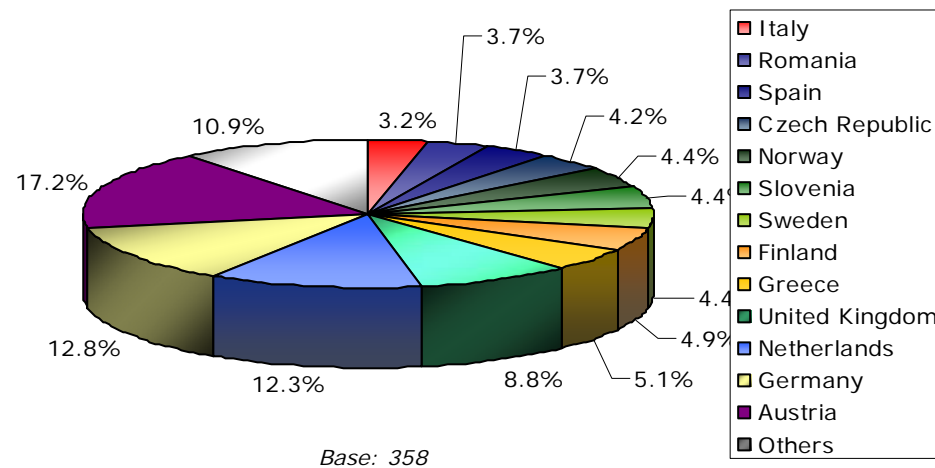
- ❑ 5.9% of respondents recently visited Greece.
- ❑ Tourists to Greece come from a large variety of countries.
 - 51.1% of tourists who recently visited Greece are from Austria, Germany, the Netherlands or the United Kingdom.
- ❑ The web users who recently visited Greece are 60.4% male and 43.3% are between the ages of 46 and 64.

Sex of Greece Tourists (%)



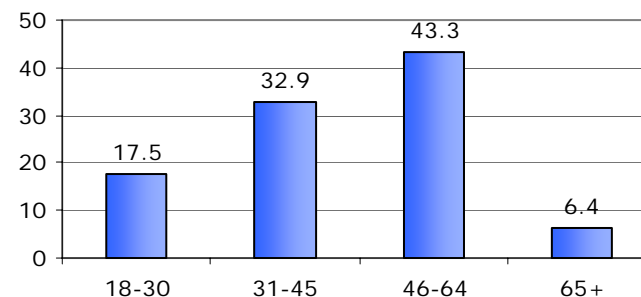
Base: 432

Origin of Greece Tourists (%)



Base: 358

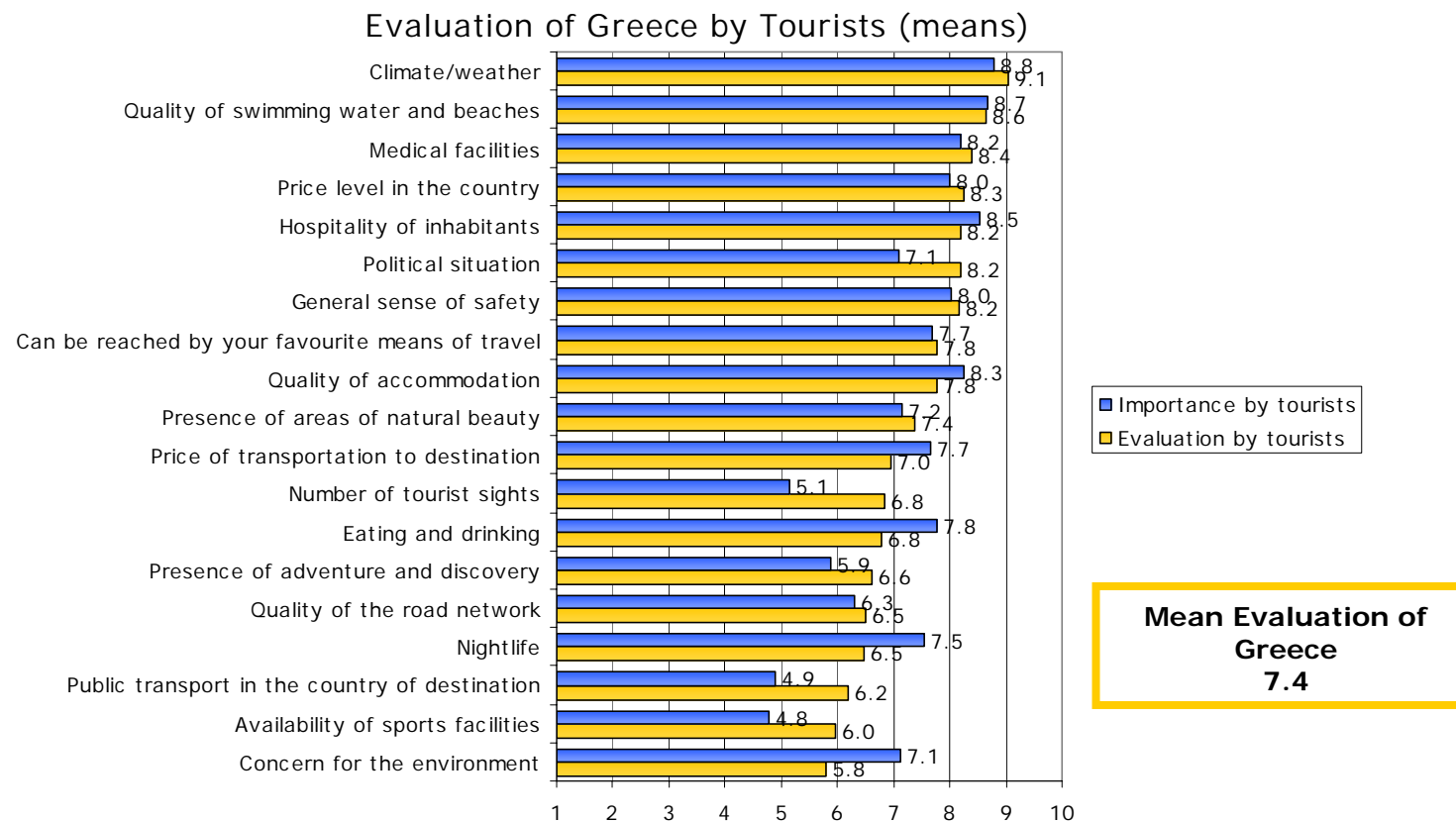
Age of Greece Tourists (%)



Base: 423

1. Top Receiving countries of Tourists: Greece

- The factor that receives the highest mean evaluation from tourists who recently visited Greece is the climate/weather of the country. This is also the most important factor for tourists when they choose a holiday destination. Tourists also gave high mean evaluations to the quality of swimming water and beaches, the hospitality of inhabitants and the presence of areas of natural beauty.
- The factor which receives the lowest mean evaluation is the concern for the environment. This factor is given significantly higher mean importance than mean evaluation by recent tourists.

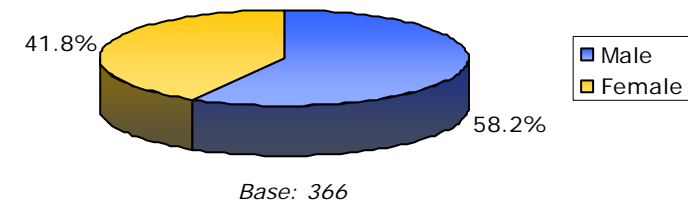


1.3 United States

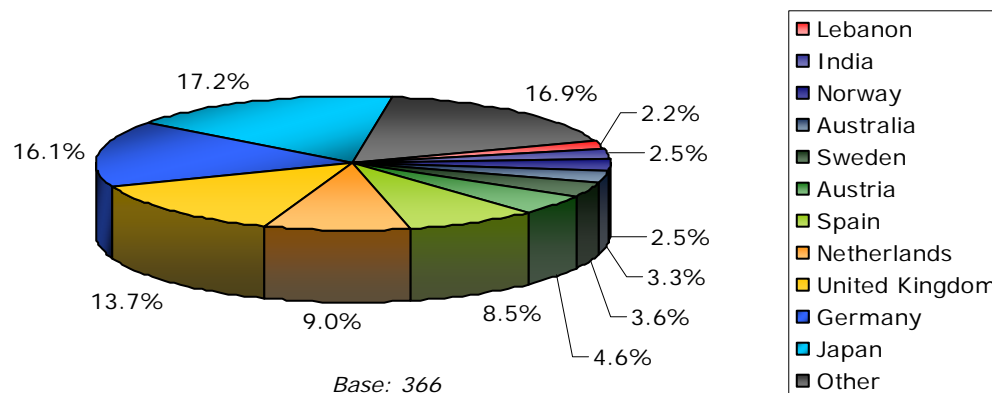
Tourists' Perception of the Region

- 5.0% of respondents took their last long holiday in the United States.
 - 17.2% of web users who recently visited the United States are from Japan.
- 47%% of tourists to the United States are from Japan, Germany or the United Kingdom.
- The web users who recently visited the United States are 58.2% male and 40.5% are between the ages of 46 and 64.

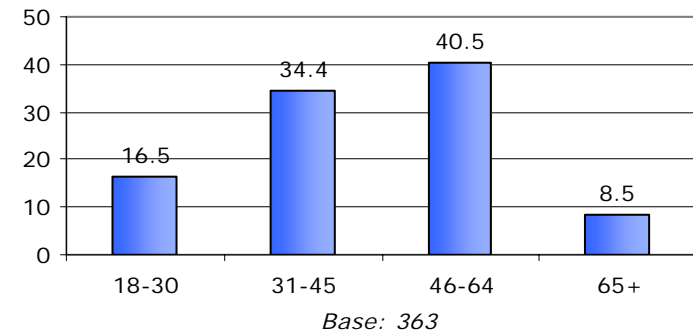
Sex of United States Tourists (%)



Origin of United States Tourists (%)



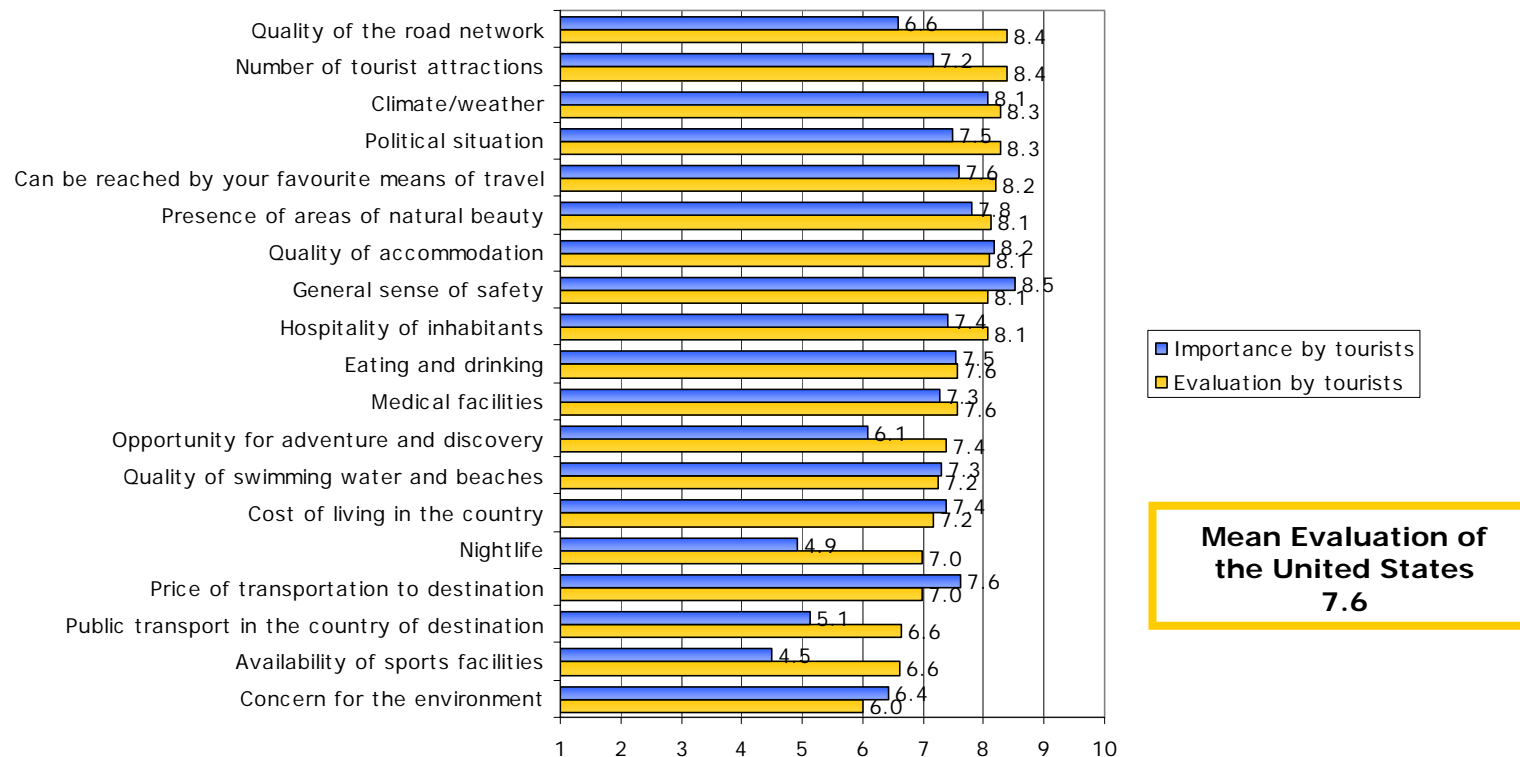
Age of United States Tourists (%)



1. Top Receiving Countries of Tourists: United States

- The quality of the road network and the number of tourist sights are the factors with the highest mean evaluation. The same factors are not given the highest mean importance by recent tourists to the United States. The most important factor to these tourists when they choose a holiday destination is a general sense of safety. This factor has a 0.4 point gap between its mean importance and its mean evaluation.
- The factor which receives the lowest mean evaluation is the concern for the environment. This country aspect received a mean importance which was 0.4 points higher than the mean evaluation.

Evaluation of the United States by Tourists (means)

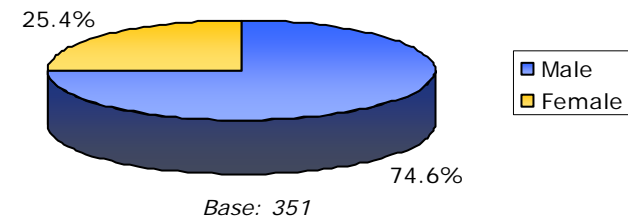


1.4 Croatia

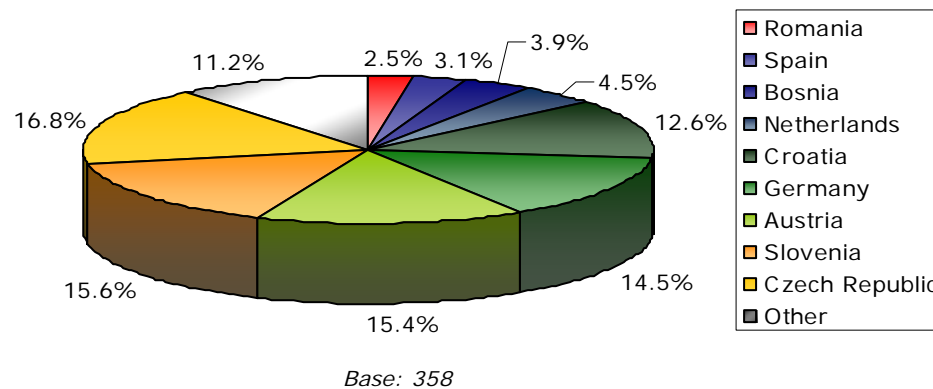
Tourists' Perception of the Region

- 4.9% of respondents took their most recent holiday to Croatia.
- 16.8% of those who recently visited Croatia are from the Czech Republic.
- 47.8% of tourists to Croatia are from the Czech Republic, Slovenia or Austria.
- The web users who recently visited Croatia are 74.6% male and 42.6% are between the ages of 31 and 45.

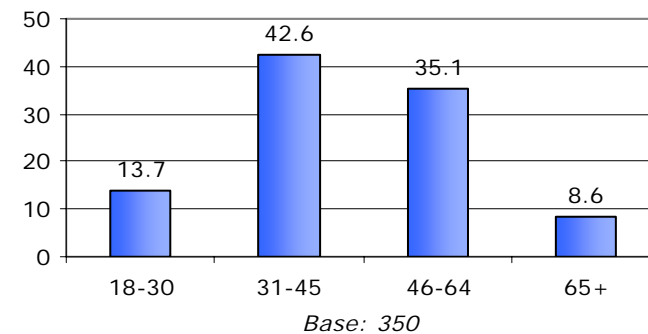
Sex of Croatia Tourists (%)



Origin of Croatia Tourists (%)



Age of Croatia Tourists (%)



1. Top Receiving Countries of Tourists: Croatia

The climate/weather is the aspect of Croatia which receives the highest mean evaluation. It is also the most important factor for tourists when they choose holiday destination. The accessibility by a favourite means of travel, the quality of swimming water and beaches and the presence of areas of natural beauty also receive high mean evaluations by recent tourists.

- The factor which receives the lowest mean evaluation is the public transport in the country, but its mean importance is also the lowest and 1.2 points less than the mean evaluation.

Evaluation of Croatia by Tourists (means)

