PAROS

AN IN-DEPTH DESTINATION ANALYSIS.

A data-driven look at Paros' tourism trends, demand growth and the factors that make it a growing force in Greek Hospitality.

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Introduction

This report presents an in-depth analysis of tourism trends in Paros, Greece, examining search volume, booking behaviors, demand trends, and digital advertising performance. Our data-driven approach leverages insights from Google searches, booking engine data, and advertising metrics to provide a comprehensive view of the tourism landscape.

DATA SOURCES & METHODOLOGY

SEARCH ENGINE DATA

243.400 Google queries were analyzed revealing overall interest in Paros as a destination, including year-over-year comparisons.

BOOKING ENGINE DATA

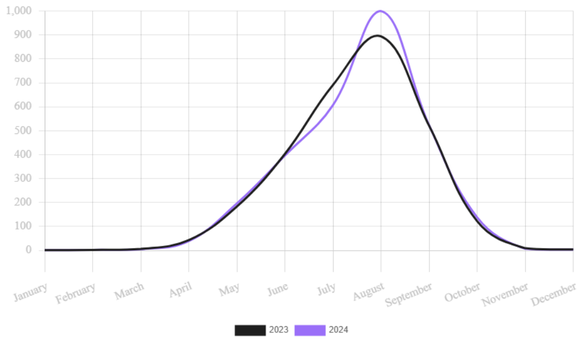
Demand and booking trends for over 259 hotels in Paros segmented by country, request date, and check-in date. On average, 1-5% of search volume translates to actual reservations.

REVIEWS

Nearly 50,000 reviews were analyzed – 24,553 reviews from 251 hotels for 2023 and 24,296 reviews from 273 hotels for 2024.

CPC(COST-PER-CLICK):

Advertising cost and competition trends for Paros keywords.



Demand and Request Analysis.

Data Analysis

Having analyzed the destination and hospitality landscape, it is worth seeing the charters analysis below:

A. Booking engine request demand for Paros 2023 vs 2024.

B. Analysis of the guest type's booking reservations .

C. Guest types over time.

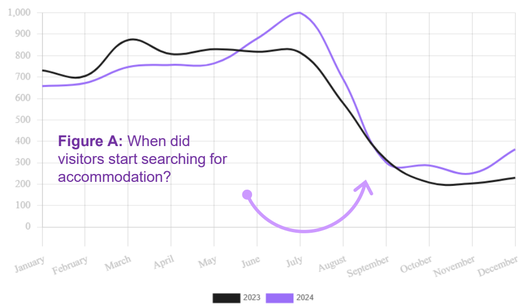


Figure A: When did visitors start searching for accommodation?

WHO TRAVELS TO PAROS?

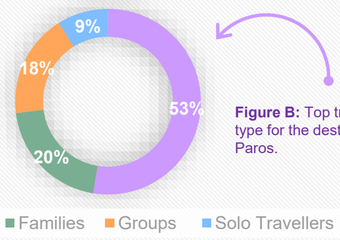


Figure B: Top traveler type for the destination of Paros.

THE TOP PLAYERS IN PAROS

1. Parian Boutique Hotel
2. Cove Paros
3. Cosme, A Luxury Collection Resort
4. Yria Island Boutique Hotel & Spa
5. Paros Bay
6. Parocks Luxury Hotel & Spa
7. Paros Agnanti Resort & Spa
8. Mr. and Mrs. White Paros
9. Saint Andrea Seaside Resort – Adults Only
10. Parilio, A Member of Design Hotels.

Top 10 Hotels in Paros in 2024, according to our PRSI.

Rank	Country	2024 Demand (%)	2023 Demand (%)	Trend (%)
0	Total	105.73	100	5.73
1	Greece	23.57	24.43	-3.52
2	United States of America	23.28	20.17	15.43
3	United Kingdom	10.64	12.34	-13.75
4	France	10.47	11.73	-10.78
5	Italy	9.53	9.56	-0.23
6	Turkey	9.41	0.23	3888.73
7	Germany	5.79	7.08	-18.19
8	Australia	5.04	5.87	-14.15
9	Canada	4.12	4.02	2.5
10	Switzerland	3.82	4.52	-15.39

Demand Per Hotel Analysis.

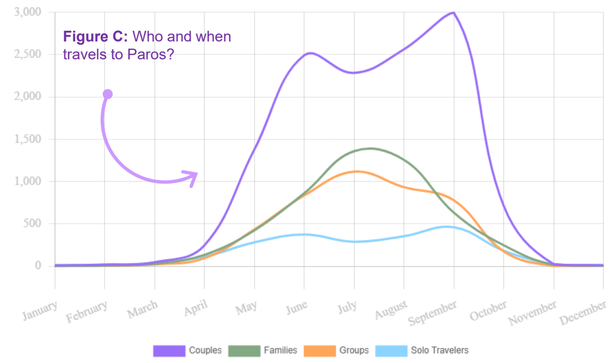


Figure C: Who and when travels to Paros?

Month preference per traveler type.

Metric	Min	Max	Average
Staff	9.41	9.47	9.44
Location	9.12	9.22	9.18
Comfort	9.08	9.21	9.15
Cleanliness	9.08	9.18	9.15
Value for Money	8.73	8.87	8.8
Facilities	8.68	8.85	8.78
WiFi	8.57	8.74	8.67

Review analysis of nearly 50.000 reviews.

Executive Summary.

This report presents an in-depth analysis of tourism trends in Paros, Greece, examining **search volume**, **booking behaviors**, **demand trends**, and **digital advertising performance**. Our data-driven approach leverages insights from **Google searches, booking engine data, and advertising metrics** to provide a comprehensive view of the tourism landscape. Key findings include:

- **Total demand** for 2024 **increased by 5.7% per hotel**, despite a more gradual search trend compared to 2023.
- Peak season demand in 2024 surpassed 2023, but off-season interest declined, indicating a shift in visitor behavior.
- The **U.S market grew by 15.4%** while demand from **Turkey** surged by nearly **40 times** compared to the previous year.
- **Couples** dominate bookings, accounting for **52.6% of all visitors** in 2024, followed by families (20.5%) and groups (18.1%).
  Paros hotels maintain **high guest satisfaction**, particularly in staff service, location, and cleanliness, though value for money, Wi-Fi and facilities scored lower.
- Digital ad competition followed seasonal demand, with **early-year campaigns** yielding the **highest conversion rates.**

STUDY LINK: SCAN THE QR-CODE.