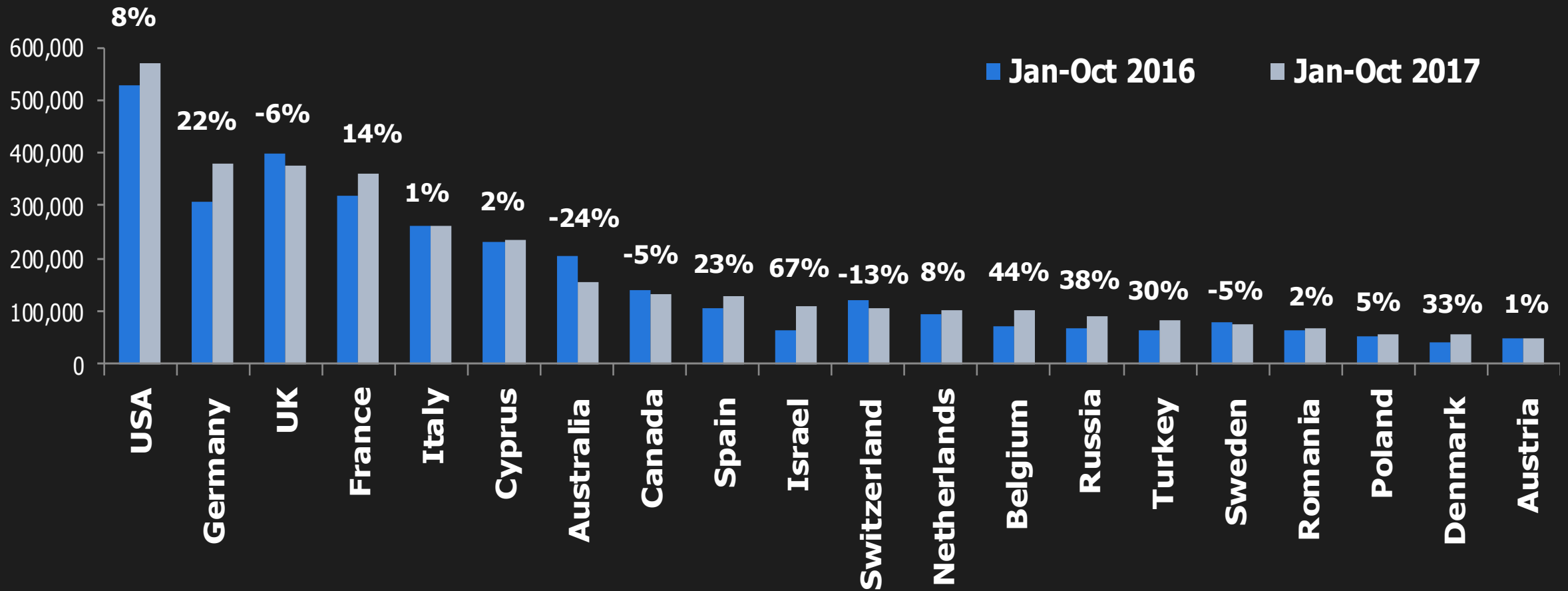
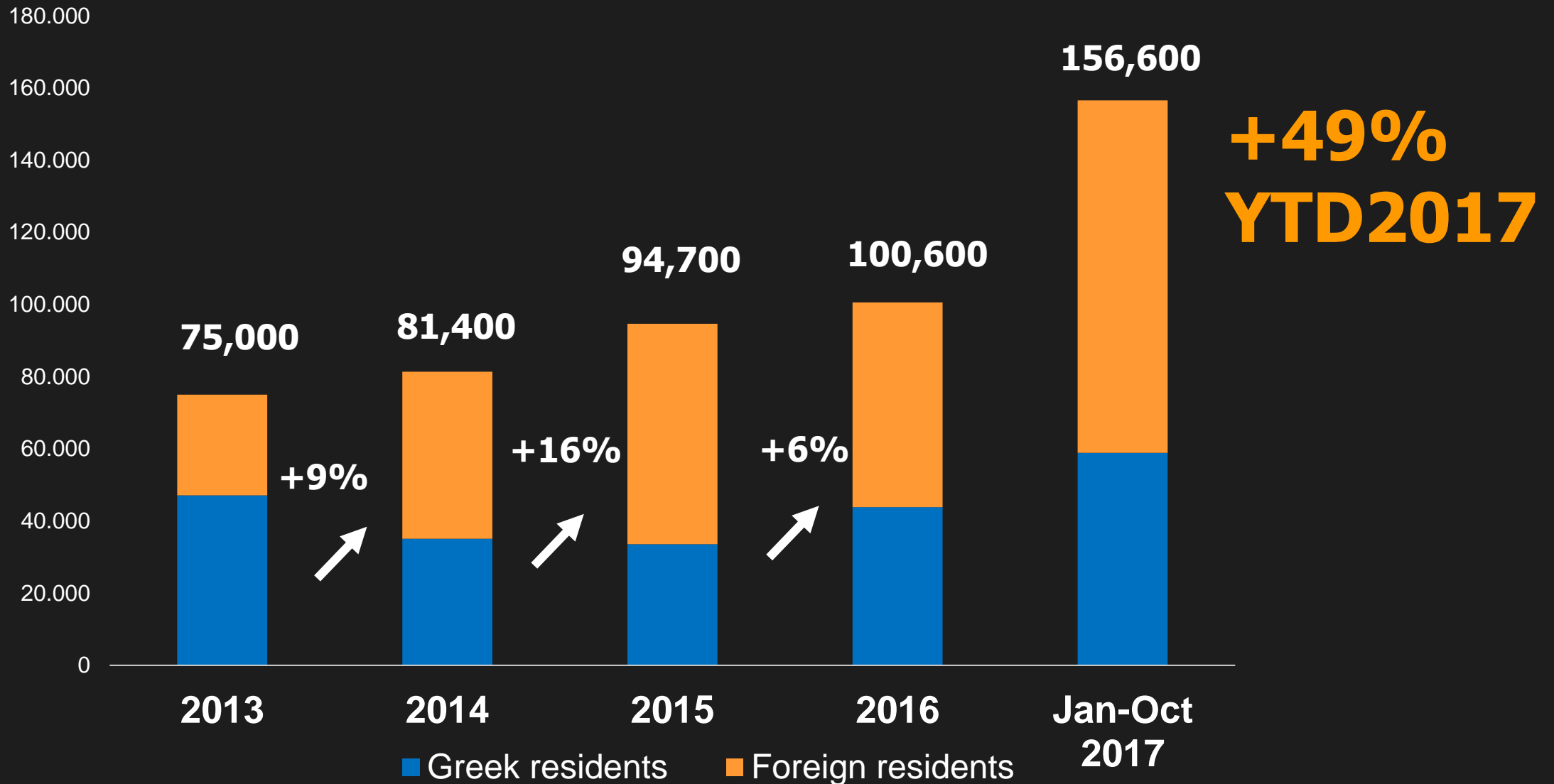


Chinese market not included in the Athens TOP-20 foreign international markets

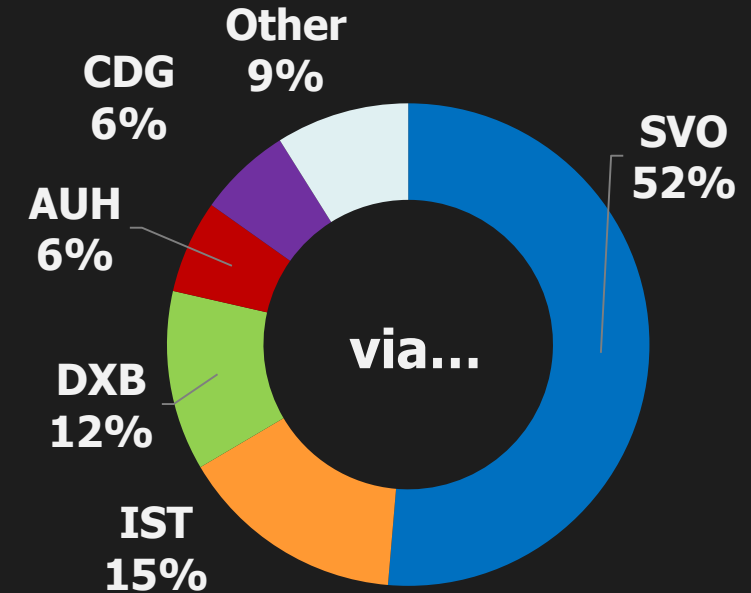
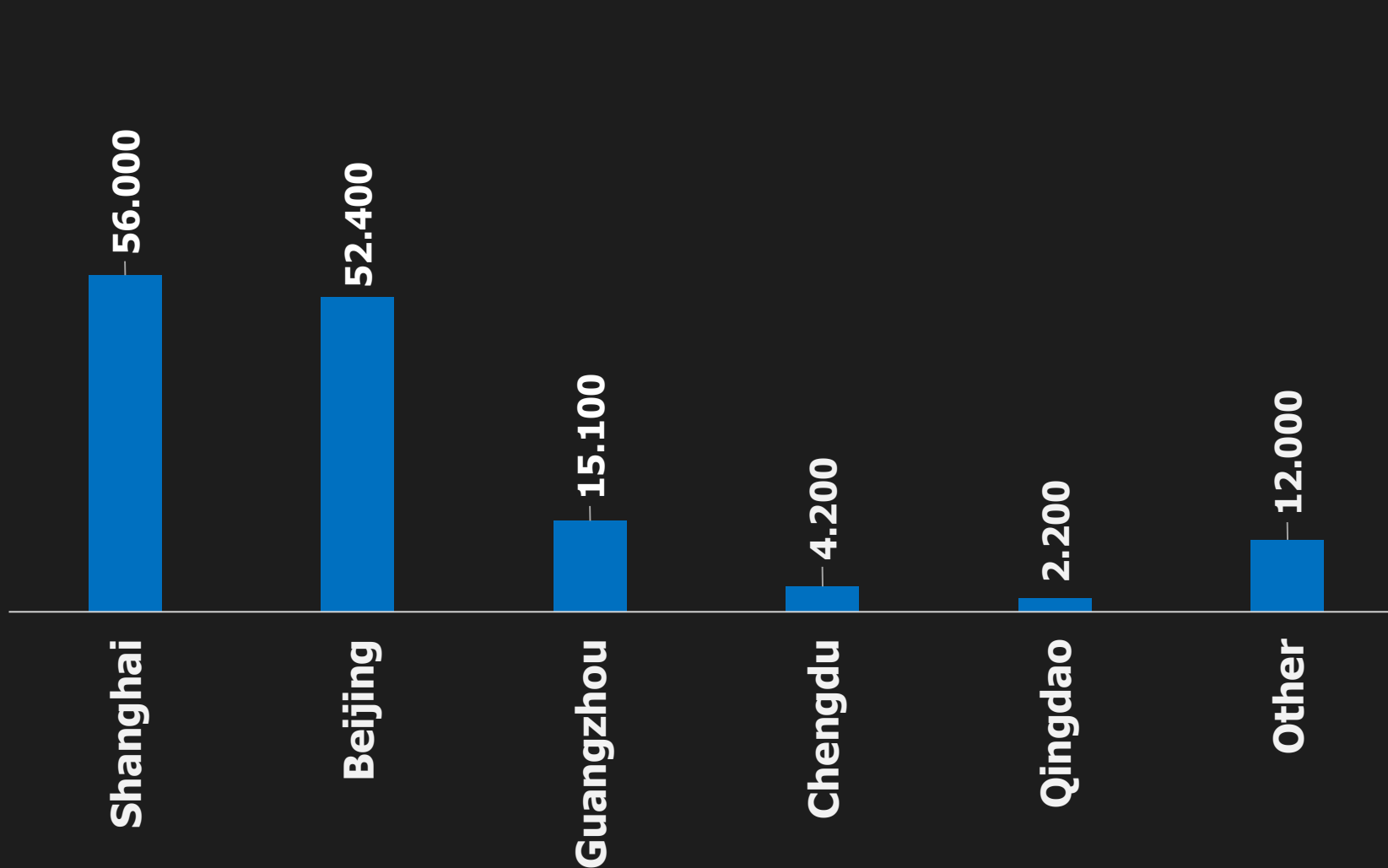


Athens' visitors: 3.9 mio, + 7,8%

Spectacular growth rates in 2017 BUT a low traffic base...



Chinese cities' dynamics in 2017...



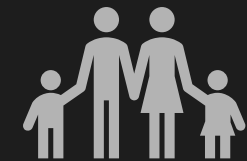
A market characterized by high percentages of business & leisure traffic...& high spenders



**CUSTOMIZE
RETAIL MIX** Chinese
spend at airport retail **136€**
on average vs other
foreigners who spend 60€

Purpose of trip

Business	Leisure	VFR
39%	49%	8%





BACK UP SLIDE

Towards a Chinese-friendly airport...



- ✓ Method of payment— Alipay/ mid-December 2017
- ✓ Chinese language
- ✓ Navigation/ Signage
- ✓ Customized food & beverage outlets

