

International Tourism and Road Safety in Greece

Country Report
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Make Roads Safe Hellas

Make Roads Safe Hellas is a non-profit organization founded in 2010, in Chania-Crete to support the international Make Roads Safe campaign.

- It promotes road safety in Greece and supports the target to halve road deaths and serious injuries across the European Union by 2030.
- It supports the road transport related United Nations' Sustainable Development Goals (SDGs).

Partner of :
EASST,
Towards Zero Foundation

Member of:
the Global Alliance of NGO's for Road
Safety,
EuroRAP

Make Roads Safe Hellas

Activities

- ✓ Provision of **Road Safety education** to schoolchildren, parents and teachers
- ✓ Implementation of **Road Safety awareness campaigns**
- ✓ Implementation of evidence based **Road Safety Studies** in Greece and abroad

SENSoR Project (2012 – 2014)



- ✓ Road Safety inspections and assessments
- ✓ 19,000Km of the TEN-T road network
- ✓ 14 countries of South East Europe



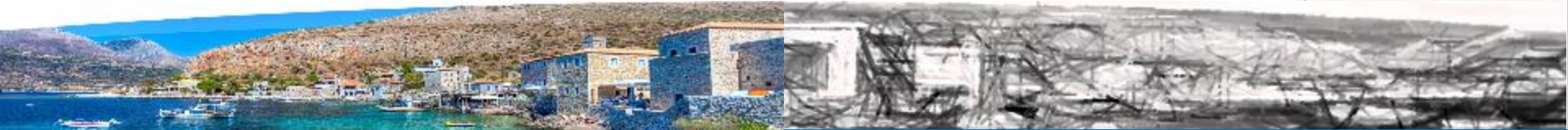
International tourism and road safety

Facts

- Road crashes are the **2nd biggest cause of death and injury** for tourists and business travelers globally.
- Road traffic risks are appreciably higher than epidemics, illnesses or personal security risks.
- International travelers **face higher risks** on the roads in destination countries **than the risks faced by residents**.
- High involvement of **motorcyclists** in fatal road accidents.
- Communication of **credible road safety information** to international tourists is usually insufficient.
- **Data collection** regarding road accidents, injuries and fatalities that involve tourists is poorly organized.
- Problematic **post – accident support**

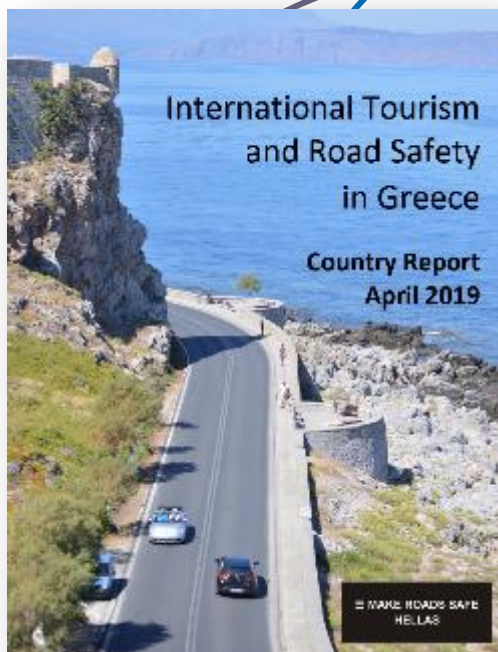


Greece: A booming tourism destination. Should we care about tourists road safety?



- ✓ Among the top-10 global powers in international tourist arrivals.
- ✓ Almost 30 million tourists visited the country in 2018 (3 times its population).
- ✓ Tourism sector contributes almost 20% (directly and indirectly) to the GDP.
- ✓ Competitiveness on the global market increases.
- ✓ Among the worst performing countries in road safety in EU28.
- ✓ Although road fatalities rates have significantly improved (-48% since 2007), they are still worse than the EU average and than in other countries competing in tourism.
- ✓ Road fatality rate for motorcyclists is the highest in the EU28.
- ✓ Cost of road fatalities, injuries and material losses is over 3 billion euro.

Country report on international tourism and road safety



International tourism in Greece

General and tourists – specific
road safety statistics

Road network serving tourists
mobility

Tourists perceptions on road
safety

Recommendations

*What is the extent of
the problem?*

*What do travelers
believe?*

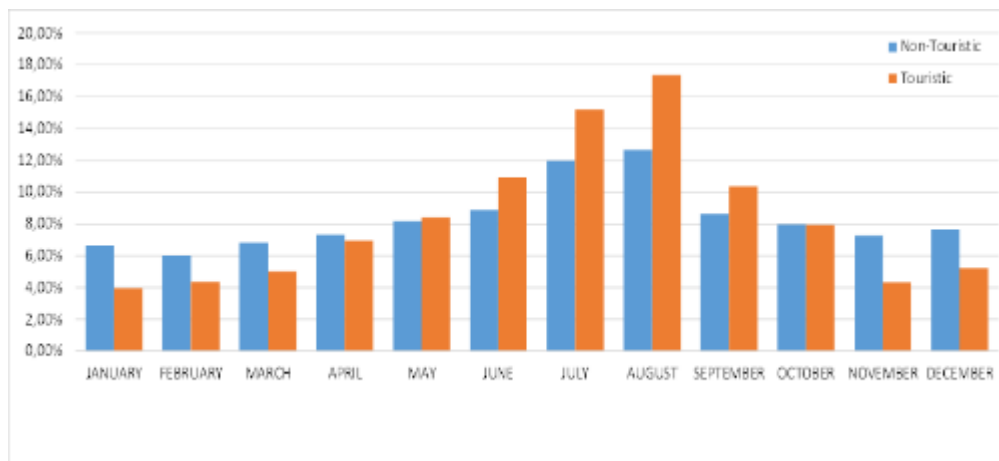
*Is the image of the
country as a tourism
destination influenced?*

*Who can contribute and
how?*

Road accidents in touristic and non-touristic regions (1/2)

- In all the regions the proportion of the killed or injured persons is higher during the **summer months**.
- Highest rates during the summer correspond to the **touristic regions**.
- Road accident casualties in touristic regions in **August** are two times higher than the average in these regions.

Distribution of road accident casualties in touristic and non touristic regions in Greece, 2011-2015

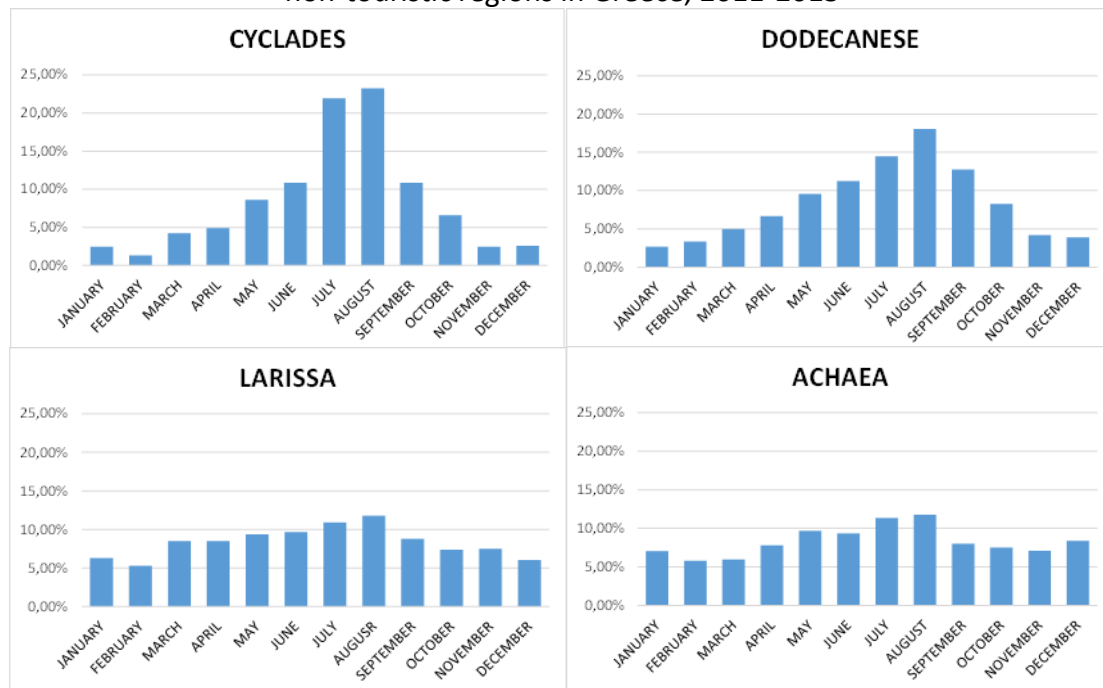


Source: ELSTAT
Data processing: NTUA

Road accidents in touristic and non-touristic regions (2/2)

- In touristic regions, the number of casualties **increases** during the spring, **peaks** in August and then **decreases** in September.
- A similar pattern is not observed in non-touristic regions, where the seasonal distribution of road accident casualties presents a quite **smoother fluctuation**.

Distribution of road accident casualties by month in two touristic regions and two non-touristic regions in Greece, 2011-2015

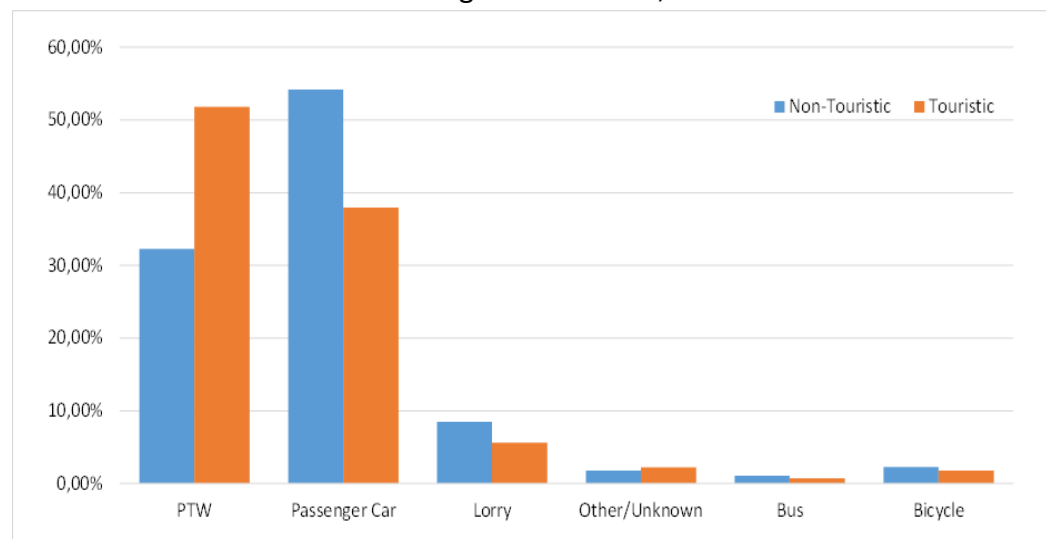


Source: ELSTAT
Data processing: NTUA

Road accident casualties by transport mode

- In touristic regions, the highest rates of injuries concern **Power Two Wheelers** (52%).
- In non-touristic regions, the highest percentages of road accident injuries are recorded for **passenger cars** (54%).
- This may be due to the quite **higher use of PTWs** in touristic regions.

Distribution of road accident casualties by transport mode in touristic and non-touristic regions in Greece, 2011-2015

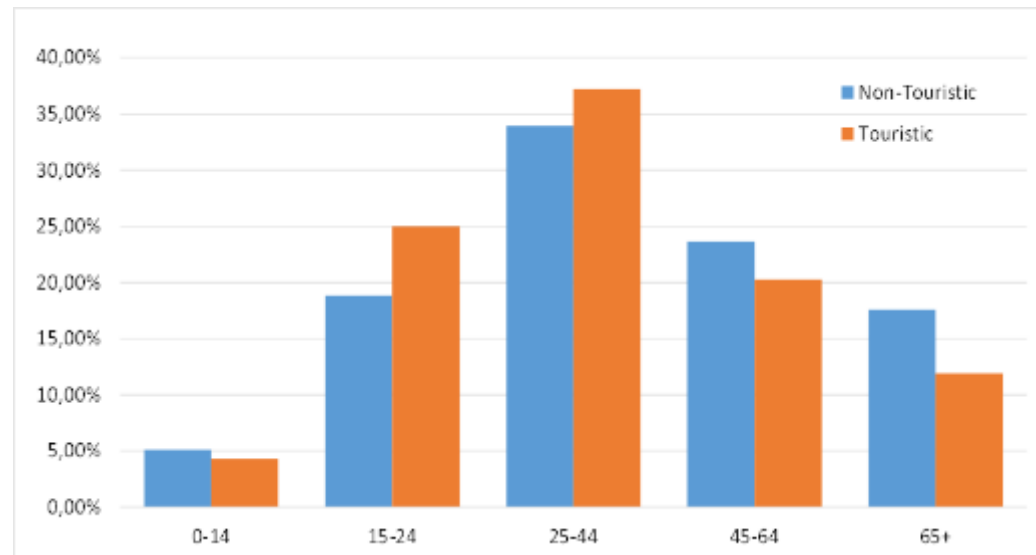


Source: ELSTAT
Data processing: NTUA

Road accident casualties by age group

- In the touristic regions more killed or injured road users at the age of **15-24** and **25-44**.
- In the non-touristic regions killed or injured road users at the age of **45-64** and **65+** are more than the respective figures in touristic regions.
- This may be due to the **increased traffic of younger people** in touristic periods and regions.

Distribution of road accident casualties by age group in touristic and non-touristic regions in Greece, 2011-2015

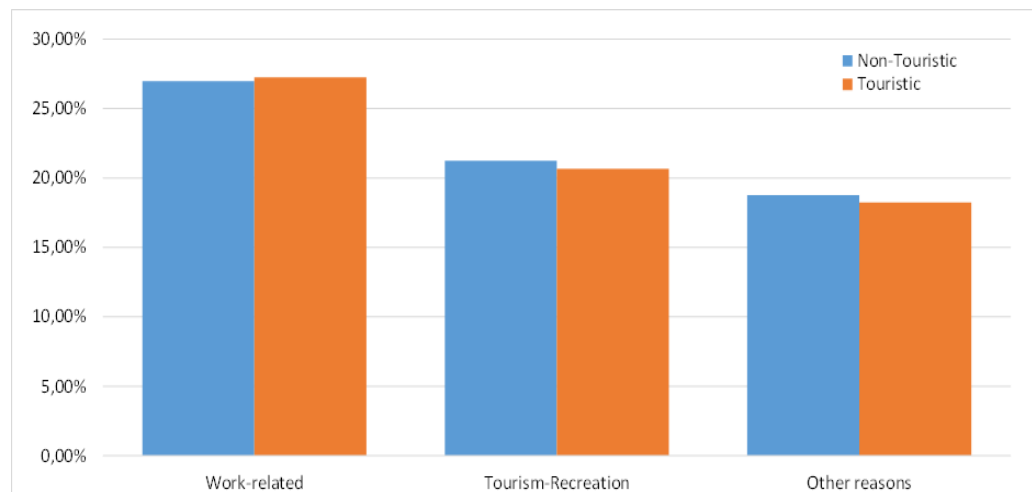


Source: ELSTAT
Data processing: NTUA

Road accident casualties by purpose of journey

- **No substantial difference** is observed between the two types of regions.
- For both touristic and non-touristic regions, **work related reasons** are the purpose of journey with the highest percentage, as these trips are well present all year long.

Distribution of road accident casualties by purpose of journey in touristic and non-touristic regions in Greece, 2011-2015

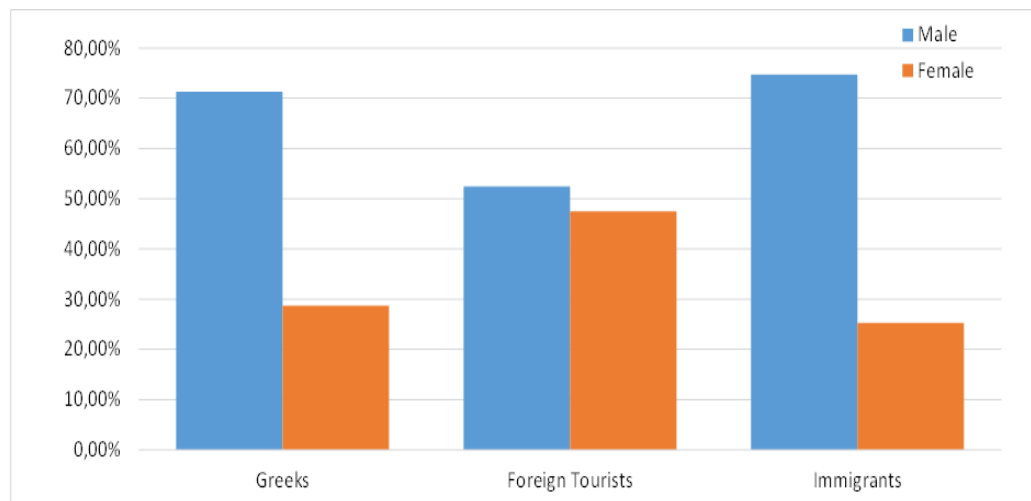


Source: ELSTAT
Data processing: NTUA

Road accident casualties by nationality and gender

- Among the Greek killed or injured road users, **males** are over-represented.
- Among foreign tourists the percentages of male and female casualties are **almost equal**.
- The residents' higher percentages for male casualties observed might be explained by the **higher percentage of traffic kilometers** driven by **male** drivers.

Distribution of road accident casualties by nationality and gender in Greece, 2011-2015

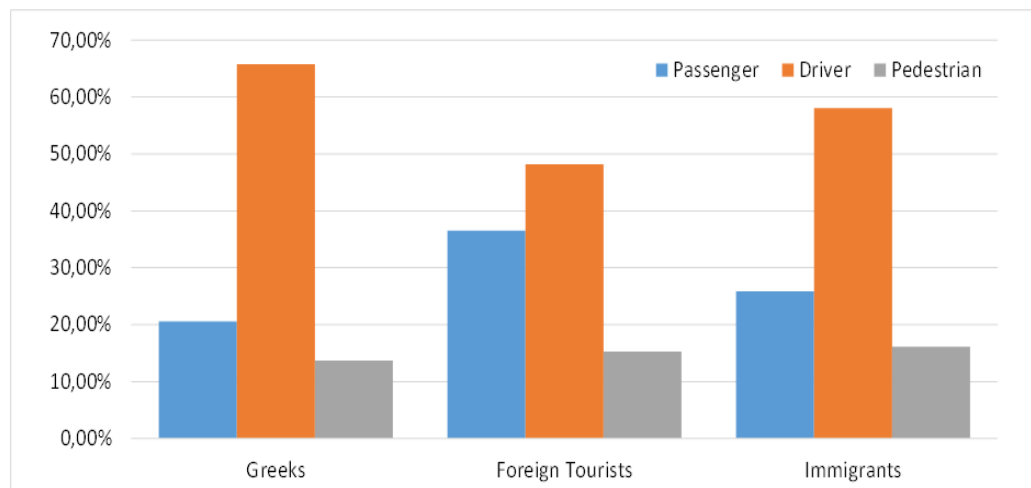


Source: ELSTAT
Data processing: NTUA

Road accident casualties by nationality and road user type

- For all nationalities the highest percentage of killed or injured persons concerns **drivers**.
- However, for the foreign tourists, the difference between killed or injured **drivers and passengers** is not that important.
- Perhaps it could be explained by the fact that in touristic regions the **occupancy of vehicles** is higher than that of vehicles in non-touristic regions.

Distribution of road accident casualties by nationality and road user type in Greece, 2011-2015



Source: ELSTAT
Data processing: NTUA

Road accident casualties by nationality and time period

- Foreign Tourists' road fatalities in Touristic Period are **two times higher** than Foreign Tourists' road fatalities in Non-Touristic period.

Percentage of road fatalities in touristic and in non-touristic regions by nationality and period, 2011-2015

	Touristic Regions			Non-Touristic Regions		
	Touristic Period	Non-Touristic Period	Total	Touristic Period	Non-Touristic Period	Total
Greeks	79%	83%	81%	88%	88%	88%
Foreign Tourists	11%	6%	8%	2%	1%	2%
Immigrants	10%	11%	10%	10%	11%	10%
Total	100%	100%	100%	100%	100%	100%

Source: ELSTAT
Data processing: NTUA

- Foreign Tourists' road injuries in Touristic Period are **three times higher** than Foreign Tourists' road injuries in Non-Touristic period.

Percentage of road accidents in touristic and in non-touristic regions by injured person's nationality and period, 2011-2015

	Touristic Regions			Non-Touristic Regions		
	Touristic Period	Non-Touristic Period	Total	Touristic Period	Non-Touristic Period	Total
Greeks	74%	85%	79%	90%	91%	91%
Foreign Tourists	18%	6%	12%	3%	1%	2%
Immigrants	9%	9%	9%	7%	7%	7%
Total	100%	100%	100%	100%	100%	100%

Source: ELSTAT
Data processing: NTUA

Accident Risk per driver's nationality

- **Greek** drivers have **lower fault risk** than foreign tourists and immigrants (0,99 ratio), suggesting that in the examined category they cause fewer accidents than the ones they get caught up in.
- Among the three categories of drivers, **Foreign Tourists** drivers appear to have **higher accident risk** than the others.

Accident fault risk distribution per driver's nationality, 2011-2015

	Greeks	Foreign Tourists	Immigrants	Total
At-fault	8.157	439	734	9.330
	87%	5%	8%	
Not at-fault	8.167	352	702	9.221
	89%	4%	8%	
Accident risk	0,99	1,23	1,03	
Relative risk	1,00	1,25	1,05	

Source: ELSTAT
Data processing: NTUA

Accident Risk per driver's nationality and region

- **Greek** drivers risk **remains lower** both in Touristic and Non-Touristic Regions compared to the other nationality categories.
- There is **no significant difference** between Greeks and Immigrants mainly in Touristic Regions.
- A **significant difference** in driver fault risk between Touristic and Non-Touristic Regions can be identified for Foreign Tourists.

Accident fault risk distribution per driver's nationality and region, 2011-2015

	Greeks	Foreign Tourists	Immigrants	Total
At-fault				
Touristic Regions	2.258	305	241	2.804
	81%	11%	9%	
Non-Touristic Regions	5.899	134	493	6.526
	90%	2%	8%	
Not at-fault				
Touristic region	2.259	260	239	2.758
	82%	9%	9%	
Non-Touristic Regions	5.908	92	463	6.463
	91%	1%	7%	
Accident risk	Greeks	Foreign Tourists	Immigrants	
Touristic Regions	0,98	1,15	0,99	
Non-Touristic region	0,99	1,44	1,05	
Relative risk	Greeks	Foreign Tourists	Immigrants	
Touristic Regions	1,00	1,17	1,01	
Non-Touristic Regions	1,00	1,46	1,07	

Source: ELSTAT
Data processing: NTUA

Overall remarks

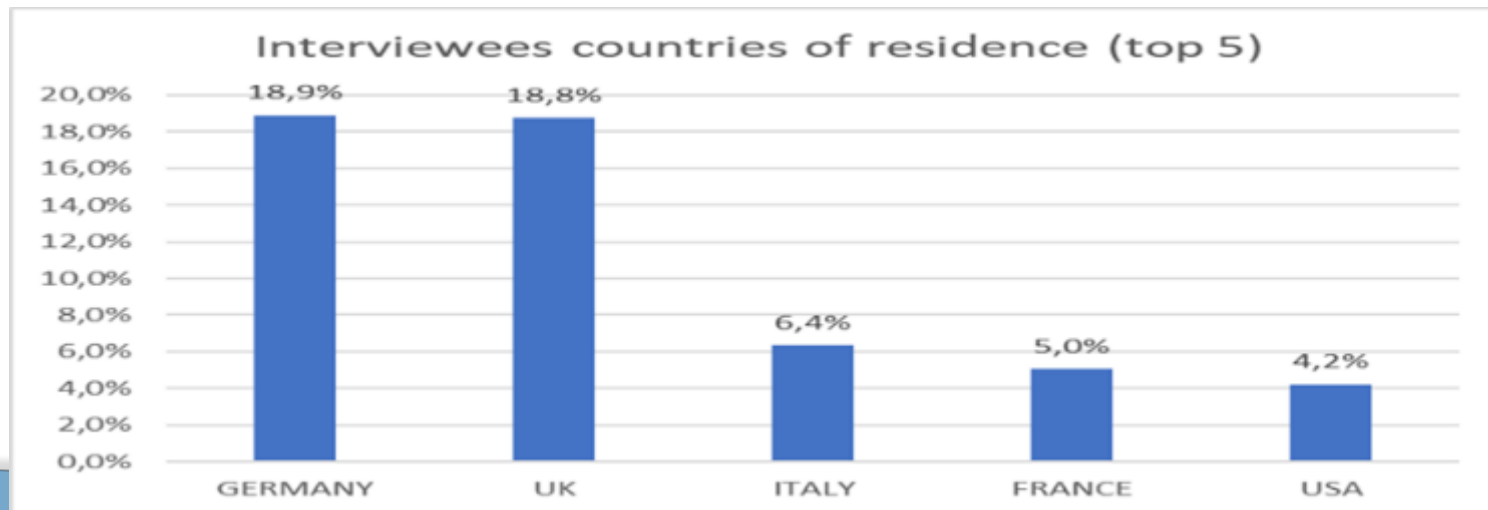
- Road accidents and related casualties are increasing during **touristic periods**.
- In touristic regions, the highest percentages of road accident casualties concern **PTWs**.
- In the touristic regions there are more **young people** killed or injured.
- Among foreign tourists the percentages of male and female casualties are **almost equal**.
- Tourists have **the highest accident fault risk** (25%) than Greeks and immigrants.
- Foreign Tourists' driver fault risk is much higher in **Non-Touristic Regions**.



Survey identity

Aim: to capture and analyse international tourists' perceptions on road safety and mobility in Greece and investigate whether these perceptions affect the ultimate value of their overall travel experience.

Sample: 1,349 questionnaires collected (514 responses from Athens, 419 from Thessaloniki and 416 from Chania) and analysed on an anonymous basis.



Questionnaire

- Structured questionnaire in 6 languages (English, German, French, Russian, Spanish, Norwegian),
- 6-7 minute personal interview, to elicit the perceptions of international tourists with view to the following dimensions of analysis:
 - Safety critical event experiences;
 - Personal responsibility and responsible driving attitude,
 - Road infrastructure road safety capacity,
 - Driving behavior of others and
 - Overall influence on travel experience.

The sample included both drivers and pedestrians
78% of the drivers used a rented car during their visit.
14% used a motorbike or a quadbike.

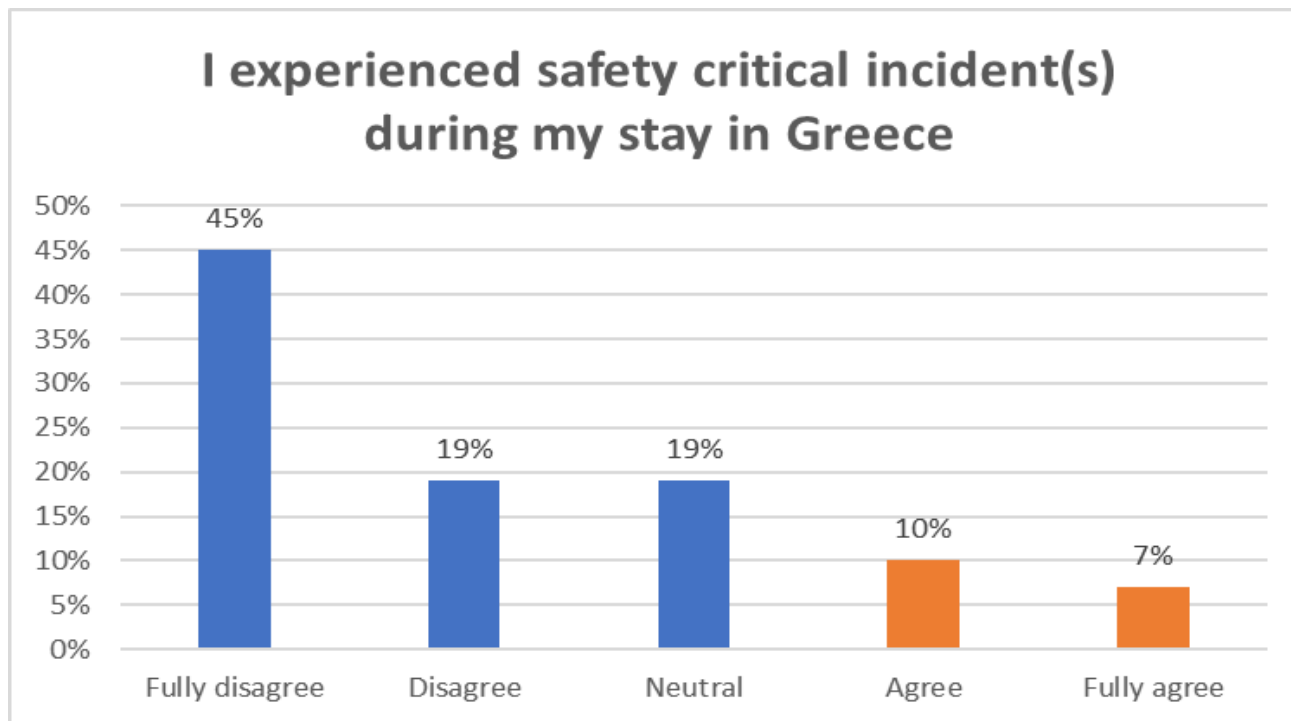
Are international tourists informed about road safety in Greece?

Almost half of all interviewed tourists (46%) reported looking up some kind of road safety-related information before or while traveling to Greece.

This information was mostly obtained **from unofficial sources or local tourism professionals** rather than official Greek sources representing the collective interests of the Greek tourism industry.

Only 8% of tourists found relevant information **from official Greek sources**.

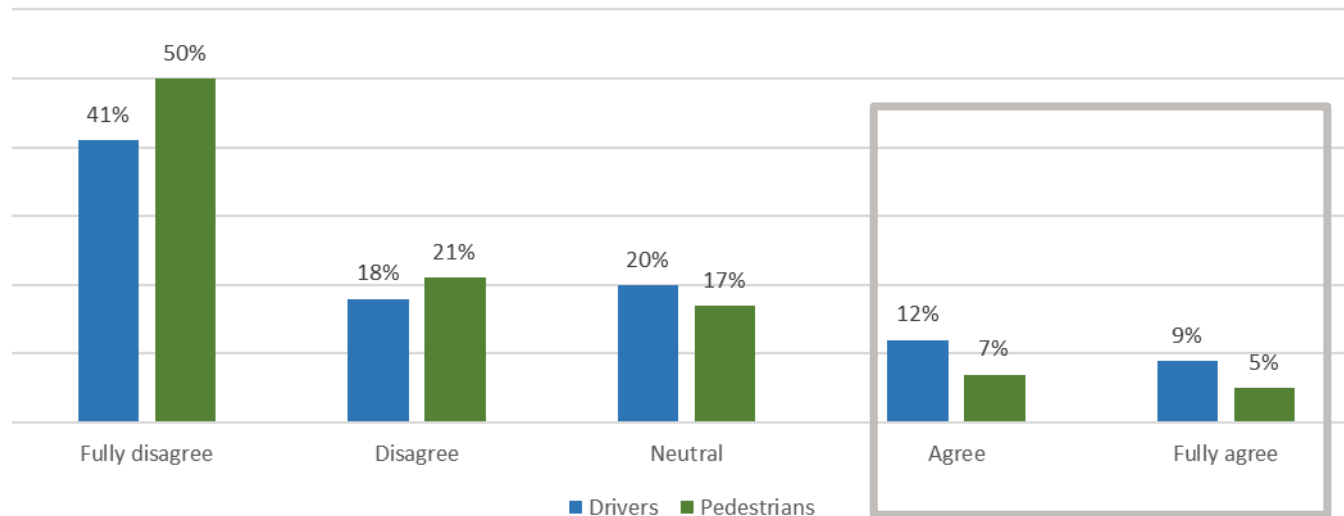
One in five (17%) visitors experienced a safety critical incident



No significant difference between age group or gender.

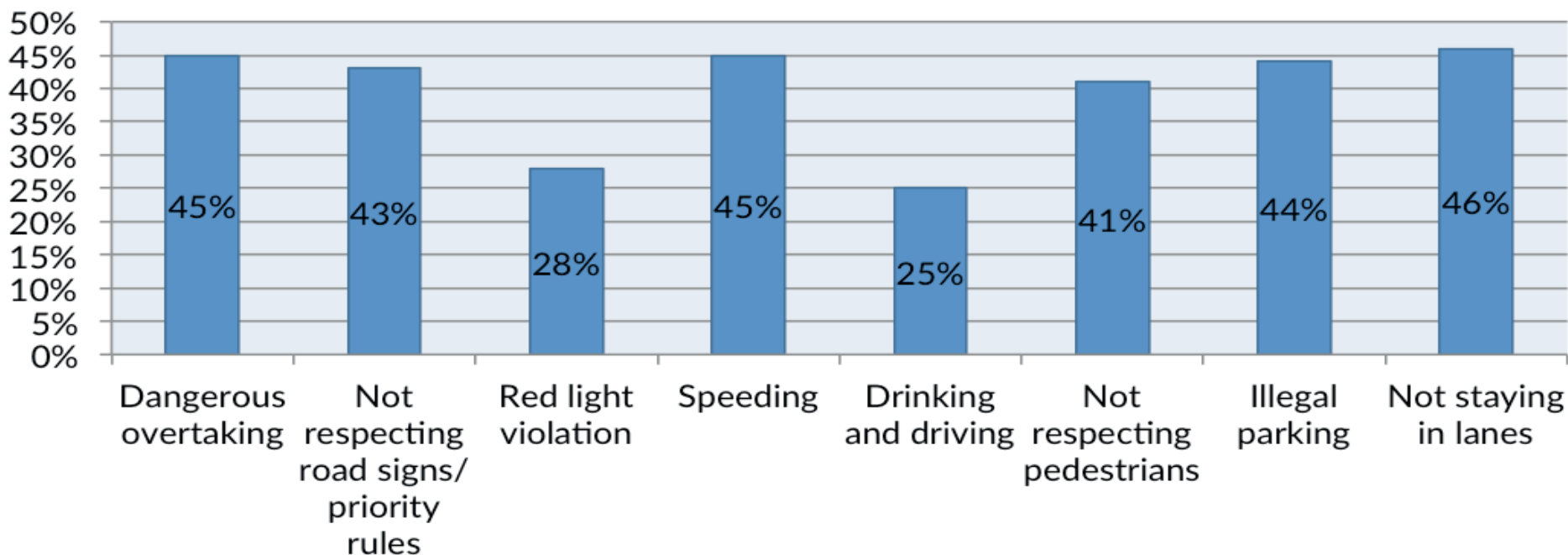
Drivers reported more safety critical incidents (21%) than pedestrians (12%)

I experienced safety critical incident(s) during my stay in Greece



Safety concerns regarding other drivers behavior

- Respondents are highly concerned about dangerous overtaking, not staying in lanes and not respecting signs.
- Red light violations, and drink-driving although lower still account for 28% and 25% respectively.

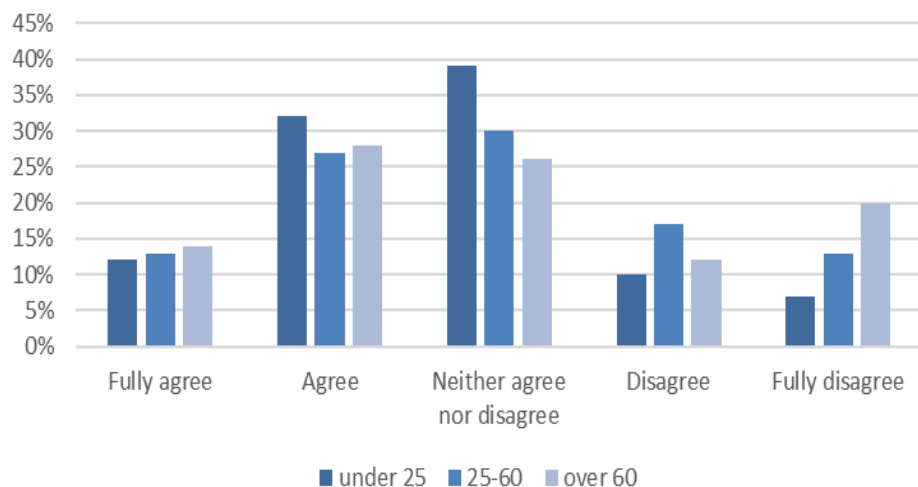


Personal responsibility and driving attitude

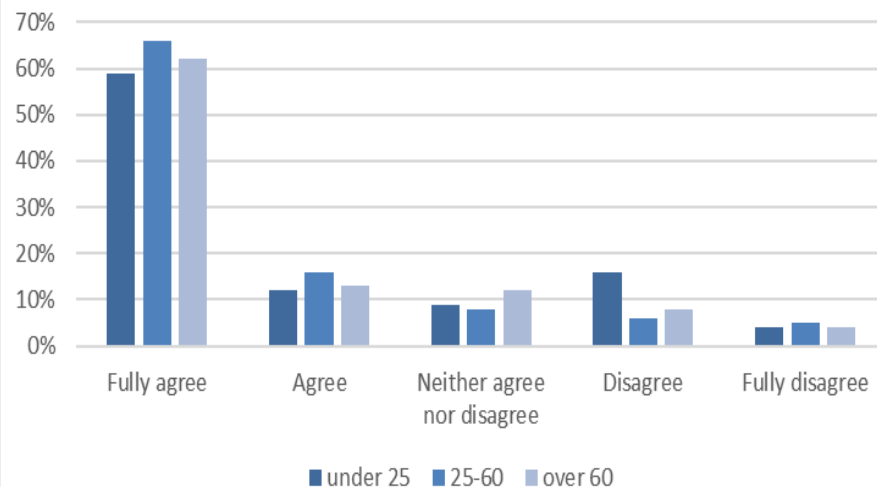
41% of tourists reported non full compliance with the traffic code while driving in Greece

20% of drivers under the age of 25 reported drink-driving during their holidays

I felt less restricted to follow the traffic code while driving in Greece



I fully followed the "Don't drink and drive" rule during my holidays in Greece



Traffic police

- 42% of tourists thought that the presence of traffic police was insufficient to enforce compliance.
- Under 25s were less satisfied (54%) with the presence of traffic police than those aged 25-60 (39%) and the over 60s (41%).



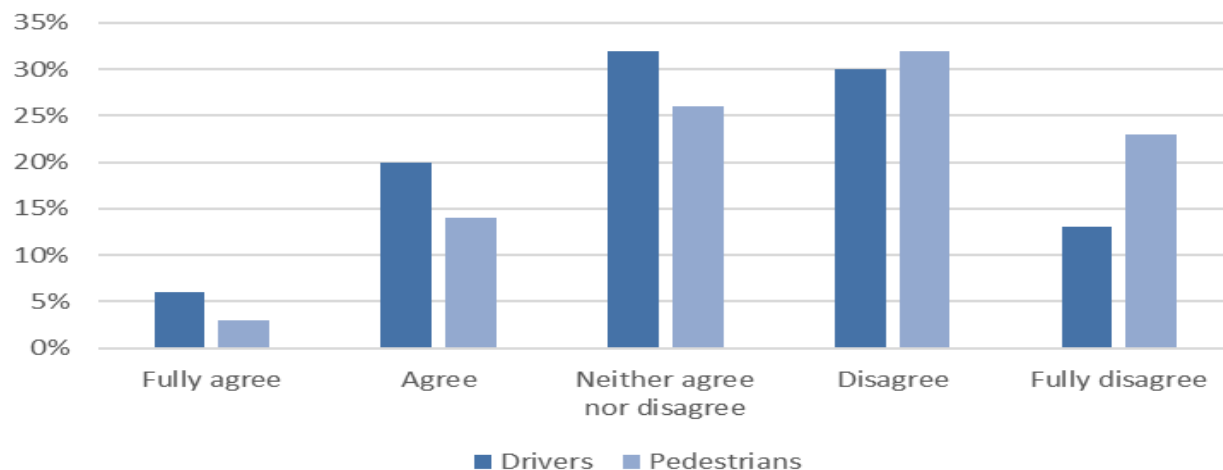
Road infrastructure

- 43% of drivers expressed concerns about the safety of road infrastructure in Greece compared to their country of residence.
- 56% of pedestrians thought that pedestrian infrastructure (e.g. roads, pavements, pedestrian crossings) was unsafe.

Chania	52%
Athens	38%
Thessaloniki	39%

Chania	64%
Athens	52%
Thessaloniki	52%

Road infrastructure in Greece is generally safe



People with mobility limitations

- 64% of respondents thought it would be difficult for people with mobility limitations to enjoy walking in Greece.
- Accessibility of public transport was also a major concern for people with mobility limitations across all three cities.

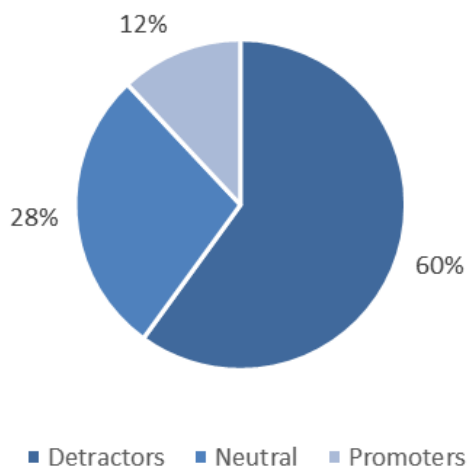
Chania	69%
Athens	67%
Thessaloniki	57%



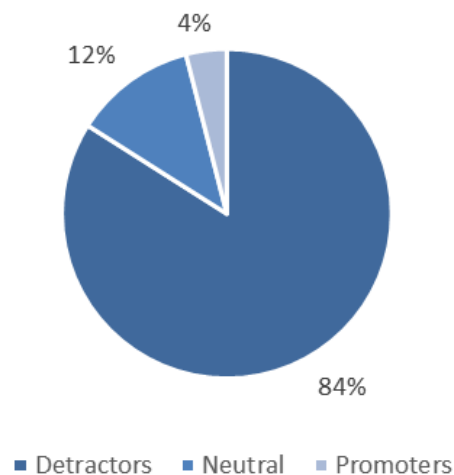
Overall influence on travel experience

- 60% of tourists reported dissatisfaction with the road safety conditions in Greece. A fact that may negatively influence the image of the country as a safe tourist destination.
- 84% of tourists expressed concerns about the friendliness of the country to people with mobility limitations.

Recommending driving in Greece
to a friend or colleague



Recommending Greece to a person
with mobility limitations



Conclusions

- Road safety and mobility negatively affects overall tourism experience in Greece;
- Visitors report safety concerns regarding both infrastructure and established driving practices;
- At the same time they (especially the young drivers) adopt unsafe practices;
- Traffic police presence is assessed as insufficient;

Who can contribute and how?

Need for cooperation at local, national and international level

Thank you!