International Tourism and Road Safety in Greece

Findings of research on tourists' perceptions of road safety in Greece
International Tourism and Road Safety in Greece

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Researched and prepared by the Eastern Alliance for Safe and Sustainable Transport (EASST), Make Roads Safe Hellas, the National University of Athens, the University of Macedonia, the University of the Aegean and the Hellenic Open University.

Make Roads Safe Hellas (MRSH) was founded in 2009 and is a non-profit organisation promoting road safety in Greece. It supports the target to halve road deaths and serious injuries across the European Union by 2030 and works towards the achievement of zero road fatalities.

The Eastern Alliance for Safe and Sustainable Transport (EASST) is an independent UK-registered charity working to promote road safety and sustainable mobility across Eastern Europe, Central Asia, the Caucasus and South-East Europe.

Photographs credited to Corrine Vibert (EASST).
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This report is a summarised version of the International Tourism & Road Safety in Greece, Country Report (Bellos, E., et al., 2019).

Opinions expressed in this report are those of the authors and may not necessarily reflect the official position of the organisations they represent.
Tourism now accounts for one tenth of global GDP and is a key driver of economic growth for many countries.¹ In 2018 the United Nations World Tourism Association recorded 1.4 billion tourist arrivals. This global phenomenon brings clear benefits to the destination countries in revenues, employment and development, as well as enjoyment and life-expanding experiences for the travellers themselves.

There is a flip-side to growing global tourism too. If not responsibly managed, it can damage the environment, place local facilities and populations under stress, be detrimental to local development and enhance inequalities – dangers well understood by tourism policymakers. In recognition of this, the UN World Tourism Organisation has developed a ‘Tourism for SDGs’ platform with policy recommendations to guide all those involved in tourism.²

However, the tourism industry has paid scant attention to one of the major risks faced by tourists – road death and injury. Second only to drowning, road crashes are a leading global cause of tourist fatalities. Unless these risks are better recognised and addressed, the numbers of tourists killed and seriously injured will continue to rise, fuelled by growing vehicle ownership in destination countries and the expansion in tourist arrivals.

This study by Make Roads Safe Hellas and our Foundation Partner, EASST, follows from a report published by the FIA Foundation in 2010 which called upon tourist policy-makers to take urgent action to address this issue.³ Nearly a decade later, very little has been done.

¹ World Travel & Tourism Council, Travel & Tourism Economic Impact 2018 World
² http://tourism4sdgs.org/act/
³ FIA Foundation, Bad Trips: International tourism and road deaths in the developing world, 2010.
INTRODUCTION

The aim of this report is to present the results of a national survey of international tourists’ and business travellers’ perceptions about road safety and mobility in Greece, raise awareness of the importance of road safety for tourists and tourism development in Greece more generally, influence road safety public policy, and promote active cooperation of all relevant stakeholders.

Greece is among the worst performing countries in Europe in terms of road safety with a comparatively high annual rate of road traffic fatalities.

The road safety problem in popular tourist destinations, affecting both visitors and residents, has not been properly addressed. The overall risks to which tourists are exposed depend to a considerable extent on the local road safety environment, driving conditions and general level of enforcement. The safety of infrastructure, vehicles and driver behaviour i.e. speeding or driving while under the influence of alcohol or drugs, also affect the level of road risk.

At the same time tourists have to deal with a number of additional risk factors, such as poor knowledge of the road network, lack of understanding of local traffic rules and signs, insufficient driving skills under unknown conditions, disorientation, distraction and fatigue. All increase the probability of involvement in a road traffic collision. It is evident that tourists are more at risk where there is a lack of familiarity with local routes and road safety practices.

Data related to tourist road fatalities and injuries are not systematically maintained, tourists are not well and officially informed before and during their travel about country-specific road safety issues (e.g. road condition, traffic code, driving culture), while stakeholders in the tourism sector do not currently have a good understanding of the ways they can contribute: focusing rather on other better understood but lower level risks to health, such as infectious diseases and personal security. However, ensuring safe mobility is a prerequisite for the success of sustainable tourism not only at a global level but also at national and local levels.

Both tourists and residents should be able to benefit from the rapid growth of the tourism sector without compromising their safety on the roads. This requires that all tourism stakeholders (governments, local authorities and the tourism industry) take responsibility and actions to reduce road fatalities and injuries.

International tourism in Greece

Greece has a long tradition of tourism and hospitality. During recent years, as Greece has been recovering from an economic crisis, the country has recorded an important increase in international tourist arrivals. Greece is now among the top-10 global tourist destinations and, according to the annual report released by the Organization for Economic Cooperation and Development (OECD, 2018), recognises tourism as a central pillar of the Greek economy and its recovery: comprising an important factor in increasing the country’s GDP and rate of employment.

The Greek Tourism Confederation (SETE) reports that in 2017 the country received a record number of international tourist arrivals for a fourth consecutive year, totalling 27.2 million visitors (not including cruise data), while the estimation for 2018 is calculated at 32 million, almost 3 times the country’s population. Visitors mainly come from Europe with the top 5 countries of origin being Germany, the United Kingdom, France, Italy and Romania (SETE Intelligence, 2018).

International tourism in Greece is highly affected by seasonality. The vast majority of
tourists (81%) visit the country between April and September for so-called ‘Sun & Sea’ holidays.

The regions within Greece with the largest incoming passenger traffic are Central Macedonia, the South Aegean, Attica, Crete and the Ionian Islands (SETE Intelligence, 2018).

As the tourism sector in Greece grows the development of sustainable and responsible tourism becomes more of an urgent priority. In the context of Sustainable Development Goal 8.9 to “devise and implement policies to promote sustainable tourism which creates jobs, promotes local culture and products” and the Cape Town Declaration on Responsible Tourism “making better places for people to live in and better places for people to visit”, all tourism stakeholders need to consider safer mobility and accessibility. For this is a key element not only in improving the country’s competitiveness in the global market but also for fostering the ancient value of philoxenia (hospitality) and inspiring a new era of people-centred tourism development.

Road safety in Greece

Between 2007 and 2016, road fatalities in Greece decreased by almost 50% with the number of road deaths decreasing from 14.6 per 100,000 population to 7.6. During the same period, the number of serious injuries resulting from road traffic collisions decreased by 52%, from 1,821 to 879, and the total number of road crashes reduced by 27%, from 15,499 to 11,318. (Hellenic Statistical Authority, 2018).

Despite these successes, it should be noted that Greece’s road safety performance is considerably lower than the European average and is worse than other Mediterranean countries competing in tourism such as Spain, Malta, Italy, Cyprus, Portugal and Croatia. It is estimated that the financial and social impact of road fatalities and injuries in Greece costs over €3bn annually.

Greece also has the highest rate of motorcyclist fatalities among all of the EU28 counties, accounting for 31.5% of all road deaths. This is of particular importance when correlated with the fact that motorcycles and bicycles are the most popular means of transport for international tourists visiting the country.

Road crash data published by the Hellenic Statistical Authority (2018) reveals that drivers account for 66.5% of the total number of road fatalities in Greece, with passengers and pedestrians making up 15.4% and 18.1% respectively.

Male drivers constitute the highest risk group, accounting for 61.7% of all road deaths. The majority of fatalities occur in urban areas (51.8%) with 42.7% fatalities occurring in rural areas and only 5.5% occurring on motorways.

Comparing tourist and non-tourist road casualties

An increase in the rate of road traffic crashes and related casualties can be observed in Greece during the peak tourist season i.e. the summer months, with the highest increases being observed in the main tourist destinations.

The South Aegean, Crete and the Ionian Islands all report an above average rate of road traffic collisions and fatalities. This demonstrates the importance of looking at the issue of road safety and tourism in Greece.

In the main tourist areas, the highest percentages of road casualties concern powered two-wheelers (PTWs), perhaps due to higher PTW traffic in these regions while in non-tourist regions, the highest percentages are recorded for passenger cars.
Tourist destinations also record more people between the ages of 15-24 and 25-44 being killed or injured on the roads compared with the non-tourist regions, which again correlates to the increased presence of younger people traveling in Greece during the summer months.

Looking at both tourist destinations and typically non-tourist areas, it is road casualties that occur during work-related trips that are reported with the highest frequency, as these trips occur throughout the year.

Among foreign tourists the percentage of male and female casualties are almost equal whereas for local residents, male casualties are more likely, possibly due to more traffic kilometres typically driven by male drivers. The number of driver casualties is similar to passenger casualties for tourists whereas for locals, casualties are mostly drivers - indicating a possibly higher-than-average vehicle occupancy among tourists. In general, foreign tourist road fatalities are two times more likely, and injuries three times more likely, to occur during the tourist season.

The main purpose of this study is to capture and analyse international tourists’ and travelers’ perceptions on road safety and mobility in Greece and investigate how these perceptions affect their safety in the first instance, but also whether they impact on the ultimate value of their overall travel experience.

The results of the survey are expected to highlight potential needs and future areas of improvement at national and regional levels, while simultaneously supporting the development of policy and industry-wide recommendations towards increasing international tourism and road safety in Greece.

Traffic Safety Culture and its impact on road safety in tourist areas

In 2012, a project funded by the Norwegian Research Council, and undertaken by the Institute of Transport Economics (Norway) and the National Technical University of Athens (Greece) sought to compare the behaviour of drivers in Norway and Greece to find out to what extent national differences and culture impact on traffic safety.

The study included 596 private car drivers and 216 professional drivers from Norway and 287 private car drivers and 200 professional drivers from Greece. The results found that Greek drivers were more inclined to commit aggressive violations than Norwegian drivers, thereby increasing their likelihood of being involved in a road traffic collision. Despite receiving similar safety training, this trend was also evident when comparing the behaviour of professional drivers in both countries. This seems to indicate a different traffic safety culture between the different countries.

The main reason for this difference is the perceptions drivers have of other drivers in their country, i.e. they adhere to what they believe is the ‘normal’ driving behaviour of those around them.

Based on this finding, it could be understood that when driving outside their own country, tourists are more likely to adapt their own driving culture to fit in with those around them. As such, in visiting Greece, drivers from Norway may well drive “more aggressively”. Thereby their risk of being involved in a road traffic collision is more likely than when they are at home.

Tourism professionals in Chania, Crete raise road safety concerns

In an open letter to mayoral candidates, published by a local Chania newspaper, *Haniotika Nea* in December 2018, the Chania Federation of Rooms and Apartments have raised concerns over road safety issues along a major tourist route in Chania.

The route is part of the old national road, but now hosts a large number of hotels of tourist rental apartments and is in desperate need of re-development to make it “more friendly and safe for its numerous users, Greeks and tourists.”

As it is part of the old national road, local drivers still use the road as a ‘short cut’ driving at high speeds to avoid traffic on the new main roads. However, this sort of behaviour is incompatible with the increased number of pedestrians, including young families, using the road to access their hotels.

The Federation have therefore called for more attention to be paid to speed enforcement along the route as well as advocating more generally for more people-friendly infrastructure, including widened sidewalks and the creation of cycle lanes which will make the area more attractive and accessible for both tourists and locals.
METHODOLOGY

The survey was jointly initiated by four Greek universities: the National University of Athens/Sector of Industrial Management & Operational Research, the University of Macedonia/Department of Applied Informatics, the University of the Aegean/Department of Product and Systems Design Engineering and the Hellenic Open University, and was supported by EASST and MRSH.

A structured questionnaire aimed at international tourists in Greece was provided in six languages (English, French, German, Norwegian, Russian, and Spanish). The survey was conducted in popular tourist destinations - Athens, Chania (Crete), and Thessaloniki. The main focus for data collection was on airports representing the main gateways for tourist traffic, as well as other historical sites and monuments attracting a large number of international tourists (e.g. the Acropolis Museum). Data collection took place between August-December 2018 to account for the seasonal variance of tourists visiting Greece and involved a 6-7 minute personal interview to elicit their perceptions towards road safety during their stay.

The questionnaire was divided into six core areas which would provide the key dimensions of analysis:

i. Demographics and general travel information (e.g. length of visit, city/area of stay, sources of road safety-related information);
ii. Personal responsibility and responsible driving culture (e.g. compliance with traffic code, presence of traffic police);
iii. Road infrastructure (e.g. infrastructure conditions, road signs, street lighting, mobility limitations);
iv. Rented vehicles (e.g. condition of rented vehicle, provision of safety equipment);
v. Driving behaviour of others (e.g. other drivers, taxi drivers);
vi. Overall influence on general travel experience.

This report presents only the key findings of the International Tourism & Road Safety in Greece, Country Report (Bellos, E., et al., 2019) to indicate in summary form the most pressing issues related to road safety and tourism in Greece. The aim is to raise awareness and mobilise support for further study and action.

The data has been disaggregated by age and gender (although only the most statistically significant findings are summarised in this report) to better understand the differences and similarities between various demographics with a view to tailoring the recommendations and solutions in a way that will be most useful.

As a demographic particularly vulnerable to road risk, specific questions were asked in relation to accessibility for people with mobility limitations e.g. people with disabilities, the elderly, families with small children, as it is vital to include the needs of these particular groups in any follow up interventions.

In total, 1,349 questionnaires were completed and analysed on an anonymous basis (514 from Athens, 419 from Thessaloniki and 416 from Chania). In line with the typical distribution of international tourists traveling to Greece, the majority of respondents came from Germany (18.9%) and the U.K. (18.8%), as well as Italy (6.4%), France (5.0%) and the United States (4.2%).

The sample respondents were split almost equally between females (48%) and males (52%), while there was a clear dominance of people between the ages of 25-60 (67%). Respondents under 25 years old made up 21% of the sample and those over 60 accounted for 12%.
General travel information

The sample of respondents included mostly tourists travelling for leisure or non-business purposes (90%). 57% were drivers and most had visited Greece at least twice before (72%) with their current stay lasting between 1-4 weeks (76%).

The average driving experience of tourists interviewed was 20 years. 78% of respondents used a rented car during their visit. 12% used a motorbike and 2% used a quadbike.

One can, therefore, assume that the “typical” tourist is an experienced driver, sufficiently familiar with the road transport system and driving practices in Greece, having had repeated and reasonably long stays in Greece. Nevertheless, almost one in five (17%) visitors experienced a safety critical incident on the roads during their stay in Greece.

“Almost one in five visitors experienced a safety critical incident on the roads during their stay 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.

Of those who sought out information, 46% used unofficial sources (relevant forums, websites, friends), 34% used local tourism professionals (hotels, rental companies), 12% used official sources from their country of residence/international organisations, while only 8% found relevant information from official Greek sources.
Personal responsibility and driving culture

Adapting to local driving habits and culture can be a concern for tourists. Overall, six out of ten respondents said they found it easy to adapt to local driving habits and culture with approximately 17% experiencing problems. Women were more likely than men to admit to finding difficulty in adapting their habits, with only 55% of female drivers agreeing that making the adaptations was “easy” compared to 64% of male drivers. 22% of women reported problems opposed to 14% of men.

Those aged between 25-60 years old (62%) and people over 60 (60%) also found it easier to adapt than those under the age of 25 (55%). This could be attributed to relatively less driving experience among younger drivers.

Despite finding it relatively easy to adapt to local driving habits, on average 41% of tourists felt less inclined to follow the traffic code while driving in Greece with 1 in 8 drivers admitting to drink-driving during their stay.

“20% drivers under the age of 25 admitted to drink-driving during their stay.”

Most shockingly, this number increased to 1 in 5 (20%) for drivers under the age of 25. This finding is rather alarming given that there is also a tendency to under admit this sort of infringement. Women and people aged between 25-60 years old were among those most likely to comply with the “don’t drink and drive” rule.

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%).
Tourists' perceptions of road infrastructure and accessibility were analysed by type of road user.

**Driver perceptions**

In total, 43% of drivers expressed concerns about the safety and the operating condition of road infrastructure in Greece compared to their country of residence. For drivers under the age of 25, this figure is much higher with 57% feeling that the road infrastructure is unsafe. Poor road signalling and street lighting were among the main problems reported.

It is important to note that significant differences were observed between the three cities: Athens, Chania and Thessaloniki. Roads in Chania were thought to be the least safe, with 52% expressing dissatisfaction with the infrastructure compared to 38% in Athens and 39% in Thessaloniki.

**Pedestrian perceptions**

More than half (56%) of all tourists thought that pedestrian infrastructure (e.g. roads, pavements, pedestrian crossings) was unsafe.

“More than half of all tourists thought that pedestrian infrastructure was unsafe.”

People under 25 years old expressed particular concern (62%) compared with 55% of people aged 25-60 and just 49% of over 60s. These differences could be attributed to the fact that young people tend to explore more, leaving the more protected “package holiday” resorts. Again, road infrastructure in Chania was least friendly for pedestrians (64%) compared to Athens and Thessaloniki (52% in both cases).
Perceptions of people with mobility limitations

Poor road infrastructure was a particular concern for tourists with reduced mobility or extra mobility needs (people with disabilities, the elderly, families with small children, etc.).

Notably, 64% of respondents thought it would be difficult for people with mobility limitations to enjoy walking in Greece. These findings do not differentiate greatly by age; however, people with reduced mobility may find it more difficult to travel in Chania (69%) and Athens (67%) as compared to Thessaloniki (57%).

The accessibility of public transport was also a major concern for people with mobility limitations across all three cities. This difficulty seemed to be of more concern to those under 25 and over 60, 59% and 56% respectively, compared to 49% of 25-60 year olds.

Vehicle rental

Just 71% tourists rated the condition of rented vehicles as above average or excellent. 10% of tourists were actively unhappy with the vehicles’ condition and 1 in 4 respondents thought that the standard safety equipment provided by the rental company (helmets, child car seats, etc.) was inadequate.

Overall, women tended to be slightly less satisfied than men, while the under 25s tended to have higher expectations than older respondents in terms of the safety and condition of the vehicles.

The majority of respondents were satisfied that car rental companies had carried out relevant licencing checks.
Driving behaviour of others

Respondents were asked to indicate which behaviours of other drivers raised the biggest safety concerns for them. Not staying in lanes, speeding and dangerous overtaking were among the biggest concerns. Violating red lights and drink-driving, while being regarded as less of a concern on average, were still major worries for 28% and 25% of respondents respectively.

Taxi drivers

Almost one third of tourists considered speeding, dangerous overtaking and the lack of child car seats as significant safety concerns when taking a taxi in Greece.

Significantly, almost 1 in 5 tourists experienced inappropriate personal comments from their taxi driver, making them feel unsafe.

“Almost 1 in 5 tourists experienced inappropriate personal comments from their taxi driver.”

Overall influence on travel experience

In total 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.

The overall travel experience seems to have been more negatively affected in Athens and Chania with 66% and 61% of respondents respectively reporting dissatisfaction with regards to road safety as compared to Thessaloniki (52%). Overall, only 12% of the interviewed tourists could be expected to act as ‘promoters’, recommending the driving experience in Greece to others.

Young tourists were generally less satisfied and more critical of road safety in Greece, while higher percentages of potential promoters can be observed in the older age groups.

84% of tourists were dissatisfied with the way that road safety for people with mobility limitations is managed in the country.

In all age groups, tourists who may potentially act as promoters, recommending Greece to a person with mobility limitations, amount to less than 7%.

Question: I often felt uncomfortable with the following driving behaviors while in Greece.

![Bar chart showing percentages of tourists who felt uncomfortable with different driving behaviors.](chart.png)
Based on this report's analysis of the tourist road safety problem in Greece, using both national statistics and tourists' perceptions, this section presents a set of policy and industry-wide recommendations for enhancing safe and accessible tourism. The recommendations are proposed as a basis for consultation with all stakeholders of the Greek tourism sector - a framework of actions to be developed for the reduction of road casualties and further improvement of the country's image as a "safe tourist destination".

These recommendations go beyond the responsibility of national and local organisations. International and regional bodies also have a role to play in advancing safer road tourism.

**International agencies**

The UNWTO: to develop a specific policy on road safety and tourism, and to consider establishing a cross-stakeholder Advisory Panel on Tourism and Road Safety.

Travel and trade associations: to provide specific training and advice for members on ensuring safe road travel.

Foreign ministries and missions: to provide detailed and up-to-date information to travellers on road safety risks and safeguards for destination countries.

International and other investors in property and tourism: road safety should be a key criterion in planning and investment decision-making.

**Greek government and organisations related to tourism**

Provide accessible advice for tourists on road safety risks and safeguards including key road safety laws (e.g. BAC limits, obligatory safety equipment): for example, information offices at terminals (airports, ports, train or bus stations).

Regularly monitor data on tourist road casualties.

Develop a national tourism road safety strategy, including combined measures for the improvement of safety of road users, infrastructure and vehicles.

Support and assign scientific studies for the analysis of road safety in relation to tourism.

Take action to develop a road safety culture at the national level and particularly in the main tourist areas.

**Local governments (prefectures and municipalities)**

Develop local tourist road safety strategies, particularly targeting high risk areas.

Review pedestrian safety, particularly in zones frequented by tourists due to the high pedestrian traffic during tourist seasons.

Develop accessible mobility policies and regularly review the state of local provision.

Develop safe and accessible transport policies aimed at ensuring good standards of public and private transport services, including buses, taxis and other transport modes.

Work with regional and national governments to ensure safe road design, beginning with the identification and rectification of hazardous locations in the main tourist areas.

**Tourism industry**

Trip advice and booking websites should include advice on road travel safety.
Tourist agencies and destination managers should have specific road safety policies including the use of safe service providers (taxi companies, vehicle rentals, and ‘experience’ providers such as off-road vehicle tours) and providing clear information on safety to tourists.

Hotel, airline and holiday chains should use their influence to encourage safe destination transport – for example by only recommending/allowing taxi, car hire or bus companies that evidently follow safe practices (e.g. use of seat belts, checking customers’ driving licenses, compliance with occupational safety rules such as working hours).

Hotels and holiday resorts should have clear information for their clients about how to keep safe on the roads, and should only use taxi and local transport companies that comply with safe standards.

Vehicle rental companies

When procuring vehicles, choose those with the best available safety standards including electronic stability control, ABS for motorcycles to prevent wheel-locking, Automatic Emergency Braking and other new active safety technologies.

Ensure that all motor vehicles meet applicable minimum regulations for occupant and other road user protection, with seat belts, air bags and standard active safety systems.

Check validity of customers’ driving licenses for the desired vehicle according to the road traffic rules of the destination country.

Ensure availability of child restraints for families renting motor vehicles, and helmets for those renting two-wheelers.

Guarantee that all vehicles are well-maintained and road worthy at all times.

Supply essential equipment such as high-visibility triangles, fire extinguishers, first aid kits and other recommended safety equipment.

Supply customers with information on local road traffic rules and information on how to ensure their own safety.

Companies and Safe Business Travel

Prefer hotels, leasing and vehicle rental companies with good road safety practices.

Have a clear and detailed Safe Travel Policy, applicable to all staff, and setting out requirements for wearing seat belts, not drinking and driving, and other essential safety behaviour.

Provide staff training on keeping safe on the roads.

Monitor road incidents affecting staff, identify any problem drivers and areas for attention.

Police

Record data on all road casualties, conforming with best practice.

Keep particular data on tourists involved in road incidents.

Identify hazardous locations, with specific reporting on tourism and road safety.

Share data at least annually with local authorities to assist with strategic development of local road safety planning.

Review enforcement policies and practices to improve road user behaviour.

Conduct regular local road safety awareness campaigns, working with local authorities, community groups and NGOs.
NGOs

Advocate for all stakeholders to take action on tourist road safety.

Work with police and local authorities to assist in the development of road safety campaigns.

Carry out awareness raising with target groups.

Work with universities, academics and others to assist in the development of evidence-based tourist road safety strategies.

Travellers

Take responsibility for their own safety.

Obey local road traffic rules and behave with at least the same care and attention to safety that they would in their home countries.

Seek information on travel safety.

Do not endanger others on the roads while travelling.
CONCLUSION

This report has focused on summarising the International Tourism and Road Safety in Greece Country Report by Bellos, et al. (2019).

Tourism in Greece is very important to the local economy but, as shown in this report, tourist visiting Greece are more at risk on the roads compared to the local population. In many cases their perceptions of road safety has a negative impact on their overall travel experience.

Significantly, almost one in five visitors experienced a safety critical incident on the roads during their stay in Greece. Many visitors admitted to drink-driving, and the majority expressed concern at the safety condition of local road infrastructure. For people with mobility limitations, accessibility and ease of travel presented significant challenges: so much so that 84% of people surveyed would not recommend Greece as a place to travel to people with mobility limitations.

To ensure sustainable tourism and to protect the safety and security of visitors to Greece, as well as local residents, urgent action is needed at all levels.

This report and the recommendations set out within it are an important step towards closer cooperation between all stakeholders in the tourism sector. Road crashes are a leading cause of death for tourists in every world region, yet until now road safety has received comparatively little attention from the tourism industry when it comes to advice and mitigating actions.

Make Roads Safe Hellas hopes to gain momentum from this study and build support for the establishment of a Safe Tourism Network to ensure that road safety issues, and their importance to sustainable, responsible tourism are managed systematically, not just in Greece but across the globe.
# ACRONYMS

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<td>NTUA</td>
<td>National Technical University of Athens</td>
</tr>
<tr>
<td>OECD</td>
<td>Organization for Economic Co-operation and Development</td>
</tr>
<tr>
<td>SETE</td>
<td>Greek Tourism Confederation</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>ELSTAT</td>
<td>Hellenic Statistical Authority</td>
</tr>
<tr>
<td>PTW</td>
<td>Powered Two Wheelers</td>
</tr>
<tr>
<td>UNWTO</td>
<td>United Nations World Tourism Organisation</td>
</tr>
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