Travel with Visa

Nikos Kabanopoulos

VISA always on

Top 10 Countries

Rank		2014 (€000)	2015 (€000)	YoY change (Oct.14-Sept.15)
1	UK	509,990	518,618	2%
2	USA	281,103	371,367	32%
3	France	276,121	288,721	5%
4	Cyprus	275,774	265,407	-4%
5	Germany	197,741	196,569	-1%

Top 10 Countries

Rank		2014 (€000)	2015 (€000)	YoY change (Oct.14-Sept.15)
6	Russia	273,062	161,995	-41%
7	Norway	152,751	107,061	-30%
8	Italy	103,250	94,070	-9%
9	Australia	76,443	82,978	13%
10	Swiss	73,326	81,969	12%

Spending Categories

Rank	Merchant Sectors	2014 (€000)	2015 (€000)	Year on Year change
1	Cash	1,258,514	1,101,519	-12%
2	Hotels	474,976	521,295	10%
3	Travel	587,946	730,343	24%
4	Retail	153,223	142,466	-7%
5	Restaurants	110,751	112,710	2%

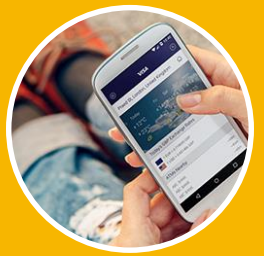
Spending Categories

Rank	Merchant Sectors	2014 (€000)	2015 (€000)	Year on Year change
6	**Car Hire**	72,016	73,811	2%
7	**Supermarkets**	53,979	54,493	1%
8	**Petrol**	31,123	28,073	-10%
9	**Miscellaneous**	22,257	25,320	14%
10	**Airlines**	152,203	173,983	24%

Partnerships & incentives for cardholders travelling abroad

Partnerships with global travel brands (Expedia, Marriot, EasyJet)

Pan-European cardholder incentivisation programs



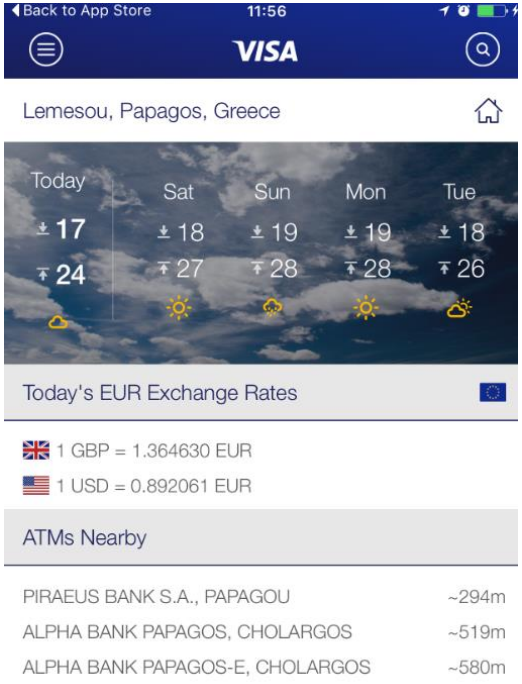
Visa Travel Tools mobile application

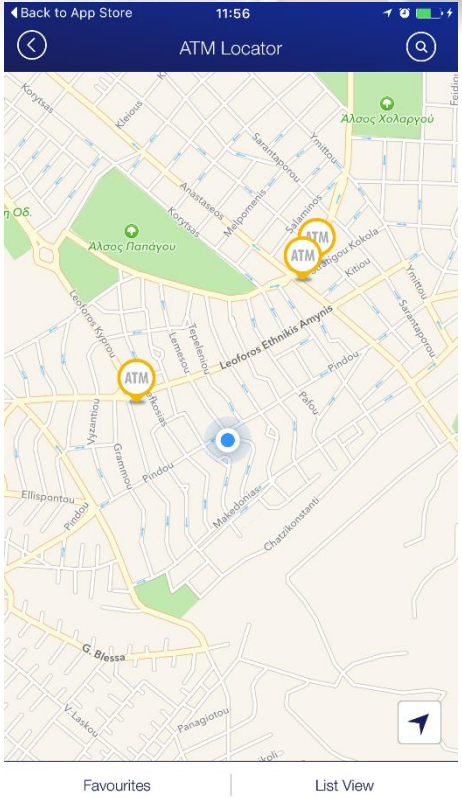
TRAVEL STRATEGY

Some things change when you go abroad.

The way you pay doesn't have to.

Check exchange rates using our app





More reasons to pay with Visa

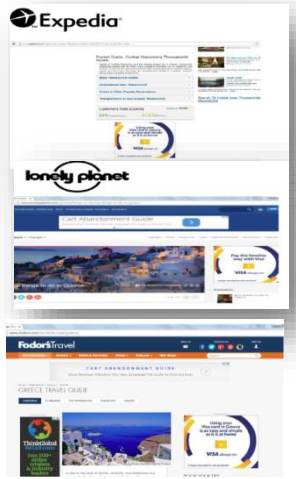
Secure

Convenient

VISA

Cross-border campaign in Greece; acceptance awareness and usage among international visitors

50+ travel websites



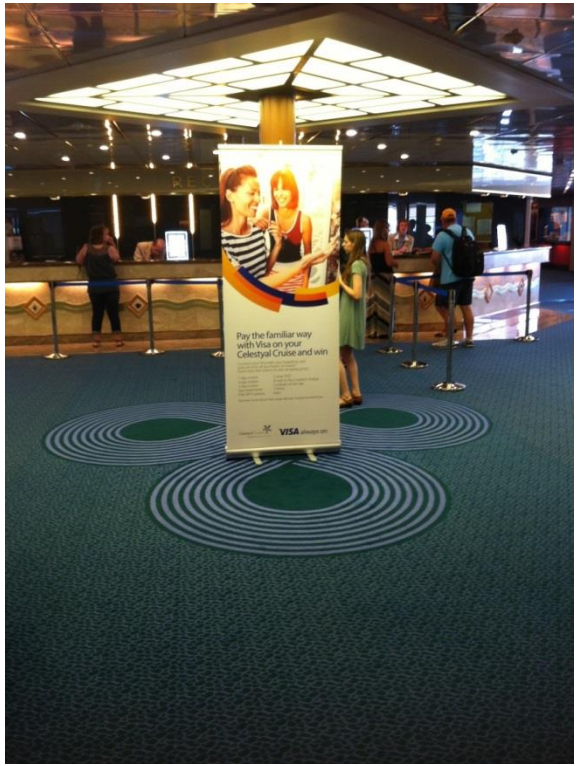
Key airports in Greece

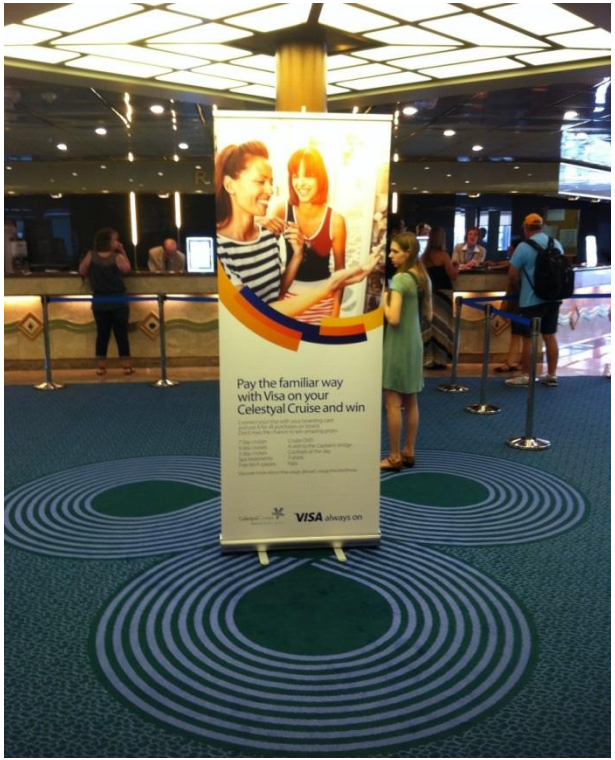
Promos at key retailers

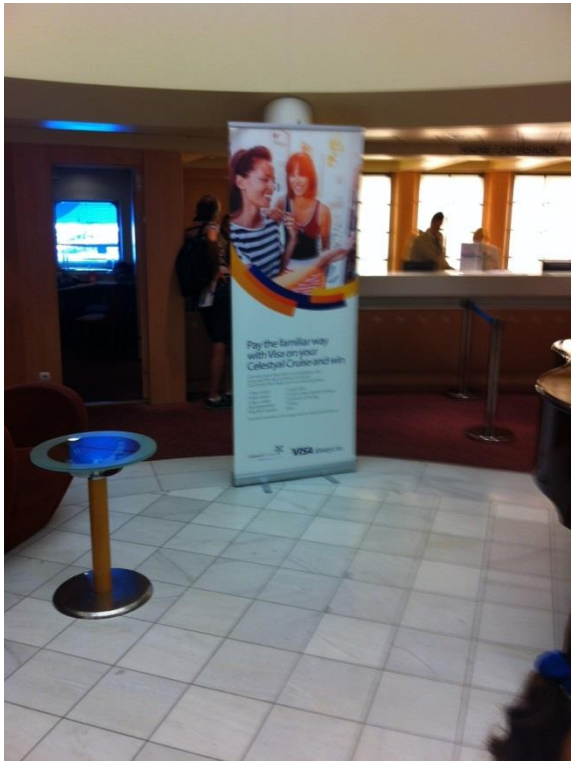
Member support across Europe

May'15 | June'15 | July'15 | Aug'15 | Sept'15

Celestyal cruises



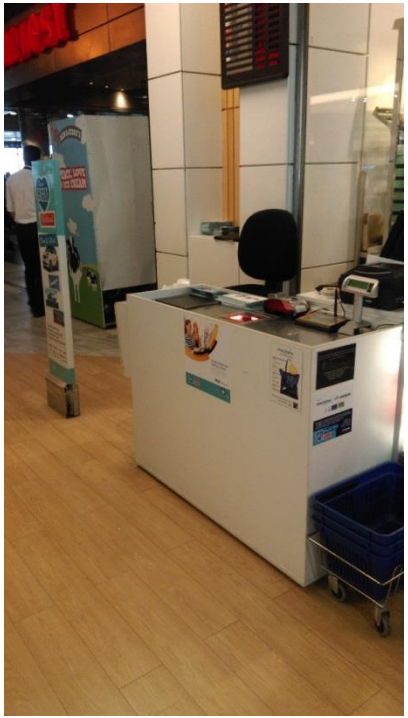




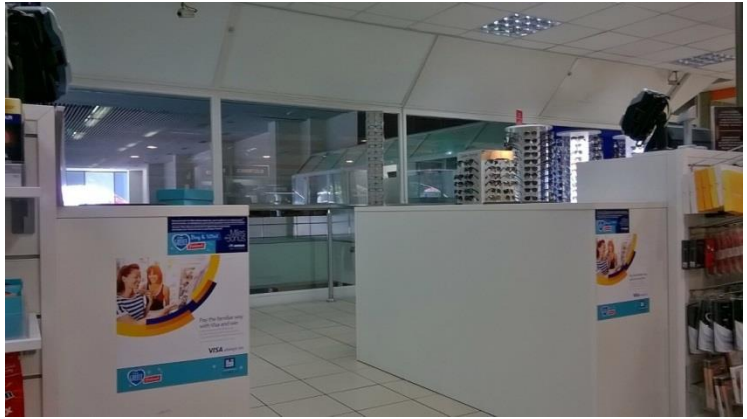
Athens International Airport

Athens International Airport

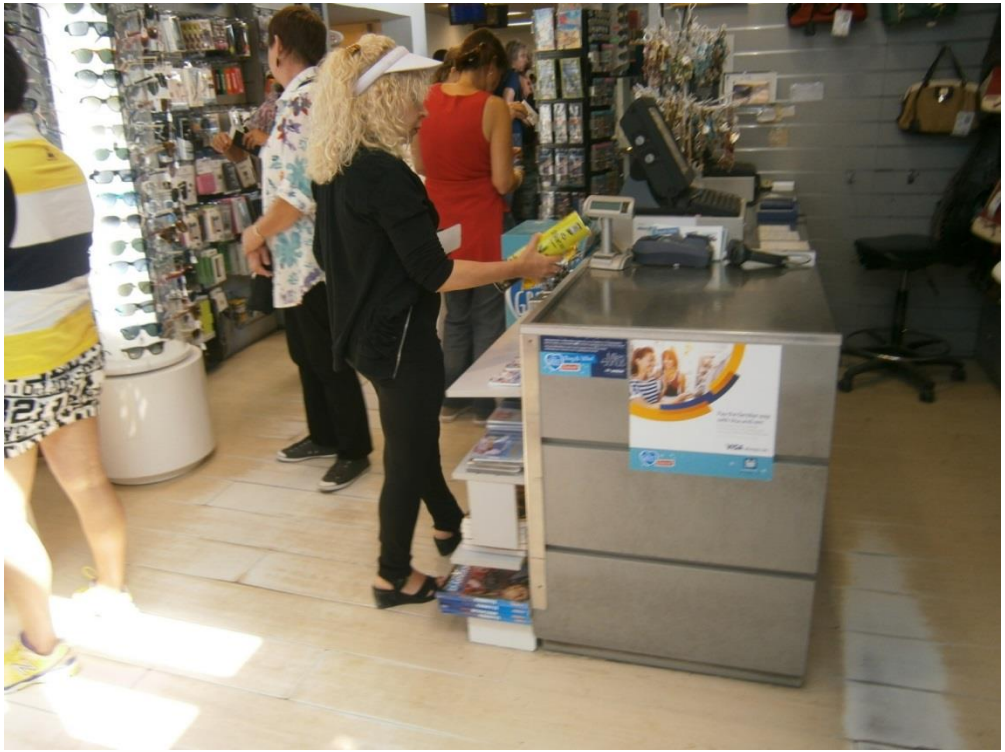
Thessaloniki



Rhodes



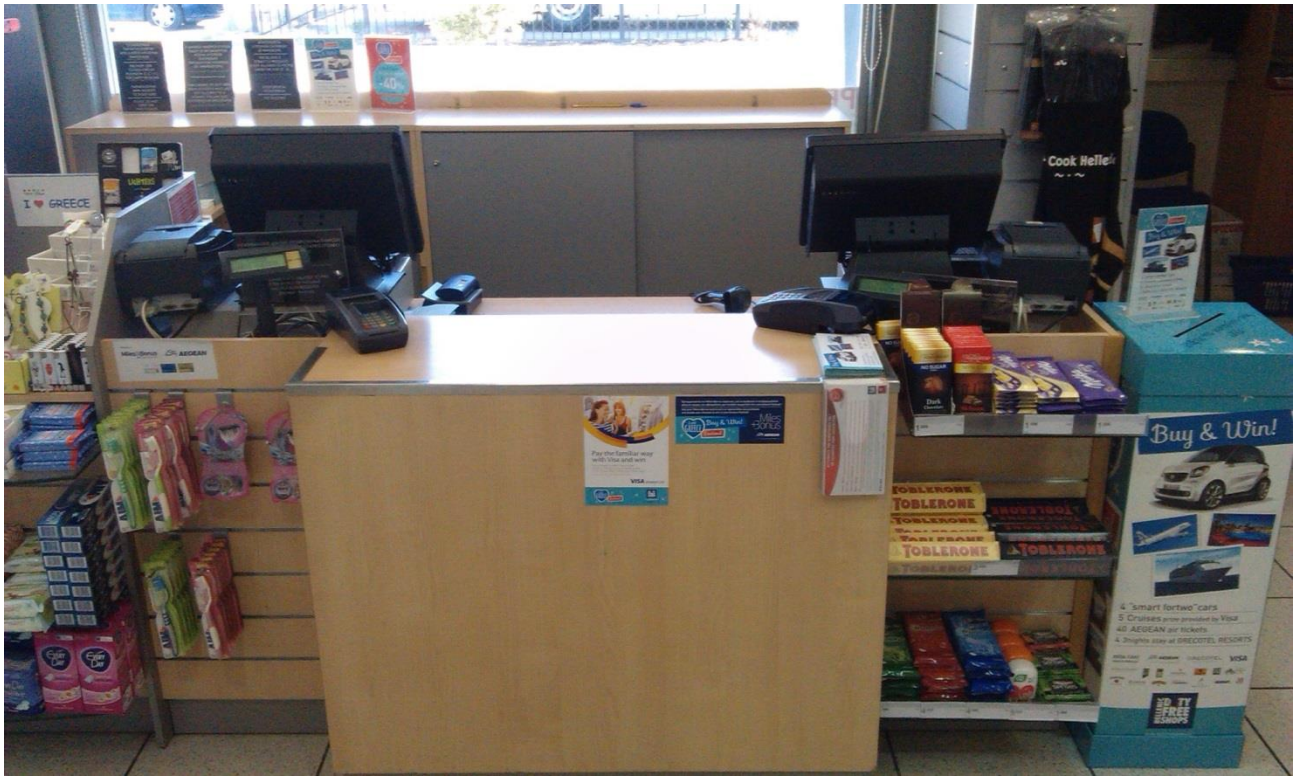
Santorini



Corfu

I ♥ GREECE
Festival
Buy & Win!
4 "smart fortwo" cars
5 Cruises
60 AEGEAN air tickets
3 nights stay at GREKOTEL RESORTS
VISA

Patra



Thank You