

**INSETE**

INTELLIGENCE

# Statistical Bulletin

July 2023

No 84



# INCOMING TOURISM

## ADMINISTRATIVE DATA



### Air Arrivals

VS 2022

+11,5%

JUNE

+21,4%

YTD



### Road Arrivals

VS 2022

+44,4%

JUNE

+49,7%

YTD

## BANK OF GREECE BORDER SURVEY



### Arrivals

+13,9%

MAY

+32,9%

YTD

### Receipts



+24,8%

MAY

+30,7%

YTD

Sources: CAA, AIA, Border stations, BoG  
Processing: INSETE Intelligence

- Air arrivals refer to arrivals of passengers from abroad regardless of place of residence and nationality
- Road Arrivals refer to road crossings of the border by foreigners
- The arrivals of the border survey refer to arrivals of residents of other countries regardless of nationality

## Special thanks

The creation of this bulletin is based on publicly and privately available sources as well as on data provided by various entities (CAA, AIA, Fraport Greece, border stations) which we thank.

### The editorial team

Aris Ikkos  
Research Director  
INSETE

Evangelia Lamprou  
Researcher - Statistician  
INSETE

Notes and explanations of the tables can be found in the annex to the Bulletin. For any further information, clarification or suggestion, you can contact the editorial team.

## Contents

<b>1</b>	<b>Airport Arrivals, June 2023</b>	
1.1	International arrivals at main Greek airports	5
1.2	Domestic arrivals at main Greek airports	7
<b>2</b>	<b>Road Arrivals, June 2023</b>	<b>10</b>
<b>3</b>	<b>Border Survey</b>	
3.1	Arrivals of non-residents in Greece	13
3.2	Receipts from non-residents	14
<b>4</b>	<b>Quality Ratings</b>	
4.1	Quality Ratings in Greece and Competitive Countries	
4.1.1	GRI in Greece and Competitive Countries per month	16
4.1.2	Quality Ratings in Greece and Competitive Countries	17
4.2	Quality Ratings for Greek hotels per star category	
4.2.1	GRI of Greek hotels per star category per month	18
4.2.2	Quality Ratings for Greece per star category	19
4.3	Quality Ratings of mainland Greece hotels	
4.3.1	GRI of mainland Greece hotels per month	20
4.3.2	Quality Ratings of mainland Greece hotels	21
4.4	Quality Ratings of hotels in island Greece	
4.4.1	GRI of hotels in island Greece per month	22
4.4.2	Quality Ratings of hotels in island Greece	23
4.5	Quality Ratings in Athens, Thessaloniki and competing cities	
4.5.1	GRI in Athens, Thessaloniki and competing cities per month	24
4.5.2	Quality Ratings in Athens, Thessaloniki and competing cities	25
4.6	Quality Ratings in Mykonos, Santorini and competitive “premium” destinations	
4.6.1	GRI in Mykonos, Santorini and competitive “premium” destinations per month	26
4.6.2	Quality Ratings in Mykonos, Santorini and competitive “premium” destinations	27
4.7	Quality Ratings in greek mass “Sun & Sea” destinations	
4.7.1	GRI in greek mass “Sun & Sea” destinations per month	28
4.7.2	Quality Ratings in greek mass “Sun & Sea” destinations	29
4.8	Quality Ratings in competitive mass "Sun & Sea" destinations	
4.8.1	GRI in competitive mass "Sun & Sea" destinations per month	30
4.8.2	Quality Ratings in competitive mass "Sun & Sea" destinations	31
<b>5</b>	<b>Annex: Notes and clarifications regarding the data in the tables and the graphs</b>	<b>32</b>

## 1. Air Arrivals, June 2023

**Table 1. International air arrivals at main Greek airports, June 2023**

2023	Athens	Thessaloniki	Rhodes	Kos	Heraklion	Chania	Corfu	Zakynthos	Kefalonia	Aktio	Mykonos	Santorini	Araxos	Kalamata	Samos	Skiathos	Kavala	Mytilene	Total	
January	280,360	103,338			1,616	1,400													386,714	
February	285,175	97,838			1,799	1,244								279					386,335	
March	401,898	126,473	10,848	517	14,218	8,983	7,587	99	515	502	710	2,934		1,494					576,778	
April	571,532	201,088	144,252	30,741	202,047	72,624	67,090	14,245	4,552	5,988	12,145	33,601		6,230	1,933	384	1,233	1,017	1,370,702	
May	697,850	234,821	329,081	159,821	403,968	162,931	184,605	105,120	38,822	42,314	36,607	77,861	6,505	14,077	16,636	26,935	12,355	7,330	2,557,639	
June	825,772	260,887	456,061	226,273	567,557	243,910	330,498	187,176	73,591	74,852	98,210	123,582	14,281	25,368	26,551	51,432	25,833	12,170	3,624,004	
July																				
August																				
September																				
October																				
November																				
December																				
<b>ytd</b>	<b>3,062,587</b>	<b>1,024,445</b>	<b>940,242</b>	<b>417,352</b>	<b>1,191,205</b>	<b>491,092</b>	<b>589,780</b>	<b>306,640</b>	<b>117,480</b>	<b>123,656</b>	<b>147,672</b>	<b>237,978</b>	<b>20,786</b>	<b>47,448</b>	<b>45,120</b>	<b>78,751</b>	<b>39,421</b>	<b>20,517</b>	<b>8,902,172</b>	
2022	Athens	Thessaloniki	Rhodes	Kos	Heraklion	Chania	Corfu	Zakynthos	Kefalonia	Aktio	Mykonos	Santorini	Araxos	Kalamata	Samos	Skiathos	Kavala	Mytilene	Total	
January	123,665	53,247			743	524	49				1							3	178,232	
February	158,186	62,663			538	899								511				1	222,798	
March	216,194	94,863	3,856	683	8,030	6,495	3,895	253	338	504	531	2,425	27	2,189					340,283	
April	400,590	159,924	111,019	31,242	182,274	65,338	64,960	12,095	5,929	10,918	16,798	36,037		7,223	1,337	373	1,164	507	1,107,728	
May	521,373	202,377	298,391	145,320	383,421	149,335	168,804	93,066	37,783	38,441	42,681	81,770	4,822	15,321	13,307	22,605	8,897	4,741	2,232,455	
June	647,279	234,680	431,977	207,740	543,894	226,846	298,237	166,649	64,525	66,130	99,154	134,287	8,752	26,124	24,036	40,866	20,584	8,669	3,250,429	
July	819,152	281,910	542,220	266,813	693,533	280,186	389,032	222,345	88,772	90,467	158,927	190,391	11,743	35,184	29,050	60,358	26,344	10,920	4,197,347	
August	762,294	263,837	508,333	256,286	683,784	245,575	373,847	214,739	86,086	81,895	147,774	178,571	10,857	31,105	29,862	61,090	25,679	11,570	3,973,184	
September	679,064	213,104	409,604	205,529	543,074	207,700	276,125	156,447	57,229	61,630	86,410	128,764	10,204	27,771	23,382	33,956	15,134	8,870	3,143,997	
October	574,397	180,110	242,334	125,368	354,279	110,799	115,170	36,896	12,048	22,020	23,967	60,573	3,052	13,150	3,619	1,305	2,524	1,460	1,883,071	
November	346,180	102,324	767	216	8,814	1,898	902	104	165	98	121	1,119		1,482		5	148		464,343	
December	303,853	126,920			3,344	1,364												211	435,692	
<b>Total</b>	<b>5,552,227</b>	<b>1,975,959</b>	<b>2,548,501</b>	<b>1,239,197</b>	<b>3,405,728</b>	<b>1,296,959</b>	<b>1,691,021</b>	<b>902,594</b>	<b>352,875</b>	<b>372,103</b>	<b>576,364</b>	<b>813,937</b>	<b>49,457</b>	<b>160,060</b>	<b>124,593</b>	<b>220,558</b>	<b>100,689</b>	<b>46,737</b>	<b>21,429,559</b>	
<b>ytd</b>	<b>2,067,287</b>	<b>807,754</b>	<b>845,243</b>	<b>384,985</b>	<b>1,118,900</b>	<b>449,437</b>	<b>535,945</b>	<b>272,063</b>	<b>108,575</b>	<b>115,993</b>	<b>159,165</b>	<b>254,519</b>	<b>13,601</b>	<b>51,368</b>	<b>38,680</b>	<b>63,844</b>	<b>30,649</b>	<b>13,917</b>	<b>7,331,925</b>	
Δ2023/22	Athens	Thessaloniki	Rhodes	Kos	Heraklion	Chania	Corfu	Zakynthos	Kefalonia	Aktio	Mykonos	Santorini	Araxos	Kalamata	Samos	Skiathos	Kavala	Mytilene	Total	
January	126.7%	94.1%			117.5%	167.2%	-100.0%				-100.0%							-100.0%	117.0%	
February	80.3%	56.1%			234.4%	38.4%								-45.4%				-100.0%	73.4%	
March	85.9%	33.3%	181.3%	-24.3%	77.1%	38.3%	94.8%	-60.9%	52.4%	-0.4%	33.7%	21.0%	-100.0%	-31.7%					69.5%	
April	42.7%	25.7%	29.9%	-1.6%	10.8%	11.2%	3.3%	17.8%	-23.2%	-45.2%	-27.7%	-6.8%		-13.7%	44.6%	2.9%	5.9%	100.6%	23.7%	
May	33.8%	16.0%	10.3%	10.0%	5.4%	9.1%	9.4%	13.0%	2.7%	10.1%	-14.2%	-4.8%	34.9%	-8.1%	25.0%	19.2%	38.9%	54.6%	14.6%	
June	27.6%	11.2%	5.6%	8.9%	4.4%	7.5%	10.8%	12.3%	14.1%	13.2%	-1.0%	-8.0%	63.2%	-2.9%	10.5%	25.9%	25.5%	40.4%	11.5%	
July																				
August																				
September																				
October																				
November																				
December																				
<b>ytd</b>	<b>48.1%</b>	<b>26.8%</b>	<b>11.2%</b>	<b>8.4%</b>	<b>6.5%</b>	<b>9.3%</b>	<b>10.0%</b>	<b>12.7%</b>	<b>8.2%</b>	<b>6.6%</b>	<b>-7.2%</b>	<b>-6.5%</b>	<b>52.8%</b>	<b>-7.6%</b>	<b>16.6%</b>	<b>23.3%</b>	<b>28.6%</b>	<b>47.4%</b>	<b>21.4%</b>	

Source: Civil Aviation Authority (CAA) and Athens International Airport (AIA) - Processing: INSETE Intelligence  
See Appendix

**Table 2. International air arrivals per geographical region**

Geographical region	Regional airports			Dodecanese			Cyclades		
	2023	2022	Δ2023/22	2023	2022	Δ2023/22	2023	2022	Δ2023/22
January	106,354	54,567	94.9%					1	-100.0%
February	101,160	64,612	56.6%						
March	174,880	124,089	40.9%	11,365	4,539	150.4%	3,644	2,956	23.3%
April	799,170	707,138	13.0%	174,993	142,261	23.0%	45,746	52,835	-13.4%
May	1,859,789	1,711,082	8.7%	488,902	443,711	10.2%	114,468	124,451	-8.0%
June	2,798,232	2,603,150	7.5%	682,334	639,717	6.7%	221,792	233,441	-5.0%
July		3,378,195			809,033			349,318	
August		3,210,890			764,619			326,345	
September		2,464,933			615,133			215,174	
October		1,308,674			367,702			84,540	
November		118,163			983			1,240	
December		131,839							
<b>ytd</b>	<b>5,839,585</b>	<b>5,264,638</b>	<b>10.9%</b>	<b>1,357,594</b>	<b>1,230,228</b>	<b>10.4%</b>	<b>385,650</b>	<b>413,684</b>	<b>-6.8%</b>

Geographical region	Crete			Ionian Islands			Peloponnese		
	2023	2022	Δ2023/22	2023	2022	Δ2023/22	2023	2022	Δ2023/22
January	3,016	1,267	138.0%		49	-100.0%			
February	3,043	1,437	111.8%				279	511	-45%
March	23,201	14,525	59.7%	8,703	4,990	74.4%	1,494	2,216	-33%
April	274,671	247,612	10.9%	91,875	93,902	-2.2%	6,230	7,223	-14%
May	566,899	532,756	6.4%	370,861	338,094	9.7%	20,582	20,143	2%
June	811,467	770,740	5.3%	666,117	595,541	11.9%	39,649	34,876	14%
July		973,719			790,616			46,927	
August		929,359			756,567			41,962	
September		750,774			551,431			37,975	
October		465,078			186,134			16,202	
November		10,712			1,269			1,482	
December		4,708							
<b>ytd</b>	<b>1,682,297</b>	<b>1,568,337</b>	<b>7.3%</b>	<b>1,137,556</b>	<b>1,032,576</b>	<b>10.2%</b>	<b>68,234</b>	<b>64,969</b>	<b>5%</b>

Source: Civil Aviation Authority (CAA) and Athens International Airport (AIA) - Processing: INSETE Intelligence

See Appendix

**Table 3. Domestic air arrivals at main Greek airports, June 2023**

2023	Athens	Thessaloniki	Rhodes	Kos	Heraklion	Chania	Corfu	Zakynthos	Kefalonia	Aktio	Mykonos	Santorini	Kalamata	Samos	Skiathos	Kavala	Mytilene	Total
January	230,020	72,229	28,914	10,179	51,740	27,895	6,233	1,466	1,505	88	3,976	13,278	629	6,140	648	1,966	11,316	468,222
February	223,115	76,415	24,514	8,045	49,759	26,142	4,600	1,400	1,401	53	3,799	12,961	645	5,276	605	2,154	10,586	451,470
March	262,171	86,876	29,222	10,293	50,384	30,239	10,998	1,719	1,702	74	5,823	22,058	646	5,873	795	2,387	12,862	534,122
April	321,963	90,285	35,948	13,017	61,240	34,334	14,599	2,954	2,856	144	15,096	49,581	1,099	7,476	1,686	2,074	15,134	669,486
May	401,379	89,446	35,607	12,423	65,896	37,197	17,340	4,102	4,058	435	30,698	77,821	1,409	7,825	2,422	2,585	15,289	805,932
June	460,744	99,536	39,537	14,797	69,541	39,440	23,638	6,229	7,835	829	42,081	83,600	1,786	9,771	4,256	2,741	17,653	924,014
July																		
August																		
September																		
October																		
November																		
December																		
<b>ytd</b>	<b>1,899,392</b>	<b>514,787</b>	<b>193,742</b>	<b>68,754</b>	<b>348,560</b>	<b>195,247</b>	<b>77,408</b>	<b>17,870</b>	<b>19,357</b>	<b>1,623</b>	<b>101,473</b>	<b>259,299</b>	<b>6,214</b>	<b>42,361</b>	<b>10,412</b>	<b>13,907</b>	<b>82,840</b>	<b>3,853,246</b>
2022	Athens	Thessaloniki	Rhodes	Kos	Heraklion	Chania	Corfu	Zakynthos	Kefalonia	Aktio	Mykonos	Santorini	Kalamata	Samos	Skiathos	Kavala	Mytilene	Total
January	145,795	44,768	18,762	6,467	32,622	17,056	7,044	887	1,095	51	2,582	7,428	466	4,564	409	1,171	7,817	298,984
February	164,268	52,349	17,398	6,265	33,867	17,505	7,839	983	1,183	53	3,242	7,981	490	4,109	443	1,502	8,327	327,804
March	201,525	63,563	22,505	7,934	40,789	22,125	9,426	1,288	1,337	127	4,323	15,977	765	4,851	679	1,701	10,281	409,196
April	264,828	76,252	29,701	11,474	50,941	27,954	11,873	2,427	2,420	124	14,268	41,305	828	6,534	1,141	1,808	13,421	557,299
May	333,924	80,569	28,913	10,773	49,449	28,657	13,687	3,697	3,273	222	28,862	60,780	786	7,472	1,705	1,973	14,465	669,207
June	393,165	89,707	33,180	12,814	55,106	31,840	19,778	6,024	5,933	259	40,039	73,342	1,425	8,056	3,854	1,969	15,762	792,253
July	454,413	102,457	41,615	16,449	64,152	36,279	22,185	8,484	9,042	439	41,999	70,679	1,648	10,507	5,273	2,145	20,579	908,345
August	471,121	97,892	40,723	16,160	62,640	35,466	22,964	8,649	9,068	451	40,815	73,103	2,055	11,023	5,100	2,047	18,540	917,817
September	431,646	94,032	33,514	11,134	57,595	31,511	19,722	6,073	5,664	257	37,629	72,651	1,308	7,992	3,241	1,824	13,863	829,656
October	374,045	87,190	30,003	9,994	53,650	31,066	13,057	2,417	2,737	98	17,758	55,907	1,032	6,277	1,332	1,796	13,310	701,669
November	273,031	81,659	25,740	8,832	49,836	27,058	11,494	1,516	1,531	70	4,831	19,678	649	5,728	675	1,815	12,813	526,956
December	261,884	86,459	27,664	9,424	52,001	27,400	11,202	1,601	1,652	133	3,547	13,252	786	5,156	638	2,193	12,179	517,171
<b>Total</b>	<b>3,769,645</b>	<b>956,897</b>	<b>349,718</b>	<b>127,720</b>	<b>602,648</b>	<b>333,917</b>	<b>170,271</b>	<b>44,046</b>	<b>44,935</b>	<b>2,284</b>	<b>239,895</b>	<b>512,083</b>	<b>12,238</b>	<b>82,269</b>	<b>24,490</b>	<b>21,944</b>	<b>161,357</b>	<b>7,456,357</b>
<b>ytd</b>	<b>1,503,505</b>	<b>407,208</b>	<b>150,459</b>	<b>55,727</b>	<b>262,774</b>	<b>145,137</b>	<b>69,647</b>	<b>15,306</b>	<b>15,241</b>	<b>836</b>	<b>93,316</b>	<b>206,813</b>	<b>4,760</b>	<b>35,586</b>	<b>8,231</b>	<b>10,124</b>	<b>70,073</b>	<b>3,054,743</b>
A2023/22	Athens	Thessaloniki	Rhodes	Kos	Heraklion	Chania	Corfu	Zakynthos	Kefalonia	Aktio	Mykonos	Santorini	Kalamata	Samos	Skiathos	Kavala	Mytilene	Total
January	57.8%	61.3%	54.1%	57.4%	58.6%	63.5%	-11.5%	65.3%	37.4%	72.5%	54.0%	78.8%	35.0%	34.5%	58.4%	67.9%	44.8%	56.6%
February	35.8%	46.0%	40.9%	28.4%	46.9%	49.3%	-41.3%	42.4%	18.4%		17.2%	62.4%	31.6%	28.4%	36.6%	43.4%	27.1%	37.7%
March	30.1%	36.7%	29.8%	29.7%	23.5%	36.7%	16.7%	33.5%	27.3%	-41.7%	34.7%	38.1%	-15.6%	21.1%	17.1%	40.3%	25.1%	30.5%
April	21.6%	18.4%	21.0%	13.4%	20.2%	22.8%	23.0%	21.7%	18.0%	16.1%	5.8%	20.0%	32.7%	14.4%	47.8%	14.7%	12.8%	20.1%
May	20.2%	11.0%	23.2%	15.3%	33.3%	29.8%	26.7%	11.0%	24.0%	95.9%	6.4%	28.0%	79.3%	4.7%	42.1%	31.0%	5.7%	20.4%
June	17.2%	11.0%	19.2%	15.5%	26.2%	23.9%	19.5%	3.4%	32.1%	220.1%	5.1%	14.0%	25.3%	21.3%	10.4%	39.2%	12.0%	16.6%
July																		
August																		
September																		
October																		
November																		
December																		
<b>ytd</b>	<b>26.3%</b>	<b>26.4%</b>	<b>28.8%</b>	<b>23.4%</b>	<b>32.6%</b>	<b>34.5%</b>	<b>11.1%</b>	<b>16.8%</b>	<b>27.0%</b>	<b>94.1%</b>	<b>8.7%</b>	<b>25.4%</b>	<b>30.5%</b>	<b>19.0%</b>	<b>26.5%</b>	<b>37.4%</b>	<b>18.2%</b>	<b>26.1%</b>

Source: Civil Aviation Authority (CAA) and Athens International Airport (AIA) - Processing: INSETE Intelligence

See Appendix



**Table 4. Domestic air arrivals per geographical region**

Geographical region	Regional airports			Dodecanese			Cyclades		
	2023	2022	Δ2023/22	2023	2022	Δ2023/22	2023	2022	Δ2023/22
January	238,202	153,189	55.5%	39,093	25,229	55.0%	17,254	10,010	72.4%
February	228,355	163,536	39.6%	32,559	23,663	37.6%	16,760	11,223	49.3%
March	271,951	207,671	31.0%	39,515	30,439	29.8%	27,881	20,300	37.3%
April	347,523	292,471	18.8%	48,965	41,175	18.9%	64,677	55,573	16.4%
May	404,553	335,283	20.7%	48,030	39,686	21.0%	108,519	89,642	21.1%
June	463,270	399,088	16.1%	54,334	45,994	18.1%	125,681	113,381	10.8%
July		453,932			58,064			112,678	
August		446,696			56,883			113,918	
September		398,010			44,648			110,280	
October		327,624			39,997			73,665	
November		253,925			34,572			24,509	
December		255,287			37,088			16,799	
<b>ytd</b>	<b>1,953,854</b>	<b>1,551,238</b>	<b>26.0%</b>	<b>262,496</b>	<b>206,186</b>	<b>27.3%</b>	<b>360,772</b>	<b>300,129</b>	<b>20.2%</b>

Geographical region	Crete			Ionian Islands		
	2023	2022	Δ2023/22	2023	2022	Δ2023/22
January	79,635	49,678	60.3%	9,292	9,077	2.4%
February	75,901	51,372	47.7%	7,454	10,058	-25.9%
March	80,623	62,914	28.1%	14,493	12,178	19.0%
April	95,574	78,895	21.1%	20,553	16,844	22.0%
May	103,093	78,106	32.0%	25,935	20,879	24.2%
June	108,981	86,946	25.3%	38,531	31,994	20.4%
July		100,431			40,150	
August		98,106			41,132	
September		89,106			31,716	
October		84,716			18,309	
November		76,894			14,611	
December		79,401			14,588	
<b>ytd</b>	<b>543,807</b>	<b>407,911</b>	<b>33.3%</b>	<b>116,258</b>	<b>101,030</b>	<b>15.1%</b>

Source: Civil Aviation Authority (CAA) and Athens International Airport (AIA) - Processing: INSETE Intelligence

See Appendix

## 2. Road Arrivals, June 2023

**Table 5. Road arrivals, per country, June 2023**

<b>2023</b>	<b>Nymfaia</b>	<b>Niki</b>	<b>Krystallopigi</b>	<b>Agios Konstantinos</b>	<b>Ormenio</b>	<b>Kyprinos</b>	<b>Kastanies</b>	<b>Kipoi</b>	<b>Doirani</b>	<b>Evzonoï</b>	<b>Kakavia</b>	<b>Mertzani</b>	<b>Exochi</b>	<b>Promachonas</b>	<b>Sagiada</b>	<b>Total</b>
January	8,103	24,846	65,674	3,675	29,932	5,025	8,319	42,880	9,816	74,704	61,514	2,167	13,872	44,336	18,470	413,333
February	8,744	23,474	37,056	3,406	28,989	4,469	7,009	34,227	7,808	62,494	30,579	1,268	14,336	36,776	12,760	313,395
March	8,255	25,120	45,853	3,852	34,600	5,494	7,721	41,638	9,791	89,358	37,490	1,547	14,841	37,362	15,864	378,786
April	11,853	31,351	65,618	5,368	38,884	6,405	10,470	60,313	15,237	126,258	56,502	2,142	19,679	93,233	21,073	564,386
May	14,686	31,587	61,473	5,478	45,357	27,621	10,870	61,370	12,489	137,600	40,784	2,044	19,498	88,117	21,634	580,608
June	79,696	47,665	60,851	4,694	60,340	6,710	14,884	101,815	36,931	332,250	44,132	1,520	35,911	452,898	25,973	1,306,270
July																
August																
September																
October																
November																
December																
<b>ytd</b>	<b>131,337</b>	<b>184,043</b>	<b>336,525</b>	<b>26,473</b>	<b>238,102</b>	<b>55,724</b>	<b>59,273</b>	<b>342,243</b>	<b>92,072</b>	<b>822,664</b>	<b>271,001</b>	<b>10,688</b>	<b>118,137</b>	<b>752,722</b>	<b>115,774</b>	<b>3,556,778</b>
<b>2022</b>	<b>Nymfaia</b>	<b>Niki</b>	<b>Krystallopigi</b>	<b>Agios Konstantinos</b>	<b>Ormenio</b>	<b>Kyprinos</b>	<b>Kastanies</b>	<b>Kipoi</b>	<b>Doirani</b>	<b>Evzonoï</b>	<b>Kakavia</b>	<b>Mertzani</b>	<b>Exochi</b>	<b>Promachonas</b>	<b>Sagiada</b>	<b>Total</b>
January	3,642	2,298	40,593		8,088		936	11,720	3,442	25,864	37,630	867	4,026	21,166	9,568	169,840
February	5,837	5,542	28,558		9,879		1,765	14,107	35,589	7,940	24,609	762	5,960	25,376	9,047	174,971
March	7,997	6,949	37,763		14,974		1,898	20,386	6,041	42,732	31,798	1,236	10,034	44,222	11,940	237,970
April	11,465	10,882	48,188	2,477	18,987	987	2,885	7,428	7,665	78,335	43,430	1,751	11,930	56,434	16,720	319,564
May	17,845	23,854	61,451	5,807	34,503	5,353	4,843	39,624	40,264	182,931	38,841	1,710	17,061	79,446	15,635	569,168
June	76,854	33,035	53,726	8,355	49,320	6,422	4,663	45,587	24,058	338,006	41,779	1,501	26,601	175,629	19,051	904,587
July	150,844	50,853	66,143	14,087	77,021	8,209	8,746	79,719	59,060	538,413	60,211	2,530	41,779	323,150	39,556	1,520,321
August	120,479	55,156	99,573	14,905	132,135	8,021	50,382	175,713	60,003	454,907	97,041	4,644	39,084	411,688	51,811	1,775,542
September	45,420	37,355	73,907	8,231	69,080	6,984	16,760	86,136	20,075	242,453	56,972	3,870	31,725	224,274	31,042	954,284
October	13,299	34,276	59,067	4,643	39,713	41,886	8,790	86,136	12,941	97,131	44,828	1,389	12,456	58,394	18,673	533,622
November	11,042	18,998	53,901	3,332	14,596	47,454	7,610	48,612	8,984	67,973	44,560	1,676	14,487	42,999	11,430	397,654
December	11,165	30,532	47,082	3,960	34,586	5,777	7,610	48,963	9,616	80,075	44,336	2,098	24,090	78,630	16,342	444,862
<b>Total</b>	<b>475,889</b>	<b>309,730</b>	<b>669,952</b>	<b>65,797</b>	<b>502,882</b>	<b>131,093</b>	<b>116,888</b>	<b>664,131</b>	<b>287,738</b>	<b>2,156,760</b>	<b>566,035</b>	<b>24,034</b>	<b>239,233</b>	<b>1,541,408</b>	<b>250,815</b>	<b>8,002,385</b>
<b>ytd</b>	<b>123,640</b>	<b>82,560</b>	<b>270,279</b>	<b>16,639</b>	<b>135,751</b>	<b>12,762</b>	<b>16,990</b>	<b>138,852</b>	<b>117,059</b>	<b>675,808</b>	<b>218,087</b>	<b>7,827</b>	<b>75,612</b>	<b>402,273</b>	<b>81,961</b>	<b>2,376,100</b>
<b>Δ2023/22</b>	<b>Nymfaia</b>	<b>Niki</b>	<b>Krystallopigi</b>	<b>Agios Konstantinos</b>	<b>Ormenio</b>	<b>Kyprinos</b>	<b>Kastanies</b>	<b>Kipoi</b>	<b>Doirani</b>	<b>Evzonoï</b>	<b>Kakavia</b>	<b>Mertzani</b>	<b>Exochi</b>	<b>Promachonas</b>	<b>Sagiada</b>	<b>Total</b>
January	122.5%	981.2%	61.8%		270.1%		788.8%	265.9%	185.2%	188.8%	63.5%	149.9%	244.6%	109.5%	93.0%	143.4%
February	49.8%	323.6%	29.8%		193.4%		297.1%	142.6%	-78.1%	687.1%	24.3%	66.4%	140.5%	44.9%	41.0%	79.1%
March	3.2%	261.5%	21.4%		131.1%		306.8%	104.2%	62.1%	109.1%	17.9%	25.2%	47.9%	-15.5%	32.9%	59.2%
April	3.4%	188.1%	36.2%	116.7%	104.8%	548.9%	262.9%	712.0%	98.8%	61.2%	30.1%	22.3%	65.0%	65.2%	26.0%	76.6%
May	-17.7%	32.4%	0.0%	-5.7%	31.5%	416.0%	124.4%	54.9%	-69.0%	-24.8%	5.0%	19.5%	14.3%	10.9%	38.4%	2.0%
June	3.7%	44.3%	13.3%	-43.8%	22.3%	4.5%	219.2%	123.3%	53.5%	-1.7%	5.6%	1.3%	35.0%	157.9%	36.3%	44.4%
July																
August																
September																
October																
November																
December																
<b>ytd</b>	<b>6.2%</b>	<b>122.9%</b>	<b>24.5%</b>	<b>59.1%</b>	<b>75.4%</b>	<b>336.6%</b>	<b>248.9%</b>	<b>146.5%</b>	<b>-21.3%</b>	<b>21.7%</b>	<b>24.3%</b>	<b>36.6%</b>	<b>56.2%</b>	<b>87.1%</b>	<b>41.3%</b>	<b>49.7%</b>

Source: Border checkpoints - Processing: INSETE Intelligence

See Appendix

**Table 6. Road arrivals, per country**

Countries	Albania			Bulgaria		
	2023	2022	Δ2023/22	2023	2022	Δ2023/22
January	147,825	88,658	66.7%	104,943	36,922	184.2%
February	81,663	62,976	29.7%	96,720	47,052	105.6%
March	100,754	82,737	21.8%	104,404	77,227	35.2%
April	145,335	110,089	32.0%	175,422	102,280	71.5%
May	125,935	117,637	7.1%	200,757	160,015	25.5%
June	132,476	116,057	14.1%	640,249	343,181	86.6%
July		168,440			615,090	
August		253,069			726,312	
September		165,791			385,714	
October		123,957			170,391	
November		111,567			133,910	
December		109,858			158,208	
<b>ytd</b>	<b>733,988</b>	<b>578,154</b>	<b>27.0%</b>	<b>1,322,495</b>	<b>766,677</b>	<b>72.5%</b>

Countries	North Macedonia			Turkey		
	2023	2022	Δ2023/22	2023	2022	Δ2023/22
January	109,366	31,604	246.1%	51,199	12,656	304.5%
February	93,776	49,071	91.1%	41,236	15,872	159.8%
March	124,269	55,722	123.0%	49,359	22,284	121.5%
April	172,846	96,882	78.4%	70,783	10,313	586.3%
May	181,676	247,049	-26.5%	72,240	44,467	62.5%
June	416,846	395,099	5.5%	116,699	50,250	132.2%
July		648,326			88,465	
August		570,066			226,095	
September		299,883			102,896	
October		144,348			94,926	
November		95,955			56,222	
December		120,223			56,573	
<b>ytd</b>	<b>1,098,779</b>	<b>875,427</b>	<b>25.5%</b>	<b>401,516</b>	<b>155,842</b>	<b>157.6%</b>

Source: Border checkpoints - Processing: INSETE Intelligence

See Appendix

### **3. Balance of Travel Services, May 2023**

Table 7. Arrivals in thousands

2023	Countries EE-27	Eurozone	out of which				Other	U.K.	out of which		Total
			France	Germany	non Eurozone	USA			Russia		
January	294	210	31	65	84	341	59	15	1	635	
February	256	174	45	41	82	316	40	22	1	573	
March	348	208	16	52	141	318	49	49	2	666	
April	798	570	104	200	228	575	123	79	0	1,373	
May	1,503	1,170	204	513	333	1,009	369	154	3	2,513	
June											
July											
August											
September											
October											
November											
December											
<b>ytd</b>	<b>3,200</b>	<b>2,332</b>	<b>401</b>	<b>871</b>	<b>868</b>	<b>2,559</b>	<b>640</b>	<b>319</b>	<b>8</b>	<b>5,760</b>	

2022	Countries EE-27	Eurozone	out of which				Other	U.K.	out of which		Total
			France	Germany	non Eurozone	USA			Russia		
January	198	150	16	54	48	144	33	11	2	341	
February	187	119	10	42	68	130	23	6	5	317	
March	208	154	28	55	54	207	35	21	1	414	
April	601	472	92	150	129	455	123	42	3	1,056	
May	1,334	1,072	159	437	262	871	411	95	0	2,205	
June	2,265	1,596	225	684	669	1,384	592	151	4	3,649	
July	3,272	2,048	370	643	1,224	2,005	814	189	4	5,277	
August	3,864	2,459	413	827	1,405	2,002	976	133	7	5,866	
September	2,813	1,835	231	727	978	1,747	845	189	4	4,560	
October	1,596	1,255	165	621	341	1,160	518	140	3	2,756	
November	426	248	29	67	179	386	45	68	1	812	
December	231	163	18	45	68	349	69	45	1	580	
<b>Total</b>	<b>16,995</b>	<b>11,567</b>	<b>1,758</b>	<b>4,352</b>	<b>5,428</b>	<b>10,841</b>	<b>4,485</b>	<b>1,089</b>	<b>36</b>	<b>27,836</b>	
<b>ytd</b>	<b>2,528</b>	<b>1,966</b>	<b>305</b>	<b>738</b>	<b>561</b>	<b>1,806</b>	<b>626</b>	<b>174</b>	<b>12</b>	<b>4,334</b>	

Δ2023/2022	Countries EE-27	Eurozone	out of which				Other	U.K.	out of which		Total
			France	Germany	non Eurozone	USA			Russia		
January	48.9%	40.6%	98.9%	19.2%	75.0%	137.2%	78.2%	40.8%	-45.3%	86.1%	
February	37.1%	46.1%	347.7%	-1.2%	21.2%	143.2%	71.3%	265.1%	-84.6%	80.6%	
March	67.6%	35.2%	-42.9%	-5.9%	159.5%	53.9%	40.4%	136.5%	76.1%	60.8%	
April	32.7%	20.7%	12.3%	33.2%	76.5%	26.4%	-0.5%	88.6%	-89.5%	30.0%	
May	12.7%	9.2%	28.6%	17.4%	27.2%	15.8%	-10.2%	62.5%		13.9%	
June											
July											
August											
September											
October											
November											
December											
<b>ytd</b>	<b>26.6%</b>	<b>18.6%</b>	<b>31.5%</b>	<b>17.9%</b>	<b>54.6%</b>	<b>41.7%</b>	<b>2.3%</b>	<b>83.3%</b>	<b>-33.2%</b>	<b>32.9%</b>	

Source: Bank of Greece - Processing: INSETE Intelligence  
See Appendix

Table 8. Receipts in mil. €

2023	Countries EE-27	Eurozone	out of which				Other	U.K.	out of which			Total	Cruises	Total
			France	Germany	non Eurozone	USA			Russia					
January	95	81	12	22	14	129	20	8	0	224	0	224		
February	103	87	33	18	16	138	18	20	1	241	0	241		
March	121	99	13	23	22	143	17	39	2	264	4	268		
April	385	326	69	117	59	338	82	71	1	724	38	761		
May	997	871	161	417	126	679	262	159	4	1,676	72	1,748		
June														
July														
August														
September														
October														
November														
December														
<b>ytd</b>	<b>1,700</b>	<b>1,462</b>	<b>282</b>	<b>602</b>	<b>238</b>	<b>1,416</b>	<b>399</b>	<b>306</b>	<b>8</b>	<b>3,116</b>	<b>128</b>	<b>3,244</b>		

2022	Countries EE-27	Eurozone	out of which				Other	U.K.	out of which			Total	Cruises	Total
			France	Germany	non Eurozone	USA			Russia					
January	77	61	4	20	15	53	14	7	1	130	0	130		
February	78	61	9	19	17	55	11	8	3	133	0	133		
March	87	74	11	27	13	94	16	19	2	181	3	184		
April	342	312	69	115	31	266	76	38	2	608	27	635		
May	815	721	113	323	94	535	255	107	1	1,349	51	1,401		
June	1,566	1,240	157	578	327	1,002	427	157	6	2,568	50	2,618		
July	2,125	1,580	281	551	545	1,543	686	229	3	3,668	55	3,723		
August	2,457	1,908	369	645	549	1,524	800	155	3	3,981	62	4,043		
September	1,554	1,219	171	518	334	1,245	590	200	10	2,799	56	2,855		
October	827	737	85	370	90	627	257	134	3	1,454	56	1,510		
November	127	94	9	22	33	162	22	38	0	290	24	314		
December	88	74	7	22	14	153	22	41	1	241	6	247		
<b>Total</b>	<b>9,978</b>	<b>8,020</b>	<b>1,268</b>	<b>3,255</b>	<b>1,958</b>	<b>7,246</b>	<b>3,123</b>	<b>1,196</b>	<b>41</b>	<b>17,224</b>	<b>408</b>	<b>17,631</b>		
<b>ytd</b>	<b>1,399</b>	<b>1,229</b>	<b>206</b>	<b>504</b>	<b>170</b>	<b>1,003</b>	<b>371</b>	<b>179</b>	<b>8</b>	<b>2,402</b>	<b>81</b>	<b>2,483</b>		

Δ2023/2022	Countries EE-27	Eurozone	out of which				Other	U.K.	out of which			Total	Cruises	Total
			France	Germany	non Eurozone	USA			Russia					
January	23.7%	31.3%	168.4%	13.3%	-6.9%	141.4%	48.3%	10.4%	-67.5%	71.9%	50.0%	71.9%		
February	32.5%	42.9%	278.0%	-8.8%	-5.6%	148.5%	58.1%	159.0%	-80.3%	80.9%	50.0%	80.9%		
March	38.3%	33.6%	17.1%	-12.0%	64.3%	52.4%	9.3%	107.9%	33.1%	45.6%	50.0%	45.6%		
April	12.5%	4.6%	0.8%	1.9%	92.2%	27.4%	8.4%	89.7%	-48.6%	19.0%	40.0%	19.9%		
May	22.4%	20.8%	42.5%	29.2%	34.6%	27.0%	3.0%	48.1%	575.0%	24.2%	40.0%	24.8%		
June														
July														
August														
September														
October														
November														
December														
<b>ytd</b>	<b>21.5%</b>	<b>18.9%</b>	<b>37.0%</b>	<b>19.5%</b>	<b>40.4%</b>	<b>41.2%</b>	<b>7.5%</b>	<b>71.5%</b>	<b>-2.9%</b>	<b>29.7%</b>	<b>57.7%</b>	<b>30.7%</b>		

Source: Bank of Greece - Processing: INSETE Intelligence  
See Appendix

## 4. Quality Indexes, June 2023



**Table 9. GRI in Greece and Competitive Countries**

2023	Greece	Turkey	Italy	France	Spain	Cyprus
January	✓ 86%	✓ 82%	✓ 84%	⚠ 79%	✓ 84%	✓ 85%
February	✓ 86%	✓ 83%	✓ 84%	⚠ 79%	✓ 85%	✓ 86%
March	✓ 87%	✓ 83%	✓ 84%	⚠ 79%	✓ 84%	✓ 85%
April	✓ 87%	✓ 84%	✓ 84%	⚠ 78%	✓ 85%	✓ 86%
May	✓ 87%	✓ 84%	✓ 84%	⚠ 77%	✓ 85%	✓ 87%
June	✓ 87%	✓ 84%	✓ 84%	⚠ 76%	✓ 85%	✓ 86%
July						
August						
September						
October						
November						
December						
<b>Average</b>	✓ <b>87%</b>	✓ <b>83%</b>	✓ <b>84%</b>	⚠ <b>78%</b>	✓ <b>84%</b>	✓ <b>86%</b>

Source: ReviewPro - Processing: INSETE Intelligence

[See Appendix](#)

**Table 10. GRI in Greece and Competitive Countries**

2022	Greece	Turkey	Italy	France	Spain	Cyprus
January	✓ 87%	✓ 82%	✓ 84%	⚠ 79%	✓ 84%	✓ 87%
February	✓ 87%	✓ 83%	✓ 84%	⚠ 79%	✓ 84%	✓ 87%
March	✓ 87%	✓ 83%	✓ 84%	⚠ 79%	✓ 83%	✓ 87%
April	✓ 87%	✓ 83%	✓ 83%	⚠ 78%	✓ 83%	✓ 87%
May	✓ 87%	✓ 83%	✓ 83%	⚠ 78%	✓ 84%	✓ 87%
June	✓ 87%	✓ 82%	✓ 83%	⚠ 77%	✓ 84%	✓ 86%
July	✓ 87%	✓ 81%	✓ 83%	⚠ 77%	✓ 83%	✓ 85%
August	✓ 85%	⚠ 79%	✓ 83%	⚠ 77%	✓ 82%	✓ 83%
September	✓ 85%	⚠ 80%	✓ 83%	⚠ 77%	✓ 83%	✓ 84%
October	✓ 86%	✓ 80%	✓ 82%	⚠ 76%	✓ 84%	✓ 85%
November	✓ 86%	✓ 81%	✓ 83%	⚠ 78%	✓ 84%	✓ 85%
December	✓ 86%	✓ 81%	✓ 84%	⚠ 79%	✓ 85%	✓ 85%
<b>Average</b>	✓ <b>86%</b>	✓ <b>82%</b>	✓ <b>83%</b>	⚠ <b>78%</b>	✓ <b>84%</b>	✓ <b>86%</b>

Source: ReviewPro - Processing: INSETE Intelligence

[See Appendix](#)

**Table 11. Quality Indexes in Greece and Competitive Countries**

Jun-23	Greece	Turkey	Italy	France	Spain	Cyprus
Value	✔ 87%	✔ 91%	✔ 82%	⚠ 73%	✔ 83%	✔ 89%
Room	✔ 85%	✔ 86%	✔ 89%	⚠ 75%	✔ 85%	✔ 85%
Service	✔ 91%	✔ 91%	✔ 87%	⚠ 79%	✔ 90%	✔ 91%
Cleanliness	✔ 91%	✔ 90%	✔ 92%	⚠ 79%	✔ 89%	✔ 92%
Location	✔ 90%	✔ 93%	✔ 89%	✔ 87%	✔ 90%	✔ 92%
Gastronomy	✔ 84%	✔ 86%	✔ 85%	-	✔ 82%	✔ 84%
<b>GRI</b>	✔ <b>87%</b>	✔ <b>84%</b>	✔ <b>84%</b>	⚠ <b>76%</b>	✔ <b>85%</b>	✔ <b>86%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 12. Quality Indexes in Greece and Competitive Countries**

Jun-22	Greece	Turkey	Italy	France	Spain	Cyprus
Value	✔ 87%	✔ 86%	✔ 85%	⚠ 75%	✔ 82%	✔ 89%
Room	✔ 86%	✔ 83%	✔ 88%	⚠ 75%	✔ 85%	✔ 88%
Service	✔ 91%	✔ 88%	✔ 88%	✔ 83%	✔ 89%	✔ 91%
Cleanliness	✔ 93%	✔ 89%	✔ 92%	✔ 81%	✔ 89%	✔ 95%
Location	✔ 89%	✔ 90%	✔ 90%	✔ 87%	✔ 89%	✔ 90%
Gastronomy	✔ 84%	✔ 85%	✔ 85%	-	✔ 83%	✔ 86%
<b>GRI</b>	✔ <b>87%</b>	✔ <b>82%</b>	✔ <b>83%</b>	⚠ <b>77%</b>	✔ <b>84%</b>	✔ <b>86%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 13. GRI per star category**

2023	Greece	5	4	3	1-2
January	✓ 86%	✓ 89%	✓ 87%	✓ 87%	✓ 85%
February	✓ 86%	✓ 89%	✓ 87%	✓ 87%	✓ 85%
March	✓ 87%	✓ 90%	✓ 87%	✓ 87%	✓ 85%
April	✓ 87%	✓ 91%	✓ 88%	✓ 86%	✓ 85%
May	✓ 87%	✓ 90%	✓ 89%	✓ 87%	✓ 86%
June	✓ 87%	✓ 89%	✓ 89%	✓ 88%	✓ 86%
July					
August					
September					
October					
November					
December					
<b>Average</b>	✓ <b>87%</b>	✓ <b>90%</b>	✓ <b>88%</b>	✓ <b>87%</b>	✓ <b>86%</b>

Source: ReviewPro - Processing: INSETE Intelligence

[See Appendix](#)

**Table 14. GRI per star category**

2022	Greece	5	4	3	1-2
January	✓ 87%	✓ 89%	✓ 88%	✓ 87%	✓ 86%
February	✓ 87%	✓ 89%	✓ 88%	✓ 87%	✓ 86%
March	✓ 87%	✓ 89%	✓ 88%	✓ 87%	✓ 86%
April	✓ 87%	✓ 89%	✓ 88%	✓ 87%	✓ 86%
May	✓ 87%	✓ 90%	✓ 88%	✓ 87%	✓ 86%
June	✓ 87%	✓ 90%	✓ 88%	✓ 88%	✓ 87%
July	✓ 87%	✓ 88%	✓ 87%	✓ 87%	✓ 86%
August	✓ 85%	✓ 87%	✓ 86%	✓ 85%	✓ 84%
September	✓ 85%	✓ 88%	✓ 87%	✓ 86%	✓ 84%
October	✓ 86%	✓ 89%	✓ 87%	✓ 86%	✓ 85%
November	✓ 86%	✓ 89%	✓ 88%	✓ 86%	✓ 85%
December	✓ 86%	✓ 89%	✓ 87%	✓ 86%	✓ 85%
<b>Average</b>	✓ <b>86%</b>	✓ <b>89%</b>	✓ <b>87%</b>	✓ <b>87%</b>	✓ <b>85%</b>

Source: ReviewPro - Processing: INSETE Intelligence

[See Appendix](#)

**Table 15. Quality Indexes per star category**

Jun-23	Greece	5	4	3	1-2
Value	✔ 87%	✔ 87%	✔ 87%	✔ 87%	✔ 95%
Room	✔ 85%	✔ 88%	✔ 84%	✔ 81%	✔ 88%
Service	✔ 91%	✔ 92%	✔ 90%	✔ 91%	✔ 94%
Cleanliness	✔ 91%	✔ 93%	✔ 90%	✔ 89%	✔ 99%
Location	✔ 90%	✔ 90%	✔ 89%	✔ 89%	✔ 94%
Gastronomy	✔ 84%	✔ 87%	✔ 85%	⚠ 80%	✔ 85%
<b>GRI</b>	✔ <b>87%</b>	✔ <b>89%</b>	✔ <b>89%</b>	✔ <b>88%</b>	✔ <b>86%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 16. Quality Indexes per star category**

Jun-22	Greece	5	4	3	1-2
Value	✔ 87%	✔ 87%	✔ 85%	✔ 88%	✔ 96%
Room	✔ 86%	✔ 89%	✔ 85%	✔ 84%	✔ 90%
Service	✔ 91%	✔ 92%	✔ 91%	✔ 91%	✔ 94%
Cleanliness	✔ 93%	✔ 94%	✔ 92%	✔ 93%	✔ 97%
Location	✔ 89%	✔ 90%	✔ 89%	✔ 86%	✔ 93%
Gastronomy	✔ 84%	✔ 86%	✔ 85%	⚠ 79%	✔ 83%
<b>GRI</b>	✔ <b>87%</b>	✔ <b>90%</b>	✔ <b>88%</b>	✔ <b>88%</b>	✔ <b>87%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 17. GRI of mainland Greece hotels**

2023	Eastern Macedonia-Thrace	Attica	Western Greece	Western Macedonia	Epirus	Thessaly	Central Macedonia	Peloponnese	Central Greece
January	✓ 87%	✓ 85%	✓ 85%	✓ 90%	✓ 91%	✓ 85%	✓ 87%	✓ 88%	✓ 87%
February	✓ 87%	✓ 85%	✓ 84%	✓ 91%	✓ 91%	✓ 86%	✓ 87%	✓ 88%	✓ 87%
March	✓ 87%	✓ 85%	✓ 84%	✓ 89%	✓ 91%	✓ 87%	✓ 87%	✓ 89%	✓ 87%
April	✓ 87%	✓ 85%	✓ 83%	✓ 89%	✓ 91%	✓ 87%	✓ 87%	✓ 88%	✓ 87%
May	✓ 87%	✓ 83%	✓ 83%	✓ 90%	✓ 91%	✓ 86%	✓ 87%	✓ 89%	✓ 87%
June	✓ 86%	✓ 83%	✓ 83%	✓ 91%	✓ 92%	✓ 87%	✓ 88%	✓ 88%	✓ 88%
July									
August									
September									
October									
November									
December									
<b>Average</b>	✓ <b>87%</b>	✓ <b>84%</b>	✓ <b>84%</b>	✓ <b>90%</b>	✓ <b>91%</b>	✓ <b>86%</b>	✓ <b>87%</b>	✓ <b>88%</b>	✓ <b>87%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 18. GRI of mainland Greece hotels**

2022	Eastern Macedonia-Thrace	Attica	Western Greece	Western Macedonia	Epirus	Thessaly	Central Macedonia	Peloponnese	Central Greece
January	✓ 86%	✓ 85%	✓ 85%	✓ 89%	✓ 91%	✓ 86%	✓ 87%	✓ 88%	✓ 88%
February	✓ 87%	✓ 85%	✓ 86%	✓ 90%	✓ 90%	✓ 86%	✓ 87%	✓ 88%	✓ 88%
March	✓ 87%	✓ 85%	✓ 85%	✓ 91%	✓ 90%	✓ 85%	✓ 87%	✓ 88%	✓ 87%
April	✓ 86%	✓ 84%	✓ 83%	✓ 91%	✓ 90%	✓ 85%	✓ 87%	✓ 87%	✓ 87%
May	✓ 87%	✓ 84%	✓ 83%	✓ 90%	✓ 90%	✓ 85%	✓ 87%	✓ 89%	✓ 87%
June	✓ 87%	✓ 84%	✓ 84%	✓ 89%	✓ 91%	✓ 87%	✓ 88%	✓ 89%	✓ 87%
July	✓ 86%	✓ 83%	✓ 84%	✓ 89%	✓ 91%	✓ 88%	✓ 87%	✓ 89%	✓ 87%
August	✓ 86%	✓ 83%	✓ 83%	✓ 89%	✓ 91%	✓ 87%	✓ 86%	✓ 87%	✓ 85%
September	✓ 86%	✓ 82%	✓ 83%	✓ 89%	✓ 91%	✓ 87%	✓ 86%	✓ 88%	✓ 87%
October	✓ 87%	✓ 83%	✓ 84%	✓ 89%	✓ 90%	✓ 86%	✓ 87%	✓ 88%	✓ 87%
November	✓ 88%	✓ 84%	✓ 85%	✓ 91%	✓ 90%	✓ 86%	✓ 87%	✓ 88%	✓ 88%
December	✓ 87%	✓ 84%	✓ 84%	✓ 92%	✓ 91%	✓ 86%	✓ 87%	✓ 88%	✓ 87%
<b>Average</b>	✓ <b>87%</b>	✓ <b>84%</b>	✓ <b>84%</b>	✓ <b>90%</b>	✓ <b>91%</b>	✓ <b>86%</b>	✓ <b>87%</b>	✓ <b>88%</b>	✓ <b>87%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 19. Hotel quality indexes of mainland Greece**

Jun-23	Eastern Macedonia-Thrace	Attica	Western Greece	Western Macedonia	Epirus	Thessaly	Central Macedonia	Peloponnese	Central Greece
Value	✓ 88%	✓ 80%	✓ 88%	-	✓ 83%	✓ 94%	✓ 88%	✓ 88%	✓ 88%
Room	✓ 81%	✓ 85%	✓ 84%	-	✓ 93%	✓ 86%	✓ 85%	✓ 87%	✓ 89%
Service	✓ 88%	✓ 84%	✓ 93%	✓ 98%	✓ 93%	✓ 96%	✓ 91%	✓ 92%	✓ 95%
Cleanliness	✓ 82%	✓ 91%	✓ 90%	-	✓ 93%	✓ 99%	✓ 92%	✓ 88%	✓ 95%
Location	✓ 91%	✓ 90%	✓ 89%	-	✓ 92%	✓ 99%	✓ 88%	✓ 91%	✓ 93%
Gastronomy	✓ 82%	✓ 87%	✓ 93%	-	-	-	✓ 86%	✓ 86%	-
<b>GRI</b>	✓ <b>86%</b>	✓ <b>83%</b>	✓ <b>83%</b>	✓ <b>91%</b>	✓ <b>92%</b>	✓ <b>87%</b>	✓ <b>88%</b>	✓ <b>88%</b>	✓ <b>88%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 20. Hotel quality indexes of mainland Greece**

Jun-22	Eastern Macedonia-Thrace	Attica	Western Greece	Western Macedonia	Epirus	Thessaly	Central Macedonia	Peloponnese	Central Greece
Value	✓ 85%	✓ 83%	✓ 90%	-	✓ 81%	✓ 99%	✓ 87%	✓ 85%	✓ 89%
Room	✓ 84%	✓ 89%	✓ 88%	-	✓ 90%	✓ 98%	✓ 89%	✓ 84%	✓ 88%
Service	✓ 85%	✓ 88%	✓ 94%	-	✓ 91%	✓ 97%	✓ 93%	✓ 89%	✓ 93%
Cleanliness	✓ 87%	✓ 94%	✓ 94%	-	✓ 94%	✓ 100%	✓ 95%	✓ 95%	✓ 95%
Location	✓ 93%	✓ 93%	✓ 88%	-	✓ 89%	✓ 95%	✓ 87%	✓ 87%	✓ 93%
Gastronomy	⚠ 74%	-	✓ 91%	-	-	-	✓ 88%	⚠ 80%	-
<b>GRI</b>	✓ <b>87%</b>	✓ <b>84%</b>	✓ <b>84%</b>	✓ <b>89%</b>	✓ <b>91%</b>	✓ <b>87%</b>	✓ <b>88%</b>	✓ <b>89%</b>	✓ <b>87%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 21. GRI of hotels in island Greece**

2023	North Aegean	Ionian Islands	Dodecanese	Cyclades	Crete
January	✓ 86%	✓ 84%	✓ 85%	✓ 89%	✓ 86%
February	✓ 86%	✓ 84%	✓ 84%	✓ 89%	✓ 86%
March	✓ 85%	✓ 84%	✓ 85%	✓ 90%	✓ 86%
April	✓ 85%	✓ 85%	✓ 85%	✓ 90%	✓ 87%
May	✓ 85%	✓ 86%	✓ 86%	✓ 90%	✓ 87%
June	✓ 86%	✓ 86%	✓ 87%	✓ 91%	✓ 88%
July					
August					
September					
October					
November					
December					
<b>Average</b>	✓ <b>85%</b>	✓ <b>85%</b>	✓ <b>85%</b>	✓ <b>90%</b>	✓ <b>87%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 22. GRI of hotels in island Greece**

2022	North Aegean	Ionian Islands	Dodecanese	Cyclades	Crete
January	✓ 88%	✓ 84%	✓ 87%	✓ 89%	✓ 87%
February	✓ 88%	✓ 84%	✓ 87%	✓ 89%	✓ 87%
March	✓ 89%	✓ 84%	✓ 87%	✓ 89%	✓ 87%
April	✓ 88%	✓ 84%	✓ 87%	✓ 90%	✓ 87%
May	✓ 89%	✓ 85%	✓ 88%	✓ 91%	✓ 88%
June	✓ 88%	✓ 84%	✓ 88%	✓ 91%	✓ 88%
July	✓ 87%	✓ 83%	✓ 85%	✓ 90%	✓ 87%
August	✓ 85%	✓ 80%	✓ 83%	✓ 89%	✓ 85%
September	✓ 83%	✓ 82%	✓ 84%	✓ 89%	✓ 85%
October	✓ 85%	✓ 84%	✓ 84%	✓ 90%	✓ 86%
November	✓ 85%	✓ 84%	✓ 84%	✓ 90%	✓ 86%
December	✓ 85%	✓ 84%	✓ 84%	✓ 89%	✓ 86%
<b>Average</b>	✓ <b>87%</b>	✓ <b>84%</b>	✓ <b>86%</b>	✓ <b>90%</b>	✓ <b>87%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 23. Hotel quality indexes in island Greece**

Jun-23		North Aegean	Ionian Islands	Dodecanese	Cyclades	Crete
Value	✓	82%	✓ 85%	✓ 87%	✓ 93%	✓ 89%
Room	✓	80%	✓ 81%	✓ 83%	✓ 93%	✓ 86%
Service	✓	93%	✓ 89%	✓ 91%	✓ 95%	✓ 92%
Cleanliness	✓	90%	✓ 86%	✓ 91%	✓ 96%	✓ 92%
Location	✓	88%	✓ 88%	✓ 87%	✓ 96%	✓ 90%
Gastronomy	⚠	67%	✓ 82%	✓ 84%	⚠ 66%	✓ 85%
<b>GRI</b>	✓	<b>86%</b>	✓ <b>86%</b>	✓ <b>87%</b>	✓ <b>91%</b>	✓ <b>88%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 24. Hotel quality indexes in island Greece**

Jun-22		North Aegean	Ionian Islands	Dodecanese	Cyclades	Crete
Value	✓	86%	✓ 83%	✓ 89%	✓ 93%	✓ 86%
Room	✓	83%	✓ 80%	✓ 85%	✓ 95%	✓ 87%
Service	✓	93%	✓ 86%	✓ 90%	✓ 95%	✓ 93%
Cleanliness	✓	92%	✓ 89%	✓ 93%	✓ 98%	✓ 91%
Location	✓	89%	✓ 87%	✓ 86%	✓ 95%	✓ 88%
Gastronomy		-	⚠ 79%	✓ 84%	⚠ 76%	✓ 87%
<b>GRI</b>	✓	<b>88%</b>	✓ <b>84%</b>	✓ <b>88%</b>	✓ <b>91%</b>	✓ <b>88%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix



**Table 25. GRI in Athens, Thessaloniki and competing cities**

2023	Athens	Istanbul	Rome	Barcelona	Thessaloniki	Bologna	Izmir	Marseille
January	✓ 84%	✓ 82%	✓ 82%	✓ 85%	✓ 82%	✓ 83%	⚠ 78%	⚠ 79%
February	✓ 85%	✓ 84%	✓ 83%	✓ 85%	✓ 82%	✓ 83%	⚠ 79%	⚠ 79%
March	✓ 85%	✓ 84%	✓ 83%	✓ 84%	✓ 83%	✓ 82%	⚠ 80%	⚠ 79%
April	✓ 84%	✓ 85%	✓ 82%	✓ 83%	✓ 83%	✓ 83%	✓ 81%	⚠ 78%
May	✓ 82%	✓ 84%	✓ 81%	✓ 83%	✓ 83%	✓ 81%	⚠ 79%	⚠ 77%
June	✓ 81%	✓ 84%	✓ 81%	✓ 83%	✓ 83%	✓ 83%	⚠ 79%	⚠ 76%
July								
August								
September								
October								
November								
December								
<b>Average</b>	✓ <b>83%</b>	✓ <b>84%</b>	✓ <b>82%</b>	✓ <b>84%</b>	✓ <b>83%</b>	✓ <b>82%</b>	⚠ <b>79%</b>	⚠ <b>78%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 26. GRI in Athens, Thessaloniki and competing cities**

2022	Athens	Istanbul	Rome	Barcelona	Thessaloniki	Bologna	Izmir	Marseille
January	✓ 86%	✓ 82%	✓ 83%	✓ 85%	✓ 83%	✓ 83%	⚠ 79%	⚠ 79%
February	✓ 86%	✓ 84%	✓ 84%	✓ 85%	✓ 83%	✓ 83%	⚠ 79%	⚠ 79%
March	✓ 85%	✓ 83%	✓ 83%	✓ 83%	✓ 83%	✓ 83%	⚠ 80%	⚠ 79%
April	✓ 83%	✓ 83%	✓ 82%	✓ 82%	✓ 83%	✓ 82%	⚠ 79%	⚠ 78%
May	✓ 82%	✓ 83%	⚠ 80%	✓ 82%	✓ 82%	✓ 80%	⚠ 79%	⚠ 78%
June	✓ 82%	✓ 82%	⚠ 80%	✓ 82%	✓ 83%	✓ 81%	⚠ 77%	⚠ 77%
July	✓ 83%	✓ 81%	✓ 81%	✓ 82%	✓ 82%	✓ 82%	⚠ 78%	⚠ 77%
August	✓ 82%	⚠ 79%	✓ 82%	✓ 82%	✓ 82%	✓ 83%	⚠ 76%	⚠ 77%
September	✓ 81%	⚠ 80%	✓ 81%	✓ 82%	✓ 82%	✓ 81%	⚠ 76%	⚠ 77%
October	✓ 81%	⚠ 80%	⚠ 79%	✓ 83%	✓ 81%	✓ 80%	⚠ 77%	⚠ 76%
November	✓ 83%	✓ 80%	✓ 81%	✓ 83%	✓ 82%	✓ 81%	⚠ 77%	⚠ 78%
December	✓ 84%	✓ 82%	✓ 83%	✓ 85%	✓ 81%	✓ 83%	⚠ 78%	⚠ 79%
<b>Average</b>	✓ <b>83%</b>	✓ <b>82%</b>	✓ <b>81%</b>	✓ <b>83%</b>	✓ <b>82%</b>	✓ <b>82%</b>	⚠ <b>78%</b>	⚠ <b>78%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 27. Quality Indexes in Athens, Thessaloniki and competing cities**

Jun-23	Athens	Istanbul	Rome	Barcelona	Thessaloniki	Bologna	Izmir	Marseille
Value	✔ 83%	✔ 91%	✔ 82%	⚠ 80%	✔ 90%	✔ 81%	✔ 84%	⚠ 73%
Room	✔ 87%	✔ 89%	✔ 88%	✔ 87%	✔ 90%	✔ 87%	✔ 86%	⚠ 75%
Service	✔ 85%	✔ 94%	✔ 87%	✔ 88%	✔ 92%	✔ 86%	✔ 89%	⚠ 79%
Cleanliness	✔ 93%	✔ 93%	✔ 91%	✔ 89%	✔ 93%	✔ 91%	✔ 86%	⚠ 79%
Location	✔ 91%	✔ 96%	✔ 89%	✔ 91%	✔ 93%	✔ 90%	✔ 90%	✔ 87%
Gastronomy	-	✔ 87%	✔ 85%	✔ 82%	✔ 94%	✔ 80%	✔ 86%	-
<b>GRI</b>	✔ <b>81%</b>	✔ <b>84%</b>	✔ <b>81%</b>	✔ <b>83%</b>	✔ <b>83%</b>	✔ <b>83%</b>	⚠ <b>79%</b>	⚠ <b>76%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 28. Quality Indexes in Athens, Thessaloniki and competing cities**

Jun-22	Athens	Istanbul	Rome	Barcelona	Thessaloniki	Bologna	Izmir	Marseille
Value	✔ 82%	✔ 86%	✔ 88%	✔ 81%	✔ 97%	✔ 85%	⚠ 79%	⚠ 75%
Room	✔ 88%	✔ 84%	✔ 89%	✔ 87%	✔ 95%	✔ 87%	✔ 81%	⚠ 75%
Service	✔ 89%	✔ 90%	✔ 89%	✔ 89%	✔ 97%	✔ 87%	✔ 86%	✔ 83%
Cleanliness	✔ 94%	✔ 91%	✔ 92%	✔ 89%	✔ 97%	✔ 92%	✔ 85%	✔ 81%
Location	✔ 92%	✔ 92%	✔ 91%	✔ 91%	✔ 92%	✔ 89%	✔ 86%	✔ 87%
Gastronomy	-	⚠ 80%	-	✔ 90%	-	-	✔ 85%	-
<b>GRI</b>	✔ <b>82%</b>	✔ <b>82%</b>	⚠ <b>80%</b>	✔ <b>82%</b>	✔ <b>83%</b>	✔ <b>81%</b>	⚠ <b>77%</b>	⚠ <b>77%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 29. GRI in Mykonos, Santorini and competitive “premium” destinations**

2023	Mykonos	Santorini	Ibiza	Sardinia	Saint Tropez
January	✓ 91%	✓ 88%	✓ 84%	✓ 86%	✓ 85%
February	✓ 91%	✓ 88%	✓ 85%	✓ 86%	✓ 85%
March	✓ 91%	✓ 88%	✓ 84%	✓ 86%	✓ 85%
April	✓ 91%	✓ 89%	✓ 85%	✓ 86%	✓ 86%
May	✓ 92%	✓ 90%	✓ 86%	✓ 86%	✓ 87%
June	✓ 93%	✓ 90%	✓ 86%	✓ 86%	✓ 86%
July					
August					
September					
October					
November					
December					
<b>Average</b>	✓ <b>91%</b>	✓ <b>89%</b>	✓ <b>85%</b>	✓ <b>86%</b>	✓ <b>86%</b>

Source: ReviewPro - Processing: INSETE Intelligence

[See Appendix](#)

**Table 30. GRI in Mykonos, Santorini and competitive “premium” destinations**

2022	Mykonos	Santorini	Ibiza	Sardinia	Saint Tropez
January	✓ 91%	✓ 88%	✓ 83%	✓ 85%	✓ 84%
February	✓ 91%	✓ 88%	✓ 83%	✓ 85%	✓ 84%
March	✓ 91%	✓ 88%	✓ 83%	✓ 85%	✓ 85%
April	✓ 92%	✓ 89%	✓ 83%	✓ 85%	✓ 85%
May	✓ 92%	✓ 90%	✓ 85%	✓ 86%	✓ 87%
June	✓ 92%	✓ 89%	✓ 84%	✓ 86%	✓ 86%
July	✓ 89%	✓ 89%	✓ 83%	✓ 85%	✓ 85%
August	✓ 88%	✓ 88%	✓ 82%	✓ 84%	✓ 84%
September	✓ 89%	✓ 88%	✓ 83%	✓ 84%	✓ 84%
October	✓ 91%	✓ 88%	✓ 84%	✓ 86%	✓ 85%
November	✓ 91%	✓ 89%	✓ 84%	✓ 86%	✓ 86%
December	✓ 91%	✓ 88%	✓ 84%	✓ 86%	✓ 85%
<b>Average</b>	✓ <b>91%</b>	✓ <b>88%</b>	✓ <b>83%</b>	✓ <b>85%</b>	✓ <b>85%</b>

Source: ReviewPro - Processing: INSETE Intelligence

[See Appendix](#)

**Table 31. Qualitive Indexes in Mykonos, Santorini and competitive “premium” destinations**

Jun-23	Mykonos	Santorini	Ibiza	Sardinia	Saint Tropez
Value	✔ 95%	✔ 92%	✔ 84%	✔ 86%	✔ 85%
Room	✔ 98%	✔ 89%	✔ 84%	✔ 89%	✔ 87%
Service	✔ 97%	✔ 95%	✔ 90%	✔ 89%	✔ 91%
Cleanliness	✔ 99%	✔ 87%	✔ 88%	✔ 93%	✔ 91%
Location	✔ 97%	✔ 95%	✔ 89%	✔ 91%	✔ 92%
Gastronomy	-	⚠ 66%	⚠ 80%	✔ 82%	-
<b>GRI</b>	✔ <b>93%</b>	✔ <b>90%</b>	✔ <b>86%</b>	✔ <b>86%</b>	✔ <b>86%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 32. Qualitive Indexes in Mykonos, Santorini and competitive “premium” destinations**

Jun-22	Mykonos	Santorini	Ibiza	Sardinia	Saint Tropez
Value	✔ 95%	✔ 92%	✔ 82%	✔ 84%	⚠ 79%
Room	✔ 96%	✔ 94%	✔ 83%	✔ 87%	✔ 81%
Service	✔ 97%	✔ 94%	✔ 87%	✔ 90%	✔ 90%
Cleanliness	✔ 97%	✔ 97%	✔ 89%	✔ 92%	✔ 84%
Location	✔ 96%	✔ 93%	✔ 87%	✔ 90%	✔ 92%
Gastronomy	✔ 90%	⚠ 76%	⚠ 79%	⚠ 80%	-
<b>GRI</b>	✔ <b>92%</b>	✔ <b>89%</b>	✔ <b>84%</b>	✔ <b>86%</b>	✔ <b>86%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 33. GRI in greek mass “Sun & Sea” destinations**

2023	Zakynthos	Corfu	Naxos	Paros	Kos	Rhodes	Chalkidiki
January	✓ 84%	✓ 83%	✓ 88%	✓ 87%	✓ 83%	✓ 82%	✓ 87%
February	✓ 84%	✓ 83%	✓ 88%	✓ 87%	✓ 84%	✓ 82%	✓ 87%
March	✓ 84%	✓ 83%	✓ 88%	✓ 87%	✓ 84%	✓ 82%	✓ 86%
April	✓ 85%	✓ 83%	✓ 88%	✓ 86%	✓ 84%	✓ 83%	✓ 87%
May	✓ 86%	✓ 84%	✓ 89%	✓ 87%	✓ 85%	✓ 85%	✓ 87%
June	✓ 86%	✓ 84%	✓ 90%	✓ 88%	✓ 85%	✓ 86%	✓ 88%
July							
August							
September							
October							
November							
December							
<b>Average</b>	✓ <b>85%</b>	✓ <b>83%</b>	✓ <b>88%</b>	✓ <b>87%</b>	✓ <b>84%</b>	✓ <b>83%</b>	✓ <b>87%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 34. GRI in greek mass “Sun & Sea” destinations**

2022	Zakynthos	Corfu	Naxos	Paros	Kos	Rhodes	Chalkidiki
January	✓ 85%	✓ 84%	✓ 89%	✓ 88%	✓ 86%	✓ 87%	✓ 87%
February	✓ 85%	✓ 84%	✓ 89%	✓ 88%	✓ 86%	✓ 87%	✓ 87%
March	✓ 85%	✓ 84%	✓ 89%	✓ 88%	✓ 86%	✓ 86%	✓ 88%
April	✓ 85%	✓ 84%	✓ 89%	✓ 88%	✓ 86%	✓ 87%	✓ 87%
May	✓ 85%	✓ 86%	✓ 89%	✓ 88%	✓ 87%	✓ 88%	✓ 88%
June	✓ 84%	✓ 85%	✓ 90%	✓ 89%	✓ 87%	✓ 86%	✓ 88%
July	✓ 82%	✓ 82%	✓ 90%	✓ 88%	✓ 85%	✓ 83%	✓ 87%
August	✓ 80%	✓ 80%	✓ 87%	✓ 85%	✓ 82%	✓ 80%	✓ 85%
September	✓ 82%	✓ 81%	✓ 87%	✓ 86%	✓ 83%	✓ 82%	✓ 85%
October	✓ 84%	✓ 83%	✓ 88%	✓ 87%	✓ 83%	✓ 82%	✓ 86%
November	✓ 84%	✓ 83%	✓ 88%	✓ 87%	✓ 83%	✓ 82%	✓ 87%
December	✓ 84%	✓ 83%	✓ 88%	✓ 87%	✓ 83%	✓ 82%	✓ 87%
<b>Average</b>	✓ <b>84%</b>	✓ <b>83%</b>	✓ <b>88%</b>	✓ <b>87%</b>	✓ <b>85%</b>	✓ <b>84%</b>	✓ <b>87%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 35. Qualitive Indexes in greek mass “Sun & Sea” destinations**

Jun-23	Zakynthos	Corfu	Naxos	Paros	Kos	Rhodes	Chalkidiki
Value	✔ 86%	✔ 83%	✔ 98%	✔ 93%	✔ 83%	✔ 87%	✔ 88%
Room	✔ 87%	⚠ 78%	✔ 100%	✔ 92%	✔ 81%	✔ 83%	✔ 87%
Service	✔ 89%	✔ 87%	✔ 96%	✔ 92%	✔ 88%	✔ 91%	✔ 91%
Cleanliness	✔ 92%	✔ 84%	✔ 99%	✔ 95%	✔ 86%	✔ 93%	✔ 95%
Location	✔ 89%	✔ 86%	✔ 100%	✔ 93%	✔ 85%	✔ 87%	✔ 88%
Gastronomy	✔ 84%	✔ 81%	-	-	✔ 82%	✔ 84%	✔ 87%
<b>GRI</b>	✔ <b>86%</b>	✔ <b>84%</b>	✔ <b>90%</b>	✔ <b>88%</b>	✔ <b>85%</b>	✔ <b>86%</b>	✔ <b>88%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 36. Qualitive Indexes in greek mass “Sun & Sea” destinations**

Jun-22	Zakynthos	Corfu	Naxos	Paros	Kos	Rhodes	Chalkidiki
Value	✔ 80%	✔ 86%	✔ 91%	✔ 96%	✔ 86%	✔ 89%	✔ 91%
Room	⚠ 78%	✔ 83%	✔ 99%	✔ 94%	✔ 83%	✔ 86%	✔ 90%
Service	✔ 85%	✔ 88%	✔ 96%	✔ 93%	✔ 90%	✔ 90%	✔ 94%
Cleanliness	✔ 90%	✔ 91%	✔ 100%	✔ 99%	✔ 90%	✔ 94%	✔ 97%
Location	✔ 89%	✔ 86%	✔ 98%	✔ 95%	✔ 87%	✔ 86%	✔ 88%
Gastronomy	⚠ 74%	✔ 82%	-	-	✔ 83%	✔ 84%	✔ 88%
<b>GRI</b>	✔ <b>84%</b>	✔ <b>85%</b>	✔ <b>90%</b>	✔ <b>89%</b>	✔ <b>87%</b>	✔ <b>86%</b>	✔ <b>88%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 37. GRI in competitive mass “Sun & Sea” destinations**

2023	Antalya	Bodrum	Mallorca	Marbella	Istria	Rimini
January	✓ 82%	✓ 83%	✓ 84%	✓ 85%	✓ 86%	✓ 80%
February	✓ 82%	✓ 84%	✓ 84%	✓ 85%	✓ 86%	✓ 80%
March	✓ 83%	✓ 84%	✓ 84%	✓ 86%	✓ 86%	✓ 80%
April	✓ 84%	✓ 86%	✓ 85%	✓ 86%	✓ 86%	✓ 81%
May	✓ 85%	✓ 88%	✓ 85%	✓ 86%	✓ 86%	✓ 82%
June	✓ 85%	✓ 88%	✓ 84%	✓ 87%	✓ 85%	✓ 83%
July						
August						
September						
October						
November						
December						
<b>Average</b>	✓ <b>83%</b>	✓ <b>85%</b>	✓ <b>84%</b>	✓ <b>86%</b>	✓ <b>86%</b>	✓ <b>81%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 38. GRI in competitive mass “Sun & Sea” destinations**

2022	Antalya	Bodrum	Mallorca	Marbella	Istria	Rimini
January	✓ 83%	✓ 83%	✓ 84%	✓ 84%	✓ 85%	✓ 80%
February	✓ 84%	✓ 83%	✓ 84%	✓ 83%	✓ 86%	✓ 81%
March	✓ 84%	✓ 83%	✓ 84%	✓ 83%	✓ 86%	✓ 81%
April	✓ 84%	✓ 83%	✓ 84%	✓ 84%	✓ 86%	✓ 81%
May	✓ 85%	✓ 84%	✓ 85%	✓ 85%	✓ 86%	✓ 82%
June	✓ 84%	✓ 85%	✓ 84%	✓ 85%	✓ 85%	✓ 82%
July	✓ 81%	✓ 82%	✓ 83%	✓ 85%	✓ 85%	✓ 82%
August	⚠ 80%	✓ 81%	✓ 82%	✓ 84%	✓ 84%	✓ 81%
September	✓ 80%	✓ 82%	✓ 83%	✓ 85%	✓ 84%	✓ 81%
October	✓ 81%	✓ 83%	✓ 84%	✓ 85%	✓ 85%	✓ 81%
November	✓ 81%	✓ 83%	✓ 85%	✓ 86%	✓ 85%	✓ 80%
December	✓ 81%	✓ 83%	✓ 84%	✓ 85%	✓ 86%	✓ 80%
<b>Average</b>	✓ <b>82%</b>	✓ <b>83%</b>	✓ <b>84%</b>	✓ <b>84%</b>	✓ <b>85%</b>	✓ <b>81%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 39. Qualitive Indexes in competitive mass “Sun & Sea” destinations**

Jun-23	Antalya	Bodrum	Mallorca	Marbella	Istria	Rimini
Value	✔ 90%	✔ 93%	✔ 86%	✔ 85%	✔ 84%	✔ 89%
Room	✔ 85%	✔ 86%	✔ 83%	✔ 89%	⚠ 80%	✔ 89%
Service	✔ 88%	✔ 93%	✔ 90%	✔ 92%	✔ 85%	✔ 92%
Cleanliness	✔ 89%	✔ 87%	✔ 88%	✔ 90%	✔ 86%	✔ 95%
Location	✔ 91%	✔ 93%	✔ 89%	✔ 91%	✔ 90%	✔ 95%
Gastronomy	✔ 86%	✔ 87%	✔ 83%	✔ 82%	✔ 82%	✔ 91%
<b>GRI</b>	✔ <b>85%</b>	✔ <b>88%</b>	✔ <b>84%</b>	✔ <b>87%</b>	✔ <b>85%</b>	✔ <b>83%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 40. Qualitive Indexes in competitive mass “Sun & Sea” destinations**

Jun-22	Antalya	Bodrum	Mallorca	Marbella	Istria	Rimini
Value	✔ 87%	✔ 88%	✔ 84%	✔ 82%	✔ 81%	✔ 87%
Room	✔ 86%	✔ 80%	✔ 84%	✔ 86%	⚠ 80%	✔ 87%
Service	✔ 87%	✔ 85%	✔ 90%	✔ 89%	✔ 85%	✔ 91%
Cleanliness	✔ 88%	✔ 89%	✔ 89%	✔ 89%	✔ 89%	✔ 94%
Location	✔ 90%	✔ 88%	✔ 89%	✔ 88%	✔ 88%	✔ 94%
Gastronomy	✔ 87%	✔ 82%	✔ 84%	✔ 90%	✔ 82%	✔ 97%
<b>GRI</b>	✔ <b>84%</b>	✔ <b>85%</b>	✔ <b>84%</b>	✔ <b>85%</b>	✔ <b>85%</b>	✔ <b>82%</b>

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix



## Annex: Notes and clarifications of the data in the tables and the graphs

**International airport arrivals:** The data show arrivals of passengers on international flights, irrespective of their domicile. Airports are classified as follows: Dodecanese: Rhodes - Kos - Karpathos, Crete: Heraklion - Chania, Ionian: Corfu - Zakynthos - Kefalonia - Aktio, Cyclades: Mykonos - Santorini, Peloponnese: Araxos - Kalamata, Other: Samos - Skiathos - Kavala - Lesvos.

**Domestic arrivals at main Greek airports:** Passengers travelling round trip are counted twice: both when arriving at their destination and when returning home. The data for the last available month for Athens International Airport are an estimate of INSETE Intelligence. Airports are classified as follows: Dodecanese: Rhodes - Kos - Karpathos, Crete: Heraklion - Chania, Ionian: Corfu -

**Road arrivals:** Road arrivals are recorded by the local police departments based on nationality, irrespective of the permanent domicile. Consequently, the data include immigrants in Greece returning from trips abroad. Countries are classified as follows: Albania: Kakavia - Krystallopigi - Sagiada - Mertzani, Bulgaria: Ormenio - Kyprinos - Nymphaea - Promachonas - Exochi - Agios Konstantinos, Republic

**ReviewPro quality ratings:** The tables show the GRI for hotel guests as calculated by ReviewPro<sup>®</sup>, a company which specializes in measuring the online reputation of hotels. This index is calculated for each hotel, through the analysis of variables linked to customer comments which are posted on hundreds of social network platforms, hotel review websites, and websites of OTAs (online travel agents). Apart from daily reviews, it also takes into account the historical data for the past 365 days, thus adding more weight to the more recent reviews. A rating of over 80% suggests a positive experience. The index is qualitative and can be used to evaluate the

**Arrivals based on the Bank of Greece Border Survey:** The figures are estimates based on a sample survey, and pertain to arrivals of residents of other countries, irrespective of the travel mode (air, road, sea) and regardless of nationality, i.e. they include Greek nationals permanently residing abroad but do not include foreign nationals permanently residing in Greece.

**Receipts based on the Bank of Greece Border Survey:** The Border Survey estimates receipts based on a sample survey among residents of other countries who visit Greece.

**INSETE**

Institute of the  
Greek Tourism Confederation

32 Voukourestiou Street  
106 71 Athens

T: 210 3244 368

[www.insete.gr](http://www.insete.gr)  
[intelligence@insete.gr](mailto:intelligence@insete.gr)