

INSETE

INTELLIGENCE

Statistical Bulletin

November 2023

No 88



INCOMING TOURISM

ADMINISTRATIVE DATA



Air Arrivals

+11,0%

OCTOBER

+11,5%

YTD

VS 2022



Road Arrivals

+2,0%

OCTOBER

+33,1%

YTD

VS 2022

BANK OF GREECE BORDER SURVEY



Arrivals

+12,7% **+17,3%**

SEPTEMBER

YTD

Receipts



+14,6% **+15,2%**

SEPTEMBER

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

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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.

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1. Air Arrivals, October 2023

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

2023	Athens	Thessaloniki	Rhodes	Kos	Karpathos	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	571,533	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	1,370,703
May	697,660	234,492	325,592	158,280		403,347	162,605	182,955	104,855	37,299	40,315	36,067	77,499	6,457	14,079	15,696	26,245	12,355	6,084	2,541,882
June	825,667	259,940	451,431	223,292	20,024	567,557	243,287	327,739	187,015	71,779	73,397	95,012	121,946	14,242	25,368	24,491	49,693	25,615	10,315	3,617,810
July	935,884	320,614	480,890	277,084	25,143	723,779	300,236	414,004	237,180	89,485	99,043	151,909	174,331	14,555	26,200	31,353	66,371	31,383	13,250	4,412,694
August	832,491	298,947	508,901	268,319	24,247	704,318	262,797	395,226	230,361	87,498	84,917	140,611	161,695	15,450	25,389	28,999	63,877	27,658	12,288	4,173,989
September	773,859	250,727	436,468	220,760	18,593	570,775	231,758	304,944	172,900	60,230	67,657	84,624	112,878	13,146	23,259	25,640	30,925	19,783	9,434	3,428,360
October	689,573	208,668	263,281	125,866	2,467	364,453	119,846	132,774	44,424	11,395	20,891	25,117	57,778	3,578	11,708	3,792	1,197	4,310	1,652	2,092,770
November																				
December																				
ytd	6,294,100	2,102,125	2,621,663	1,304,859	90,474	3,553,909	1,404,780	1,832,319	991,079	362,753	392,710	546,195	742,662	67,428	134,006	131,904	238,692	122,337	54,040	22,988,035

2022	Athens	Thessaloniki	Rhodes	Kos	Karpathos	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	6,787	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	2,239,242
June	647,279	234,680	431,977	207,740	17,032	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	3,267,461
July	819,152	281,910	542,220	266,813	21,958	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	4,219,305
August	762,294	263,837	508,333	256,286	21,998	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	3,995,182
September	679,064	213,104	409,604	205,529	17,323	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	3,161,320
October	574,397	180,110	242,334	125,368	2,991	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	1,886,062
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
Total	5,552,227	1,975,959	2,548,501	1,239,197	88,089	3,405,728	1,296,959	1,691,021	902,594	352,875	372,103	576,364	813,937	49,457	160,060	124,593	220,558	100,689	46,737	21,517,648
ytd	4,902,194	1,746,715	2,547,734	1,238,981	88,089	3,393,570	1,293,697	1,690,119	902,490	352,710	372,005	576,243	812,818	49,457	158,578	124,593	220,553	100,330	46,737	20,617,613

A2023/22	Athens	Thessaloniki	Rhodes	Kos	Karpathos	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%	15.9%	9.1%	8.9%	-100.0%	5.2%	8.9%	8.4%	12.7%	-1.3%	4.9%	-15.5%	-5.2%	33.9%	-8.1%	18.0%	16.1%	38.9%	28.3%	13.5%
June	27.6%	10.8%	4.5%	7.5%	17.6%	4.4%	7.2%	9.9%	12.2%	11.2%	11.0%	-4.2%	-9.2%	62.7%	-2.9%	1.9%	21.6%	24.4%	19.0%	10.7%
July	14.3%	13.7%	-11.3%	3.8%	14.5%	4.4%	7.2%	6.4%	6.7%	0.8%	9.5%	-4.4%	-8.4%	23.9%	-25.5%	7.9%	10.0%	19.1%	21.3%	4.6%
August	9.2%	13.3%	0.1%	4.7%	10.2%	3.0%	7.0%	5.7%	7.3%	1.6%	3.7%	-4.8%	-9.5%	42.3%	-18.4%	-2.9%	4.6%	7.7%	6.2%	4.5%
September	14.0%	17.7%	6.6%	7.4%	7.3%	5.1%	11.6%	10.4%	10.5%	5.2%	9.8%	-2.1%	-12.3%	28.8%	-16.2%	9.7%	-8.9%	30.7%	6.4%	8.4%
October	20.1%	15.9%	8.6%	0.4%	-17.5%	2.9%	8.2%	15.3%	20.4%	-5.4%	-5.1%	4.8%	-4.6%	17.2%	-11.0%	4.8%	-8.3%	70.8%	13.2%	11.0%
November																				
December																				
ytd	28.4%	20.3%	2.9%	5.3%	2.7%	4.7%	8.6%	8.4%	9.8%	2.8%	5.6%	-5.2%	-8.6%	36.3%	-15.5%	5.9%	8.2%	21.9%	15.6%	11.5%

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	1,844,222	1,717,869	7.4%	483,872	450,498	7.4%	113,566	124,451	-8.7%
June	2,792,143	2,620,182	6.6%	694,747	656,749	5.8%	216,958	233,441	-7.1%
July	3,476,810	3,400,153	2.3%	783,117	830,991	-5.8%	326,240	349,318	-6.6%
August	3,341,498	3,232,888	3.4%	801,467	786,617	1.9%	302,306	326,345	-7.4%
September	2,654,501	2,482,256	6.9%	675,821	632,456	6.9%	197,502	215,174	-8.2%
October	1,403,197	1,311,665	7.0%	391,614	370,693	5.6%	82,895	84,540	-1.9%
November		118,163			983			1,240	
December		131,839							
ytd	16,693,935	15,715,419	6.2%	4,016,996	3,874,804	3.7%	1,288,857	1,389,061	-7.2%

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	565,952	532,756	6.2%	365,424	338,094	8.1%	20,536	20,143	2%
June	810,844	770,740	5.2%	659,930	595,541	10.8%	39,610	34,876	14%
July	1,024,015	973,719	5.2%	839,712	790,616	6.2%	40,755	46,927	-13%
August	967,115	929,359	4.1%	798,002	756,567	5.5%	40,839	41,962	-3%
September	802,533	750,774	6.9%	605,731	551,431	9.8%	36,405	37,975	-4%
October	484,299	465,078	4.1%	209,484	186,134	12.5%	15,286	16,202	-6%
November		10,712			1,269			1,482	
December		4,708							
ytd	4,958,689	4,687,267	5.8%	3,578,861	3,317,324	7.9%	201,434	208,035	-3%

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

See Appendix

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

2023	Athens	Thessaloniki	Rhodes	Kos	Karpathos	Heraklion	Chania	Corfu	Zakynthos	Kefalonia	Aktio	Mykonos	Santorini	Paros	Kalamata	Samos	Skiathos	Kavala	Mytilene	Total
January	230,020	72,229	28,914	10,179	1,812	51,740	27,895	6,233	1,466	1,505	88	3,976	13,278	3,375	629	6,140	648	1,966	11,316	473,409
February	223,115	76,415	24,514	8,045	1,472	49,759	26,142	4,600	1,400	1,401	53	3,799	12,961	3,309	645	5,276	605	2,154	10,586	456,251
March	262,171	86,876	29,222	10,293	1,925	50,384	30,239	10,998	1,719	1,702	74	5,823	22,058	4,550	646	5,873	795	2,387	12,862	540,597
April	321,963	90,285	35,948	13,017	2,825	61,240	34,334	14,599	2,954	2,856	144	15,096	49,581	8,601	1,099	7,476	1,686	2,074	15,134	680,912
May	401,379	89,407	35,580	12,309	2,975	65,660	37,182	17,315	4,058	3,791	120	30,678	77,800	12,828	1,409	7,699	2,420	2,396	15,090	820,096
June	460,744	99,462	39,256	14,640	4,185	69,541	39,397	23,504	6,009	7,495	202	41,959	83,502	24,901	1,786	9,537	4,241	2,533	17,586	950,480
July	512,533	112,619	45,225	19,012	6,597	78,845	42,130	24,506	7,898	10,827	290	44,994	76,966	29,465	2,329	11,232	5,750	2,275	23,864	1,057,357
August	528,662	103,313	46,227	18,235	6,064	76,810	40,195	25,085	7,661	10,662	370	43,672	77,597	28,267	2,420	12,360	5,679	2,202	21,334	1,056,815
September	495,668	107,778	39,350	13,888	3,679	68,282	37,057	22,354	5,652	6,838	250	39,777	80,219	20,514	571	8,553	4,164	2,625	16,793	974,012
October	442,722	102,415	35,845	12,052	2,503	67,651	35,517	15,057	3,512	3,387	343	19,652	65,585	9,095	741	6,948	1,630	2,438	14,859	841,952
November																				
December																				
YTD	3,878,977	940,799	360,081	131,670	34,037	639,912	350,088	164,251	42,329	50,464	1,934	249,426	559,547	144,905	12,275	81,094	27,618	23,050	159,424	7,851,881
2022	Athens	Thessaloniki	Rhodes	Kos	Karpathos	Heraklion	Chania	Corfu	Zakynthos	Kefalonia	Aktio	Mykonos	Santorini	Paros	Kalamata	Samos	Skiathos	Kavala	Mytilene	Total
January	145,795	44,768	18,762	6,467	1,176	32,622	17,056	7,044	887	1,095	51	2,582	7,428	1,317	466	4,564	409	1,171	7,817	301,477
February	164,268	52,349	17,398	6,265	1,285	33,867	17,505	7,839	983	1,183	53	3,242	7,981	2,745	490	4,109	443	1,502	8,327	331,834
March	201,525	63,563	22,505	7,934	1,547	40,789	22,125	9,426	1,288	1,337	127	4,323	15,977	3,197	765	4,851	679	1,701	10,281	413,940
April	264,828	76,252	29,701	11,474	2,433	50,941	27,954	11,873	2,427	2,420	124	14,268	41,305	7,703	828	6,534	1,141	1,808	13,421	567,435
May	333,924	80,569	28,913	10,773	2,778	49,449	28,657	13,687	3,697	3,273	222	28,862	60,780	12,926	786	7,472	1,705	1,973	14,465	684,911
June	393,165	89,707	33,180	12,814	4,029	55,106	31,840	19,778	6,024	5,933	259	40,039	73,342	22,599	1,425	8,056	3,854	1,969	15,762	818,881
July	454,413	102,457	41,615	16,449	6,774	64,152	36,279	22,185	8,484	9,042	439	41,999	70,679	27,713	1,648	10,507	5,273	2,145	20,579	942,832
August	471,121	97,892	40,723	16,160	6,453	62,640	35,466	22,964	8,649	9,068	451	40,815	73,103	26,742	2,055	11,023	5,100	2,047	18,540	951,012
September	431,646	94,032	33,514	11,134	3,523	57,595	31,511	19,722	6,073	5,664	257	37,629	72,651	19,173	1,308	7,992	3,241	1,824	13,863	852,352
October	374,045	87,190	30,003	9,994	2,649	53,650	31,066	13,057	2,417	2,737	98	17,758	55,907	8,305	1,032	6,277	1,332	1,796	13,310	712,623
November	273,031	81,659	25,740	8,832	1,707	49,836	27,058	11,494	1,516	1,531	70	4,831	19,678	4,033	649	5,728	675	1,815	12,813	532,696
December	261,884	86,459	27,664	9,424		52,001	27,400	11,202	1,601	1,652	133	3,547	13,252	2,904	786	5,156	638	2,193	12,179	520,075
Total	3,769,645	956,897	349,718	127,720	34,354	602,648	333,917	170,271	44,046	44,935	2,284	239,895	512,083	139,357	12,238	82,269	24,490	21,944	161,357	7,630,068
YTD	3,234,730	788,779	296,314	109,464	32,647	500,811	279,459	147,575	40,929	41,752	2,081	231,517	479,153	132,420	10,803	71,385	23,177	17,936	136,365	6,577,297
A2023/22	Athens	Thessaloniki	Rhodes	Kos	Karpathos	Heraklion	Chania	Corfu	Zakynthos	Kefalonia	Aktio	Mykonos	Santorini	Paros	Kalamata	Samos	Skiathos	Kavala	Mytilene	Total
January	57.8%	61.3%	54.1%	57.4%	54.1%	58.6%	63.5%	-11.5%	65.3%	37.4%	72.5%	54.0%	78.8%	156.3%	35.0%	34.5%	58.4%	67.9%	44.8%	57.0%
February	35.8%	46.0%	40.9%	28.4%	14.6%	46.9%	49.3%	-41.3%	42.4%	18.4%		17.2%	62.4%	20.5%	31.6%	28.4%	36.6%	43.4%	27.1%	37.5%
March	30.1%	36.7%	29.8%	29.7%	24.4%	23.5%	36.7%	16.7%	33.5%	27.3%	-41.7%	34.7%	38.1%	42.3%	-15.6%	21.1%	17.1%	40.3%	25.1%	30.6%
April	21.6%	18.4%	21.0%	13.4%	16.1%	20.2%	22.8%	23.0%	21.7%	18.0%	16.1%	5.8%	20.0%	11.7%	32.7%	14.4%	47.8%	14.7%	12.8%	20.0%
May	20.2%	11.0%	23.1%	14.3%	7.1%	32.8%	29.7%	26.5%	9.8%	15.8%	-45.9%	6.3%	28.0%	-0.8%	79.3%	3.0%	41.9%	21.4%	4.3%	19.7%
June	17.2%	10.9%	18.3%	14.3%	3.9%	26.2%	23.7%	18.8%	-0.2%	26.3%	-22.0%	4.8%	13.9%	10.2%	25.3%	18.4%	10.0%	28.6%	11.6%	16.1%
July	12.8%	9.9%	8.7%	15.6%	-2.6%	22.9%	16.1%	10.5%	-6.9%	19.7%	-33.9%	7.1%	8.9%	6.3%	41.3%	6.9%	9.0%	6.1%	16.0%	12.1%
August	12.2%	5.5%	13.5%	12.8%	-6.0%	22.6%	13.3%	9.2%	-11.4%	17.6%	-18.0%	7.0%	6.1%	5.7%	17.8%	12.1%	11.4%	7.6%	15.1%	11.1%
September	14.8%	14.6%	17.4%	24.7%	4.4%	18.6%	17.6%	13.3%	-6.9%	20.7%	-2.7%	5.7%	10.4%	7.0%	-56.3%	7.0%	28.5%	43.9%	21.1%	14.3%
October	18.4%	17.5%	19.5%	20.6%	-5.5%	26.1%	14.3%	15.3%	45.3%	23.7%	250.0%	10.7%	17.3%	9.5%	-28.2%	10.7%	22.4%	35.7%	11.6%	18.1%
November																				
December																				
YTD	19.9%	19.3%	21.5%	20.3%	4.3%	27.8%	25.3%	11.3%	3.4%	20.9%	-7.1%	7.7%	16.8%	9.4%	13.6%	13.6%	19.2%	28.5%	16.9%	19.4%

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	243,389	155,682	56.3%	40,905	26,405	54.9%	20,629	11,327	82.1%
February	233,136	167,566	39.1%	34,031	24,948	36.4%	20,069	13,968	43.7%
March	278,426	212,415	31.1%	41,440	31,986	29.6%	32,431	23,497	38.0%
April	358,949	302,607	18.6%	51,790	43,608	18.8%	73,278	63,276	15.8%
May	418,717	350,987	19.3%	50,864	42,464	19.8%	121,306	102,568	18.3%
June	489,736	425,716	15.0%	58,081	50,023	16.1%	150,362	135,980	10.6%
July	544,824	488,419	11.5%	70,834	64,838	9.2%	151,425	140,391	7.9%
August	528,153	479,891	10.1%	70,526	63,336	11.4%	149,536	140,660	6.3%
September	478,344	420,706	13.7%	56,917	48,171	18.2%	140,510	129,453	8.5%
October	399,230	338,578	17.9%	50,400	42,646	18.2%	94,332	81,970	15.1%
November		259,665			36,279			28,542	
December		258,191			37,088			19,703	
ytd	3,972,904	3,342,567	18.9%	525,788	438,425	19.9%	953,878	843,090	13.1%

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	102,842	78,106	31.7%	25,284	20,879	21.1%
June	108,938	86,946	25.3%	37,210	31,994	16.3%
July	120,975	100,431	20.5%	43,521	40,150	8.4%
August	117,005	98,106	19.3%	43,778	41,132	6.4%
September	105,339	89,106	18.2%	35,094	31,716	10.7%
October	103,168	84,716	21.8%	22,299	18,309	21.8%
November		76,894			14,611	
December		79,401			14,588	
ytd	990,000	780,270	26.9%	258,978	232,337	11.5%

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

See Appendix

2. Road Arrivals, October 2023

Table 5. Road arrivals, per country, October 2023

2023	Nymfaia	Niki	Krystallopigi	Agios Konstantinos	Ormenio	Kyprinos	Kastanies	Kipoi	Doirani	Evzonoï	Kakavia	Mertzani	Exochi	Promachonas	Sagiada	Total
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	6,228	10,870	61,370	12,489	137,600	40,784	2,044	19,498	88,117	21,634	559,215
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	148,930	72,386	73,909	19,714	98,508	9,148	18,125	116,537	81,546	475,503	62,613	2,684	65,280	696,979	46,480	1,988,342
August	141,775	75,433	100,845	18,289	152,188	7,907	64,652	184,527	75,587	468,192	95,722	4,990	63,558	658,840	66,716	2,179,221
September	86,178	46,025	69,084	11,459	83,523	7,266	25,715	108,189	28,565	289,690	53,255	3,071	47,037	386,368	40,173	1,285,598
October	11,670	36,131	56,604	5,830	19,263	65,080	14,971	73,358	14,068	100,387	44,463	2,548	23,868	54,343	21,850	544,434
November																
December																
ytd	519,890	414,018	636,967	81,765	591,584	123,732	182,736	824,854	291,838	2,156,436	527,054	23,981	317,880	2,549,252	290,993	9,532,980
2022	Nymfaia	Niki	Krystallopigi	Agios Konstantinos	Ormenio	Kyprinos	Kastanies	Kipoi	Doirani	Evzonoï	Kakavia	Mertzani	Exochi	Promachonas	Sagiada	Total
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
Total	475,889	309,730	669,952	65,797	502,882	131,093	116,888	664,131	287,738	2,156,760	566,035	24,034	239,233	1,541,408	250,815	8,002,385
ytd	453,682	260,200	568,969	58,505	453,700	77,862	101,668	566,556	269,138	2,008,712	477,139	20,260	200,656	1,419,779	223,043	7,159,869
Δ2023/22	Nymfaia	Niki	Krystallopigi	Agios Konstantinos	Ormenio	Kyprinos	Kastanies	Kipoi	Doirani	Evzonoï	Kakavia	Mertzani	Exochi	Promachonas	Sagiada	Total
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%	16.3%	124.4%	54.9%	-69.0%	-24.8%	5.0%	19.5%	14.3%	10.9%	38.4%	-1.7%
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	-1.3%	42.3%	11.7%	39.9%	27.9%	11.4%	107.2%	46.2%	38.1%	-11.7%	4.0%	6.1%	56.3%	115.7%	17.5%	30.8%
August	17.7%	36.8%	1.3%	22.7%	15.2%	-1.4%	28.3%	5.0%	26.0%	2.9%	-1.4%	7.5%	62.6%	60.0%	28.8%	22.7%
September	89.7%	23.2%	-6.5%	39.2%	20.9%	4.0%	53.4%	25.6%	42.3%	19.5%	-6.5%	-20.6%	48.3%	72.3%	29.4%	34.7%
October	-12.2%	5.4%	-4.2%	25.6%	-51.5%	55.4%	70.3%	-14.8%	8.7%	3.4%	-0.8%	83.4%	91.6%	-6.9%	17.0%	2.0%
November																
December																
ytd	14.6%	59.1%	12.0%	39.8%	30.4%	58.9%	79.7%	45.6%	8.4%	7.4%	10.5%	18.4%	58.4%	79.6%	30.5%	33.1%

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%	179,364	160,015	12.1%
June	132,476	116,057	14.1%	640,249	343,181	86.6%
July	185,686	168,440	10.2%	1,038,559	615,090	68.8%
August	268,273	253,069	6.0%	1,042,557	726,312	43.5%
September	165,583	165,791	-0.1%	621,831	385,714	61.2%
October	125,465	123,957	1.2%	180,054	170,391	5.7%
November		111,567			133,910	
December		109,858			158,208	
ytd	1,478,995	1,289,411	14.7%	4,184,103	2,664,184	57.1%

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	629,435	648,326	-2.9%	134,662	88,465	52.2%
August	619,212	570,066	8.6%	249,179	226,095	10.2%
September	364,280	299,883	21.5%	133,904	102,896	30.1%
October	150,586	144,348	4.3%	88,329	94,926	-6.9%
November		95,955			56,222	
December		120,223			56,573	
ytd	2,862,292	2,538,050	12.8%	1,007,590	668,224	50.8%

Source: Border checkpoints - Processing: INSETE Intelligence

See Appendix

3. Balance of Travel Services, September 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	2,636	1,782	239	684	855	1,666	654	209	6	4,302	
July	3,883	2,294	372	746	1,590	2,225	802	209	6	6,109	
August	4,108	2,518	398	768	1,590	2,371	920	200	6	6,479	
September	3,119	1,998	217	785	1,121	2,022	866	170	5	5,141	
October											
November											
December											
ytd	16,947	10,924	1,627	3,855	6,023	10,844	3,882	1,108	30	27,790	

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	1,601	225	684	663	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	2,474	413	827	1,390	2,002	976	133	7	5,866	
September	2,813	1,840	231	727	973	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	
Total	16,995	11,567	1,758	4,352	5,428	10,841	4,485	1,089	36	27,836	
ytd	14,742	9,930	1,546	3,620	4,811	8,945	3,853	836	31	23,687	

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	16.4%	11.2%	6.0%	0.0%	28.8%	20.3%	10.5%	38.8%	26.6%	17.9%	
July	18.7%	12.0%	0.5%	16.1%		11.0%	-1.4%	10.6%	58.1%	15.8%	
August	6.3%	1.8%	-3.7%	-7.1%	14.3%	18.4%	-5.8%	50.3%	-14.2%	10.4%	
September	10.9%	8.6%	-6.4%	8.0%	15.3%	15.7%	2.5%	-9.7%	3.8%	12.7%	
October											
November											
December											
ytd	15.0%	10.0%	5.3%	6.5%	25.2%	21.2%	0.8%	32.6%	-3.8%	17.3%	

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	1,657	1,342	178	533	315	1,207	457	217	8	2,864	66	2,931		
July	2,292	1,747	322	581	545	1,780	764	214	6	4,072	74	4,146		
August	2,540	1,995	380	626	545	1,725	755	189	3	4,265	86	4,351		
September	1,826	1,471	154	620	356	1,354	654	178	1	3,181	75	3,256		
October														
November														
December														
ytd	9,982	7,989	1,291	2,966	1,992	7,459	3,015	1,116	28	17,440	479	17,919		

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	1,465	1,163	145	531	302	986	425	160	7	2,451	49	2,500		
July	2,060	1,560	280	569	500	1,480	652	213	4	3,540	62	3,602		
August	2,503	1,988	363	717	516	1,566	803	202	7	4,069	66	4,135		
September	1,508	1,193	173	521	315	1,270	573	230	11	2,777	63	2,840		
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		
Total	9,978	8,020	1,268	3,255	1,958	7,246	3,123	1,196	41	17,224	408	17,631		
ytd	8,935	7,133	1,167	2,842	1,802	6,304	2,823	983	37	15,239	321	15,560		

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	13.1%	15.4%	22.8%	0.4%	4.4%	22.5%	7.6%	35.3%	15.8%	16.9%	35.0%	17.2%		
July	11.3%	12.0%	14.9%	2.1%	9.0%	20.3%	17.3%	0.9%	40.9%	15.0%	20.0%	15.1%		
August	1.5%	0.4%	4.6%	-12.7%	5.7%	10.2%	-5.9%	-6.6%	-54.1%	4.8%	30.0%	5.2%		
September	21.1%	23.3%	-11.0%	19.0%	12.8%	6.7%	14.2%	-22.7%	-88.2%	14.5%	20.0%	14.6%		
October														
November														
December														
ytd	11.7%	12.0%	10.6%	4.4%	10.5%	18.3%	6.8%	13.5%	-23.8%	14.4%	49.2%	15.2%		

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

4. Quality Indexes, October 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	✓ 87%	✓ 84%	✓ 83%	⚠ 78%	✓ 84%	✓ 84%
August	✓ 86%	✓ 82%	✓ 84%	⚠ 78%	✓ 83%	✓ 83%
September	✓ 86%	✓ 82%	✓ 84%	⚠ 77%	✓ 84%	✓ 84%
October	✓ 86%	✓ 83%	✓ 84%	⚠ 78%	✓ 84%	✓ 85%
November						
December						
Average	✓ 87%	✓ 83%	✓ 84%	⚠ 78%	✓ 84%	✓ 85%

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%
Average	✓ 86%	✓ 82%	✓ 83%	⚠ 78%	✓ 84%	✓ 86%

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

Table 11. Quality Indexes in Greece and Competitive Countries

Oct-23	Greece	Turkey	Italy	France	Spain	Cyprus
Value	✔ 86%	✔ 87%	✔ 81%	⚠ 77%	✔ 82%	✔ 86%
Room	✔ 85%	✔ 85%	✔ 89%	⚠ 76%	✔ 84%	✔ 86%
Service	✔ 90%	✔ 89%	✔ 87%	✔ 81%	✔ 88%	✔ 88%
Cleanliness	✔ 89%	✔ 89%	✔ 93%	✔ 81%	✔ 88%	✔ 93%
Location	✔ 89%	✔ 91%	✔ 89%	✔ 91%	✔ 90%	✔ 91%
Gastronomy	✔ 85%	✔ 85%	✔ 83%	-	✔ 82%	✔ 86%
GRI	✔ 86%	✔ 83%	✔ 84%	⚠ 78%	✔ 84%	✔ 85%

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

Table 12. Quality Indexes in Greece and Competitive Countries

Oct-22	Greece	Turkey	Italy	France	Spain	Cyprus
Value	✔ 84%	✔ 86%	✔ 83%	⚠ 74%	✔ 82%	✔ 87%
Room	✔ 84%	✔ 83%	✔ 88%	⚠ 78%	✔ 84%	✔ 86%
Service	✔ 89%	✔ 87%	✔ 86%	✔ 81%	✔ 88%	✔ 89%
Cleanliness	✔ 90%	✔ 88%	✔ 92%	✔ 83%	✔ 88%	✔ 93%
Location	✔ 88%	✔ 90%	✔ 89%	✔ 87%	✔ 89%	✔ 91%
Gastronomy	✔ 83%	✔ 83%	✔ 81%	-	✔ 81%	✔ 85%
GRI	✔ 86%	✔ 80%	✔ 82%	⚠ 76%	✔ 84%	✔ 85%

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	✓ 87%	✓ 89%	✓ 88%	✓ 87%	✓ 86%
August	✓ 86%	✓ 88%	✓ 87%	✓ 87%	✓ 85%
September	✓ 86%	✓ 89%	✓ 87%	✓ 86%	✓ 85%
October	✓ 86%	✓ 90%	✓ 88%	✓ 87%	✓ 85%
November					
December					
Average	✓ 87%	✓ 89%	✓ 88%	✓ 87%	✓ 85%

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%
Average	✓ 86%	✓ 89%	✓ 87%	✓ 87%	✓ 85%

Source: ReviewPro - Processing: INSETE Intelligence

[See Appendix](#)

Table 15. Quality Indexes per star category

Oct-23	Greece	5	4	3	1-2
Value	✔ 86%	✔ 86%	✔ 86%	✔ 86%	✔ 87%
Room	✔ 85%	✔ 87%	✔ 84%	✔ 81%	✔ 88%
Service	✔ 90%	✔ 91%	✔ 90%	✔ 88%	✔ 90%
Cleanliness	✔ 89%	✔ 90%	✔ 89%	✔ 89%	✔ 97%
Location	✔ 89%	✔ 89%	✔ 89%	✔ 88%	✔ 91%
Gastronomy	✔ 85%	✔ 87%	✔ 86%	✔ 81%	⚠ 79%
GRI	✔ 86%	✔ 90%	✔ 88%	✔ 87%	✔ 85%

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

Table 16. Quality Indexes per star category

Oct-22	Greece	5	4	3	1-2
Value	✔ 84%	✔ 86%	✔ 83%	✔ 82%	-
Room	✔ 84%	✔ 88%	✔ 83%	⚠ 80%	✔ 86%
Service	✔ 89%	✔ 91%	✔ 87%	✔ 88%	✔ 91%
Cleanliness	✔ 90%	✔ 91%	✔ 90%	✔ 90%	-
Location	✔ 88%	✔ 89%	✔ 87%	✔ 86%	✔ 91%
Gastronomy	✔ 83%	✔ 85%	✔ 85%	⚠ 76%	✔ 81%
GRI	✔ 86%	✔ 89%	✔ 87%	✔ 86%	✔ 85%

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	✓ 85%	✓ 83%	✓ 83%	✓ 90%	✓ 91%	✓ 87%	✓ 87%	✓ 88%	✓ 88%
August	✓ 85%	✓ 83%	✓ 83%	✓ 90%	✓ 90%	✓ 87%	✓ 86%	✓ 88%	✓ 86%
September	✓ 86%	✓ 82%	✓ 83%	✓ 90%	✓ 89%	✓ 87%	✓ 86%	✓ 88%	✓ 86%
October	✓ 86%	✓ 83%	✓ 83%	✓ 90%	✓ 90%	✓ 87%	✓ 87%	✓ 88%	✓ 86%
November									
December									
Average	✓ 86%	✓ 84%	✓ 83%	✓ 90%	✓ 91%	✓ 87%	✓ 87%	✓ 88%	✓ 87%

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%
Average	✓ 87%	✓ 84%	✓ 84%	✓ 90%	✓ 91%	✓ 86%	✓ 87%	✓ 88%	✓ 87%

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

Table 19. Hotel quality indexes of mainland Greece

Oct-23	Eastern Macedonia-Thrace	Attica	Western Greece	Western Macedonia	Epirus	Thessaly	Central Macedonia	Peloponnese	Central Greece
Value	✓ 86%	✓ 80%	✓ 91%	✓ 84%	✓ 87%	✓ 94%	✓ 85%	✓ 91%	✓ 85%
Room	✓ 84%	✓ 85%	✓ 84%	-	✓ 91%	-	✓ 85%	✓ 87%	⚠ 77%
Service	✓ 92%	✓ 85%	✓ 95%	✓ 95%	✓ 94%	✓ 93%	✓ 89%	✓ 93%	✓ 87%
Cleanliness	✓ 83%	✓ 88%	✓ 88%	-	✓ 92%	-	✓ 85%	✓ 94%	✓ 85%
Location	✓ 96%	✓ 90%	✓ 91%	✓ 86%	✓ 95%	✓ 98%	✓ 85%	✓ 91%	✓ 87%
Gastronomy	✓ 89%	✓ 81%	✓ 92%	-	-	-	✓ 86%	✓ 88%	-
GRI	✓ 86%	✓ 83%	✓ 83%	✓ 90%	✓ 90%	✓ 87%	✓ 87%	✓ 88%	✓ 86%

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

Table 20. Hotel quality indexes of mainland Greece

Oct-22	Eastern Macedonia-Thrace	Attica	Western Greece	Western Macedonia	Epirus	Thessaly	Central Macedonia	Peloponnese	Central Greece
Value	✓ 85%	⚠ 78%	✓ 89%	-	✓ 88%	✓ 93%	✓ 82%	✓ 83%	⚠ 69%
Room	✓ 85%	✓ 81%	✓ 88%	-	✓ 93%	✓ 91%	✓ 82%	✓ 86%	✓ 90%
Service	⚠ 79%	✓ 84%	✓ 92%	✓ 92%	✓ 94%	✓ 94%	✓ 88%	✓ 88%	✓ 87%
Cleanliness	✓ 86%	✓ 89%	✓ 91%	-	✓ 94%	✓ 98%	✓ 89%	✓ 90%	✓ 95%
Location	✓ 96%	✓ 88%	✓ 89%	-	✓ 95%	✓ 99%	✓ 85%	✓ 86%	✓ 92%
Gastronomy	✓ 90%	-	✓ 87%	-	-	-	✓ 83%	✓ 81%	-
GRI	✓ 87%	✓ 83%	✓ 84%	✓ 89%	✓ 90%	✓ 86%	✓ 87%	✓ 88%	✓ 87%

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	✓ 87%	✓ 85%	✓ 86%	✓ 91%	✓ 88%
August	✓ 87%	✓ 83%	✓ 84%	✓ 90%	✓ 86%
September	✓ 86%	✓ 83%	✓ 84%	✓ 90%	✓ 86%
October	✓ 87%	✓ 84%	✓ 85%	✓ 91%	✓ 87%
November					
December					
Average	✓ 86%	✓ 84%	✓ 85%	✓ 90%	✓ 87%

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%
Average	✓ 87%	✓ 84%	✓ 86%	✓ 90%	✓ 87%

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

Table 23. Hotel quality indexes in island Greece

Oct-23	North Aegean	Ionian Islands	Dodecanese	Cyclades	Crete
Value	✔ 93%	✔ 82%	✔ 84%	✔ 94%	✔ 87%
Room	-	✔ 83%	✔ 84%	✔ 90%	✔ 85%
Service	✔ 95%	✔ 86%	✔ 86%	✔ 96%	✔ 91%
Cleanliness	-	✔ 82%	✔ 91%	✔ 96%	✔ 91%
Location	✔ 91%	✔ 87%	✔ 87%	✔ 96%	✔ 89%
Gastronomy	-	✔ 80%	✔ 83%	-	✔ 88%
GRI	✔ 87%	✔ 84%	✔ 85%	✔ 91%	✔ 87%

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

Table 24. Hotel quality indexes in island Greece

Oct-22	North Aegean	Ionian Islands	Dodecanese	Cyclades	Crete
Value	⚠ 67%	✔ 81%	✔ 83%	✔ 93%	✔ 85%
Room	⚠ 80%	✔ 81%	✔ 82%	✔ 93%	✔ 85%
Service	✔ 88%	✔ 85%	✔ 88%	✔ 94%	✔ 90%
Cleanliness	✔ 93%	✔ 87%	✔ 91%	✔ 97%	✔ 90%
Location	✔ 86%	✔ 84%	✔ 87%	✔ 93%	✔ 88%
Gastronomy	⚠ 63%	⚠ 78%	✔ 84%	⚠ 72%	✔ 84%
GRI	✔ 85%	✔ 84%	✔ 84%	✔ 90%	✔ 86%

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	✓ 81%	✓ 83%	✓ 81%	✓ 84%	✓ 83%	✓ 83%	✓ 86%	⚠ 78%
August	✓ 82%	✓ 82%	✓ 83%	✓ 83%	✓ 83%	✓ 84%	✓ 82%	⚠ 78%
September	✓ 80%	✓ 83%	✓ 83%	✓ 84%	✓ 82%	✓ 83%	⚠ 79%	⚠ 77%
October	✓ 81%	✓ 84%	✓ 81%	✓ 83%	✓ 81%	✓ 82%	⚠ 78%	⚠ 78%
November								
December								
Average	✓ 82%	✓ 84%	✓ 82%	✓ 84%	✓ 83%	✓ 83%	⚠ 80%	⚠ 78%

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%
Average	✓ 83%	✓ 82%	✓ 81%	✓ 83%	✓ 82%	✓ 82%	⚠ 78%	⚠ 78%

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

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

Oct-23	Athens	Istanbul	Rome	Barcelona	Thessaloniki	Bologna	Izmir	Marseille
Value	✔ 81%	✔ 90%	✔ 83%	⚠ 79%	✔ 88%	✔ 81%	✔ 86%	⚠ 77%
Room	✔ 87%	✔ 88%	✔ 88%	✔ 87%	✔ 90%	✔ 86%	✔ 84%	⚠ 76%
Service	✔ 85%	✔ 92%	✔ 88%	✔ 86%	✔ 91%	✔ 86%	✔ 87%	✔ 81%
Cleanliness	✔ 89%	✔ 90%	✔ 93%	✔ 89%	✔ 88%	✔ 90%	✔ 83%	✔ 81%
Location	✔ 90%	✔ 95%	✔ 89%	✔ 90%	✔ 89%	✔ 88%	✔ 85%	✔ 91%
Gastronomy	✔ 86%	✔ 85%	⚠ 75%	✔ 80%	-	✔ 83%	✔ 84%	-
GRI	✔ 81%	✔ 84%	✔ 81%	✔ 83%	✔ 81%	✔ 82%	⚠ 78%	⚠ 78%

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

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

Oct-22	Athens	Istanbul	Rome	Barcelona	Thessaloniki	Bologna	Izmir	Marseille
Value	✔ 82%	✔ 88%	✔ 84%	✔ 81%	✔ 82%	✔ 84%	✔ 80%	⚠ 74%
Room	⚠ 80%	✔ 85%	✔ 87%	✔ 86%	✔ 91%	✔ 86%	✔ 80%	⚠ 78%
Service	✔ 85%	✔ 90%	✔ 87%	✔ 88%	✔ 93%	✔ 86%	✔ 84%	✔ 81%
Cleanliness	✔ 91%	✔ 91%	✔ 92%	✔ 89%	✔ 90%	✔ 91%	✔ 83%	✔ 83%
Location	✔ 88%	✔ 92%	✔ 90%	✔ 90%	✔ 93%	✔ 89%	✔ 89%	✔ 87%
Gastronomy	-	⚠ 79%	⚠ 61%	✔ 82%	-	-	✔ 83%	-
GRI	✔ 81%	⚠ 80%	⚠ 79%	✔ 83%	✔ 81%	✔ 80%	⚠ 77%	⚠ 76%

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	✓ 91%	✓ 90%	✓ 84%	✓ 85%	✓ 86%
August	✓ 90%	✓ 89%	✓ 83%	✓ 85%	✓ 85%
September	✓ 91%	✓ 89%	✓ 84%	✓ 85%	✓ 85%
October	✓ 92%	✓ 89%	✓ 85%	✓ 85%	✓ 87%
November					
December					
Average	✓ 91%	✓ 89%	✓ 85%	✓ 86%	✓ 86%

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%
Average	✓ 91%	✓ 88%	✓ 83%	✓ 85%	✓ 85%

Source: ReviewPro - Processing: INSETE Intelligence

[See Appendix](#)

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

Oct-23	Mykonos	Santorini	Ibiza	Sardinia	Saint Tropez
Value	✔ 92%	✔ 93%	✔ 83%	✔ 84%	✔ 86%
Room	✔ 94%	-	✔ 83%	✔ 89%	✔ 87%
Service	✔ 95%	✔ 96%	✔ 88%	✔ 89%	✔ 92%
Cleanliness	-	-	✔ 88%	✔ 94%	✔ 89%
Location	✔ 95%	✔ 95%	✔ 90%	✔ 90%	✔ 93%
Gastronomy	-	-	⚠ 80%	✔ 82%	-
GRI	✔ 92%	✔ 89%	✔ 85%	✔ 85%	✔ 87%

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

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

Oct-22	Mykonos	Santorini	Ibiza	Sardinia	Saint Tropez
Value	✔ 93%	✔ 88%	✔ 81%	✔ 82%	✔ 85%
Room	✔ 94%	✔ 88%	✔ 82%	✔ 86%	✔ 87%
Service	✔ 94%	✔ 93%	✔ 86%	✔ 87%	✔ 90%
Cleanliness	✔ 98%	✔ 94%	✔ 87%	✔ 91%	✔ 90%
Location	✔ 92%	✔ 92%	✔ 86%	✔ 89%	✔ 93%
Gastronomy	-	⚠ 72%	⚠ 79%	✔ 80%	-
GRI	✔ 91%	✔ 88%	✔ 84%	✔ 86%	✔ 85%

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	✓ 85%	✓ 83%	✓ 90%	✓ 88%	✓ 84%	✓ 85%	✓ 88%
August	✓ 84%	✓ 82%	✓ 88%	✓ 87%	✓ 82%	✓ 83%	✓ 86%
September	✓ 82%	✓ 81%	✓ 89%	✓ 87%	✓ 82%	✓ 82%	✓ 87%
October	✓ 84%	✓ 83%	✓ 90%	✓ 88%	✓ 83%	✓ 83%	✓ 88%
November							
December							
Average	✓ 84%	✓ 83%	✓ 89%	✓ 87%	✓ 84%	✓ 83%	✓ 87%

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%
Average	✓ 84%	✓ 83%	✓ 88%	✓ 87%	✓ 85%	✓ 84%	✓ 87%

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

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

Oct-23	Zakynthos	Corfu	Naxos	Paros	Kos	Rhodes	Chalkidiki
Value	🟡 79%	✅ 81%	✅ 84%	✅ 92%	✅ 81%	✅ 84%	✅ 86%
Room	✅ 88%	🟡 76%	-	✅ 87%	🟡 80%	✅ 86%	✅ 87%
Service	✅ 85%	✅ 85%	✅ 86%	✅ 95%	✅ 85%	✅ 86%	✅ 89%
Cleanliness	✅ 86%	🟡 76%	✅ 97%	✅ 92%	🟡 68%	✅ 93%	✅ 95%
Location	✅ 87%	✅ 86%	✅ 89%	✅ 95%	✅ 85%	✅ 86%	✅ 85%
Gastronomy	✅ 82%	🟡 77%	-	-	🟡 78%	✅ 86%	✅ 85%
GRI	✅ 84%	✅ 83%	✅ 90%	✅ 88%	✅ 83%	✅ 83%	✅ 88%

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

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

Oct-22	Zakynthos	Corfu	Naxos	Paros	Kos	Rhodes	Chalkidiki
Value	✅ 81%	✅ 83%	-	✅ 97%	🟡 76%	✅ 85%	✅ 85%
Room	✅ 86%	🟡 77%	-	✅ 98%	🟡 80%	✅ 83%	✅ 83%
Service	✅ 84%	✅ 87%	✅ 98%	✅ 95%	✅ 86%	✅ 89%	✅ 89%
Cleanliness	✅ 93%	✅ 86%	-	-	✅ 83%	✅ 93%	✅ 91%
Location	✅ 86%	✅ 85%	✅ 97%	✅ 97%	✅ 84%	✅ 88%	✅ 84%
Gastronomy	🟡 77%	🟡 79%	-	-	✅ 83%	✅ 84%	✅ 84%
GRI	✅ 84%	✅ 83%	✅ 88%	✅ 87%	✅ 83%	✅ 82%	✅ 86%

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	✓ 83%	✓ 84%	✓ 84%	✓ 86%	✓ 86%	✓ 83%
August	✓ 82%	✓ 83%	✓ 83%	✓ 85%	✓ 85%	✓ 83%
September	✓ 83%	✓ 82%	✓ 83%	✓ 85%	✓ 85%	✓ 83%
October	✓ 84%	✓ 83%	✓ 85%	✓ 86%	✓ 86%	✓ 83%
November						
December						
Average	✓ 83%	✓ 84%	✓ 84%	✓ 86%	✓ 86%	✓ 82%

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%
Average	✓ 82%	✓ 83%	✓ 84%	✓ 84%	✓ 85%	✓ 81%

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

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

Oct-23	Antalya	Bodrum	Mallorca	Marbella	Istria	Rimini
Value	✔ 86%	✔ 85%	✔ 83%	✔ 83%	✔ 85%	✔ 88%
Room	✔ 85%	✔ 84%	✔ 82%	✔ 89%	⚠ 78%	✔ 90%
Service	✔ 88%	✔ 87%	✔ 89%	✔ 89%	✔ 85%	✔ 91%
Cleanliness	✔ 88%	✔ 90%	✔ 86%	✔ 89%	✔ 90%	✔ 96%
Location	✔ 90%	✔ 90%	✔ 89%	✔ 90%	✔ 90%	✔ 94%
Gastronomy	✔ 86%	✔ 82%	✔ 82%	✔ 81%	✔ 81%	✔ 94%
GRI	✔ 84%	✔ 83%	✔ 85%	✔ 86%	✔ 86%	✔ 83%

Source: ReviewPro - Processing: INSETE Intelligence

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

Oct-22	Antalya	Bodrum	Mallorca	Marbella	Istria	Rimini
Value	✔ 85%	✔ 87%	✔ 84%	✔ 83%	✔ 82%	✔ 88%
Room	✔ 82%	✔ 83%	✔ 82%	✔ 88%	⚠ 77%	✔ 88%
Service	✔ 85%	✔ 89%	✔ 89%	✔ 90%	✔ 82%	✔ 91%
Cleanliness	✔ 87%	✔ 87%	✔ 88%	✔ 90%	✔ 89%	✔ 93%
Location	✔ 88%	✔ 91%	✔ 89%	✔ 90%	✔ 88%	✔ 94%
Gastronomy	✔ 84%	✔ 86%	✔ 82%	✔ 90%	✔ 80%	✔ 96%
GRI	✔ 81%	✔ 83%	✔ 84%	✔ 85%	✔ 85%	✔ 81%

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[®], 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.

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