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Contents

List of graphs

List of tables

Summary

This special edition of the Statistical Bulletin records the tourism figures for 2023 and the recovery in tourism activity.

- International tourist arrivals worldwide decreased by -12% in 2023 compared to 2019, vs -34% in 2022. Although down 12% compared to 2019, more than 1.3 billion tourists travelled internationally in 2023. In Greece, in 2023, international arrivals increased by +4% compared to pre-pandemic levels.

- In Greece, in 2023, inbound travel increased by +17.6% compared to 2022 and reached 32,735 thousand travellers, compared to 27,836 thousand travellers in 2022 and travel receipts increased by +15.7% compared to 2022 and reached €20,460 million. The Average Per Capita Expenditure was €603, down -2.7% compared to €620 in 2022.
- In the period January-December 2023, the following were recorded:
  - 24.1 million international air arrivals, an increase of +2.5 million / +11.8% compared to 2022. Particularly significant are the increases at Athens (+27.4% for the year) and Thessaloniki (+19.4%) airports, which account for 75% of the total increase in arrivals in 2023 compared to 2022. These two airports have twelve months of operation and showed particularly strong growth in the first quarter of the year compared to 2022, when restrictive conditions were still in place to deal with the coronavirus pandemic. In contrast, the remaining airports have seasonal operations and the lifting of the restrictive measures started in the second quarter of 2022 and therefore there was no corresponding base effect for these airports.
  - 10.4 million international road arrivals, compared to 8.0 million in January-December 2022, an increase of 2.4 million / +30.4%
  - 1.35 million passengers from Italy, an increase of +11.6% compared to 2022

    in 49 ports, the total number of cruise ship arrivals reached 5,230 and the number of passengers reached 7.0 million, presenting an increase of +450/+9% in ship arrivals and +2.4 million/+51% in passengers compared to 2022.

- In domestic tourism
  - 9.0 million air arrivals were recorded compared to 7.6 million in the period January-December 2022, an increase of +1.4 million / +18.5%
  - while the estimate for the number of passengers of the ferry traffic is 18.7 million compared to 17.5 million in 2022

- The hotels
  - had a turnover of €10.6 billion, compared to €8.6 billion in 2022 (+22.5%). The increase was higher in seasonal (+27%) and in categories 4* and 5* (+24%) and lower in permanent (+9%) and categories 1* and 3* (+19%).
  - Hotels invested, as in 2022, 7% of their turnover, i.e. € 761 m compared to € 621 m in 2022.
  - The quality rating of the hotels in 2023 remained high (GRI 87.0% / Net Promoter Score 51) increased with 2022 (86%/50) respectively.

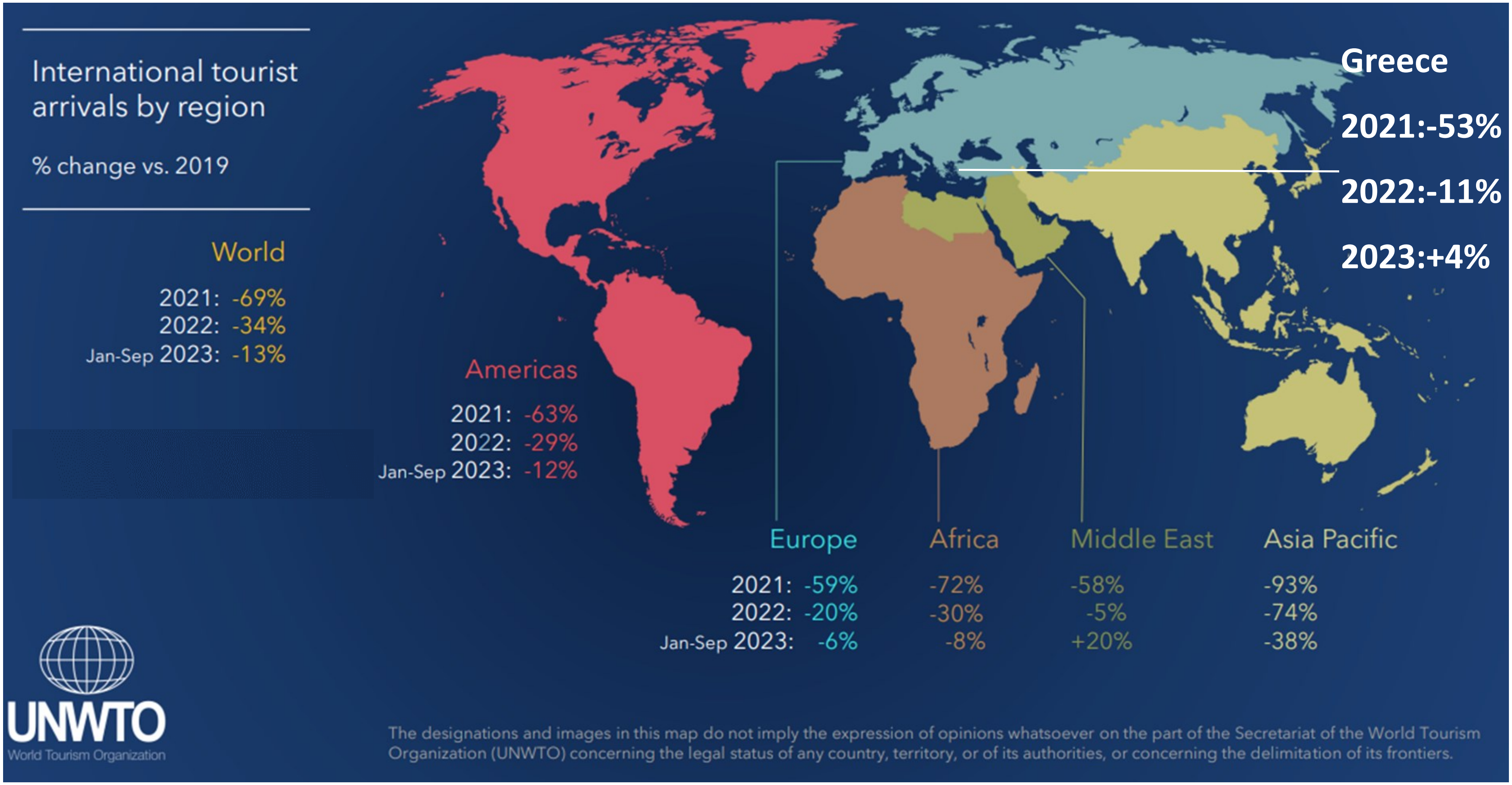
- In short-term rentals, the maximum number of units offered was 212 thousand with 939 thousand beds in July and the minimum was 171 thousand with 780 thousand beds in January. The corresponding figures in 2022 were 195 thousand units and 875 thousand beds in July and 151 thousand units and 681 thousand beds in January.

- At the peak of the 2023 tourist season (Q3), employment in accommodation and food services (445k) remained at 2022 levels.

- Finally, car rental revenues in 2023 amounted to €252 million and increased by +13% compared to 2022.

1 Introduction

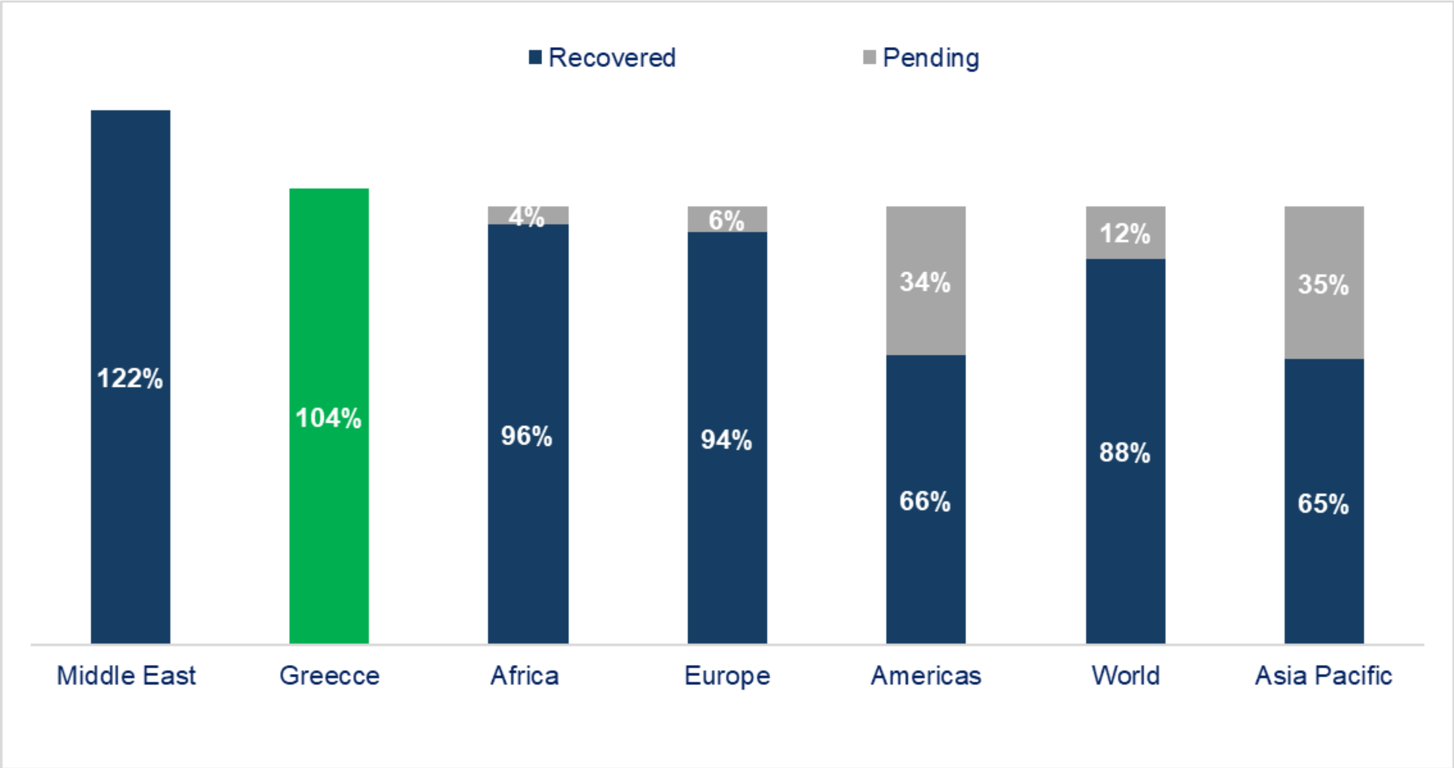
Graph 1: International Tourist Arrivals 2023



International tourist arrivals decreased by -12% in 2023 compared to 2019, while in 2022 they had decreased by -34%. Although down 12% compared to 2019, more than 1.3 billion tourists travelled internationally in 2023. In Greece, international arrivals increased by +4% compared to pre-pandemic levels.

More specifically, the Middle East recorded the strongest recovery in 2023 compared to 2019 with arrivals reaching +122% of the pre-pandemic level. Europe, the world's most visited region, reached 94% of 2019 levels, supported by intra-European demand and travel from the United States. Africa recovered 96% of pre-pandemic levels and the Americas reached 66%. Similarly, in Greece, the year-on-year recovery was +104% in 2019.

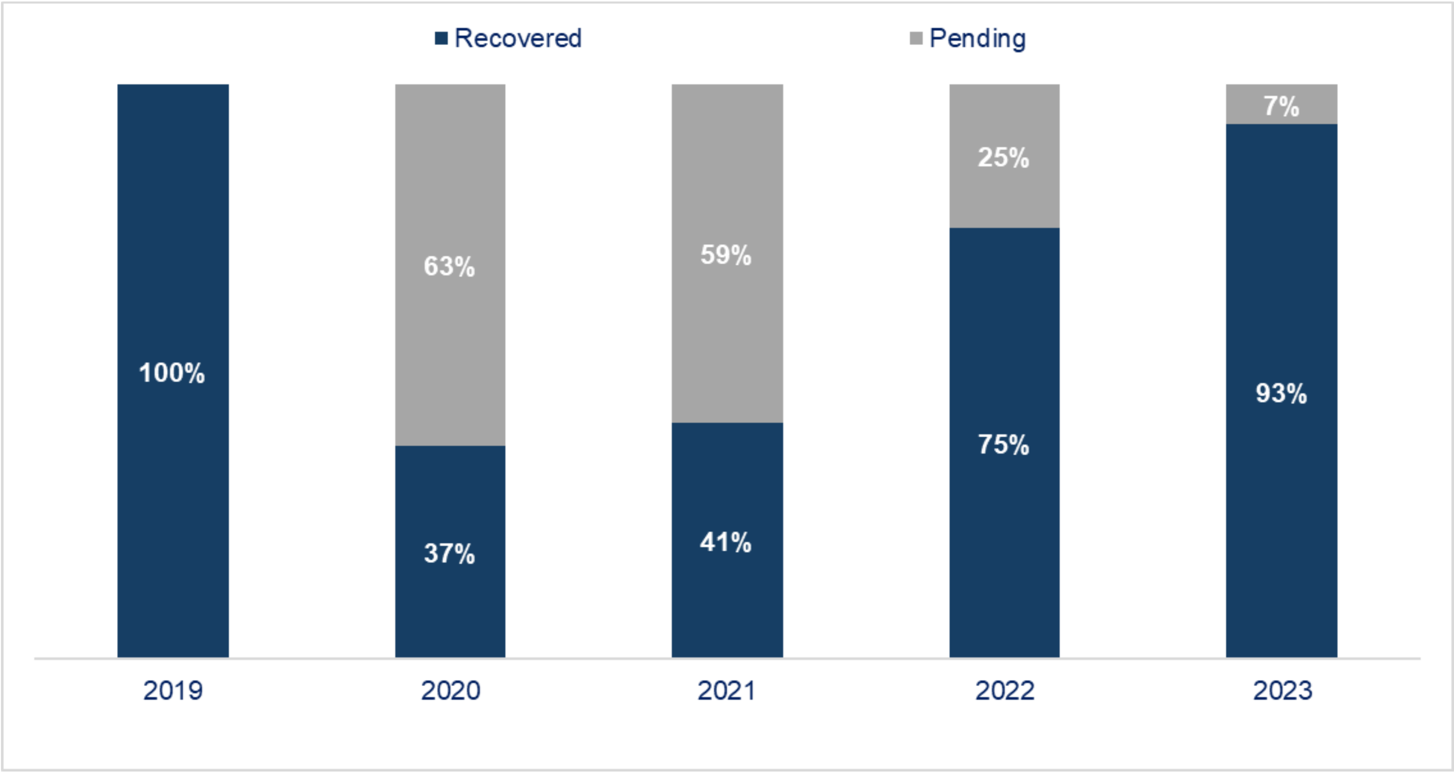
Graph 2: Recovery rate of International Tourist Arrivals 2023 compared to 2019



Source: UNWTO – Processing INΣETE Intelligence

Globally, tourism revenues recovered in 2020 by 37% compared to 2019, in 2021 by 41% and in 2022 by 75%. Finally, tourism revenues recovered in 2023 by 93% compared to pre-pandemic levels.

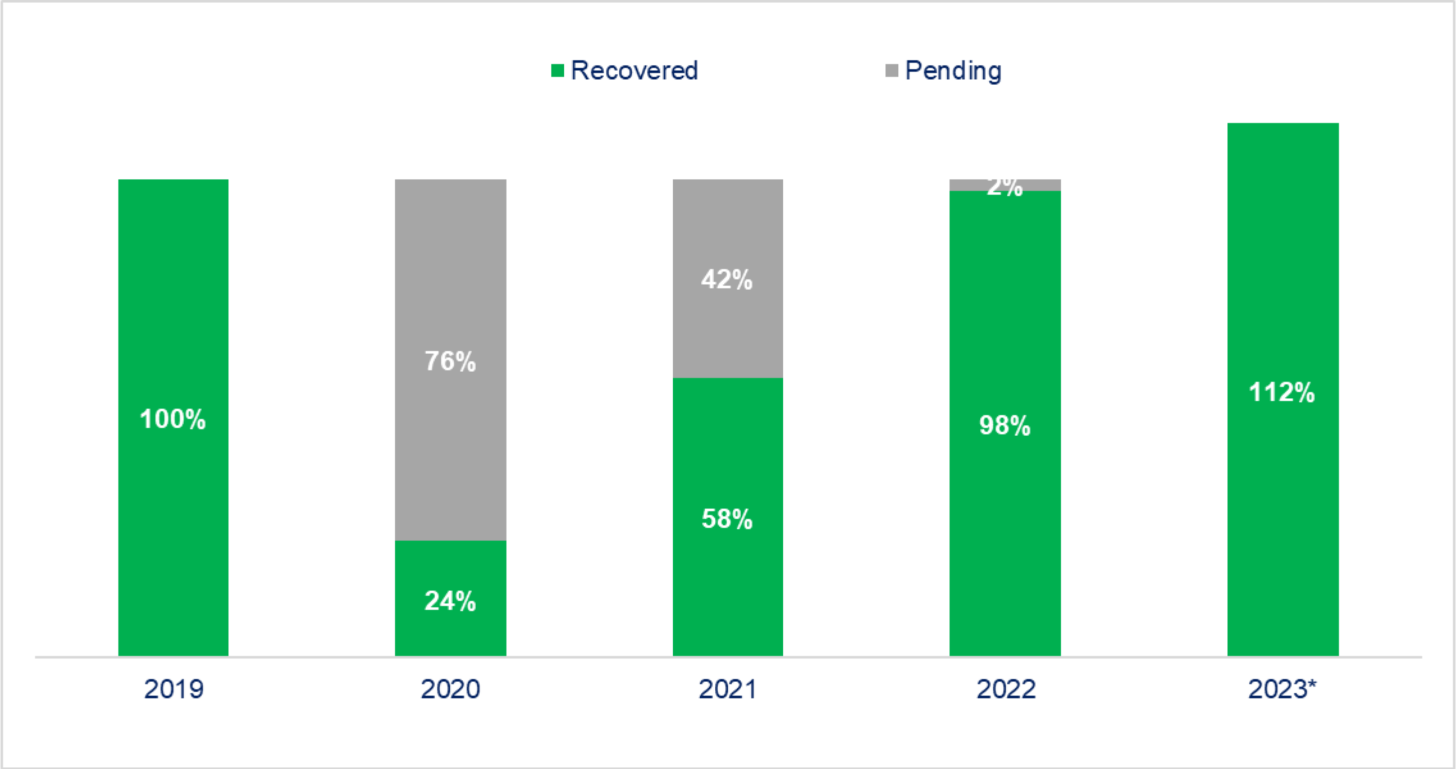
Graph 3: Percentage of International Tourism Revenue Recovery 2023 Worldwide



Source: UNWTO - Processing INSETE Intelligence

In Greece, inbound tourism revenues in 2020 recovered by 24% compared to 2019, in 2021 by 58% and in 2022 by 98%. Finally, tourism revenues recovered in 2023 by 112% compared to pre-pandemic levels.

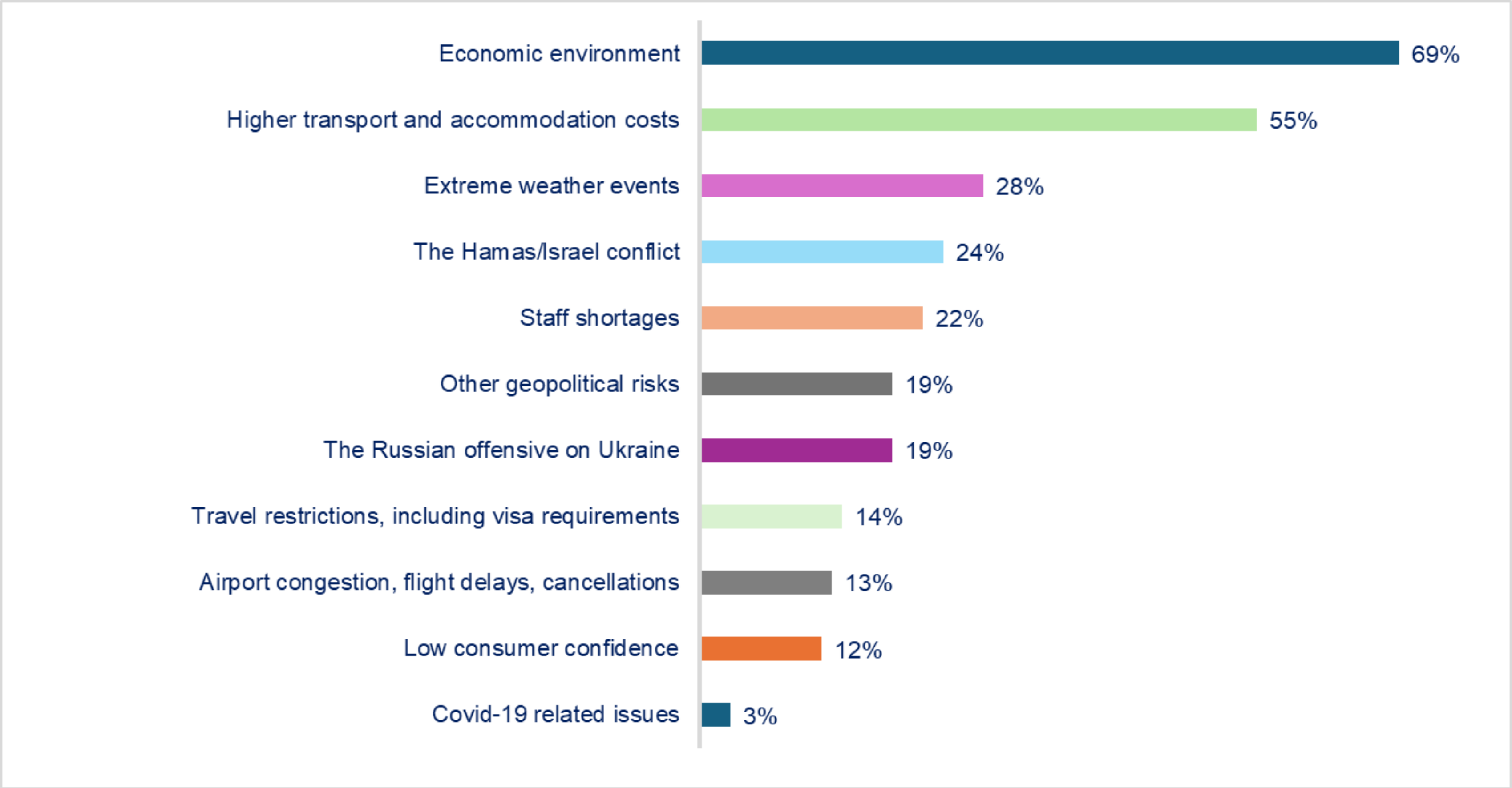
Graph 4: Recovery Rate of International Tourism Receipts 2023 in Greece



Source: UNWTO - Processing INSETE Intelligence

Finally[1] in the question what are the main factors affecting the recovery of international tourism , the economic environment was found in first place with 69% and in second place the higher cost of transport and accommodation with 55%. This was followed by extreme weather conditions with 28%, the Hamas/Israel conflict with 24% and staff shortages with 22%. Russian aggression in Ukraine and other geopolitical risks hovered at 19%. This was followed by travel restrictions, including visa requirements, at 14%, airport congestion, flight delays and cancellations at 13%, and low consumer confidence at 12%. Finally, issues related to Covid-19 came in at just 3%.

Graph 5: Main Drivers of International Tourism Recovery 2024



Source: UNWTO - Processing INSETE Intelligence

[1] *Source: UNWTO Panel of Experts Survey-Question: What are the main factors affecting the recovery of international tourism?*

2 International Arrivals

2.1 International air arrivals

Table 1: International Air Arrivals at Main Airports

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	773.971	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	3.428.472
October	689.588	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	2.092.785
November	401.678	110.867	6.142	647		10.919	2.354	745	18		39	116	492		1.719				3	535.739
December	376.915	147.161	381	2		3.130	1.502	12			6								10	529.119
Total	**7.072.820**	**2.360.153**	**2.628.186**	**1.305.508**	**90.474**	**3.567.958**	**1.408.636**	**1.833.076**	**991.097**	**362.753**	**392.755**	**546.311**	**743.154**	**67.428**	**135.725**	**131.904**	**238.692**	**122.337**	**54.053**	**24.053.020**

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**

Δ2023/22	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%	8,5%
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	16,0%	8,3%	700,8%	199,5%		23,9%	24,0%	-17,4%	-82,7%	-100,0%	-60,2%	-4,1%	-56,0%		16,0%		-100,0%	-100,0%		15,4%
December	24,0%	15,9%				-6,4%	10,1%											-100,0%		21,4%
Total	**27,4%**	**19,4%**	**3,1%**	**5,4%**	**2,7%**	**4,8%**	**8,6%**	**8,4%**	**9,8%**	**2,8%**	**5,6%**	**-5,2%**	**-8,7%**	**36,3%**	**-15,2%**	**5,9%**	**8,2%**	**21,5%**	**15,7%**	**11,8%**

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

See Appendix

In the period January-December 2023, 24.1 million international air arrivals were recorded, exceeding the levels of January-December 2022, showing an increase of +2.5 million / +11.8%.

In January 387 thousand international arrivals were recorded, representing an increase of +208 thousand / +117%. In February 386 thousand international arrivals were recorded, an increase of +164 thousand / +73.4%. In March, international air arrivals reached 577 thousand, an increase of +236 thousand / +69.5%.

In April there were 1.4 million arrivals, recording an increase of +263 thousand / +23.7%. In May the growth rate slowed down to +13.5%/+303 thousand while international air arrivals reached 2.5 million. In June there were 3.6 million arrivals, with an increase of +350 thousand/+10.7%.

The third quarter also continued with an increase, albeit proportionally smaller. In particular, in July the growth rate slowed down as it reached +4.6%/+193 thousand while 4.4 million arrivals were recorded and for August international air arrivals reached 4.2 million, recording an increase of +179 thousand/+4.5%. In September, 3.4 million arrivals were recorded, an increase of +267 thousand/+8.5%.

A similar picture in the fourth quarter as 2.1 million arrivals were recorded in October, recording an increase of +207 thousand / +11.0%. In November, 536 thousand arrivals were recorded, an increase of +71 thousand / +15.4%. Finally, in December the increase was only +21.4%/+93 thousand while 529 thousand international air arrivals were recorded.

In the period January-December 2023, the majority of airports recorded an increase compared to the same period in 2019. Athens International Airport recorded 7.1 million international air arrivals, an increase of +1.5 million / +27.4%. This was followed by Thessaloniki Airport where 2.4 million international air arrivals were recorded, representing an increase of +384,000/+19.4%.

Heraklion airport recorded an increase of +162 thousand / +4.8% while international air arrivals reached 3.6 million and Chania airport recorded 1.4 million arrivals, an increase of +112 thousand / +8.6%.

Rhodes airport recorded 2.6 million international air arrivals with an increase of 80,000+3.1%, Kos airport recorded 1.3 million international arrivals with an increase of 66,000+5.4% and Karpathos airport recorded 90,000 international arrivals with an increase of 2,000+2.7%.

At Corfu airport, international air arrivals reached 1.8 million, an increase of +142 thousand / +8.4% and at Zakynthos airport international air arrivals reached 991 thousand, an increase of +89 thousand / +9.8%. Aktio airport recorded 393 thousand international air arrivals, an increase of +21 thousand/+5.6%, while Kefalonia airport recorded an increase of +10 thousand/+2.8% with 363 thousand international air arrivals.

Mykonos airport recorded 546 thousand international air arrivals with a decrease of -30 thousand / 5.2% and Santorini airport recorded 743 thousand international arrivals with a decrease of -71 thousand / 8.7%.

An increase of +18 thousand / +8.2% was recorded at Skiathos airport with air arrivals amounting to 239 thousand. A similar picture was recorded at the airports of Samos and Kavala with an increase of +7 thousand / +5.9% and +22 thousand / +21.5% respectively as 132 thousand and 122 thousand international air arrivals were recorded.

Kalamata airport recorded a decrease of -24 thousand / 15.2% while 136 thousand international air arrivals were recorded. On the contrary, at Araxos airport, international air arrivals reached 67 thousand, an increase of +18 thousand / +36.3%. Finally, Mytilene airport recorded 54 thousand international air arrivals, an increase of +7 thousand/+15.7%.

Table 2: International Air Arrivals by Geographical Unit

Geographical unit	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	134.061	118.163	13,5%	6.789	983	590,6%	608	1.240	-51,0%
December	152.204	131.839	15,4%	383					
Total	**16.980.200**	**15.965.421**	**6,4%**	**4.024.168**	**3.875.787**	**3,8%**	**1.289.465**	**1.390.301**	**-7,3%**

Geographical unit	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	-45,4%
March	23.201	14.525	59,7%	8.703	4.990	74,4%	1.494	2.216	-32,6%
April	274.671	247.612	10,9%	91.875	93.902	-2,2%	6.230	7.223	-13,7%
May	565.952	532.756	6,2%	365.424	338.094	8,1%	20.536	20.143	2,0%
June	810.844	770.740	5,2%	659.930	595.541	10,8%	39.610	34.876	13,6%
July	1.024.015	973.719	5,2%	839.712	790.616	6,2%	40.755	46.927	-13,2%
August	967.115	929.359	4,1%	798.002	756.567	5,5%	40.839	41.962	-2,7%
September	802.533	750.774	6,9%	605.731	551.431	9,8%	36.405	37.975	-4,1%
October	484.299	465.078	4,1%	209.484	186.134	12,5%	15.286	16.202	-5,7%
November	13.273	10.712	23,9%	802	1.269	-36,8%	1.719	1.482	16,0%
December	4.632	4.708	-1,6%	18					
Total	**4.976.594**	**4.702.687**	**5,8%**	**3.579.681**	**3.318.593**	**7,9%**	**203.153**	**209.517**	**-3,0%**

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

See Appendix

International air arrivals at Regional airports amounted to 17.0 million, an increase of +1 million / +6.4%. An increase was recorded in the geographical units of Crete, the Ionian Islands and the Dodecanese, while a decrease was recorded in the geographical units of the Cyclades and the Peloponnese.

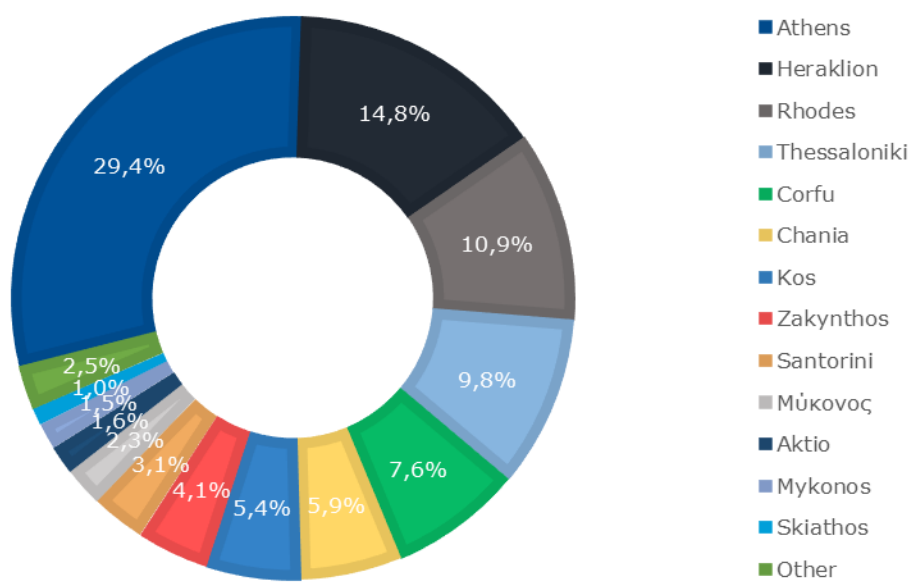
In absolute terms, the largest increase was recorded in Crete by +274 thousand / +5.8% as international air arrivals reached 5.0 million, followed by the Ionian Islands where air arrivals reached 3.6 million, with an increase of +261 thousand / +7.9%. The Dodecanese geographical unit recorded an increase of +148 thousand / +3.8% and 4.0 million international air arrivals.

On the contrary, the largest decrease in both absolute and percentage differences occurred in the Cyclades by -101 thousand /-7.3% passengers with air arrivals amounting to 1.3 million followed by the Peloponnese where 203 thousand international air arrivals were recorded with a decrease of -6 thousand /-3.0%.

International air arrivals at the top five airports accounted for 72.6% of the total (*Figure 6).* In particular, Athens received 29.4% of inbound international air arrivals in 2023. Heraklion was in second place with 14.8%, Rhodes in third place with 10.9% and Thessaloniki in fourth place with 9.8%. Corfu followed with 7.6%.

Chania is in sixth place with 5.9%, Kos in seventh place with 5.4% and Zakynthos in eighth place with 4.1%. The top ten is completed by Santorini with 3.1% and Mykonos with 2.3%. Arrivals at the top ten airports account for 93.4% of total international air arrivals in 2023. Finally, for Aktion the market share is 1.6%, for Kefalonia 1.5% and for Skiathos 1.0%.

Graph 6: Airport Market Share



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

2.2 International road arrivals

Table 3: Road Arrivals

2023	Nymfaia	Niki	Krystallopigi	Agios Konstantinos	Ormenio	Kyprinos	Kastanies	Kipoi	Doirani	Evzonoi	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	7.653	27.285	52.116	5.078	34.980	5.341	13.818	71.122	9.210	69.811	43.410	1.881	14.028	38.492	20.026	414.251
December	9.828	34.495	47.778	4.856	39.439	6.370	17.799	65.821	11.674	83.675	45.100	2.193	28.111	72.658	19.189	488.986
Total	**537.371**	**475.798**	**736.861**	**91.699**	**666.003**	**135.443**	**214.353**	**961.797**	**312.722**	**2.309.922**	**615.564**	**28.055**	**360.019**	**2.660.402**	**330.208**	**10.436.217**

2022	Nymfaia	Niki	Krystallopigi	Agios Konstantinos	Ormenio	Kyprinos	Kastanies	Kipoi	Doirani	Evzonoi	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**

Δ2023/22	Nymfaia	Niki	Krystallopigi	Agios Konstantinos	Ormenio	Kyprinos	Kastanies	Kipoi	Doirani	Evzonoi	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	-30,7%	43,6%	-3,3%	52,4%	139,7%	-88,7%	81,6%	46,3%	2,5%	2,7%	-2,6%	12,2%	-3,2%	-10,5%	75,2%	4,2%
December	-12,0%	13,0%	1,5%	22,6%	14,0%	10,3%	133,9%	34,4%	21,4%	4,5%	1,7%	4,5%	16,7%	-7,6%	17,4%	9,9%
Total	**12,9%**	**53,6%**	**10,0%**	**39,4%**	**32,4%**	**3,3%**	**83,4%**	**44,8%**	**8,7%**	**7,1%**	**8,8%**	**16,7%**	**50,5%**	**72,6%**	**31,7%**	**30,4%**

Source: Border checkpoints - Processing: INSETE Intelligence

See Appendix

In the period January- December 2023, 10.4 million international road arrivals were recorded, compared to 8.0 million in the period January-December 2022, an increase of 2.4 million / +30.4%.

The first quarter started with an increase. In particular, in January 413 thousand arrivals were recorded, representing an increase of +243 thousand / +143% and in February 313 thousand arrivals, representing an increase of +138 thousand / +79.1%. The growth continued in March with a slowdown of 141 thousand / +59.2% and 379 thousand arrivals.

The second quarter also started with an increase. In April, 564 thousand arrivals were recorded, representing an increase of +245 thousand / +76.6%. In May, a decrease of -10 thousand/-1.7% was recorded while road arrivals reached 559 thousand. An increase of 402 thousand/+44.4% was recorded in June, with 1.3 million arrivals.

The third quarter also started with an increase but in July the growth continued at a slower pace +468 thousand / +30.8% as 2.0 million road arrivals were recorded. A similar picture emerged in August with road arrivals reaching 2.2 million with an increase of +404 thousand/+22.7%. An increase of +331 thousand / +34.7% was also recorded in September, with 1.3 million arrivals.

The increase was smaller in the fourth quarter as 544 thousand arrivals were recorded in October, representing an increase of +11 thousand / +2.0%. In November 414 thousand arrivals were recorded, an increase of +17 thousand / +4.2%. Finally, 489 thousand arrivals were recorded in December, an increase of +44 thousand/+9.9%.

In the period January-December 2023, all border stations recorded an increase compared to 2022. In particular, the border station of Promachonas recorded the largest increase in absolute terms of +1.1 million / +72.6% with road arrivals amounting to 2.7 million.

At Evzonoi station, road arrivals reached 2.3 million, recording an increase of +153 thousand / +7.1%. This was followed by the border station of Kipoi, which recorded an increase of +298 thousand / +44.8% with road arrivals amounting to 962 thousand. The stations of Krystallopigi and Ormenio followed with road arrivals of 737 thousand and 666 thousand, with an increase of +67 thousand/+10.0% and +163 thousand/+32.4% respectively.

This was followed by the station of Kakavia with 616 thousand arrivals, an increase of +50 thousand / +8.8% and the station of Nymfaia with 537 thousand arrivals, an increase of +61 thousand / +12.9%. At the Nikis station road arrivals amounted to 476 thousand with an increase of

+166 thousand / +53.6% and at Exochi the increase amounted to +121 thousand / +50.5% with road arrivals amounting to 360 thousand. The Doirani station recorded an increase of +8.7%/+25 thousand while 313 thousand road arrivals were recorded.

At the Sagiada station, road arrivals reached 330 thousand, recording an increase of +79 thousand / +31.7%. The largest percentage increase of +97 thousand/+83.4% was recorded at the Kastanies station where 214 thousand road arrivals were recorded. On the contrary, the lowest percentage increase of +4 thousand/+3.3% was recorded at Kyprinos station where 135 thousand road arrivals were recorded. Finally, the border stations of Agios Konstantinos and Mertzani recorded 92 thousand and 28 thousand road arrivals, while an increase of +26 thousand/+39.4% and +4 thousand/+16.7% respectively was recorded.

In the period January-December 2023 *(Table 4),* an increase was recorded by all neighbouring countries compared to 2022. In particular, the largest increase in absolute terms was recorded by Bulgaria by +1.5 million / +50.6% as 4.5 million road arrivals were recorded. 1.2 million road arrivals were recorded from Turkey with an increase of +395 thousand and in percentage terms also +50.6%; 3.1 million road arrivals were recorded from North Macedonia with an increase of +344 thousand / +12.5%. Finally, the increase from Albania amounted to +200 thousand/+13.2% and 1.7 million road arrivals were recorded.

Table 4: Road Arrivals by Country of Origin

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	117.433	111.567	5,3%	105.572	133.910	-21,2%
December	114.260	109.858	4,0%	161.262	158.208	1,9%
Total	**1.710.688**	**1.510.836**	**13,2%**	**4.450.937**	**2.956.302**	**50,6%**

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%
December	129.844	120.223	8,0%	83.620	56.573	47,8%
Total	**3.098.442**	**2.754.228**	**12,5%**	**1.176.150**	**781.019**	**50,6%**

Source: Border checkpoints - Processing: INSETE Intelligence

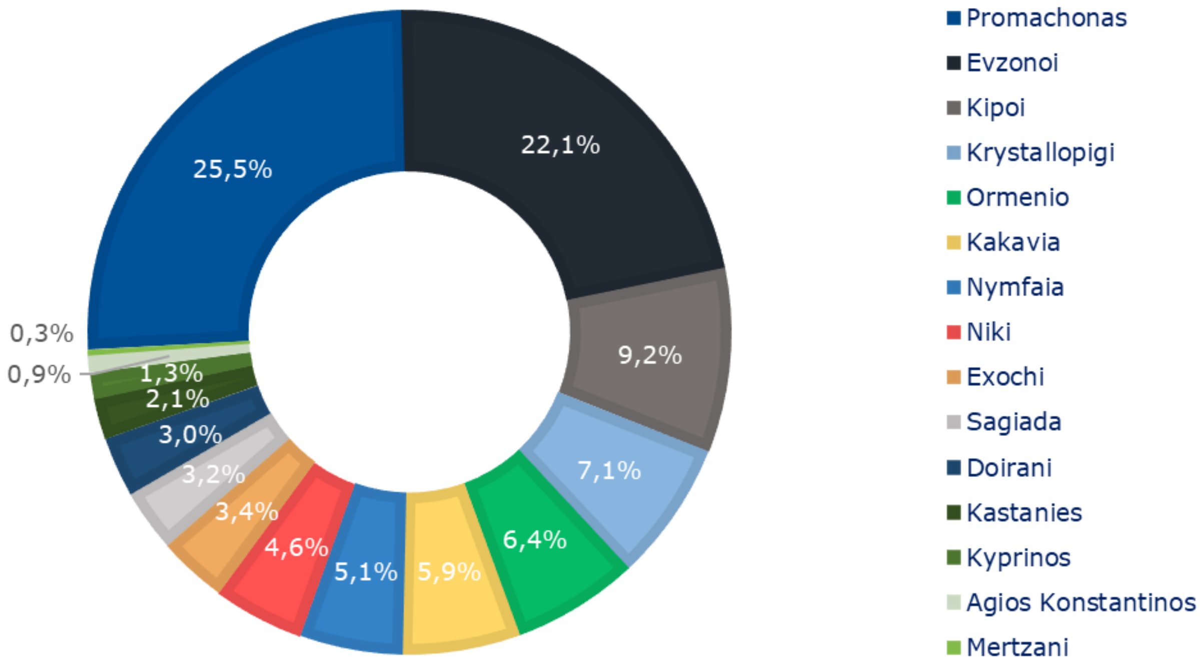
See Appendix

International road arrivals at the first two border stations (Promachonas and Evzonoi) account for 47.6% of the total. *(Figure 7).* In particular, the station of Promahonas received 25.5% of inbound road arrivals in 2023 and the station of Evzonoi received 22.1%. In third place was the station of Kipoi with 9.2% and in fourth place was the station of Kristallopigi with 7.1%.

Ormenio followed with 6.4% and Kakavia with 5.9%. In seventh place is Nymfaia with 5.1%, in eighth place is Niki with 4.6% and in ninth place is Exochi with 3.4%. The stations of Sagiada and Doirani follow with 3.2% and 3.0% respectively. This was followed by the border station of Kastania with 2.1% and the border station of Kyprinos with 1.3%.

The last places were Agios Konstantinos with 0.9% and the border station of Mertzani with 0.3%.

Graph 7: Market Share of Border Stations



Source: Border Stations – Processing: INSETE Intelligence

2.3 Maritime flows

2.3.1 Adriatic[2]

In the Adriatic market, visitor flows are estimated to have increased by +11.6% in 2023 compared to 2022 and the number of passengers is estimated at 1.3 million compared to 1.2 million in 2022. *(Table 5).* In particular, 168 thousand passengers were recorded in Q1, showing the highest percentage increase of +27.1% compared to 2022, while in Q2 the increase in passengers was +23.1% and 312 thousand passengers were recorded. The peak period was the third quarter where the number of passengers was estimated at 659 thousand passengers compared to 621 thousand in 2022, with growth estimated at +6.0%. Q3 passengers account for 51% of all arrivals in 2023. Finally, in Q4 the number of arrivals is estimated at 211 thousand while growth is estimated at +4.5%.

Table 5: Shipping traffic from the Adriatic Sea

Quarters	Passengers		%Change
	2023	2022	2023-2022
Q1	167.675	131.968	27,1%
Q2	312.452	253.841	23,1%
Q3	659.153	621.836	6,0%
Q4	211.381	202.266	4,5%
Total	**1.350.661**	**1.209.911**	**11,6%**

Source: SEEN – Processing : INSETE Intelligence

[2] *Results for Q3 and Q4 2023 are estimates*

2.3.2 Cruise[3]

2023 was a record year for cruising in Greece, surpassing any historical precedent in total passenger arrivals. Specifically, in 49 ports, the total number of cruise ship arrivals reached 5,230 and the number of passengers reached 7.0 million, representing an increase of +450/+9% in ship arrivals and +2.4 million/+51% in passengers compared to 2022. Compared to 2022, in terms of cruise ship numbers, the majority of ports saw an increase. A decrease was recorded in the port of Corfu -10%, in the port of Rhodes-3% and in the port of Kefalonia/Ithaca by -15% respectively. The picture is opposite compared to 2022, based on the number of passengers, where all ports in the top-10 recorded an increase.

Passenger arrivals in the top ten ports account for 91% of the total and cruise ship arrivals for 76%.

Table 6: Top-10 Cruise Ports by Passenger Arrivals

Ports/Arrivals	2023		2022		%Change 2023-2022	
	Cruise ships	Passengers	Cruise ships	Passengers	Cruise ships	Passengers
Piraeus	760	1.500.000	677	880.416	12%	70%
Santorini	800	1.298.968	686	826.602	17%	57%
Mykonos	749	1.192.822	608	685.918	23%	74%
Corfu	353	667.182	392	527.609	-10%	26%
Rhodes	371	453.832	381	370.343	-3%	23%
Katakolo	206	390.153	198	250.793	4%	56%
Heraklion	253	382.981	227	304.257	11%	26%
Hania	122	217.552	121	179.681	1%	21%
Kefalonia / Ithaca	112	160.478	132	145.373	-15%	10%
Patmos	231	131.326	214	98.530	8%	33%
Other	1.273	607.856	1.144	360.128	11%	69%
Total	**5.230**	**7.003.150**	**4.780**	**4.629.650**	**9%**	**51%**

Source:ELIME – Processing: INSETE Intelligence

See Appendix

3The statistics of the Piraeus and Thessaloniki Ports are approximate

According to *Table 6*, 760 cruise ships with 1.5 million passengers are estimated to have arrived at the port of Piraeus in 2023, representing an increase of +12%/+70% respectively. This was followed by the port of Santorini with 800 cruise ships and 1.3 million arrivals showing an increase of +17%/+57%. In terms of ship calls, Santorini takes the first place. In third place is the port of Mykonos with 749 cruise ships and 1.2 million passenger arrivals, an increase of +23%/+74%. Corfu was in fourth place with 353 cruise ships, a decrease of -10% and 667 thousand passenger arrivals, an increase of +26%. A similar picture was recorded in Rhodes where 371 cruise ships were registered, a decrease of -3%, but the number of passengers reached 454 thousand, an increase of +23%. Katakolon followed with 206 cruise ships (+4%) and 390 thousand passenger arrivals (+56%).

In the port of Heraklion in 2023, 253 cruise ships arrived with 383 thousand arrivals, an increase of +11%/+26% respectively. In the port of Chania 122 cruise ships arrived, with a marginal increase of +1% and 217 thousand arrivals, an increase of +21%. The ports of Kefalonia/Ithaca followed with 112 cruise ships, a decrease of -15%, but the number of passengers amounted to 160 thousand, an increase of +10%. Finally, the port of Patmos received 231 cruise ships with 131 thousand passengers, an increase of +8%/+33% respectively.

3 Domestic Flows

3.1 Domestic arrivals at the main airports

Table 7: Domestic Air Arrivals at Main Airports

2023	Athens	Thessalonik	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	102.403	35.631	11.739	2.501	67.651	35.514	15.046	3.472	3.272	107	19.637	65.556	9.720	338	6.794	1.630	2.438	14.660	840.831
November	316.196	95.129	29.107	9.430	1.679	56.783	28.302	8.553	1.603	1.812	62	5.933	26.217	4.532	649	5.971	685	2.401	13.252	608.296
December	290.459	98.960	30.913	9.601	1.291	62.095	30.671	10.570	1.765	1.865	173	3.566	15.661	3.243	661	5.691	695	2.400	13.442	583.722
Total	**4.485.632**	**1.134.876**	**419.887**	**150.388**	**37.005**	**758.790**	**409.058**	**183.363**	**45.657**	**54.026**	**1.933**	**258.910**	**601.396**	**153.305**	**13.182**	**92.602**	**28.998**	**27.851**	**185.919**	**9.042.778**

2022	Athens	Thessalonik	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**

Δ2023/22	Athens	Thessalonik	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%	17,4%	18,8%	17,5%	-5,6%	26,1%	14,3%	15,2%	43,6%	19,5%	9,2%	10,6%	17,3%	17,0%	-67,2%	8,2%	22,4%	35,7%	10,1%	18,0%
November	15,8%	16,5%	13,1%	6,8%	-1,6%	13,9%	4,6%	-25,6%	5,7%	18,4%	-11,4%	22,8%	33,2%	12,4%		4,2%	1,5%	32,3%	3,4%	14,2%
December	10,9%	14,5%	11,7%	1,9%		19,4%	11,9%	-5,6%	10,2%	12,9%	30,1%	0,5%	18,2%	11,7%	-15,9%	10,4%	8,9%	9,4%	10,4%	12,2%
Total	**19,0%**	**18,6%**	**20,1%**	**17,7%**	**7,7%**	**25,9%**	**22,5%**	**7,7%**	**3,7%**	**20,2%**	**-15,4%**	**7,9%**	**17,4%**	**10,0%**	**7,7%**	**12,6%**	**18,4%**	**26,9%**	**15,2%**	**18,5%**

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

See Appendix

In the period January-December 2023, 9.0 million air arrivals were recorded compared to 7.6 million in the period January-December 2022, an increase of +1.4 million / +18.5%. In particular, 473 thousand arrivals were recorded in January, representing an increase of +172 thousand/+57.0%. In February, 456 thousand arrivals were recorded, an increase of +124 thousand / +37.5%, while in March air arrivals reached 541 thousand, an increase of +127 thousand / +30.6%.

A similar picture in the second quarter as it started with an increase. In April, 681 thousand arrivals were recorded, recording an increase of +113 thousand / +20.0%. In May 820 thousand arrivals were recorded, with an increase of +135 thousand / +19.7% and in June 950 thousand arrivals were recorded, with an increase of +132 thousand / +16.1%.

The third quarter also started with an increase. In particular, July and August saw 1.1 million arrivals respectively, recording an increase of +115 thousand/+12.1% and +106 thousand/+11.1%. In September, 974 thousand arrivals were recorded, an increase of +122 thousand/+14.3%.

A similar picture in Q4 as it started with an increase. In October there were 841 thousand arrivals recording an increase of +128 thousand / +18,0% and in November there were 608 thousand arrivals recording an increase of +76 thousand / +14,2%. Finally, in December the increase amounted to +64 thousand/+12.2% and 584 thousand air arrivals were recorded.

In the period January-December 2023, Athens International Airport recorded 4.5 million air arrivals, representing an increase of +716 thousand/ +19.0%. This was followed by Thessaloniki Airport, where 1.1 million air arrivals were recorded, representing an increase of +178 thousand/ +18.6%.

Rhodes airport recorded 420 thousand air arrivals, with an increase of +70 thousand / +20.1% and Kos airport recorded 150 thousand arrivals, with an increase of +23 thousand / +17.7%. The airport of Karpathos recorded 37 thousand air arrivals, with an increase of +3 thousand/+7.7%.

Heraklion airport recorded an increase of +156 thousand / +25.9% while air arrivals reached 759 thousand and Chania airport recorded 409 thousand arrivals, an increase of +75 thousand / +22.5%.

In Santorini, air arrivals reached 601 thousand, recording an increase of +89 thousand / +17.4% and in Mykonos 259 thousand, an increase of +19 thousand / +7.9%. Paros airport recorded 153 thousand air arrivals, an increase of +14 thousand/+10.0%.

In Corfu, air arrivals reached 183 thousand, an increase of +13 thousand / +7.7%, while in Zakynthos and Kefalonia 46 thousand and 54 thousand arrivals were recorded, with an increase of +2 thousand / +3.7% and +9 thousand / +20.2% respectively. On the contrary, Aktion recorded only 2 thousand arrivals, a decrease of -351 passengers/-15.4%.

186 thousand air arrivals were recorded at Mytilene airport, an increase of +25 thousand / +15.2% and 93 thousand air arrivals were recorded at Samos airport, an increase of +10 thousand / +12.6%. Skiathos airport recorded 29 thousand arrivals with an increase of +5 thousand/+18.4%. Finally, the airport of Kavala recorded an increase of +6 thousand/+26.9% and air arrivals amounted to 28 thousand, while Kalamata airport recorded 13 thousand arrivals with an increase of +1 thousand/+7.7%.

Air arrivals at Regional airports reached 4.6 million, recording an increase of +697 thousand / +18.0%. Growth was recorded in all geographical areas.

In absolute terms, the largest increase was recorded in Crete by +231 thousand / +24.7% as air arrivals reached 1.2 million. The Cyclades followed, where air arrivals reached 1.0 million, with an increase of +122 thousand / +13.7%. In the geographical unit of the Dodecanese, an increase of +95 thousand/+18.7% was recorded, with 607 thousand air arrivals. The smallest increase in absolute terms was in the Ionian Islands with +23 thousand / +9.0% passengers and 285 thousand air arrivals.

Table 8: Domestic Air Arrivals by Geographical Unit

Geographical unit	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	398.109	338.578	17,6%	49.871	42.646	16,9%	94.913	81.970	15,8%
November	292.100	259.665	12,5%	40.216	36.279	10,9%	36.682	28.542	28,5%
December	293.263	258.191	13,6%	41.805	37.088	12,7%	22.470	19.703	14,0%
Total	**4.557.146**	**3.860.423**	**18,0%**	**607.280**	**511.792**	**18,7%**	**1.013.611**	**891.335**	**13,7%**

Geographical unit	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	103.165	84.716	21,8%	21.897	18.309	19,6%
November	85.085	76.894	10,7%	12.030	14.611	-17,7%
December	92.766	79.401	16,8%	14.373	14.588	-1,5%
Total	**1.167.848**	**936.565**	**24,7%**	**284.979**	**261.536**	**9,0%**

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

See Appendix

3.2 Maritime Flows[4]

Domestic passenger traffic is estimated to have increased by +6.7% in 2023 compared to 2022, while the number of passengers is estimated at 18.7 m compared to 17.5 m in 2022 *(Table 9).* In particular, 1.7 m passengers were recorded in Q1, representing an increase of +24.0% compared to 2022, and 4.7 m passengers in Q2, representing an increase of only +3.2%. The peak period was Q3, where the number of passengers was estimated at 9.8 m compared to 9.3 m in 2022, an increase of +5.0%. Q3 passengers account for 52% of all trips in 2022. Finally, Q4 growth is estimated at +10.0% while passengers are estimated at 2.6 m compared to 2.3 m in 2019.

Table 9: Domestic Maritime Flows

Quarters	**Passengers**		**%Change**
	2023	**2022**	**2023-2022**
Q1	1.672.061	1.348.530	24,0%
Q2	4.647.594	4.503.072	3,2%
Q3	9.811.597	9.344.378	5,0%
Q4	2.562.663	2.329.694	10,0%
Total	**18.693.915**	**17.525.674**	**6,7%**

Source: SEEN – Processing : INSETE Intelligence

[4] Q3 and Q4 2023 results are estimates

4 Balance of Travel Services

4.1 Arrivals – Receipts

In 2023 inbound travel increased by +17.6% to 32,735 thousand travellers, compared to 27,836 thousand travellers in 2022. Traveller flows from EU-27 countries amounted to 19,641 k, up +15.6% compared to 2022, while travel flows from non-EU-27 countries increased by +20.8% to 13,094 k. Travellers from euro area countries increased by +11.5%, as well as that from non-euro area EU-27 countries, which increased by +24.4%. Specifically, travellers from Germany increased by +9.5% to 4,764 thousand, while that from France increased by +4.2% to 1,831 thousand travellers. Concerning non-EU27 countries-, travel flow from the United Kingdom increased by +2.4% to 4,592 thousand travellers, and that from the USA increased by +29.2% to 1,407 thousand travellers.

In 2023, travel receipts increased by +15.7% compared to 2022 and reached €20,460 million. This development is due to an increase of +11.5% in receipts from residents of EU-27 countries, which amounted to €11,158 million, and an increase of +18.5% in receipts from residents of non-EU-27 countries, which amounted to €8,592 million. Specifically, receipts from residents of the euro area countries amounted to € 9,059 million, up by +12.4%, while receipts from residents of EU-27 countries outside the euro area increased by +7.8% to € 2,099 million. In particular, receipts from Germany increased by +9.5% to €3,564 million, while receipts from France increased by +11.6% to €1,425 million. Among non-EU-27 countries, receipts from the United Kingdom rose by +5.8% to €3,308 million and receipts from the United States increased by +14.0% to €1,368 million.

Finally, the Average Per Capita Expenditure[5] decreased by -2.7% in 2023, to € 603compared to € 620 in 2022.

[5] *The calculation of the Per Capita Average Per Capita Cost does not include cruise revenues*

Table 10: Inbound Travel 2023

2023	Countries EE-27	Eurozone	out of which France	Germany	non Eurozone	Other	U.K.	out of which USA	Russia	Total
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	1.782	1.393	155	688	388	1.361	609	161	3	3.143
November	557	380	28	138	176	479	52	101	0	1.036
December	355	235	21	84	121	410	48	37	3	765
Total	**19.641**	**12.932**	**1.831**	**4.764**	**6.709**	**13.094**	**4.592**	**1.407**	**36**	**32.735**

2022	Countries EE-27	Eurozone	out of which France	Germany	non Eurozone	Other	U.K.	out of which USA	Russia	Total
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	1.259	165	621	337	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**	**11.600**	**1.758**	**4.352**	**5.395**	**10.841**	**4.485**	**1.089**	**36**	**27.836**

Δ2023/2022	Countries EE-27	Eurozone	out of which France	Germany	non Eurozone	Other	U.K.	out of which USA	Russia	Total
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	11,6%	10,7%	-6,2%	10,7%	15,3%	17,3%	17,5%	15,1%	-12,3%	14,0%
November	30,6%	53,4%	-3,6%	105,5%	-1,2%	24,2%	14,7%	49,6%	-70,8%	27,5%
December	54,1%	44,0%	19,1%	87,2%	78,4%	17,3%	-30,4%	-19,4%	227,4%	32,0%
Total	**15,6%**	**11,5%**	**4,2%**	**9,5%**	**24,4%**	**20,8%**	**2,4%**	**29,2%**	**-1,0%**	**17,6%**

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

Table 11: Travel receipts 2023

2023	Countries EE-27	Eurozone	out of which		non Eurozone	Other	out of which			Total	Cruises	Total
			France	Germany			U.K.	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	921	797	98	431	124	695	311	102	2	1.616	77	1.693
November	178	141	10	45	37	195	19	65	0	374	27	401
December	161	131	12	53	30	172	21	23	1	333	11	344
Total	**11.158**	**9.059**	**1.425**	**3.564**	**2.099**	**8.592**	**3.308**	**1.368**	**33**	**19.750**	**710**	**20.460**

2022	Countries EE-27	Eurozone	out of which		non Eurozone	Other	out of which			Total	Cruises	Total
			France	Germany			U.K.	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	832	737	87	363	95	636	248	145	3	1.468	68	1.536
November	141	106	12	26	35	172	29	40	1	313	24	337
December	98	82	11	25	16	140	26	32	1	238	5	243
Total	**10.006**	**8.057**	**1.277**	**3.256**	**1.948**	**7.252**	**3.127**	**1.200**	**41**	**17.257**	**419**	**17.676**

Δ2023/2022	Countries EE-27	Eurozone	out of which		non Eurozone	Other	out of which			Total	Cruises	Total
			France	Germany			U.K.	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	10,7%	8,2%	13,2%	18,5%	30,3%	9,1%	25,3%	-29,4%	-38,9%	10,0%	14,0%	10,2%
November	26,4%	32,5%	-14,1%	74,8%	7,8%	13,6%	-34,4%	62,4%	-94,8%	19,4%	13,0%	18,9%
December	64,5%	60,3%	10,9%	110,5%	86,5%	23,2%	-19,1%	-27,6%	106,6%	40,2%	100,0%	41,5%
Total	**11,5%**	**12,4%**	**11,6%**	**9,5%**	**7,8%**	**18,5%**	**5,8%**	**14,0%**	**-20,8%**	**14,4%**	**69,5%**	**15,7%**

Source: Bank of Greece - Processing: INSETE Intelligence

See Appendix

5 Accommodation Services

5.1 Greek Hotel Activity

5.1.1 Revenue in Greek hotels

Hotel revenues amounted to €10.6 billion in 2023, up 22.5% compared to 2022, when total turnover was €8.6 billion. The increases were higher in seasonal hotels and in 4 and 5 star hotels.

Specifically, in hotels in continuous operation, revenues in 2023 were €1.9 billion compared to €1.8 billion in 2022, an increase of +9%. In seasonal hotels, there was a +27% increase, with turnover in 2023 amounting to €8.6 billion compared to €6.8 billion in 2022.

Table 12: Turnover of Greek Hotels per operating category

Hotel Operation	2023	2022	%Change 2023-2022
Continuous	1.940	1.774	9%
Seasonal	8.624	6.768	27%
Total	**10.564**	**8.622**	**22,5%**

Source: RIT –Processing: INSETE Intelligence

In 4 and 5 star hotels, revenues in 2023 were €8.2 billion compared to €6.6 billion in 2022, an increase of +24%. In the 3, 2 and 1 star category, there was a +19% increase with turnover in 2023 of €2.3 billion compared to €1.9 billion in 2022.

Table 13: Turnover of Greek Hotels by Star category

Hotel Category	2023	2022	%Change 2023-2022
4*-5*	8.221	6.650	24%
1*-3*	2.343	1.972	19%
Total	**10.564**	**8.622**	**22,5%**

Source: RIT –Processing: INSETE Intelligence

5.1.2 Annual investments

Total investments for 2023 amounted to €761 million, representing 7% of turnover, as in 2022, when total investments amounted to €621 million. The highest value was recorded in 2019, where investments amounted to €987 million. Overall in 2023, investments increased by +22.5% compared to 2022.

Table 14: Investments of Greek Hotels 2023

Year	Total	% of Turnover
2023	761.153.368	7%
2022	621.210.563	7%
2021	830.052.400	15%
2020	219.267.119	12%
2019	986.670.190	12%

Source: RIT –Processing: INSETE Intelligence

The rate of investment expenditure for sustainability actions in 2023 was 13.3% compared to 17.7% in 2022 and does not differ significantly between hotel categories. In particular, in the 5-star category it amounts to 13.4% and in the 4-star category to 12.7%. It is 13.2% in the 3-star category, while the highest value for 2023 is recorded in the 2-star category at 15.2%. Finally, the percentage of investment in sustainability actions in the 1-star category is only 8.7%.

Table 15: Percentage of Investment Expenditure on Sustainability Actions

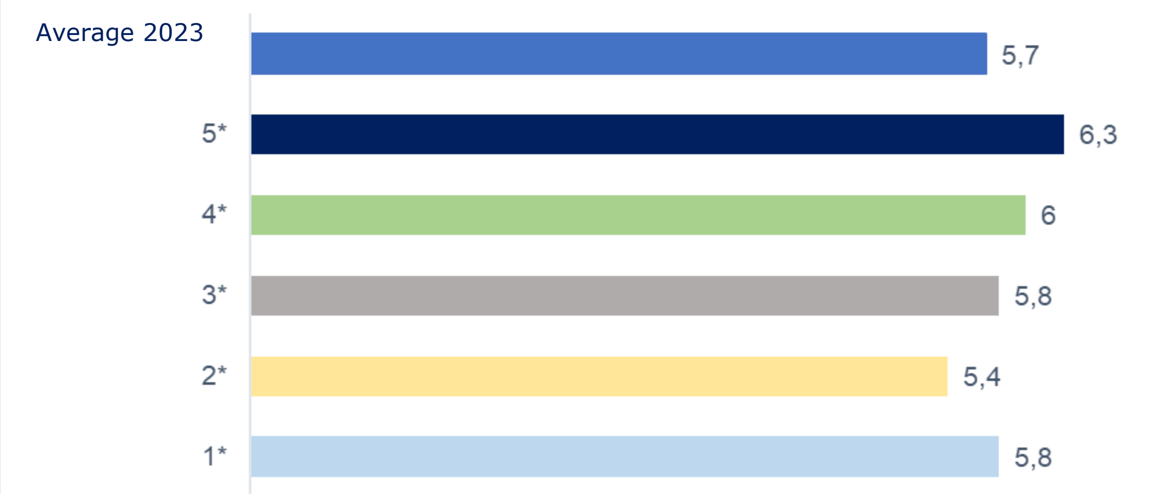
Year	Average	5*	4*	3*	2 *	1*
2023	13,3%	13,4%	12,7%	13.2%	15,2%	8,7%
2022	17,7%	16,0%	16,5%	18,2%	19,3%	14,4%

Source: RIT –Processing: INSETE Intelligence

5.1.3 Months of Hotel Operation

The operating period of seasonal hotels in 2023 amounted to 5.7 months in 2023 compared to 5.6 months in 2022, showing homogeneity between the categories. In particular, the operating period for 5-star hotels was 6.3 months and for 4-star hotels 6 months. In the 3-star and 1-star categories, the operating period was 5.8 months and 5.4 months in the 2-star category.

Graph 8: Months of operation of seasonal hotels 2023

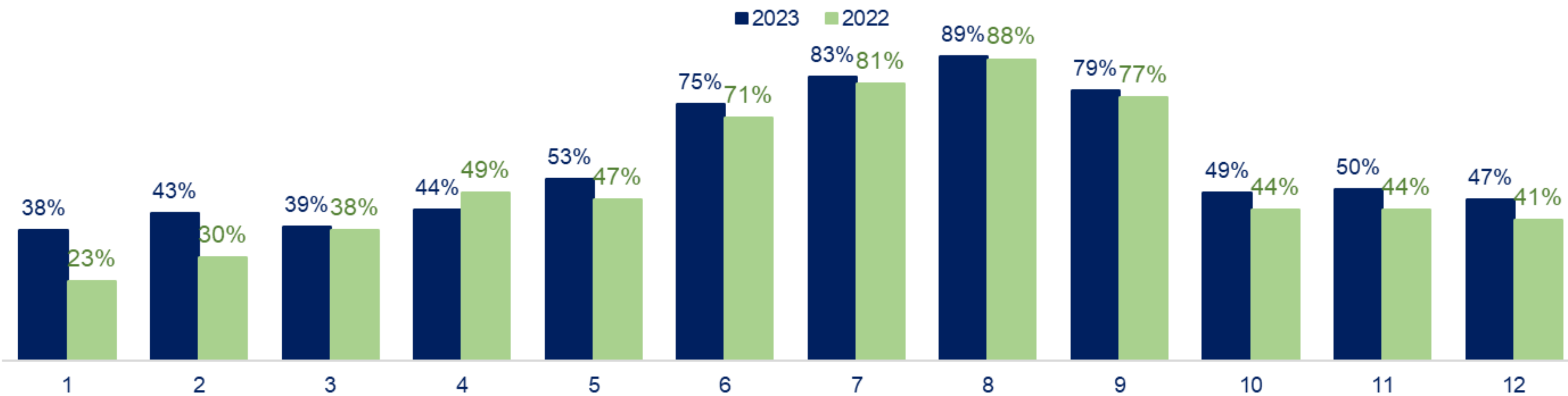


Source: RIT – Processing: INSETE Intelligence

5.1.4 Occupancy

Occupancy rates for 2023 show a slight decline compared to 2022.

Graph 9: Occupancy of Hotel Accommodation



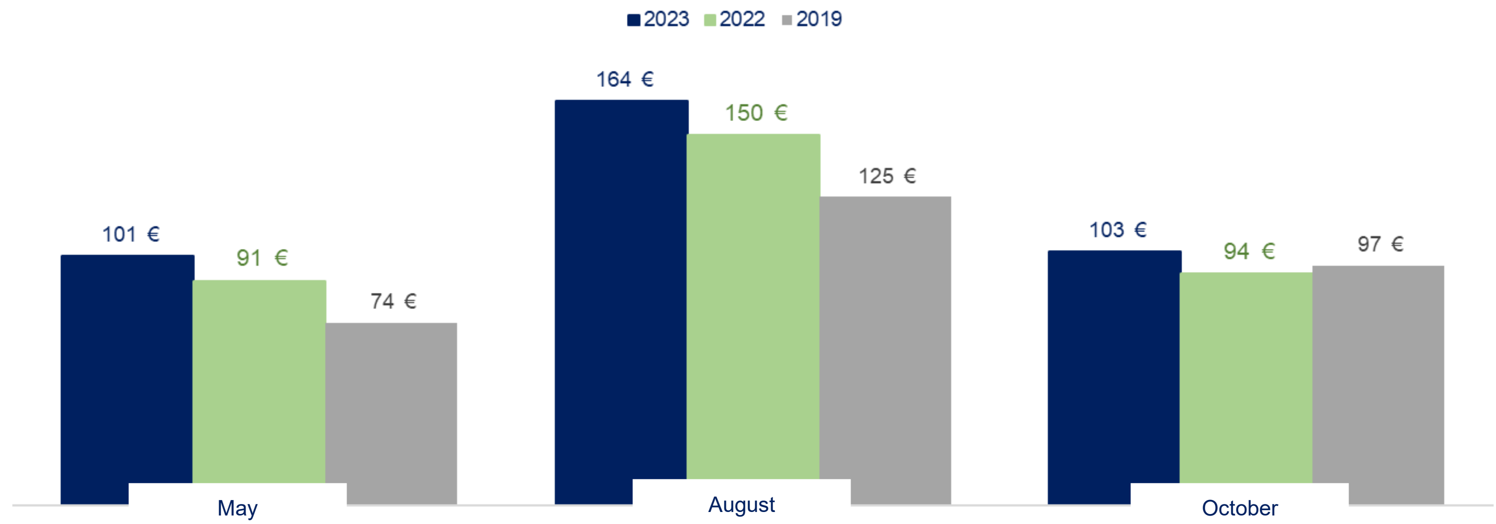
Source: RIT - Processing: INSETE Intelligence

In January in particular, the occupancy rate was 38%. In February, the occupancy rate increased to 43%, while in March the occupancy rate was 39%, in April 44% and in May 53%. In June the occupancy rate increases to 75%, in July it reaches 83% and in August the occupancy rate reaches 89%, the maximum value for 2023. Occupancy drops to 79% in September compared to the previous month and falls to 49% in October and 50% in November. Finally, in December the occupancy rate is 47%.

5.1.5 Average Double Room Rate

According to RIT's data *(Graph 10),* there is an increasing trend in the average price of a double room in both 2022 and 2023 compared to 2019. In particular, August 2023 shows an increase of +9% compared to August 2022 and the average price is €164 compared to €150 in 2022. In May there is an increase of +11% compared to May 2022 and the average price is €101 compared to €91 in 2022 while in October there is an increase of +10% with the price being €103.

Graph 10: Average Double Room Occupancy Rate



Source: RIT - Processing: INSETE Intelligence

5.1.6 Arrivals of residents and non-residents in hotel-type accommodation and camping and collective short-stay accommodation

In the period January-September 2023, in all hotel, camping and short-stay collective accommodation, there is an increase in arrivals by +13.3% compared to the corresponding period of 202 2. *(Table 16)*. Foreigners account for the largest share of arrivals in hotel-type accommodation, i.e. 18.4 million, while domestic arrivals account for 6.1 million. The picture is similar for short-stay accommodation, with arrivals of residents amounting to 1.4 million and of foreigners to 4.9 million.

Table 16: Arrivals of residents and non-residents in hotel and camping type accommodation and in collective short-stay accommodation

Month	2023					2022					Month 2023/2022		
	Hotels & similar establishments, tourist campsites			Short stay accommodation establishments		Καταλύματα Ξενοδοχειακού τύπου και κάμπινγκ			Ενοικιαζόμενα δωμάτια				
	Total	Residents	Non-residents	Residents	Non-residents	Total	Residents	Non-residents	Residents	Non-residents	Total	Residents	Non-residents
January	726.416	445.680	216.076	50.350	14.310	432.152	293.510	94.376	34.371	9.895	68,1%	51,3%	120,9%
February	763.760	452.330	252.051	44.414	14.965	488.775	322.508	122.261	33.018	10.988	56,3%	39,7%	100,4%
March	1.127.418	600.920	448.931	59.726	17.841	737.333	412.724	270.747	40.954	12.908	52,9%	45,6%	64,6%
April	2.136.711	693.752	1.215.074	76.227	151.658	1.818.043	574.747	1.065.931	58.495	118.870	17,5%	21,6%	15,4%
May	3.594.294	589.163	2.556.092	69.492	379.547	3.193.521	547.907	2.265.305	66.600	313.709	12,5%	7,2%	13,8%
June	5.052.928	742.599	3.235.272	184.183	890.874	4.469.678	668.251	2.908.891	172.918	719.618	13,0%	10,2%	13,7%
July	6.008.495	864.252	3.600.631	314.980	1.228.632	5.506.656	834.130	3.288.603	309.054	1.074.869	9,1%	3,2%	10,7%
August	6.689.015	1.071.590	3.739.679	499.432	1.378.314	6.222.628	1.009.743	3.424.303	473.528	1.315.054	7,5%	5,9%	8,0%
September	4.848.146	673.535	3.194.868	167.803	811.940	4.436.623	637.814	2.897.648	156.979	744.182	9,3%	5,9%	10,0%
Jan-Sep	**30.947.183**	**6.133.821**	**18.458.674**	**1.466.607**	**4.888.081**	**27.305.409**	**5.301.334**	**16.338.065**	**1.345.917**	**4.320.093**	**13,3%**	**14,3%**	**13,0%**

Source: ELSTAT – Processing: INSETE Intelligence

See Appendix

5.1.7 Overnight stays by residents and non-residents in hotel type accommodation, camping and collective short-stay accommodation

In the period January-September 2023, the total number of overnight stays in all hotel, camping and collective accommodation of short stay type increased by +7.1% compared to the corresponding period of 2022 *(Table 17).* Specifically, the number of overnight stays of foreigners increased by +7.1% and of domestic visitors by +7.2%. Foreigners account for the largest share of nights spent in hotel-type accommodation, i.e. 86.7 million nights, while residents account for 14.8 million nights. The picture is similar for short-stay accommodation, with 5.2 million overnight stays by nationals and 25.7 million by foreigners.

Table 17: Overnight stays by residents and non-residents in hotel-type camping accommodation and collective short-stay accommodation

Month	2023					2022					Change 2023/2022		
	Hotels & similar establishments, tourist campsites			Short stay accommodation establishments		Hotels & similar establishments, tourist campsites			Short stay accommodation establishments				
	Total	Residents	Non-residents	Residents	Non-residents	Total	Residents	Non-residents	Residents	Non-residents	Total	Residents	Non-residents
January	1.635.047	883.195	519.132	174.967	57.753	890.680	557.277	217.545	87.021	28.837	11,4%	14,6%	10,8%
February	1.651.302	850.483	606.386	148.949	45.484	1.012.437	599.310	284.812	98.704	29.611	83,6%	64,2%	134,1%
March	2.519.369	1.173.458	1.064.869	228.470	52.572	1.684.839	799.801	684.216	165.393	35.429	63,1%	43,2%	107,3%
April	6.612.820	1.491.623	4.200.781	277.371	643.045	5.002.313	1.106.436	3.237.715	186.215	471.947	49,5%	45,2%	55,3%
May	14.215.538	1.221.956	10.896.900	247.262	1.849.420	12.694.208	1.123.257	9.893.537	204.485	1.472.929	32,2%	36,9%	30,6%
June	22.788.977	1.742.963	15.679.103	650.557	4.716.354	19.739.970	1.589.050	14.040.646	591.083	3.519.191	12,0%	10,7%	12,1%
July	29.217.358	2.455.531	18.889.115	1.176.176	6.696.536	27.445.185	2.394.292	17.740.264	1.105.287	6.205.342	15,4%	9,8%	16,1%
August	31.735.319	3.516.593	19.308.521	1.661.693	7.248.512	29.824.098	3.366.163	18.102.258	1.521.173	6.834.504	6,5%	3,8%	6,8%
September	22.155.164	1.546.283	15.609.871	638.746	4.360.264	20.688.693	1.495.054	14.604.829	543.764	4.045.046	6,4%	6,0%	6,5%
Jan-Sep	**132.530.894**	**14.882.085**	**86.774.678**	**5.204.191**	**25.669.940**	**118.982.423**	**13.030.640**	**78.805.822**	**4.503.125**	**22.642.836**	**7,1%**	**7,2%**	**7,1%**

Source: ELSTAT – Processing: INSETE Intelligence

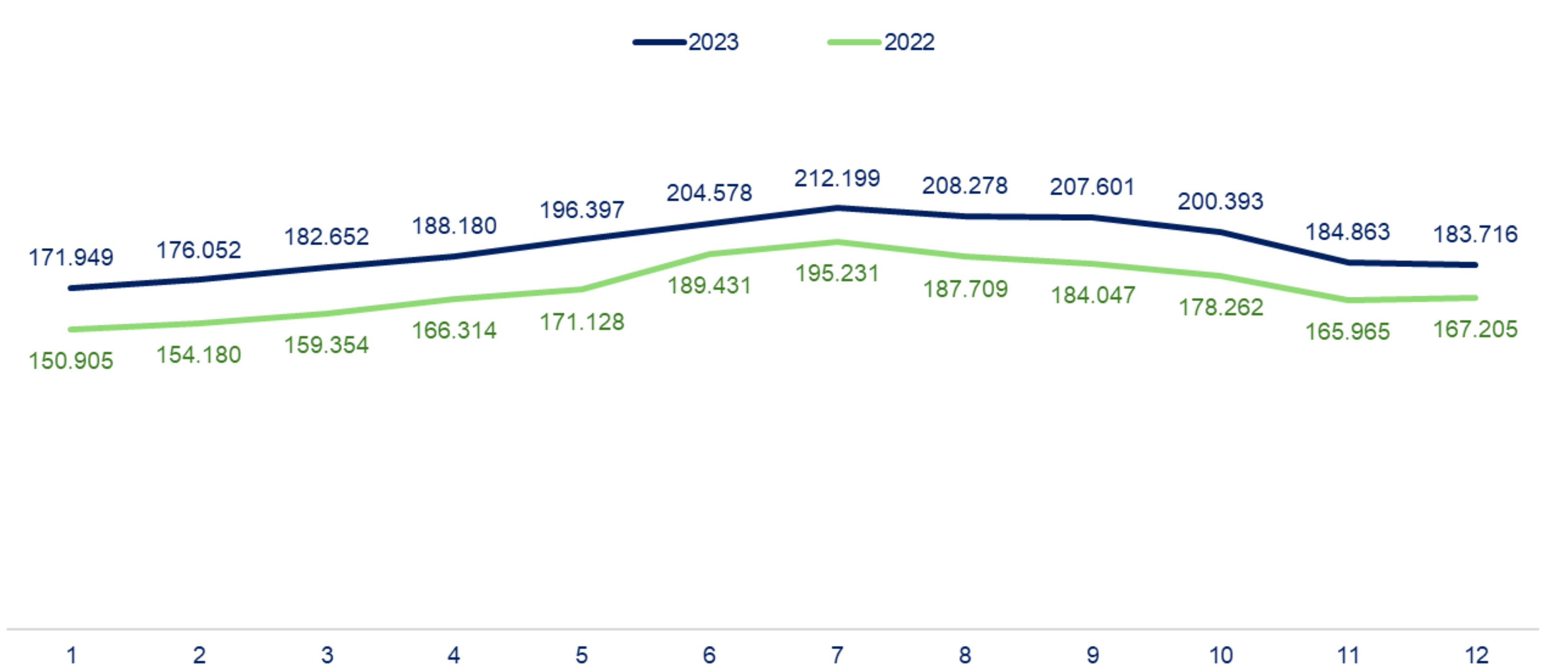
See Appendix

5.2 Short-term Rentals

5.2.1 Accommodation

In 2023 there is a continuous increase in the supply of accommodation reflecting the growth dynamics of the short-term rental sector. The highest supply of accommodation was in July (212k) and the lowest in January (172k).

Graph 11: Short-term rental accommodation



Source: Transparent - Processing: INSETE Intelligence

In particular, in January 2023, the number of accommodations was 172 thousand, an increase of 13.9% compared to 2022. In February, the increase continued with 176 thousand accommodation establishments, showing an increase of +14.2%, while in March the number of accommodation establishments was 183 thousand, with an increase of +14.6%.

In April, the number of accommodation units stood at 188 thousand, recording an increase of 13.1%. In May, the highest percentage increase of +14.8% was recorded with the number of accommodation units reaching 197 thousand.

In June, the number of accommodation units reached 205 thousand with a relatively milder increase of +8.0%, while in July the increase amounted to +8.7% with the number of accommodation units reaching 212 thousand.

August shows a slight decrease in the number of accommodation establishments to 208 thousand (compared to July), with growth remaining at a high level of +11.0%. September also records 208 thousand accommodation establishments and an increase of +12.8% and October 200 thousand establishments and an increase of +12.4%.

In November the number of accommodation establishments falls to 185 thousand compared to the previous month, but the growth remains strong +11.4%. Finally, December shows a slight decrease in the number of accommodation establishments to 184 thousand compared to the previous month, recording an increase of +9.9% compared to December 2022.

5.2.2 Beds

In 2023 there is a progressive increase in the total number of beds compared to the 2022 figures. The largest supply of beds was in July (939 thousand) and the smallest in January (780 thousand).

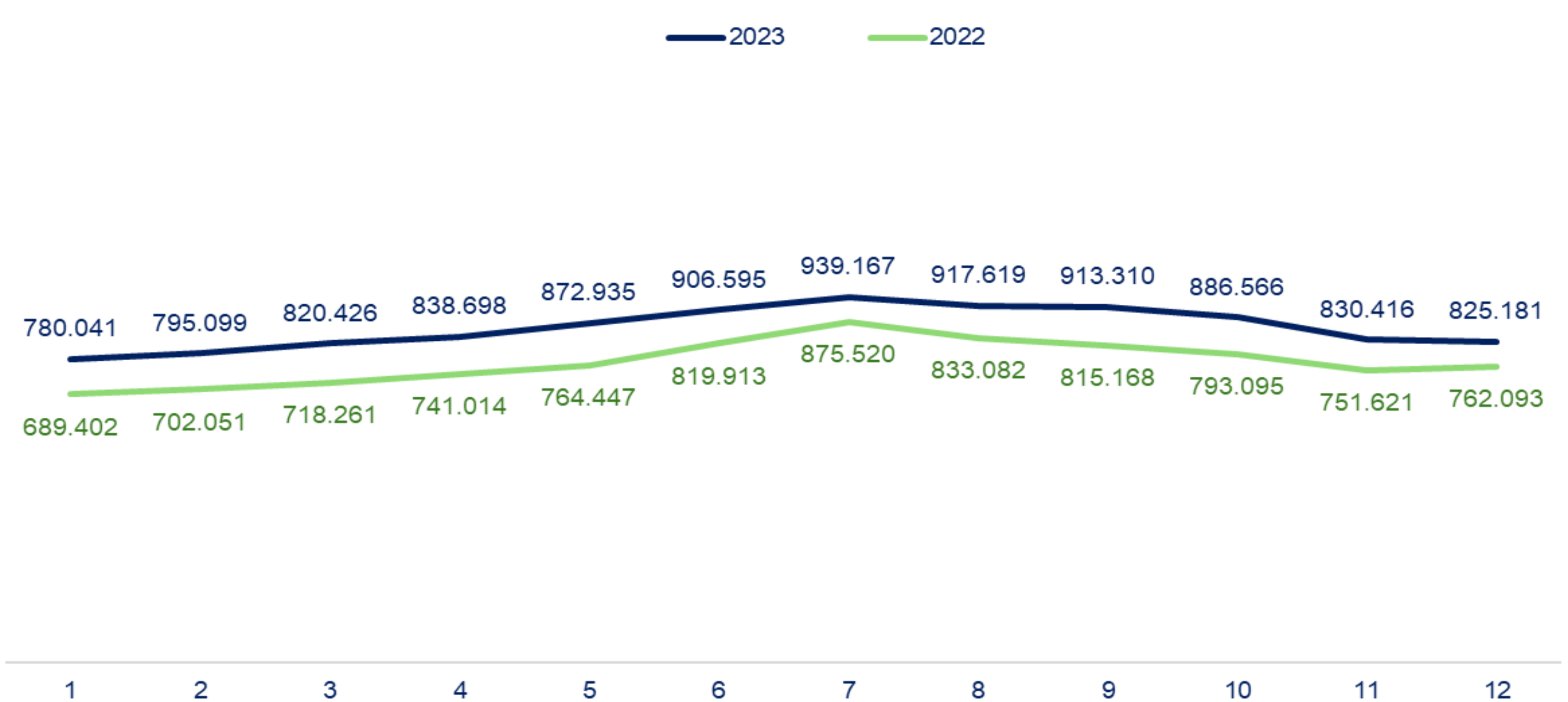
In particular, in January 2023, the number of beds stood at 780 thousand, an increase of 13.1% compared to January 2022. In February, the number of beds was 795 thousand, an increase of +13.3%, while in March it was 820 thousand beds, an increase of +14.2%.

In April, the number of beds reached 839 thousand, an increase of 13.2%. In May, the number of beds was 873 thousand and the increase was +14.2%. In June the number of beds was 907 thousand beds, an increase of 10.6%.

In July, the number of beds amounted to 939 thousand beds, recording a more moderate increase of +7.3%, while in August the number of beds was 918 thousand beds, an increase of +10.1%.

In September, 913 thousand beds were recorded, an increase of +12.0%, while in October 887 thousand beds were recorded, an increase of +11.8%. In November, the number of accommodation establishments fell to 830 thousand beds compared to the previous month, but the increase remains strong +10.5%. Finally, a slight decrease in the number of beds appears at 825 thousand beds registering an increase of +8.3% compared to December 2022.

Graph 12: Short-term rental beds

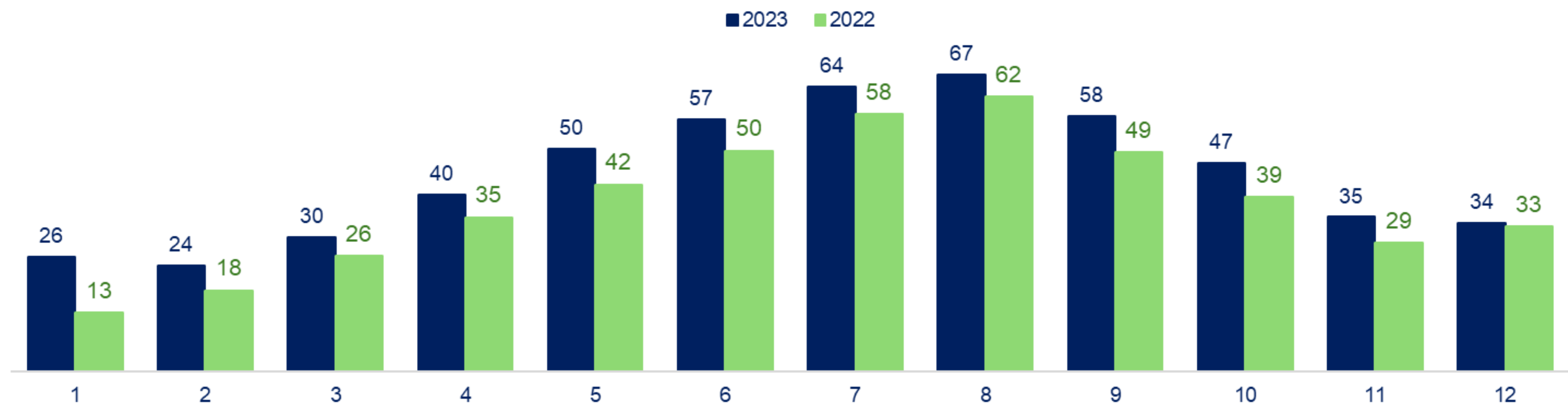


Source: Transparent - Processing: INSETE Intelligence

5.2.3 booking window [6]

The booking window analysis for short-term leases reflects a trend towards more timely scheduling in 2023 compared to 2022.

Graph 13: Booking Window (in days)



Source: Transparent - Processing: INSETE Intelligence

In January, the booking window increased to 26 days from 13 days in January 2022, recording an increase of +95.0%. In February, the booking window reaches 24 days, showing an increase of +30.8% from 18 days. In March, the booking window reached 30 days, an increase of +15.9% from 26 days the previous year.

In April the booking window is 40 days, an increase of +14.3% from 35 days in April 2022. In May, the upward trend continues with 50 days, recording an increase of +18.9%. In June, the booking window expands to 57 days, with an increase of +14.1%. July sees a further increase to 64 days, up +10.4%, while in August the booking window records its highest value for 2023 with 67 days, an increase of +8.0%.

In September, the booking window decreases to 58 days compared to the previous month, but it increases by +16.5% compared to the previous September. October is 47 days, an increase of +19.5%. For November, the booking window decreases to 35 days compared to the previous

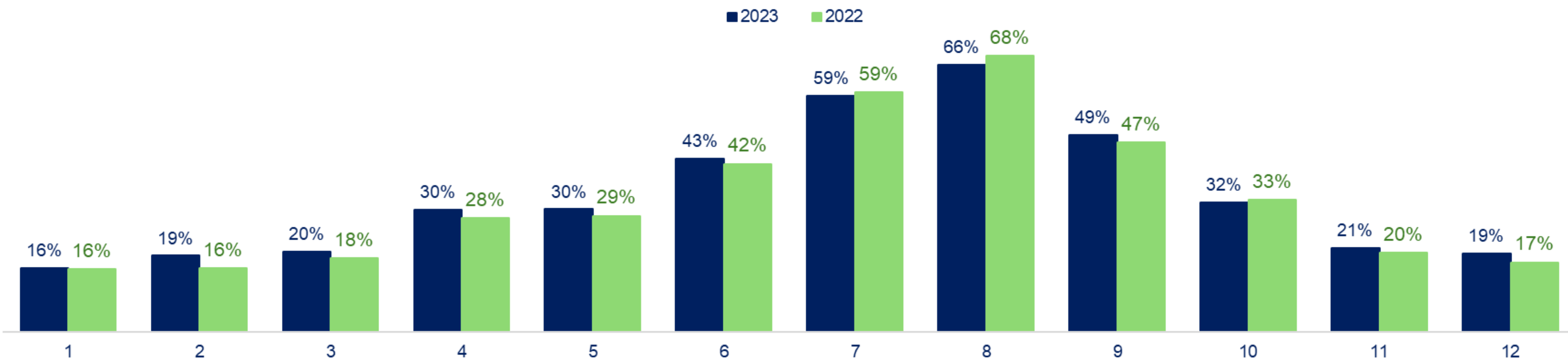
[6] *Travellers with less than 28 nights*

month, but shows an increase of +19.8% compared to the previous October. Finally, for December the booking window was 34 days, a slight increase of +2.6%.

5.2.4 Occupancy [7]

The analysis of occupancy rates for the year 2023 shows stability compared to 2022 despite the increase in the supply of accommodation and beds (see 5.2.1 and 5.2.2). This suggests an increase in demand alongside supply.

Graph 14: Short-term rental occupancy rate



Source: Transparent - Processing: INSETE Intelligence

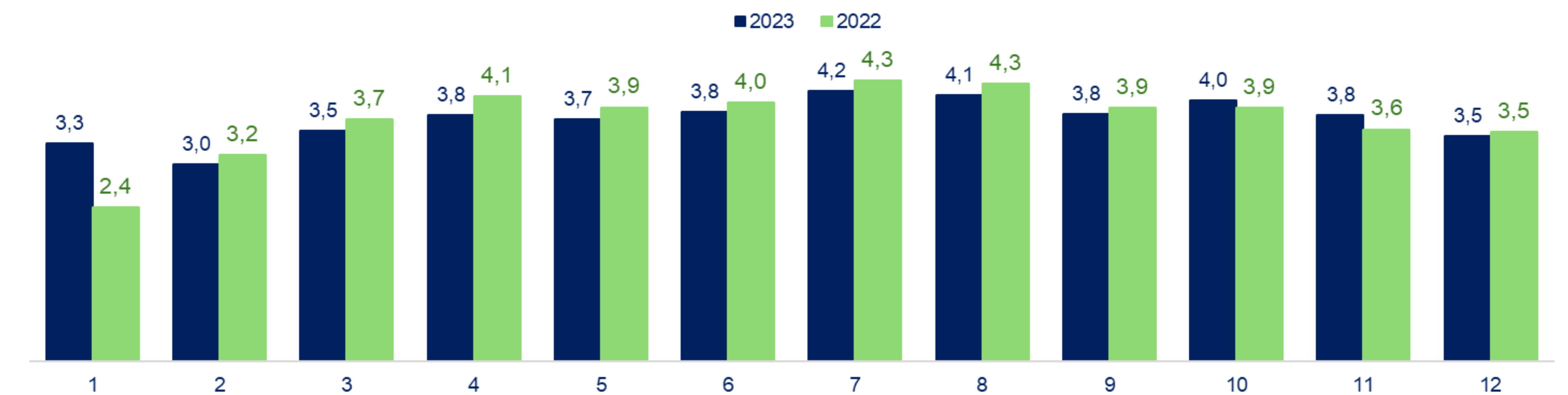
In January in particular, occupancy was maintained at 16%, repeating the same performance as the same month last year. In February, occupancy increased to 19% while in March occupancy was 20%. In April and May, occupancy is 30%. In June, occupancy increases to 43%, in July it reaches 59%, while in August occupancy reaches 66%, the maximum value for 2023. Occupancy drops to 49% in September compared to the previous month and falls to 32% in October and 21% in November. Finally, in December the occupancy rate reaches 19%.

[7] *Travellers with less than 28 nights*

5.2.5 Average length of stay [8]

The average length of stay in overnight stays for the year 2023, compared to 2022 data, varies depending on the month, with most months recording a decrease.

Graph 15: Average Length of Stay of Short-Term Hire



Source: Transparent - Processing: INSETE Intelligence

In particular, in January 2023, the average length of stay was 3.3 nights, an increase of +41.5% from 2.4 nights in the previous year. However, February recorded a decrease in average length of stay to 3.0 nights, down -4.3% from 3.2 nights in February 2022. In March, the average length of stay was 3.5 nights, showing a decrease of -4.8% compared to the same month last year. The downward trend continued in April by -7.1%, where the average length of stay was 3.8 nights compared to 4.1. In May the average length of stay was 3.7 nights, recording a decrease of -4.7%. In June and July, the average length of stay increased to 3.8 and 4.2 respectively compared to May 2023, however a decrease of -3.6% and -3.8% respectively was recorded compared to the same month last year. In August the average length of stay was 4.1 nights, down -3.9% and in September 3.8 nights, down -2.1%.

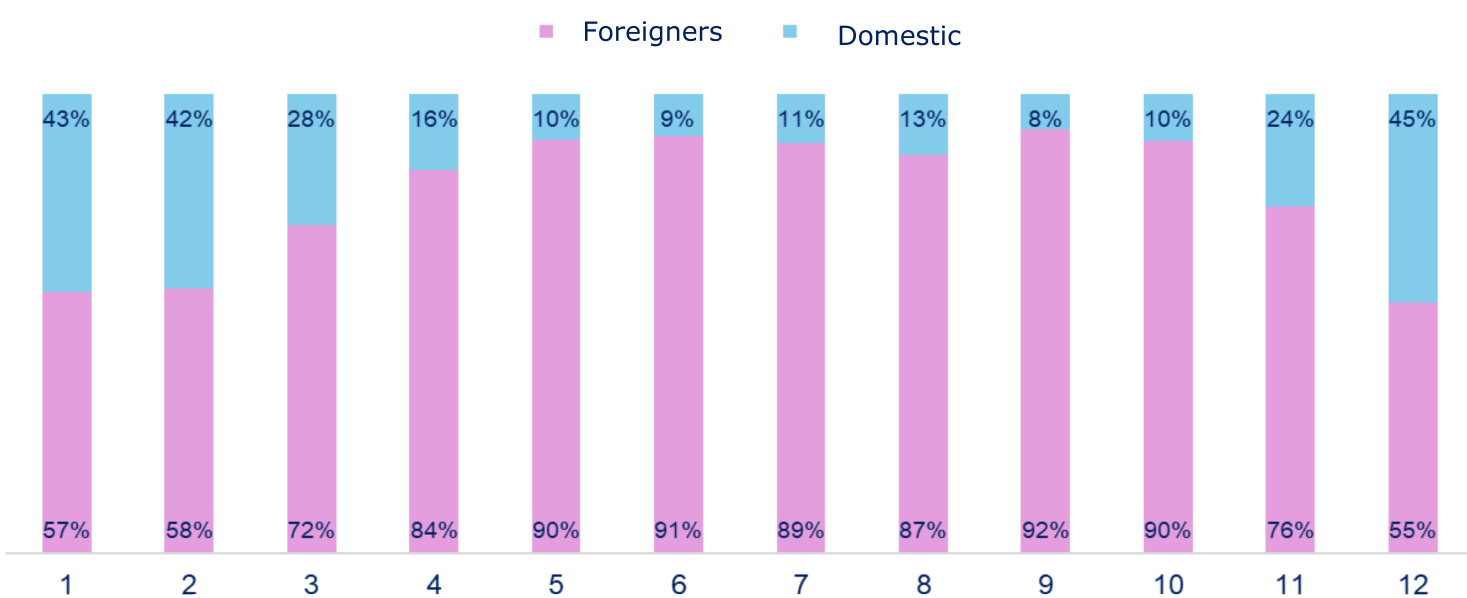
[8] *Travellers with less than 28 nights*

In October there was an increase in the average length of stay, reaching 4.0 nights, up by +2.9%. This was followed by November with 3.8 nights, an increase of +6.0%. Finally, December recorded a percentage decrease of -1.6% with an average length of stay of 3.5 nights.

5.2.6 Traveller origin

The structure of short-term rental travellers over the course of the year shows an interesting dynamic in the composition of travellers between foreign and domestic travellers, with foreigners dominating during the summer season, but domestic travellers having a very significant share in the winter months.

Graph 16: Origin of Traveller



Source: Transparent - Processing: INSETE Intelligence

In particular, in January the proportion of foreign travellers is 57%, while the proportion of domestic travellers is 43%. This ratio remains relatively stable during February, with a slight increase of foreigners at 58% and a corresponding decrease of nationals at 42%. However, in March, there is a change in composition, with the proportion of foreigners increasing to 72% and the proportion of nationals decreasing to 28%.

This trend continues in an even more pronounced way in April, where the percentage of foreigners reaches 84% while the corresponding percentage of nationals drops to 16%. From May to October, the dominance of foreigners is even more evident, as their share ranges from 87% to 92%, with nationals accounting for 8% to 13% of all travellers.

In particular, in May the percentage of foreigners is 90% while the corresponding figure for nationals is 10%. In June, the percentage of foreigners is 91%, with nationals accounting for 9%. In July the percentages are 89% for foreigners and 11% for nationals, while in August the percentage of foreigners decreases to 87% with the percentage of nationals at 13%. In September the percentage of foreigners increases to 92% while the percentage of nationals decreases to 8%. In October the rates return to 90% for foreigners and 10% for nationals.

In November, the percentage of foreigners decreases to 76% while the corresponding percentage of nationals increases to 24%. Finally, in December, the composition of travellers is balanced, with foreigners and nationals accounting for 55% and 45% respectively, indicating a significant change in the market dynamics.

6 Quality Ratings

6.1 Quality ratings for Greece

Table 18 shows the overall and individual satisfaction indicators for Greece for the years 2023 and 2022. Greece in 2023 had Global Review Index (GRI) of 87% compared to 86% in 2022. There was an improvement during 2023 compared to 2022 for the individual indicators: location (89% vs. 88%), value for money (86% vs. 85%) and food and beverage (84% vs. 83%). In contrast, the sub-indices: cleanliness (90% vs. 91%), service (89.8% vs. 89.9%) and room (84% vs. 85%) deteriorated. Finally, the indicators that moved higher than the GRI are cleanliness, service and location.

Table 18: Hotel Quality Indicators 202 3-20 22

Greece	2023	2022	Change 2023-2022
Cleanliness	90%	91%	▼
Service	90%	90%	▼
Location	89%	88%	▲
Value	86%	85%	▲
Room	84%	85%	▼
Gastronomy	84%	83%	▲
GRI	**87%**	**86%**	▲

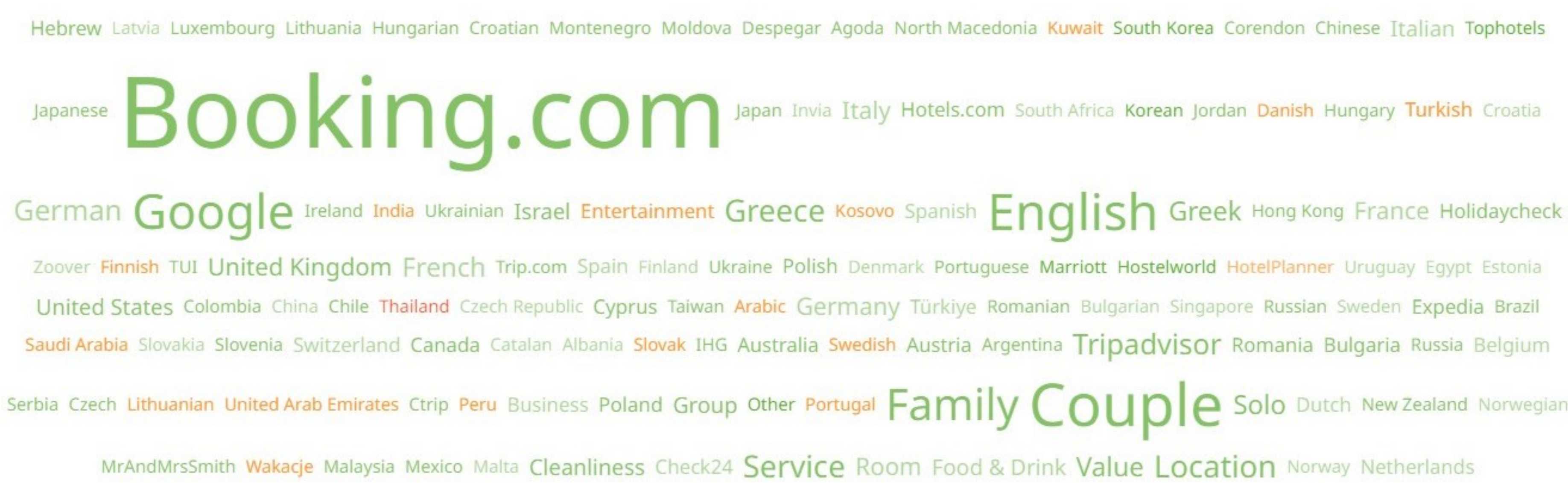
Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

6.2 GRI - The Topic Cloud

The tag cloud (*Figure 17*) provides a quick and visual way to identify the key keywords that affect the GRI. The larger the word on the graph the higher the volume of comments, the darker the green the more positive the rating, the darker the red the more negative, and the darker the orange the more neutral. Obvious mentions are the 2 main sources of feedback: Booking and Google. Following are keywords that signal positive attitudes: depending on the type of guest such as Couple, Family and Solo as well as the country of origin or nationality or language of the guest: Greece, English, German, French, Greek and so on.

Graph 17: Tag Cloud



6.3 Main Categories with Positive Mentions

The semantic analysis of the comments resulted in the top-8 of the main thematic categories that generated the most positive mentions for hotels posted on the web in 2023 (*Table 19)*. Note that for the categories that appear in the top-8 of positive mentions and in the top-18 of negative mentions, the positive ones are multiples of the negative ones. The food-drink category ranked first with 194 thousand mentions, with most positive mentions containing the keyword "breakfast". This was followed by the establishment category with 115 thousand mentions, most of which contained the word 'hotel'. 112 thousand positive mentions were found for the subject category "staff". This was followed by the experience category with 90 thousand references and the cleaning category with 76 thousand references. Around 43 thousand positive references were generated in the beach category with most references containing the keyword "sea". This was followed in seventh place by the category of ambience and the keyword "quiet" with 33 thousand references. Finally, in eighth place was the service category with 33 thousand references.

Table 19: Top - 8 Positive References

Rank	Categories	Positive Mentions	Top Concept
1	Food and Drinks	193.876	breakfast
2	Establishment	115.326	hotel
3	Staff	111.831	staff
4	Experience	90.237	everything
5	Cleanliness	76.516	cleanliness
6	Beach	42.803	sea
7	Ambience	33.010	quiet
8	Service	32.914	service

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

6.4 Main Categories with Negative Mentions

The semantic analysis of the comments resulted in the top-18 of the main thematic categories that generated the most negative mentions of hotels posted online in 2022, *Table 20.* The first place with 55 thousand mentions was the room category with the most negative mentions containing the keyword "air conditioning". This was followed by the food and beverage hotels category with 54 thousand mentions of which most contained the keyword "beverage".

Next is the category of technical facilities with 28 thousand and the keyword "water". The negative comments containing the word water specifically mentioned frozen water in the swimming pools, poor cleaning of the pools and lack of hot water in the bathroom during the stay. 25 thousand negative mentions were generated for the thematic category of establishment with the keyword "building". In fifth place was the cleanliness category with also 25 thousand reports and keyword "dirt" followed by the bathroom category also with 25 thousand reports. The category "ambience" followed with 22 thousand mentions and the keyword "noise". In eighth place was the value category with 15 thousand mentions and the keyword "payment".

12 thousand negative mentions came up in the experience category with most mentions containing the keyword "visitor". In the 10^{η} position was found with 11 thousand mentions in the location category, with most negative mentions containing the keyword "taxi" mainly due to the lack of connection to ports and airports.

With 10 thousand references, the staff category had communication as the main reference word with the main focus on the difficulty of communicating with staff due to the poor use of English first and German second. In 12^{η} place was the bed category with 8 thousand negative references to mattresses. This was followed by the entertainment category with 8 thousand references of which most of them contained the guide word "music" either because of loud sound or lack of it. In 14^{η} position was the maintenance theme with almost 7 thousand negative mentions with the keyword "broken".

In 15^{η} place was the category of decoration with the keyword "furniture" (in terms of antiquity). 8 thousand negative mentions were generated for the thematic category of service with keyword "queue" followed by the thematic category of reception with almost 7 thousand negative mentions for "communication" with reception.

Finally, in 18^{η} position was the beach theme with 7 thousand negative references.

Table 20: Top - 18 Negative Reports

Rank	Categories	Positive Mentions	Top Concept
1	Room	54.389	air conditioning
2	Food and Drinks	53.757	drink
3	Facilities	27.658	water
4	Establishment	25.175	building
5	Cleanliness	24.961	dirty
6	Bathroom	24.496	bathroom
7	Ambience	21.844	noise
8	Value	15.409	payment
9	Experience	12.188	guest
10	Location	11.482	taxi
11	Staff	10.125	communication
12	Bed	8.690	mattress
13	Entertainment	7.725	music
14	Maintenance	7.495	broken
15	Decoration	7.117	furniture
16	Service	7.208	queue
17	Reception	6.578	reception
18	Beach	6.156	beach

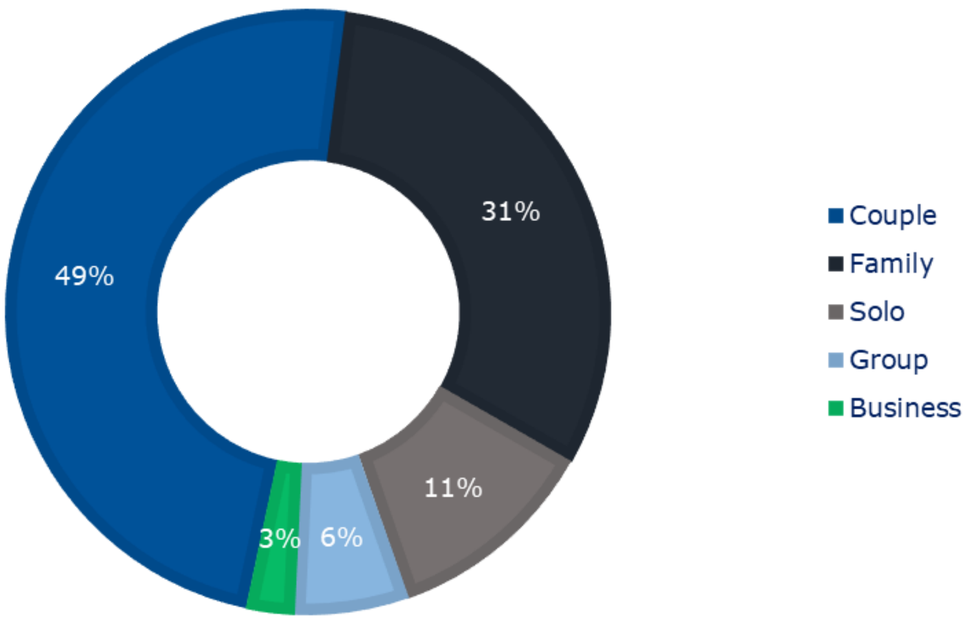
Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

6.5 Travel Type based on Comment Analysis

80% of the comments come from two categories of travel types (*Graph 18*): 49% for Couple travel and 31% for Family travel. Solo travellers account for 11% and 6% is for groups. Finally, only 3% correspond to business trips.

Graph 18: Travel Type

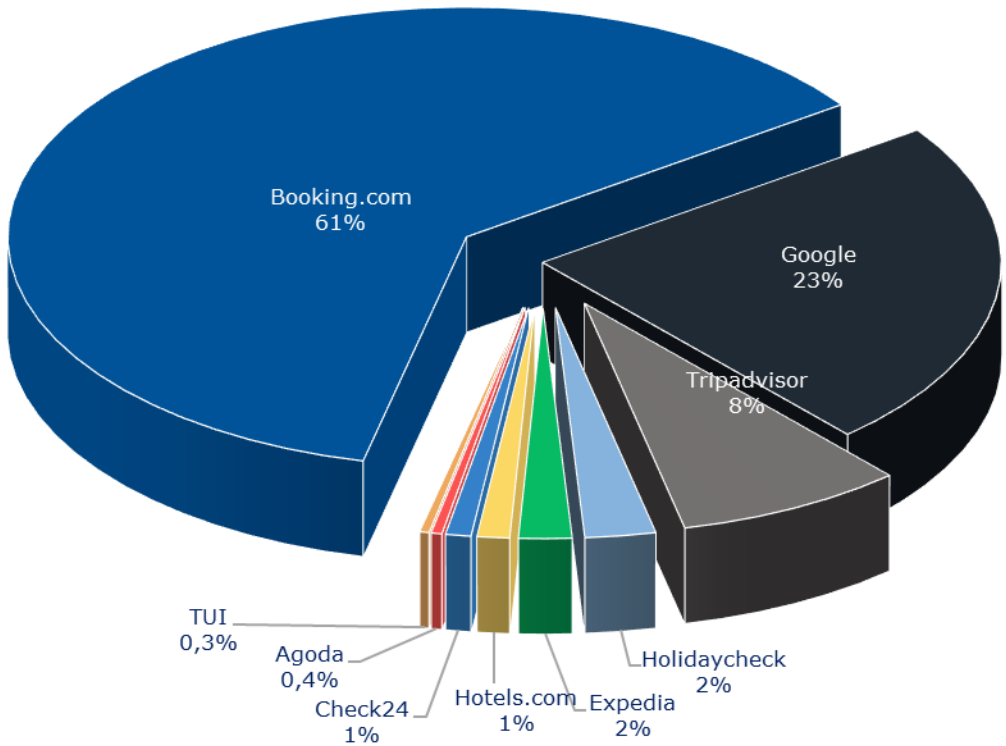


Source: Review Pro - Processing: INSETE Intelligence

6.6 Top - 9 Sources of School Origin

Two were the main sources of comments for 2023: Booking with 61% and Google with 23% (*Figure 19*). In third place was Tripadvisor with 8% while the other sources had a percentage of less than 5%. Holidaycheck accounted for 2%, Expedia for 2% and Hotels.com and Check24 for 1% respectively. Finally, the top-9 is completed by Agoda with 0.4% and TUI with 0.3%. It should be noted that the top-9 represents almost all sources.

Graph 19: Top - 9 Sources



Source: Review Pro - Processing: INSETE Intelligence

6.7 Net promoter score

The Net Promoter Score for the full year 2023, was 51, remaining high (higher than 30).

In the 5-star category it amounted to 61, in the 4 and 3-star categories to 52 respectively while the 1–2-star category was below the Greek average with 45.6 geographical units were higher than the average while 8 geographical units were lower. The Net Promoter Score recorded the highest performance in three geographical units: Epirus 69, Cyclades 67 and Western Macedonia 64 while the lowest performance was recorded in Western Greece and Attica with 46 respectively and in the Ionian Islands with 41.

In particular, a high NPS was recorded in the geographical unit of Epirus where in the period February-April it was above 70 as well as in the period November-December. In the Cyclades at the beginning (April-May) and at the end (November) of the tourist season the NPS was at a very high level (over 70), while in the period (July-September) it ranged from 59 to 63. On the other hand, in the Ionian Islands, in August, the peak month of the tourist season, the NPS fell to 30.

Graph 20: Net Promoter Score 2023

NET PROMOTER SCORE / NPS													
2023/Month	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**Average**
Greece	51	52	53	54	53	53	49	46	46	51	52	54	51
1*-2*	44	47	50	47	47	48	45	42	40	42	44	47	45
3*	53	53	54	52	51	54	50	46	47	48	54	57	52
4*	50	53	52	56	55	55	50	47	48	53	51	52	52
5*	59	62	64	67	64	60	56	54	59	66	64	63	61
Easta Macedonia & Thrace	42	49	49	43	52	50	48	44	51	47	43	43	47
Attica	52	55	53	48	42	43	39	40	37	41	48	55	46
North Aegean	60	48	52	57	56	54	55	46	48	52	45	53	52
Western Greece	51	48	45	40	41	52	45	40	39	47	51	53	46
Western Macedonia	63	59	72	59	66	65	64	66	59	61	69	62	64
Dodecanese	46	36	53	56	58	53	50	47	48	53	53	51	50
Epirus	67	70	72	74	69	67	68	64	61	69	75	74	69
Thessaly	43	45	50	53	49	54	53	52	50	45	46	50	49
Ionian Islands	54	45	44	45	44	42	38	30	31	38	32	51	41
Central Macedonia	48	49	50	49	52	52	48	45	44	44	48	47	48
Crete	51	57	59	66	59	57	54	50	51	58	59	58	57
Cyclades	55	74	69	75	74	71	61	59	63	70	73	65	67
Peloponnese	54	59	60	59	61	61	55	52	54	60	64	52	58
Central Greece	47	48	57	45	47	59	51	46	46	47	46	50	49

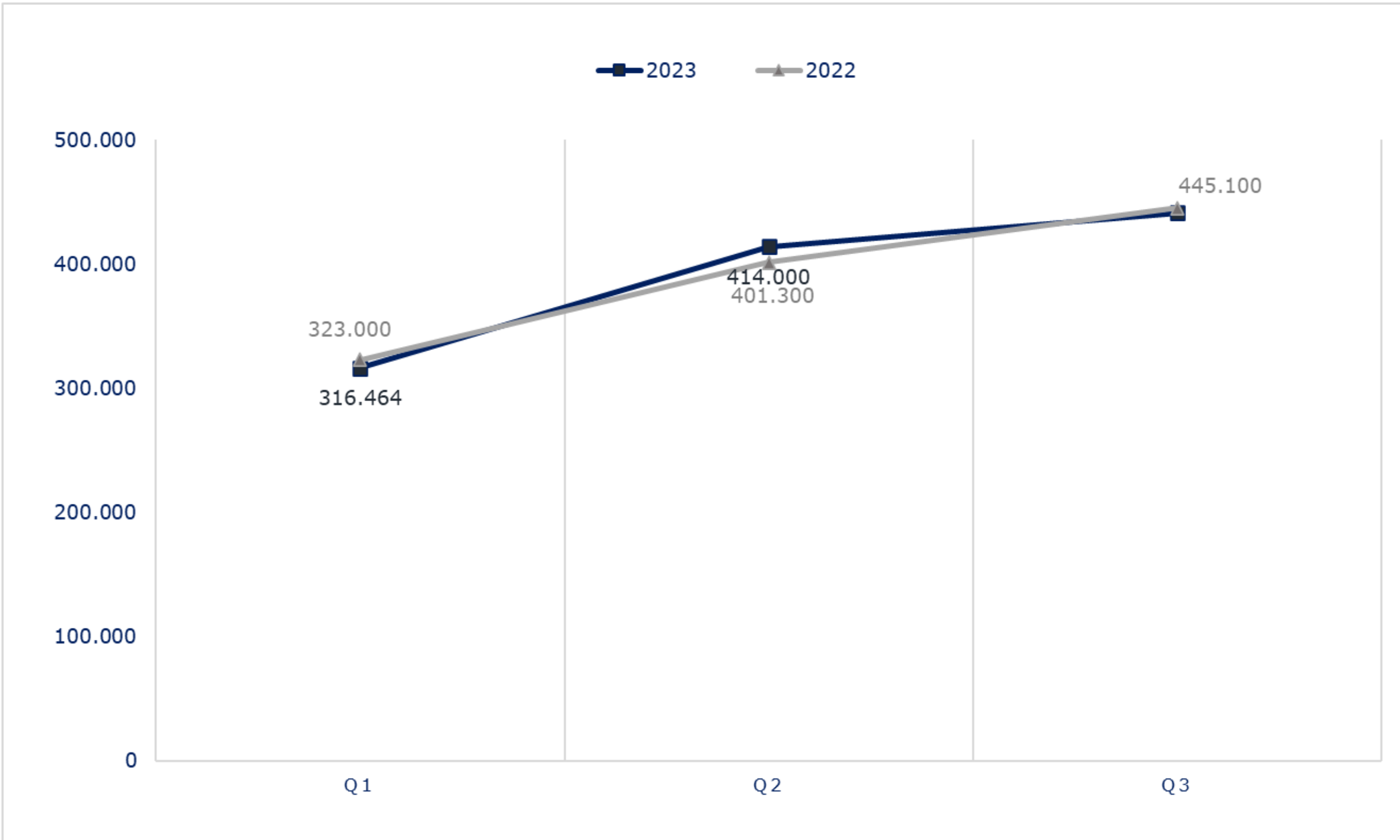
Source: Review Pro – Processing: INSETE Intelligence

7 Labour Force Survey

7.1 Accommodation and food service activities

In the first quarter of 2023, 316 thousand workers were recorded in accommodation and food services, a decrease of -2.0% compared to 2022, while in the second quarter, there was an increase of +3.2% in the number of employees as 414 thousand workers were recorded compared to 401 thousand in the corresponding quarter of 2022. In Q3, 445k workers were recorded, a marginal decrease of -0.8% compared to 2022.

Graph 21: Evolution of employees in accommodation and food services



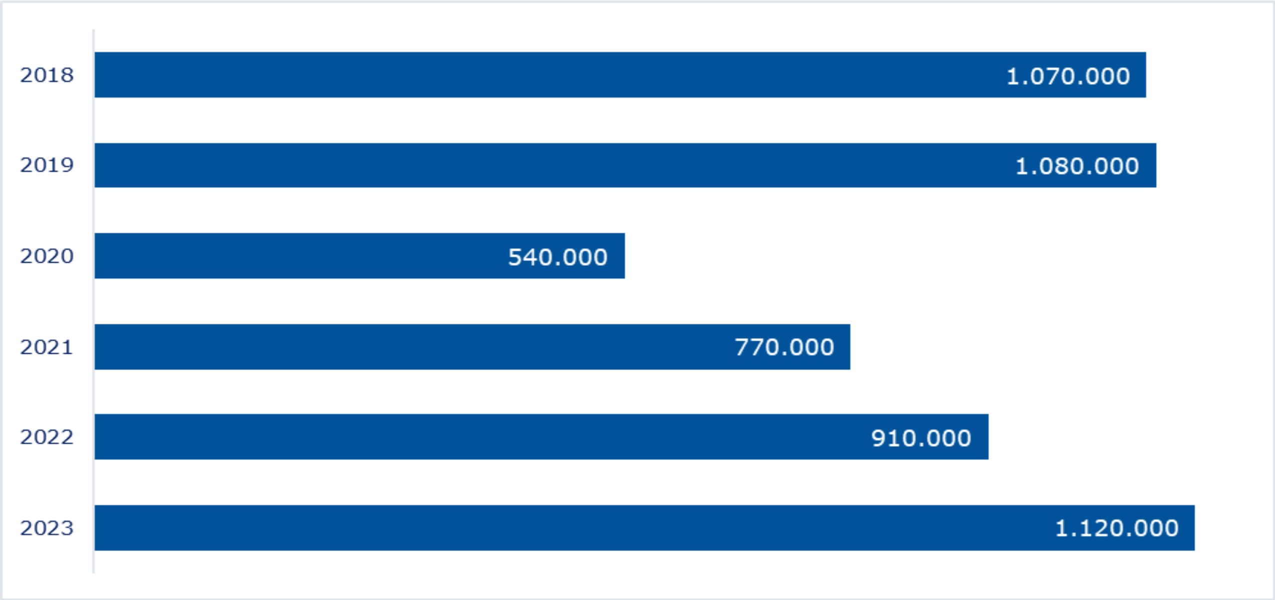
Source: ELSTAT - Processing: INSETE Intelligence

8 Car rental

8.1 Users of the car rental market

Car rental declined very sharply in 2020, due to the restrictive measures to deal with COVID-19 but BY 2023 sales reached pre-pandemic levels. According to the data in Figure 22, in 2023 it is estimated that in Greece, the number of users reached 1.1 million users compared to 910 thousand in 2022, registering an increase of +23%.

Graph 22: Users of the Car Rental Market

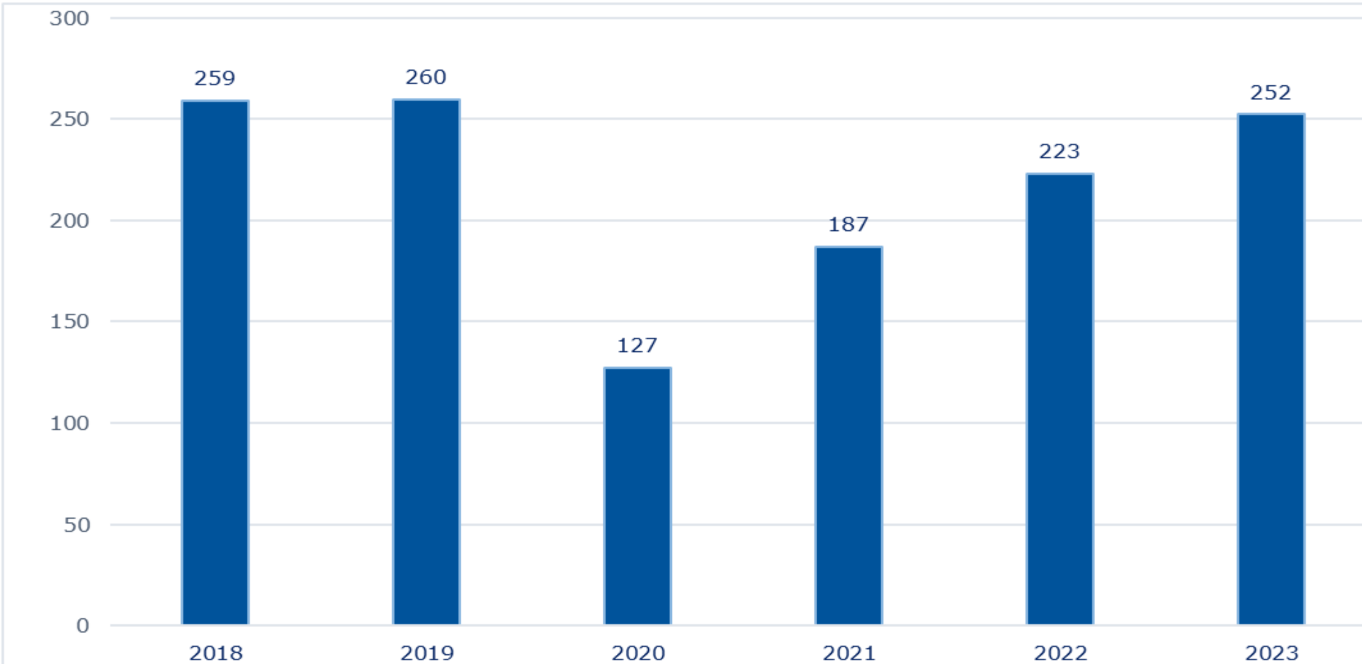


Source: Statista-Processing: INSETE Intelligence

8.2 Activity in car rental

Revenues from car rentals in 2023 amounted to €252 million compared to €223 million in 2022, an increase of +13%. The highest value was recorded in 2019, when car rental revenues amounted to €260 million. Overall in 2023, revenues decreased by -3% compared to 2019.

Graph 23: Car rental income in millions of Euros

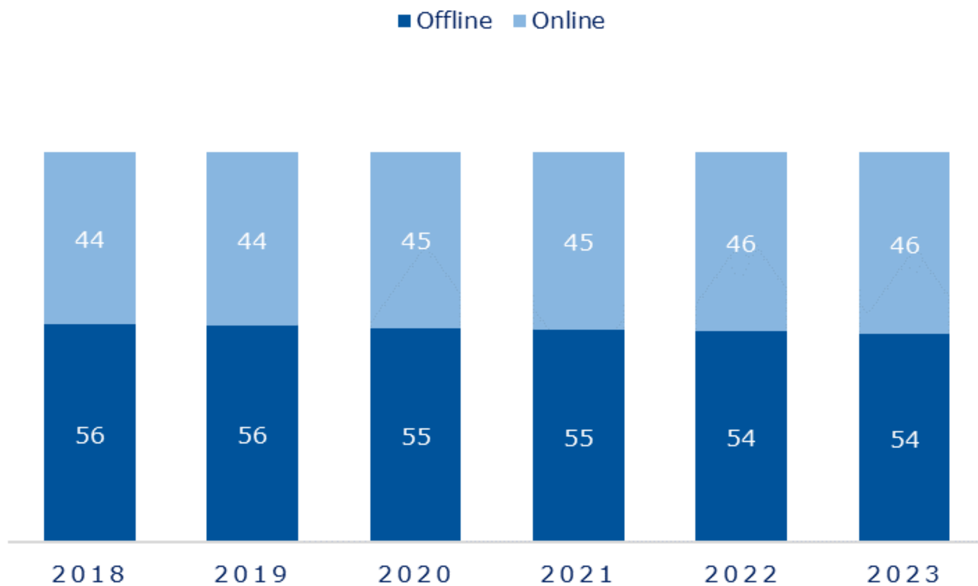


Source: Statista-Processing: INSETE Intelligence

8.3 Booking channels

Online sales remained at the same level in 2023 compared to 2022. In 2022 the share of online sales was 46% compared to 54% of offline sales. Online sales have been growing since 2018 but at a very slow pace. For example, in 2018 the share of online sales was 44% compared to 56% of offline sales.

Graph 24: Percentage Distribution of Car Rental



Source: Statista-Processing: INSETE Intelligence

9 Annex

Notes and explanations of the data in tables and graphs

International Air Arrivals: Data refer to arrivals of passengers on international flights regardless of place of residence. For Athens airport data, due to the disruptions of this survey and/or the small sample size during the period March 2020 - June 2021, the respective passenger volume estimates should be treated with caution and comparisons should be avoided. The categorisation of airports is as follows: Dodecanese: Rhodes - Kos - Karpathos, Crete: Heraklion - Chania, Ionian: Corfu - Zakynthos - Zakynthos - Kefalonia - Aktion, Cyclades: Mykonos - Santorini, Peloponnese: Samos - Skiathos - Skiathos - Kavala - Mytilini.

Domestic arrivals at the main airports: A passenger making a round trip is counted twice: both on arrival at his/her destination and on return to his/her home base. Data for the latest available month for Athens airport is an estimate by INSETE Intelligence. The categorisation of airports is as follows: Dodecanese: Rhodes - Kos - Karpathos, Crete: Heraklion - Chania, Ionian: Corfu - Corfu - Zakynthos - Kefalonia - Aktion, Cyclades: Mykonos - Santorini - Paros, Other: Samos - Skiathos - Kavala - Mytilini.

Road arrivals: Road arrivals are recorded by the local Police Departments on the basis of nationality, regardless of place of permanent residence and -including foreign migrants in Greece returning from a trip abroad. The categorisation of countries is as follows: Albania: Kakavia - Kristallopigi - Sagiada - Mertzani; Bulgaria: Ormenio - Kyprinos - Nymphaea - Promachonas - Exochi - Agios Konstantinos; North Macedonia: Evzonoi - Doirani - Niki, Turkey: Kastanies - Kipoi.

Review Pro Quality Indicators: in the tables the General Rating of Hotel Customer Satisfaction (GRI®), calculated by ReviewPro®, a company specializing in measuring the online reputation of hotels. This index is calculated for each hotel by analyzing the variables associated with customer reviews posted on hundreds of social media platforms, hotel review sites and OTAs (online travel agents) websites. It also takes into account not only daily reviews but also historical data from the last 365 days, giving more weight to the most recent reviews. Indicators above 80% indicate a positive experience. The indicator is qualitative and can be used to assess the evolution of the quality of the services provided. For the calculation, data from 1,126 hotels in Greece of different categories and from different regions of the country have been analysed.

Arrivals based on the Border Survey of the Bank of Greece: the data are estimated on the basis of a sample survey and refer to arrivals of residents of other countries, regardless of the mode of transit (by air, road, sea) and regardless of nationality, i.e. they include Greek permanent residents abroad, while they do not include foreigners permanently resident in Greece.

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

ELSTAT: The data on arrivals and overnight stays of customers in hotel and camping accommodation in the country are collected from the Hotel and Camping Accommodation Survey, which is conducted on a monthly basis, with the completion of a special form by each accommodation for each month of operation. All hotel and camping accommodation establishments in the country are obliged to provide this statistical information. The survey shall be census-based and shall be carried out on a monthly basis. The results are obtained through the collection and processing of data from specific questionnaires completed by each hotel or campsite accommodation for each month of operation. The questionnaires are collected mainly electronically through ELSTAT's "Xenios Zeus" application and secondarily by means of a paper questionnaire for accommodation establishments where electronic completion is not possible. The survey is based on the statistical register of hotel and campsite accommodation, which is updated by administrative sources during the year so that the data refer to the actual number of accommodation and campsites in operation.

The employment characteristics (number of employed, unemployed, etc.) shall be estimated by applying an appropriate unbiased estimator, the calculation of which shall be based on: a) the probability of selection of the sample households, b) the response rate of the sample households to each primary

sampling (area), c) the distribution of the population of each Region, by gender and age groups and d) the distribution of the number of private households in the country as a whole. The collection of survey data from January 2021 onwards is done using an electronic questionnaire. The categorisation of economic activities based on the product produced or service provided. Since 2008, STACOD 08, which is identical to NACE Rev2, has been used. The Labour Force Survey collects information at the 3-digit level for the main job and at the 2-digit level for the second and previous job

Hellenic Ports Union: The Hellenic Ports Union proceeds with the publication of the aggregated data on arrivals and passengers for the Greek cruise industry.

SEEN: The Association of Passenger Shipping Enterprises estimates the number of passengers for the Adriatic market and for the inland waterway traffic.

Statista: The Car Rentals section includes vehicle rentals booked in person, by phone via the internet or app. Users represent people booked a trip, regardless of the number of travelers. This segment takes into account time-based rental agreements with upfront fixed costs from professional car rental services such as SIXT, Hertz and Budget. The following are not included: carpools, chauffeur services, taxis or car-sharing offers with usage-based or bid-based pricing models.

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Η παρούσα μελέτη υλοποιήθηκε από το ΙΝΣΕΤΕ στο πλαίσιο της Πράξης: «Ενίσχυση της θεσμικής και επιχειρησιακής ικανότητας του ΣΕΤΕ» με κωδικό MIS 5000993, η οποία εντάσσεται στο **Επιχειρησιακό Πρόγραμμα "Ανάπτυξη Ανθρώπινου Δυναμικού Εκπαίδευση & Δια Βίου Μάθηση ΕΣΠΑ 2014-2020" και συγχρηματοδοτείται από το Ευρωπαϊκό Κοινωνικό Ταμείο (ΕΚΤ).**

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Ευρωπαϊκό Κοινωνικό Ταμείο

Επιχειρησιακό Πρόγραμμα
Ανάπτυξη Ανθρώπινου Δυναμικού,
Εκπαίδευση και Διά Βίου Μάθηση
Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης

ΕΣΠΑ 2014-2020
ανάπτυξη - εργασία - αλληλεγγύη