INSETE

INTELLIGENCE

# Statistical Bulletin

May 2024

No 92

# INCOMING TOURISM

## ADMINISTRATIVE DATA

### Air Arrivals

VS 2023

| APRIL | YTD |
|---|---|
| +6,0% | +12,3% |

### Road Arrivals

VS 2023

| APRIL | YTD |
|---|---|
| -8,5% | +5,1% |

## BANK OF GREECE BORDER SURVEY

### Arrivals

| MARCH | YTD |
|---|---|
| +31,2% | +24,5% |

### Receipts

| MARCH | YTD |
|---|---|
| +34,2% | +28,2% |

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

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

## Special thanks

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

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

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# 1. Air Arrivals, April 2024

**Table 1. International air arrivals at main Greek airports, April 2024**

| 2024 | Athens | Thessaloniki | Rhodes | Kos | Heraklion | Chania | Corfu | Zakynthos | Kefalonia | Aktio | Mykonos | Santorini | Kalamata | Samos | Skiathos | Kavala | Mytilene | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| January | 366,841 | 114,619 | | | 1,671 | 1,412 | | | | | | | | | | | | 484,543 |
| February | 348,717 | 105,078 | 3,762 | | 2,268 | 1,444 | | | | | | | 250 | | | | | 461,519 |
| March | 448,796 | 151,041 | 14,960 | 983 | 20,813 | 6,464 | 7,840 | 224 | | 183 | 250 | 1,768 | 2,209 | | | 399 | | 655,930 |
| April | 629,248 | 199,935 | 158,930 | 28,865 | 206,227 | 71,997 | 76,083 | 16,454 | 3,970 | 6,252 | 10,712 | 32,359 | 6,732 | 1,549 | 1,317 | 1,496 | 1,167 | 1,453,293 |
| May | | | | | | | | | | | | | | | | | | |
| June | | | | | | | | | | | | | | | | | | |
| July | | | | | | | | | | | | | | | | | | |
| August | | | | | | | | | | | | | | | | | | |
| September | | | | | | | | | | | | | | | | | | |
| October | | | | | | | | | | | | | | | | | | |
| November | | | | | | | | | | | | | | | | | | |
| December | | | | | | | | | | | | | | | | | | |
| **ytd** | **1,793,602** | **570,673** | **177,652** | **29,848** | **230,979** | **81,317** | **83,923** | **16,678** | **3,970** | **6,435** | **10,962** | **34,127** | **9,191** | **1,549** | **1,317** | **1,895** | **1,167** | **3,055,285** |

| 2023 | Athens | Thessaloniki | Rhodes | Kos | Heraklion | Chania | Corfu | Zakynthos | Kefalonia | Aktio | Mykonos | Santorini | 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 | 14,079 | 15,696 | 26,245 | 12,355 | 6,084 | 2,535,425 |
| June | 825,667 | 259,940 | 451,431 | 223,292 | 567,557 | 243,287 | 327,739 | 187,015 | 71,779 | 73,397 | 95,012 | 121,946 | 25,368 | 24,491 | 49,693 | 25,615 | 10,315 | 3,583,544 |
| July | 935,884 | 320,614 | 480,890 | 277,084 | 723,779 | 300,236 | 414,004 | 237,180 | 89,485 | 99,043 | 151,909 | 174,331 | 26,200 | 31,353 | 66,371 | 31,383 | 13,250 | 4,372,996 |
| August | 832,491 | 298,947 | 508,901 | 268,319 | 704,318 | 262,797 | 395,226 | 230,361 | 87,498 | 84,917 | 140,611 | 161,695 | 25,389 | 28,999 | 63,877 | 27,658 | 12,288 | 4,134,292 |
| September | 773,971 | 250,727 | 436,468 | 220,760 | 570,775 | 231,758 | 304,944 | 172,900 | 60,230 | 67,657 | 84,624 | 112,878 | 23,259 | 25,640 | 30,925 | 19,783 | 9,434 | 3,396,733 |
| October | 689,588 | 208,070 | 260,518 | 123,406 | 364,453 | 119,452 | 132,358 | 44,357 | 10,574 | 20,216 | 25,039 | 57,657 | 11,223 | 3,706 | 1,194 | 4,310 | 1,045 | 2,077,166 |
| November | 401,678 | 110,560 | 5,826 | 637 | 10,919 | 2,215 | 736 | 18 | 1 | 29 | 116 | 482 | 1,639 | | | | 3 | 534,859 |
| December | 376,915 | 147,003 | 303 | 2 | 3,130 | 31,971 | 12 | | | 6 | | | | | | | 10 | 559,352 |
| **Total** | **7,072,820** | **2,359,090** | **2,625,029** | **1,303,038** | **3,567,958** | **1,438,572** | **1,832,651** | **991,030** | **361,933** | **392,070** | **546,233** | **743,023** | **135,160** | **131,818** | **238,689** | **122,337** | **53,446** | **#######** |
| **ytd** | **1,538,966** | **528,737** | **155,100** | **31,258** | **219,680** | **84,251** | **74,677** | **14,344** | **5,067** | **6,490** | **12,855** | **36,535** | **8,003** | **1,933** | **384** | **1,233** | **1,017** | **2,720,530** |

| Δ2024/23 | Athens | Thessaloniki | Rhodes | Kos | Heraklion | Chania | Corfu | Zakynthos | Kefalonia | Aktio | Mykonos | Santorini | Kalamata | Samos | Skiathos | Kavala | Mytilene | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| January | 30.8% | 10.9% | | | 3.4% | 0.9% | | | | | | | | | | | | 25.3% |
| February | 22.3% | 7.4% | | | 26.1% | 16.1% | | | | | | | -10.4% | | | | | 19.5% |
| March | 11.7% | 19.4% | 37.9% | 90.1% | 46.4% | -28.0% | 3.3% | 126.3% | -100.0% | -63.5% | -64.8% | -39.7% | 47.9% | | | | | 13.7% |
| April | 10.1% | -0.6% | 10.2% | -6.1% | 2.1% | -0.9% | 13.4% | 15.5% | -12.8% | 4.4% | -11.8% | -3.7% | 8.1% | -19.9% | 243.0% | 21.3% | 14.7% | 6.0% |
| May | | | | | | | | | | | | | | | | | | |
| June | | | | | | | | | | | | | | | | | | |
| July | | | | | | | | | | | | | | | | | | |
| August | | | | | | | | | | | | | | | | | | |
| September | | | | | | | | | | | | | | | | | | |
| October | | | | | | | | | | | | | | | | | | |
| November | | | | | | | | | | | | | | | | | | |
| December | | | | | | | | | | | | | | | | | | |
| **ytd** | **16.5%** | **7.9%** | **14.5%** | **-4.5%** | **5.1%** | **-3.5%** | **12.4%** | **16.3%** | **-21.6%** | **-0.8%** | **-14.7%** | **-6.6%** | **14.8%** | **-19.9%** | **243.0%** | **53.7%** | **14.7%** | **12.3%** |

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

See Appendix

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

| Geographical region | Regional airports | | | Dodecanese | | | Cyclades | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2024 | 2023 | Δ2024/23 | 2024 | 2023 | Δ2024/23 | 2024 | 2023 | Δ2024/23 |
| January | 117,702 | 106,354 | 10.7% | | | | | | |
| February | 112,802 | 101,160 | 11.5% | 3,762 | | | | | |
| March | 207,134 | 174,880 | 18.4% | 15,943 | 11,365 | 40.3% | 2,018 | 3,644 | -44.6% |
| April | 824,045 | 799,170 | 3.1% | 187,795 | 174,993 | 7.3% | 43,071 | 45,746 | -5.8% |
| May | | 1,837,765 | | | 483,872 | | | 113,566 | |
| June | | 2,757,877 | | | 674,723 | | | 216,958 | |
| July | | 3,437,112 | | | 757,974 | | | 326,240 | |
| August | | 3,301,801 | | | 777,220 | | | 302,306 | |
| September | | 2,622,762 | | | 657,228 | | | 197,502 | |
| October | | 1,387,578 | | | 383,924 | | | 82,696 | |
| November | | 133,181 | | | 6,463 | | | 598 | |
| December | | 182,437 | | | 305 | | | | |
| **ytd** | **1,261,683** | **1,181,564** | **6.8%** | **207,500** | **186,358** | **11.3%** | **45,089** | **49,390** | **-8.7%** |

| Geographical region | Crete | | | Ionian Islands | | | Peloponnese | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2024 | 2023 | Δ2024/23 | 2024 | 2023 | Δ2024/23 | 2024 | 2023 | Δ2024/23 |
| January | 3,083 | 3,016 | 2.2% | | | | | | |
| February | 3,712 | 3,043 | 22.0% | | | | 250 | 279 | -10% |
| March | 27,277 | 23,201 | 17.6% | 8,247 | 8,703 | -5.2% | 2,209 | 1,494 | 48% |
| April | 278,224 | 274,671 | 1.3% | 102,759 | 91,875 | 11.8% | 6,732 | 6,230 | 8% |
| May | | 565,952 | | | 365,424 | | | 14,079 | |
| June | | 810,844 | | | 659,930 | | | 25,368 | |
| July | | 1,024,015 | | | 839,712 | | | 26,200 | |
| August | | 967,115 | | | 798,002 | | | 25,389 | |
| September | | 802,533 | | | 605,731 | | | 23,259 | |
| October | | 483,905 | | | 207,505 | | | 11,223 | |
| November | | 13,134 | | | 784 | | | 1,639 | |
| December | | 35,101 | | | 18 | | | | |
| **ytd** | **312,296** | **303,931** | **2.8%** | **111,006** | **100,578** | **10.4%** | **9,191** | **8,003** | **15%** |

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

See Appendix

**Table 3. Domestic air arrivals at main Greek airports, April 2024**

| 2024 | Athens | Thessaloniki | Rhodes | Kos | Heraklion | Chania | Corfu | Zakynthos | Kefalonia | Aktio | Mykonos | Santorini | Kalamata | Samos | Skiathos | Kavala | Mytilene | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| January | 244,346 | 77,714 | 32,000 | 10,045 | 57,249 | 28,355 | 6,563 | 1,529 | 1,780 | 61 | 4,033 | 14,571 | 573 | 5,896 | 647 | 2,170 | 11,421 | 498,953 |
| February | 249,853 | 85,325 | 26,407 | 9,128 | 45,858 | 30,770 | 9,837 | 1,516 | 1,592 | 99 | 4,552 | 15,522 | 677 | 5,377 | 645 | 2,162 | 11,166 | 500,486 |
| March | 293,669 | 91,443 | 32,795 | 10,661 | 65,511 | 34,410 | 12,639 | 1,792 | 1,861 | 83 | 7,196 | 27,636 | 666 | 6,112 | 891 | 2,430 | 13,158 | 602,953 |
| April | 328,436 | 94,578 | 36,591 | 13,610 | 69,628 | 33,547 | 14,003 | 3,386 | 3,051 | 349 | 13,879 | 60,906 | 847 | 7,405 | 1,533 | 2,654 | 15,082 | 699,485 |
| May | | | | | | | | | | | | | | | | | | |
| June | | | | | | | | | | | | | | | | | | |
| July | | | | | | | | | | | | | | | | | | |
| August | | | | | | | | | | | | | | | | | | |
| September | | | | | | | | | | | | | | | | | | |
| October | | | | | | | | | | | | | | | | | | |
| November | | | | | | | | | | | | | | | | | | |
| December | | | | | | | | | | | | | | | | | | |
| **ytd** | **1,116,304** | **349,060** | **127,793** | **43,444** | **238,246** | **127,082** | **43,042** | **8,223** | **8,284** | **592** | **29,660** | **118,635** | **2,763** | **24,790** | **3,716** | **9,416** | **50,827** | **2,301,877** |

| 2023 | Athens | Thessaloniki | Rhodes | Kos | Heraklion | Chania | Corfu | Zakynthos | Kefalonia | Aktio | Mykonos | Santorini | Kalamata | Samos | Skiathos | Kavala | Mytilene | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| January | 230,020 | 72,229 | 28,914 | 10,179 | 51,740 | 27,895 | 6,233 | 1,466 | 1,505 | 88 | 3,976 | 13,278 | 629 | 6,140 | 648 | 1,966 | 11,316 | 468,222 |
| February | 223,115 | 76,415 | 24,514 | 8,045 | 49,759 | 26,142 | 4,600 | 1,400 | 1,401 | 53 | 3,799 | 12,961 | 645 | 5,276 | 605 | 2,154 | 10,586 | 451,470 |
| March | 262,171 | 86,876 | 29,222 | 10,293 | 50,384 | 30,239 | 10,998 | 1,719 | 1,702 | 74 | 5,823 | 22,058 | 646 | 5,873 | 795 | 2,387 | 12,862 | 534,122 |
| April | 321,963 | 90,285 | 35,948 | 13,017 | 61,240 | 34,334 | 14,599 | 2,954 | 2,856 | 144 | 15,096 | 49,581 | 1,099 | 7,476 | 1,686 | 2,074 | 15,134 | 669,486 |
| May | 401,379 | 89,407 | 35,580 | 12,309 | 65,660 | 37,182 | 17,315 | 4,058 | 3,791 | 120 | 30,678 | 77,800 | 1,409 | 7,699 | 2,420 | 2,396 | 15,090 | 804,293 |
| June | 460,744 | 99,462 | 39,256 | 14,640 | 69,541 | 39,397 | 23,504 | 6,009 | 7,495 | 202 | 41,959 | 83,502 | 1,786 | 9,537 | 4,241 | 2,533 | 17,586 | 921,394 |
| July | 512,533 | 112,619 | 45,225 | 19,012 | 78,845 | 42,130 | 24,506 | 7,898 | 10,827 | 290 | 44,994 | 76,966 | 2,329 | 11,232 | 5,750 | 2,275 | 23,864 | 1,021,295 |
| August | 528,662 | 103,313 | 46,227 | 18,235 | 76,810 | 40,195 | 25,085 | 7,661 | 10,662 | 370 | 43,672 | 77,597 | 2,420 | 12,360 | 5,679 | 2,202 | 21,334 | 1,022,484 |
| September | 495,668 | 107,778 | 39,350 | 13,888 | 68,282 | 37,057 | 22,354 | 5,652 | 6,838 | 250 | 39,777 | 80,219 | 571 | 8,553 | 4,164 | 2,625 | 16,793 | 949,819 |
| October | 442,722 | 102,403 | 35,631 | 11,739 | 67,651 | 35,514 | 15,046 | 3,472 | 3,272 | 107 | 19,637 | 65,556 | 338 | 6,794 | 1,630 | 2,438 | 14,660 | 828,610 |
| November | 316,196 | 95,129 | 29,107 | 9,430 | 56,783 | 28,302 | 8,553 | 1,603 | 1,812 | 62 | 5,933 | 26,217 | 649 | 5,971 | 685 | 2,401 | 13,252 | 602,085 |
| December | 290,459 | 98,960 | 30,913 | 9,601 | 62,095 | 30,671 | 10,570 | 1,765 | 1,865 | 173 | 3,566 | 15,661 | 661 | 5,691 | 695 | 2,400 | 13,442 | 579,188 |
| **Total** | **4,485,632** | **1,134,876** | **419,887** | **150,388** | **758,790** | **409,058** | **183,363** | **45,657** | **54,026** | **1,933** | **258,910** | **601,396** | **13,182** | **92,602** | **28,998** | **27,851** | **185,919** | **8,852,468** |
| **ytd** | **1,037,269** | **325,805** | **118,598** | **41,534** | **213,123** | **118,610** | **36,430** | **7,539** | **7,464** | **359** | **28,694** | **97,878** | **3,019** | **24,765** | **3,734** | **8,581** | **49,898** | **2,123,300** |

| Δ2024/23 | Athens | Thessaloniki | Rhodes | Kos | Heraklion | Chania | Corfu | Zakynthos | Kefalonia | Aktio | Mykonos | Santorini | Kalamata | Samos | Skiathos | Kavala | Mytilene | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| January | 6.2% | 7.6% | 10.7% | -1.3% | 10.6% | 1.6% | 5.3% | 4.3% | 18.3% | -30.7% | 1.4% | 9.7% | -8.9% | -4.0% | -0.2% | 10.4% | 0.9% | 6.6% |
| February | 12.0% | 11.7% | 7.7% | 13.5% | -7.8% | 17.7% | 113.8% | 8.3% | 13.6% | 86.8% | 19.8% | 19.8% | 5.0% | 1.9% | 6.6% | 0.4% | 5.5% | 10.9% |
| March | 12.0% | 5.3% | 12.2% | 3.6% | 30.0% | 13.8% | 14.9% | 4.2% | 9.3% | 12.2% | 23.6% | 25.3% | 3.1% | 4.1% | 12.1% | 1.8% | 2.3% | 12.9% |
| April | 2.0% | 4.8% | 1.8% | 4.6% | 13.7% | -2.3% | -4.1% | 14.6% | 6.8% | 142.4% | -8.1% | 22.8% | -22.9% | -0.9% | -9.1% | 28.0% | -0.3% | 4.5% |
| May | | | | | | | | | | | | | | | | | | |
| June | | | | | | | | | | | | | | | | | | |
| July | | | | | | | | | | | | | | | | | | |
| August | | | | | | | | | | | | | | | | | | |
| September | | | | | | | | | | | | | | | | | | |
| October | | | | | | | | | | | | | | | | | | |
| November | | | | | | | | | | | | | | | | | | |
| December | | | | | | | | | | | | | | | | | | |
| **ytd** | **7.6%** | **7.1%** | **7.8%** | **4.6%** | **11.8%** | **7.1%** | **18.1%** | **9.1%** | **11.0%** | **64.9%** | **3.4%** | **21.2%** | **-8.5%** | **0.1%** | **-0.5%** | **9.7%** | **1.9%** | **8.4%** |

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

See Appendix

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

| Geographical region | Regional airports | | | Dodecanese | | | Cyclades | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2024 | 2023 | Δ2024/23 | 2024 | 2023 | Δ2024/23 | 2024 | 2023 | Δ2024/23 |
| January | 254,607 | 238,202 | 6.9% | 42,045 | 39,093 | 7.6% | 18,604 | 17,254 | 7.8% |
| February | 250,633 | 228,355 | 9.8% | 35,535 | 32,559 | 9.1% | 20,074 | 16,760 | 19.8% |
| March | 309,284 | 271,951 | 13.7% | 43,456 | 39,515 | 10.0% | 34,832 | 27,881 | 24.9% |
| April | 371,049 | 347,523 | 6.8% | 50,201 | 48,965 | 2.5% | 74,785 | 64,677 | 15.6% |
| May | | 402,914 | | | 47,889 | | | 108,478 | |
| June | | 460,650 | | | 53,896 | | | 125,461 | |
| July | | 508,762 | | | 64,237 | | | 121,960 | |
| August | | 493,822 | | | 64,462 | | | 121,269 | |
| September | | 454,151 | | | 53,238 | | | 119,996 | |
| October | | 385,888 | | | 47,370 | | | 85,193 | |
| November | | 285,889 | | | 38,537 | | | 32,150 | |
| December | | 288,729 | | | 40,514 | | | 19,227 | |
| **ytd** | **1,185,573** | **1,086,031** | **9.2%** | **171,237** | **160,132** | **6.9%** | **148,295** | **126,572** | **17.2%** |

| Geographical region | Crete | | | Ionian Islands | | |
|---|---|---|---|---|---|---|
| | 2024 | 2023 | Δ2024/23 | 2024 | 2023 | Δ2024/23 |
| January | 85,604 | 79,635 | 7.5% | 9,933 | 9,292 | 6.9% |
| February | 76,628 | 75,901 | 1.0% | 13,044 | 7,454 | 75.0% |
| March | 99,921 | 80,623 | 23.9% | 16,375 | 14,493 | 13.0% |
| April | 103,175 | 95,574 | 8.0% | 20,789 | 20,553 | 1.1% |
| May | | 102,842 | | | 25,284 | |
| June | | 108,938 | | | 37,210 | |
| July | | 120,975 | | | 43,521 | |
| August | | 117,005 | | | 43,778 | |
| September | | 105,339 | | | 35,094 | |
| October | | 103,165 | | | 21,897 | |
| November | | 85,085 | | | 12,030 | |
| December | | 92,766 | | | 14,373 | |
| **ytd** | **365,328** | **331,733** | **10.1%** | **60,141** | **51,792** | **16.1%** |

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

See Appendix

## 2. Road Arrivals, April 2024

**Table 5. Road arrivals, per country, April 2024**

| 2024 | Nymfaia | Niki | Krystallopigi | Agios Konstantinos | Ormenio | Kyprinos | Kastanies | Kipoi | Doirani | Evzonoi | Kakavia | Mertzani | Exochi | Promachonas | Sagiada | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| January | 8,672 | 28,168 | 66,200 | 4,240 | 34,391 | 5,091 | 14,513 | 55,318 | 10,080 | 83,681 | 63,325 | 1,534 | 14,571 | 49,532 | 20,874 | 460,190 |
| February | 9,651 | 19,046 | 41,706 | 4,054 | 32,460 | 10,360 | 12,999 | 49,991 | 5,591 | 76,360 | 34,566 | 1,504 | 14,965 | 31,968 | 13,461 | 358,682 |
| March | 11,906 | 9,627 | 25,940 | 4,928 | 45,086 | 17,588 | 15,302 | 60,691 | 9,316 | 73,169 | 43,601 | 879 | 19,746 | 63,614 | 18,118 | 419,511 |
| April | 15,123 | 27,612 | 48,270 | 5,232 | 43,533 | 6,729 | 19,032 | 88,971 | 11,643 | 114,124 | 37,143 | 2,169 | 21,388 | 57,535 | 17,872 | 516,376 |
| May | | | | | | | | | | | | | | | | |
| June | | | | | | | | | | | | | | | | |
| July | | | | | | | | | | | | | | | | |
| August | | | | | | | | | | | | | | | | |
| September | | | | | | | | | | | | | | | | |
| October | | | | | | | | | | | | | | | | |
| November | | | | | | | | | | | | | | | | |
| December | | | | | | | | | | | | | | | | |
| **ytd** | **45,352** | **84,453** | **182,116** | **18,454** | **155,470** | **39,768** | **61,846** | **254,971** | **36,630** | **347,334** | **178,635** | **6,086** | **70,670** | **202,649** | **70,325** | **1,754,759** |

| 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** |
| **ytd** | **36,955** | **104,791** | **214,201** | **16,301** | **132,405** | **21,393** | **33,519** | **179,058** | **42,652** | **352,814** | **186,085** | **7,124** | **62,728** | **211,707** | **68,167** | **1,669,900** |

| Δ2024/23 | Nymfaia | Niki | Krystallopigi | Agios Konstantinos | Ormenio | Kyprinos | Kastanies | Kipoi | Doirani | Evzonoi | Kakavia | Mertzani | Exochi | Promachonas | Sagiada | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| January | 7.0% | 13.4% | 0.8% | 15.4% | 14.9% | 1.3% | 74.5% | 29.0% | 2.7% | 12.0% | 2.9% | -29.2% | 5.0% | 11.7% | 13.0% | 11.3% |
| February | 10.4% | -18.9% | 12.5% | 19.0% | 12.0% | 131.8% | 85.5% | 46.1% | -28.4% | 22.2% | 13.0% | 18.6% | 4.4% | -13.1% | 5.5% | 14.5% |
| March | 44.2% | -61.7% | -43.4% | 27.9% | 30.3% | 220.1% | 98.2% | 45.8% | -4.9% | -18.1% | 16.3% | -43.2% | 33.1% | 70.3% | 14.2% | 10.8% |
| April | 27.6% | -11.9% | -26.4% | -2.5% | 12.0% | 5.1% | 81.8% | 47.5% | -23.6% | -9.6% | -34.3% | 1.3% | 8.7% | -38.3% | -15.2% | -8.5% |
| May | | | | | | | | | | | | | | | | |
| June | | | | | | | | | | | | | | | | |
| July | | | | | | | | | | | | | | | | |
| August | | | | | | | | | | | | | | | | |
| September | | | | | | | | | | | | | | | | |
| October | | | | | | | | | | | | | | | | |
| November | | | | | | | | | | | | | | | | |
| December | | | | | | | | | | | | | | | | |
| **ytd** | **22.7%** | **-19.4%** | **-15.0%** | **13.2%** | **17.4%** | **85.9%** | **84.5%** | **42.4%** | **-14.1%** | **-1.6%** | **-4.0%** | **-14.6%** | **12.7%** | **-4.3%** | **3.2%** | **5.1%** |

Source: Border checkpoints - Processing: INSETE Intelligence

See Appendix

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

| Countries | Albania | | | Bulgaria | | |
|---|---|---|---|---|---|---|
| | 2024 | 2023 | Δ2024/23 | 2024 | 2023 | Δ2024/23 |
| January | 151,933 | 147,825 | 2.8% | 116,497 | 104,943 | 11.0% |
| February | 91,237 | 81,663 | 11.7% | 103,458 | 96,720 | 7.0% |
| March | 88,538 | 100,754 | -12.1% | 162,868 | 104,404 | 56.0% |
| April | 105,454 | 145,335 | -27.4% | 149,540 | 175,422 | -14.8% |
| May | | 125,935 | | | 179,364 | |
| June | | 132,476 | | | 640,249 | |
| July | | 185,686 | | | 1,038,559 | |
| August | | 268,273 | | | 1,042,557 | |
| September | | 165,583 | | | 621,831 | |
| October | | 125,465 | | | 180,054 | |
| November | | 117,433 | | | 105,572 | |
| December | | 114,260 | | | 161,262 | |
| **ytd** | **437,162** | **475,577** | **-8.1%** | **532,363** | **481,489** | **10.6%** |

| Countries | North Macedonia | | | Turkey | | |
|---|---|---|---|---|---|---|
| | 2024 | 2023 | Δ2024/23 | 2024 | 2023 | Δ2024/23 |
| January | 121,929 | 109,366 | 11.5% | 69,831 | 51,199 | 36.4% |
| February | 100,997 | 93,776 | 7.7% | 62,990 | 41,236 | 52.8% |
| March | 92,112 | 124,269 | -25.9% | 75,993 | 49,359 | 54.0% |
| April | 153,379 | 172,846 | -11.3% | 108,003 | 70,783 | 52.6% |
| May | | 181,676 | | | 72,240 | |
| June | | 416,846 | | | 116,699 | |
| July | | 629,435 | | | 134,662 | |
| August | | 619,212 | | | 249,179 | |
| September | | 364,280 | | | 133,904 | |
| October | | 150,586 | | | 88,329 | |
| November | | 106,306 | | | 84,940 | |
| December | | 129,844 | | | 83,620 | |
| **ytd** | **468,417** | **500,257** | **-6.4%** | **316,817** | **212,577** | **49.0%** |

Source: Border checkpoints - Processing: INSETE Intelligence

See Appendix

## 3. Balance of Travel Services, March 2024

**Table 7. Arrivals in thousands**

| 2024 | Countries EE-27 | Eurozone | out of which | | non Eurozone | Other | out of which | | | Total |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | France | Germany | | | U.K. | USA | Russia | |
| January | 368 | 255 | 43 | 70 | 113 | 370 | 36 | 55 | 0 | 737 |
| February | 388 | 258 | 27 | 62 | 130 | 333 | 28 | 41 | 0 | 721 |
| March | 431 | 282 | 48 | 72 | 150 | 443 | 54 | 67 | 1 | 874 |
| April | | | | | | | | | | |
| May | | | | | | | | | | |
| June | | | | | | | | | | |
| July | | | | | | | | | | |
| August | | | | | | | | | | |
| September | | | | | | | | | | |
| October | | | | | | | | | | |
| November | | | | | | | | | | |
| December | | | | | | | | | | |
| **ytd** | **1,187** | **794** | **118** | **204** | **393** | **1,145** | **118** | **162** | **1** | **2,333** |

| 2023 | Countries EE-27 | Eurozone | out of which | | non Eurozone | Other | out of which | | | Total |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | France | Germany | | | U.K. | USA | Russia | |
| January | 294 | 210 | 31 | 65 | 84 | 341 | 59 | 15 | 1 | 635 |
| February | 256 | 174 | 45 | 41 | 82 | 316 | 40 | 22 | 1 | 573 |
| March | 348 | 208 | 16 | 52 | 141 | 318 | 49 | 49 | 2 | 666 |
| April | 798 | 570 | 104 | 200 | 228 | 575 | 123 | 79 | 0 | 1,373 |
| May | 1,503 | 1,170 | 204 | 513 | 333 | 1,009 | 369 | 154 | 3 | 2,513 |
| June | 2,636 | 1,782 | 239 | 684 | 855 | 1,666 | 654 | 209 | 6 | 4,302 |
| July | 3,883 | 2,294 | 372 | 746 | 1,590 | 2,225 | 802 | 209 | 6 | 6,109 |
| August | 4,108 | 2,518 | 398 | 768 | 1,590 | 2,371 | 920 | 200 | 6 | 6,479 |
| September | 3,119 | 1,998 | 217 | 785 | 1,121 | 2,022 | 866 | 170 | 5 | 5,141 |
| October | 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** |
| **ytd** | **899** | **592** | **93** | **158** | **307** | **975** | **148** | **86** | **4** | **1,874** |

| Δ2024/2023 | Countries EE-27 | Eurozone | out of which | | non Eurozone | Other | out of which | | | Total |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | France | Germany | | | U.K. | USA | Russia | |
| January | 24.9% | 21.2% | 35.4% | 8.6% | 34.4% | 8.3% | -39.2% | 260.2% | -100.0% | 16.0% |
| February | 51.5% | 48.2% | -39.8% | 51.6% | 58.6% | 5.3% | -28.1% | 87.8% | -100.0% | 26.0% |
| March | 23.9% | 35.7% | 204.2% | 37.2% | 6.4% | 39.3% | 8.4% | 34.8% | -51.1% | 31.2% |
| April | | | | | | | | | | |
| May | | | | | | | | | | |
| June | | | | | | | | | | |
| July | | | | | | | | | | |
| August | | | | | | | | | | |
| September | | | | | | | | | | |
| October | | | | | | | | | | |
| November | | | | | | | | | | |
| December | | | | | | | | | | |
| **ytd** | **32.1%** | **34.2%** | **27.3%** | **29.3%** | **28.1%** | **17.4%** | **-20.4%** | **87.8%** | **-72.6%** | **24.5%** |

Source: Bank of Greece - Processing: INSETE Intelligence

See Appendix

**Table 8. Receipts in mil. €**

| 2024 | Countries EE-27 | Eurozone | out of which | | non Eurozone | Other | out of which | | | Total | Cruises | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | France | Germany | | | U.K. | USA | Russia | | | |
| January | 149 | 116 | 20 | 29 | 34 | 127 | 20 | 23 | 0 | 276 | 3 | 278 |
| February | 155 | 125 | 14 | 30 | 30 | 134 | 13 | 23 | 0 | 289 | 2 | 291 |
| March | 166 | 141 | 16 | 38 | 25 | 191 | 24 | 55 | 2 | 357 | 16 | 372 |
| April | | | | | | | | | | | | |
| May | | | | | | | | | | | | |
| June | | | | | | | | | | | | |
| July | | | | | | | | | | | | |
| August | | | | | | | | | | | | |
| September | | | | | | | | | | | | |
| October | | | | | | | | | | | | |
| November | | | | | | | | | | | | |
| December | | | | | | | | | | | | |
| **ytd** | **470** | **382** | **50** | **96** | **88** | **451** | **57** | **101** | **2** | **921** | **21** | **942** |

| 2023 | Countries EE-27 | Eurozone | out of which | | non Eurozone | Other | out of which | | | Total | Cruises | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | France | Germany | | | U.K. | USA | Russia | | | |
| January | 91 | 77 | 11 | 22 | 14 | 125 | 19 | 14 | 1 | 216 | 3 | 219 |
| February | 98 | 84 | 28 | 18 | 14 | 138 | 19 | 24 | 1 | 236 | 2 | 239 |
| March | 128 | 103 | 13 | 28 | 25 | 136 | 17 | 38 | 2 | 263 | 14 | 277 |
| 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** |
| **ytd** | **317** | **264** | **52** | **67** | **53** | **399** | **54** | **76** | **3** | **716** | **19** | **735** |

| Δ2024/2023 | Countries EE-27 | Eurozone | out of which | | non Eurozone | Other | out of which | | | Total | Cruises | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | France | Germany | | | U.K. | USA | Russia | | | |
| January | 63.3% | 49.6% | 83.0% | 34.7% | 138.8% | 1.0% | 8.1% | 63.6% | -100.0% | 27.3% | 10.0% | 27.1% |
| February | 57.3% | 48.2% | -50.1% | 65.5% | 111.5% | -2.7% | -30.8% | -4.3% | -100.0% | 22.3% | 10.0% | 22.2% |
| March | 30.3% | 37.6% | 24.4% | 36.9% | 0.3% | 40.3% | 41.7% | 44.0% | 0.9% | 35.5% | 10.0% | 34.2% |
| April | | | | | | | | | | | | |
| May | | | | | | | | | | | | |
| June | | | | | | | | | | | | |
| July | | | | | | | | | | | | |
| August | | | | | | | | | | | | |
| September | | | | | | | | | | | | |
| October | | | | | | | | | | | | |
| November | | | | | | | | | | | | |
| December | | | | | | | | | | | | |
| **ytd** | **48.2%** | **44.5%** | **-3.7%** | **43.8%** | **66.5%** | **13.1%** | **4.8%** | **32.4%** | **-39.2%** | **28.6%** | **10.0%** | **28.2%** |

Source: Bank of Greece - Processing: INSETE Intelligence

See Appendix

# 4. Quality Indexes, April 2024

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

| 2024 | Greece | Turkey | Italy | France | Spain | Cyprus |
|---|---|---|---|---|---|---|
| January | 87% | 84% | 85% | 81% | 85% | 86% |
| February | 87% | 84% | 85% | 82% | 85% | 86% |
| March | 87% | 85% | 85% | 82% | 85% | 86% |
| April | 87% | 85% | 84% | 81% | 85% | 87% |
| May | | | | | | |
| June | | | | | | |
| July | | | | | | |
| August | | | | | | |
| September | | | | | | |
| October | | | | | | |
| November | | | | | | |
| December | | | | | | |
| **Average** | **87%** | **84%** | **85%** | **81%** | **85%** | **86%** |

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

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

| 2023 | Greece | Turkey | Italy | France | Spain | Cyprus |
|---|---|---|---|---|---|---|
| January | 86% | 82% | 84% | 79% | 84% | 85% |
| February | 86% | 83% | 84% | 79% | 85% | 86% |
| March | 87% | 83% | 84% | 79% | 84% | 85% |
| April | 87% | 84% | 84% | 78% | 85% | 86% |
| May | 87% | 84% | 84% | 77% | 85% | 87% |
| June | 87% | 84% | 84% | 76% | 85% | 86% |
| July | 87% | 84% | 83% | 78% | 84% | 84% |
| August | 86% | 82% | 84% | 78% | 83% | 83% |
| September | 86% | 82% | 84% | 77% | 84% | 84% |
| October | 86% | 83% | 84% | 78% | 84% | 85% |
| November | 87% | 83% | 84% | 80% | 85% | 86% |
| December | 87% | 84% | 85% | 81% | 85% | 86% |
| **Average** | **87%** | **83%** | **84%** | **78%** | **84%** | **85%** |

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 11. GRI per star category**

| 2024 | Greece | 5 | 4 | 3 | 1-2 |
|---|---|---|---|---|---|
| January | 87% | 90% | 88% | 88% | 86% |
| February | 87% | 90% | 88% | 88% | 86% |
| March | 87% | 90% | 88% | 88% | 86% |
| April | 87% | 90% | 89% | 87% | 86% |
| May | | | | | |
| June | | | | | |
| July | | | | | |
| August | | | | | |
| September | | | | | |
| October | | | | | |
| November | | | | | |
| December | | | | | |
| **Average** | **87%** | **90%** | **88%** | **88%** | **86%** |

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 12. GRI per star category**

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

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 13. GRI of mainland Greece hotels**

| 2024 | Eastern Macedonia-Thrace | Attica | Western Greece | Western Macedonia | Epirus | Thessaly | Central Macedonia | Peloponnese | Central Greece |
|---|---|---|---|---|---|---|---|---|---|
| January | 87% | 85% | 86% | 90% | 90% | 89% | 87% | 88% | 87% |
| February | 88% | 85% | 85% | 90% | 91% | 89% | 87% | 88% | 88% |
| March | 88% | 85% | 84% | 90% | 91% | 88% | 88% | 89% | 88% |
| April | 86% | 84% | 83% | 90% | 90% | 87% | 88% | 88% | 86% |
| May | | | | | | | | | |
| June | | | | | | | | | |
| July | | | | | | | | | |
| August | | | | | | | | | |
| September | | | | | | | | | |
| October | | | | | | | | | |
| November | | | | | | | | | |
| December | | | | | | | | | |
| **Average** | **87%** | **85%** | **84%** | **90%** | **91%** | **88%** | **87%** | **88%** | **87%** |

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 14. GRI of mainland Greece hotels**

| 2023 | Eastern Macedonia-Thrace | Attica | Western Greece | Western Macedonia | Epirus | Thessaly | Central Macedonia | Peloponnese | Central Greece |
|---|---|---|---|---|---|---|---|---|---|
| January | 87% | 85% | 85% | 90% | 91% | 85% | 87% | 88% | 87% |
| February | 87% | 85% | 84% | 91% | 91% | 86% | 87% | 88% | 87% |
| March | 87% | 85% | 84% | 89% | 91% | 87% | 87% | 89% | 87% |
| April | 87% | 85% | 83% | 89% | 91% | 87% | 87% | 88% | 87% |
| May | 87% | 83% | 83% | 90% | 91% | 86% | 87% | 89% | 87% |
| June | 86% | 83% | 83% | 91% | 92% | 87% | 88% | 88% | 88% |
| July | 85% | 83% | 83% | 90% | 91% | 87% | 87% | 88% | 88% |
| August | 85% | 83% | 83% | 90% | 90% | 87% | 86% | 88% | 86% |
| September | 86% | 82% | 83% | 90% | 89% | 87% | 86% | 88% | 86% |
| October | 86% | 83% | 83% | 90% | 90% | 87% | 87% | 88% | 86% |
| November | 87% | 84% | 84% | 90% | 91% | 87% | 87% | 89% | 86% |
| December | 87% | 85% | 85% | 91% | 92% | 88% | 87% | 88% | 85% |
| **Average** | **86%** | **84%** | **84%** | **90%** | **91%** | **87%** | **87%** | **88%** | **87%** |

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 15. GRI of hotels in island Greece**

| 2024 | North Aegean | Ionian Islands | Dodecanese | Cyclades | Crete |
|---|---|---|---|---|---|
| January | 87% | 84% | 84% | 91% | 87% |
| February | 88% | 85% | 85% | 91% | 88% |
| March | 88% | 85% | 85% | 91% | 88% |
| April | 88% | 85% | 85% | 91% | 88% |
| May | | | | | |
| June | | | | | |
| July | | | | | |
| August | | | | | |
| September | | | | | |
| October | | | | | |
| November | | | | | |
| December | | | | | |
| **Average** | **88%** | **85%** | **85%** | **91%** | **88%** |

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 16. GRI of hotels in island Greece**

| 2023 | North Aegean | Ionian Islands | Dodecanese | Cyclades | Crete |
|---|---|---|---|---|---|
| January | 86% | 84% | 85% | 89% | 86% |
| February | 86% | 84% | 84% | 89% | 86% |
| March | 85% | 84% | 85% | 90% | 86% |
| April | 85% | 85% | 85% | 90% | 87% |
| May | 85% | 86% | 86% | 90% | 87% |
| June | 86% | 86% | 87% | 91% | 88% |
| July | 87% | 85% | 86% | 91% | 88% |
| August | 87% | 83% | 84% | 90% | 86% |
| September | 86% | 83% | 84% | 90% | 86% |
| October | 87% | 84% | 85% | 91% | 87% |
| November | 87% | 84% | 85% | 91% | 87% |
| December | 87% | 84% | 84% | 91% | 87% |
| **Average** | **86%** | **84%** | **85%** | **90%** | **87%** |

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 17. GRI in Athens, Thessaloniki and competing cities**

| 2024 | Athens | Istanbul | Rome | Barcelona | Thessaloniki | Bologna | Izmir | Marseille |
|---|---|---|---|---|---|---|---|---|
| January | 85% | 85% | 84% | 85% | 84% | 84% | 78% | 81% |
| February | 85% | 86% | 84% | 85% | 84% | 84% | 80% | 82% |
| March | 85% | 86% | 84% | 84% | 84% | 84% | 80% | 82% |
| April | 83% | 86% | 83% | 83% | 83% | 83% | 80% | 81% |
| May | | | | | | | | |
| June | | | | | | | | |
| July | | | | | | | | |
| August | | | | | | | | |
| September | | | | | | | | |
| October | | | | | | | | |
| November | | | | | | | | |
| December | | | | | | | | |
| **Average** | **84%** | **86%** | **84%** | **84%** | **84%** | **84%** | **80%** | **81%** |

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 18. GRI in Athens, Thessaloniki and competing cities**

| 2023 | Athens | Istanbul | Rome | Barcelona | Thessaloniki | Bologna | Izmir | Marseille |
|---|---|---|---|---|---|---|---|---|
| January | 84% | 82% | 82% | 85% | 82% | 83% | 78% | 79% |
| February | 85% | 84% | 83% | 85% | 82% | 83% | 79% | 79% |
| March | 85% | 84% | 83% | 84% | 83% | 82% | 80% | 79% |
| April | 84% | 85% | 82% | 83% | 83% | 83% | 81% | 78% |
| May | 82% | 84% | 81% | 83% | 83% | 81% | 79% | 77% |
| June | 81% | 84% | 81% | 83% | 83% | 83% | 79% | 76% |
| July | 81% | 83% | 81% | 84% | 83% | 83% | 86% | 78% |
| August | 82% | 82% | 83% | 83% | 83% | 84% | 82% | 78% |
| September | 80% | 83% | 83% | 84% | 82% | 83% | 79% | 77% |
| October | 81% | 84% | 81% | 83% | 81% | 82% | 78% | 78% |
| November | 82% | 84% | 83% | 83% | 82% | 83% | 78% | 80% |
| December | 84% | 85% | 84% | 85% | 84% | 84% | 78% | 81% |
| **Average** | **83%** | **84%** | **82%** | **84%** | **83%** | **83%** | **80%** | **78%** |

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 19. GRI in Mykonos, Santorini and competitive "premium" destinations**

| 2024 | Mykonos | Santorini | Ibiza | Sardinia | Saint Tropez |
|---|---|---|---|---|---|
| January | 92% | 89% | 85% | 86% | 86% |
| February | 92% | 88% | 85% | 86% | 86% |
| March | 92% | 89% | 85% | 86% | 87% |
| April | 92% | 89% | 85% | 86% | 86% |
| May | | | | | |
| June | | | | | |
| July | | | | | |
| August | | | | | |
| September | | | | | |
| October | | | | | |
| November | | | | | |
| December | | | | | |
| **Average** | **92%** | **89%** | **85%** | **86%** | **86%** |

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 20. GRI in Mykonos, Santorini and competitive "premium" destinations**

| 2023 | Mykonos | Santorini | Ibiza | Sardinia | Saint Tropez |
|---|---|---|---|---|---|
| January | 91% | 88% | 84% | 86% | 85% |
| February | 91% | 88% | 85% | 86% | 85% |
| March | 91% | 88% | 84% | 86% | 85% |
| April | 91% | 89% | 85% | 86% | 86% |
| May | 92% | 90% | 86% | 86% | 87% |
| June | 93% | 90% | 86% | 86% | 86% |
| July | 91% | 90% | 84% | 85% | 86% |
| August | 90% | 89% | 83% | 85% | 85% |
| September | 91% | 89% | 84% | 85% | 85% |
| October | 92% | 89% | 85% | 85% | 87% |
| November | 92% | 89% | 85% | 86% | 86% |
| December | 92% | 89% | 85% | 86% | 86% |
| **Average** | **91%** | **89%** | **85%** | **86%** | **86%** |

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 21. GRI in greek mass "Sun & Sea" destinations**

| 2024 | Zakynthos | Corfu | Naxos | Paros | Kos | Rhodes | Chalkidiki |
|---|---|---|---|---|---|---|---|
| January | 85% | 82% | 89% | 88% | 84% | 83% | 88% |
| February | 85% | 83% | 89% | 88% | 84% | 83% | 88% |
| March | 85% | 83% | 89% | 88% | 84% | 83% | 88% |
| April | 85% | 83% | 89% | 88% | 84% | 84% | 88% |
| May | | | | | | | |
| June | | | | | | | |
| July | | | | | | | |
| August | | | | | | | |
| September | | | | | | | |
| October | | | | | | | |
| November | | | | | | | |
| December | | | | | | | |
| **Average** | **85%** | **83%** | **89%** | **88%** | **84%** | **83%** | **88%** |

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 22. GRI in greek mass "Sun & Sea" destinations**

| 2023 | Zakynthos | Corfu | Naxos | Paros | Kos | Rhodes | Chalkidiki |
|---|---|---|---|---|---|---|---|
| January | 84% | 83% | 88% | 87% | 83% | 82% | 87% |
| February | 84% | 83% | 88% | 87% | 84% | 82% | 87% |
| March | 84% | 83% | 88% | 87% | 84% | 82% | 86% |
| April | 85% | 83% | 88% | 86% | 84% | 83% | 87% |
| May | 86% | 84% | 89% | 87% | 85% | 85% | 87% |
| June | 86% | 84% | 90% | 88% | 85% | 86% | 88% |
| July | 85% | 83% | 90% | 88% | 84% | 85% | 88% |
| August | 84% | 82% | 88% | 87% | 82% | 83% | 86% |
| September | 82% | 81% | 89% | 87% | 82% | 82% | 87% |
| October | 84% | 83% | 90% | 88% | 83% | 83% | 88% |
| November | 85% | 83% | 89% | 88% | 84% | 84% | 88% |
| December | 85% | 82% | 89% | 88% | 84% | 83% | 87% |
| **Average** | **84%** | **83%** | **89%** | **87%** | **84%** | **83%** | **87%** |

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 23. GRI in competitive mass "Sun & Sea" destinations**

| 2024 | Antalya | Bodrum | Mallorca | Marbella | Istria | Rimini |
|---|---|---|---|---|---|---|
| January | 84% | 83% | 84% | 86% | 87% | 83% |
| February | 85% | 83% | 84% | 87% | 86% | 82% |
| March | 85% | 84% | 85% | 86% | 87% | 83% |
| April | 86% | 85% | 85% | 86% | 87% | 83% |
| May | | | | | | |
| June | | | | | | |
| July | | | | | | |
| August | | | | | | |
| September | | | | | | |
| October | | | | | | |
| November | | | | | | |
| December | | | | | | |
| **Average** | **85%** | **84%** | **85%** | **86%** | **87%** | **83%** |

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

**Table 24. GRI in competitive mass "Sun & Sea" destinations**

| 2023 | Antalya | Bodrum | Mallorca | Marbella | Istria | Rimini |
|---|---|---|---|---|---|---|
| January | 82% | 83% | 84% | 85% | 86% | 80% |
| February | 82% | 84% | 84% | 85% | 86% | 80% |
| March | 83% | 84% | 84% | 86% | 86% | 80% |
| April | 84% | 86% | 85% | 86% | 86% | 81% |
| May | 85% | 88% | 85% | 86% | 86% | 82% |
| June | 85% | 88% | 84% | 87% | 85% | 83% |
| July | 83% | 84% | 84% | 86% | 86% | 83% |
| August | 82% | 83% | 83% | 85% | 85% | 83% |
| September | 83% | 82% | 83% | 85% | 85% | 83% |
| October | 84% | 83% | 85% | 86% | 86% | 83% |
| November | 84% | 83% | 84% | 87% | 86% | 83% |
| December | 84% | 83% | 84% | 87% | 86% | 83% |
| **Average** | **83%** | **84%** | **84%** | **86%** | **86%** | **82%** |

Source: ReviewPro - Processing: INSETE Intelligence

See Appendix

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

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

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

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

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

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

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

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