Who goes where? How long do they stay?

How much do they spend?

Extracts of Part B: Analysis of the main markets by Region 2023

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EXPLANATORY NOTES

The Bank of Greece has announced the data regarding visitors by Region and by country of origin (Bank of Greece, 2023). The collection and processing of travel data by Region, as collected through the Border Survey, started in January 2016 and since then the Bank of Greece has been collecting data also on the regional distribution of travel receipts, visits, overnights and inbound travellers (Economic Bulletin, 2006).

The classification of the Regions is based on the official EU statistical classification (NUTS 2013/EU-28) and specifically on the second level (NUTS2), which coincides with the administrative division of the country into 13 Regions.

The present study analyses the data at the regional level, targeting the key indicators of Greece.

The figures are analyzed for:

- Visits
- Overnights
- Receipts
- as well as for the key indicators:
- Average spend per visit
- Average spend per night
- Length of stay

KEY POINTS

In 2023, a total of 36,136 thousand visits were made in Greece in the 13 Regions of the country, an increase of +15.2% compared to 2022 when 31,367 thousand visits were made. The majority of the Regions showed an increase in the number of visits.

Although the number of overnights by travellers in Greece reached 227,938 thousand in 2023, an increase of +5.1% compared to 2022, the majority of the Regions experienced a decrease in the number of overnights.

Travel receipts in Greece reached €19,746 million in 2022, an increase of +14.4% compared to 2022. The majority of the Regions showed an increase in receipts. Spending per visit per Region in the 13 Regions of the country in 2023 averaged €546 compared to €550 in 2022, a decrease of -0.7%.

This decrease, despite the increase in Average Spend per Night by +8.9% (from €80 to €87), is due to the decrease in average Lenth of Stay by -8.8% (from 6.9 to 6.3 nights) and a shift in demand towards regions with lower Average Cost per Visit such as Attica and Epirus (€480 and €193 respectively compared to €546 for all regions).

There is significant variation in the three indicators between regions:

- The highest Average Spend per Visit was recorded in the Region of Crete with 941 €, showing the highest increase compared to 2022, both in percentage and absolute terms by +31.5%/+225 €. On the contrary, the Region of Epirus recorded the lowest expenditure per visit, which amounted to 193 €, recording a decrease of -19.7%/-47 €.
- Only five regions (Crete, South Aegean, North Aegean, Peloponnese and Thessaly) show an increase while the other nine show a decrease.
- The highest Average Spend per Night was recorded in the Region of Crete with 113 € showing the highest increase both in percentage and in absolute terms by +29,7%/+6 €. On the contrary, the lowest Average Spend per Night of €47 was recorded in the Region of Central Macedonia, with an increase of +5.4%.

- Only in the Regions of Crete (113 €) and South Aegean (105 €) the Average Spend per Night was higher than the Greek average (85 €), while the other 10 regions were below the average.
- The highest average Lenth of Stay 2023 was recorded in the North Aegean Region with 9.8 nights, a decrease of -10.2%. The lowest average Lenth of Stay was 2.5 nights and was recorded in the Region of Epirus, recording a decrease of -14.0%.
- The average Lenth of Stay increased only in the regions of Crete and Ionian Islands.
- The six most important markets for Greece in 2023, based on the revenue ranking, are Germany, the UK, France, the USA, Italy and the Netherlands, contributing a combined 48.3% of visits[1] , 58.0% of overnights and 58.2% of travel receipts.

[1] *A tourist in the country can visit more than one Region. For this reason, the number of visits to the Regions is higher than the number of arrivals in the country and, by analogy, the Average Length of Stay in the Region and the Average Expenditure per Visit are comparatively lower than the corresponding indicators at the country level.*

1. Comparative Analysis of the Main Markets

Table 1 presents the key figures and the key performance indicators of the six most important markets (based on revenues) of Greece in 2023 (Germany, UK, France, USA, Italy and the Netherlands) by Region. The key metrics are Average Spend per Visit, Average Spend per Night and Length of Stay.

Table 1: Main markets in Greece by Region - 2023

Countries	Visits (thousands)		Overnights (thousands)		Receipts (millions)		KPIs		
	2023	Contribution	2023	Contribution	2023	Contribution	Average Spend per Visit	Average Spend per Night	Lenth of Stay
German	5.027	13,9%	43.638	19,1%	3.571	18,1%	710 €	82 €	8,7
United Kingdom	4.854	13,4%	35.493	15,6%	3.294	16,7%	679 €	93 €	7,3
France	2.125	5,9%	14.568	6,4%	1.425	7,2%	671 €	98 €	6,9
USA	2.108	5,8%	14.978	6,6%	1.374	7,0%	652 €	92 €	7,1
Italy	2.127	5,9%	14.591	6,4%	1.078	5,5%	507 €	74 €	6,9
Netherlands	1.224	3,4%	8.994	3,9%	752	3,8%	614 €	84 €	7,3
Subset	18.670	48,3%	95.675	58,0%	8.251	58,2%	-	-	-
Total countries	**36.136**	**-**	**227.938**	**-**	**19.746**	**-**	**546 €**	**87 €**	**6,3**

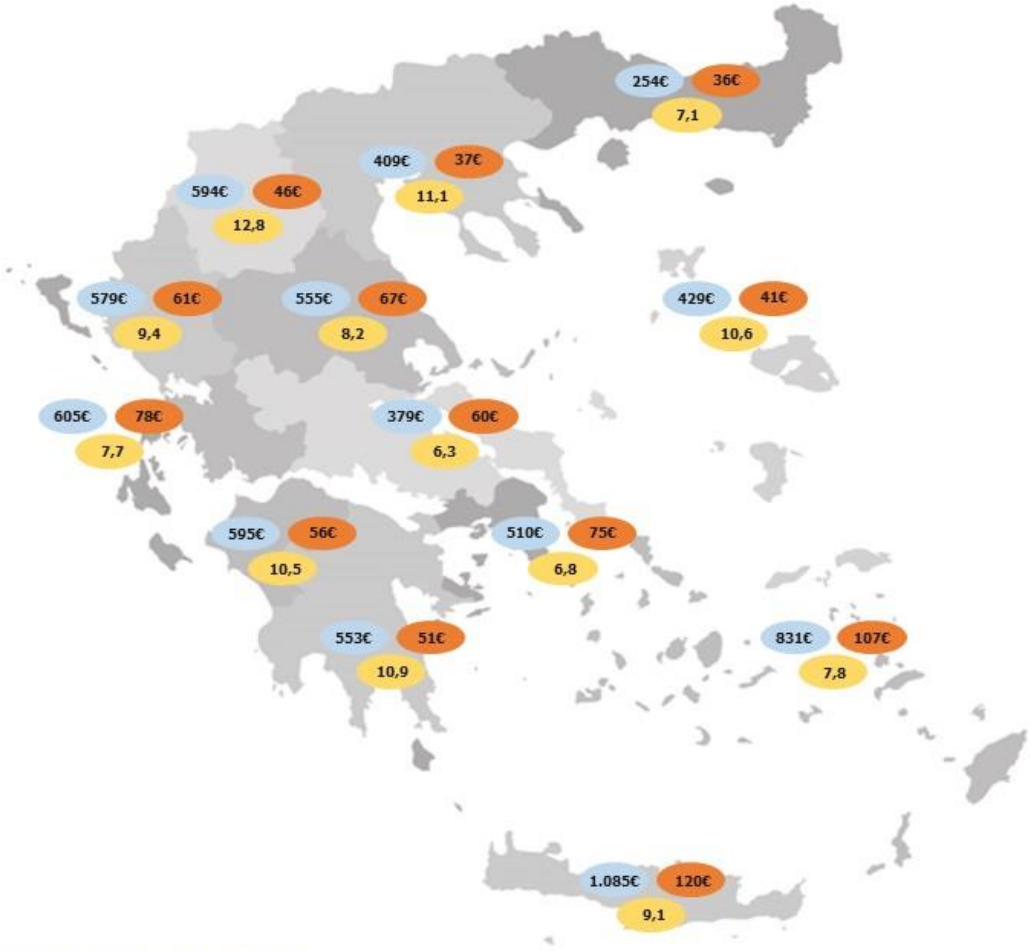
Source: Bank of Greece – Processing: INSETE Intelligence

The six countries contribute cumulatively 48.3% of[2] visits, 58.0% of overnights and 58.2% of travel receipts. Among the countries analyzed, the highest Average Spend per Visit was recorded by visitors from Germany (710 €). The highest Average Spend per Night was recorded by visitors from the USA (98 €). Finally, the shortest Lenth of Stay per Region was recorded by visitors from France and Italy (6.9) and the longest by visitors from Germany (8.7)

[2] *A tourist in the country can visit more than one Region. For this reason, the number of visits to the Regions is higher than the number of arrivals in the country and, by analogy, the Average Length of Stay in the Region and the Average Expenditure per Visit are comparatively lower than the corresponding indicators at the country level.*

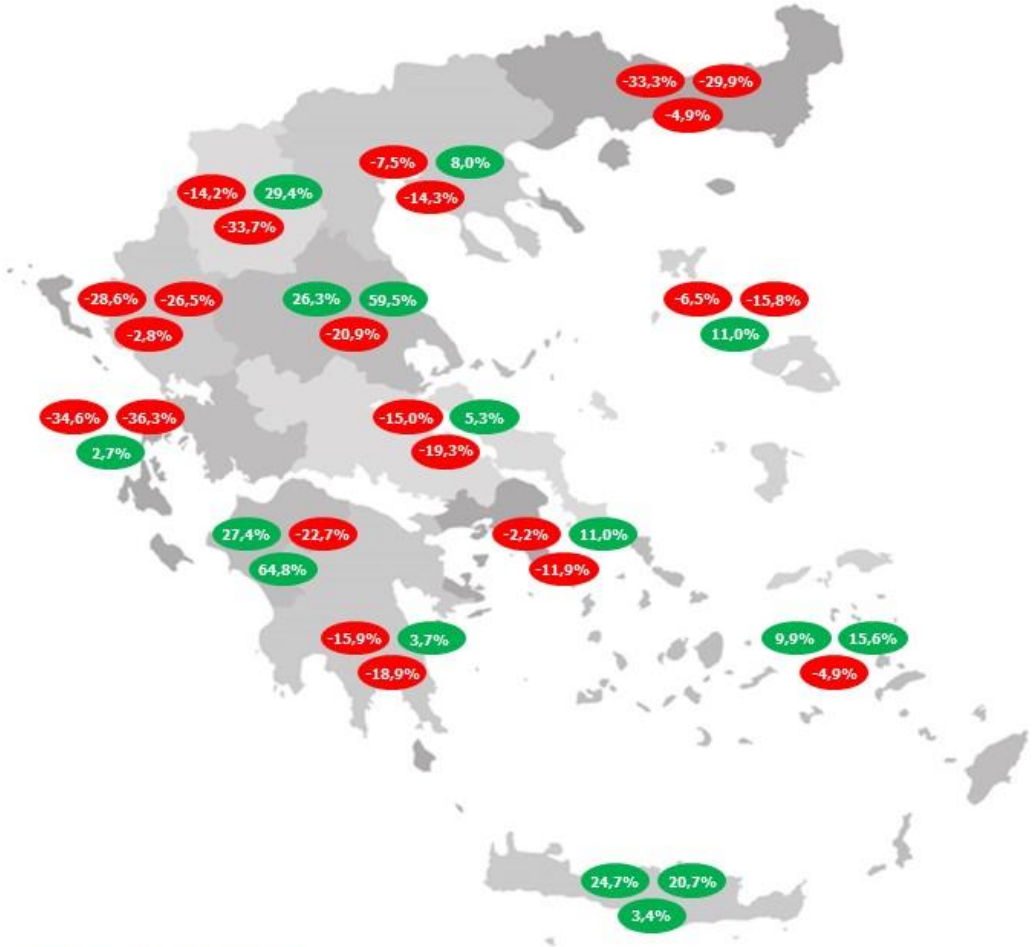
2. Profile of Germany

Map 1: Germany - Average Spend per Visit, Average spend per Night, Lenth of Stay 2023



Source: Bank of Greece – Processing: INSETE Intelligence

Map 2: Germany - Change Average Spend per Visit, Average spend per Night, Lenth of Stay 2023-2022



Source: Bank of Greece – Processing: INSETE Intelligence

Germany was ranked first in terms of visits, overnights and revenues, making it the main inbound tourism market for Greece in 2023. Travel receipts from Germany amounted to €3,571 million (+10% compared to 2022), overnights to 43,638 thousand (0%) and visits to 5,027 thousand (+7%).

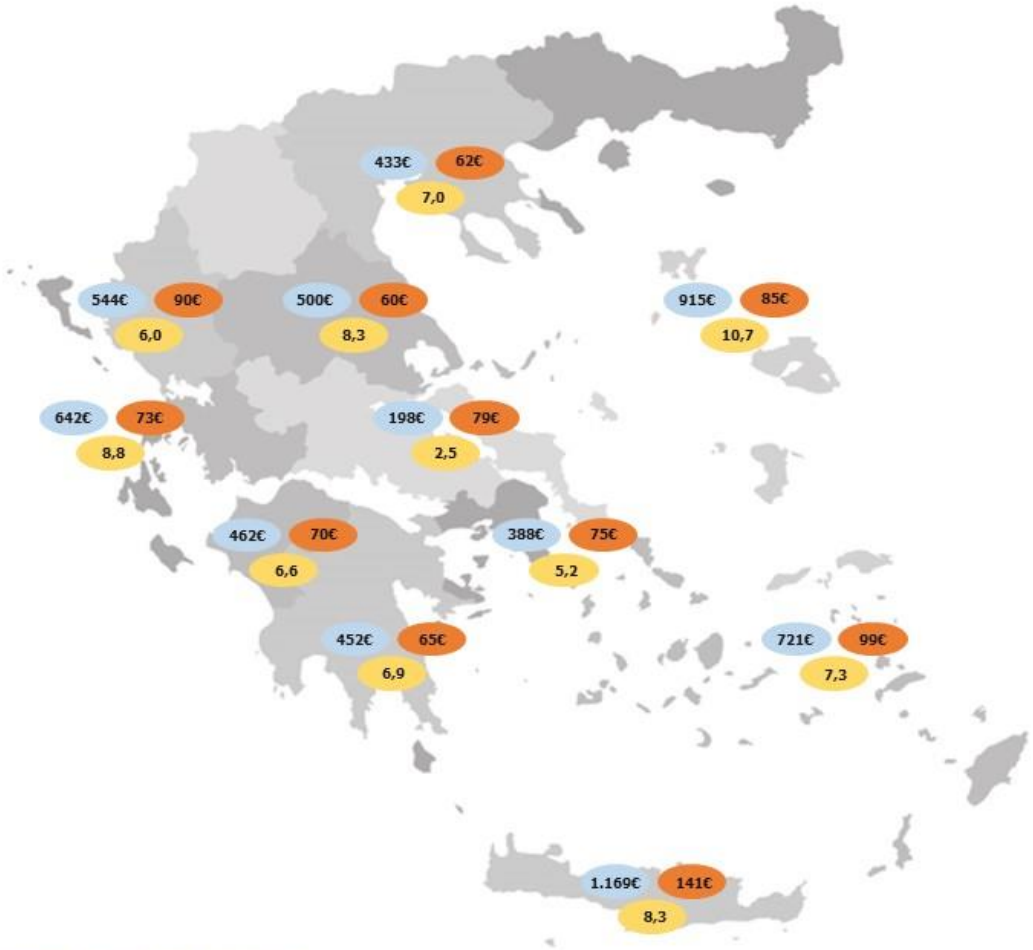
In terms of receipts, the German market is ranked first in the Regions of South Aegean, Crete, Central Macedonia, Peloponnese, Epirus, Central Greece, Western Macedonia and Attica, second in the Regions of Ionian Islands, Thessaly and Western Greece and third in the Regions of Eastern Macedonia-Thrace and North Aegean. Based on the visits, it was the main market in the Regions: Crete, Peloponnese, the second main market in the Regions of South Aegean, Ionian Islands, Epirus, Eastern Macedonia-Thrace, Western Greece and Western Macedonia and in third place in the Regions of Attica, Central Macedonia, Thessaly and North Aegean. Finally, in terms of overnights, it was the main market in the Regions of South Aegean, Central Macedonia, Peloponnese, Epirus, Western Greece, Central Greece and Western Macedonia. In second place in the Regions of Ionian Islands, Thessaly and Crete, and in third place in the Regions of Eastern Macedonia-Thrace, Attica and North Aegean.

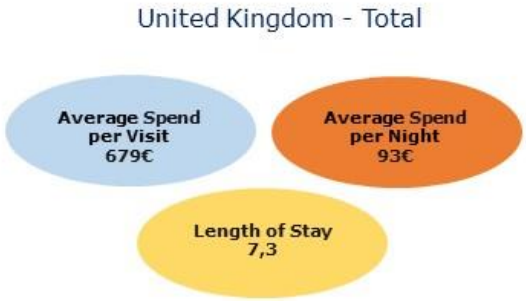
Compared to the Greek average, the German market, although having a lower Average Spend per Night (€82 vs €87), has a higher Average Spend per Visit (€710 vs €546), due to a significantly higher average Lenth of Stay per visit (8.7 vs 6.3). In 2023, an increase of +2.5% in expenditure per visit, an increase of +9.7% in Average Spend per Night and a decrease of -6.6% in average Lenth of Stay was recorded compared to 2022.

- The 3 most popular regions in terms of number of visits are: a) South Aegean b) Crete c) Central Macedonia.
- The maximum Average Spend per Visit German visitors amounted to 1.085 € and was recorded in the Region of Crete.
- The maximum Average Spend per Night of German visitors amounted to 120 € and was recorded in the Region of Crete.
- The maximum Lenth of Stay amounted to 12.8 nights and was recorded in the Region of Western Macedonia.

3. Profile of United Kingdom

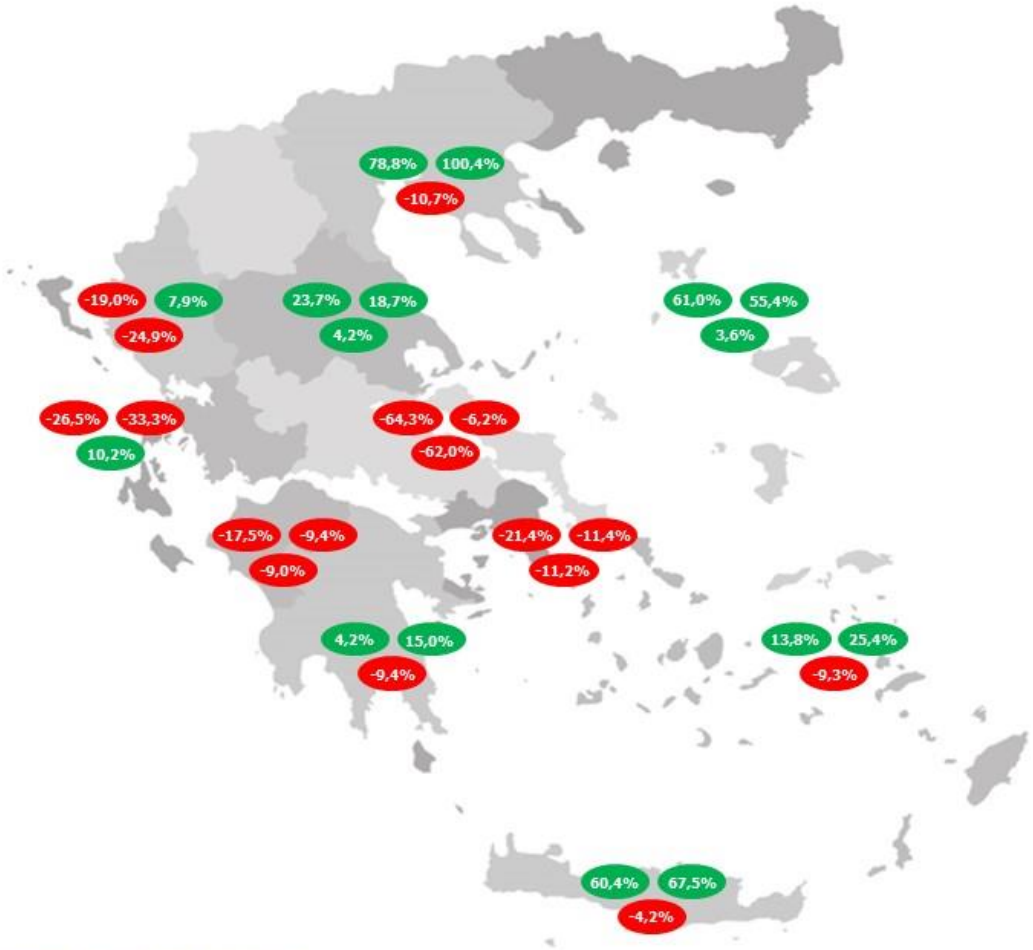
Map 3: United Kingdom - Average Spend per Visit, Average spend per Night, Lenth of Stay 2023

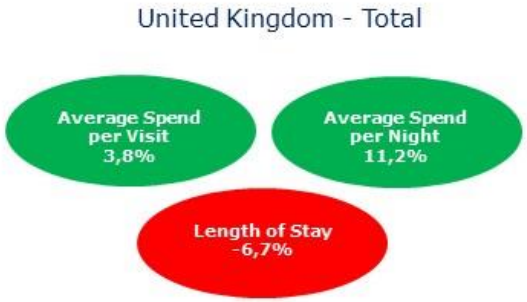




Source: Bank of Greece – Processing: INSETE Intelligence

Map 4: United Kingdom - Change Average Spend per Visit, Average spend per Night, Lenth of Stay 2023-2022





Source: Bank of Greece – Processing: INSETE Intelligence

The United Kingdom was ranked second in terms of visits, overnights and inbound tourism receipts in Greece in 2023. Travel receipts from the UK increased to €3,294 million (+5% compared to 2022) and visits to 4,854 thousand (+2%). In contrast, overnights decreased to 35,493 thousand (-5%).

In terms of receipts, the UK market is ranked first in the Regions of Ionian Islands and Thessaly, second in the Regions of South Aegean, Crete, Attica and North Aegean and third in the Regions of Epirus, Central Greece and Western Greece.

In terms of overnights, the UK market is ranked first in the South Aegean, Ionian Islands and Thessaly regions and second in the regions of Crete, Attica, Epirus, Western Greece and North Aegean.

Based on visits, the British market appears in first place in the Regions of Attica, South Aegean, Ionian Islands, Thessaly and Central Greece, in second place in the Regions of Crete and North Aegean and in third place in the Regions of Epirus and Western Greece.

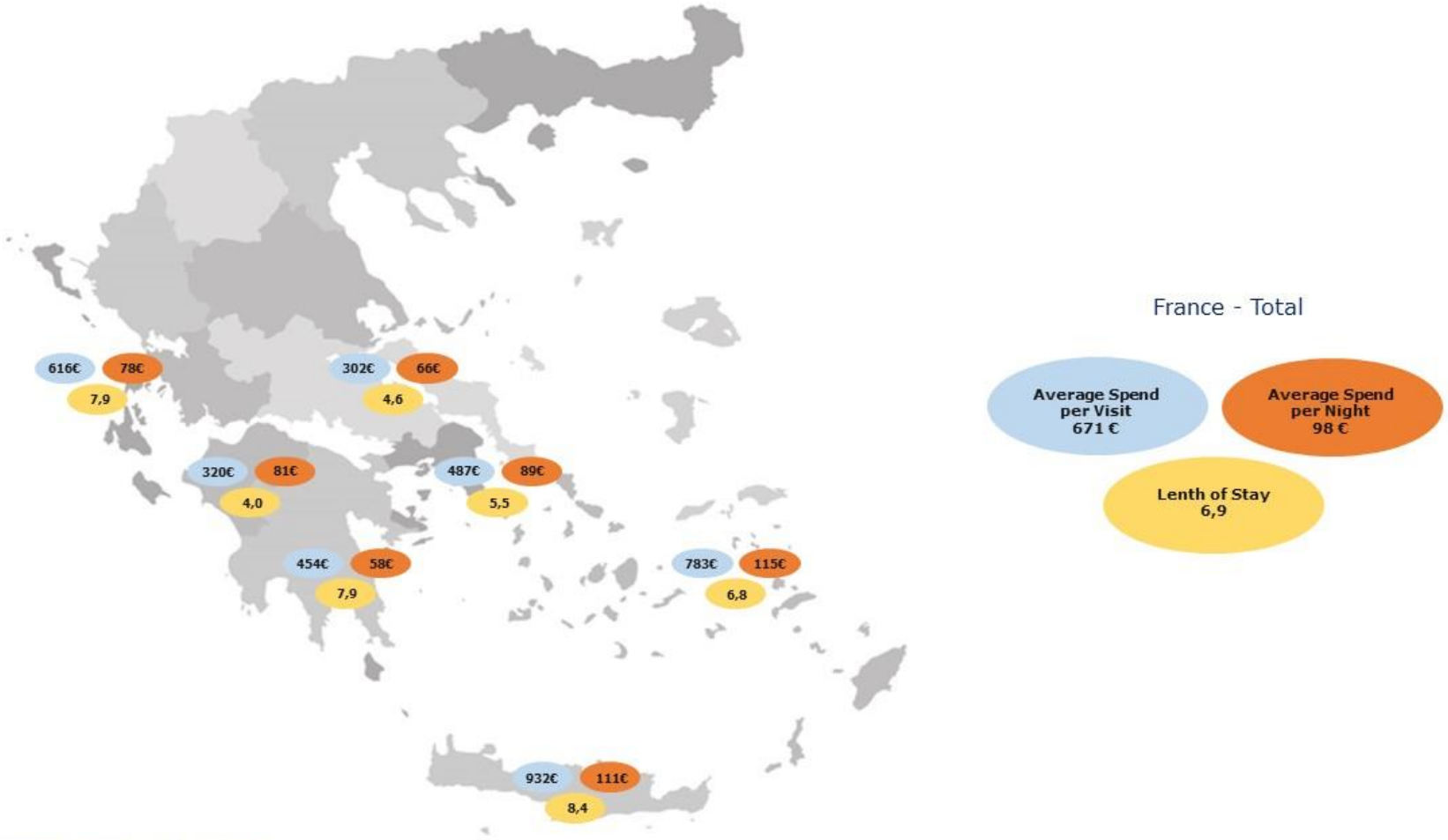
Compared to the Greek average, the UK market has on average higher Average Spend per Visit (€679 vs €546), higher daily expenditure (€93 vs €87) and higher average Lenth of Stay (7.3 vs 6.3). In 2023, an increase of +3.8% was recorded in expenditure per visit, an increase of +11.2% in Average Spend per Night and a decrease of -6.7% in average Lenth of Stay compared to 2022.

The 3 most popular regions in terms of the number of visits are: a) South Aegean b) Ionian Islands c) Attica.

- The maximum Average Spend per Visit of British visitors amounted to 1.169 € and was recorded in the Region of Crete.
- The maximum Average Spend per Night of British visitors amounted to 141 € and was recorded in the Region of Crete.
- The maximum Lenth of Stay amounted to 10.7 nights and was recorded in the North Aegean Region.

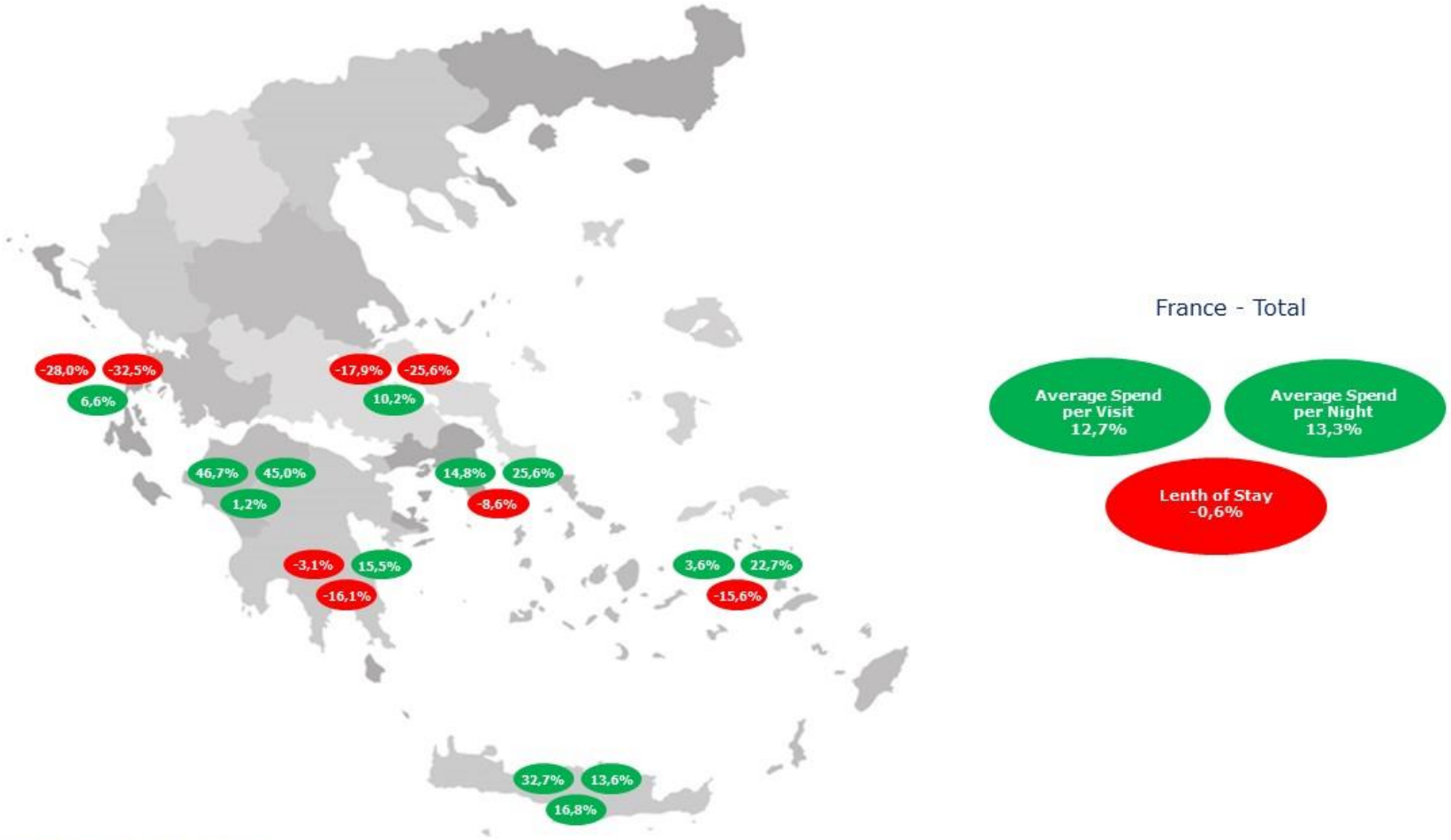
4. Profile of France

Map 5: France - Average Spend per Visit, Average spend per Night, Lenth of Stay 2023



Source: Bank of Greece – Processing: INSETE Intelligence

Map 6: France - Change Average Spend per Visit, Average spend per Night, Lenth of Stay 2023-2022



Source: Bank of Greece – Processing: INSETE Intelligence

France ranked third in terms of revenue and fifth in terms of the number of visits and overnights of inbound tourism to Greece in 2023. Travel receipts from France are €1,425 million (+12% compared to 2022), overnights at 14,568 thousand (-2%) and visits at 2,125 thousand (-1%).

In terms of receipts, the French market appears in second place in the Peloponnese Region and in third place in the regions of Crete and Central Greece. In terms of visits, the French market ranks second in the Peloponnese Region and third in the Regions of Crete, Western Greece and Central Greece. Finally, in terms of overnights, the French market appears in second place in the Peloponnese Region and in third place in the Regions of Crete, Western Greece and Central Greece.

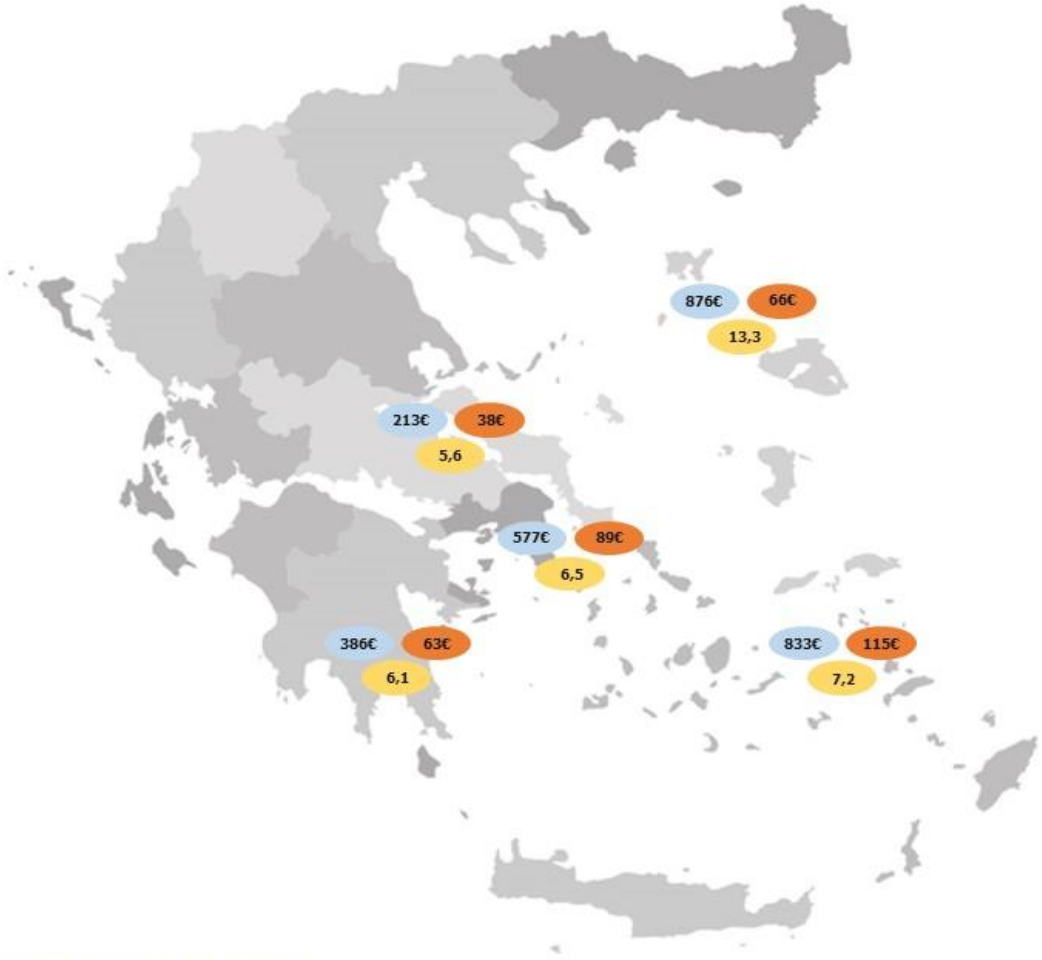
Compared to the Greek average, the French market has on average higher Average Spend per Visit (€671 vs. €546), higher Average Spend per Night (€89 vs. €87) and higher average Lenth of Stay than the Greek average (6.9 vs. 6.3). In 2023, an increase of +12.7% in expenditure per visit, an increase of +13.3% in Average Spend per Night and a decrease of -0.6% in average Lenth of Stay were recorded.

The 3 most popular regions in terms of number of visits are: a) Crete b) Attica c) South Aegean.

- The maximum Average Spend per Visit of French visitors amounted to 932 € and was recorded in the Region of Crete.
- The maximum Average Spend per Night of French visitors amounted to 115 € and was recorded in the South Aegean Region.
- The maximum Lenth of Stay amounted to 8.4 nights and was recorded in the Region of Crete.

5. Profile of USA

Map 7: USA - Average Spend per Visit, Average spend per Night, Lenth of Stay 2023



Source: Bank of Greece – Processing: INSETE Intelligence

Map 8: USA - Change Average Spend per Visit, Average spend per Night, Lenth of Stay 2023-2022

Source: Bank of Greece – Processing: INSETE Intelligence

The US ranked fourth in terms of revenue, third in terms of overnights and sixth in terms of the number of inbound tourism visits to Greece in 2023. Travel receipts from the US in 2023 were recorded at €1,374 million (+14% compared to 2022), overnights at 14,978 thousand (+23%) and visits at 2,108 thousand (+10%).

Based on receipts, the US market appears in third place among the South Aegean and Peloponnese regions. In terms of visits, it appears in second place in the Peloponnese Region and in third place in the South Aegean and Central Greece Regions. Finally, in terms of overnights, it is the third main market in the South Aegean and Central Greece Regions.

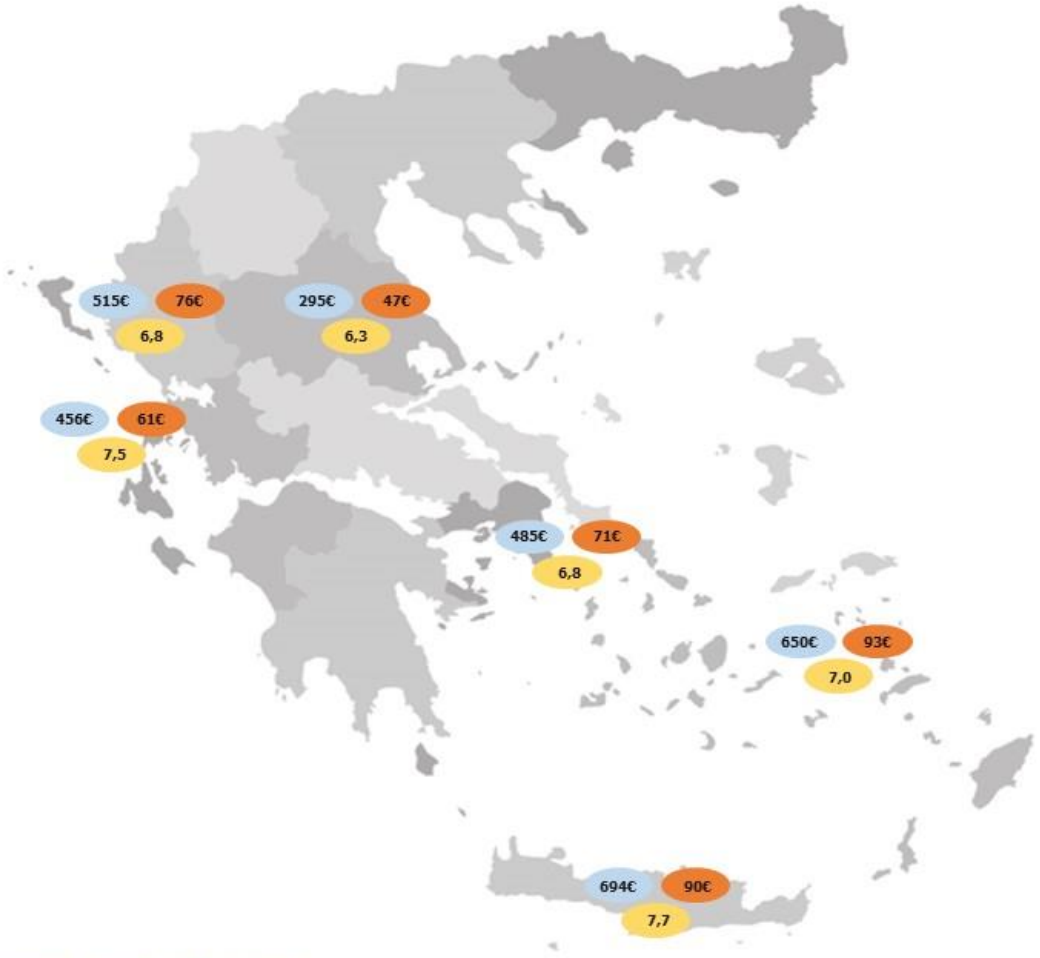
Compared to the Greek average, visitors from the US have on average, higher Average Spend per Visit (652 € vs 546 €), higher daily expenditure (92 € vs 83 €) and higher average Lenth of Stay (7.1 vs 6.3). In 2023, an increase of +3.8% in expenditure per visit, a decrease of -7.1% in Average Spend per Night and an increase of +11.7% in average Lenth of Stay were recorded compared to 2022.

The 3 most popular regions in terms of number of visits are: a) Attica b) South Aegean c) Peloponnese.

- The maximum Average Spend per Visit of visitors from the USA amounted to 876 € and was recorded in the North Aegean Region.
- The maximum Average Spend per Night of visitors from the USA amounted to 115 € and was recorded in the South Aegean Region.
- The maximum Lenth of Stay amounted to 13.3 nights and was recorded in the North Aegean Regions.

6. Profile of Italy

Map 9: Italy - Average Spend per Visit, Average spend per Night, Lenth of Stay 2023



Source: Bank of Greece – Processing: INSETE Intelligence

Map 10: Italy - Change Average Spend per Visit, Average spend per Night, Lenth of Stay 2023-2022

Source: Bank of Greece – Processing: INSETE Intelligence

Italy was ranked fourth in terms of visits and overnights and fifth in terms of inbound tourism revenues for Greece in 2023. Travel receipts from Italy in 2023 amounted to €1,078 million (+16% compared to 2022), overnights to 14,591 thousand (+33%) and visits to 2,127 thousand (+36%).

In terms of receipts, the Italian market is in third place among the regions of Thessaly and the Ionian Islands. In terms of visits, it is in second place in the Region of Thessaly and in third place in the Regions of the Ionian Islands. Finally, in terms of overnights, it is the third main market in the Ionian Islands and Thessaly Regions.

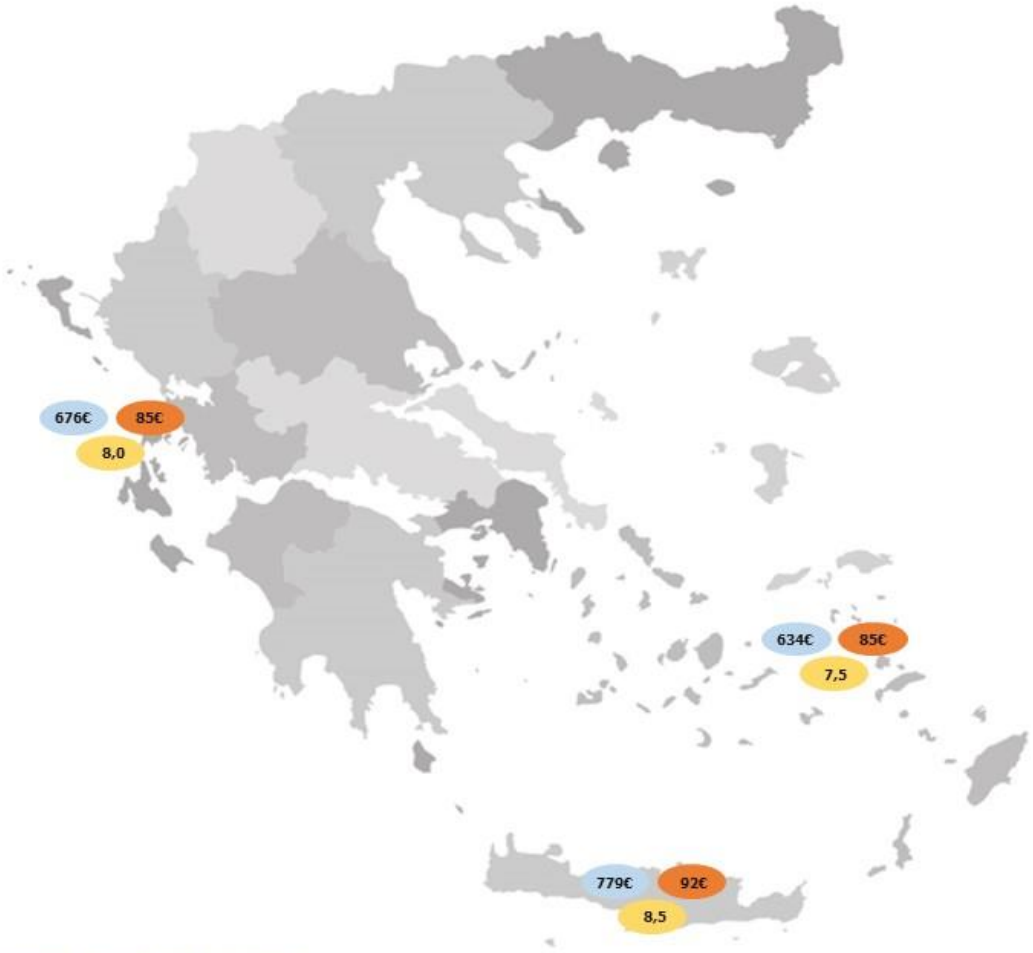
Compared to the Greek average, the Italian market has on average lower Average Spend per Visit (€507 vs €546), lower daily expenditure (€74 vs €87) and higher average Lenth of Stay (6.9 vs 6.3). In 2023, a decrease of -14.3% in expenditure per visit, a decrease of -12.7% in Average Spend per Night and a decrease of -1.9% in average Lenth of Stay were recorded.

The 3 most popular regions in terms of the number of visits are: a) South Aegean b) Ionian Islands c) Attica.

- The maximum Average Spend per Visit of Italian visitors amounted to 694 € and was recorded in the Region of Crete.
- The maximum Average Spend per Night of Italian visitors amounted to 93 € and was recorded in the South Aegean Region.
- The maximum Lenth of Stay amounted to 7.7 nights and was recorded in the Region of Crete.

7. Profile of Netherlands

Map 11: Netherlands - Average Spend per Visit, Average spend per Night, Lenth of Stay 2023



Source: Bank of Greece – Processing: INSETE Intelligence

Map 12: Netherlands - Change Average Spend per Visit, Average spend per Night, Lenth of Stay 2023-2022

Source: Bank of Greece – Processing: INSETE Intelligence

The Netherlands ranked sixth in terms of overnights and revenue and eighth in terms of inbound tourism visits to Greece in 2023. Travel receipts from the Netherlands increased to €752 million (+12% compared to 2022), overnights decreased to 8,994 thousand (-3%) and visits increased to 1,224 thousand (+6%).

In terms of receipts, visits and overnights, the Dutch market does not appear in the top three in any region.

Compared to the Greek average, the Dutch market has on average lower daily expenditure (€84 vs €87) but higher Average Spend per Visit (€614 vs €546), due to a higher average Lenth of Stay (7.3 vs 6.3). In 2023, there was a +6.3% increase in expenditure per visit, a +16.0% increase in Average Spend per Night and a -8.3% decrease in average length of stay.

The 3 most popular regions in terms of the number of visits are: a) South Aegean b) Ionian Islands c) Attica.

- The maximum Average Spend per Visit of Dutch visitors amounted to 779 € and was recorded in the Region of Crete.
- The maximum Average Spend per Night of Italian visitors amounted to 92 € and was recorded in the Region of Crete.
- The maximum Lenth of Stay amounted to 8.5 nights and was recorded in the Region of Crete.

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