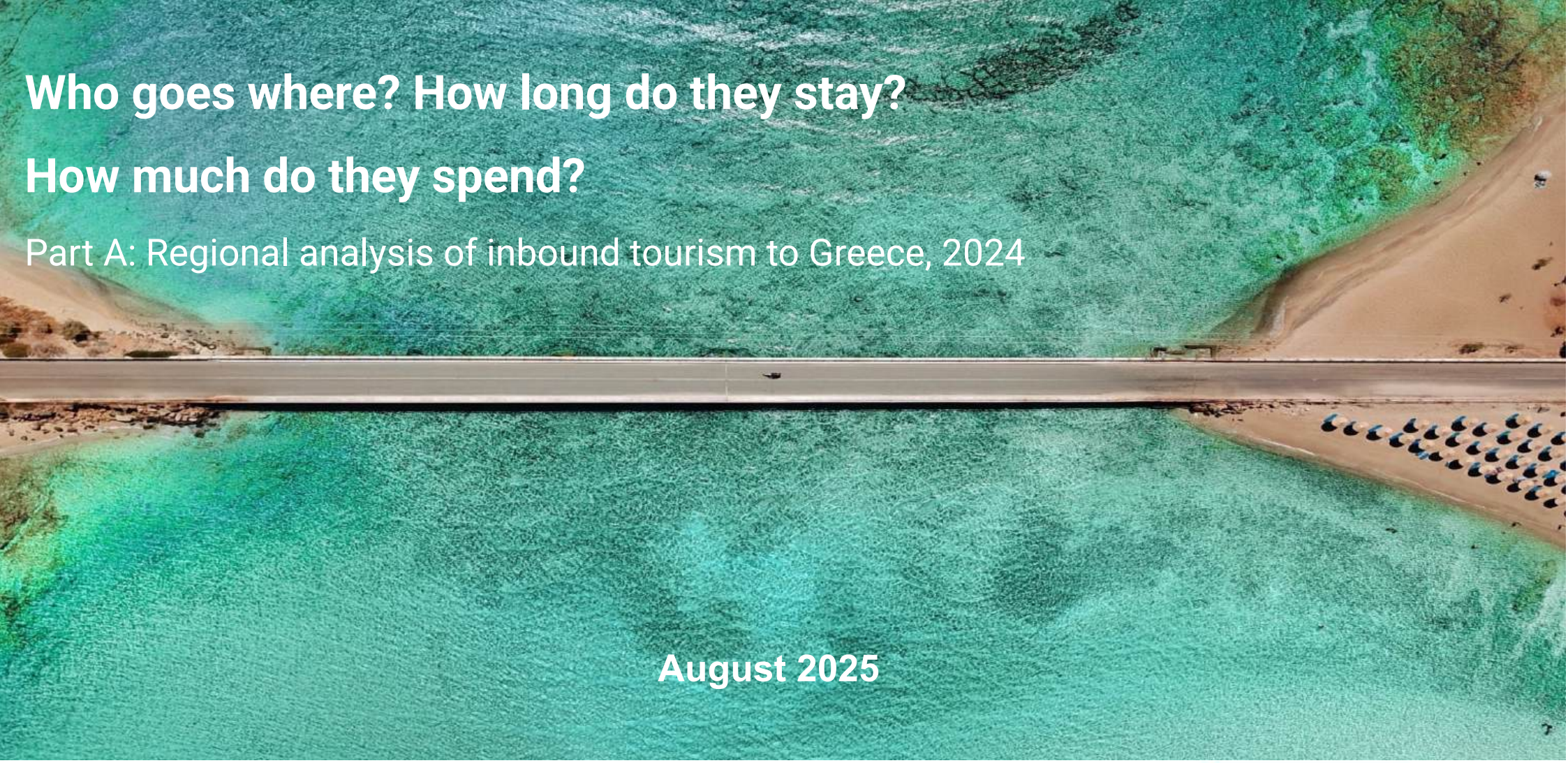

Who goes where? How long do they stay? How much do they spend?

Part A: Regional analysis of inbound tourism to Greece, 2024

August 2025

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The Bank of Greece announced the data of the travel balance by Region and by country of origin of visitors (Bank of Greece, 2024). The collection and processing of travel data by Region, as gathered through the Border Survey (National Statistical Data –Sources and Methods of Measurement, 2016), began in January 2016, and since then the Bank of Greece has been compiling figures on the regional distribution of travel receipts, visits, overnights and inbound travellers (Economic Bulletin, 2006). The classification of the Regions follows the official EU statistical nomenclature (NUTS 2013/EU-28), specifically at its second level (NUTS 2), which corresponds to the country's division into 13 administrative Regions.

The present study analyses the data at the regional level, focusing on Greece's key metrics. The figures are analysed for:

- Visits –noting that one tourist arrival in Greece may involve multiple visits to different Regions.
- Overnights
- Receipts

as well as for the principal indicators:

- Spend per Visit
- Spend per Night
- Average Length of Stay

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Key Points

In 2024 a total of 39.355 thousand visits were made to Greece's 13 Regions, an increase of +8,9 % compared with 2023 (36 .136 thousand). The majority of regions recorded growth in visits. The largest percentage rise, +40,1%, was in the North Aegean Region, followed by the Epirus Region with +19,8 %. By contrast, the Western Macedonia Region was the only one to post a decline (–2,2 %).

Germany retained first place by number of visits in 2024, with 5.675 thousand visits, an increase of +12,9% over 2023. The United Kingdom remained second with 4.691 thousand visits, despite a decline of –3,3 %. Bulgaria stayed third with 2.965 thousand visits, posting a modest rise of +1,9 %.

The number of visits exceeds the number of visitors, which in 2024 reached 35.951 thousand (+ 9,8 % versus 2023), because a single visitor may travel to more than one Region during a trip to Greece. On average, each visitor in 2024 visited 1,09 Regions, against 1,10 in 2023. Long-haul markets again showed much higher visits-per-visitor ratios, confirming their greater mobility within the country: the USA and Australia ranked first and second respectively with 1,51 visits per visitor (Australia fell markedly from 1,76 to 1,51). Canada followed in third place, steady at 1,38 visits per visitor.

Overnight stays totaled 231.038 thousand in 2024, an increase of +1,4 % compared with 2023. The largest percentage increase, +50,8 %, was recorded in the North Aegean Region, while the greatest decrease, –14,5 %, occurred in the Western Macedonia Region.

Tourism receipts amounted to € 20.592 million in 2024, up +4,3 % on 2023. The majority of regions saw higher receipts. The largest percentage rise, +32,6 %, was in the North Aegean Region, followed by Central Greece with +32,0 %. Conversely, Crete showed the largest percentage fall, –12,1 %. According to the distribution shown in Graph 3, five Regions generated 89,7 % of all receipts: South Aegean (27,6 %), Attica (23,1 %), Crete (22,2 %), Ionian Islands (9,6 %) and Central Macedonia (7,2 %). The remaining eight Regions together accounted for only 10,3 % of receipts.

Average spend per visit across the 13 Regions in 2024 stood at € 523, compared with € 546 in 2023, a decline of –4,2 %. This drop, despite a +2,9 % rise in average spend per night (from € 87 to € 89), reflects a –6,9 % reduction in average length of stay (from 6,3 to 5,9 nights). Changes in spend per visit differ by region: four regions (Attica, Western Greece, Central Greece and Eastern Macedonia & Thrace) recorded an increase, while the other nine showed a decrease.

- The highest spend per visit in 2024 was recorded in Crete at € 767, but this represents a sharp fall of –19 % compared with 2023, when it had risen by +32 % to € 941. Conversely, Epirus posted the lowest average spend per visit in 2024 at € 192, a marginal decrease of –1 %.
- The highest spend per night in 2024 was in the South Aegean at € 111, an increase of +5 %. Conversely, the lowest spend per night was in Central Macedonia at € 48, with a marginal rise of +2 %.
- The longest average stay in 2024 was in the North Aegean at 10,6 nights, an increase of +8 % versus 2023. Conversely, the shortest average stay was in Epirus at 2,6 nights, though this still represented a +4 % increase compared with 2023.η μεγαλύτερη ποσοστιαία μείωση καταγράφηκε στην Περιφέρεια Κρήτης κατά -12,1%.

1. Analysis of travel balance of payments data and key indicators by region

1.1 Visits per Market

In 2024 in Greece, a total of 39.355 thousand visits were made to the country's 13 Regions, showing an increase of +8,9% compared with 2023, when 36.136 thousand visits had been made (Table 1). The number of visits is greater than the number of visitors, which in 2024 amounted to 35.951 thousand (+ 9,8% compared with 2023), since one visitor can visit more than one Region during their trip to Greece.

Table 1: Top-10 Visits and Visitors 2024–2023

Ranking 2024	Ranking Position Change 2024-2023	Countries	Visits (thousands)			Visitors (thousands)			Visits per Visitor	
			2024	2023	% Change 2024-2023	2024	2023	% Διαφορά 2024-2023	2024	2023
1	▬	Germany	5.675	5.027	12,9%	5.402	4.764	13,4%	1,05	1,06
2	▬	United Kingdom	4.691	4.854	-3,3%	4.545	4.592	-1,0%	1,03	1,06
3	▬	Bulgaria	2.965	2.911	1,9%	2.924	2.875	1,7%	1,01	1,01
4	▲	USA	2.342	2.108	11,1%	1.547	1.407	10,0%	1,51	1,50
5	▬	France	2.288	2.125	7,7%	1.992	1.831	8,8%	1,15	1,16
6	▼	Italy	2.249	2.127	5,7%	2.026	1.842	10,0%	1,11	1,15
7	▲	North Macedonia	1.591	1.132	40,5%	1.588	1.128	40,8%	1,00	1,00
8	▼	Romania	1.439	1.437	0,2%	1.408	1.416	-0,6%	1,02	1,01
9	▼	Poland	1.388	1.224	13,5%	1.340	1.186	13,0%	1,04	1,03
10	▬	Turkey	1.351	949	42,4%	1.212	878	38,2%	1,11	1,08
		Top 10 countries	**25.979**	**23.893**	**8,7%**	**23.986**	**21.917**	**9,4%**	**1,08**	**1,09**
		Total	**39.355**	**36.136**	**8,9%**	**35.951**	**32.735**	**9,8%**	**1,09**	**1,10**

Source: Bank of Greece - Processing: INSETE Intelligence

Germany retained the top ranking by number of visits in 2024, with 5.675 thousand visits, showing an increase of +12,9% compared with 2023. The United Kingdom remained in second place with 4.691 thousand visits, despite recording a decrease of –3,3%. Bulgaria held third place with 2.965 thousand visits, posting a modest increase of +1,9%.

The United States moved up two places to fourth, with 2.342 thousand visits, marking an increase of +11,1%. The expansion of the U.S. market is also reflected in it now being the largest source of both visits and receipts in three Regions (Attica, Central Greece, and North Aegean).

France followed in fifth place with 2.288 thousand visits, up +7,7%, while Italy slipped to sixth with 2.249 thousand visits, yet still grew +5,7%. North Macedonia rose two spots to seventh, with 1.591 thousand visits, an impressive +40,5%.

Romania fell to eighth with 1.439 thousand visits, recording a marginal +0,2% gain. Poland was ninth with 1.388 thousand visits (+13,5%), down one rank, and Turkey held tenth with 1.351 thousand visits, achieving the highest Top-10 increase at +42,4%.

As shown in Table 2, each visitor to Greece in 2024 visited on average 1,09 Regions, versus 1,10 in 2023, continuing the downward trend that began in 2022.

However, long-haul markets again exhibited much higher visits-per-visitor ratios, confirming their tendency to travel more widely within the country:

The USA and Australia ranked first and second with 1,51 visits per visitor, maintaining high intra-Greece mobility (although Australia fell from 1,76 to 1,51 versus 2023). Canada was third at 1,38 visits per visitor, unchanged. Visitors from Spain recorded 1,31 visits (up from 1,26). Ireland and France continued to exceed the national average, with 1,17 and 1,15 respectively. Switzerland (1,14), the Netherlands (1,12), Turkey (1,11), and Italy (1,11) completed the top ten with slightly above-average ratios.

Table 2:Top-10 Visits per Visitor

Ranking 2024	Ranking Position Change 2024-2023	Top-10 Ratio Visits per Visitor		
		Countries	2024	2023
1	▲	USA	1,51	1,50
2	▼	Australia	1,51	1,76
3	▬	Canada	1,38	1,38
4	▬	Spain	1,31	1,26
5	▲	Ireland	1,17	1,11
6	▼	France	1,15	1,16
7	▬	Switzerland	1,14	1,14
8	▲	Netherlands	1,12	1,09
9	▲	Turkey	1,11	1,08
10	▼	Italy	1,11	1,15
		Total	**1,09**	**1,10**

Source: Bank of Greece - Processing: INSETE Intelligence

1.2 Visits per Region

In 2024, visits to the 13 Regions of Greece amounted to 39.355 thousand, showing an increase of +8,9% compared with 2023 (Table 3). All Regions, except Western Macedonia, recorded an increase in the number of visits. The largest percentage increase of +40,1% was recorded in the North Aegean Region, followed by the Epirus Region with an increase of +19,8%. Conversely, the Western Macedonia Region was the only one to record a decrease of –2,2%.

Table 3:Visits 2024-2023

Ranking 2024	Ranking Position Change 2024-2023	Regions	Visits (thousands)		% Change
			2024	2023	2024-2023
1	–	Attica	8.785	7.889	11,4%
2	–	South Aegean	7.564	6.961	8,7%
3	–	Central Macedonia	7.029	6.566	7,0%
4	–	Crete	5.959	5.522	7,9%
5	–	Ionian Islands	3.433	3.378	1,6%
6	–	Epirus	2.052	1.712	19,8%
7	–	Eastern Macedonia-Thrace	1.444	1.281	12,7%
8	–	Peloponnese	757	732	3,4%
9	–	Thessaly	698	624	11,8%
10	–	Western Greece	614	564	8,9%
11	–	Central Greece	530	494	7,2%
12	–	North Aegean	291	207	40,1%
13	–	Western Macedonia	201	206	-2,2%
		Total	**39.355**	**36.136**	**8,9%**

Source: Bank of Greece - Processing: INSETE Intelligence

1.2.1 Ranking of Regions by Visits

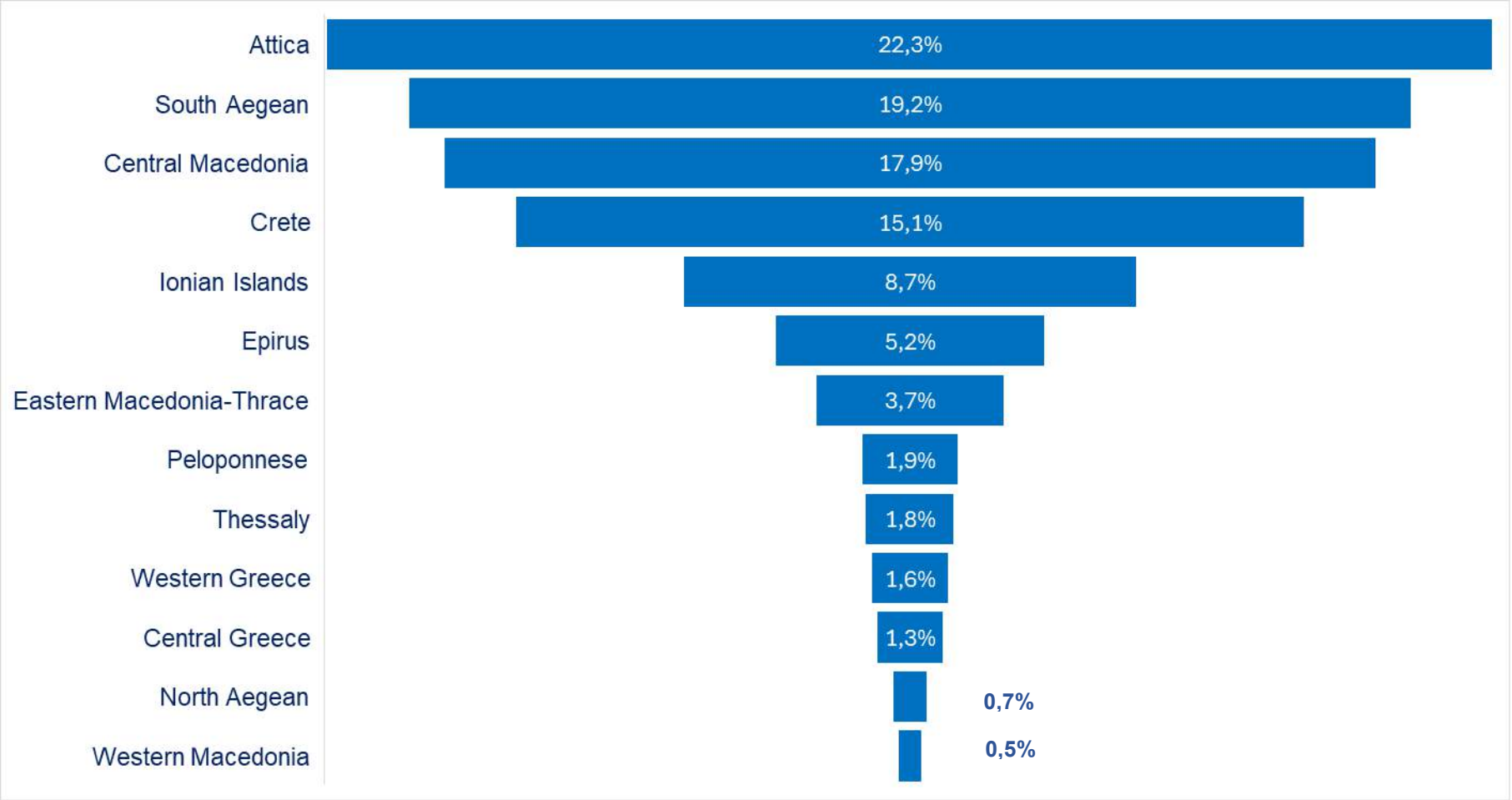
Attica Region remained in first place with 8.785 thousand visits, marking an increase of +11,4% compared with 2023. South Aegean Region took second place with 7.564 thousand visits and an increase of +8,7%. In third place was Central Macedonia Region with 7.029 thousand visits, showing an increase of +7,0%. Crete Region held fourth place with 5.959 thousand visits and an increase of +7,9%. The Ionian Islands recorded 3.433 thousand visits, up +1,6%, and remained in fifth place.

Epirus Region saw a substantial increase of +19,8%, reaching 2.052 thousand visits and retaining sixth place. Eastern Macedonia and Thrace logged 1.444 thousand visits with an increase of +12,7%, staying in seventh place. Peloponnese Region had 757 thousand visits, up +3,4%, and Thessaly recorded 698 thousand visits, up +11,8%.

Western Greece Region registered 614 thousand visits with an increase of +8,9%, while Central Greece recorded 530 thousand visits, up +7,2%. North Aegean Region posted the highest percentage increase of +40,1% with 291 thousand visits. Finally, Western Macedonia was the only Region to record a decrease of –2,2%, with 201 thousand visits.

According to the distribution of visits across the 13 Regions of Greece, 83,3% of all visits in 2024 took place in the following five Regions: Attica (22,3%), South Aegean (19,2%), Central Macedonia (17,9%), Crete (15,1%) and Ionian Islands (8,7%). The remaining eight Regions accounted for just 16,7% of visits in 2024, distributed as follows: Epirus 5,2%; Eastern Macedonia and Thrace 3,7%; Peloponnese 1,9%; Thessaly 1,8%; Western Greece 1,6%; Central Greece 1,3%; North Aegean 0,7%; Western Macedonia 0,5%.

Graph 1: Distribution of Visits 2024



Source: Bank of Greece - Processing: INSETE Intelligence

1.2.2 Top 3 Source Markets per Region by Visits

In first place for visits in 2024 was the Attica Region, with 8.785 thousand visits. The majority of visits came from the USA (989 thousand), the United Kingdom (951 thousand) and Germany (586 thousand).

The South Aegean Region follows with 7.564 thousand visits. Its top source markets were Germany (1.356 thousand), the United Kingdom (1.347 thousand) and the USA (683 thousand). In third place is Central Macedonia, with 7.029 thousand visits. Most visits originated from Bulgaria (1.687 thousand), North Macedonia (1.555 thousand) and Germany (989 thousand).

The Crete Region is fourth with 5 959 thousand visits. The majority of visits came from Germany (1 592 thousand), the United Kingdom (871 thousand) and France (630 thousand). In fifth place, the Ionian Islands recorded 3.433 thousand visits, chiefly from the United Kingdom (973 thousand), Germany (529 thousand) and Italy (453 thousand).

In sixth place, the Epirus Region saw 2 052 thousand visits. Its top source was Albania (227 thousand), followed by Germany (110 thousand) and Italy (56 thousand). The Eastern Macedonia and Thrace Region ranks seventh with 1.444 thousand visits, mostly from Turkey (737 thousand), Bulgaria (162 thousand) and Germany (155 thousand).

The Peloponnese ranks eighth with 757 thousand visits, primarily from Germany (116 thousand), the USA (88 thousand) and France (80 thousand). In ninth place, the Thessaly Region recorded 698 thousand visits, sourced mainly from the United Kingdom (147 thousand), Germany (70 thousand) and Italy (53 thousand).

The Western Greece Region is tenth with 614 thousand visits, predominantly from Albania (137 thousand), Germany (71 thousand) and France (42 thousand). In eleventh place, Central Greece logged 530 thousand visits, chiefly from the USA (86 thousand), France (63 thousand) and Germany (56 thousand).

The North Aegean Region ranks twelfth with 291 thousand visits, with the USA (73 thousand), the United Kingdom (37 thousand) and Germany (16 thousand) as its top three. Finally, in thirteenth place, Western Macedonia had 201 thousand visits, mostly from Albania (100 thousand), Germany (28 thousand) and Romania (1,9 thousand). Map 1 presents the three main source countries for each Region based on the number of visits.

Map 1. Top 3 Source Markets per Region by Visits

Source: Bank of Greece - Processing: INSETE Intelligence

1.3 Overnights per Region

Overnights by travelers in Greece totaled 231.038 thousand in 2024, showing an increase of +1,4% compared with 2023. Unlike Visits that showed an increase across all Regions, except for Western Macedonia, Overnights showed a mixed picture with six exhibiting an increase and seven a decrease. The largest percentage increase of +50,8% was recorded in the North Aegean Region, while the greatest percentage decrease of –14,5% occurred in the Western Macedonia Region.

Table 4: Overnights 2024-2023

Ranking 2024	Ranking Position Change 2024-2023	Regions	Overnights (thousands)		% Change
			2024	2023	2024-2023
1	▬	South Aegean	51.269	50.643	1,2%
2	▲	Attica	47.818	44.348	7,8%
3	▼	Crete	46.706	45.837	1,9%
4	▬	Central Macedonia	31.026	32.272	-3,9%
5	▬	Ionian Islands	24.681	26.915	-8,3%
6	▬	Eastern Macedonia-Thrace	5.746	5.835	-1,5%
7	▲	Epirus	5.391	4.320	24,8%
8	▼	Peloponnese	5.373	5.540	-3,0%
9	▬	Thessaly	4.030	4.077	-1,1%
10	▲	North Aegean	3.071	2.037	50,8%
11	▼	Western Greece	2.922	2.742	6,6%
12	▼	Central Greece	2.221	2.454	-9,5%
13	▬	Western Macedonia	785	918	-14,5%
		Total	**231.038**	**227.938**	**1,4%**

Source: Bank of Greece - Processing: INSETE Intelligence

1.3.1 Ranking of Regions by Overnight

Στην In first place in the 2024 ranking remained the South Aegean Region, with 51 269 thousand overnights, showing an increase of +1,2% compared with 2023.

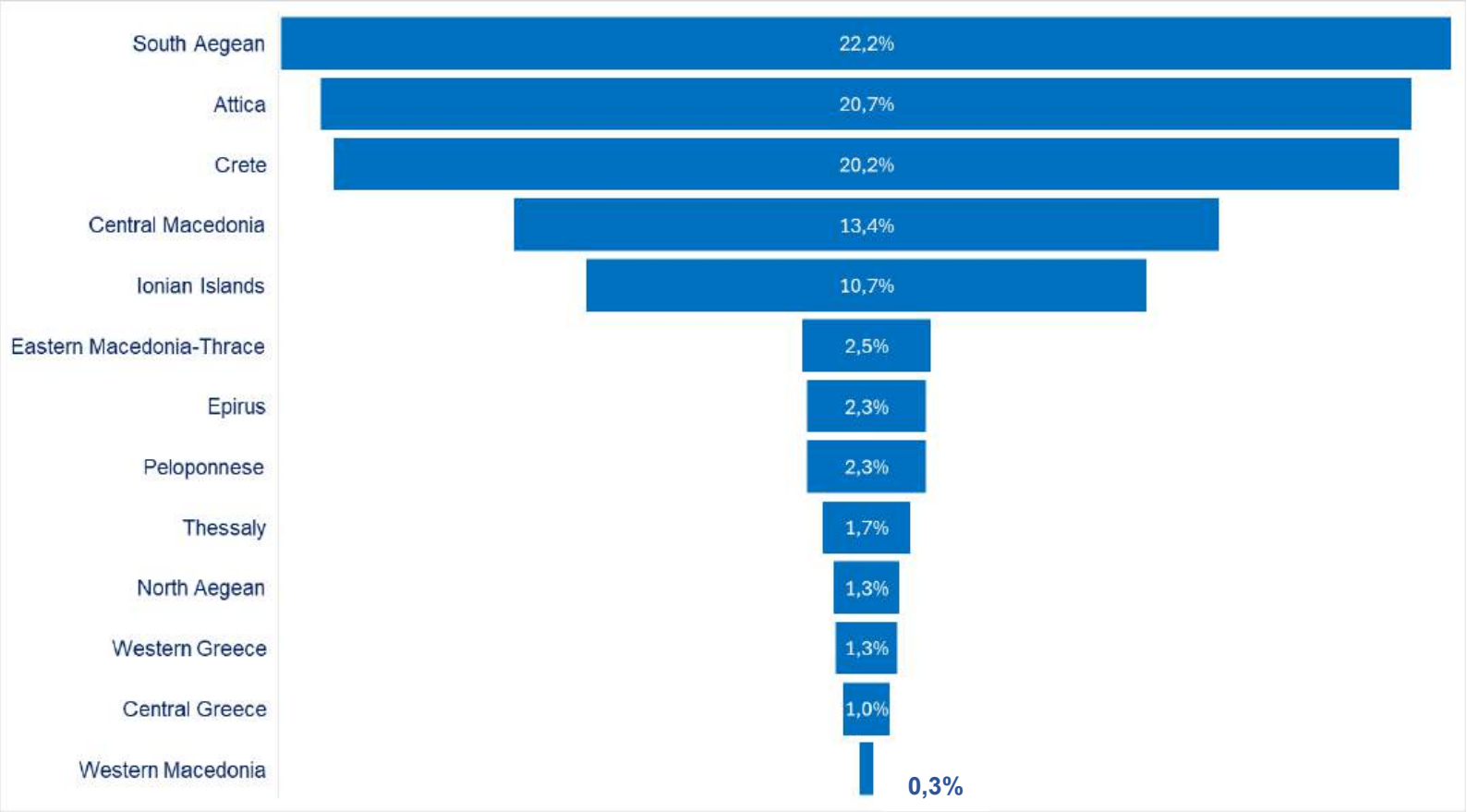
Attica rose to second place with 47.818 thousand overnights, recording a substantial increase of +7,8%. In third place fell the Crete Region, with 46.706 thousand overnights and an increase of +1,9%. Central Macedonia remained in fourth place, with 31.026 thousand overnights, but registered a decrease of –3,9%. In fifth place were the Ionian Islands, with 24.681 thousand overnights and a decrease of –8,3%.

Eastern Macedonia and Thrace ranks sixth, with 5.746 thousand overnights, down –1,5%. Epirus rose to seventh place, with 5.391 thousand overnights and the second-largest percentage increase of +24,8%. The Peloponnese slipped to eighth, with 5.373 thousand overnights and a decrease of –3,0%. Thessaly held ninth place, with 4.030 thousand overnights, down –1,1%. In tenth place climbed the North Aegean Region, with 3.071 thousand overnights, marking the largest percentage increase of +50,8%.

Western Greece took eleventh place, with 2.922 thousand overnights, up +6,6%. Central Greece was twelfth, with 2.221 thousand overnights, down –9,5%. Finally, in thirteenth place, Western Macedonia recorded 785 thousand overnights, a decrease of –14,5% compared with 2023.

According to the distribution of overnights across the 13 Regions of Greece shown in Chart 2, 87,2% of all overnights in 2024 were concentrated in the following five Regions: South Aegean (22,2%), Attica (20,7%), Crete (20,2%), Central Macedonia (13,4%) and Ionian Islands (10,7%). The remaining eight Regions together accounted for just 12,8% of overnights, distributed as follows: Eastern Macedonia and Thrace (2,5%), Epirus (2,3%), Peloponnese (2,3%), Thessaly (1,7%), North Aegean (1,3%), Western Greece (1,3%), Central Greece (1,0%) and Western Macedonia (0,3%).

Graph 2: Distribution of Overnights 2024



Source: Bank of Greece - Processing: INSETE Intelligence

1.3.2 Top-3 main markets by Region by Nights spent

Map 2 presents the three main source countries for each Region based on the number of overnights.

In first place for overnights in 2024 is the South Aegean Region, with 51.269 thousand overnights. The main volume of overnights originated from Germany (9.464 thousand), the United Kingdom (9.208 thousand) and the USA (4.628 thousand). Attica occupies second place, with 47.818 thousand overnights, where the overnights came mainly from the USA (6.367 thousand), the United Kingdom (5.371 thousand) and Germany (3.562 thousand).

In third place is the Crete Region, with 46.706 thousand overnights, mainly from Germany (12.990 thousand), the United Kingdom (7.025 thousand) and France (4.898 thousand). In fourth place the Central Macedonia Region, with 31.026 thousand overnights. Primary markets were Germany (11.247 thousand), Bulgaria (3.022 thousand) and Romania (2.766 thousand). The Ionian Islands occupy fifth place with 24.681 thousand overnights. The main markets were the United Kingdom (7.554 thousand), Germany (3.794 thousand) and Italy (3.045 thousand).

In sixth place, Eastern Macedonia and Thrace with 5.746 thousand overnights, mainly from Turkey (1.778 thousand), Germany (1.574 thousand) and Romania (725 thousand). In seventh place Epirus, with 5.391 thousand overnights, mainly from Germany (1.215 thousand), the United Kingdom (379 thousand) and Albania (0.373 thousand). The Peloponnese slipped to eighth place, with 5.373 thousand overnights. The main markets were Germany (1.197 thousand), France (0.609 thousand) and the USA (470 thousand).

The Thessaly Region ranks ninth, with 4.030 thousand overnights, mainly from the United Kingdom (1.032 thousand), Germany (0.582 thousand) and Italy (247 thousand). Western Greece is tenth, with 2.922 thousand overnights, from Germany (522 thousand), the United Kingdom (213 thousand) and Albania (229 thousand). In eleventh place Central Greece, with 2.221 thousand overnights, of which most originated from Germany (298 thousand), the USA (248 thousand) and France (237 thousand).

North Aegean rose to twelfth place, with 3.071 thousand overnights. The largest share came from the USA (607 thousand), the United Kingdom (389 thousand) and Germany (174 thousand).

Finally, in thirteenth place, Western Macedonia, with 785 thousand overnights, whose main market was Germany (264 thousand), followed by Albania (136 thousand) and Bulgaria (0.7 thousand).

Map 2. Top-3 main markets by Region based on overnights

Source: Bank of Greece - Processing: INSETE Intelligence

1.4 Receipts per Region

Tourism receipts in Greece amounted to €20.592 million in 2024, showing an increase of +4,3% compared with 2023 (Table 5). Seven Regions recorded an increase in receipts and six a decrease. The largest percentage increase of +32,6% was recorded in the North Aegean Region, followed by the Central Greece Region with +32,0%. Conversely, the largest percentage decrease was recorded in the Crete Region at –12,1%.

Table 1: Receipts 2024-2023

Ranking 2024	Ranking Position Change 2024-2023	Regions	Receipts (millions €) 2024	2023	% Change 2024-2023
1	▬	South Aegean	5.687	5.341	6,5%
2	▲	Attica	4.751	3.787	25,5%
3	▼	Crete	4.569	5.196	-12,1%
4	▬	Ionian Islands	1.984	2.039	-2,7%
5	▬	Central Macedonia	1.486	1.515	-1,9%
6	▲	Epirus	394	330	19,2%
7	▲	Eastern Macedonia-Thrace	386	326	18,3%
8	▼	Peloponnese	371	383	-3,1%
9	▲	Western Greece	261	210	24,2%
10	▼	Thessaly	240	253	-5,4%
11	▬	Central Greece	219	166	32,0%
12	▬	North Aegean	197	149	32,6%
13	▬	Western Macedonia	47	51	-6,9%
		Total	**20.592**	**19.746**	**4,3%**

Source: Bank of Greece - Processing: INSETE Intelligence

1.4.1 Ranking of Regions by Receipts

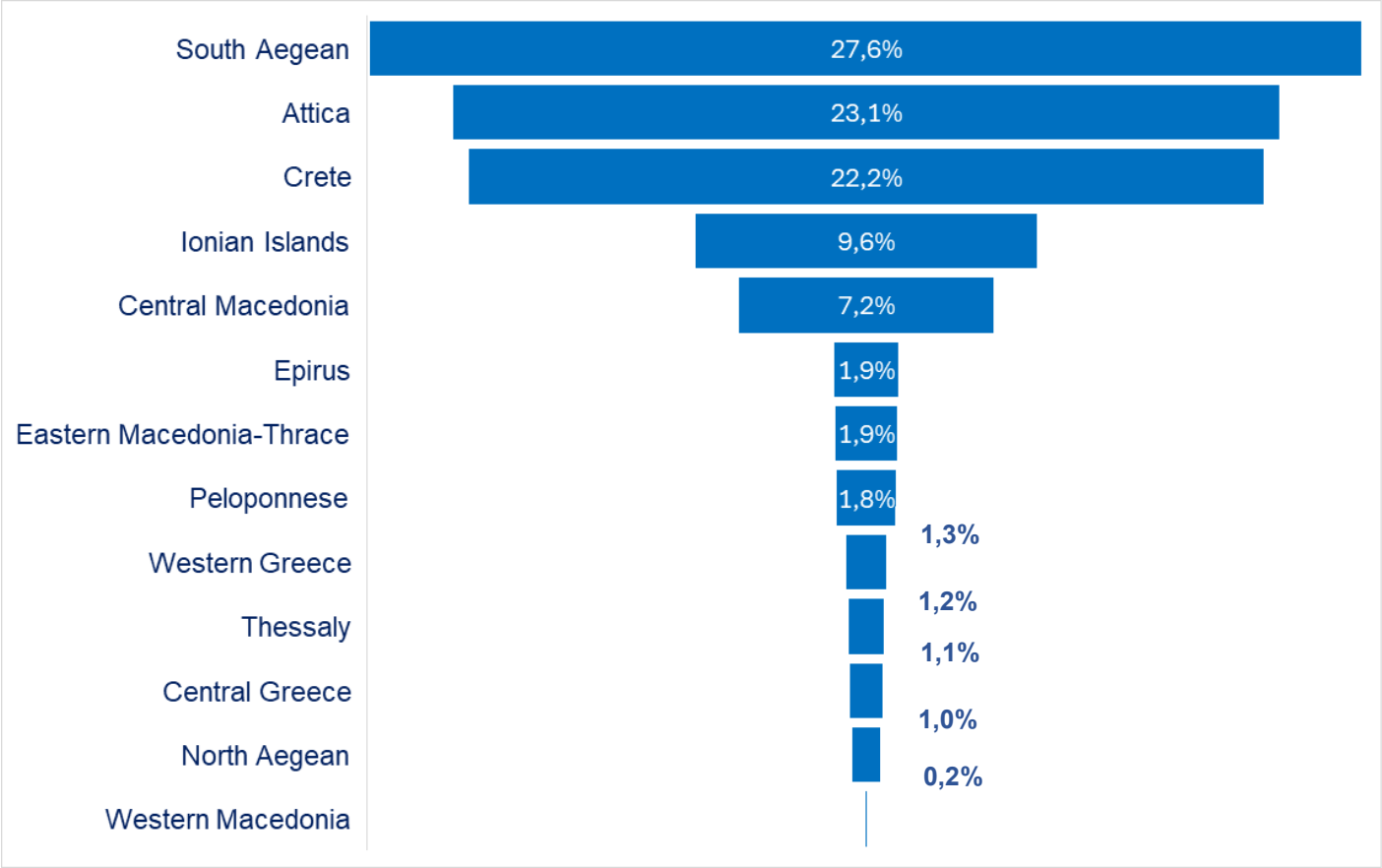
In first place for travel receipts in 2024 is the South Aegean Region, with € 5.687 million, marking an increase of +6,5% compared with 2023. Attica rose to second place with € 4.751 million, showing a remarkable increase of +25,5%. In third place fell the Crete Region, with € 4.569 million, recording a decrease of –12,1%. Stable in fourth place is the Ionian Islands Region, with receipts of € 1 984 million, down –2,7%. Central Macedonia remained in fifth place, with € 1.486 million and a slight decrease of –1,9%.

Epirus rose to sixth place, with € 394 million and an increase of +19,2% compared with the previous year. Eastern Macedonia and Thrace climbed to seventh place, with € 386 million and an increase of +18,3%. The Peloponnese slipped to eighth place, with € 371 million, recording a decrease of –3,1%. In ninth place rose Western Greece, with € 261 million and a strong increase of +24,2%. Thessaly follows in tenth place, with € 240 million and a decrease of –5,4%.

Central Greece remained in eleventh place, with € 219 million, recording an increase of +32,0%.The North Aegean is twelfth, with € 197 million, marking the largest percentage increase of +32,6%. Finally, in thirteenth place, Western Macedonia recorded € 47 million, showing a decrease of –6,9% compared with 2023.

According to the distribution of receipts across the 13 Regions of Greece shown in Chart 3, 89,7% of all receipts in 2024 were generated by the following five Regions: South Aegean (27,6%), Attica (23,1%), Crete (22,2%), Ionian Islands (9,6%) and Central Macedonia (7,2%).The remaining eight Regions together accounted for just 10,3% of receipts, distributed as follows: Epirus and Eastern Macedonia & Thrace (1,9%each), Peloponnese (1,8%), Western Greece (1,3%), Thessaly (1,2%), Central Greece (1,1%), North Aegean (1,0%) and Western Macedonia(0,2%).

Graph 3:Distribution of Receipts 2024



Source: Bank of Greece - Processing: INSETE Intelligence

1.4.2 Top-3 main markets by Region based on Travel Receipts

Map 3 presents the three main source countries for each Region based on the amount of travel receipts.

In first place for travel receipts in 2024 is the South Aegean Region, with € 5.687 million. The main source markets were Germany (€ 1.068 million), the United Kingdom (€ 1.042 million) and the USA (€ 564 million).

In second place is Attica, with € 4.751 million. The principal revenue sources were the USA (€ 641 million), the United Kingdom (€ 568 million) and Germany (€ 342 million). Crete holds third place with € 4.569 million, chiefly from Germany (€ 1.286 million), the United Kingdom (€ 741 million) and France (€ 492 million).

The Ionian Islands follow in fourth place with € 1.984 million, with key markets the United Kingdom (€ 576 million), Germany (€ 271 million) and Italy (€ 225 million). Central Macedonia ranks fifth with € 1.486 million, its top three source countries being Germany (€ 416 million), Romania (€ 138 million) and Bulgaria (€ 62 million).

Epirus occupies sixth place with € 394 million, its chief markets being Germany (€ 69 million), Albania (€ 45 million) and the United Kingdom (€ 28 million). Eastern Macedonia and Thrace follow in seventh with € 386 million, most receipts coming from Turkey (€ 162 million), Romania (€ 56 million) and Germany (€ 45 million). The Peloponnese sits eighth with € 371 million, primarily from Germany (€ 79 million), the USA (€ 38 million) and France (€ 32 million). In ninth place is Western Greece with € 261 million, led by Albania (€ 39 million), Germany (€ 38 million) and the United Kingdom (€ 17 million). Thessaly ranks tenth with € 240 million, sourced mainly from the United Kingdom (€ 63 million), Germany (€ 30 million) and Italy (€ 15 million).

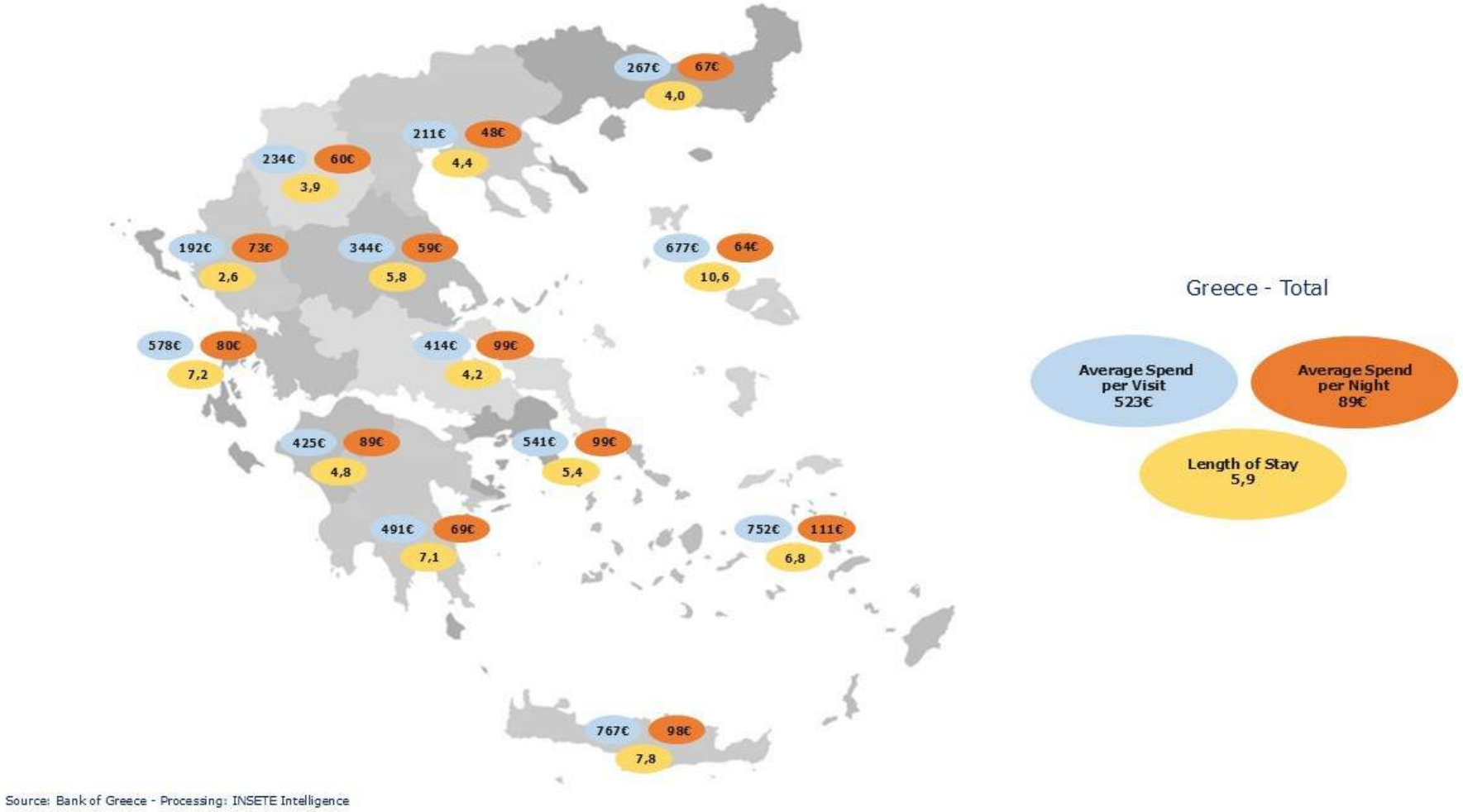
Central Greece is eleventh with € 219 million, its major markets being the USA (€ 48 million), Germany (€ 19 million) and France (€ 18 million). In twelfth place, the North Aegean Region recorded € 197 million, with receipts chiefly from the USA (€ 51 million), the United Kingdom (€ 30 million) and Germany (€ 13 million).

Finally, in thirteenth place, Western Macedonia had € 47 million, of which Albania (€ 13 million) and Germany (€ 11 million) contributed most, followed by Bulgaria (€ 0.2 million).

Map 3. Top-3 main markets by Region based on Travel Receipts

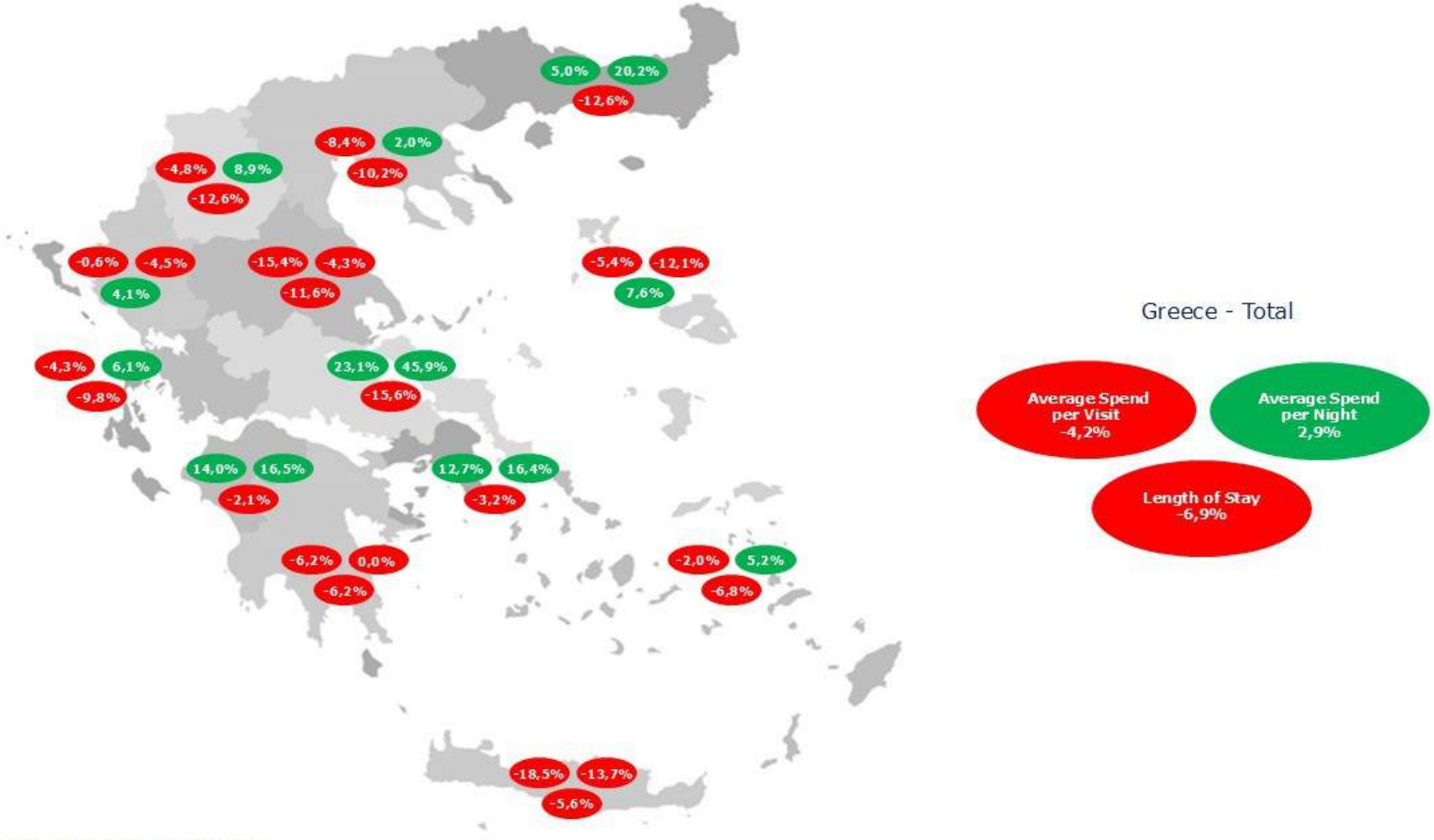
Πηγή: Τράπεζα της Ελλάδος – Επεξεργασία: INSETE Intelligence

Map 4. Average Spend per Visit, Average Spend per Night, Length of Stay 2024/2023



Source: Bank of Greece - Processing: INSETE Intelligence

Map 5. Change in Spend per Visit, Spend per Night, Length of Stay 2024/2023



Source: Bank of Greece - Processing: INSETE Intelligence

1.5 Average Spend per Visit per Region

Spend per visit per Region in the 13 Regions of the country in 2024 averaged € 523 versus € 546 in 2023, showing a decrease of –4,2%. This decline, despite the increase in average spend per night of +2,9% (from € 87 to € 89), is due to the reduction in average length of stay of –6,9% (from 6,3 to 5,9 nights). The change in spend per visit varies by Region (see Graph 4), with four Regions (Attica, Western Greece, Central Greece and Eastern Macedonia & Thrace) showing an increase while the remaining nine show a decrease.

The highest spend per visit in 2024 was recorded in the Crete Region at € 767, marking a significant decrease of –19% compared with 2023. The South Aegean Region follows with € 752, showing a slight fall of –2%. In the North Aegean the spend per visit reached € 677, down –5%.

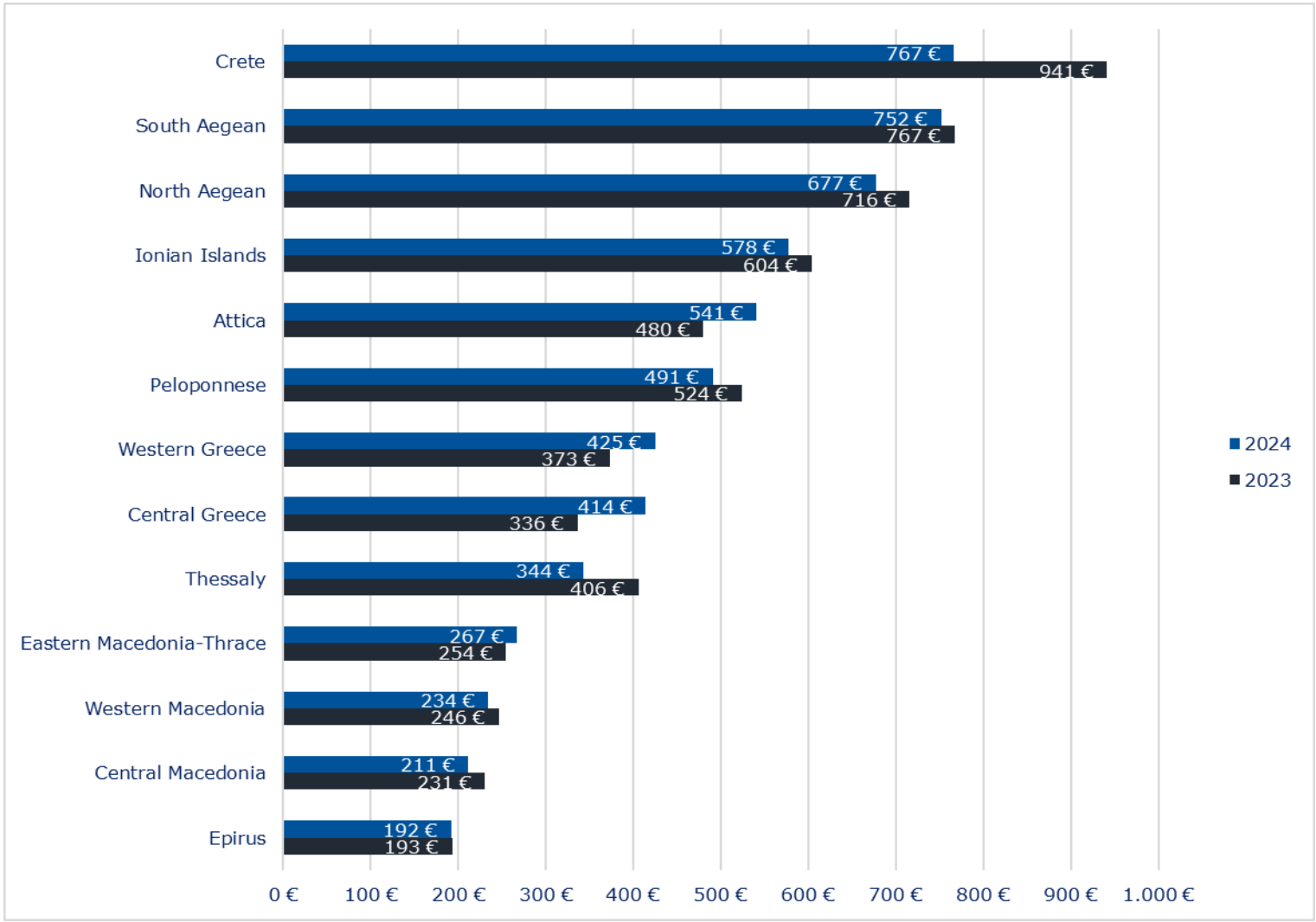
In the Ionian Islands the spend per visit amounted to € 578 (–4%), while in Attica it rose to € 541, recording an increase of +13%, thus exceeding the national average of € 523.

The other Regions fell below the national average. The Peloponnese followed with € 491 (–6%). Western Greece registers an average spend per visit of € 425, up +14%, while Central Greece shows the largest percentage increase of +23%, reaching € 414. In contrast, in Thessaly the spend per visit stood at € 344, down –15%.

The northern Regions also remained below the national average. Eastern Macedonia & Thrace records € 267, although up +5%, Western Macedonia € 234 (–5%) and Central Macedonia € 211 (–8%).

Finally, the Epirus Region shows the lowest average spend per visit for 2024 at € 192, marking a marginal decrease of –1%.

Graph 4: Average Spend per Visit per Region 2024-2023



Source: Bank of Greece - Processing: INSETE Intelligence

1.6 Average Spend per Night per Region

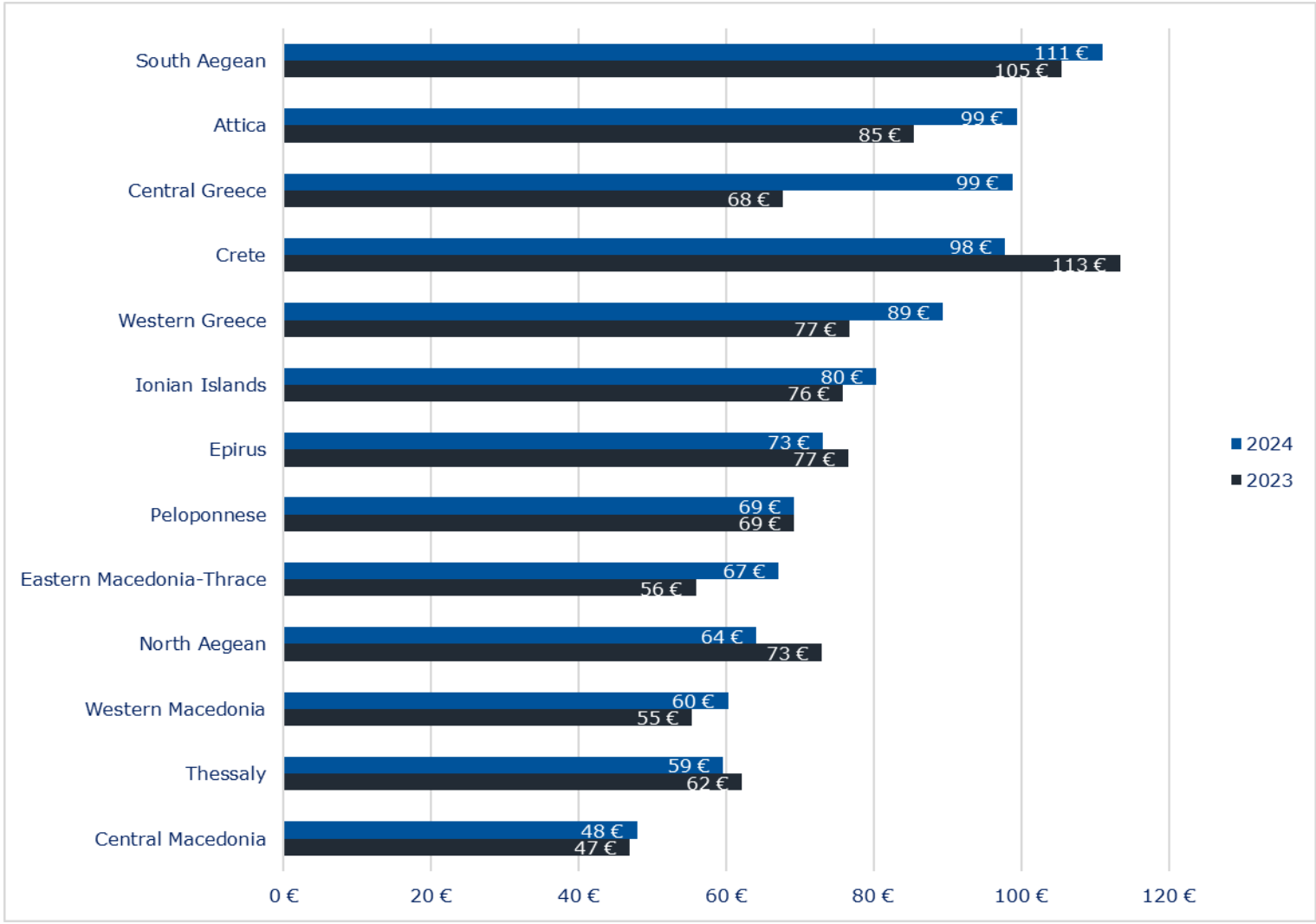
The average spend per night in the 13 Regions of the country in 2024 amounted to € 89, versus € 87 in 2023, registering an increase of +2,9% (+ € 2). The average spend per night varies by region (see Graph 5), with four Regions (Crete, Epirus, North Aegean and Thessaly) showing a decrease, while the remaining eight shows an increase.

The highest spend per night in 2024 was recorded in the South Aegean Region at € 111, up +5%. Attica and Central Greece followed, both at € 99, marking increases of +16% and +46% respectively. In Crete the spend per night was € 98, down –14%.

Above the national average of € 89 were four Regions: South Aegean, Attica, Central Greece and Crete. Western Greece matched the average at € 89 (+ 17%).

Below the average were the remaining Regions. In the Ionian Islands the spend per night was €80 (+6%); in Epirus € 73 (–5%); and in the Peloponnese it remained at € 69. Eastern Macedonia & Thrace recorded € 67 (+ 20%), while North Aegean saw € 64 (–12%). Western Macedonia stood at € 60 (+ 9%), Thessaly at € 59 (– 4%), and the lowest spend per night was in Central Macedonia at € 48 (+ 2%).

Graph 5: Average Spend per Night per Region2024-2023



Source: Bank of Greece - Processing: INSETE Intelligence

1.7 Length of Stay per Region

The average length of stay per visit in the Regions of Greece amounted to 5,9 overnights in 2024, versus 6,3 in 2023, recording a decrease of –6,9%. The average length of stay varies by region (see Graph 6), with two Regions (North Aegean and Epirus) showing an increase while the other eleven show a decrease.

The longest average length of stay in 2024 was recorded in the North Aegean Region at 10,6 overnights, marking an increase of +8% compared with 2023. This was followed by Crete with 7,8 overnights (–6%) and the Ionian Islands with 7,2 overnights (–10%). In the Peloponnese, the average length of stay stood at 7,1 overnights (–6%).

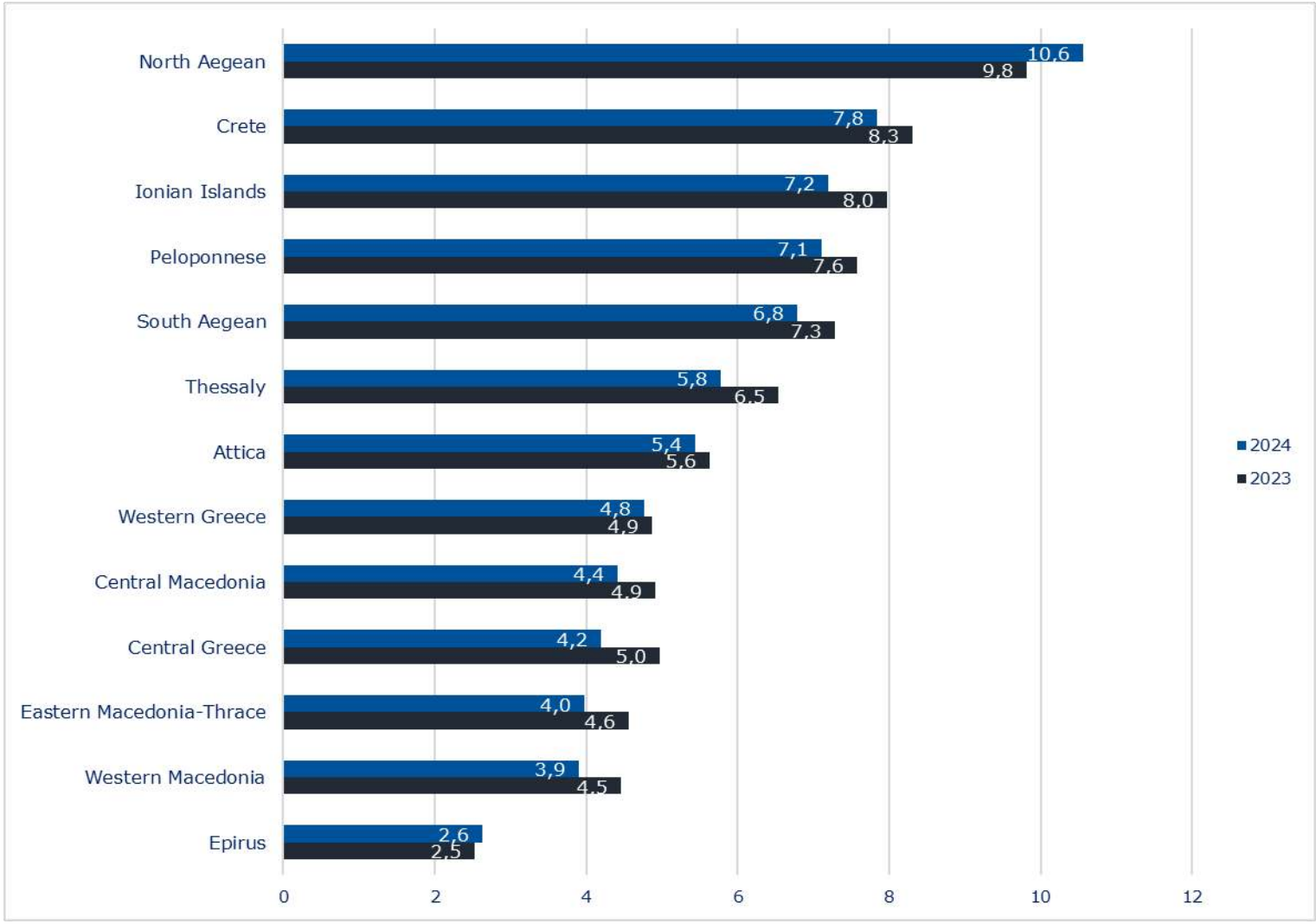
In the South Aegean the average length of stay rose to 6,8 overnights (–7%), remaining above the overall average of 5,9 overnights.

Below the overall average are the remaining Regions. In Thessaly the average length of stay was 5,8 overnights (–12%) and in Attica 5,4 overnights (–3%). Western Greece recorded 4,8 overnights (–2%) while Central Macedonia's average length of stay was 4,4 overnights (–10%).

Central Greece saw the largest drop of –16%, with an average stay of 4,2 overnights, while in Eastern Macedonia–Thrace and Western Macedonia the average lengths of stay were 4,0 and 3,9 overnights respectively (both down –13%).

Finally, the shortest average length of stay in 2024 was recorded in Epirus at 2,6 overnights, though this represented an increase of +4% compared with 2023.

Graph 6: Length of Stay per Region 2024-2023



Source: Bank of Greece - Processing: INSETE Intelligence

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This study was implemented by INSETE in the framework of the Act:

"Upgrading, development and operation of the modern and effective tools of INSETE, for information and dissemination of information to businesses and employees in the tourism sector: the GREEK TOURISM ANALYTICS DASHBOARD – GTAD", with MIS Code 6003242, which is part of the "Competitiveness 2021-2027" Programme and co-funded by the European Social Fund (ESF+)

Co-funded by the European Union

ΕΣΠΑ 2021-2027

PROGRAMME COMPETITIVENESS 2021 – 2027

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