An X-Ray of Incoming Tourism, 2023-2024

Development of figures and indicators of incoming tourism in Greece from its main source markets, 2023-2024

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* **In descending order of total expenditure in Greece**

INTRODUCTION -1

Each year, the Bank of Greece announces estimates about the key figures for inbound tourism to Greece per country of origin (source market). This is based on the Frontier Survey, carried out since 2005; the Survey collects and processes travel data, i.e. travel receipts, arrivals and overnight stays of incoming tourists per source market.

This study[1], based on the Frontier Study, presents inbound tourism data for the 25 largest markets of inbound tourism in Greece accounting for 91.4% of arrivals, 90.4% of overnight stays and 89.2% of receipts for 2024. Data are analysed for the Eurozone countries, EU countries outside Eurozone and the Other countries as well as by market (in descending order of total receipts in Greece), in order to provide a clearer picture of the markets in terms of:

- Arrivals,
- Overnight Stays and
- Receipts.

as well as the analysis of key indicators:

- Average Expenditure per Journey (**AEJ**),
- Average Expenditure per Overnight Stay (**AEO**) and
- Average Duration of Stay (**ADS**).

1 Tables from the section Travel Receipts-key figures which can be found on the following Bank of Greece website: https://www.bankofgreece.gr/en/statistics/external-sector/balance-of-payments/travel-services. For reasons that have to do with the survey's methodology, figures are not provided for all markets, but only for those for which the data is statistically significant. Also, in the analysis of the markets examined in this report, figures from guests on cruises are not included.

INTRODUCTION -2

For each market, the data are presented on two pages so that the reader can gain a visual overview of the market under consideration.

Moreover, we should add that after the UK's decision to leave the euro area, the UK's data previously published by the Bank of Greece in the category 'EU countries outside eurozone' have been moved to the category 'Other countries'. Also, with the entry of Croatia into the eurozone, Croatian data published previously under the category 'EU countries outside eurozone' have been moved to the category 'Eurozone countries'. Therefore, the data of the present study in the broad markets (Eurozone countries, EU countries outside eurozone and Other countries) are not directly comparable with the corresponding data of the studies of the years before 2020.

BANK OF GREECE BORDER SURVEY METHODOLOGY - 1

The Frontier Survey (FS) has been conducted by the Bank of Greece since Greece adopted the Euro, as a way of estimating the tourism-related foreign exchange coming into Greece through receipts from visitors from third countries. The main objective of the survey is to calculate revenues; thus, tourism data such as visitor profiles, repeat visits, distribution of trip duration and others are not analyzed. The FS methodology has been approved by the ECB and the IMF and is used by at least 15 EU Member States[1].

The FS is based on a sample (~58,000 questionnaires in 2024) and takes place at points of exit from Greece so that respondents can estimate their total expenditure during their stay in Greece. The FS sample comprises non-residents who are not in transit through Greece; however, they may be visiting the country without an overnight stay for shopping or business purposes, for example. It is not essential that respondents are tourists; they may be travellers (for example, lorry drivers). Finally, Greek citizens residing abroad are considered “non-residents”, while foreign immigrants in Greece are considered “residents” and do not take part in the survey.

Despite the size of the sample, sampling is not done throughout the year at all points of exit, due to their great number; instead, sampling is determined by the flow of non-residents at these points. In determing sampling, the following are taken into account:

- for air travel data, flight scheduling;
- for road travel, data on estimated days/hours of high and low traffic at the roadway border checkpoints;
- for sea travel, boat scheduling.

The reduction of the sample to the total is done based on the following:

- for air travel data, based on departure data from CAA;
- for road travel data, based on departure data from border checkpoints;
- for sea travel data, based on departure data from the competent port authorities.

[1]For a detailed presentation of the methodology, see https://www.bankofgreece.gr/Publications/econbull200607.pdf

BANK OF GREECE BORDER SURVEY METHODOLOGY - 2

As regards expenditure data, respondents estimate:

- their total expenditure,
- the portion spent inside Greece and its relevant distribution;
- distribution among air travel, lodging and out-of-pocket expenses in Greece, to degree they know;
- distribution of expenditure in Greece for lodging, F&B, transport, entertainment and shopping.

If the respondent has purchased a flight and hotel package, the breakdown into air travel (outside Greece) and lodging (within Greece) is based on an estimate of the cost of air travel. This cost is estimated after an internet survey which is conducted periodically from six months to one month before the month in which calculations are made. It is noted that airline revenues (based on the IMF directive for preparing the balance sheet) are not included under Travel Revenues but under Transport. The study "The Contribution of Tourism to the Greek Economy, 2024" takes this into account and makes the necessary adjustments.

According the Bank of Greece, the FS results are regularly compared to mirror statistics derived from surveys in other countries and no noteworthy deviations are observed.

SUMMARY - 1

KEY FIGURES

2023-2024

The positive trajectory of Greek tourism in 2023 continued into 2024, with inbound tourism reaching new record highs in both arrivals and receipts, surpassing the 2023 levels which until recently represented the country's best tourism performance. Specifically, during the 2023-2024 period, Greek tourism recorded:

- arrivals: **+10%** (from **32.7 million** in 2023 to **36.0 million** in 2024),
- overnight stays: **+1%** (from **227.9 million** in 2023 to **231.0 million** in 2024) and
- receipts: **+4%** (from **€19.7 billion** in 2023 to **€20.6 billion** in 2024).

The picture in the key figures of the individual broad markets was positive, with the exception of overnight stays from Other Countries. Specifically, compared 2023: Eurozone countries (arrivals **+12%**, overnight stays **+4%** and receipts **+5%**), EU countries outside Eurozone (arrivals **+9%**, overnight stays **+10%** and receipts **+18%**) and Other countries (arrivals **+8%**, overnight stays **-4%** and receipts **+1%**).

In terms of countries of origin, increases across all key figures were recorded in the markets of Denmark (arrivals **+57%**, overnight stays **+46%**, receipts **+29%**), Turkey (arrivals **+38%**, overnight stays **+40%**, receipts **+47%**), Belgium (arrivals **+37%**, overnight stays **+29%**, receipts **+21%**), Israel (arrivals **+30%**, overnight stays **+54%**, receipts **+55%**), Spain (arrivals **+27%**, overnight stays **+11%**, receipts **+48%**), Sweden (arrivals **+25%**, overnight stays **+11%**, receipts **+14%**), Czechia (arrivals **+24%**, overnight stays **+24%**, receipts **+13%**), Poland (arrivals **+13%**, overnight stays **+13%**, receipts **+12%**), Germany (arrivals **+13%**, overnight stays **+7%**, receipts **+4%**), Cyprus (arrivals **+10%**, overnight stays **+5%**, receipts **+15%**) and Bulgaria (arrivals **+2%**, overnight stays **+9%**, receipts **+27%**).

In contrast, declines across all key figures were recorded in the markets of Russia (arrivals **-55%**, overnight stays **-69%**, receipts **-52%**), Australia (arrivals **-38%**, overnight stays **-41%**, receipts **-58%**), the Netherlands (arrivals **-8%**, overnight stays **-9%**, receipts **-3%**), Serbia (arrivals **-6%**, overnight stays **-38%**, receipts -**28%**) and the United Kingdom (arrivals **-1%**, overnight stays **-6%**, receipts **-4%**).

The remaining markets showed a mixed picture: USA (arrivals **+10%**, overnight stays **-1%**, receipts **+15%**), France (arrivals **+9%**, overnight stays **-4%**, receipts **-12%**), Italy (arrivals **+10%**, overnight stays **-6%**, receipts **+14%**), Romania (arrivals **-1%**, overnight stays **-11%**, receipts **+17%**), Austria (arrivals **+5%**, overnight stays **-0.3%**, receipts **-6%**), Switzerland (arrivals **+21%**, overnight stays **+8%**, receipts **-9%**), Albania (arrivals **+8%**, overnight stays **-14%**, receipts **+1%**), Canada (arrivals **-4%**, overnight stays **+9%**, receipts **+18%**) and North Macedonia (arrivals **+41%**, overnight stays **-14%**, receipts **-33%**).

SUMMARY - 2

KEY FIGURES

2023-2024

In conclusion, the highest decreases were observed in the markets of the Netherlands, Serbia, the United Kingdom, in the long-haul market of Australia, and in Russia (a special case due to EU measures).

In contrast, the most positive performance with significant increases was recorded in the Scandinavian countries of Sweden and Denmark, the neighboring markets of Turkey and Bulgaria, as well as the Eurozone countries Belgium, Spain, Germany, and Cyprus.

Finally, the dispersion of the Greek tourism markets is noteworthy: with the exception of the five largest markets (Germany, the United Kingdom, France, the USA and Italy), which contribute 43% of arrivals and 53% of overnight stays and receipts respectively, the remaining twenty markets each account for less than 4% across all three key figures, with the exception of Bulgaria and North Macedonia in terms of arrivals.

SUMMARY - 4

KEY FIGURES

% Changes of Incoming Tourism in Greece, 2023-2024			
	Arrivals	Overnigh stays	Receipts
Total	**10%**	**1%**	**4%**
Eurozone Countries	12%	4%	5%
EU countries outside Eurozone	9%	10%	18%
Other Countries	8%	-4%	1%
Germany	13%	7%	4%
United Kingdom	-1%	-6%	-4%
USA	10%	-1%	15%
France	9%	-4%	-12%
Italy	10%	-6%	14%
Netherlands	-8%	-9%	-3%
Poland	13%	13%	12%
Belgium	37%	29%	21%
Romania	-1%	-11%	17%
Austria	5%	0%	-6%
Switzerland	21%	8%	-9%
Turkey	38%	40%	47%
Israel	30%	54%	55%
Albania	8%	-14%	1%
Canada	-4%	9%	18%
Cyprus	10%	5%	15%
Bulgaria	2%	9%	27%
Spain	27%	11%	48%
Sweden	25%	11%	14%
Denmark	57%	46%	29%
Czechia	24%	24%	13%
Serbia	-6%	-38%	-28%
Australia	-38%	-41%	-58%
North Macedonia	41%	-14%	-33%
Rusia	-55%	-69%	-52%

Source: Bank of Greece Frontier Survey - Processing INSETE Intelligence

Negative % changes are marked in red and positive % changes in green.

SUMMARY - 5

KEY FIGURES

Key figures of incoming tourism in Greece, 2024						
	Arrivals		Overnight stays		Receipts	
	in thous.	market share	in thous.	market share	in mil. €	market share
Total	**35.951**		**231.038**		**20.592**	
Eurozone Countries	14.491	40,3%	111.722	48,4%	9.474	46,0%
EU countries outside Eurozone	7.304	20,3%	31.081	13,5%	2.492	12,1%
Other Countries	14.156	39,4%	88.235	38,2%	8.626	41,9%
Germany	5.402	15,0%	46.881	20,3%	3.702	18,0%
United Kingdom	4.546	12,6%	33.239	14,4%	3.160	15,3%
USA	1.547	4,3%	14.768	6,4%	1.584	7,7%
France	1.992	5,5%	13.924	6,0%	1.260	6,1%
Italy	2.026	5,6%	13.762	6,0%	1.225	6,0%
Netherlands	1.042	2,9%	8.170	3,5%	728	3,5%
Poland	1.340	3,7%	7.121	3,1%	653	3,2%
Belgium	920	2,6%	7.348	3,2%	584	2,8%
Romania	1.408	3,9%	6.649	2,9%	558	2,7%
Austria	801	2,2%	5.761	2,5%	546	2,7%
Switzerland	676	1,9%	5.238	2,3%	493	2,4%
Turkey	1.212	3,4%	4.164	1,8%	436	2,1%
Israel	621	1,7%	3.932	1,7%	419	2,0%
Albania	1.177	3,3%	4.337	1,9%	405	2,0%
Canada	302	0,8%	3.983	1,7%	381	1,8%
Cyprus	625	1,7%	4.444	1,9%	341	1,7%
Bulgaria	2.924	8,1%	5.448	2,4%	312	1,5%
Spain	458	1,3%	2.920	1,3%	292	1,4%
Sweden	470	1,3%	3.572	1,5%	288	1,4%
Denmark	460	1,3%	3.308	1,4%	275	1,3%
Czechia	469	1,3%	3.502	1,5%	266	1,3%
Serbia	667	1,9%	2.504	1,1%	193	0,9%
Australia	180	0,5%	2.076	0,9%	192	0,9%
North Macedonia	1.588	4,4%	1.688	0,7%	55	0,3%
Rusia	16	0,0%	131	0,1%	16	0,1%

Source: Bank of Greece Frontier Survey - Processing INSETE Intelligence

The largest market shares in the respective size are marked in stronger green

SUMMARY - 6
KEY INDICATORS
2023-2024

During the period 2023-2024, we observe that although the Average Expenditure per Overnight Stay (AEO) increased (**+3%**, from **€86.6** in 2023 to **€89.1** 2024), the Average Expenditure per Journey (AEJ) decreased (**-5%**, from **€603.2** in 2023 to **€572.8** in 2024) due to a decline in the Average Duration of Stay (ADS) (**-8%**, from **7,0 overnight stays** in 2023 to **6.4 overnight stays** in 2024).

In other words, the rise in spending per overnight stay among tourists was accompanied by a proportionally larger reduction in the duration of their trips. This may indicate either that higher daily spending leads travelers to shorten the duration of their holidays, thereby limiting overall costs, or that short-duration holidays (City Breaks) are gaining market share at the expense of longer leisure stays, which involve higher total expenditure due to their extended duration.

Analyzing the individual broad markets (Eurozone, Eu countries outside the Eurozone, and Other Countries), the pixture is mixed. Specifically, for the period 2023-2024:

- Eurozone countries: AEJ **-7%**, AEO **+1%** and ADS **-8%**,
- EU countries outside eurozone: AEJ **+9%** AEO **+8%** and ADS **+1%** and
- Other countries: AEJ **-7%** AEO **+5%** and ADS **-11%**.

In the individual markets for the period 2023-2024, increases were recorded in:

- Average Expenditure per Journey, from the markets of Bulgaria (**+24%**), Canada (**+23%**), Israel (**+20%**), Romania (**+18%**), Spain (**+16%**), Russia (**+7%**), Turkey (**+7%**), the USA (**+5%**), the Netherlands (**+5%**), Cyprus (**+5%**), and Italy (**+3%**),
- Average Expenditure per Overnight Stay, from the markets of Russia (**+58%**), Spain (**+33%**), Romania (**+31%**), Italy (**+20%**), Serbia (**+17%**), the USA (**+17%**), Albania (**+17%**), Bulgaria (**+16%**), Cyprus (**+10%**), Canada (**+8%**), the Netherlands (**+7%**), Turkey (**+5%**), Sweden (**+3%**), the United Kingdom (**+2%**), and Israel (**+1%**) and
- Average Duration of Stay from the markets of Israel (**+18%**), Canada (**+13%**), Bulgaria (**+7%**), and Turkey (**+1%**).

In contrast, during the period 2023-2024, decreases were recorded in:

- AEJ, from the markets of North Macedonia (**-52%**), Australia (**-33%**), Switzerland (**-25%**), Serbia (**-23%**), France (**-19%**), Denmark (**-18%**), Belgium (**-12%**), Austria (**-11%**), Germany, Sweden and Czechia (**-9%** each), Albania (**-7%**), the United Kingdom (**-3%**), and Poland (**-1%**),
- AEO, from the markets of Australia (**-30%**), North Macedonia (**-22%**), Switzerland (**-16%**), Denmark (**-11%**), France (**-8%**), Austria (**-6%**), Germany (**-4%**), and Poland (**-1%**) and
- ADS, from the markets of North Macedonia (**-39%**), Serbia (**-34%**), Russia (**-32%**), Albania (**-20%**), Italy (**-14%**), Spain, Sweden, and France (**-12%** each), the USA, Romania, and Switzerland (**-10%** each), Denmark (**-7%**), Belgium (**-6%**), Germany, the United Kingdom, and Austria (**-5%** each), Cyprus and Australia (**-4%** each), the Netherlands (**-2%**), and Poland and Czechia (**-0.3%** each).

SUMMARY - 8

KEY INDICATORS

%Changes of Incoming Tourism in Greece, 2023-2024			
	Average Expenditure per Journey	Average Expenditure per Overnight stay	Average Duration of Stay
Total	**-5%**	**3%**	**-8%**
Eurozone Countries	-7%	1%	-8%
EU countries outside Eurozone	9%	8%	1%
Other Countries	-7%	5%	-11%
Germany	-9%	-4%	-5%
United Kingdom	-3%	2%	-5%
USA	5%	17%	-10%
France	-19%	-8%	-12%
Italy	3%	20%	-14%
Netherlands	5%	7%	-2%
Poland	-1%	-1%	0%
Belgium	-12%	-6%	-6%
Romania	18%	31%	-10%
Austria	-11%	-6%	-5%
Switzerland	-25%	-16%	-10%
Turkey	7%	5%	1%
Israel	20%	1%	18%
Albania	-7%	17%	-20%
Canada	23%	8%	13%
Cyprus	5%	10%	-4%
Bulgaria	24%	16%	7%
Spain	16%	33%	-12%
Sweden	-9%	3%	-12%
Denmark	-18%	-11%	-7%
Czechia	-9%	-8%	0%
Serbia	-23%	17%	-34%
Australia	-33%	-30%	-4%
North Macedonia	-52%	-22%	-39%
Rusia	7%	58%	-32%

Source: Bank of Greece Frontier Survey - Processing INSETE Intelligence

% changes that are smaller than the corresponding changes for total incoming tourism are marked in red, while % changes that are larger are marked in green.

SUMMARY - 9

KEY INDCATORS

Key Indicators of Incoming Tourism in Greece, 2024						
	Average Expenditure per Journey		Average Expenditure per Overnight stay		Average Duration of Stay	
	in €	as % of country average	in €	as % of country average	in overnight stays	as % of country average
Total	**573**		**89**		**6,4**	
Eurozone Countries	654	114%	85	95%	7,7	120%
EU countries outside Eurozone	341	60%	80	90%	4,3	66%
Other Countries	609	106%	98	110%	6,2	97%
Germany	685	120%	79	89%	8,7	135%
United Kingdom	695	121%	95	107%	7,3	114%
USA	1.024	179%	107	120%	9,5	149%
France	632	110%	90	101%	7,0	109%
Italy	605	106%	89	100%	6,8	106%
Netherlands	699	122%	89	100%	7,8	122%
Poland	487	85%	92	103%	5,3	83%
Belgium	635	111%	80	89%	8,0	124%
Romania	396	69%	84	94%	4,7	73%
Austria	682	119%	95	106%	7,2	112%
Switzerland	730	127%	94	106%	7,8	121%
Turkey	359	63%	105	117%	3,4	53%
Israel	676	118%	107	120%	6,3	99%
Albania	344	60%	93	105%	3,7	57%
Canada	1.260	220%	96	107%	13,2	205%
Cyprus	545	95%	77	86%	7,1	111%
Bulgaria	107	19%	57	64%	1,9	29%
Spain	637	111%	100	112%	6,4	99%
Sweden	612	107%	81	90%	7,6	118%
Denmark	597	104%	83	93%	7,2	112%
Czechia	568	99%	76	85%	7,5	116%
Serbia	289	51%	77	87%	3,8	58%
Australia	1.068	187%	92	104%	11,6	180%
North Macedonia	35	6%	33	37%	1,1	17%
Rusia	971	169%	119	134%	8,1	126%

Source: Bank of Greece Frontier Survey - Processing INSETE Intelligence

The sizes that are smaller than the corresponding size for total incoming tourism are marked in red, while those that are larger are marked in green.

SUMMARY - 10

SEASONALITY

Greek tourism has historically been characterized by high seasonality, due to the dominant “Sun & Beach” product. However, in 2023 and 2024, seasonality appears to have moderated compared to the pre-pandemic period, with a decrease in shares during the third quarter and increases in the other quarters, particularly the second and fourth quarters.

Specifically, the picture for the third quarter by indicator for the years 2019, 2023, and 2024 is as follows: Arrivals (2019 **56%**, 2023-**54%**, 2024 **52%**), Overnight stays (2019 **59%**, 2023 **56%**, 2024 **53%**) and Receipts (2019 **59%**, 2023 **58%**, 2024 **54%**).

Among the individual broad markets, EU countries outside Eurozone (**62%** arrivals, **62%** overnight stays, and **63%** receipts) exhibited higher seasonality compared to Eurozone Countries (**51%** arrivals, **52%** overnight stays, and **54%** receipts) and Other Countries (**48%** arrivals, **50%** overnight stays, and **51%** receipts). Specifically, very high seasonality was observed in the following markets:

- for arrivals: Bulgaria (**65%**), Czechia (**64%**), Denmark (**63%**), Romania (**62%**), Italy (**61%**), Poland and Sweden (**56%** each),
- for overnight stays: Bulgaria and Romania (**69%** each), Denmark (**65%**), Italy (**64%**), Australia (**59%**), Czechia and Israel (**57%** each) and
- for receipts: Denmark (**67%**), Italy (**66%**), Sweden and Bulgaria (**65%** each), Romania (**64%**), Czechia (**63%)**, Israel (**58%**), Belgium and North Macedonia (**57%** each), and Poland (**56%**).

In contrast, the following markets exhibited relatively low seasonality:

- for arrivals: Russia and Turkey (**34%** each), Cyprus and Albania (**37%** each), Canada (**40%**), the USA (**41%**), and Spain (**43%**),
- for overnight stays: Cyprus (**33%**), Albania, Turkey, and the USA (**41%** each), Spain (**45%**), Canada (**46%**), Russia (**47%**), and Serbia (**50%**) and
- for receipts: Cyprus (**37%**), Russia (**42%**), Turkey and Albania (**43%** each), USA and Spain (**45%** each), Canada (**48%**), and Serbia (**49%**).

Data for the Russian market should be taken with caution due to the low sample size of this market.

SUMMARY - 11

SEASONALITY

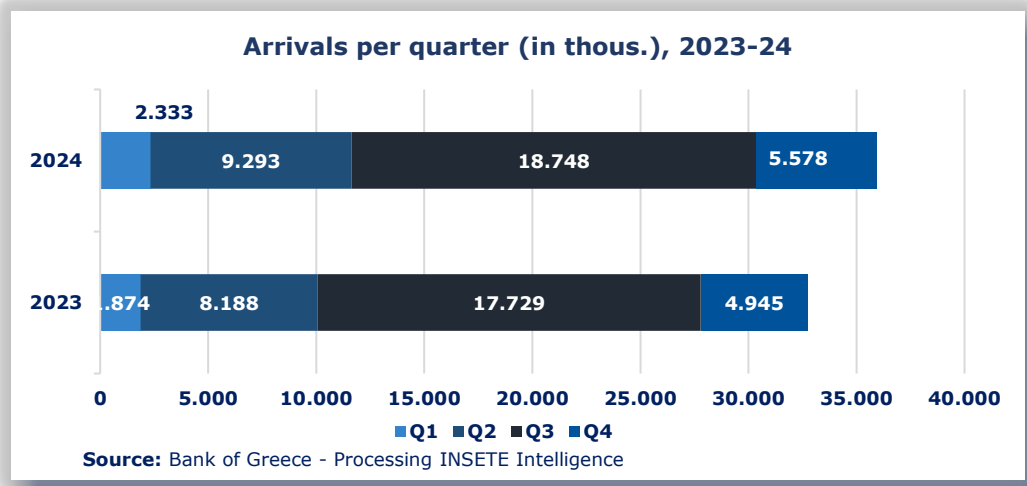
Key Figures of Incoming Tourism in Greece (Q3), 2024			
	Arrivals	**Overnigh stays**	**Receipts**
Total	**52%**	**53%**	**54%**
Eurozone Countries	51%	52%	54%
EU countries outside Eurozone	62%	62%	63%
Other Countries	48%	50%	51%
Germany	50%	50%	52%
United Kingdom	55%	55%	56%
USA	41%	41%	45%
France	52%	52%	53%
Italy	61%	64%	66%
Netherlands	51%	54%	55%
Poland	56%	54%	56%
Belgium	49%	58%	57%
Romania	62%	69%	64%
Austria	49%	51%	53%
Switzerland	49%	52%	52%
Turkey	34%	41%	43%
Israel	50%	57%	58%
Albania	37%	41%	43%
Canada	40%	46%	48%
Cyprus	37%	33%	37%
Bulgaria	65%	69%	65%
Spain	43%	45%	45%
Sweden	56%	58%	65%
Denmark	63%	65%	67%
Czechia	64%	57%	63%
Serbia	48%	50%	49%
Australia	52%	59%	54%
North Macedonia	55%	53%	57%
Rusia	34%	47%	42%

Source: Bank of Greece Frontier Survey - Processing INSETE Intelligence

In green are those that are lower than the corresponding figure for all incoming tourism – and therefore the country concerned has a lower seasonality than the general average – and in red those that are higher – and therefore the country concerned has a higher seasonality than the general average.

INCOMING TOURISM TO GREECE-TOTAL

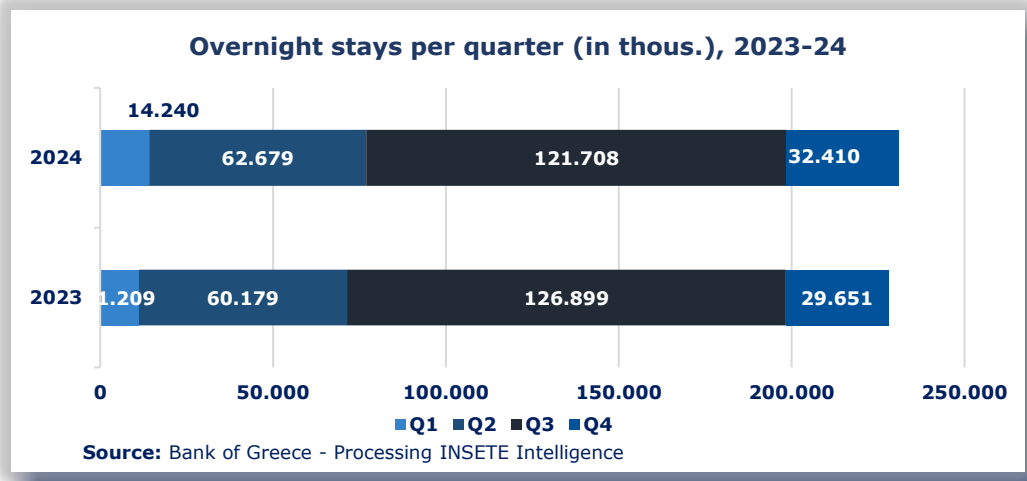
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
Total Arrivals 2023	32.735.155
% change of total arrivals 2023-2024	10%
Top-5 destinations 2024	Attica, South Aegean, Central Macedonia, Crete, Ionian Islands

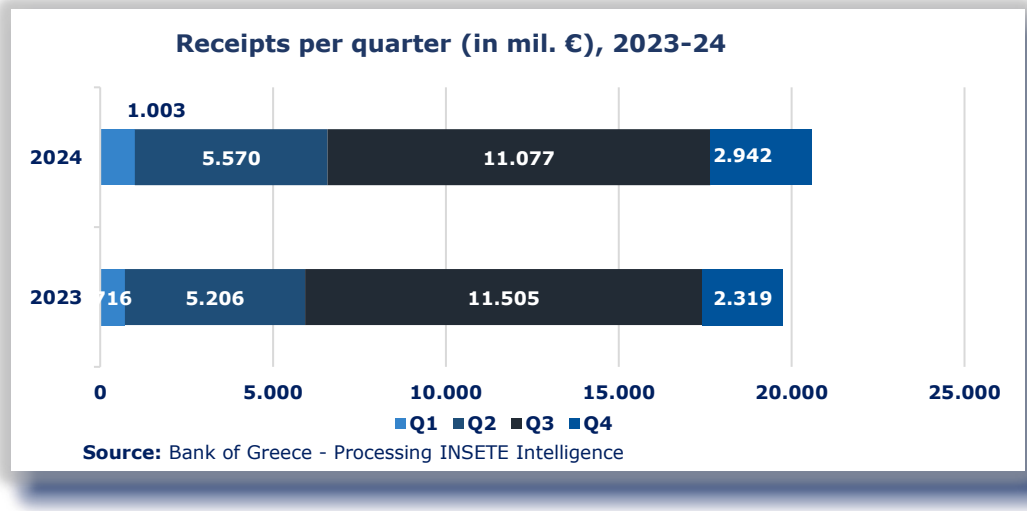
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
Total Overnight Stays 2023	227.937.747
% change of total overnight stays 2023-2024	1%

Source: Bank of Greece - Processing INSETE Intelligence



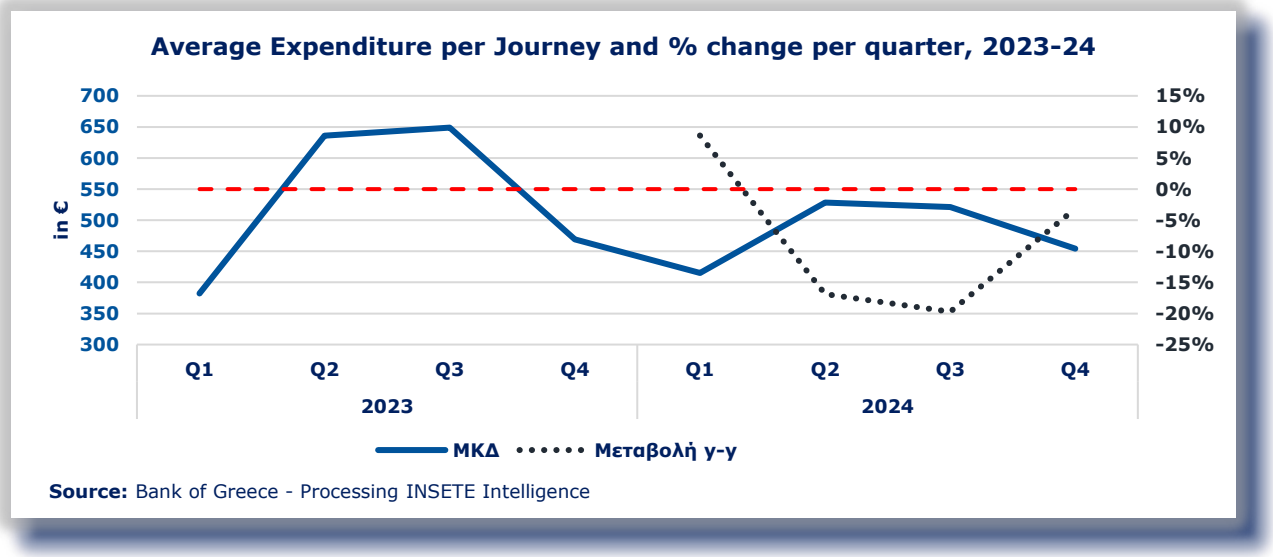
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
Total receipts 2023	19.746.255.244
% change of total receipts 2023-2024	4%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM TO GREECE-TOTAL

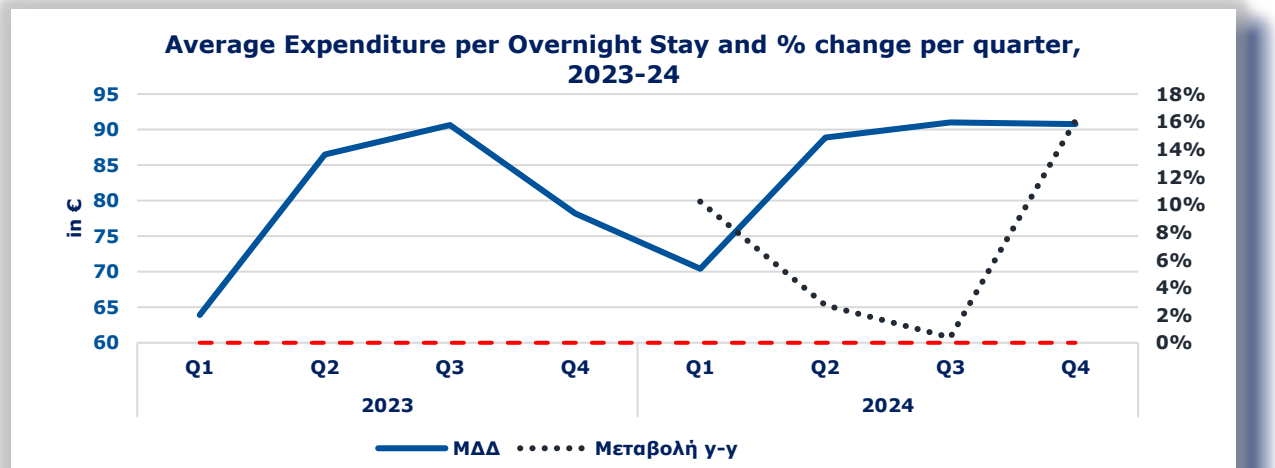
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
Average Expenditure per Journey 2023	603,2
% change 2023-2024	-5%

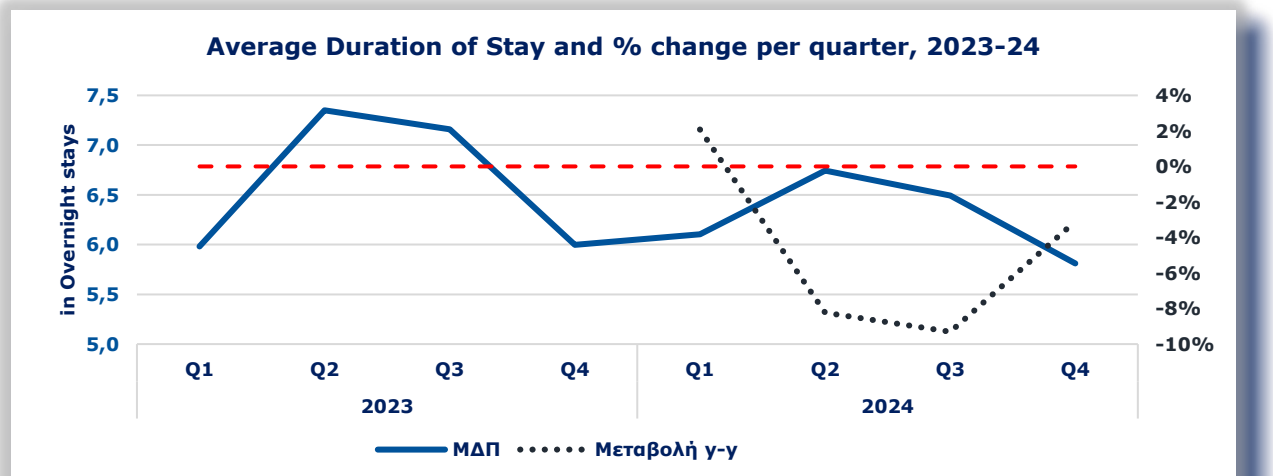
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
Average Expenditure per Overnight Stay 2023	86,6
% change 2023-2024	3%

Source: Bank of Greece - Processing INSETE Intelligence



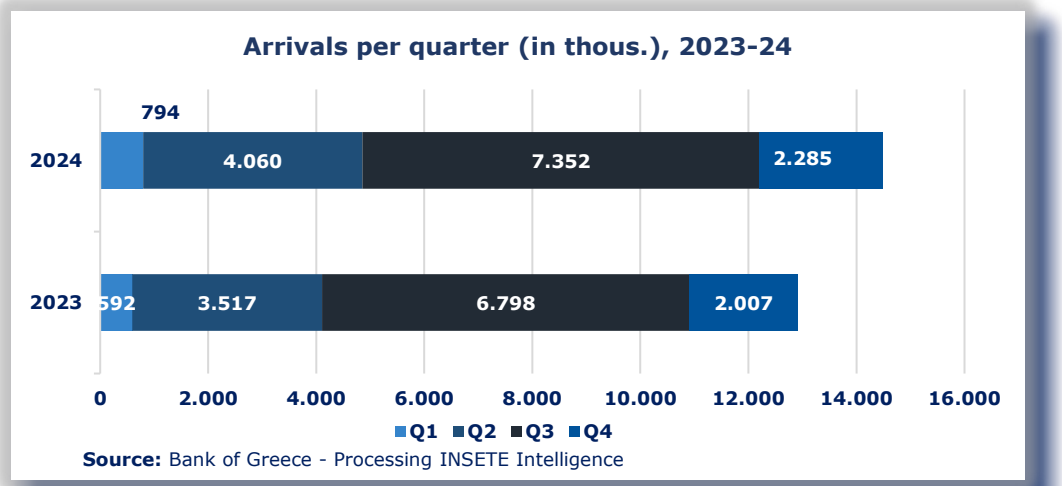
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
Average Duration of Stay 2023	7,0
% change 2023-2024	-8%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM EUROZONE COUNTRIES

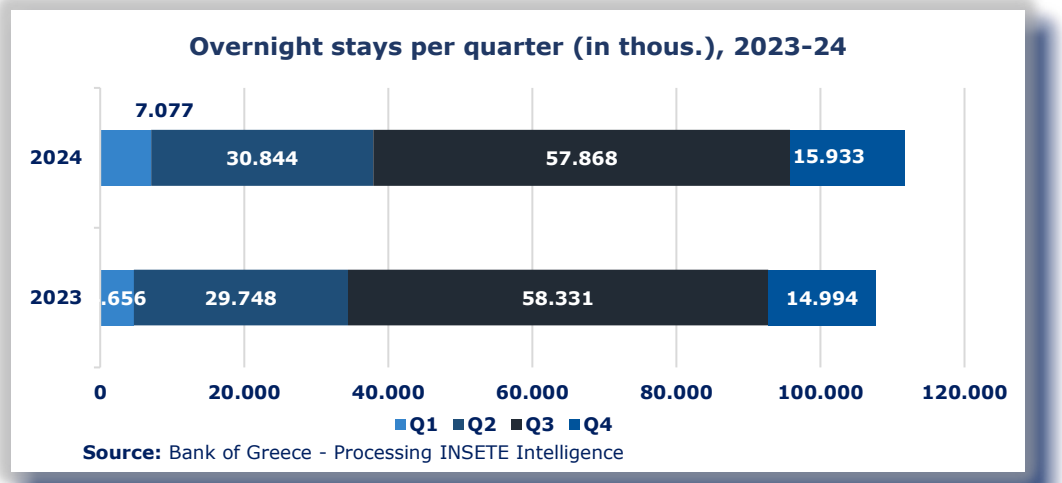
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	14.491.068
Total Arrivals 2023	12.913.186
% change of total arrivals 2023-2024	12%

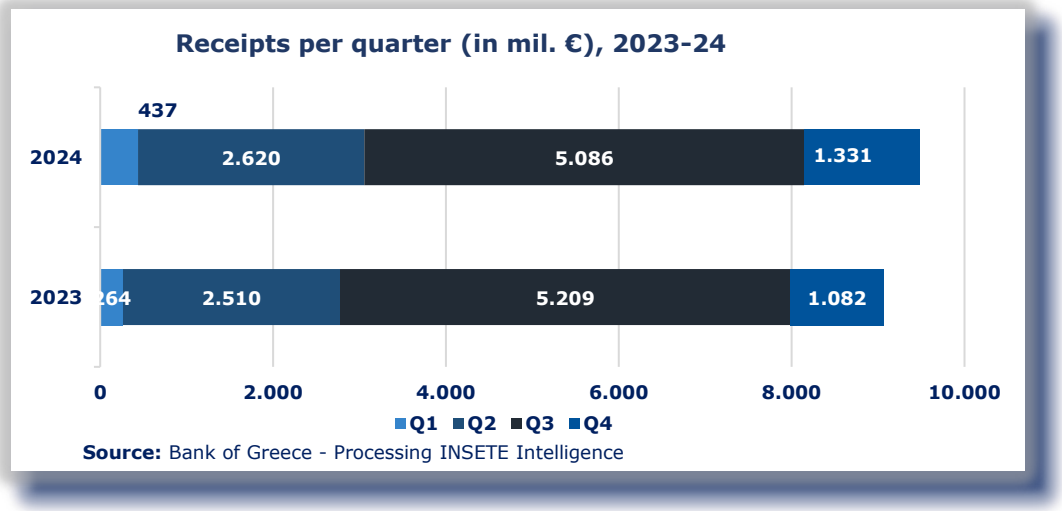
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	111.721.614
Total Overnight Stays 2023	107.730.296
% change of total overnight stays 2023-2024	4%

Source: Bank of Greece - Processing INSETE Intelligence



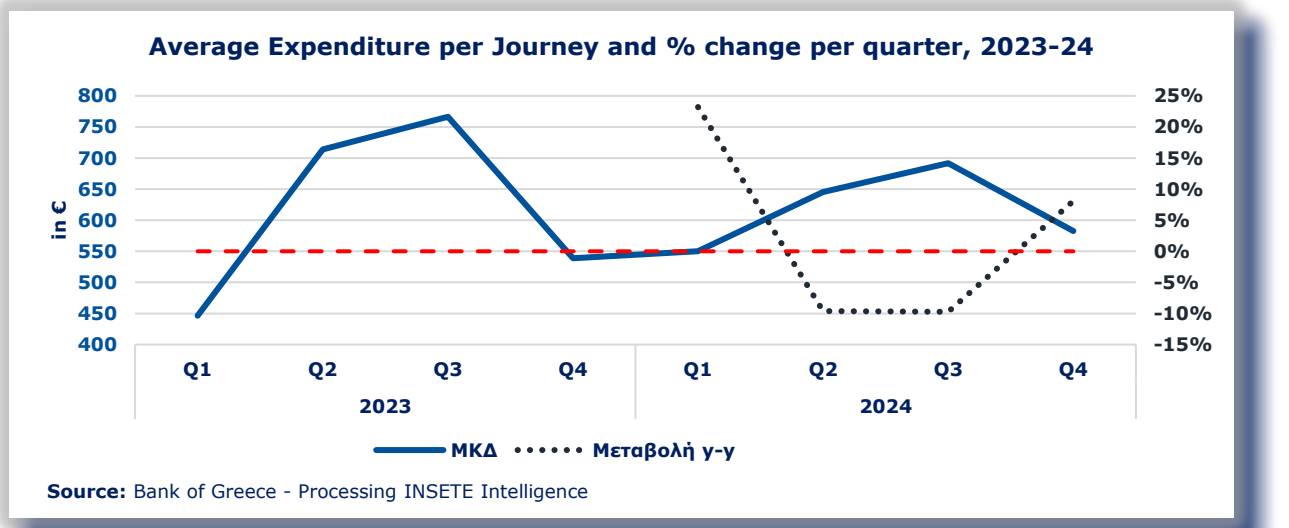
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	9.474.203.230
Total receipts 2023	9.065.700.948
% change of total receipts 2023-2024	5%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM EUROZONE COUNTRIES

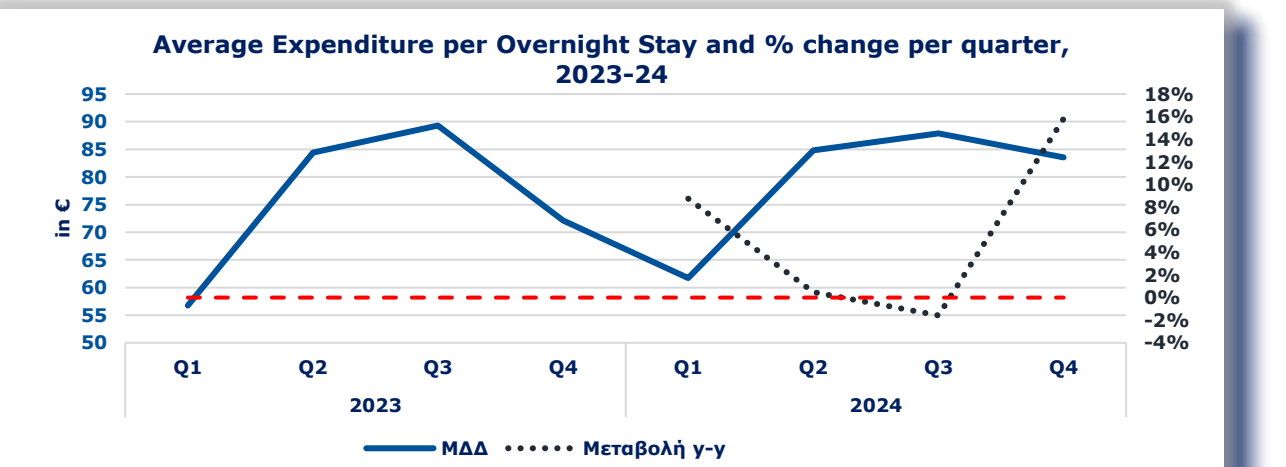
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	653,8
Average Expenditure per Journey 2023	702,0
% change 2023-2024	-7%

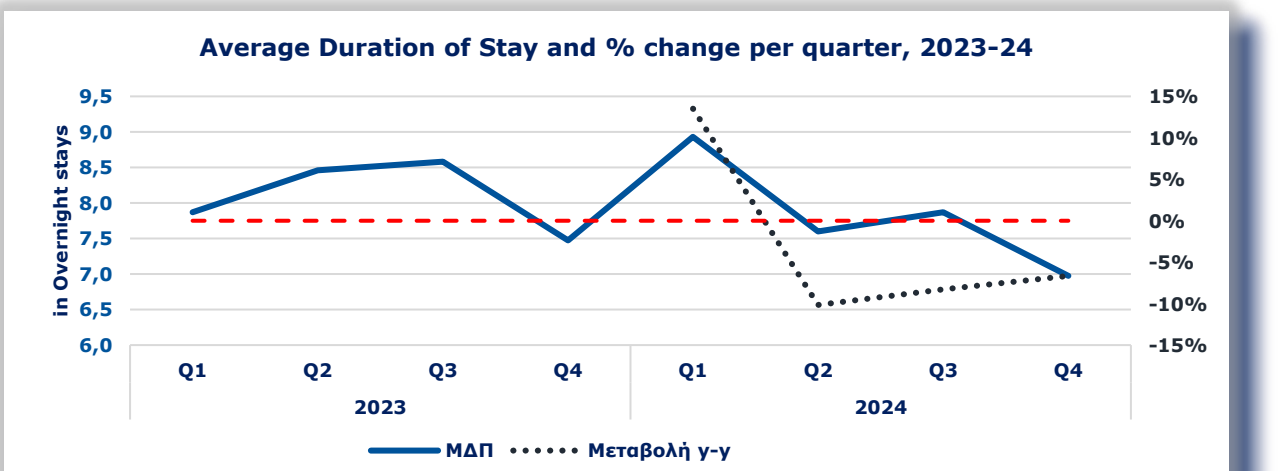
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	84,8
Average Expenditure per Overnight Stay 2023	84,2
% change 2023-2024	1%

Source: Bank of Greece - Processing INSETE Intelligence



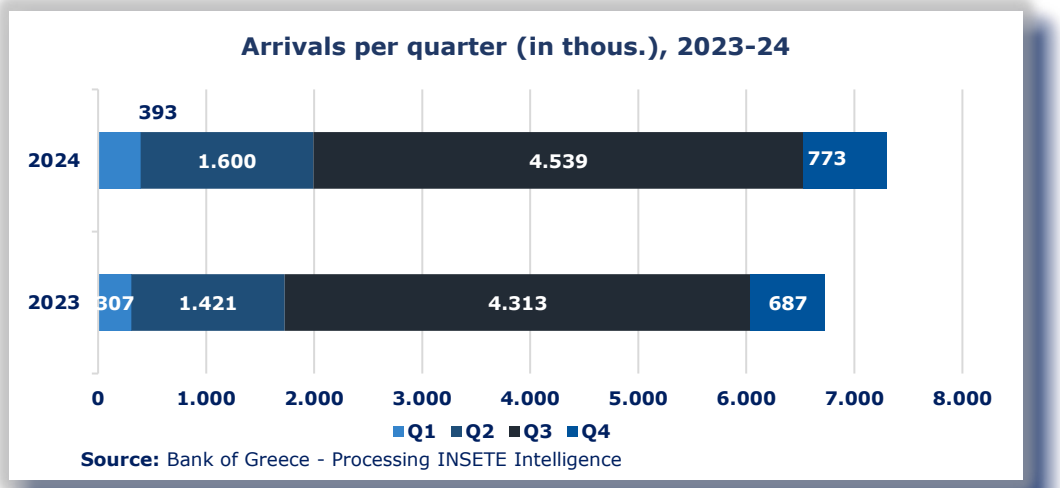
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	7,7
Average Duration of Stay 2023	8,3
% change 2023-2024	-8%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM EU COUNTRIES OUTSIDE EUROZONE

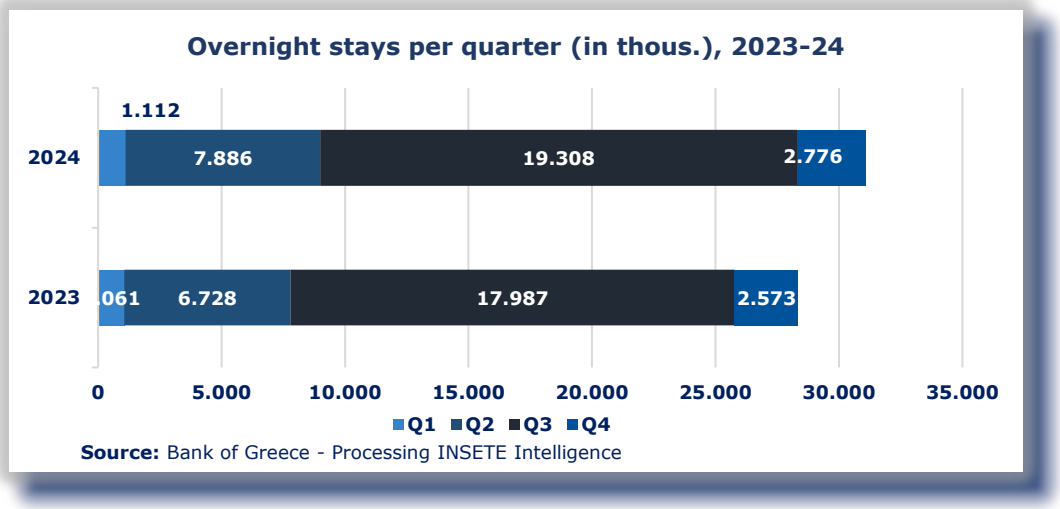
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	7.304.068
Total Arrivals 2023	6.727.742
% change of total arrivals 2023-2024	9%

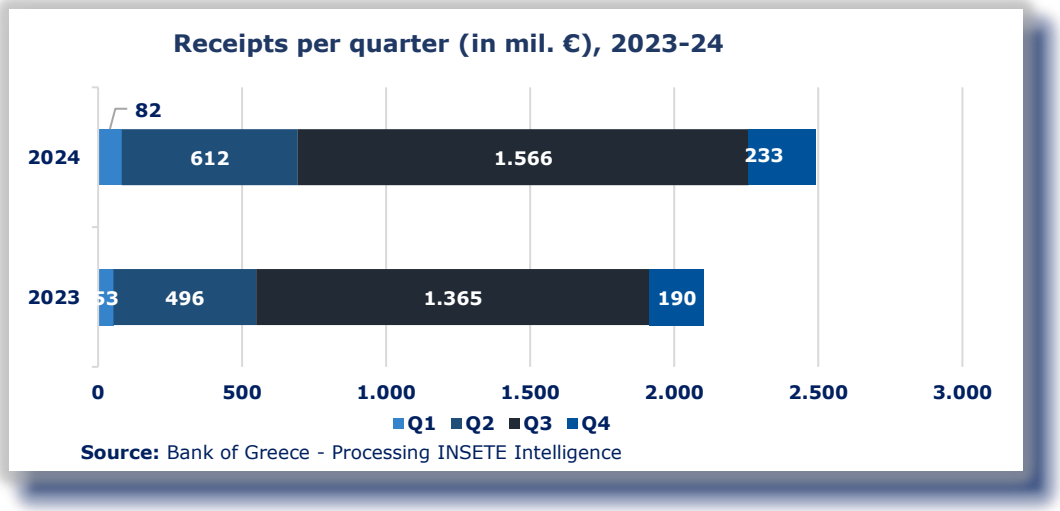
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	31.081.272
Total Overnight Stays 2023	28.349.444
% change of total overnight stays 2023-2024	10%

Source: Bank of Greece - Processing INSETE Intelligence



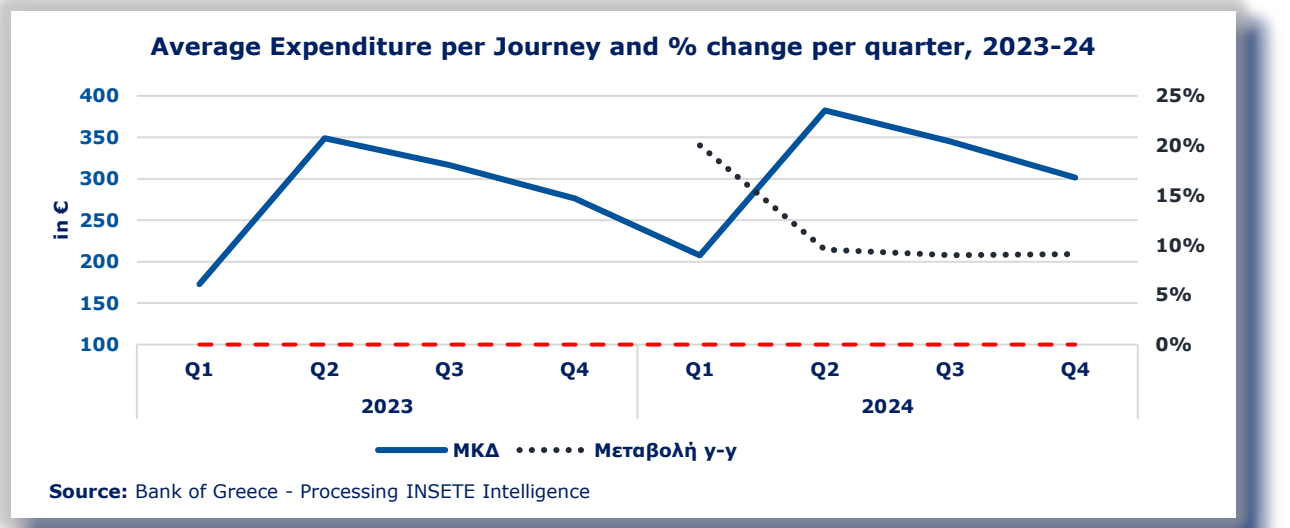
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	2.491.768.317
Total receipts 2023	2.103.950.464
% change of total receipts 2023-2024	18%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM EU COUNTRIES OUTSIDE EUROZONE

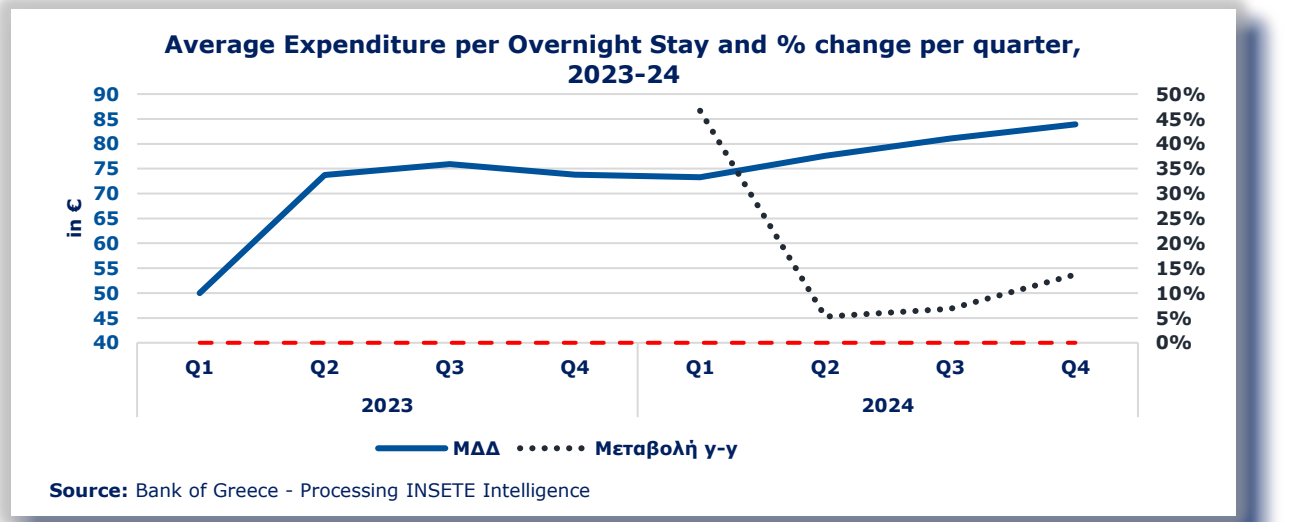
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	341,1
Average Expenditure per Journey 2023	312,7
% change 2023-2024	9%

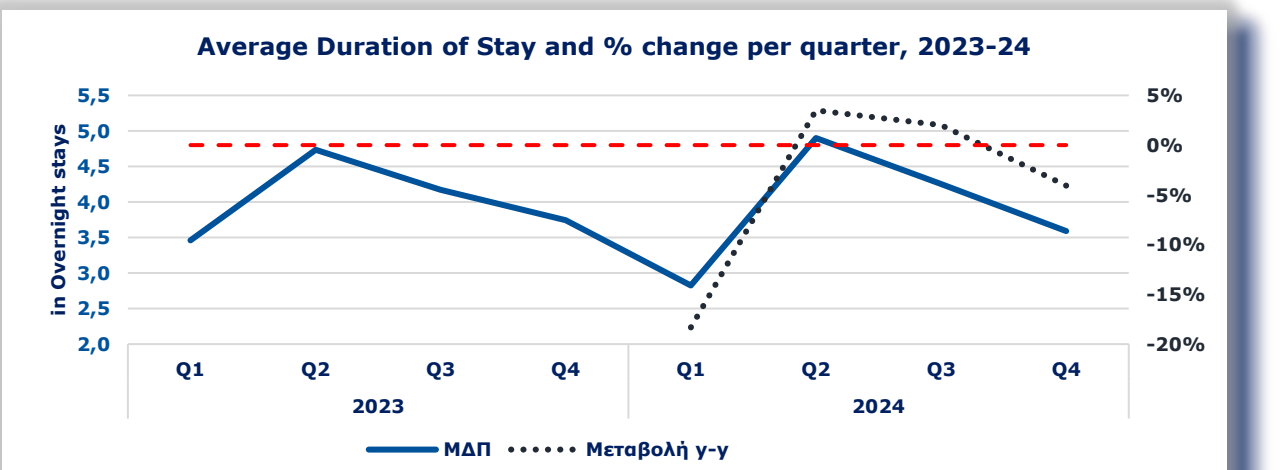
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	80,2
Average Expenditure per Overnight Stay 2023	74,2
% change 2023-2024	8%

Source: Bank of Greece - Processing INSETE Intelligence



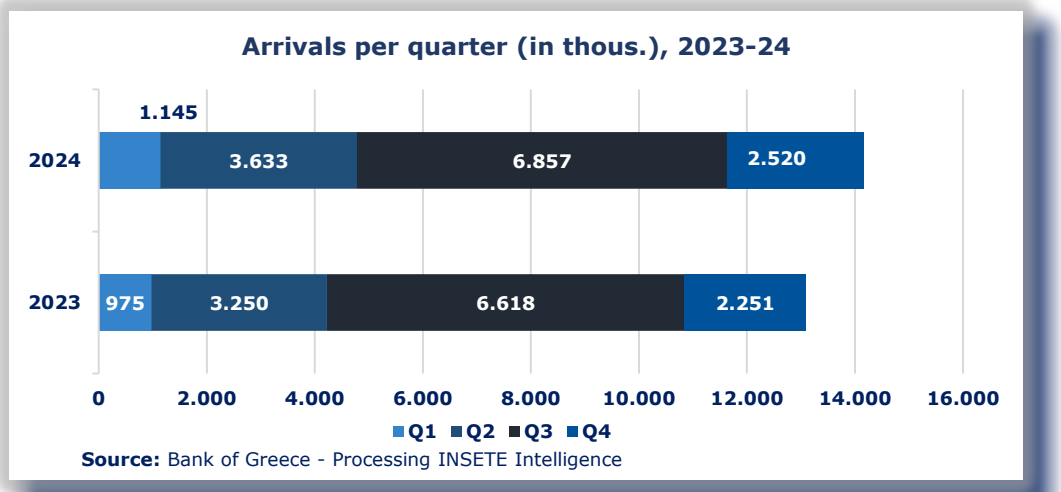
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	4,3
Average Duration of Stay 2023	4,2
% change 2023-2024	1%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM OTHER COUNTRIES

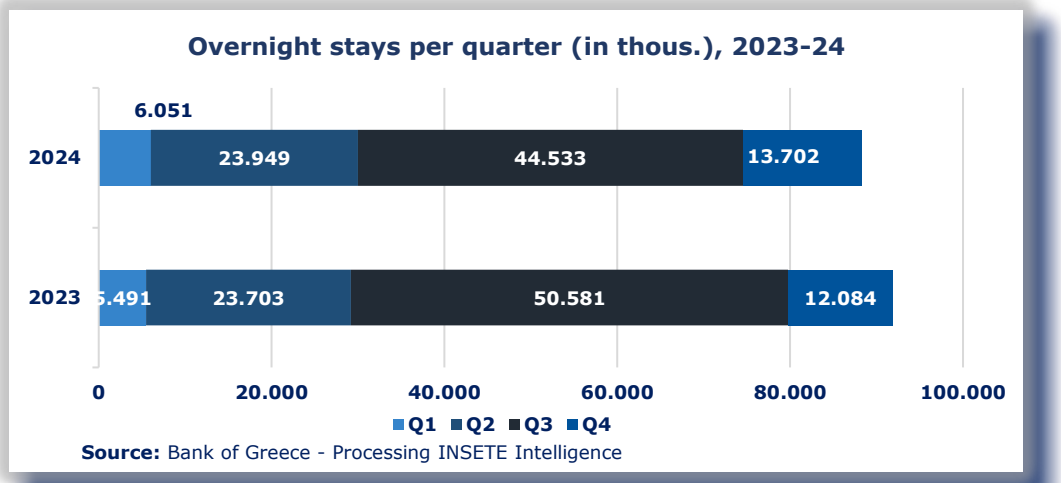
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	14.156.290
Total Arrivals 2023	13.094.227
% change of total arrivals 2023-2024	8%

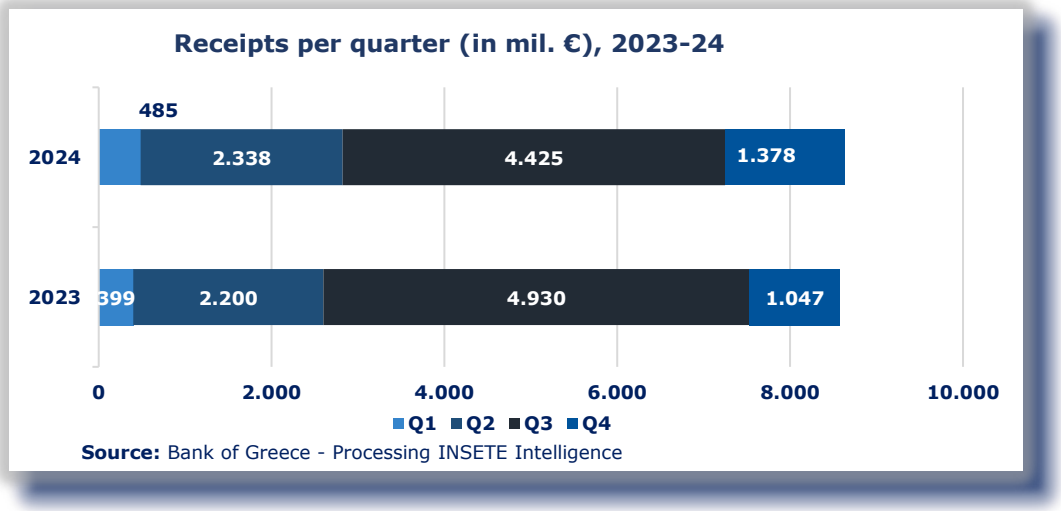
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	88.234.815
Total Overnight Stays 2023	91.858.007
% change of total overnight stays 2023-2024	-4%

Source: Bank of Greece - Processing INSETE Intelligence



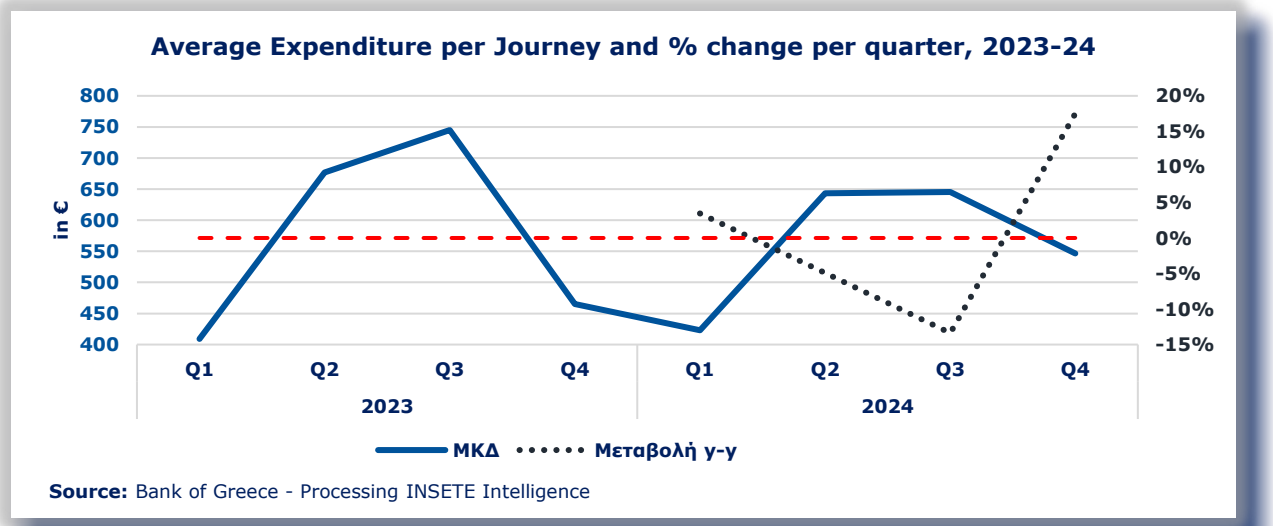
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	8.625.621.974
Total receipts 2023	8.576.603.833
% change of total receipts 2023-2024	1%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM OTHER COUNTRIES

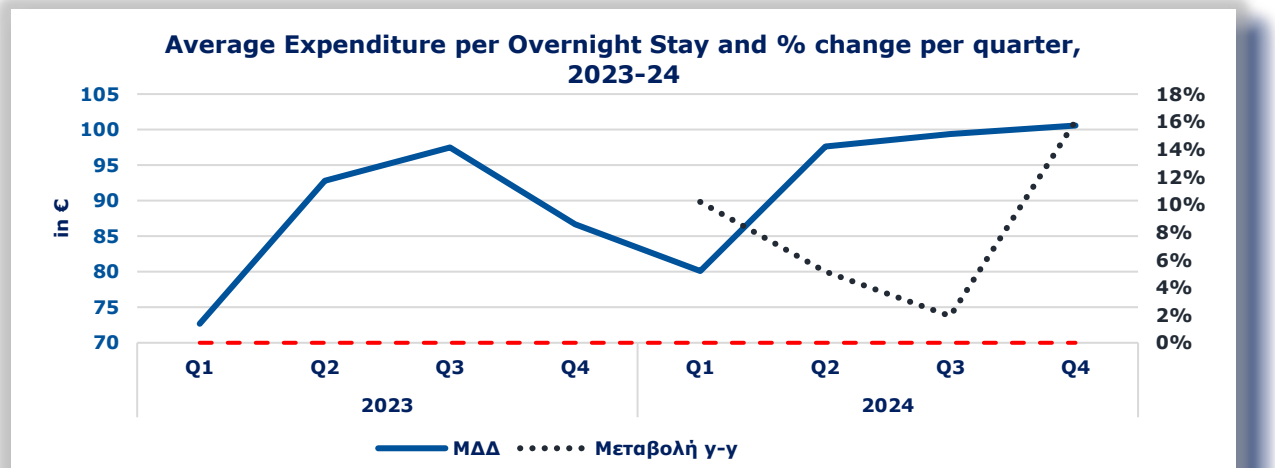
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	609,3
Average Expenditure per Journey 2023	655,0
% change 2023-2024	-7%

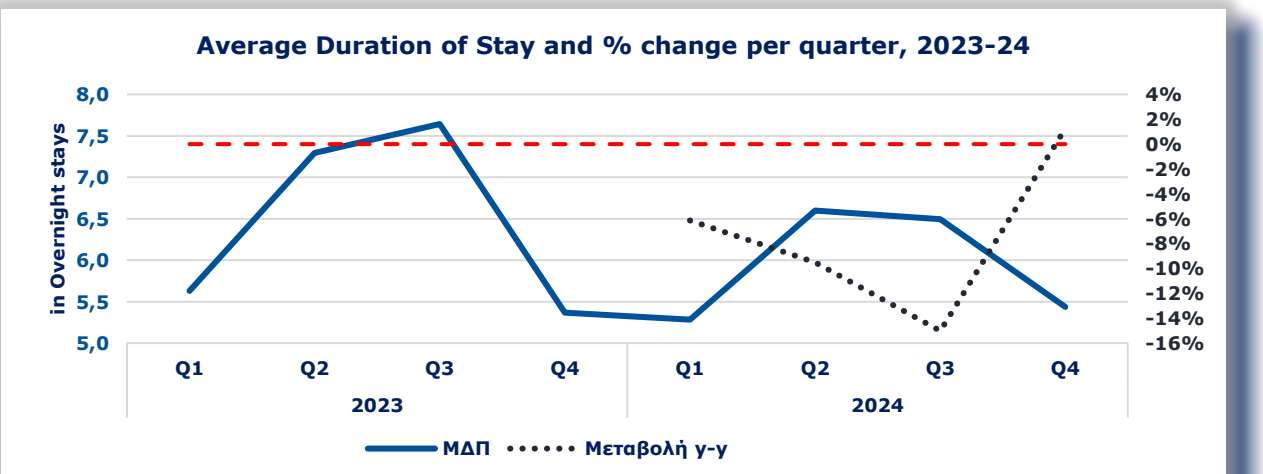
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	97,8
Average Expenditure per Overnight Stay 2023	93,4
% change 2023-2024	5%

Source: Bank of Greece - Processing INSETE Intelligence



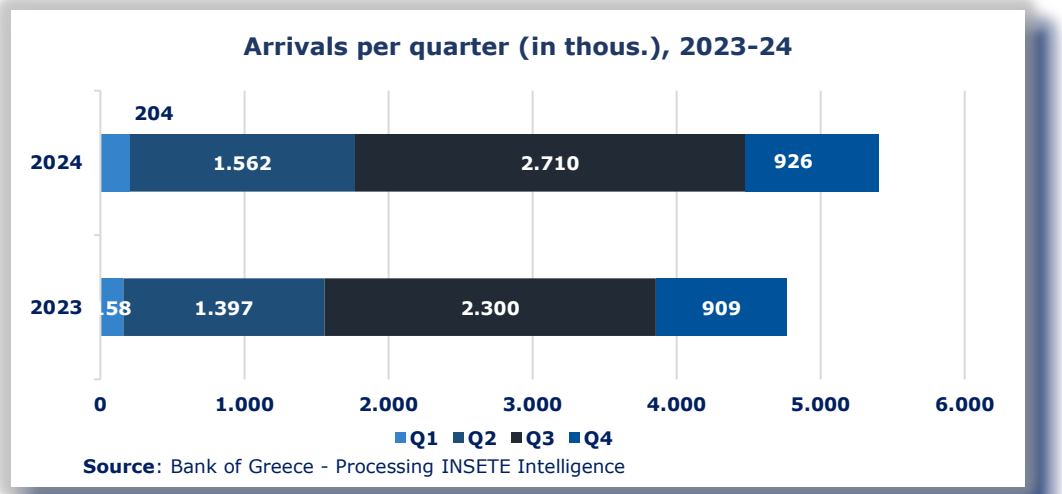
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,2
Average Duration of Stay 2023	7,0
% change 2023-2024	-11%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM GERMANY

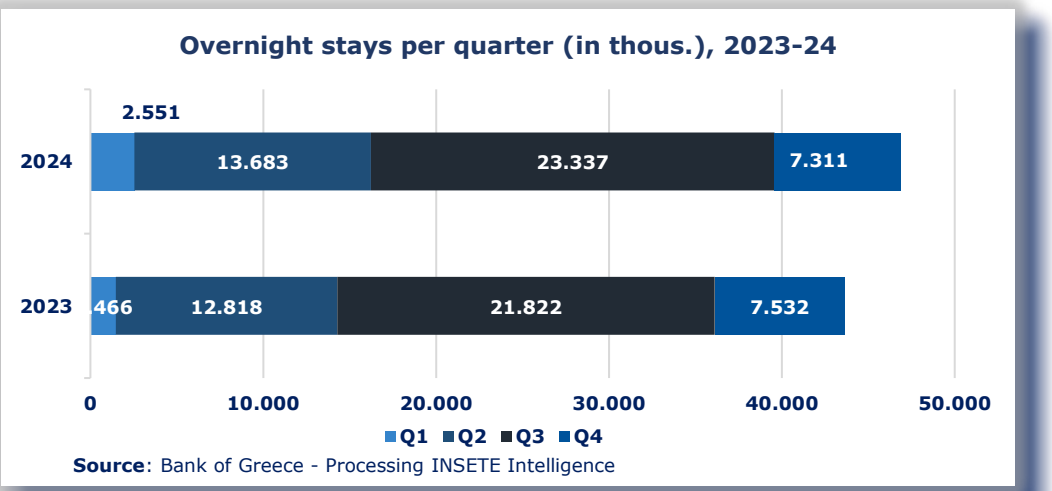
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Germany	5.402.261
% of total arrivals	15,0%
Top-3 destinations 2024	Crete, South Aegean, Central Macedonia

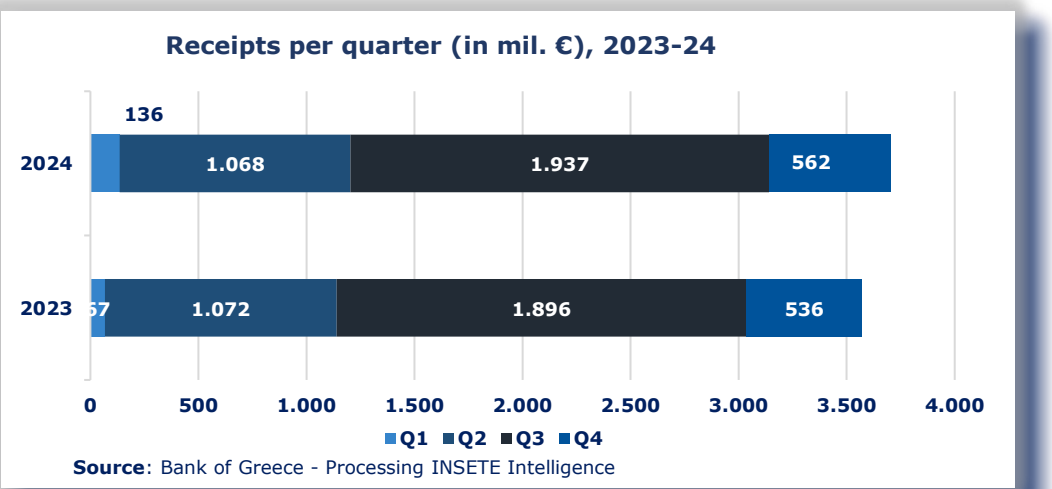
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Germany	46.880.975
% of total overnight stays	20,3%

Source: Bank of Greece - Processing INSETE Intelligence



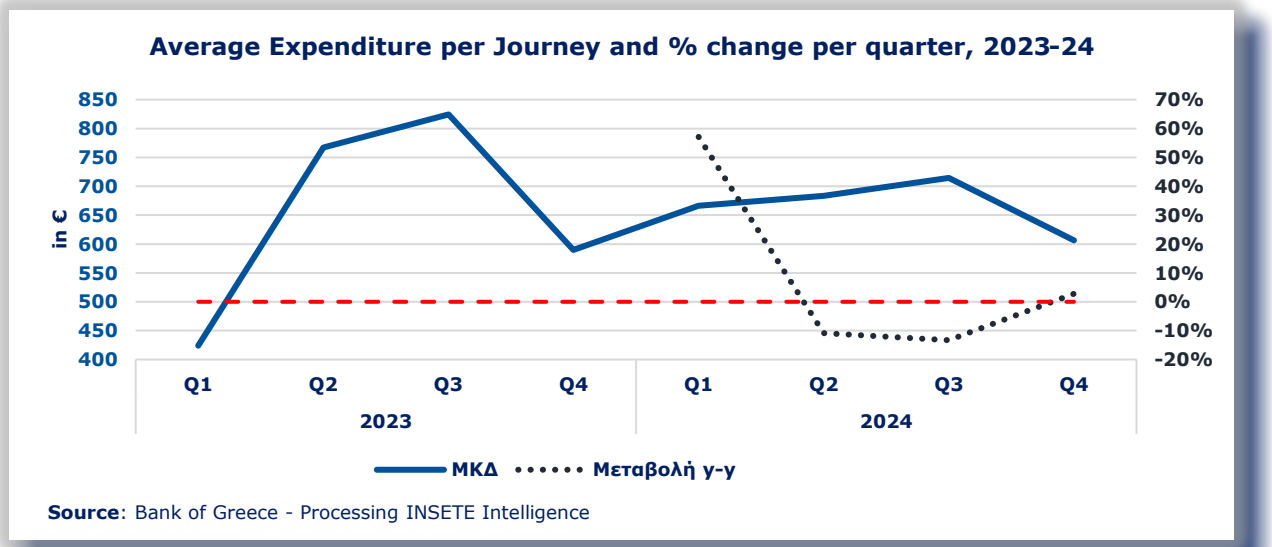
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Germany	3.701.951.175
% of total receipts	18,0%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM GERMANY

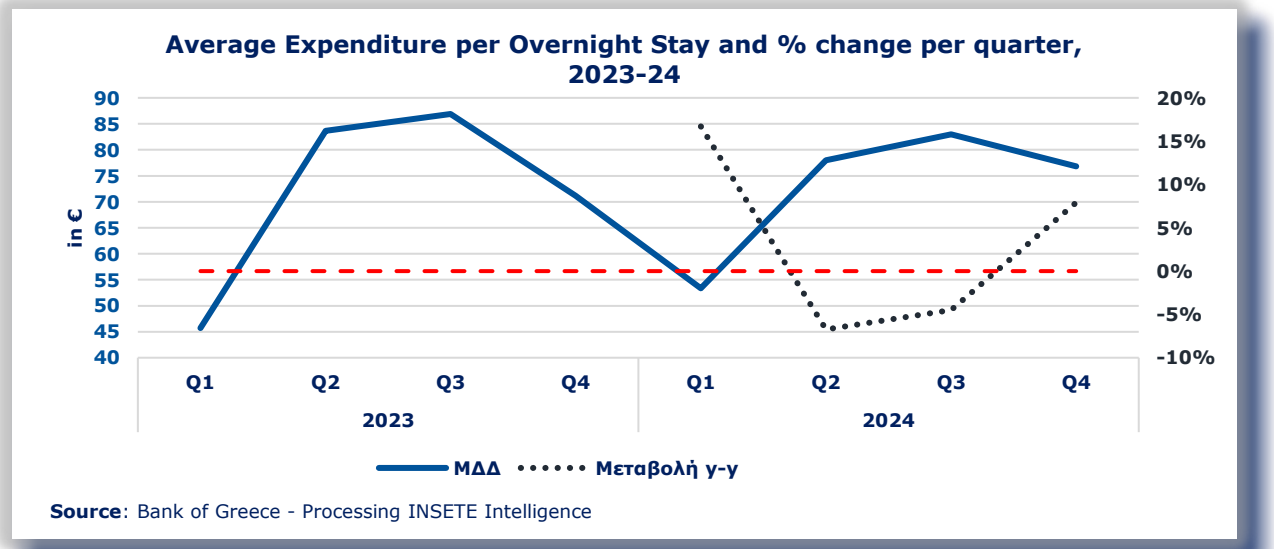
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Germany	685,3
% of country average	119,6%

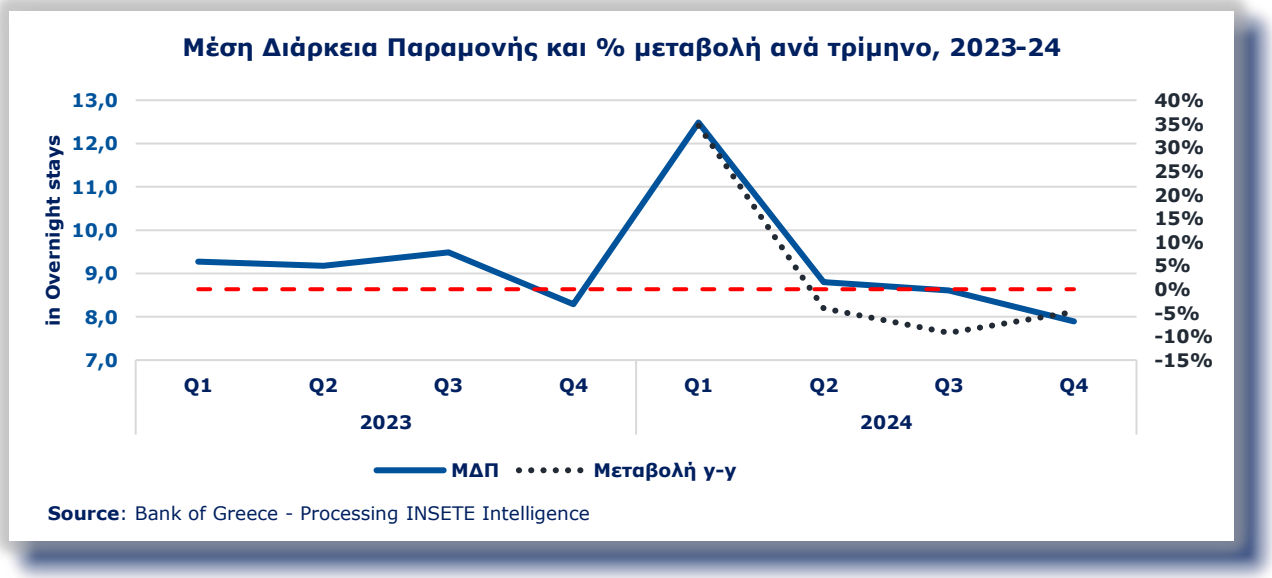
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Germany	79,0
% of country average	88,6%

Source: Bank of Greece - Processing INSETE Intelligence



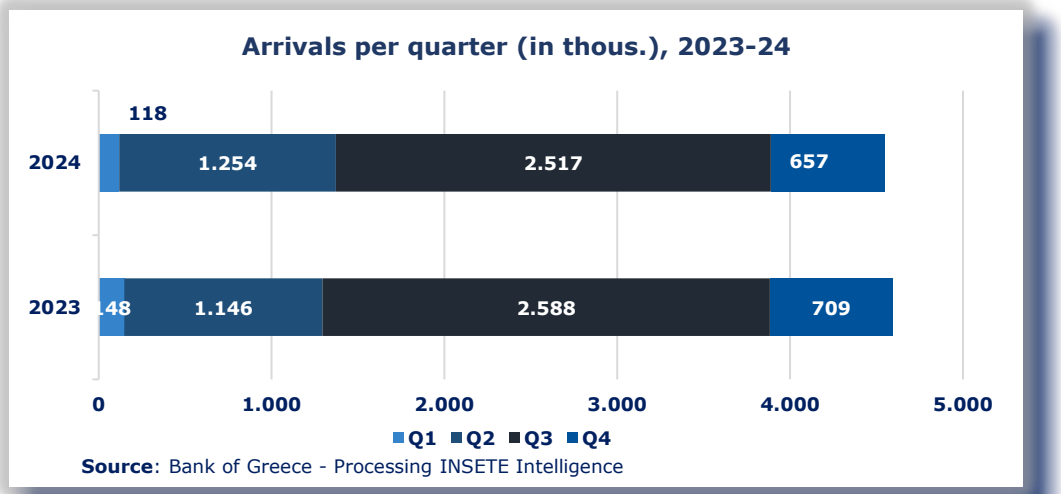
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Germany	8,7
% of country average	135,0%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM UNITED KINGDOM

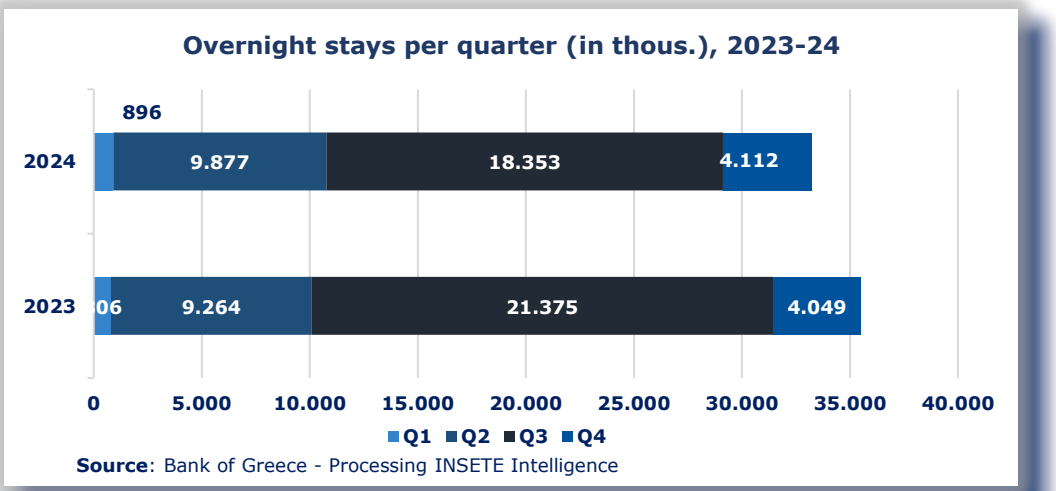
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from United Kingdom	4.545.513
% of total arrivals	12,6%
Top-3 destinations 2024	South Aegean, Ionian Islands, Attica

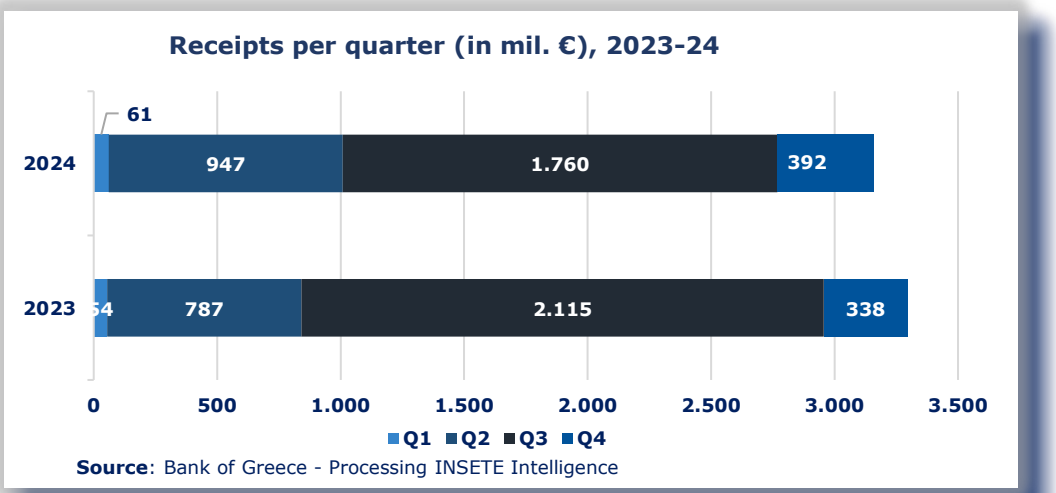
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from United Kingdom	33.238.856
% of total overnight stays	14,4%

Source: Bank of Greece - Processing INSETE Intelligence



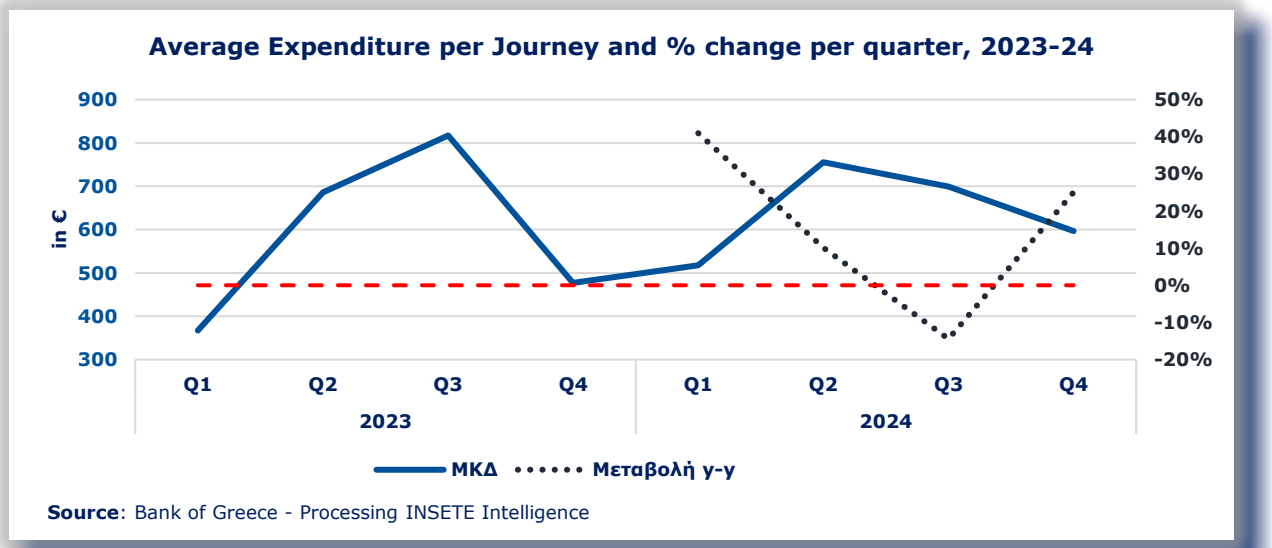
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from United Kingdom	3.159.812.322
% of total receipts	15,3%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM UNITED KINGDOM

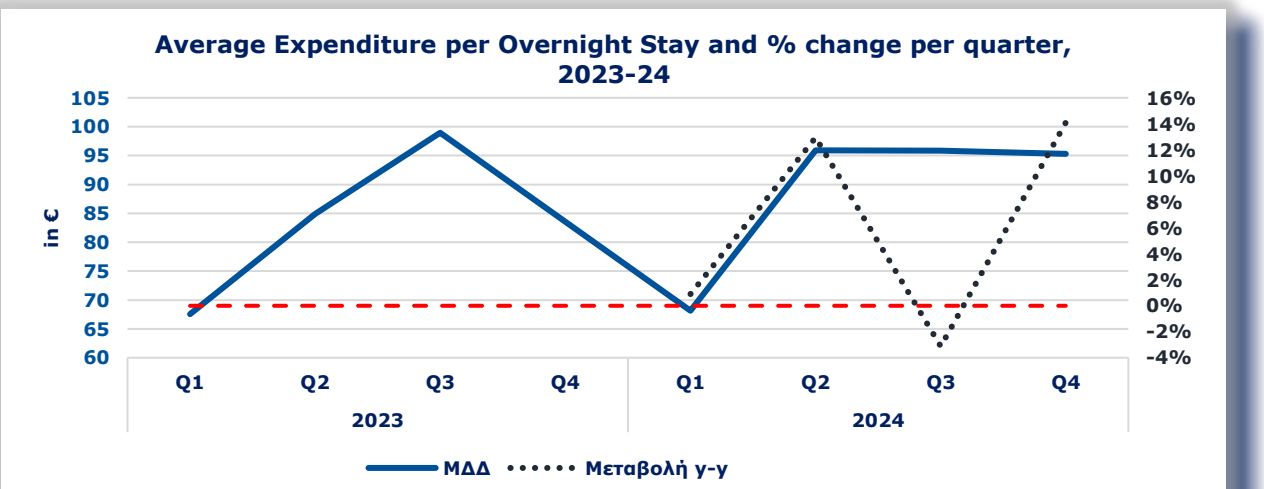
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from United Kingdom	695,1
% of country average	121,4%

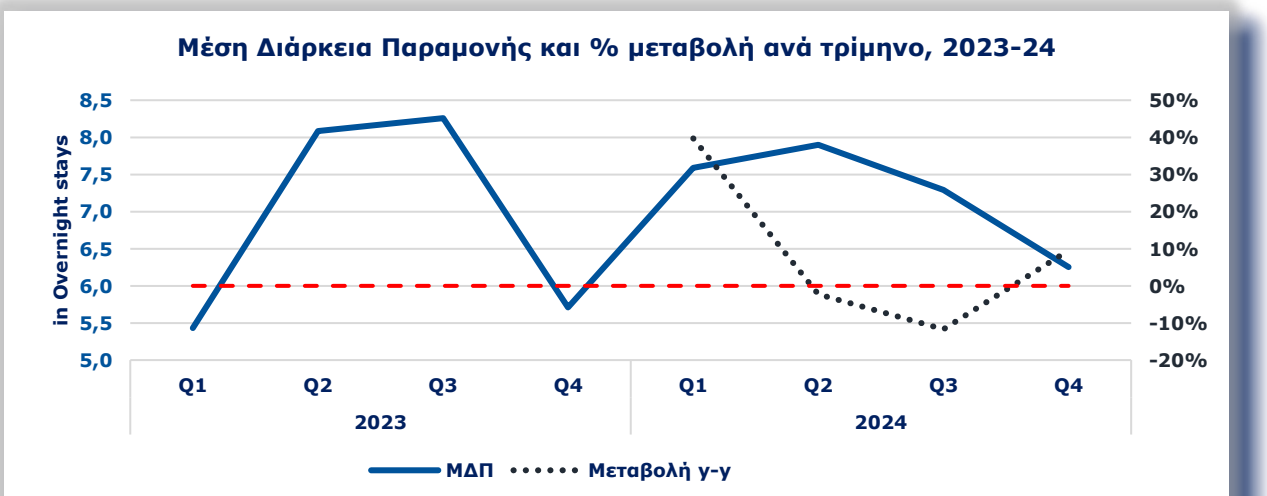
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from United Kingdom	95,1
% of country average	106,7%

Source: Bank of Greece - Processing INSETE Intelligence



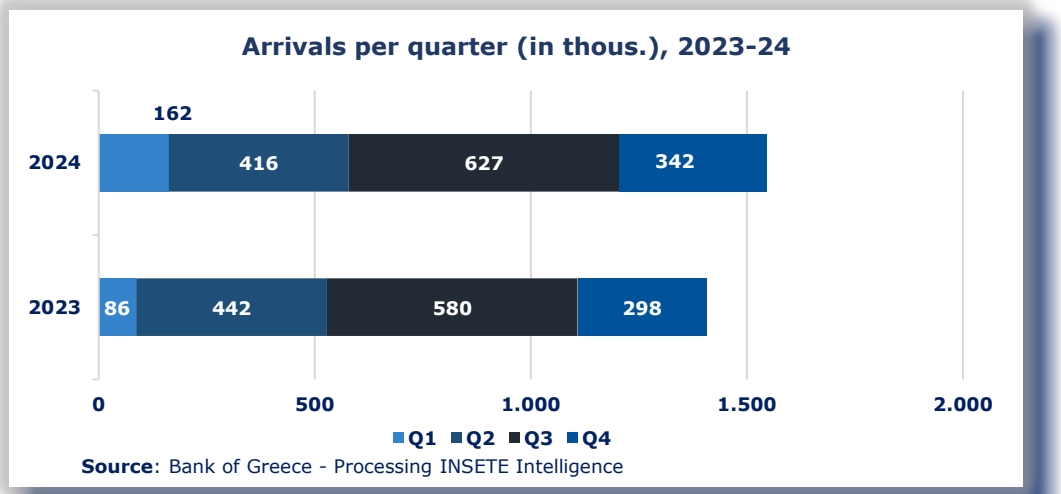
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from United Kingdom	7,3
% of country average	113,8%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM USA

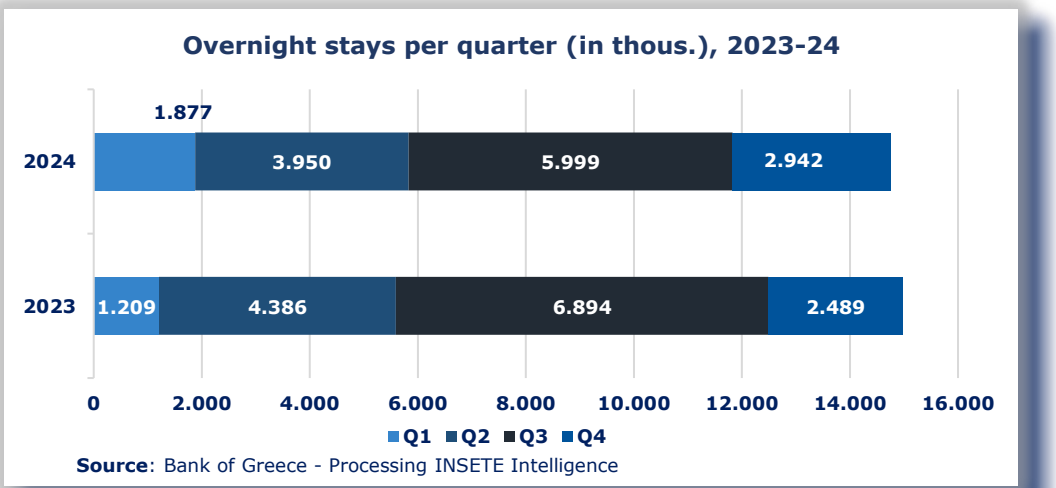
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from USA	1.547.376
% of total arrivals	4,3%
Top-3 destinations 2024	Attica, South Aegean, Peloponnese

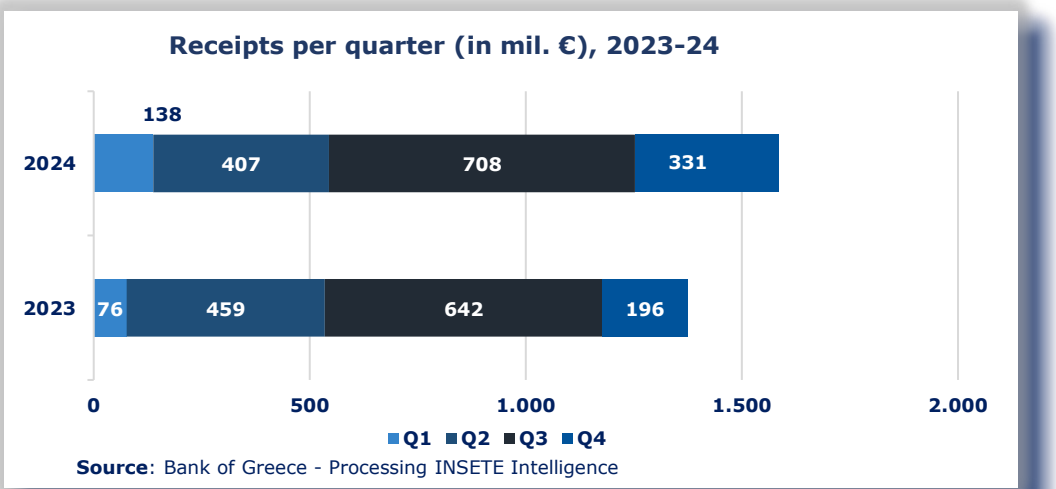
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from USA	14.767.787
% of total overnight stays	6,4%

Source: Bank of Greece - Processing INSETE Intelligence



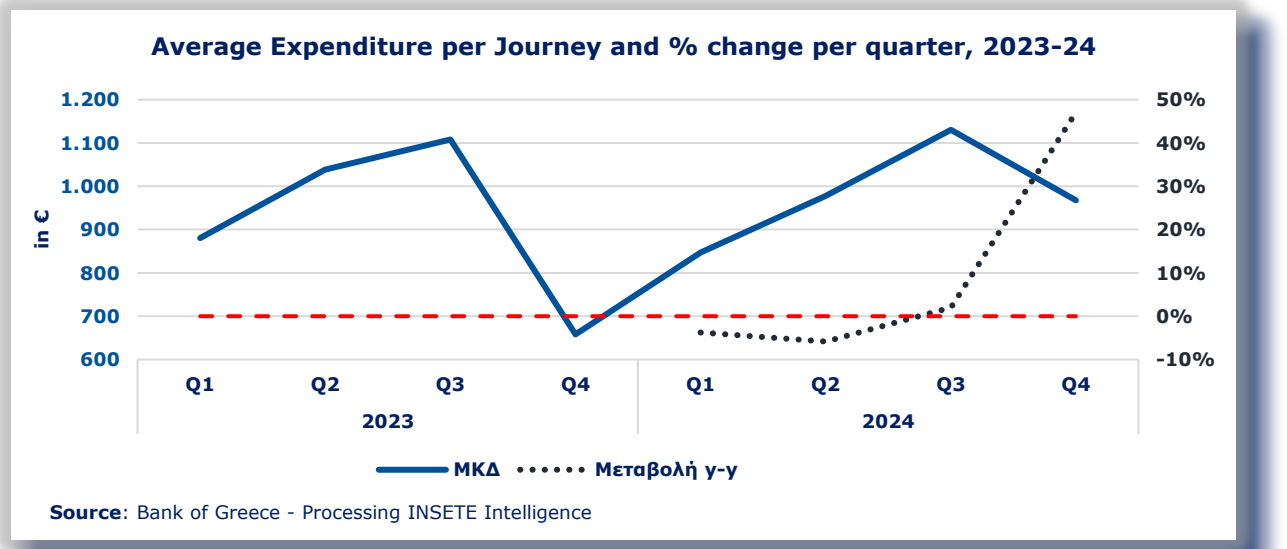
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from USA	1.583.762.231
% of total receipts	7,7%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM USA

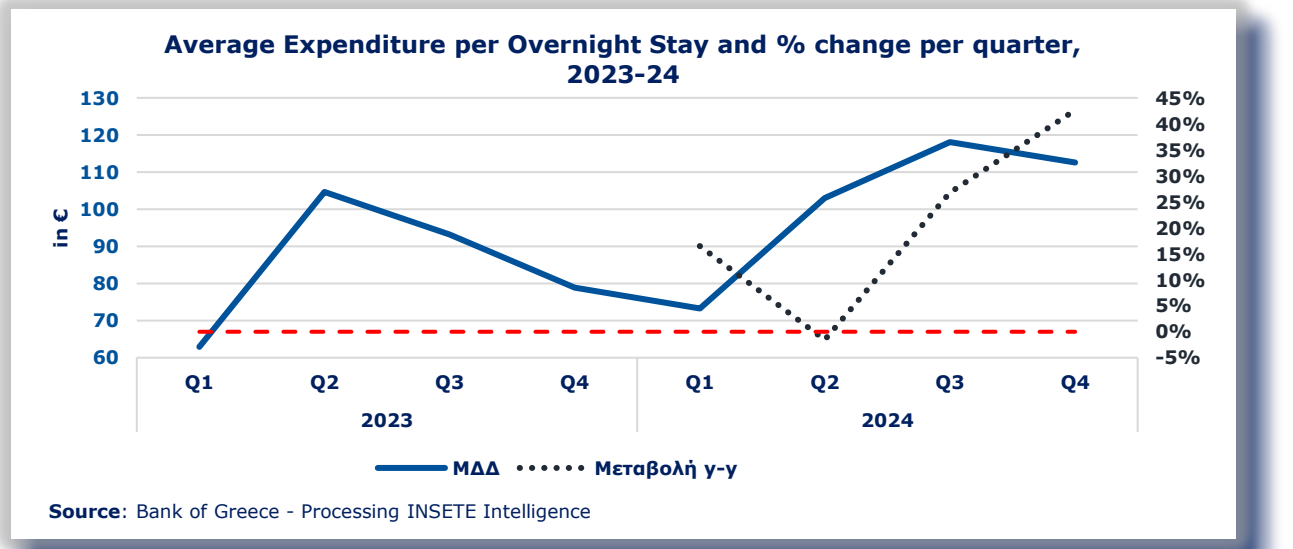
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from USA	1.023,5
% of country average	178,7%

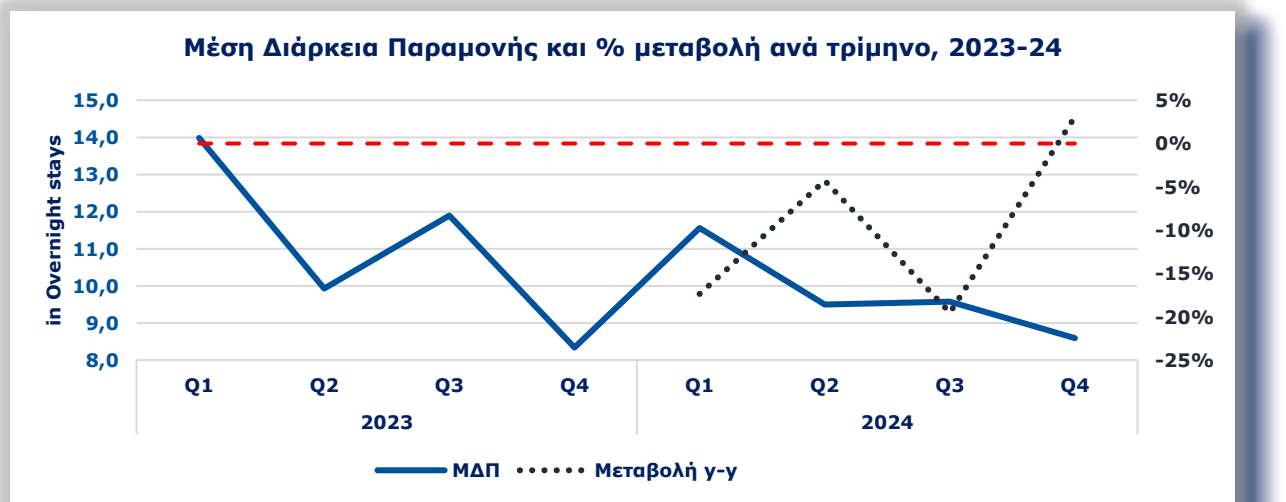
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from USA	107,2
% of country average	120,3%

Source: Bank of Greece - Processing INSETE Intelligence



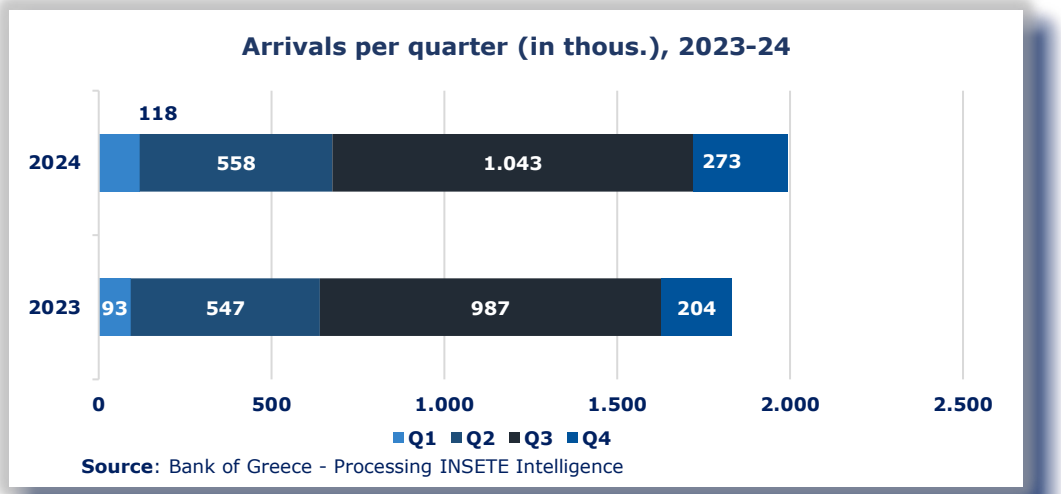
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from USA	9,5
% of country average	148,5%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM FRANCE

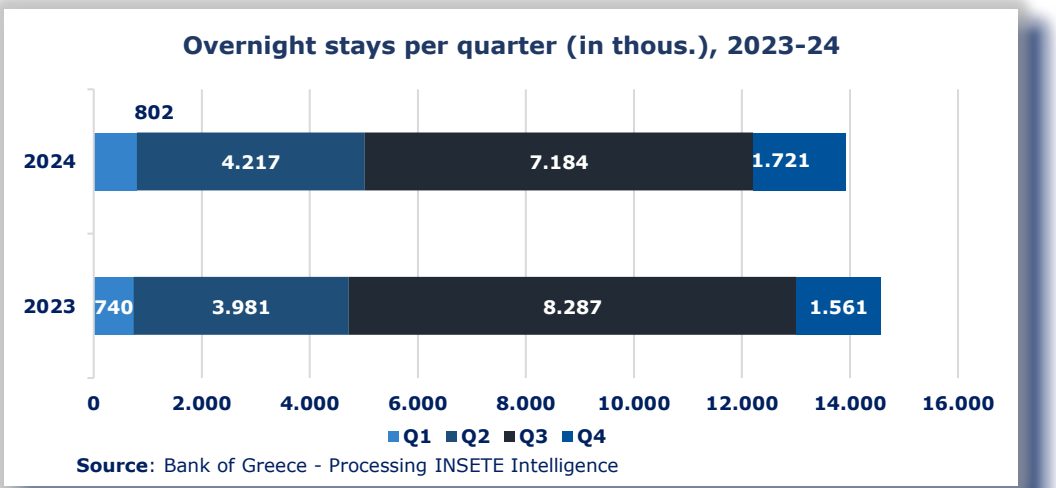
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from France	1.992.422
% of total arrivals	5,5%
Top-3 destinations 2024	Crete, Attica, South Aegean

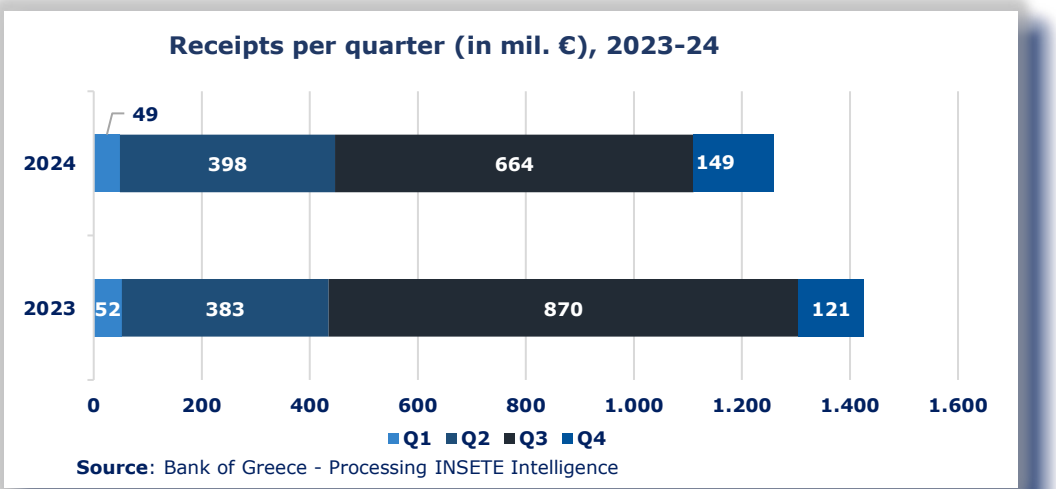
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from France	13.923.676
% of total overnight stays	6,0%

Source: Bank of Greece - Processing INSETE Intelligence



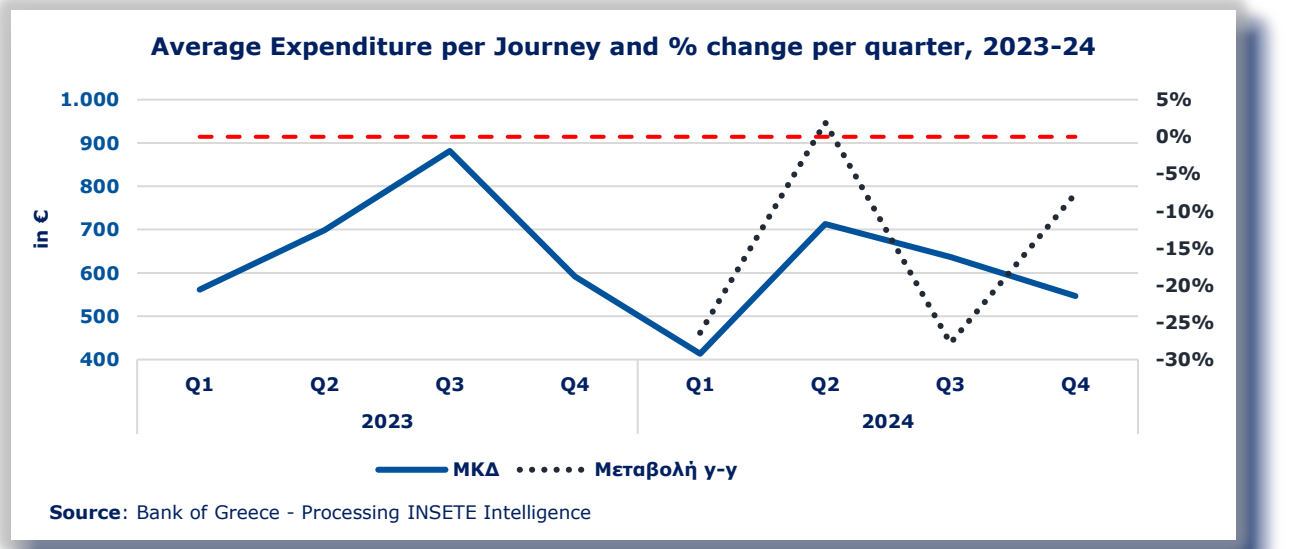
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from France	1.259.571.566
% of total receipts	6,1%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM FRANCE

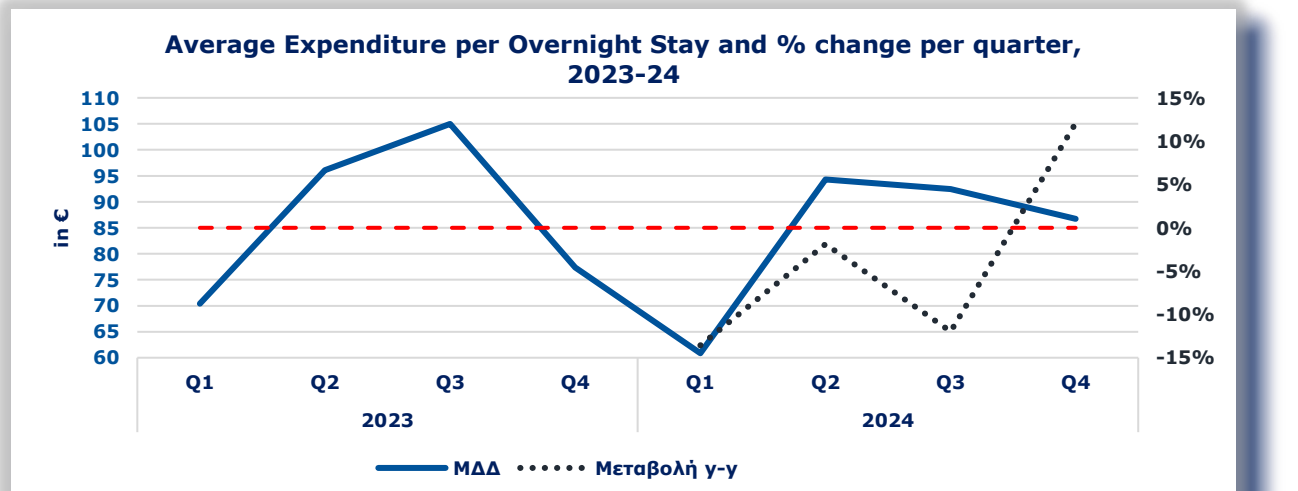
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from France	632,2
% of country average	110,4%

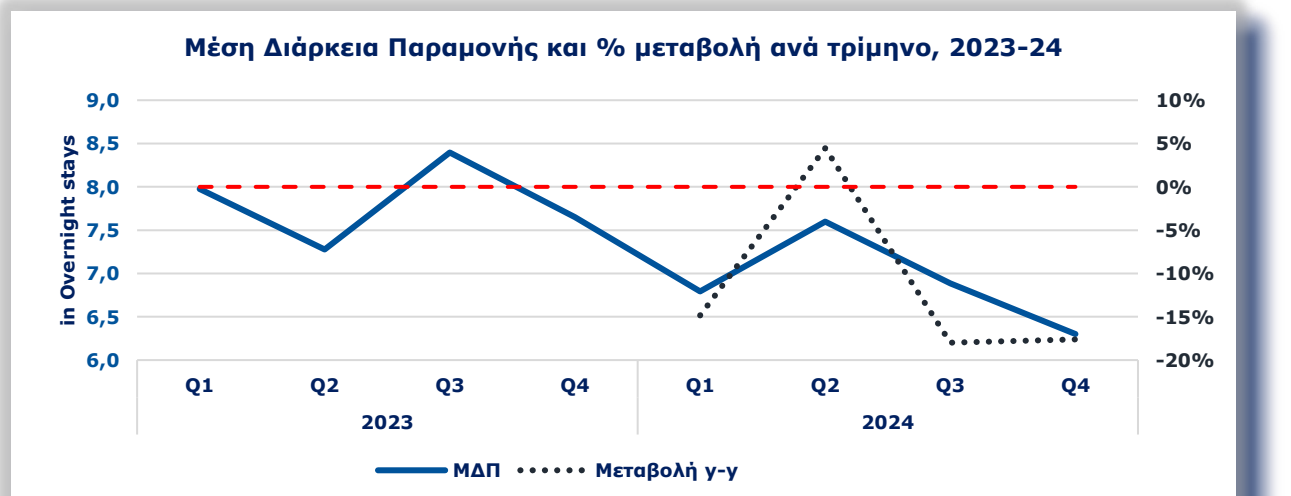
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from France	90,5
% of country average	101,5%

Source: Bank of Greece - Processing INSETE Intelligence



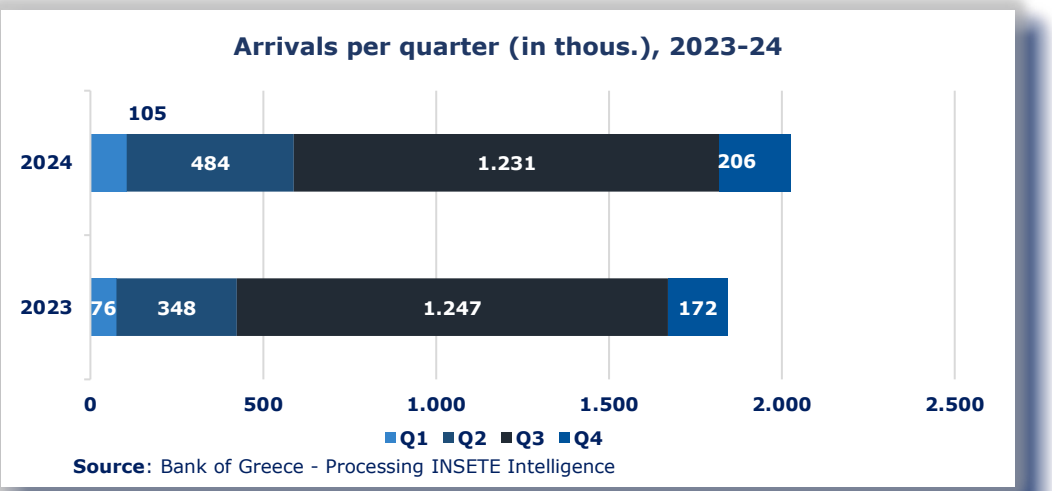
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from France	7,0
% of country average	108,7%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM ITALY

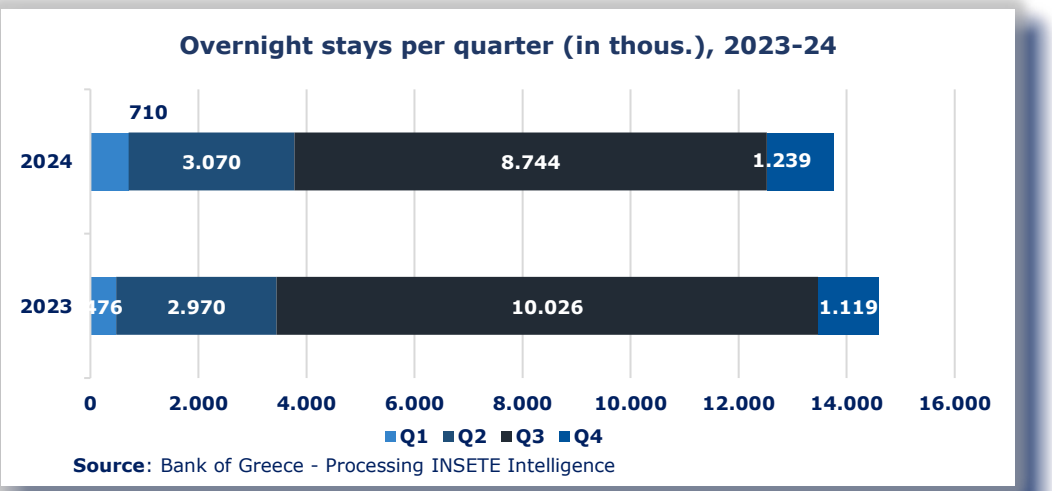
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Italy	2.025.907
% of total arrivals	5,6%
Top-3 destinations 2024	South Aegean, Attica, Ionian Islands

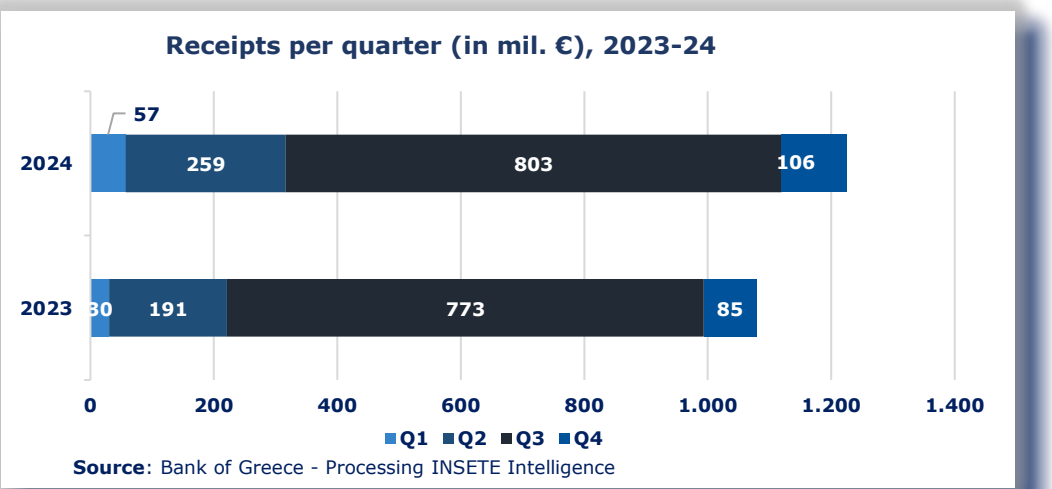
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Italy	13.762.084
% of total overnight stays	6,0%

Source: Bank of Greece - Processing INSETE Intelligence



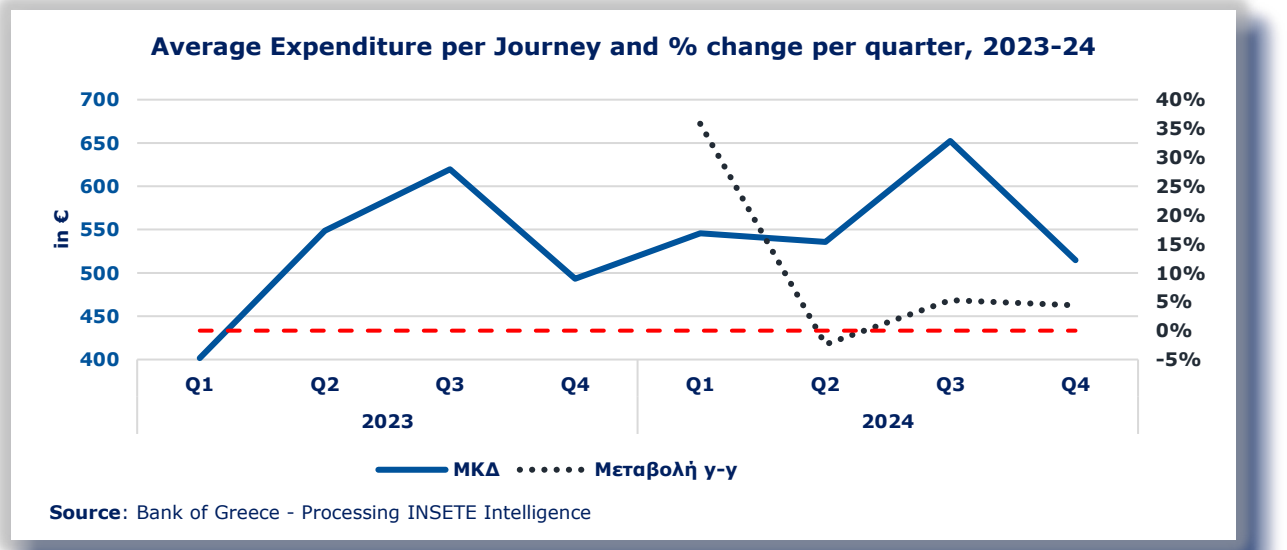
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Italy	1.225.428.358
% of total receipts	6,0%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM ITALY

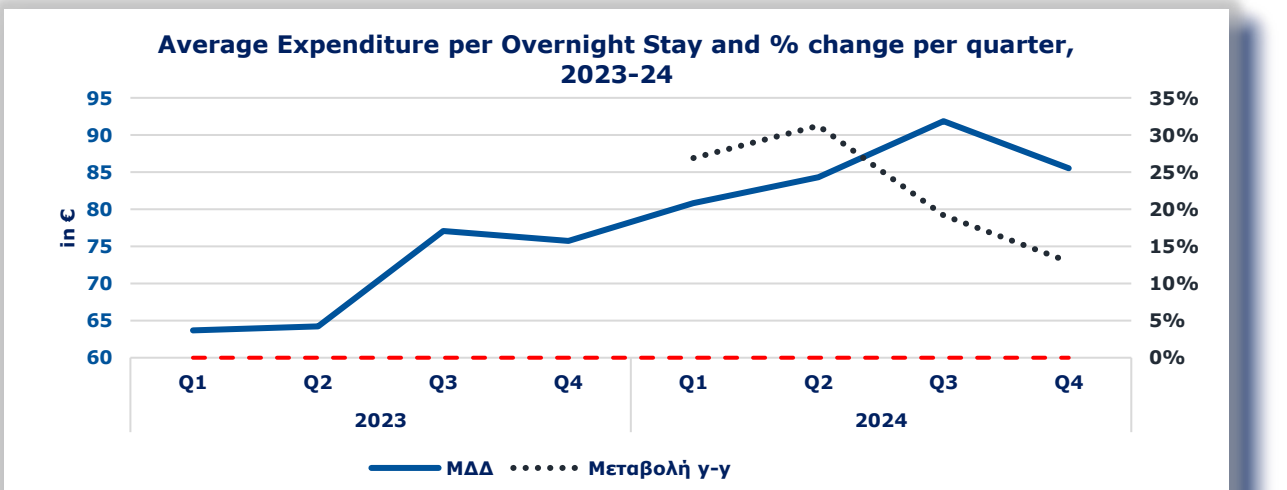
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Italy	604,9
% of country average	105,6%

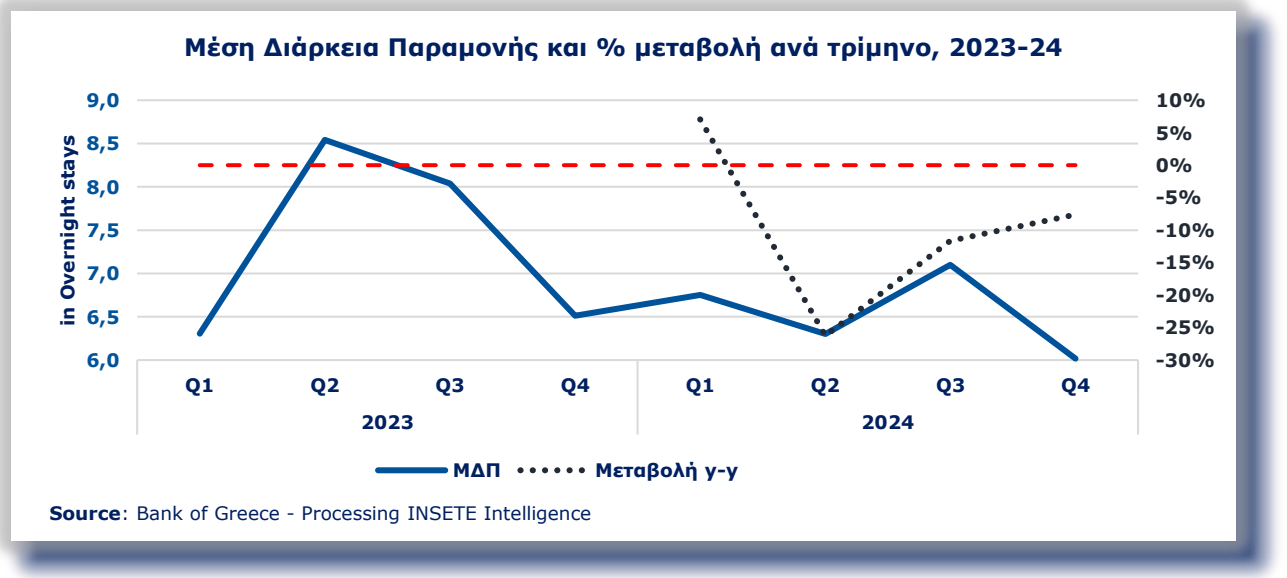
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Italy	89,0
% of country average	99,9%

Source: Bank of Greece - Processing INSETE Intelligence



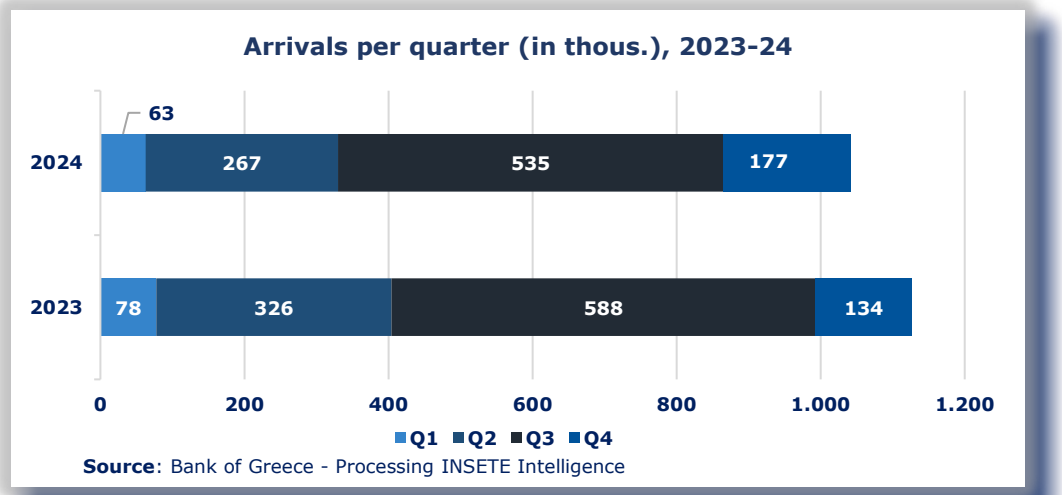
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Italy	6,8
% of country average	105,7%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM NETHERLANDS

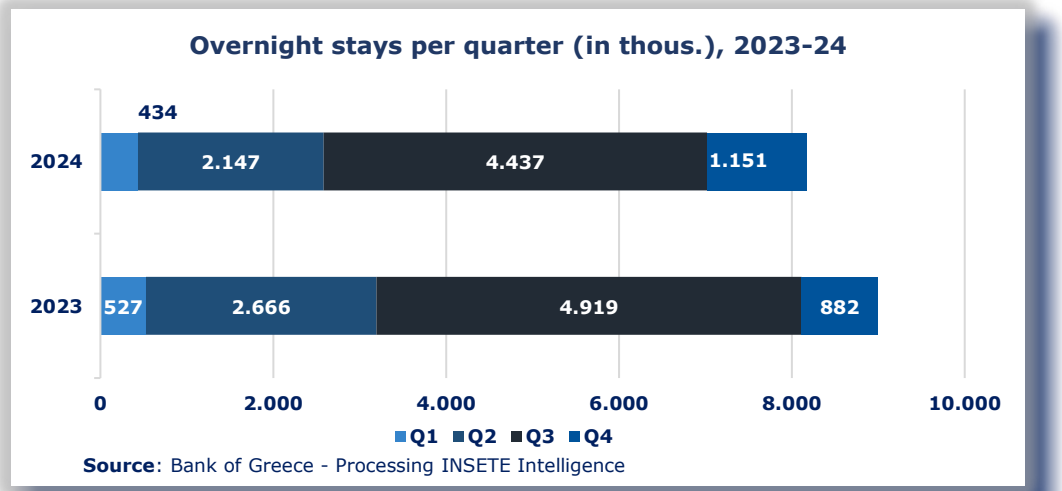
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Netherlands	1.041.929
% of total arrivals	2,9%
Top-3 destinations 2024	South Aegean, Crete, Ionian Islands

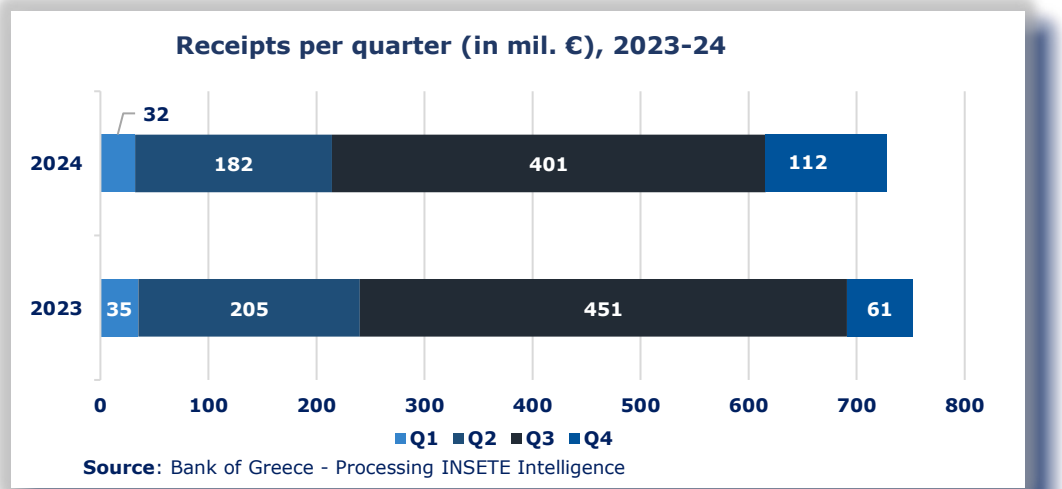
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Netherlands	8.169.534
% of total overnight stays	3,5%

Source: Bank of Greece - Processing INSETE Intelligence



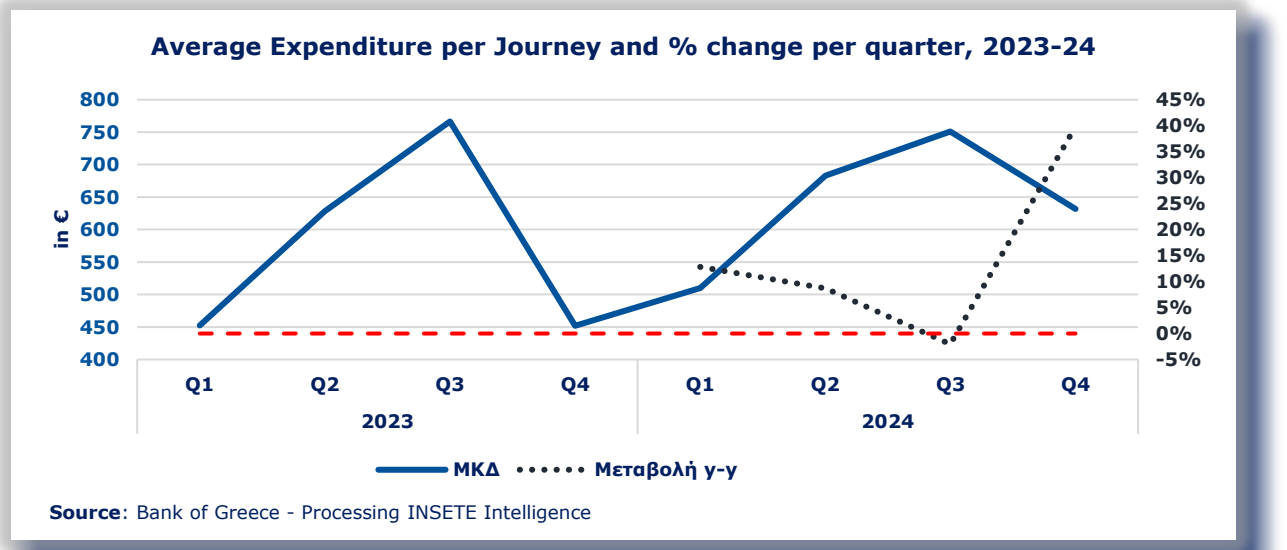
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Netherlands	727.893.582
% of total receipts	3,5%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM NETHERLANDS

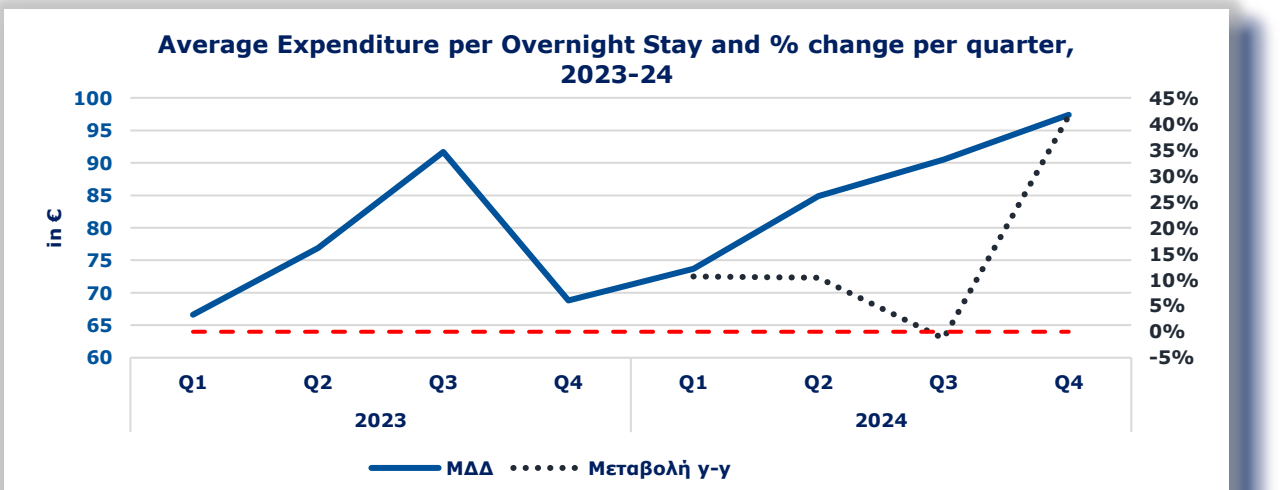
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Netherlands	698,6
% of country average	122,0%

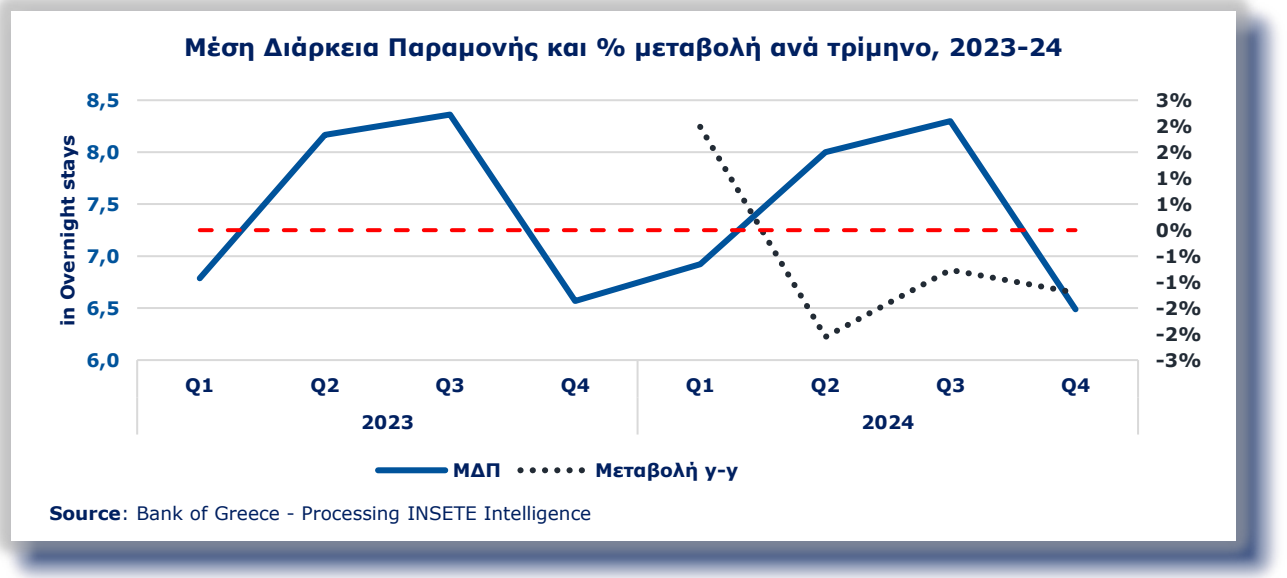
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Netherlands	89,1
% of country average	100,0%

Source: Bank of Greece - Processing INSETE Intelligence



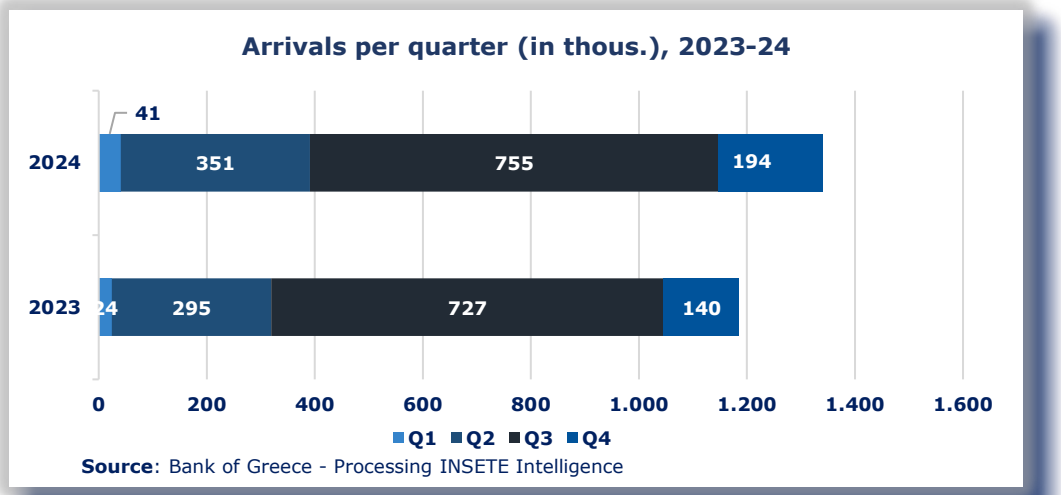
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Netherlands	7,8
% of country average	122,0%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM POLAND

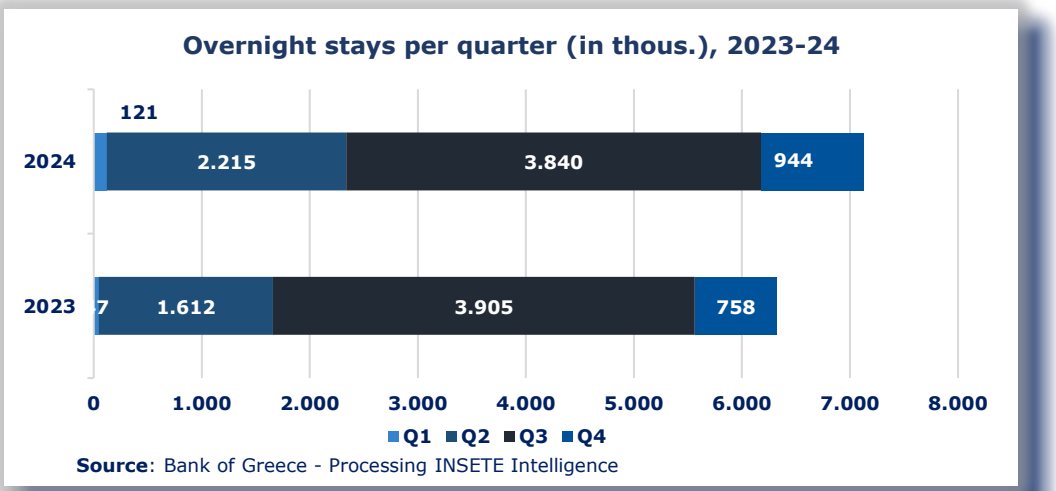
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Poland	1.340.280
% of total arrivals	3,7%
Top-3 destinations 2024	South Aegean, Ionian Islands

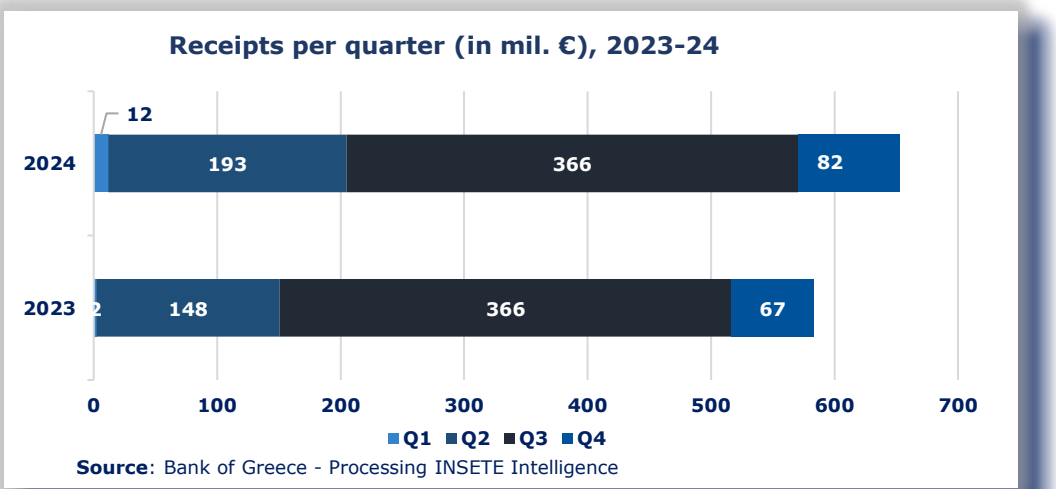
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Poland	7.120.990
% of total overnight stays	3,1%

Source: Bank of Greece - Processing INSETE Intelligence



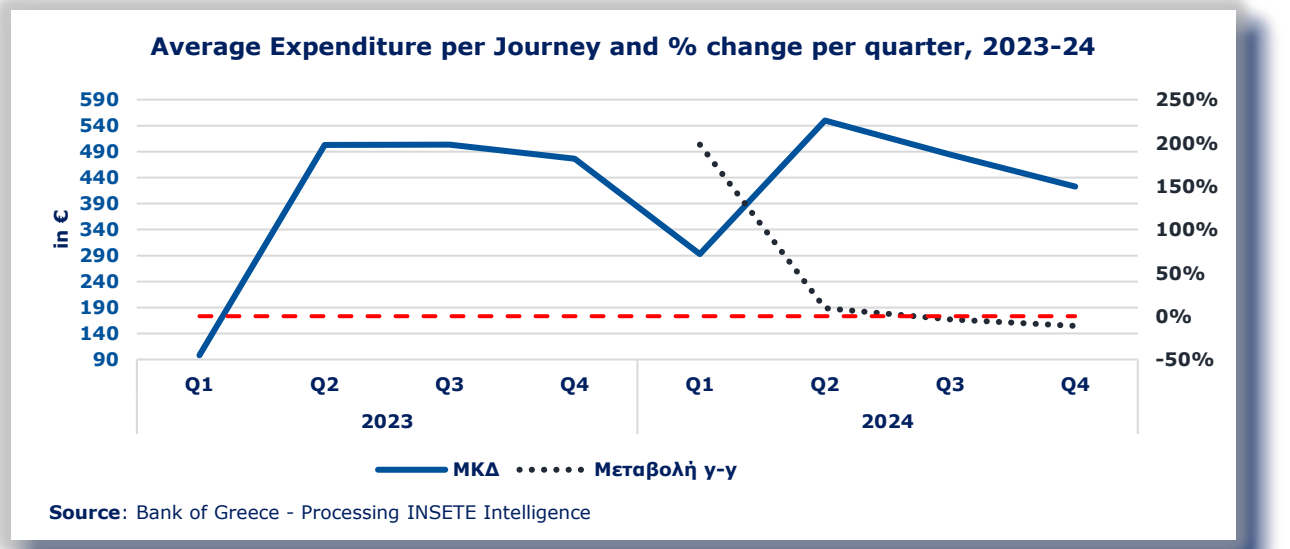
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Poland	652.533.784
% of total receipts	3,2%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM POLAND

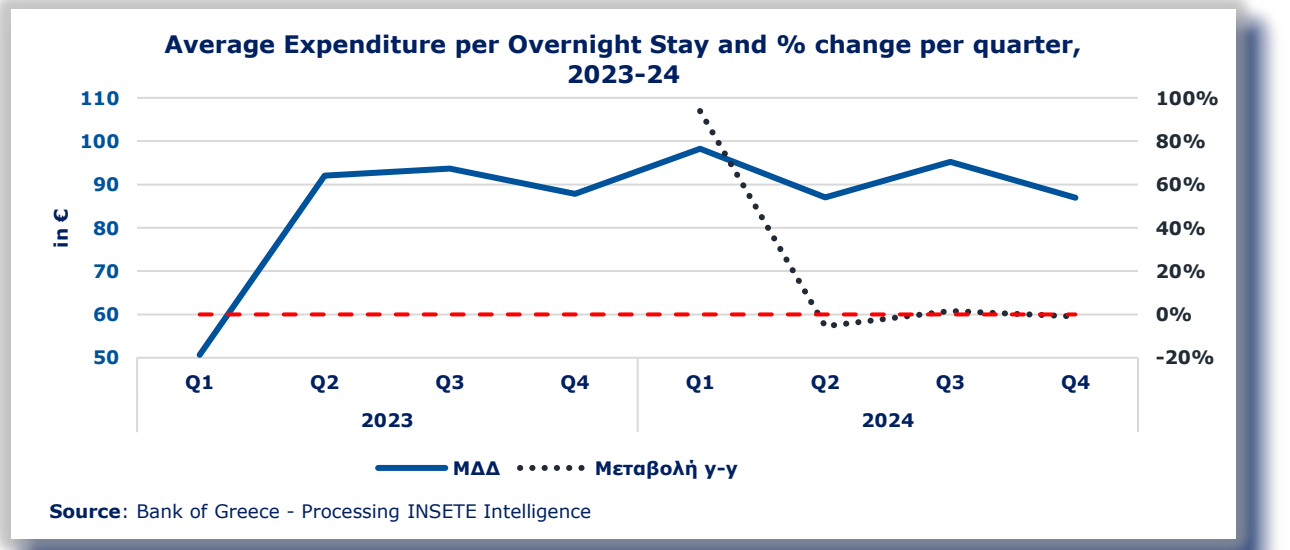
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Poland	486,9
% of country average	85,0%

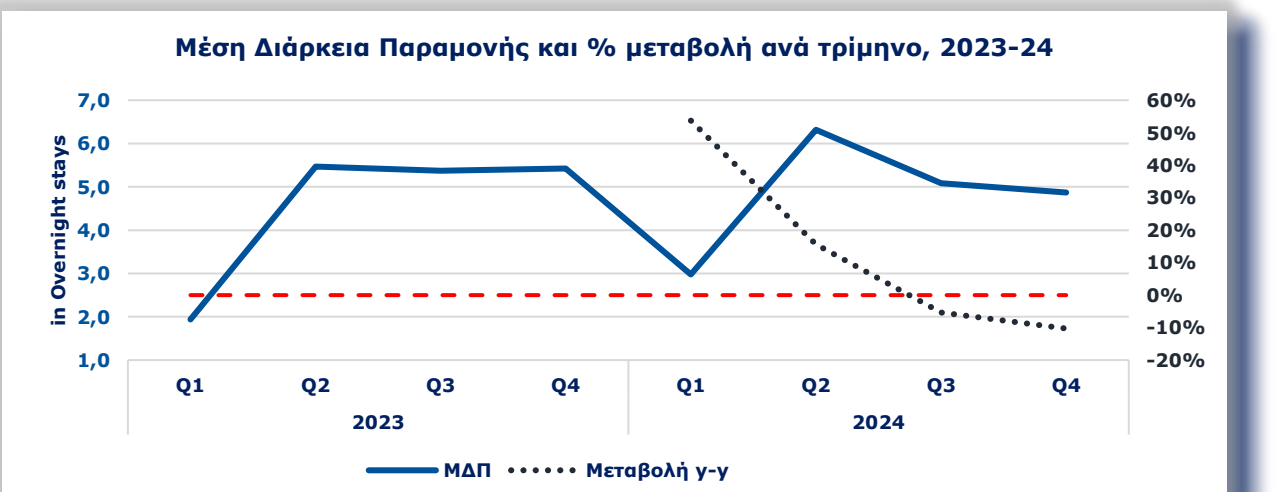
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Poland	91,6
% of country average	102,8%

Source: Bank of Greece - Processing INSETE Intelligence



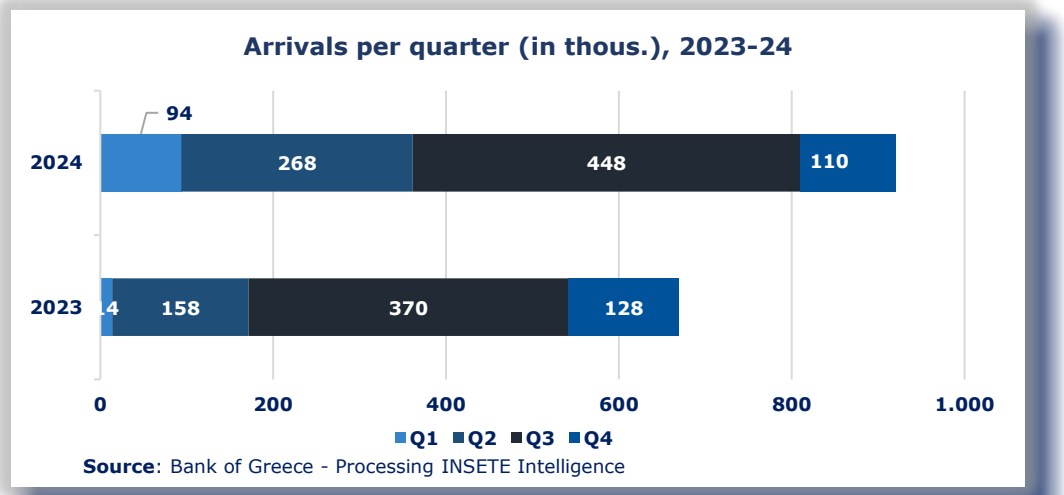
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Poland	5,3
% of country average	82,7%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM BELGIUM

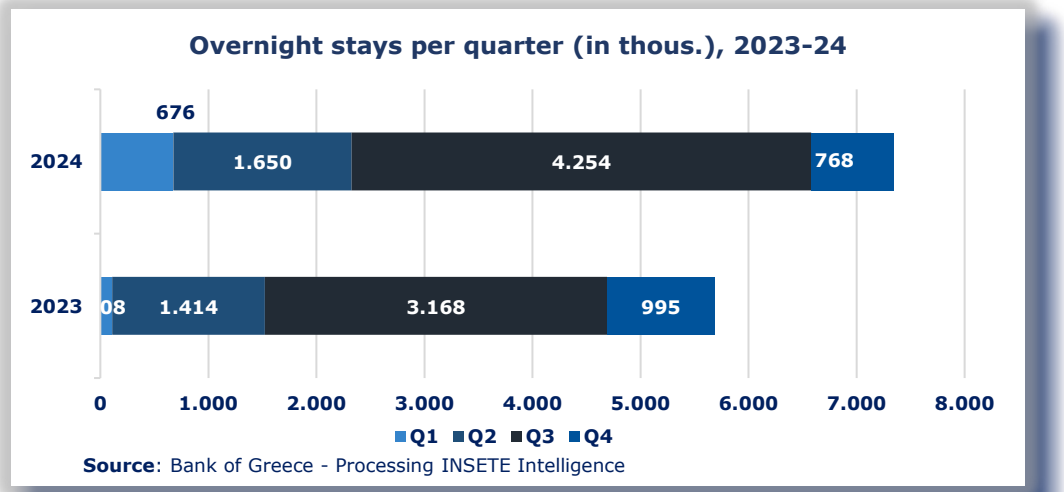
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Belgium	920.086
% of total arrivals	2,6%
Top-3 destinations 2024	Crete

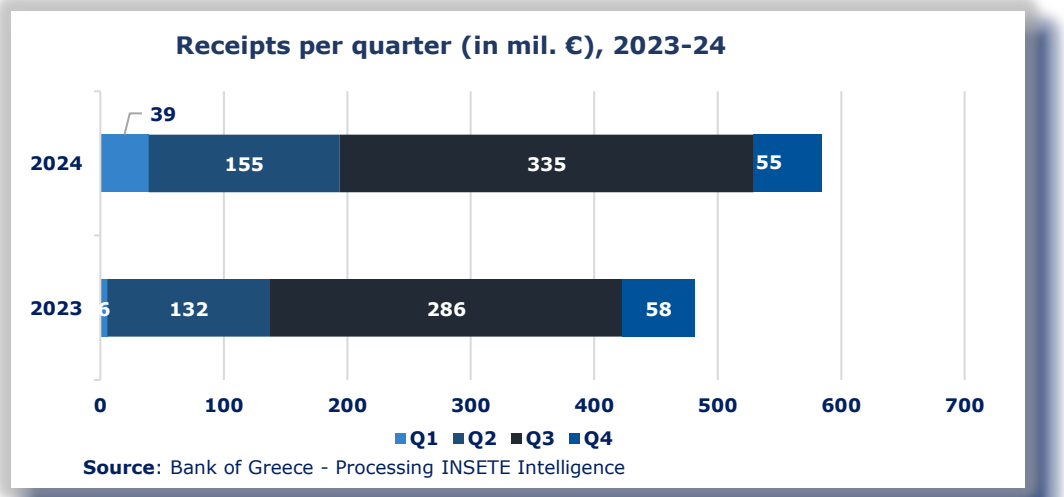
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Belgium	7.347.988
% of total overnight stays	3,2%

Source: Bank of Greece - Processing INSETE Intelligence



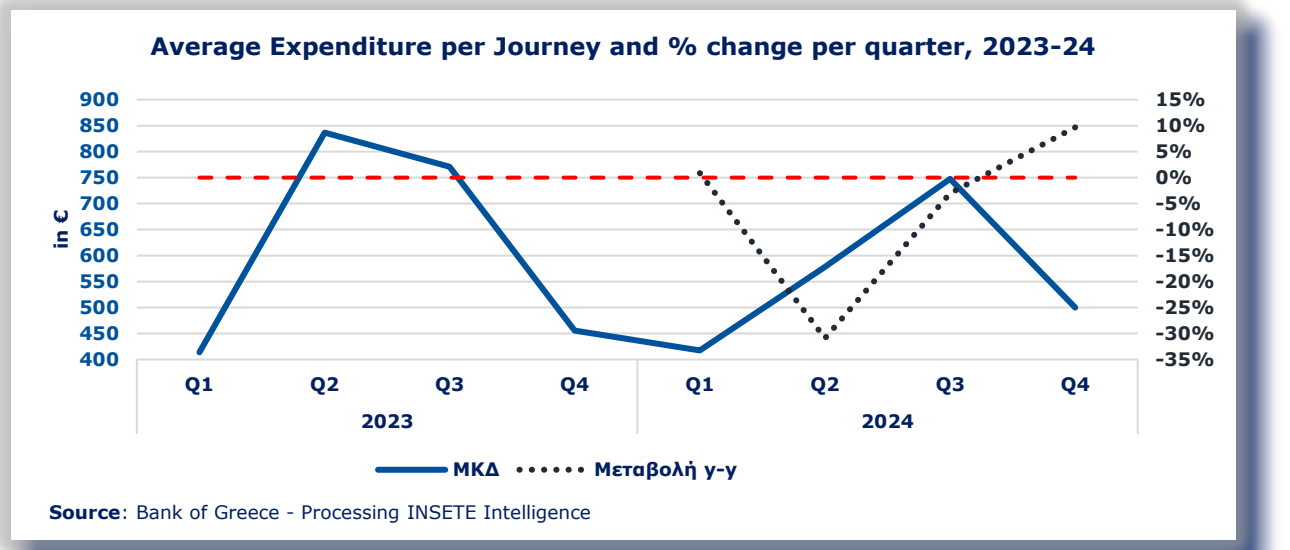
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Belgium	584.335.353
% of total receipts	2,8%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM BELGIUM

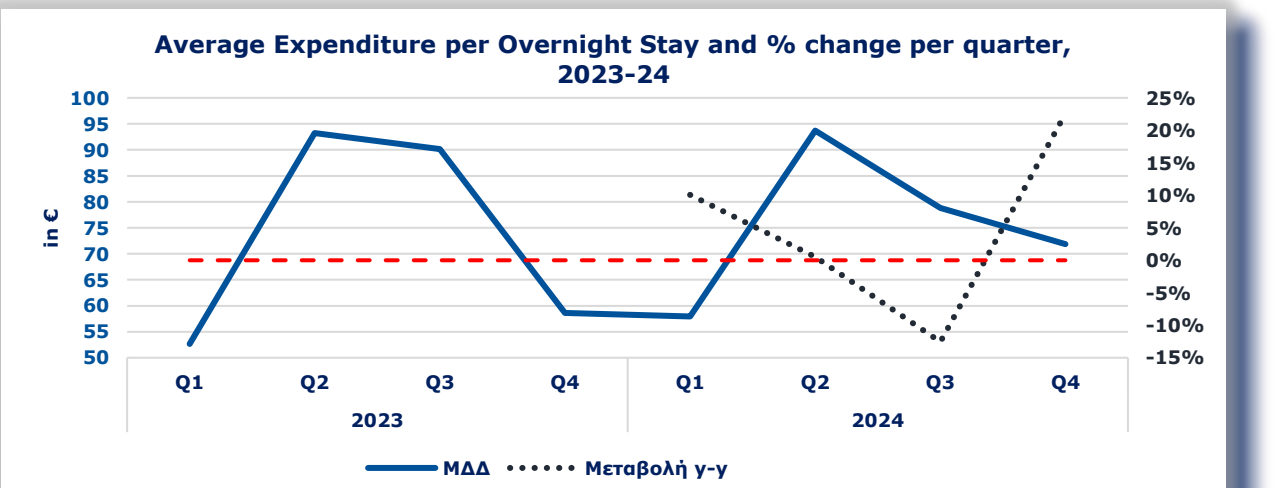
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Belgium	635,1
% of country average	110,9%

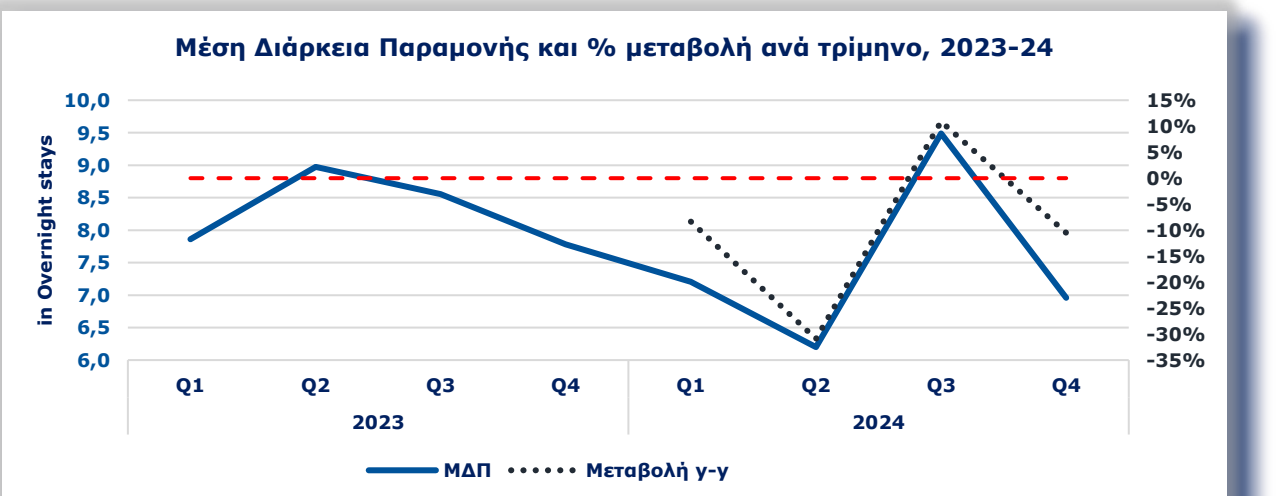
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Belgium	79,5
% of country average	89,2%

Source: Bank of Greece - Processing INSETE Intelligence



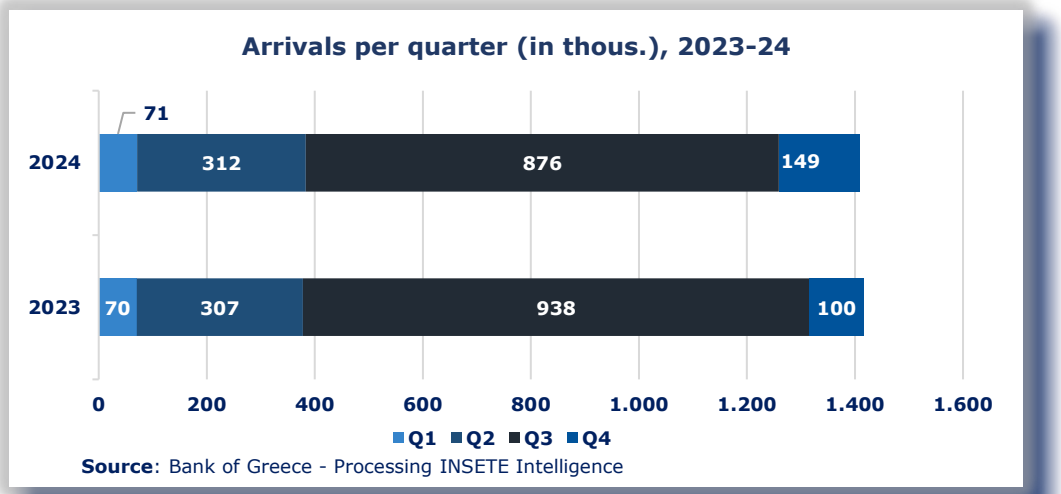
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Belgium	8,0
% of country average	124,3%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM ROMANIA

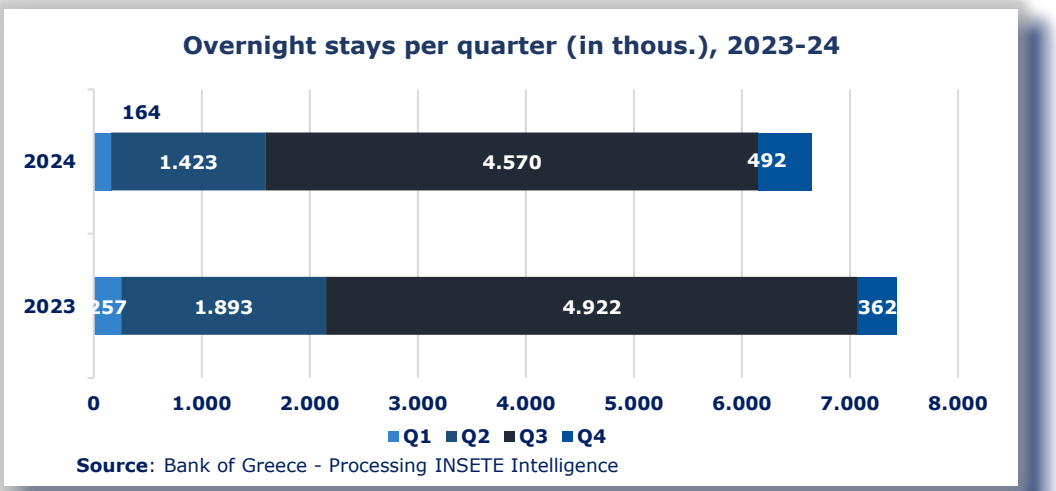
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Romania	1.407.633
% of total arrivals	3,9%
Top-3 destinations 2024	Central Macedonia, Eastern Macedonia-Thrace, Thessaly

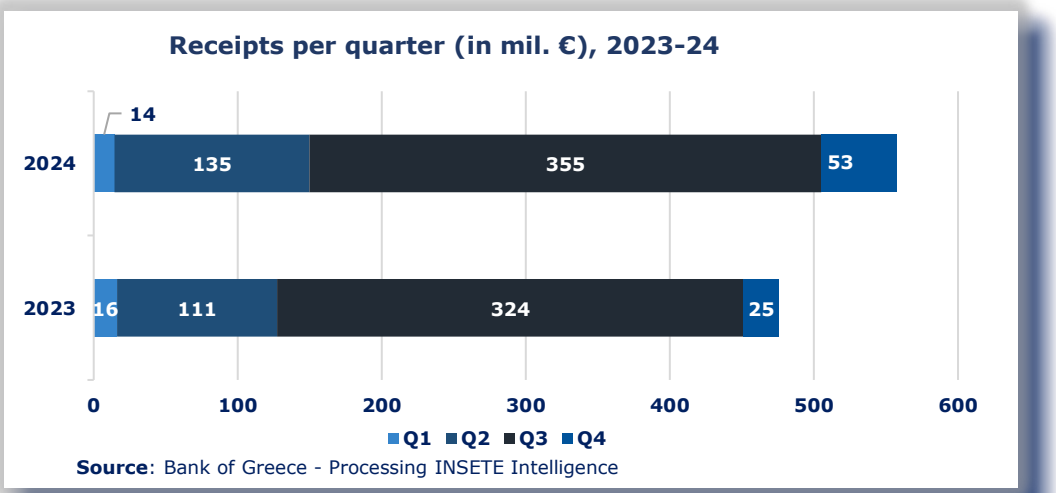
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Romania	6.648.742
% of total overnight stays	2,9%

Source: Bank of Greece - Processing INSETE Intelligence



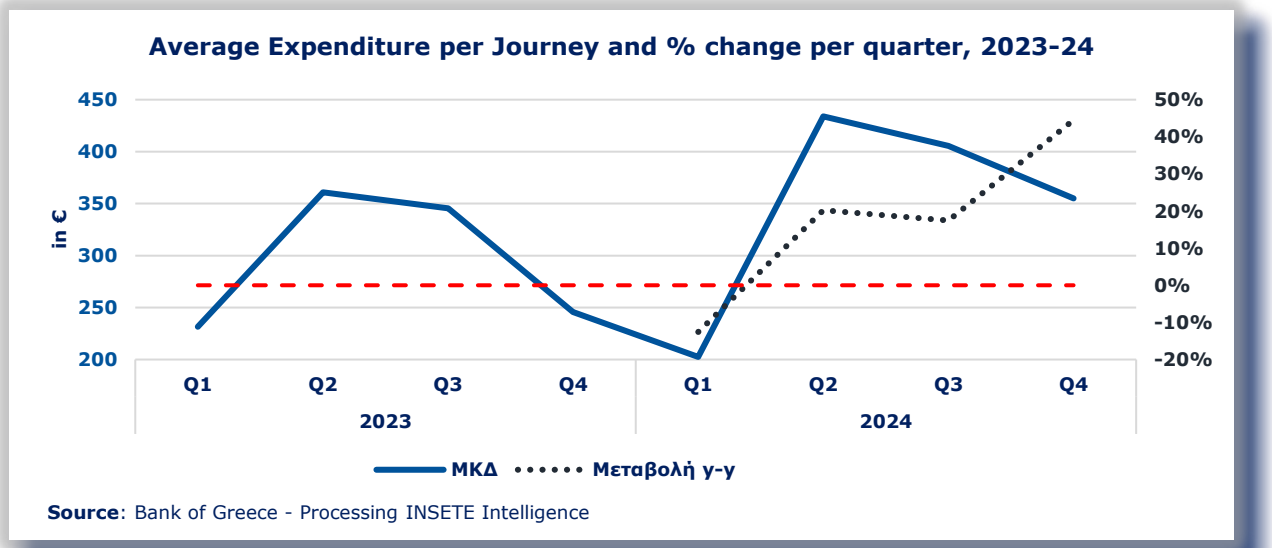
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Romania	557.799.439
% of total receipts	2,7%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM ROMANIA

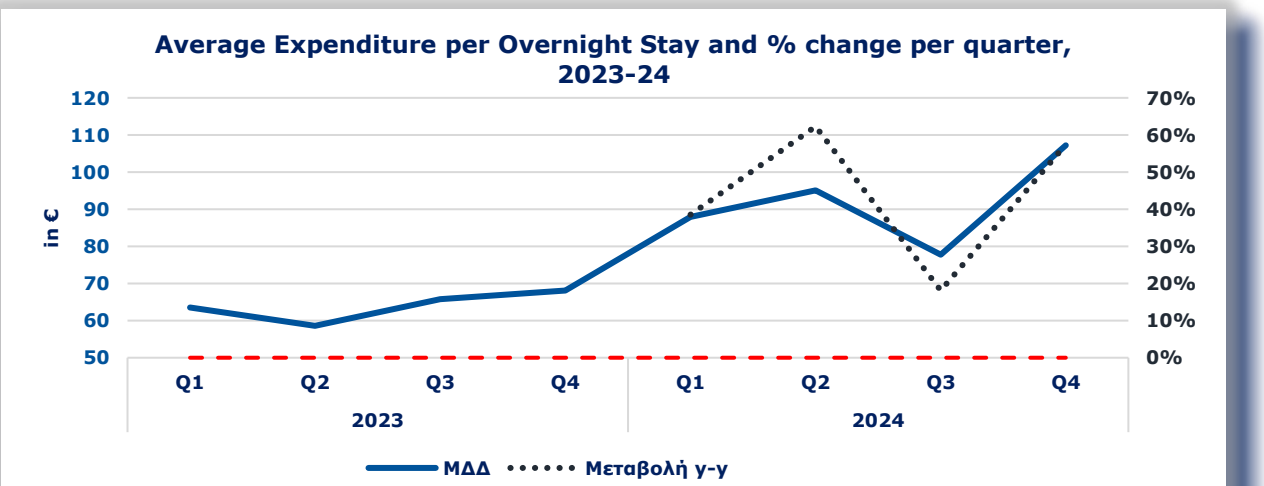
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Romania	396,3
% of country average	69,2%

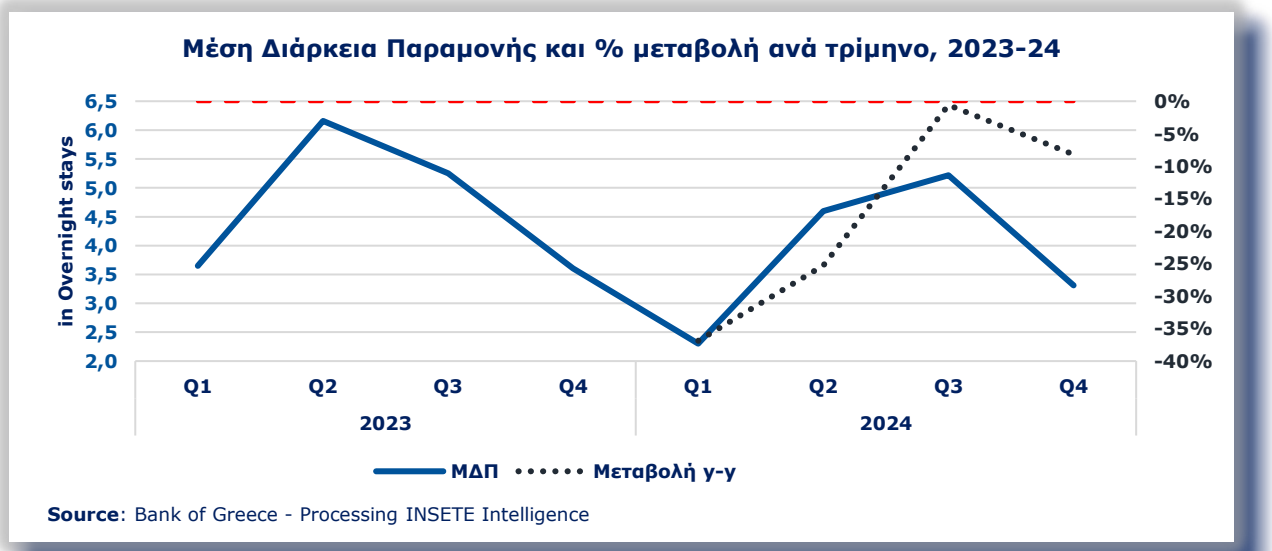
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Romania	83,9
% of country average	94,1%

Source: Bank of Greece - Processing INSETE Intelligence



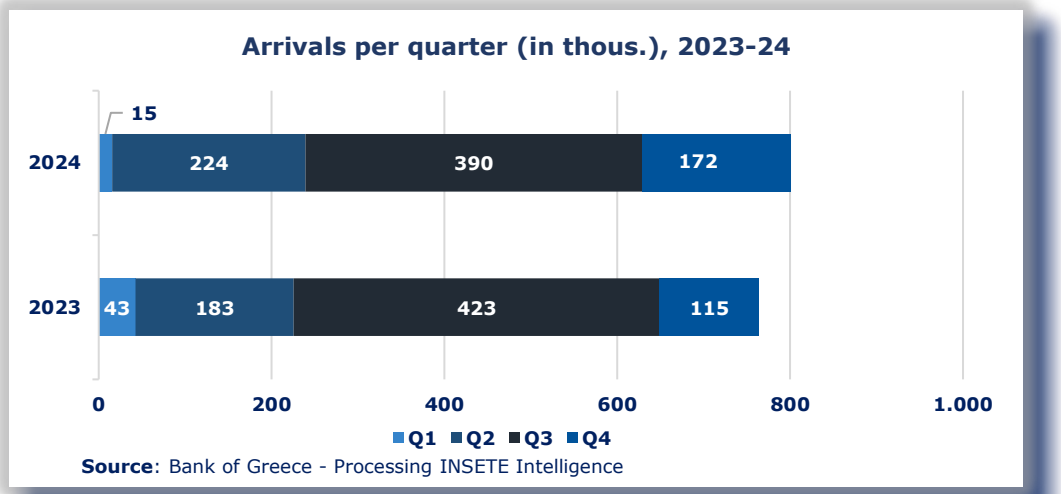
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Romania	4,7
% of country average	73,5%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM AUSTRIA

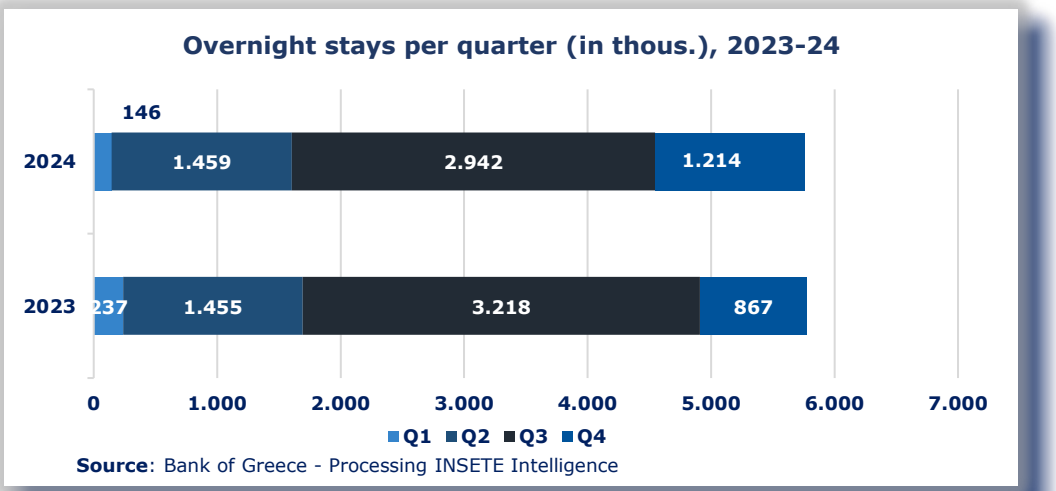
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Austria	800.928
% of total arrivals	2,2%
Top-3 destinations 2024	Ionian Islands

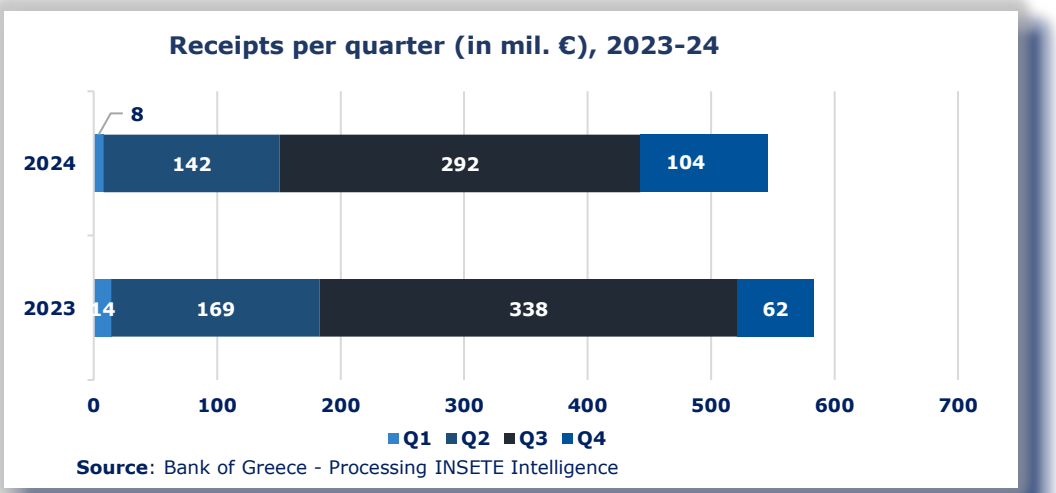
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Austria	5.760.516
% of total overnight stays	2,5%

Source: Bank of Greece - Processing INSETE Intelligence



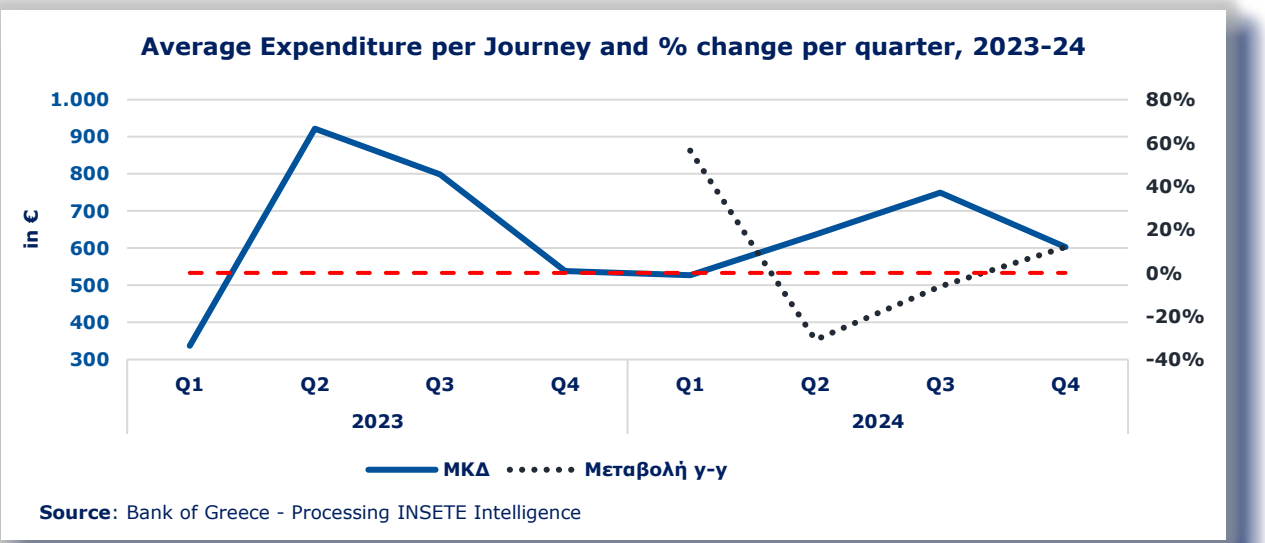
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Austria	546.281.770
% of total receipts	2,7%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM AUSTRIA

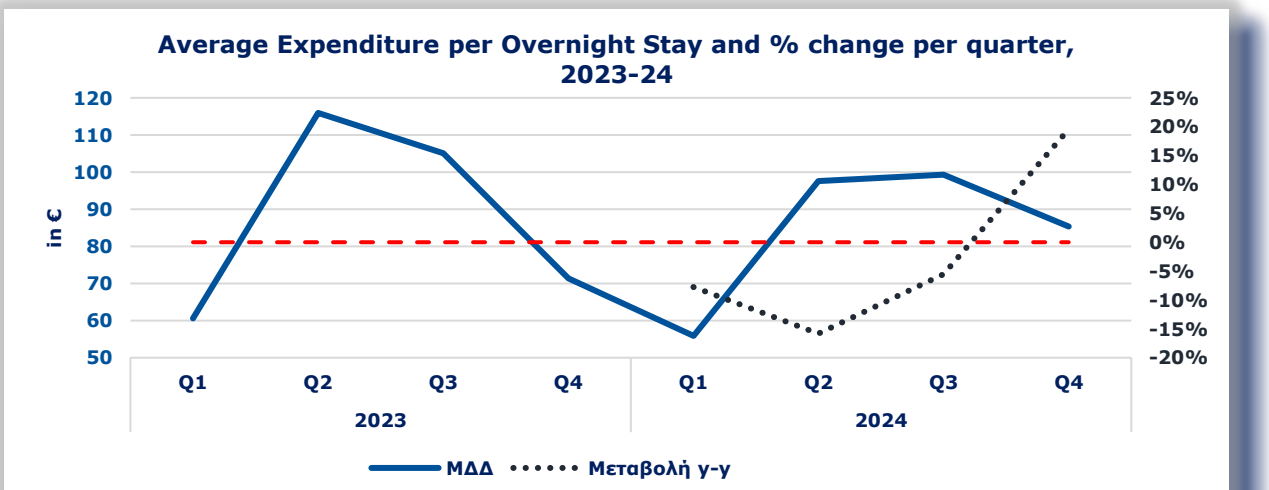
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Austria	682,1
% of country average	119,1%

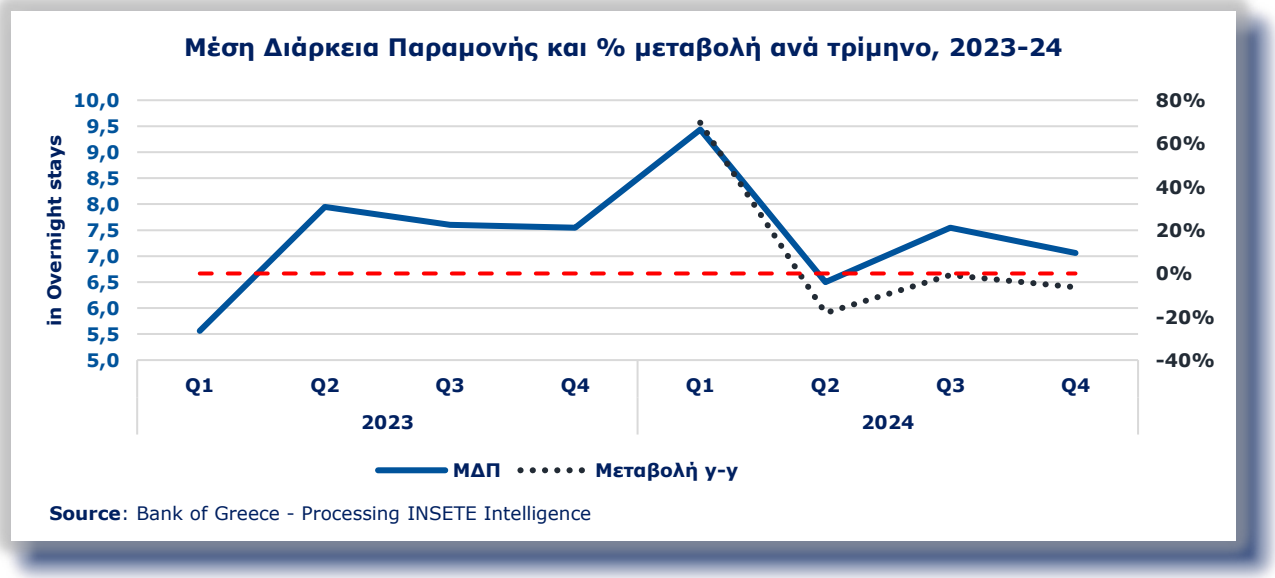
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Austria	94,8
% of country average	106,4%

Source: Bank of Greece - Processing INSETE Intelligence



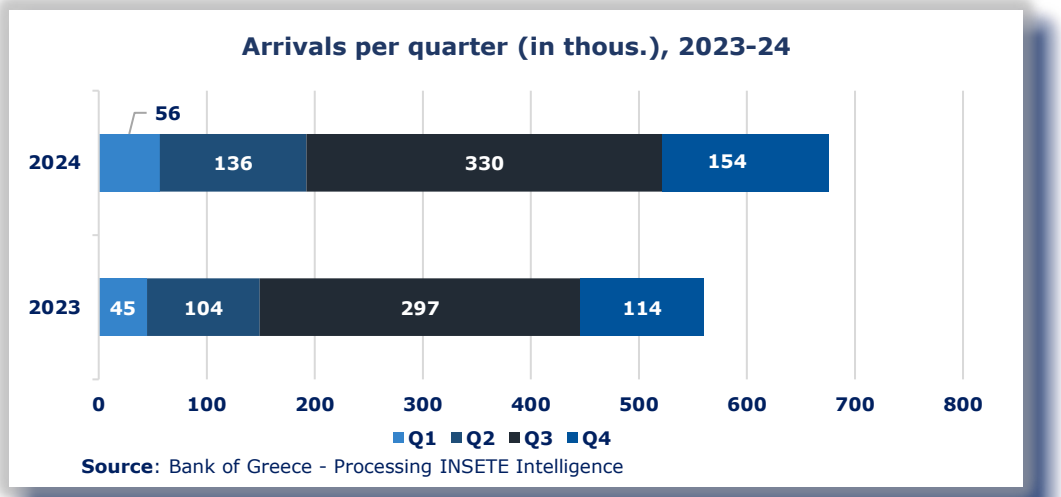
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Austria	7,2
% of country average	111,9%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM SWITZERLAND

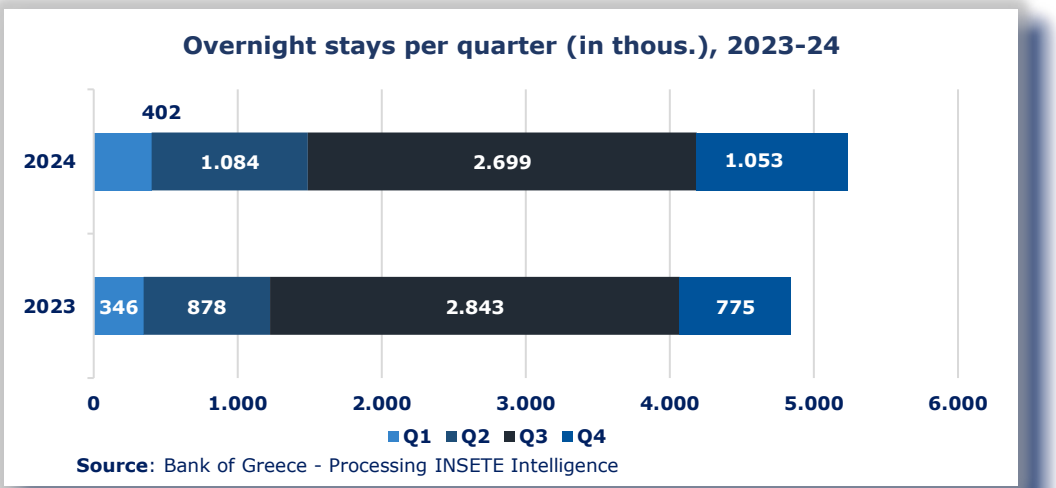
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Switzerland	675.604
% of total arrivals	1,9%
Top-3 destinations 2024	Crete

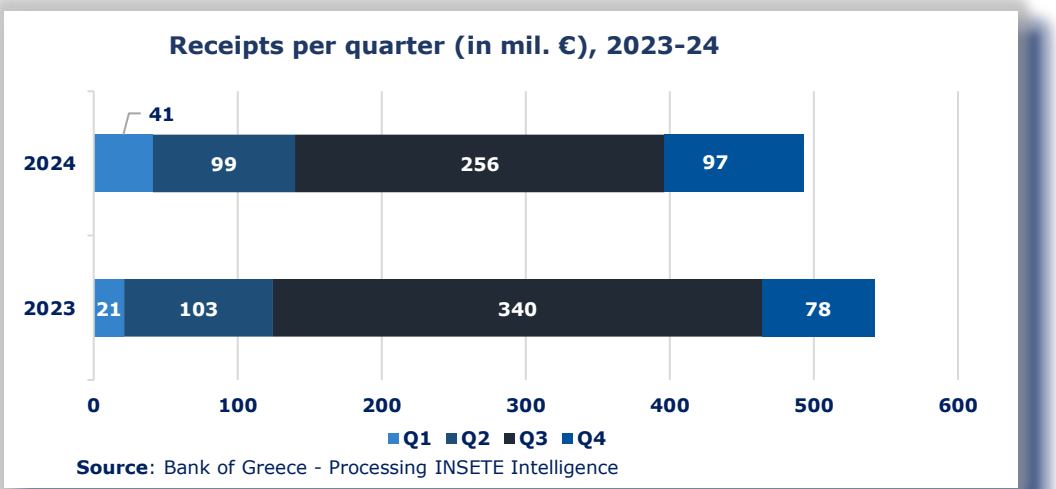
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Switzerland	5.238.150
% of total overnight stays	2,3%

Source: Bank of Greece - Processing INSETE Intelligence



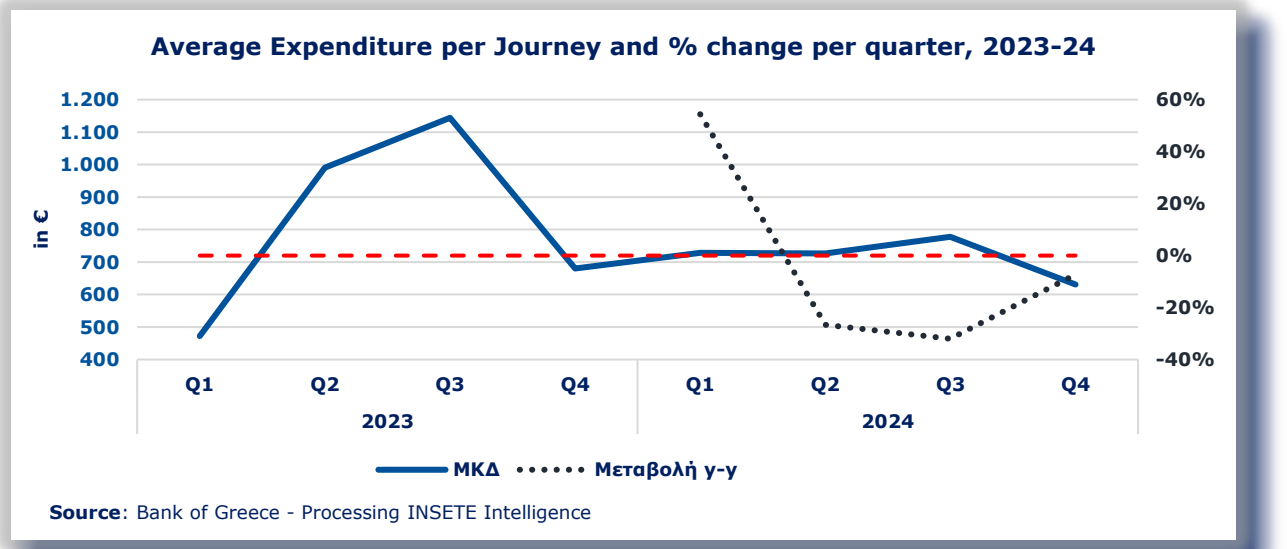
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Switzerland	493.178.656
% of total receipts	2,4%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM SWITZERLAND

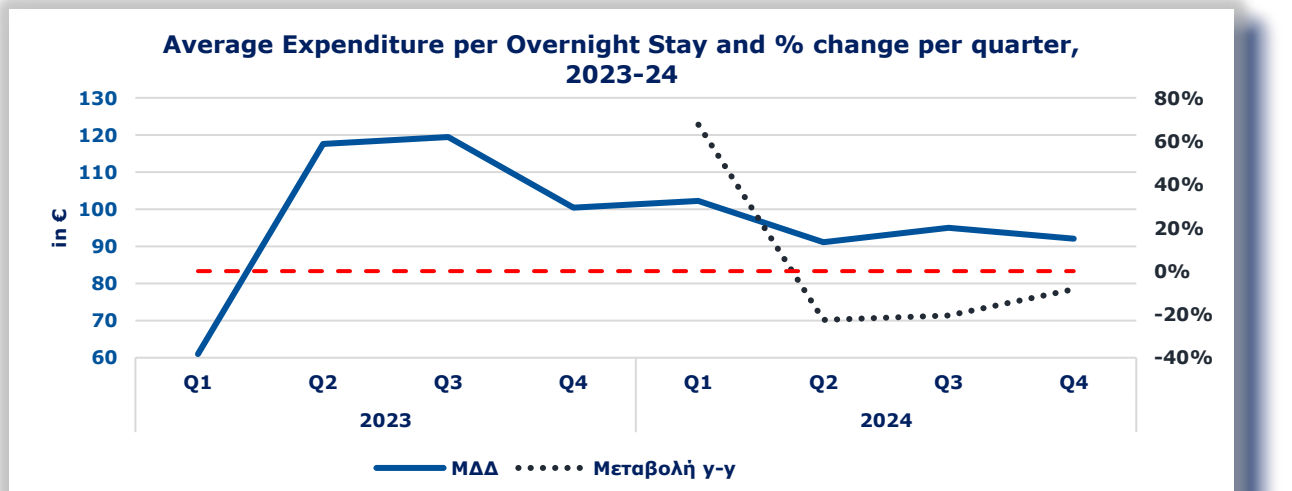
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Switzerland	730,0
% of country average	127,4%

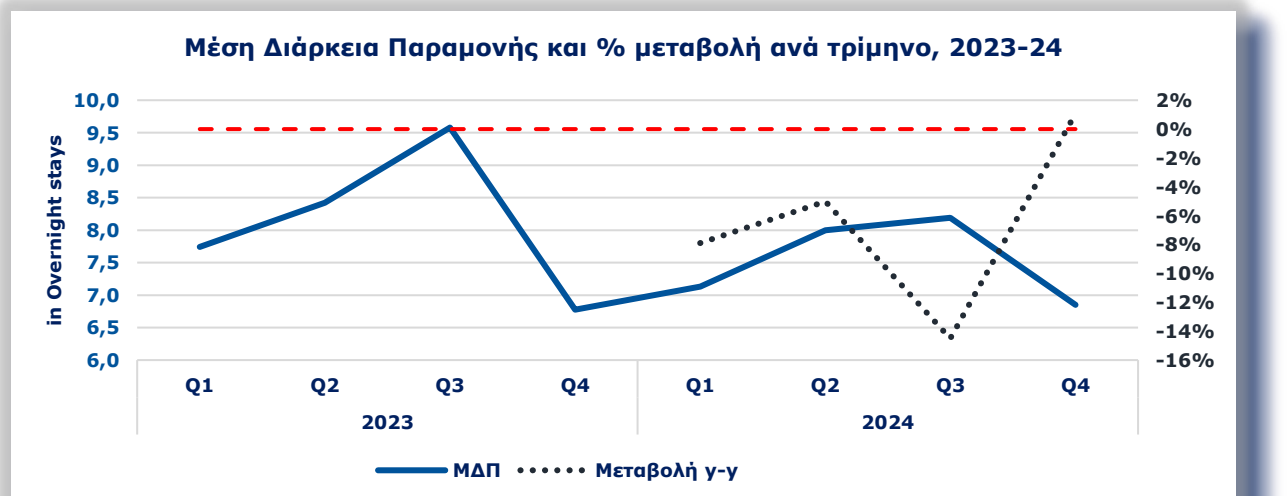
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Switzerland	94,2
% of country average	105,6%

Source: Bank of Greece - Processing INSETE Intelligence



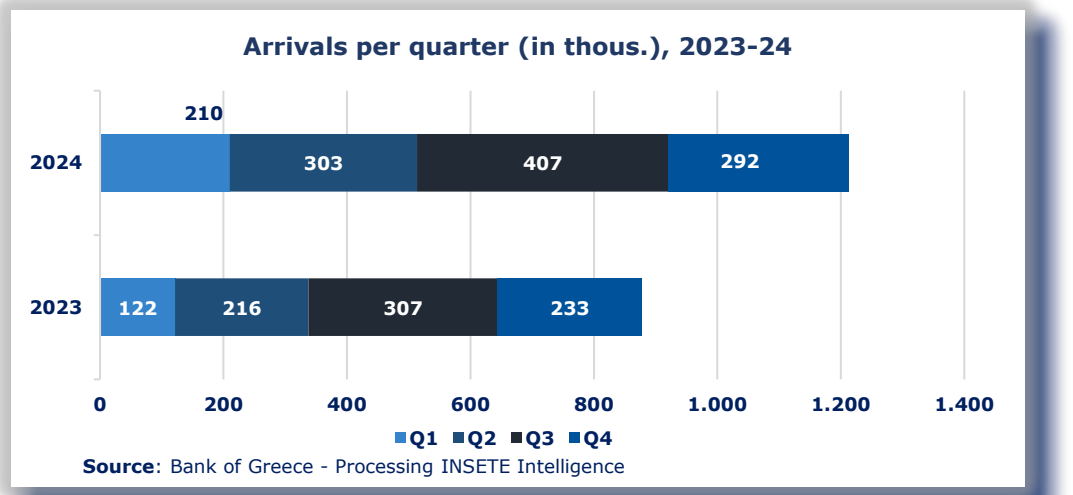
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Switzerland	7,8
% of country average	120,6%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM TURKEY

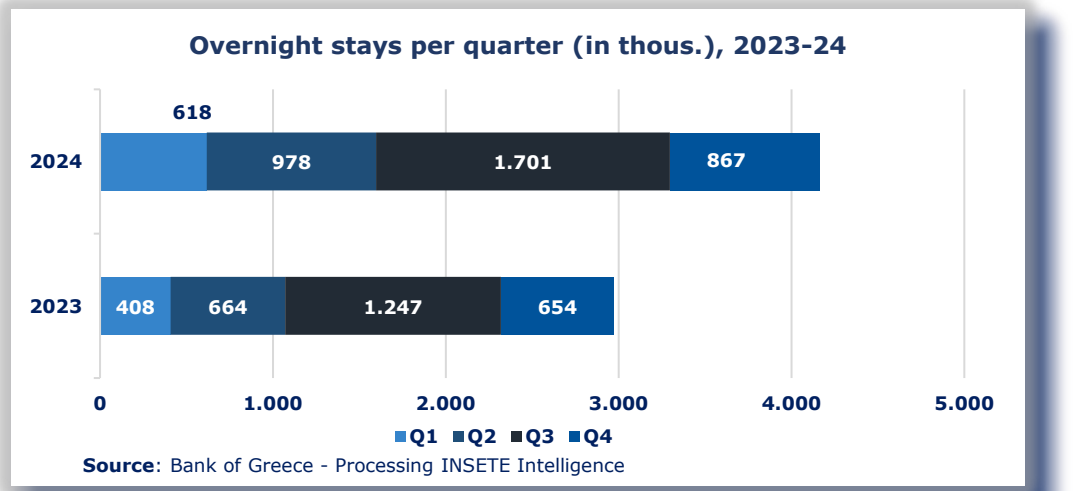
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Turkey	1.212.495
% of total arrivals	3,4%
Top-3 destinations 2024	Eastern Macedonia-Thrace, Attica, North Aegean

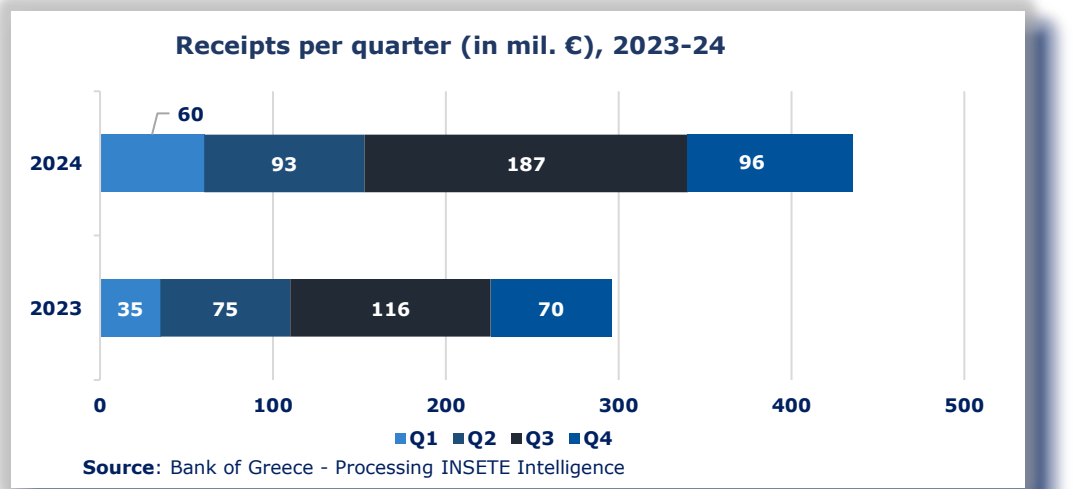
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Turkey	4.163.735
% of total overnight stays	1,8%

Source: Bank of Greece - Processing INSETE Intelligence



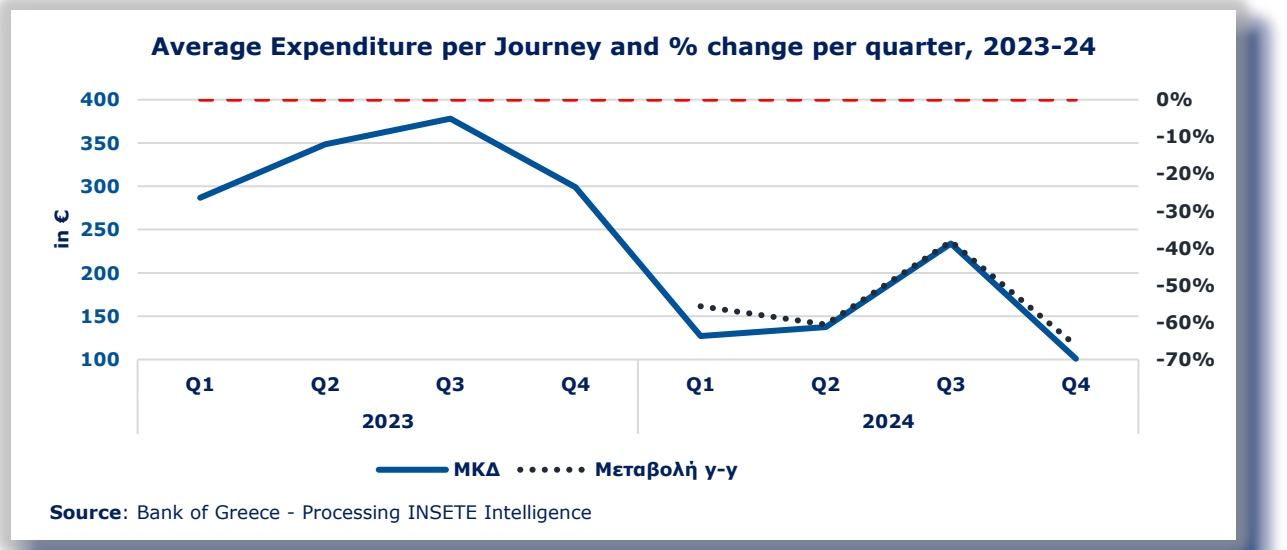
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Turkey	435.625.631
% of total receipts	2,1%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM TURKEY

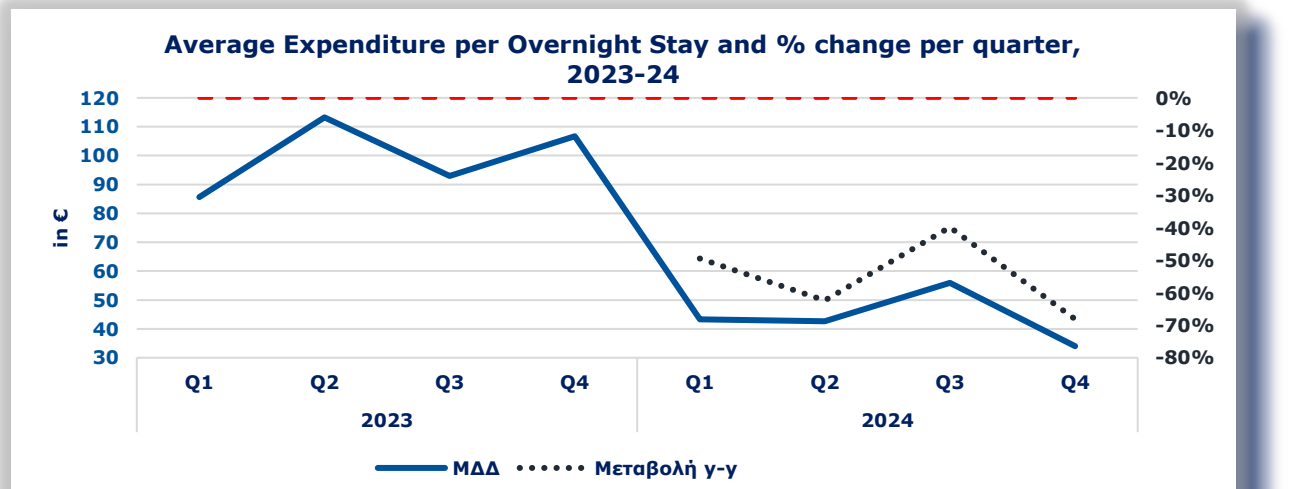
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Turkey	359,3
% of country average	62,7%

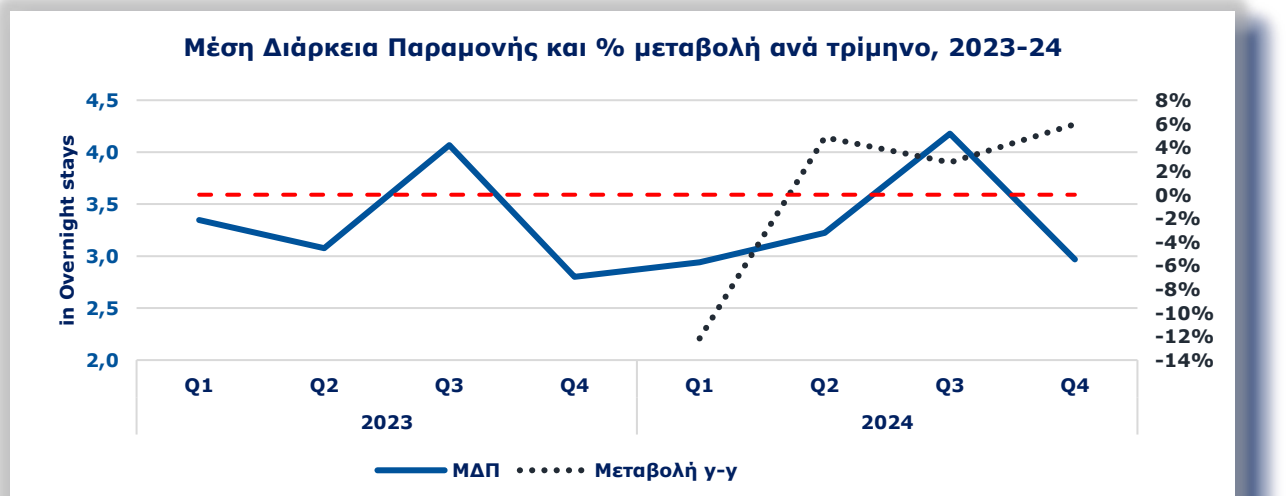
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Turkey	104,6
% of country average	117,4%

Source: Bank of Greece - Processing INSETE Intelligence



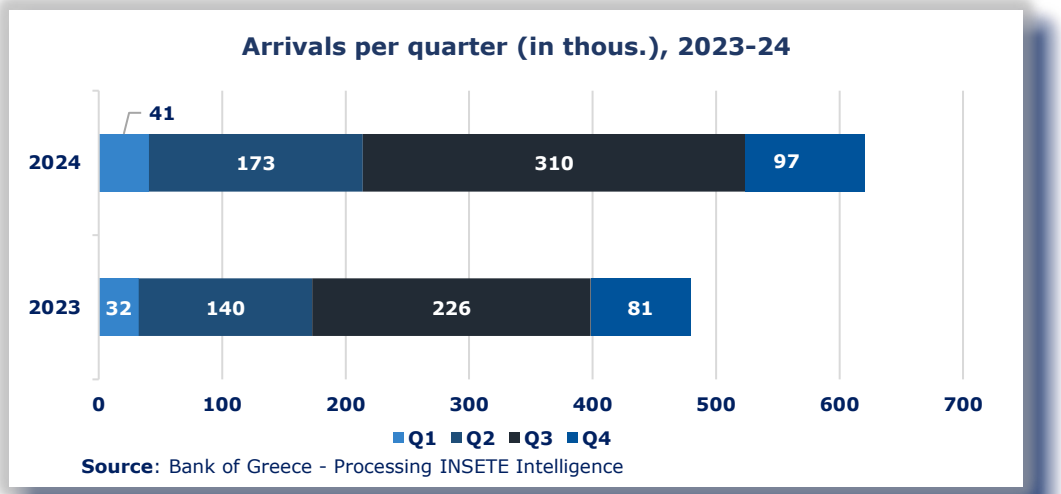
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Turkey	3,4
% of country average	53,4%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM ISRAEL

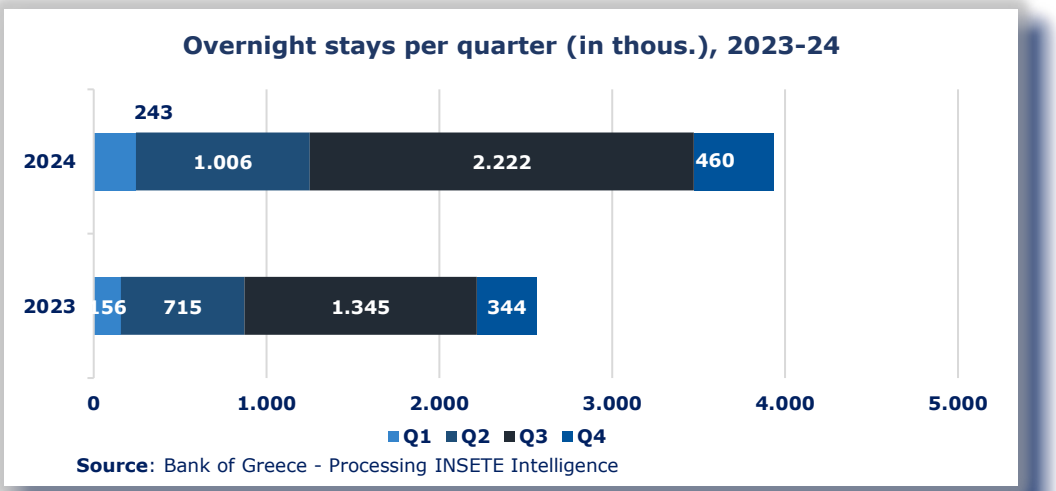
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Israel	620.805
% of total arrivals	1,7%
Top-3 destinations 2024	-

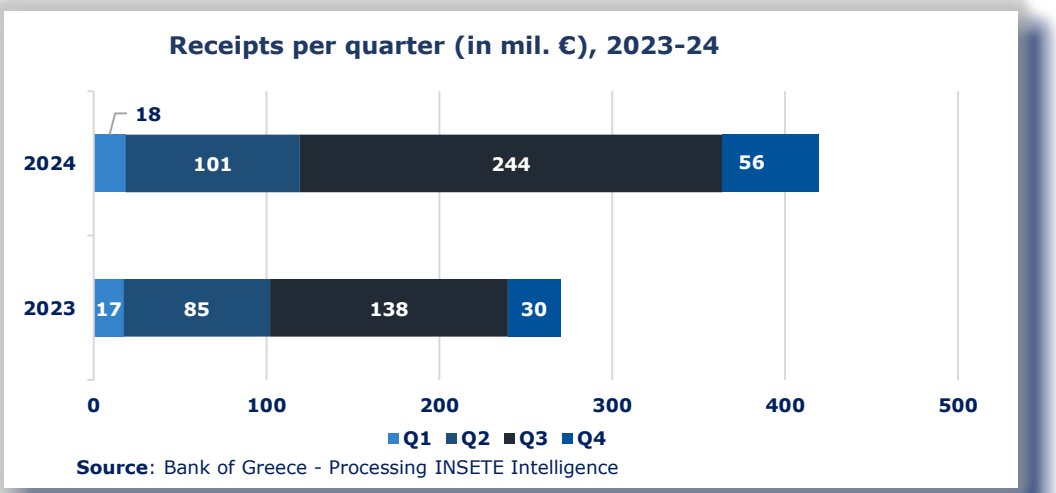
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Israel	3.931.777
% of total overnight stays	1,7%

Source: Bank of Greece - Processing INSETE Intelligence



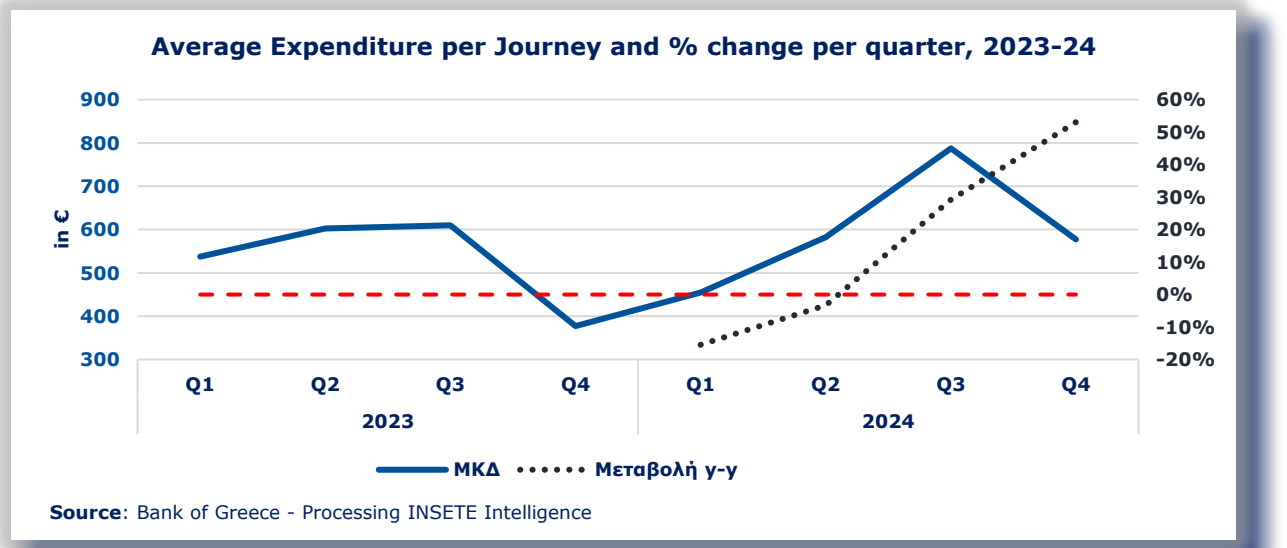
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Israel	419.448.644
% of total receipts	2,0%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM ISRAEL

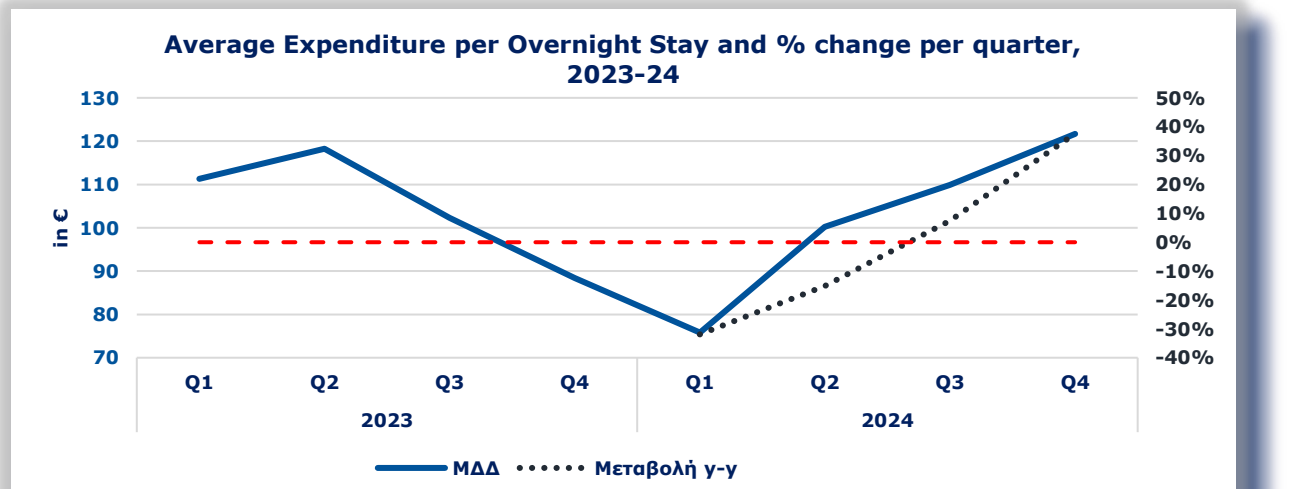
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Israel	675,7
% of country average	118,0%

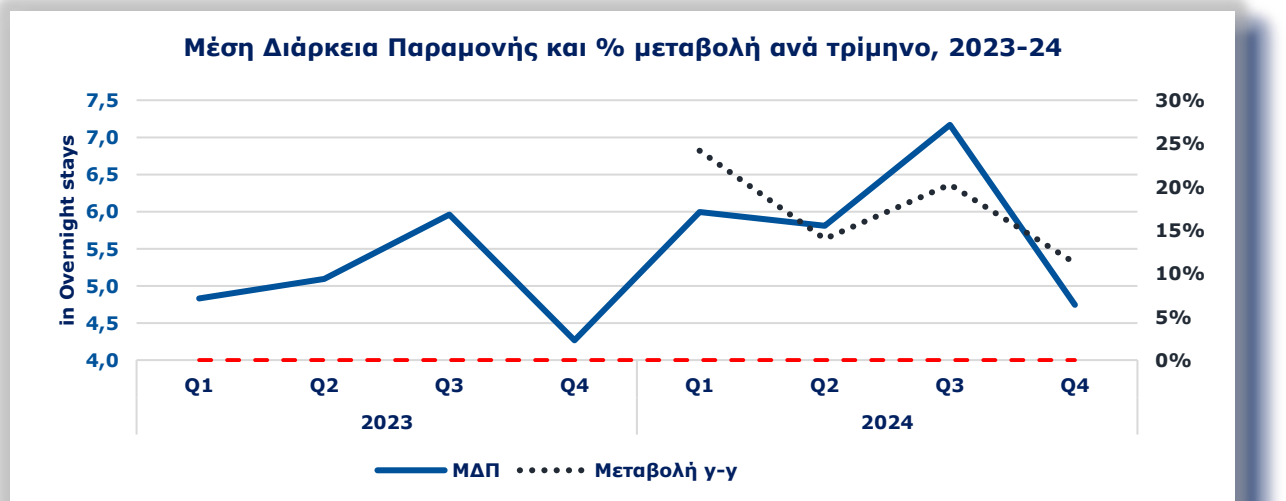
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Israel	106,7
% of country average	119,7%

Source: Bank of Greece - Processing INSETE Intelligence



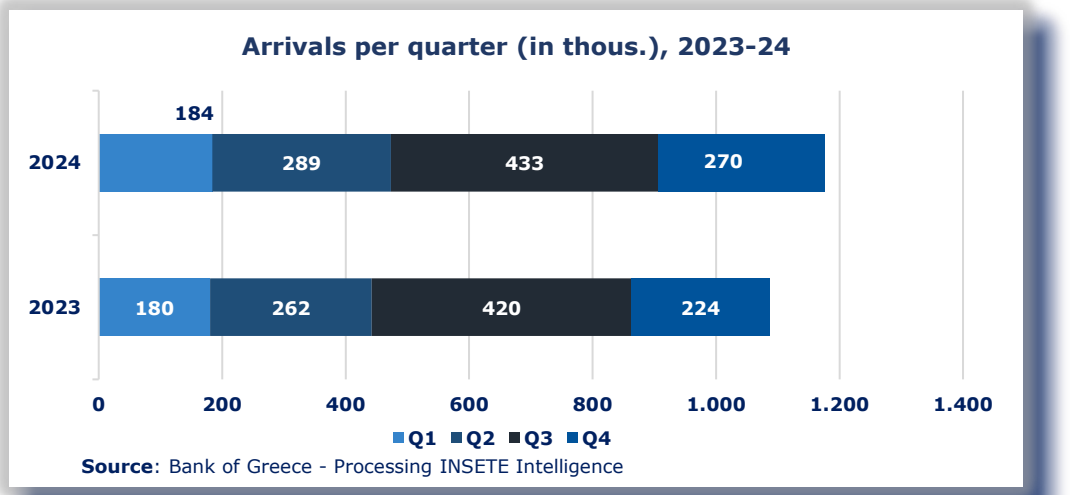
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Israel	6,3
% of country average	98,6%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM ALBANIA

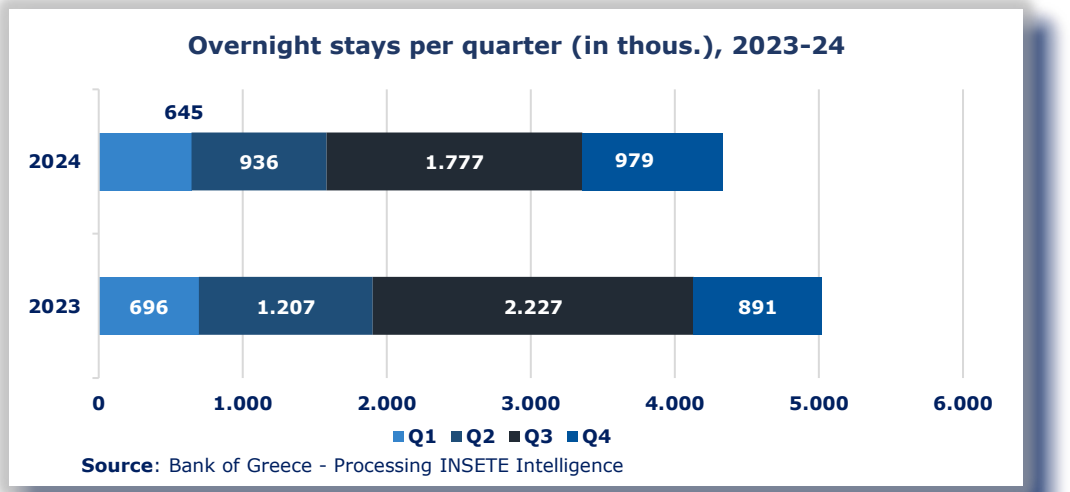
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Albania	1.176.523
% of total arrivals	3,3%
Top-3 destinations 2024	Epirus, Western Greece, Western Macedonia

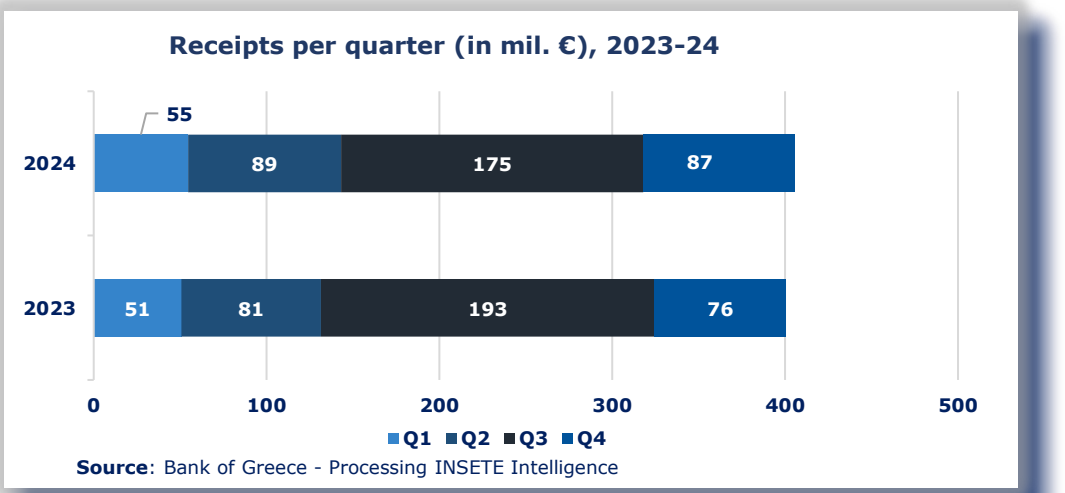
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Albania	4.336.787
% of total overnight stays	1,9%

Source: Bank of Greece - Processing INSETE Intelligence



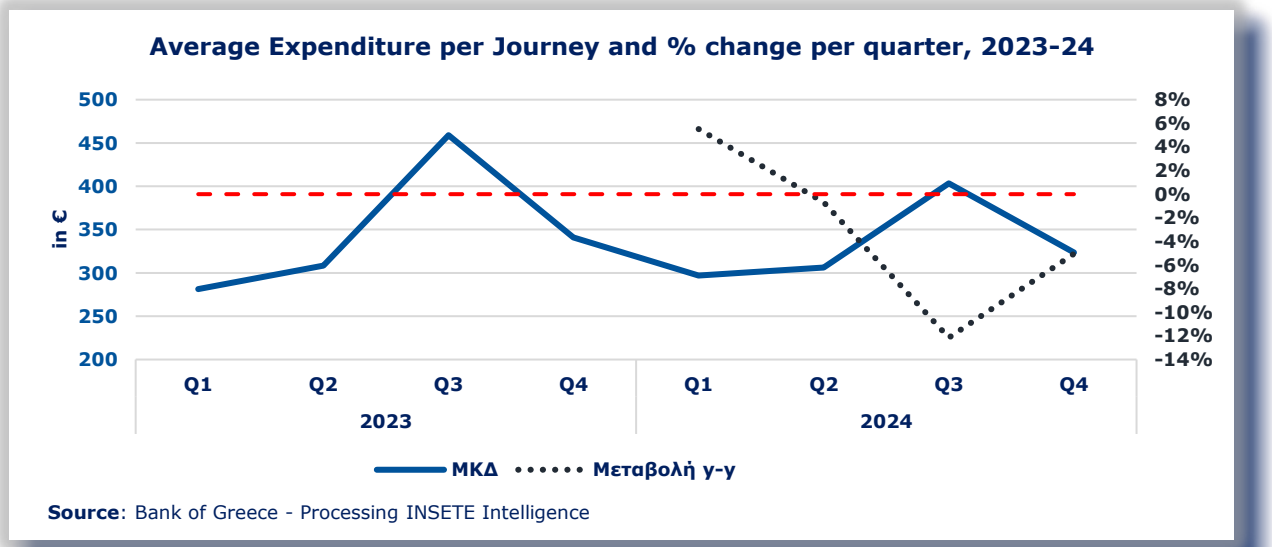
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Albania	405.209.486
% of total receipts	2,0%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM ALBANIA

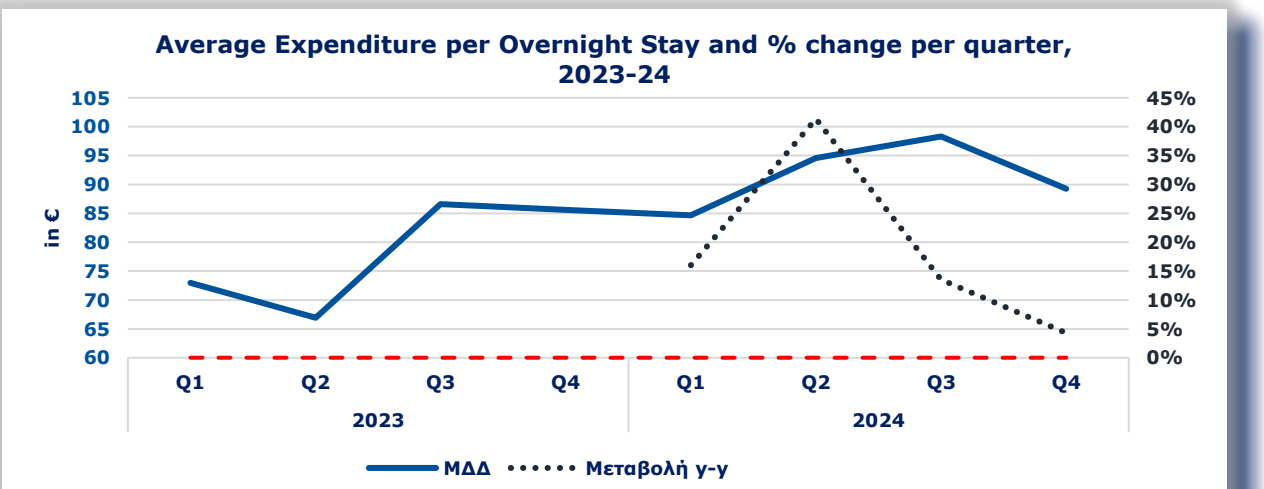
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Albania	344,4
% of country average	60,1%

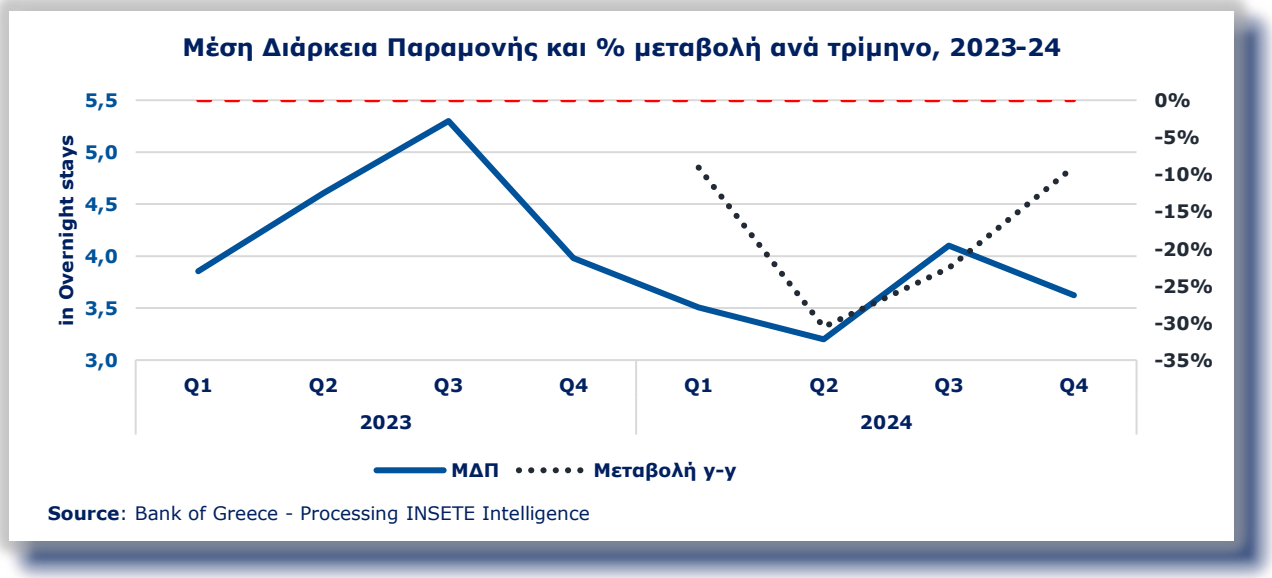
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Albania	93,4
% of country average	104,8%

Source: Bank of Greece - Processing INSETE Intelligence



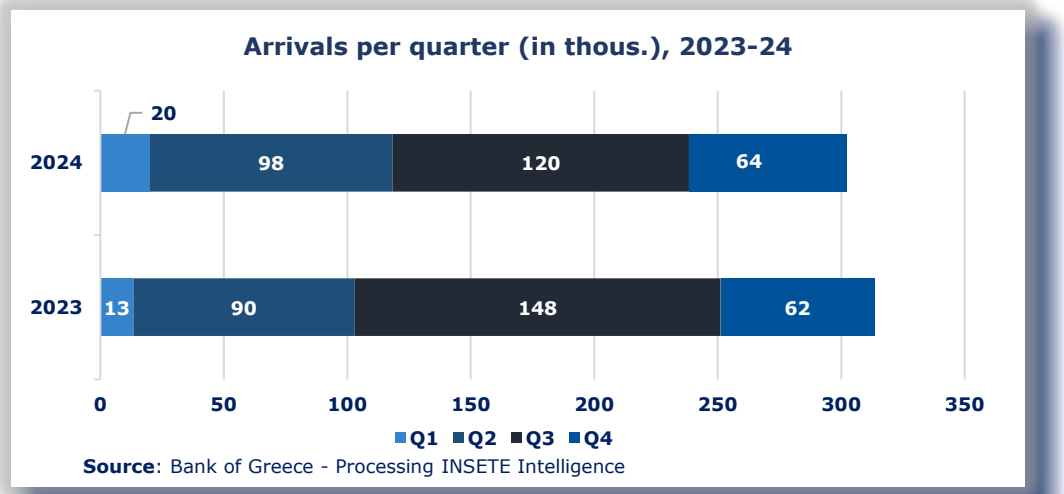
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Albania	3,7
% of country average	57,4%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM CANADA

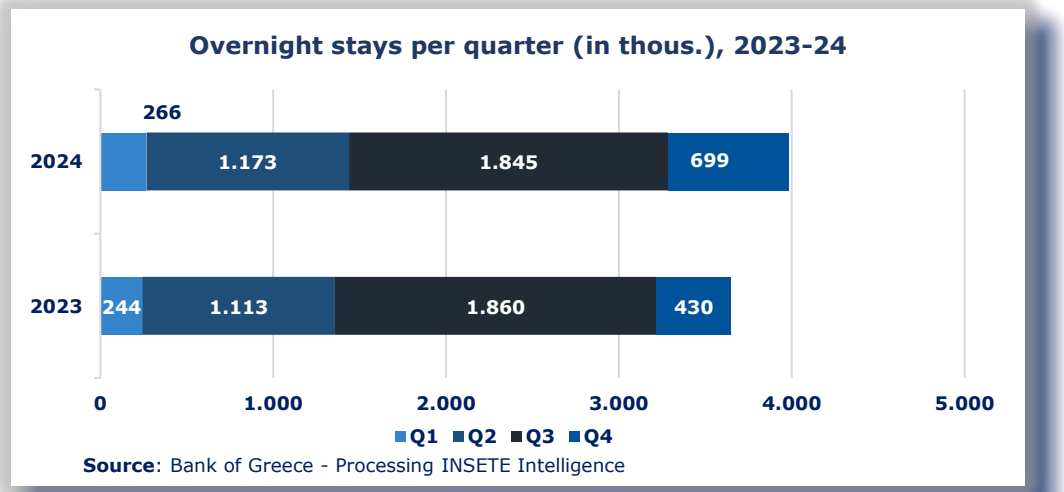
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Canada	302.154
% of total arrivals	0,8%
Top-3 destinations 2024	-

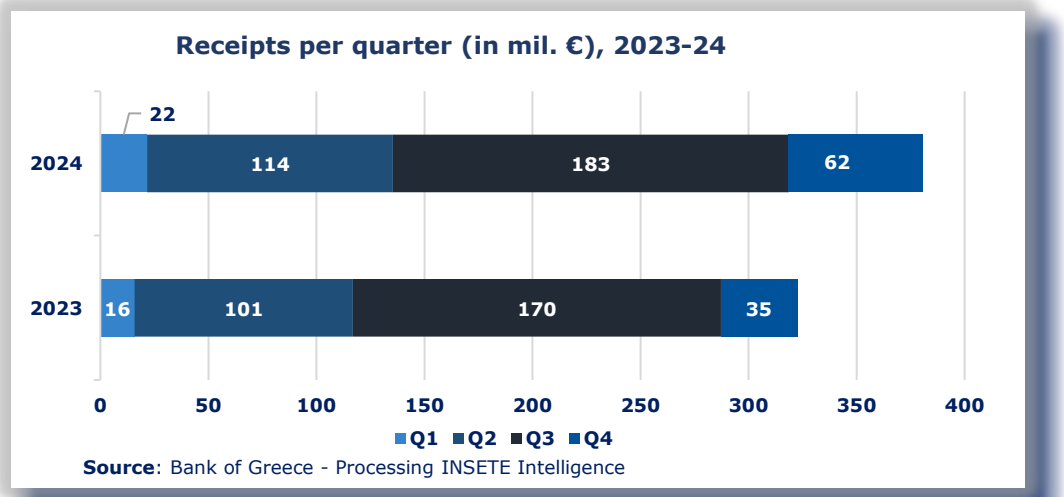
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Canada	3.983.358
% of total overnight stays	1,7%

Source: Bank of Greece - Processing INSETE Intelligence



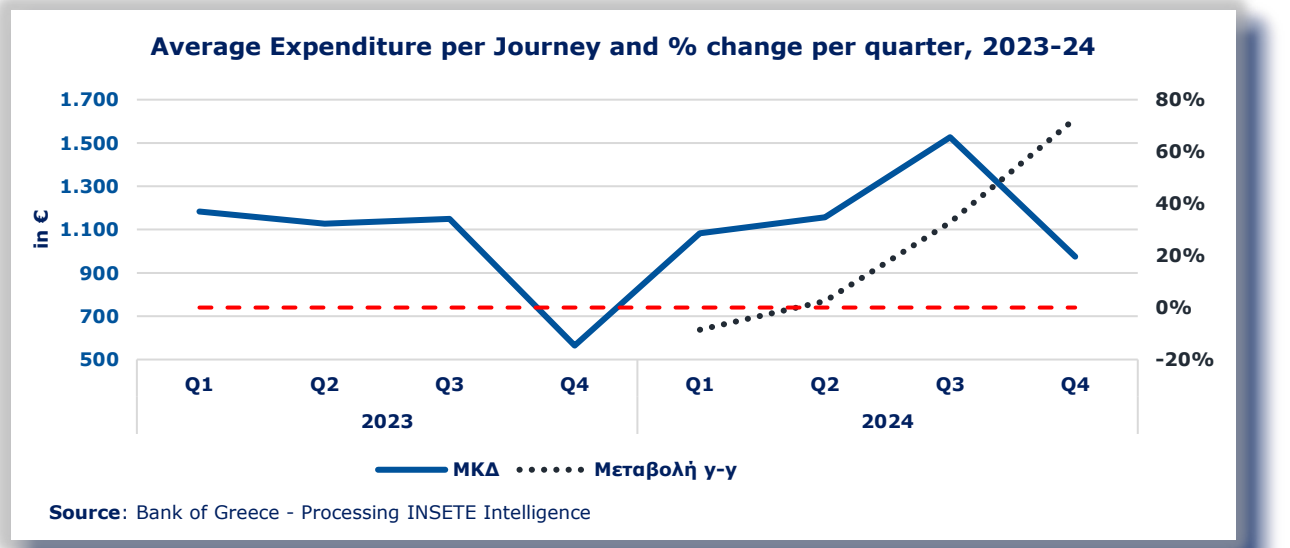
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Canada	380.817.369
% of total receipts	1,8%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM CANADA

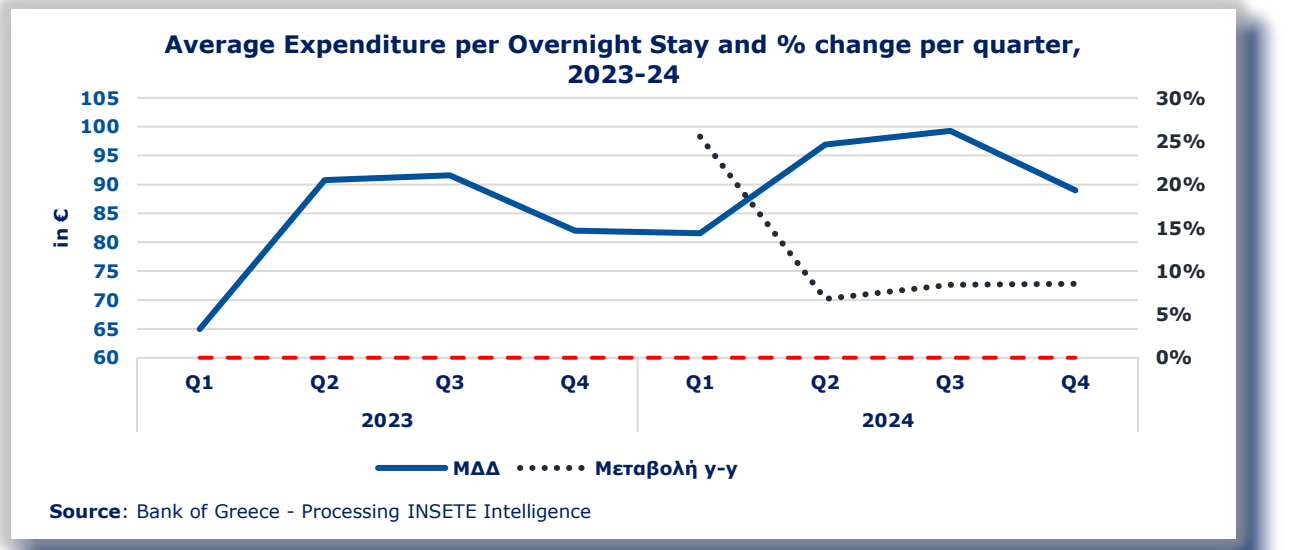
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Canada	1.260,3
% of country average	220,0%

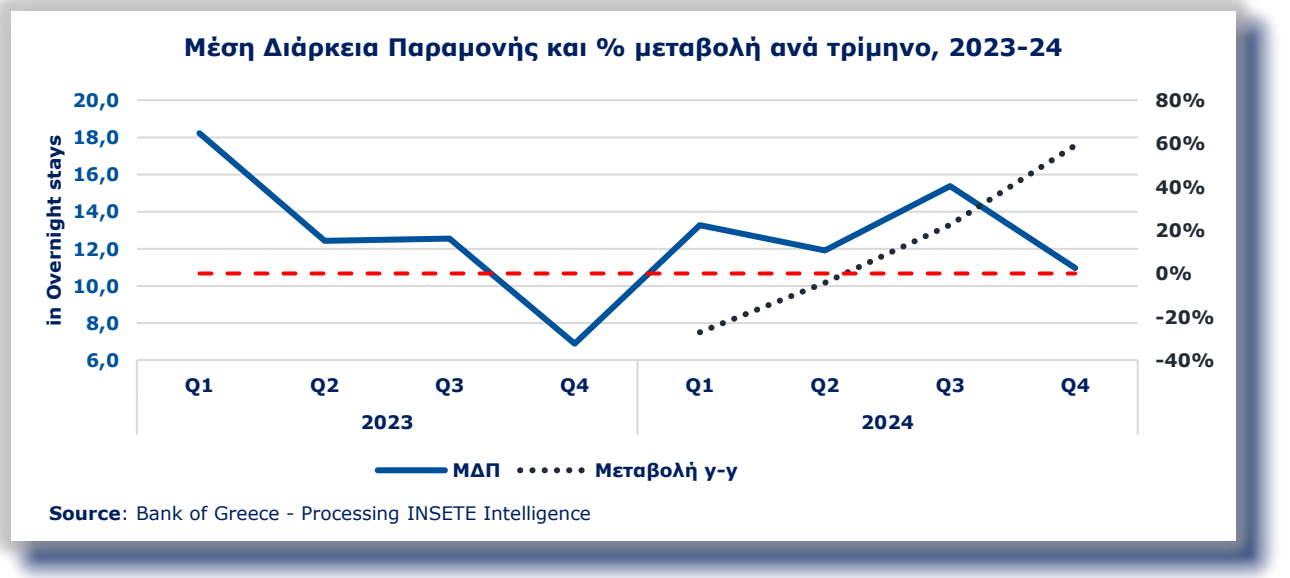
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Canada	95,6
% of country average	107,3%

Source: Bank of Greece - Processing INSETE Intelligence



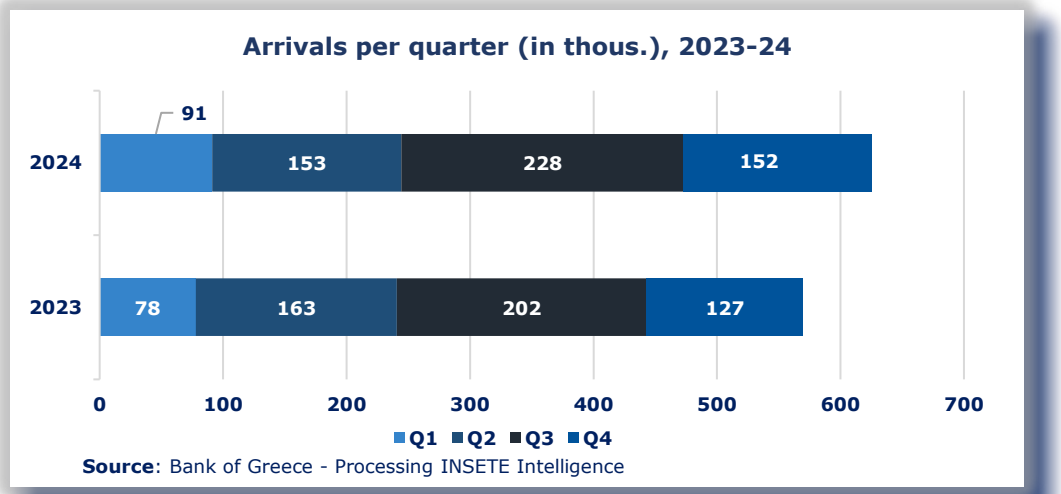
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Canada	13,2
% of country average	205,1%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM CYPRUS

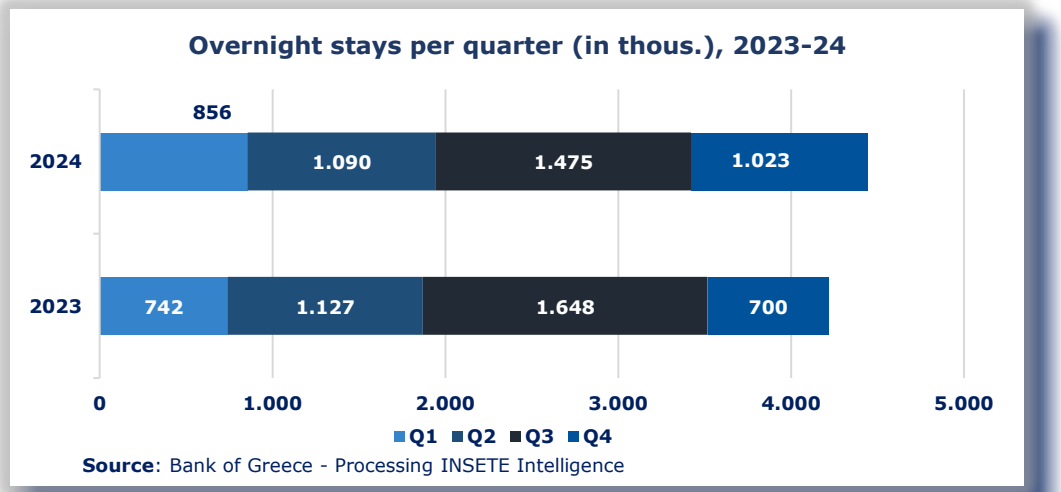
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Cyprus	625.176
% of total arrivals	1,7%
Top-3 destinations 2024	Attica, Central Macedonia

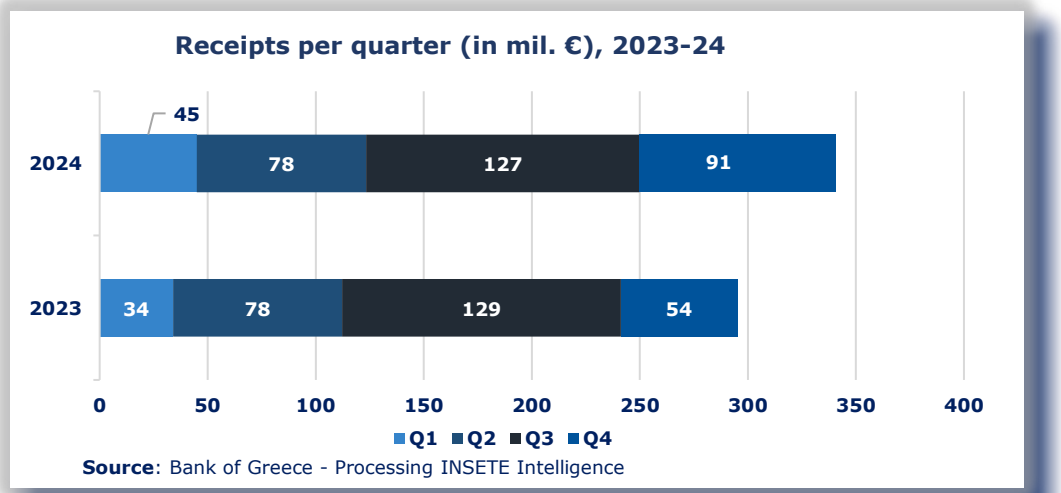
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Cyprus	4.443.632
% of total overnight stays	1,9%

Source: Bank of Greece - Processing INSETE Intelligence



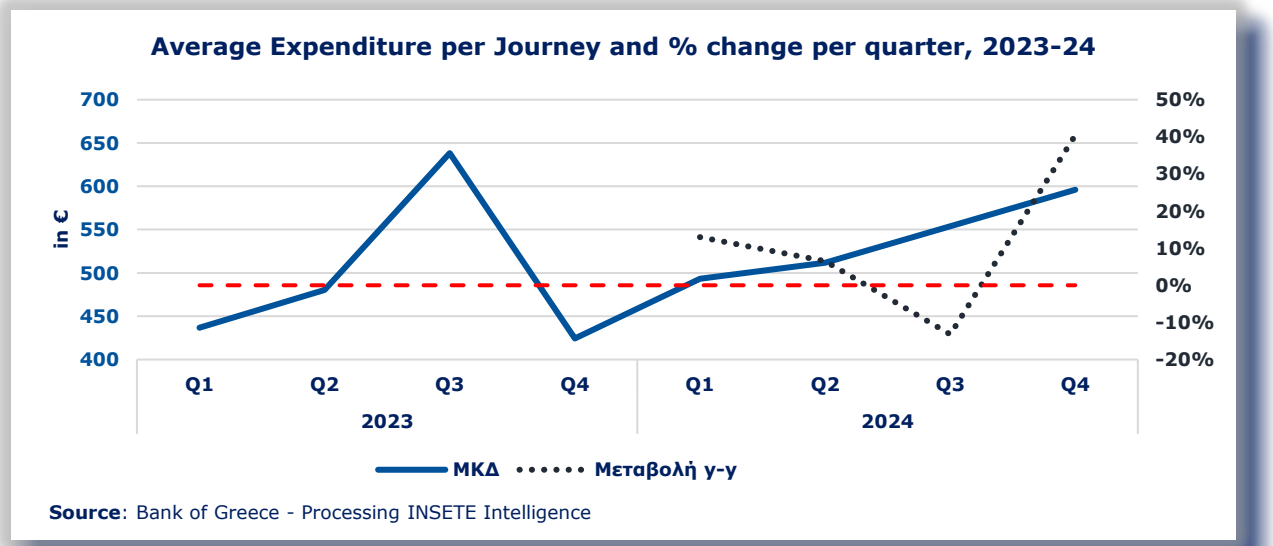
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Cyprus	340.610.667
% of total receipts	1,7%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM CYPRUS

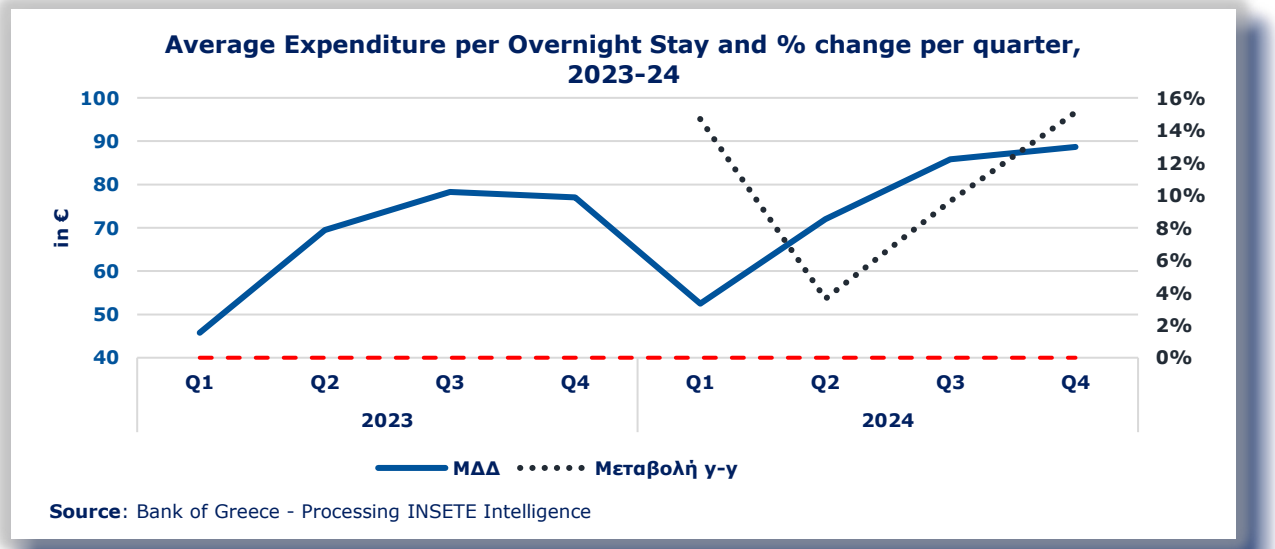
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Cyprus	544,8
% of country average	95,1%

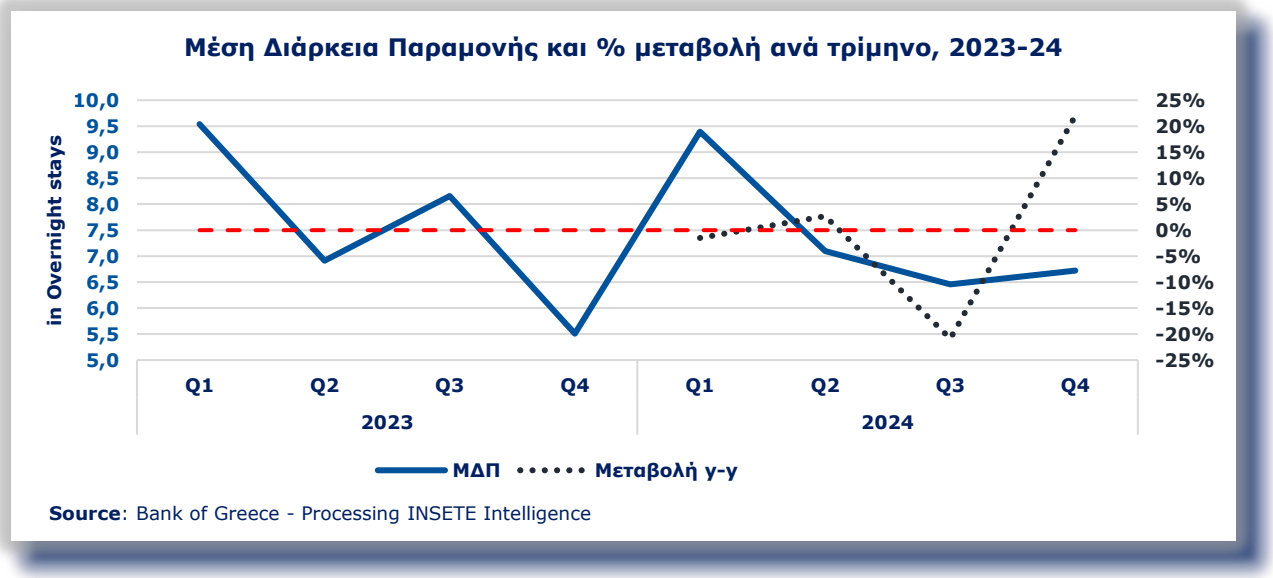
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Cyprus	76,7
% of country average	86,0%

Source: Bank of Greece - Processing INSETE Intelligence



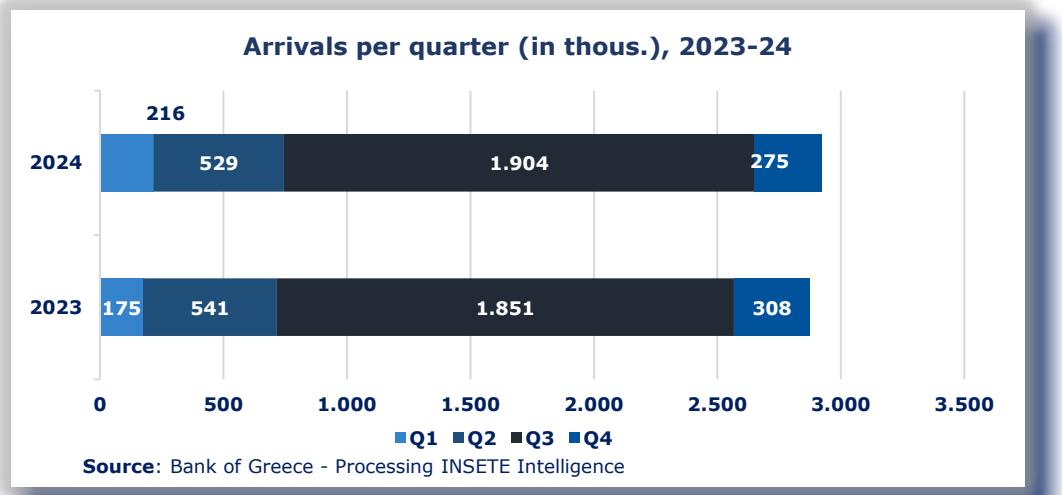
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Cyprus	7,1
% of country average	110,6%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM BULGARIA

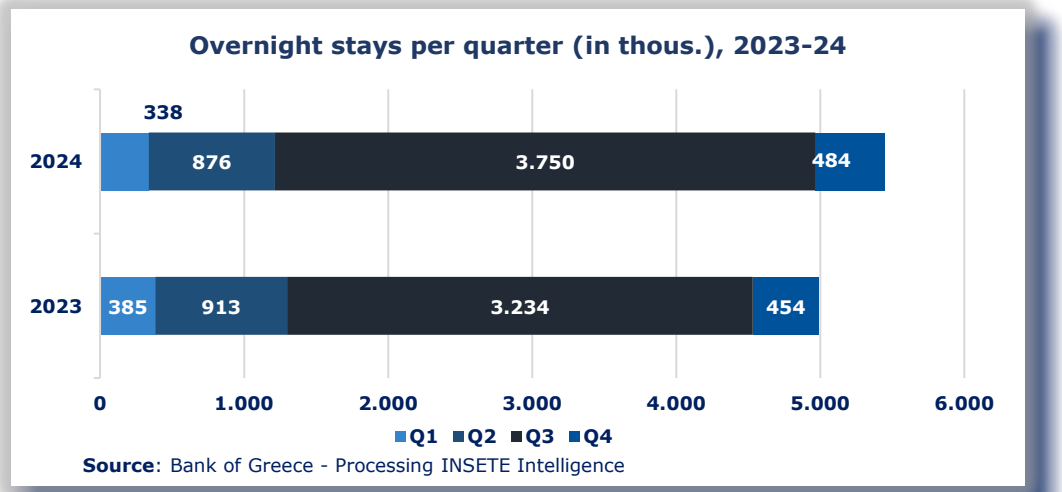
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Bulgaria	2.923.765
% of total arrivals	8,1%
Top-3 destinations 2024	Central Macedonia, Eastern Macedonia-Thrace, Western Macedonia

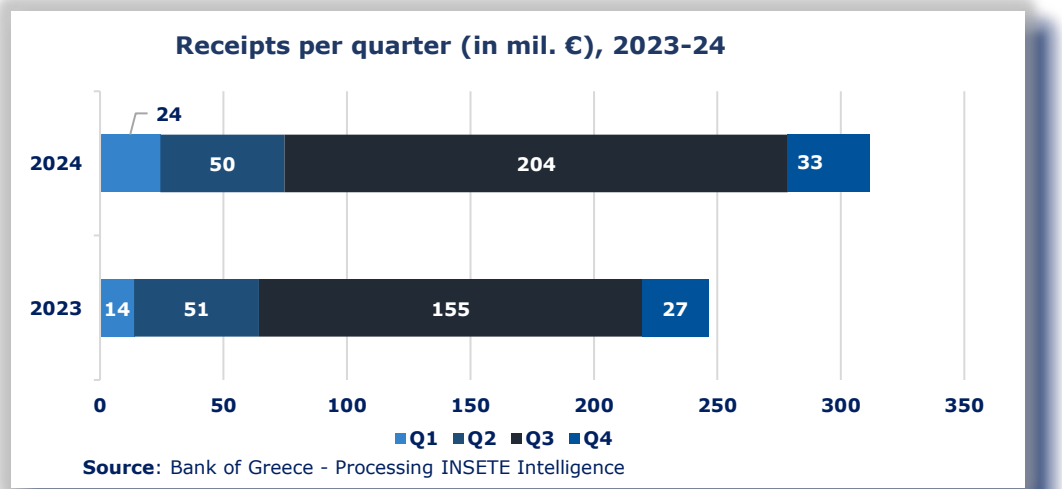
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Bulgaria	5.447.637
% of total overnight stays	2,4%

Source: Bank of Greece - Processing INSETE Intelligence



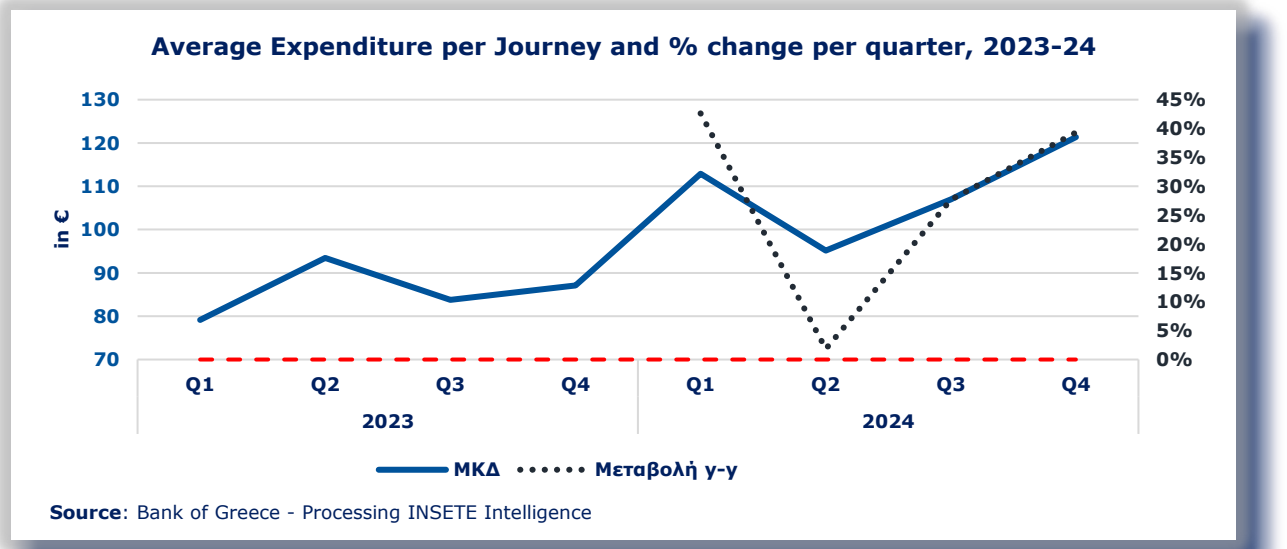
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Bulgaria	311.795.117
% of total receipts	1,5%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM BULGARIA

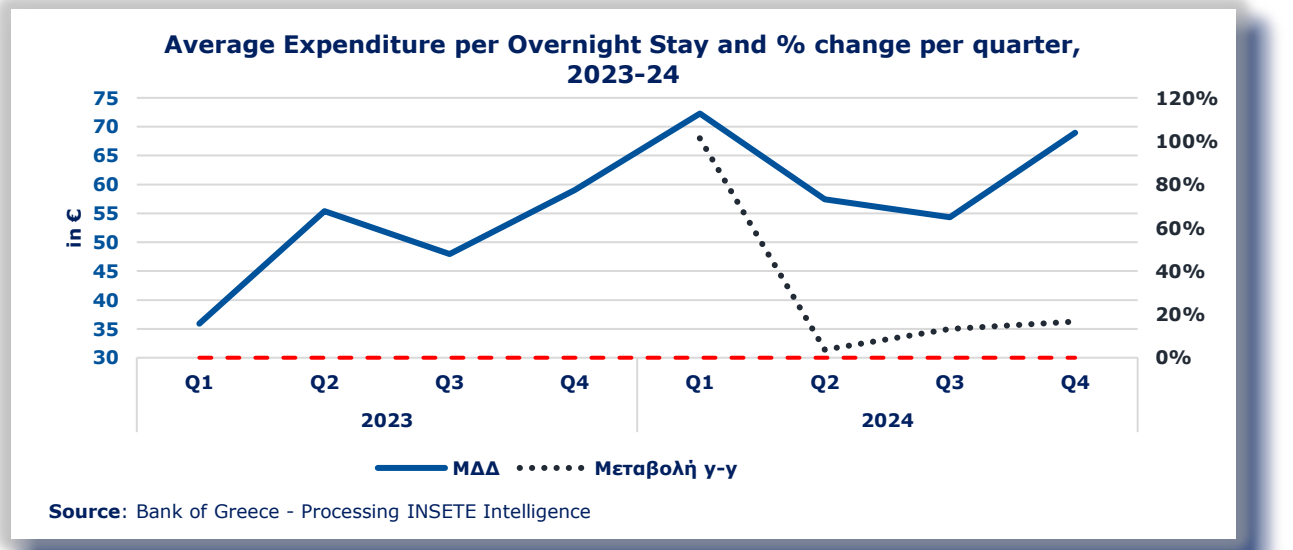
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Bulgaria	106,6
% of country average	18,6%

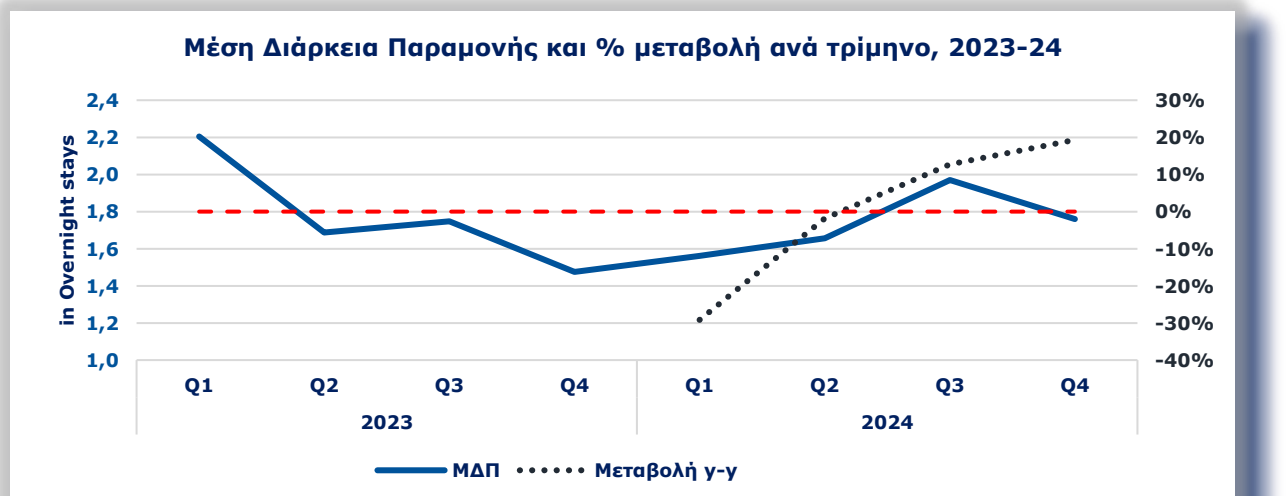
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Bulgaria	57,2
% of country average	64,2%

Source: Bank of Greece - Processing INSETE Intelligence



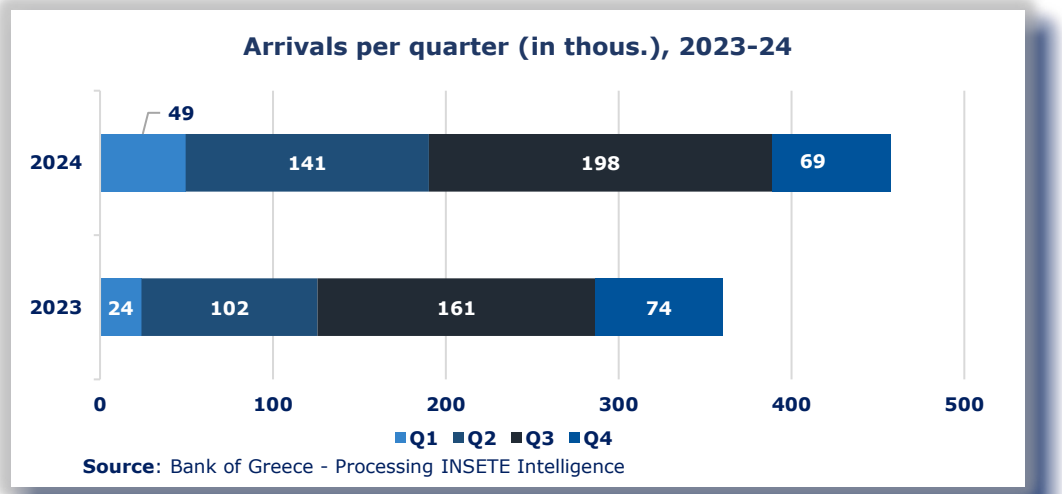
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Bulgaria	1,9
% of country average	29,0%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM SPAIN

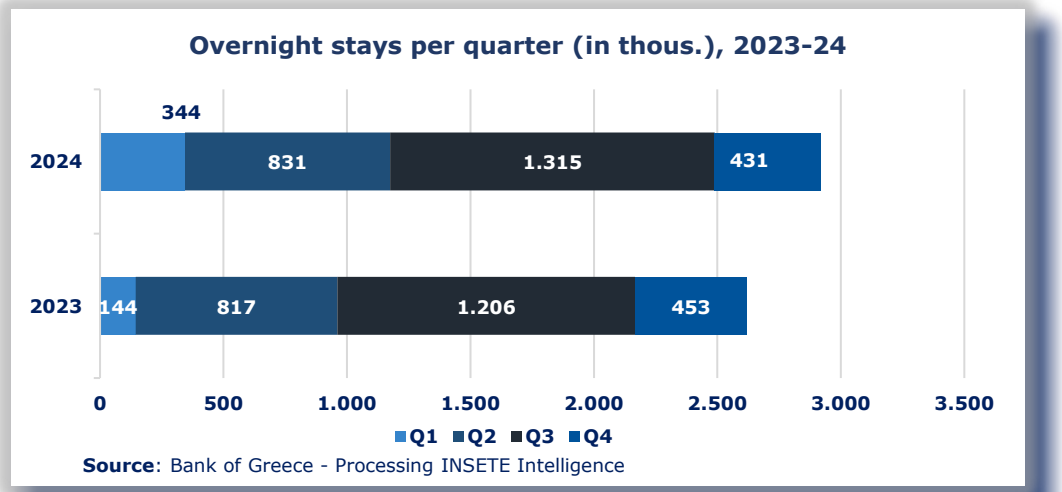
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Spain	457.548
% of total arrivals	1,3%
Top-3 destinations 2024	-

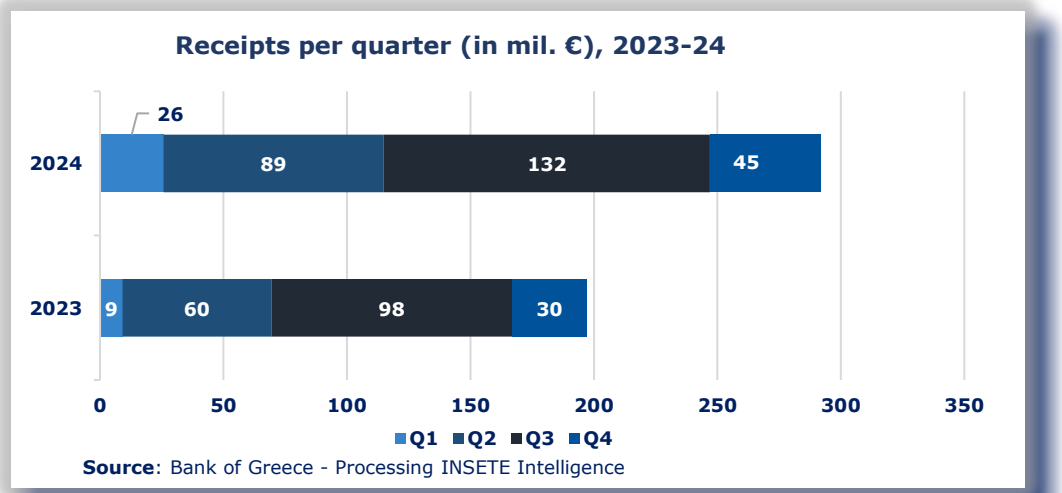
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Spain	2.919.981
% of total overnight stays	1,3%

Source: Bank of Greece - Processing INSETE Intelligence



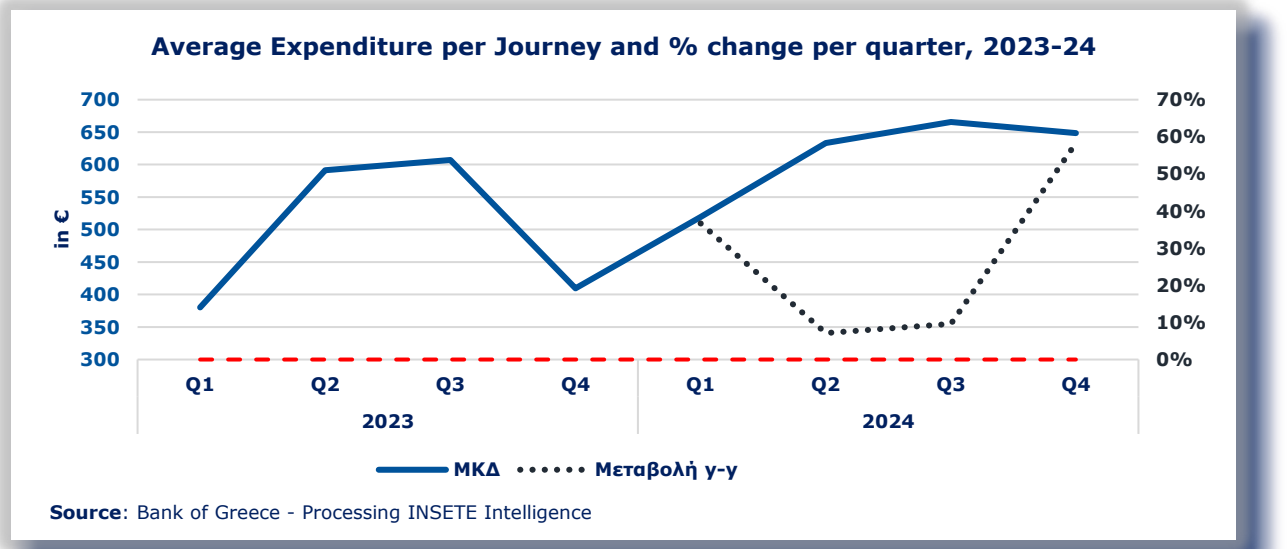
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Spain	291.623.643
% of total receipts	1,4%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM SPAIN

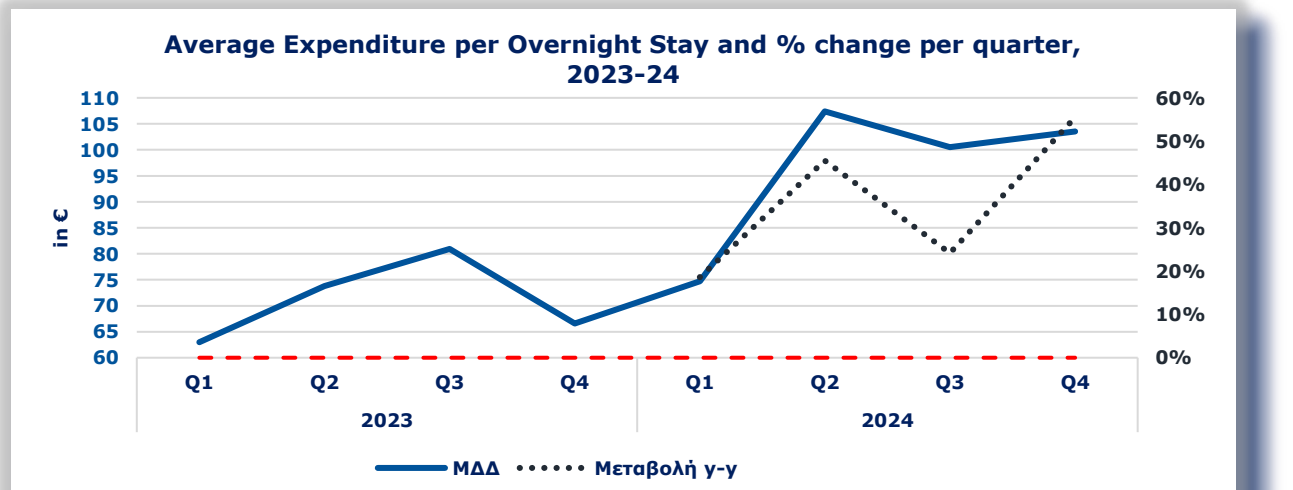
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Spain	637,4
% of country average	111,3%

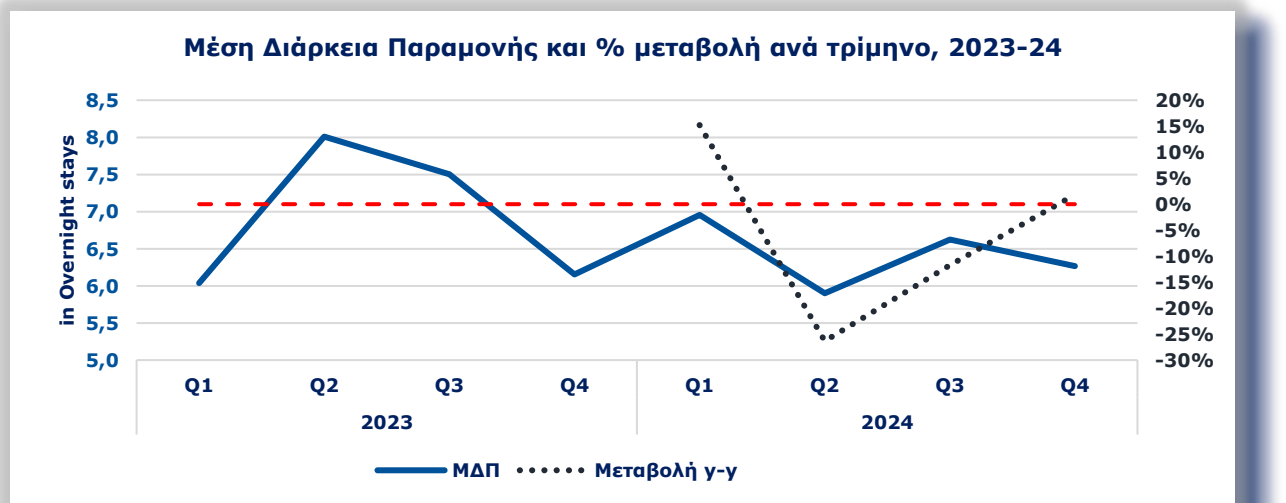
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Spain	99,9
% of country average	112,1%

Source: Bank of Greece - Processing INSETE Intelligence



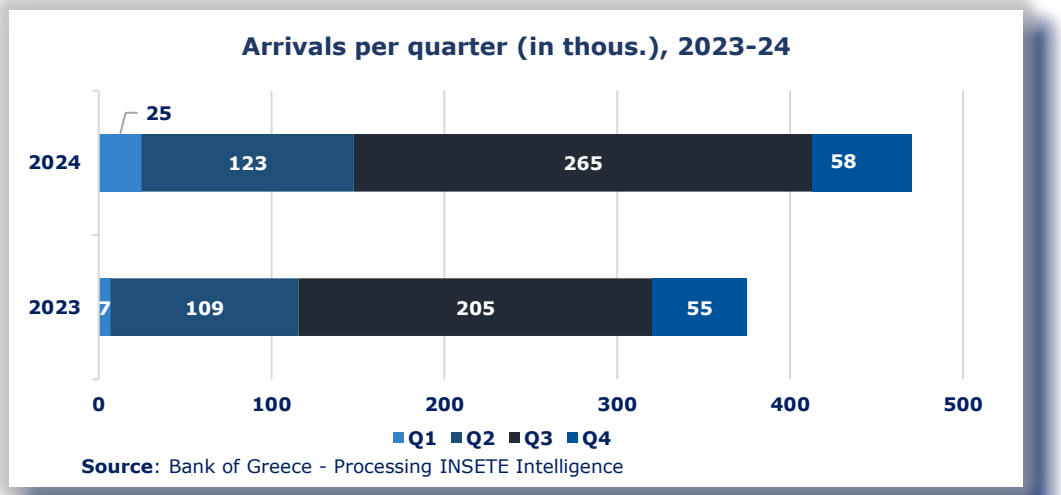
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Spain	6,4
% of country average	99,3%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM SWEDEN

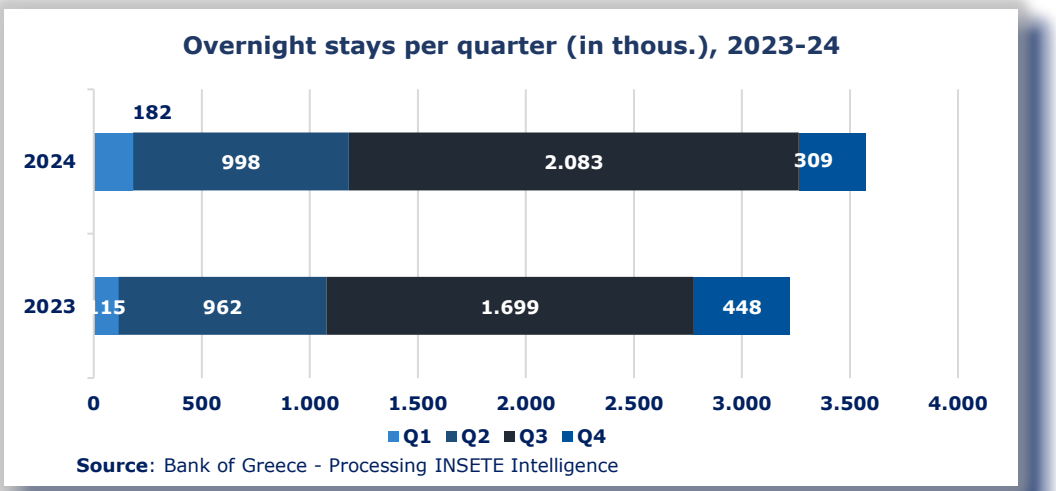
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Sweden	470.493
% of total arrivals	1,3%
Top-3 destinations 2024	-

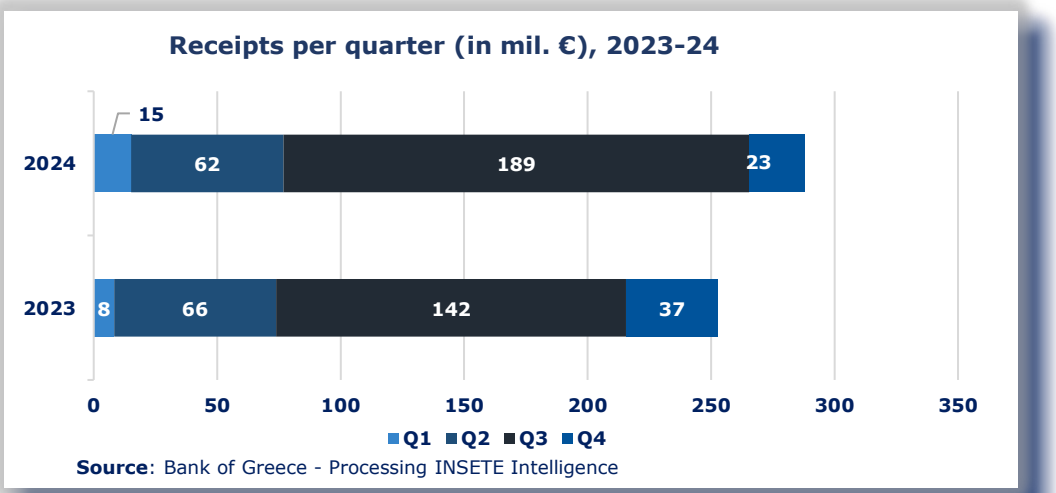
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Sweden	3.571.631
% of total overnight stays	1,5%

Source: Bank of Greece - Processing INSETE Intelligence



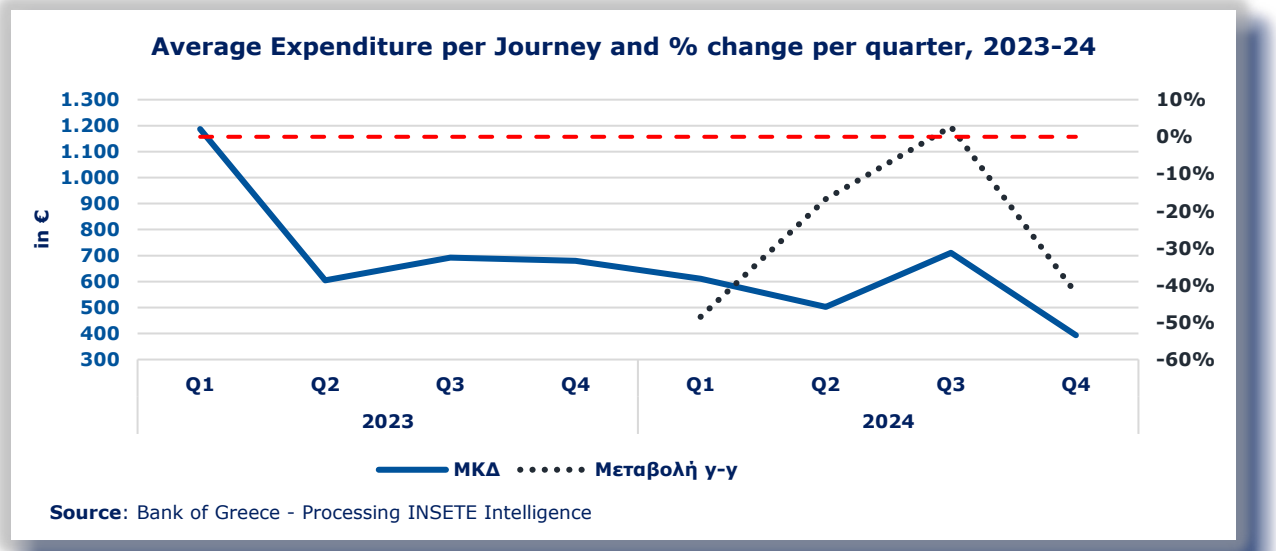
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Sweden	288.064.382
% of total receipts	1,4%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM SWEDEN

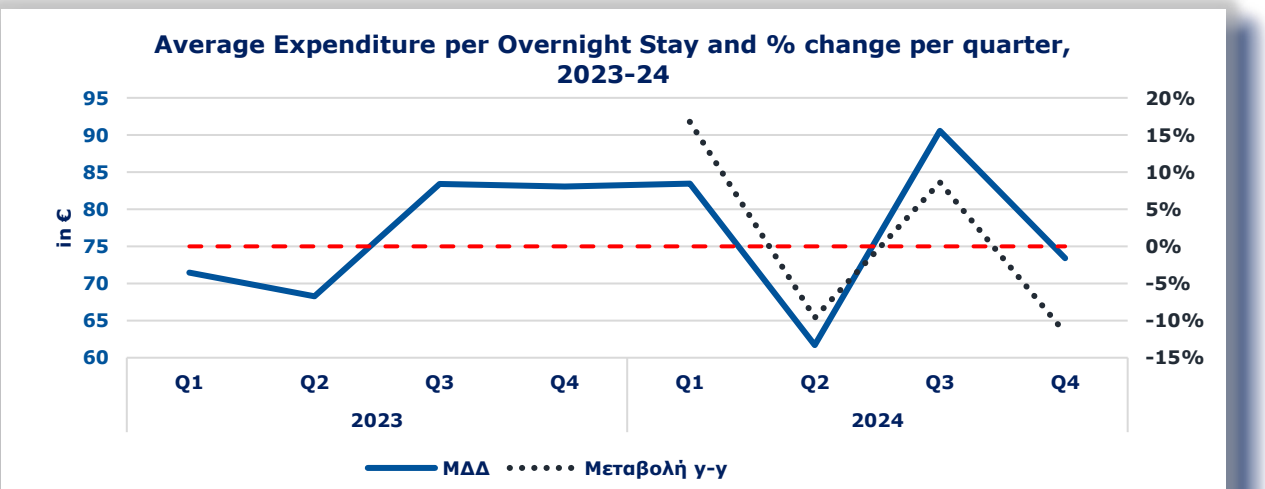
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Sweden	612,3
% of country average	106,9%

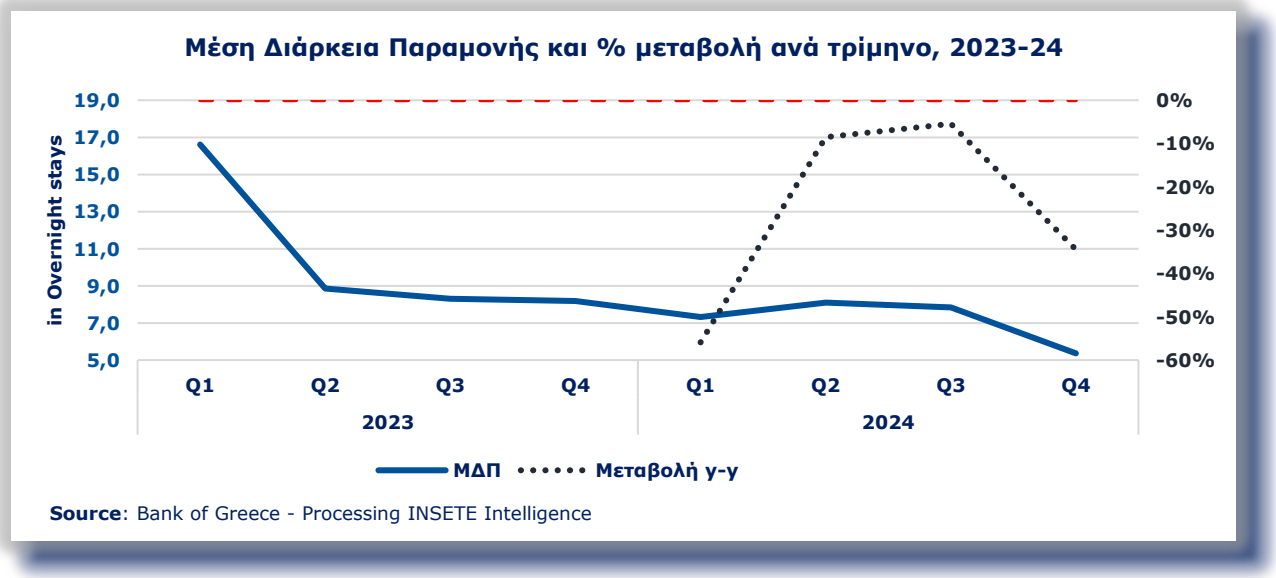
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Sweden	80,7
% of country average	90,5%

Source: Bank of Greece - Processing INSETE Intelligence



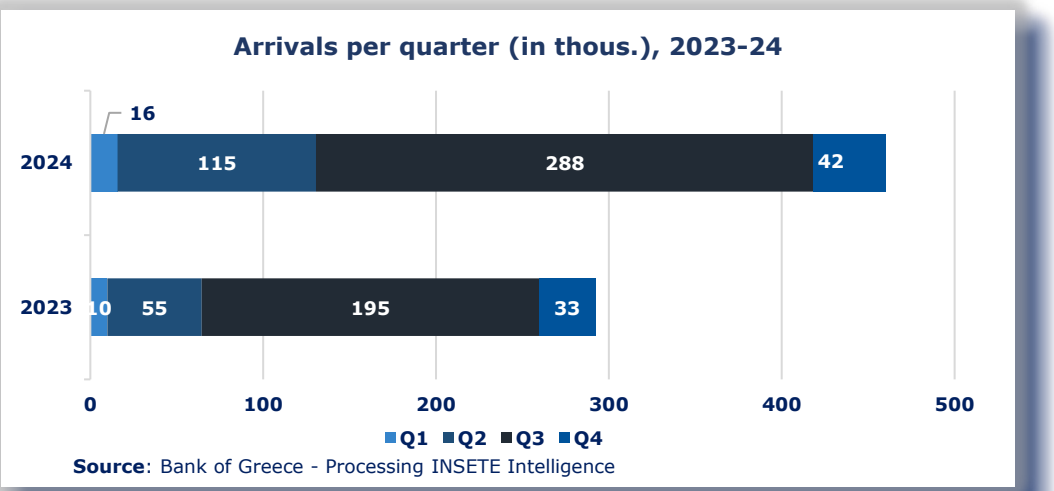
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Sweden	7,6
% of country average	118,1%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM DENMARK

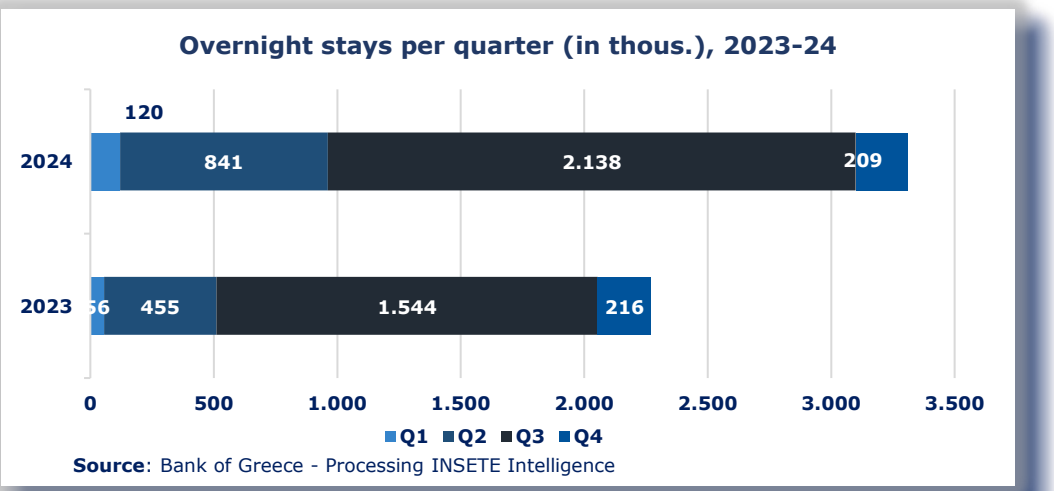
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Denmark	460.160
% of total arrivals	1,3%
Top-3 destinations 2024	-

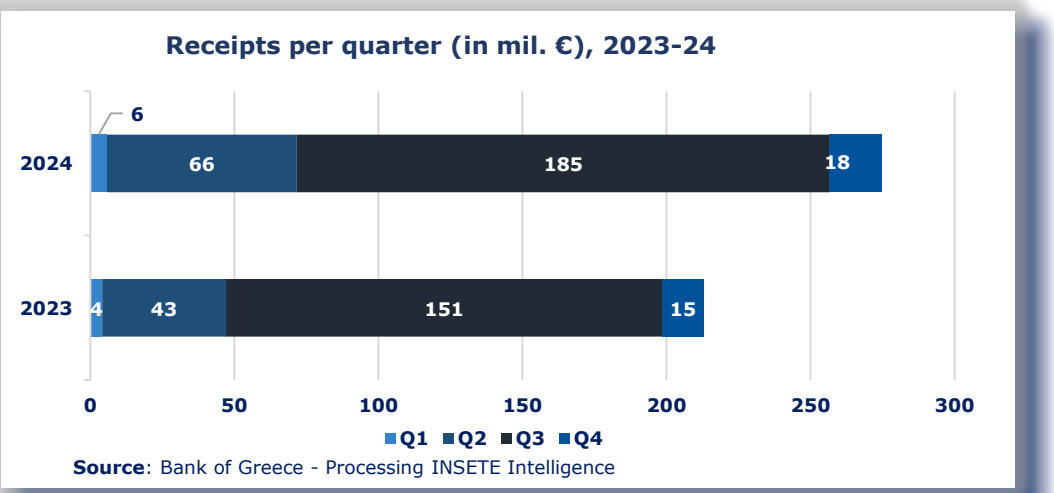
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Denmark	3.308.322
% of total overnight stays	1,4%

Source: Bank of Greece - Processing INSETE Intelligence



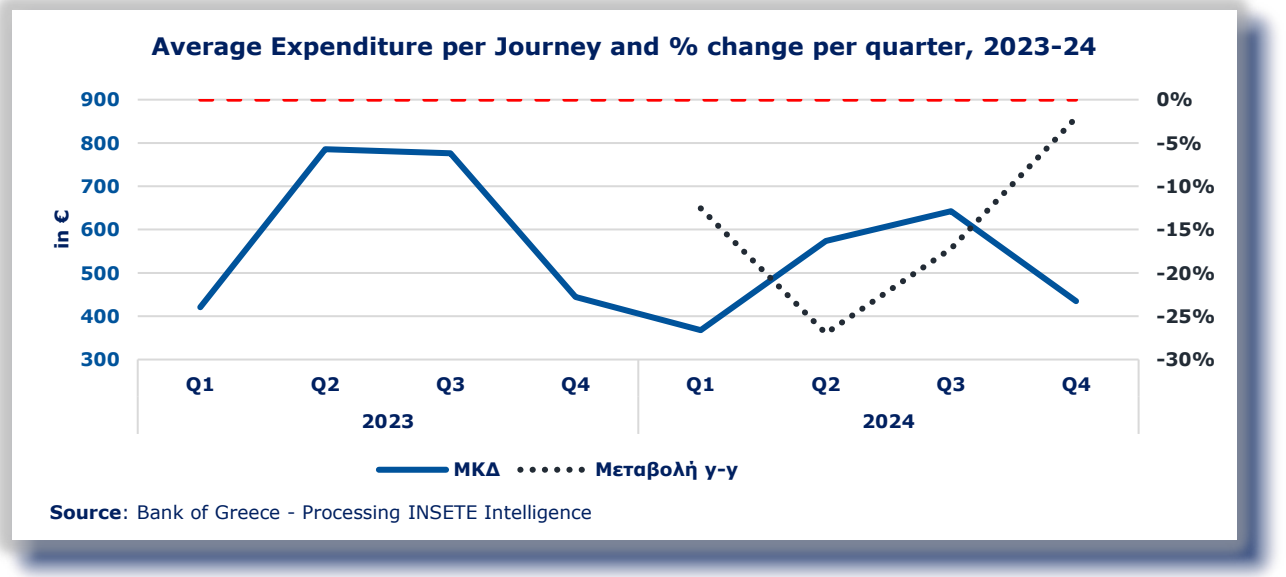
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Denmark	274.821.519
% of total receipts	1,3%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM DENMARK

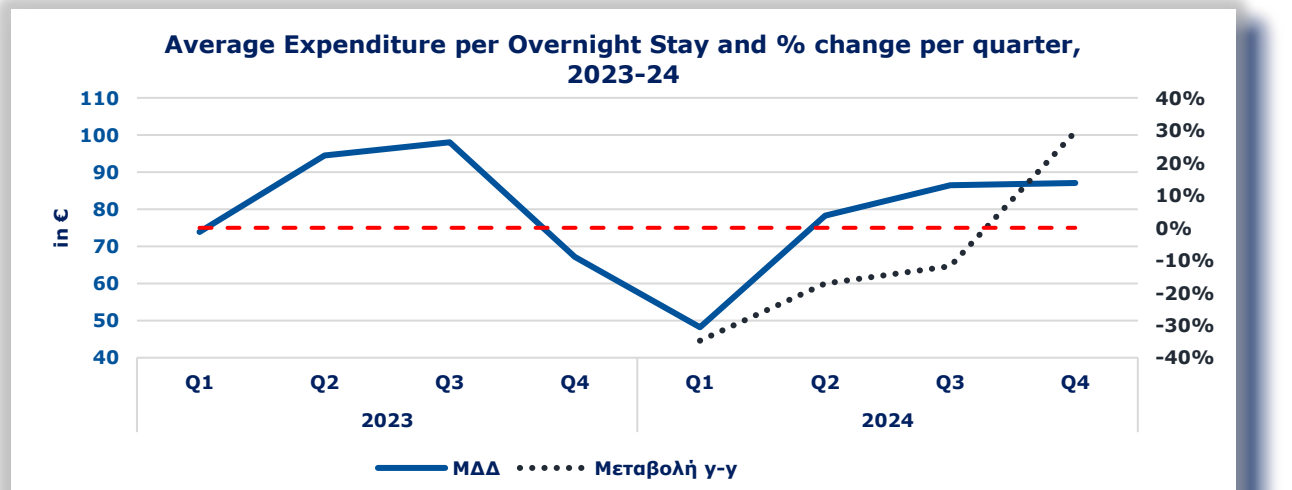
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Denmark	597,2
% of country average	104,3%

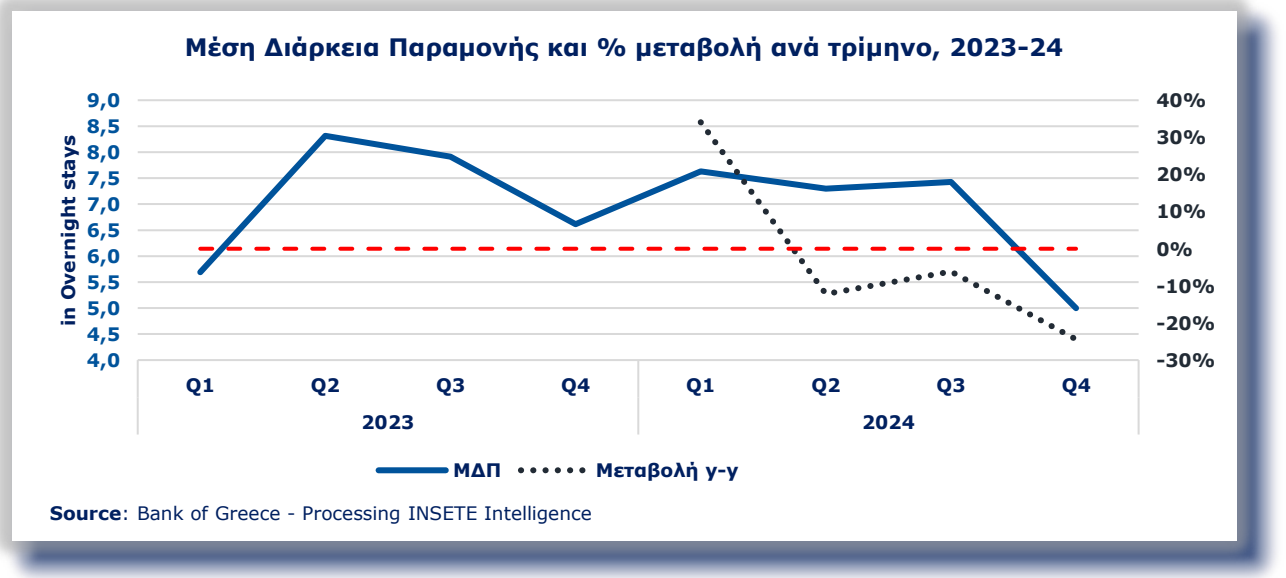
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Denmark	83,1
% of country average	93,2%

Source: Bank of Greece - Processing INSETE Intelligence



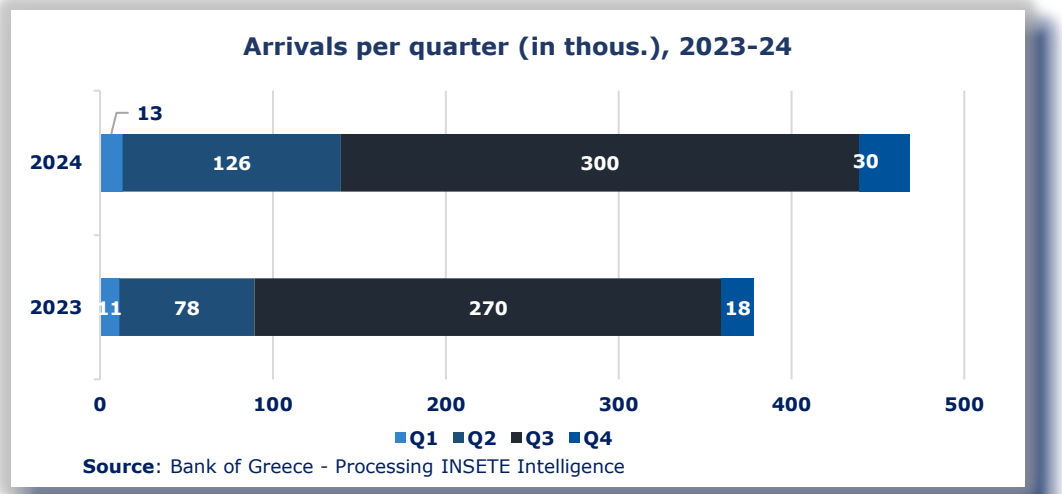
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Denmark	7,2
% of country average	111,9%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM CZECH REPUBLIC

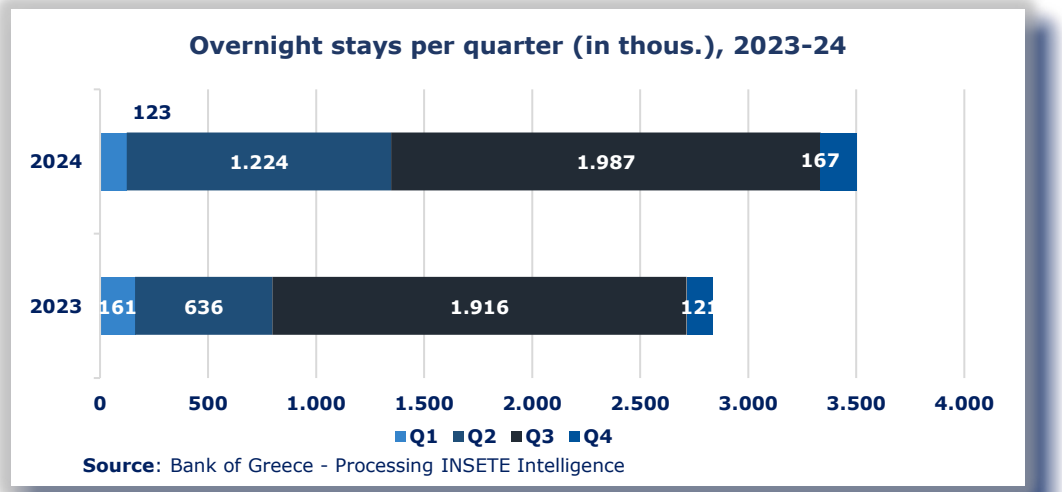
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Czech Republic	468.546
% of total arrivals	1,3%
Top-3 destinations 2024	-

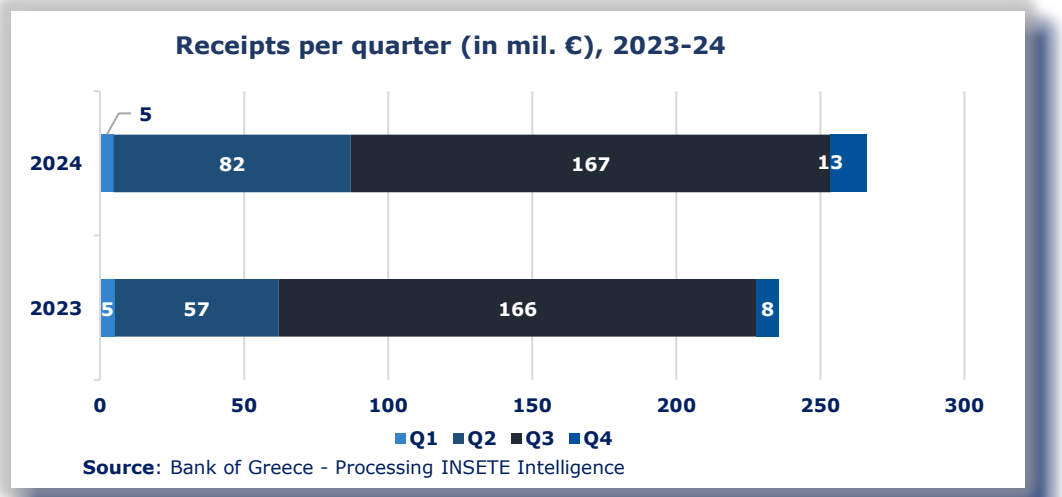
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Czech Republic	3.501.808
% of total overnight stays	1,5%

Source: Bank of Greece - Processing INSETE Intelligence



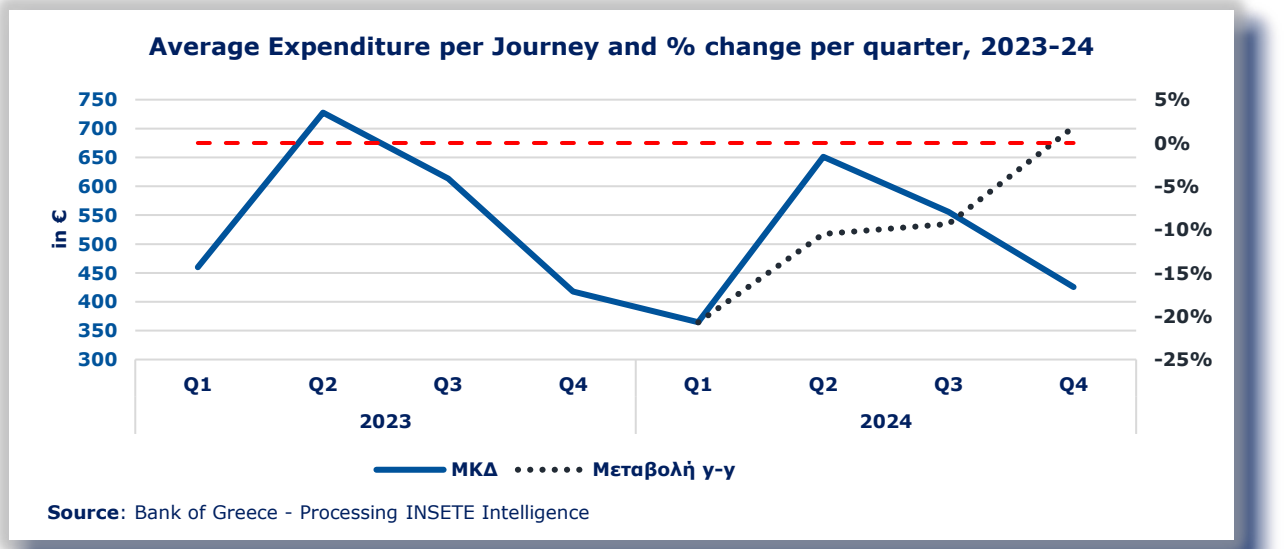
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Czech Republic	266.219.926
% of total receipts	1,3%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM CZECH REPUBLIC

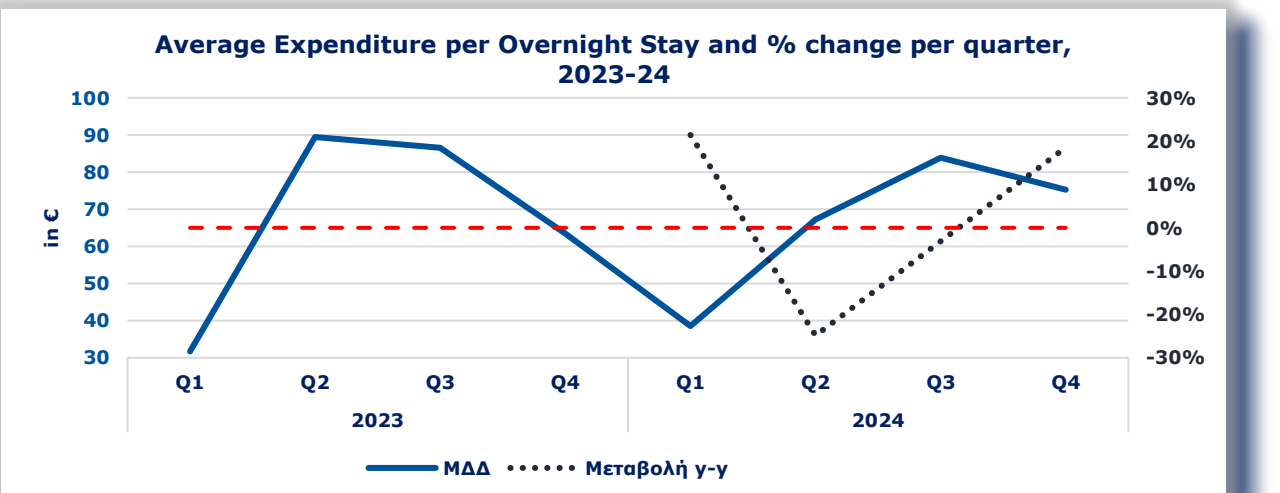
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Czech Republic	568,2
% of country average	99,2%

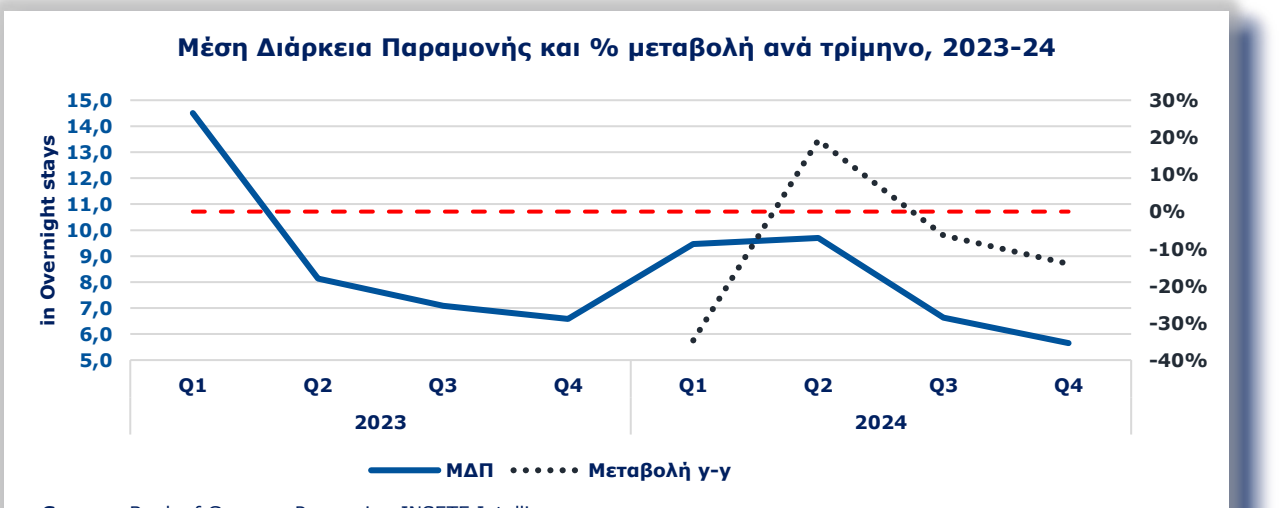
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Czech Republic	76,0
% of country average	85,3%

Source: Bank of Greece - Processing INSETE Intelligence



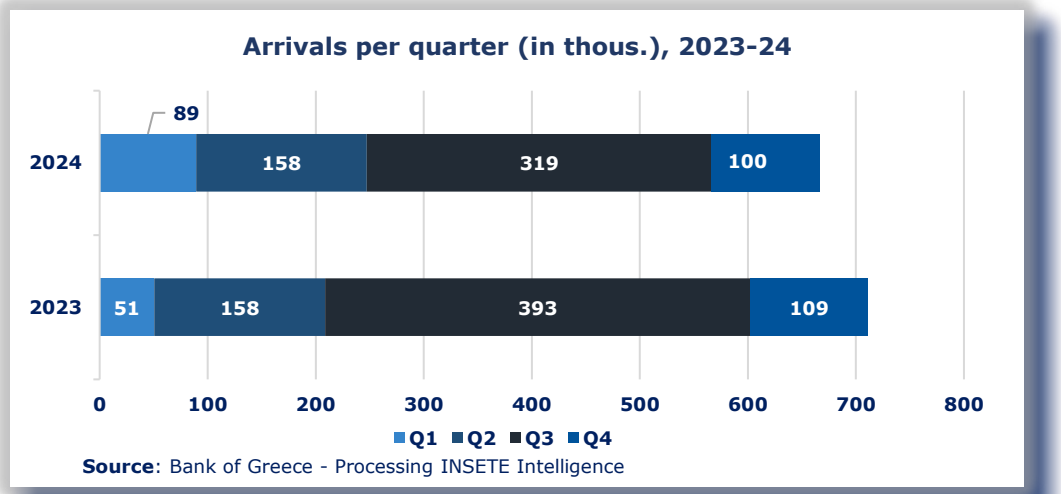
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Czech Republic	7,5
% of country average	116,3%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM SERBIA

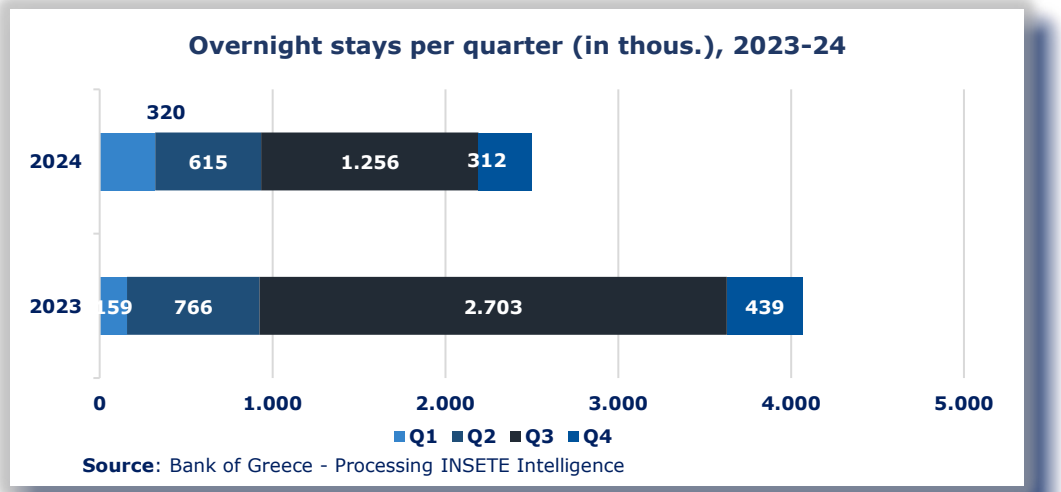
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Serbia	666.906
% of total arrivals	1,9%
Top-3 destinations 2024	Central Macedonia

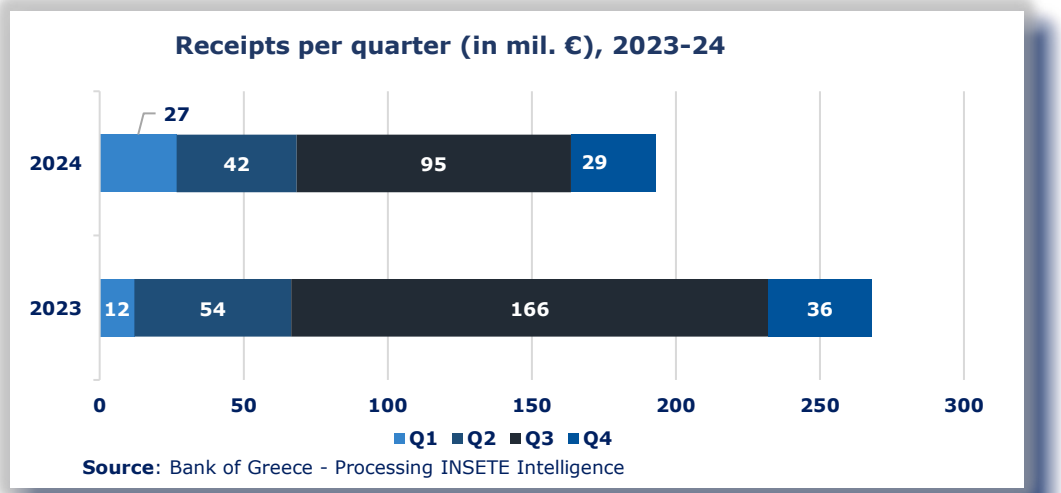
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Serbia	2.503.551
% of total overnight stays	1,1%

Source: Bank of Greece - Processing INSETE Intelligence



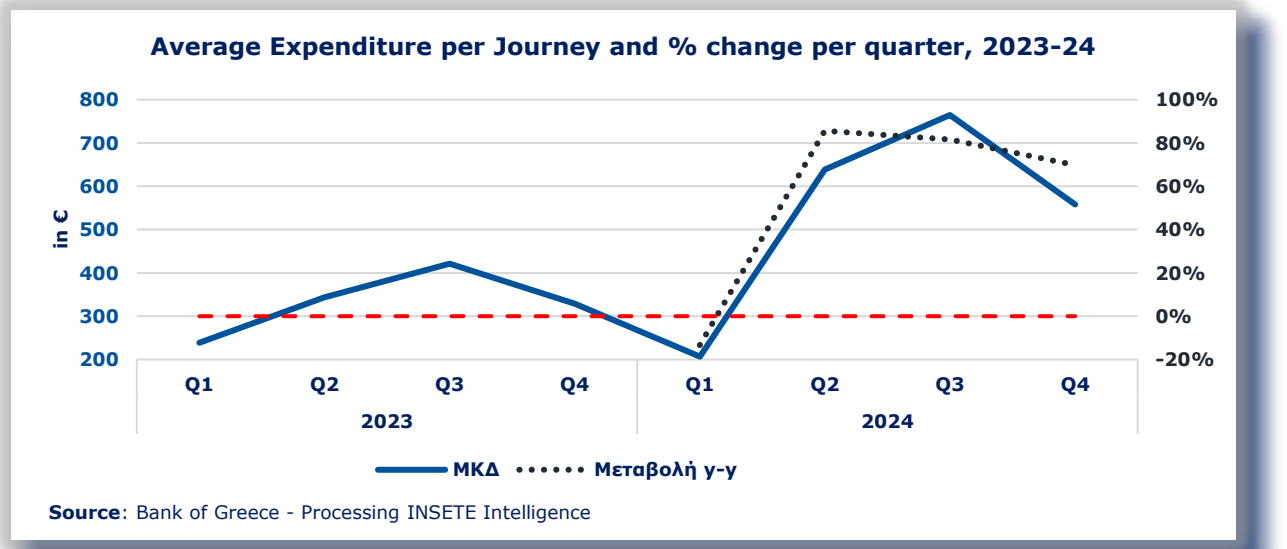
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Serbia	193.019.421
% of total receipts	0,9%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM SERBIA

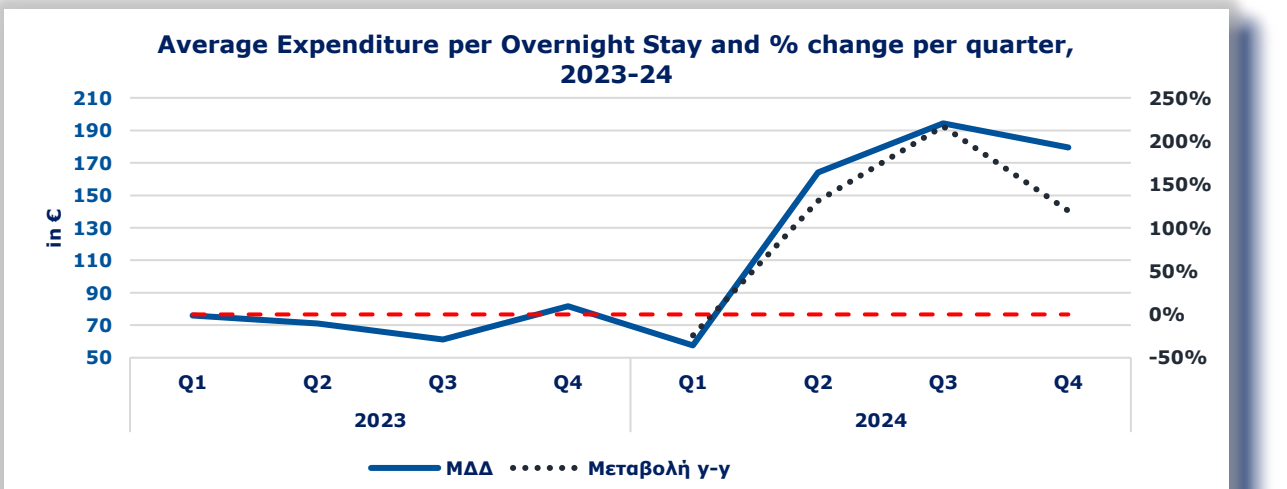
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Serbia	289,4
% of country average	50,5%

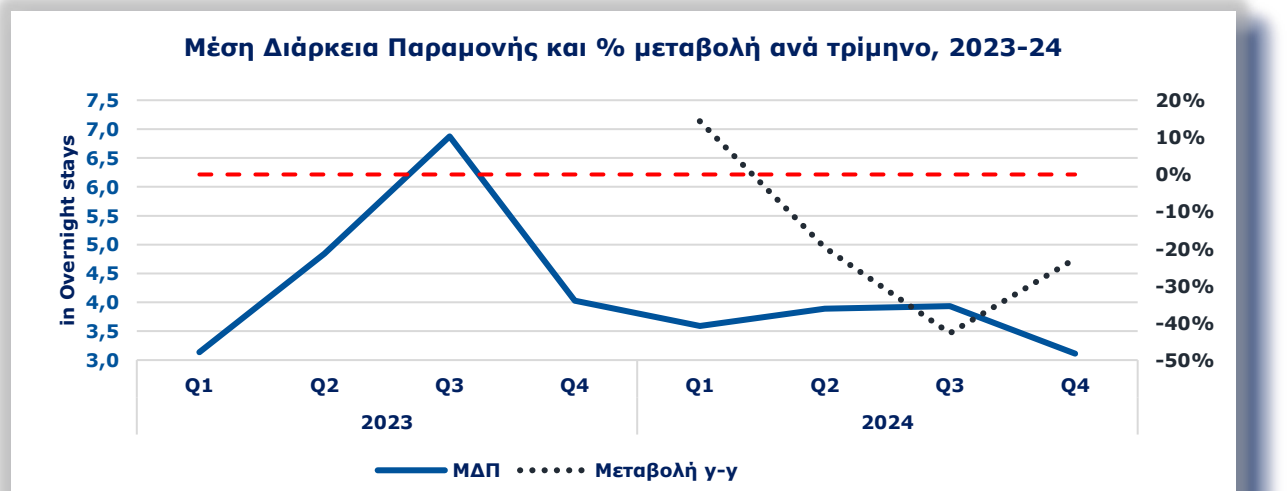
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Serbia	77,1
% of country average	86,5%

Source: Bank of Greece - Processing INSETE Intelligence



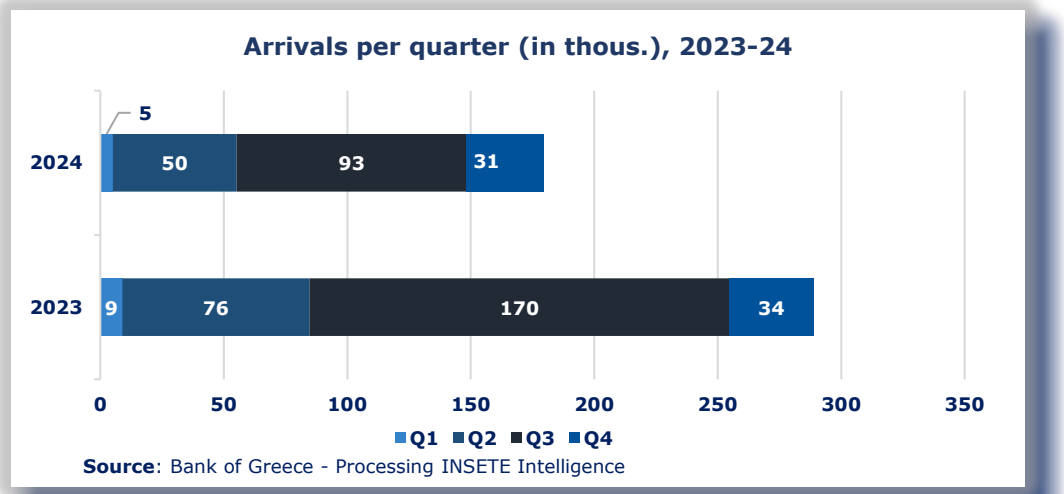
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Serbia	3,8
% of country average	58,4%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM AUSTRALIA

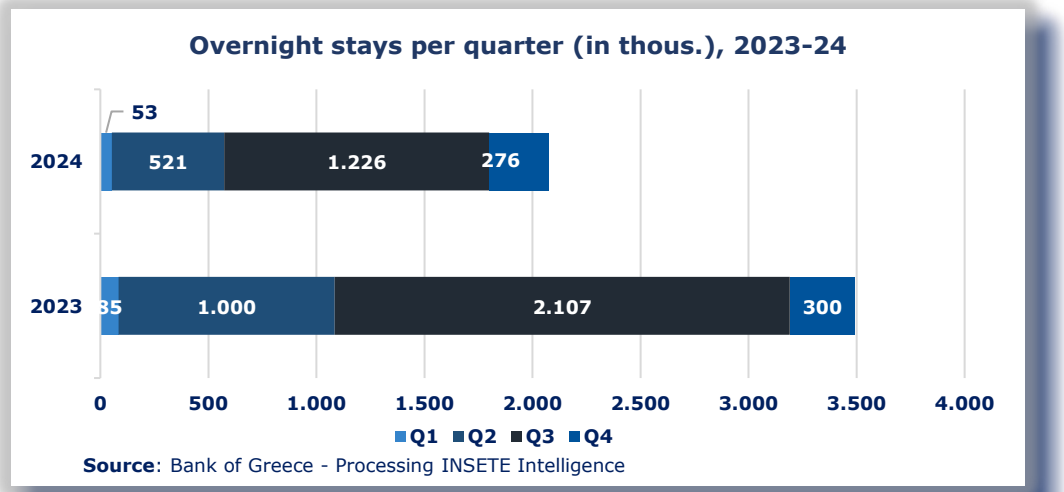
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Australia	179.618
% of total arrivals	0,5%
Top-3 destinations 2024	Attica

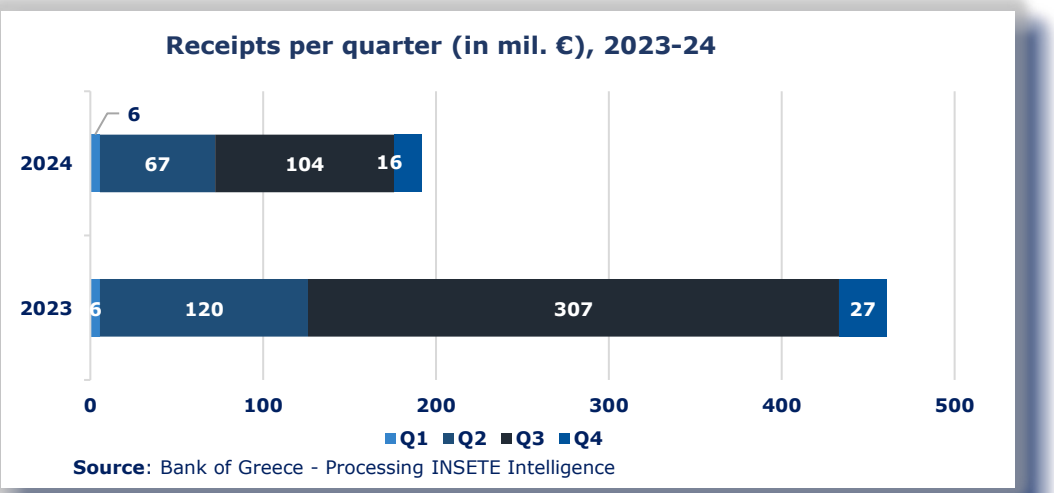
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Australia	2.076.009
% of total overnight stays	0,9%

Source: Bank of Greece - Processing INSETE Intelligence



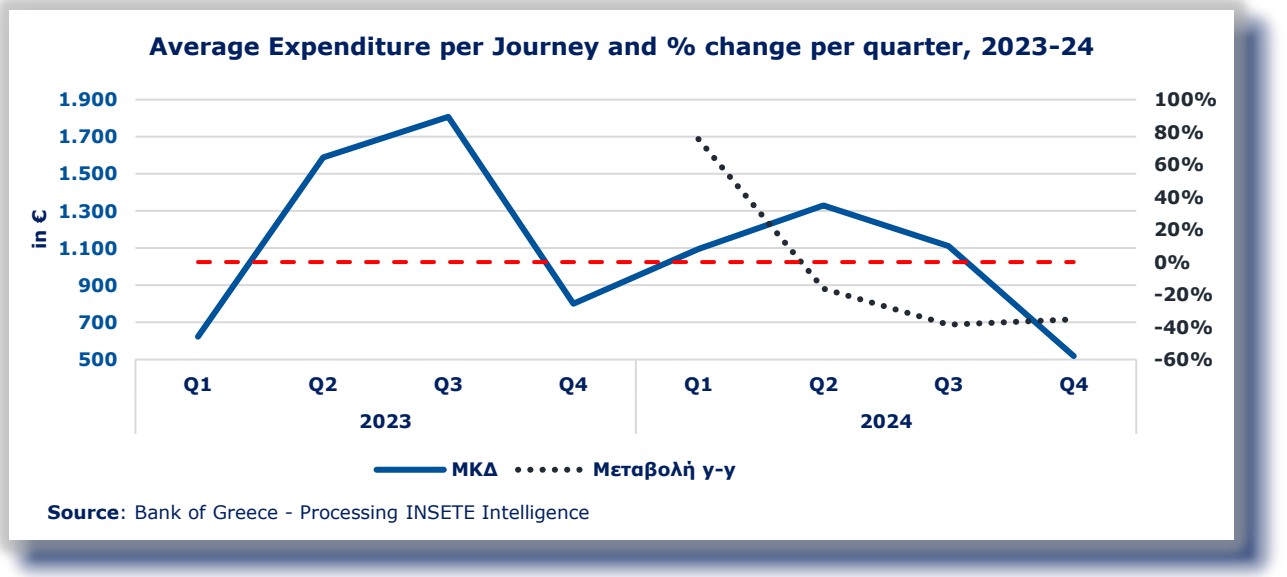
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Australia	191.902.253
% of total receipts	0,9%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM AUSTRALIA

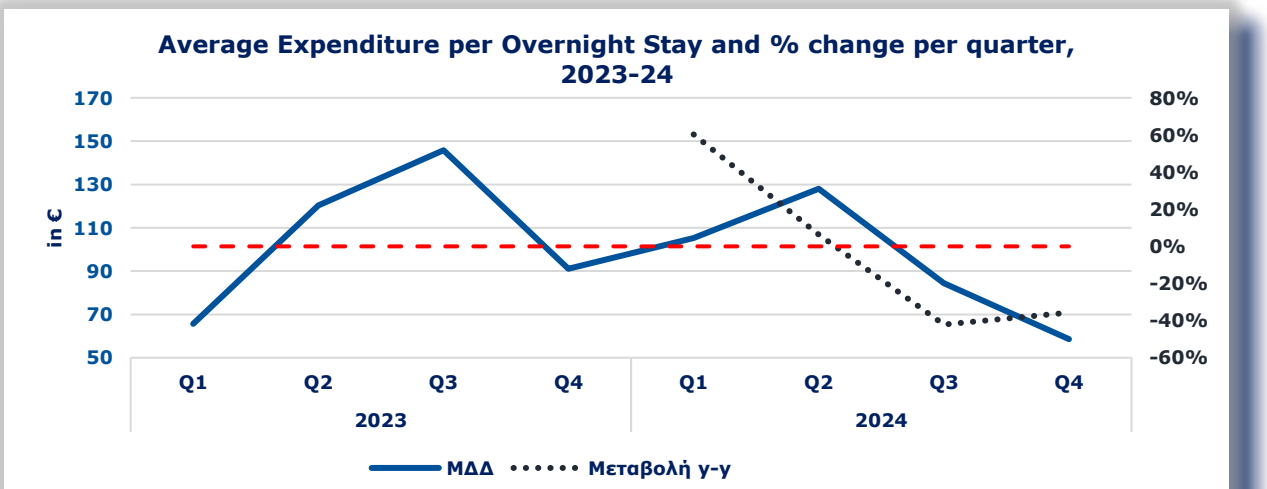
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Australia	1.068,4
% of country average	186,5%

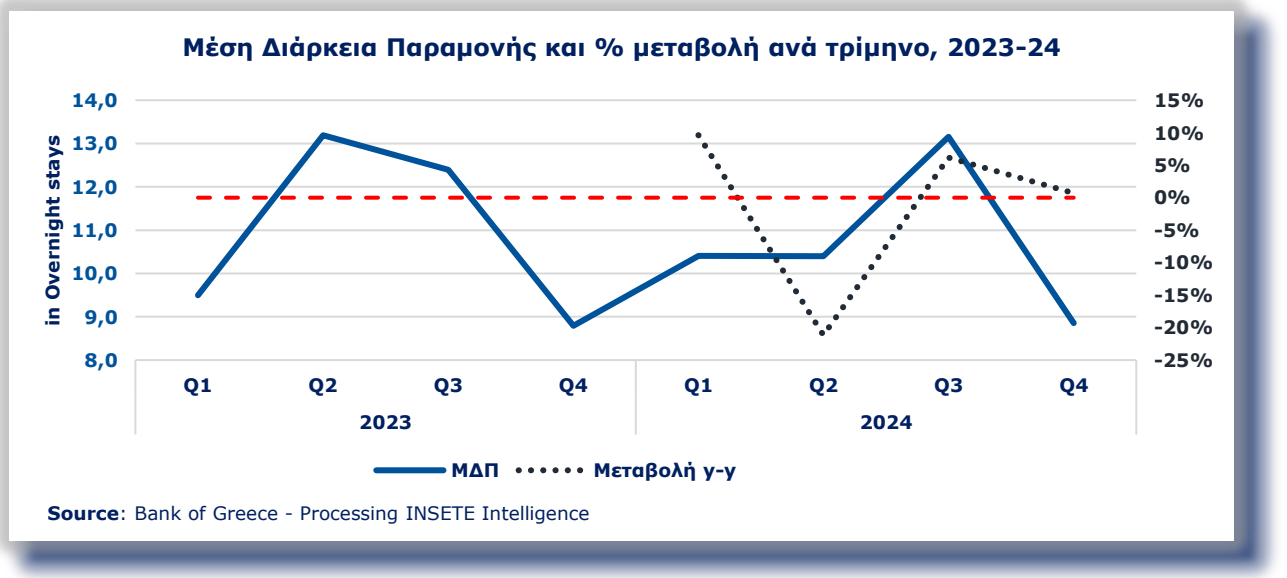
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Australia	92,4
% of country average	103,7%

Source: Bank of Greece - Processing INSETE Intelligence



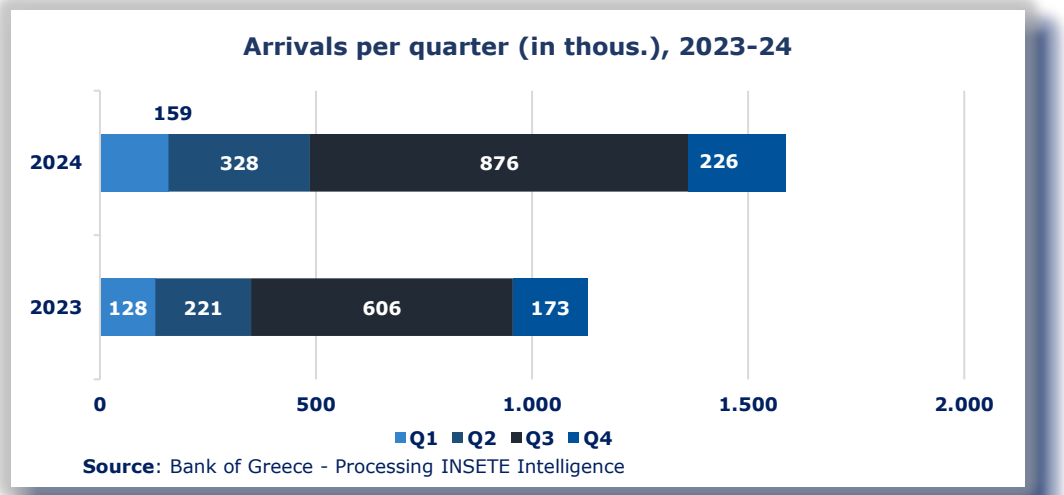
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Australia	11,6
% of country average	179,9%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM NORTH MACEDONIA

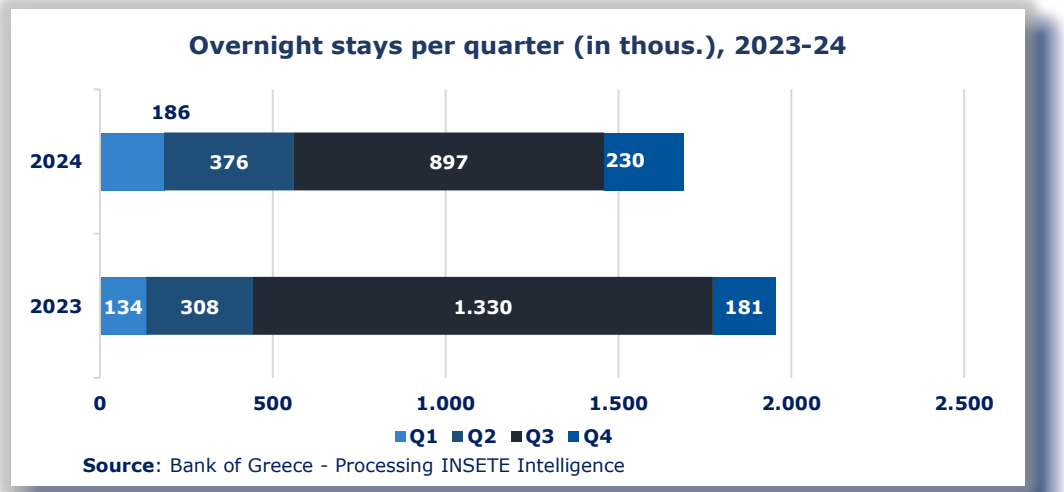
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from North Macedonia	1.588.035
% of total arrivals	4,4%
Top-3 destinations 2024	Central Macedonia

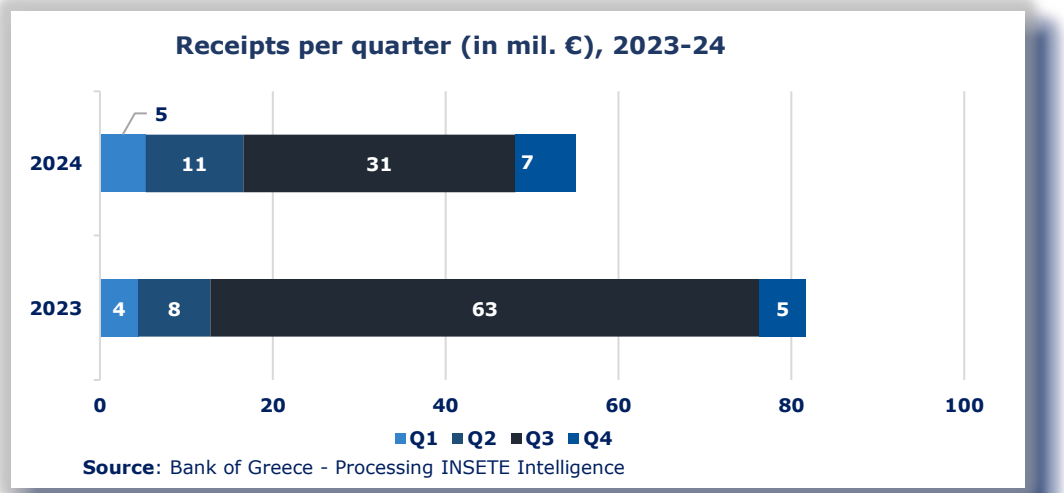
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from North Macedonia	1.688.071
% of total overnight stays	0,7%

Source: Bank of Greece - Processing INSETE Intelligence



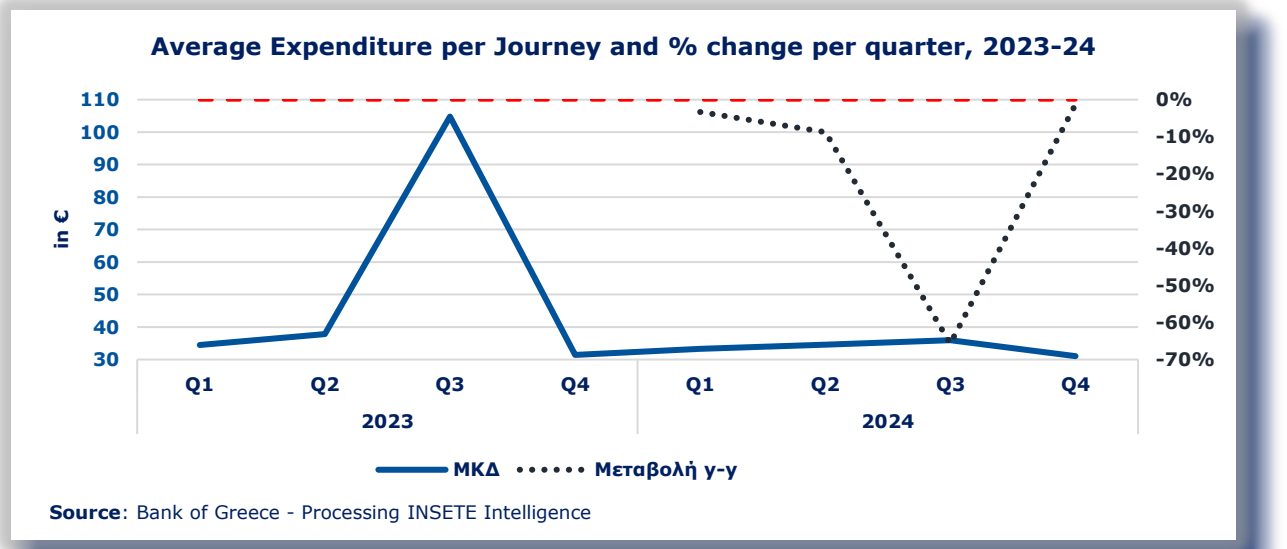
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from North Macedonia	55.079.080
% of total receipts	0,3%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM NORTH MACEDONIA

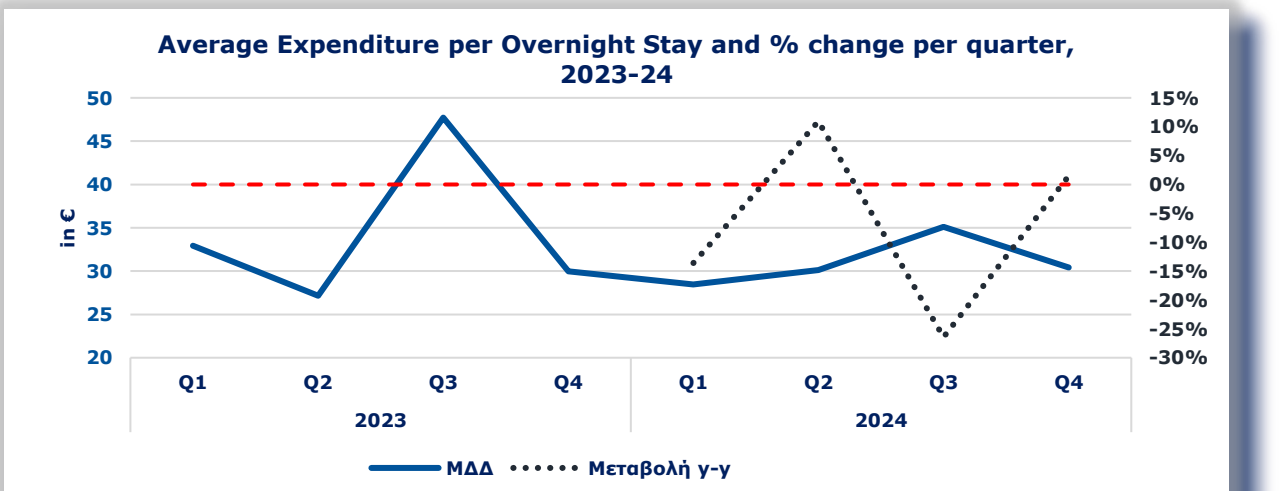
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from North Macedonia	34,7
% of country average	6,1%

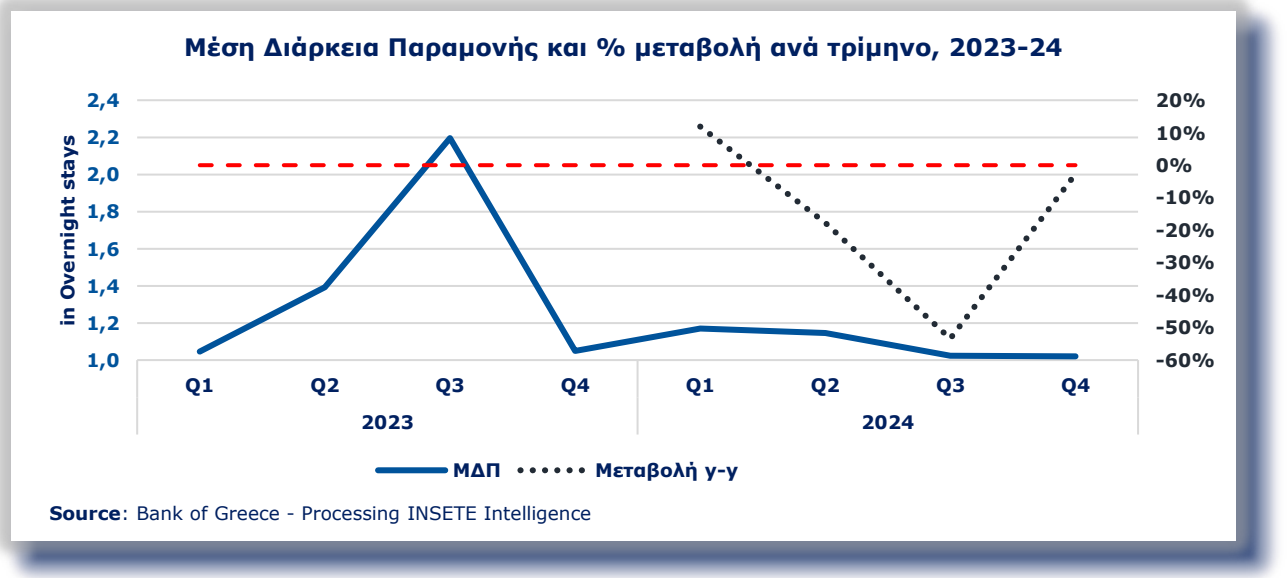
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from North Macedonia	32,6
% of country average	36,6%

Source: Bank of Greece - Processing INSETE Intelligence



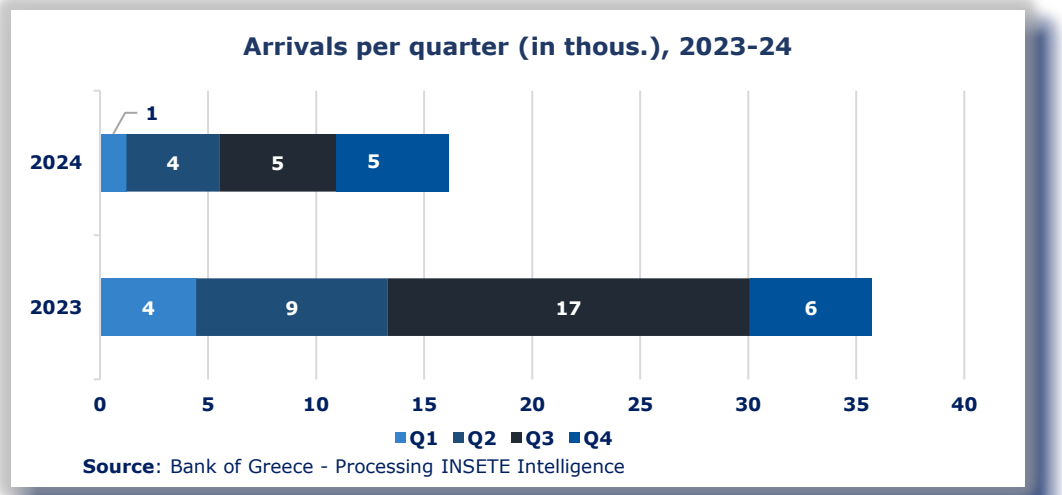
Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from North Macedonia	1,1
% of country average	16,5%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM RUSSIA

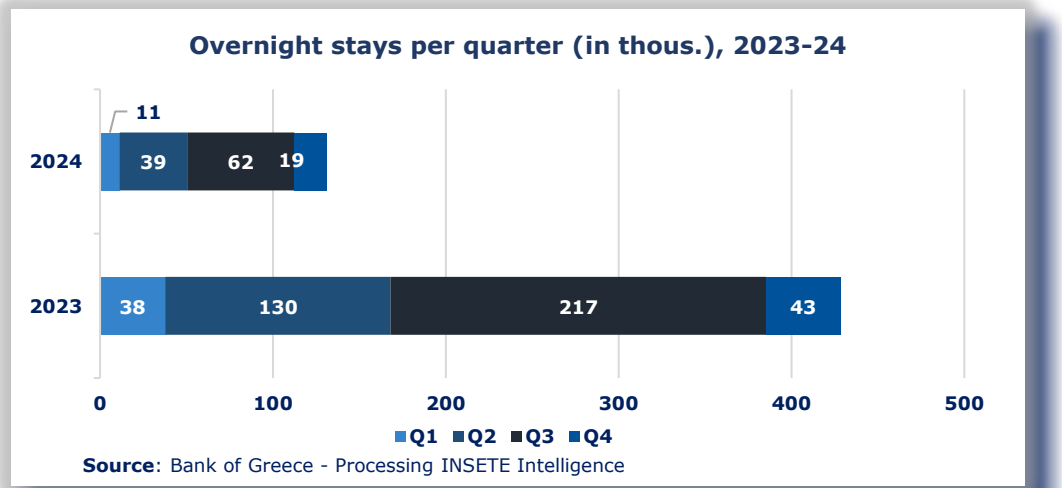
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Total Arrivals 2024	35.951.356
from Russia	16.126
% of total arrivals	0,0%
Top-3 destinations 2024	South Aegean, Crete, Central Macedonia

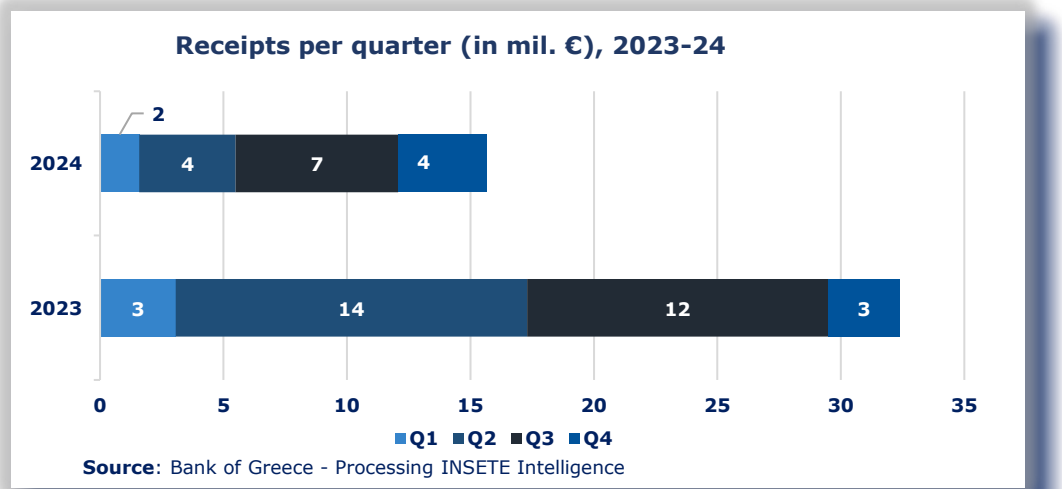
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Total Overnight Stays 2024	231.037.565
from Russia	130.986
% of total overnight stays	0,1%

Source: Bank of Greece - Processing INSETE Intelligence



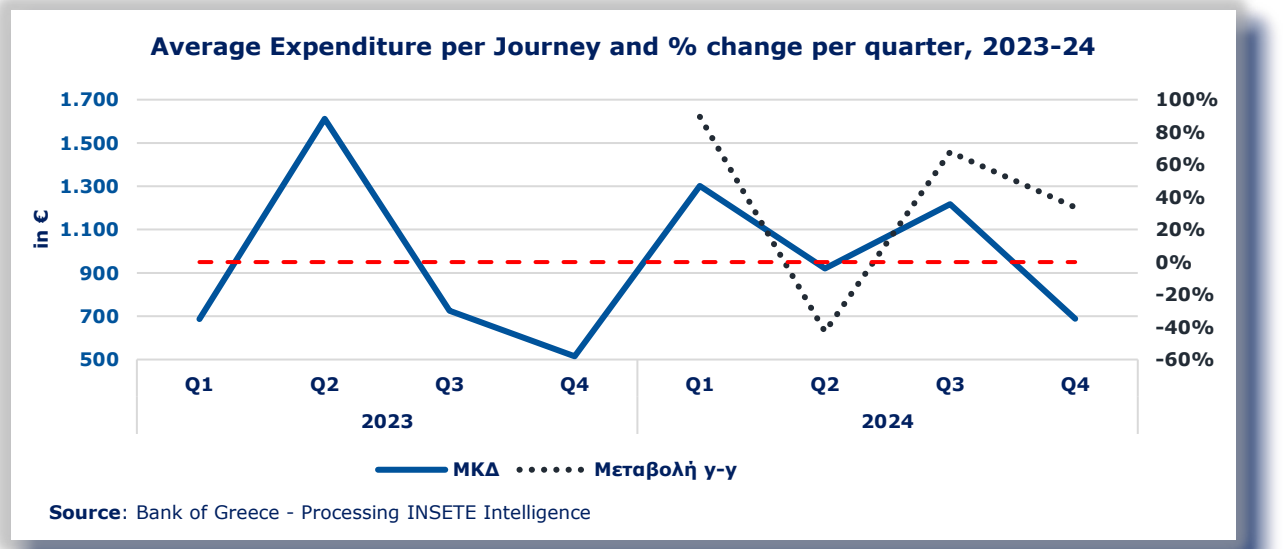
Source: Bank of Greece - Processing INSETE Intelligence

Total receipts 2024	20.591.747.557
from Russia	15.650.820
% of total receipts	0,1%

Source: Bank of Greece - Processing INSETE Intelligence

INCOMING TOURISM FROM RUSSIA

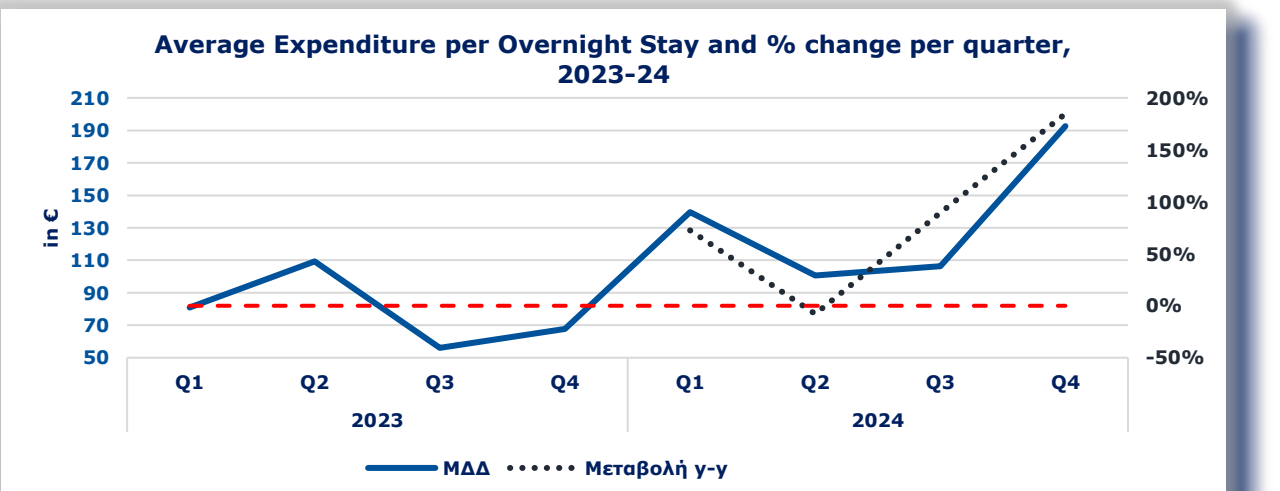
DEVELOPMENT OF TOURISM INDICATORS 2023-2024



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Journey 2024	572,8
from Russia	970,5
% of country average	169,4%

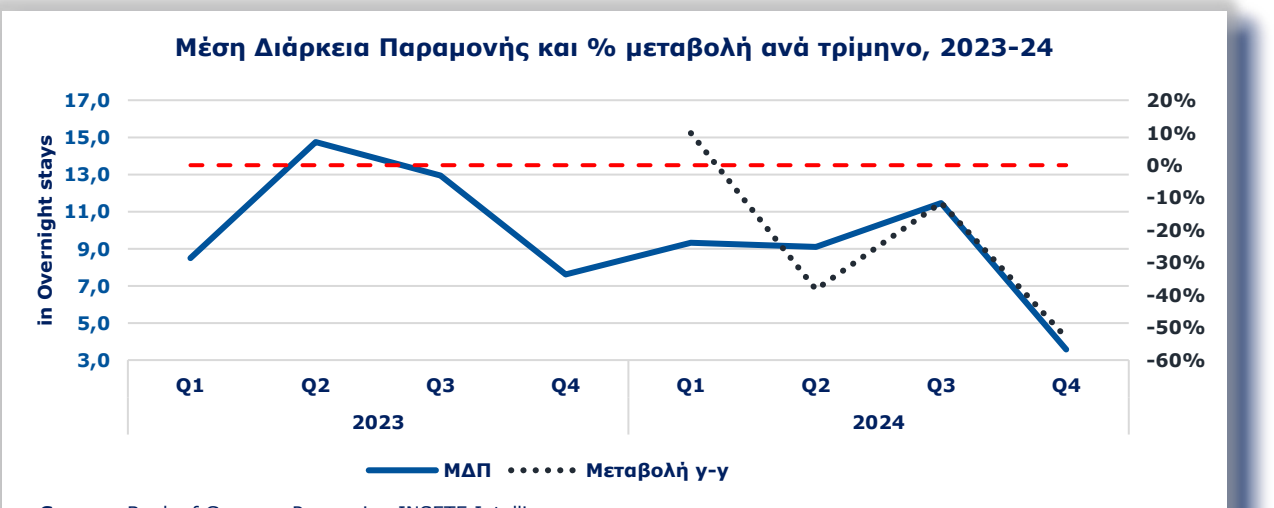
Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Expenditure per Overnight Stay 2024	89,1
from Russia	119,5
% of country average	134,1%

Source: Bank of Greece - Processing INSETE Intelligence



Source: Bank of Greece - Processing INSETE Intelligence

Average Duration of Stay 2024	6,4
from Russia	8,1
% of country average	126,4%

Source: Bank of Greece - Processing INSETE Intelligence

Πηγές

- Bank of Greece, 2023-2024,
- The contribution of tourism to the Greek economy, 2024

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
Partnership Agreement 2021-2027

PROGRAMME COMPETITIVENESS 2021 – 2027

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