

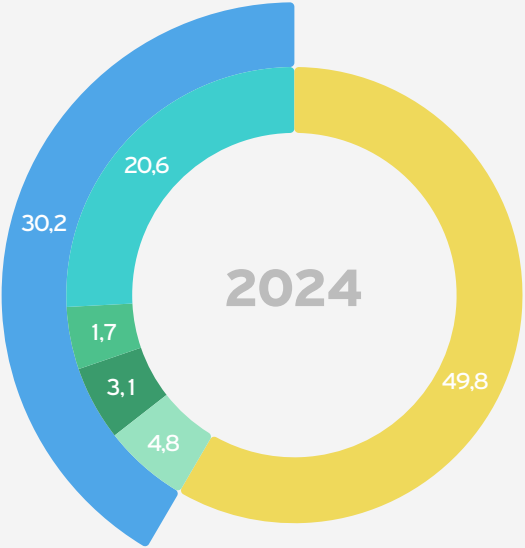
INSETE

INTELLIGENCE

Tourism's Contribution to the Greek Economy

2024-2025

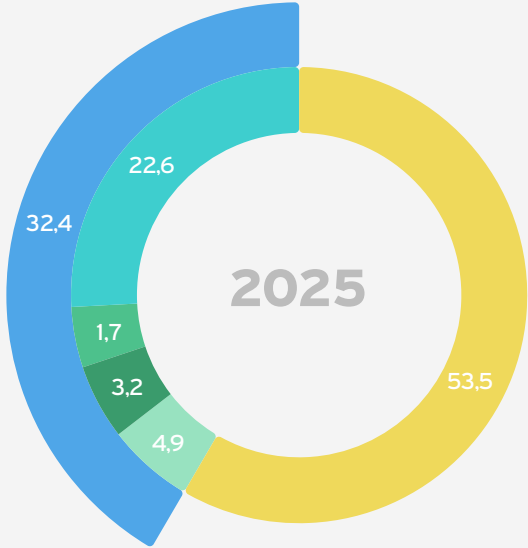
Contribution of Tourism to GDP (billion €)



80,0

33,8%

236,7



85,9

34,6%

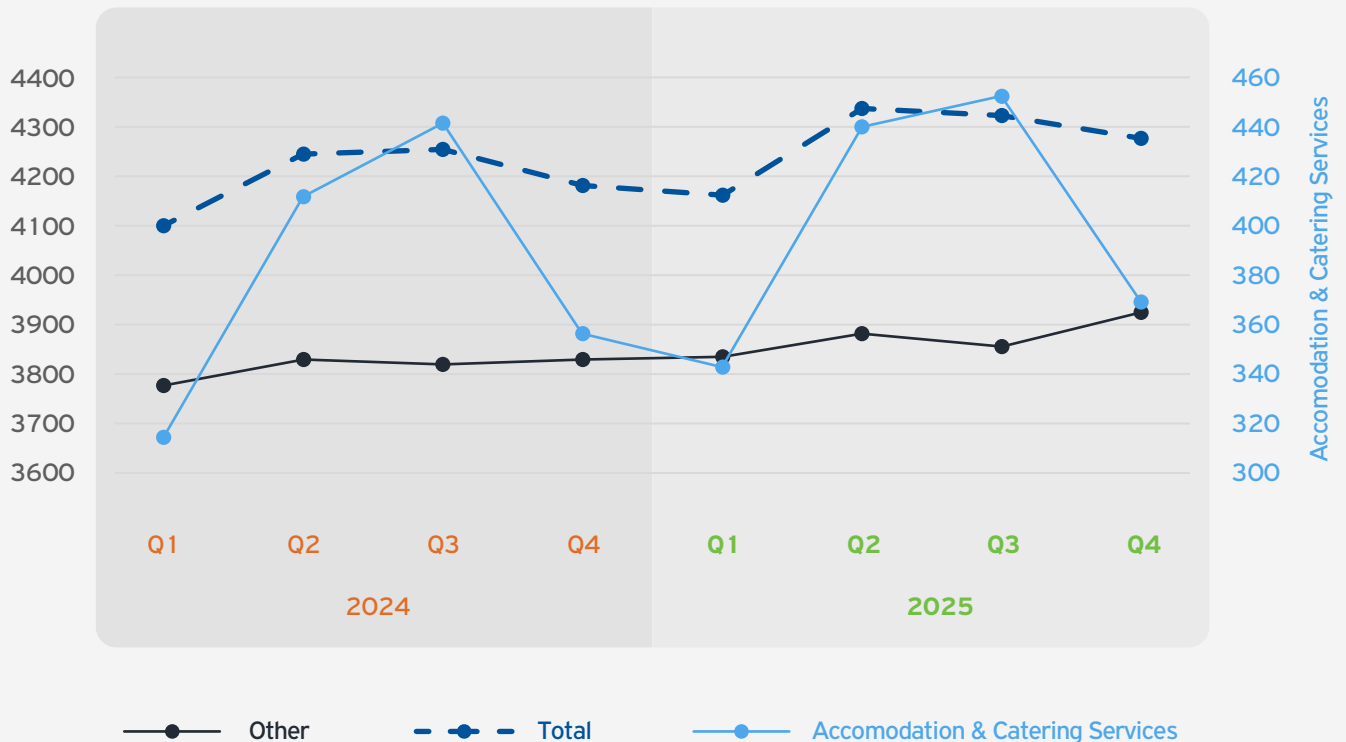
248,4

- Incoming Tourists
- Cruise
- Transport
- Domestic Spend
- Direct Impact
- Indirect & Induced Impact
- GDP
- Tourism

- Tourism's direct (€ 32.4 billion) and indirect (€ 53.5 billion) contribution to the economy accounted for 34,6% of Greece's GDP in 2025, compared with 33,8% in 2024 (€ 30.2 billion direct and € 49.8 billion indirect).
- Tourism has an important multiplier effect: for every 1.0 of tourism revenue, the country's GDP grows by 2.65.
- In 2025, direct tourism contribution to the economy increased by € +2.2 billion while nominal GDP increased by € 11.6 billion.
- Tourism is the 8th (out of 64) most interconnected sector of the economy
- Only 12.9% of receipts from incoming tourism are re-exported.

Contribution to Employment

Employment 2024-2025 (thousands)



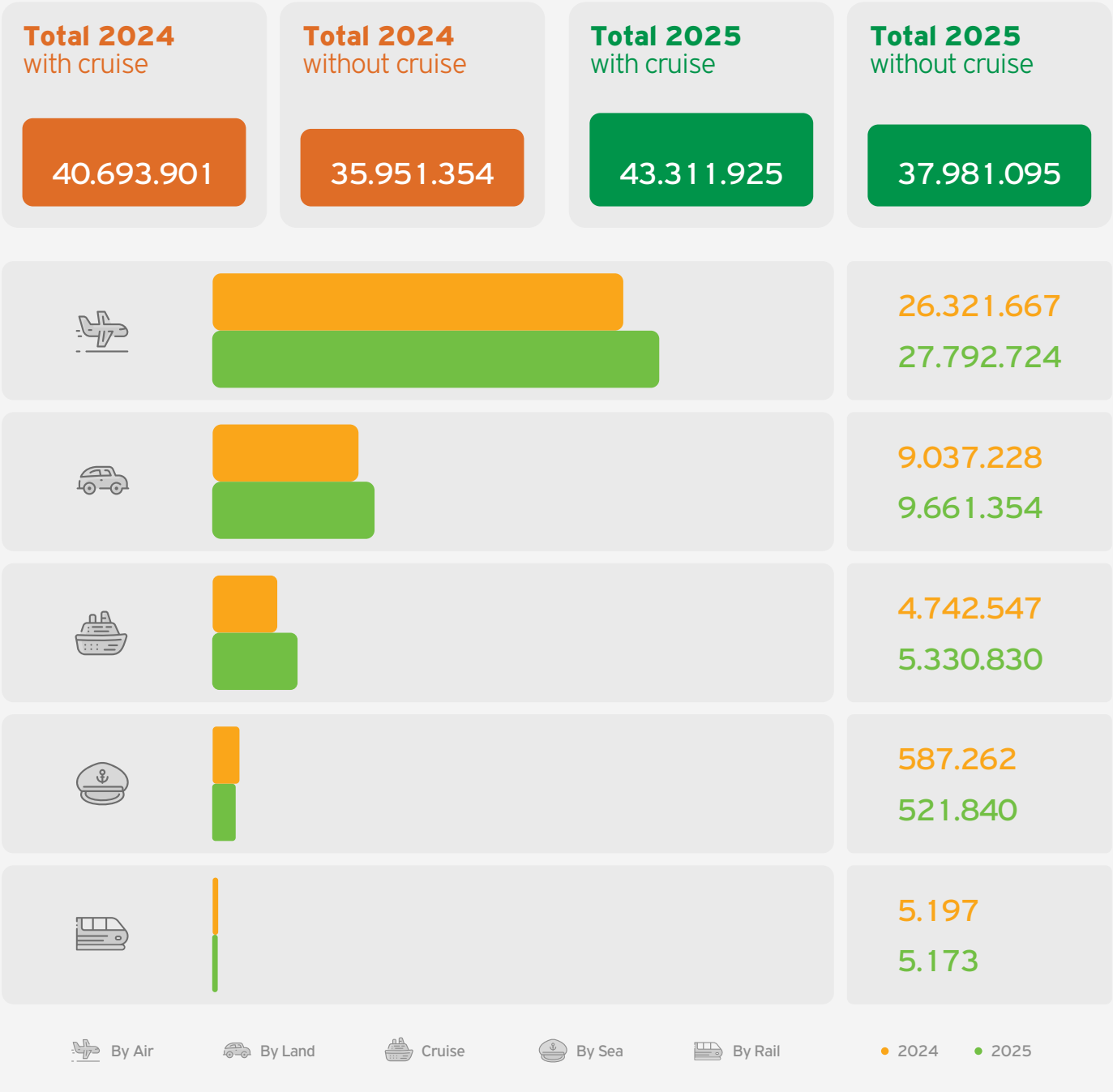
Labour Force Survey – Processing INSETE Intelligence

- According to IOBE, accommodation and bar/restaurants represent 63.3% of tourist expenditure in Greece (accommodation 45.3% and bar/restaurants 18.0%).

If the contribution of these two sectors to employment in activities related to tourism is assumed to be proportional to their contribution to GDP, it is possible to deduce that the total employment generated by tourism at peak season (Q3) of 2025 was 750,659 workers or 17% of total employment.

If the employment multiplier is comparable to that of GDP (2.2 or 2.65), then the total employment (direct and indirect) generated by tourism amounts to 37.5%-45.2% of the total.

Arrivals



- Greece welcomed 43.3 million tourists and cruise line passengers in 2025. That is a 6% increase compared to 2024 (40.7 million)
- Arrivals by sea and cruises increased by +10% (from 5,3 million in 2024 to 5.9 million in 2025)
- 73% of inbound tourism arrived by air, showing an increase of +6% (from 26.3 million in 2024 to 27.8 million in 2025) compared to 2024
- 59% of arrivals are from European Union, and of those 41% came from Eurozone.
- Road arrivals increased by +7% (from 9.0 million in 2024 to 9.7 million in 2025)

Εποχικότητα

Seasonality of Incoming Tourists



52%

Q3 Arrivals



54%

Q3 Revenues

2024

Cruise Seasonality



53%

Q3 Arrivals



50%

Q3 Revenues

2024

Seasonality of Incoming Tourists



52%

Q3 Arrivals



52%

Q3 Revenues

2025

Cruise Seasonality



52%

Q3 Arrivals



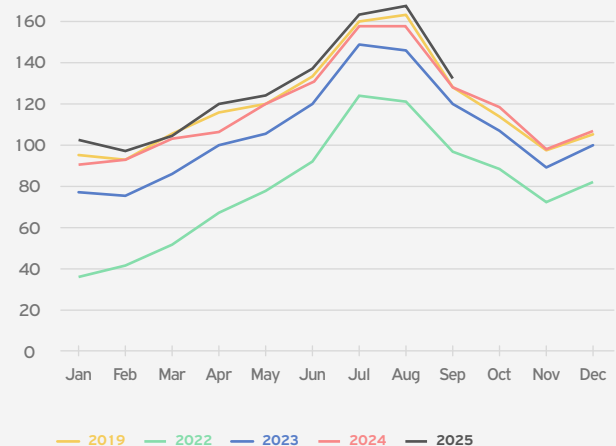
48%

Q3 Revenues

2025

- 52% of revenue and 52% of inbound tourism arrivals in 2025 took place during the 3rd quarter of the year, while the figures for 2024 were 54% and 52% respectively.
- 50% of revenue and 53% of cruise arrivals in 2025 took place during the 3rd quarter of the year, while the figures for 2024 were 48% and 52% respectively
- As is evident from the international arrivals graph, seasonality is a global rather than a purely Greek phenomenon. It is, of course linked to summer holidays where the 'Sun & Beach' product dominates.

International Tourist Arrivals, monthly evolution, World (in millions)



Source: World Tourism Organisation (UNWTO)

Key Figures of Incoming Tourism (without Cruise)

Revenues (million €)



20.592

+9,8%

Μεταβολή

22.607

Average Duration of Stay



6,4

-4,5%

Μεταβολή

6,1

Overnight stays (thousand)



231.038

+0,9%

Μεταβολή

233.145

Average Expenditure per Journey



572,8

+3,9%

Μεταβολή

595,2

Arrivals (thousand)



35.951

+5,6%

Μεταβολή

37.981

Average Expenditure per Overnight Stay



89,1

+8,8%

Μεταβολή

97,0

2024 2025 Change

- Compared to 2024, inbound tourism in 2025 (excluding cruise arrivals) increased by +5.6% in arrivals (from 35,951 thousands to 37,981 thousands), +0.9% in overnight stays (from 231,038 thousands to 233,145 thousands) and +9.8% in revenues (from € 20,592 million to € 22,607 million).

Therefore, the increase in Average Spend per Person by +3.9% (from € 572.8 to € 595.2) is due to the increase (+8.8%) in the Average Spend per Night (from € 89.1 to € 97.0) since the Average Length of Stay (-4.5%, from 6.4 overnight stays to 6.1 overnight stays) showed a decrease.

Key Figures of Cruise sector

Revenues (million €)



1,001

1,020

+1,9%

Change

Average Duration of Stay



2,1

2,2

+4,9%

Change

Overnight stays (thousand)



9.779

11.528

+17,9%

Change

Average Expenditure per Journey



211,0

191,3

-9,3%

Change

Arrivals (thousand)



4.743

5.331

+12,4%

Change

Average Expenditure per Overnight Stay



102,3

88,5

-13,6%

Change

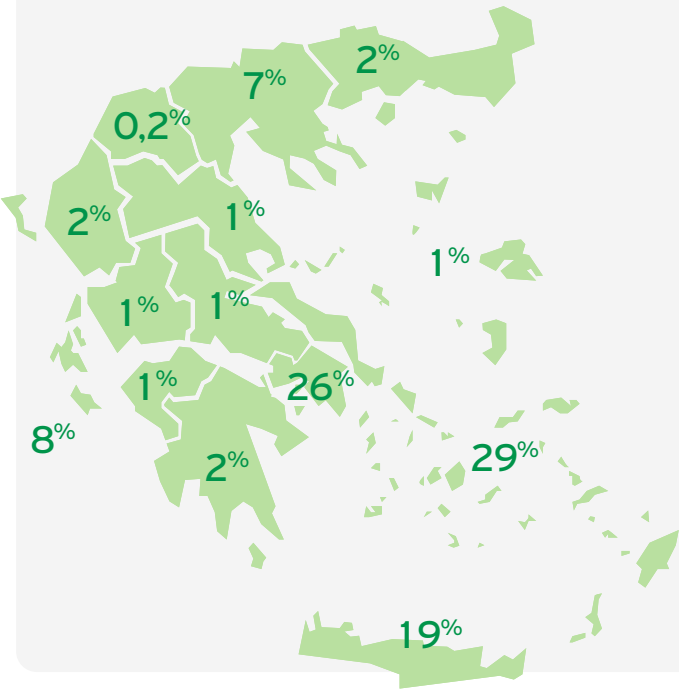
■ 2024 ■ 2025 ■ Change

- Compared to 2024, cruise recorded a +12.4% increase in arrivals in 2025 (from 4,743 thousands to 5,331 thousands), a +17.9% increase in overnight stays (from 9,779 thousands to 11,528 thousands) and a +1.9% increase in receipts (from € 1,001 million to € 1,020 million).

Consequently, the decrease in Average Expenditure per Journey by -9.3% (from € 211.0 to € 191.3) is due to the decrease (-13.6%) in Average Expenditure per Overnight Stay (from € 102.3 to € 88.5), despite the +4.9% increase in the Average Length of Stay (from 2.1 overnight stays to 2.2 overnight stays).

Contribution in Regional Development

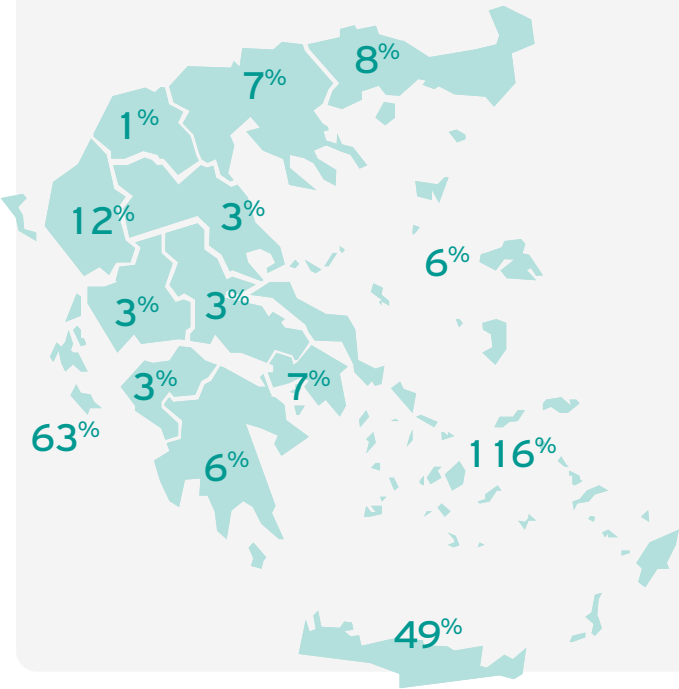
DISTRIBUTION OF REVENUES 2025



90% of tourism revenue in 2025, is recorded in 5 regions, i.e.:

- 29% in South Aegean
- 26% in Attica
- 19% in Crete
- 8% in Ionian Islands
- 7% in Central Macedonia

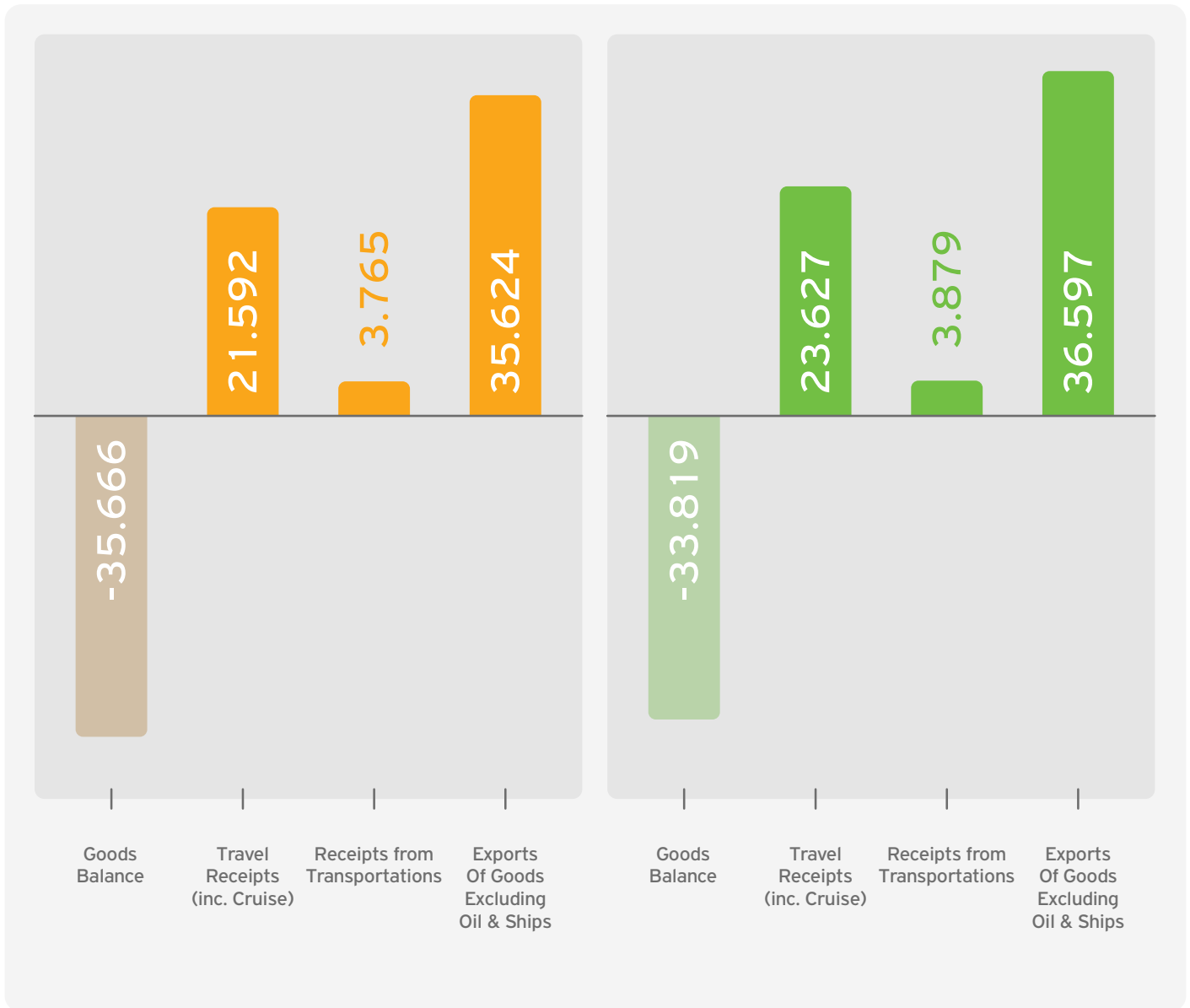
DIRECT CONTRIBUTION OF TOURISM TO REGIONAL GDP 2025



In 3 of these Regions direct tourism activity accounts for 1 in every 2 euros (or more) produced, i.e.:

- 116% in South Aegean
- 63% in Ionian Islands
- 49% in Crete

Coverage of the Trade Deficit



2024 2025

- In 2025 travel receipts (€ 23.6 billion) covered 70% of the balance of travel deficit (€ 33.8 billion). Compared to 2024, travel receipts increased by € +2,034 million.

Travel receipts in 2025, represent 65% of receipts from Greece's exports of all other goods (€ 36,6 billion), excluding oil and ships.

If receipts from air and maritime transport from inbound tourism (€ 3,879 million) are also accounted for as travel receipts, then, the total (€ 27.5 billion) are equal to 81% of the total receipts from the exports of all goods except oil and ships.

INSETE

INTELLIGENCE

This study was carried by INSETE under the act “Actions of Forecasting and monitoring changes in the Tourism Sector to strengthen its competitiveness and structural adjustment “ with MIS 5003333 code, which is **part of the operational Programme ““Competitiveness, Entrepreneurship & Innovation” (EPAnEK)”** and is co-financed by the European Social Fund (ESF)



SOURCES

INSETE Intelligence, UNWTO, WTTC, ELSTAT, Bank of Greece, KEPE, IOBE

INSETE

32, Voukourestiou str. - GR 106 71 Athens
+30 210 3244368 | info@inste.gr | www.inste.gr