Outbound tourism from Greece, 2024-2025

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Contents

1.	**Introduction**	3
2.	**Methodology of the Bank of Greece Border Survey**	4
3.	**Summary**	6
4.	**Outbound travel, 2024-2025**	8
5.	**Seasonality by quarter, 2024-2025**	14
6.	**Outbound Travel Activity by Geographical Area, 2024-2025**	17
6.1	Departures by geographical area, 2024-2025	17
6.2	Overnights by geographical area, 2024-2025	19
6.3	Travel Payments by geographical area, 2024-2025	21
6.4	Average Expenditure per Journey by geographical area, 2024-2025	23
6.5	Average Expenditure per Overnight by geographical area, 2024-2025	24
6.6	Average Duration of Stay by geographical area, 2024-2025	25
7.	**Outbound Travel Activity by Destination, 2024-2025**	26
7.1	Departures by destination, 2024-2025	26
7.2	Overnights by destination, 2024-2025	28
7.3	Travel payments by destination, 2024-2025	30
7.4	Average Expenditure per Journey by destination, 2024-2025	32
7.5	Average Expenditure per overnight by destination, 2024-2025	34
7.6	Average Duration of Stay by destination, 2024-2025	37

1. Introduction

The Bank of Greece annually publishes key figures on outbound tourism from Greece by country of destination. The collection and processing of travel data, as gathered through the Border Survey[1], began in 2005. Since then, the Bank of Greece has been compiling data on the distribution of outbound tourist departures, overnight stays, and payments by destination country. Data is recorded for 15 outbound tourism destinations from Greece, which in 2025 represent 64% of departures, 67% of overnight stays, and 69% of payments.

The present study[2] presents outbound tourism data in aggregate, by country of destination, as well as by regional grouping: Eurozone countries, EU countries outside Eurozone, and Other Countries. Specifically, in order to provide a clearer picture of destination trends, the analysis includes data on:

- Departures,
- Overnight Stays and
- Payments.

as well as the analysis of key indicators:

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

[1] Outbound travel statistics does not include the movement of permanent residents of Greece who traveled to Albania for the following purposes: a) visiting friends and relatives, b) business reasons, and c) other purposes. The travel expenditures of these individuals are considered unilateral transfers and are not recorded in the balance of travel services.

[2] The tables from the section "Travel Receipts-Key Indicators", available on the Bank of Greece's website here, were used as the primary data source. Due to methodological constraints related to the survey process, data is not provided for all markets; only those for which the data is statistically significant are included.

2. Methodology of the Bank of Greece Border Survey

The Border Survey (BS) has been conducted by the Bank of Greece since Greece joined the euro area, as a means of estimating Greece's travel receipts from non-residents (inbound tourism), as well as travel payments by residents of Greece (outbound tourism). This study focuses on outbound travel data. The main objective of the BS is to calculate travel receipts and payments; therefore, it does not analyse tourism-related information such as traveller profiles, repeat visitation, the distribution of trip duration, etc.

The BS is a sample survey (approximately 31.2 thous. questionnaires for outbound tourism in 2025) conducted at the country's entry points, enabling respondents to estimate their total expenditure during their trip abroad. The BS sample consists of Greek "residents". A foreign national who is permanently resident in Greece is considered a "resident", whereas a Greek national permanently residing abroad is not considered a "resident" and is therefore not included in the survey. The BS methodology has been approved by the EU and is used by at least 15 EU countries[3].

Despite the size of the sample, given the large number of entry points into the country, sampling is not conducted throughout the year at all exit points. Instead, it is determined according to the flow of "residents" at each point. In determining the sampling scheme, the following are taken into account:

- for air travel data, flight schedules;
- for road travel data, estimates of peak- and off-peak traffic days and hours at border check points;
- for maritime travel data, ferry and shipping schedules.

The grossing-up of the sample to total estimates is based on the following data:

- for air travel data, arrivals data from the Hellenic Civil Aviation Authority;
- for road travel data, arrivals data from border stations;
- for maritime travel data, arrivals data from the competent Port Authorities.

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

Regarding expenditure data, respondents provide estimates of:

- their total expenditure;
- the share spent within Greece and its respective breakdown;
- the breakdown of expenditure abroad into air transport, accommodation and out-of-pocket expenditure, to the extent known;
- the breakdown of expenditure abroad into accommodation, food and beverage, transport, entertainment and shopping.

3. Summary

The improvement in the economic climate in Greece had a positive effect on the willingness of Greek residents to travel abroad. More specifically, outbound tourism from Greece increased across all key indicators: departures (+8%, from 6.7 mil. in 2024 to 7.2 mil. in 2025), overnights (+3%, from 34.5 mil. in 2024 to 35.5 mil. in 2025) and travel payments (+19%, from €2.8 bn in 2024 to €3.3 bn in 2025). In addition, travel payments reached new record levels since the launch of the Border Survey, while departures (-10% compared with 2018, 8.0 mil.) and overnights (-21% compared with 2019, 44.9 mil.) remain below their historical peaks.

The faster recovery in travel payments may be attributed, on the one hand, to inflationary pressures, which have driven the cost of travel packages to higher levels and, on the other, to travellers' shift from Balkan destinations towards destinations in Central and Northern Europe, where expenditure per capita is significantly higher. It should be noted that trips to Eurozone countries recorded higher positive growth rates than trips to the other country groups: departures +10%, overnights +5% and travel payments +23%, compared with EU countries outside the Eurozone (departures +4%, overnights +3% and travel payments +18%) and other countries (departures +7%, overnights +1% and travel payments +14%). At an individual market level, only the US market recorded a decline across all key indicators: departures -13%, overnights -28% and travel payments -7%.

With regard to the relevant indicators, despite the decline in Average Duration of Stay (ADS) (-4%, from 5.2 overnights in 2024 to 4.9 in 2025), which represents the lowest level since the launch of the Border Survey, Average Expenditure per Journey (AEJ) increased (+10%, from €420 in 2024 to €464 in 2025), owing to the proportionally higher increase in Average Expenditure per Overnight (AEO) (+16%, from €81 in 2024 to €94 in 2025). As is also the case with inbound tourism, the decline in length of stay is accompanied by a proportionally higher increase in daily expenditure, resulting in higher expenditure per journey. This may be attributed to:

- the continued increase in the share of trips to Eurozone countries (28% in 2019, 40% in 2024 and 41% in 2025), alongside a decline in trips to EU countries outside the Eurozone (30% in 2019, 23% in 2024 and 22% in 2025). This development has a positive effect on Average Expenditure per Journey, as a trip to a Eurozone country entails approximately 2.6 times higher average expenditure than a trip to an EU country outside the Eurozone;
- changes in travel preferences, including a decline in the share of visits to friends and relatives, which tend to involve longer stays, and an increase in the share of leisure holidays, which entail higher tourism expenditure, as well as city-break tourism, which is associated with shorter stays.

It should also be noted that the seasonality of outbound tourism is not concentrated in the second and third quarters of each year, as is the case with inbound tourism, where these quarters accounted for 76.7% of arrivals and 80.3% of travel receipts in 2025 (see The Contribution of Tourism to the Greek Economy in 2025). Instead, outbound tourism is distributed almost evenly across the four quarters of the year, with the possible exception of the first quarter, which records lower shares than the remaining quarters.

Nevertheless, in 2025, the shares of the second and third quarters, i.e. the summer period, increased. This may indicate a shift among Greek residents towards holidays abroad, possibly also due to the rising cost of holidays in Greece (see below): departures increased from 53% in 2024 to 56% in 2025, overnights from 53% to 55%, and travel payments from 54% to 57%. This development was accompanied by a decline in the fourth quarter: departures decreased from 25% in 2024 to 23% in 2025, overnights from 25% to 22%, and travel payments from 26% to 23%. This trend may also indicate a shift among Greek travellers from domestic summer leisure destinations towards destinations abroad.

Finally, it is worth noting that AEJ, AEO and ADS in outbound tourism are respectively -22%, -3% and -20% lower than the corresponding indicators for inbound tourism in Greece. In other words, the gap between AEO in inbound and outbound tourism has narrowed substantially, reaching almost identical levels in 2025, with a difference of only €3 (€97 versus €94). This development confirms both the increase in the purchasing power of outbound travellers and the higher cost of travel packages due to inflationary pressures.

More specifically, at the level of broad market groups, Greek residents travelling to Eurozone destinations recorded a higher AEO (€97) than inbound tourists to Greece from Eurozone countries (€87). In other words, the AEO of Greek residents visiting Eurozone destinations was +12%, or €+10, higher than that of tourists from Eurozone countries visiting Greece. In the remaining indicators, namely AEJ and ADS, outbound tourism continues to lag behind inbound tourism.

Furthermore, the +16% increase in AEO in outbound tourism, together with the shift towards more expensive international destinations, suggests that part of the domestic market has the capacity to spend more. This development is also relevant from the perspective of the competitiveness of the Greek tourism product, as it highlights the need to further broaden the ways in which the Greek tourism industry can compete more effectively with European city-break destinations.

4. Outbound travel, 2024-2025

Table 1: Key Outbound Tourism Indicators from Greece by Destination, 2024-2025

	Departures				Overnight stays				Payments			
	2024		2025		2024		2025		2024		2025	
	in thous.	as a % of the country total	in thous.	as a % of the country total	in thous.	as a % of the country total	in thous.	as a % of the country total	in mil. €	as a % of the country total	in mil. €	as a % of the country total
Total Departures	**6.685**		**7.202**									
Total Destinations	**6.945**		**7.472**		**34.451**		**35.476**		**2.805**		**3.339**	
Eurozone countries	2.666	*40%*	2.937	*41%*	16.841	*49%*	17.679	*50%*	1.397	*50%*	1.722	*52%*
EU countries outside Eurozone	1.527	*23%*	1.585	*22%*	3.850	*11%*	3.960	*11%*	298	*11%*	351	*11%*
Other countries	2.752	*41%*	2.951	*41%*	13.760	*40%*	13.836	*39%*	1.110	*40%*	1.265	*38%*
Italy	620	*9%*	689	*9%*	2.970	*9%*	3.206	*9%*	314,6	*11%*	413,0	*12%*
Germany	572	*8%*	607	*8%*	4.785	*14%*	4.558	*13%*	301,7	*11%*	331,5	*10%*
Un. Kingdom	349	*5%*	390	*5%*	2.377	*7%*	2.498	*7%*	241,7	*9%*	262,7	*8%*
France	240	*3%*	297	*4%*	1.383	*4%*	1.643	*5%*	138,8	*5%*	198,7	*6%*
Turkiye	549	*8%*	564	*8%*	1.753	*5%*	1.850	*5%*	161,1	*6%*	191,5	*6%*
Cyprus	305	*4%*	359	*5%*	2.343	*7%*	2.836	*8%*	143,0	*5%*	189,1	*6%*
Spain	212	*3%*	234	*3%*	1.308	*4%*	1.344	*4%*	130,8	*5%*	166,9	*5%*
Netherlands	182	*3%*	195	*3%*	1.326	*4%*	1.244	*4%*	103,4	*4%*	116,5	*3%*
Austria	197	*3%*	190	*3%*	819	*2%*	829	*2%*	98,5	*4%*	107,3	*3%*
USA	87	*1%*	76	*1%*	1.263	*4%*	913	*3%*	103,0	*4%*	95,4	*3%*
Bulgaria	983	*14%*	957	*13%*	1.262	*4%*	1.281	*4%*	59,6	*2%*	63,2	*2%*
Egypt	60	*1%*	77	*1%*	435	*1%*	552	*2%*	37,7	*1%*	61,5	*2%*
Poland	105	*2%*	108	*1%*	552	*2%*	598	*2%*	51,5	*2%*	53,5	*2%*
Czechia	47	*1%*	54	*1%*	215	*1%*	250	*1%*	19,8	*1%*	28,2	*1%*
Russia	5	*0%*	9	*0%*	104	*0%*	226	*1%*	4,6	*0%*	9,8	*0%*
Other countries	2.429	*35%*	2.667	*36%*	11.553	*34%*	11.647	*33%*	895,7	*32%*	1.050,1	*31%*

Source: BoG - Processing INSETE Intelligence

The improvement in Greece's economic conditions contributed positively to the further increase in outbound travel from Greece. Nevertheless, although travel payments reached new record levels, owing to inflationary pressures in recent years that have increased the cost of travel packages, departures and overnights still remain below their historical peaks: -10% compared with 2018 (8.0 mil.) and -21% compared with 2019 (44.9 mil.), respectively.

Furthermore, the continued increase in the share of trips to Eurozone countries (28% in 2019, 40% in 2024 and 41% in 2025), combined with the decline in the share of trips to EU countries outside the Eurozone (30% in 2019, 23% in 2024 and 22% in 2025), contributed to the more pronounced increase in travel payments compared with the other indicators. This is because a trip to a Eurozone country entails average expenditure that is almost 2.6 times higher than that of a trip to an EU country outside the Eurozone.

More specifically, during 2024–2025, all key indicators increased: departures (+8%, from 6.7 mil. in 2024 to 7.2 mil. in 2025), overnights (+3%, from 34.5 mil. in 2024 to 35.5 mil. in 2025) and travel payments (+19%, from €2.8 bn in 2024 to €3.3 bn in 2025).

Finally, as shown in the following table, the recovery of outbound tourism during 2024–2025 was stronger in Eurozone countries than in EU countries outside the Eurozone and in other countries. At an individual market level, only the US market recorded a decline in all three key indicators: departures -13%, overnights -28% and travel payments -7%.

In conclusion, the travel profile of Greek tourists has changed, reflecting their increased purchasing power, with a growing share of trips to Eurozone countries relative to EU countries outside the Eurozone and other countries.

Table 2: Changes in Key Indicators by Destination, 2024-2025

	Departures	Overnights	Payments
Total	**8%**	**3%**	**19%**
Eurozone countries	10%	5%	23%
EU countries outside Eurozone	4%	3%	18%
Other countries	7%	1%	14%
Italy	11%	8%	31%
Germany	6%	-5%	10%
Un. Kingdom	12%	5%	9%
France	23%	19%	43%
Turkiye	3%	6%	19%
Cyprus	18%	21%	32%
Spain	10%	3%	28%
Netherlands	7%	-6%	13%
Austria	-4%	1%	9%
USA	-13%	-28%	-7%
Bulgaria	-3%	1%	6%
Egypt	28%	27%	63%
Poland	3%	8%	4%
Czechia	15%	16%	43%
Russia	69%	117%	114%
Other countries	10%	1%	17%

Source: BoG - Processing INSETE Intelligence

More specifically, at the level of broad geographical areas, a positive performance was recorded across all key indicators during 2024–2025:

- Departures: Eurozone countries (+10%), EU countries outside the Eurozone (+4%) and other countries (+7%);
- Overnights: Eurozone countries (+5%), EU countries outside the Eurozone (+3%) and other countries (+1%);
- Travel payments: Eurozone countries (+23%), EU countries outside the Eurozone (+18%) and other countries (+14%).

Furhtermore, the Eurozone countries as a group outperformed other EU destinations as a group as well as countries outside the EU.

Table 3: Key Indicators of Outbound Tourism from Greece by Destination, 2024-2025

	AEJ				AEO				ADS			
	2024		2025		2024		2025		2024		2025	
	in €	as a % of the country total	in €	as a % of the country total	in €	as a % of the country total	in €	as a % of the country total	in overnights	as a % of the country total	in overnights	as a % of the country total
Total	**420**		**464**		**81**		**94**		**5,2**		**4,9**	
Eurozone countries	524	*125%*	587	*127%*	83	*102%*	97	*104%*	6,3	*123%*	6,0	*122%*
EU countries outside Eurozone	195	*47%*	222	*48%*	77	*95%*	89	*94%*	2,5	*49%*	2,5	*51%*
Other countries	403	*96%*	429	*93%*	81	*99%*	91	*97%*	5,0	*97%*	4,7	*95%*
Italy	507	*121%*	599	*129%*	106	*130%*	129	*137%*	4,8	*93%*	4,7	*94%*
Germany	527	*126%*	546	*118%*	63	*77%*	73	*77%*	8,4	*162%*	7,5	*152%*
Un. Kingdom	693	*165%*	673	*145%*	102	*125%*	105	*112%*	6,8	*132%*	6,4	*130%*
France	577	*138%*	669	*144%*	100	*123%*	121	*128%*	5,8	*112%*	5,5	*112%*
Turkiye	293	*70%*	340	*73%*	92	*113%*	103	*110%*	3,2	*62%*	3,3	*67%*
Cyprus	469	*112%*	527	*114%*	61	*75%*	67	*71%*	7,7	*149%*	7,9	*161%*
Spain	616	*147%*	712	*154%*	100	*123%*	124	*132%*	6,2	*120%*	5,7	*116%*
Netherlands	567	*135%*	598	*129%*	78	*96%*	94	*100%*	7,3	*141%*	6,4	*130%*
Austria	500	*119%*	566	*122%*	120	*148%*	129	*138%*	4,2	*81%*	4,4	*89%*
USA	1.180	*281%*	1.260	*272%*	82	*100%*	104	*111%*	14,5	*281%*	12,1	*245%*
Bulgaria	61	*14%*	66	*14%*	47	*58%*	49	*52%*	1,3	*25%*	1,3	*27%*
Egypt	629	*150%*	803	*173%*	87	*106%*	111	*118%*	7,3	*141%*	7,2	*146%*
Poland	488	*116%*	494	*107%*	93	*114%*	90	*95%*	5,2	*102%*	5,5	*112%*
Czechia	423	*101%*	525	*113%*	92	*113%*	113	*120%*	4,6	*89%*	4,6	*94%*
Russia	845	*201%*	1.072	*231%*	44	*54%*	43	*46%*	19,2	*372%*	24,7	*501%*
Other countries	369	*88%*	394	*85%*	78	*95%*	90	*96%*	4,8	*92%*	4,4	*89%*

Source: BoG - Processing INSETE Intelligence

With regard to the key indicators, during 2024–2025, Average Expenditure per Journey increased (+10%, from €420 in 2024 to €464 in 2025), as did Average Expenditure per Overnight (+16%, from €81 in 2024 to €94 in 2025), while Average Duration of Stay declined (-4%, from 5.2 overnights in 2024 to 4.9 overnights in 2025).

In conclusion, over the 2024–2025 period, the increase in daily expenditure was accompanied by a reduction in trip duration. Nevertheless, Average Expenditure per Journey increased, owing to the proportionally stronger rise in expenditure per night. As mentioned above (see p. 9), the increase in Average Expenditure per Overnight can be attributed, on the one hand, to inflationary pressures that have raised the cost of travel packages and, on the other, to changing travel preferences—from neighbouring[4] destinations with lower tourism expenditure towards traditional[5] destinations with higher tourism expenditure. The decline in Average Duration of Stay is associated with the increase in short-duration trips, such as city breaks, as well as with the decline in trips for visiting friends and relatives, which traditionally involve longer stays.

At the same time, although the increase in Average Expenditure per Overnight for trips to Eurozone countries (+12%) during 2024–2025 was marginally lower than the corresponding increase for trips to EU countries outside the Eurozone (+13%), the greater decline in Average Duration of Stay in Eurozone countries (-5% compared with -1%) should also be taken into account. The increase in the shares of Eurozone countries across all key indicators (see p. 8), combined with the stability of the corresponding shares of EU countries outside the Eurozone, contributed to raising the overall Average Expenditure per Journey to higher levels.

[4] Bulgaria and Turkiye
[5] Germany, Un. Kingdom, France, Italy and Netherlands

Table 4: Changes in Key Indicators by Destination, 2024-2025

	AEJ	AEO	ADS
Total	**10%**	**16%**	**-4%**
Eurozone countries	12%	17%	-5%
EU countries outside Eurozone	13%	15%	-1%
Other countries	6%	13%	-6%
Italy	18%	22%	-3%
Germany	4%	15%	-10%
Un. Kingdom	-3%	3%	-6%
France	16%	20%	-4%
Turkiye	16%	13%	3%
Cyprus	12%	9%	3%
Spain	16%	24%	-7%
Netherlands	5%	20%	-12%
Austria	13%	8%	5%
USA	7%	28%	-17%
Bulgaria	9%	5%	4%
Egypt	28%	29%	-1%
Poland	1%	-4%	5%
Czechia	24%	23%	1%
Russia	27%	-1%	29%
Λοιπές	7%	16%	-8%

Source: BoG - Processing INSETE Intelligence

At the level of broad geographical areas, Average Expenditure per Journey and Average Expenditure per Overnight increased, while Average Duration of Stay declined. More specifically, during 2024–2025:

- Average Expenditure per Journey increased across all geographical areas: Eurozone countries (+12%), EU countries outside the Eurozone (+13%) and other countries (+6%);
- Average Expenditure per Overnight increased across all geographical areas: Eurozone countries (+17%), EU countries outside the Eurozone (+15%) and other countries (+13%);
- Average Duration of Stay declined across all geographical areas: Eurozone countries (-5%), EU countries outside the Eurozone (-1%) and other countries (-6%).

5. Seasonality by quarter, 2024-2025

Table 5: Seasonality by Destination and Quarter, 2025

	Departures				Overnights				Payments			
	I	II	III	IV	I	II	III	IV	I	II	III	IV
Total	**21%**	**28%**	**27%**	**23%**	**23%**	**30%**	**26%**	**22%**	**20%**	**29%**	**28%**	**23%**
Eurozone countries	21%	31%	24%	24%	23%	30%	25%	23%	19%	31%	28%	23%
EU countries outside Eurozone	14%	18%	45%	23%	20%	24%	32%	23%	19%	26%	32%	23%
Other countries	24%	32%	22%	22%	23%	31%	25%	20%	22%	29%	27%	23%
Italy	20%	32%	25%	23%	20%	31%	27%	22%	19%	31%	28%	21%
Germany	25%	26%	23%	25%	26%	26%	24%	25%	22%	26%	27%	25%
Un. Kingdom	22%	29%	24%	25%	23%	30%	24%	23%	21%	25%	28%	26%
Cyprus	21%	27%	24%	29%	25%	25%	19%	30%	19%	25%	26%	29%
Turkiye	24%	28%	22%	27%	21%	27%	27%	24%	20%	27%	30%	24%
France	19%	32%	27%	22%	20%	33%	28%	20%	17%	34%	29%	20%
Spain	16%	41%	27%	16%	16%	39%	32%	13%	12%	42%	31%	15%
USA	15%	44%	26%	15%	13%	42%	31%	14%	15%	44%	26%	15%
Netherlands	26%	29%	21%	24%	27%	28%	23%	22%	23%	29%	23%	25%
Austria	20%	23%	27%	31%	19%	24%	24%	33%	17%	22%	30%	31%
Bulgaria	9%	12%	57%	22%	15%	17%	49%	19%	16%	17%	48%	19%
Egypt	26%	34%	15%	25%	32%	30%	14%	24%	29%	32%	14%	25%
Poland	25%	34%	18%	23%	26%	35%	18%	21%	24%	32%	24%	19%
Czechia	23%	27%	23%	28%	23%	26%	26%	25%	23%	27%	28%	23%
Russia	10%	25%	54%	11%	24%	16%	54%	7%	16%	19%	54%	11%

Source: BoG - Processing INSETE Intelligence

Unlike inbound tourism, seasonality in outbound tourism is less pronounced, with the distribution of its key indicators being more evenly spread across the individual quarters, with the possible exception of the first quarter.

More specifically, for total outbound tourism in 2025, the quarterly distribution was as follows:

- In the first quarter, 21% of departures, 23% of overnights and 20% of travel payments were recorded;
- In the second quarter, 28% of departures, 30% of overnights and 29% of travel payments;
- In the third quarter, 27% of departures, 26% of overnights and 28% of travel payments; and
- In the fourth quarter, 23% of departures, 22% of overnights and 23% of travel payments.

With regard to broad geographical areas, the quarterly distribution was as follows:

- Departures: Eurozone countries (Q1: 21%, Q2: 31%, Q3: 24%, Q4: 24%), EU countries outside the Eurozone (Q1: 14%, Q2: 18%, Q3: 45%, Q4: 23%) and other countries (Q1: 24%, Q2: 32%, Q3: 22%, Q4: 22%);
- Overnights: Eurozone countries (Q1: 23%, Q2: 30%, Q3: 25%, Q4: 23%), EU countries outside the Eurozone (Q1: 20%, Q2: 24%, Q3: 32%, Q4: 23%) and other countries (Q1: 23%, Q2: 31%, Q3: 25%, Q4: 20%);
- Travel payments: Eurozone countries (Q1: 19%, Q2: 31%, Q3: 28%, Q4: 23%), EU countries outside the Eurozone (Q1: 19%, Q2: 26%, Q3: 32%, Q4: 23%) and other countries (Q1: 22%, Q2: 29%, Q3: 27%, Q4: 23%).

At the individual destination level, the highest seasonal concentration was recorded as follows:

- First quarter
    - Departures: the Netherlands and Egypt (26% each), followed by Germany and Poland (25% each);
    - Overnights: Egypt (32%), the Netherlands (27%), and Germany and Poland (26% each);
    - Travel payments: Egypt (29%), Poland (24%), and the Netherlands and the Czechia (23% each).
- Second quarter
    - Departures: the United States (44%), Spain (41%), Egypt and Poland (34% each), and Italy and France (32% each);

  - Overnights: the United States (42%), Spain (39%), Poland (35%), France (33%) and Italy (31%);
  - Travel payments: the United States (44%), Spain (42%), France (34%), Egypt and Poland (32% each), and Italy (31%).
- Third quarter
  - Departures: Bulgaria (57%) and Russia (54%);
  - Overnights: Russia (54%), Bulgaria (49%), Spain (32%) and the United States (31%);
  - Travel payments: Russia (54%), Bulgaria (48%), Spain (31%), and Türkiye and Austria (30% each).
- Fourth quarter
  - Departures: Austria (31%), Cyprus (29%), the Czechia (28%) and Türkiye (27%);
  - Overnights: Austria (33%), Cyprus (30%), and Germany and the Czechia (25% each);
  - Travel payments: Austria (31%), Cyprus (29%), the United Kingdom (26%), and Germany, the Netherlands and Egypt (25% each).

In conclusion, during 2024–2025, the shares of the second and third quarters, i.e. the summer period, increased. This trend was more pronounced in EU countries outside the Eurozone, mainly due to Bulgaria, compared with Eurozone countries and other countries. At the same time, the increase in the shares of the second and third quarters was accompanied by a decline in the share of the fourth quarter. This trend may also indicate a shift among Greek travellers from summer holidays in domestic destinations towards destinations abroad.

6. Outbound Travel Activity by Geographical Area, 2024-2025

6.1 Departures by geographical area, 2024-2025

Table 6: Departures by geographical area (in thous.), 2024-2025

Geographical Area	2024	2025	%Δ 2024-2025
Eurozone countries	2.666	2.937	10%
EU countries outside Eurozone	1.527	1.585	4%
Other	2.752	2.951	7%
Total Departures	**6.685**	**7.202**	**8%**
Total Destinations	**6.945**	**7.472**	**8%**
Total Destinations/Departures	**1,04**	**1,04**	**-0,1%**

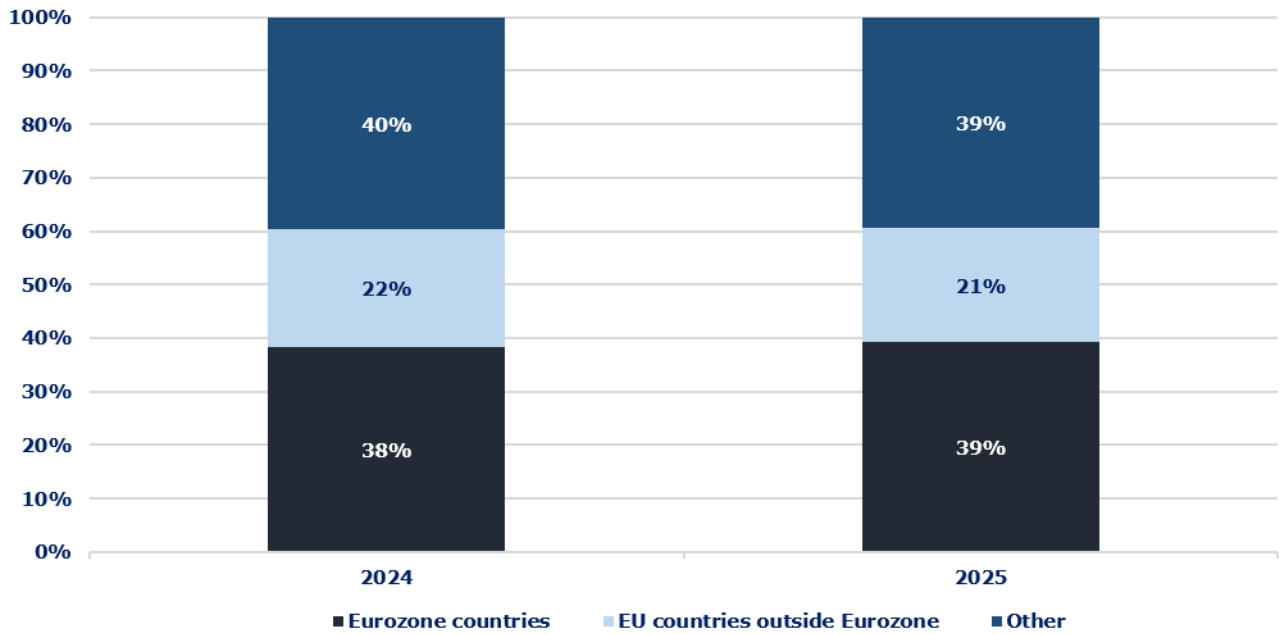
Source: BoG - Processing INSETE Intelligence

Outbound travel continued its upward trend in 2025, increasing by 8% over the 2024–2025 period, from 6.7 mil. in 2024 to 7.2 mil. in 2025.

With regard to the individual geographical areas, destinations in the Eurozone recorded higher growth rates during 2024–2025 than EU countries outside the Eurozone and other countries. More specifically, departures to Eurozone countries increased by 10%, from 2.7 mil. in 2024 to 2.9 mil. in 2025; departures to EU countries outside the Eurozone increased by 4%, from 1.5 mil. to 1.6 mil; and departures to other countries increased by 7%, from 2.8 mil. to 3.0 mil.

At the same time, the number of destinations increased by 8% over 2024–2025, from 6.9 mil. in 2024 to 7.5 mil. in 2025, broadly in line with the increase in the number of departures. As a result, the destinations-per-departure ratio recorded a marginal decline during 2024–2025 (-0.1%), remaining at 1.04 destinations per departure in both 2024 and 2025.

Graph 1: Distribution of Departures by Geographical Area (in thous.), 2024-2025



Source: BoG - Processing INSETE Intelligence

With regard to the shares of the individual broad geographical areas over the period under review, 2024–2025, the share of visits to destinations within the Eurozone increased, while the shares of destinations in EU countries outside the Eurozone and in other countries declined. Specifically: Eurozone countries (from 38% in 2024 to 39% in 2025), EU countries outside the Eurozone (from 22% in 2024 to 21% in 2025) and other countries (from 40% in 2024 to 39% in 2025).

6.2 Overnights by geographical area, 2024-2025

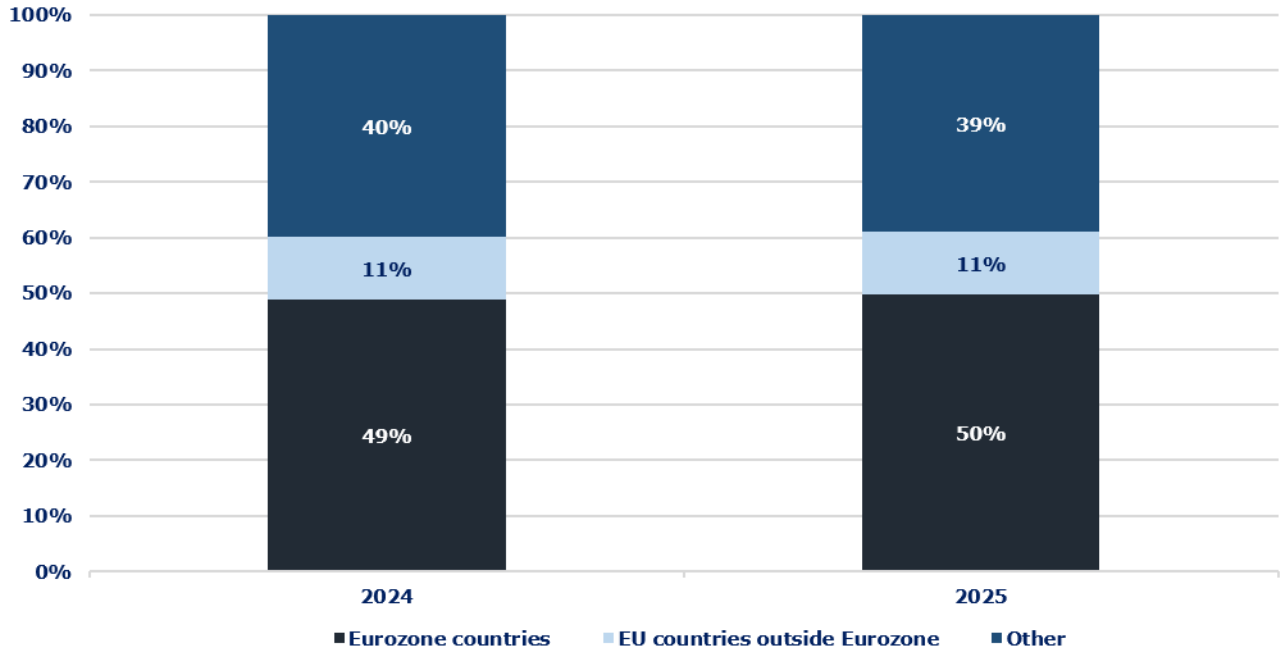
Table 7: Overnights by geographical area (in thous.), 2024-2025

Geographical Area	2024	2025	%Δ 2024-2025
Eurozone countries	16.841	17.679	5%
EU countries outside Eurozone	3.850	3.960	3%
Other	13.760	13.836	1%
Total	**34.451**	**35.476**	**3%**

Source: BoG - Processing INSETE Intelligence

Over the 2024–2025 period, overnights also increased—albeit more moderately than departures and travel payments—by +3%, from 34.5 mil. in 2024 to 35.5 mil. in 2025. At the level of individual geographical areas, all recorded an increase: Eurozone countries (+5%, from 16.8 mil. in 2024 to 17.7 mil. in 2025), EU countries outside the Eurozone (+3%, from 3.9 mil. in 2024 to 4.0 mil. in 2025) and other countries (+1%, from 13.8 mil. in 2024 to 13.8 mil. in 2025).

Graph 2: Distribution of Overnights by Geographical Area (in thous.), 2024-2025



Source: BoG - Processing INSETE Intelligence

With regard to the shares of the individual geographical areas, during 2024–2025, the share of overnights in Eurozone countries increased, from 49% in 2024 to 50% in 2025, while the share of other countries declined, from 40% to 39%. The share of EU countries outside the Eurozone remained unchanged at 11%.

In conclusion, compared with departures and travel payments, overnights recorded more moderate growth during 2024–2025. This development is associated with the decline in Average Duration of Stay, reflecting, on the one hand, the increase in travel costs compared with pre-pandemic levels due to inflationary pressures and, on the other, changing travel preferences, with a greater emphasis on shorter city-break trips.

Finally, it is noteworthy that overnights in Eurozone countries (+0.5%) marginally exceeded pre-pandemic levels, whereas the remaining geographical areas still lagged significantly behind: EU countries outside the Eurozone (-28%) and other countries (-37%). This largely explains the increase in travel payments (see p. 21), as expenditure on a trip to a Eurozone country is comparatively higher than expenditure on a trip to an EU country outside the Eurozone.

6.3 Travel Payments by geographical area, 2024-2025

Table 8: Travel Payments (in mil. €) by geographical area, 2024-2025

Geographical Area	2024	2025	%Δ 2024-2025
Eurozone countries	1.397	1.722	23%
EU countries outside Eurozone	298	351	18%
Other	1.110	1.265	14%
Total	**2.805**	**3.339**	**19%**

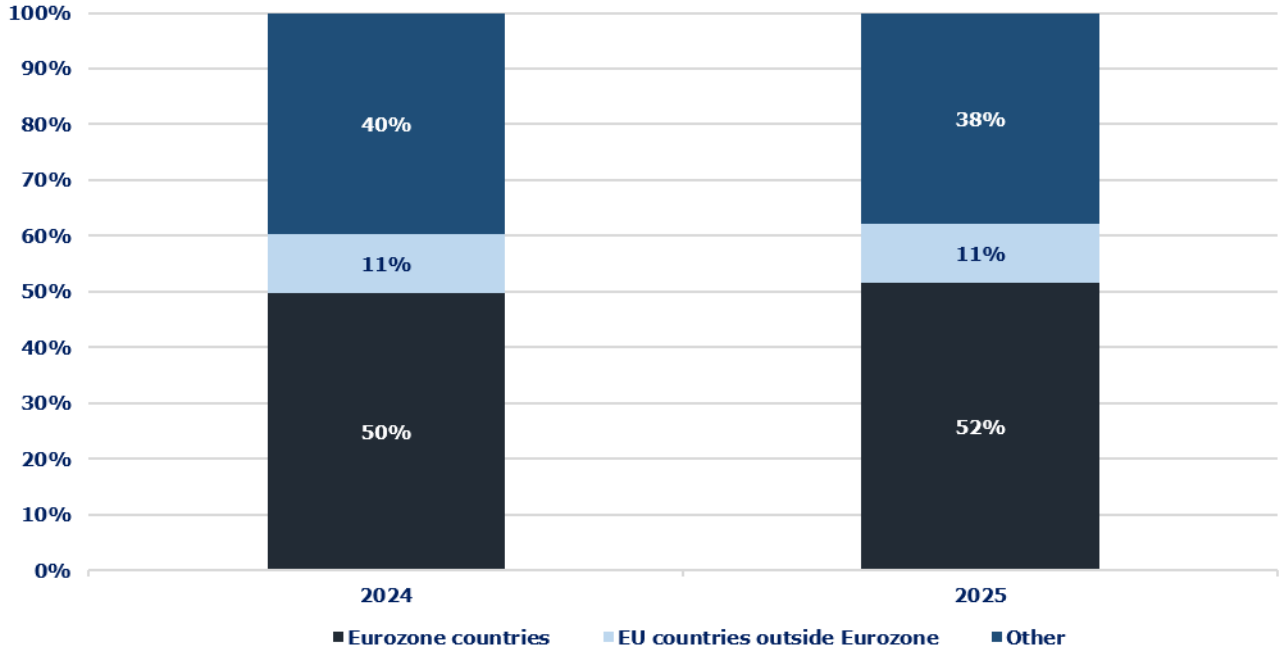
Source: BoG - Processing INSETE Intelligence

Travel payments increased by 19% during 2024–2025—from €2.8 bn in 2024 to €3.3 bn in 2025—recording stronger growth than both departures and overnights. This increase was driven by the rise in Average Expenditure per Overnight (see p. 24), reflecting inflationary pressures that have raised the overall cost of travel packages.

At the level of individual geographical areas, all recorded growth during 2024–2025: Eurozone countries (+23%, from €1.4 bn in 2024 to €1.7 bn in 2025), EU countries outside the Eurozone (+18%, from €298 mil. in 2024 to €351 mil. in 2025) and other countries (+14%, from €1.1 bn in 2024 to €1.3 bn in 2025).

It should also be noted that travel payments in 2025 reached their highest level since the launch of the Border Survey, exceeding the previous record, set in 2024, by €0.5 bn. This performance was driven primarily by the increase in travel to Eurozone countries, which generally entails higher expenditure.

Graph 3: Distribution of payments (in mil. €) by geographical area, 2024-2025



Source: BoG - Processing INSETE Intelligence

With regard to the shares of the individual geographical areas, during 2024–2025, the share of travel payments to Eurozone countries increased, from 50% in 2024 to 52% in 2025, while the share of other countries declined, from 40% to 38%. The share of EU countries outside the Eurozone remained unchanged at 11% in both years.

It is noteworthy that, for Eurozone countries, travel payments accounted for higher shares than overnights and departures during the period under review, confirming that a trip to a Eurozone destination entails higher Average Expenditure per Journey than a trip to an EU country outside the Eurozone.

6.4 Average Expenditure per Journey by geographical area, 2024-2025

Table 9: Average Expenditure per Journey (in €) by geographical area, 2024-2025

Geographical Area	2024	2025	%Δ 2024-2025
Eurozone countries	524	587	12%
EU countries outside Eurozone	195	222	13%
Other	403	429	6%
Total	**420**	**464**	**10%**

Source: BoG - Processing INSETE Intelligence

Average Expenditure per Journey among outbound travellers increased by 10% during 2024–2025, from €420 in 2024 to €464 in 2025. At the level of individual geographical areas, an increase was recorded across all groups: Eurozone countries (+12%, from €524 in 2024 to €587 in 2025), EU countries outside the Eurozone (+13%, from €195 in 2024 to €222 in 2025) and other countries (+6%, from €403 in 2024 to €429 in 2025).

It is noteworthy that the increase in Average Expenditure per Journey resulted from the rise in Average Expenditure per Overnight (see p. 24), despite the decline in Average Duration of Stay (see p. 25). As mentioned above, this development is associated, on the one hand, with the higher cost of travel, which tends to limit trip duration, and, on the other, with the growing share of city-break trips, which are characterised by shorter stays and, consequently, lower expenditure per journey compared with leisure holidays.

Finally, it is worth noting that Average Expenditure per Journey in outbound tourism (€464 in 2025) remains significantly lower, by -22%, than the corresponding figure for inbound tourism (€595). This reflects the -3% lower Average Expenditure per Overnight and the -20% shorter Average Duration of Stay (see below).

6.5 Average Expenditure per Overnight by geographical area, 2024-2025

Table 10: Average Expenditure per overnight (in €) by geographical area, 2024-2025

Geographical Area	2024	2025	%Δ 2024-2025
Eurozone countries	83	97	17%
EU countries outside Eurozone	77	89	15%
Other	81	91	13%
Total	**81**	**94**	**16%**

Source: BoG - Processing INSETE Intelligence

Average Expenditure per Overnight increased by 16% during 2024–2025, from €81 in 2024 to €94 in 2025. All individual geographical areas recorded an increase: Eurozone countries (+17%, from €83 in 2024 to €97 in 2025), EU countries outside the Eurozone (+15%, from €77 in 2024 to €89 in 2025) and other countries (+13%, from €81 in 2024 to €91 in 2025).

Average Expenditure per overnight in outbound tourism in 2025 (€94) was 3% lower than the corresponding figure for inbound tourism (€97), compared with a 22% gap in Average Expenditure per Journey (see above). In other words, the gap between Average Expenditure per Overnight in inbound and outbound tourism narrowed substantially, reaching almost identical levels in 2025, with a difference of only €3. This development confirms both the increase in the purchasing power of outbound travellers and the rise in the cost of travel packages.

Moreover, when considering only Eurozone countries, Average Expenditure per Overnight among outbound travellers in 2025 was higher than that of tourists from these countries travelling to Greece (€97 compared with €87), whereas the opposite was the case in 2024 (€83 compared with €85). In other words, a traveller from Greece visiting Eurozone destinations recorded +12%, or €+10, higher daily expenditure than a traveller from a Eurozone country visiting Greece in 2025. In the remaining categories, expenditure by Greek travellers remains lower than that of inbound tourists.

6.6 Average Duration of Stay by geographical area, 2024-2025

Table 11: Average Duration of Stay (in overnights) by geographical area, 2024-2025

Geographical Area	2024	2025	%Δ 2024-2025
Eurozone countries	6,3	6,0	-5%
EU countries outside Eurozone	2,5	2,5	-1%
Other	5,0	4,7	-6%
Total	**5,2**	**4,9**	**-4%**

Source: BoG - Processing INSETE Intelligence

Unlike Average Expenditure per Journey and Average Expenditure per Overnight, Average Duration of Stay declined during 2024–2025. More specifically: Eurozone countries (-5%, from 6.3 overnights in 2024 to 6.0 in 2025), EU countries outside the Eurozone (-1%, remaining at 2.5 overnights in both 2024 and 2025) and other countries (-6%, from 5.0 overnights in 2024 to 4.7 in 2025).

Since 2021, Average Duration of Stay has followed a continuous downward trend, reaching 4.9 overnights in 2025—the lowest level since the launch of the Border Survey—down 58% from 11.8 overnights in 2021. In other words, the substantial increase in Average Expenditure per Overnight during 2021–2025 (+103%, from €46 in 2021 to €94 in 2025) was accompanied by a 58% decline in Average Duration of Stay.

In conclusion, the increase in the cost of travel packages did not reduce the willingness of residents of Greece to travel abroad; rather, it led to a reduction in the duration of their trips.

Average Duration of Stay in outbound tourism (4.9 overnights) was 20% lower than the corresponding figure for inbound tourism (6.1 overnights), broadly in line with the gap recorded in 2024 (5.2 compared with 6.4 overnights).

7. Outbound Travel Activity by Destination, 2024-2025

7.1 Departures by destination, 2024-2025

Table 12: Departures by destination (in thous.), 2024-2025

Destination	2024	2025	%Δ 2024-2025
Bulgaria	983	957	-3%
Italy	620	689	11%
Germany	572	607	6%
Turkiye	549	564	3%
Un. Kingdom	349	390	12%
Cyprus	305	359	18%
France	240	297	23%
Spain	212	234	10%
Netherlands	182	195	7%
Austria	197	190	-4%
Poland	105	108	3%
Egypt	60	77	28%
USA	87	76	-13%
Czechia	47	54	15%
Russia	5	9	69%
Other	2.429	2.667	10%
Total	**6.945**	**7.472**	**8%**

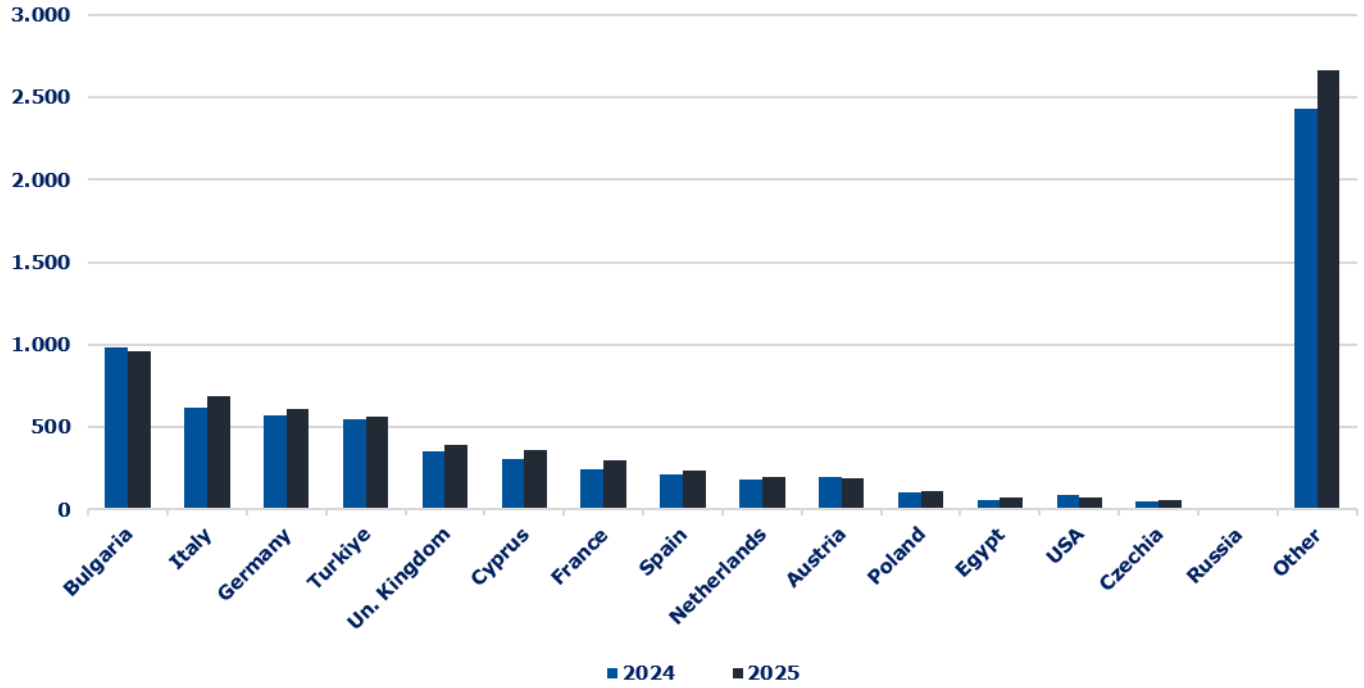
Source: BoG - Processing INSETE Intelligence

At the individual destination level, all destinations recorded an increase, with the exception of the United States (-13%, from 87 thous. in 2024 to 76 thous. in 2025), Austria (-4%, from 197 thous. to 190 thous.) and Bulgaria (-3%, from 983 thous. to 957 thous.).

Indicatively, the remaining destinations recorded the following changes: Italy (+11%, from 620 thous. in 2024 to 689 thous. in 2025), Germany (+6%, from 572 thous. to 607 thous.), Türkiye (+3%, from 549 thous. to 564 thous.), the United Kingdom (+12%, from 349 thous. to 390 thous.), Cyprus (+18%, from 305 thous. to 359 thous.), France (+23%, from 240 thous. to 297 thous.), Spain (+10%, from 212 thous. to 234 thous.), the Netherlands (+7%, from 182 thous. to 195 thous.), Poland (+3%, from 105 thous. to 108 thous.), Egypt (+28%, from 60 thous. to 77 thous.), Czechia (+15%, from 47 thous. to 54 thous.), Russia (+69%, from 5 thous. to 9 thous.) and other destinations (+10%, from 2.4 mil. to 2.7 mil.).

In conclusion, in 2024 and 2025, the share of Greece's traditional higher-spending destinations increased further, from 28% in 2024 to 29% in 2025, while the share of neighbouring lower-spending destinations, namely Bulgaria and Türkiye, declined, from 22% to 20%.

Graph 4: Development of Departures by Destination (in thous.), 2024-2025



Source: BoG - Processing INSETE Intelligence

7.2 Overnights by destination, 2024-2025

Table 13: Overnights by destination (in thous.), 2024-2025

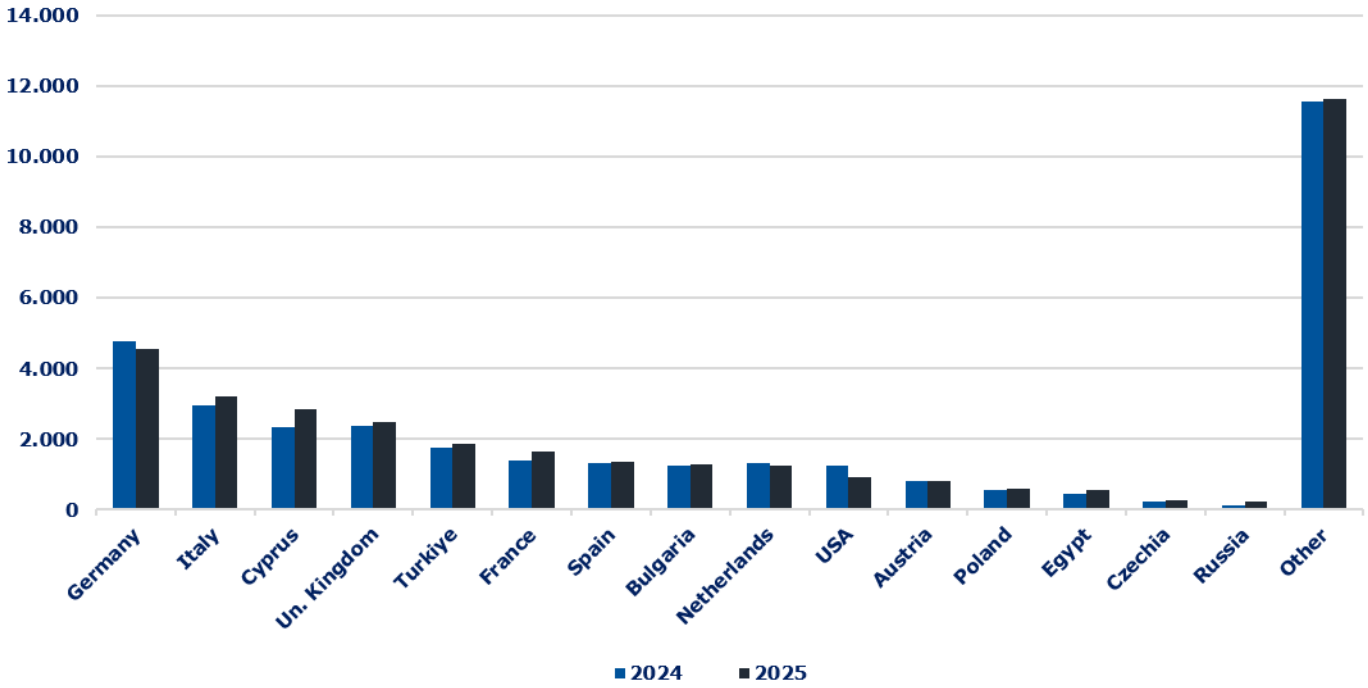
Destination	2024	2025	%Δ 2024-2025
Germany	4.785	4.558	-5%
Italy	2.970	3.206	8%
Cyprus	2.343	2.836	21%
Un. Kingdom	2.377	2.498	5%
Turkiye	1.753	1.850	6%
France	1.383	1.643	19%
Spain	1.308	1.344	3%
Bulgaria	1.262	1.281	1%
Netherlands	1.326	1.244	-6%
USA	1.263	913	-28%
Austria	819	829	1%
Poland	552	598	8%
Egypt	435	552	27%
Czechia	215	250	16%
Russia	104	226	117%
Other	11.553	11.647	1%
Total	**34.451**	**35.476**	**3%**

Source: BoG - Processing INSETE Intelligence

At the individual destination level, all destinations recorded an increase, with the exception of the United States (-28%, from 1.3 mil. in 2024 to 913 thous. in 2025), the Netherlands (-6%, from 1.3 mil. to 1.2 mil.) and Germany (-5%, from 4.8 mil. to 4.6 mil.).

Indicatively, the remaining destinations recorded the following changes: Italy (+8%, from 3.0 mil. in 2024 to 3.2 mil. in 2025), Cyprus (+21%, from 2.3 mil. to 2.8 mil.), the United Kingdom (+5%, from 2.4 mil. to 2.5 mil.), Türkiye (+6%, from 1.8 mil. to 1.9 mil.), France (+19%, from 1.4 mil. to 1.6 mil.), Spain (+3%, remaining at 1.3 mil.), Bulgaria (+1%, remaining at 1.3 mil.), Austria (+1%, from 819 thous. to 829 thous.), Poland (+8%, from 552 thous. to 598 thous.), Egypt (+27%, from 435 thous. to 552 thous.), Czechia (+16%, from 215 thous. to 250 thous.), Russia (+117%, from 104 thous. to 226 thous.) and other destinations (+1%, remaining at 11.6 mil.).

Graph 5: Development of Overnights by Destination (in thous.), 2024-2025



Source: BoG - Processing INSETE Intelligence

7.3 Travel payments by destination, 2024-2025

Table 14: Travel payments (in mil. €) by destination, 2024-2025

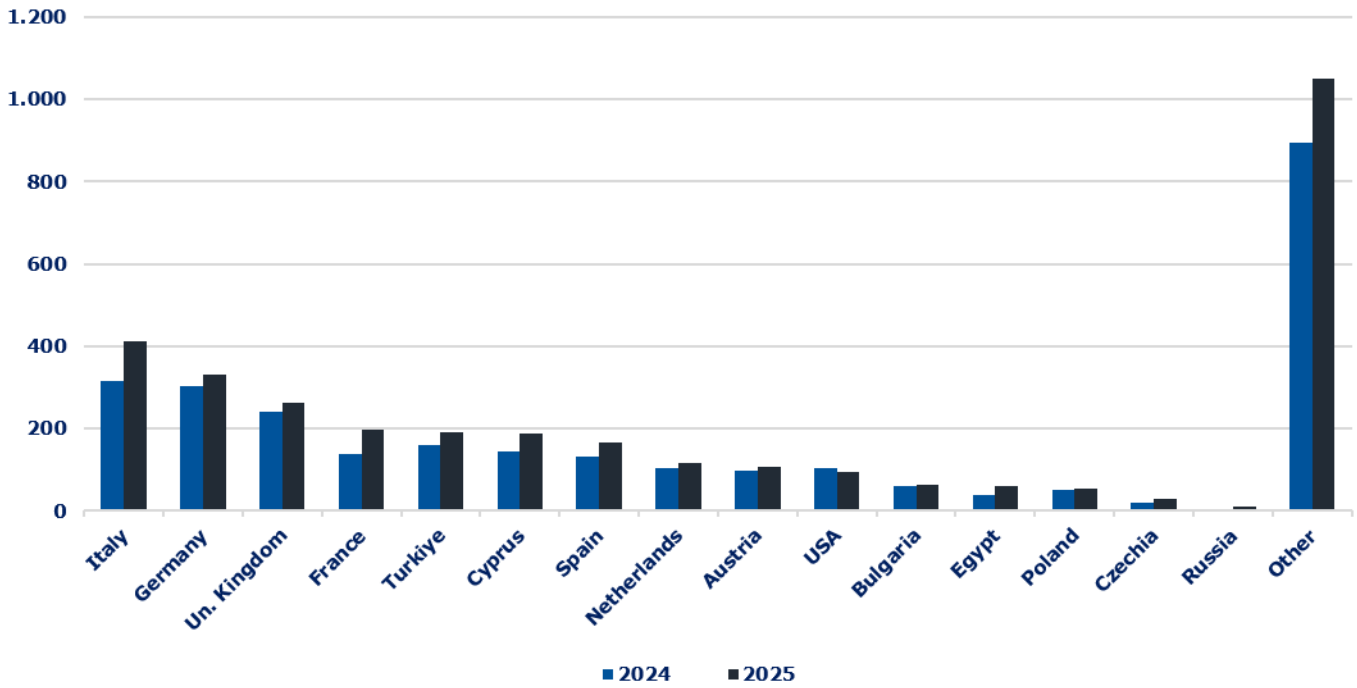
Destination	2024	2025	%Δ 2024-2025
Italy	315	413	31%
Germany	302	332	10%
Un. Kingdom	242	263	9%
France	139	199	43%
Turkiye	161	192	19%
Cyprus	143	189	32%
Spain	131	167	28%
Netherlands	103	117	13%
Austria	98	107	9%
USA	103	95	-7%
Bulgaria	60	63	6%
Egypt	38	61	63%
Poland	51	54	4%
Czechia	20	28	43%
Russia	5	10	114%
Other	896	1.050	17%
Total	**2.805**	**3.339**	**19%**

Source: BoG - Processing INSETE Intelligence

All individual destinations recorded an increase during 2024–2025, with the exception of the United States (-7%, from €103 mil. in 2024 to €95 mil. in 2025).

Indicatively, the remaining destinations recorded the following changes: Italy (+31%, from €315 mil. in 2024 to €413 mil. in 2025), Germany (+10%, from €302 mil. to €332 mil.), the United Kingdom (+9%, from €242 mil. to €263 mil.), France (+43%, from €139 mil. to €199 mil.), Türkiye (+19%, from €161 mil. to €192 mil.), Cyprus (+32%, from €143 mil. to €189 mil.), Spain (+28%, from €131 mil. to €167 mil.), the Netherlands (+13%, from €103 mil. to €117 mil.), Austria (+9%, from €98 mil. to €107 mil.), Bulgaria (+6%, from €60 mil. to €63 mil.), Egypt (+63%, from €38 mil. to €61 mil.), Poland (+4%, from €51 mil. to €54 mil.), Czechia (+43%, from €20 mil. to €28 mil.), Russia (+114%, from €5 mil. to €10 mil.) and other destinations (+17%, from €896 mil. to €1.1 bn).

Graph 6: Development of Travel Payments by Destination (in mil. €), 2024-2025



Source: BoG - Processing INSETE Intelligence

7.4 Average Expenditure per Journey by destination, 2024-2025

Table 15: Average Expenditure per Journey (in €) by destination, 2024-2025

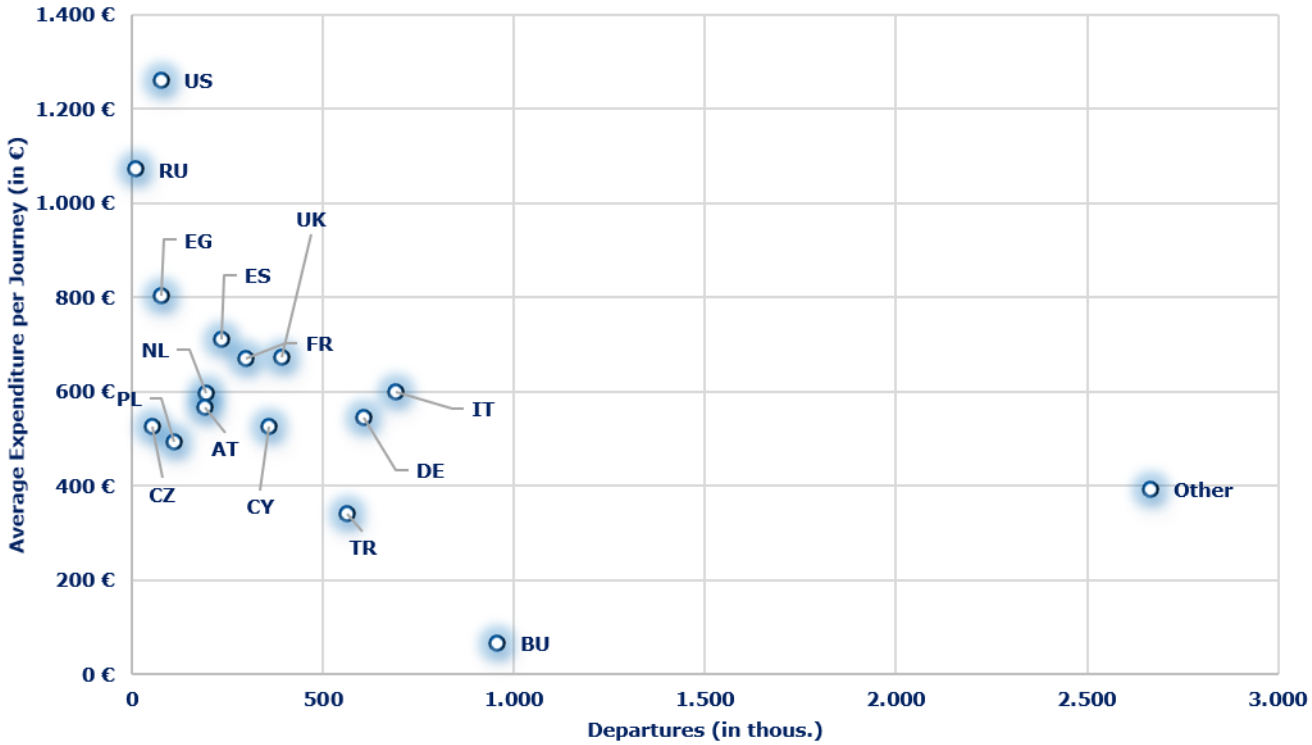
Destination	2024	2025	%Δ 2024-2025
USA	1.180	1.260	7%
Russia	845	1.072	27%
Egypt	629	803	28%
Spain	616	712	16%
Un. Kingdom	693	673	-3%
France	577	669	16%
Italy	507	599	18%
Netherlands	567	598	5%
Austria	500	566	13%
Germany	527	546	4%
Cyprus	469	527	12%
Czechia	423	525	24%
Poland	488	494	1%
Turkiye	293	340	16%
Bulgaria	61	66	9%
Other	369	394	7%
Total	**420**	**464**	**10%**

Source: BoG - Processing INSETE Intelligence

All individual destinations recorded an increase in Average Expenditure per Journey during 2024–2025, with the exception of the United Kingdom (-3%, from €693 in 2024 to €673 in 2025).

Indicatively, the remaining destinations recorded the following changes: the United States (+7%, from €1,180 in 2024 to €1,260 in 2025), Russia (+27%, from €845 to €1,072), Egypt (+28%, from €629 to €803), Spain (+16%, from €616 to €712), France (+16%, from €577 to €669), Italy (+18%, from €507 to €599), the Netherlands (+5%, from €567 to €598), Austria (+13%, from €500 to €566), Germany (+4%, from €527 to €546), Cyprus (+12%, from €469 to €527), Czechia (+24%, from €423 to €525), Poland (+1%, from €488 to €494), Türkiye (+16%, from €293 to €340), Bulgaria (+9%, from €61 to €66) and other destinations (+7%, from €369 to €394).

Graph 7: Average Expenditure per Journey (in €) and number of departures (in thous.) by destination[6], 2025



Source: Bank of Greece- Processing INSETE Intelligence

Graph 7 illustrates the position of each country in terms of departures to that destination and Average Expenditure per Journey. Average Expenditure per Journey in the United States and Russia is significantly higher than in most countries, while the opposite applies to Bulgaria and, to a lesser extent, Türkiye.

[6] Destination abbreviations used in the graph: US (USA), UK (Un. Kingdom), RU (Russia), FR (France), ES (Spain), EG (Egypt), NL (Netherlands), AT (Austria), CZ (Czechia), PL (Poland), DE (Germany), IT (Italy), CY (Cyprus), TR (Türkiye), BU (Bulgaria), Other (Other)

7.5 Average Expenditure per overnight by destination, 2024-2025

Table 16: Average Expenditure per overnight (in €) and by destination, 2024-2025

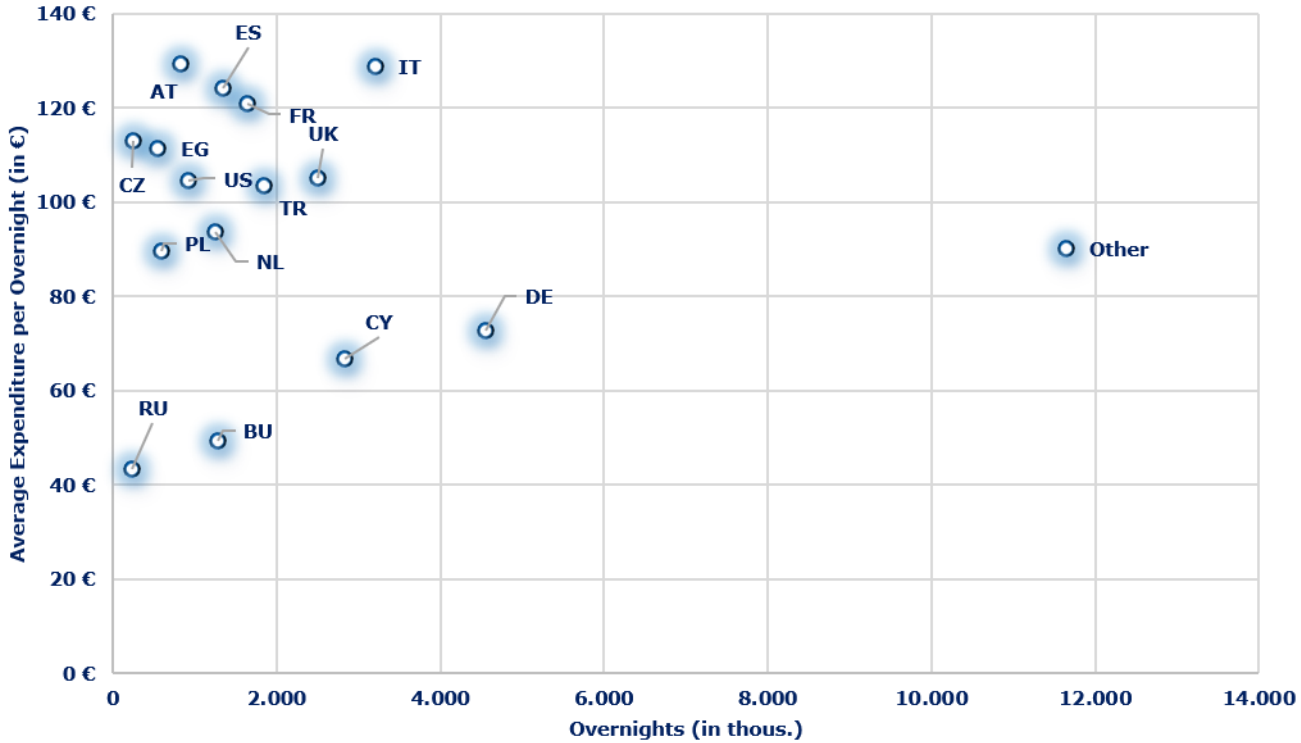
Destination	2024	2025	%Δ 2024-2025
Austria	120	129	8%
Italy	106	129	22%
Spain	100	124	24%
France	100	121	20%
Czechia	92	113	23%
Egypt	87	111	29%
Un. Kingdom	102	105	3%
USA	82	104	28%
Turkiye	92	103	13%
Netherlands	78	94	20%
Poland	93	90	-4%
Germany	63	73	15%
Cyprus	61	67	9%
Bulgaria	47	49	5%
Russia	44	43	-1%
Other	78	90	16%
Total	**81**	**94**	**16%**

Source: BoG - Processing INSETE Intelligence

With regard to Average Expenditure per Overnight by destination, all destinations recorded an increase during 2024–2025, with the exception of Poland (-4%, from €93 in 2024 to €90 in 2025) and Russia (-1%, from €44 to €43).

Indicatively, the remaining destinations recorded the following changes: Austria (+8%, from €120 in 2024 to €129 in 2025), Italy (+22%, from €106 to €129), Spain (+24%, from €100 to €124), France (+20%, from €100 to €121), Czechia (+23%, from €92 to €113), Egypt (+29%, from €87 to €111), the United Kingdom (+3%, from €102 to €105), the United States (+28%, from €82 to €104), Türkiye (+13%, from €92 to €103), the Netherlands (+20%, from €78 to €94), Germany (+15%, from €63 to €73), Cyprus (+9%, from €61 to €67), Bulgaria (+5%, from €47 to €49) and other destinations (+16%, from €78 to €90).

Graph 8: Average Expenditure per Overnight (in €) and number of overnights (in thous.) by destination[7], 2025



Source: BoG - Processing INSETE Intelligence

Γραπη 8 shows the position of each country in terms of overnights and Average Expenditure per Overnight. Although, as noted above, Average Expenditure per Journey in the United States and Russia is significantly higher than in most countries, this is not the case for Average Expenditure per Overnight. This

[7] Destination abbreviations used in the graph: US (USA), UK (Un. Kingdom), RU (Russia), FR (France), ES (Spain), EG (Egypt), NL (Netherlands), AT (Austria), CZ (Czechia), PL (Poland), DE (Germany), IT (Italy), CY (Cyprus), TR (Türkiye), BU (Bulgaria), Other (Other)

may indicate accommodation with friends and relatives, which is also consistent with the very long average length of stay recorded for these destinations (see p. 11). The highest Average Expenditure per Overnight was recorded for trips to Austria, Italy, Spain, France and Czechia.

7.6 Average Duration of Stay by destination, 2024-2025

Table 17: Average Duration of Stay (in overnights) by destination, 2024-2025

Destination	2024	2025	%Δ 2024-2025
Russia	19,2	24,7	29%
USA	14,5	12,1	-17%
Cyprus	7,7	7,9	3%
Germany	8,4	7,5	-10%
Egypt	7,3	7,2	-1%
Un. Kingdom	6,8	6,4	-6%
Netherlands	7,3	6,4	-12%
Spain	6,2	5,7	-7%
France	5,8	5,5	-4%
Poland	5,2	5,5	5%
Italy	4,8	4,7	-3%
Czechia	4,6	4,6	1%
Austria	4,2	4,4	5%
Turkiye	3,2	3,3	3%
Bulgaria	1,3	1,3	4%
Other	4,8	4,4	-8%
Total	**5,2**	**4,9**	**-4%**

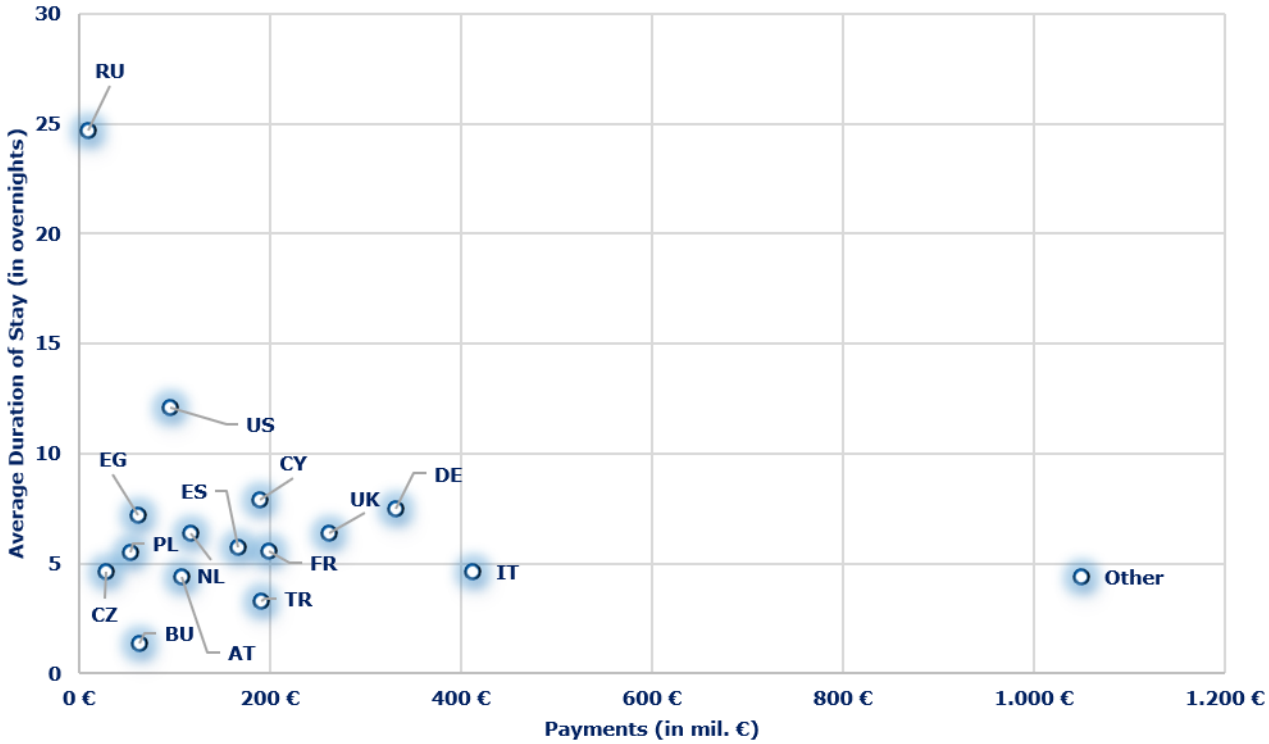
Source: BoG - Processing INSETE Intelligence

With regard to Average Duration of Stay by destination, a mixed picture was observed during 2024–2025. Increases were recorded for Russia (+29%, from 19.2 overnights in 2024 to 24.7 in 2025), Cyprus (+3%, from 7.7 to 7.9), Poland (+5%, from 5.2 to 5.5), Czechia (+1%, remaining at 4.6), Austria (+5%, from 4.2 to 4.4), Türkiye (+3%, from 3.2 to 3.3) and Bulgaria (+4%, remaining at 1.3).

By contrast, Average Duration of Stay declined for the United States (-17%, from 14.5 overnights in 2024 to 12.1 in 2025), Germany (-10%, from 8.4 to 7.5), Egypt (-1%, from 7.3 to 7.2), the United Kingdom (-6%, from 6.8 to 6.4), the Netherlands (-12%, from 7.3 to 6.4), Spain (-7%, from 6.2 to 5.7), France (-4%, from 5.8 to 5.5), Italy (-3%, from 4.8 to 4.7) and other destinations (-8%, from 4.8 to 4.4).

In conclusion, unlike Average Expenditure per Journey (see p. 32) and Average Expenditure per Overnight (see p. 34), Average Duration of Stay declined during 2024–2025. This decline was a consequence of the increase in daily expenditure, driven by inflation, which led outbound travellers to reduce the duration of their holidays. The growth of city-break travel, which is characterised by shorter stays, may also have contributed to this development. Despite the decline in Average Duration of Stay, Average Expenditure per journey was not adversely affected, as the proportionally stronger increase in Average Expenditure per Overnight more than offset the reduction in length of stay.

Graph 9: Average Duration of Stay (in overnights) and travel payments (in mil. €) by destination[8], 2025



Source: BoG - Processing INSETE Intelligence

[8] Destination abbreviations used in the graph: US (USA), UK (Un. Kingdom), RU (Russia), FR (France), ES (Spain), EG (Egypt), NL (Netherlands), AT (Austria), CZ (Czechia), PL (Poland), DE (Germany), IT (Italy), CY (Cyprus), TR (Türkiye), BU (Bulgaria), Other (Other)

Sources

- Bank of Greece – Travel Payments – Key Figures
- The Contribution of Tourism to Greek Economy, 2024

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