

# Travel in Greece

September 2023

Table of Contents

## [Travel in Greece](#)

### EXECUTIVE SUMMARY

Travel in 2023

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

### MARKET DATA

Table 1 - Surface Travel Modes Sales: Value 2018-2023

Table 2 - Surface Travel Modes Online Sales: Value 2018-2023

Table 3 - Forecast Surface Travel Modes Sales: Value 2023-2028

Table 4 - Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 5 - In-Destination Spending: Value 2018-2023

Table 6 - Forecast In-Destination Spending: Value 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## [Tourism Flows in Greece](#)

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Economic pressures support recovery of short-haul travel to Greece

Recovery of city breaks becomes a key growth driver

#### PROSPECTS AND OPPORTUNITIES

Domestic travel to remain popular among Greeks as purchasing power is compromised

Business and MICE to post strong growth

### CATEGORY DATA

Table 7 - Inbound Arrivals: Number of Trips 2018-2023

Table 8 - Inbound Arrivals by Country: Number of Trips 2018-2023

Table 9 - Inbound City Arrivals 2018-2023

Table 10 - Inbound Tourism Spending: Value 2018-2023

Table 11 - Forecast Inbound Arrivals: Number of Trips 2023-2028

Table 12 - Forecast Inbound Arrivals by Country: Number of Trips 2023-2028

Table 13 - Forecast Inbound Tourism Spending: Value 2023-2028

Table 14 - Domestic Trips by Destination: Number of Trips 2018-2023

Table 15 - Domestic Spending: Value 2018-2023

Table 16 - Forecast Domestic Trips by Destination: Number of Trips 2023-2028

Table 17 - Forecast Domestic Spending: Value 2023-2028

Table 18 - Outbound Departures: Number of Trips 2018-2023

Table 19 - Outbound Departures by Destination: Number of Trips 2018-2023

Table 20 - Outbound Tourism Spending: Value 2018-2023

Table 21 - Forecast Outbound Departures: Number of Trips 2023-2028

Table 22 - Forecast Outbound Departures by Destination: Number of Trips 2023-2028

Table 23 - Forecast Outbound Spending: Value 2023-2028

## [Airlines in Greece](#)

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Ryanair loses retail value share as it closes Athens base  
Sky Express posts strong growth in passenger flows and revenue

### PROSPECTS AND OPPORTUNITIES

Domestic airlines set to gain share due to high cost of ferry travel  
Aegean Airlines and Sky Express set to gain share

### CATEGORY DATA

Table 24 - Airlines Sales: Value 2018-2023  
Table 25 - Airlines Online Sales: Value 2018-2023  
Table 26 - Airlines: Passengers Carried 2018-2023  
Table 27 - Airlines NBO Company Shares: % Value 2018-2022  
Table 28 - Non-Scheduled Carriers Brands by Key Performance Indicators 2023  
Table 29 - Low Cost Carriers Brands by Key Performance Indicators 2023  
Table 30 - Full Service Carriers Brands by Key Performance Indicators 2023  
Table 31 - Forecast Airlines Sales: Value 2023-2028  
Table 32 - Forecast Airlines Online Sales: Value 2023-2028

## Lodging (Destination) in Greece

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Polarisation trend evident in lodging (destination)  
Seasonal hotels on Greek islands fully recover from pandemic

### PROSPECTS AND OPPORTUNITIES

Luxury and upscale hotels to attract most investment  
City hotels to outperform seasonal hotels

### CATEGORY DATA

Table 33 - Lodging (Destination) Sales: Value 2018-2023  
Table 34 - Lodging (Destination) Online Sales: Value 2018-2023  
Table 35 - Hotels Sales: Value 2018-2023  
Table 36 - Hotels Online Sales: Value 2018-2023  
Table 37 - Other Lodging Sales: Value 2018-2023  
Table 38 - Other Lodging Online Sales: Value 2018-2023  
Table 39 - Lodging (Destination) Outlets: Units 2018-2023  
Table 40 - Lodging (Destination) Rooms: Number of Rooms 2018-2023  
Table 41 - Lodging (Destination) by Incoming vs Domestic: % Value 2018-2023  
Table 42 - Hotels NBO Company Shares: % Value 2018-2022  
Table 43 - Hotel Brands by Key Performance Indicators 2023  
Table 44 - Forecast Lodging (Destination) Sales: Value 2023-2028  
Table 45 - Forecast Lodging (Destination) Online Sales: Value 2023-2028  
Table 46 - Forecast Hotels Sales: Value 2023-2028  
Table 47 - Forecast Hotels Online Sales: Value 2023-2028  
Table 48 - Forecast Other Lodging Sales: Value 2023-2028  
Table 49 - Forecast Other Lodging Online Sales: Value 2023-2028  
Table 50 - Forecast Lodging (Destination) Outlets: Units 2023-2028

## Booking in Greece

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Intermediaries witness a slower recovery

Tour operators witness change in the competitive landscape

## PROSPECTS AND OPPORTUNITIES

Recovery of business/MICE to drive growth

Exclusive and small group travel to gain ground alongside guided tours

## CATEGORY DATA

Table 51 - Booking Sales: Value 2018-2023

Table 52 - Business Travel Sales: Value 2018-2023

Table 53 - Leisure Travel Sales: Value 2018-2023

Table 54 - Travel Intermediaries NBO Company Shares: % Value 2018-2023

Table 55 - Forecast Booking Sales: Value 2023-2028

Table 56 - Forecast Business Travel Sales: Value 2023-2028

Table 57 - Forecast Leisure Travel Sales: Value 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/travel-in-greece/report](https://www.euromonitor.com/travel-in-greece/report).