



**Euromonitor
International**

Travel in Greece

September 2025

Table of Contents

[Travel in Greece](#)

EXECUTIVE SUMMARY

Travel in 2025: The Big Picture

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 1 - Surface Travel Modes Sales: Value 2020-2025

Table 2 - Surface Travel Modes Online Sales: Value 2020-2025

Table 3 - Forecast Surface Travel Modes Sales: Value 2025-2030

Table 4 - Forecast Surface Travel Modes Online Sales: Value 2025-2030

Table 5 - In-Destination Spending: Value 2020-2025

Table 6 - Forecast In-Destination Spending: Value 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Tourism Flows in Greece](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Inbound arrivals face slower growth amid economic pressures

Outbound departures grow modestly, led by regional markets

PROSPECTS AND OPPORTUNITIES

Inbound arrivals to grow steadily but at a slower pace

Outbound departures to expand as younger generations prioritise travel

CATEGORY DATA

Table 7 - Inbound Arrivals: Number of Trips 2020-2025

Table 8 - Inbound Arrivals by Country: Number of Trips 2020-2025

Table 9 - Inbound City Arrivals 2020-2025

Table 10 - Inbound Tourism Spending: Value 2020-2025

Table 11 - Forecast Inbound Arrivals: Number of Trips 2025-2030

Table 12 - Forecast Inbound Arrivals by Country: Number of Trips 2025-2030

Table 13 - Forecast Inbound Tourism Spending: Value 2025-2030

Table 14 - Domestic Tourism by Destination: Number of Trips 2020-2025

Table 15 - Domestic Spending: Value 2020-2025

Table 16 - Forecast Domestic Tourism by Destination: Number of Trips 2025-2030

Table 17 - Forecast Domestic Spending: Value 2025-2030

Table 18 - Outbound Departures: Number of Trips 2020-2025

Table 19 - Outbound Departures by Destination: Number of Trips 2020-2025

Table 20 - Outbound Tourism Spending: Value 2020-2025

Table 21 - Forecast Outbound Departures: Number of Trips 2025-2030

Table 22 - Forecast Outbound Departures by Destination: Number of Trips 2025-2030

Table 23 - Forecast Outbound Spending: Value 2025-2030

[Airlines in Greece](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Revenue rises on higher fares, stronger international demand and growing ancillary sales
Aegean consolidates leadership; SKY express and low-cost rivals drive the most dynamic growth

PROSPECTS AND OPPORTUNITIES

Steady growth forecast as demand holds up despite economic pressures
Investment in routes and fleet expansion to support future opportunities

CATEGORY DATA

Table 24 - Airlines Sales: Value 2020-2025
Table 25 - Airlines Online Sales: Value 2020-2025
Table 26 - Airlines: Passengers Carried 2020-2025
Table 27 - Airlines NBO Company Shares: % Value 2020-2024
Table 28 - Non-Scheduled Carriers Brands by Key Performance Indicators 2025
Table 29 - Low Cost Carriers Brands by Key Performance Indicators 2025
Table 30 - Full Service Carriers Brands by Key Performance Indicators 2025
Table 31 - Forecast Airlines Sales: Value 2025-2030
Table 32 - Forecast Airlines Online Sales: Value 2025-2030

Lodging (Destination) in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Polarisation drives growth across luxury and budget segments
Expansion of international and domestic players reshapes the competitive landscape

PROSPECTS AND OPPORTUNITIES

Upmarket accommodation set to drive forecast period growth
Strategic investments in Athens reshape the competitive outlook

CATEGORY DATA

Table 33 - Lodging (Destination) Sales: Value 2020-2025
Table 34 - Lodging (Destination) Online Sales: Value 2020-2025
Table 35 - Hotels Sales: Value 2020-2025
Table 36 - Hotels Online Sales: Value 2020-2025
Table 37 - Other Lodging Sales: Value 2020-2025
Table 38 - Other Lodging Online Sales: Value 2020-2025
Table 39 - Lodging (Destination) Outlets: Units 2020-2025
Table 40 - Lodging (Destination) Rooms: Number of Rooms 2020-2025
Table 41 - Lodging (Destination) by Incoming vs Domestic: % Value 2020-2025
Table 42 - Hotels NBO Company Shares: % Value 2020-2024
Table 43 - Hotel Brands by Key Performance Indicators 2025
Table 44 - Forecast Lodging (Destination) Sales: Value 2025-2030
Table 45 - Forecast Lodging (Destination) Online Sales: Value 2025-2030
Table 46 - Forecast Hotels Sales: Value 2025-2030
Table 47 - Forecast Hotels Online Sales: Value 2025-2030
Table 48 - Forecast Other Lodging Sales: Value 2025-2030
Table 49 - Forecast Other Lodging Online Sales: Value 2025-2030
Table 50 - Forecast Lodging (Destination) Outlets: Units 2025-2030

Booking in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premium experiences and higher prices drive growth in booking
International giants dominate, while domestic operators show dynamic growth

PROSPECTS AND OPPORTUNITIES

Rising sales supported by diverse demand and niche offerings
Company activity and the balance between online and offline channels

CATEGORY DATA

Table 51 - Booking Sales: Value 2020-2025
Table 52 - Business Travel Sales: Value 2020-2025
Table 53 - Leisure Travel Sales: Value 2020-2025
Table 54 - Travel Intermediaries NBO Company Shares: % Value 2020-2025
Table 55 - Forecast Booking Sales: Value 2025-2030
Table 56 - Forecast Business Travel Sales: Value 2025-2030
Table 57 - Forecast Leisure Travel Sales: Value 2025-2030

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.