



**Euromonitor
International**

Travel in Greece

September 2024

Table of Contents

EXECUTIVE SUMMARY

- Travel in 2024
- Airlines: Key trends
- Hotels: Key trends
- Booking: Key trends
- What next for travel?

MARKET DATA

- Table 1 - Surface Travel Modes Sales: Value 2019-2024
- Table 2 - Surface Travel Modes Online Sales: Value 2019-2024
- Table 3 - Forecast Surface Travel Modes Sales: Value 2024-2029
- Table 4 - Forecast Surface Travel Modes Online Sales: Value 2024-2029
- Table 5 - In-Destination Spending: Value 2019-2024
- Table 6 - Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Continued strong growth in arrivals amidst challenges
- Eastern European countries as top performers for outbound travel

PROSPECTS AND OPPORTUNITIES

- City breaks to dominate short-term travel
- Domestic travel to maintain high popularity

CATEGORY DATA

- Table 7 - Inbound Arrivals: Number of Trips 2019-2024
- Table 8 - Inbound Arrivals by Country: Number of Trips 2019-2024
- Table 9 - Inbound City Arrivals 2019-2024
- Table 10 - Inbound Tourism Spending: Value 2019-2024
- Table 11 - Forecast Inbound Arrivals: Number of Trips 2024-2029
- Table 12 - Forecast Inbound Arrivals by Country: Number of Trips 2024-2029
- Table 13 - Forecast Inbound Tourism Spending: Value 2024-2029
- Table 14 - Domestic Tourism by Destination: Number of Trips 2019-2024
- Table 15 - Domestic Spending: Value 2019-2024
- Table 16 - Forecast Domestic Tourism by Destination: Number of Trips 2024-2029
- Table 17 - Forecast Domestic Spending: Value 2024-2029
- Table 18 - Outbound Departures: Number of Trips 2019-2024
- Table 19 - Outbound Departures by Destination: Number of Trips 2019-2024
- Table 20 - Outbound Tourism Spending: Value 2019-2024
- Table 21 - Forecast Outbound Departures: Number of Trips 2024-2029
- Table 22 - Forecast Outbound Departures by Destination: Number of Trips 2024-2029
- Table 23 - Forecast Outbound Spending: Value 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

Aegean and Sky Express gain market share
Wizz Air outperforms other low-cost airlines

PROSPECTS AND OPPORTUNITIES

Growth in domestic travel to drive airline revenues
Loyalty schemes to play a pivotal role in customer retention

CATEGORY DATA

- Table 24 - Airlines Sales: Value 2019-2024
- Table 25 - Airlines Online Sales: Value 2019-2024
- Table 26 - Airlines: Passengers Carried 2019-2024
- Table 27 - Airlines NBO Company Shares: % Value 2019-2023
- Table 28 - Non-Scheduled Carriers Brands by Key Performance Indicators 2024
- Table 29 - Low Cost Carriers Brands by Key Performance Indicators 2024
- Table 30 - Full Service Carriers Brands by Key Performance Indicators 2024
- Table 31 - Forecast Airlines Sales: Value 2024-2029
- Table 32 - Forecast Airlines Online Sales: Value 2024-2029

Lodging (Destination) in Greece

KEY DATA FINDINGS

2024 DEVELOPMENTS

City hotels outperform seasonal ones
Price increases drive value growth

PROSPECTS AND OPPORTUNITIES

Hotel chains increasingly use loyalty schemes to build regular clients
Hotels increasingly explore alternative sources of revenue

CATEGORY DATA

- Table 33 - Lodging (Destination) Sales: Value 2019-2024
- Table 34 - Lodging (Destination) Online Sales: Value 2019-2024
- Table 35 - Hotels Sales: Value 2019-2024
- Table 36 - Hotels Online Sales: Value 2019-2024
- Table 37 - Other Lodging Sales: Value 2019-2024
- Table 38 - Other Lodging Online Sales: Value 2019-2024
- Table 39 - Lodging (Destination) Outlets: Units 2019-2024
- Table 40 - Lodging (Destination) Rooms: Number of Rooms 2019-2024
- Table 41 - Lodging (Destination) by Incoming vs Domestic: % Value 2019-2024
- Table 42 - Hotels NBO Company Shares: % Value 2019-2023
- Table 43 - Hotel Brands by Key Performance Indicators 2024
- Table 44 - Forecast Lodging (Destination) Sales: Value 2024-2029
- Table 45 - Forecast Lodging (Destination) Online Sales: Value 2024-2029
- Table 46 - Forecast Hotels Sales: Value 2024-2029
- Table 47 - Forecast Hotels Online Sales: Value 2024-2029
- Table 48 - Forecast Other Lodging Sales: Value 2024-2029
- Table 49 - Forecast Other Lodging Online Sales: Value 2024-2029
- Table 50 - Forecast Lodging (Destination) Outlets: Units 2024-2029

Booking in Greece

KEY DATA FINDINGS

2024 DEVELOPMENTS

Intermediaries' revenue surpasses pre-pandemic levels

Business travel as a growth driver for intermediaries

PROSPECTS AND OPPORTUNITIES

Experiential travel offers new opportunities

The rise of online bookings

CATEGORY DATA

Table 51 - Booking Sales: Value 2019-2024

Table 52 - Business Travel Sales: Value 2019-2024

Table 53 - Leisure Travel Sales: Value 2019-2024

Table 54 - Travel Intermediaries NBO Company Shares: % Value 2019-2024

Table 55 - Forecast Booking Sales: Value 2024-2029

Table 56 - Forecast Business Travel Sales: Value 2024-2029

Table 57 - Forecast Leisure Travel Sales: Value 2024-2029

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.