

TOURISM: GASTRONOMIC AND CULTURAL TOURISM, MICE, CITY BREAKS

European & International Market



International tourism has surpassed pre-pandemic levels. In 2025, 1.52 billion international tourist arrivals were recorded worldwide, 793 million of them in Europe, while revenue from foreign visitors in EU countries reached €497.5 billion.

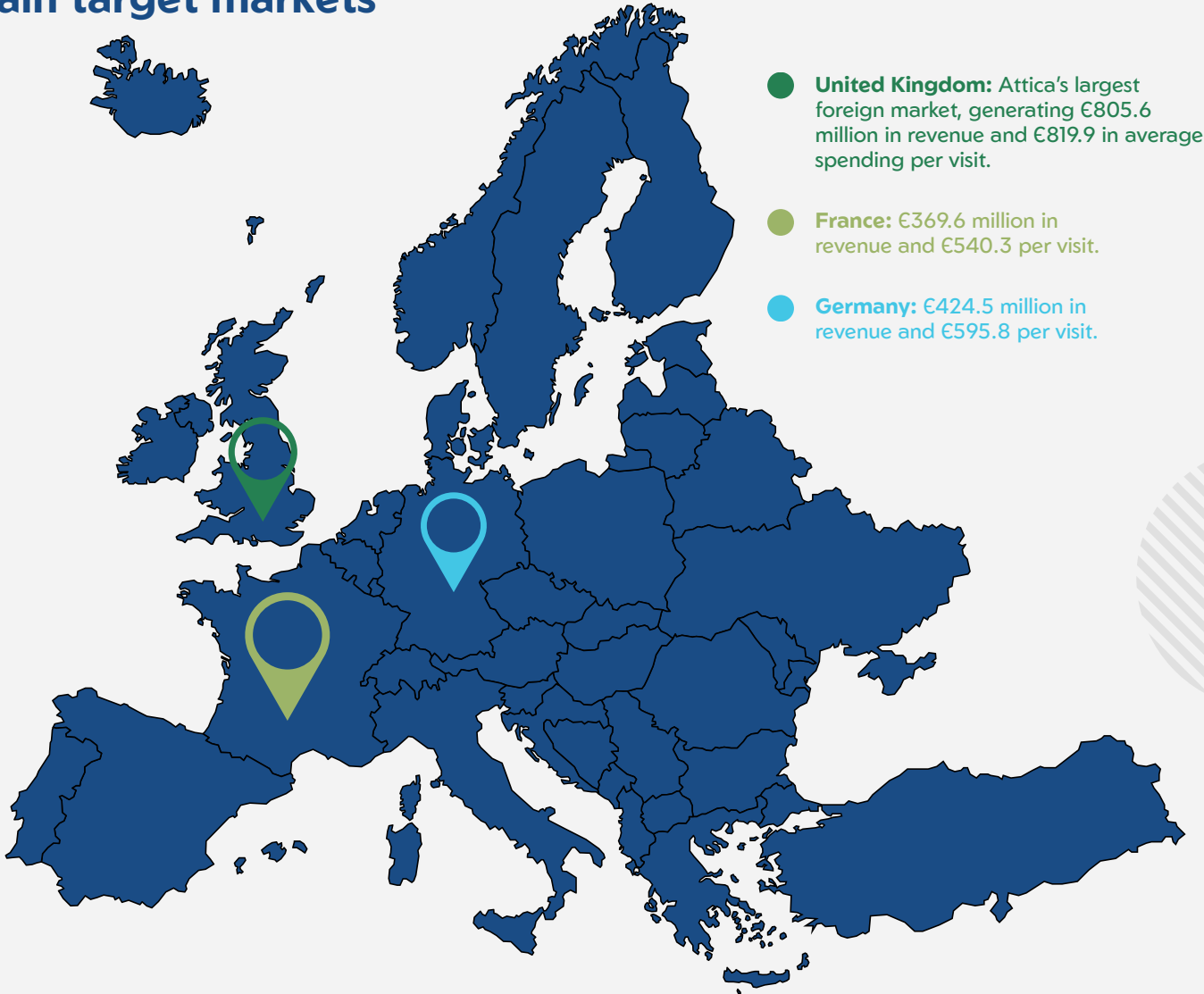
In Attica, tourism revenue has more than doubled since 2019, rising by 125%, and average spending per visit stands at €601.6. At the same time, the average length of stay fell from 5.7 to 5.0 overnight stays.

Tourism demand is already there. The challenge is for local businesses to turn it into greater value and revenue.

01. Key Market Indicators

497,5 billion € Travel receipts, EU-27, 2025	23,63 billion € Travel receipts, Greece, 2025	5,84 billion € Travel receipts, Attica, 2025	601,6 € per visit Average expenditure per visit in Attica
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02. Main target markets



03. Regulations as a condition of access

ACCESSIBILITY OF SERVICES Directive (EU) 2019/882 and Law 4994/2022. Accessibility of online services E-commerce services must meet accessibility requirements from 28 June 2025.	SHORT-TERM RENTALS & REGISTERS Law 5170/2025 and Regulation (EU) 2024/1028. Short-term rentals & registration Short-term rental properties must meet specific operational requirements from 1 October 2025 and have a verifiable registration number from 20 May 2026	ENVIRONMENTAL CLAIMS Directive (EU) 2024/825. Environmental claims From 27 September 2026, every environmental claim or sustainability label must be substantiated.
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04. Strategies that create value

-  Shift from visitor volume towards value per visitor and longer stays.
-  Online booking capability and content available in multiple languages.
-  Development of contacts with conference and corporate travel organisers.
-  Licences, certifications and compliance documentation ready before they are requested by international partners.
-  Joint promotion of West Athens as a unified destination, with coordinated actions in priority markets.

Conclusion:



Attica's tourism market is generating greater value per visitor, but shorter stays increase the need for timely digital visibility, direct booking options and cooperation between businesses. Average spending per visit rose from €381.7 to €601.6, reinforcing the importance of a high-quality and targeted tourism offer.