

GREEK TOURISM INVESTMENT REMAINS STEADY AT OVER €5 BILLION ANNUALLY



Stability marked Greece's tourism investments through 2024 and 2025, holding firm beyond €5 billion in spending even amid small shifts. Fresh data from INSETE, the research arm of the Greek Tourism Confederation, highlights sustained commitment. Though subtle changes occurred, the overall outlay showed little sign of slowing. Confidence in the sector appears unshaken by external pressures. Figures suggest investors maintained a steady course throughout both years.

Backward movement marked the numbers of Greek tourism investment by early 2025, yet overall spending held close to prior levels - €5.03 billion compared to €5.06 billion in 2024 - a dip of just 0.6%. **Inside that sum, what actually strengthened local economic output, once foreign purchases were subtracted, totaled €2.42 billion.** That figure edged down 0.9%, falling from €2.44 billion one year earlier.

Hotels Remain the Pillar of Investment

Despite a slight dip, the hotel industry remains central to Greek tourism investment. Spending on both building new accommodations and upgrading the current ones hit €2.79 billion in 2025 - marginally below the €2.81 billion recorded the previous year. Though reduced by 1%, domestic value added still accounted for €1.67 billion, following €1.69 billion in 2024. A small decline, yet stability holds through subtle shifts.

Still, the steady flow of money into hotels reveals a clear push to modernize facilities while growing space - key moves if Greece wants to hold its place among top travel spots. Though quiet in tone, the pattern speaks loudly about long-term goals behind the scenes.

Other Accommodation Segments

Though falling by just 0.6%, spending on non-hotel tourism like rented homes dipped to €2.24 billion in 2025 from €2.26 billion the year before. Such areas rely less on local spending than hotel projects do. Instead of focusing on construction, much of their budget goes toward tools and gear. Because of this shift in priority, only about €0.75 billion stayed within the national economy as value generated locally.

A Consistent Growth Driver

Though modest compared to previous years, the numbers still show how deeply tourism is woven into Greece's economic fabric. Investors keep committing - year after year - with flows above €5 billion, signaling trust that holds firm when other areas waver. Confidence remains steady, not because conditions are perfect, but because commitments persist regardless.

This steady flow of funding fuels job creation just as much as it boosts local economies across regions, alongside upgrading how tourism operates in Greece. With visitor counts rising steadily year after year, **keeping financial support at current levels becomes a quiet necessity - shaping both lasting resilience and better experiences down the line.**

Looking ahead, INSETE's results suggest continued strength in Greek tourism as a key part of the

economy. For hotel operators, landowners, and government planners alike, the data points to sustained investor confidence. Momentum shows little sign of slowing. Economic contributions remain solid, backed by consistent financial inflows. The outlook holds firm, supported by current trends. Stability defines the sector's path forward.

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