

GREEK TOURISM BREAKS RECORDS AGAIN IN EARLY 2026



Surprising growth continues in Greek tourism industry, with early 2026 showing even higher earnings and more travelers than the already strong start seen in 2025. Performance through April stands well above previous peaks, building steadily on last year's pace.

Early data shows international tourism brought in €2.79 billion from January through April, up €752.9 million compared to last year - a rise of 36.9%. Revenues surged sharply during these months. Meanwhile, **money spent abroad on travel increased at a slower pace, hitting €1.13 billion after growing 14%**. The gap between what visitors bring in versus what locals spend overseas widened significantly. That surplus now stands at €1.66 billion. Last year it had been just €1.05 billion for the same timeframe - making this year's figure 58% higher.

This year saw a sharp rise in visitors. In early 2026, Greece welcomed 5.24 million overseas tourists between January and April - up 27.1% from the 4.12 million recorded in the same stretch of 2025. Arrivals by land climbed steeply, soaring 67.8%. Airborne entries grew at a slower pace, ticking up just 12.8%.

Not just more people visited - spending patterns shifted upward too. With each journey, travelers opened their wallets wider, lifting average costs by 8.6% compared to the previous year. Higher attendance went hand in hand with deeper expenditure per guest. What mattered most was not volume alone, but how much stayed behind in local pockets.

Strong Performance from Both EU and Non-EU Source Markets

Across source markets, expansion showed wide reach. Notably, income generated from nations within the European Union climbed 38.7%, amounting to €1.37 billion. In similar motion, non-EU areas recorded a rise of 37.5%, bringing revenue to €1.34 billion. When examining visitor numbers, differences became sharper. A surge of 36.1% marked entries from EU territories. Meanwhile, those arriving from elsewhere around the globe advanced by 18.3%.

Still holding steady, Greek tourism shows staying power - popular among long-time European travelers even as it gains ground in distant regions. What stands out is how familiar demand blends with fresh international curiosity.

Economic Significance

Greece leans heavily on travel income, a key force behind growth, jobs, and money earned abroad. **Early signs from the start of the year point toward solid results through 2026, underlining how central this industry is.** Higher numbers of visitors, along with more spending by each guest, suggest momentum will carry into yet another strong period. Though challenges remain, current trends support steady expansion across regions dependent on seasonal arrivals.

Whether this initial push leads to lasting gains through the hot season - and later - remains under scrutiny by those involved in the sector.

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