

Travel & Tourism in Greece

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Abstracts

Travel & Tourism in Greece

Summary

Travel & Tourism in Greece industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

Travel & tourism industry is segmented into passenger airlines, passenger rail, foodservice, hotels & motels, and travel intermediaries.

The Greek travel & tourism industry recorded revenues of \$34.7 billion in 2023, representing a compound annual growth rate (CAGR) of 2.3% between 2018 and 2023.

The hotels & motels segment accounted for the industry's largest proportion in 2023, with total revenues of \$17.3 billion, equivalent to 49.8% of the industry's overall value.

Increasing capital investment in the travel & tourism industry is a key driver of growth, particularly in sectors such as airlines, railways, foodservice, and accommodation. Investors are channelling more funds into expanding travel infrastructure to meet rising demand. According to the World Bank, the capital investment in travel and tourism in Greece reached \$5.9 billion in 2023, reflecting an 8.8% increase from 2022.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the travel & tourism market in Greece

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the travel & tourism market in Greece

Leading company profiles reveal details of key travel & tourism market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Greece travel & tourism market with five year forecasts

Reasons to Buy

What was the size of the Greece travel & tourism market by value in 2023?

What will be the size of the Greece travel & tourism market in 2028?

What factors are affecting the strength of competition in the Greece travel & tourism market?

How has the market performed over the last five years?

What are the main segments that make up Greece's travel & tourism market?

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