

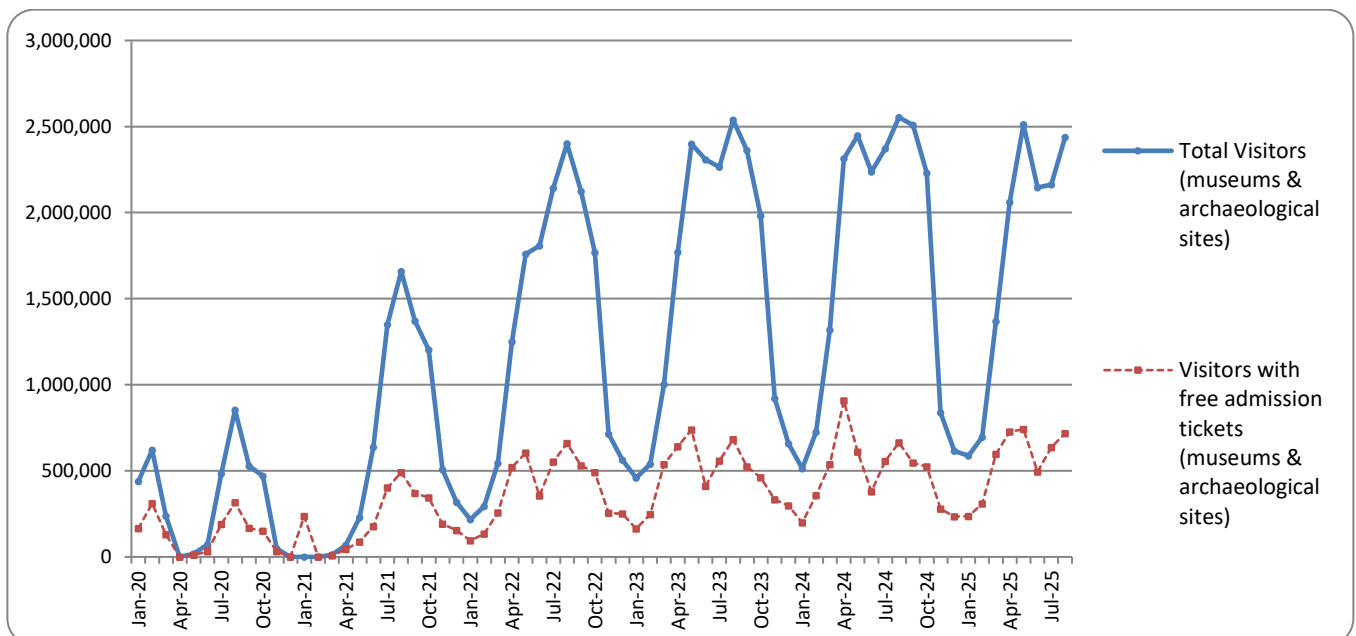


## SURVEY ON MUSEUMS AND ARCHAEOLOGICAL SITES ATTENDANCE AUGUST 2025

The Hellenic Statistical Authority (ELSTAT) announces the results of the *Survey on Museums and Archaeological Sites Attendance* for August 2025. More specifically:

- During August 2025 compared with the corresponding month of 2024, museums recorded a decrease of 1.3% in the number of visitors, an increase of 8.2% in the number of free admission visitors and an increase of 34.0% in their receipts (Table 1).
- As regards archaeological sites, in August 2025 compared with the corresponding month of 2024, a decrease of 5.4% was recorded in the number of visitors, an increase of 8.4% in the number of free admission visitors and of 44.8% in the corresponding receipts (Table 1).
- During the eight-month period from January to August 2025, compared with the corresponding period of 2024, a decrease of 0.9% was recorded in the number of visitors of museums, an increase of 8.0% in the number of free admission visitors and an increase of 34.3% in the relevant receipts (Table 2).
- As regards archaeological sites, during the eight-month period from January to August 2025, compared with the corresponding period of 2024, a decrease of 4.6% was recorded in the number of visitors, an increase of 4.8% in the number of free admission visitors and an increase of 39.9% was observed in the relevant receipts (Table 2).

**Graph 1: Visitors of Museums and Archaeological sites (January 2020 – August 2025)**



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**TABLE 1: VISITORS OF MUSEUMS AND ARCHAEOLOGICAL SITES - TOTAL RECEIPTS  
(AUGUST 2024 & AUGUST 2025)**

<b>I. NUMBER OF VISITORS</b>			
Museums and Archaeological sites	2024	2025	Change 2025/2024
<b>Total number of visitors (A+B)</b>	<b>2,543,917</b>	<b>2,438,469</b>	<b>-4.1%</b>
<b>A. Museums (C+E)</b>	<b>759,620</b>	<b>750,020</b>	<b>-1.3%</b>
Acropolis Museum <sup>(2)</sup>	196,775	200,580	1.9%
National Archaeological	65,409	66,965	2.4%
Ancient Olympia <sup>(3)</sup>	35,298	39,515	11.9%
Palace of the Grand Master (Rhodes) <sup>(2)</sup>	59,339	46,943	-20.9%
Heraklion Archaeological (Crete)	65,853	65,134	-1.1%
White Tower	32,504	36,800	13.2%
Delphi <sup>(3)</sup>	34,361	35,034	2.0%
Other museums <sup>(3)</sup>	270,081	259,049	-4.1%
<b>B. Archaeological Sites (D+F)</b>	<b>1,784,297</b>	<b>1,688,449</b>	<b>-5.4%</b>
Epidavros	59,252	53,419	-9.8%
The Acropolis of Mycenae & Atreus' Treasure	52,091	48,762	-6.4%
The Acropolis of Athens	506,494	537,008	6.0%
Sounio	42,479	40,268	-5.2%
The Acropolis of Lindos	126,440	105,279	-16.7%
Royal Tombs of Vergina	17,885	16,296	-8.9%
Ancient Olympia <sup>(1)(3)</sup>	45,367	43,462	-4.2%
Knossos (Crete)	181,677	171,520	-5.6%
Phaistos (Crete)	14,277	7,113	-50.2%
Ancient Korinthos	20,542	17,775	-13.5%
Mystras	19,463	15,174	-22.0%
Delphi <sup>(3)</sup>	28,073	24,032	-14.4%
Other archaeological sites	670,257	608,341	-9.2%
<b>II. VISITORS WHO PAID TICKET</b>			
	2024	2025	Change 2025/2024
<b>Total number of visitors who paid ticket (C+D)</b>	<b>1,880,811</b>	<b>1,720,075</b>	<b>-8.5%</b>
C. Museums <sup>(2)</sup>	541,460	513,908	-5.1%
D. Archaeological sites	1,339,351	1,206,167	-9.9%
<b>III. VISITORS WITH FREE ADMISSION TICKETS</b>			
	2024	2025	Change 2025/2024
<b>Total number of visitors with free admission ticket (E+F)</b>	<b>663,106</b>	<b>718,394</b>	<b>8.3%</b>
E. Museums <sup>(2)</sup>	218,160	236,112	8.2%
F. Archaeological sites	444,946	482,282	8.4%
<b>IV. RECEIPTS (euros)</b>			
	2024	2025	Change 2025/2024
<b>Total Receipts (G+H)<sup>(4)</sup></b>	<b>22,757,541</b>	<b>32,361,456</b>	<b>42.2%</b>
G. Museums <sup>(2)</sup>	5,430,952	7,278,094	34.0%
H. Archaeological sites	17,326,589	25,083,362	44.8%

<sup>(1)</sup> Flat rate ticket, valid both for the museum and the archaeological site.

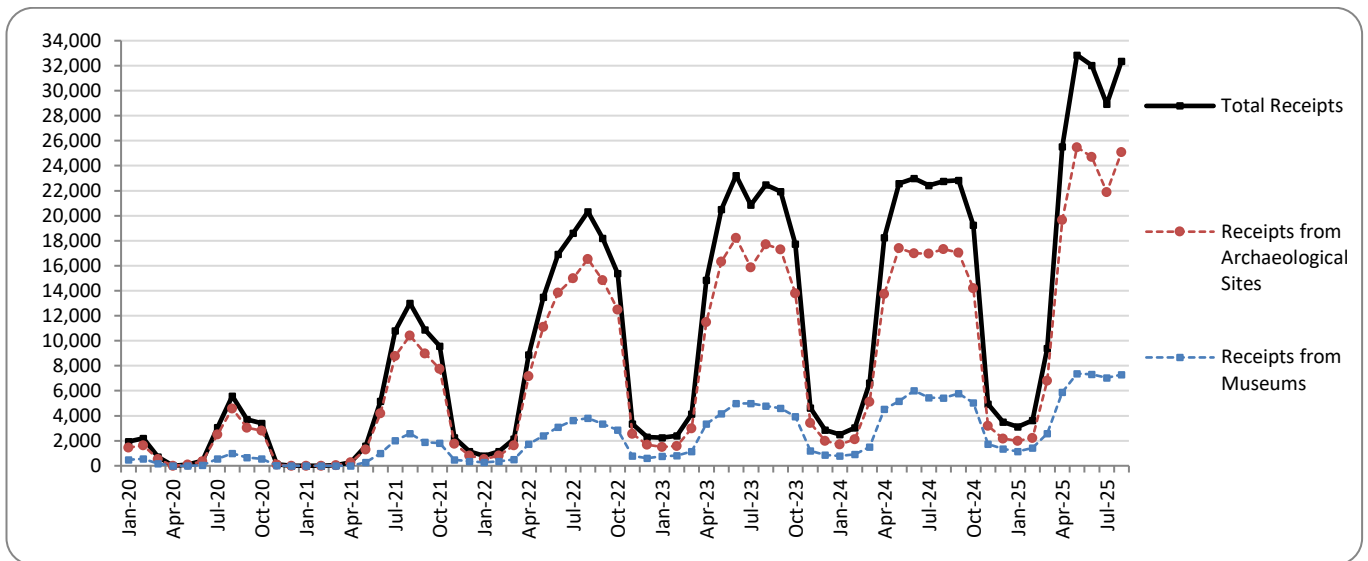
<sup>(2)</sup> Revised data, due to the transmission of updated data from administrative sources.

<sup>(3)</sup> Since April 2024, it has been possible to purchase tickets online from the museums of Ancient Olympia and Delphi, with the possibility of visiting the corresponding archaeological site, without it being possible to distinguish between museum and archaeological site visits.

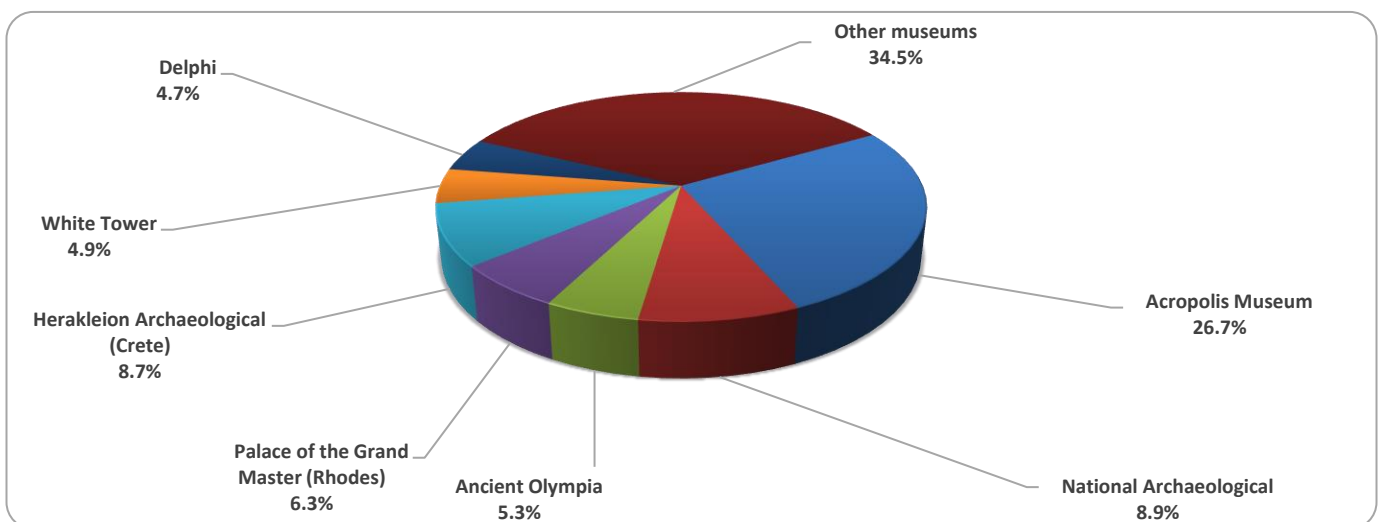
<sup>(4)</sup> Pursuant to the provisions of Joint Ministerial Decision 117624 (Official Journal 1968/issue B/29-03-24), as of 01/04/2025 a new pricing policy to visits to museums and archaeological sites, is in force.

The following graphs depict the evolution of the receipts of Museums and Archaeological Sites (Graph 2), as well as the number of visitors by Museum (Graph 3) and by Archaeological Site (Graph 4).

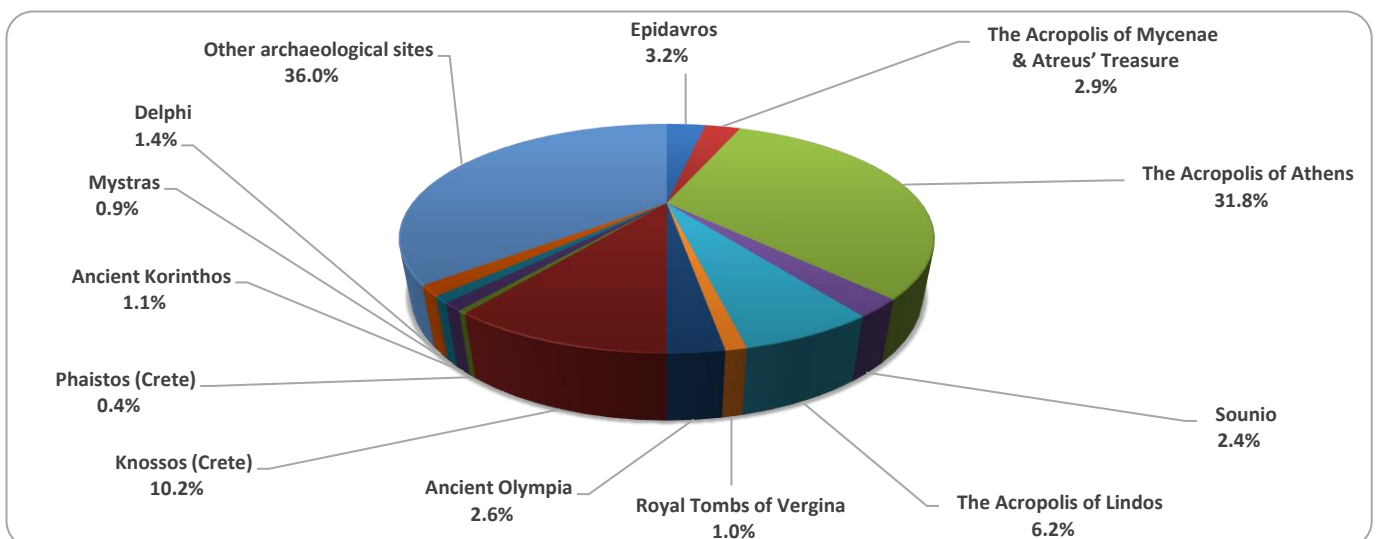
**Graph 2: Receipts from Museums and Archaeological Sites (January 2020 – August 2025)**  
(in thousand euro)



**Graph 3: Percentage distribution of visitors by Museum, August 2025**



**Graph 4: Percentage distribution of visitors by Archaeological site, August 2025**



**TABLE 2: VISITORS OF MUSEUMS AND ARCHAEOLOGICAL SITES - TOTAL RECEIPTS  
(2023, 2024, JANUARY - AUGUST 2024, 2025)**

<b>I. VISITORS</b>					
Museums and Archaeological sites	2023	2024	JANUARY- AUGUST		change 2025/2024
			2024	2025	
<b>Total number of visitors (A+B)</b>	<b>19,210,752</b>	<b>20,661,857</b>	<b>14,468,525</b>	<b>13,974,191</b>	<b>-3.4%</b>
<b>A. Museums (C+E)</b>	<b>5,801,812</b>	<b>6,651,911</b>	<b>4,620,745</b>	<b>4,578,250</b>	<b>-0.9%</b>
Acropolis Museum <sup>(2)</sup>	1,900,950	1,994,279	1,420,939	1,386,436	-2.4%
National Archaeological Ancient Olympia <sup>(3)</sup>	642,318	642,956	449,694	456,885	1.6%
Palace of the Grand Master (Rhodes) <sup>(2)</sup>	85,410	286,519	197,926	216,084	9.2%
Herakleion Archaeological (Crete)	342,607	370,138	245,850	197,087	-19.8%
White Tower	294,839	379,363	264,140	264,963	0.3%
Delphi <sup>(3)</sup>	259,775	239,767	158,190	148,389	-6.2%
Other museums	203,445	445,188	305,873	326,002	6.6%
<b>B. Archaeological Sites (D+F)</b>	<b>13,408,940</b>	<b>14,009,946</b>	<b>9,847,780</b>	<b>9,395,941</b>	<b>-4.6%</b>
Epidavros <sup>(1)</sup>	2,072,468	2,293,701	1,578,133	1,582,404	0.3%
The Acropolis of Mycenae & Atreus' Treasure	525,982	548,971	390,125	384,656	-1.4%
The Acropolis of Athens	510,507	547,361	393,845	360,235	-8.5%
Sounio	3,958,405	4,557,693	3,312,552	3,371,318	1.8%
The Acropolis of Lindos	393,927	421,556	301,997	267,057	-11.6%
Royal Tombs of Vergina	629,089	702,363	472,639	402,327	-14.9%
Ancient Olympia <sup>(3)</sup>	202,122	244,013	176,532	129,852	-26.4%
Knossos (Crete)	481,211	301,987	222,666	198,292	-10.9%
Phaistos (Crete)	959,110	1,010,006	708,152	677,504	-4.3%
Ancient Korinthos <sup>(1)</sup>	79,934	84,637	58,010	41,133	-29.1%
Mystras <sup>(1)</sup>	210,465	253,085	162,028	165,794	2.3%
Delphi <sup>(3)</sup>	151,508	153,789	105,616	95,782	-9.3%
Other archaeological sites	482,293	292,619	218,520	150,844	-31.0%
	4,824,387	4,891,866	3,325,098	3,151,147	-5.2%
<b>II. VISITORS WHO PAID TICKET</b>					
	2023	2024	JANUARY- AUGUST		change 2025/2024
			2024	2025	
<b>Total number of visitors who paid ticket (C+D)</b>	<b>13,614,885</b>	<b>14,869,892</b>	<b>10,259,818</b>	<b>9,514,947</b>	<b>-7.3%</b>
C. Museums <sup>(2)</sup>	3,690,912	4,489,241	3,088,688	2,923,796	-5.3%
D. Archaeological sites	9,923,973	10,380,651	7,171,130	6,591,151	-8.1%
<b>III. VISITORS WITH FREE ADMISSION TICKETS</b>					
	2023	2024	JANUARY- AUGUST		change 2025/2024
			2024	2025	
<b>Total number of visitors with free admission ticket (E+ F)</b>	<b>5,595,867</b>	<b>5,791,965</b>	<b>4,208,707</b>	<b>4,459,244</b>	<b>6.0%</b>
E. Museums	2,110,900	2,162,670	1,532,057	1,654,454	8.0%
F. Archaeological sites	3,484,967	3,629,295	2,676,650	2,804,790	4.8%
<b>IV. RECEIPTS (euros)</b>					
	2023	2024	JANUARY- AUGUST		change 2025/2024
			2024	2025	
<b>Total Receipts (G+H)<sup>(4)</sup></b>	<b>157,947,917</b>	<b>171,680,632</b>	<b>121,164,463</b>	<b>167,833,200</b>	<b>38.5%</b>
G. Museums <sup>(2)</sup>	35,712,861	43,688,040	29,785,270	39,998,790	34.3%
H. Archaeological sites	122,235,056	127,992,592	91,379,193	127,834,410	39.9%

<sup>(1)</sup> Until March 2025, a single ticket is valid for both the museum and the archaeological site.

<sup>(2)</sup> Revised data, due to the transmission of updated data from administrative sources.

<sup>(3)</sup> Since April 2024, it has been possible to purchase tickets online from the museums of Ancient Olympia and Delphi, with the possibility of visiting the corresponding archaeological site, without it being possible to distinguish between museum and archaeological site visits

<sup>(4)</sup> Pursuant to the provisions of Joint Ministerial Decision 117624 (Official Journal 1968/issue B/29-03-24), as of 01/04/2025 a new pricing policy to visits to museums and archaeological sites, is in force.

## EXPLANATORY NOTES

<b>Survey on Museums and Archaeological Sites Attendance</b>	<p>The Survey on Museums and Archaeological Sites Attendance has been producing results since 1970. The survey collects data from the Hellenic Organization of Cultural Resources Development (HOCRED), supervised by the Ministry of Culture, on the number of visitors and the receipts from the tickets sold in the Museums and Archaeological sites of the country.</p> <p>The corresponding data for the Acropolis Museum is available from December 2009 onwards. Pursuant to the provisions of Joint Ministerial Decision 117624 (Official Journal 1968/issue B/29-03-24), as 01/04/2025 a new pricing policy shall apply to visits to museums and archaeological sites.</p>
<b>Legal Framework</b>	<p>The survey is conducted since 1970 on a regular basis and it produces results on a monthly and yearly basis, in compliance with the Joint Ministerial Decision 15189/B379/73.</p>
<b>Reference Period</b>	<p>01/08/2025 - 31/08/2025</p>
<b>Methodology and Definitions</b>	<p>The survey is conducted on a monthly basis from data mainly collected from the Hellenic Organization of Cultural Resources Development (HOCRED), supervised by the Ministry of Culture, on the number of visitors and the receipts from the tickets sold in the Museums and Archaeological sites of the Country. ELSTAT tabulates and presents the data for the whole of the Country, by month and by year.</p>
<b>References</b>	<p>More information on the Survey on Museums and Archaeological Sites Attendance and detailed time series are available on: <a href="http://www.statistics.gr/en/statistics/-/publication/SCI21/">http://www.statistics.gr/en/statistics/-/publication/SCI21/</a></p>