

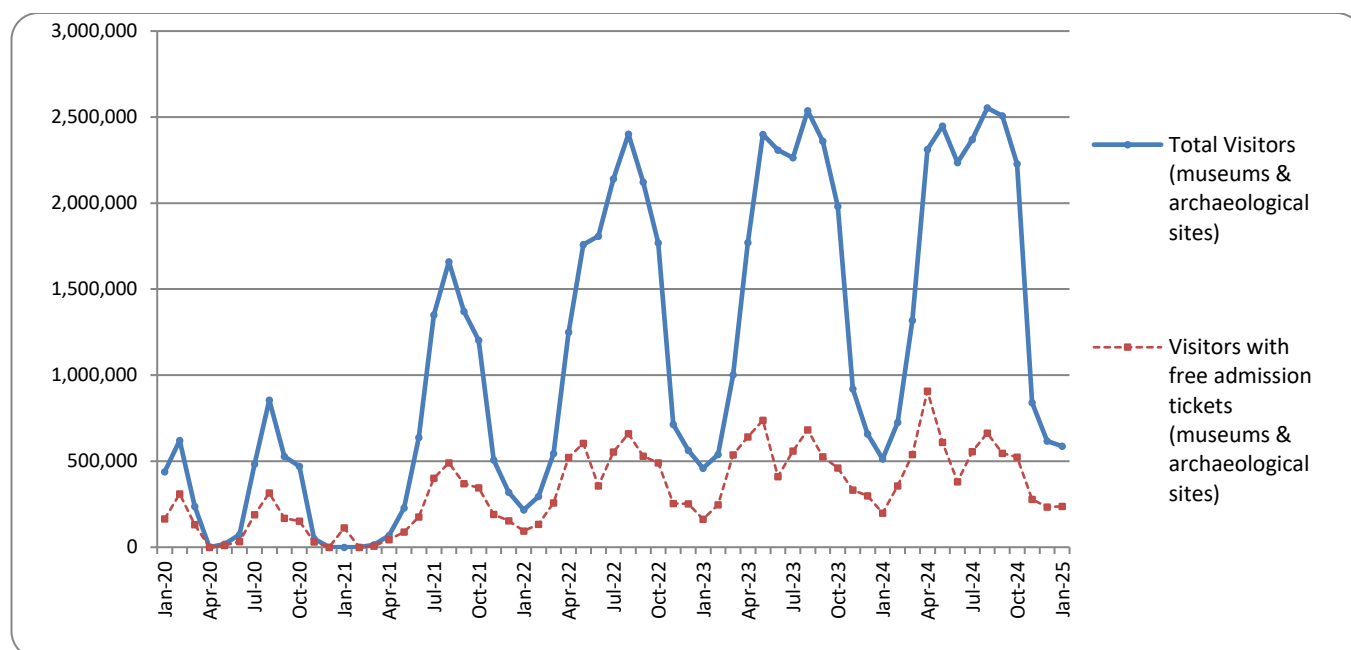


SURVEY ON MUSEUMS AND ARCHAEOLOGICAL SITES ATTENDANCE JANUARY 2025

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

- During January 2025 compared with the corresponding month of 2024, museums recorded an increase of 12.3% in the number of visitors, of 23.8% in the number of free admission visitors and of 42.2% in their receipts (Table 1).
- As regards archaeological sites, in January 2025 compared with the corresponding month of 2024, an increase of 15.7% was recorded in the number of visitors, of 15.5% in the number of free admission visitors and an increase of 16.1% in the corresponding receipts (Table 1).

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



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

I. NUMBER OF VISITORS			
Museums and Archaeological sites	2024	2025	Change 2025/2024
Total number of visitors (A+B)	513,595	587,094	14.3%
A. Museums (C+E)	207,893	233,464	12.3%
Acropolis Museum	71,640	68,449	-4.5%
National Archaeological	29,208	30,521	4.5%
Ancient Olympia ⁽³⁾	1,008	3,823	279.3%
Palace of the Grand Master (Rhodes) ⁽²⁾	2,737	1,113	-59.3%
Heraklion Archaeological (Crete)	4,460	4,119	-7.6%
White Tower	11,732	11,596	-1.2%
Delphi ⁽³⁾	7,064	16,839	138.4%
Other museums ⁽²⁾	80,044	97,004	21.2%
B. Archaeological Sites (D+F)	305,702	353,630	15.7%
Epidavros ⁽¹⁾	10,726	16,592	54.7%
The Acropolis of Mycenae & Atreus' Treasure	12,043	17,820	48.0%
The Acropolis of Athens	142,709	162,091	13.6%
Sounio	14,837	16,870	13.7%
The Acropolis of Lindos	724	504	-30.4%
Royal Tombs of Vergina	7,888	9,470	20.1%
Ancient Olympia ⁽³⁾	4,793	3,838	-19.9%
Knossos (Crete)	4,974	5,754	15.7%
Phaistos (Crete)	614	393	-36.0%
Ancient Korinthos ⁽¹⁾	6,356	6,992	10.0%
Mystras ⁽¹⁾	2,885	3,938	36.5%
Delphi ⁽³⁾	16,320	10,781	-33.9%
Other archaeological sites ⁽²⁾	80,833	98,587	22.0%
II. VISITORS WHO PAID TICKET			
	2024	2025	Change 2025/2024
Total number of visitors who paid ticket (C+D)	315,104	350,260	11.2%
C. Museums ⁽²⁾	117,039	120,965	3.4%
D. Archaeological sites ⁽²⁾	198,065	229,295	15.8%
III. VISITORS WITH FREE ADMISSION TICKETS			
	2024	2025	Change 2025/2024
Total number of visitors with free admission ticket (E+F)	198,491	236,834	19.3%
E. Museums	90,854	112,499	23.8%
F. Archaeological sites	107,637	124,335	15.5%
IV. RECEIPTS (euros)			
	2024	2025	Change 2025/2024
Total Receipts (G+H)	2,503,393	3,113,918	24.4%
G. Museums	798,268	1,134,796	42.2%
H. Archaeological sites	1,705,125	1,979,122	16.1%

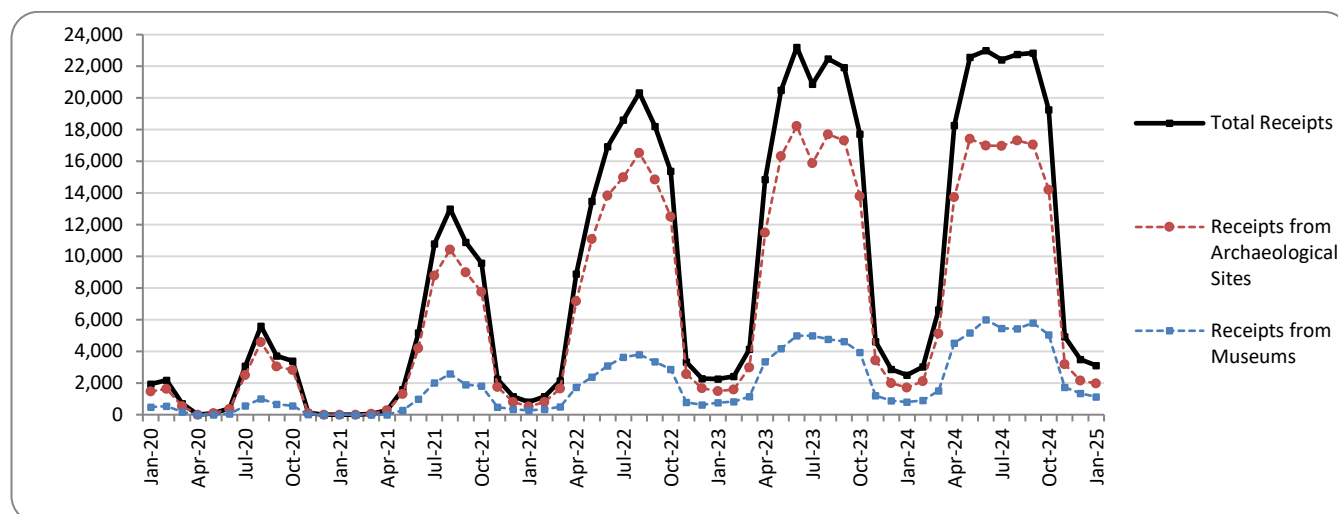
⁽¹⁾ Flat rate ticket, valid both for the museum and the archaeological site.

⁽²⁾ Revised data for 2023, due to the transmission of updated data from administrative sources.

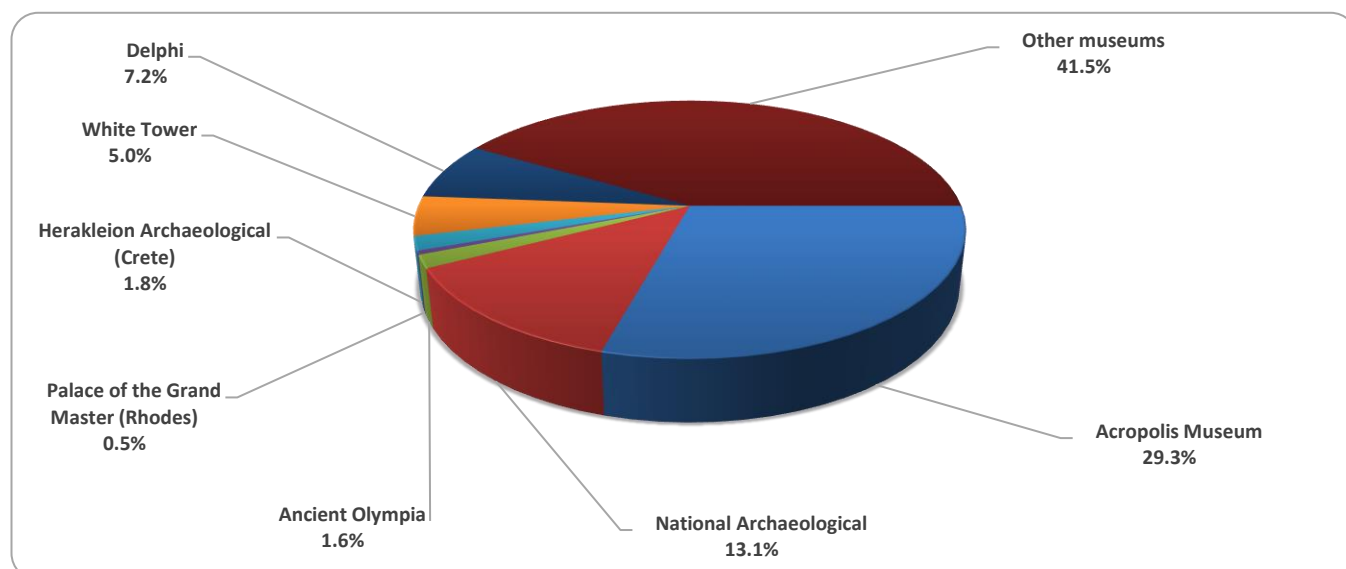
⁽³⁾ Since April 2024, it has been possible to purchase tickets online from the museums of Ancient Olympia and Delphi, with the possibility of visiting the corresponding archaeological site, without it being possible to distinguish between museum and archaeological site visits.

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 – January 2025)
(in thousand euro)



Graph 3: Percentage distribution of visitors by Museum, January 2025



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

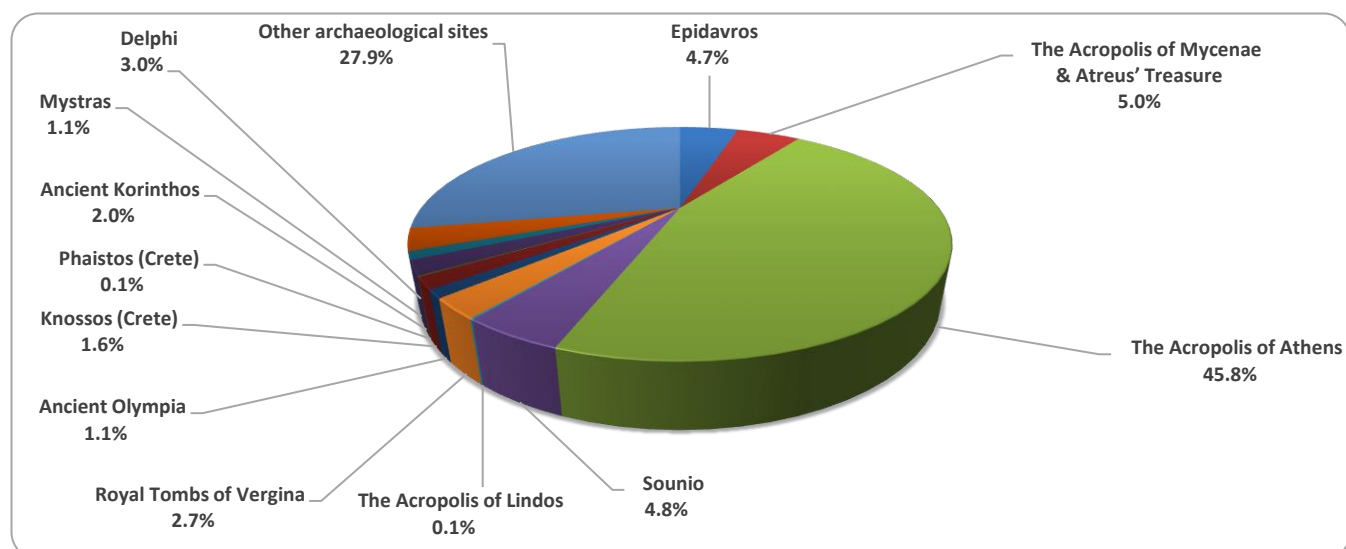


TABLE 2: VISITORS OF MUSEUMS AND ARCHAEOLOGICAL SITES - TOTAL RECEIPTS
(2023, 2024, JANUARY 2024, 2025)

I. VISITORS					
Museums and Archaeological sites	2023 ⁽²⁾	2024	JANUARY		change 2025/2024
			2024	2025	
Total number of visitors (A+B)	19,210,752	20,661,682	513,595	587,094	14.3%
A. Museums (C+E)	5,801,812	6,651,800	207,893	233,464	12.3%
Acropolis Museum	1,900,950	1,994,251	71,640	68,449	-4.5%
National Archaeological	642,318	642,956	29,208	30,521	4.5%
Ancient Olympia	85,410	286,519	1,008	3,823	279.3%
Palace of the Grand Master (Rhodes)	342,607	370,055	2,737	1,113	-59.3%
Herakleion Archaeological (Crete)	294,839	379,363	4,460	4,119	-7.6%
White Tower	259,775	239,767	11,732	11,596	-1.2%
Delphi	203,445	445,188	7,064	16,839	138.4%
Other museums	2,072,468	2,293,701	80,044	97,004	21.2%
B. Archaeological Sites (D+F)	13,408,940	14,009,882	305,702	353,630	15.7%
Epidavros ⁽¹⁾	525,982	548,971	10,726	16,592	54.7%
The Acropolis of Mycenae & Atreus' Treasure	510,507	547,361	12,043	17,820	48.0%
The Acropolis of Athens	3,958,405	4,557,693	142,709	162,091	13.6%
Sounio	393,927	421,556	14,837	16,870	13.7%
The Acropolis of Lindos	629,089	702,363	724	504	-30.4%
Royal Tombs of Vergina	202,122	244,013	7,888	9,470	20.1%
Ancient Olympia	481,211	301,987	4,793	3,838	-19.9%
Knossos (Crete)	959,110	1,010,006	4,974	5,754	15.7%
Phaistos (Crete)	79,934	84,637	614	393	-36.0%
Ancient Korinthos ⁽¹⁾	210,465	253,085	6,356	6,992	10.0%
Mystras ⁽¹⁾	151,508	153,789	2,885	3,938	36.5%
Delphi	482,293	292,619	16,320	10,781	-33.9%
Other archaeological sites	4,824,387	4,891,802	80,833	98,587	22.0%
II. VISITORS WHO PAID TICKET					
	2023 ⁽²⁾	2024	JANUARY		change 2025/2024
			2024	2025	
Total number of visitors who paid ticket (C+D)	13,614,885	14,869,717	315,104	350,260	11.2%
C. Museums	3,690,912	4,489,130	117,039	120,965	3.4%
D. Archaeological sites	9,923,973	10,380,587	198,065	229,295	15.8%
III. VISITORS WITH FREE ADMISSION TICKETS					
	2023 ⁽²⁾	2024	JANUARY		change 2025/2024
			2024	2025	
Total number of visitors with free admission ticket (E+F)	5,595,867	5,791,965	198,491	236,834	19.3%
E. Museums	2,110,900	2,162,670	90,854	112,499	23.8%
F. Archaeological sites	3,484,967	3,629,295	107,637	124,335	15.5%
IV. RECEIPTS (euros)					
	2023 ⁽²⁾	2024	JANUARY		change 2025/2024
			2024	2025	
Total Receipts (G+H)	157,947,917	171,679,802	2,503,393	3,113,918	24.4%
G. Museums	35,712,861	43,687,210	798,268	1,134,796	42.2%
H. Archaeological sites	122,235,056	127,992,592	1,705,125	1,979,122	16.1%

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

⁽²⁾ Revised data for 2023, due to the transmission of updated data from administrative sources.

⁽³⁾ 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.

EXPLANATORY NOTES

Survey on Museums and Archaeological Sites Attendance	<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 and Sports, on the number of visitors and the receipts from the tickets sold in the Museums and Archaeological sites of the country. The corresponding data for the Acropolis Museum is available from December 2009 onwards.</p>
Legal Framework	<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>
Reference Period	<p>1/01/2025 - 31/01/2025</p>
Methodology and Definitions	<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 and Sports, 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> <p>Number of flat rate tickets:</p> <p>From April 1999 onwards, in some museums and the nearby archaeological sites, in addition to the ordinary ticket, a new “flat rate ticket” was established, which is valid for both the museum and the nearby archaeological site. The total number of these flat rate tickets for January 2025 was 14,223</p>
References	<p>More information on the Survey on Museums and Archaeological Sites Attendance and detailed time series are available on: http://www.statistics.gr/en/statistics/-/publication/SCI21/-</p>