

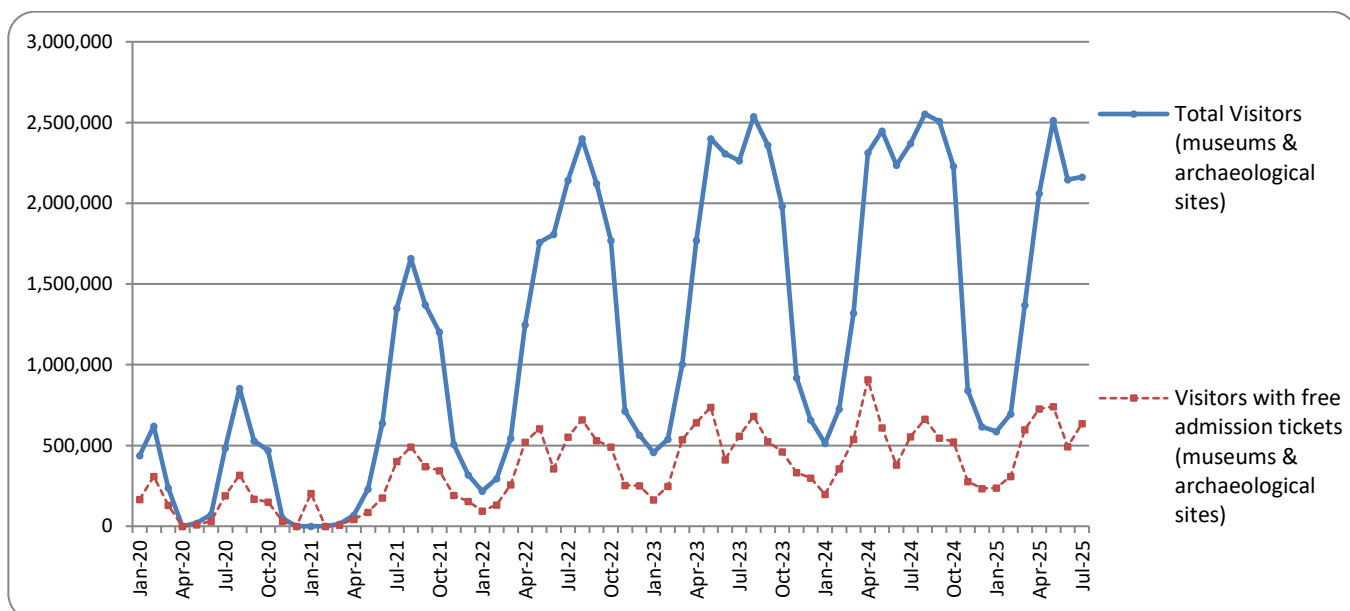


SURVEY ON MUSEUMS AND ARCHAEOLOGICAL SITES ATTENDANCE JULY 2025

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

- During July 2025 compared with the corresponding month of 2024, museums recorded a decrease of 3.8% in the number of visitors, an increase of 9.4% in the number of free admission visitors and an increase of 21.9% in their receipts (Table 1).
- As regards archaeological sites, in July 2025 compared with the corresponding month of 2024, a decrease of 10.9% was recorded in the number of visitors, an increase of 17.1% in the number of free admission visitors and an increase of 29.0% in the corresponding receipts (Table 1).
- During the seven-month period from January to July 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 7.9% in the number of free admission visitors and an increase of 34.4% in the relevant receipts (Table 2).
- As regards archaeological sites, during the seven-month period from January to July 2025, compared with the corresponding period of 2024, a decrease of 4.4% was recorded in the number of visitors, an increase of 4.1% in the number of free admission visitors and an increase of 38.8% was observed in the relevant receipts (Table 2).

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



Information on methodological issues:

Sectoral Statistics Division
Tourism and Culture Statistics Section
Head of Section: Eleni Papadopoulou
Tel: +30 213 135 2168
e-mail: e.papadopoulou@statistics.gr

Information for data provision:

Tel. +30 213 135 2022, 2308, 2310
e-mail: data.dissem@statistics.gr

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

I. NUMBER OF VISITORS			
Museums - Archaeological sites	2024	2025	Change 2025/2024
Total number of visitors (A+B)	2,370,350	2,163,455	-8.7%
A. Museums (C+E)	717,913	690,609	-3.8%
Acropolis Museum ⁽²⁾	214,337	222,151	3.6%
National Archaeological	64,853	68,135	5.1%
Ancient Olympia ⁽³⁾	35,322	33,460	-5.3%
Palace of the Grand Master (Rhodes) ⁽²⁾	55,835	40,542	-27.4%
Heraklion Archaeological (Crete)	60,610	58,713	-3.1%
White Tower	25,466	22,708	-10.8%
Delphi ⁽³⁾	34,245	28,090	-18.0%
Other museums	227,245	216,810	-4.6%
B. Archaeological Sites (D+F)	1,652,437	1,472,846	-10.9%
Epidavros	53,187	43,542	-18.1%
The Acropolis of Mycenae & Atreus' Treasure	46,578	38,727	-16.9%
The Acropolis of Athens	533,528	493,802	-7.4%
Sounio	43,126	38,153	-11.5%
The Acropolis of Lindos	115,460	92,208	-20.1%
Royal Tombs of Vergina	13,855	11,870	-14.3%
Ancient Olympia ⁽¹⁾⁽³⁾	36,891	38,526	4.4%
Knossos (Crete)	165,168	153,759	-6.9%
Phaistos (Crete)	14,040	7,707	-45.1%
Ancient Korinthos	19,779	18,526	-6.3%
Mystras	13,351	11,052	-17.2%
Delphi ⁽³⁾	23,283	19,856	-14.7%
Other archaeological sites	574,191	505,118	-12.0%
II. VISITORS WHO PAID TICKET			
	2024	2025	Change 2025/2024
Total number of visitors who paid ticket (C+D)	1,814,950	1,527,220	-15.9%
C. Museums ⁽²⁾	531,188	486,244	-8.5%
D. Archaeological sites	1,283,762	1,040,976	-18.9%
III. VISITORS WITH FREE ADMISSION TICKETS			
	2024	2025	Change 2025/2024
Total number of visitors with free admission ticket (E+F)	555,400	636,235	14.6%
E. Museums ⁽²⁾	186,725	204,365	9.4%
F. Archaeological sites	368,675	431,870	17.1%
IV. RECEIPTS (euros)			
	2024	2025	Change 2025/2024
Total Receipts (G+H)⁽⁴⁾	22,416,956	28,928,132	29.0%
G. Museums ⁽²⁾	5,452,203	7,041,020	29.1%
H. Archaeological sites	16,964,753	21,887,112	29.0%

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

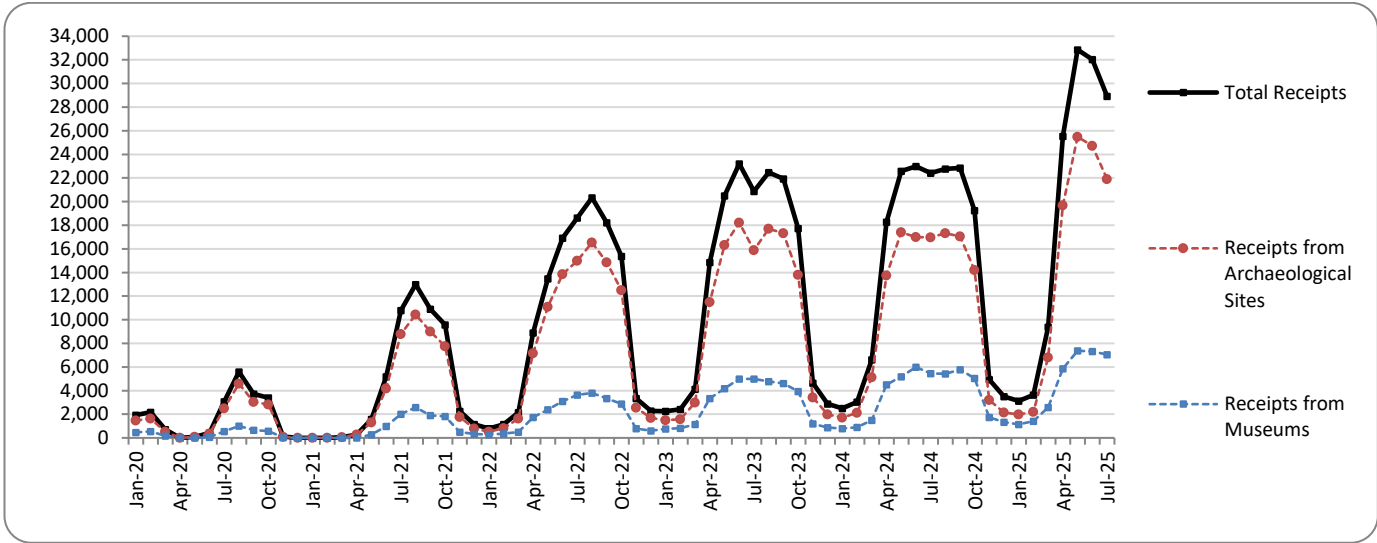
⁽²⁾ Revised data, due to the transmission of updated data from administrative sources.

⁽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.

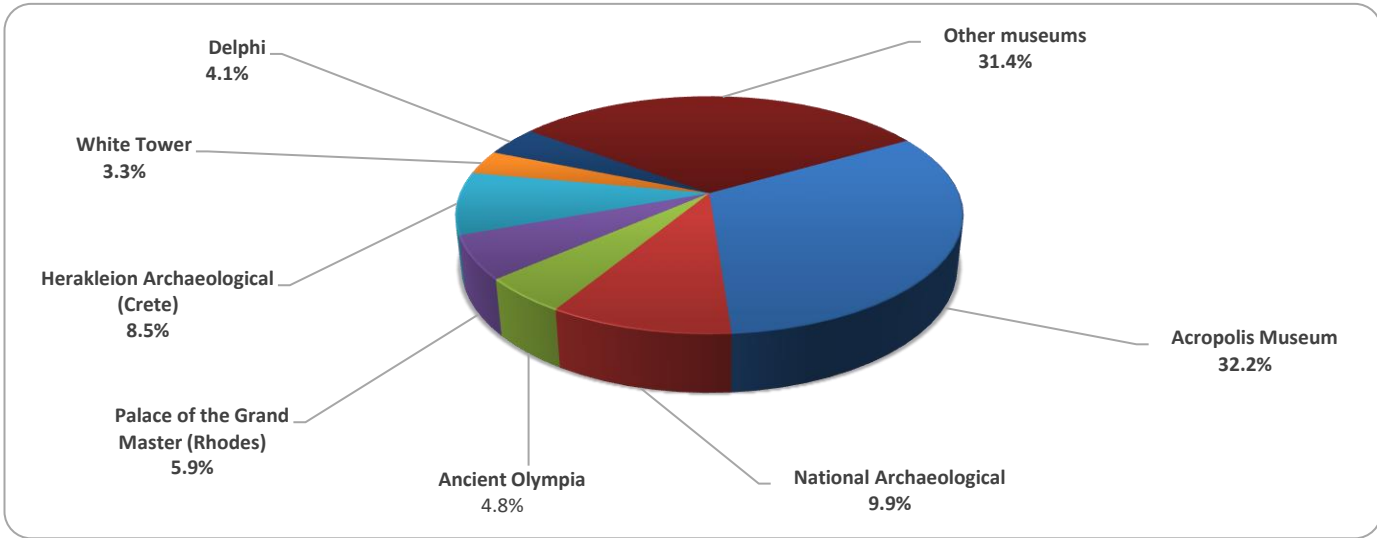
⁽⁴⁾ Pursuant to the provisions of Joint Ministerial Decision 117624 (Official Journal 1968/issue B/29-03-24), as of 01/04/2025 a new pricing policy to visits to museums and archaeological sites, is in force.

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 – July 2025)
(in thousand euro)



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



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

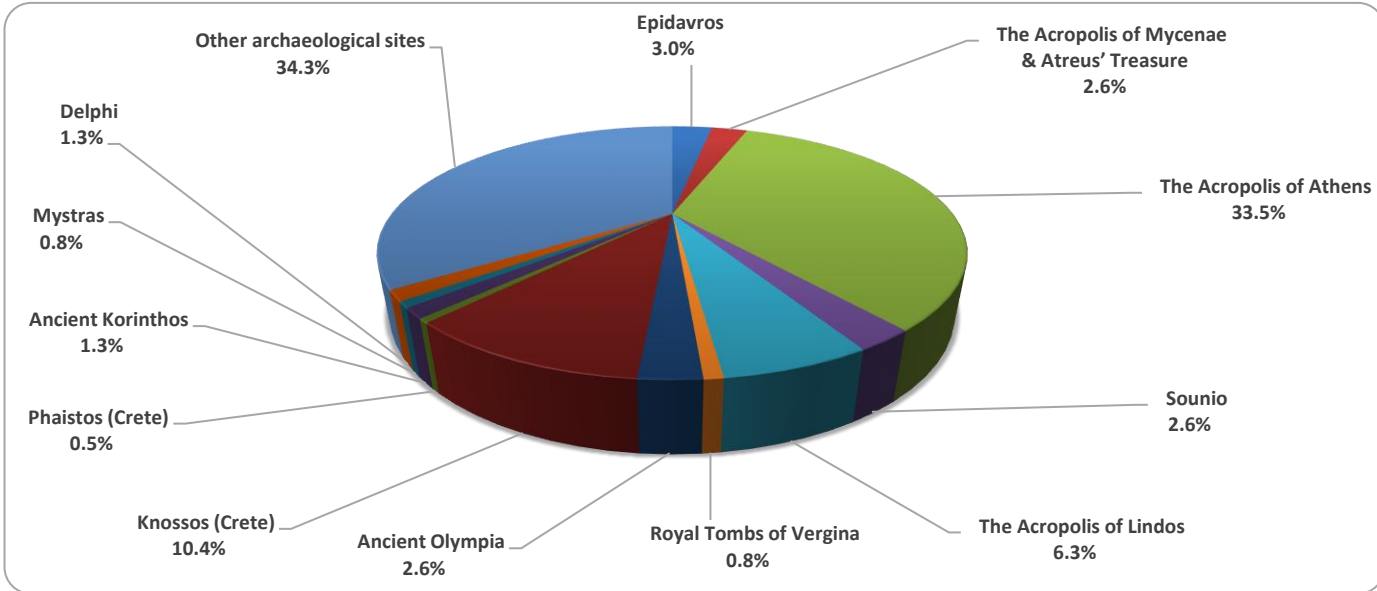


TABLE 2: VISITORS OF MUSEUMS AND ARCHAEOLOGICAL SITES - TOTAL RECEIPTS
(2023, 2024, JANUARY - JULY 2024, 2025)

I. VISITORS					
Museums and Archaeological sites	2023	2024	JANUARY- JULY		change 2025/2024
			2024	2025	
Total number of visitors (A+B)	19,210,752	20,661,857	11,924,608	11,535,722	-3.3%
A. Museums (C+E)	5,801,812	6,651,911	3,861,125	3,828,230	-0.9%
Acropolis Museum ⁽²⁾	1,900,950	1,994,279	1,224,164	1,185,856	-3.1%
National Archaeological	642,318	642,956	384,285	389,920	1.5%
Ancient Olympia ⁽³⁾	85,410	286,519	162,628	176,569	8.6%
Palace of the Grand Master (Rhodes) ⁽²⁾	342,607	370,138	186,511	150,144	-19.5%
Herakleion Archaeological (Crete)	294,839	379,363	198,287	199,829	0.8%
White Tower	259,775	239,767	125,686	111,589	-11.2%
Delphi ⁽³⁾	203,445	445,188	271,512	290,968	7.2%
Other museums	2,072,468	2,293,701	1,308,052	1,323,355	1.2%
B. Archaeological Sites (D+F)	13,408,940	14,009,946	8,063,483	7,707,492	-4.4%
Epidavros ⁽¹⁾	525,982	548,971	330,873	331,237	0.1%
The Acropolis of Mycenae & Atreus' Treasure	510,507	547,361	341,754	311,473	-8.9%
The Acropolis of Athens	3,958,405	4,557,693	2,806,058	2,834,310	1.0%
Sounio	393,927	421,556	259,518	226,789	-12.6%
The Acropolis of Lindos	629,089	702,363	346,199	297,048	-14.2%
Royal Tombs of Vergina	202,122	244,013	158,647	113,556	-28.4%
Ancient Olympia ⁽³⁾	481,211	301,987	177,299	154,830	-12.7%
Knossos (Crete)	959,110	1,010,006	526,475	505,984	-3.9%
Phaistos (Crete)	79,934	84,637	43,733	34,020	-22.2%
Ancient Korinthos ⁽¹⁾	210,465	253,085	141,486	148,019	4.6%
Mystras ⁽¹⁾	151,508	153,789	86,153	80,608	-6.4%
Delphi ⁽³⁾	482,293	292,619	190,447	126,812	-33.4%
Other archaeological sites	4,824,387	4,891,866	2,654,841	2,542,806	-4.2%
II. VISITORS WHO PAID TICKET					
	2023	2024	JANUARY- JULY		change 2025/2024
			2024	2025	
Total number of visitors who paid ticket (C+D)	13,614,885	14,869,892	8,379,007	7,794,600	-7.0%
C. Museums ⁽²⁾	3,690,912	4,489,241	2,547,228	2,409,616	-5.4%
D. Archaeological sites	9,923,973	10,380,651	5,831,779	5,384,984	-7.7%
III. VISITORS WITH FREE ADMISSION TICKETS					
	2023	2024	JANUARY- JULY		change 2025/2024
			2024	2025	
Total number of visitors with free admission ticket (E+F)	5,595,867	5,791,965	3,545,601	3,740,850	5.5%
E. Museums	2,110,900	2,162,670	1,313,897	1,418,342	7.9%
F. Archaeological sites	3,484,967	3,629,295	2,231,704	2,322,508	4.1%
IV. RECEIPTS (euros)					
	2023	2024	JANUARY- JULY		change 2025/2024
			2024	2025	
Total Receipts (G+H) ⁽⁴⁾	157,947,917	171,680,632	98,406,922	135,471,831	37.7%
G. Museums ⁽²⁾	35,712,861	43,688,040	24,354,318	32,720,696	34.4%
H. Archaeological sites	122,235,056	127,992,592	74,052,604	102,751,048	38.8%

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

⁽²⁾ Revised data, 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

⁽⁴⁾ 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

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, 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.</p> <p>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>
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>01/07/2025 - 31/07/2025</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, 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>Since April 2025, pursuant to the provisions of Ministerial Decision 117624 (Official Journal 1968/issue B/29-03-24), the flat rate ticket for museums and archaeological sites applies only for Ancient Olympia and Nemea.</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>