

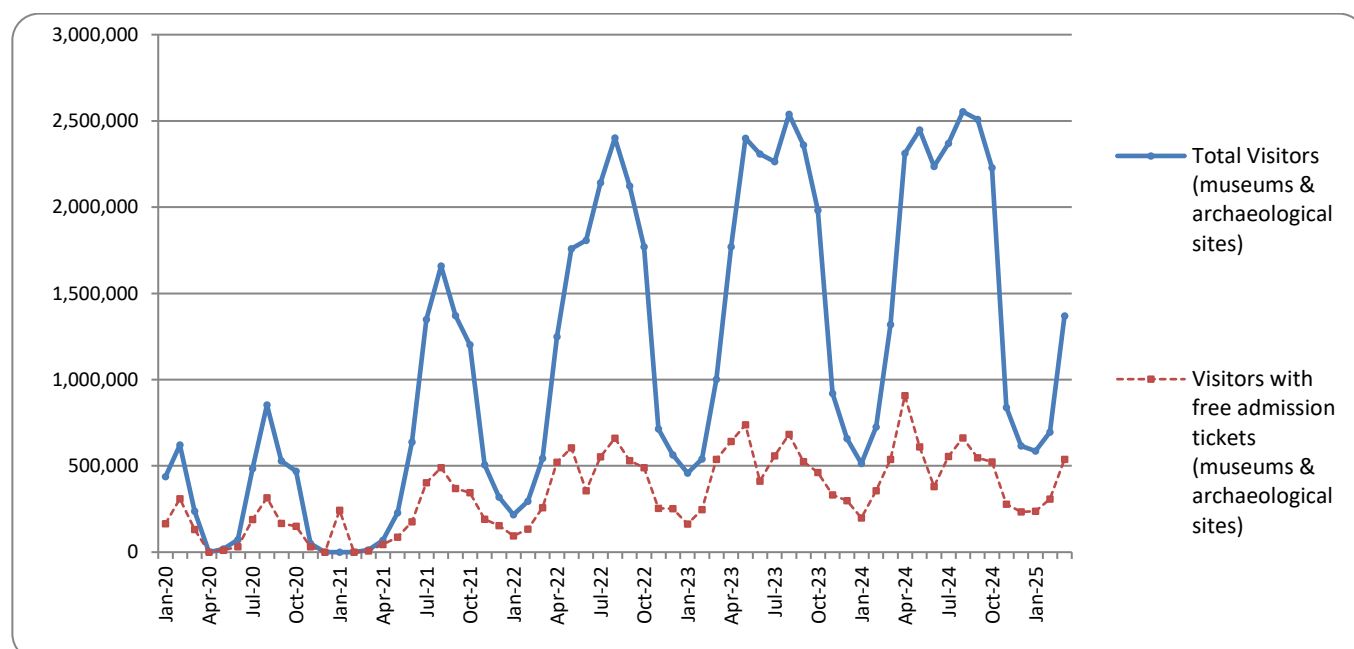


## SURVEY ON MUSEUMS AND ARCHAEOLOGICAL SITES ATTENDANCE MARCH 2025

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

- During March 2025 compared with the corresponding month of 2024, museums recorded an increase of 4.8% in the number of visitors, of 29.3% in the number of free admission visitors and of 126.6% in their receipts, due to change of the pricing policy (Table 1).
- As regards archaeological sites, in March 2025 compared with the corresponding month of 2024, an increase of 3.3% was recorded in the number of visitors, of 1.3% in the number of free admission visitors and of 33.1% in the corresponding receipts (Table 1).
- During the three-month period from January to March 2025, compared to the corresponding period of 2024, an increase of 4.1% was recorded in the number of visitors of museums, of 12.9% in the number of free admission visitors and of 59.3% in the relevant receipts (Table 2).
- As regards archaeological sites, during the three-month period from January to March 2025, compared to the corresponding period of 2024, an increase of 3.4% was recorded in the number of visitors, while a decrease of 1.1% was observed in the number of free admission visitors and an increase of 23.1% in the relevant receipts (Table 2).

**Graph 1: Visitors of Museums and Archaeological sites (January 2020 – March 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](mailto:e.papadopoulou@statistics.gr)

**Information for data provision:**

Tel. +30 213 135 2022, 2308, 2310  
e-mail: [data.dissem@statistics.gr](mailto:data.dissem@statistics.gr)

**TABLE 1: VISITORS OF MUSEUMS AND ARCHAEOLOGICAL SITES - TOTAL RECEIPTS  
(MARCH 2024 & MARCH 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>1,319,040</b>	<b>1,369,460</b>	<b>3.8%</b>
<b>A. Museums (C+E)</b>	<b>459,054</b>	<b>481,021</b>	<b>4.8%</b>
Acropolis Museum <sup>(2)</sup>	164,126	151,472	-7.7%
National Archaeological	48,921	48,770	-0.3%
Ancient Olympia <sup>(3)</sup>	4,654	16,753	260.0%
Palace of the Grand Master (Rhodes) <sup>(2)</sup>	8,495	7,864	-7.4%
Heraklion Archaeological (Crete)	10,797	8,049	-25.5%
White Tower	19,573	16,208	-17.2%
Delphi <sup>(3)</sup>	22,671	62,472	175.6%
Other museums	179,817	169,433	-5.8%
<b>B. Archaeological Sites (D+F)</b>	<b>859,986</b>	<b>888,439</b>	<b>3.3%</b>
Epidavros <sup>(1)</sup>	48,817	54,415	11.5%
The Acropolis of Mycenae & Atreus' Treasure	47,732	52,918	10.9%
The Acropolis of Athens	354,489	420,901	18.7%
Sounio	40,872	34,841	-14.8%
The Acropolis of Lindos	6,457	5,977	-7.4%
Royal Tombs of Vergina	25,303	17,497	-30.9%
Ancient Olympia <sup>(3)</sup>	25,689	15,865	-38.2%
Knossos (Crete)	18,402	16,615	-9.7%
Phaistos (Crete)	1,941	1,214	-37.5%
Ancient Korinthos <sup>(1)</sup>	13,919	19,479	39.9%
Mystras <sup>(1)</sup>	8,812	11,097	25.9%
Delphi <sup>(3)</sup>	44,363	16,513	-62.8%
Other archaeological sites	223,190	221,107	-0.9%
<b>II. VISITORS WHO PAID TICKET</b>			
	2024	2025	Change 2025/2024
<b>Total number of visitors who paid ticket (C+D)</b>	<b>780,990</b>	<b>771,672</b>	<b>-1.2%</b>
C. Museums <sup>(2)</sup>	271,396	238,350	-12.2%
D. Archaeological sites	509,594	533,322	4.7%
<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>538,050</b>	<b>597,788</b>	<b>11.1%</b>
E. Museums <sup>(2)</sup>	187,658	242,671	29.3%
F. Archaeological sites	350,392	355,117	1.3%
<b>IV. RECEIPTS (euros)</b>			
	2024	2025	Change 2025/2024
<b>Total Receipts (G+H)<sup>(4)</sup></b>	<b>6,622,577</b>	<b>10,221,852</b>	<b>54.3%</b>
G. Museums <sup>(2)</sup>	1,503,815	3,407,284	126.6%
H. Archaeological sites	5,118,762	6,814,568	33.1%

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

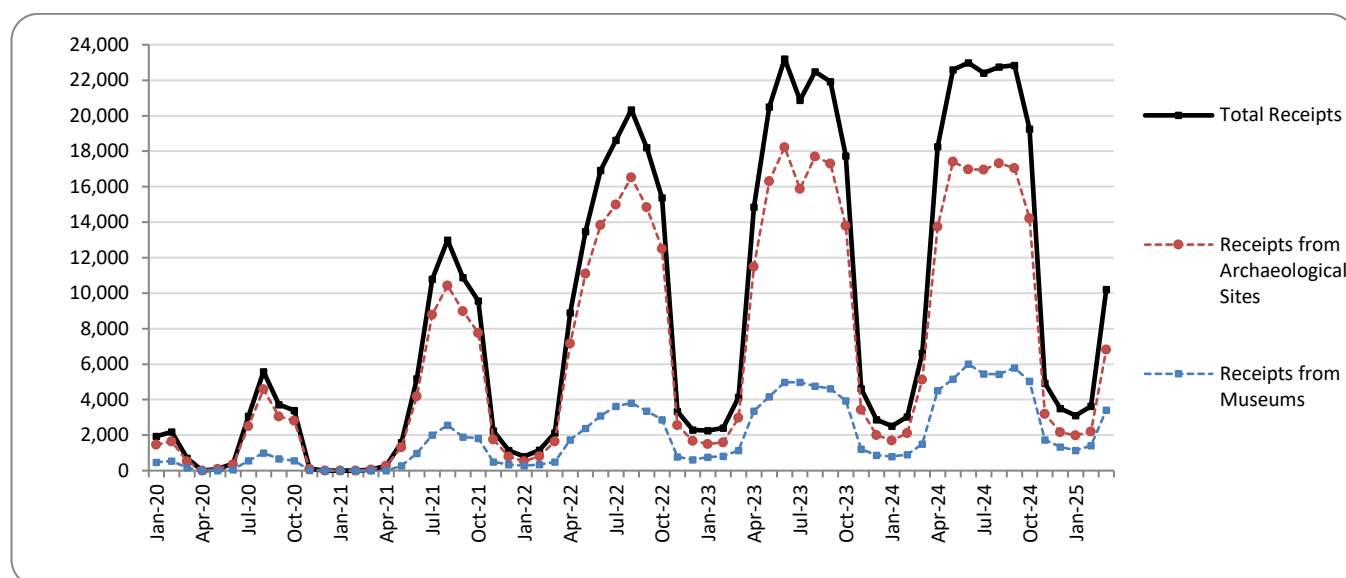
<sup>(2)</sup> Revised data for 2024, due to the transmission of updated data from administrative sources.

<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.

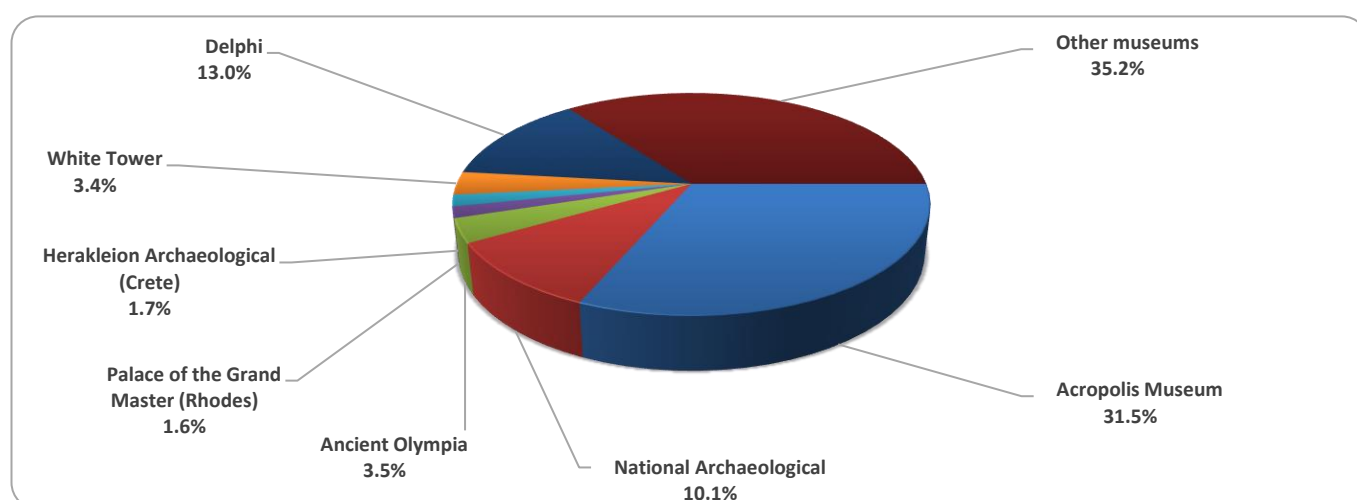
<sup>(4)</sup> The increase in receipts is due to the change in the pricing policy of museums.

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).

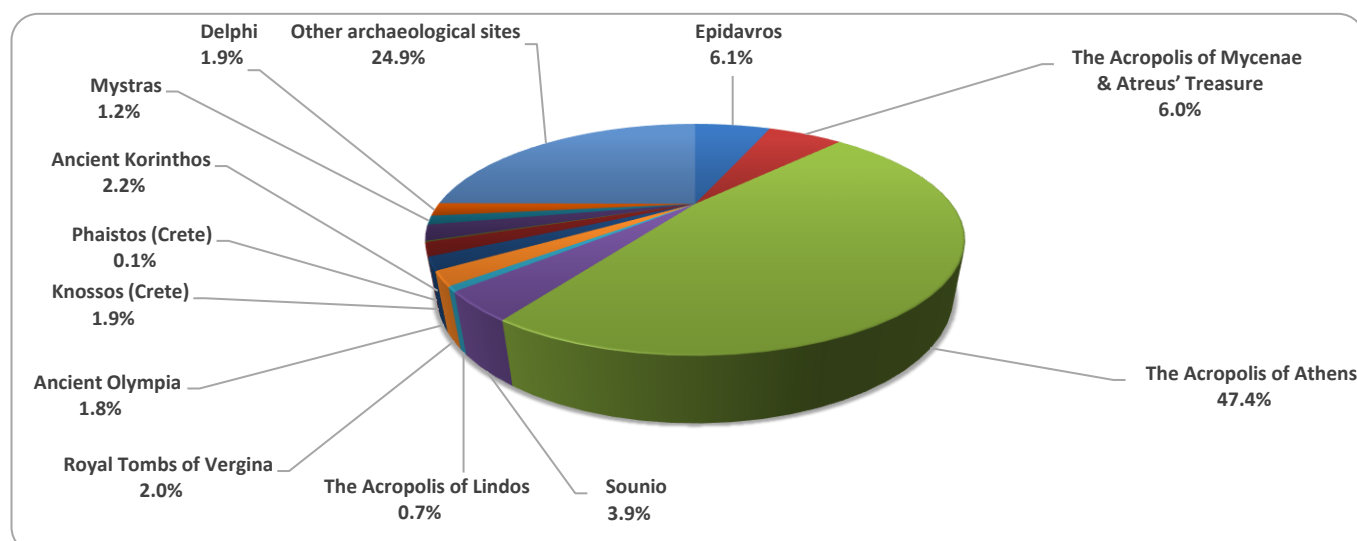
**Graph 2: Receipts from Museums and Archaeological Sites (January 2020 – March 2025)**  
(in thousand euro)



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



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



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

<b>I. VISITORS</b>					
Museums and Archaeological sites	2023	2024	JANUARY- MARCH		change 2025/2024
			2024	2025	
<b>Total number of visitors (A+B)</b>	<b>19,210,752</b>	<b>20,661,765</b>	<b>2,558,108</b>	<b>2,652,400</b>	<b>3.7%</b>
<b>A. Museums (C+E)</b>	<b>5,801,812</b>	<b>6,651,883</b>	<b>960,906</b>	<b>1,000,705</b>	<b>4.1%</b>
Acropolis Museum <sup>(2)</sup>	1,900,950	1,994,251	335,893	311,226	-7.3%
National Archaeological	642,318	642,956	114,997	116,567	1.4%
Ancient Olympia <sup>(3)</sup>	85,410	286,519	7,352	27,862	279.0%
Palace of the Grand Master (Rhodes) <sup>(2)</sup>	342,607	370,138	14,468	14,029	-3.0%
Herakleion Archaeological (Crete)	294,839	379,363	21,931	17,384	-20.7%
White Tower	259,775	239,767	46,669	34,426	-26.2%
Delphi <sup>(3)</sup>	203,445	445,188	41,268	103,551	150.9%
Other museums	2,072,468	2,293,701	378,328	375,660	-0.7%
<b>B. Archaeological Sites (D+F)</b>	<b>13,408,940</b>	<b>14,009,882</b>	<b>1,597,202</b>	<b>1,651,695</b>	<b>3.4%</b>
Epidavros <sup>(1)</sup>	525,982	548,971	81,894	93,696	14.4%
The Acropolis of Mycenae & Atreus' Treasure	510,507	547,361	82,146	93,930	14.3%
The Acropolis of Athens	3,958,405	4,557,693	678,908	765,475	12.8%
Sounio	393,927	421,556	75,692	67,936	-10.2%
The Acropolis of Lindos	629,089	702,363	9,226	9,283	0.6%
Royal Tombs of Vergina	202,122	244,013	48,332	36,208	-25.1%
Ancient Olympia <sup>(3)</sup>	481,211	301,987	39,126	25,189	-35.6%
Knossos (Crete)	959,110	1,010,006	31,596	29,816	-5.6%
Phaistos (Crete)	79,934	84,637	3,054	2,111	-30.9%
Ancient Korinthos <sup>(1)</sup>	210,465	253,085	28,484	33,938	19.1%
Mystras <sup>(1)</sup>	151,508	153,789	15,050	18,668	24.0%
Delphi <sup>(3)</sup>	482,293	292,619	83,151	36,737	-55.8%
Other archaeological sites	4,824,387	4,891,802	420,543	438,708	4.3%
<b>II. VISITORS WHO PAID TICKET</b>					
	2023	2024	JANUARY- MARCH		change 2025/2024
			2024	2025	
<b>Total number of visitors who paid ticket (C+D)</b>	<b>13,614,885</b>	<b>14,869,800</b>	<b>1,465,144</b>	<b>1,509,713</b>	<b>3.0%</b>
C. Museums <sup>(2)</sup>	3,690,912	4,489,213	520,227	503,252	-3.3%
D. Archaeological sites	9,923,973	10,380,587	944,917	1,006,461	6.5%
<b>III. VISITORS WITH FREE ADMISSION TICKETS</b>					
	2023	2024	JANUARY- MARCH		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>1,092,964</b>	<b>1,142,687</b>	<b>4.5%</b>
E. Museums	2,110,900	2,162,670	440,679	497,453	12.9%
F. Archaeological sites	3,484,967	3,629,295	652,285	645,234	-1.1%
<b>IV. RECEIPTS (euros)</b>					
	2023	2024	JANUARY- MARCH		change 2025/2024
			2024	2025	
<b>Total Receipts (G+H) <sup>(4)</sup></b>	<b>157,947,917</b>	<b>171,679,802</b>	<b>12,154,643</b>	<b>16,123,068</b>	<b>32.6%</b>
G. Museums <sup>(2)</sup>	35,712,861	43,687,210	3,214,390	5,118,932	59.3%
H. Archaeological sites	122,235,056	127,992,592	8,940,253	11,004,136	23.1%

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

<sup>(2)</sup> Revised data for 2024, 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> The increase in receipts is due to the change in the pricing policy of museums

## 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.</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>01/03/2025 - 31/03/2025</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> <p><b>Number of flat rate tickets:</b></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 <b>March 2025</b> was <b>20,831</b>.</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>