

THESSALONIKI MARKET REPORT

Despite the adverse international environment, the Greek economy continues to grow at a steady pace in 2025, demonstrating notable resilience. The annual growth for 2025 is estimated at circa 2.2% (BoG), significantly exceeding the Eurozone average. Main drivers for the growth remain private consumption, investment and buildup of inventories, while inflation continues to decelerate, averaging below 3%, primarily due to the decline in energy costs. The side-effects of the newly imposed U.S. tariffs, global trade slow down, heightened uncertainty and shifts in international investment flows may adversely affect external demand.

Macro Figures

Economic activity continued to expand at a satisfactory pace in Q4-2025, with forecasts indicating growth of approximately 2.1% y-o-y, outperforming the euro area (around 1.3% y-o-y), despite elevated uncertainty in the international economic environment. Greece's GDP is estimated to have increased by around 2.1% y-o-y in FY-2025, compared with +2.3% in FY-2024. Growth continues to be primarily supported by resilient private consumption and sustained investment activity. Core inflation stood at about 2.8% in 2025, down from 3.6% in 2024, reflecting a continued deceleration in price pressures. The side-effects of newly imposed U.S. tariffs, global trade slowdowns and heightened uncertainty, may adversely affect external demand.

Indicators	2025	2026	2027
GDP growth (% y-o-y)	2.1	2.2	1.7
Inflation (% y-o-y)	2.8	2.3	2.4
Unemployment (%)	9.3	8.6	8.2
General government balance (% of GDP)	1.1	0.3	0.0
Gross public debt (% of GDP)	147.6	142.1	138.0
Current account balance (% of GDP)	-6.2	-6.4	-5.9

Source: ec.europa.eu

Greek Economy Overview

Economic activity in Greece continued to expand at a moderate pace in the second half of 2025, with real GDP growth rates reaching approximately 2.0% year-on-year in Q3, slightly improving from 1.6% in Q2. This growth is supported by resilient private consumption and investment, despite ongoing uncertainties in the global economic environment.

HICP inflation remained elevated around 3.3% in mid-2025, driven mainly by price increases in food and non-energy industrial goods. Core inflation stayed high at about 4.0% in May, reflecting domestic demand pressures. Inflation is forecasted to gradually ease to around 2.2% by 2027, mainly due to the easing of non-energy industrial goods inflation.

Quarterly real GDP (y/y growth rate)



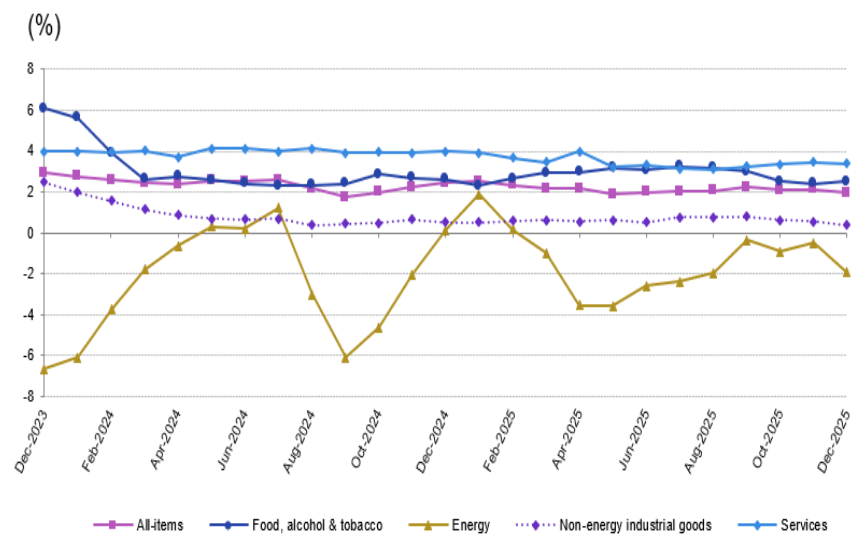
Source: ELSTAT

Private consumption

Private consumption remained resilient in the second half of 2025, continuing to act as the main driver of economic growth, albeit at a more moderate pace compared to early 2025. The gradual easing of headline inflation in the euro area, driven primarily by declining energy price pressures, supported real disposable income, while labour market conditions remained strong. Persistent services and core inflation reflected ongoing domestic demand and wage dynamics, although this did not materially constrain household spending.

Labour market

Labour market fundamentals continued to underpin consumption, with the unemployment rate remaining close to multi-year lows and employment conditions supportive of income growth. Although nominal wage growth moderated compared to the first half of the year, lower inflation helped sustain real wage gains. As a result, private consumption growth is estimated to remain close to 2.0% y-o-y in 2025, broadly in line with earlier expectations. Inventory accumulation played a more limited role in shaping GDP dynamics in S2 2025, as firms adjusted stock levels following earlier precautionary build-ups. Improved supply conditions and more stable demand expectations led to a moderation in inventory contributions, signalling a gradual normalization of inventory cycles.



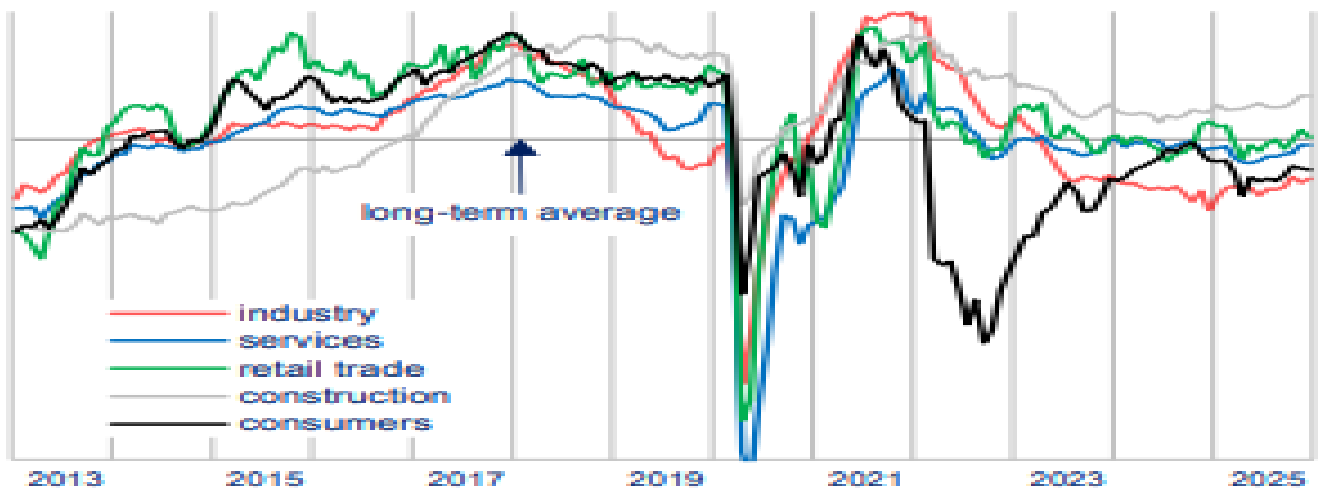
Euro area annual inflation and its main components, December 2023 - December 2025, Source: Eurostat

Following the sharp contraction in Q1 2025, gross fixed capital formation (GFCF) stabilized in S2 2025. The partial recovery was supported by the resumption of construction projects and improved absorption of investment funds. While growth remained uneven across components, GFCF is expected to contribute broadly neutrally to GDP growth in S2 2025.

Economic activity in Greece continued to expand moderately in the second half of 2025, supported by resilient private consumption and a gradual recovery in investment. Gross fixed capital formation stabilized after the sharp contraction in Q1 2025, as construction projects resumed and absorption of investment funds improved, resulting in a broadly neutral contribution to GDP growth.

Economic sentiment indicators show a generally positive outlook for the Greek economy. The Flash Consumer Confidence Indicator for the EU and Euro Area at the end of 2025 highlighted a slight improvement, with households expressing less negative expectations regarding their financial situation and the general economic outlook. The Economic Sentiment Indicator (ESI) for Greece averaged 107.4 in December, roughly at the same level as in 2024, indicating overall stability in both business and consumer expectations.

Confidence developments were sector-specific: industry confidence edged up (+0.5), driven by improved production expectations and order books; services confidence remained stable; consumer confidence was broadly unchanged (-0.1), with more positive views on past household finances offset by slightly more pessimistic expectations for the future; retail trade confidence declined (-0.8), reflecting weaker assessments of past business and inventory levels; construction confidence remained unchanged, though limitations due to insufficient demand, financial constraints, and labour/material shortages persisted.



Source: IOBE, European Commission

The labour market remained positive, with employment growth in construction, trade, and professional services, while the unemployment rate showed signs of gradual decline. Overall, S2 2025 was characterized by stable economic sentiment across most sectors, moderate improvements in consumer expectations, and ongoing resilience in the Greek economy despite global uncertainties.

Economic sentiment in Greece remained broadly stable in S2 2025. The Flash Consumer Confidence Indicator edged up slightly, while the Greek ESI stood at 107.4 in December, near 2024 levels. Industry confidence improved modestly, services confidence remained flat, consumer confidence was broadly unchanged, retail trade confidence declined, and construction confidence remained stable despite demand and labour/material constraints. These results indicate that households and businesses maintained cautious optimism, supporting moderate growth in consumption and investment.

Sectoral developments were mixed, with industrial and construction expectations improving, while retail trade remained under pressure. Consumer sentiment showed limited improvement, reflecting both past financial experience and cautious expectations for the future.



OFFICE MARKET REPORT

The Thessaloniki Office Market is currently undergoing a structural shift, moving away from fragmented, low-quality stock towards modern, institutional-grade assets. Driven by the city's burgeoning IT and R&D sectors, demand remains robust, particularly for flexible and high-specification spaces in the Central Business District (CBD) and key peripheral locations. This trend is fueling rental growth and attracting renewed investor interest, positioning the city as a regional business hub for technology and professional services.

OVERVIEW

The main drivers are the sustained growth of the technology and outsourcing industries, coupled with a dominant flight-to-quality trend among multinational and large domestic firms. Companies are consolidating operations from older, inefficient buildings into larger, single-tenant, energy-efficient spaces. This dynamic has resulted in a critical bifurcation of the market: high vacancy persists in secondary buildings, while critically low vacancy (estimated below 5%) is observed in prime, Grade A assets. The limited supply pipeline necessitates a focus on redevelopment and mixed-use projects.



KEY OFFICE MARKET TRENDS & PERFORMANCE

Demand and Rental Rates

Demand remains highly concentrated on modern, Grade A offices, particularly in the CBD and near major transportation hubs. Prime Office Rent for these high-specification spaces currently stands at approximately €15 - €17/sqm/month, reflecting strong upward pressure due to scarce supply. Rental growth for prime assets has been stable, with a year-on-year increase estimated at 4.5%. The average achieved rent across all office grades is notably lower, around €10.5/sqm/month, due to the volume of older, sub-prime stock. The growing adoption of flexible working models has also seen increased activity in the co-working sector, which is actively absorbing and upgrading obsolete secondary space in the city center.

Vacancy and Stock Quality

The overall market vacancy hovers around 8-9%; however, this figure significantly overstates the availability of desirable space. The effective vacancy rate for modern Grade A properties remains at a tight 4.8%, indicating a significant supply-demand imbalance. This gap highlights the urgent need for new development. The current stock is largely characterized by smaller, older buildings requiring substantial Cap.Ex. for refurbishment, driving the preference for new-build or comprehensively refurbished assets that meet stringent ESG (Environmental, Social, and Governance) standards.

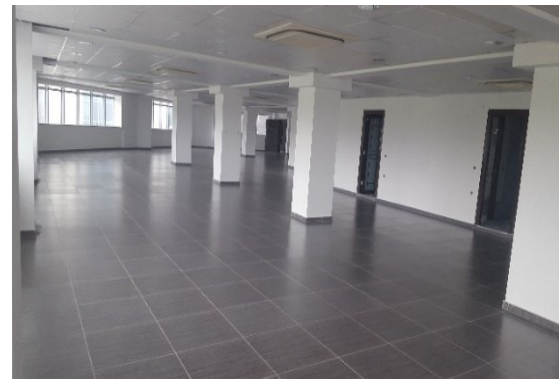
INVESTMENT & DEVELOPMENT OUTLOOK

Investment Yields and Appetite

The investment landscape is characterized by limited recent transactional activity in core office assets due to owner reluctance to sell. Nonetheless, investor appetite remains strong. Prime Yields for core, Grade A office assets are currently estimated at 7.25% - 7.50%. This indicates a high level of confidence in the long-term rental growth prospects and the stability of institutional tenants. Investment focus is shifting towards securing sites for built-to-suit projects or participating in large-scale mixed-use developments.

Pipeline and Future Supply

The most significant development affecting the future supply and demand profile is the construction of Thess INTEC, a massive Technology and Innovation Park, which is projected to act as a major anchor for high-tech tenants. Furthermore, the redevelopment of flagship projects, such as the FIX Project by DIMAND, which includes a substantial high-specification office component, will introduce much-needed modern stock into the market. These projects are expected to alleviate prime vacancy pressures starting in 2027 and cement Thessaloniki's role as the premier R&D and tech center of Southeast Europe. To gauge the market's trajectory before the delivery of this new stock, we provide the forecast for the upcoming year.



Outlook: 2026 Forecast

The outlook for 2026 is defined by two key factors: continued rental pressure and accelerated pipeline delivery. Due to the limited new supply expected to be delivered within the next 12-18 months, Prime Rents are projected to increase by a further 3.5% to 5.0%, especially in the CBD and its immediate extensions. Yields are expected to stabilize rather than compress further, remaining attractive at approximately 7.00%. Transactional volume will likely increase, driven by the emergence of new, large-scale projects like Thess INTEC and the completion of major refurbishment works, which will finally introduce institutional-grade stock into the market. The growth of the IT sector will remain the primary demand engine.

Office Market Trends

<u>Market Indicator</u>	<u>Trend</u>	<u>Direction & Explanation</u>
Rentals	↑	Strong demand from IT and multinational firms for Grade A space, combined with critically low vacancy in modern stock, continues to push Prime Rents higher.
Yield	↓	Institutional confidence: Strong investor appetite for long-term secure income streams leads to higher asset pricing, thereby lowering (compressing) capitalization rates (yields).
Absorption	↑	Consolidation and Expansion: Active take-up of space, driven by the consolidation of companies moving from fragmented older stock into new, larger, single-tenant modern offices.
Vacancy Rate	↓	Supply shortage: The lack of new construction, coupled with high demand for premium spaces, keeps the effective Grade A vacancy rate below 5%.



RETAIL MARKET REPORT

The Thessaloniki Retail Market is exhibiting a strong recovery and structural stability, largely underpinned by robust consumer demand, growing retail spending, and high levels of tourist footfall. The market is defined by a clear distinction between the high-performing prime high street zones—which command premium rents—and the stable, necessity-driven local neighborhood centers. Modern retail parks and flagship city-center stores continue to be the primary targets for large retail chains.

OVERVIEW

Key market drivers include the resurgence of international tourism and the city’s large student population, both of which significantly boost sales in the city center and surrounding commercial areas. Retailers are aggressively focused on securing scarce space on **prime high streets** (Tsimiski, Mitropoleos) and within dominant shopping centers to maximize brand visibility and provide an essential experiential retail component. The increasing number of international fashion, services, and F&B brands entering the market underscores Thessaloniki’s growing regional purchasing power and its role as a regional trade gateway.

THESSALONIKI RETAIL MARKET

Structural Dynamics: Supply and Scarcity

The aggressive focus on prime space has created a stark supply-demand imbalance in the core. The existing high street stock, characterized by small, often fragmented, units, cannot meet the size and specification requirements of modern large-format international retailers. This structural constraint leads to a pronounced market dichotomy: Prime Grade A assets operate with near-zero vacancy and command significant rental premiums, while secondary and obsolete stock outside the main axis continues to face sustained rental pressure and higher vacancy rates.

<u>Market Indicator</u>	<u>Trend</u>	<u>Direction & Explanation</u>
Rentals	↑	Intense competition: Sustained year-over-year growth (c. 5.5%), driven by the extreme scarcity of Prime High Street units and high demand from international brands.
Yield	↓	Core investment status: Reflects the high premium placed on central, low-risk assets with secure, long-term tenant covenants.
Absorption	→	Supply constrained: Demand is robust, but the actual volume of absorbed space is stable due to the severe lack of available Grade A stock in the high street.
Vacancy Rate	→	Near-zero floor: Vacancy in core areas (Tsimiski Street) is already near zero, indicating market saturation at a critically low level.

KEY RETAIL MARKET TRENDS & PERFORMANCE

Rental Rates and High Street Performance

The retail sector is marked by the dominance of the prime high street segment. **Prime Rents** for flagship stores in the core zone (Tsimiski Street) reached an estimated **€140 - €160/sqm/ month** in H2 2025. This segment showed sustained year-over-year rental growth of approximately **5.5%**, reflecting intense competition among retailers for limited space. Conversely, secondary high street rents typically range between €60 and €80 per sqm. The strong demand for prime retail space is evident in the near-zero vacancy rate for Tsimiski Street, which is consistently outperforming other urban segments.

Retail Formats and Shifts

The market is seeing a notable preference for two specific formats:

1. **Prime High Street:** Small-to-medium flagship stores in the center focusing on fashion and experiential retail.
2. **Retail Parks:** Large, modern formats located outside the immediate city center, catering to convenience and destination shopping, which have shown strong resilience to e-commerce pressure.

Footfall remains high, supported by both the local demographic base and the rising influx of "city break" tourists, ensuring stability for retail revenues across the board.



Tsimiski Street: The Core of Prime Retail Activity

INVESTMENT & DEVELOPMENT OUTLOOK

Investment Yields and Capitalization Rates

Investment activity is predominantly centered on acquiring assets with strong, long-term covenants from established national and international brands. **Prime Retail Yields** for high street assets are estimated to be between **6.00% and 6.50%** in H2 2025. This low yield reflects the premium placed on central, high-visibility, and high-performing assets, marking them as low-risk core investments. Yields for secondary retail assets are considerably higher, often exceeding 8.00%, reflecting the necessary discounts for less liquid investments.

Pipeline and Future Supply

The pipeline for new retail supply remains constrained in the high street due to the density of the urban core, meaning rental pressure is likely to continue. However, the market will see new supply within large mixed-use commercial developments (such as the FIX Project redevelopment). These integrated projects are crucial, as they allow for the introduction of large-format anchor tenants and modern specifications that the existing, fragmented stock cannot accommodate. **To provide a quantitative market view for the coming period, we present the forecast for 2026 below.**

Outlook: 2026 Forecast

The retail sector is poised for stable and resilient performance in 2026, relying heavily on tourism and core high street dominance. Prime Rents along Tsimiski Street are forecast to maintain their strong position, with growth projected at 4.0% to 5.0%, primarily due to the ongoing scarcity of available prime units. Investment yields are expected to remain compressed at 6.00% - 6.50%, reflecting the high-income security of these assets. The key trend for 2026 will be the focus on experiential retail and large-format tenants securing spaces in new mixed-use commercial hubs, as the traditional high street is saturated. Stability in consumer confidence and sustained year-round tourism will underpin the market's positive trajectory.



LOGISTICS MARKET REPORT

Thessaloniki's logistics market has maintained strong momentum throughout H2 2025, solidifying its role as the undisputed gateway to Southeast Europe and the Balkans. Critically low vacancy rates and institutional investment interest continue to drive demand, placing the market at a pivotal point where delivery of strategic infrastructure and modern (Grade A) stock is essential for future growth.

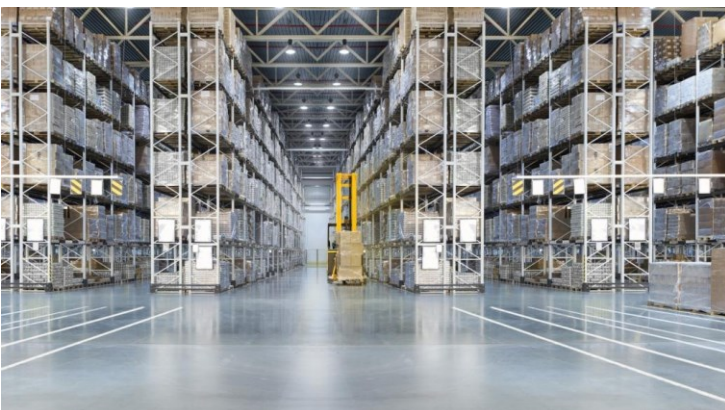
OVERVIEW

The Northern Greek market is characterized by critically low vacancy, sustained investment in modern warehousing, and the crucial advancement of strategic port and intermodal infrastructure.

LOGISTICS REAL ESTATE MARKET

While national macroeconomic figures provide the backdrop, the Thessaloniki market functions as the core commercial driver for Northern Greece and the wider region. The city's investment appeal is intrinsically linked to its geographic positioning, serving as a hub connecting the EU with the Balkans and the Black Sea.

The overall Greek logistics sector remains highly attractive to institutional capital, with over €2 billion in public and private investment targeted for new logistics hubs, which significantly benefits the Thessaloniki pipeline.



Industrial Market Trends



Key Regional Investment & Performance Indicators:

- **Supply Shortage:** Despite new projects, the demand for modern, large-scale warehousing in the Thessaloniki Western Industrial Zone continues to greatly outpace supply. The scarcity is reflected in a critically low overall vacancy rate, remaining below 3%. The critically low vacancy rate (<3%) is expected to be addressed by the maturation of strategic developments in the wider Western Thessaloniki Industrial Zone (Kalochoiri/Sindos). These projects include both the massive-scale redevelopment of the former Gonou Military Camp into an intermodal freight center and the development of new Grade A facilities by major developers, which are essential for absorbing the existing demand.
- **Rental Levels:** Prime rental rates in the region have remained robust and stable throughout H2 2025, holding around €5.25 / sqm / month for the highest-specification assets, reflecting strong tenant competition.
- **Yield Competitiveness:** Thessaloniki benefits from the competitive nature of the Greek logistics market, where prime yields remain attractive at approximately 6.75%–7.00%, a significant spread compared to core Western European markets.
- **Strategic Consolidation:** Market activity throughout the year has seen key players pursuing consolidation to optimize network density, a trend that reinforces the strategic importance of existing and future regional hubs like Thessaloniki.

Market Segmentation: Grade A vs. Grade B Dynamics

The logistics market exhibits a clear bifurcation, with Grade A assets commanding a premium due to scarcity and growing requirements for efficiency and sustainability, while Grade B properties face performance challenges.

The gap between Grade A and Grade B performance is widening, emphasizing the need for new developments to meet modern standards. The market is witnessing continuous investment from major developers in new facilities that meet stringent ESG standards, necessary to attract modern logistics operators.

Rental Market & Price Appreciation

The Thessaloniki logistics rental market exhibited robust appreciation throughout H2 2025, driven by near-zero vacancy rates for modern stock and intense institutional competition for high-specification warehouses. Prime Rents for Grade A facilities in the core Industrial Zone (Kalochoiri/Sindos) reached €5.40 per sqm. per month, marking an exceptional 12.5% increase year-over-year. This double-digit growth places Thessaloniki among the fastest-growing logistics hubs in Southeast Europe. By contrast, average rents for Grade B facilities remained stable but firm, ranging between €3.50 and €4.00 per sqm., while older Grade C assets command rents typically below €3.00 per sqm. The widening gap between Grade A and lower-tier assets highlights the structural shift towards modern infrastructure.



Investment Performance and Yield Compression

The continued strong influx of institutional capital has accelerated yield compression across the Thessaloniki logistics sector. Prime Yields for core, Grade A assets tightened significantly, stabilizing at a historic low of 6.75% in H2 2025, which reflects the market's perceived stability and attractive long-term income profile. This low-risk profile contrasts with the higher yields observed in older properties: Grade B yields are estimated to be in the range of 7.50% to 8.00%, reflecting greater management risk and required capital expenditure. The substantial compression in Prime Yields confirms that Thessaloniki has successfully transitioned into a mature and highly sought-after investment market.



RESIDENTIAL MARKET REPORT

The residential market in Thessaloniki Prefecture continued its upward trend, with average asking prices reaching €2,301/sqm. and marking a +6.97% annual increase. However, the most critical trend is the significant price dispersion, with prime areas in the center and the New Waterfront recording asking prices that approach and, in many cases, exceed €7,000/sqm. for new or luxuriously renovated properties.

OVERVIEW

The upward price momentum is now a structural condition of the market, driven by limited supply, the revitalization of the city center, and demand linked to the Golden Visa program, even after the new €800,000 threshold was implemented.



THESSALONIKI RESIDENTIAL MARKET

Key Market Indicators (October 2025):

- **Average Sales Price (Thessaloniki Prefecture):** €2,301/sqm (+6.97% increase compared to October 2024).
- **Average Sales Price (Thessaloniki Municipality):** €2,610/sqm (The highest average price in the region).
- **Prime Asking Prices (Nikis Avenue: “Palaia & Nea Paralia” & Center):** Prices for front-line (sea-view) and luxury properties in the New Waterfront, Old Waterfront, and the White Tower-CHANTH axis range from €5,700/sqm. up to over €7,000/sqm., confirming the establishment of a distinct luxury market in the city.
- **Rental Increase (Thessaloniki Municipality):** Asking rents reached €9.93/sqm (Q1 2025), recording the highest annual increase in Greece (+13.50% YoY).

Demand and Supply Factors:

- **Golden Visa Market:** Thessaloniki remains a strategic hub for the Golden Visa, despite the increase in the threshold to €800,000 for central areas. This change is expected to channel investment interest toward larger and more expensive properties in the center and prime eastern suburbs.
- **Center Transformation:** The operation of the **Metro**, the redevelopment of the port, and the entry of international hotel chains in the center (e.g., NYX Hotel) are upgrading the urban landscape, boosting demand for high-specification apartments.
- **Short-Term Rentals (STR):** The continuous growth in tourism fuels demand for investment properties intended for STR platforms, while simultaneously maintaining high long-term rental prices.

Key Insight

According to the Bank of Greece data for the third quarter of 2025, apartment prices across Greece increased by an average of 7.7% year-on-year. The largest increase was recorded in Thessaloniki at 9.6%, a rate that significantly surpasses the trend observed in Athens (6.6%). This performance underscores Thessaloniki's position as the leading major city in terms of price growth.



Residential Market Outlook (2026)

The outlook for the Thessaloniki residential market in 2026 remains **highly positive**, characterized by stable, yet moderating, price growth (likely in the mid-to-high single-digits: 4% to 7%). This sustained growth is driven by the persistent scarcity of modern, high-specification housing stock and robust investor demand, largely fueled by strong rental yields and the **Golden Visa** program.

Two key infrastructure projects are expected to be the **critical factors** shaping the 2026 market landscape by increasing accessibility and driving localized demand:

1. Thessaloniki Metro (Eastern/Central Impact): While the Kalamaria Extension is slated for launch in late 2025, the full economic and market impact—in terms of urban regeneration, stabilized ridership, and subsequent development planning—is projected to be fully realized in **late 2026 and beyond**. This enhanced connectivity will dramatically redefine residential desirability in the Eastern suburbs and the city center.

2. Western Suburban Railway (Proastiakos Sindos Line): The recent operational enhancement (November 2025) of the Proastiakos service connecting the New Railway Station to Sindos is a major catalyst for the **Western residential and labor market**. By cutting commute times to just 11 minutes, this line significantly improves access for thousands of workers in the Industrial Zone (BI.PE.) and students at the International Hellenic University. This development is expected to boost demand and valuations for affordable housing in the Western districts by providing a quick, cheap, and reliable link to the central transport hub.

These dual infrastructure upgrades confirm the city's improving connectivity, which will continue to support asset valuations across the entire metropolitan area.



TOURISM & HOTEL MARKET REPORT

Thessaloniki's tourism sector continues its strategic evolution, solidifying its status as a robust, year-round 'city break' destination rather than just a regional gateway. This shift is validated by significant international accolades—including being voted 'Best City Break Destination 2025'—strong performance indicators, and an accelerating pace of high-quality investment in its hospitality stock. The city's blend of rich history, cultural vibrancy, and contemporary urban offerings continues to attract an increasingly diverse and higher-spending traveler base.

OVERVIEW

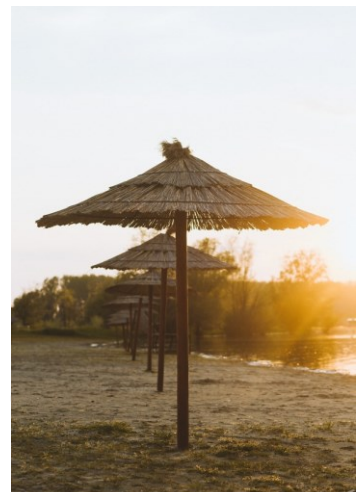
Performance Overview and Dominance Indicators

The international appeal of Thessaloniki is confirmed by the continuous upward trend of the "Macedonia" Airport (SKG). Based on official data from Fraport, the airport exceeded 4.7 million passengers by the end of October 2025, marking a total annual increase of 7.9%. This strong performance was primarily driven by the international traffic segment, which recorded an increase of approximately 9.9% year-over-year. The annual target remains at 8 million total passengers. The city's multifaceted character is further enhanced by the cruise sector, which is decisive in extending the tourist season. For 2025, **78 cruise ship arrivals** have been scheduled, while major tourism groups, such as TUI, have already announced plans for a further increase in arrivals starting next season.

This positive momentum is also reflected in the hotel sector, especially during the traditionally low season. According to recent data presented by the Thessaloniki Hotels Association, **overnights** in the city's hotels increased by **3%** during the first four months of 2025 (January-April) compared to the corresponding period last year, while the **Average Daily Rate (ADR)** recorded an increase of **3.2%**. These indicators confirm the rising demand, primarily from international visitors, and solidify the city's position as a **12-month destination**.

Furthermore, Thessaloniki has been established as a regional hub for conferences and exhibitions (**MICE Tourism**), further diversifying its tourist profile. In 2024, the city hosted over **727 international and pan-Hellenic conferences** and events with the participation of **170,000 people**, generating tens of millions of euros in revenue. The strategic work of the Thessaloniki Convention Bureau (TCB) has led to an impressive "leap" in the international ICCA rankings, with Thessaloniki now stabilizing at the **28th position** in Europe (up from 111th place in 2014), surpassing popular conference destinations such as Munich and Zurich.

The Greek National Tourism Organization (GNTO) actively supports this trend by implementing a program in collaboration with the Municipality, aiming to promote Thessaloniki as an **ideal long city break destination** in key markets such as the United Kingdom, Germany, Scandinavia, the Netherlands, Belgium, and Poland.



Investment and New Supply

New supply focused on the premium segment, signaling market maturation.

- **NYX Hotel Thessaloniki Opening:** The most notable new arrival was the opening of the **NYX Hotel Thessaloniki** (Fattal Group/Leonardo Hotels) in early **September 2025**. The investment totaled approximately **€25 million** for a 130-room boutique hotel.
- **Major Developments:** Large-scale redevelopment projects are progressing:
 - **FIX Project (DIMAND):** Redevelopment into a mixed-use complex (including a high-specification 5-star hotel unit) with a total investment of **€200 million**.
 - **Electra Hotels & Resorts:** Development of a new 5-star hotel (165 rooms) with an investment exceeding **€30 million**.



Electra Palace

This focus on the premium segment addresses a critical supply gap: while Thessaloniki serves as the main urban gateway, the existing stock of 5-star hotels (2 hotels / 238 rooms) is significantly limited compared to the leisure market in Halkidiki (4 hotels / 387 rooms).

- **MICE Tourism:** The city reinforced its position as a MICE hub, hosting the premier tourism exhibition **Philoxenia (November 14-16, 2025)**.

Key Insight
Thessaloniki's Transition to a Premium, 12-Month Destination is Underway, Driven by 9.9% Growth in International Airport Traffic and Strong MICE Sector Performance.

THESSALONIKI AIRPORT "MAKEDONIA" - 2025 vs 2024

Passengers	Domestic			International			Total		
	Month	2025	2024	%Δ	2025	2024	%Δ	2025	2024
JANUARY	179.309	164.350	9,1%	260.645	242.005	7,7%	439.954	406.355	8,3%
FEBRUARY	178.219	171.559	3,9%	245.834	215.861	13,9%	424.053	387.420	9,5%
MARCH	195.510	185.372	5,5%	316.265	289.534	9,2%	511.775	474.906	7,8%
APRIL	202.244	191.290	5,7%	425.033	388.397	9,4%	627.277	579.687	8,2%
MAY	204.598	206.367	-0,9%	507.776	480.270	5,7%	712.374	686.637	3,7%
JUNE	225.105	215.002	4,7%	546.893	503.821	8,5%	771.998	718.823	7,4%
JULY	242.909	241.207	0,7%	640.168	576.717	11,0%	883.077	817.924	8,0%
AUGUST	229.381	225.368	1,8%	681.162	609.406	11,8%	910.543	834.774	9,1%
SEPTEMBER	236.253	225.723	4,7%	600.131	549.248	9,3%	836.384	774.971	7,9%
OCTOBER	221.292	216.191	2,4%	534.628	472.711	13,1%	755.920	688.902	9,7%
TOTAL SKG	2.114.820	2.042.429	3,5%	4.758.535	4.327.970	9,9%	6.873.355	6.370.399	7,9%

Source: FG Traffic Data Management-Fraport Greece

GREECE

Athens

15, Vouliagmenis Ave., 116 36
+30 210 7 567 567
office@danos.gr

Thessaloniki

4, Aristotelous Str., 546 23
+30 2310 244962-3
info.thes@danos.gr

Chania

8th, Dekemvriou & 1 Papanastasiou
Str., 731 33
+30 28210 50900
info.crete@danos-melakis.gr

Iraklio

67, Dimokratias Ave., 713 06
+30 2810 282822
info.crete@danos-melakis.gr

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 **BNP PARIBAS
REAL ESTATE**

www.danos.gr

CYPRUS

Nicosia

103, Andrea Avraamides Av., 2024
Strovolos
+357 22317031
sales@danos.com.cy

www.danos.com.cy

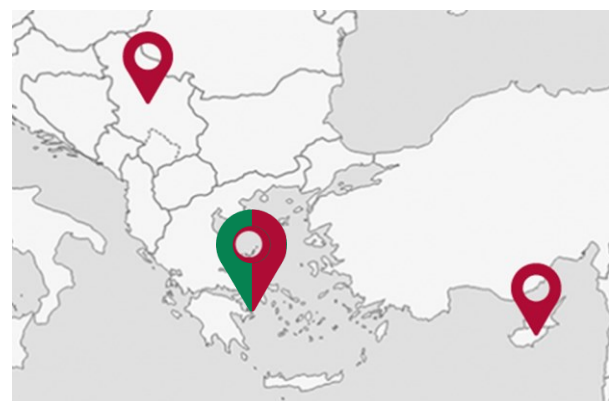
SERBIA

Belgrade

Milutina Milankovica Str. 9z/l,
New Belgrade
+381 0 11 2600 603
office@danos.rs

www.danos.rs

Locations



www.danos-group.com

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