# Santorini tourism hits by seismic tremors but recovery efforts gain pace



Recent seismic activity in Santorini has raised concerns about the island's tourism industry, which has historically relied on millions of visitors each summer. In the face of increasing earthquake tremors earlier this year, tourist bookings have reportedly decreased, with some measures already in place to address this downturn.

Throughout January and February 2025, a series of more than 20,000 minor earthquakes rattled Santorini, prompting authorities to declare a state of emergency. Although fears have triggered a retreat from the island, officials, including Yannis Paraschis, president of the Association of Greek Tourism Enterprises, indicate that flights to the island have decreased by approximately 26% compared to the previous year, with summer bookings showing a decline of around 7 to 8%. Paraschis anticipates a loss in tourism revenue of 10 to 15% during the peak travel season.

In April 2025, air arrivals dropped by an alarming 34% compared to the same month last year. This has raised alarm for hoteliers, given that Santorini typically attracts over 3 million tourists, contributing to nearly 10% of Greece's overall tourism economy. Antonis Pagoni, president of the Santorini hoteliers, remarked that such reductions could significantly impact local revenue, highlighting the island's vulnerability despite its iconic status within the Greek tourism landscape.

Despite the challenges posed by the seismic events, there are signs of potential recovery. As fears surrounding the earthquakes have begun to subside, tourism authorities have initiated marketing campaigns to reassure both local and international visitors. A €600,000 promotional initiative backed by the South Aegean Region and the Greek National Tourism Organization is aimed at restoring confidence in the island’s safety. Furthermore, no major structural damage has been reported, and cruise ship arrivals have resumed, with the first major vessel bringing approximately 1,700 tourists back to Santorini at the end of March.

Efforts are also underway to bolster safety and attract visitors through innovative strategies. The island is investing in infrastructure upgrades and preventive measures designed to enhance the overall visitor experience while addressing safety concerns. This includes inspections of accommodation facilities and the retrofitting of buildings. The local government is looking to replicate successful recovery stories, such as Rhodes’ resurgence after wildfires in 2023, by launching an international tourism campaign valued at €1 million.

Authorities remain vigilant about safety, advocating familiarity with earthquake procedures and ongoing collaboration with travel agencies to ensure a smooth return for visitors. While the situation remains fluid, the resilience of Santorini's tourism industry is being tested, and the focus is on adapting and innovating to recover from these recent disruptions. As the peak summer season approaches, hopes for a rebound remain, but the full impact of the earthquakes is still unfolding, keeping stakeholders on high alert.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.independent.co.uk/travel/news-and-advice/santorini-earthquake-tourism-fears-b2767227.html), [[3]](https://www.international-explorer.com/news/santorini-tourism-rebounds-as-earthquake-swarm-subsides/)
* Paragraph 2 – [[2]](https://www.tovima.com/finance/santorini-air-arrivals-drop-34-in-april-challenges-for-cruise-sector-remain-after-earthquakes/), [[4]](https://www.tovima.com/society/santorini-earthquakes-might-affect-greek-tourism-revenue-report)
* Paragraph 3 – [[5]](https://greekreporter.com/2025/02/10/santorini-tourism-earthquakes/), [[6]](https://www.tovima.com/tourism/santorini-aims-for-rhodes-style-recovery-after-seismic-activity/)
* Paragraph 4 – [[7]](https://aitran.com/santorinis-earthquakes-and-the-future-of-tourism-resilience-in-a-timeless-paradise/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.independent.co.uk/travel/news-and-advice/santorini-earthquake-tourism-fears-b2767227.html> - Please view link - unable to able to access data
2. <https://www.tovima.com/finance/santorini-air-arrivals-drop-34-in-april-challenges-for-cruise-sector-remain-after-earthquakes/> - In April 2025, Santorini's air arrivals decreased by 34% compared to the previous year, attributed to seismic activity earlier in the year. Despite this, hoteliers anticipate a tourism rebound by June, supported by a €600,000 promotional campaign by the South Aegean Region and the Greek National Tourism Organization. Challenges persist in managing cruise ship arrivals due to the island's cable car system being out of operation.
3. <https://www.international-explorer.com/news/santorini-tourism-rebounds-as-earthquake-swarm-subsides/> - Following a series of over 20,000 minor earthquakes between late January and February 2025, Santorini's tourism sector is witnessing a resurgence. The seismic activity has subsided, and no major damage was reported. The first major cruise arrival since the seismic events occurred in late March, bringing approximately 1,700 tourists. However, early summer bookings have declined by 23% compared to the same period last year, prompting Greek tourism authorities to launch targeted marketing campaigns to reassure travelers of the island's safety.
4. <https://www.tovima.com/society/santorini-earthquakes-might-affect-greek-tourism-revenue-report> - The National Bank of Greece estimated that the areas affected by the Santorini earthquakes account for approximately 4% of Greece's annual tourism revenues and the total annual turnover in the accommodation and food service sectors. In 2023, Santorini's accommodation establishments generated revenues of €495.1 million, and the food service sector recorded revenues of €196.9 million, highlighting the island's significant economic impact within the Greek tourism sector.
5. <https://greekreporter.com/2025/02/10/santorini-tourism-earthquakes/> - Santorini's tourism industry faces challenges due to ongoing seismic activity, with thousands of hospitality workers leaving the island. The Viking Star cruise ship canceled its February 10 stop in Santorini, rerouting to Chania. Some Greek travel agencies have removed Santorini from their itineraries for the March 25 National Day and Easter holiday, with plans to adjust cruise schedules until June, depending on the seismic situation.
6. <https://www.tovima.com/tourism/santorini-aims-for-rhodes-style-recovery-after-seismic-activity/> - Santorini is launching a €1 million international tourism campaign to recover from recent seismic activity and reassure visitors of the island's safety. Drawing inspiration from Rhodes' recovery after the 2023 wildfires, the campaign includes digital marketing and collaborations with major travel agencies. Authorities have implemented scheduling regulations for cruise ships to manage visitor flow and prevent overcrowding, with temporary restrictions in place until May 15, 2025.
7. <https://aitran.com/santorinis-earthquakes-and-the-future-of-tourism-resilience-in-a-timeless-paradise/> - Santorini's tourism sector is adapting to recent seismic activity by implementing safety measures, upgrading infrastructure, and diversifying tourism offerings. Authorities have conducted building inspections and modernized emergency systems to address safety perceptions. Infrastructure upgrades include retrofitting historic buildings and modern hotels with seismic-resistant materials. The island is also promoting 'geo-tourism,' offering guided tours that explain its volcanic history and the measures taken to ensure safety.