



ΕΛΛΗΝΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ ΕΜΑΔΟΣ  
HELLENIC CHAMBER OF HOTELS



# Relations of Greek Hoteliers with the banks

*Figures, financial situation of hoteliers and satisfaction with the banking services and products provided*

*Indicative results of the survey*



1. Figures of Greek hotel capacity 201 and Survey Identity

2. Data regarding the collaboration of hotels with the banks

3. Satisfaction of hoteliers from banking services and products

# Main figures of hotel capacity by category, 2019

		5*	4*	3*	2*	1*	Total Sum
GREECE	Units	598	1.640	2.721	3.676	1.331	9.966
	Rooms	88.758	119.083	101.112	98.468	25.455	432.876
	% of units in total	6,0%	16,5%	27,3%	36,9%	13,4%	100,0%
	% of rooms in total	20,5%	27,5%	23,4%	22,7%	5,9%	100,0%
	Average hotel size (in rooms)	148,4	72,6	37,2	26,8	19,1	43,4



## SURVEY IDENTITY

SURVEY TITLE	Relations of Greek Hoteliers with the banks
ASSIGNING ENTITY	Hellenic Chamber of Hotels
CONDUCTION ENTITY	Research Institute for Tourism (RIT)
REFERENCE PERIOD	2019
MATERIALIZATION PERIOD	28/06/2019 to 25/07/2019
DELIVERABLE DATE	09/10/2019
POPULATION	Hotel registry of Hellenic Chamber of Hotels
STATISTICAL UNIT	HOTEL
CLASSIFICATIONS	NUTS, Hotel Categories
SAMPLING METHOD	Simple Random Sampling
SAMPLE/POPULATION SIZE	Population 9.917 hotels. Sample 1.813 hotels (18%).
COLLECTION METHOD	Web Questionnaire – Webmail
RESULT WEIGHTING	Triple (Region, Category, Size)

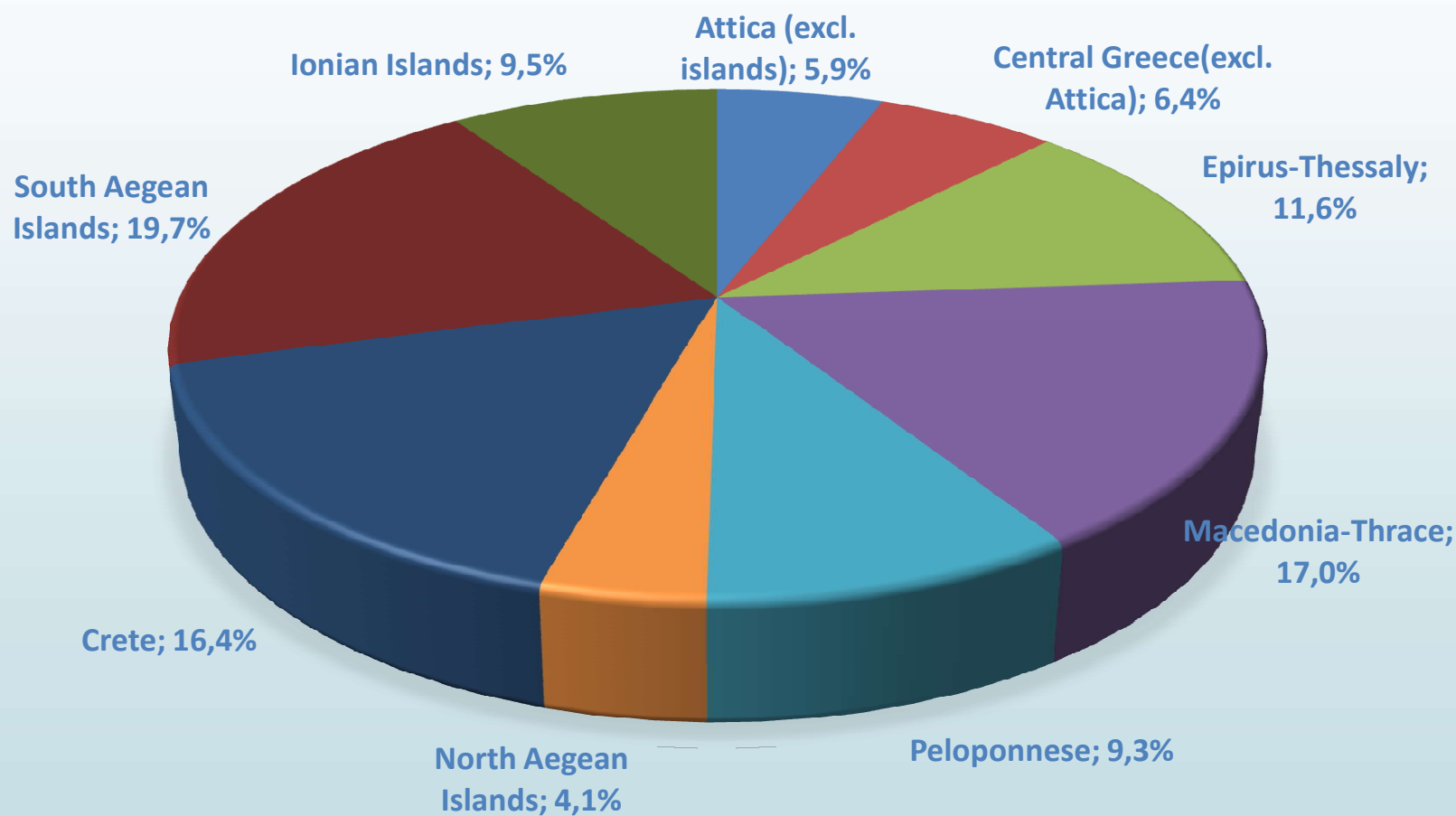


## Collaboration of hoteliers with banks

1. Hotel distribution based on the main and secondary bank
2. Hotel's renovation and coverage of renovation expenses

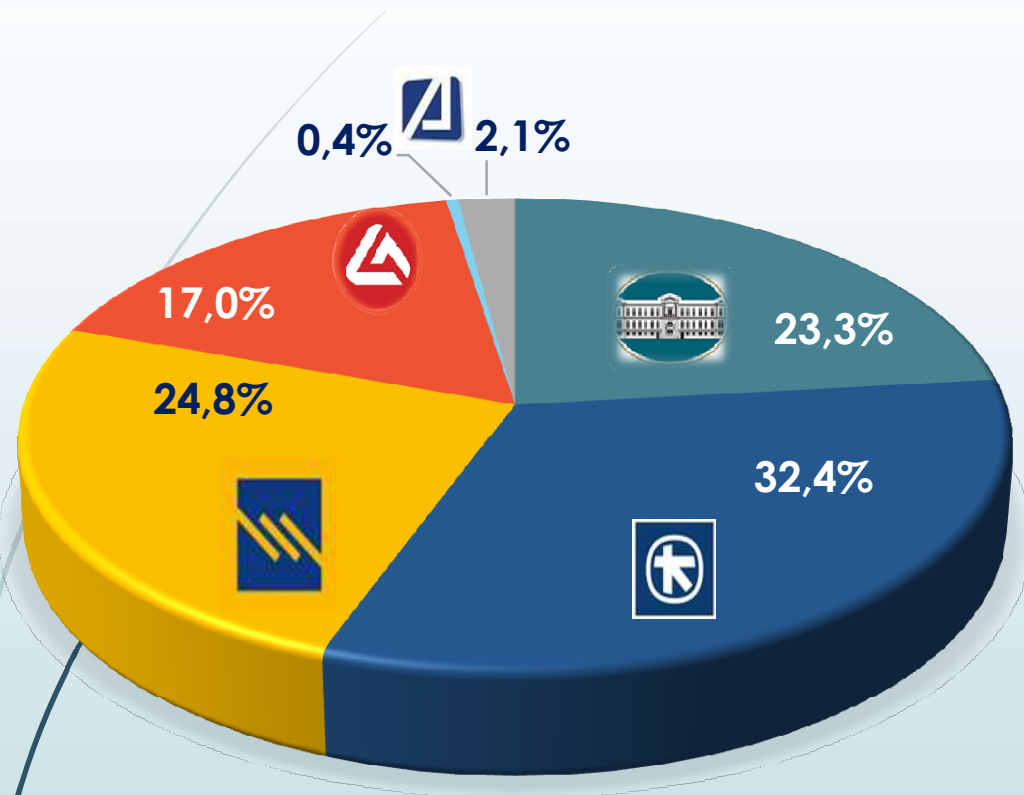
# Response to the survey

- 1.813 hotels participated to the survey; their regional distribution is shown below.



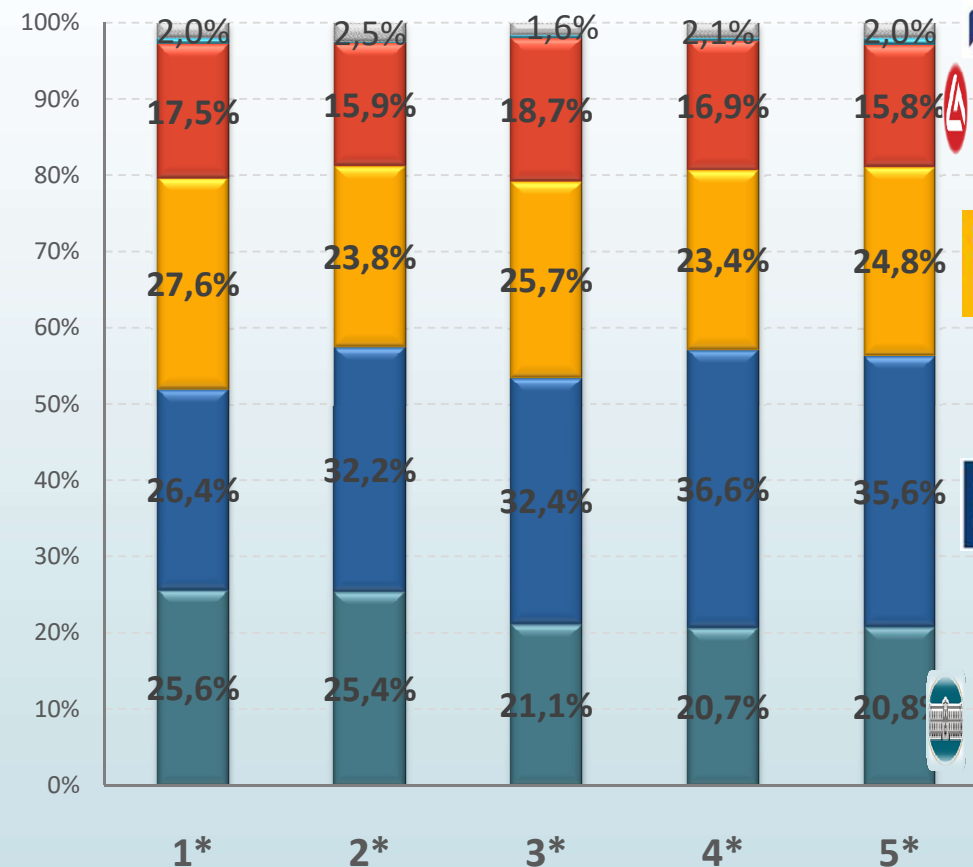
# Hotel Distribution based on the **MAIN** bank

➤ Total



■ NATIONAL    ■ ALPHA    ■ PIRAEUS  
 ■ EUROBANK    ■ ATTICA    ■ OTHER BANK

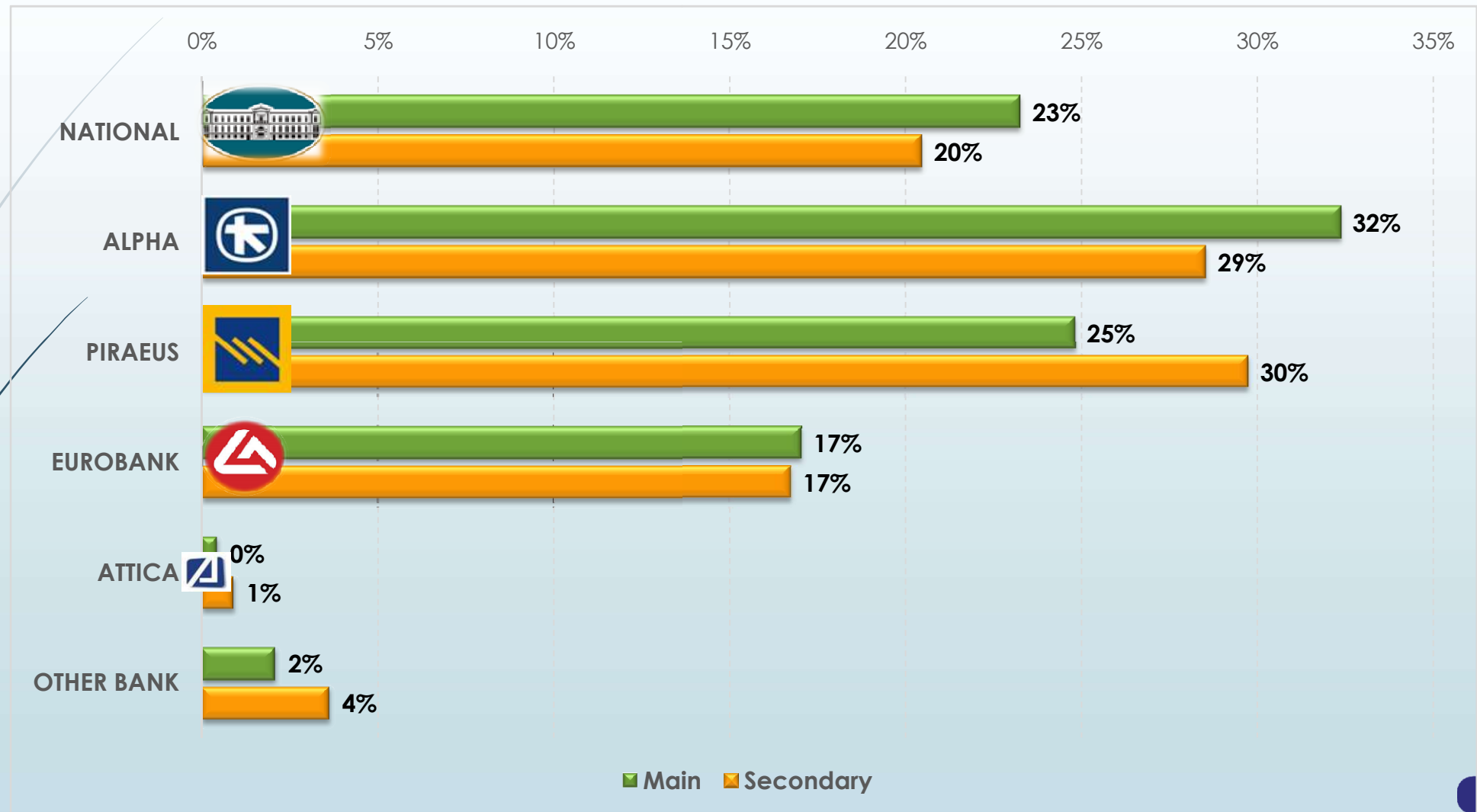
➤ By category



# Shares of 1<sup>st</sup> and 2<sup>nd</sup> Main Bank in hotels

8

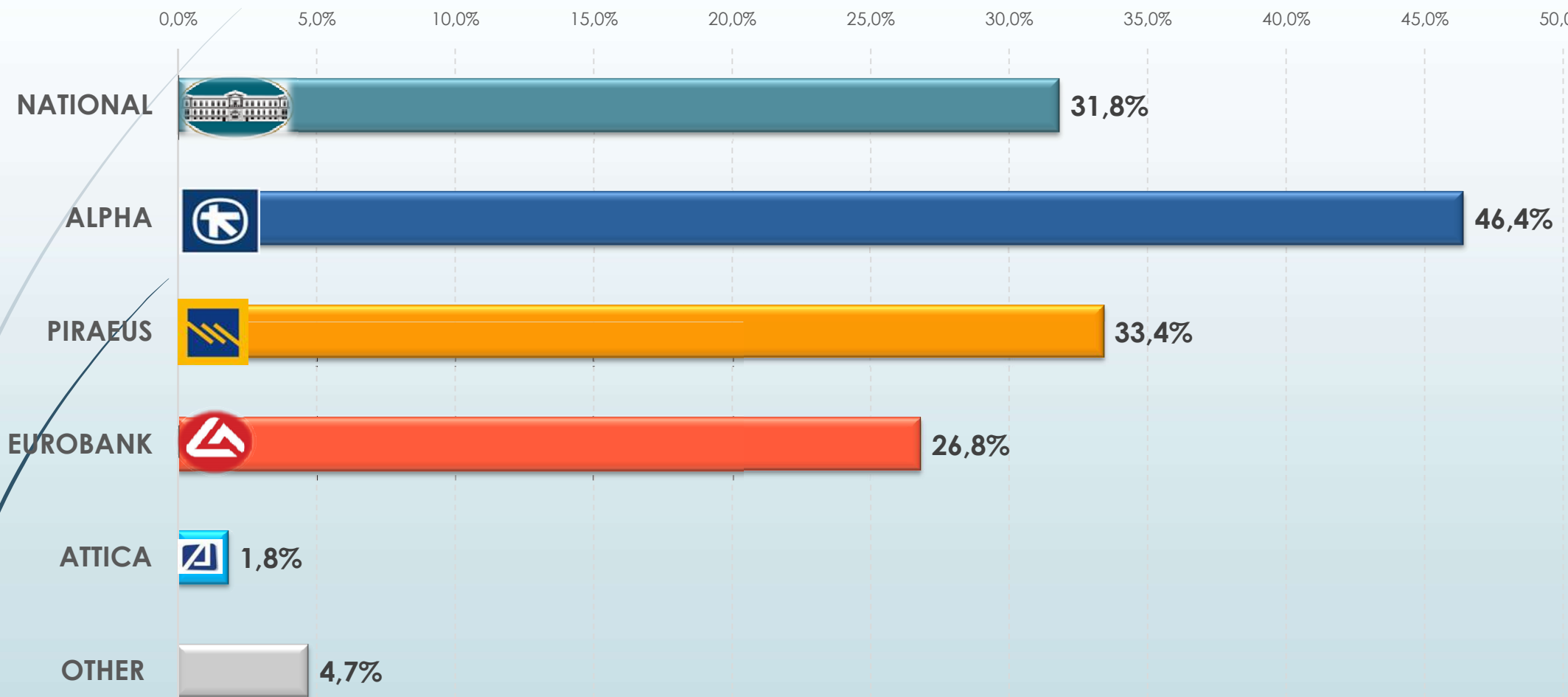
■ Total





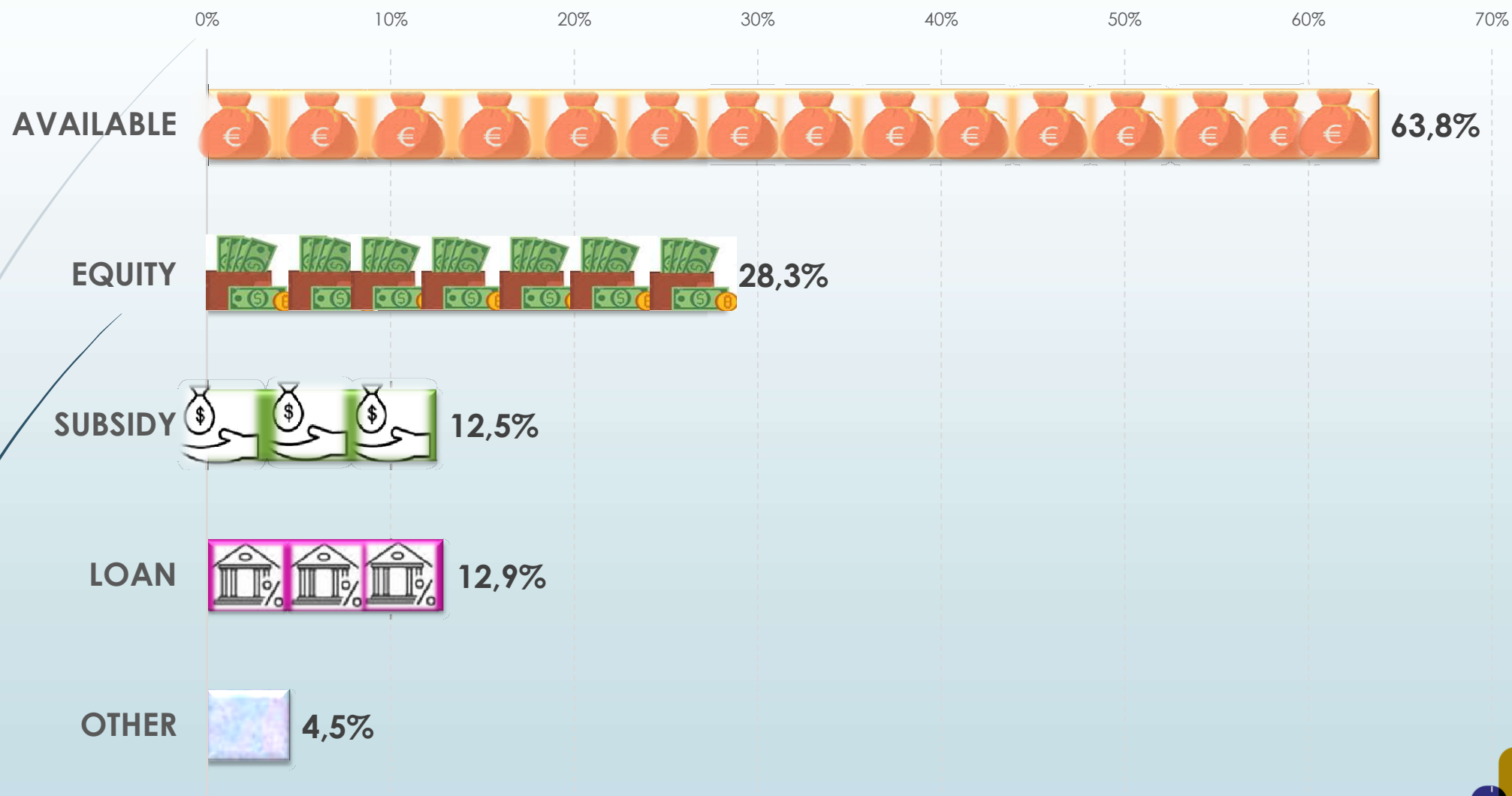
# Distribution of hotels based on POS

■ Total



# Coverage of renovation expenses

10



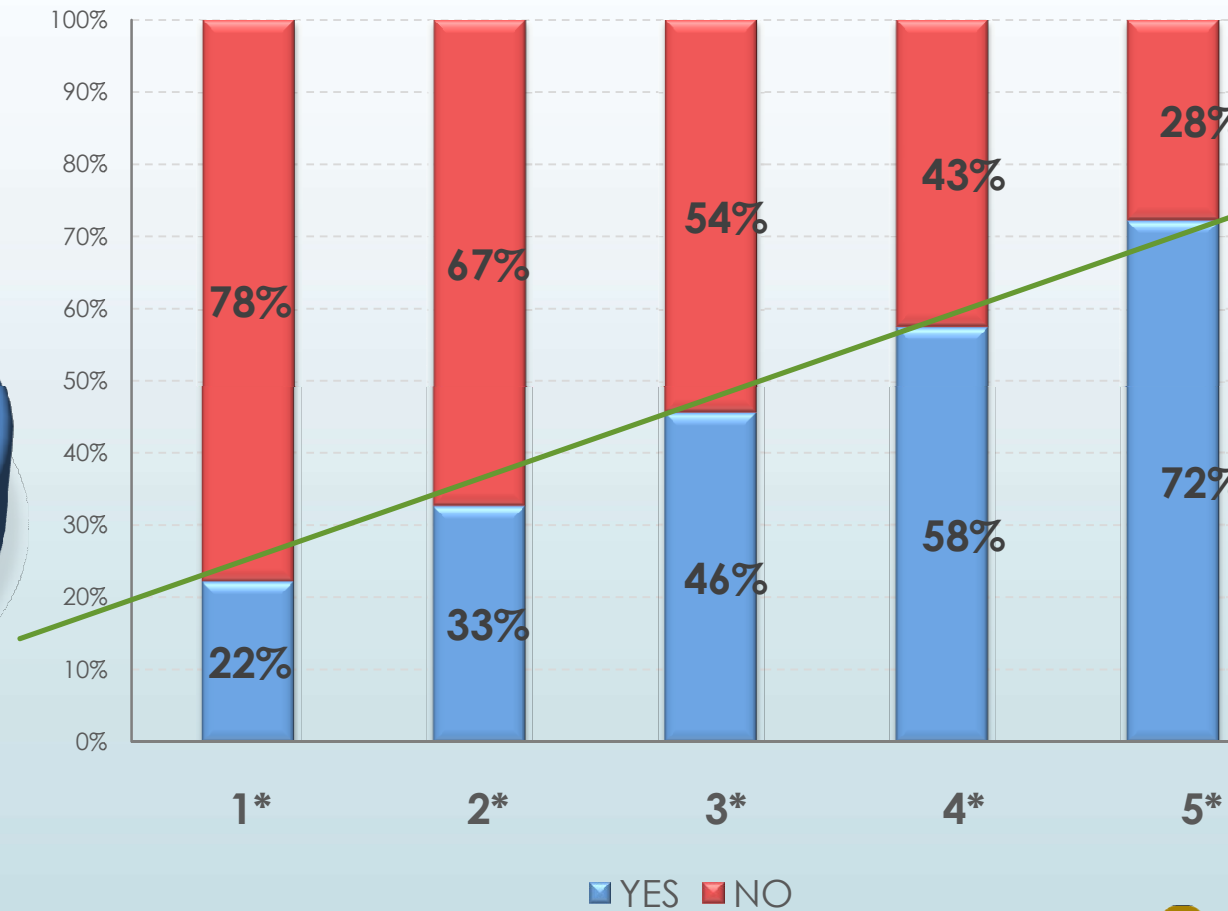
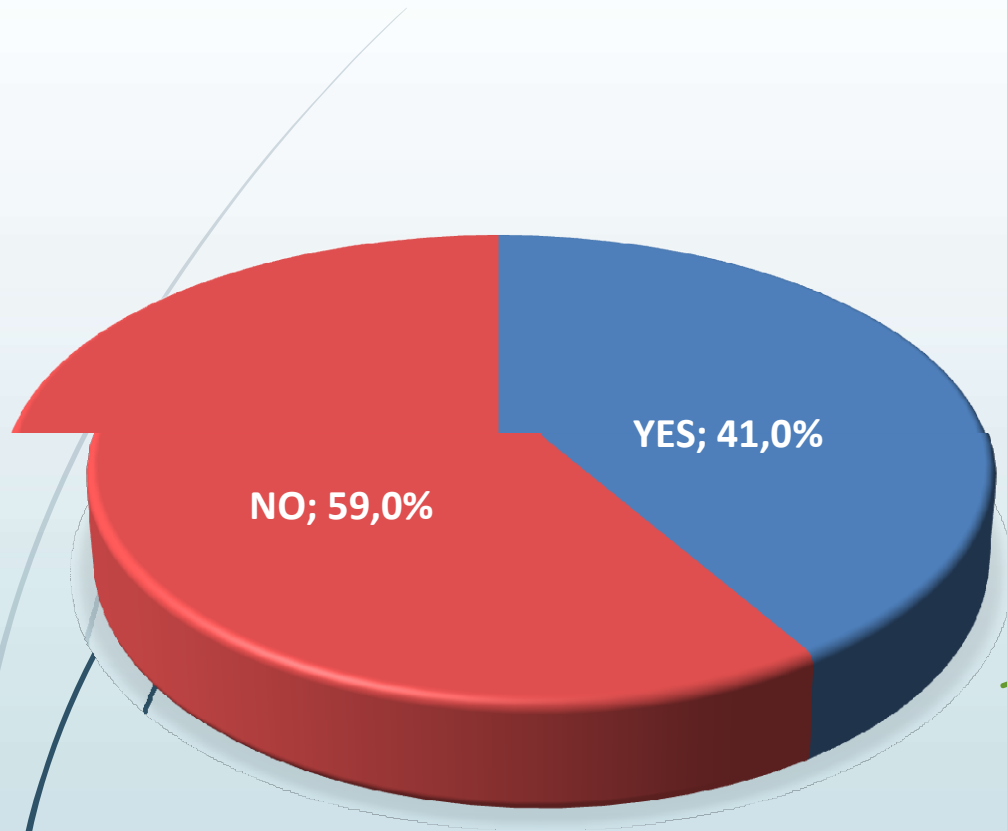


## Financial needs of hoteliers

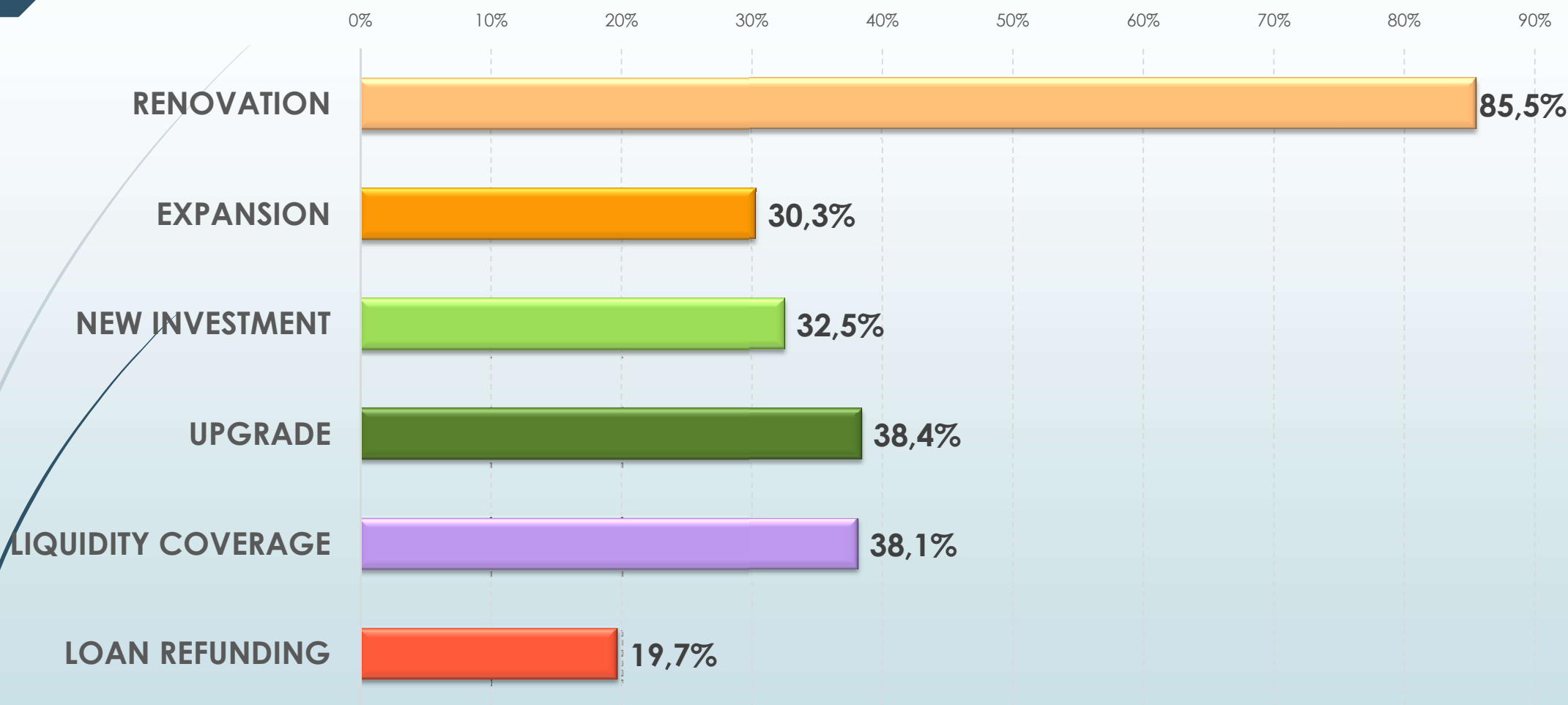
1. Bank loan
2. Funding needs
3. Funding programs

# Existence of bank loan, total and by category

12

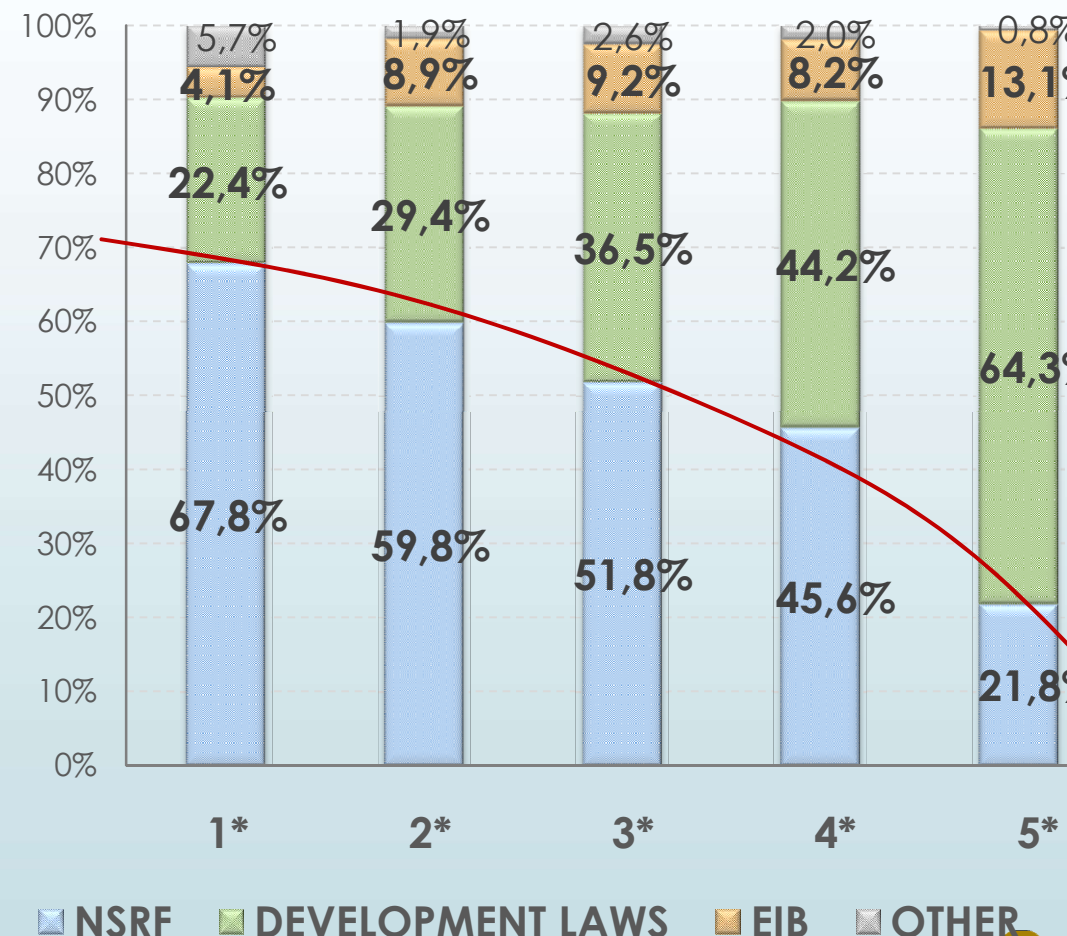
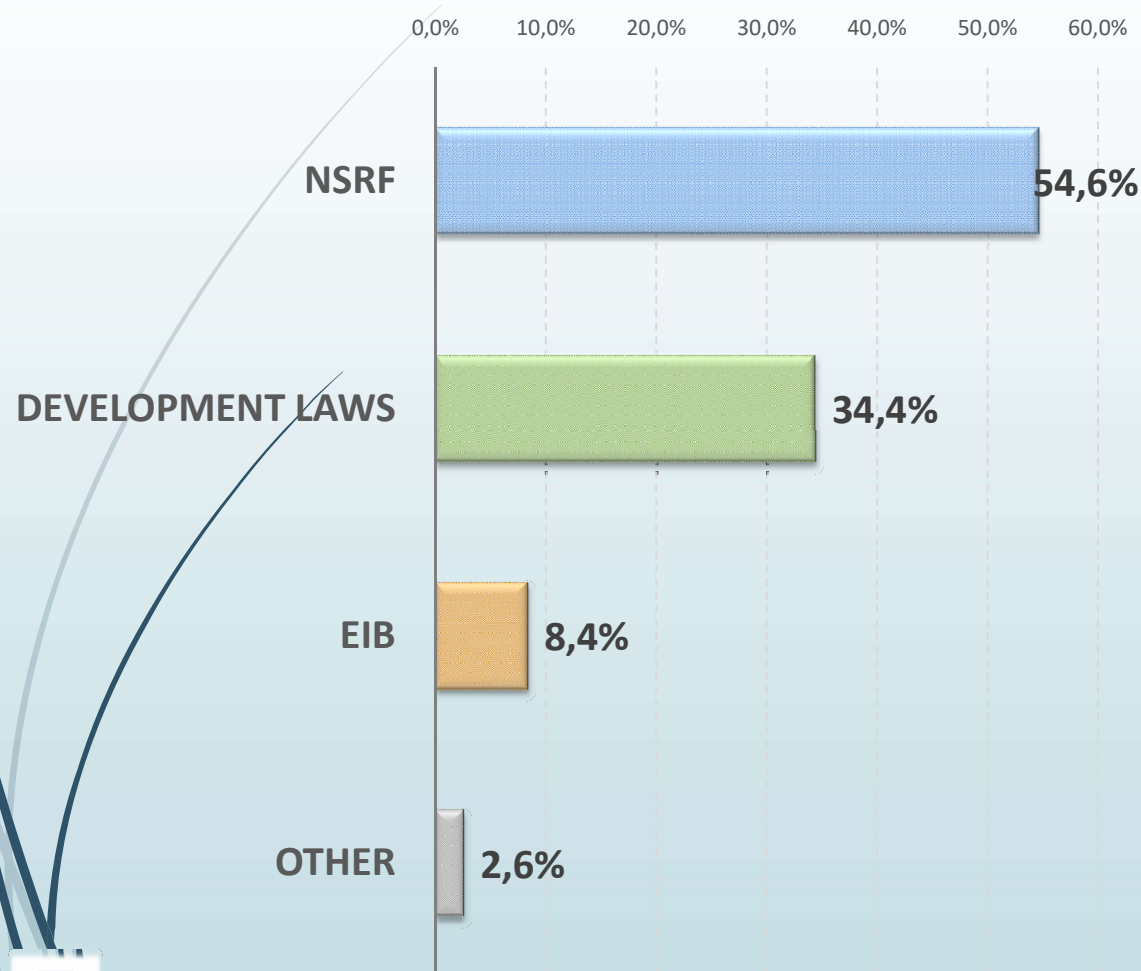


# Funding need, by expense category



# Shares of funding programs, total and by category

14



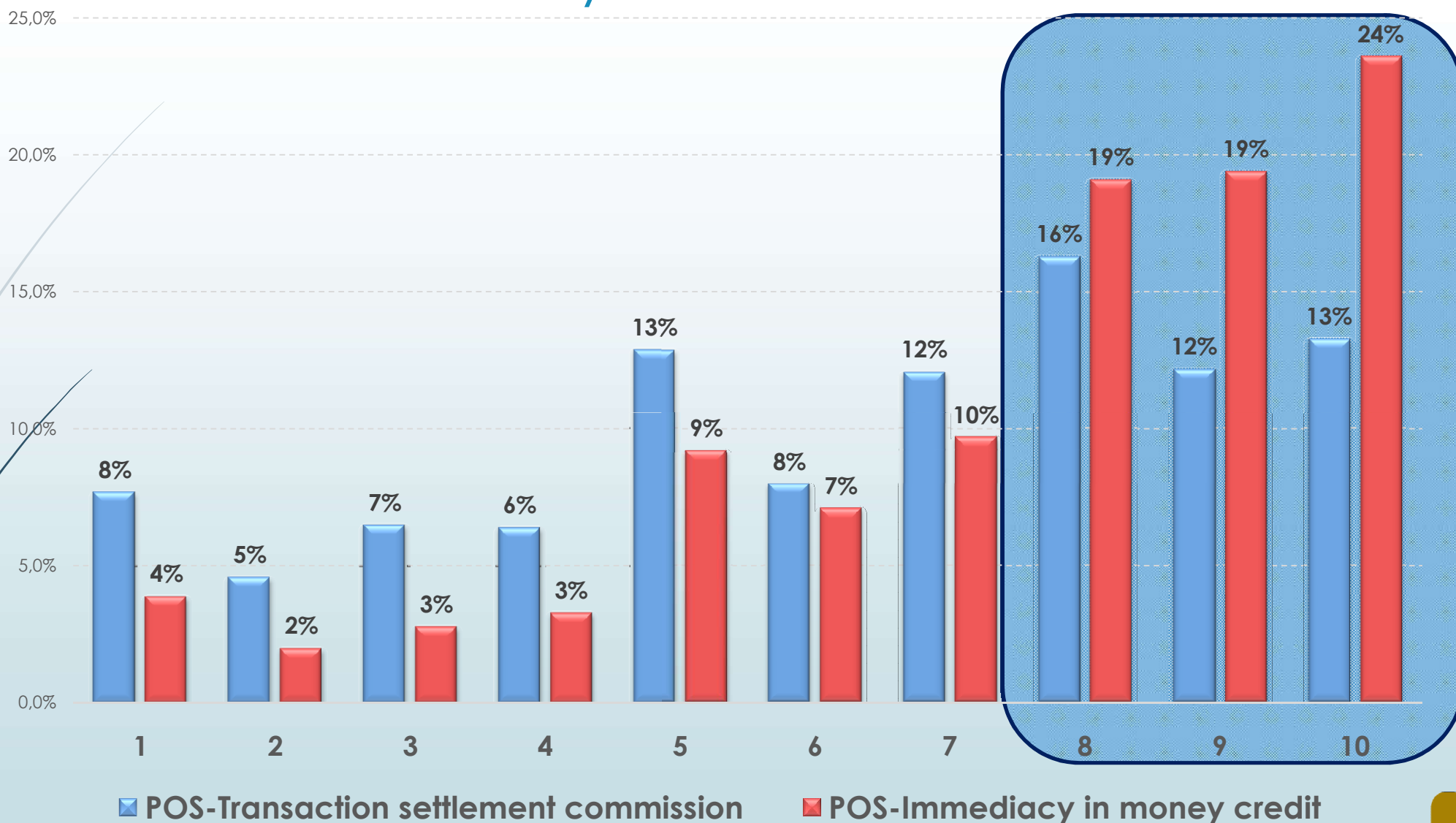


## Satisfaction of hoteliers from banking services and products

1. Satisfaction from services and products provided
2. Total satisfaction



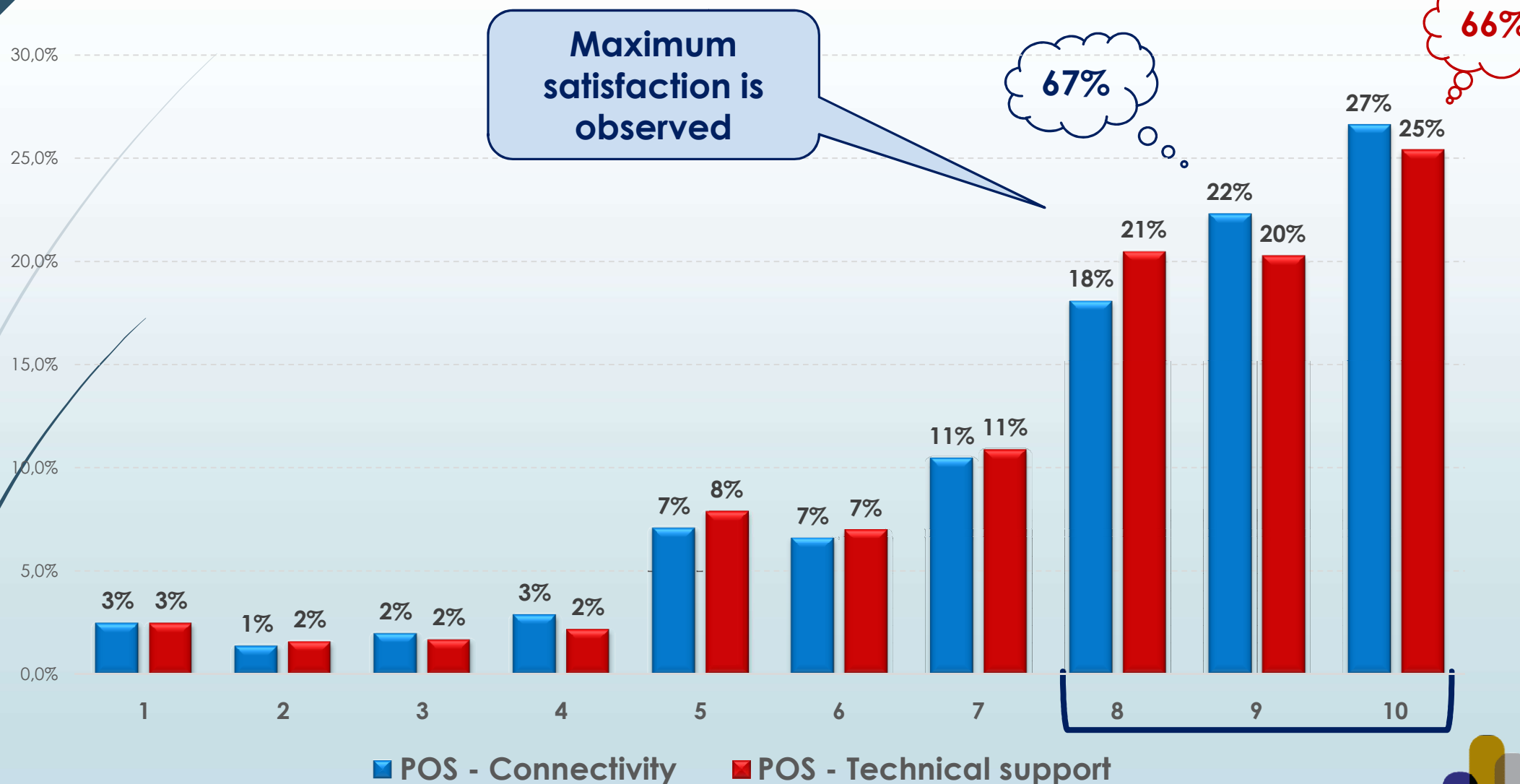
# POS – Money credit and commissions





# POS – Connectivity and technical support

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01

Products and services that meet the needs

02

Coverage of funding needs

03

Immediacy of funding

04

Access to co-funded loan programs

05

Bank support in disputing transactions

06

Ease of use of Internet Banking

07

POS Services

08

Loaning cost

Priorities of  
hoteliers  
regarding bank  
products and  
services