

# Developments in the Main Figures of the Greek Hotel Market 2019



# World & European Tourism

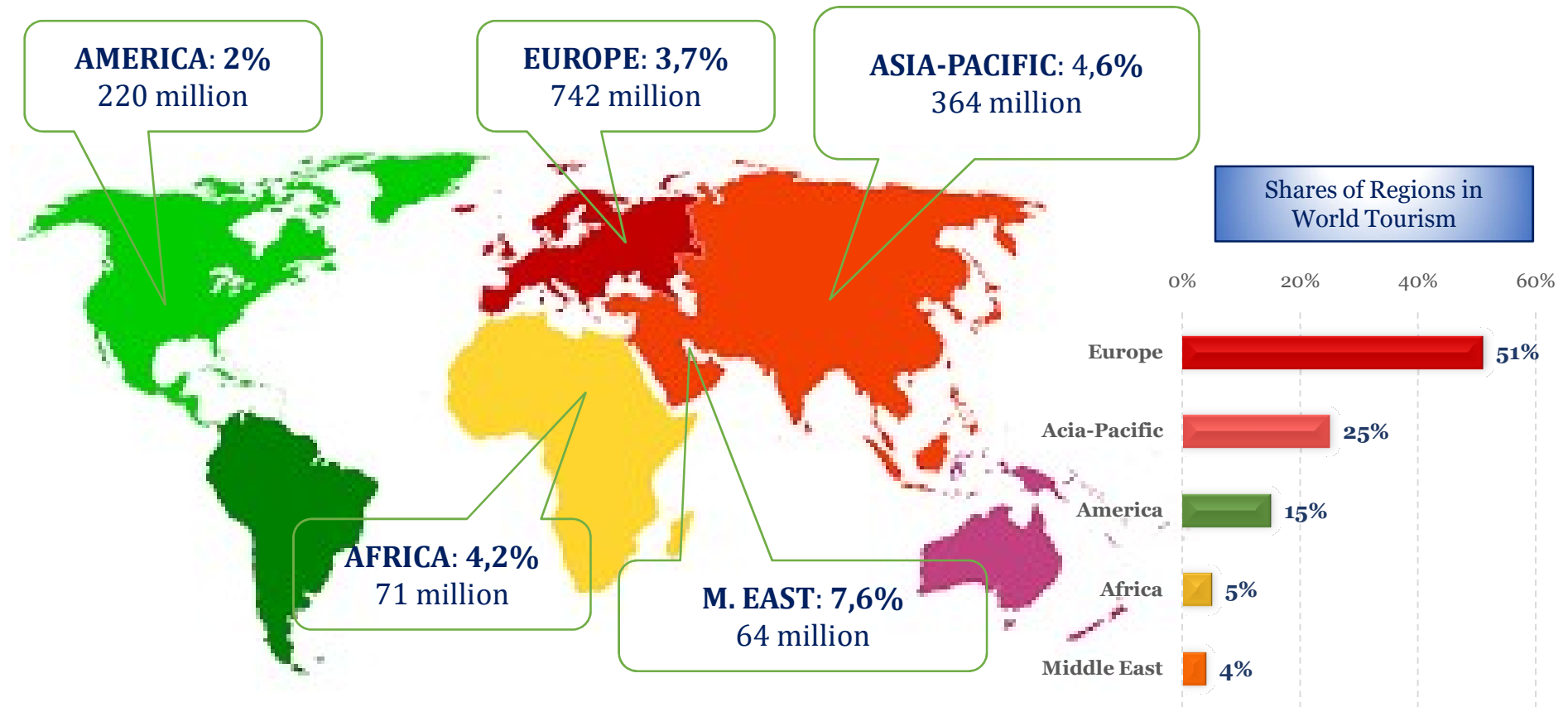


## World Tourism: 2019, another year of growth

INTERNATIONAL TOURIST  
ARRIVALS:  
**1,46 billion tourists**

CHANGE COMPARED TO 2018:  
**+ 4%**

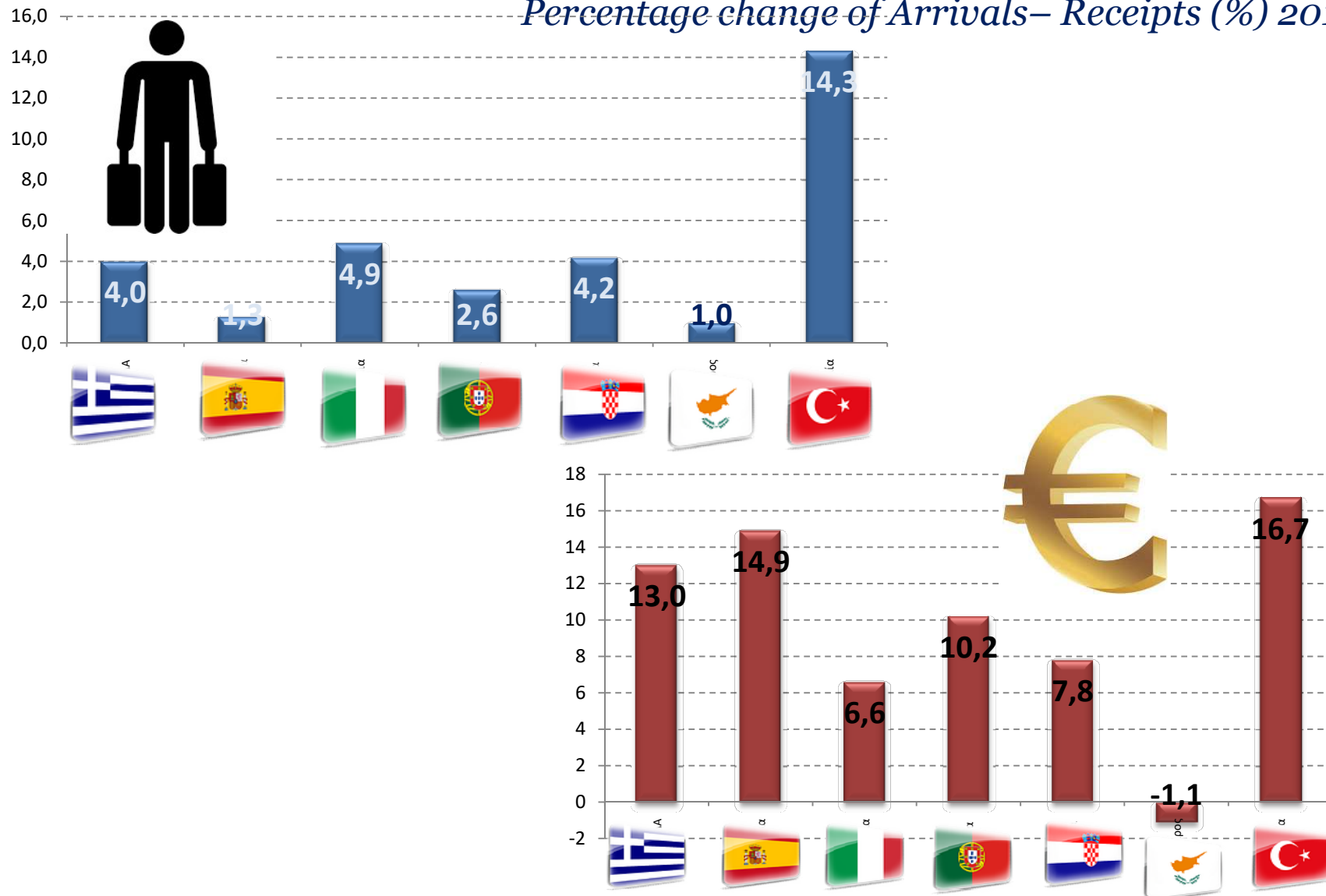
ARRIVALS PER DAY:  
**4 million tourists**



*Source: World Tourism Barometer, Vol. 18, Jan. 2020.*

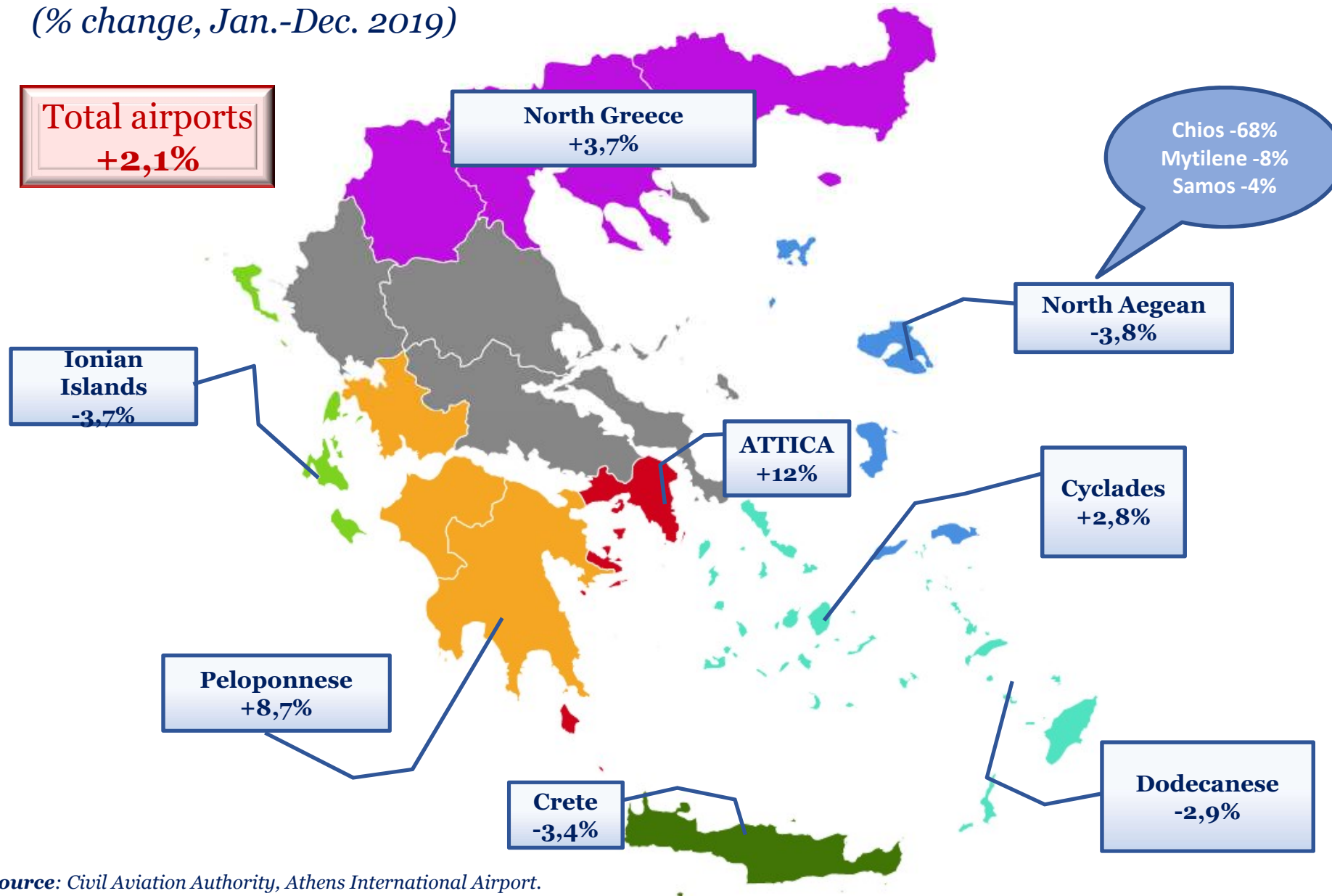
## ❖ European Tourism: Developments in selected Countries

*Percentage change of Arrivals– Receipts (%) 2019/18*



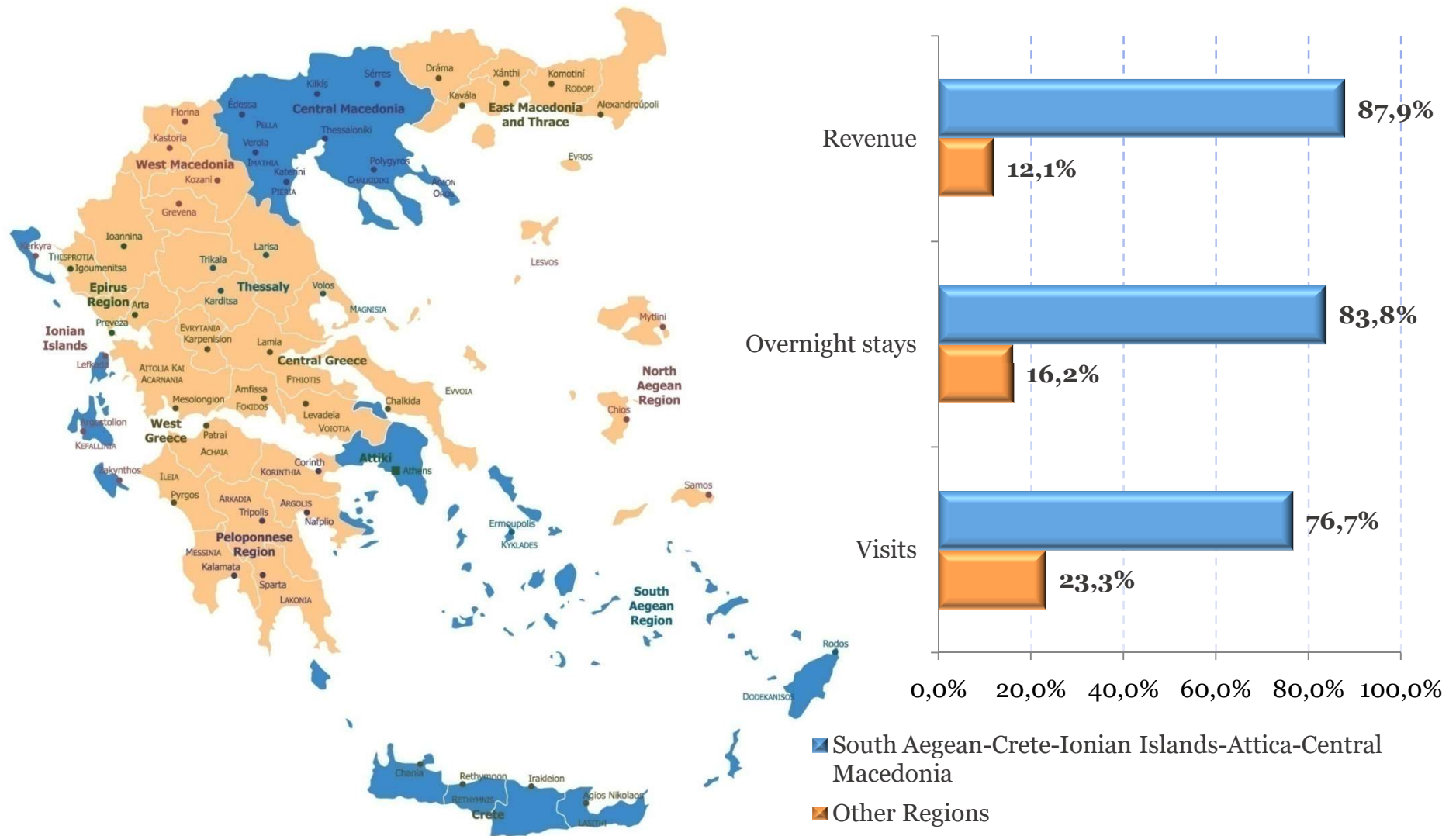
**Source:** National Statistical Authorities and Central Banks of the countries. Processing RIT.

❖ **Arrivals of Foreign Tourists in Selected Airports**  
(% change, Jan.-Dec. 2019)



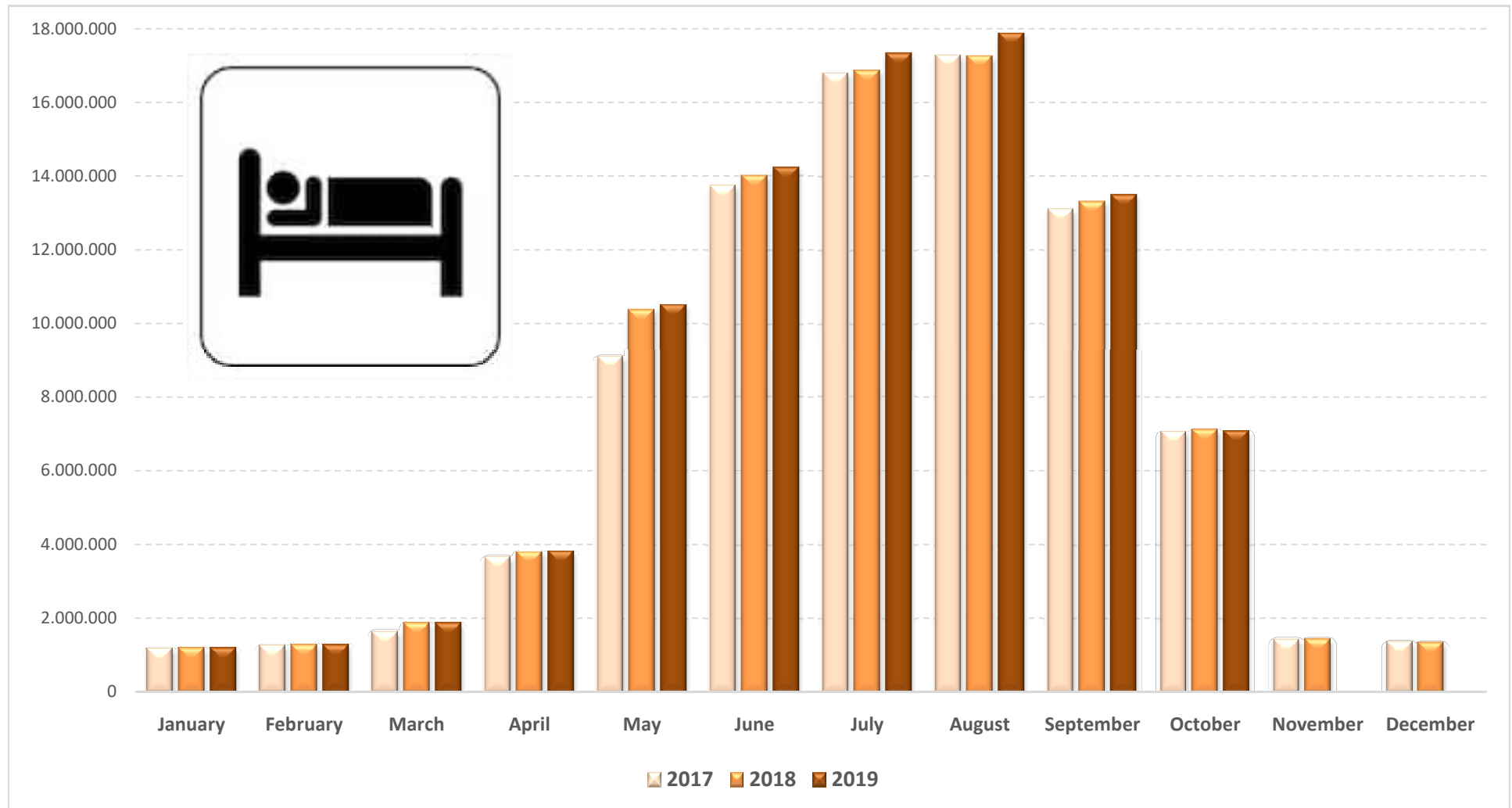
**Source:** Civil Aviation Authority, Athens International Airport.  
Processing RIT.

## ❖ Tourist Regions of Greece: Shares in Basic Tourism Figures (the data refer to the 9month period Jan.-Sept. 2019)



Source: Bank of Greece. Processing RIT.

❖ **GREECE: Overnight stays in hotel accommodation, 2017-2019, January-October**



**Source:** Hellenic Statistical Authority. Processing: RIT

## Remarks concerning tourism in Greece

- ❖ In 2019 (Jan.-Nov.) the arrivals of foreign tourists in our country increased by **4%**, while tourism receipts by **13%** according to recent data of Bank of Greece. There was a large reversal in the arrivals / receipts ratio compared to previous years, when receipts were lagging behind the increase of arrivals.
- ❖ The seasonality of Greek tourism in 2019 remained high, as shown by overnight stays at hotel accommodations. 71% of overnight stays were realized during the 4-month period of June-Sept. 2019 compared to 68% of the corresponding period in 2018.
- ❖ Air arrivals of foreign tourists in 2019 recorded an increase equal to 2,1%. However, if arrivals in Athens airport are excluded, the arrivals in regional airports record a decrease equal to 1,7%.
- ❖ In 2019, 5 out of 13 regions of Greece, namely the island regions, Attica and Central Macedonia, account for 77% of visits, 84% of overnight stays and 88% of tourism receipts.

# Performance of Greek Hotels



## SURVEY PROFILE

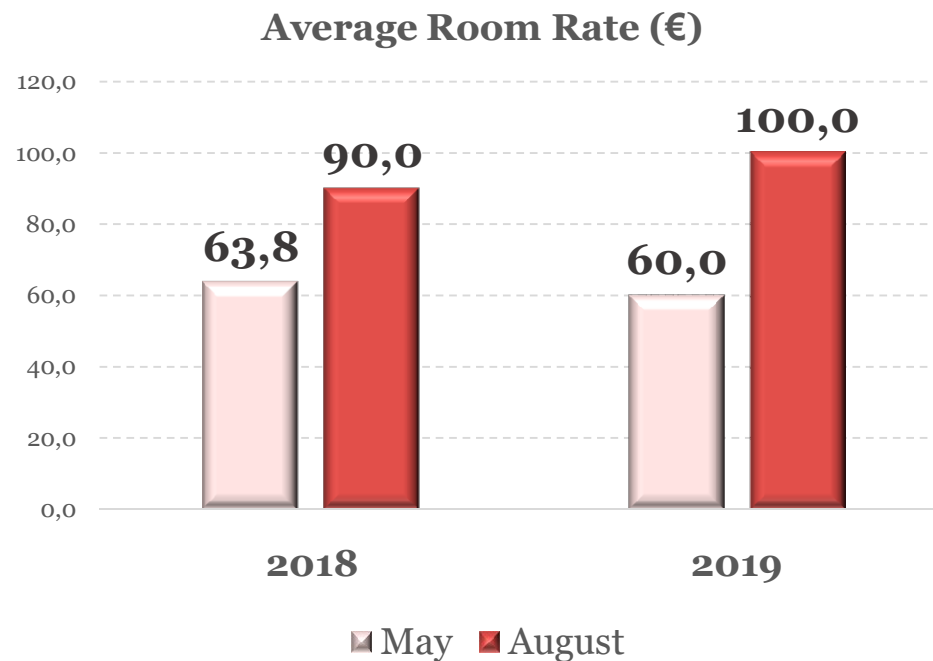
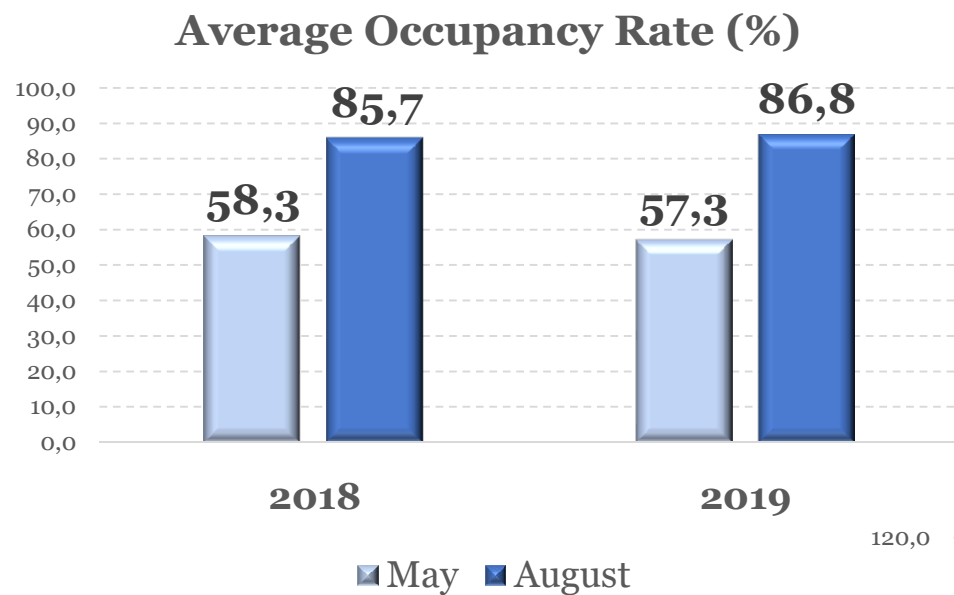
<b>SURVEY TITLE</b>	<b>Annual Survey concerning Hotel Market</b>
<b>ASSIGNING BODY</b>	Hellenic Chamber of Hotels
<b>CONDUCTING BODY</b>	Research Institute for Tourism (RIT)
<b>REFERENCE PERIOD</b>	January-October 2019
<b>SURVEY TIME PERIOD</b>	15/11/2019 to 31/12/2019
<b>DELIVERABLE DATE</b>	January 2020
<b>SEASONALITY</b>	Annual
<b>POPULATION</b>	Hotel Units of Greece
<b>STATISTICAL UNIT</b>	Hotel Unit/Room
<b>REGISTRY</b>	Registry of Hellenic Chamber of Hotels
<b>CLASSIFICATIONS</b>	NACE, Hotel Categories
<b>SAMPLING METHOD</b>	Proportional stratified sampling
<b>WEIGHTING</b>	Triple (Category, Region, Size)
<b>SAMPLE/POPULATION SIZE</b>	n=897 / N=9.971
<b>COLLECTION METHOD</b>	Electronic Questionnaire - Email

## Composition and % Distribution of total hotel capacity, 2019

	5*****	4****	3***	2**	1*	Total
Units	610	1.664	2.729	3.651	1.317	9.971
Rooms	89.852	120.542	100.634	97.510	25.151	433.689
Beds	186.190	240.386	196.021	184.366	49.384	856.347
Average size	147,3	72,4	36,9	26,7	19,1	43,5
<b>% Distribution</b>						
<i>Units</i>	6,1%	16,7%	27,4%	36,6%	13,2%	100%
<i>Rooms</i>	<b>20,7%</b>	<b>27,8%</b>	<b>23,2%</b>	<b>22,5%</b>	<b>5,8%</b>	100%
<i>Beds</i>	21,7%	28,1%	22,9%	21,5%	5,8%	100%

**Source:** Hellenic Chamber of Hotels. Processing RIT.

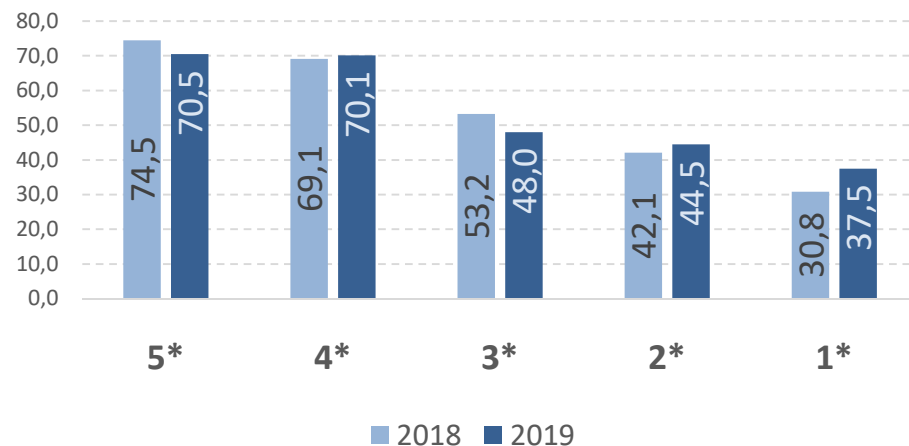
## ❖ Occupancy Rate and Room Rate – Country Total



**Source:** RIT, Field research on Greek Hotels 2019.

## ❖ Occupancy Rate of May and August – Country Total – By category

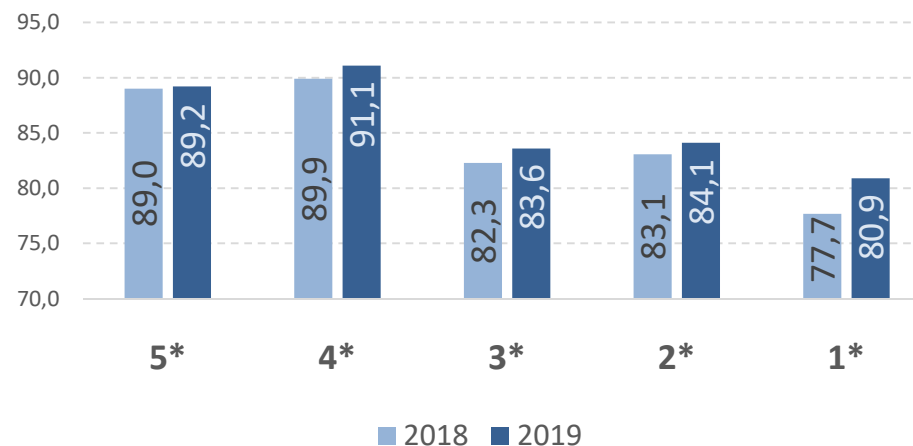
### May



Category	May 2019
5*****	70,5%
4*****	70,1%
3***	48,0%
2**	44,5%
1*	37,5%
<b>Total</b>	<b>57,3%</b>

Category	August 2019
5*****	89,2%
4*****	91,1%
3***	83,6%
2**	84,1%
1*	80,9%
<b>Total</b>	<b>86,8%</b>

### August



**Source:** RIT, Field research on Greek Hotels 2019.

### Average Room Rate Comparison May- August 2018 - 2019

Category	May 2019	May 2018	% change May 2019/18	August 2019	August 2018	% change August 2019/18
5*****	120,0€	108,5€	+10,6%	203,0€	196,6€	+3,3%
4****	74,0€	87,0€	-14,9%	133,0€	125,0€	+6,4%
3***	50,0€	50,0€	0,0%	78,0€	75,0€	+4,0%
2**	40,0€	40,0€	0,0%	60,0€	60,0€	0,0%
1*	40,0€	35,0€	+14,3%	60,0€	50,0€	+20,0%
<b>Total</b>	<b>60,0€</b>	<b>63,8€</b>	<b>-6,0%</b>	<b>100,0€</b>	<b>90,0€</b>	<b>+11,1%</b>

**Source:** RIT, Field research on Greek Hotels 2019.

## ❖ Main Figures of Greek Hotel Sector, 2018-2019

	2018	2019	% change 2019/18
<b>Turnover (€)</b>	8.104.048.777	8.699.410.421	+7,3%
<b>Average Revenue per room (€)</b>	18.390,50	18.996,00	+3,3%
<b>Total employment- May</b>	157.339	163.992	+4,2%
<b>Total employment- August</b>	184.139	186.575	+1,3%
<b>Employment per room – May</b>	0,36	0,37	
<b>Employment per room - August</b>	0,42	0,42	

**Source:** RIT, Field research on Greek Hotels 2019.

## A job position is created:

Employment per Room and category 2019	
5*****	0,67
4*****	0,50
3***	0,32
2**	0,28
1*	0,23
<b>Total</b>	<b>0,42</b>

**For every 1,5 room**



**For every 2,0 room**



**For every 3,1 room**



**For every 3,6 room**



**For every 4,3 room**

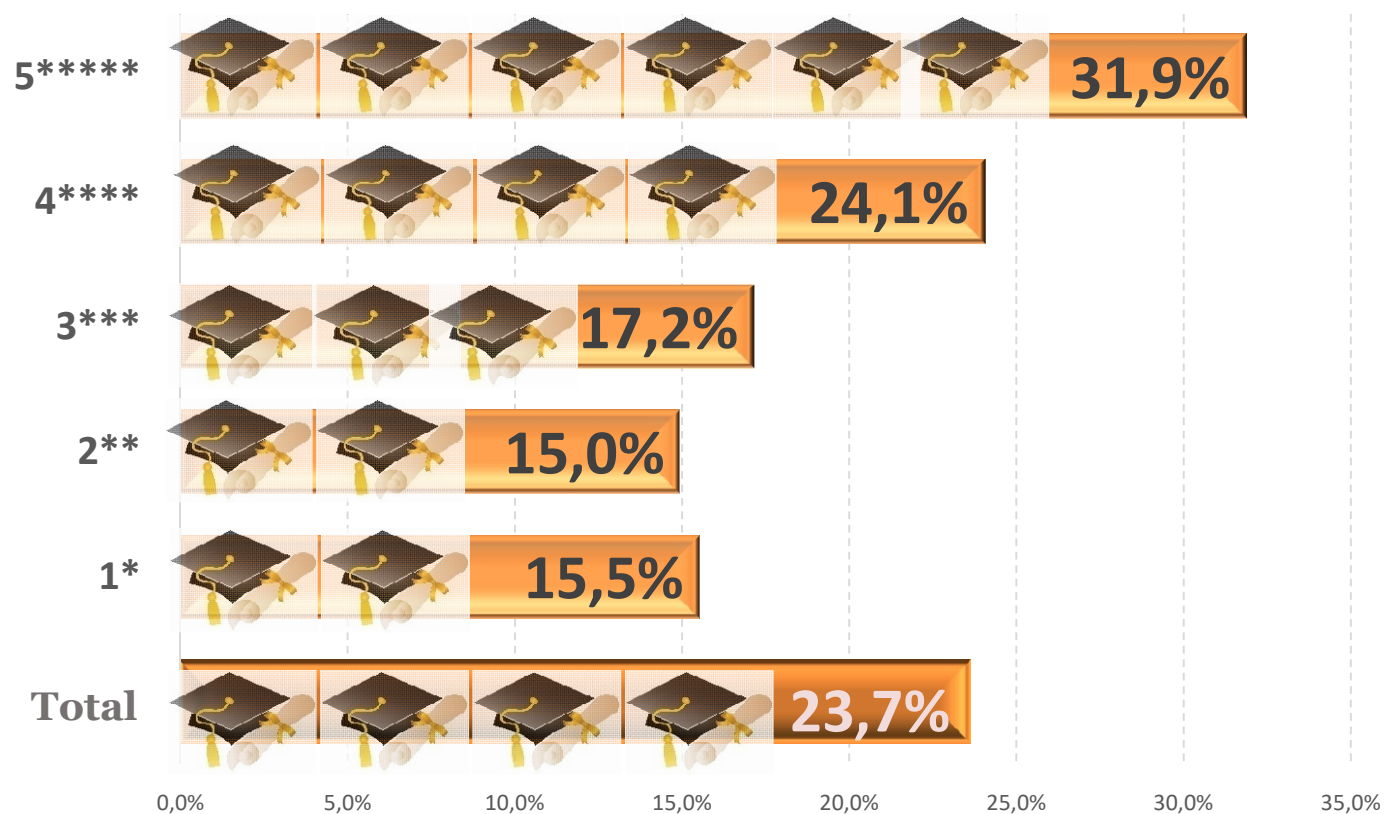


❖ **Total renovation expenditure, by category, 2017 – 2019**

<b>CATEGORY</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>Total 2017-2019</b>
5*****	319.067.142	280.552.094	247.826.687	847.445.923
4****	270.280.664	482.233.725	500.546.089	1.253.060.478
3***	151.713.537	195.194.795	144.773.468	491.681.800
2**	98.437.190	77.855.134	76.745.076	253.037.400
1*	21.878.749	11.656.590	15.566.302	49.101.641
<b>Total</b>	<b>861.377.282</b>	<b>1.047.492.337</b>	<b>985.457.623</b>	<b>2.894.327.242</b>

*Source: RIT, Field research on Greek Hotels 2019.*

## Tourism School Graduates Among Hotel Employees, by Category, 2019



*Source: RIT, Field research on Greek Hotels 2019.*

## Main Conclusions concerning Greek Tourism and Hotel Sector, 2019

- The average occupancy rate of Greek hotels in May the last 2 years is around 57%-58% and in August around 86%-87%, fact that indicates the severe seasonality that remains an intense problem of Greek tourism.
- In May 2019 the average room rate for the 50% of hotels was less than 60€, while in August it was less than 100€. The highest room rates are observed in hotels of South Aegean.
- In the 3-year period 2017-2019 Greek hoteliers spent about 3 billion euros (1 billion per year) for renovation and restoration of their hotels.
- Employment in Greek hotels increased by 4,2% in May and by 1,3% in August of 2019 compared to the corresponding months of 2018.
- On average, for every 2,5 new rooms 1 new job position is created.
- In 2019, **21.821** job vacancies were created in total, of which 15.852 (73%) were covered.
- Around 1/4 of respondents stated that in 2020 they expect an increase in their average room rate, occupancy rate and turnover, while 50%-65% of them expect no change compared to 2019.



ΞΕΝΟΔΟΧΕΙΑΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ ΕΛΛΑΔΟΣ  
HELLENIC CHAMBER OF HOTELS

*Thank you for your attention*