



HELLENIC REPUBLIC
HELLENIC CHAMBER OF HOTELS

PRESS RELEASE

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Survey topic: RIT research for the main figures of the Greek Hotel Sector in summer 2020

Only 60% of all Greek hotels operated this tourism season, for a short term period. The data are presented in the field research assigned by Hellenic Chamber of Hotels to Research Institute for Tourism (RIT).

Today's presentation of the RIT survey's results about hotel reopen after the lockdown is an outcome from:

The registry of hotels that acquired their "Health First" Certificate by creating their Health Protocol through the Platform of the Hellenic Chamber of Hotels.

The weekly survey regarding the performance of the hotels after the lockdown. (panel of 400 hotels from 6/7/2020 to 27/9/2020)

A short survey regarding the reopening dates of hotels after the lockdown. The sample collected from this survey consisted of 2.455 "Health First" certified hotels (representing 37% of the survey population).

As mentioned in today's presentation with title "Hotel reopen after the Lockdown", 67% of hotels out of total Greek hotel capacity acquired the Health Certificate, intending to reopen. Considering June's 2020 survey about the impact of Covid-19, 84% of Greek hotels declared their intention to open.

According to the survey, 2.328 year-round operating hotels (59% of total year round operating hotels) reopened after the lockdown, while the corresponding number for seasonally operating hotels is 3.699 (61% of all seasonally operating hotels).

The conclusion of the survey is that the average occupancy rate of total hotel capacity was estimated equal to 23,1%, during the peak-season quarter of July-September 2020. For the same period, the average room rate was estimated equal to 86€.

31% of year-round operating hotels that reopened after lockdown will be closed down by the end of 2020, due to the difficult circumstances.

Mr. Alexandros Vasilikos president of Hellenic Chamber of Hotels, mentioned “”, regarding the results of the survey.