



THE MAIN FIGURES OF THE GREEK HOTEL SECTOR IN SUMMER 2020

RESEARCH INSTITUTE FOR TOURISM (RIT)

DESCRIPTION OF THE SURVEY

The sources of the data presented in this survey are the following:

1

- ❖ **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 number of the above hotels amounted to **6.700** which intended with certainty to reopen after the lockdown.

2

- ❖ **The weekly survey regarding the performance of the hotels after the lockdown**

It is a weekly review on a 400 hotel-panel starting as of July 6, for recording the evolution of the main hotel indicators, in order to assess the impact of the Covid19 pandemic on the hotel sector.

3

- ❖ **A short survey regarding the reopening dates of hotels after the lockdown**

The survey took place among the 6.700 “Health First” certified hotels that intended to reopen, in order to define the reopening and the estimated closing dates of the hotels for the 2020 tourism season. The sample collected from this survey consisted of 2.455 hotels, representing 37% of the survey population.

OPERATING HOTELS FOR 2020

The total number of Greek hotels in operation during 2019 were
9.971

In the June 2020 survey regarding the impacts of the Covid19
84%
of Greek hotels declared their intention to open

Out of total Greek hotel capacity
67%
of hotels acquired the Health Certificate, intending to reopen

Eventually
60%
of all Greek hotels operated in
2020

YEAR-ROUND OPERATING HOTELS

3.965

Total number of year-round operating hotels

2.478
(62%)

Health Certified year-round operating hotels

2.328

Health Certified year-round operating hotels that reopened after the lockdown

59%

Of all year-round operating hotels reopened after the lockdown

SEASONALLY OPERATING HOTELS

6.098

Total number of seasonally operating hotels

4.223
(69%)

Health Certified seasonally operating hotels

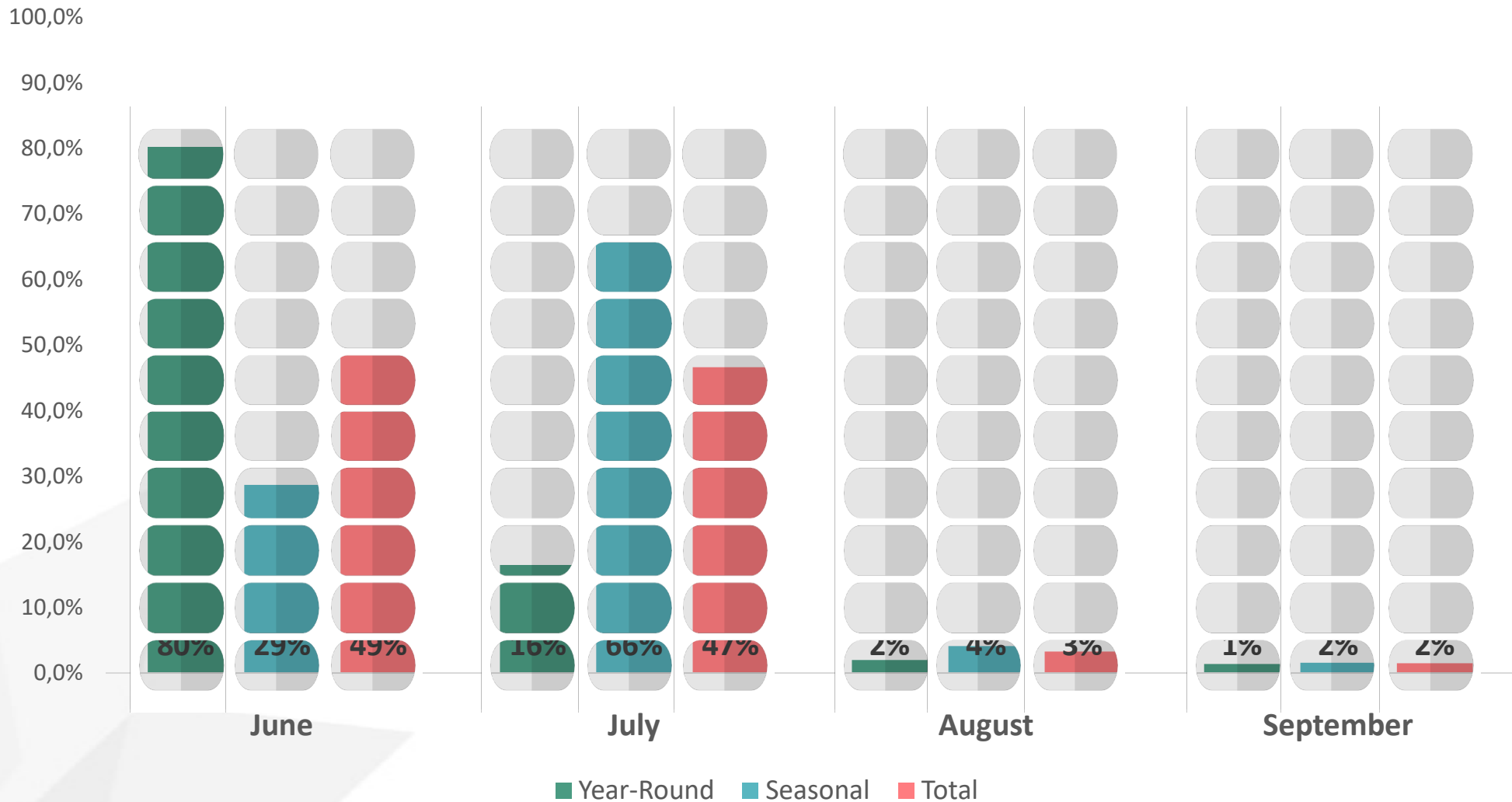
3.699

Health Certified seasonally
operating hotels that reopened
after the lockdown

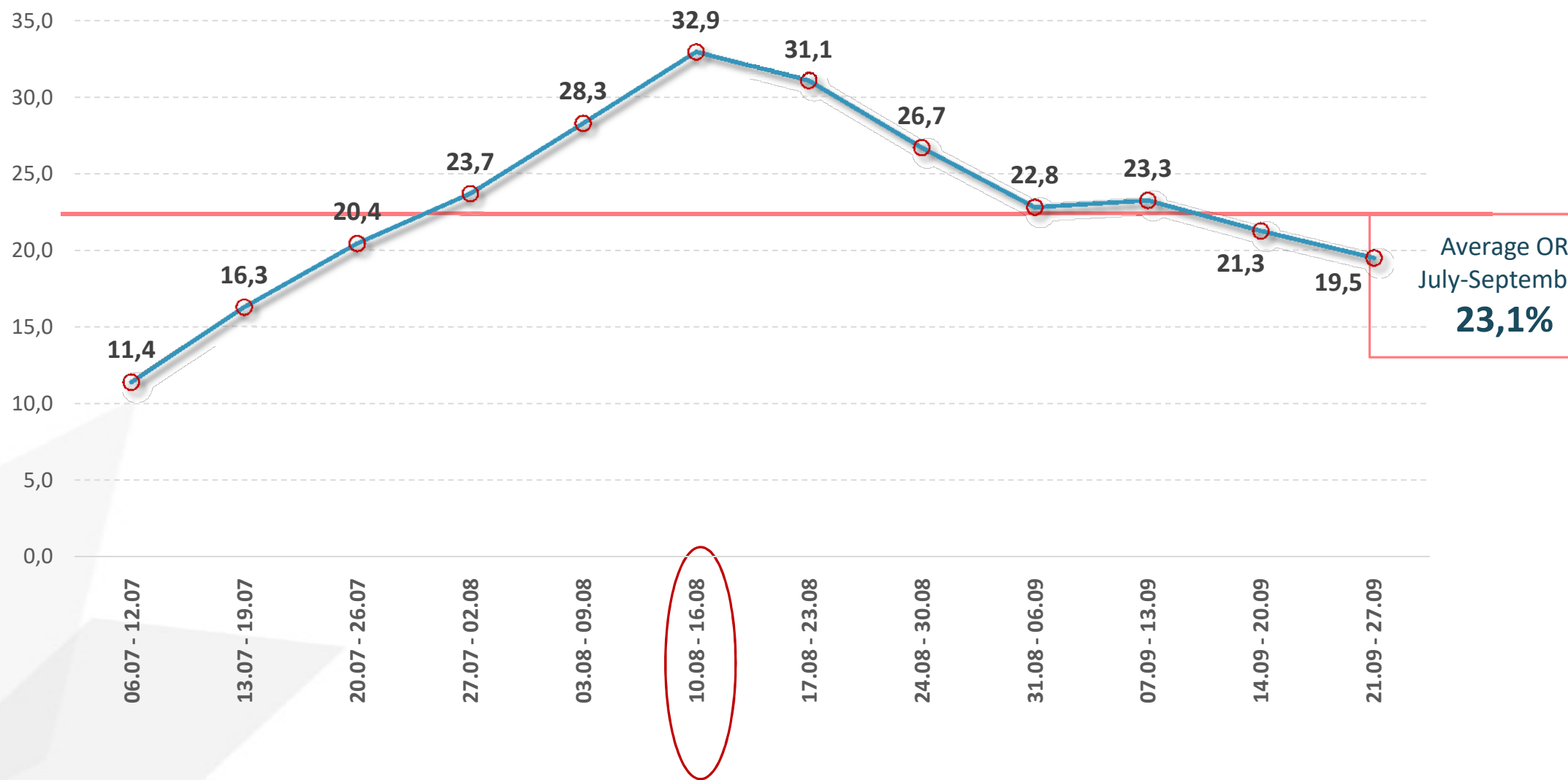
61%

Of all seasonally operating hotels
reopened after the lockdown

Reopening/Opening of Hotels by Month



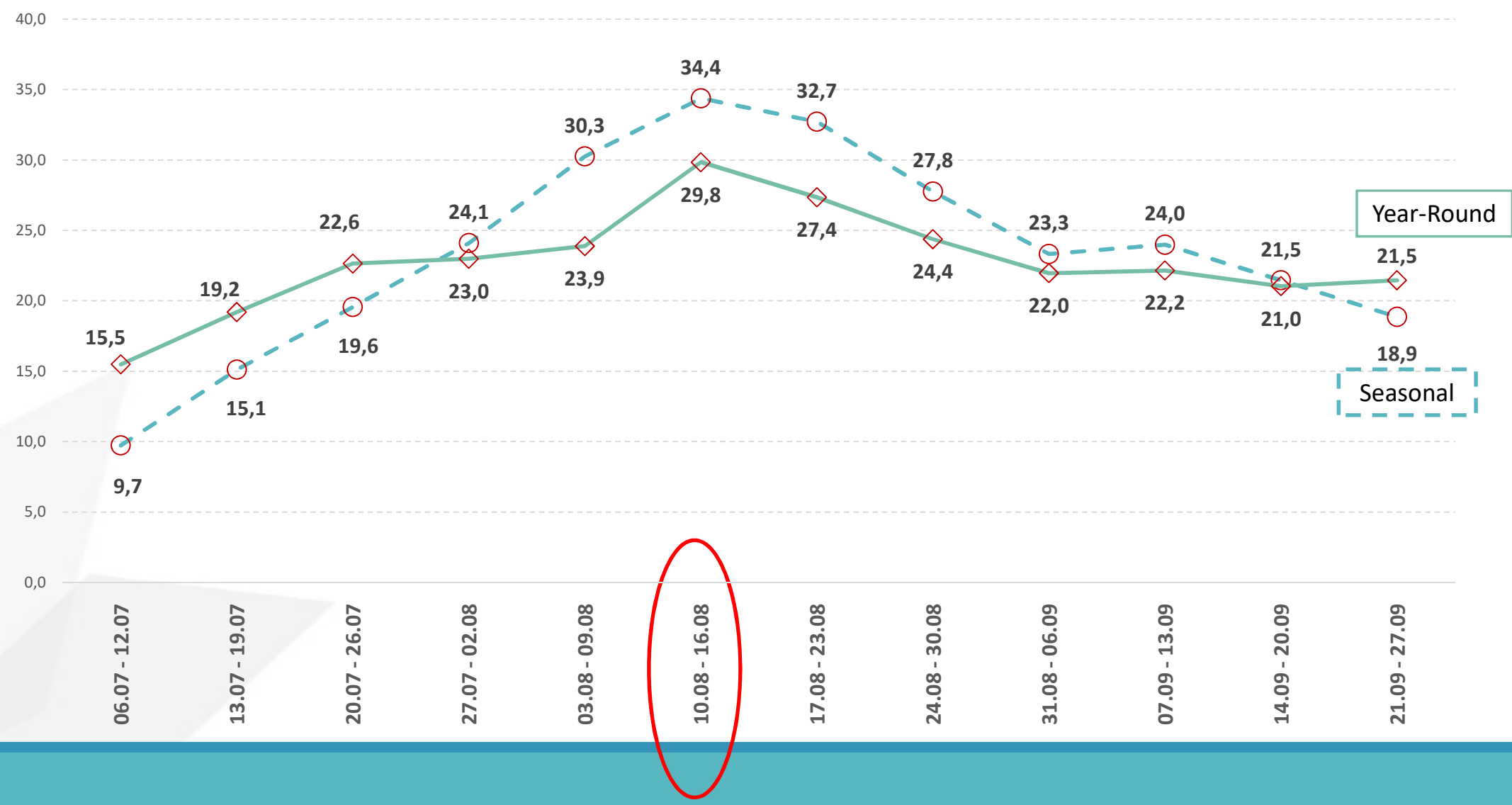
Weekly Evolution of Average Occupancy Rate (OR) of Total Greek Hotel Capacity





Weekly Evolution of Average Occupancy Rate (OR) of Total Greek Hotel Capacity, by Operation Mode

OCCUPANCY RATE (%)



Evolution of Occupancy Rate (OR) by Month

	Occupancy Rate of total hotel capacity (%)	Average Room Rate (€)
July	17,9%	87,1 €
August	29,8%	95,2 €
September	21,7%	75,0 €
July-September	23,1%	86,0 €

CLOSING DOWN OF YEAR-ROUND OPERATING HOTELS FOR 2020

OUT OF 3.965 YEAR-ROUND OPERATING HOTELS

2.328

Year-Round operating hotels (59%) open for 2020

503

of which will be closed down by the end of October, and

214

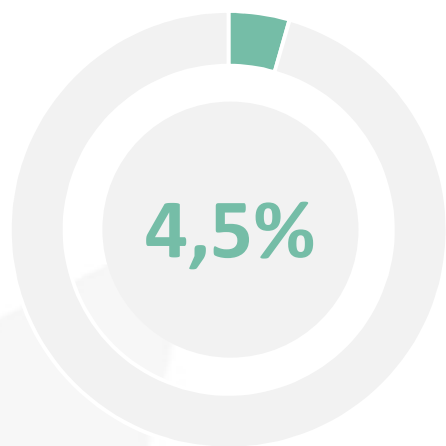
by the end of 2020

717

1/3 of year-round operating hotels that reopened after the lockdown, are going to close down by the end of 2020

CLOSING DOWN OF SEASONALLY OPERATING HOTELS FOR 2020

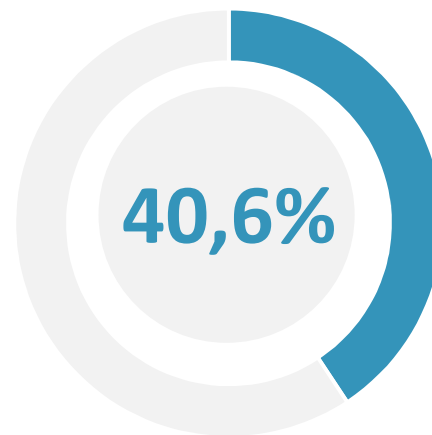
4.223 seasonally operating hotels opened for 2020,
and will be closing down.....



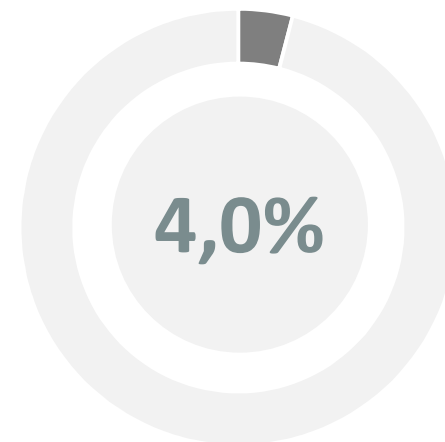
July-August



September



October



November-December

CONCLUDING REMARKS




In 2020, **60%** of Greek hotels were open and operating



Average occupancy rate of total hotel capacity was estimated at **23%**, during the peak-season quarter of July-September 2020



For the same period, the average room rate was estimated at **86 €**



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