

The adventures of the Greek Hotel sector in the summer 2020

George Petrakos

*Associate Professor of Quantitative Methods
Panteion University of Social & Political
Sciences, Athens, GR*

*Director General
Research Institute for Tourism, RIT, Athens, GR*

Greek Hotels CoViD-19 Survey (GRHS-2020)



March				
2	9	16	23	30
3	10	17	24	31
4	11	18	25	
5	12	19	26	
6	13	20	27	
7	14	21	28	
8	15	22	29	

April				
	6	13	20	27
	7	14	21	28
1	8	15	22	29
2	9	16	23	30
3	10	17	24	
4	11	18	25	
5	12	19	26	

July				
	6	13	20	27
	7	14	21	28
1	8	15	22	29
2	9	16	23	30
3	10	17	24	31
4	11	18	25	
5	12	19	26	

Wave 1: n=1.316

Wave 2: n=1.198

Wave 3: n=1.779

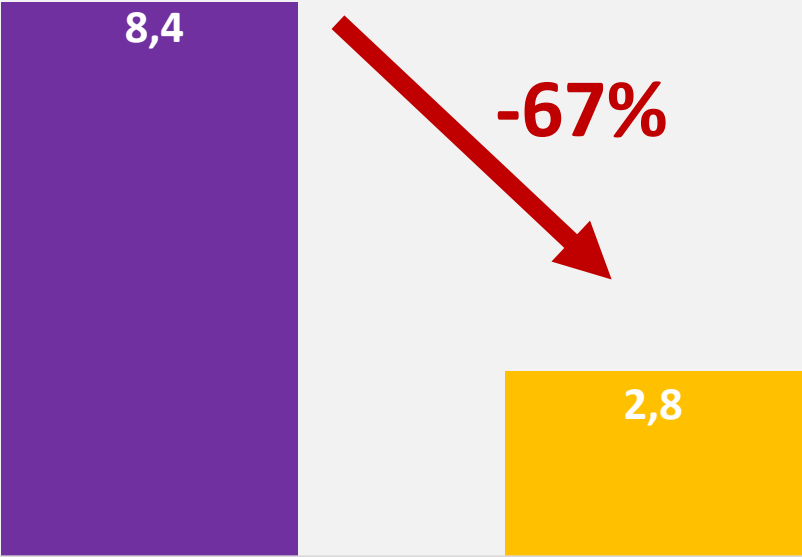
Wave 4: n=1.941

In order to support the Greek Government and Hoteliers in decision making and measures taking, a four wave survey on the implications of CoViD-19 pandemic was then scheduled and launched by RIT

Turnover & Employment



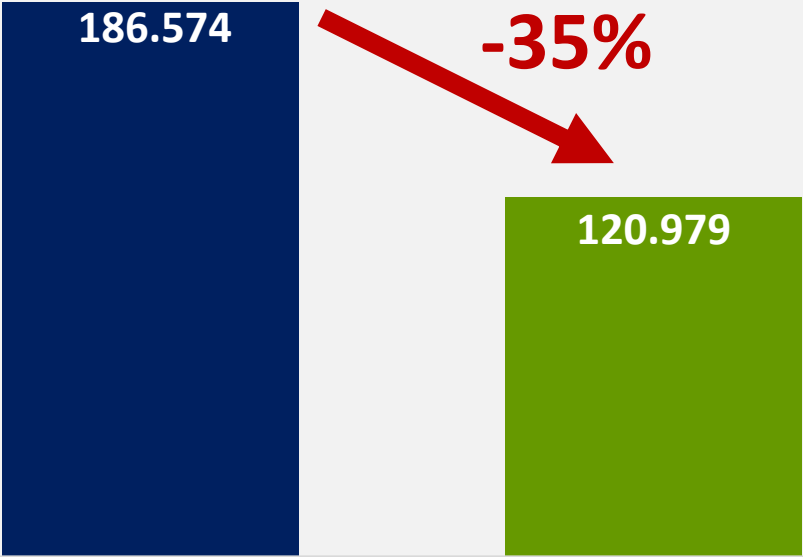
Turnover (in billion €)



2019

2020

of employees



2019

2020

Hotels in operation



By using ...

- **Survey Data** from the 4th wave of CoViD-19 GRHS,
Research Institute for Tourism
- **Administrative Data** from the hotel health certificate registry,
Hellenic Chamber of Hotels

It was estimated that about **70%** of the Greek Hotels
are operating this Summer

Panel Survey (GRHPanel-2020)



Representative sample as per hotel category (stars) and geographical region

The survey provides **weekly measures** on:

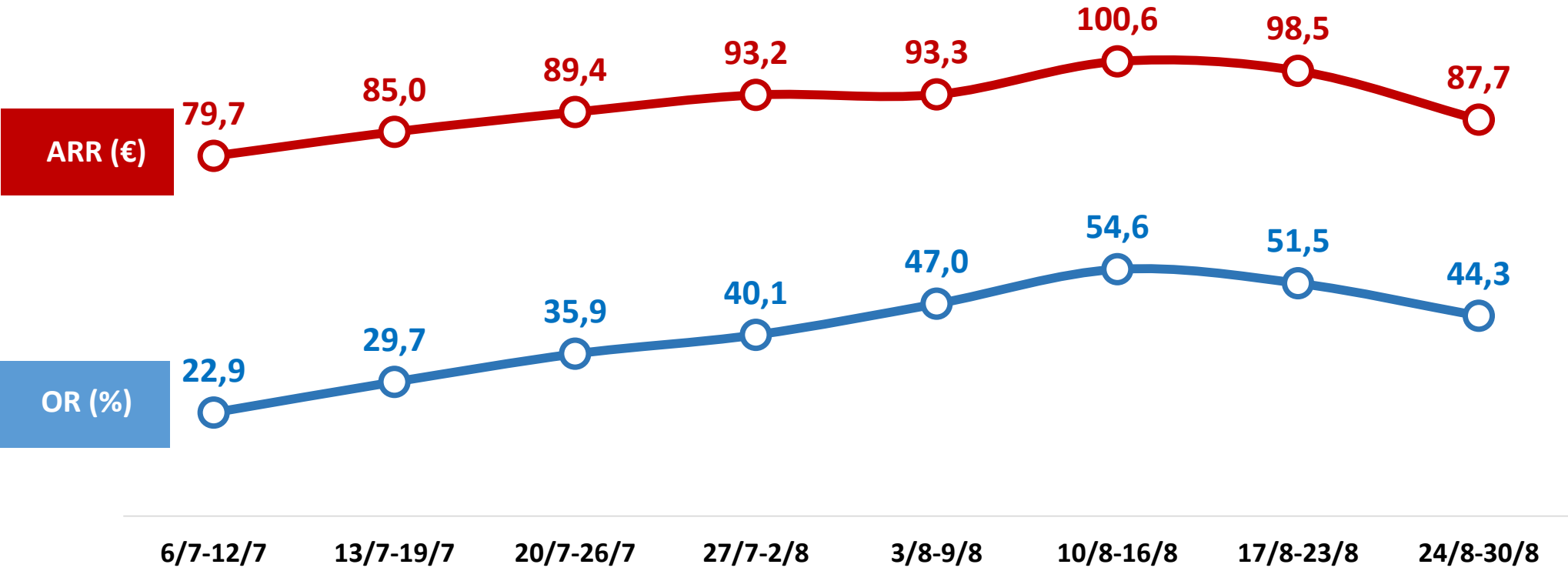
- Average Room Rate (ARR)
- Occupancy Rate (OR)
- Bookings
- Cancellations

Reference period: July – August – September 2020

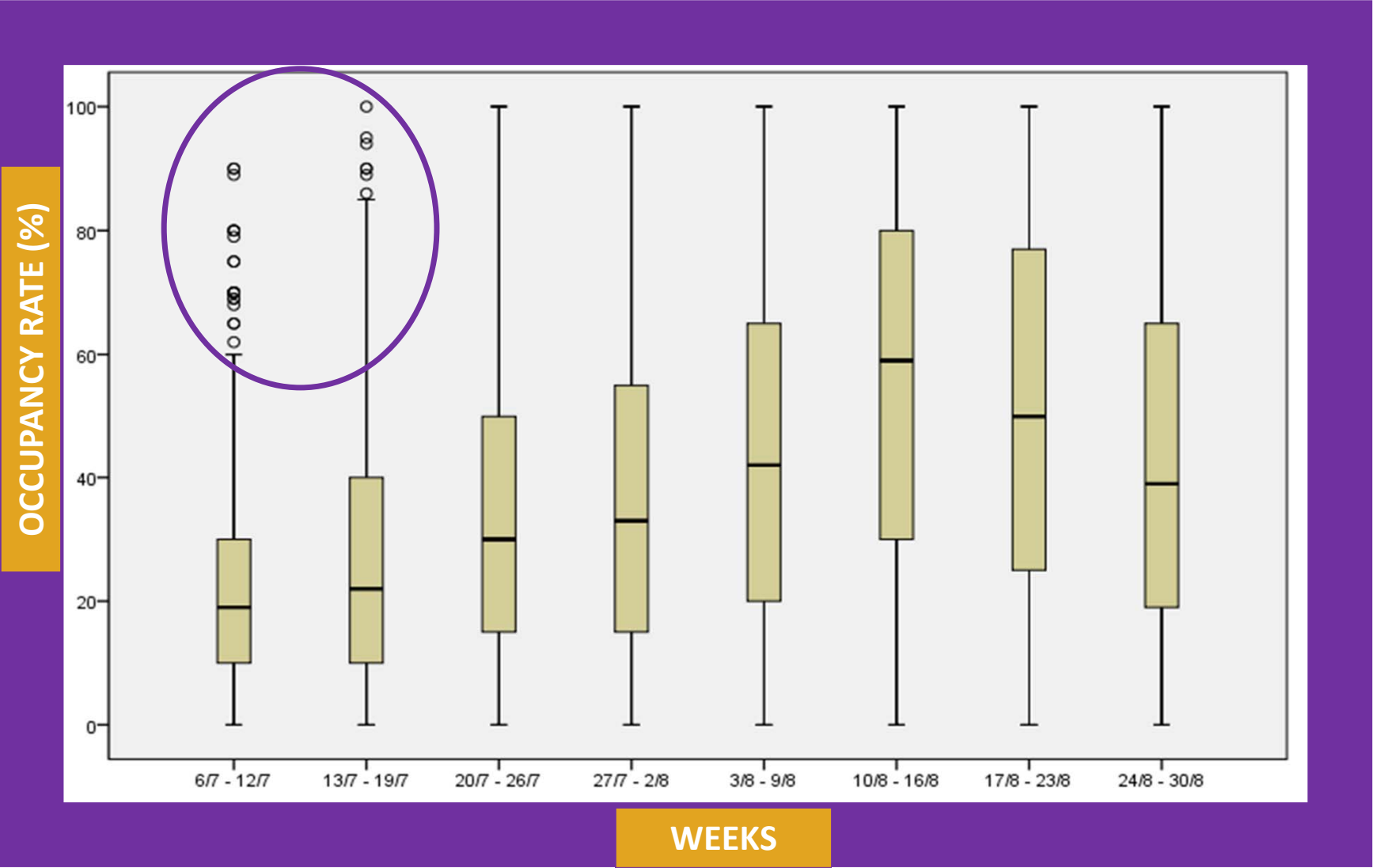
Occupancy and Room Rates



Weekly Occupancy Rates (OR%) and Average Room Rates (ARR€)

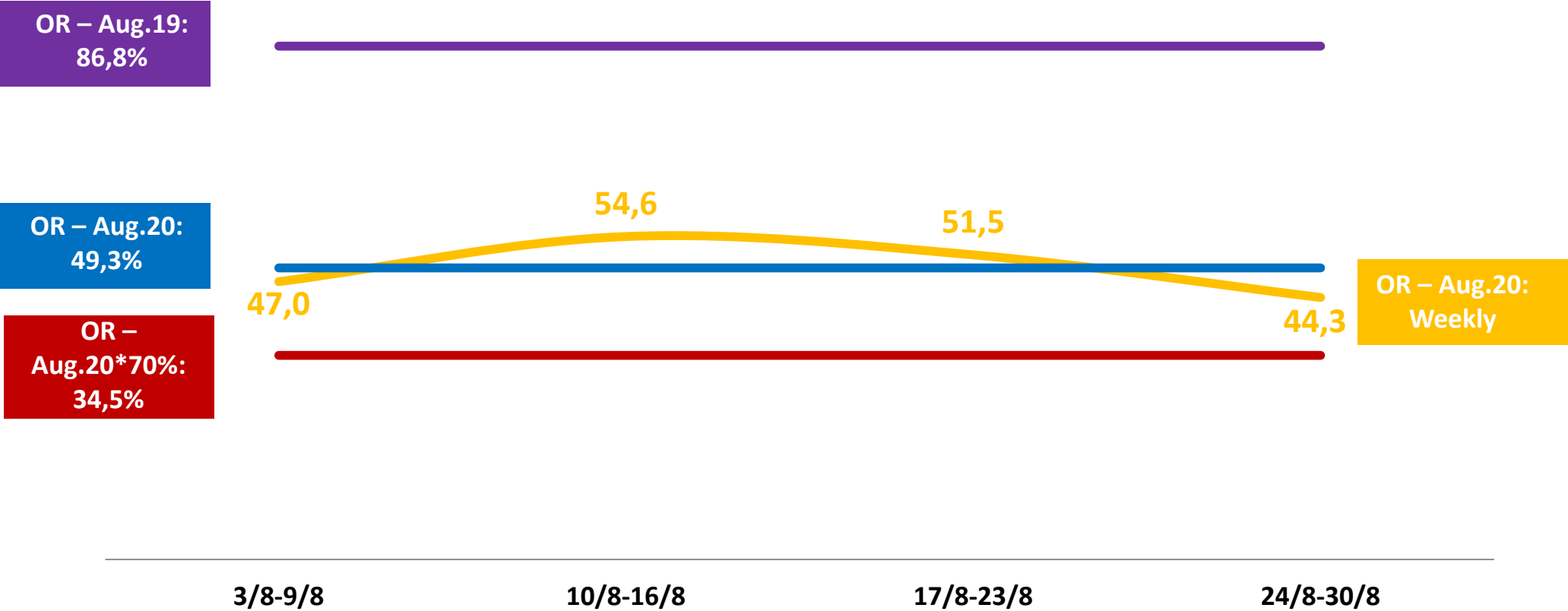


Occupancy Rate Distribution



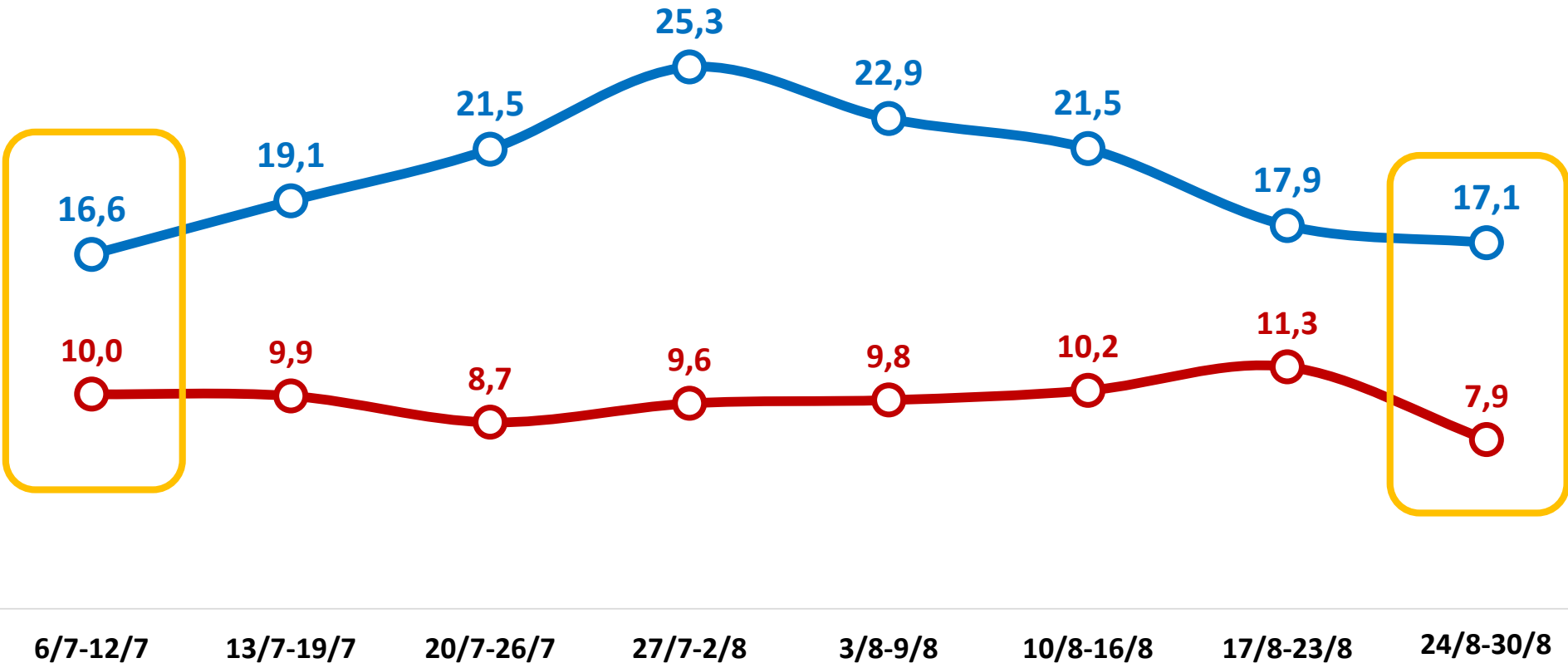
Playing with figures ...

Occupancy Rates (%)



Bookings and Cancellations

Weekly Average of Bookings and Cancellations (%)



Conclusions

Greek Hoteliers did take the risk and open their business in a very uncertain and instable environment, in order to ...

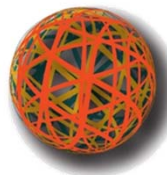
- Stay alive
 - Protect the employment opportunities
 - Hold their position for the next year battle

It has been noted a serious decline in estimated ...

- Annual revenue
 - Number of operating hotels
 - Season duration
 - Jobs
 - Occupancy rates
- ... in the hotel sector in 2020*

THANK YOU!

WELCOME!



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