



**ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ**  
HELLENIC REPUBLIC  
**ΞΕΝΟΔΟΧΕΙΑΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ**  
**ΤΗΣ ΕΛΛΑΔΟΣ**  
HELLENIC CHAMBER OF HOTELS



**ΙΝΣΤΙΤΟΥΤΟ ΤΟΥΡΙΣΤΙΚΩΝ**  
**ΕΡΕΥΝΩΝ ΚΑΙ ΠΡΟΒΛΕΨΕΩΝ**  
RESEARCH INSTITUTE FOR  
TOURISM

## **PRESS RELEASE**

Athens, 14/07/2021

**TITLE:** Penetration and Use of New Technologies in the Hotel Industry

The Hellenic Chamber of Hotels (HCH) has commissioned the Research Institute for Tourism (RIT) to prepare a study on the technological level of hotels, in order to design the next day's financial supporting packages. These are designed according to the pillars and priorities set by European Union funds for the National Recovery Fund.

RIT's survey on Hotel Technology, conducted from 3 February to 22 February 2021, had as its main objective to record the priorities and investment intentions of hoteliers so that the programs are targeted and efficient.

In the survey sections, the web presence of hotels, the different management/information tools and systems used in hotels during their daily operation, additional technologies and digital solutions as well as evaluations, training and collaborations of hoteliers were examined.

The results show the strong intention of hoteliers to invest in the acquisition of modern management tools and infrastructure through the appropriate financial schemes.

Indicatively, according to the survey

- 99% of hotels have a wireless internet connection network.
- 77% of all hotels have a presence on social networks.
- The ratios of hoteliers who do not know the various management tools, but are interested in being informed about their features and cost range from 65%-77%.
- The ratios of hoteliers who know the various management tools, do not have them, but are interested in being informed about their features and cost range from 76%-90%.
- The ratios of hoteliers who have the various management tools and are interested in upgrading them through a financial scheme range from 41%-50%.

• Σταδίου 24 – 105 64 Αθήνα – τηλ. 2132169900 – φαξ 210 32 25 449 – e-mail : [info@grhotels.gr](mailto:info@grhotels.gr), [info@itep.gr](mailto:info@itep.gr)

**ΞΕΝΟΔΟΧΕΙΑΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ ΤΗΣ ΕΛΛΑΔΟΣ**

- More than 79% of hoteliers are interested in informing and training themselves and their staff in new technologies, as well as in modern e-marketing methods.