



# Penetration and Use of New Technologies in the Hotel Industry



ΕΛΛΗΝΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ ΕΛΛΑΔΟΣ  
HELLENIC CHAMBER OF HOTELS

Research Institute for Tourism [www.itep.gr](http://www.itep.gr)

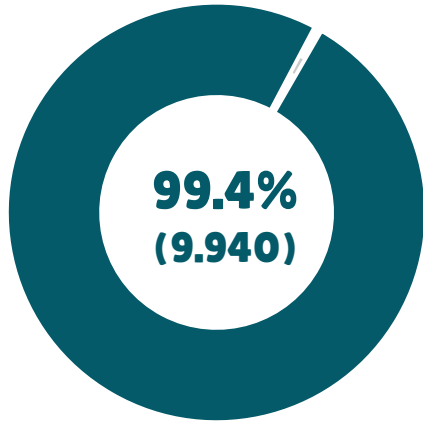
14 July 2021

# Survey Identity

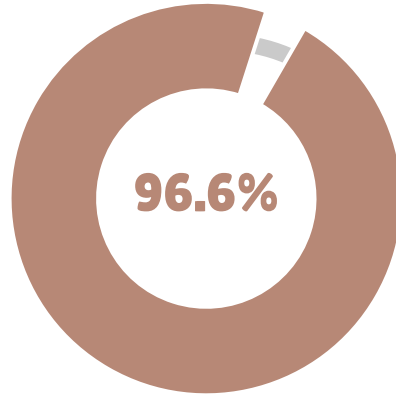
## Penetration and Use of New Technologies in the Hotel Industry

<b>ASSIGNING BODY</b>	Hellenic Chamber of Hotels (HCH)
<b>CONDUCTING BODY</b>	Research Institute for Tourism (RIT)
<b>REFERENCE PERIOD</b>	2021
<b>SURVEY TIME PERIOD</b>	3 February– 22 February 2021
<b>DELIVERABLE DATE</b>	25 February 2021
<b>TARGET POPULATION</b>	Greek Hotels
<b>STATISTICAL UNIT</b>	Hotel Unit
<b>REGISTRY</b>	HCH Registry
<b>CLASSIFICATIONS</b>	NACE, Hotel Categories
<b>SAMPLING METHOD</b>	Stratified proportional sampling, split design
<b>WEIGHTING</b>	Triple (Category, Region, Size)
<b>SAMPLE/POPULATION SIZE</b>	n=931/ N=10.000
<b>COLLECTION METHOD</b>	CAWI

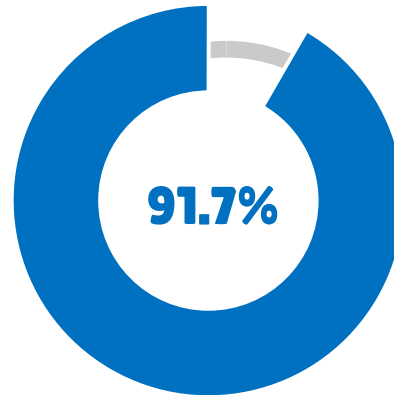
# Wi-Fi in Greek Hotels



Have wireless internet connection



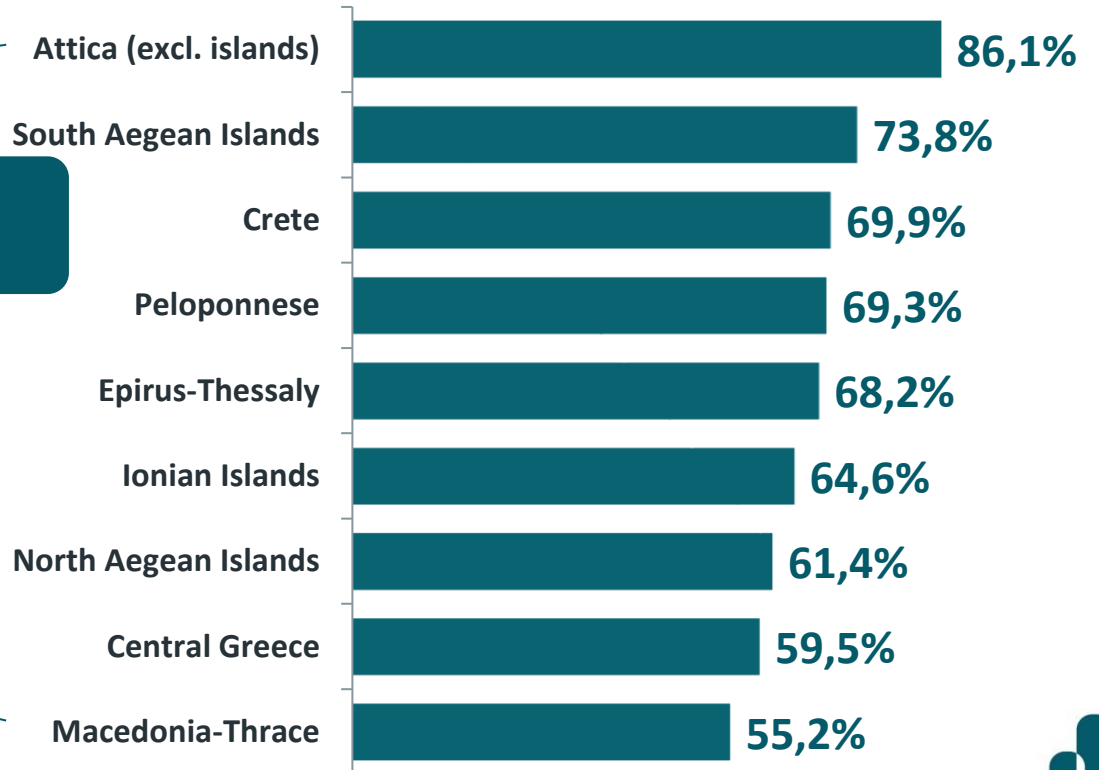
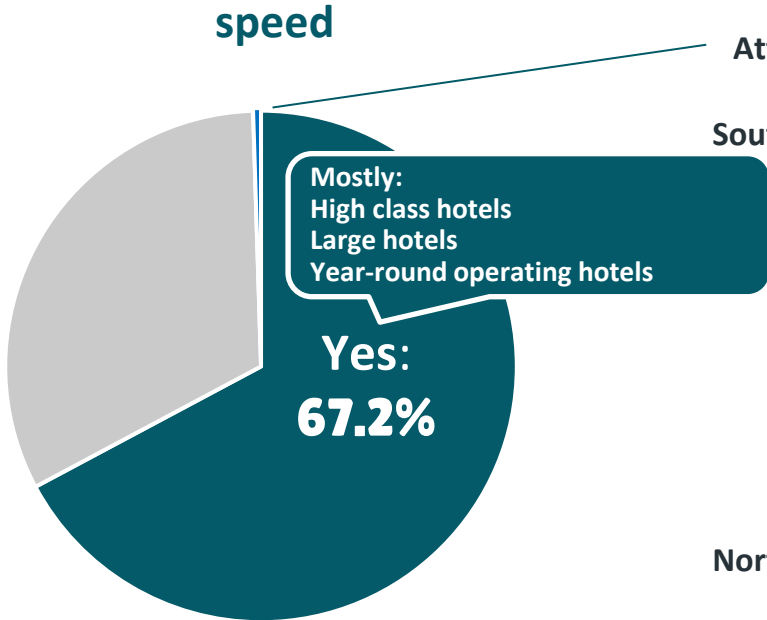
Free wi-fi in all public areas



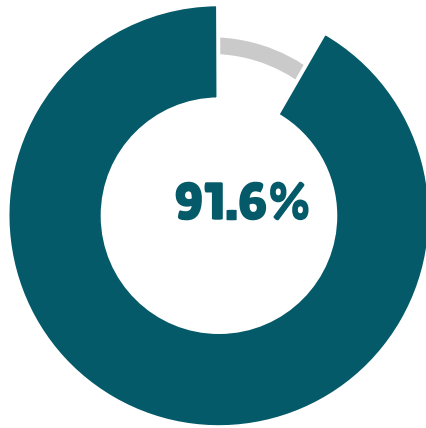
Free wi-fi also in the rooms

# Wireless Internet Connection Speed

Have sufficient connection speed



# Hotel Web Presence



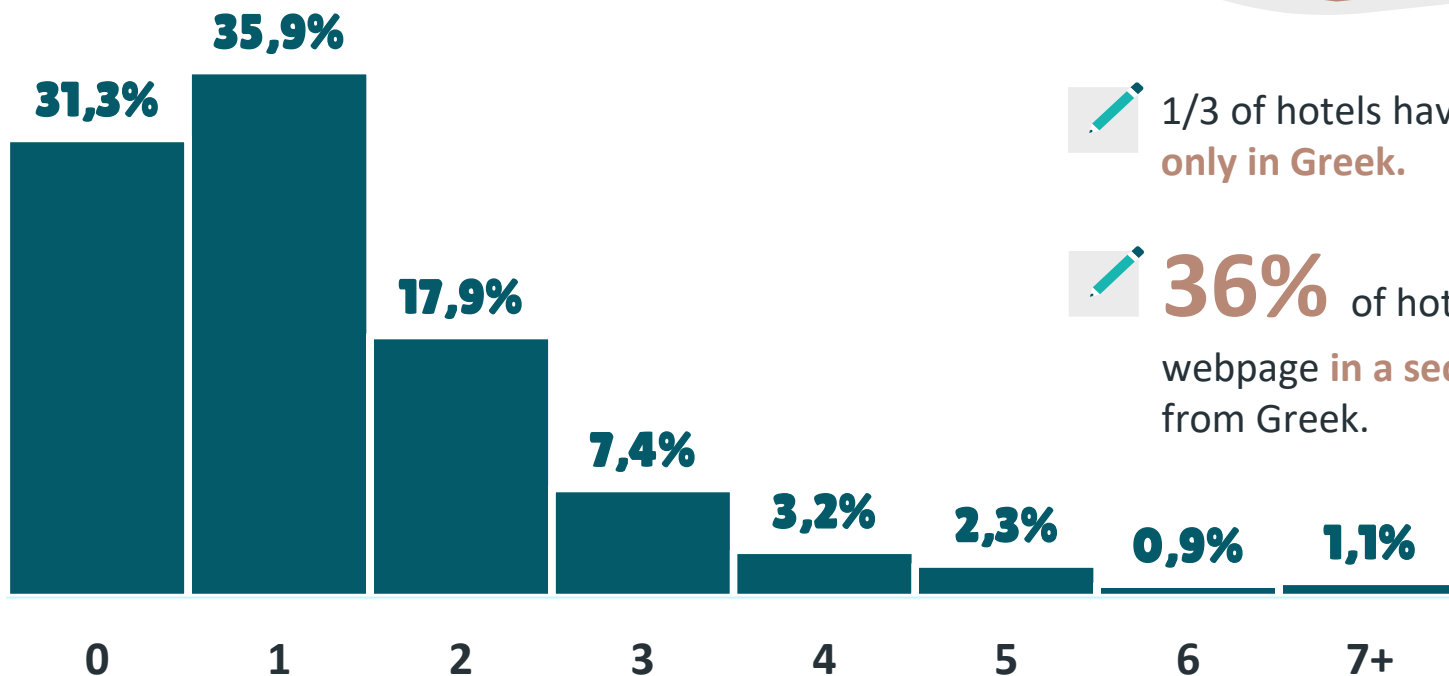
**92%** (9.158 hotels)  
possess a website




From the hotels that do not have a website, **81%** declared that they would create a website if they had the appropriate funding.


# Hotel Website Features

*Languages of the hotel webpage*



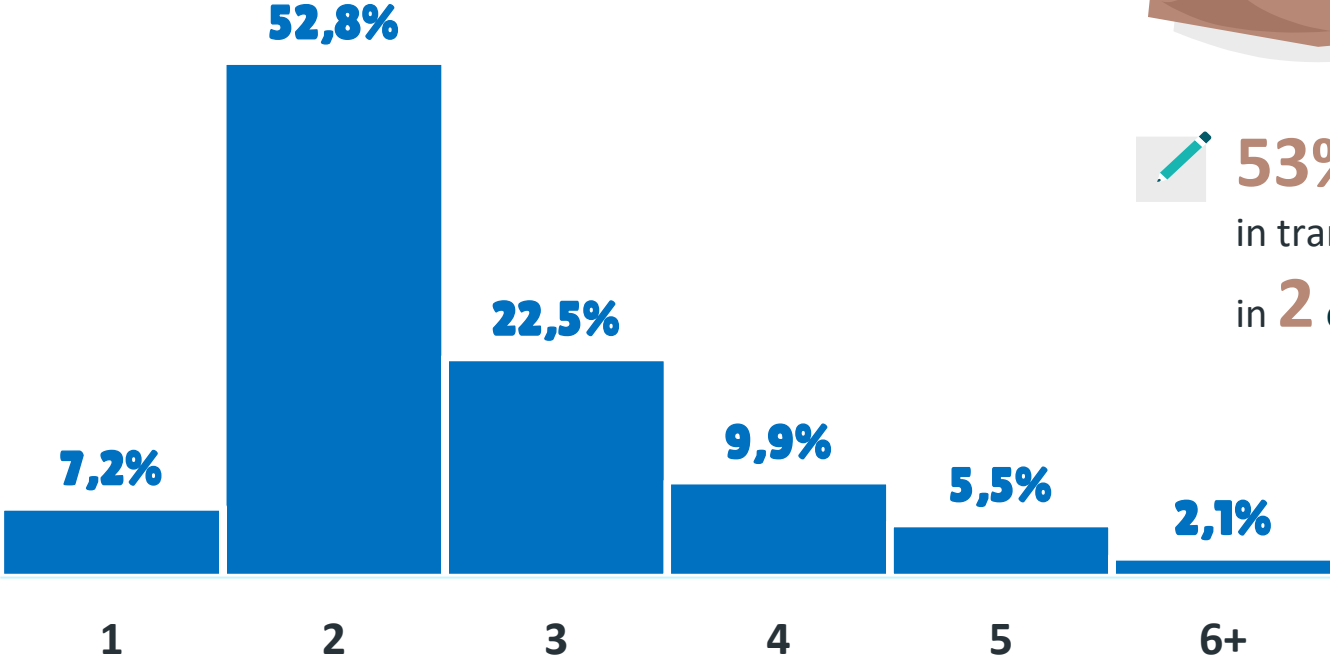
On average the hotels webpage is translated in **1.3** languages

 1/3 of hotels have their webpage **only in Greek.**


 **36%** of hotels present their webpage **in a second language** apart from Greek.

# Hotel Website Features

*Number of languages in which hoteliers are interested in translating their hotel webpage*



**64%** of hoteliers are interested in translating their hotel webpage in **2.6** languages on average

 **53%** of hoteliers are interested in translating their hotel webpage in **2** other languages

# Internet and Social Media

More than **3/4** of hotels  
are on social networks



Most of hotels update their professional profile on a weekly basis **by qualified staff employed at the hotel.**

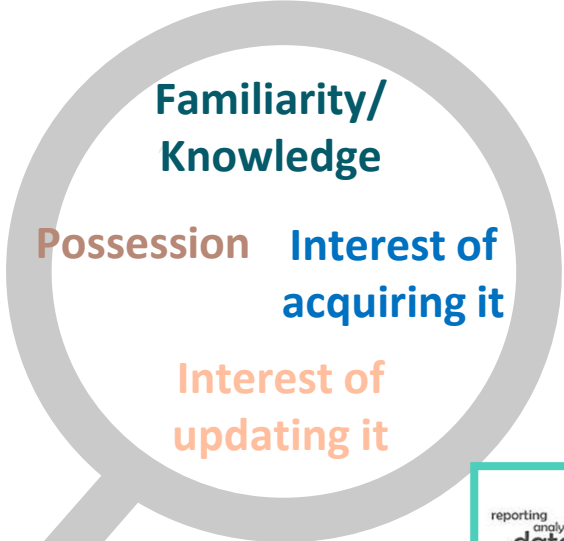


To form the hotel's profile on social networks, **over 50%** hire **professionals to photograph, translate and develop digital content** such as banners, commercials, menus, video stories.





# Hotel Management Tools



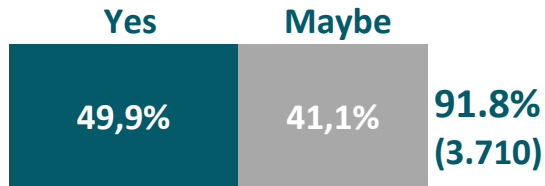
# Property Management System - PMS



*PMS (Property Management System) is a central hotel management system, the basic version of which is a control panel for occupancy - availability - arrivals - departures, invoicing program - payments - issuance of documents - advances*

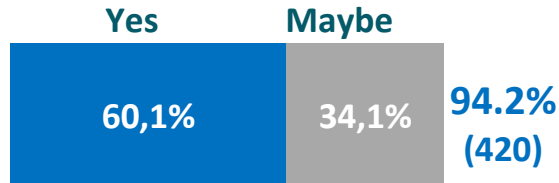
● **Are familiar & possess  
(4.076 hotels)**

**Upgrade:**



● **Are familiar but do not possess  
(446 hotels)**

**Obtain:**



● **Are not familiar  
(4.281 hotels)**

**Information interest:**



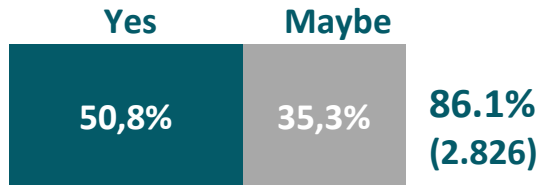
# Channel Manager

*Channel Manager is a modern sales channel management program, connects PMS with platforms such as Booking, Airbnb etc. directly to check duplicate holdings and update prices across all platforms. Enables contracts with more OTAs*



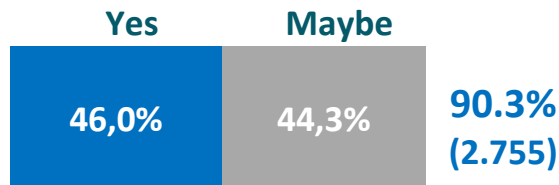
● Are familiar & possess  
(3.282 hotels)

Upgrade:



● Are familiar but do not possess  
(3.05 hotels)

Obtain:



● Are not familiar  
(2.873 hotels)

Information interest:



# Booking Engine

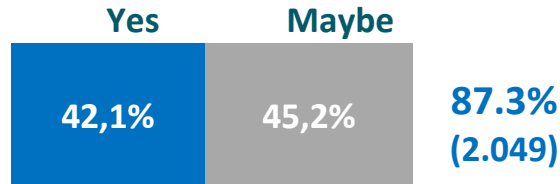
*Booking Engine is a program that is installed on the website and/or Facebook and creates an online personal booking channel for the hotel. In addition, it enables the management of reservations - cancellations - payments*



● **Are familiar & possess  
(4.593 hotels)**

● **Are familiar but do not  
possess (2.347 hotels)**

**Obtain:**



● **Are not familiar  
(2.320 hotels)**

**Information interest:**



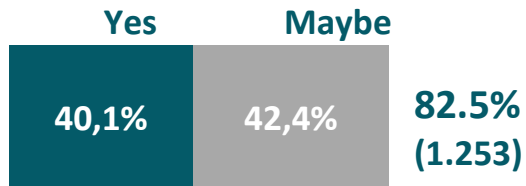
# Reputation Management

*Reputation Management is a modern review management program by all Online Tourism Operators (OTA)*



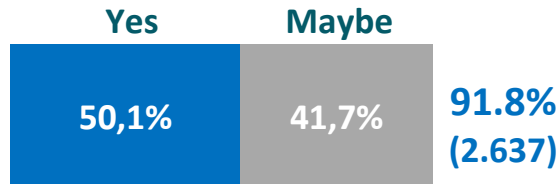
● **Are familiar & possess  
(1.518 hotels)**

**Upgrade:**



● **Are familiar but do not  
possess (2.874 hotels)**

**Obtain:**



● **Are not familiar  
(4.924 hotels)**

**Information interest:**



# Revenue Management

*Revenue Management is a multifactorial parametric room rate setting program, which uses information from PMS and other sources*



● **Are familiar & possess (1.363 hotels)**

● **Are familiar but do not possess (2.852 hotels)**

**Obtain:**

Yes	Maybe	Total
57,1%	36,1%	93,2% (2.651)

● **Are not familiar (5.119 hotels)**

**Information interest:**

71,1% (3.641)
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# Business Intelligence

*Business Intelligence is software for collecting, analyzing and making information available in the desired format (e.g. statistics)*

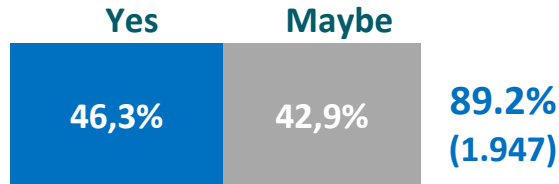


● Are familiar & possess  
(1.376 hotels)

● Are familiar but do not possess  
(2.183 hotels)

● Are not familiar  
(5.742 hotels)

Obtain:



Information interest:



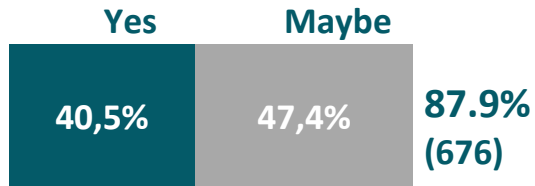
# Enterprise Resource Planning - ERP

*ERP (Enterprise Resource Planning) is a program for optimal management of available resources through a database to facilitate the flow of information with basic sections Economics/Accounting, Supply Chain Management, Order Management, Human Resources Management, Project Management and Customer Relations)*



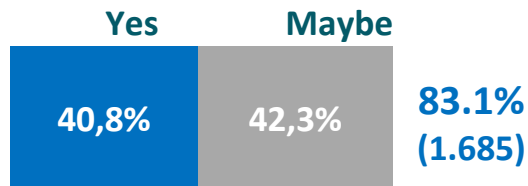
● **Are familiar & possess (770 hotels)**

**Upgrade:**



● **Are familiar but do not possess (2.028 hotels)**

**Obtain:**



● **Are not familiar (6.573 hotels)**

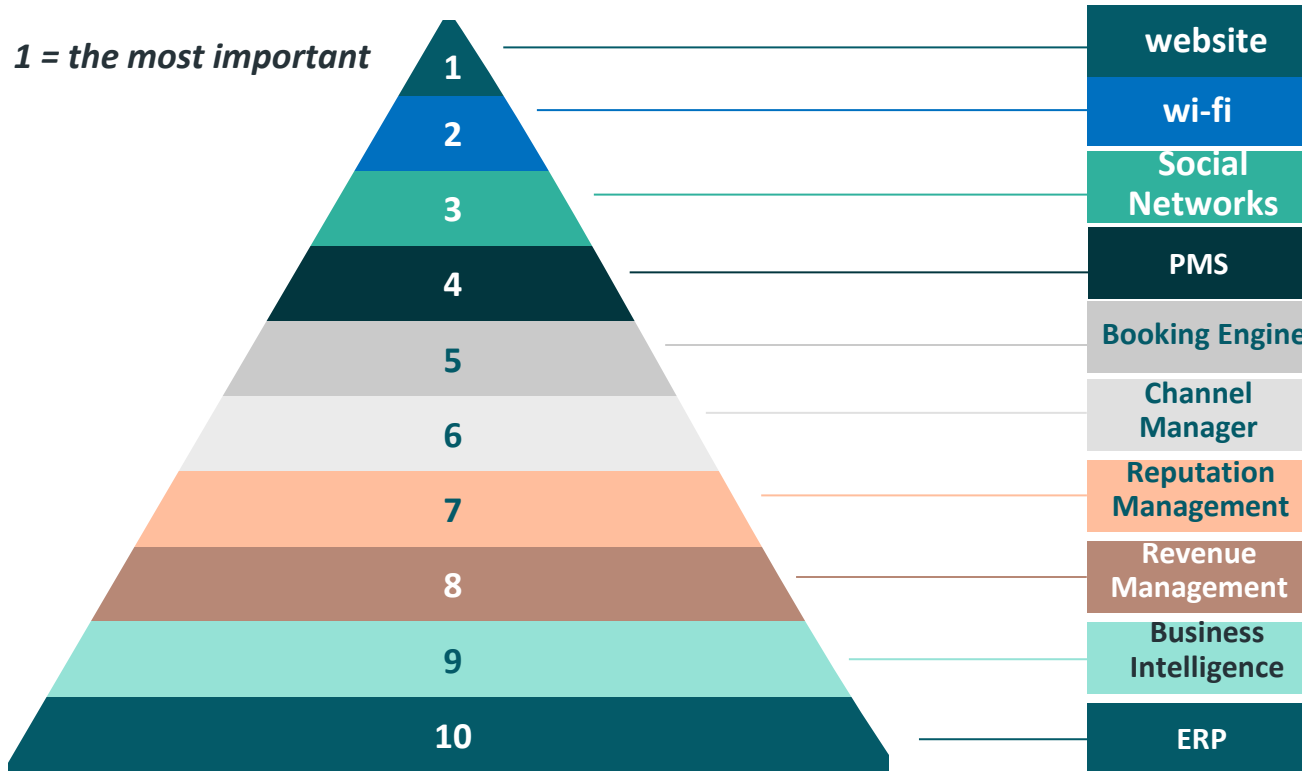
**Information interest:**



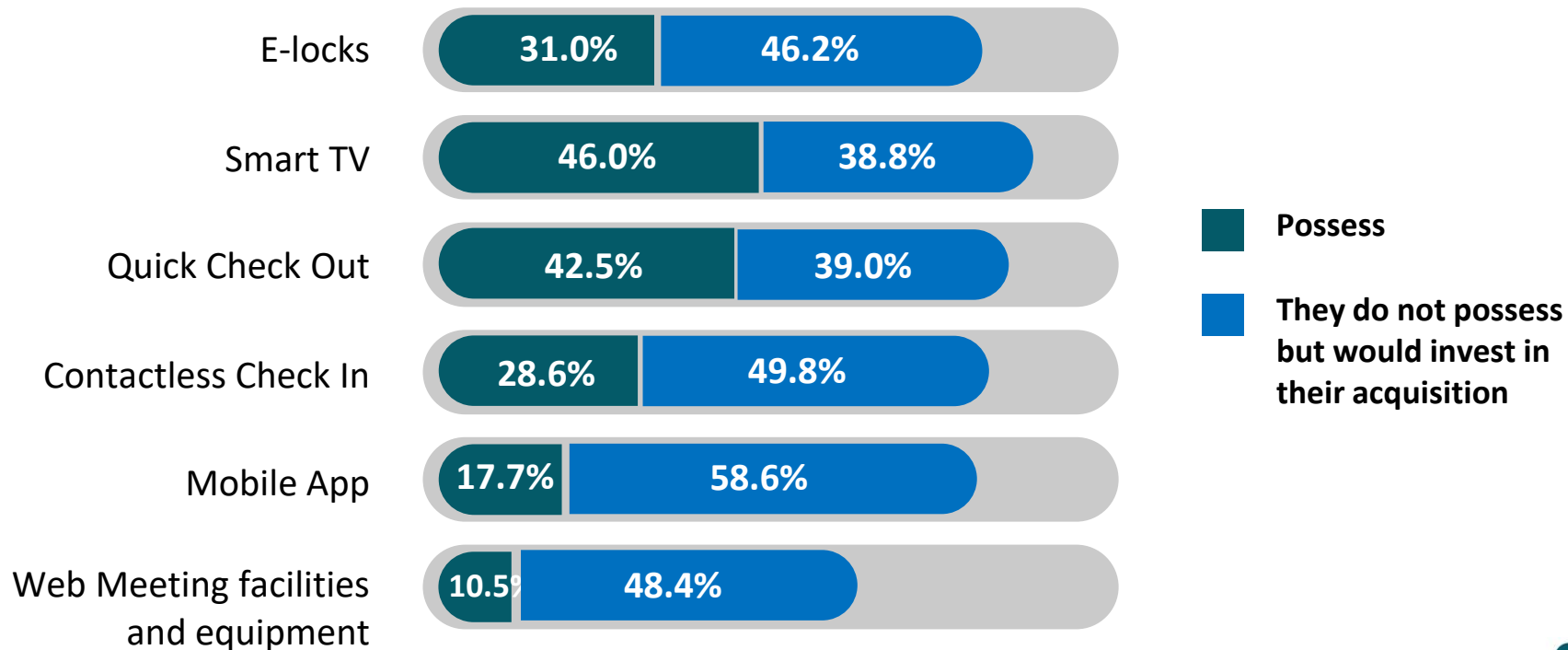


# Evaluation and Prioritization of the Investment Necessity regarding the Management Tools

Hoteliers' priorities regarding investing in **installing** or **upgrading** of management tools



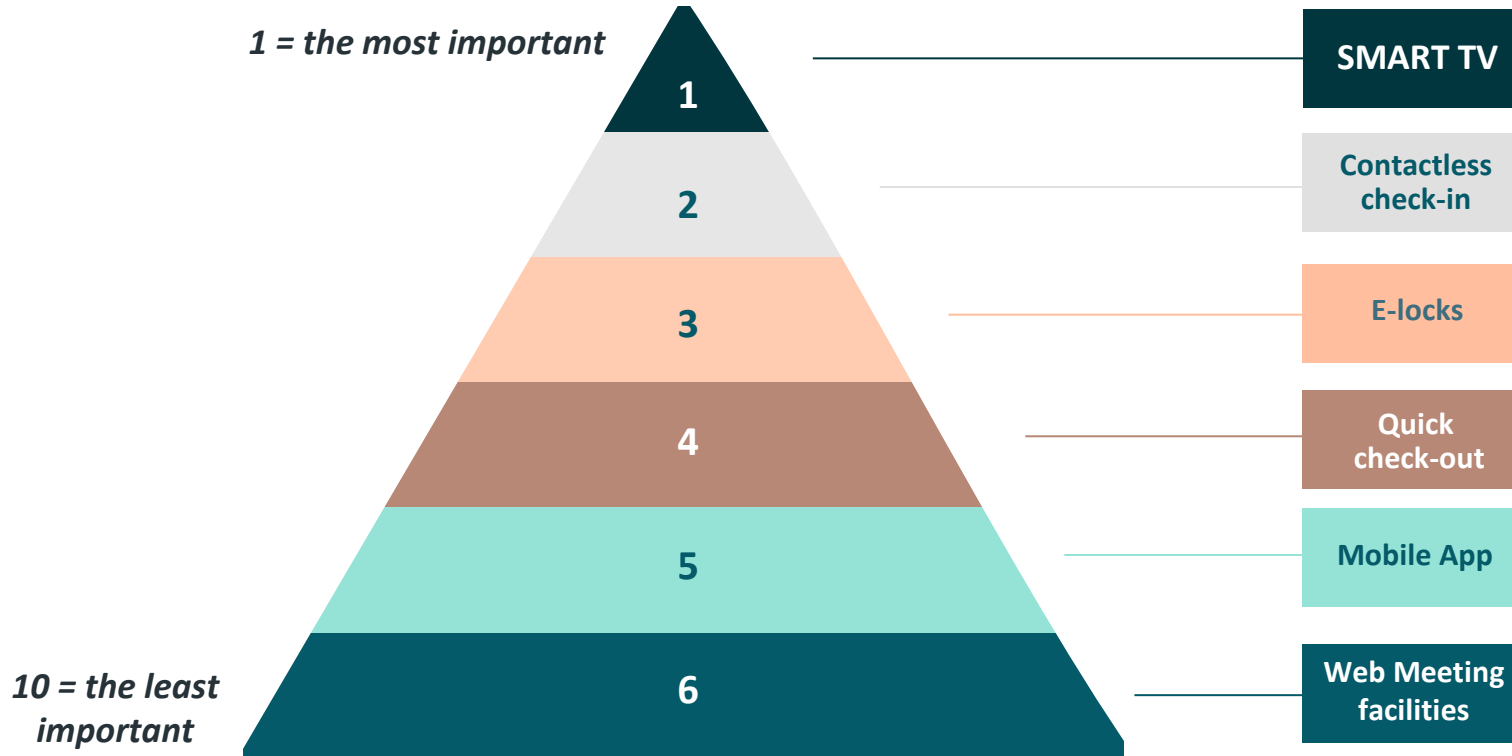
# Additional Technological/Digital Solutions available in Hotels (% on total hotel capacity)



# Evaluation and Prioritization of the Investment

## Necessity regarding the Additional Technological Solutions

Hoteliers' priorities regarding investing in advanced technological solutions



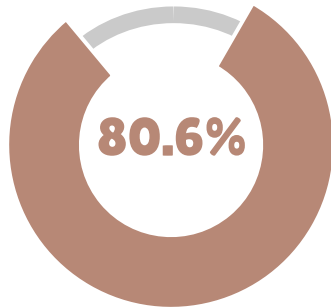
# Vocational Training of Hotel Personnel in Advanced Technologies and e-marketing



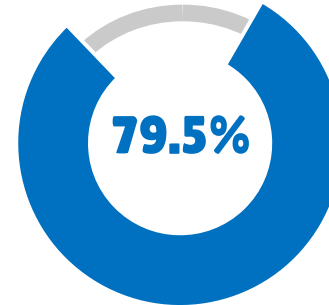
There is great interest on the part of Greek hoteliers both to be informed and to train themselves and their staff in new technologies, as well as in modern methods of e-marketing.



Participation in **Information** programs regarding new technologies



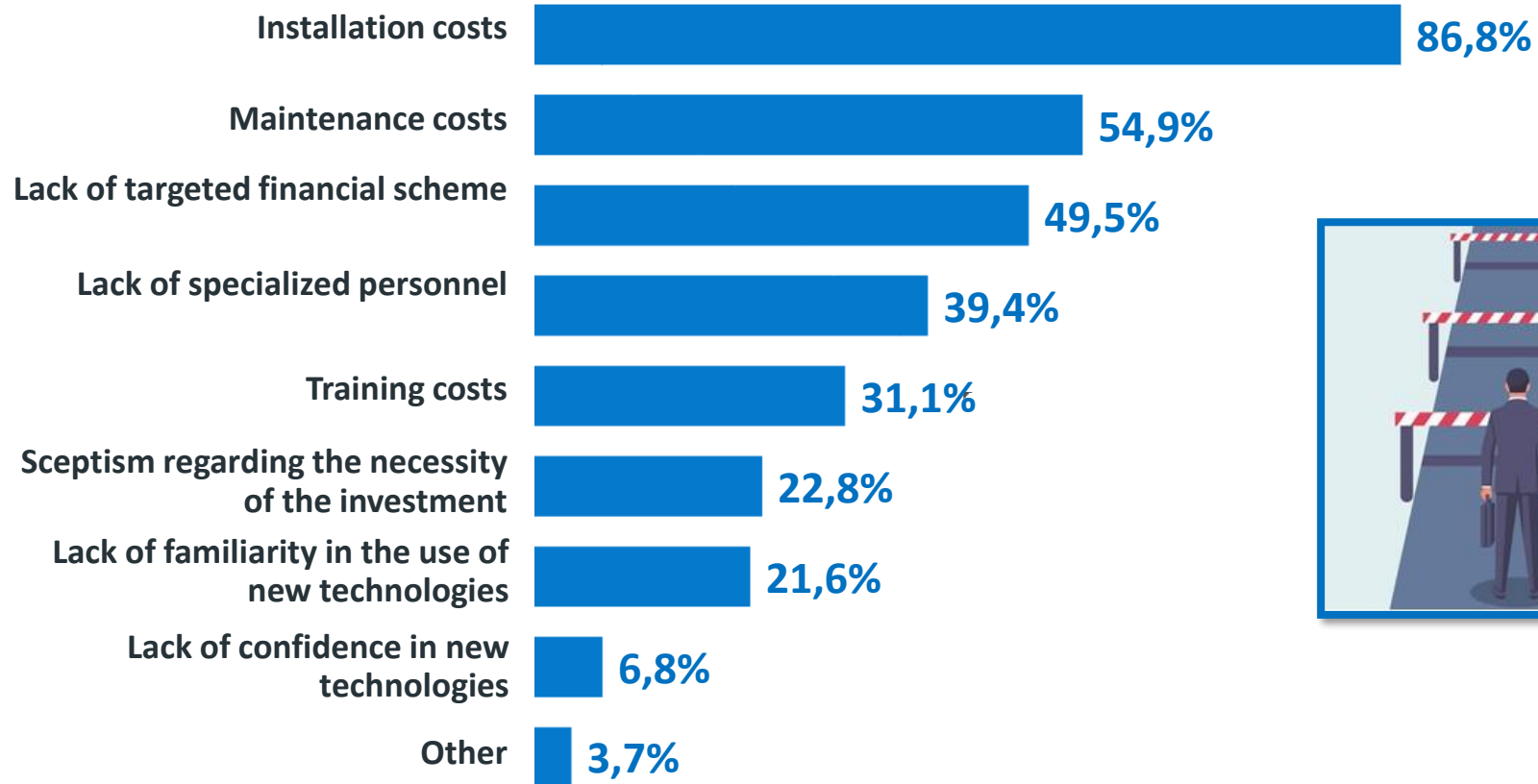
Participation in **Training** programs regarding new technologies



Participation in **Training** regarding digital marketing



# Main Averting Factors for Investing in New Technologies



# Thank you for your attention!



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