



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



ΙΝΣΤΙΤΟΥΤΟ ΤΟΥΡΙΣΤΙΚΩΝ  
ΕΡΕΥΝΩΝ ΚΑΙ ΠΡΟΒΛΕΨΕΩΝ  
RESEARCH INSTITUTE FOR  
TOURISM

## PRESS RELEASE

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### Title: Hotel Observatory Weekly Survey

The Hellenic Chamber of Hotels (HCH) commissioned the Research Institute for Tourism (RIT) to conduct a weekly survey (panel) on the main hotel figures for the period July-October 2021. A short questionnaire is sent on a weekly basis to the hoteliers who have registered their participation.

The purpose of this survey is to monitor the hotel performance regarding the main hotel variables on a weekly basis, in order to reflect the progress of tourism traffic, as shaped by the current pandemic situation.



The survey is carried out every week on a sample of around 700 hotels, which is representative both in terms of the category of hotels and in the Region in which each hotel is located.

The variables examined are the following:

- Operation of the establishments
- Occupancy rate
- Average room rate
- Reservations (within the week, for the coming period)
- Cancellations (within the week, for the coming period)

The survey is carried out by Computer-Assisted Web Interviewing method (CAWI) and in processing the replies a triple weighting is applied in terms of the category, region, and size of the hotel. This reduces any biases in hotel responses since there is a tendency in hotels of the highest categories and hotels in the country's tourism destinations to respond more.

Indicatively, the results for the week of 21-27 June 2021 at country level were as follows.

 Average occupancy rate of hotels	35%
 Average room rate of double room:	89 €

By registering as a RIT member, you can access the full presentation of the weekly results ([REGISTRATION - RIT \(itcp.gr\)](https://www.itcp.gr)).