

Tourism Problems and Perspectives of Northern Evoia

The survey took place during August 2022.

The devastating wildfires that hit the region of Northern Evoia in 2021 revealed the chronic regional problems of tourism.

The purpose of the research is to record the problems, due to which the tourism development of Northern Evoia is hindered, as well as the needs of the hoteliers and the solutions they propose.

SURVEY TITLE	Προβλήματα και Προοπτικές του Τουρισμού στη Βόρεια Εύβοια
ASSIGNING BODY	Hellenic Chamber of Hotels (HCH)
CONDUCTING BODY	Research Institute for Tourism (RIT)
REFERENCE PERIOD	2022
SURVEY TIME PERIOD	August 2022
DELIVERABLE DATE	15 th September 2022
POPULATION	Hotels of Municipalities of Mantoudi-Limni- Agia Anna and Istiaia-Aidipsos
STATISTICAL UNIT	Hotel Unit
REGISTRY	HCH Registry
CLASSIFICATIONS	NACE, Hotel Operation
SAMPLING METHOD	Stratified proportional sampling
WEIGHTING	Triple (Category, Region, Size)
SAMPLE/POPULATION SIZE	n=44/ N=117
COLLECTION METHOD	CAWI

The survey was conducted by Computer Assistance Web Interviewing (CAWI). The electronic questionnaire was sent to all hotels of the Municipalities of Istiaia-Edipsos and Mantoudi-Limni-Agia Anna.

The categories of questions were based on preceding Qualitative Survey with hoteliers and tourism agencies operating in both of the above municipalities.

Section 1

HOTEL FEATURES

In this section are presented the data related to the number, category, and size of hotels according to the Chambers Registry. Additionally, features like the type of hotels, their online presence, as well as their type of clientele and their booking methods are mentioned.



Municipality of Istiaia-Aidipsos



The **Municipality of Istiaia-Aidipsos** belongs to the **regional Unit of Evoia** and the **region of Central Greece** which was formed by the Kallikratis law, after the unification of 4 previously existing Municipalities and the Community of Lichados.

There are **110** hotels in the **Municipality of Istiaia-Aidipsos**, that represent the **47,0%** of the hotel capacity of Evoia (234 hotels)

Municipality of Mantoudi-Limni- Agia Anna



The **Municipality of Mantoudi-Limni- Agia Anna** belongs to the **regional Unit of Evoia** and the **region of Central Greece** which was formed by the Kallikratis law, after the unification of 3 previously existing Municipalities.

There are **25** hotels in the **Municipality of Mantoudi-Limni- Agia Anna**, that represent the **10,7%** of the hotel capacity of Evoia (234 hotels)

- ❑ Despite the limited number of hotels located in Northern Evoia, the two municipalities of interest gather almost 60% of the total hotel potential of Evia, including Skyros.
- ❑ 83% of the hotels are 2* & 3*, which corresponds to 72% of the rooms.
- ❑ The majority corresponds to small units with 25 rooms on average (versus 48 rooms which is the average nationwide).
- ❑ The 95% hotels have up to 50 rooms.
- ❑ The 1/3 of the Northern Evoias Hotels are furnished apartments (rooms with kitchenette) (vs 20% nationwide).

Northern Evoia - Hotel Features

- ❑ Most hotels' customers, are Greeks, individuals, couples and families. (From the data of EL.STAT. for 2019, at the national level, it appears that the overnight stays of foreign tourists in hotels are clearly more than those of Greeks, (85%/15%).)
- ❑ The percentage of hotels in Northern Evoia, that have website is 79%, compared to 92% of the national average.
- ❑ However, the percentage of hotels in Northern Evoia, that has a presence on social networks does not differ from the nationwide percentage (78%) respectively.
- ❑ Most hotels in Northern Evoia host individual customers who have booked their accommodation directly either by phone or email (96% versus 71% of the national average).
- ❑ Accordingly, only 49% of Northern Evoia's hotels get customers through Online Tour Operators (OTAs), compared to 71% of the country's average.

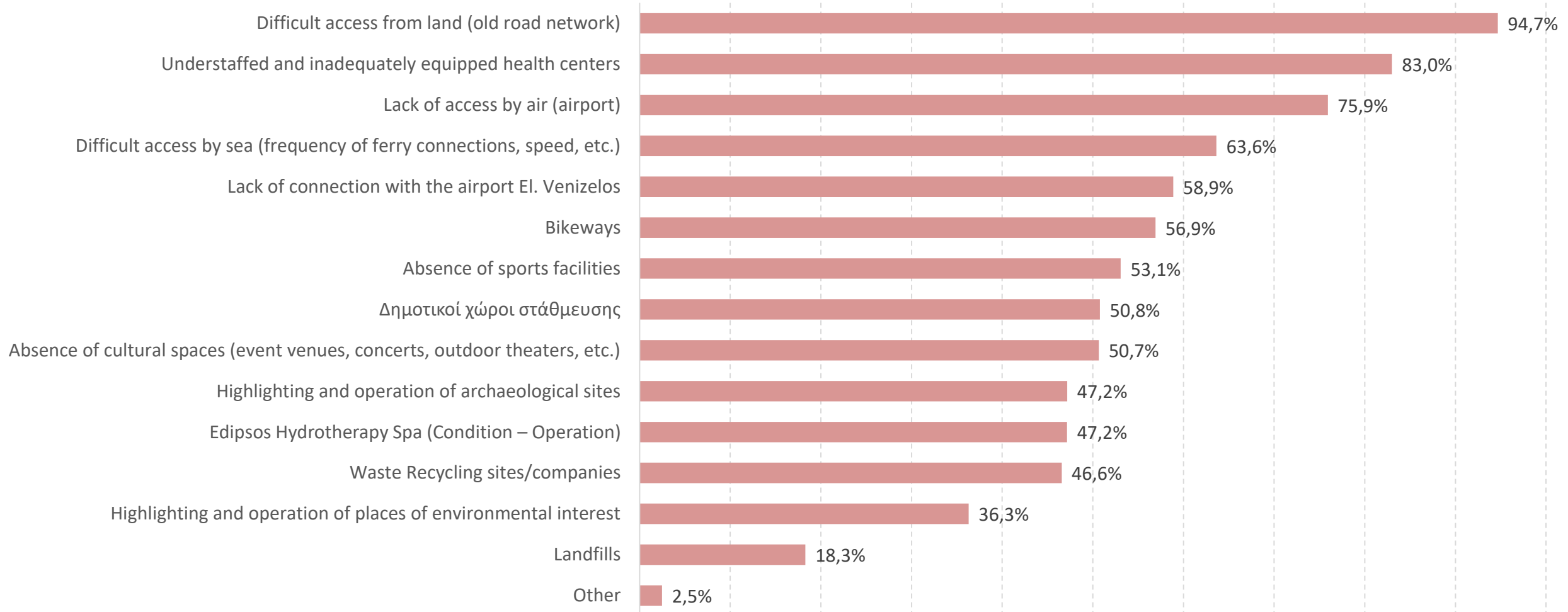
SECTION 2

PROBLEMS OF THE HOTEL SECTOR

This section provides information regarding the most important long-term problems of lack of general and specific tourist infrastructure, as well as the main characteristics of tourism in Northern Evoia, before and after the wildfires. In addition, the financing and financial support problems of the hotels affected by the natural disaster.



Main chronic problems - Infrastructure



Main chronic problems– Tourism Features



Main Problems of Northern Evoia: Brief List

- Over time, major problems have been recorded in transportation. The main problem appear in the case of land, sea and air access
- There is a lack of activities regarding sports, nature and culture.
- The short duration of the tourism season, combined with the low - income tourists, and the lack of appropriate marketing and promotion preclude any regional tourism development.
- Change of the environment both during the route and the stay of tourists due to the wildfires and the general degradation of the completeness and quality of the tourist experience.
- The shrinking liquidity caused by the natural disaster deepens due to delays in compensation from both the public and private sectors.
- There is a lack of information and support for businesses to participate in financial programs.

Section 3

NEEDS: INFRASTRUCTURE - SERVICES



In the last section, there are presented the needs for infrastructure and services in order to improve and promote the tourism product of Northern Evia.

The measures and actions, that the most hoteliers suggest aiming to support their businesses and the tourism upgrade of the area in general.

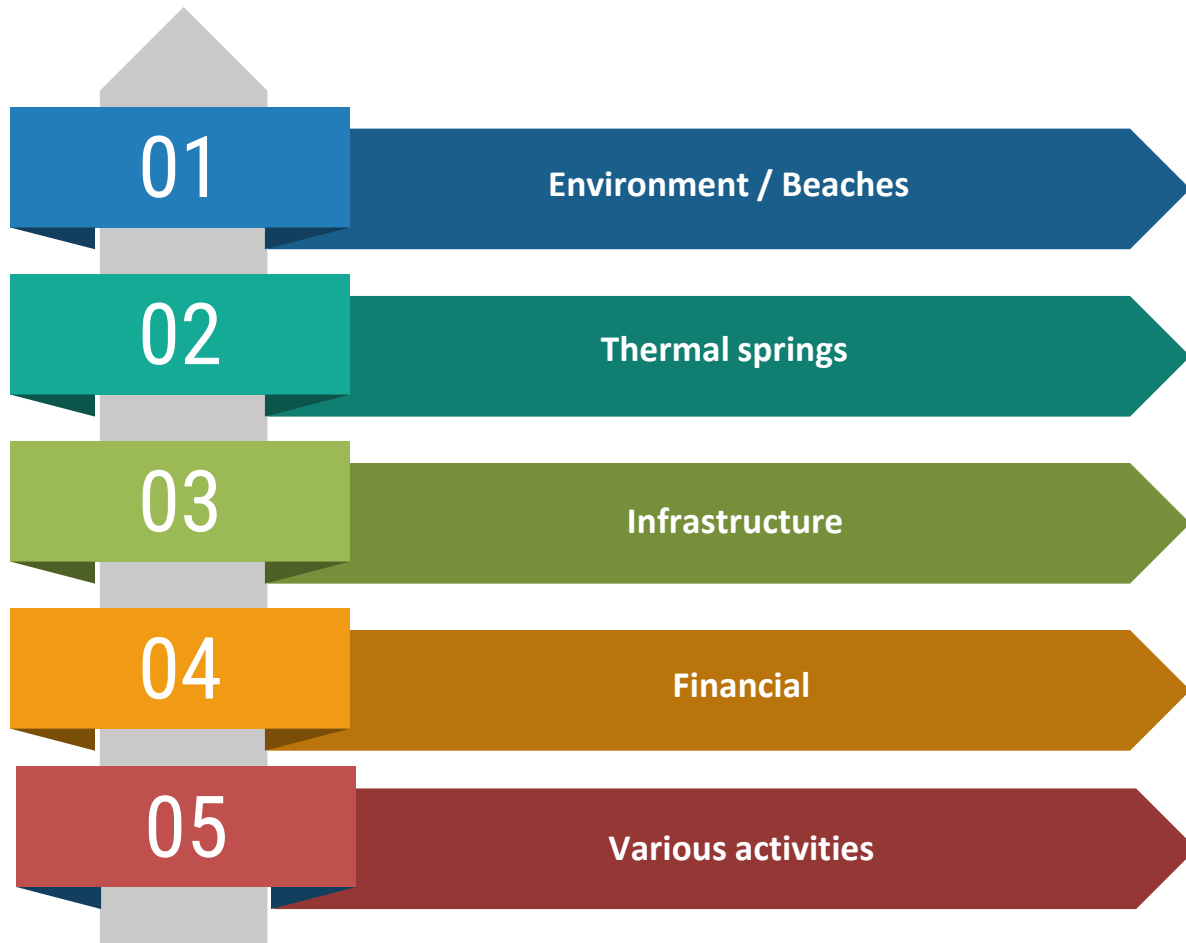
Infrastructure needs – Measures and actions for the tourism improvement of Northern Evoia

- ❑ Construction of sports infrastructure and sites for cultural events. Elevation of the environmental and cultural heritage.
- ❑ Infrastructure projects for waste management/recycling, as well as for the creation of biological purification facilities.
- ❑ Development of new forms of tourism and effective marketing for the promotion and advertising of the tourism product of the region.
- ❑ Informing and facilitating businesses to participate in financial and development programs.

Other Actions for problems resolving

At the end of the survey questionnaire, the hoteliers were asked to record the additional problems that, in their opinion, must be addressed for the development and upgrading of tourism in Northern Evoia.

The problems they mentioned were collected and classified into five broad categories and are presented in the following slides.





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