



ΙΝΣΤΙΤΟΥΤΟ ΤΟΥΡΙΣΤΙΚΩΝ ΕΡΕΥΝΩΝ ΚΑΙ ΠΡΟΒΛΕΨΕΩΝ  
RESEARCH INSTITUTE FOR TOURISM

# Sustainability Practices of Greek Hotels and Educational Needs on Sustainability Issues



Athens, March 2023



# Survey Identity

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<b>SURVEY TITLE</b>	<b>Sustainability Practices and Educational Needs</b>
<b>ASSINING BODY</b>	Google Hellas
<b>CONDUCTING BODY</b>	Research Institute for Tourism
<b>REFERENCE PERIOD</b>	2023
<b>SURVEY TIME PERIOD</b>	22 <sup>nd</sup> February – 24 <sup>th</sup> March 2023
<b>DELIVERING DATE</b>	31 <sup>st</sup> March 2023
<b>POPULATION</b>	Greek Hotels
<b>STATISTICAL UNIT</b>	Hotel Unit
<b>REGISTRY</b>	HCH Registry
<b>CLASSIFICATIONS</b>	NUTS II (Regions), Category, Size of Hotels
<b>SAMPLING METHOD</b>	Stratified proportional sampling
<b>WEIGHING</b>	Triple (Region, Category, Size (Rooms))
<b>SAMPLE/POPULATION SIZE</b>	n=827/ N=10.133
<b>COLLECTION METHOD</b>	CAWI

# CONTENTS

01. Total Country
02. Analysis based on hotel operation
03. Analysis based on hotel category
04. Analysis based on hotel size
05. Analysis based on hotel location
06. Regional Analysis

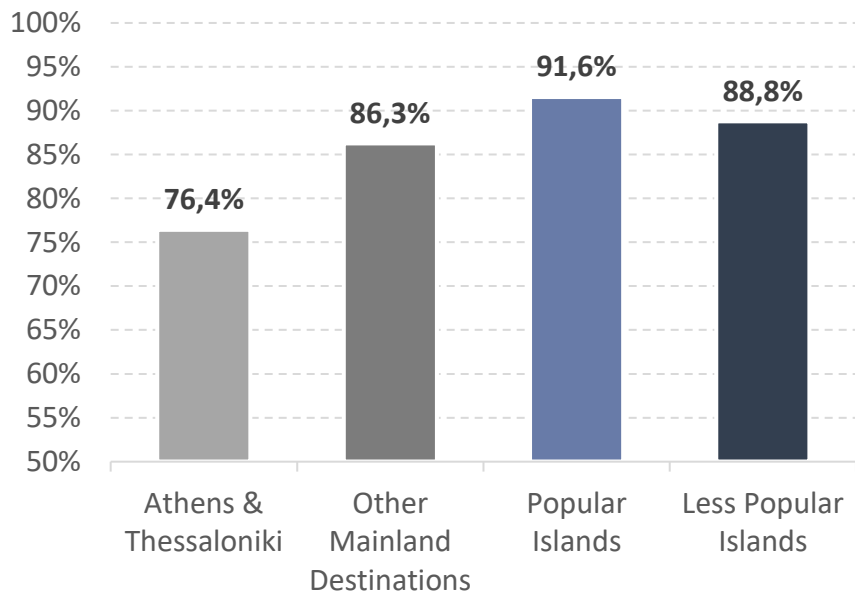
05

## Analysis based on Hotel Location

164



## Importance of sustainability practices for the hotel operation 2023, based on location



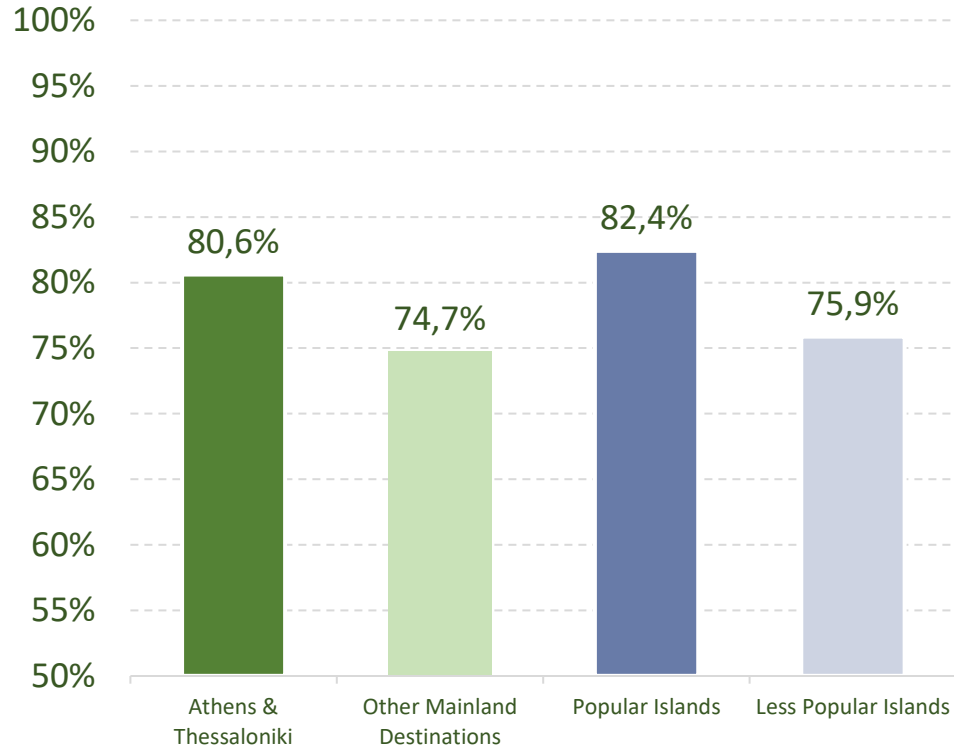
With the view that:  
adopting sustainable practices is  
important to the future of their hotel  
business

### Agree & Strongly Agree

- **83.6%** of mainland hotels,
- **89.6%** of hotels in islands



## Hotels that have or plan to implement sustainability practices, based on location



**75,7%**  
of mainland hotels have or intend to  
implement sustainable practices.  
The corresponding percentage for  
hotels on the islands is **80.3%**. <sup>166</sup>



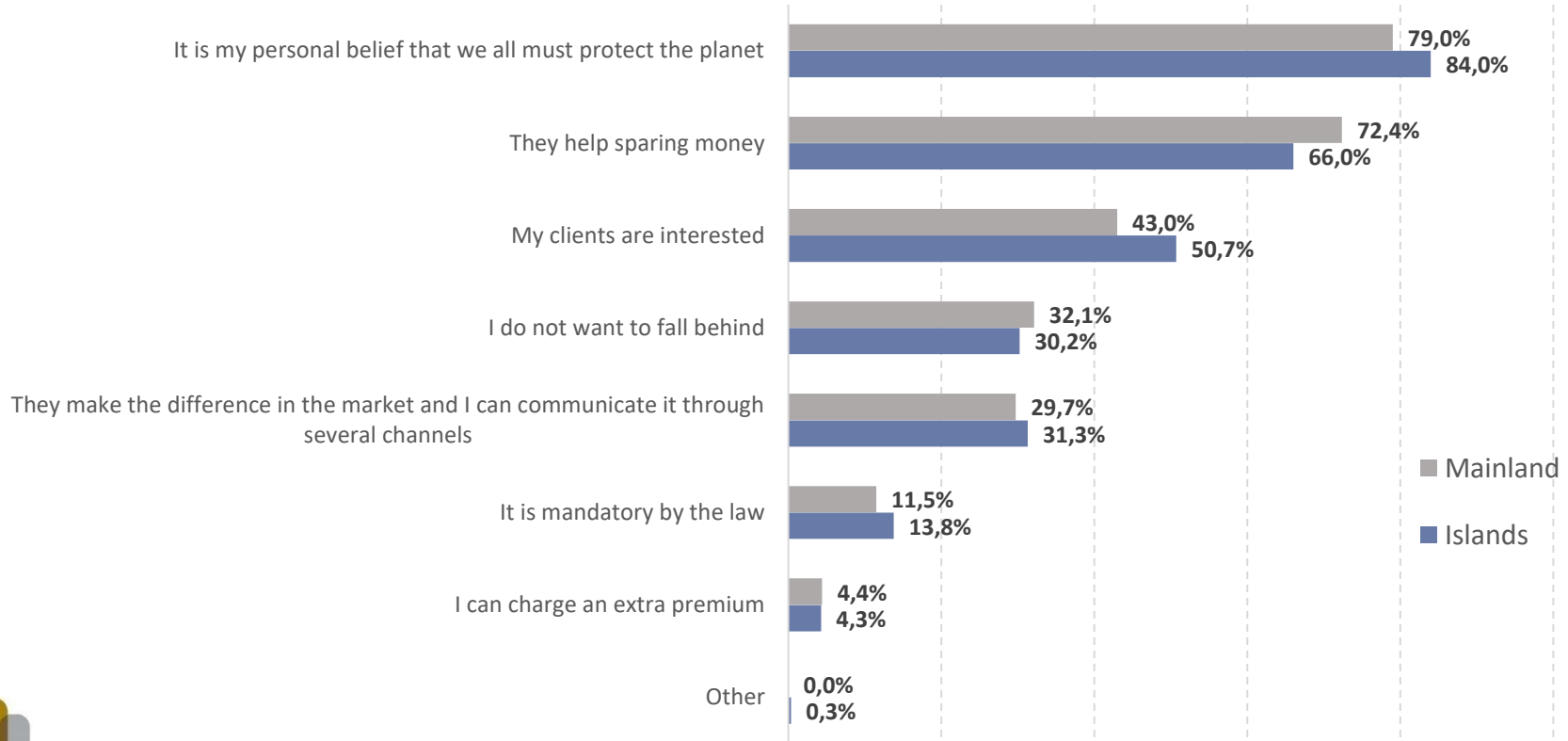


## Main reason for adopting sustainability practices

*based on Location*



# Main reason for adopting sustainability practices \*, based on location (It refers to 78% of the respondents)



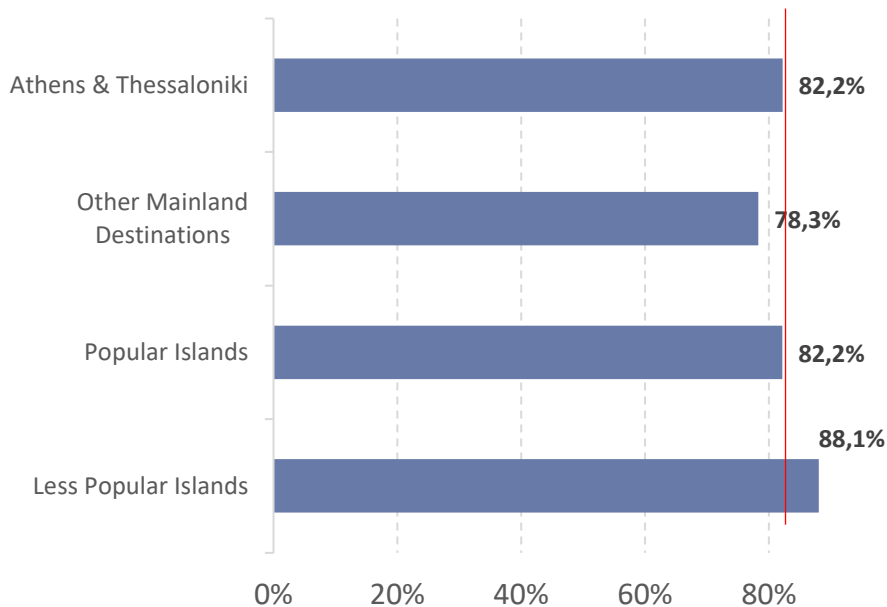
\* Multiple choice questions.



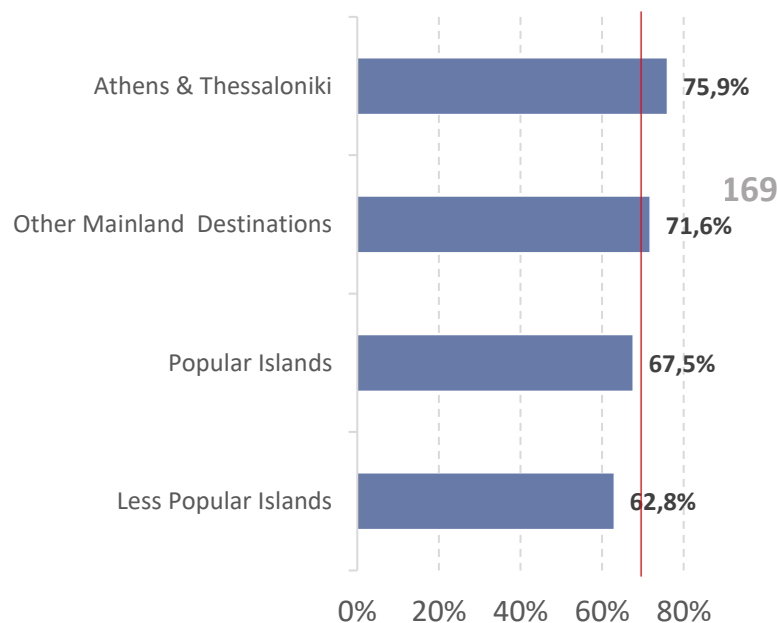


# Main reason for adopting sustainability practices \*, based on location (It refers to 78% of the respondents)

*It is my personal belief that we all must protect the planet (AVG. 81,9%)*



*They help sparing money (AVG. 68,7%)*

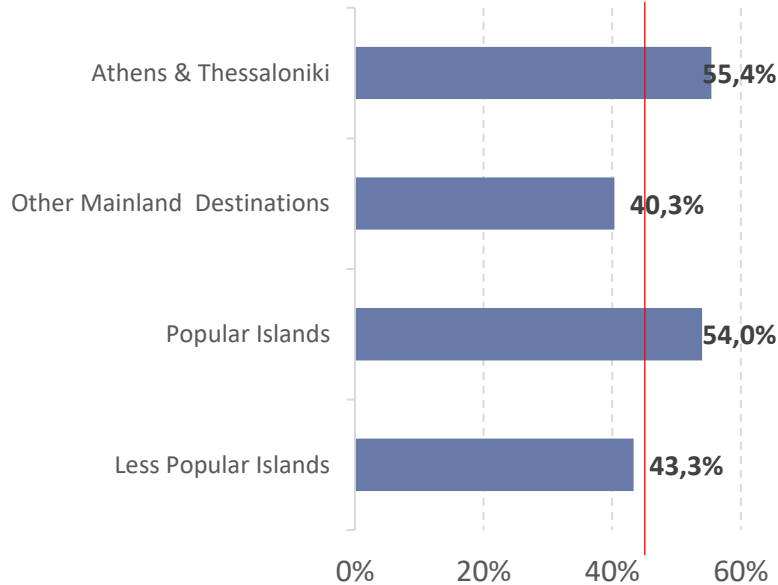


\* Multiple choice questions.

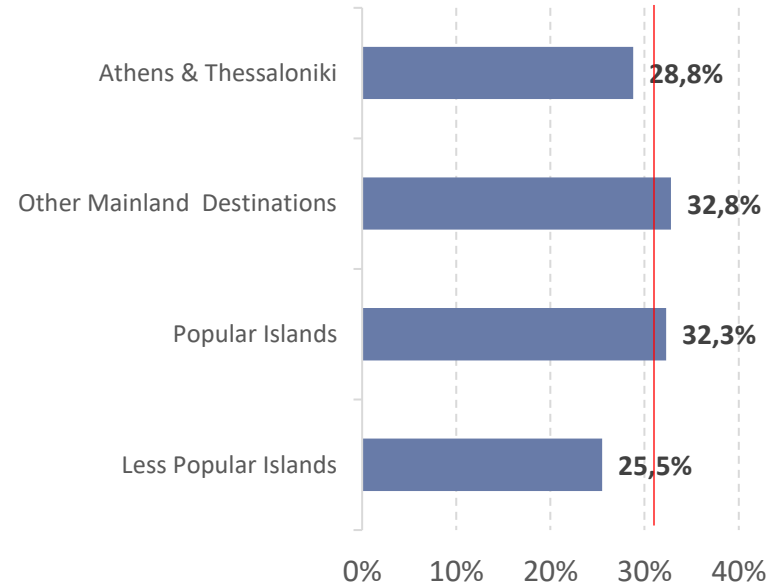


# Main reason for adopting sustainability practices \*, based on location (It refers to 78% of the respondents)

*My clients are interested (AVG. 47,5%)*



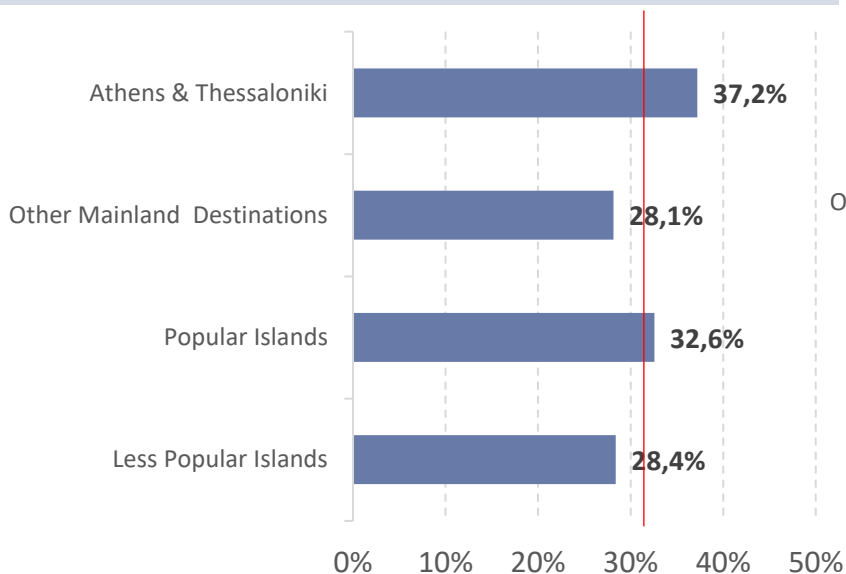
*I do not want to fall behind (AVG. 31,0%)*



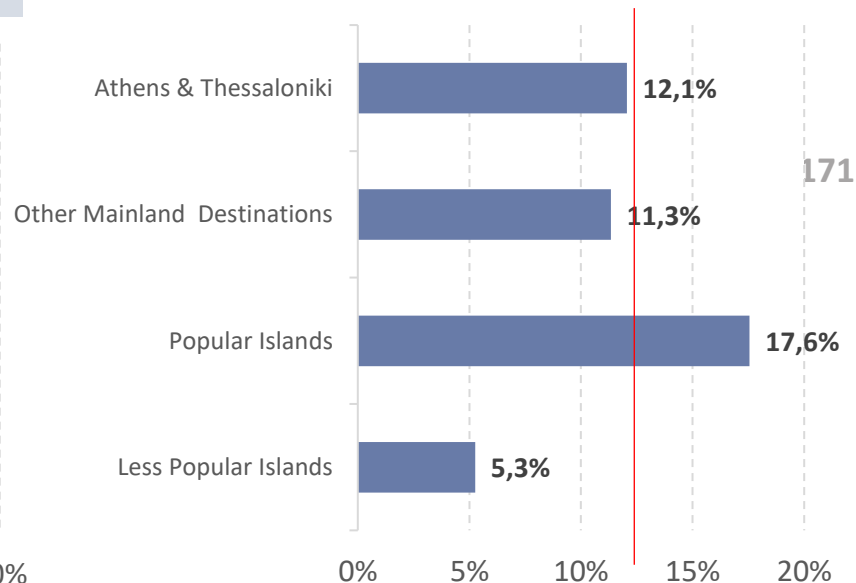


## Main reason for adopting sustainability practices \*, based on location (It refers to 78% of the respondents)

*They make the difference in the market and I can communicate it through several channels*  
(AVG. 30,6%)



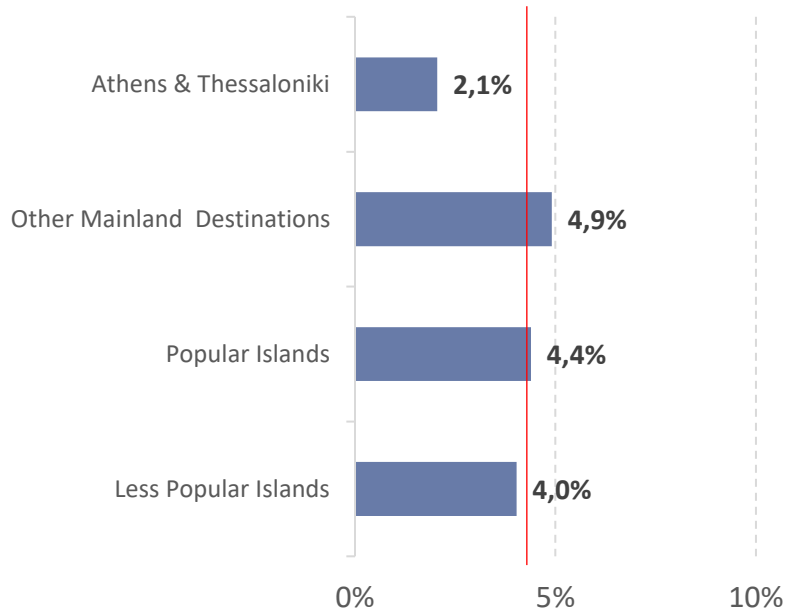
*It is mandatory by the law (AVG. 12,8%)*





# Main reason for adopting sustainability practices \*, based on location (It refers to 78% of the respondents)

*I can charge an extra premium (AVG. 4,3%)*



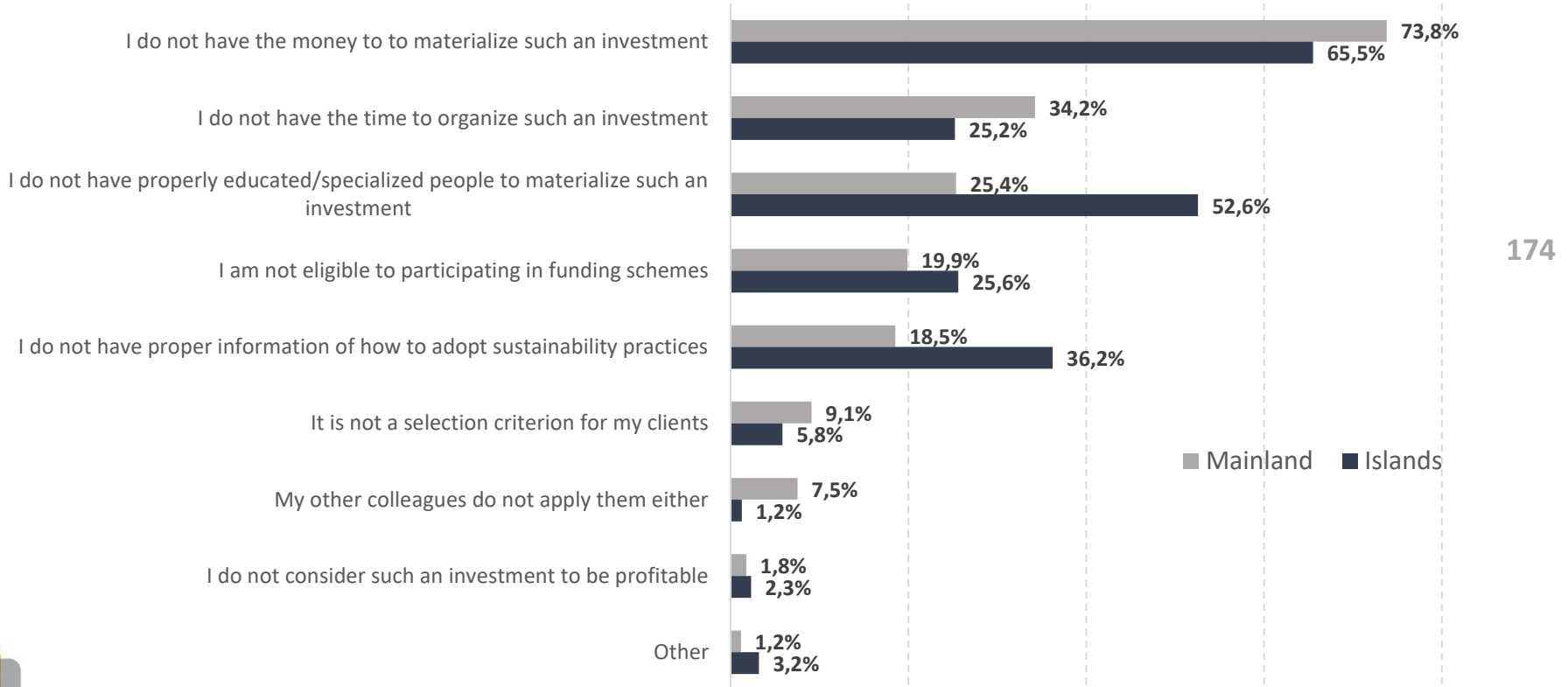
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## Main reason for NOT adopting sustainability practices

*based on Location*



# Main reason for NOT adopting sustainability practices \*, based on location (It refers to 22% of the respondents)



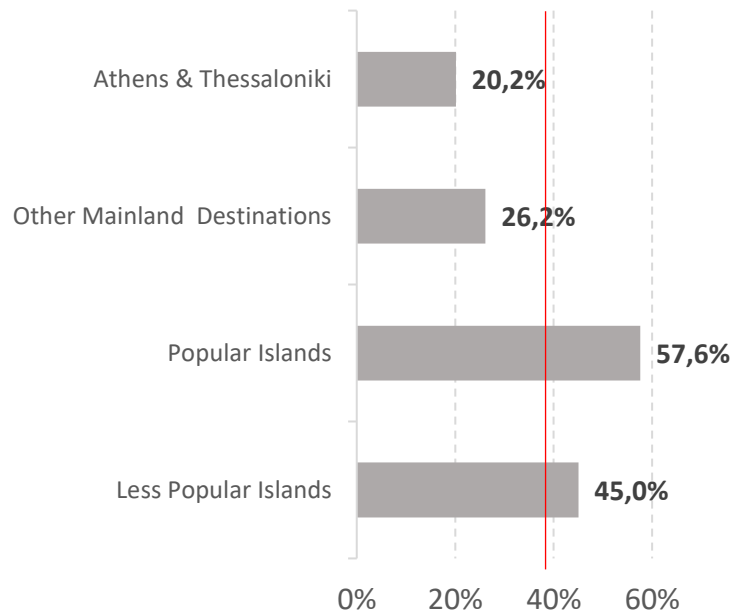
\* Multiple choice questions.



# Main reason for NOT adopting sustainability practices \*, based on location (It refers to 22% of the respondents)

*I do not have the money to materialize such an investment (AVG. 69,5%)*

*I do not have properly educated/specialized people to materialize such an investment (AVG. 39,5%)*



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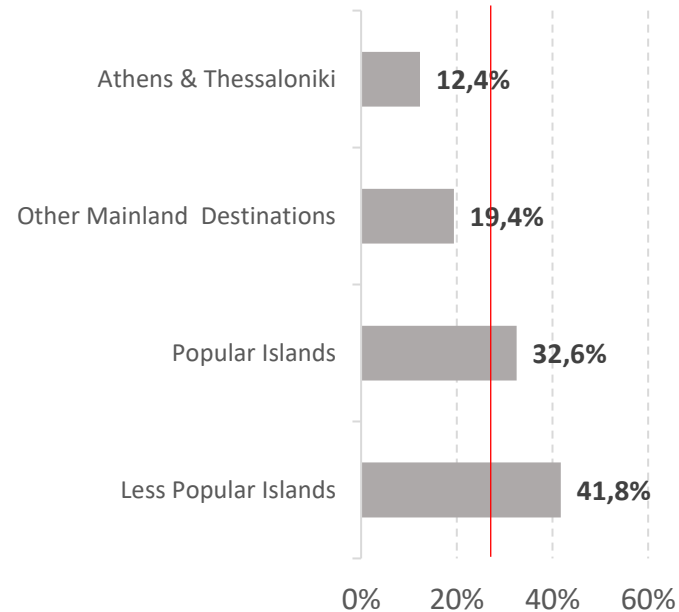
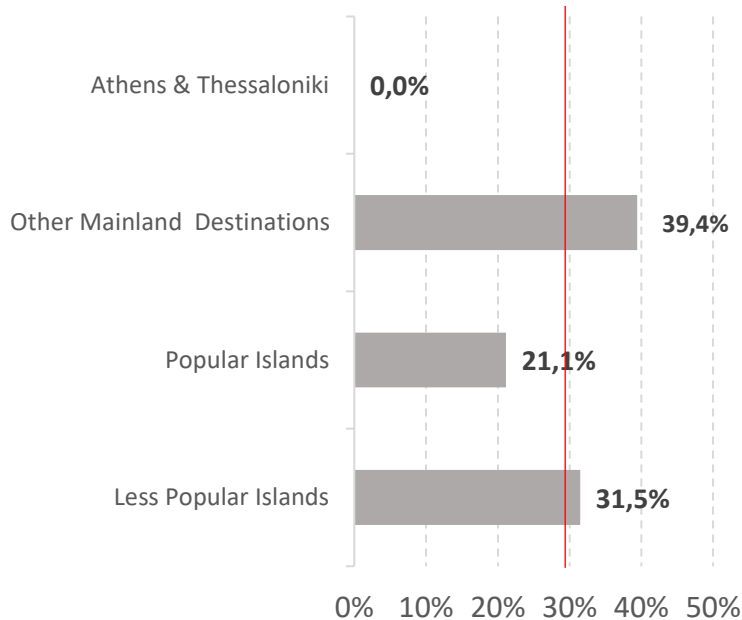
\* Multiple choice questions.



# Main reason for NOT adopting sustainability practices \*, based on location (It refers to 22% of the respondents)

*I do not have the time to organize such an investment (AVG. 29,6%)*

*I do not have proper information of how to adopt sustainability practices (AVG. 27,7%)*



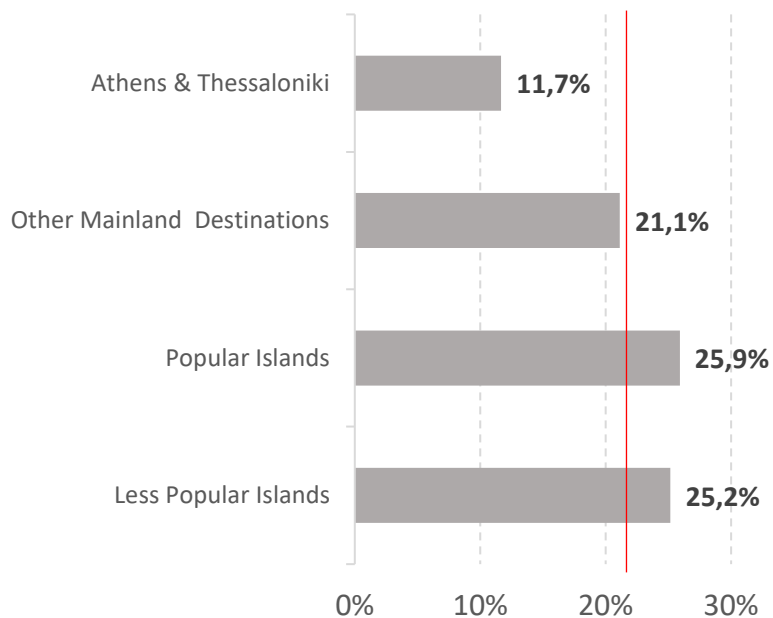
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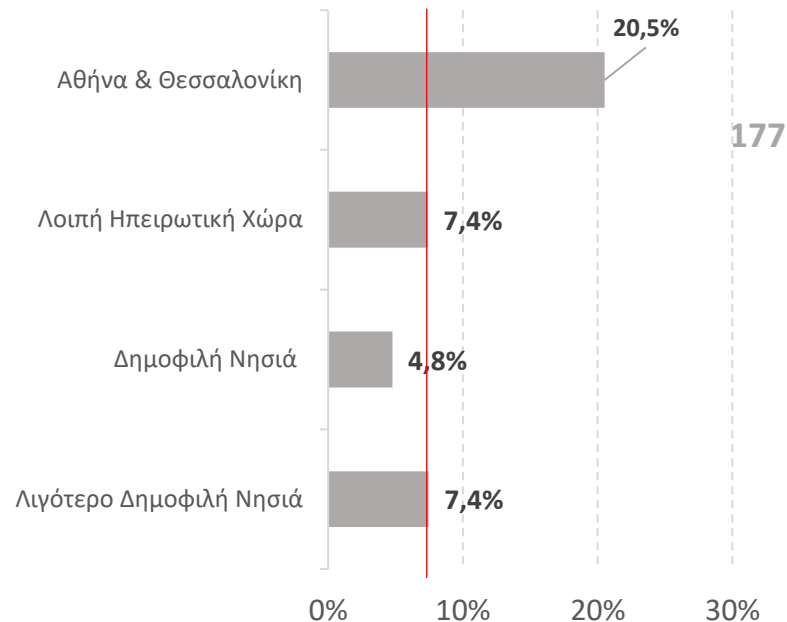


## Main reason for NOT adopting sustainability practices \*, based on location (It refers to 22% of the respondents)

*I am not eligible to participating in funding schemes (AVG. 22,9%)*



*It is not a selection criterion for my clients (AVG.7,4%)*

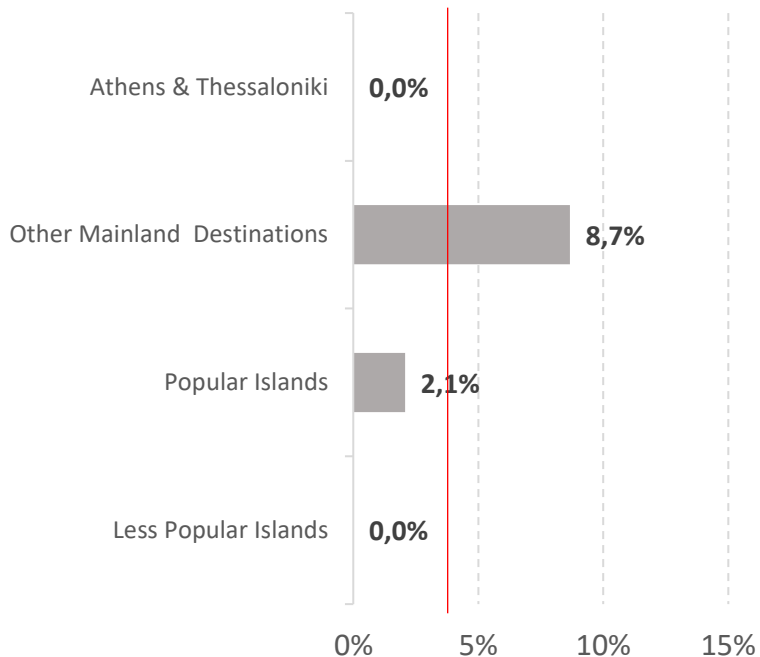


\* Multiple choice questions.

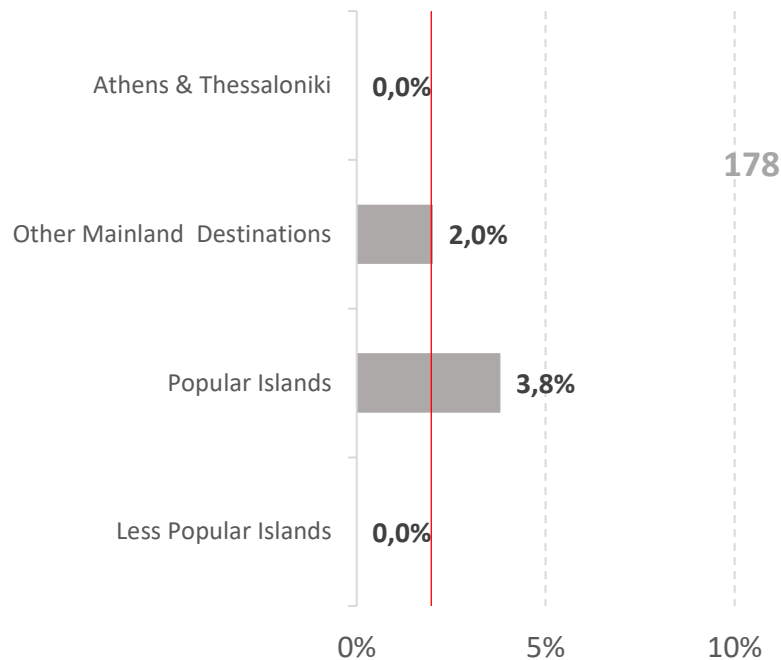


# Main reason for NOT adopting sustainability practices \*, based on location (It refers to 22% of the respondents)

*My other colleagues do not apply them either (AVG. 4,3%)*



*I do not consider such an investment to be profitable (AVG. 2,0%)*



\* Multiple choice questions.

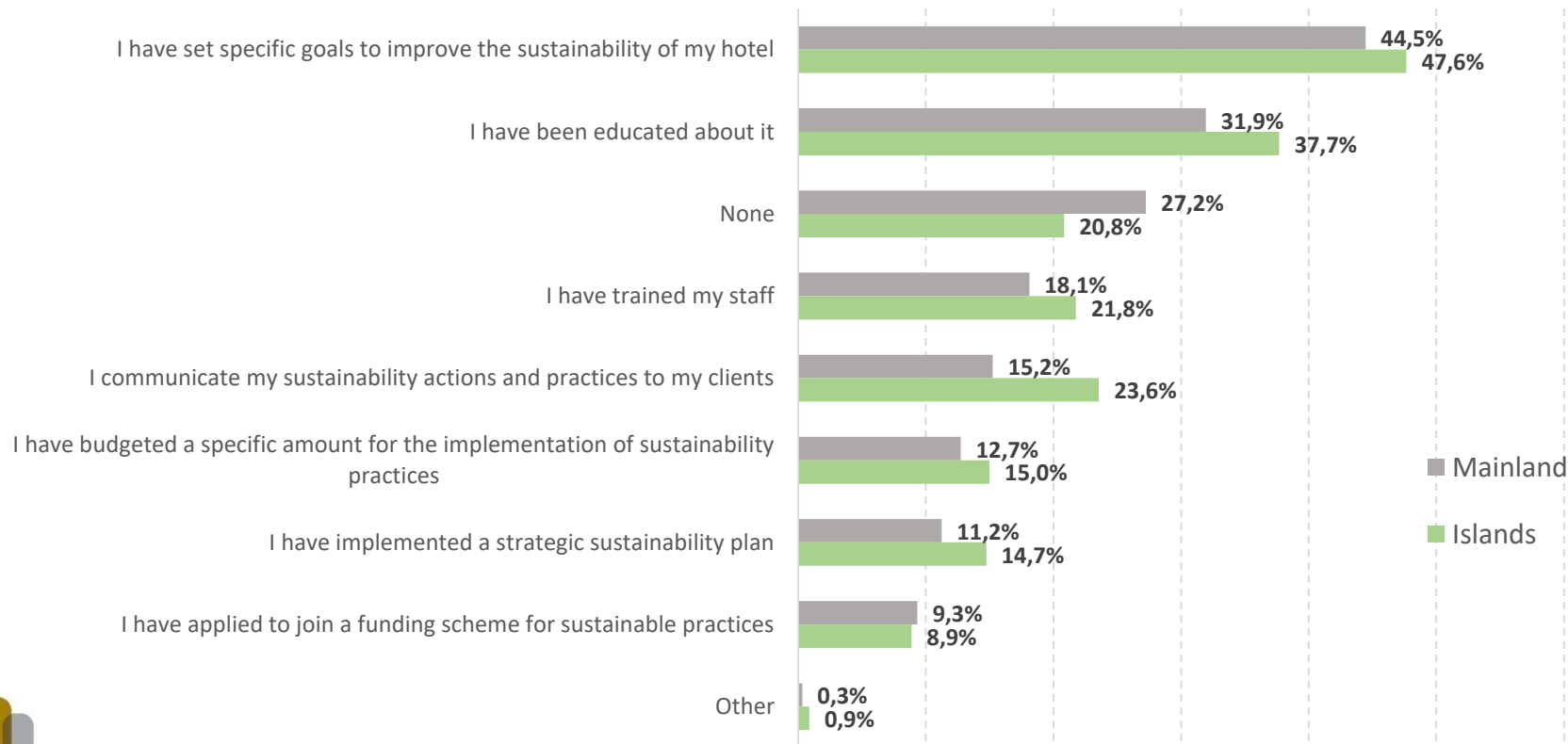
# Strategy and Management Actions to promote sustainability

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*based on Location*



# Strategy and Management: Actions to promote sustainability\*, based on location



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■ Mainland  
■ Islands

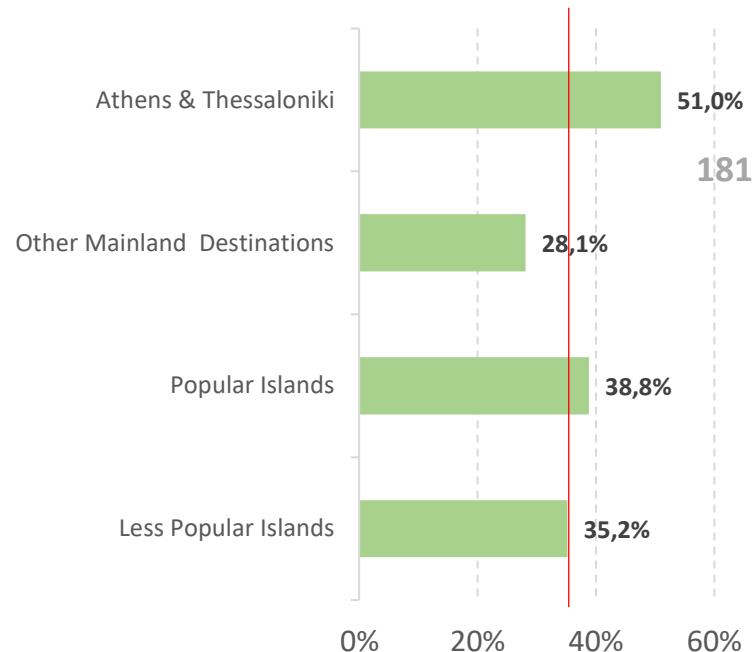
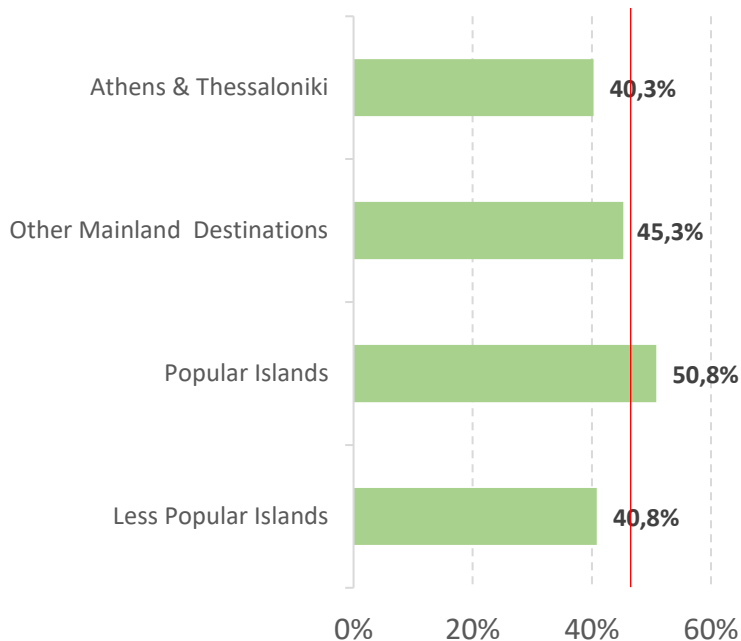
\* Multiple choice questions.



# Strategy and Management: Actions to promote sustainability\*, based on location

*I have set specific goals to improve the sustainability of my hotel (AVG. 46,3%)*

*I have been educated about it (AVG. 35,2%)*



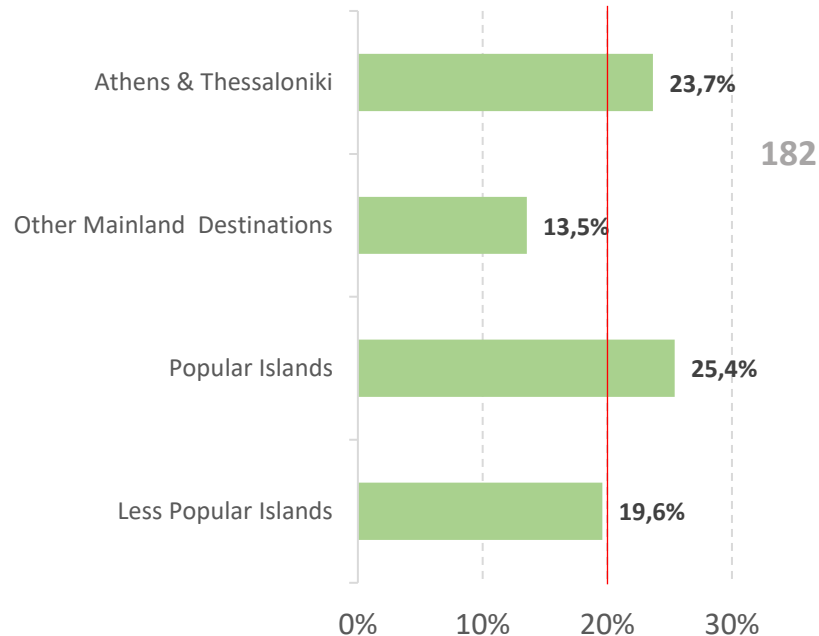
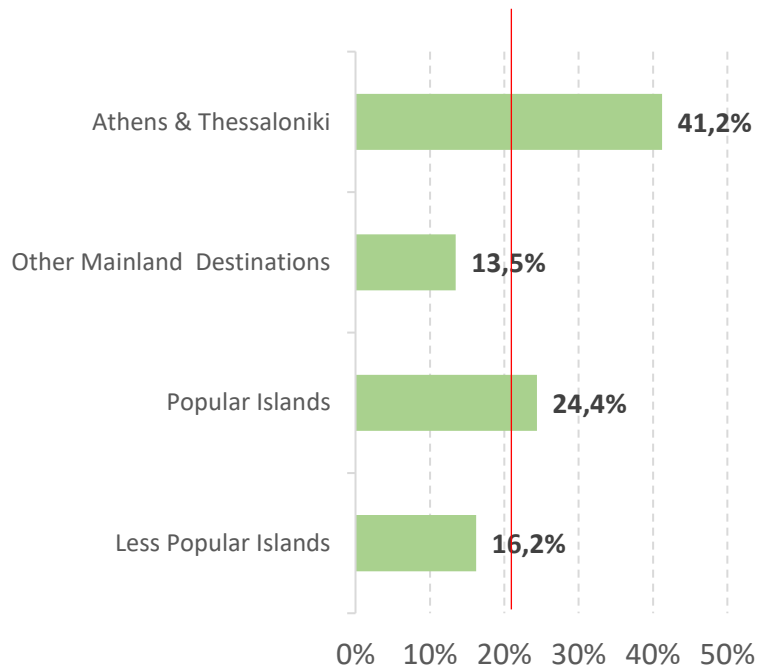
\* Multiple choice questions.



# Strategy and Management: Actions to promote sustainability\*, based on location

*I have trained my staff (AVG.20,2%)*

*I communicate my sustainability actions and practices to my clients (AVG. 20,0%)*

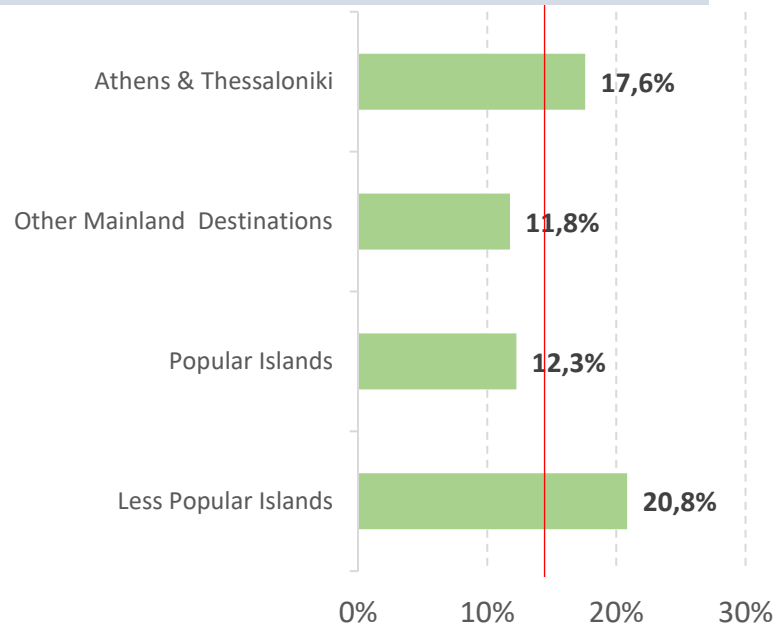


\* Multiple choice questions.

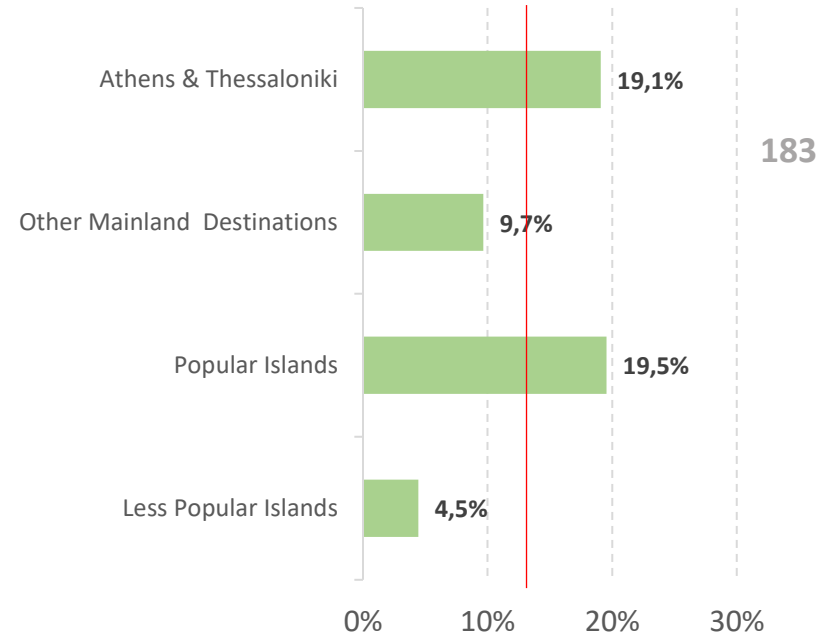


# Strategy and Management: Actions to promote sustainability\*, based on location

*I have budgeted a specific amount for the implementation of sustainability practices (AVG. 14,0%)*



*I have implemented a strategic sustainability plan (AVG. 13,2%)*



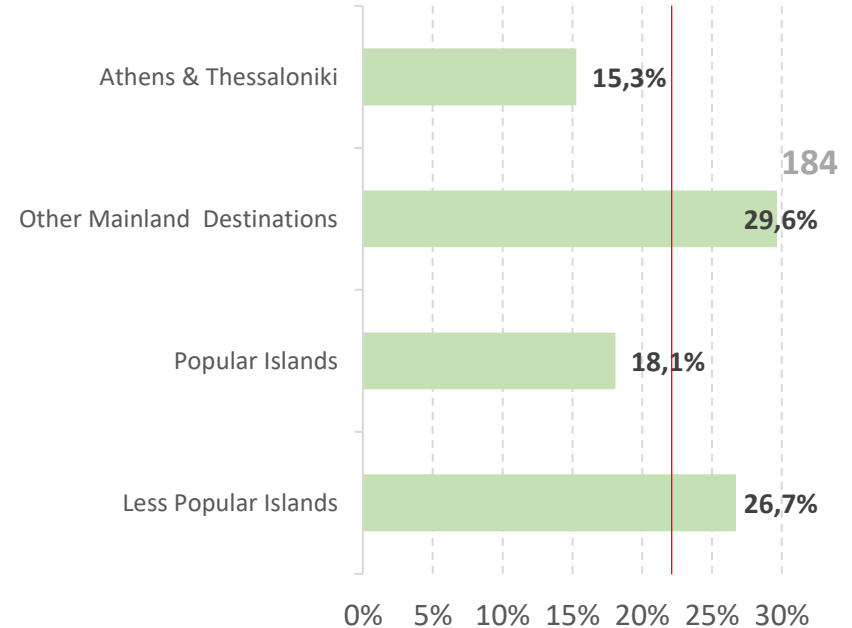
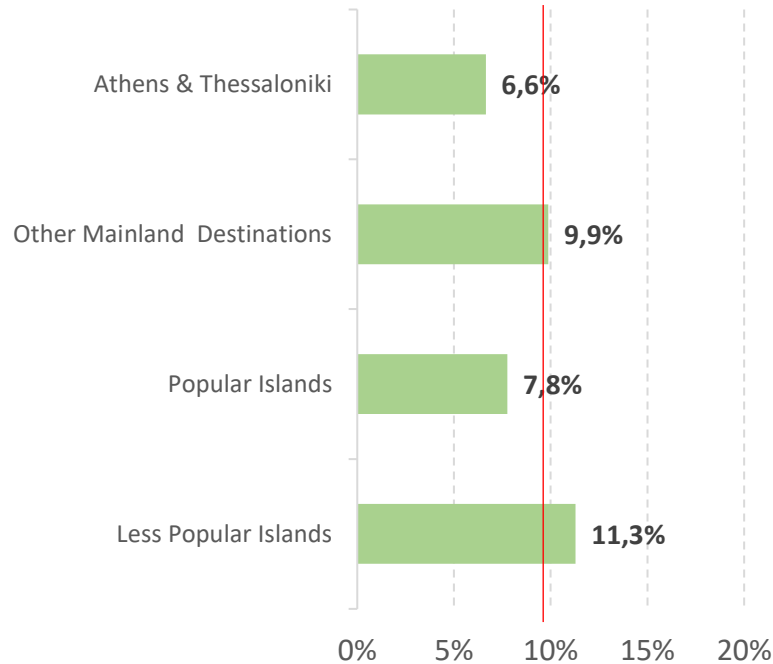
\* Multiple choice questions.



# Strategy and Management: Actions to promote sustainability\*, based on location

*I have applied to join a funding scheme for sustainable practices (AVG. 9,1%)*

*None (AVG. 23,6%)*



\* Multiple choice questions.





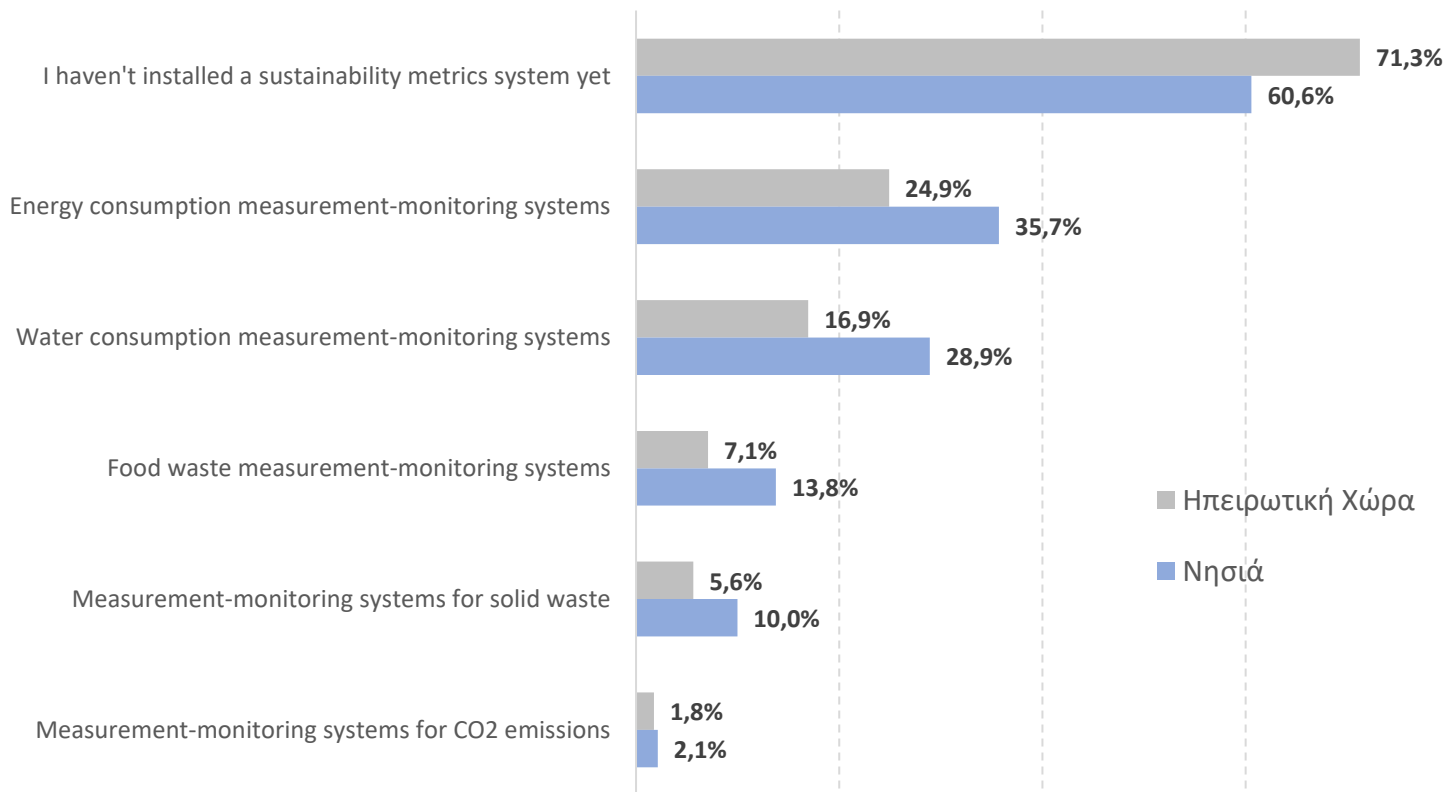
# Monitoring and Measuring of important hotel sustainability variables

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*based on Location*



# Monitoring and Measuring of important hotel sustainability variables\*, based on location



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■ Ηπειρωτική Χώρα

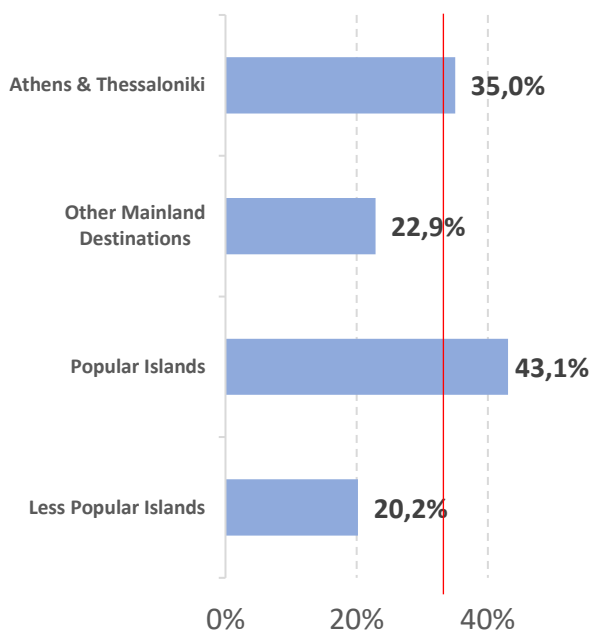
■ Νησιά

\* Multiple choice questions.

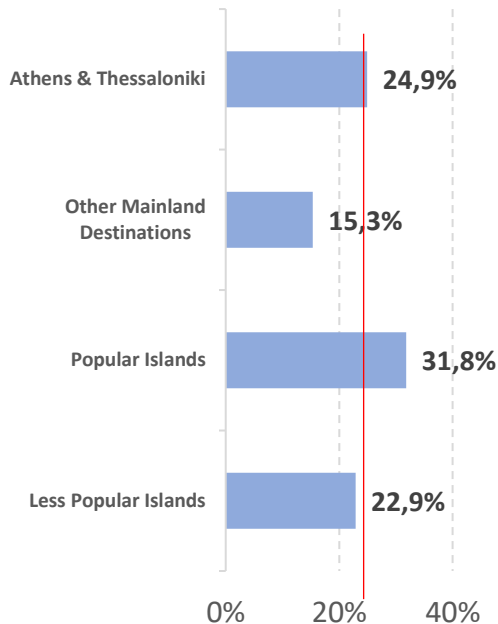


# Monitoring and Measuring of important hotel sustainability variables\*, based on location

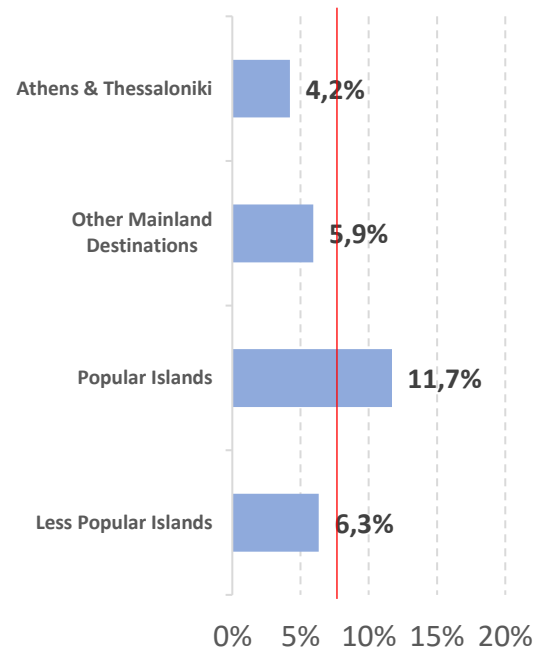
*Energy consumption measurement-  
monitoring systems (AVG. 31,1%)*



*Water consumption measurement-  
monitoring systems (AVG. 23,8%)*



*Measurement-monitoring systems  
for solid waste (AVG. 8,1%)*

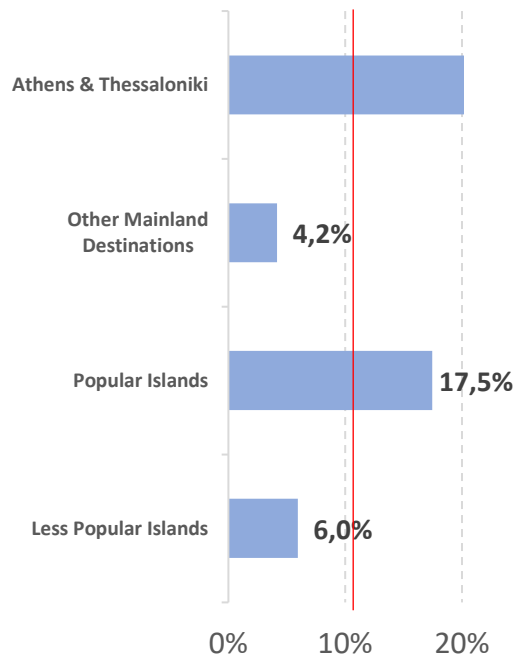


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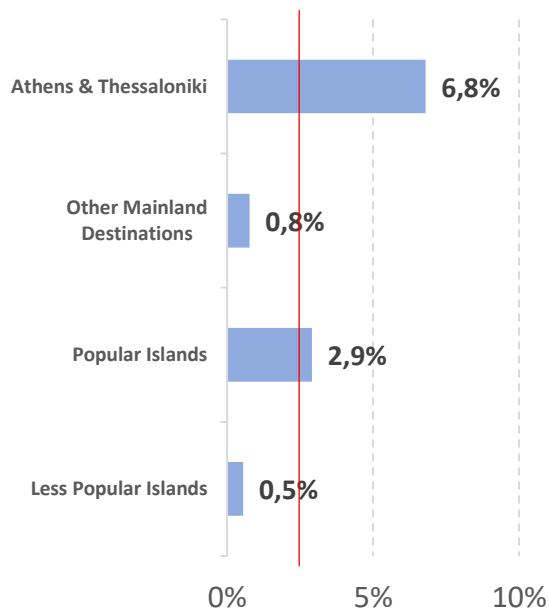


# Monitoring and Measuring of important hotel sustainability variables\*, based on location

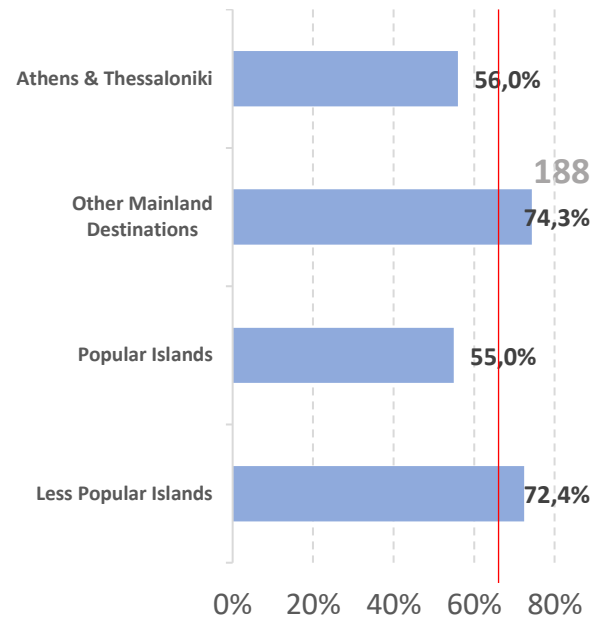
*Food waste measurement-  
monitoring systems (AVG. 10,9%)*



*Measurement-monitoring systems  
for CO2 emissions (AVG. 2,0%)*



*I haven't installed a sustainability metrics  
system yet (AVG. 65,1%)*



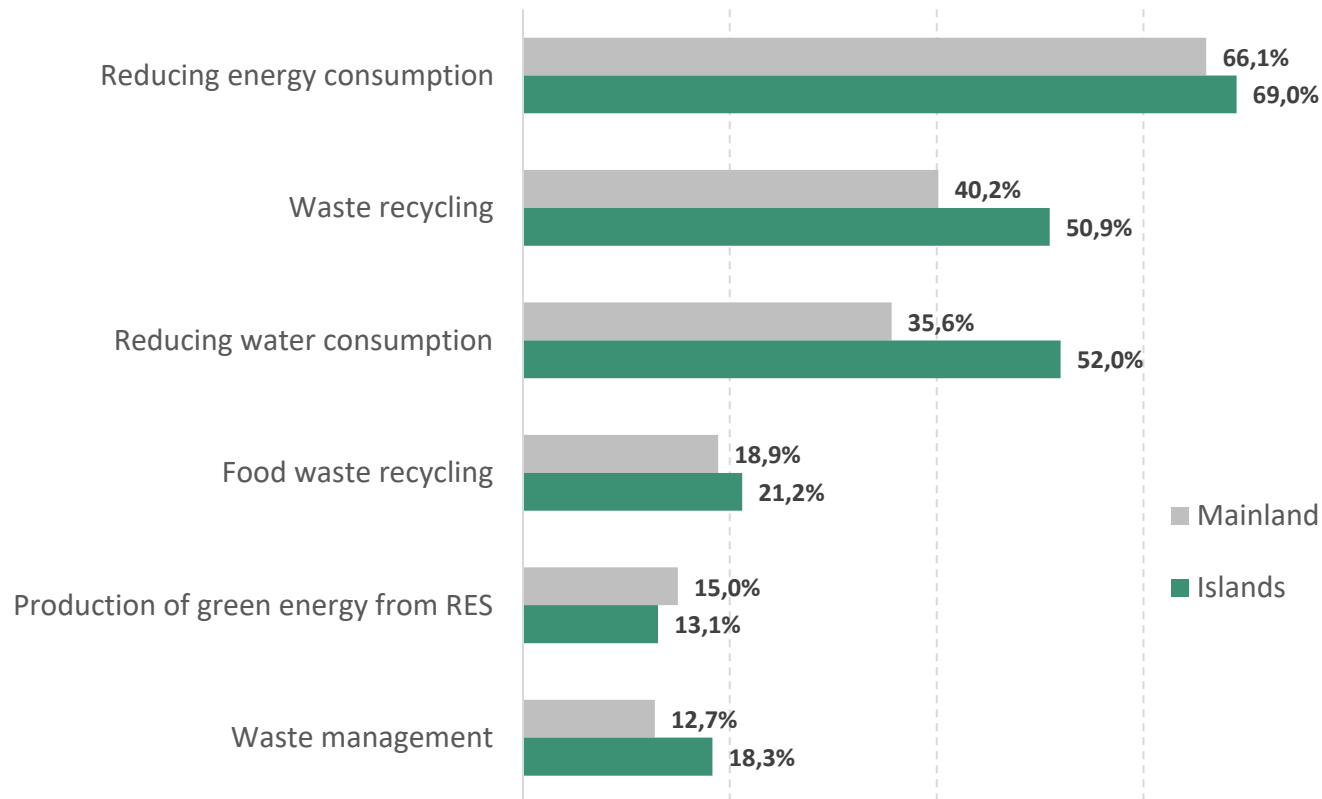
# Hotel investments in sustainability practices

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*based on Location*



## Hotel investments in sustainability practices\*, based on location



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■ Mainland

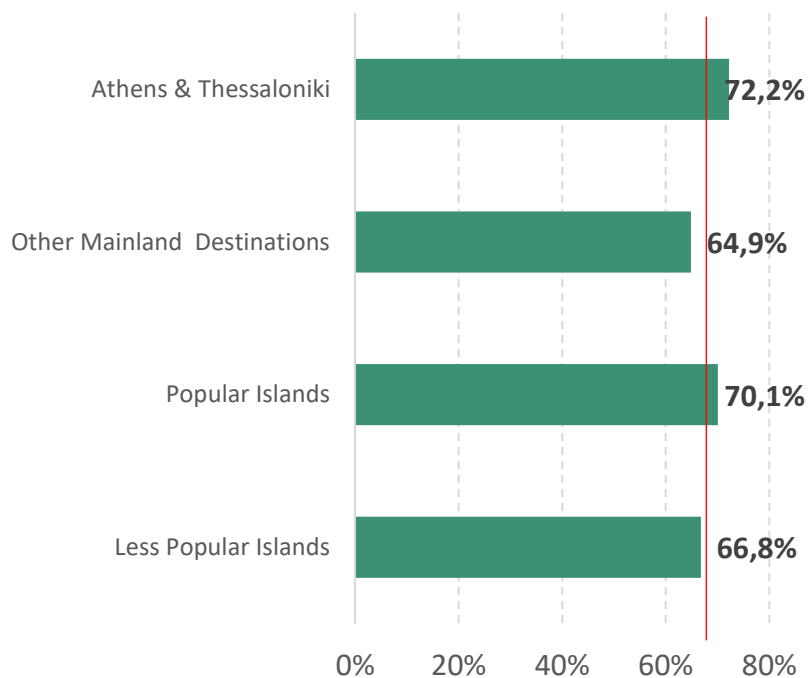
■ Islands

\* Multiple choice questions.

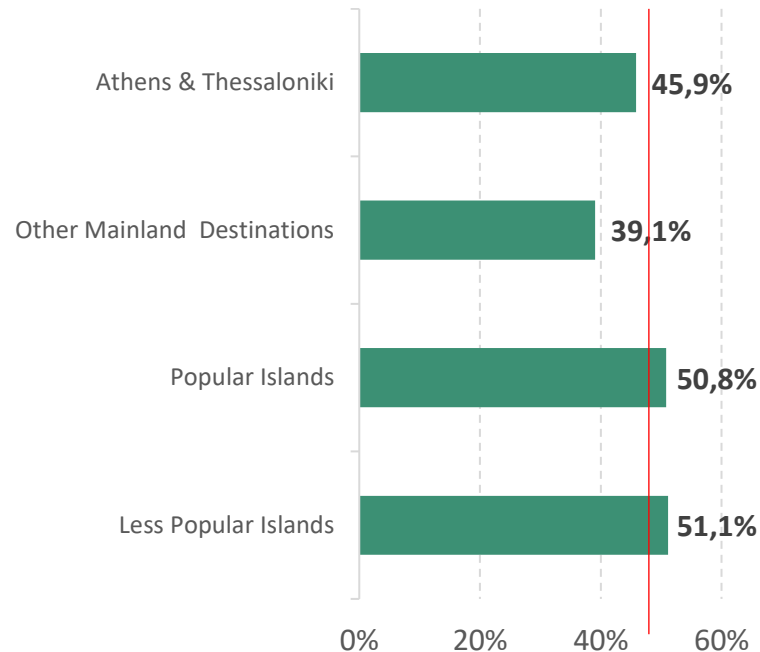


# Hotel investments in sustainability practices\*, based on location

*Reducing energy consumption*  
(AVG. 67,7%)



*Waste recycling (AVG. 46,3%)*



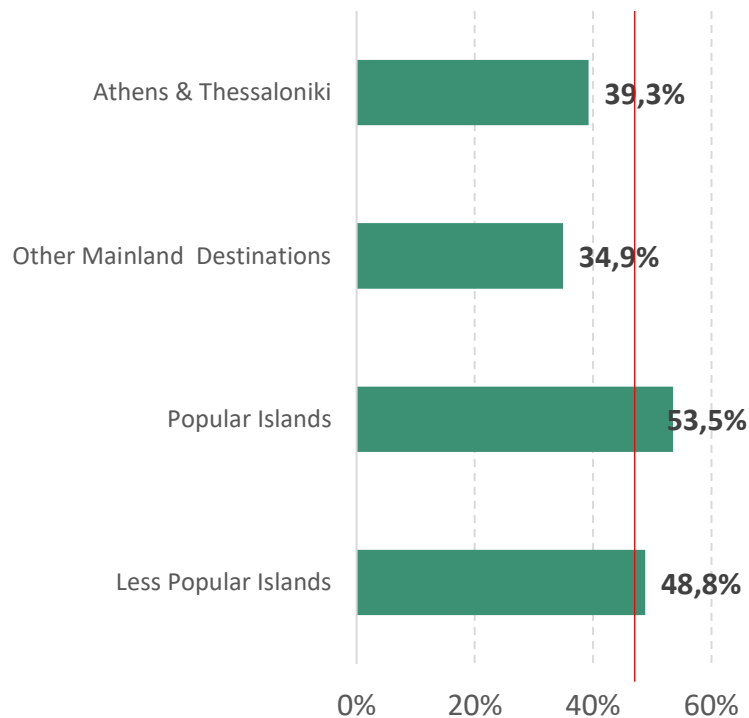
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\* Multiple choice questions.

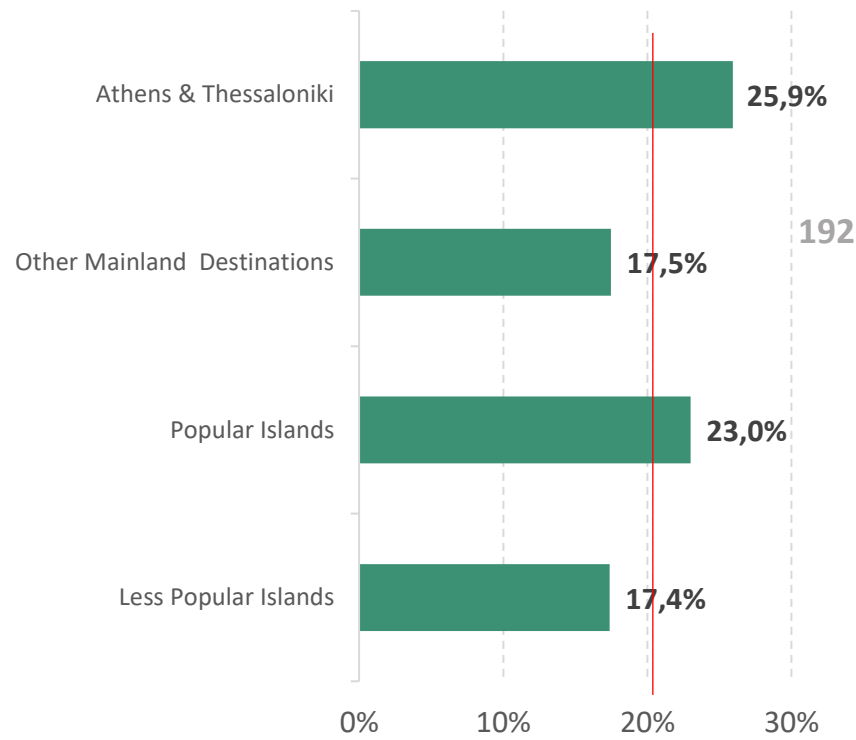


# Hotel investments in sustainability practices\*, based on location

*Reducing water consumption (AVG. 45,0%)*



*Food waste recycling (AVG. 20,2%)*



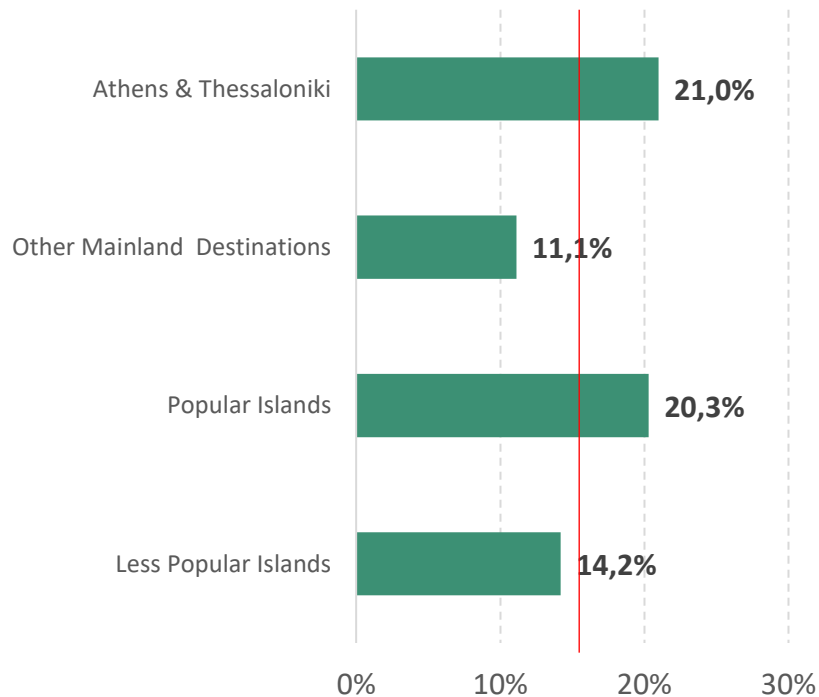
*\* Multiple choice questions.*



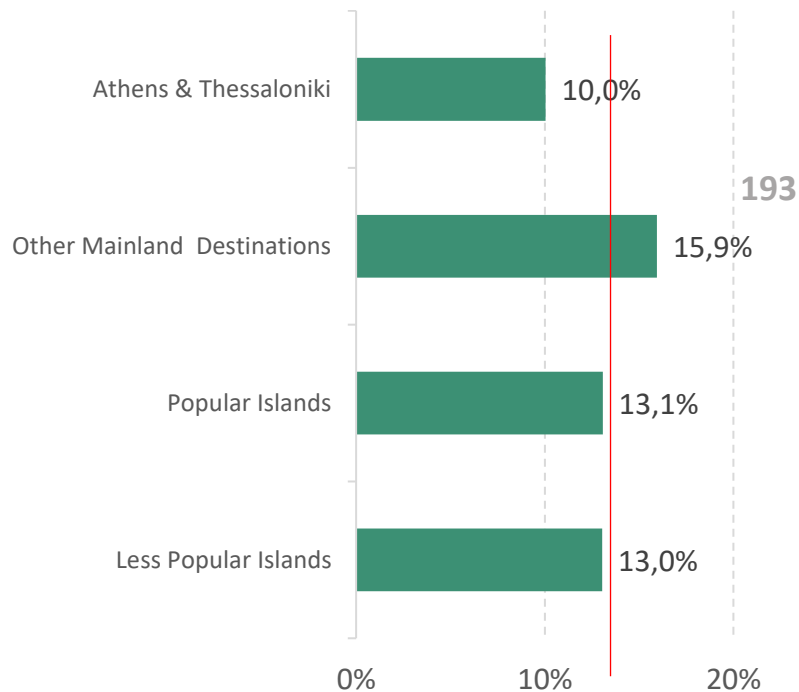


# Hotel investments in sustainability practices\*, based on location

## Waste management (AVG. 15,9%)



## Production of green energy from RES (AVG. 13,9%)



\* Multiple choice questions.



## Communication and promotion of sustainability actions implemented by hotels

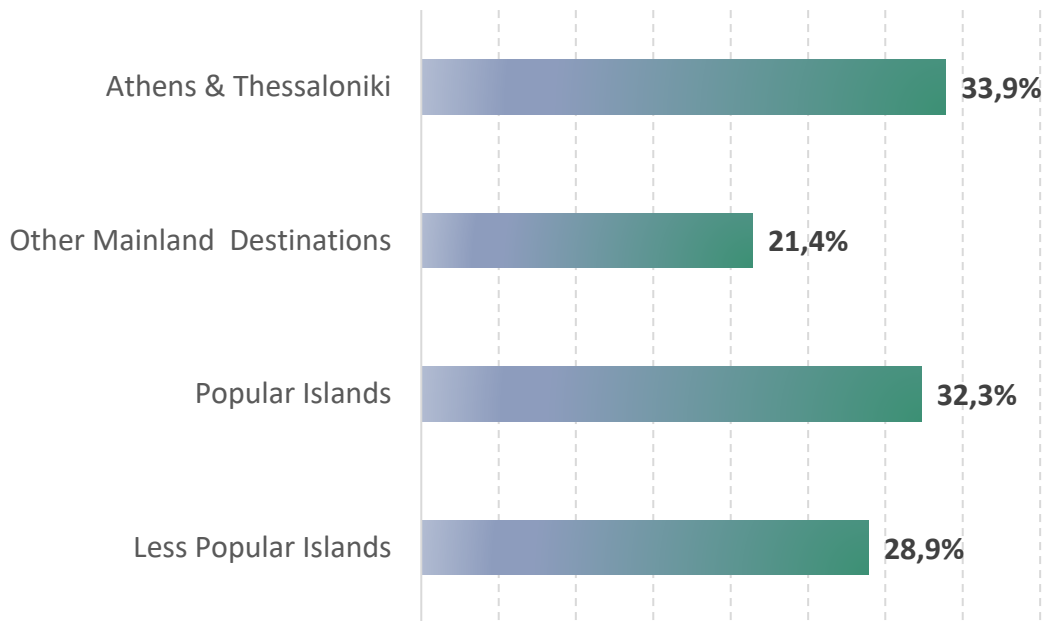
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*based on Location*



# Communication and promotion of sustainability actions implemented by hotels, based on location

Reference base: 70% of hotels that implement sustainability actions.



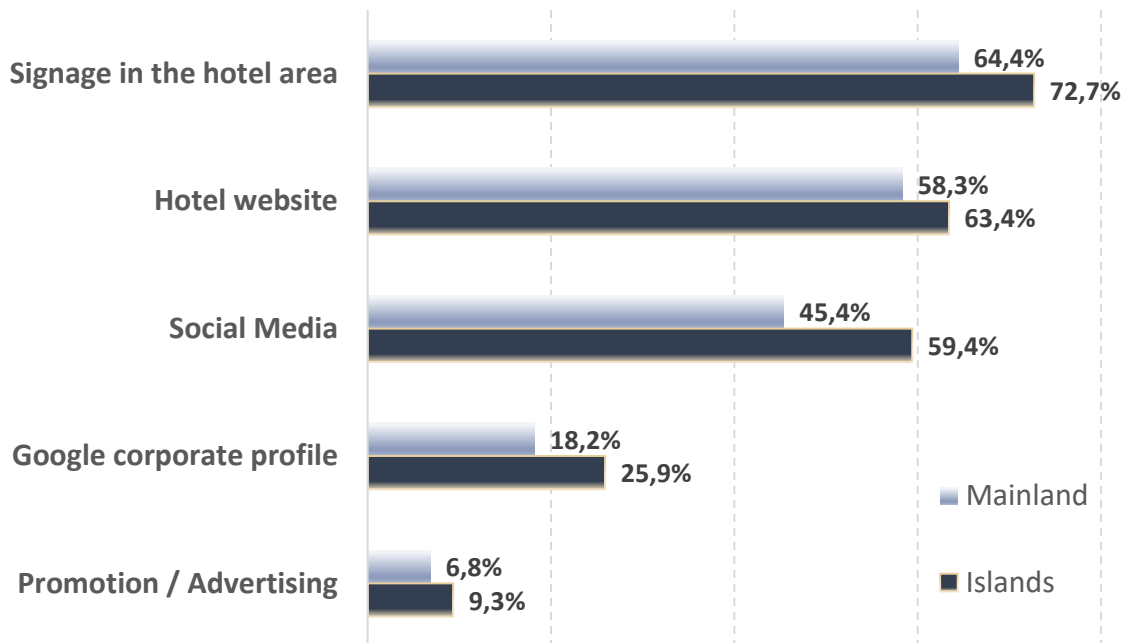
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Of the hotels that implement sustainability actions **23.4%** of those on the mainland and **31.2%** of hotels on the islands communicate and promote them through various channels.



# Communication and promotion channels of sustainability actions implemented by hotels\*, based on location

Reference base: 28% of hotels that communicate and promote their sustainability actions.



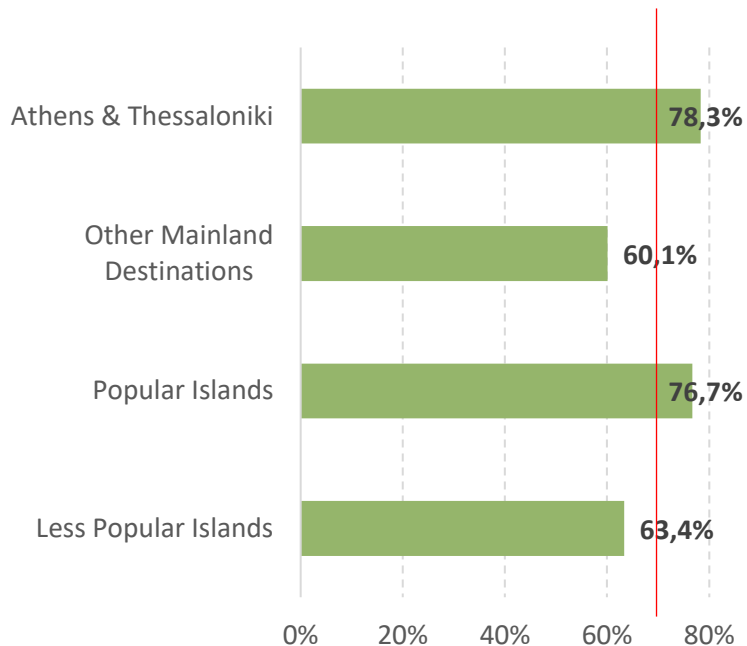
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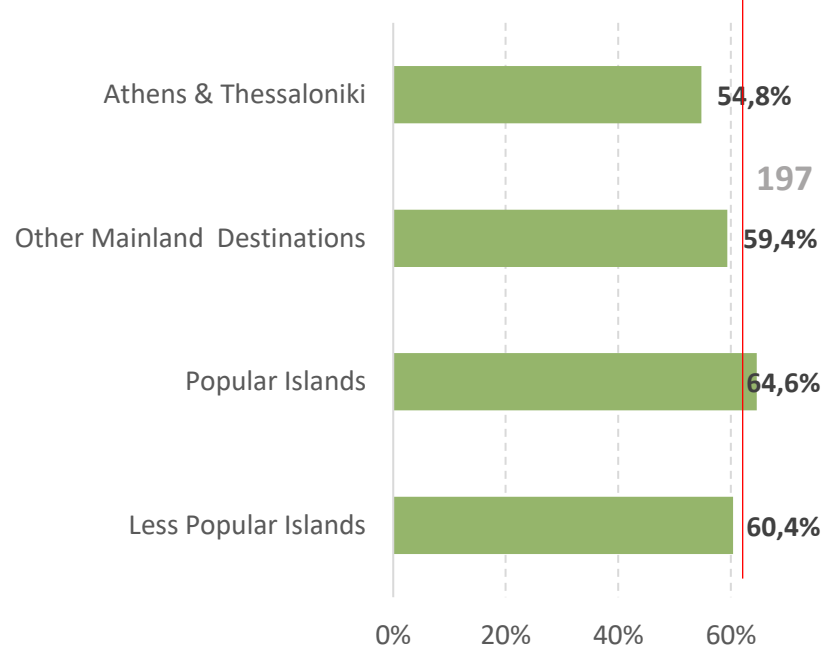
# Communication and promotion channels of sustainability actions implemented by hotels\*, based on location

Reference base: 28% of hotels that communicate and promote their sustainability actions.

Signage in the hotel area (AVG. 69,7%)



Hotel website (AVG. 61,5%)



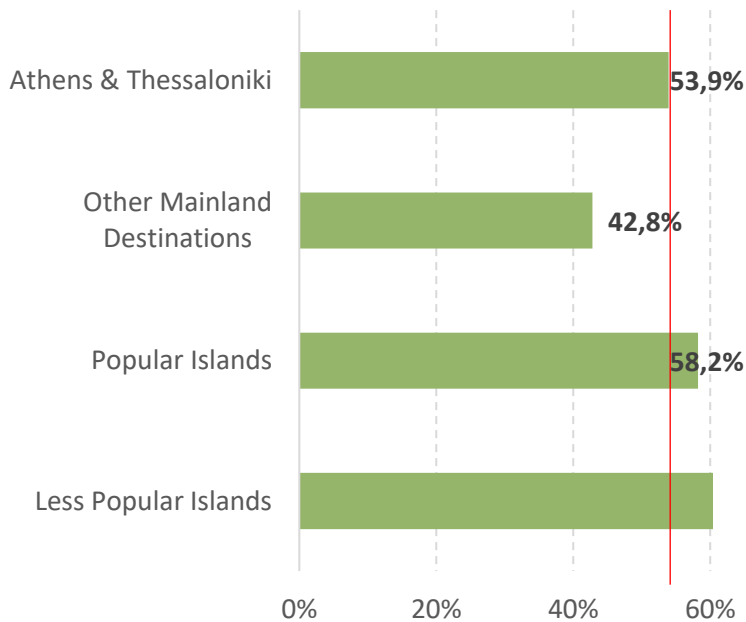
\* Multiple choice questions.



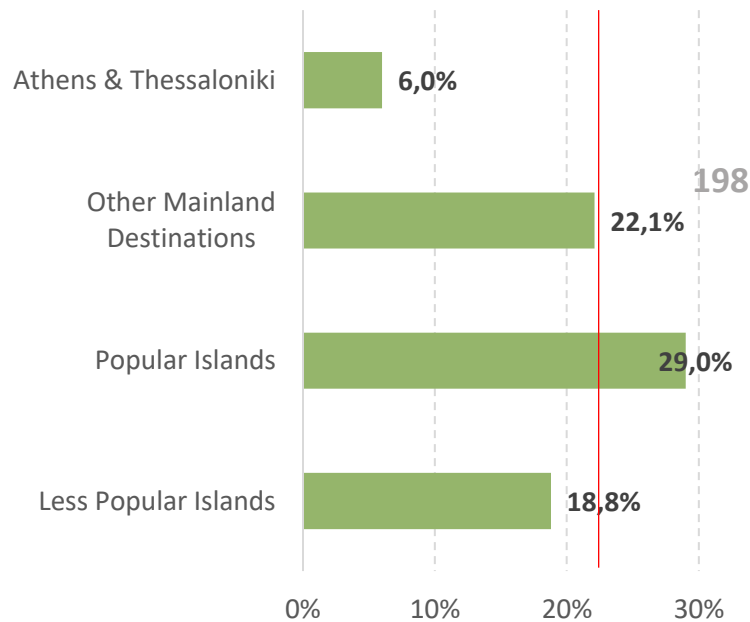
# Communication and promotion channels of sustainability actions implemented by hotels\*, based on location

Reference base: 28% of hotels that communicate and promote their sustainability actions.

*Social Media (AVG. 54,3%)*



*Google corporate profile (AVG. 23,2%)*



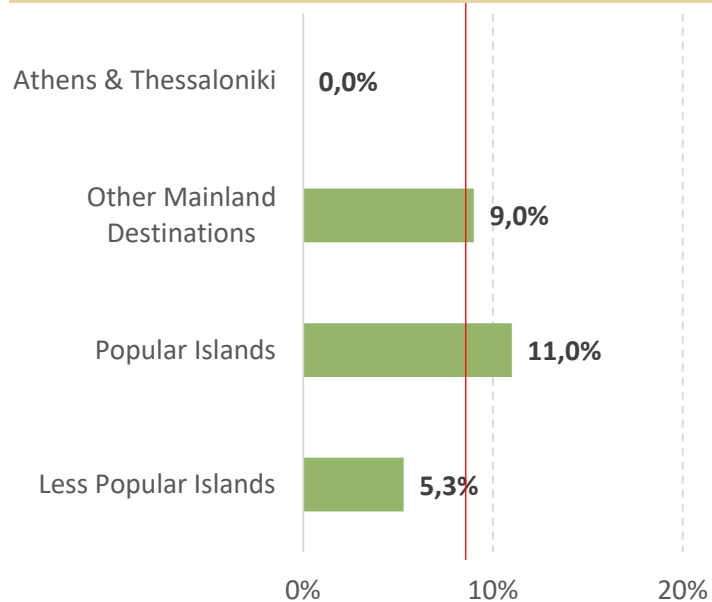
\* Multiple choice questions.



# Communication and promotion channels of sustainability actions implemented by hotels\*, based on location

Reference base: 28% of hotels that communicate and promote their sustainability actions.

Promotion / Advertising (AVG. 8,4%)



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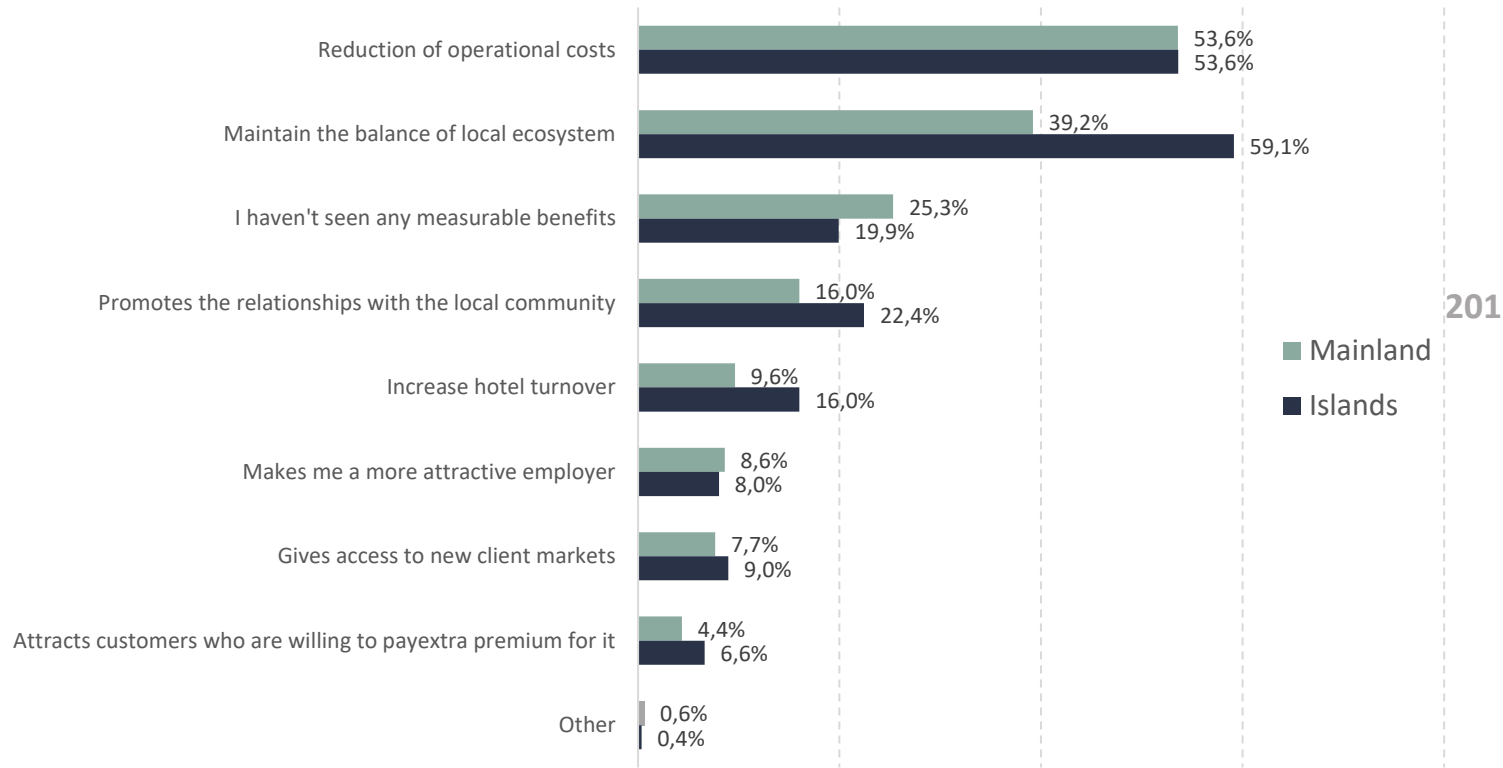
## Measurable benefits from implementing sustainability actions

*based on Location*





# Measurable benefits from implementing sustainability actions\*, based on location

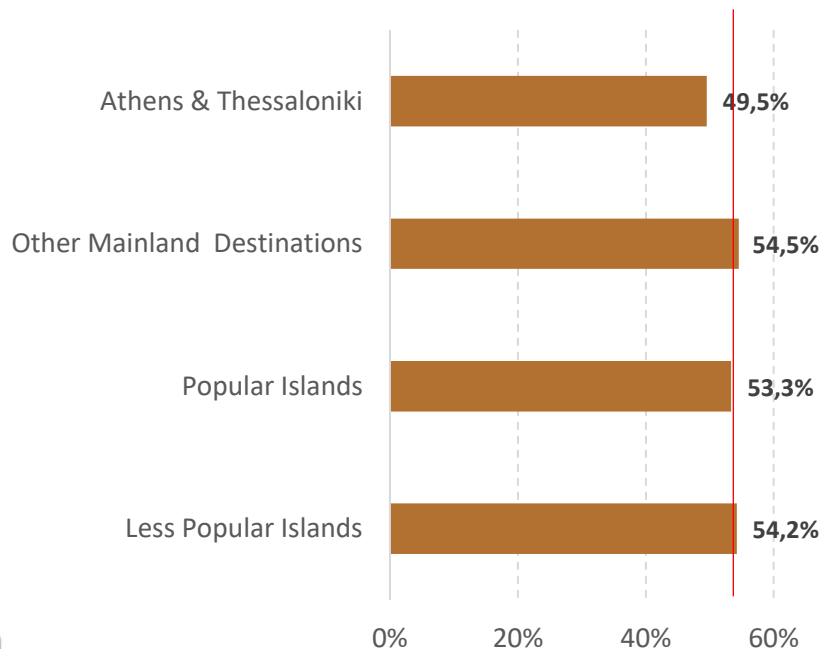


\* Multiple choice questions.

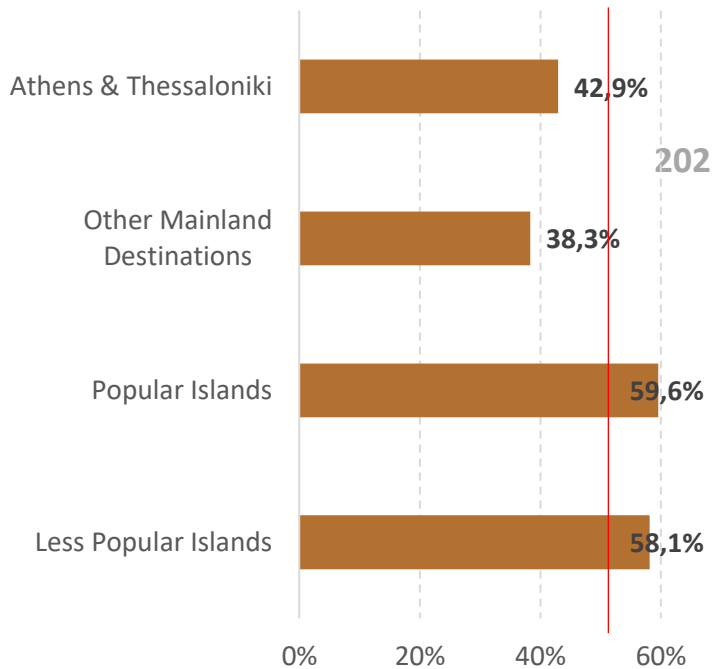


# Measurable benefits from implementing sustainability actions\*, based on location

*Reduction of operational costs (AVG. 53,6%)*



*Maintain the balance of local ecosystem (AVG. 51,4%)*

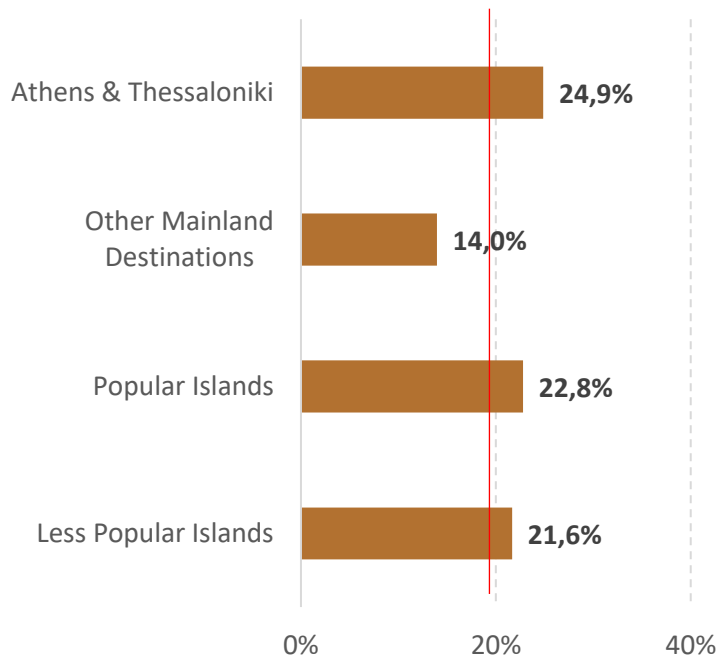


\* Multiple choice questions.

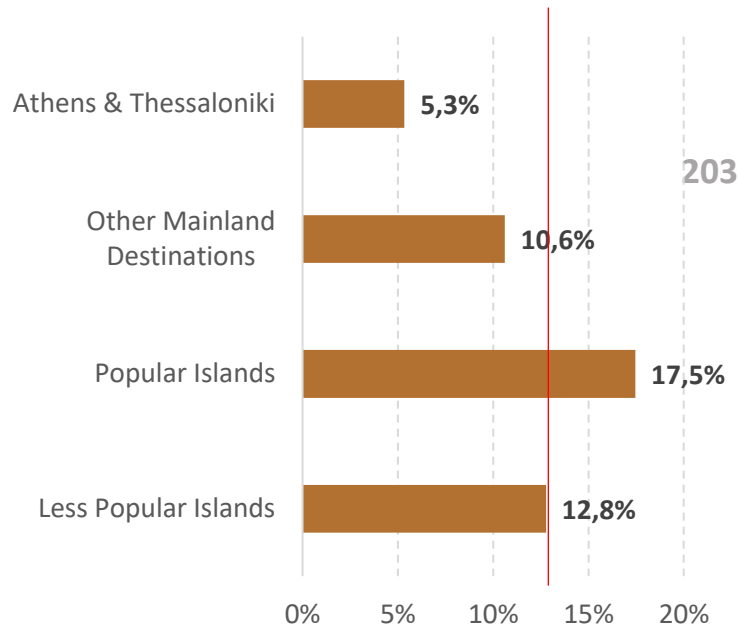


# Measurable benefits from implementing sustainability actions\*, based on location

*Promotes the relationships with the local community (AVG. 19,9%)*



*Increase hotel turnover (AVG. 13,5%)*



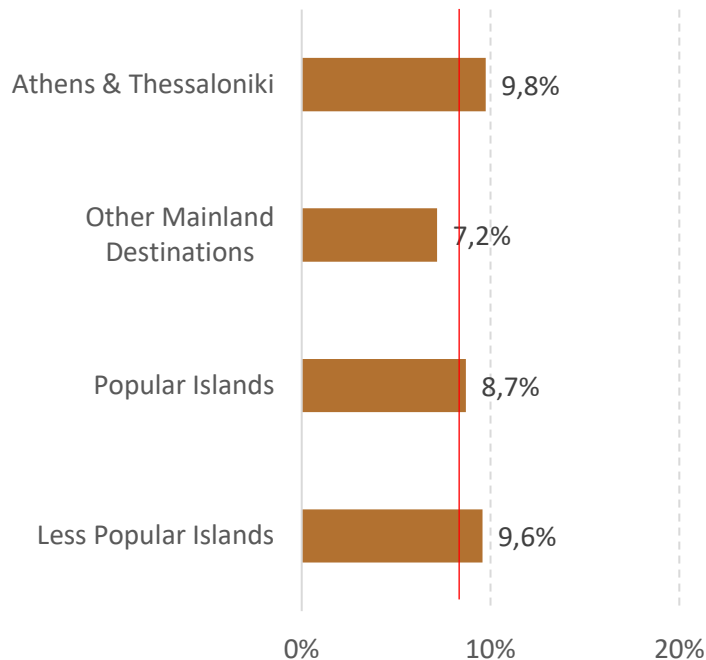
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\* Multiple choice questions.

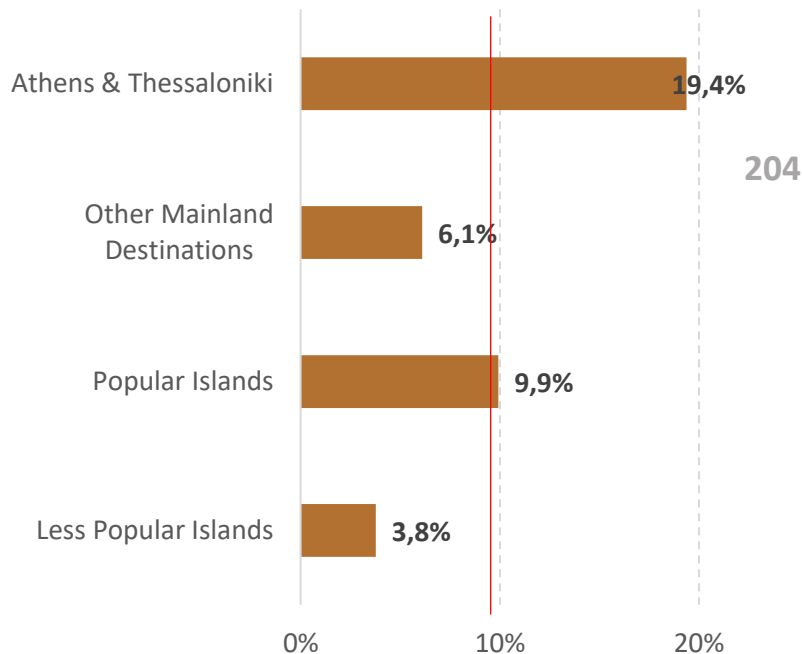


# Measurable benefits from implementing sustainability actions\*, based on location

*Gives access to new client markets*  
(AVG. 8,5%)



*Makes me a more attractive employer (AVG. 8,3%)*



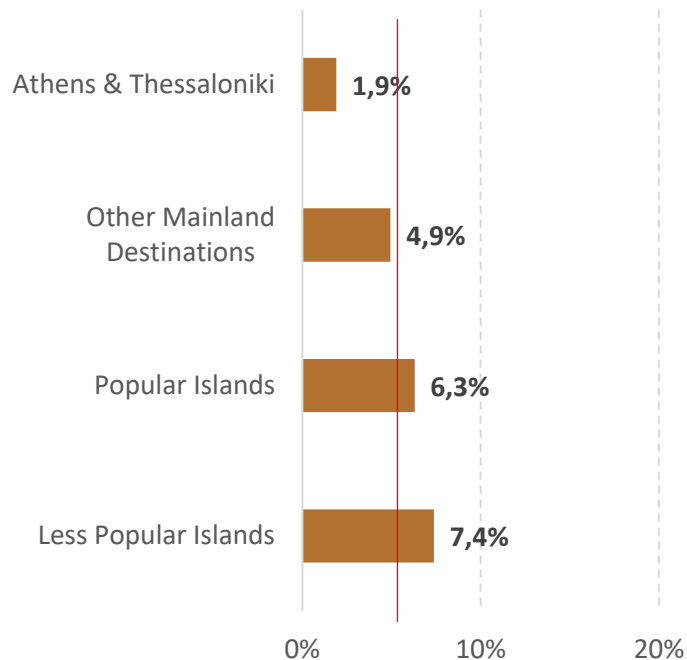
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\* Multiple choice questions.

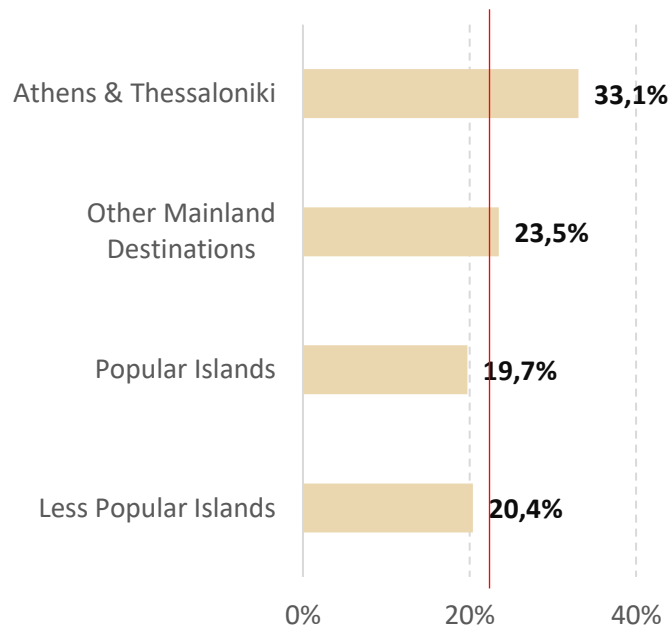


# Measurable benefits from implementing sustainability actions\*, based on location

*Attracts customers who are willing to pay extra premium for it (AVG. 5,7%)*



*I haven't seen any measurable benefits (AVG. 22,0%)*



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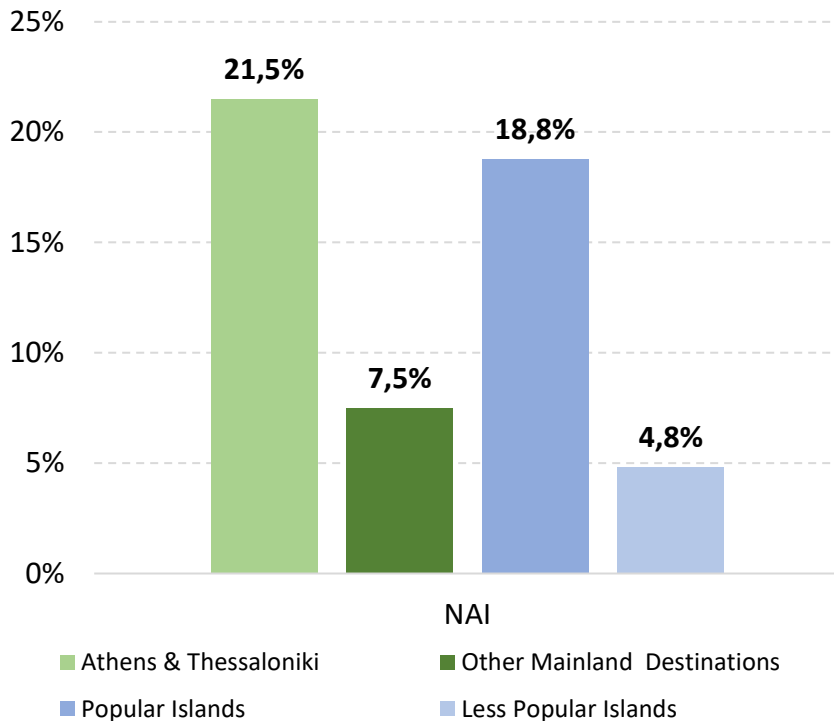
\* Multiple choice questions.

## Possession of Certification regarding Environment–Energy–Sustainability

*Based on Location*



# Possession of Certification regarding Environment–Energy–Sustainability, based on location



**9.8%** of mainland hotels and **14.2%** on islands have some sort of sustainability certification. Hotels in Athens and Thessaloniki and on the popular islands have clearly higher percentages than those on the rest of the mainland destinations and on the less popular islands

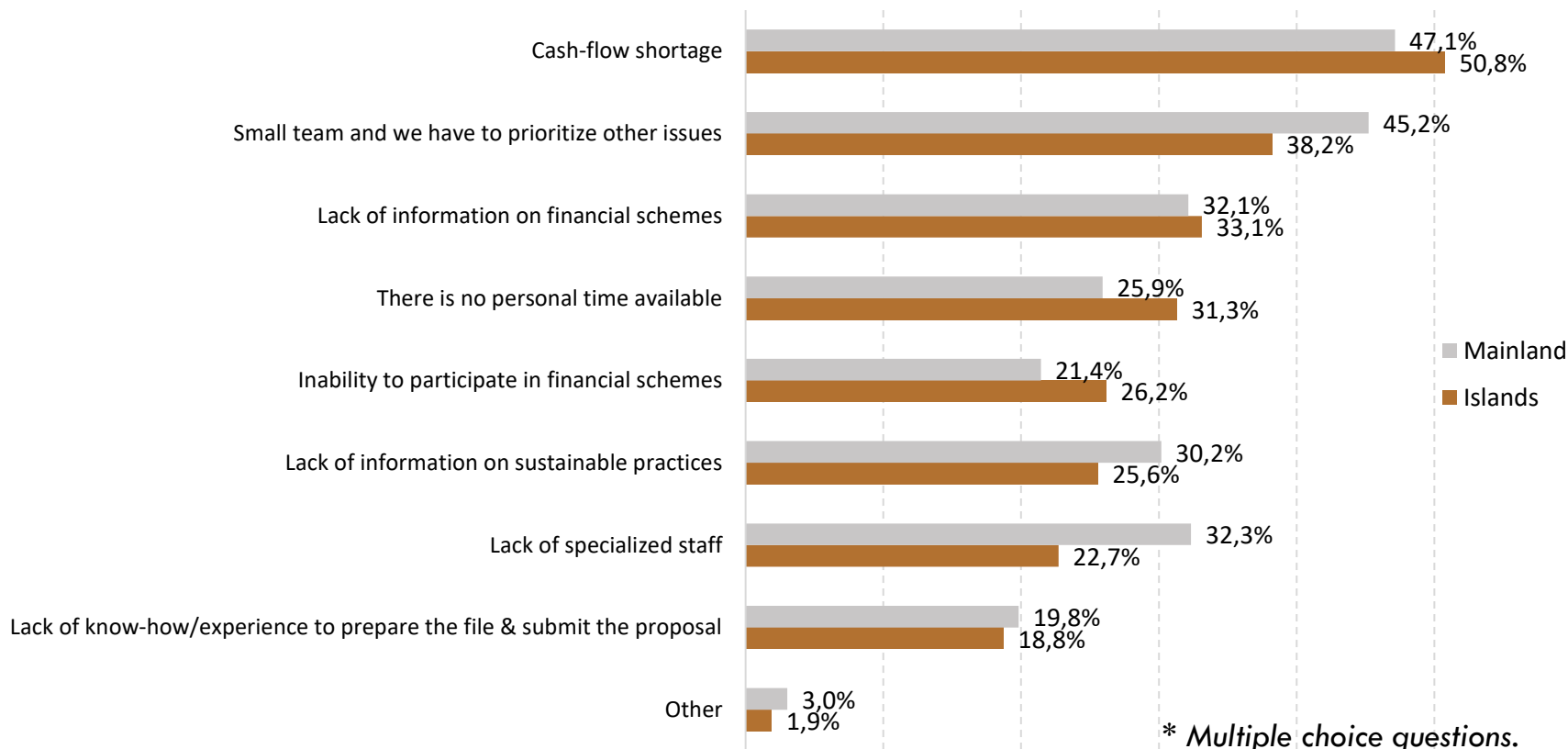
## Implementation of sustainable practices: Barriers and need for facilitation

*based on Location*





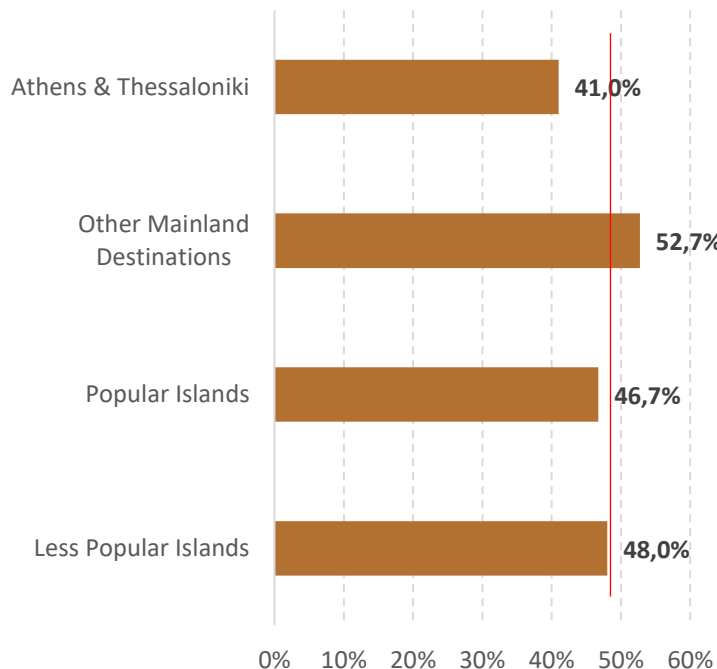
## Barriers to implementing Sustainability Practices\*, based on location



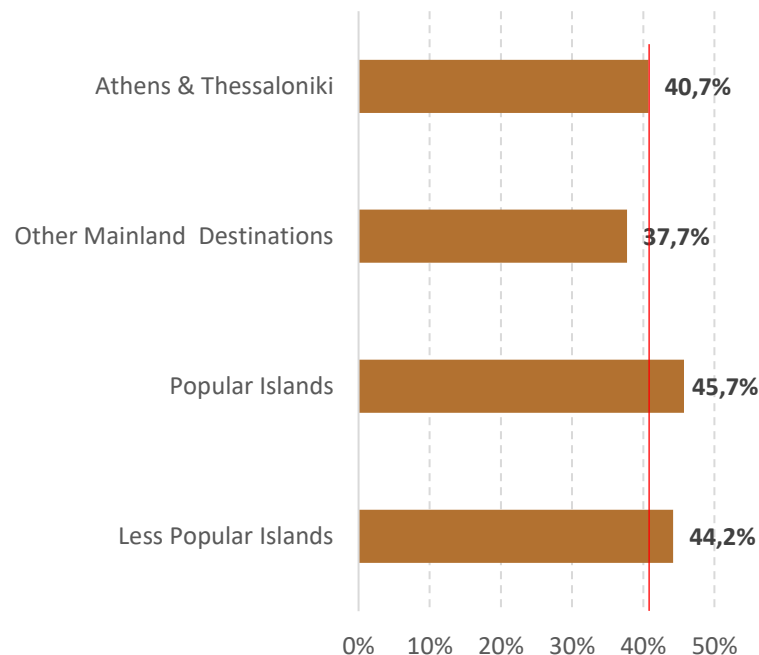


# Barriers to implementing Sustainability Practices\*, based on location

*Cash-flow shortage (AVG. 48,7%)*



*Small team and we have to prioritize other issues (AVG. 42,2%)*



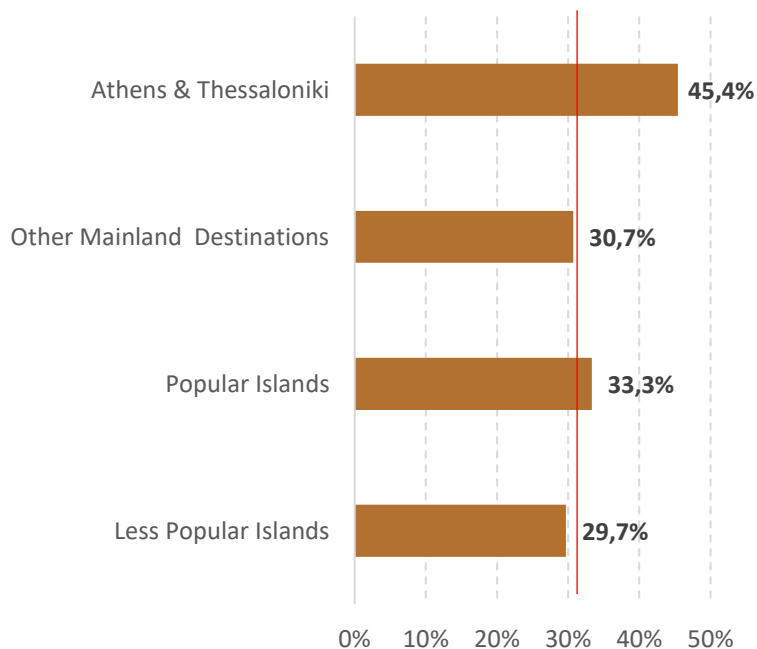
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\* Multiple choice questions.

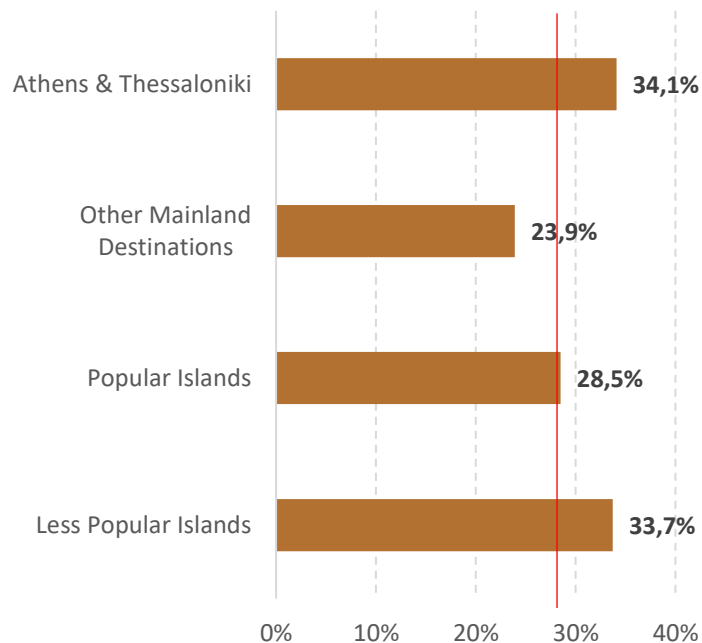


## Barriers to implementing Sustainability Practices\*, based on location

*Lack of information on financial schemes*  
(AVG. 32,6%)



*Lack of information on sustainable practices*  
(AVG. 28,2%)



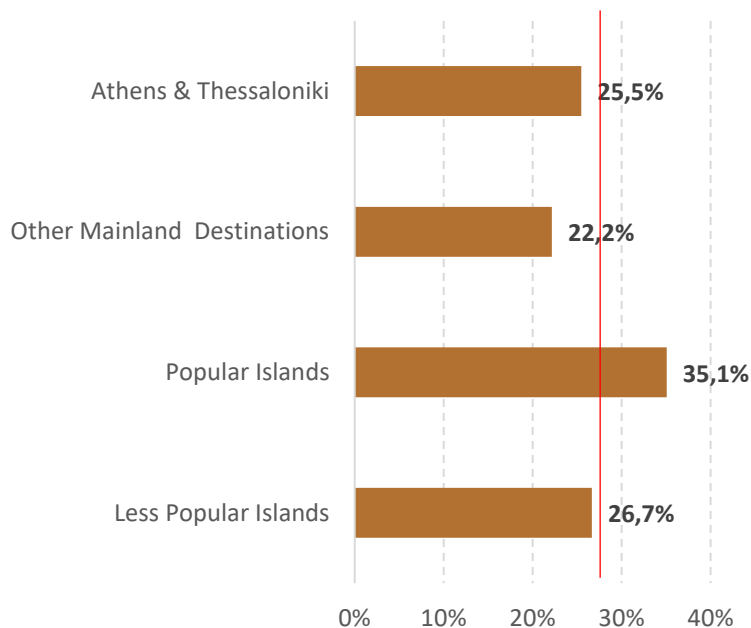
211

\* Multiple choice questions.

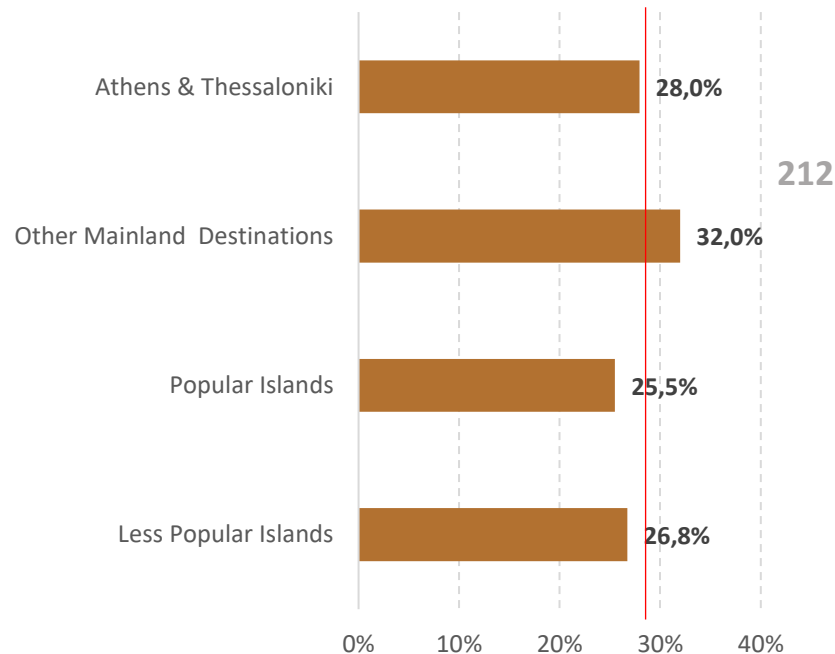


# Barriers to implementing Sustainability Practices\*, based on location

*Lack of specialized staff (AVG. 28,2%)*



*There is no personal time available (AVG. 28,2%)*



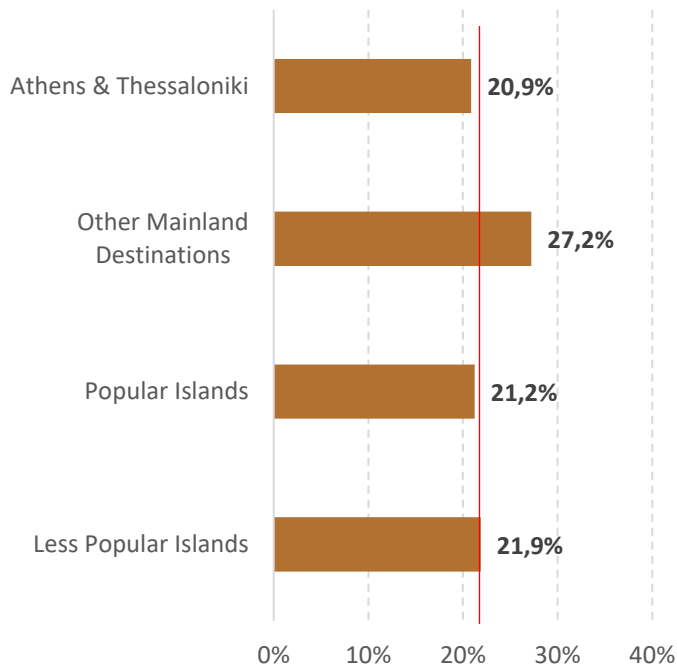
212

\* Multiple choice questions.

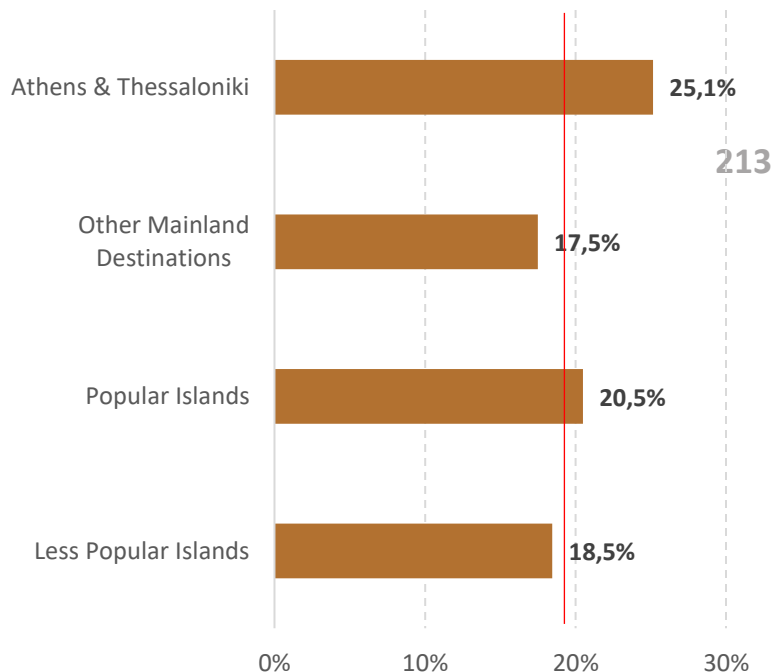


## Barriers to implementing Sustainability Practices\*, based on location

*Inability to participate in financial schemes  
(AVG. 23,5%)*



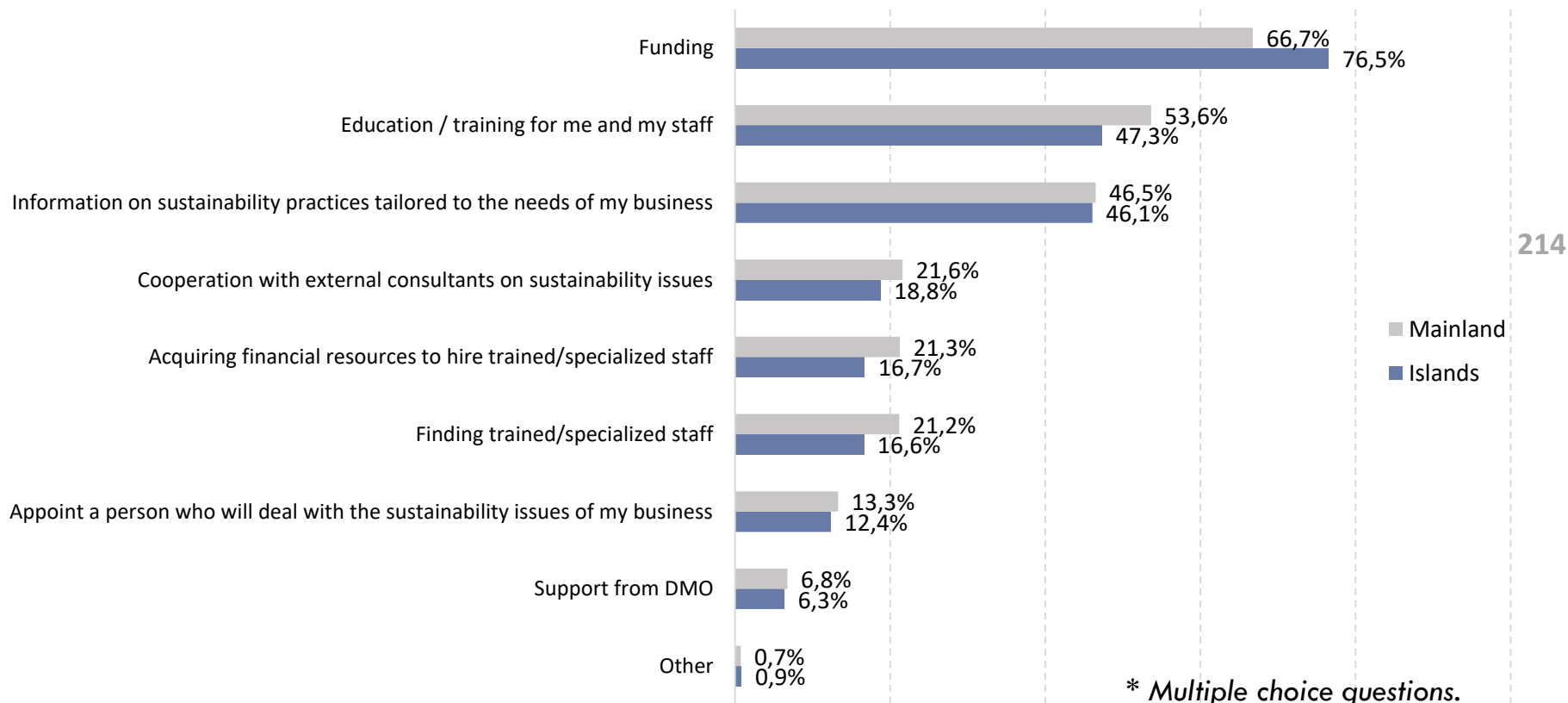
*Lack of know-how/experience to prepare the  
file & submit the proposal (AVG. 19,4%)*



\* Multiple choice questions.



# Facilitations for implementation or expansion of Sustainability Practices in the hotel\*, by category

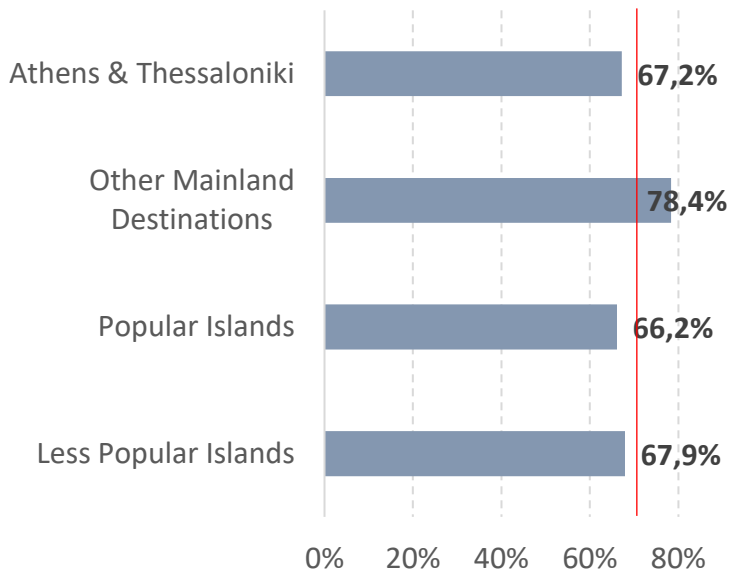


\* Multiple choice questions.

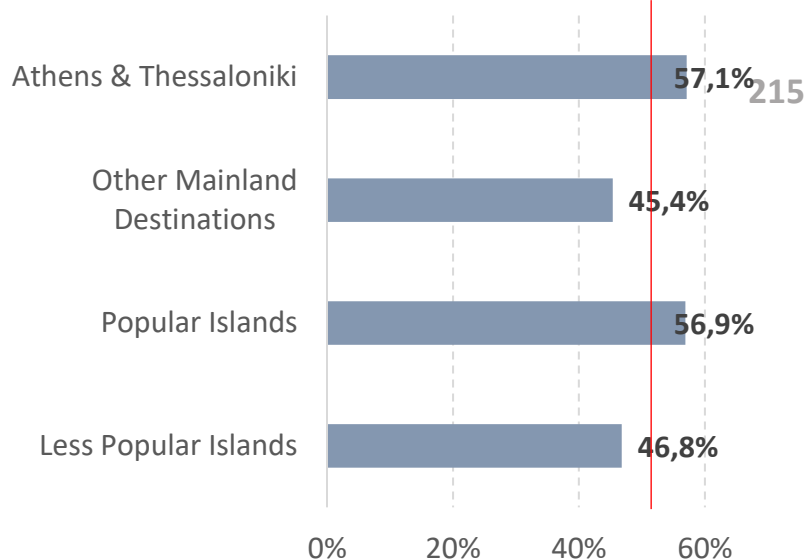


# Facilitations for implementation or expansion of Sustainability Practices in the hotel\*, based on location

## Funding (AVG. 71,0%)



## Education / training for me and my staff (AVG. 50,9%)

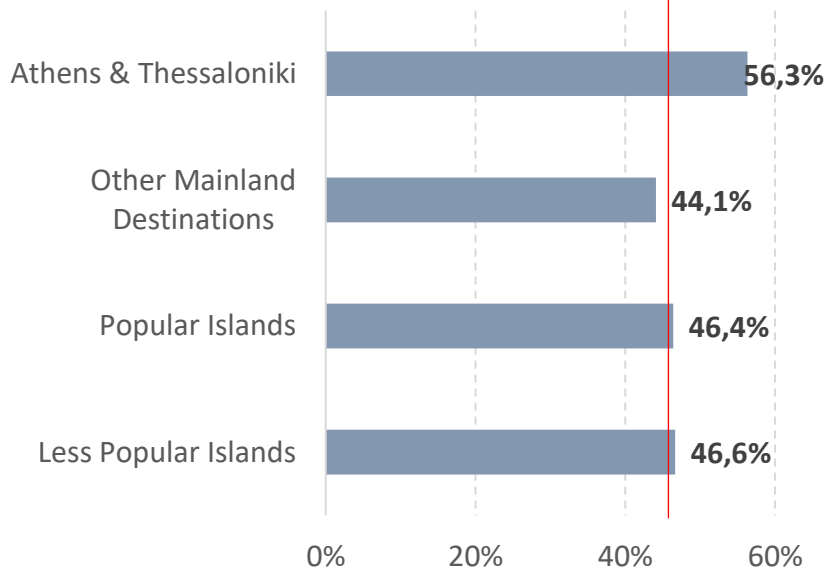


\* Multiple choice questions.

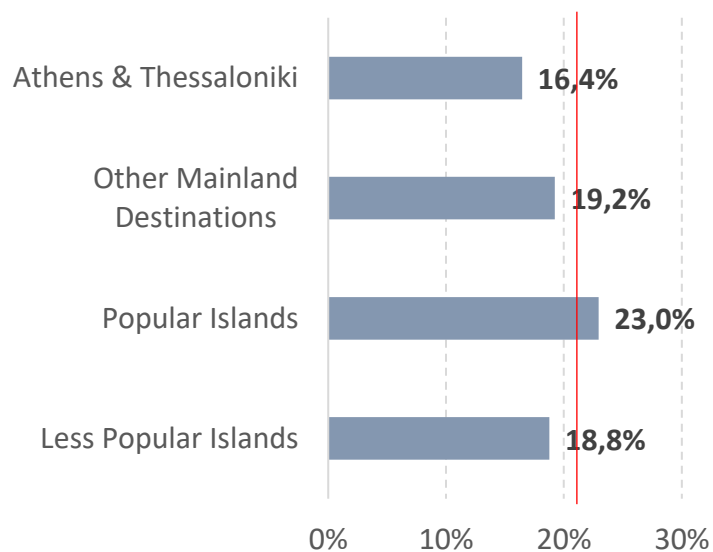


# Facilitations for implementation or expansion of Sustainability Practices in the hotel\*, based on location

*Information on sustainability practices  
tailored to the needs of my business  
(AVG. 46,3%)*



*Cooperation with external consultants on  
sustainability issues (AVG. 20,4%)*



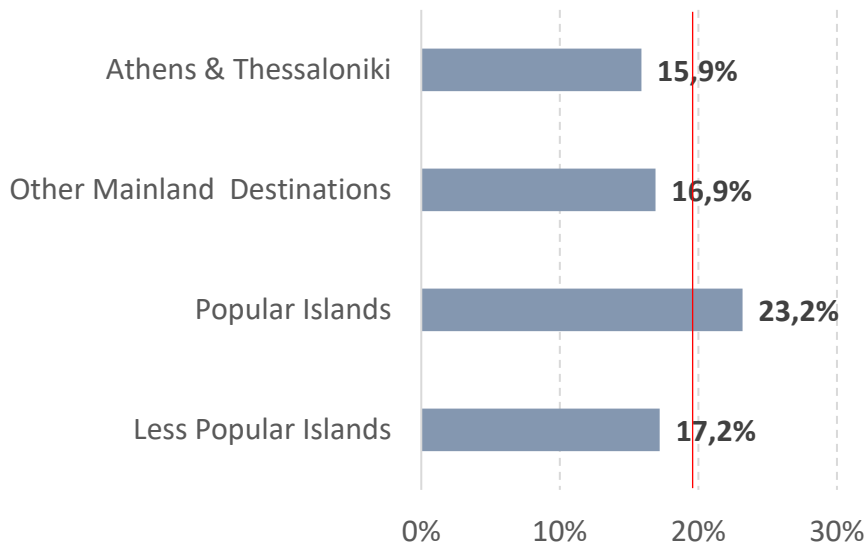
216



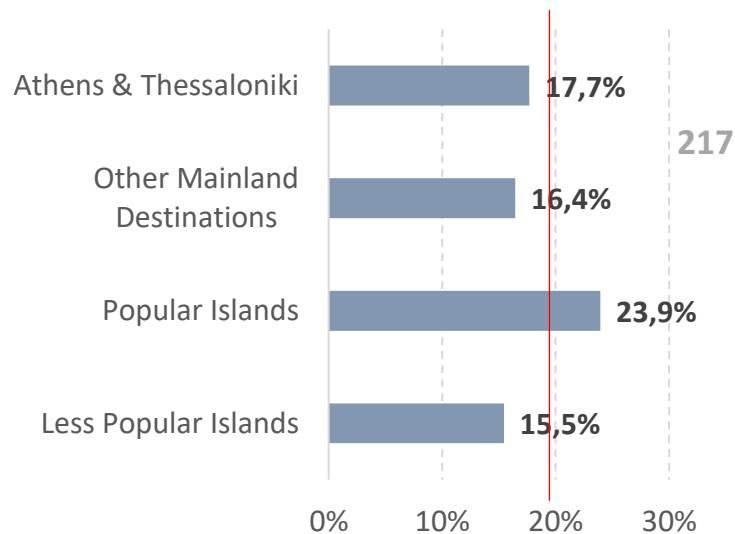


# Facilitations for implementation or expansion of Sustainability Practices in the hotel\*, based on location

*Acquiring financial resources to hire trained/specialized staff (AVG. 19,3%)*



*Finding trained/specialized staff (AVG. 19,2%)*



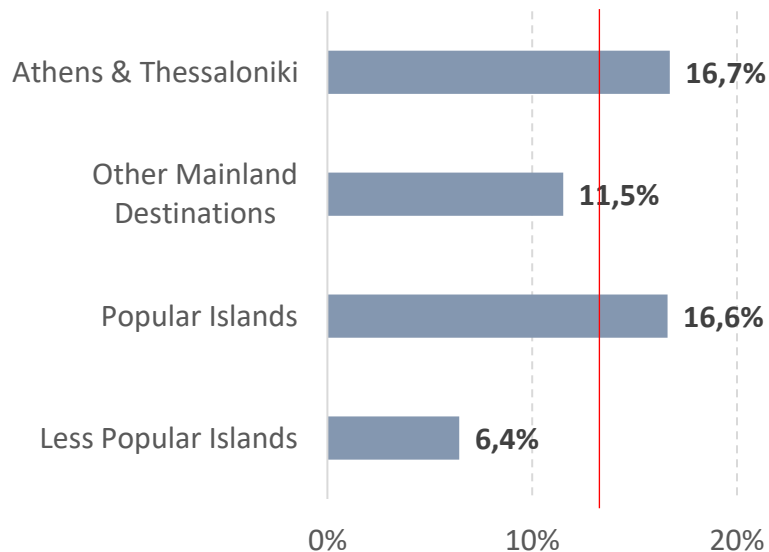
217

\* Multiple choice questions.

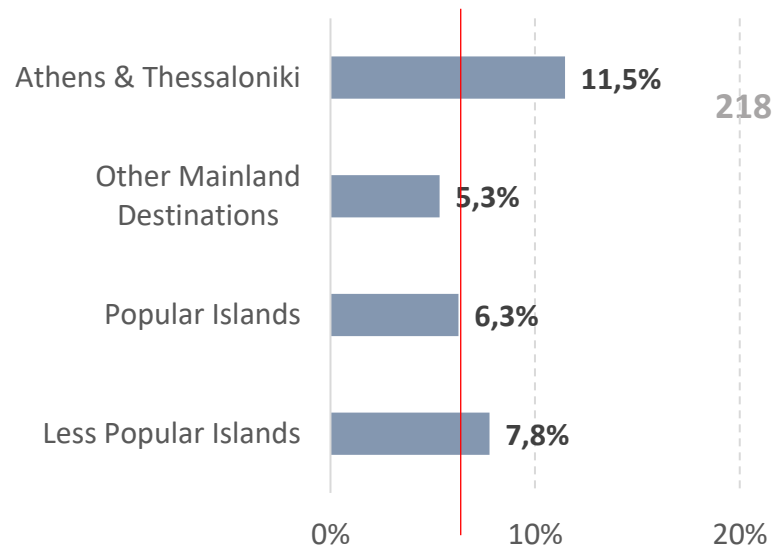


# Facilitations for implementation or expansion of Sustainability Practices in the hotel\*, based on location

*Appoint a person who will deal with the sustainability issues of my business*  
(AVG. 12,9%)



*Support from DMO (AVG. 6,6%)*



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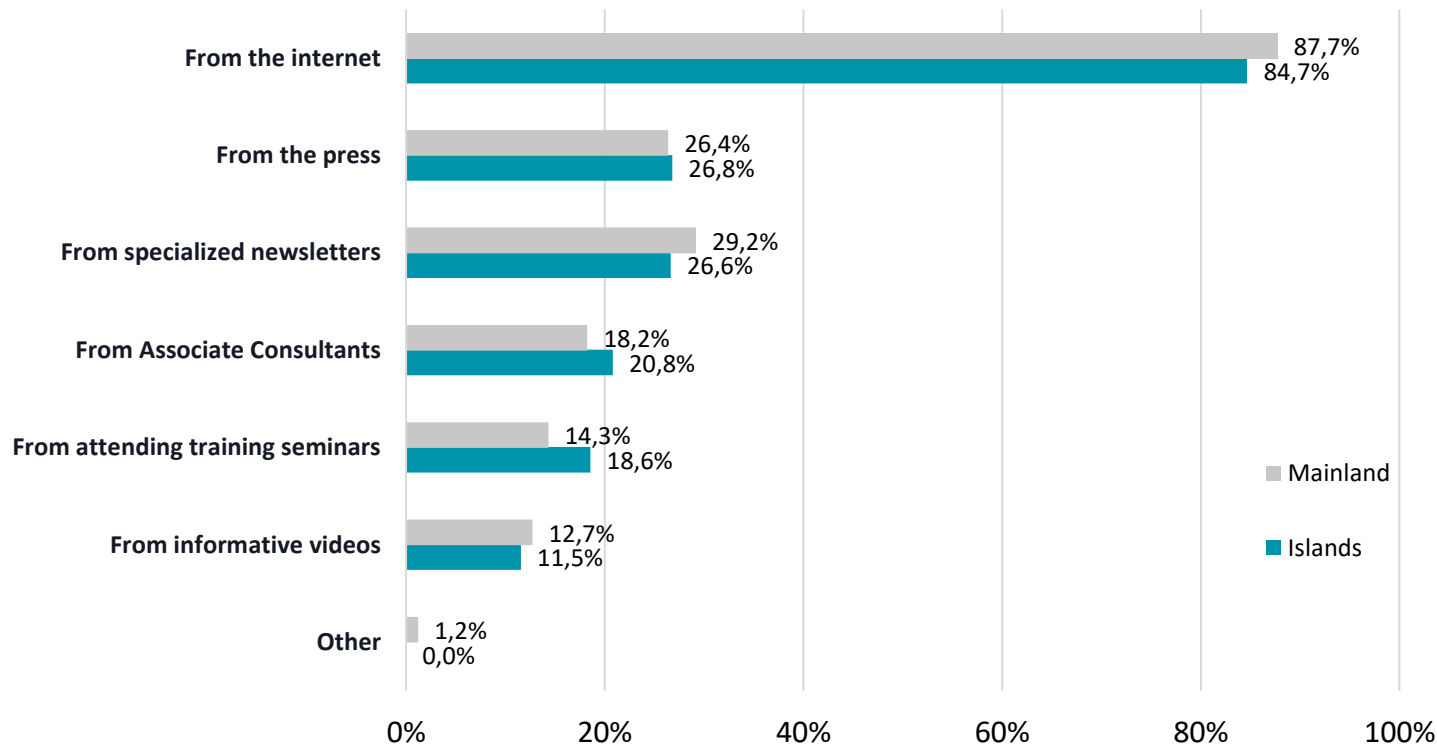
\* Multiple choice questions.

## Sources of information on current developments regarding sustainability practices in the hospitality industry

*based on Location*



# Sources of information on current developments regarding sustainability practices in the hospitality industry\*, based on location



\* Multiple choice questions.



**Assessment of knowledge on  
sustainability issues**

221



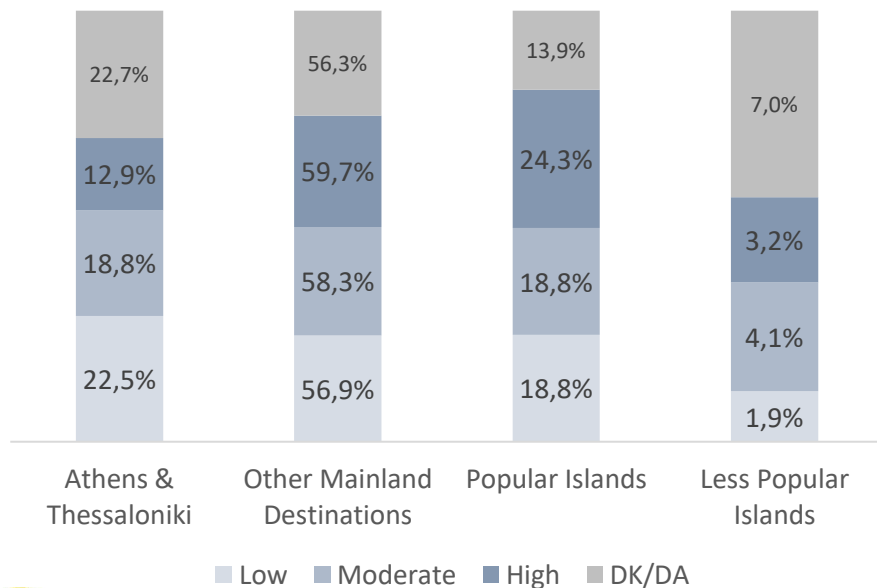
**Knowledge of the educational program  
“Grow Greece with Google”**

*based on Location*

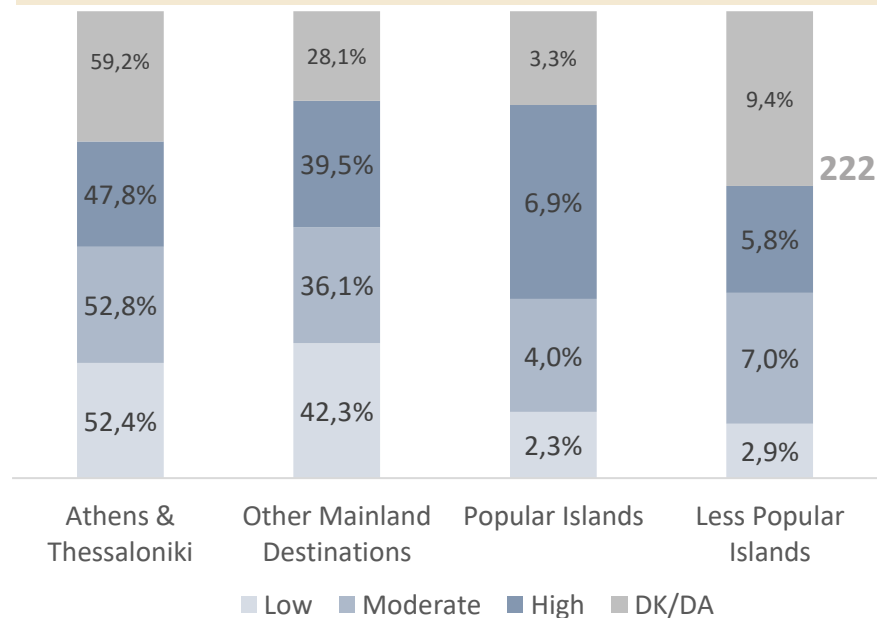


# Assessment of knowledge on sustainability issues, based on location

Self-assessment of hoteliers GENERALLY on environmental sustainability issues.

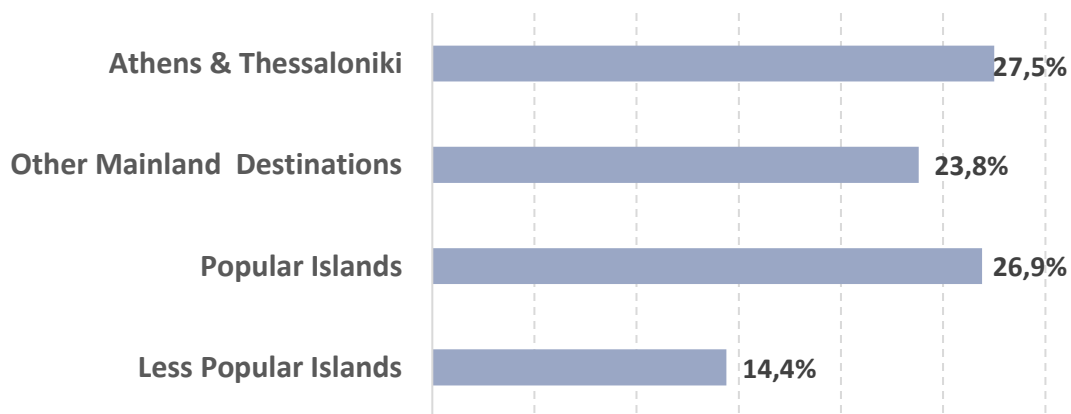
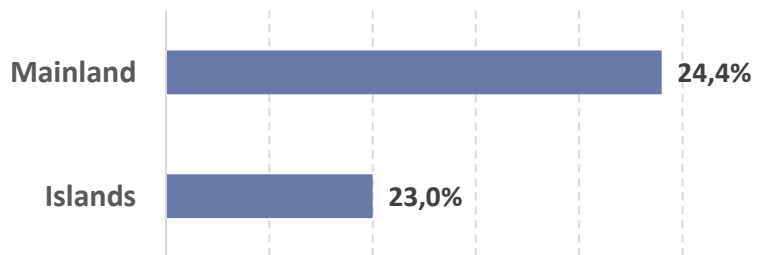


Evaluation of the level of knowledge of the Staff regarding the implementation of sustainability good practices in the hotel



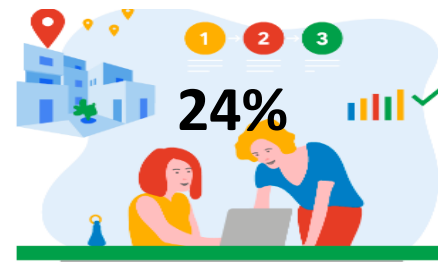


## "Grow Greece with Google", based on location



There is no significant difference between hotels on mainland and on islands in their knowledge of the free training program "Grow Greece with Google". However, a significant difference is observed between the hotels on islands with almost **27%** of the popular islands stating that they are aware of the specific program. The ratio for the hotels on less popular is **14.2%**.

223



Grow with Google

06

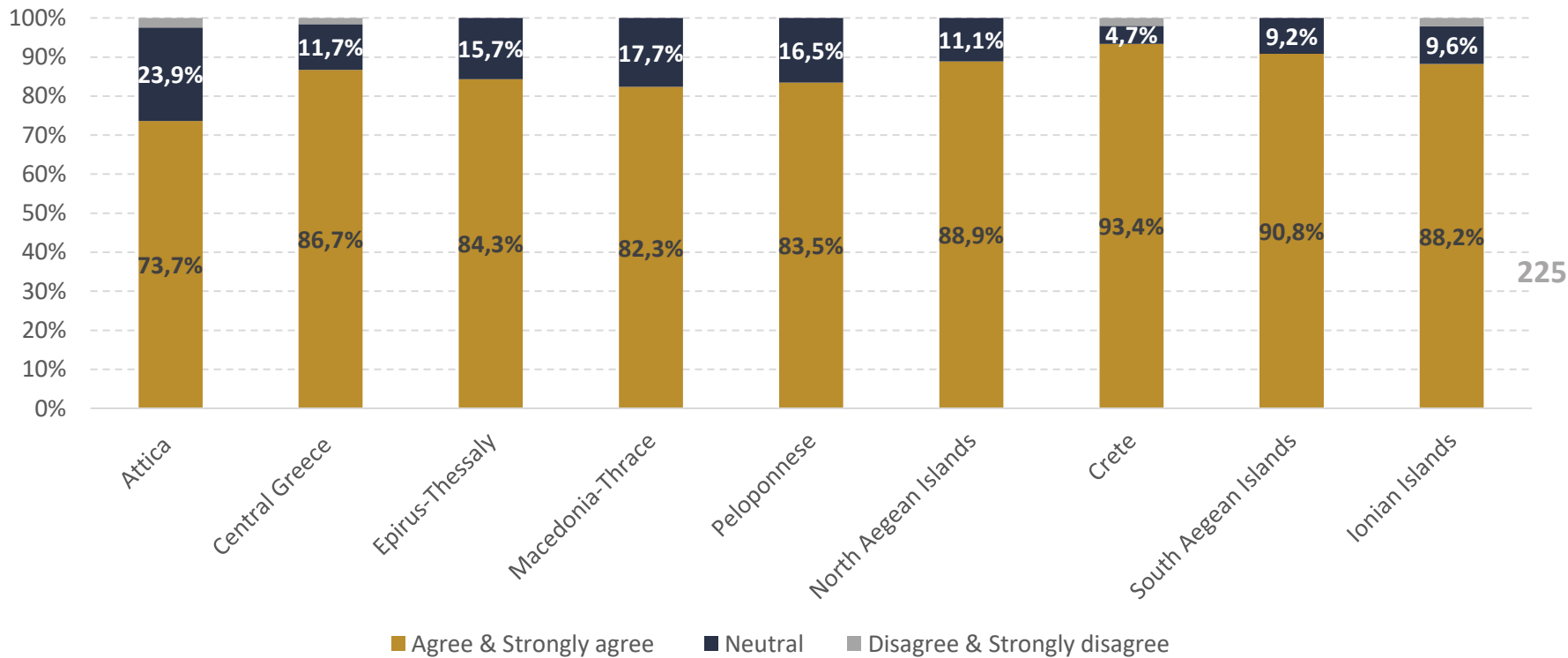
## Regional Analysis

224





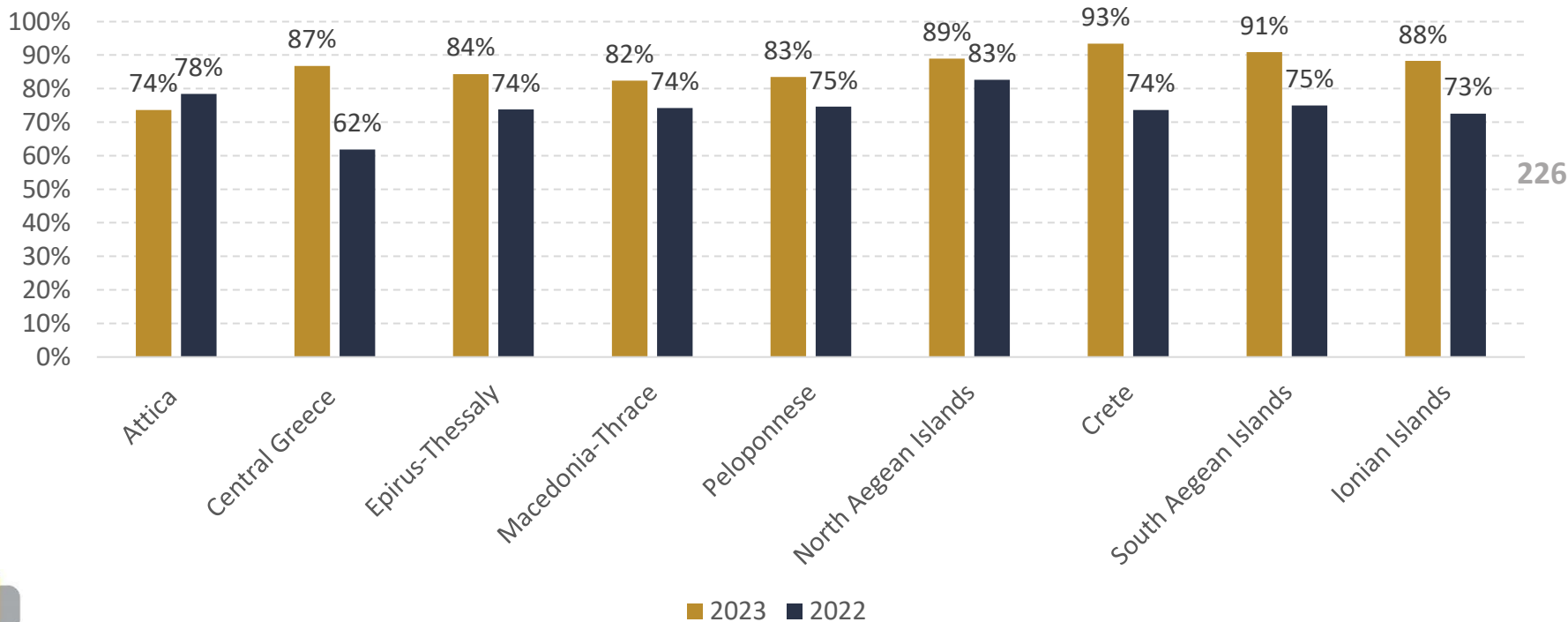
# Importance of sustainability practices for the hotel operation 2023, by region





# Importance of sustainability practices for the hotel operation, by region, 2023 vs 2022

"Agree & Strongly Agree"



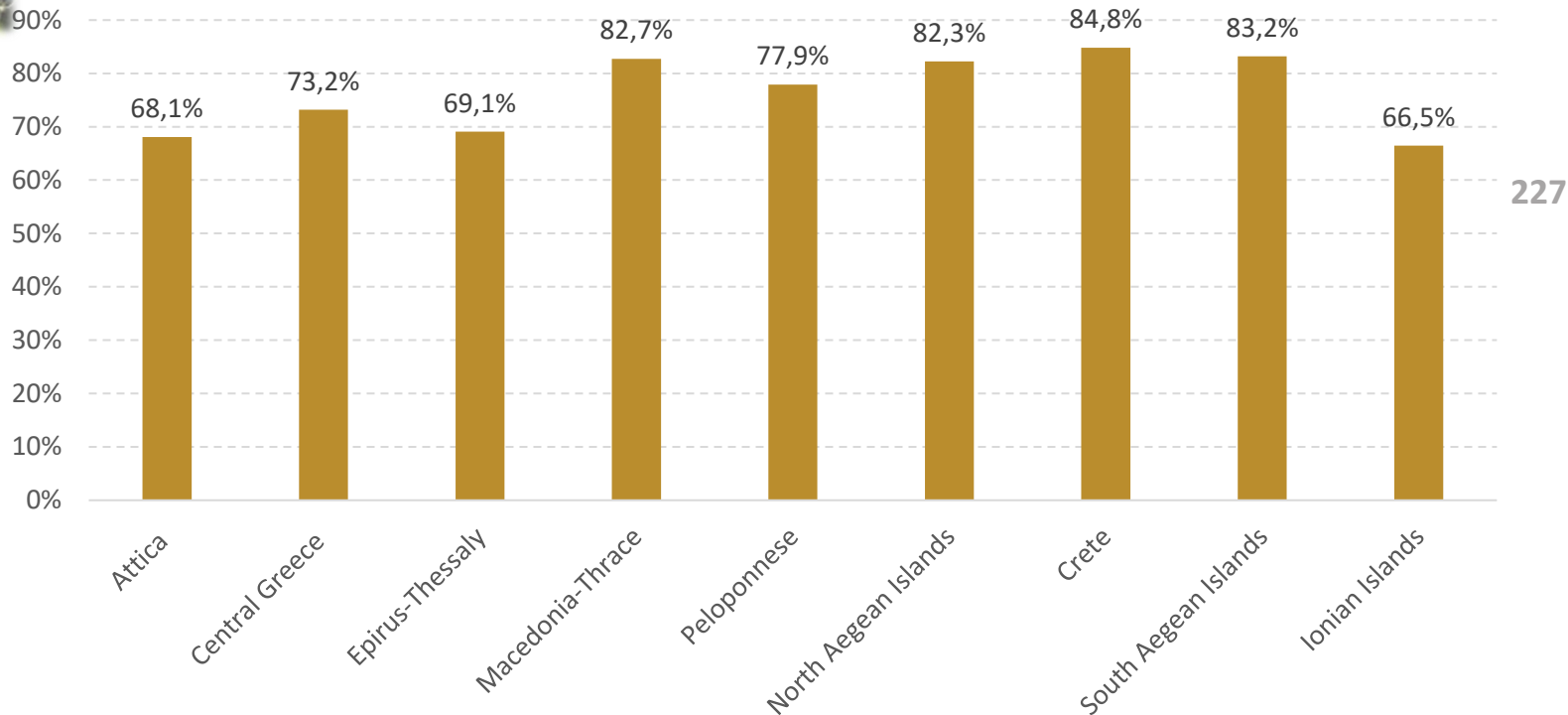


# Hotels that have or plan to implement sustainability practices, by region



**78%**

of hotels that have or intend to implement sustainable practices



# Main reason for adopting sustainability practices

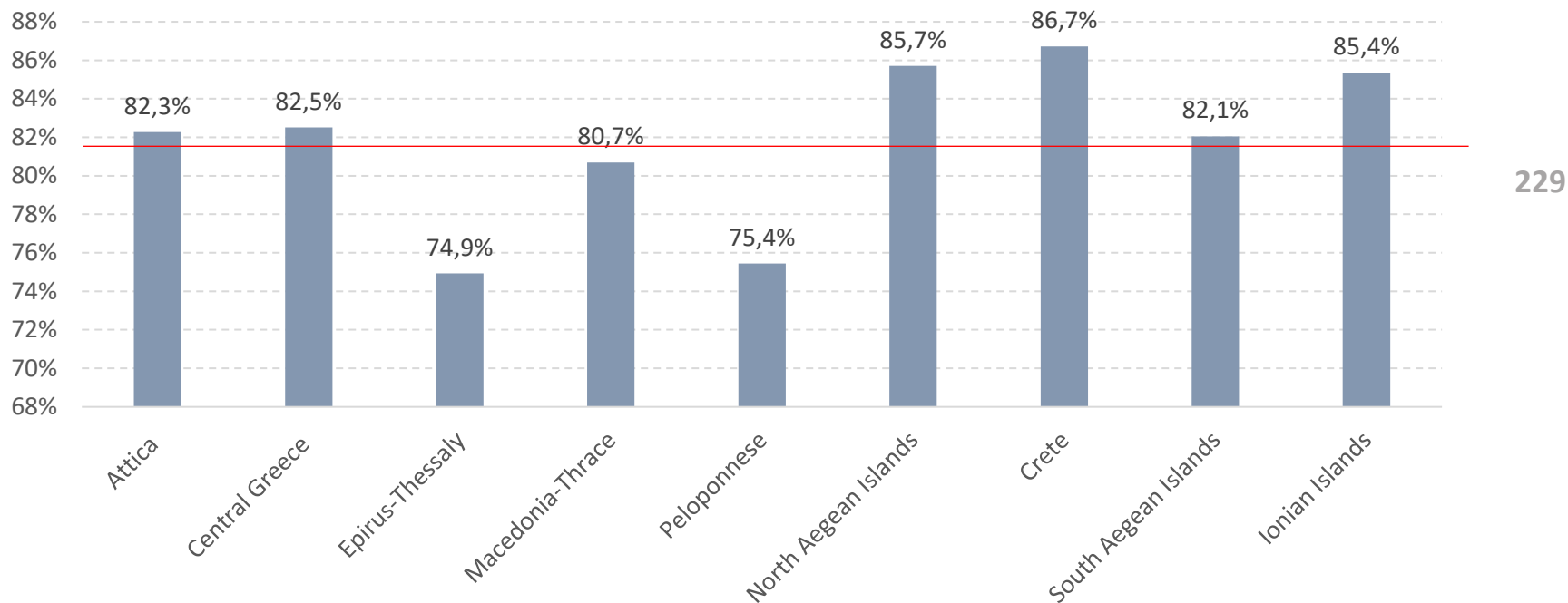
228

*by Region*



## Main reason for adopting sustainability practices \*, by region (It refers to 78% of the respondents)

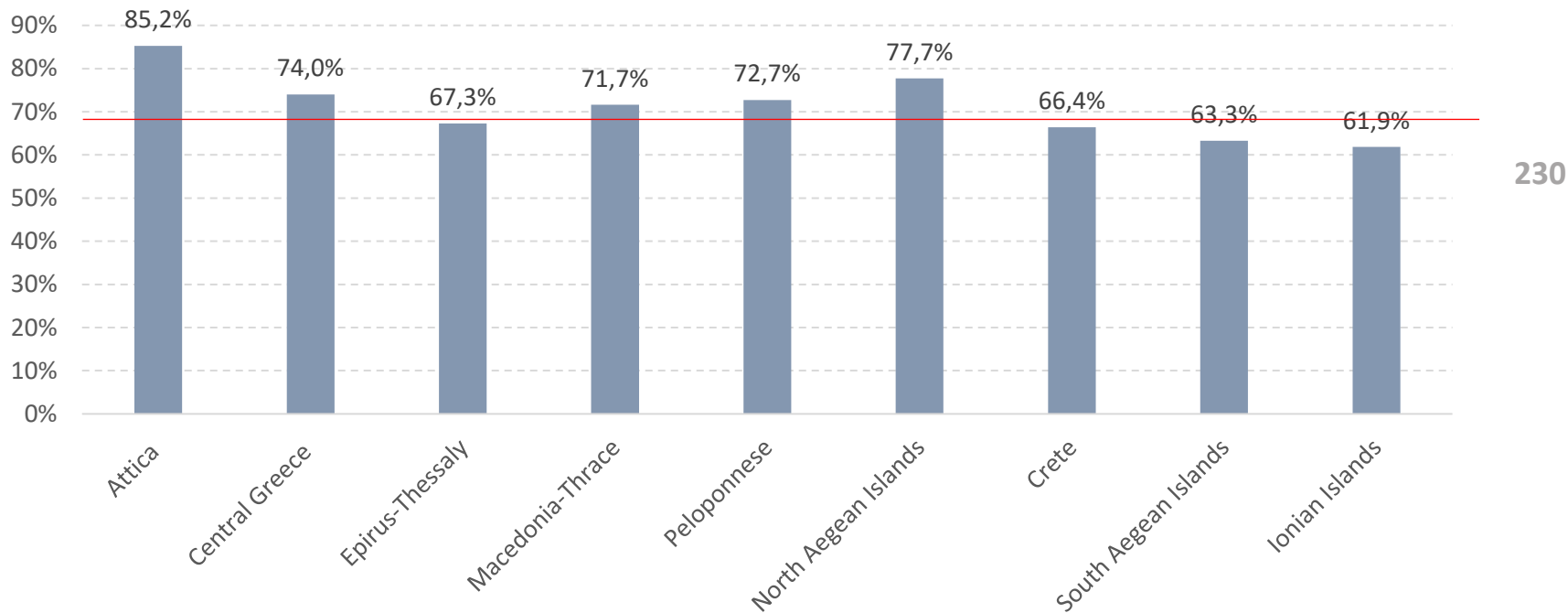
*It is my personal belief that we all must protect the planet (AVG. 81,9%)*





## Main reason for adopting sustainability practices \*, by region (It refers to 78% of the respondents)

*They help sparing money (AVG. 68,7%)*

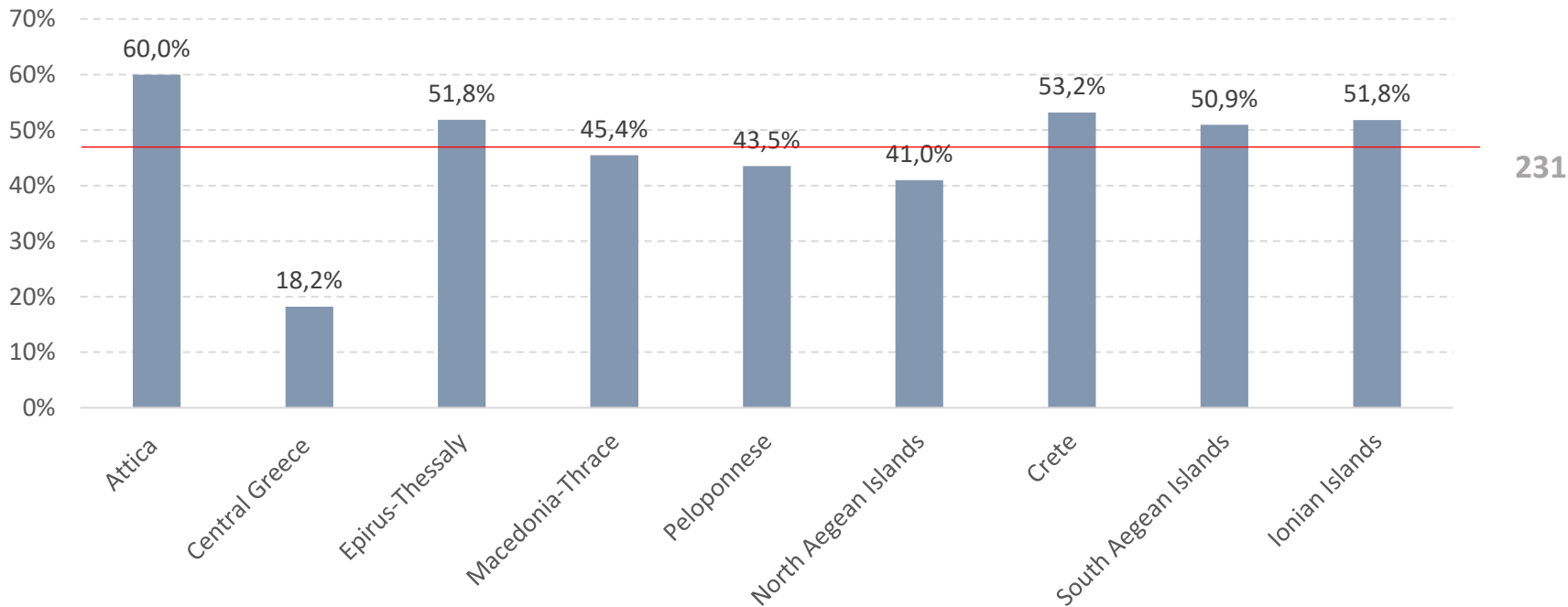


230



# Main reason for adopting sustainability practices \*, by region (It refers to 78% of the respondents)

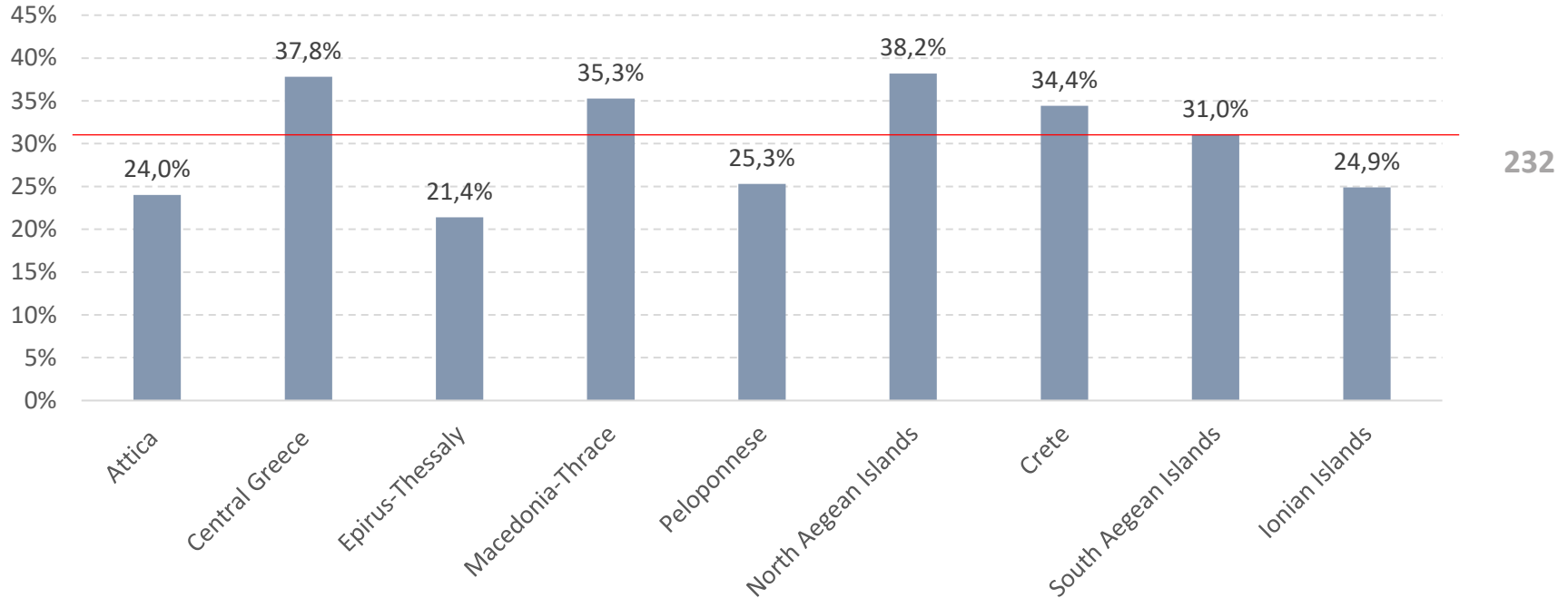
*My clients are interested (AVG. 47,5%)*





# Main reason for adopting sustainability practices \*, by region (It refers to 78% of the respondents)

*I do not want to fall behind (AVG. 31,0%)*

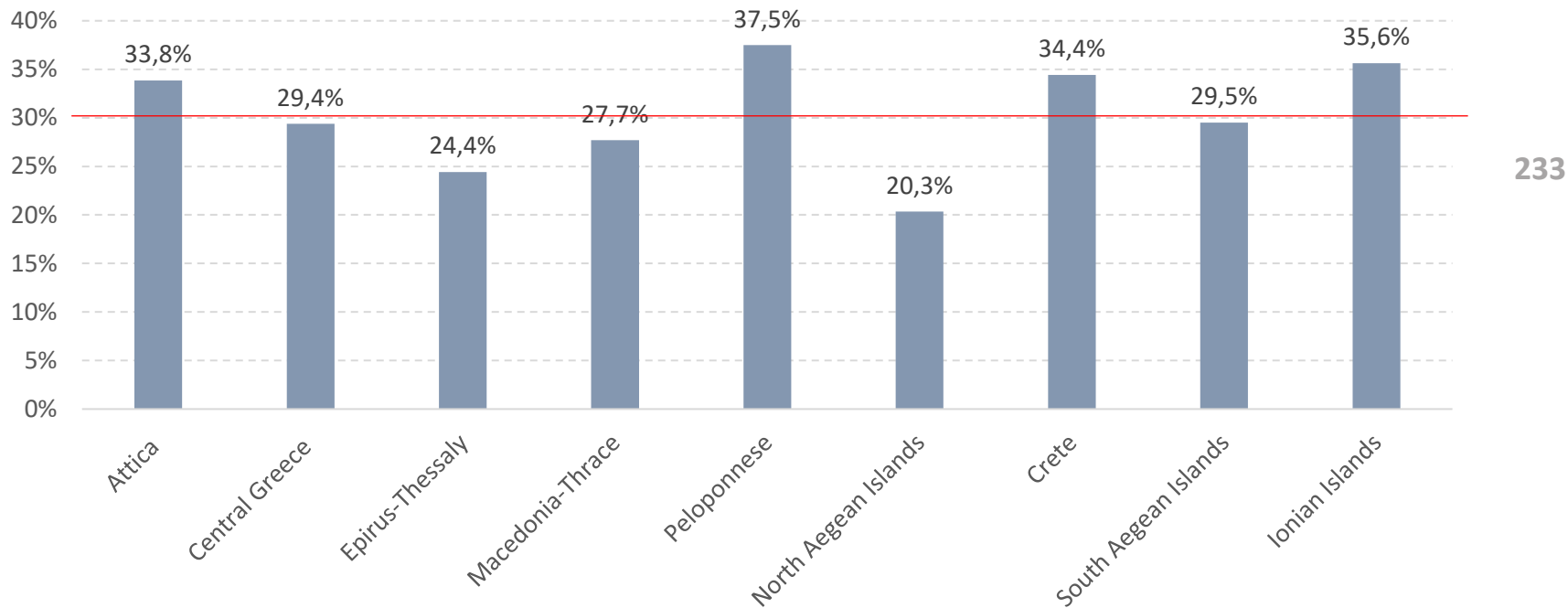






## Main reason for adopting sustainability practices \*, by region (It refers to 78% of the respondents)

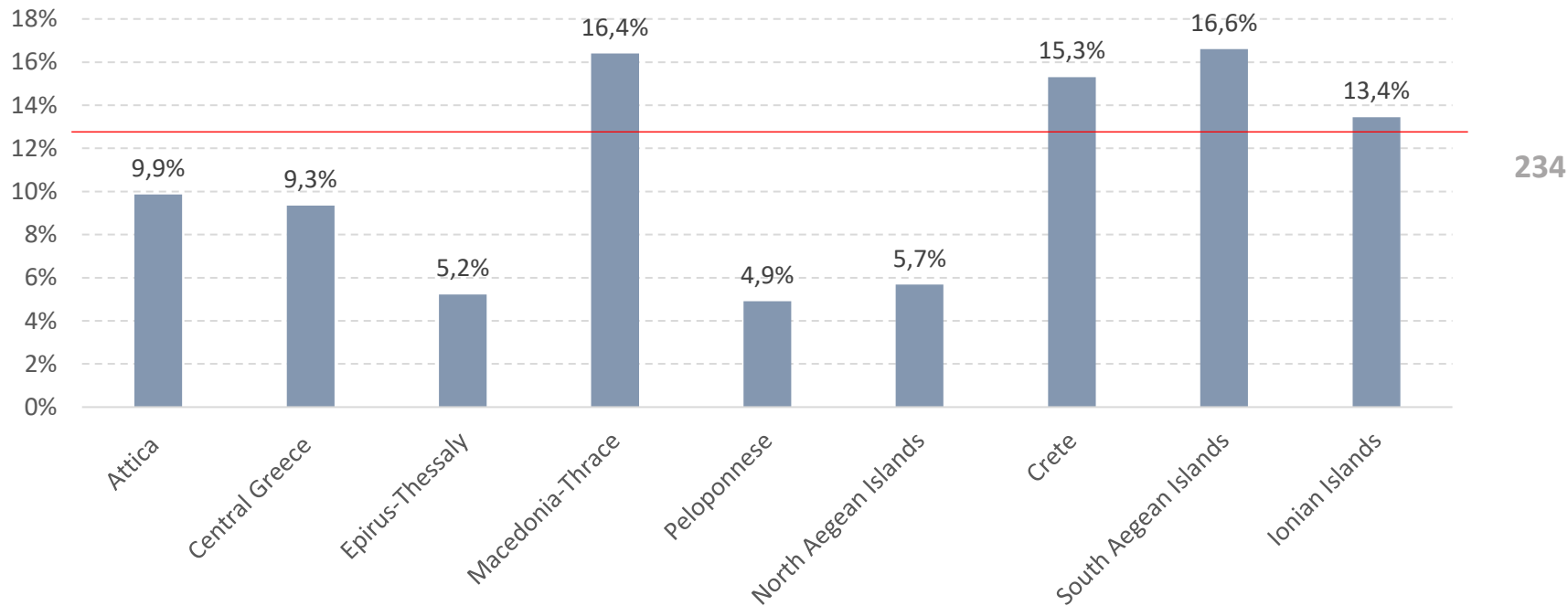
*They make the difference in the market and I can communicate it through several channels  
(AVG. 30,6%)*





## Main reason for adopting sustainability practices \*, by region (It refers to 78% of the respondents)

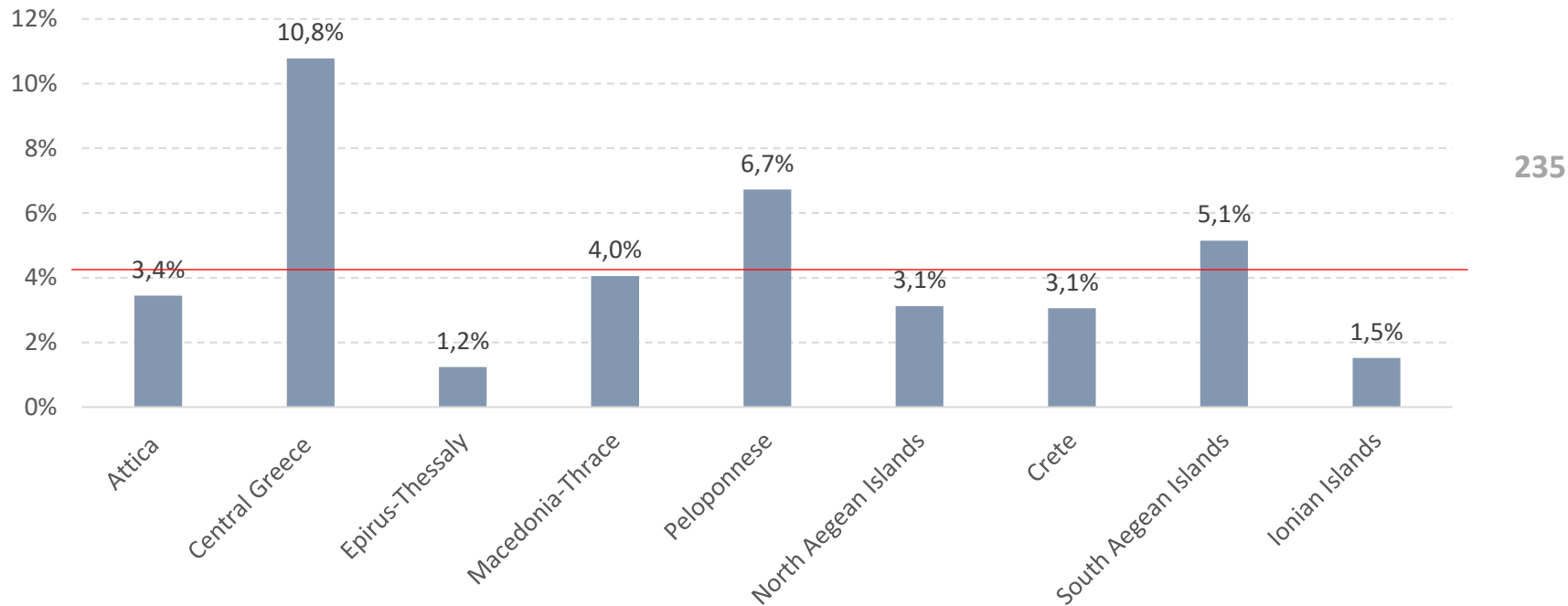
*It is mandatory by the law (AVG. 12,8%)*





## Main reason for adopting sustainability practices \*, by region (It refers to 78% of the respondents)

*I can charge an extra premium (AVG. 4,3%)*



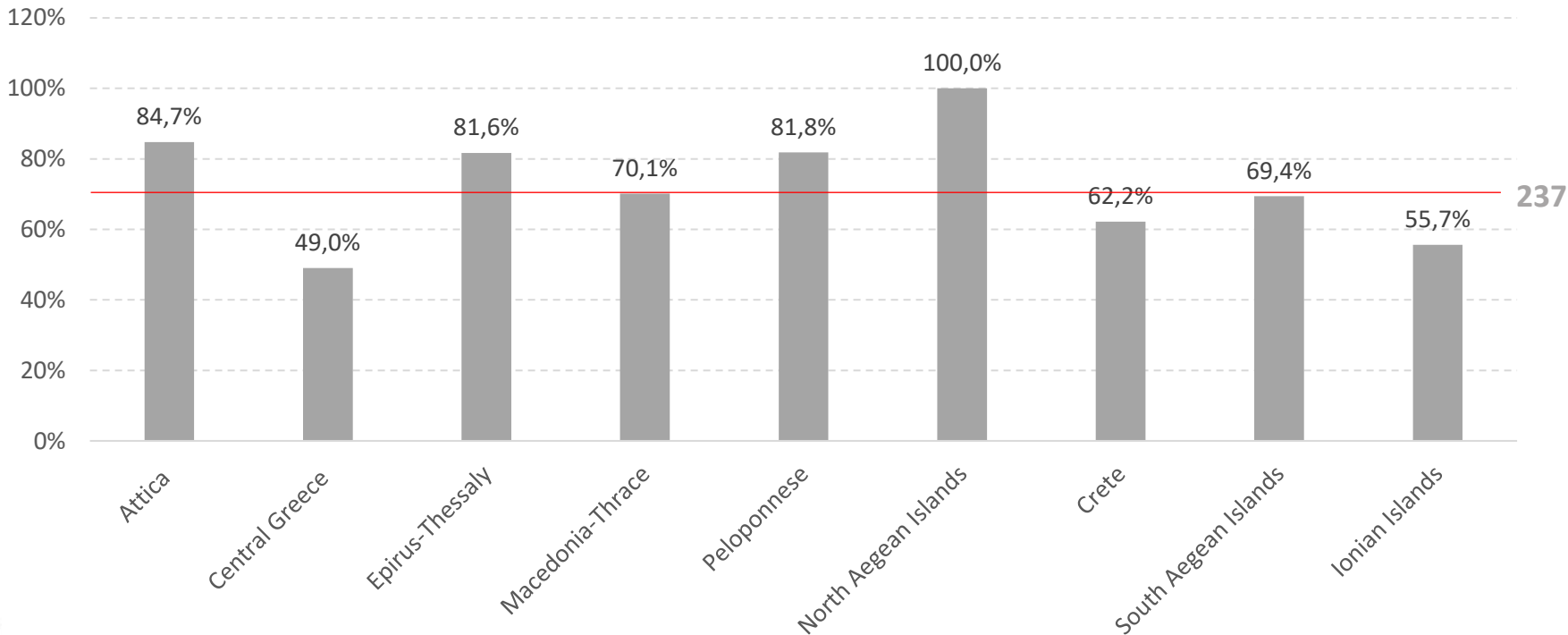
## Main reason for NOT adopting sustainability practices

*by Region*



# Main reason for NOT adopting sustainability practices \*, by region (It refers to 22% of the respondents)

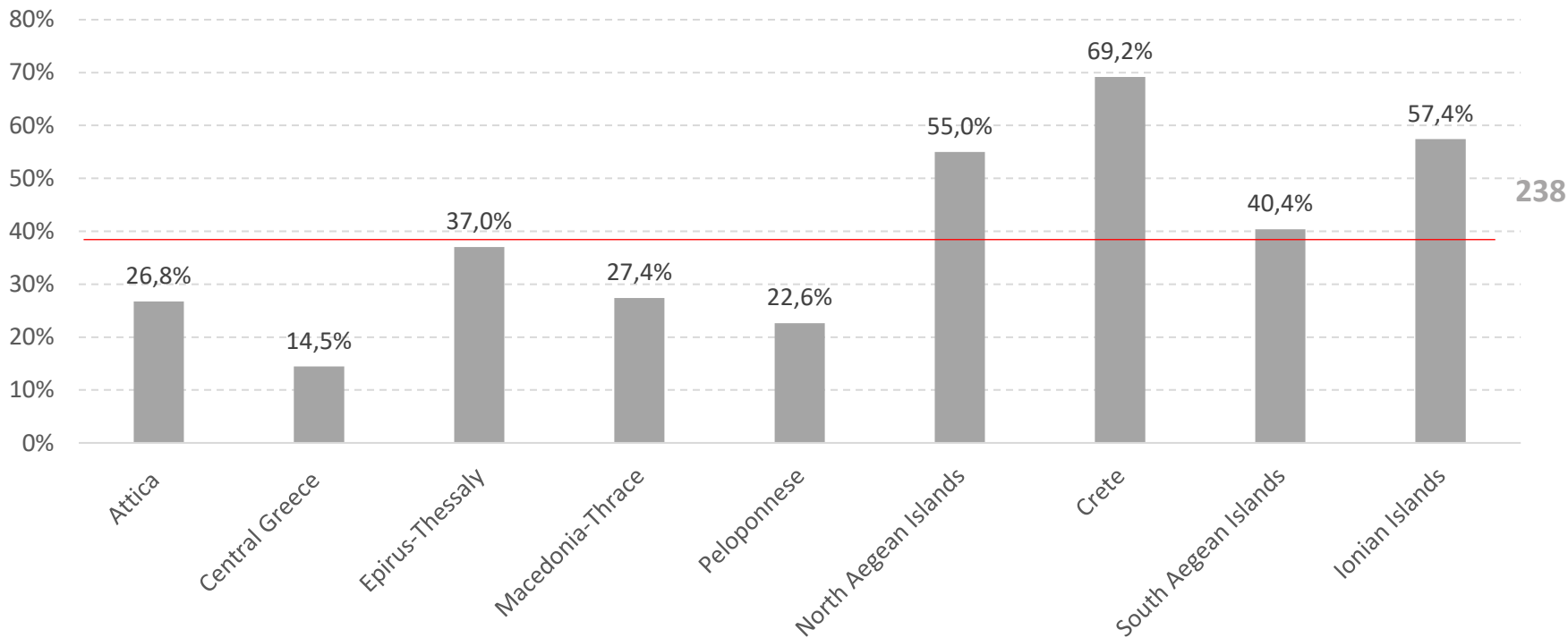
*I do not have the money to materialize such an investment (AVG. 69,5%)*





## Main reason for NOT adopting sustainability practices \*, by region (It refers to 22% of the respondents)

*I do not have properly educated/specialized people to materialize such an investment (AVG. 39,5%)*

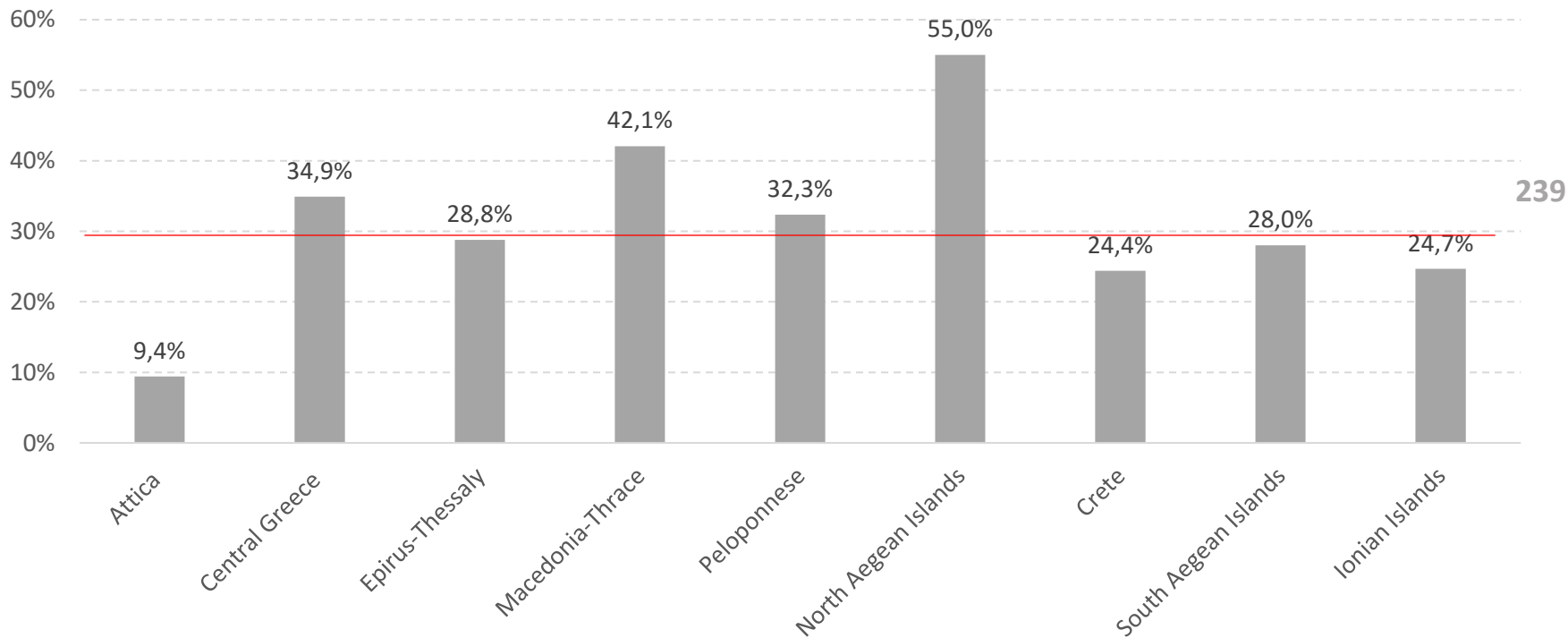


\* Multiple choice questions.



## Main reason for NOT adopting sustainability practices \*, by region (It refers to 22% of the respondents)

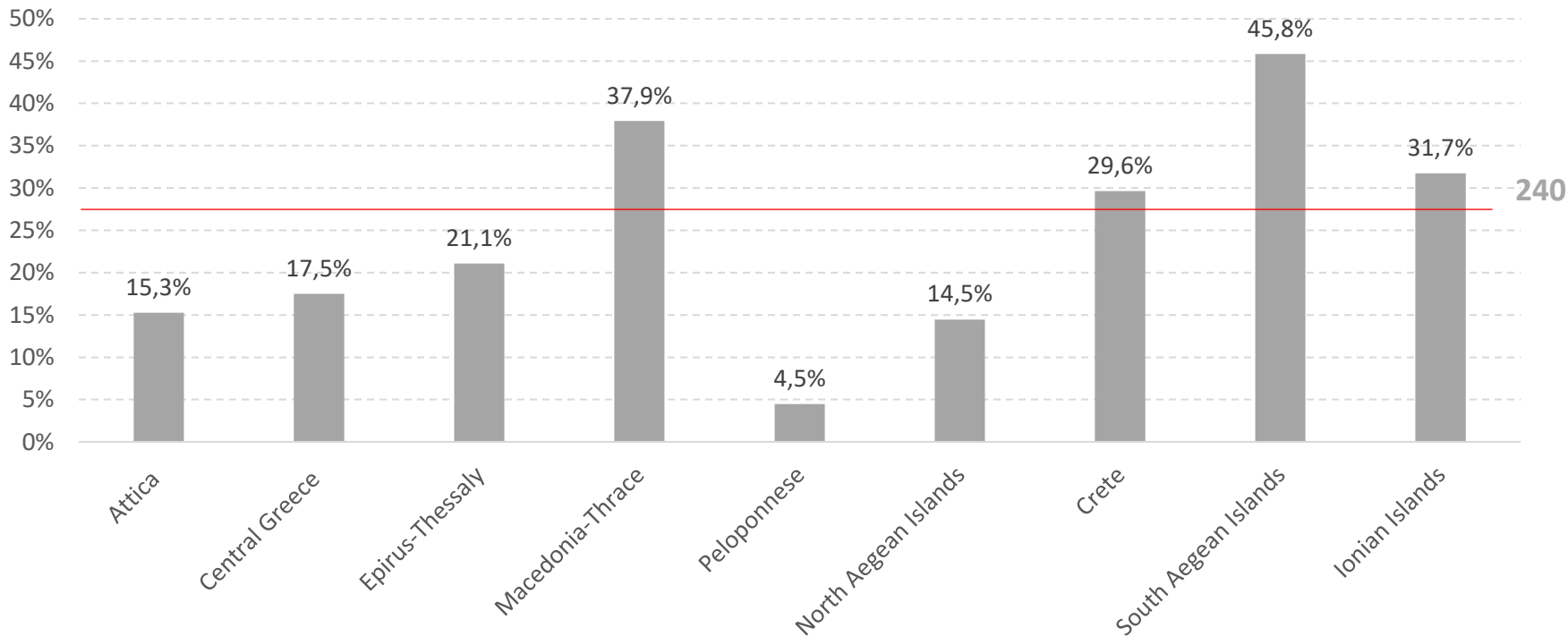
*I do not have the time to organize such an investment (AVG. 29,6%)*





## Main reason for NOT adopting sustainability practices \*, by region (It refers to 22% of the respondents)

*I do not have proper information of how to adopt sustainability practices (AVG. 27,7%)*



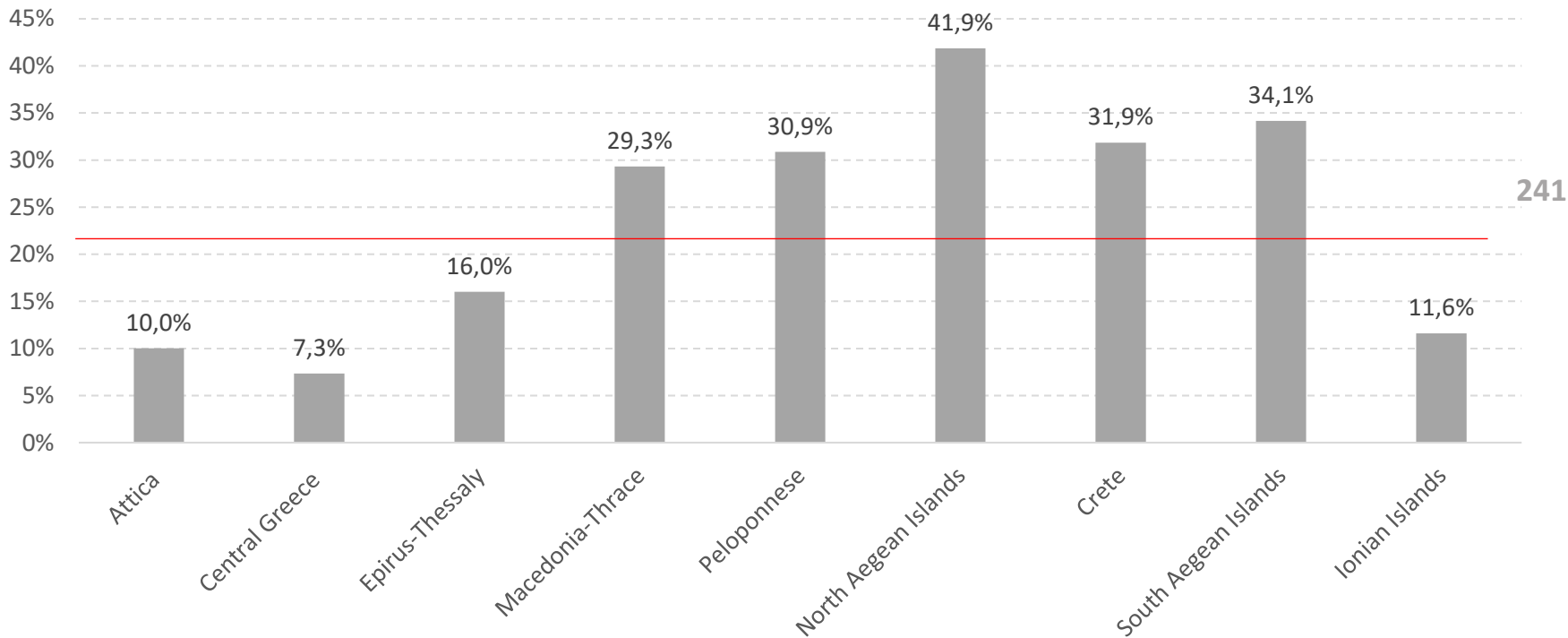
\* Multiple choice questions.





## Main reason for NOT adopting sustainability practices \*, by region (It refers to 22% of the respondents)

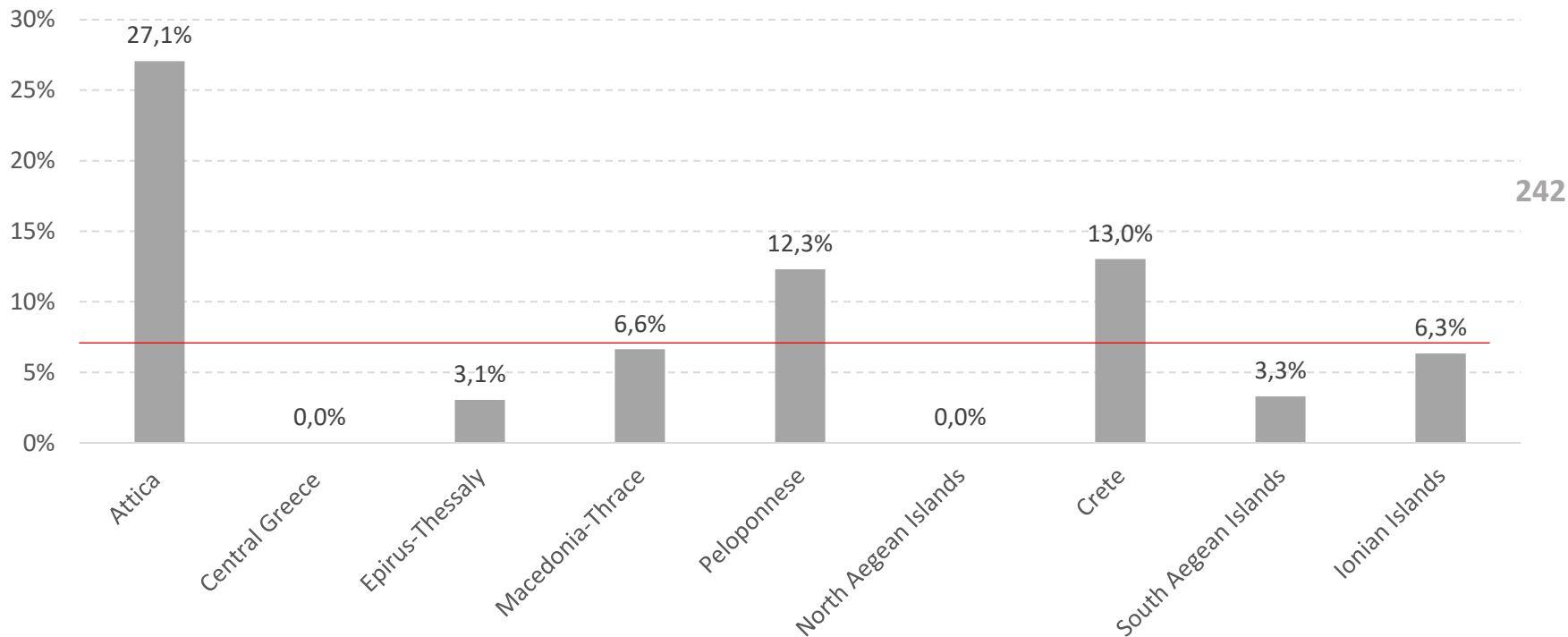
*I am not eligible to participating in funding schemes (AVG. 22,9%)*





## Main reason for NOT adopting sustainability practices \*, by region (It refers to 22% of the respondents)

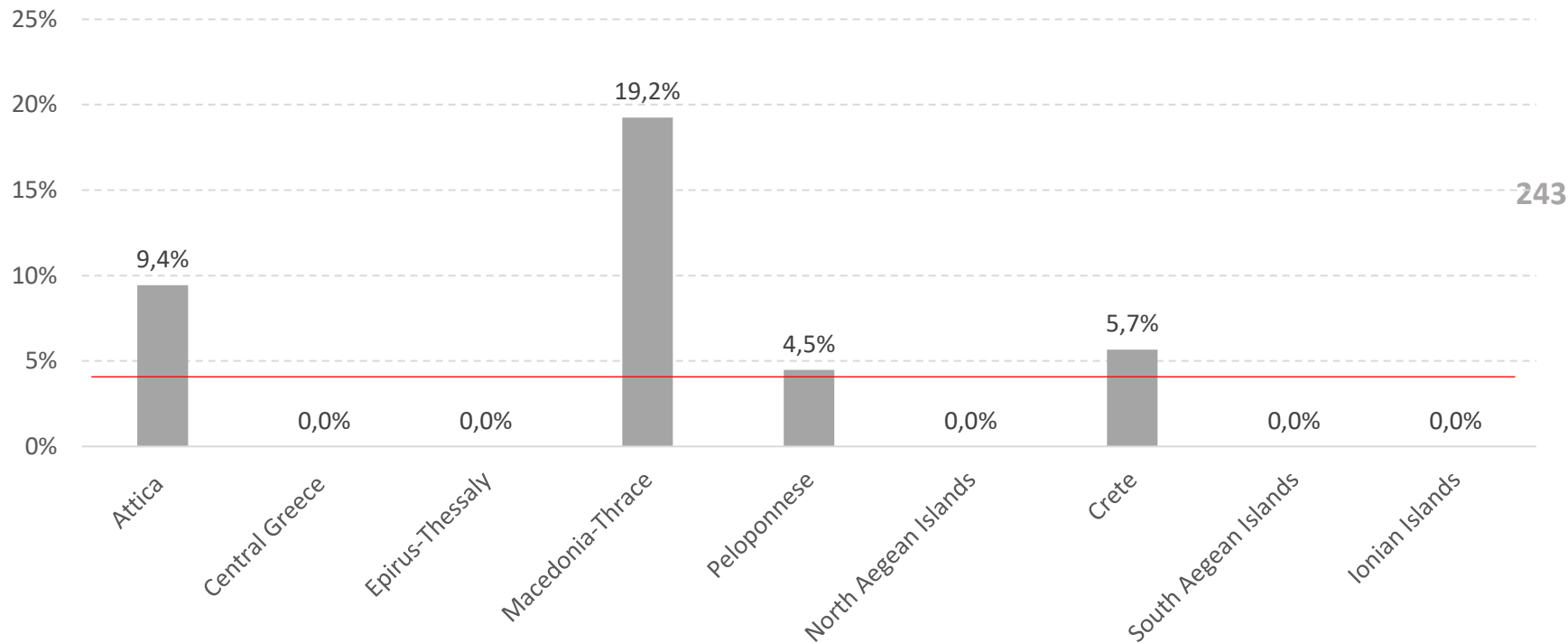
*It is not a selection criterion for my clients (AVG. 7,4%)*





## Main reason for NOT adopting sustainability practices \*, by region (It refers to 22% of the respondents)

*My other colleagues do not apply them either (AVG. 4,3%)*

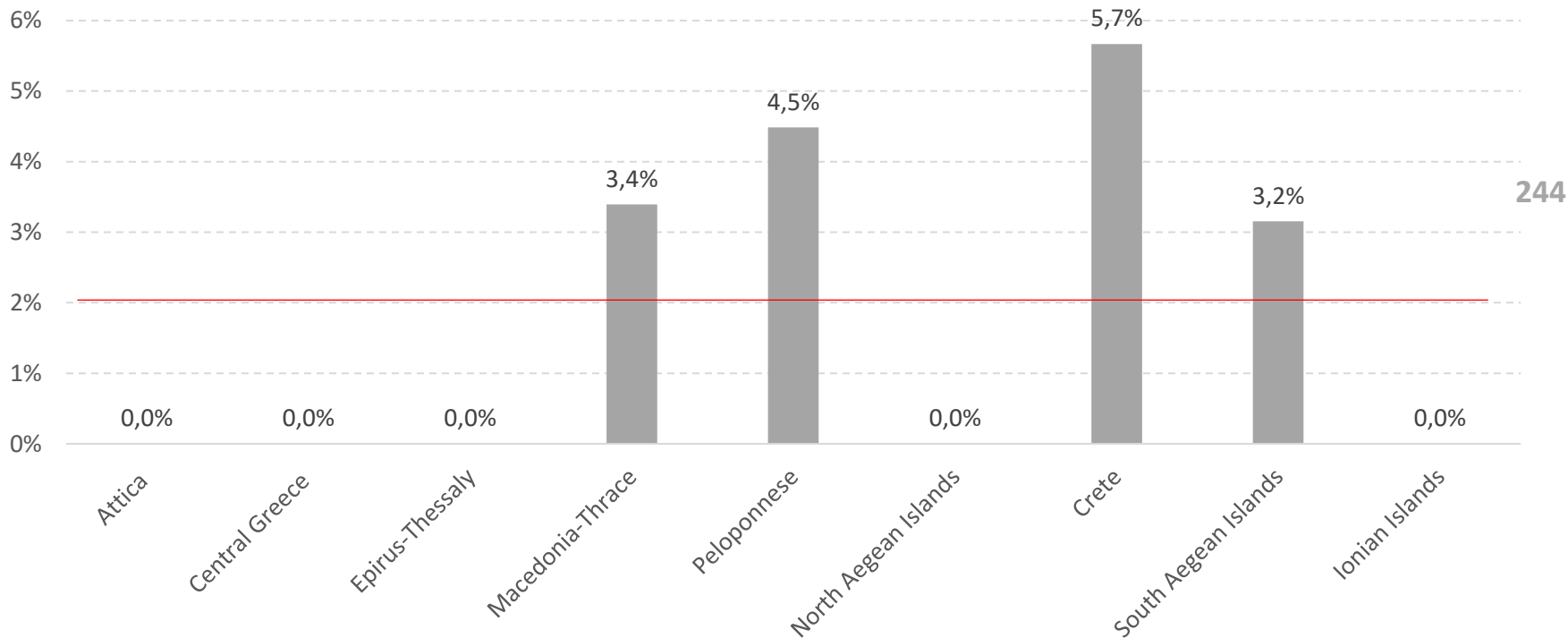


\* Multiple choice questions.



# Main reason for NOT adopting sustainability practices \*, by region (It refers to 22% of the respondents)

*I do not consider such an investment to be profitable (AVG. 2,0%)*



# Strategy and Management Actions to promote sustainability

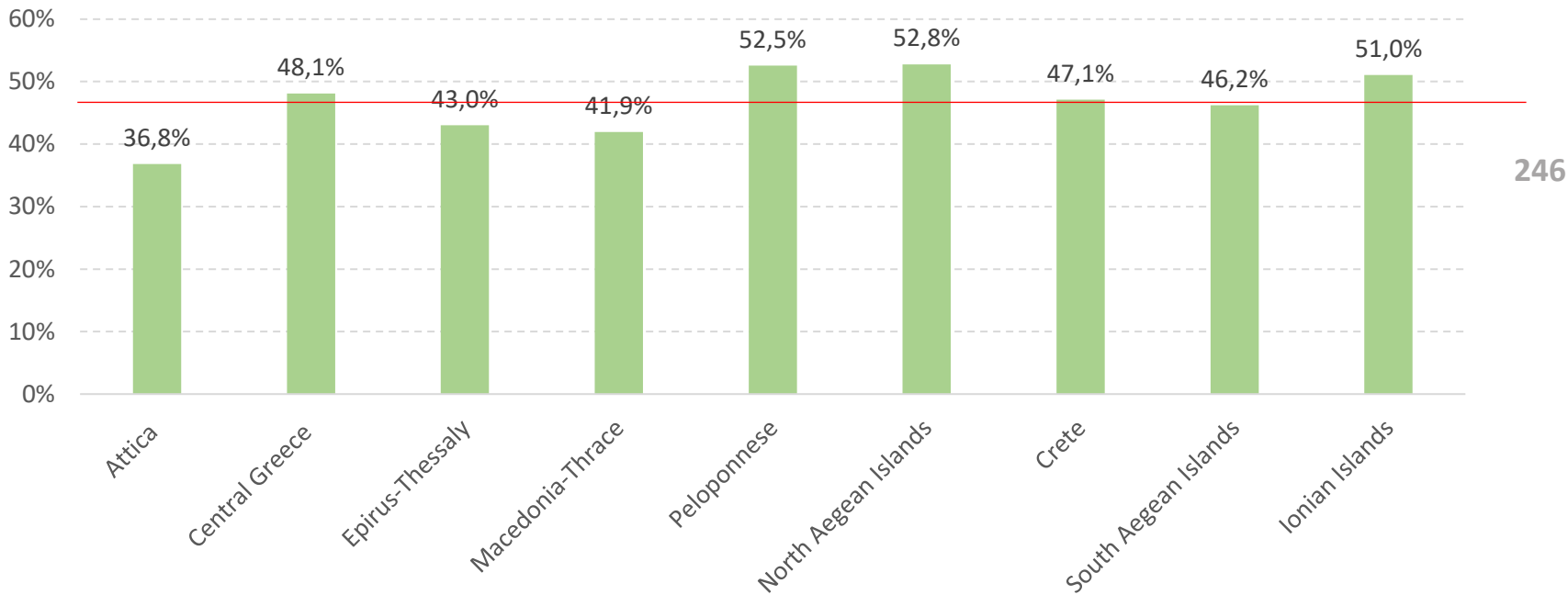
245

*by Region*



## Strategy and Management: Actions to promote sustainability\*, by region

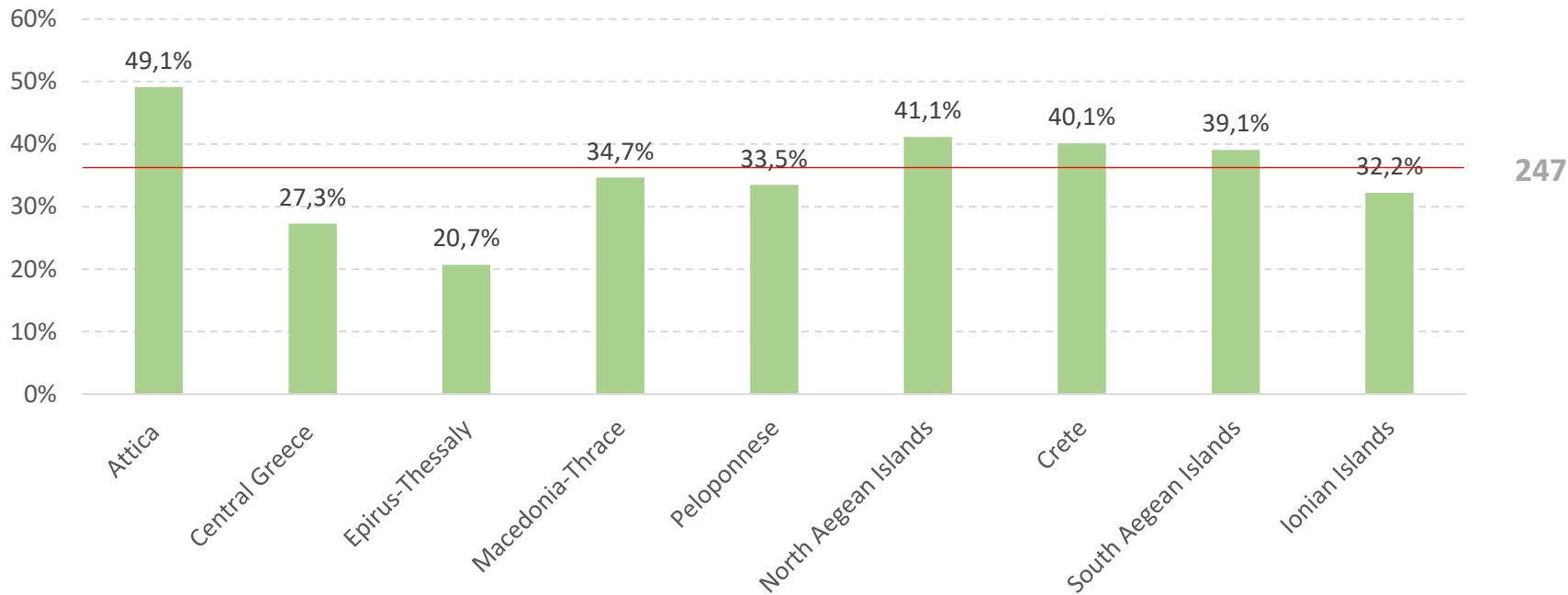
*I have set specific goals to improve the sustainability of my hotel (AVG. 46,3%)*





## Strategy and Management: Actions to promote sustainability\*, by region

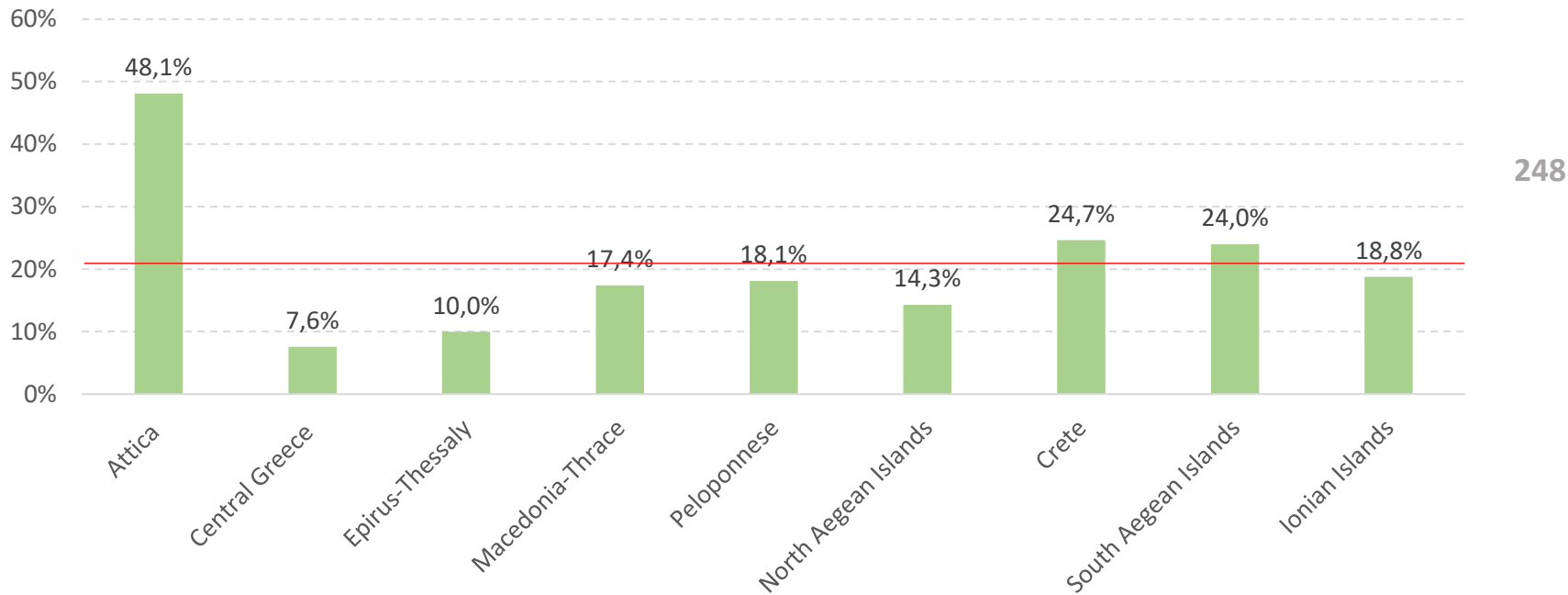
*I have been educated about it (AVG. 35,2%)*





## Strategy and Management: Actions to promote sustainability\*, by region

*I have trained my staff (AVG.20,2%)*

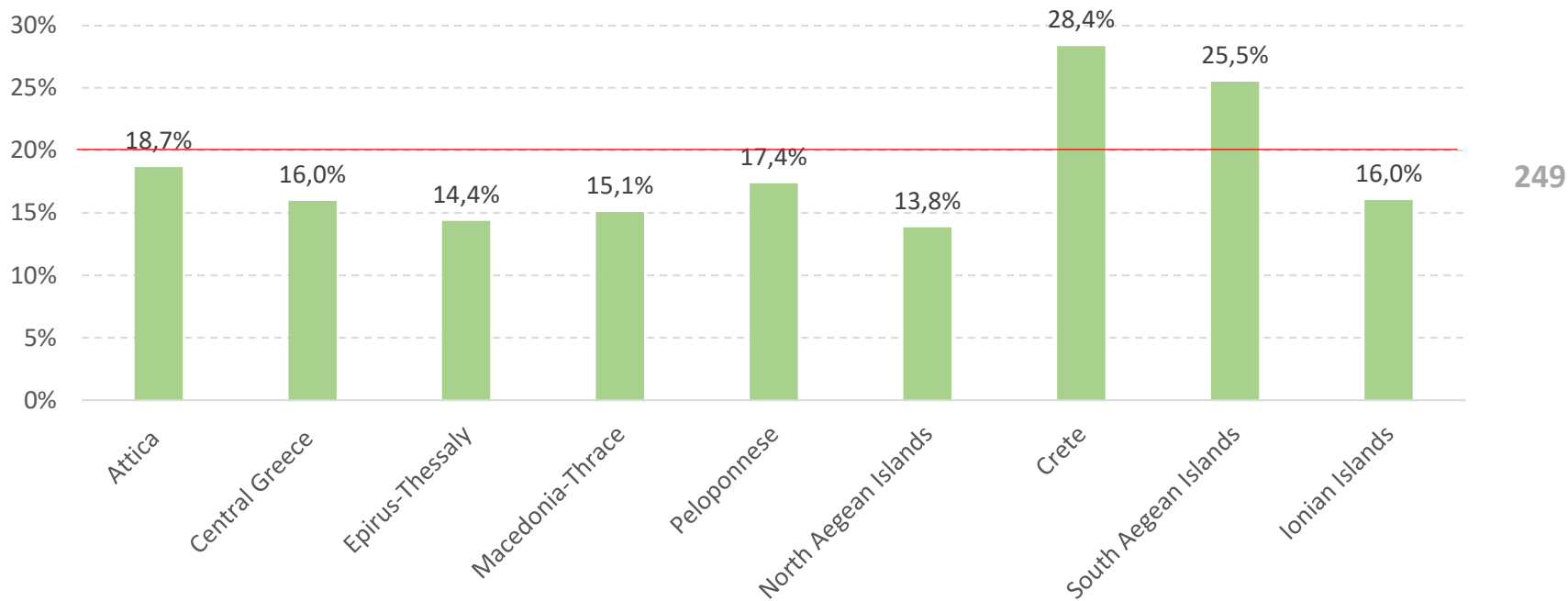






## Strategy and Management: Actions to promote sustainability\*, by region

*I communicate my sustainability actions and practices to my clients (AVG. 20,0%)*

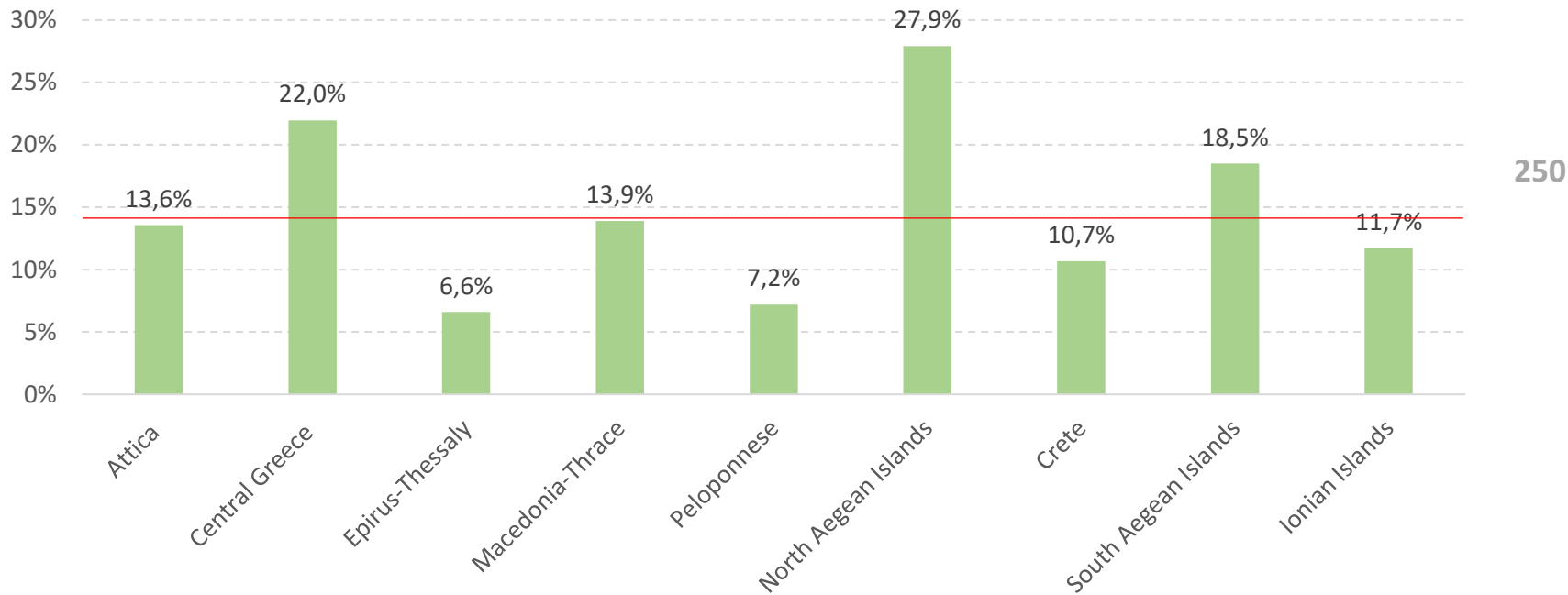


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## Strategy and Management: Actions to promote sustainability\*, by region

*I have budgeted a specific amount for the implementation of sustainability practices (AVG. 14,0%)*

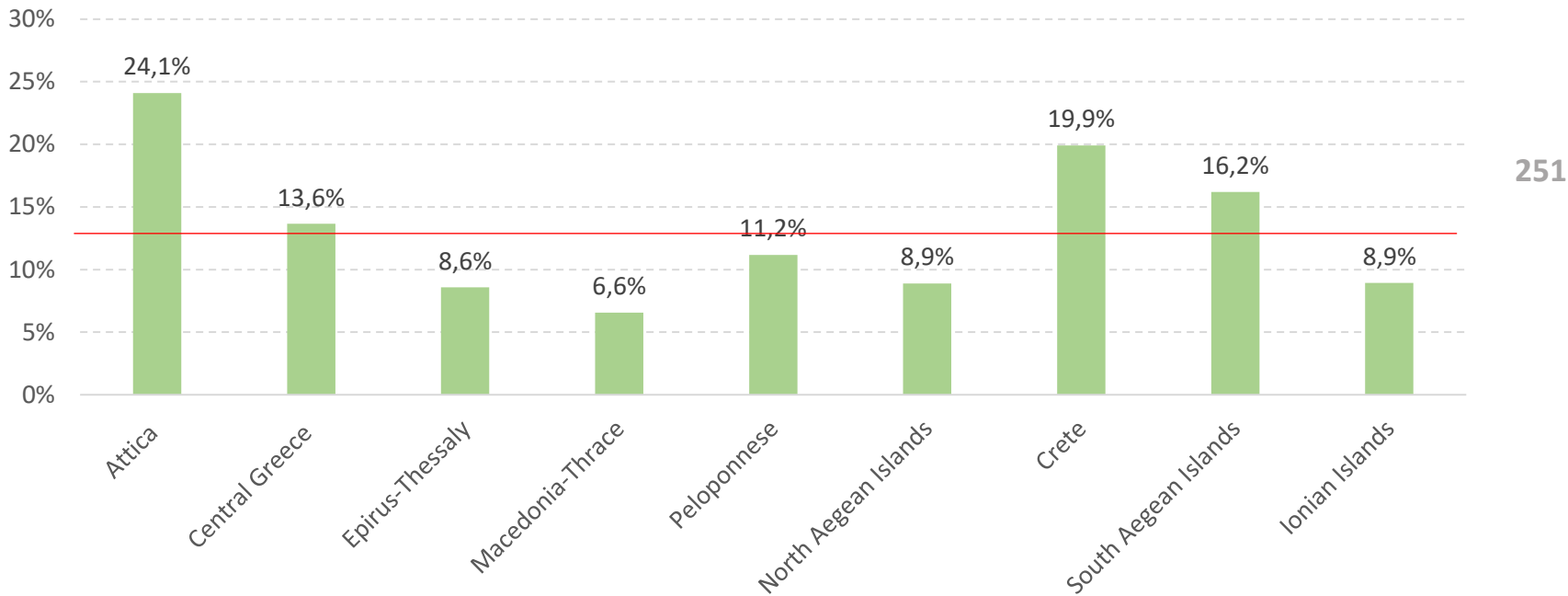


250



## Strategy and Management: Actions to promote sustainability\*, by region

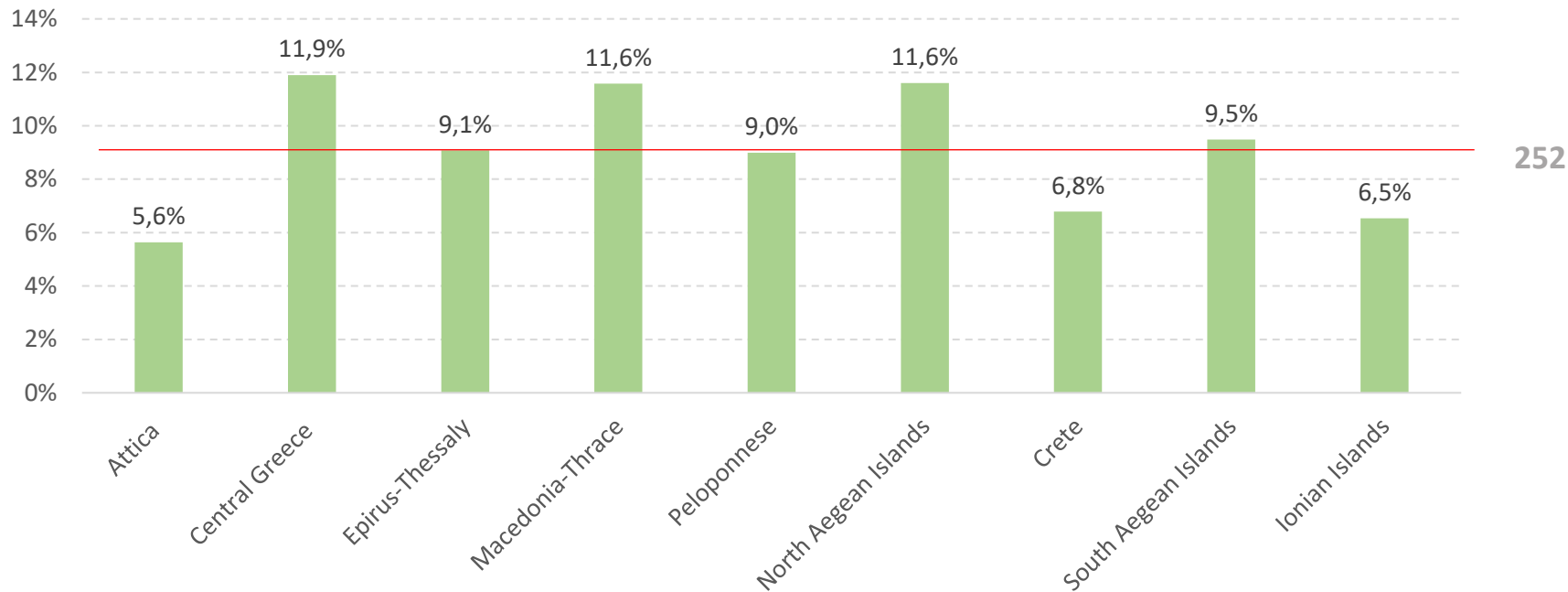
*I have implemented a strategic sustainability plan (AVG. 13,2%)*





## Strategy and Management: Actions to promote sustainability\*, by region

*I have applied to join a funding scheme for sustainable practices (AVG. 9,1%)*

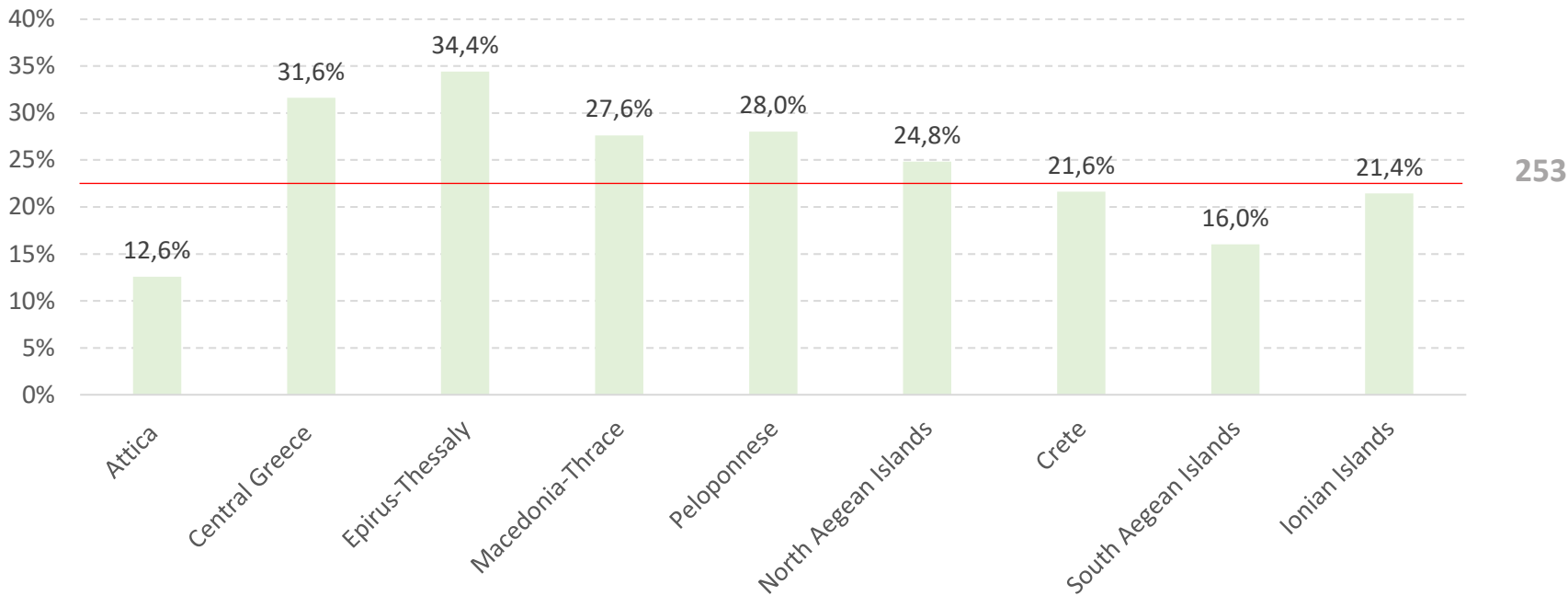


252



## Strategy and Management: Actions to promote sustainability\*, by region

None (AVG. 23,6%)



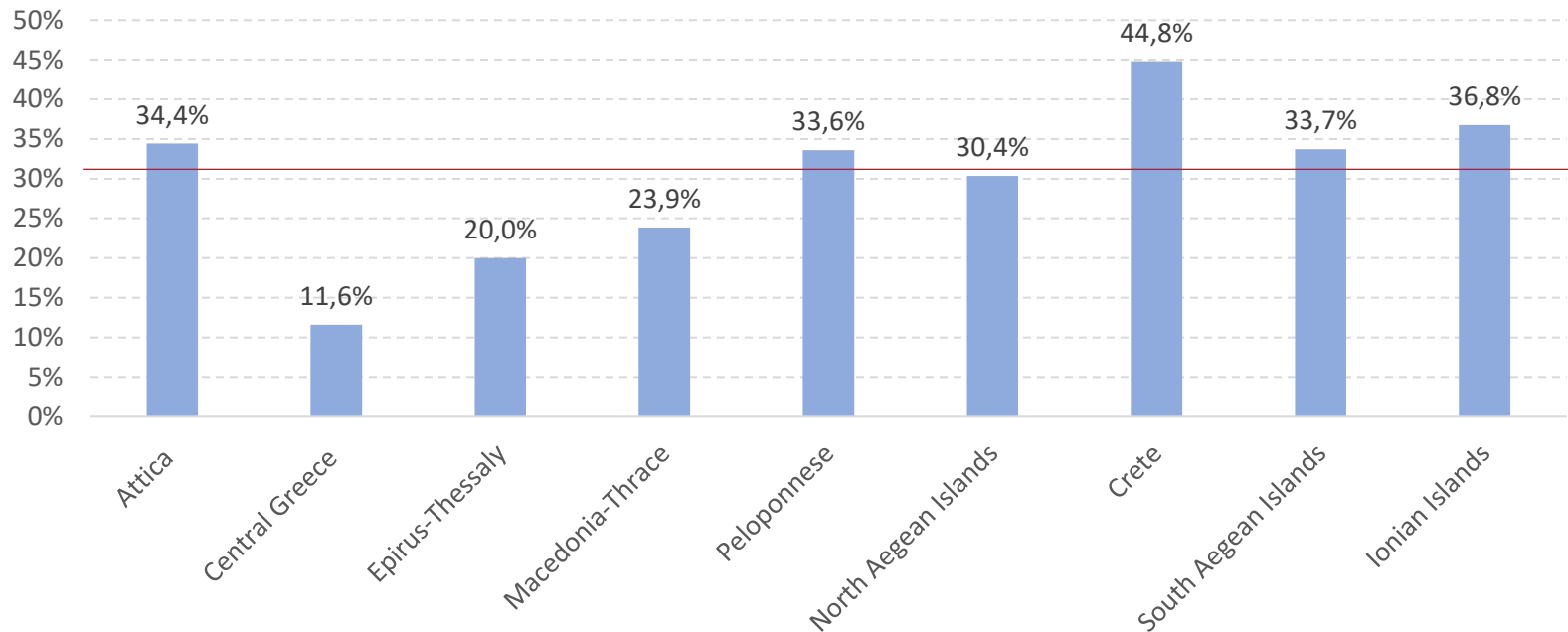
# Monitoring and Measuring of important hotel sustainability variables

*by Region*



# Monitoring and Measuring of important hotel sustainability variables\*, by region

*Energy consumption measurement-monitoring systems (AVG. 31,1%)*

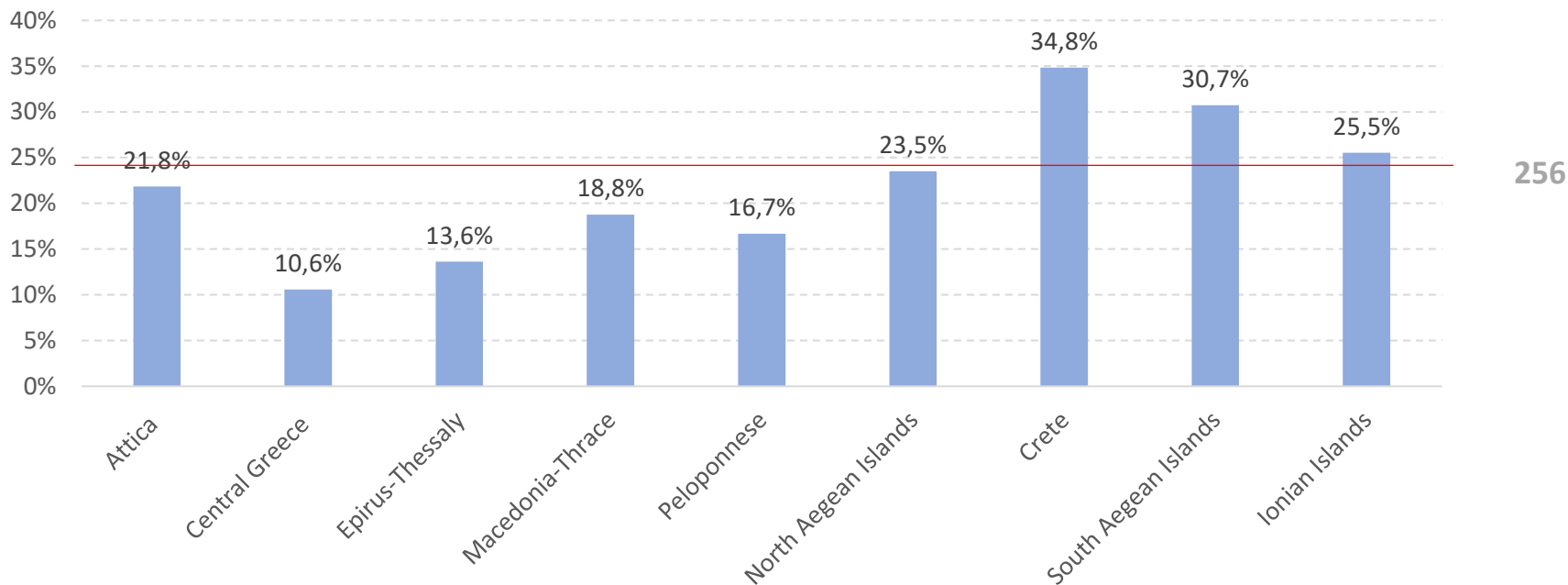


255



# Monitoring and Measuring of important hotel sustainability variables\*, by region

*Water consumption measurement-monitoring systems (AVG. 23,8%)*

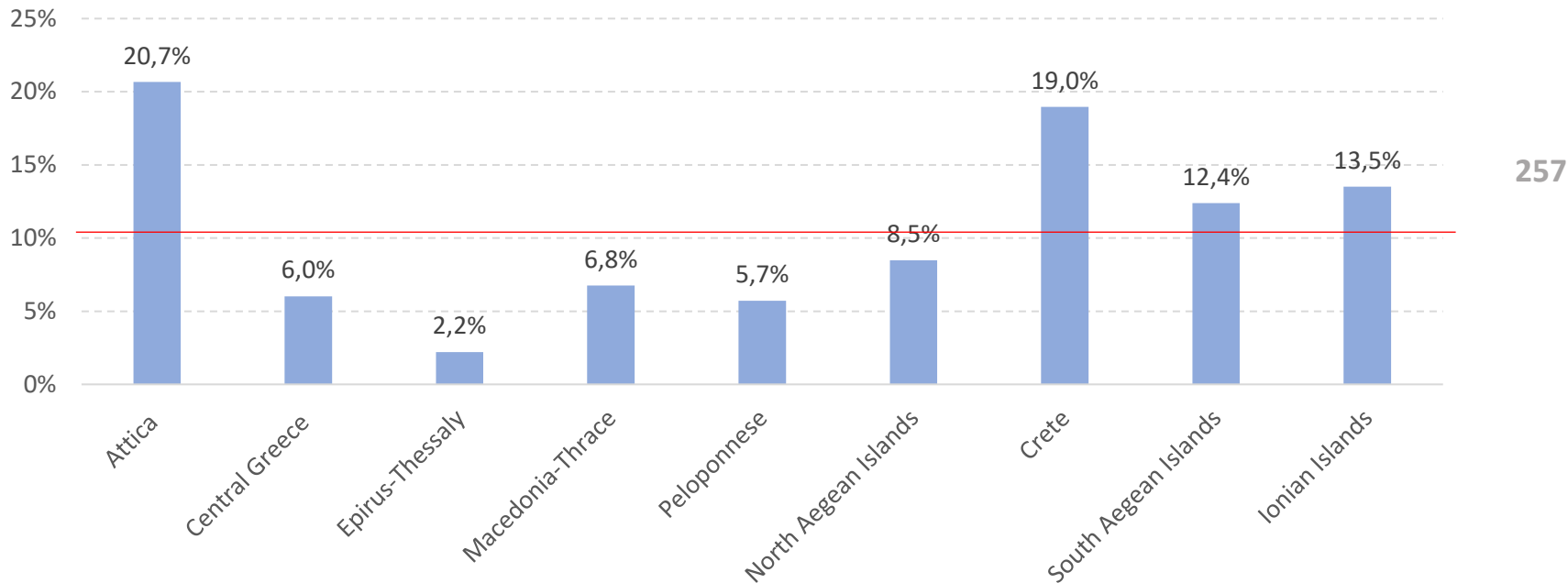






# Monitoring and Measuring of important hotel sustainability variables\*, by region

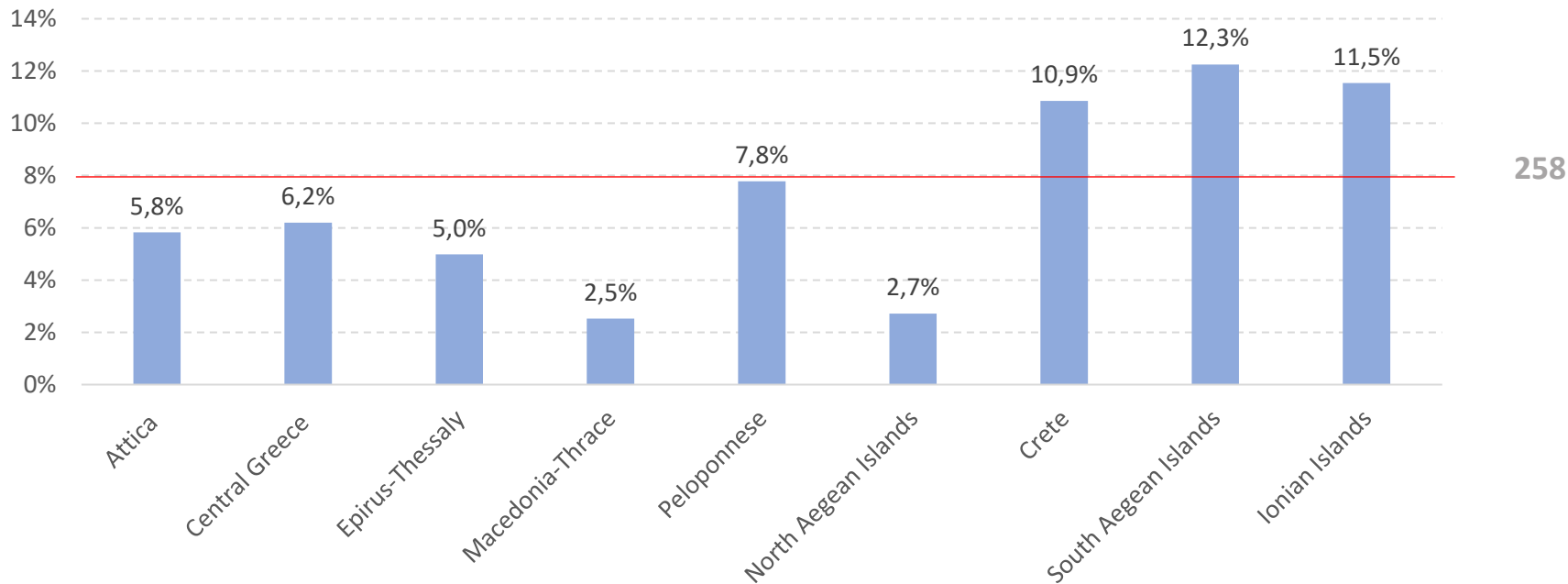
*Food waste measurement-monitoring systems (AVG. 10,9%)*





# Monitoring and Measuring of important hotel sustainability variables\*, by region

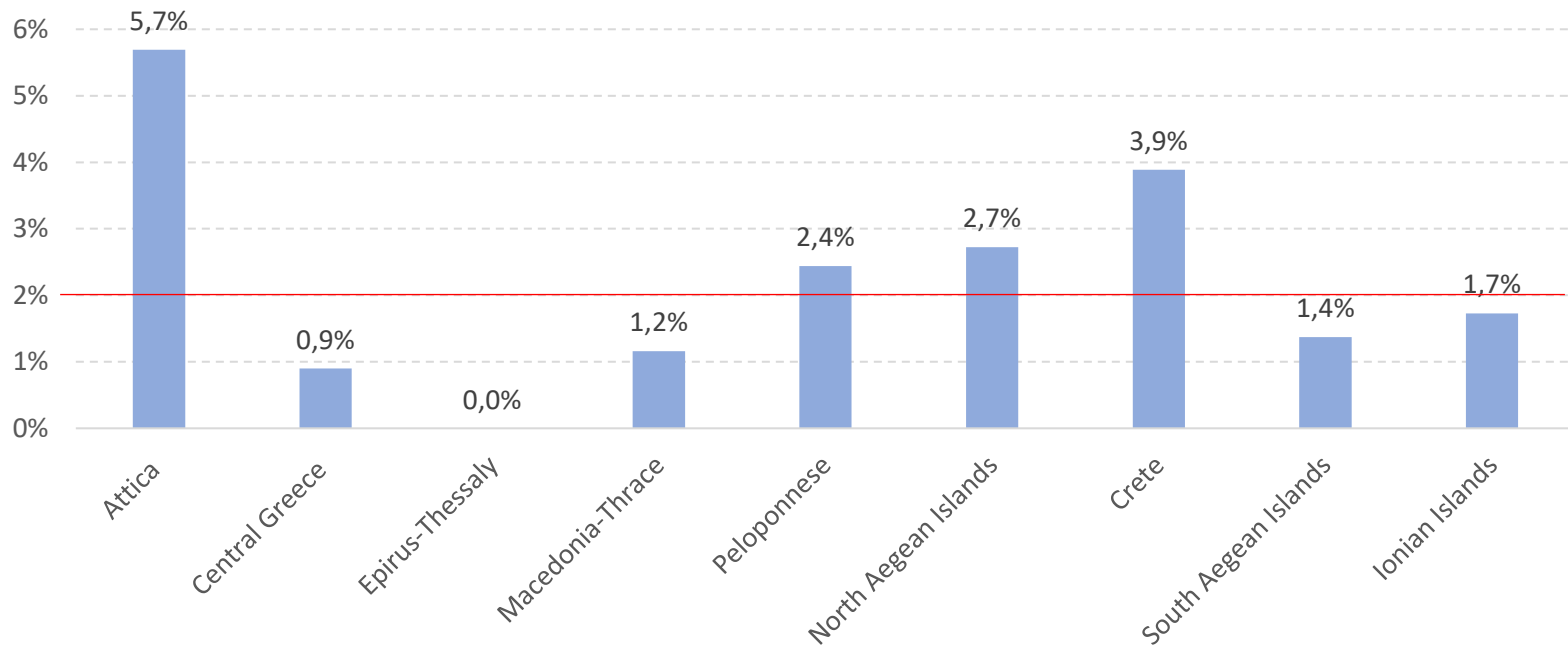
*Measurement-monitoring systems for solid waste (AVG. 8,1%)*





# Monitoring and Measuring of important hotel sustainability variables\*, by region

*Measurement-monitoring systems for CO2 emissions (AVG. 2,0%)*

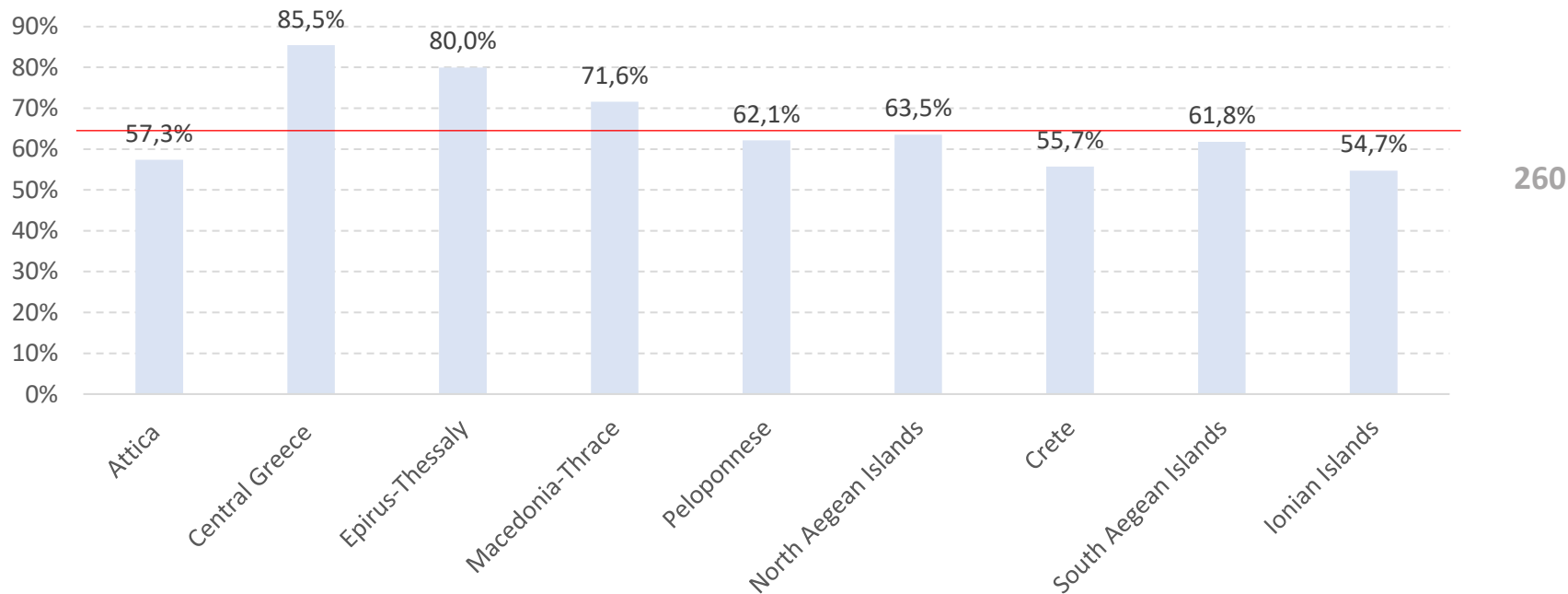


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# Monitoring and Measuring of important hotel sustainability variables\*, by region

*I haven't installed a sustainability metrics system yet (AVG. 65,1%)*

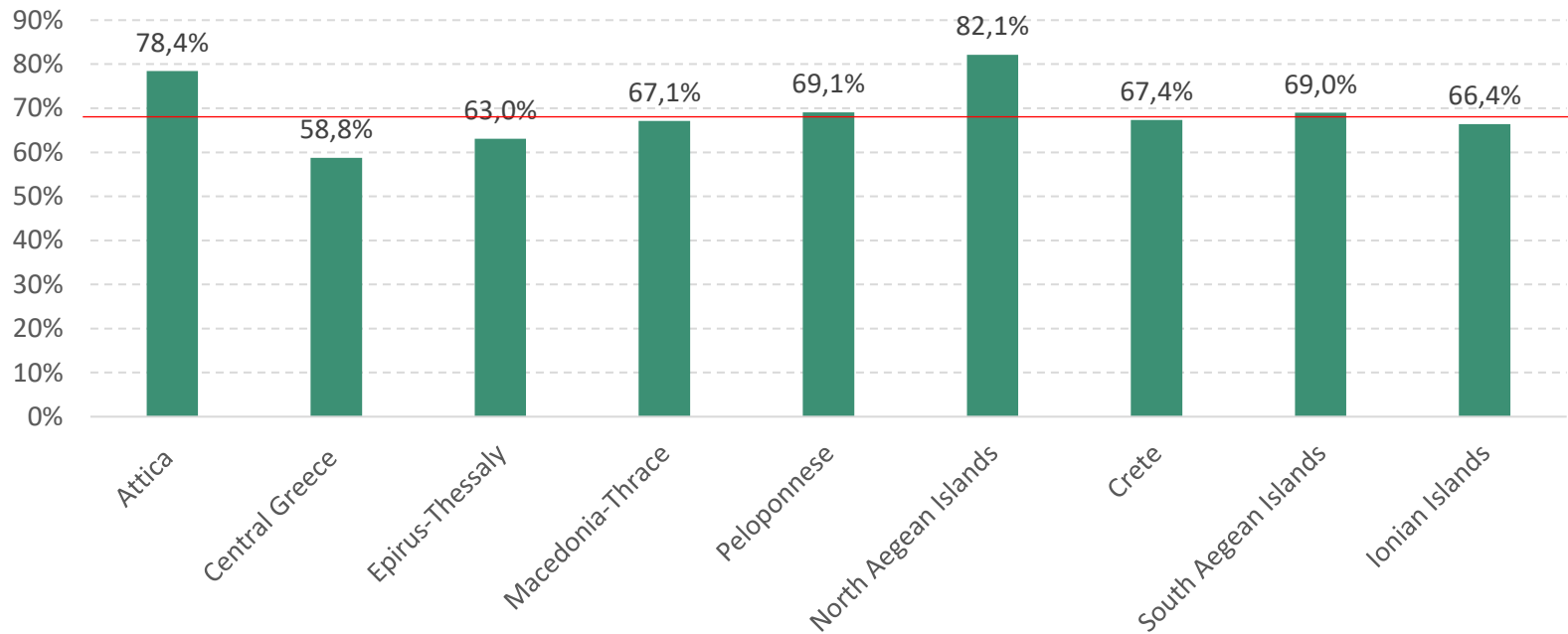






## Hotel investments in sustainability practices\*, by region

*Reducing energy consumption (AVG. 67,7%)*

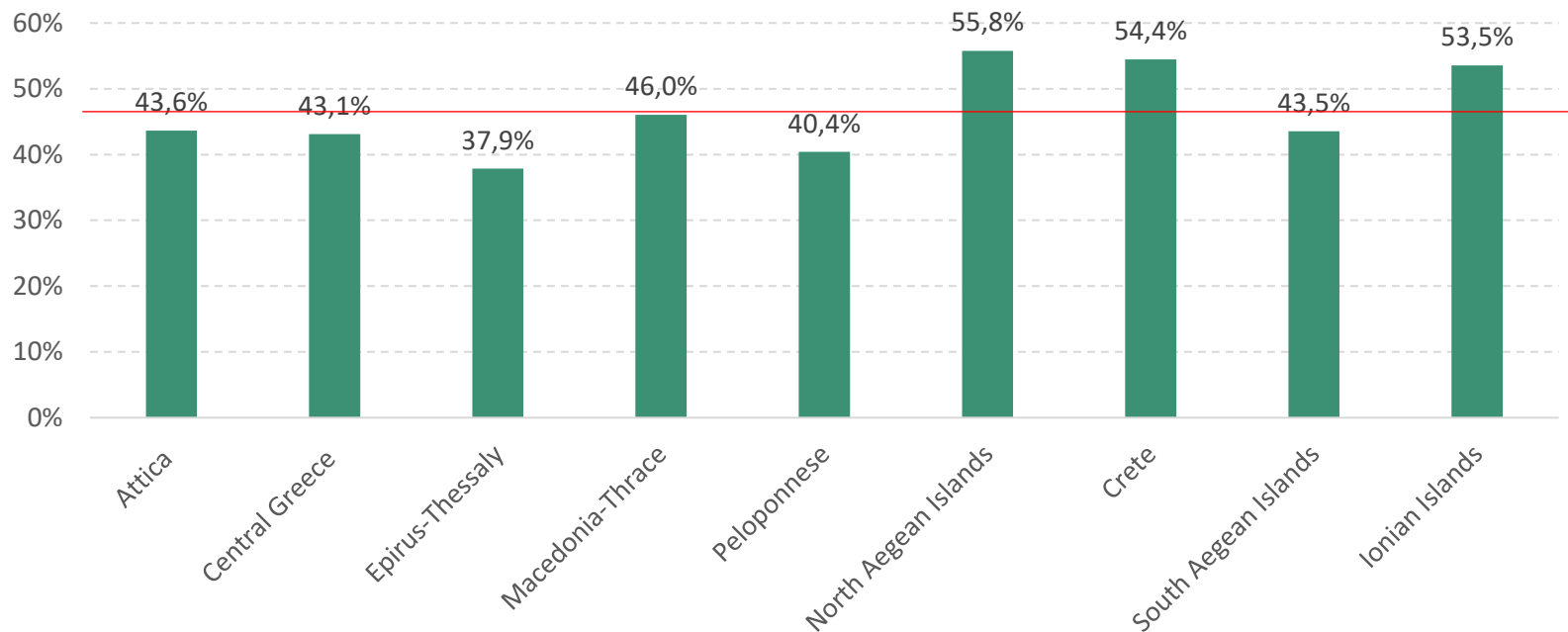


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## Hotel investments in sustainability practices\*, by region

*Waste recycling (AVG. 46,3%)*

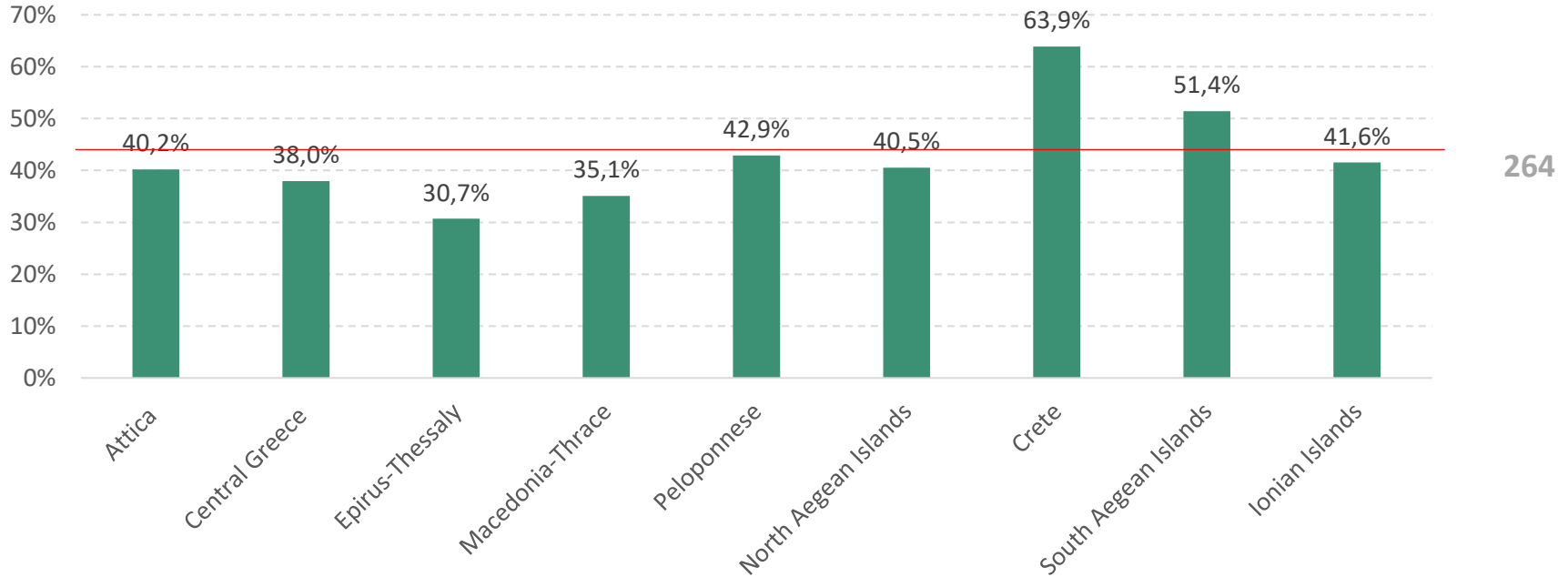


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## Hotel investments in sustainability practices\*, by region

*Reducing water consumption (AVG. 45,0%)*

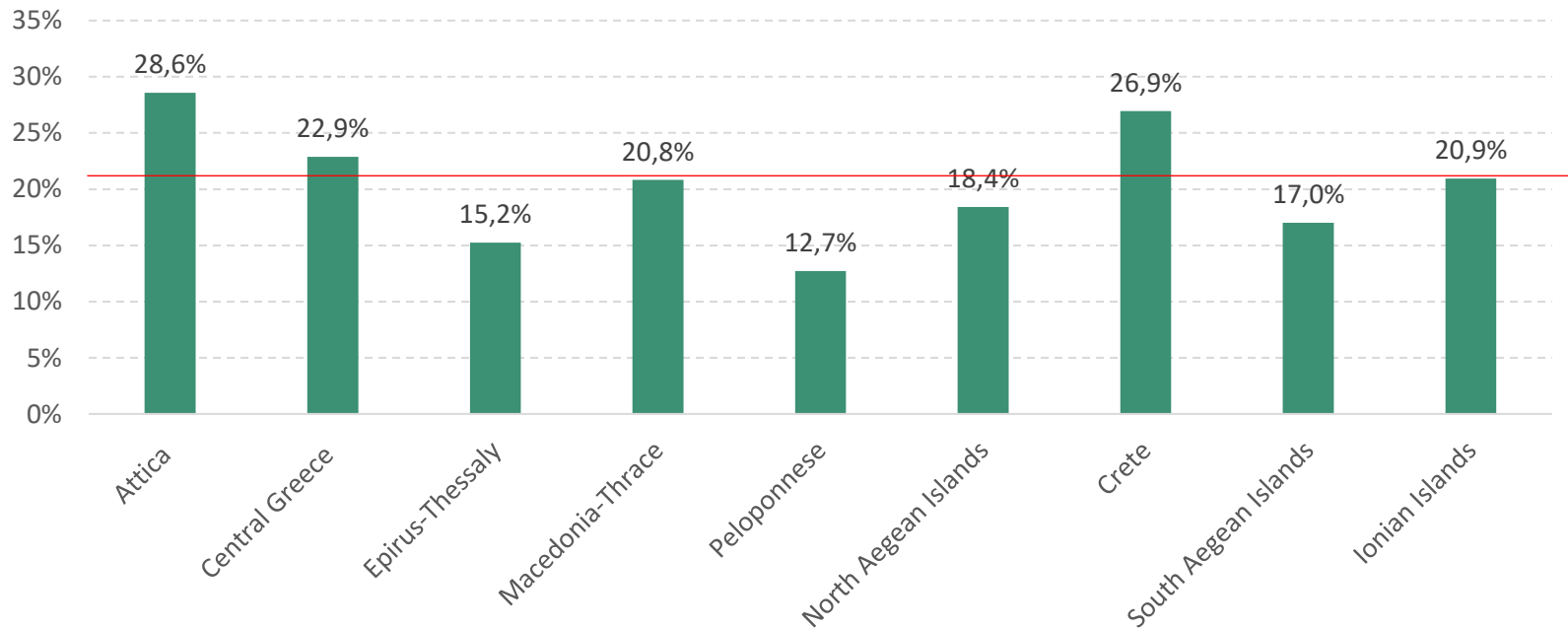






## Hotel investments in sustainability practices\*, by region

*Food waste recycling (AVG. 20,2%)*

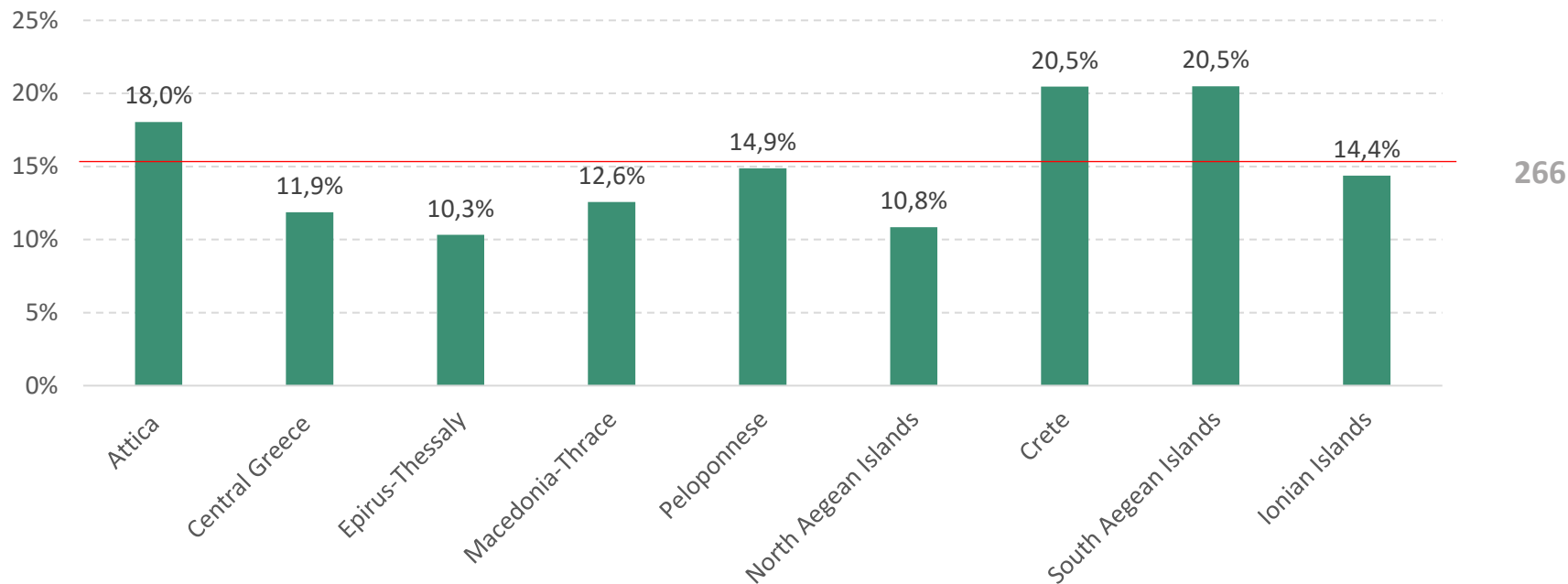


265



## Hotel investments in sustainability practices\*, by region

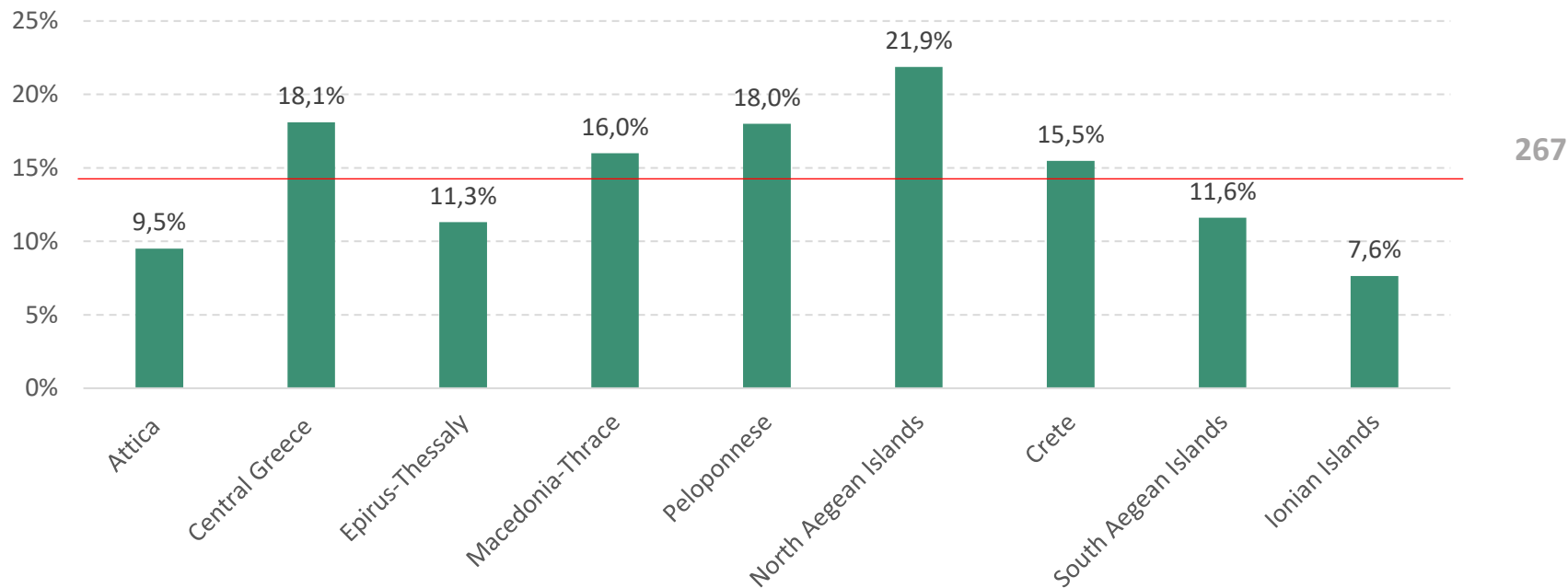
*Waste management (AVG. 15,9%)*





## Hotel investments in sustainability practices\*, by region

*Production of green energy from RES (AVG. 13,9%)*





## Communication and promotion of sustainability actions implemented by hotels

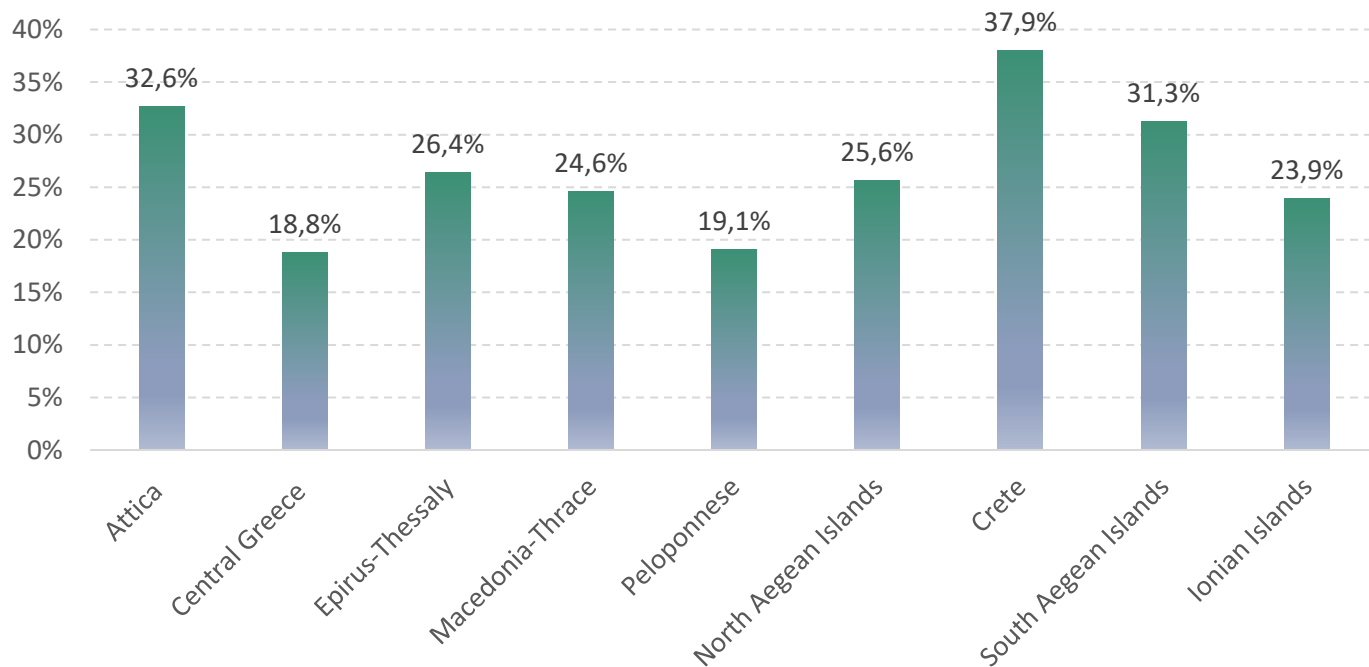
268

*by Region*



## Communication and promotion of sustainability actions implemented by hotels, by region

**Reference base: 70% of hotels that implement sustainability actions.**



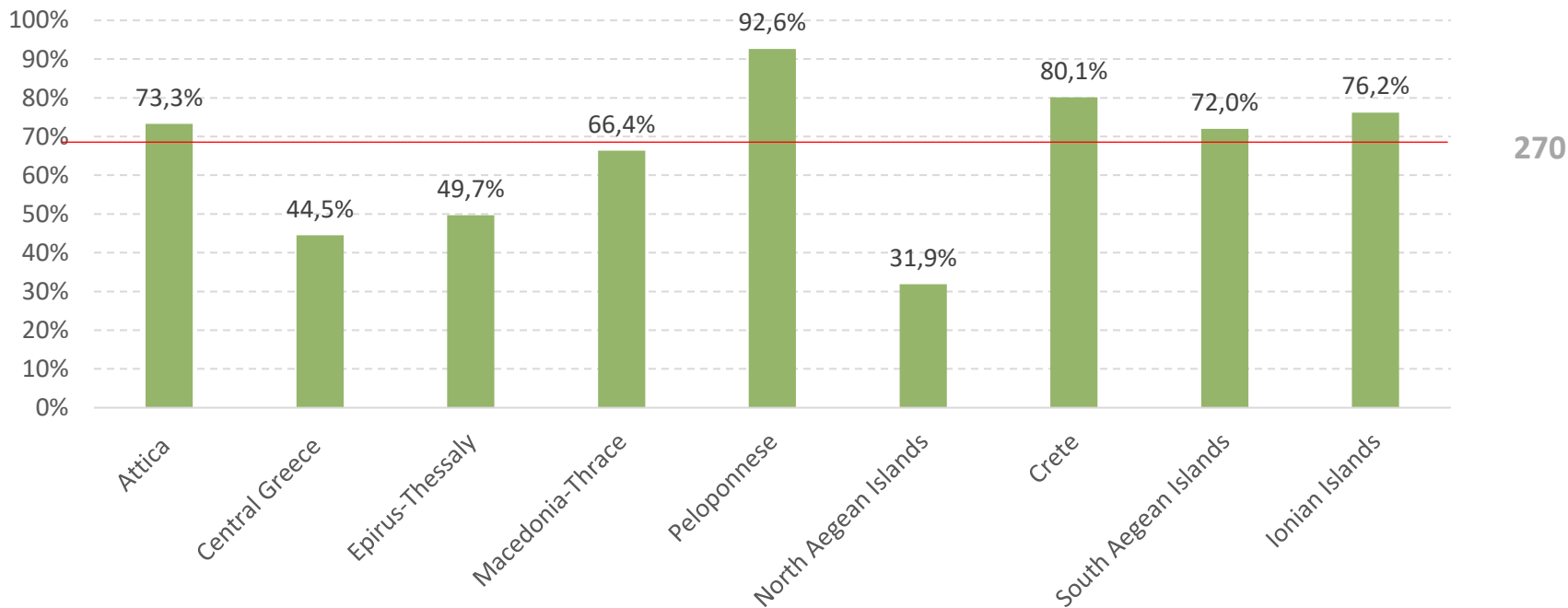
269



# Communication and promotion channels of sustainability actions implemented by hotels\*, by region

Reference base: 28% of hotels that communicate and promote their sustainability actions.

*Signage in the hotel area (AVG. 69,7%)*

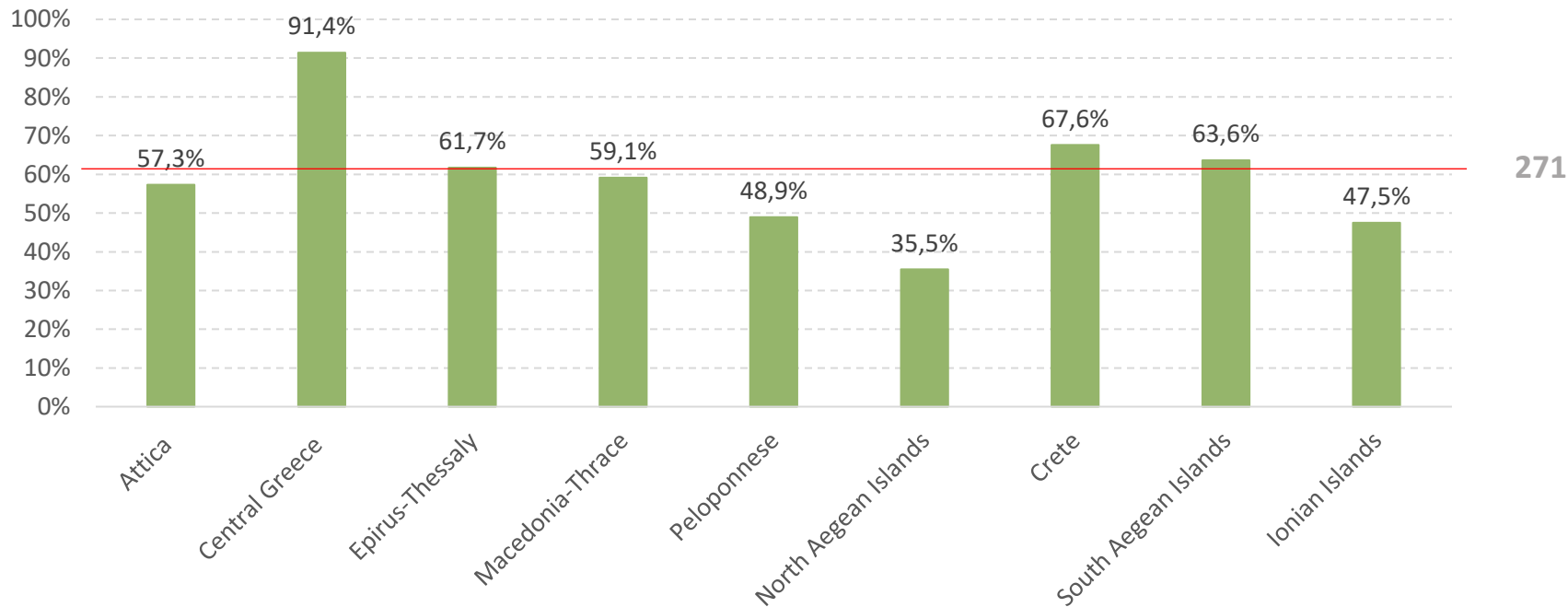




# Communication and promotion channels of sustainability actions implemented by hotels\*, by region

Reference base: 28% of hotels that communicate and promote their sustainability actions.

Hotel website (AVG. 61,5%)

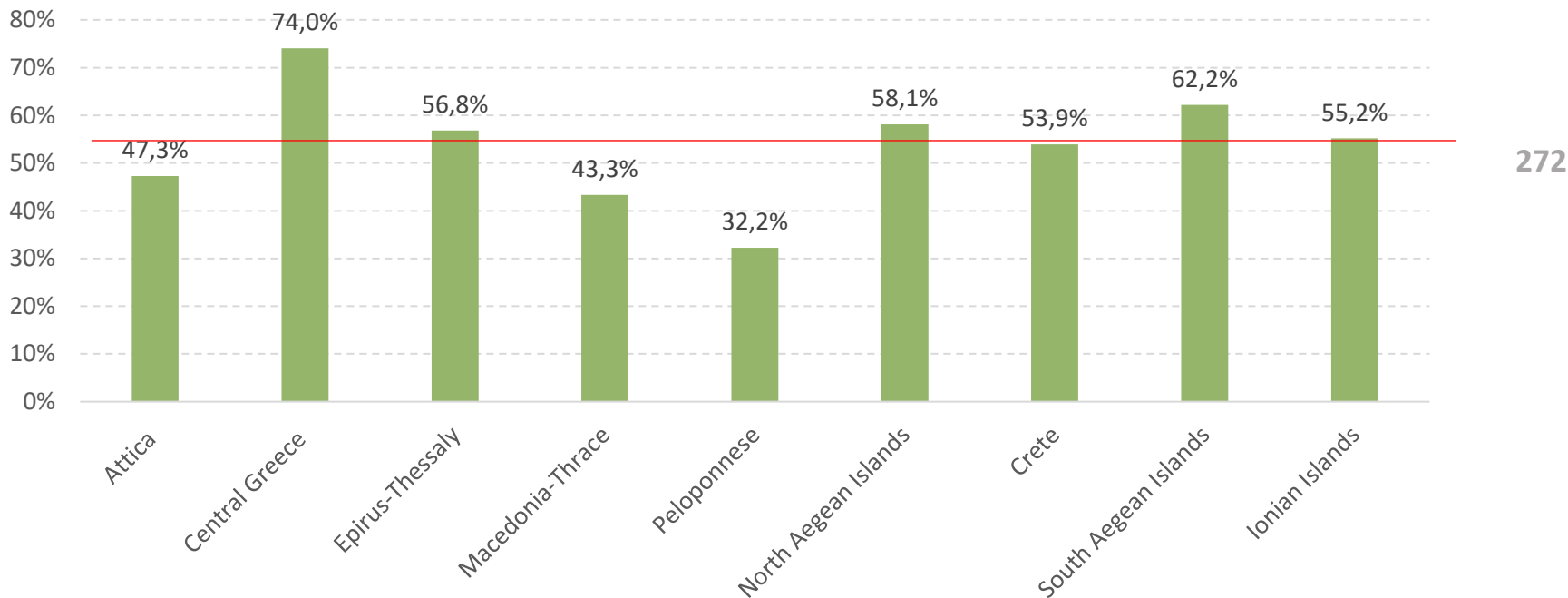




# Communication and promotion channels of sustainability actions implemented by hotels\*, by region

Reference base: 28% of hotels that communicate and promote their sustainability actions.

Social Media (AVG. 54,3%)



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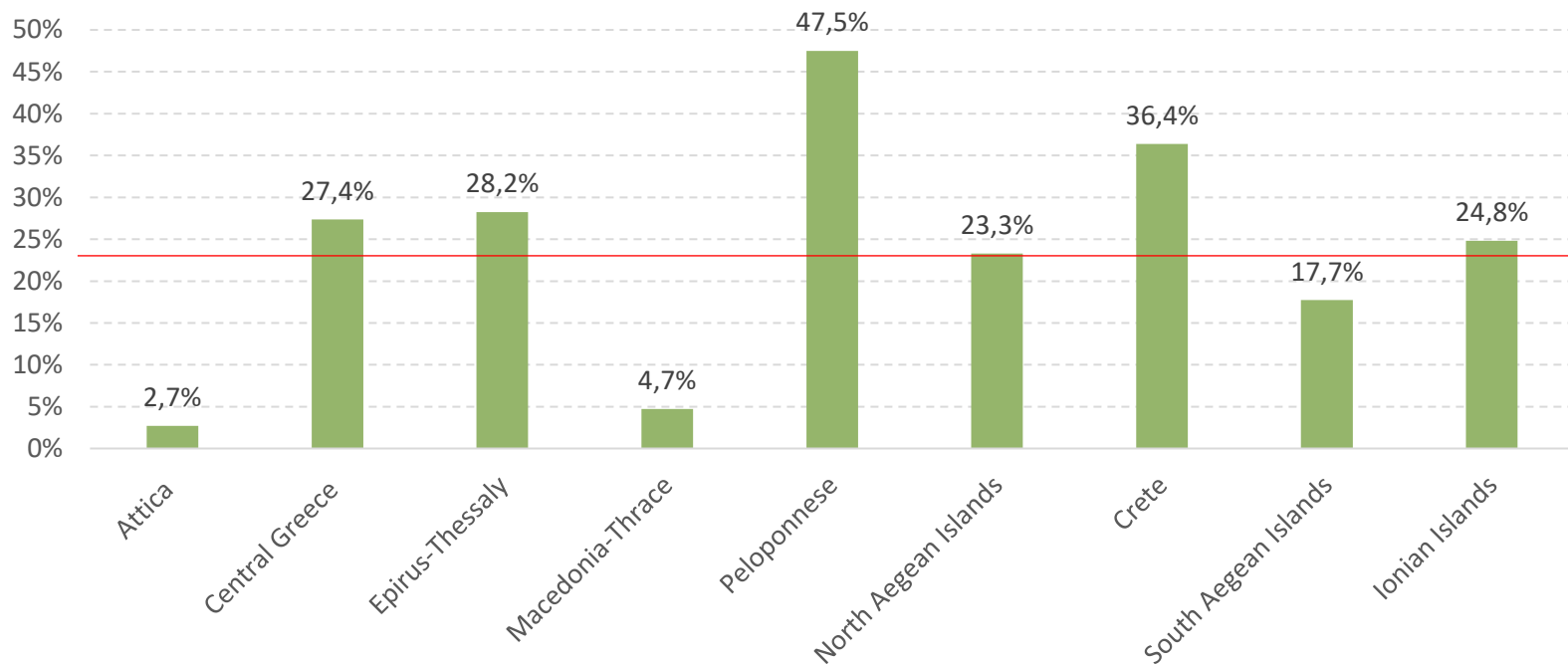




# Communication and promotion channels of sustainability actions implemented by hotels\*, by region

Reference base: 28% of hotels that communicate and promote their sustainability actions.

Google corporate profile (AVG. 23,2%)



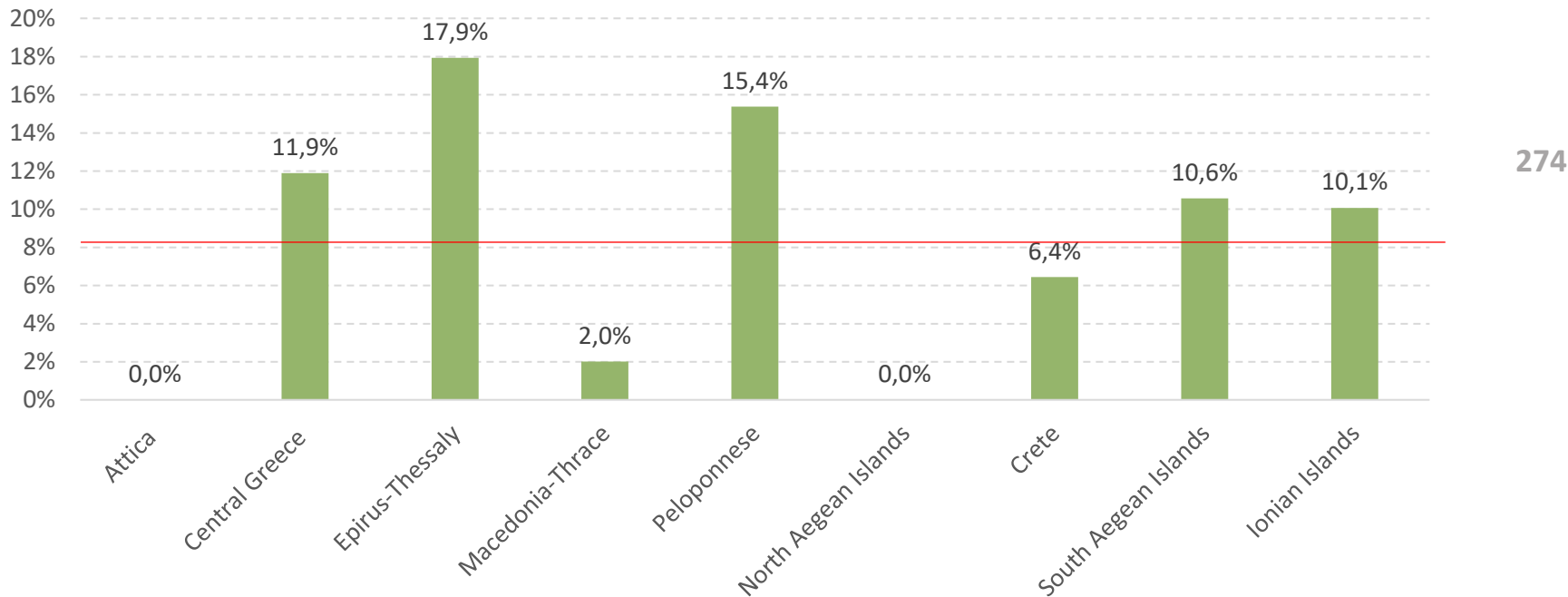
273



# Communication and promotion channels of sustainability actions implemented by hotels\*, by region

Reference base: 28% of hotels that communicate and promote their sustainability actions.

Promotion / Advertising (AVG. 8,4%)



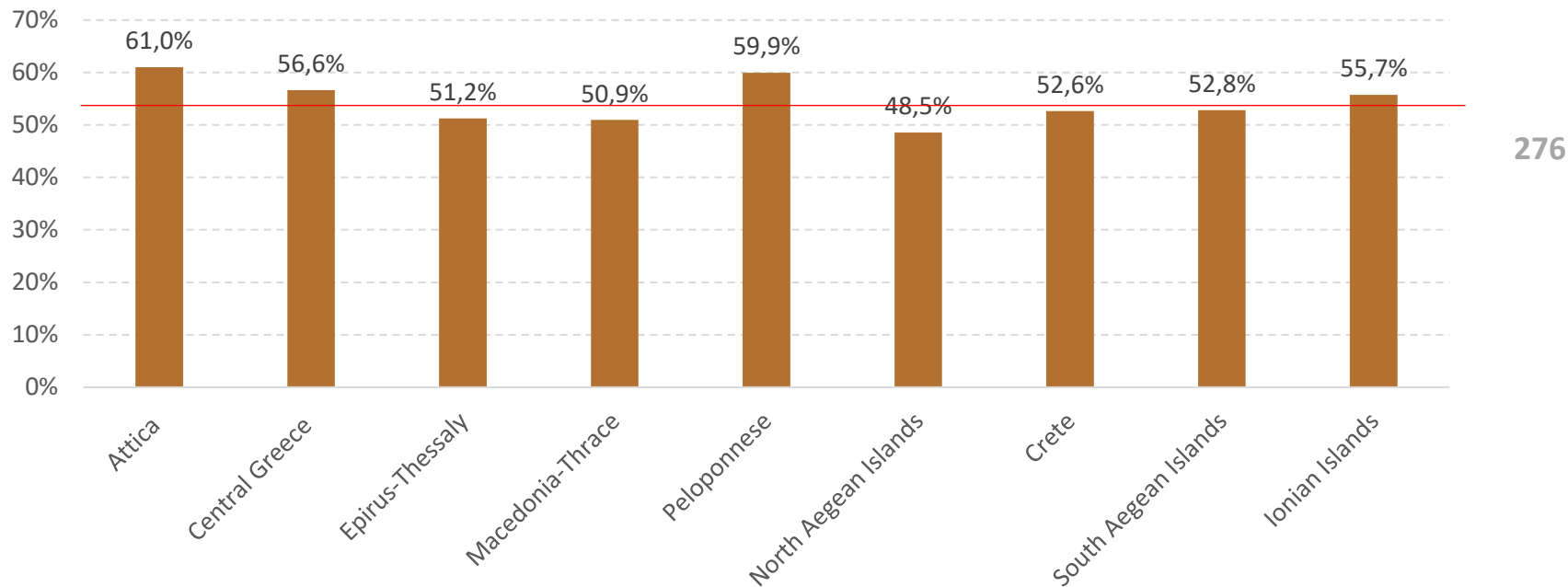
# Measurable benefits from implementing sustainability actions

*by Region*



## Measurable benefits from implementing sustainability actions\*, by region

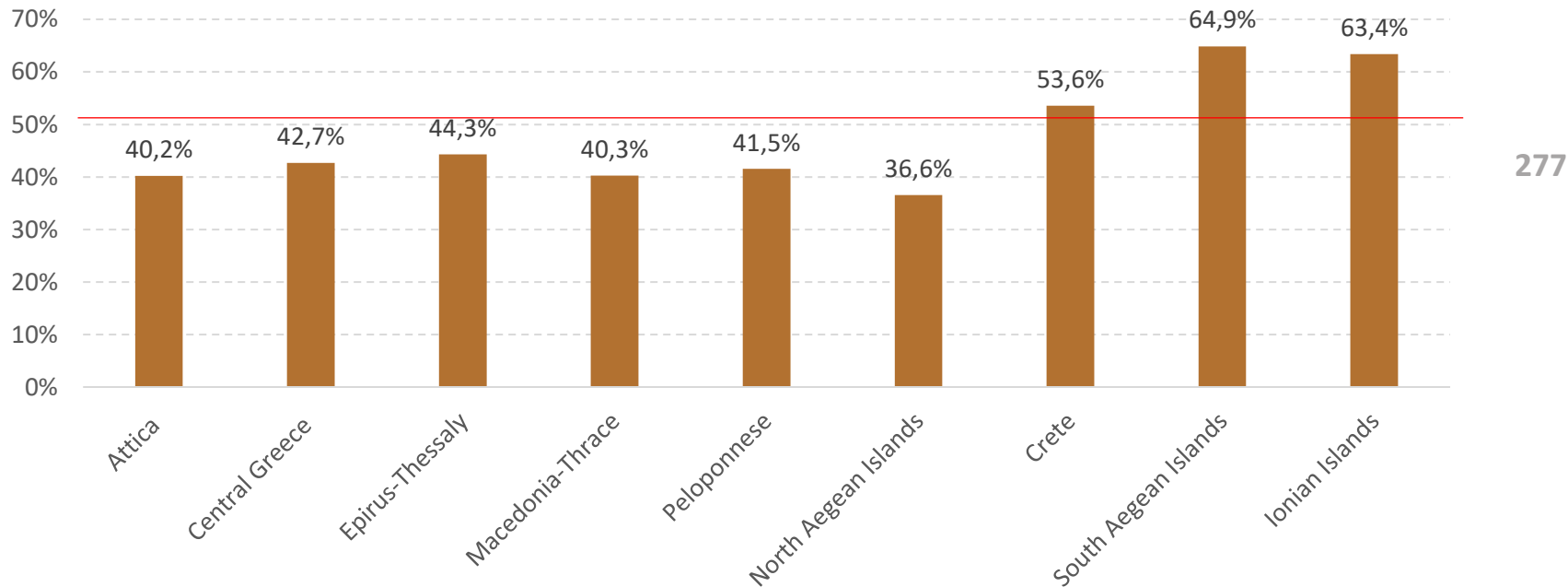
*Reduction of operational costs (AVG. 53,6%)*





# Measurable benefits from implementing sustainability actions\*, by region

*Maintain the balance of local ecosystem (AVG. 51,4%)*

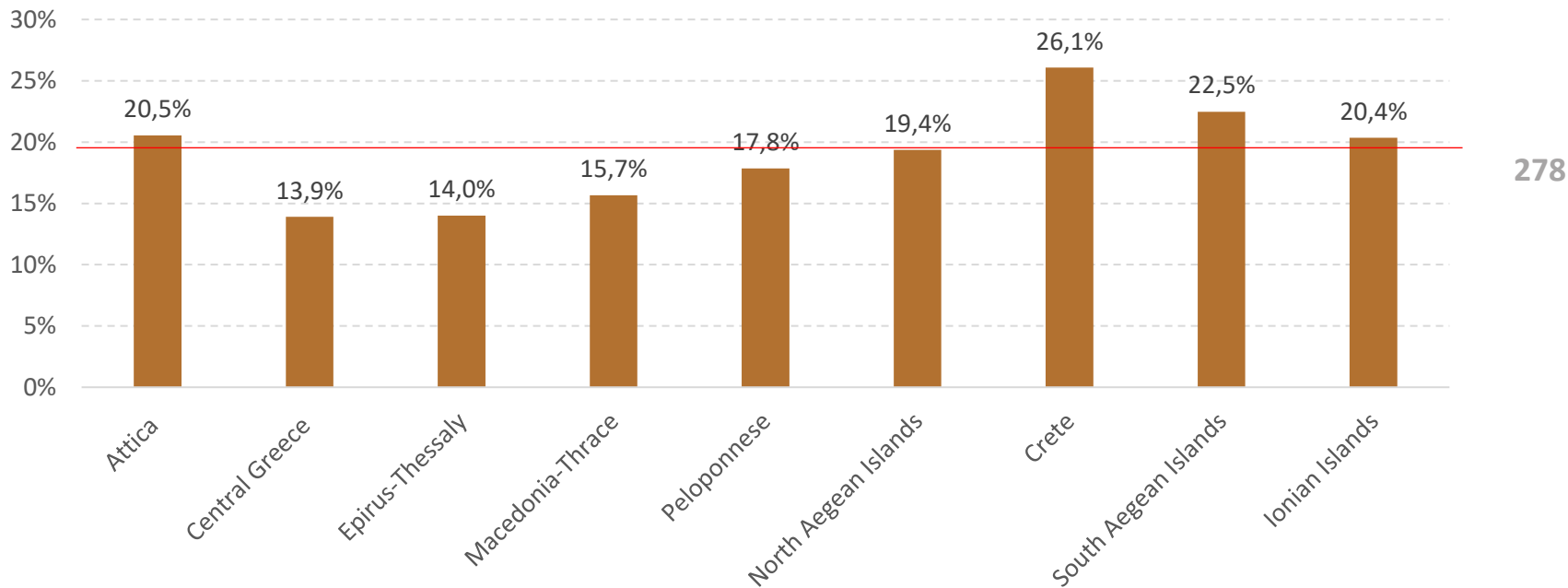


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## Measurable benefits from implementing sustainability actions\*, by region

*Promotes the relationships with the local community (AVG. 19,9%)*

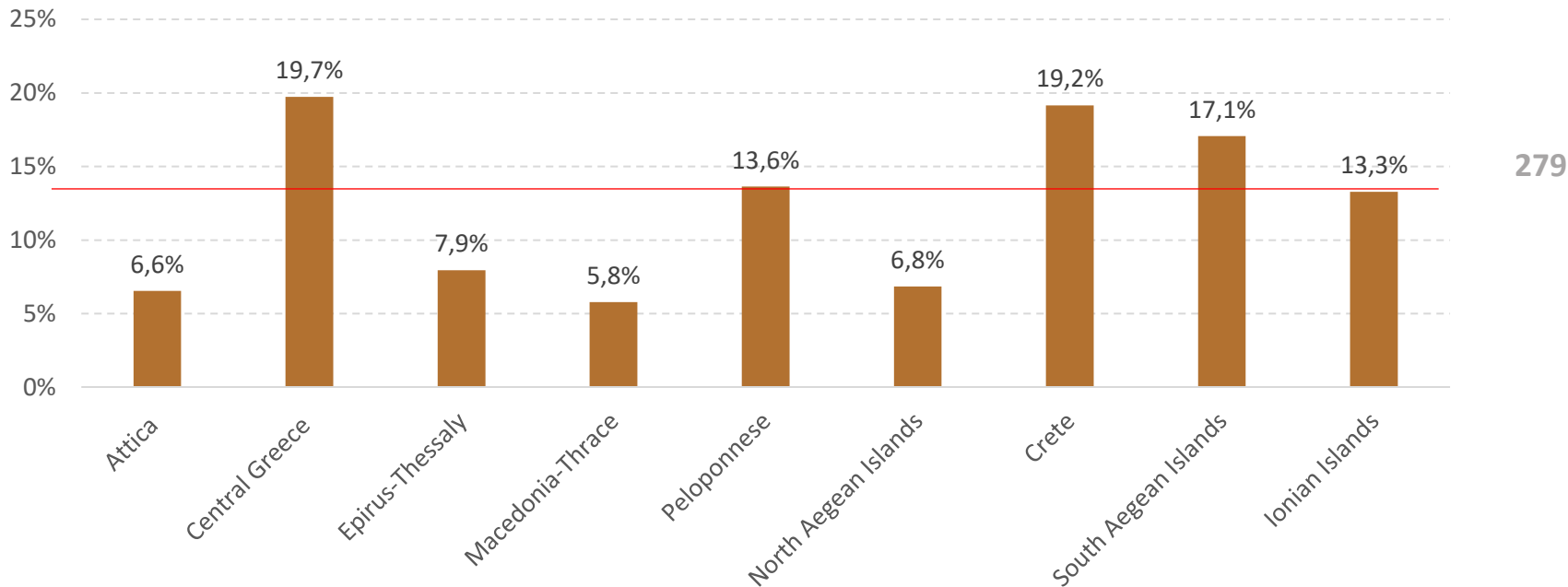


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# Measurable benefits from implementing sustainability actions\*, by region

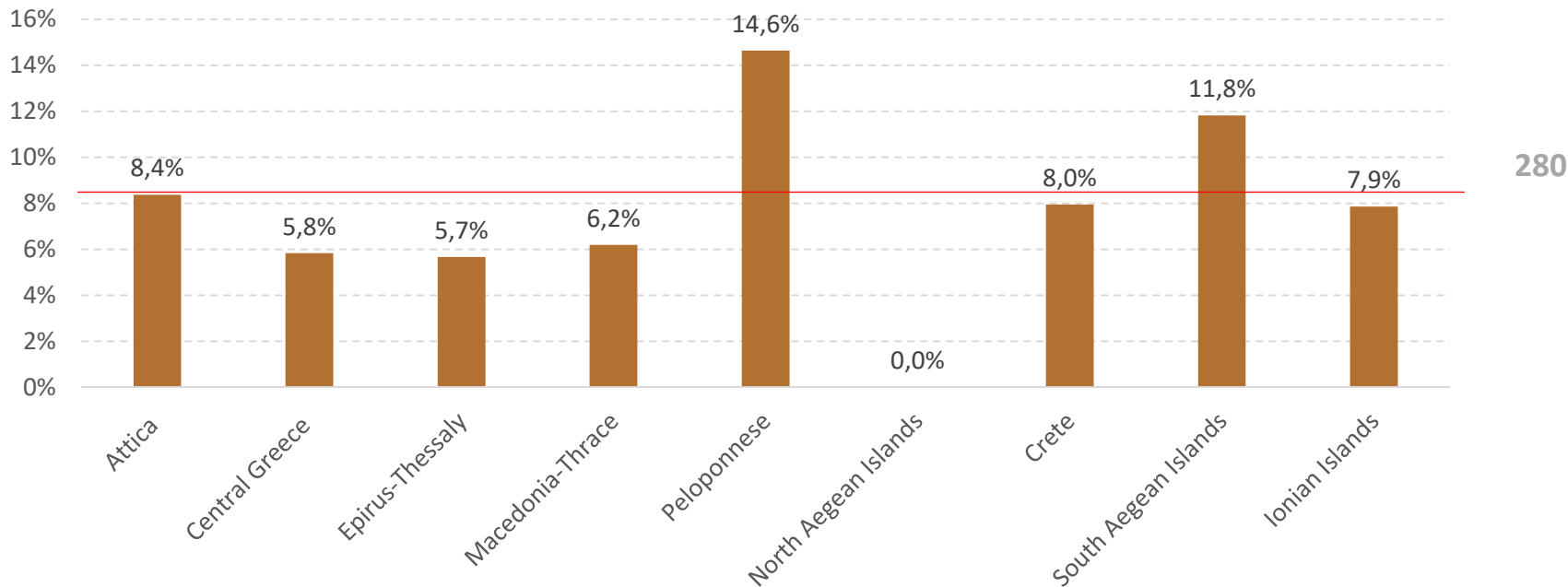
*Increase hotel turnover (AVG. 13,5%)*





# Measurable benefits from implementing sustainability actions\*, by region

*Gives access to new client markets (AVG. 8,5%)*

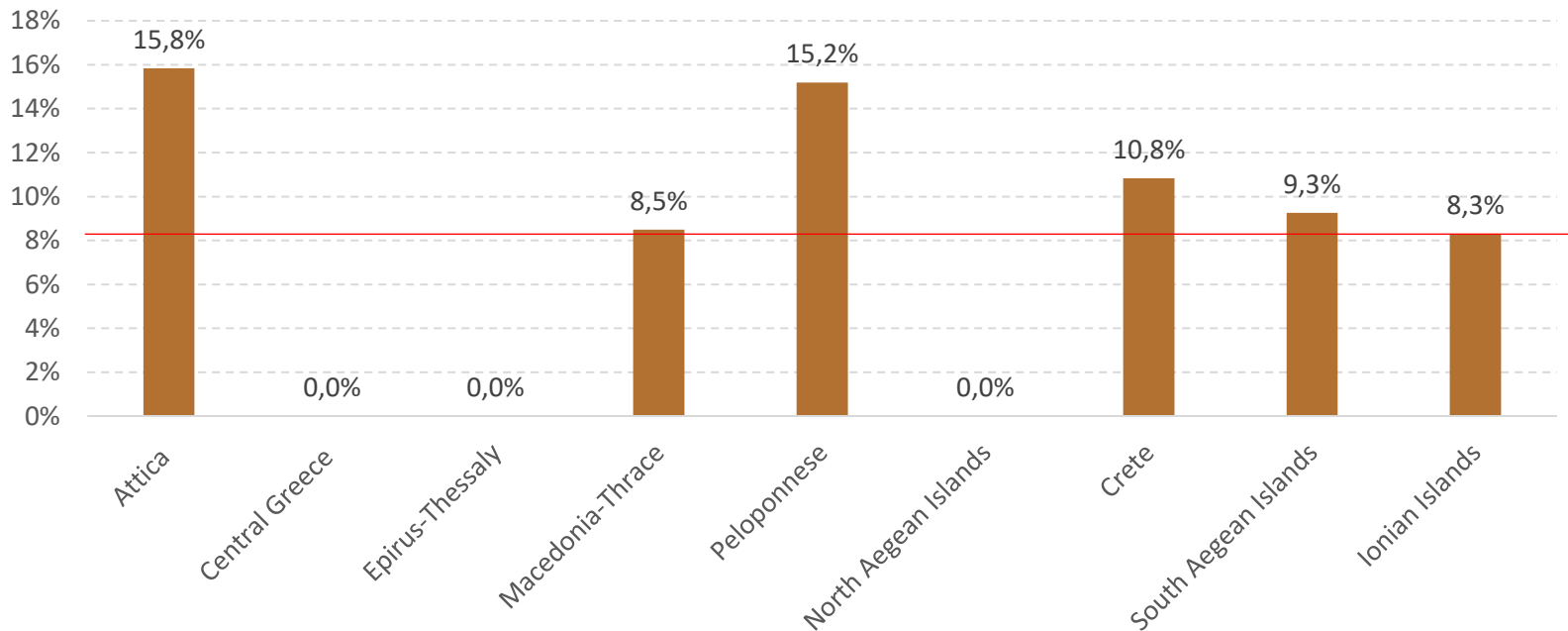






# Measurable benefits from implementing sustainability actions\*, by region

*Makes me a more attractive employer (AVG. 8,3%)*

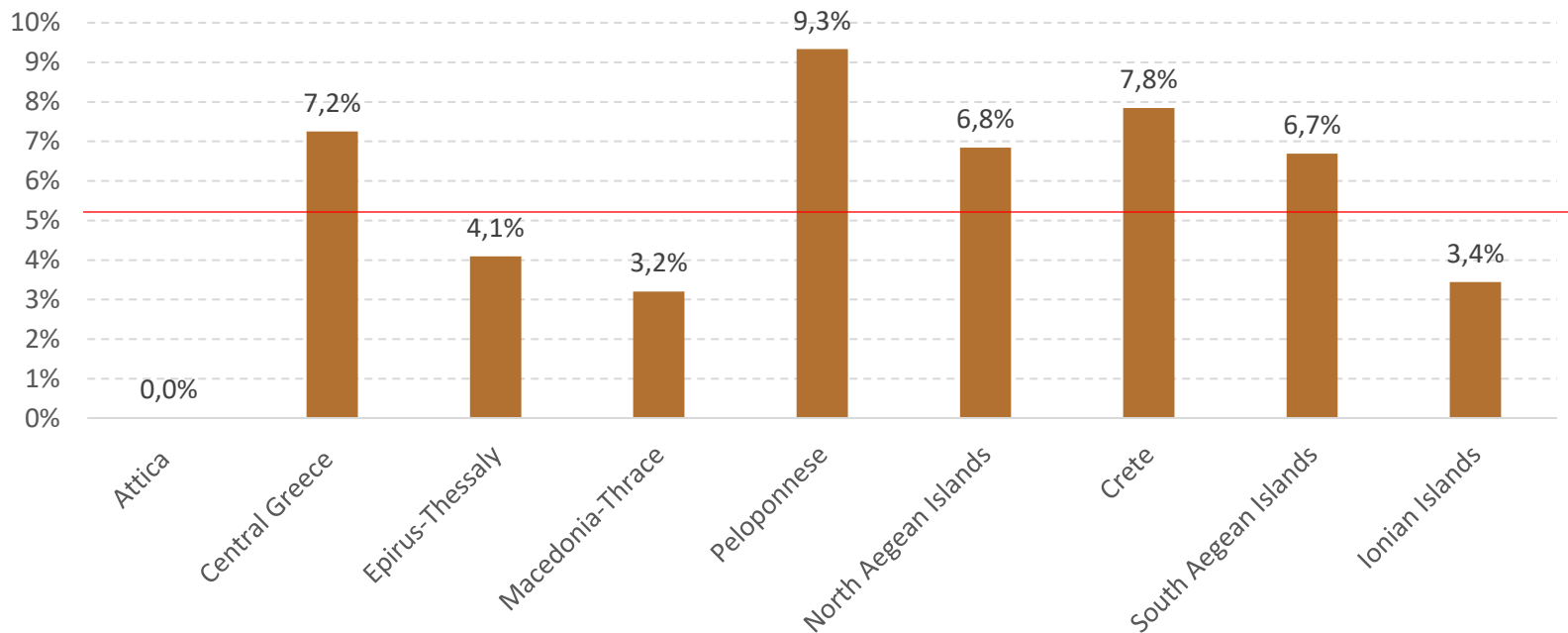


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# Measurable benefits from implementing sustainability actions\*, by region

*Attracts customers who are willing to pay extra premium for it (AVG. 5,7%)*

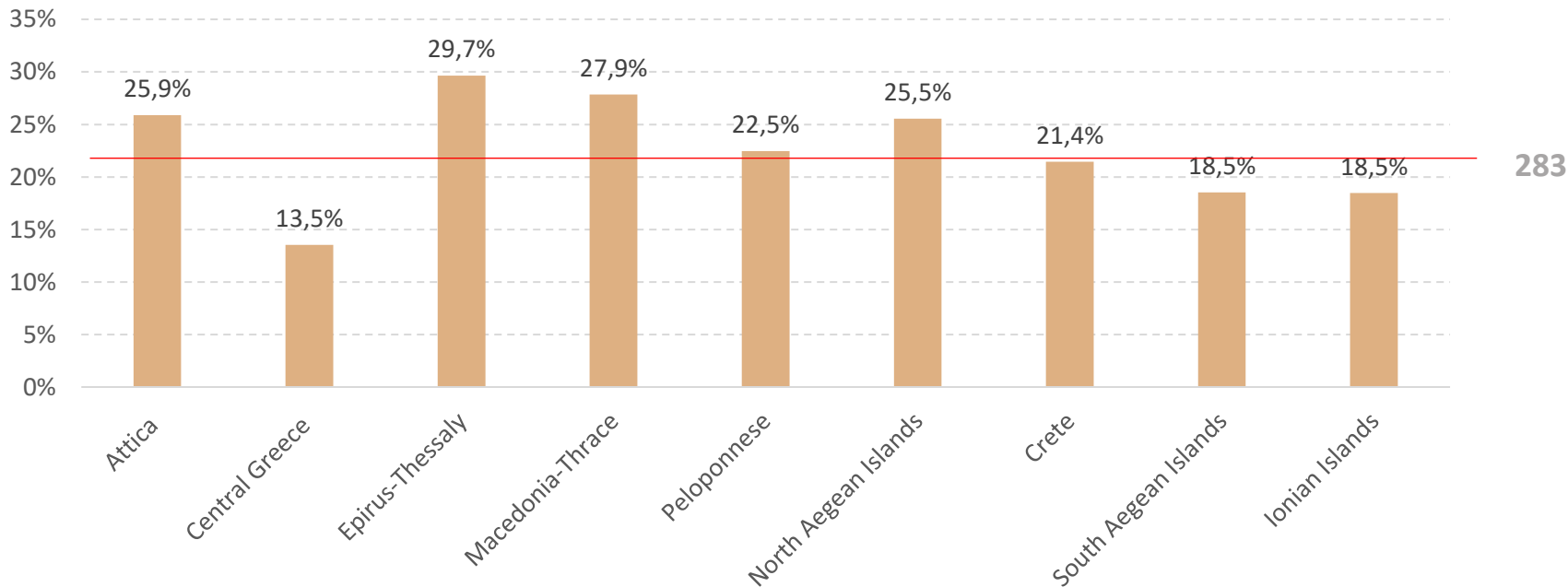


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# Measurable benefits from implementing sustainability actions\*, by region

*I haven't seen any measurable benefits (AVG. 22,0%)*



## Possession of Certification regarding Environment–Energy–Sustainability

*by Region*

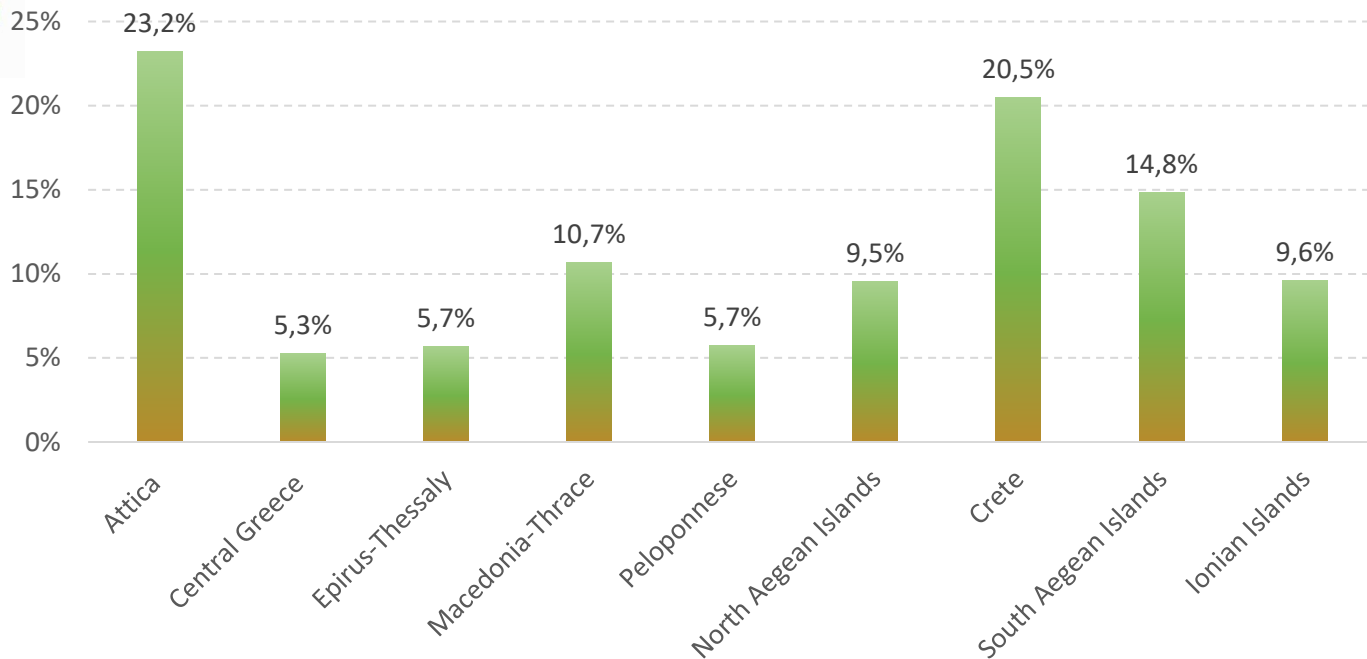


# Possession of Certification regarding Environment–Energy–Sustainability, by region



12%

Reference base: 12% of hotels already hold some kind of sustainability certification.



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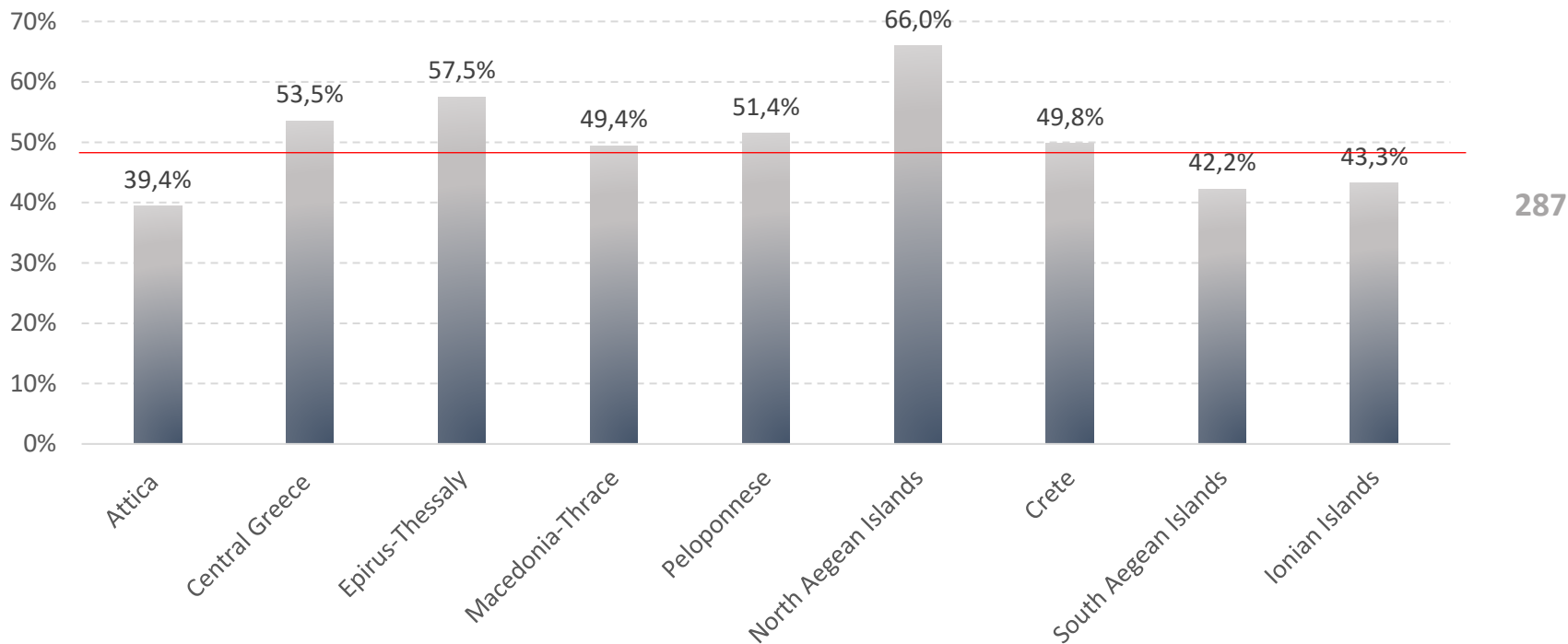
## Implementation of sustainable practices: Barriers and need for facilitation

*by Region*



## Barriers to implementing Sustainability Practices\*, by region

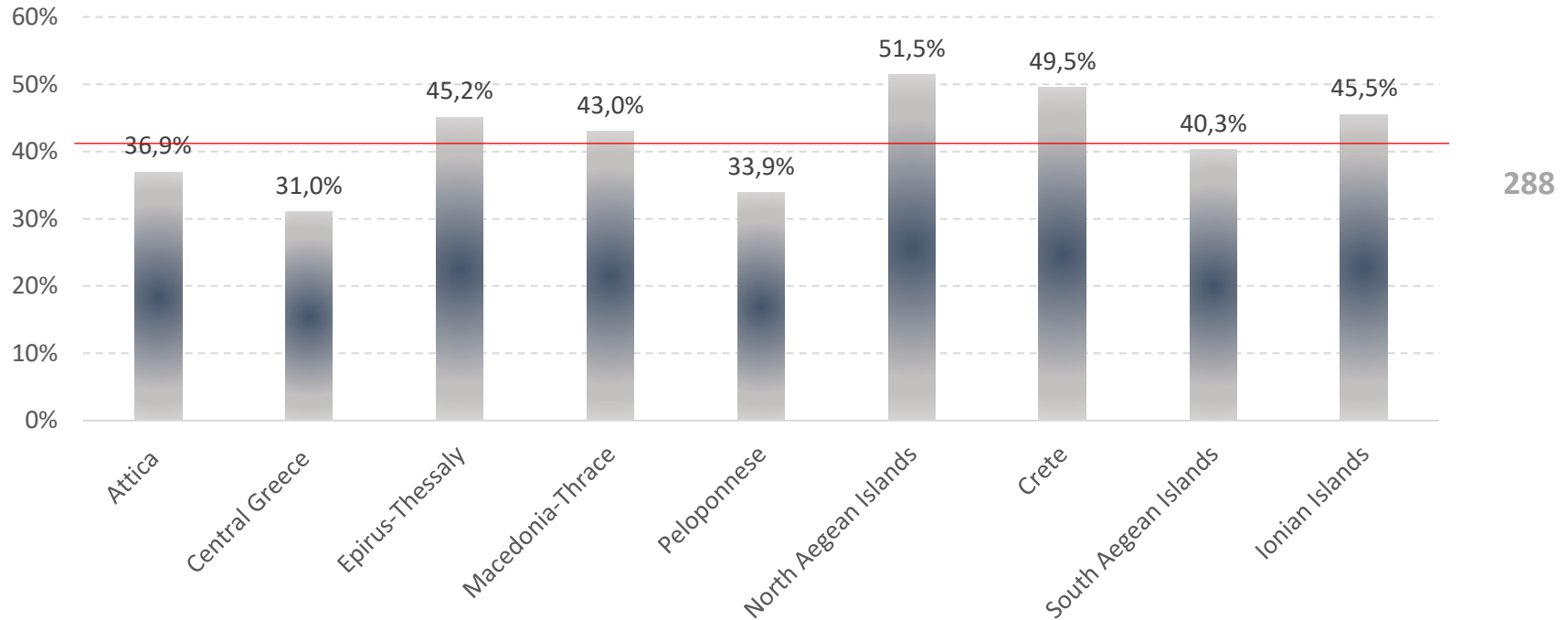
Cash-flow shortage (AVG. 48,7%)





## Barriers to implementing Sustainability Practices\*, by region

*Small team and we have to prioritize other issues (AVG. 42,2%)*



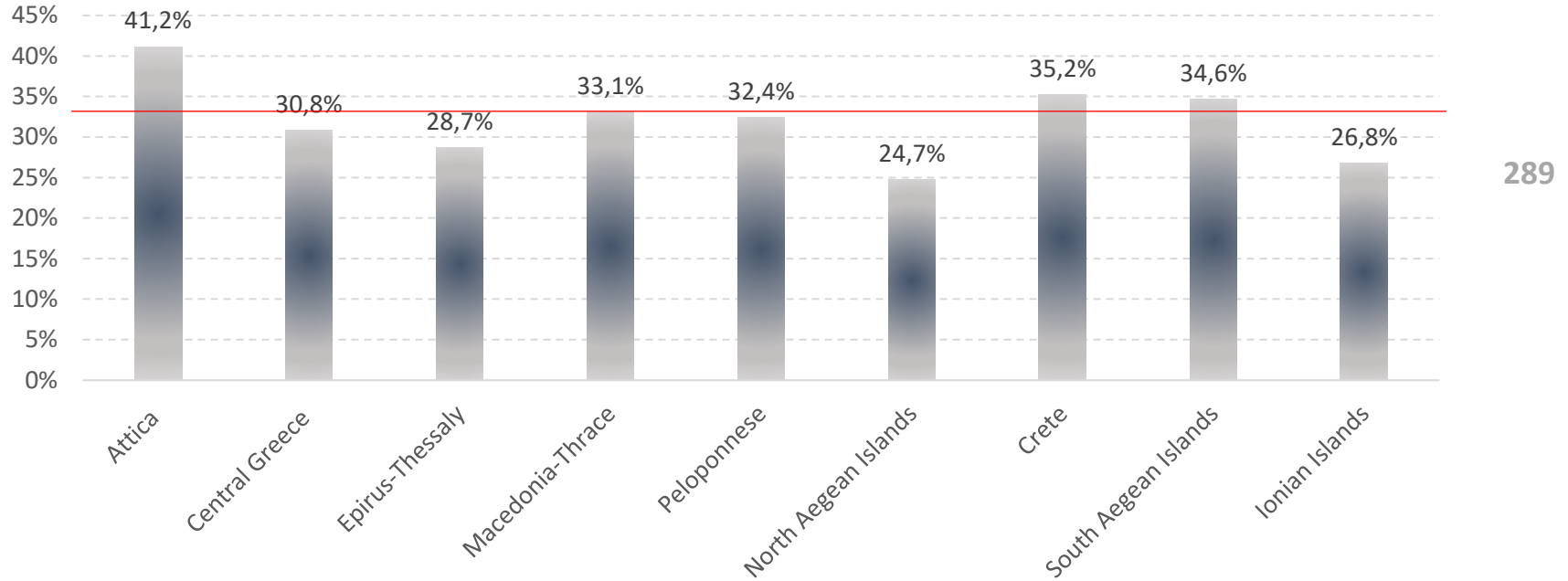
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## Barriers to implementing Sustainability Practices\*, by region

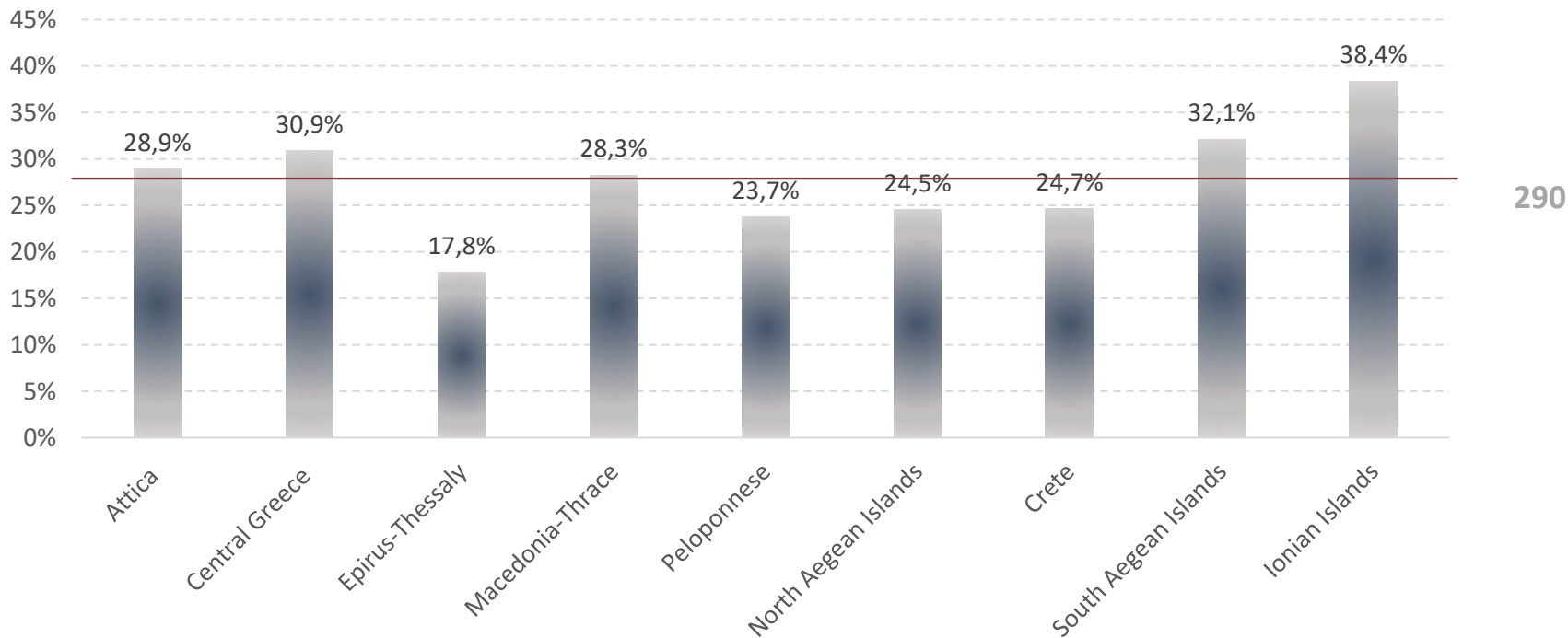
*Lack of information on financial schemes (AVG. 32,6%)*





## Barriers to implementing Sustainability Practices\*, by region

*Lack of information on sustainable practices (AVG. 28,2%)*

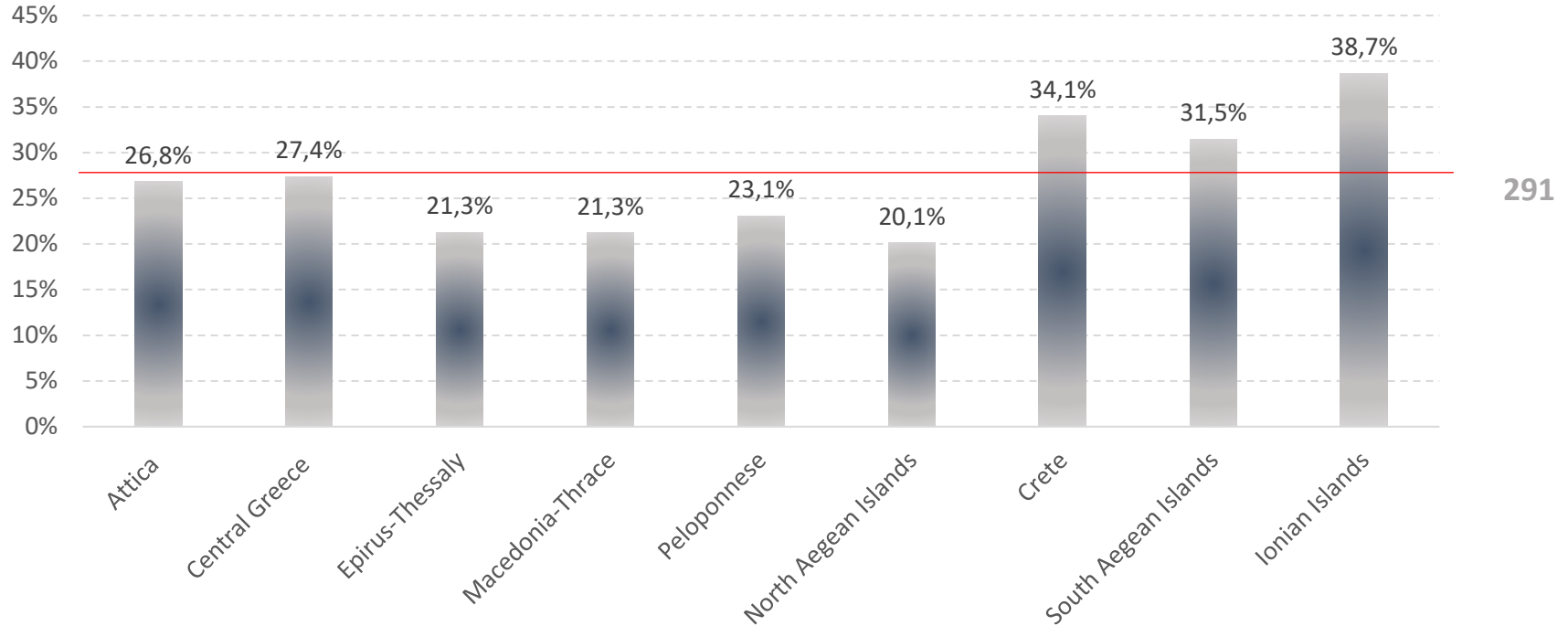


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## Barriers to implementing Sustainability Practices\*, by region

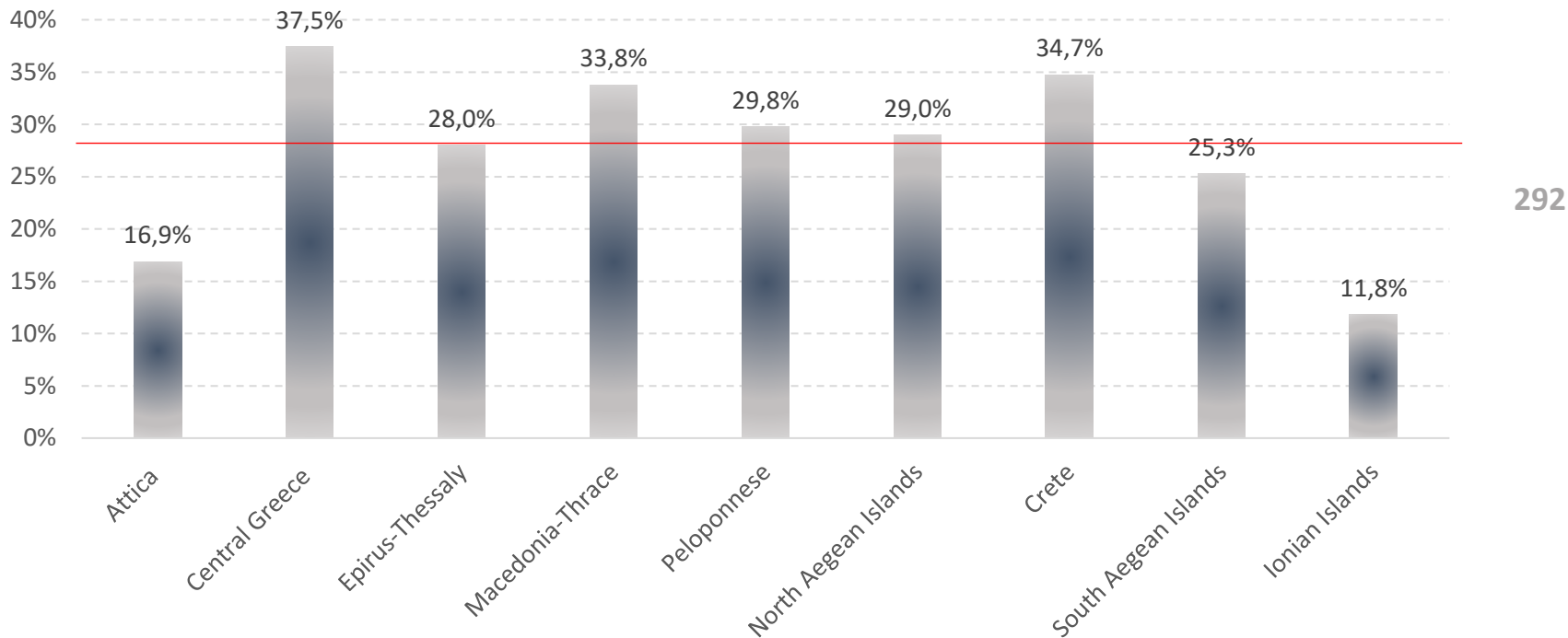
*Lack of specialized staff (AVG. 28,2%)*





## Barriers to implementing Sustainability Practices\*, by region

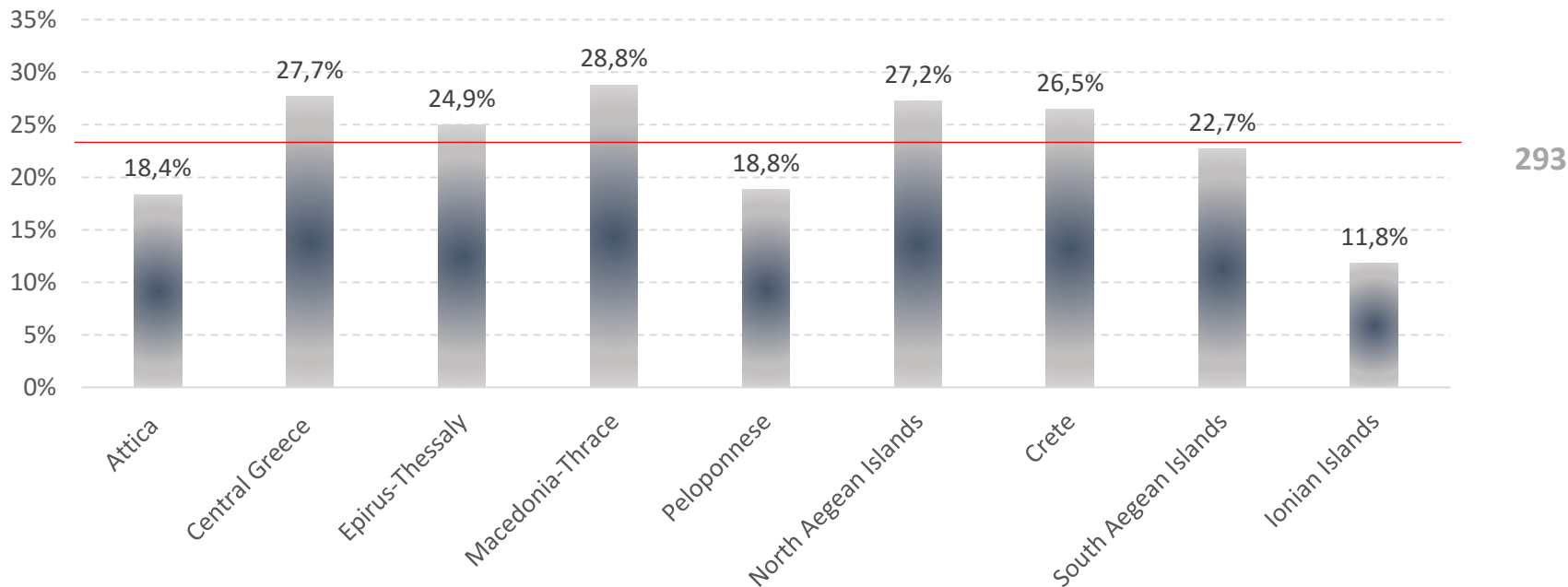
*There is no personal time available (AVG. 28,2%)*





## Barriers to implementing Sustainability Practices\*, by region

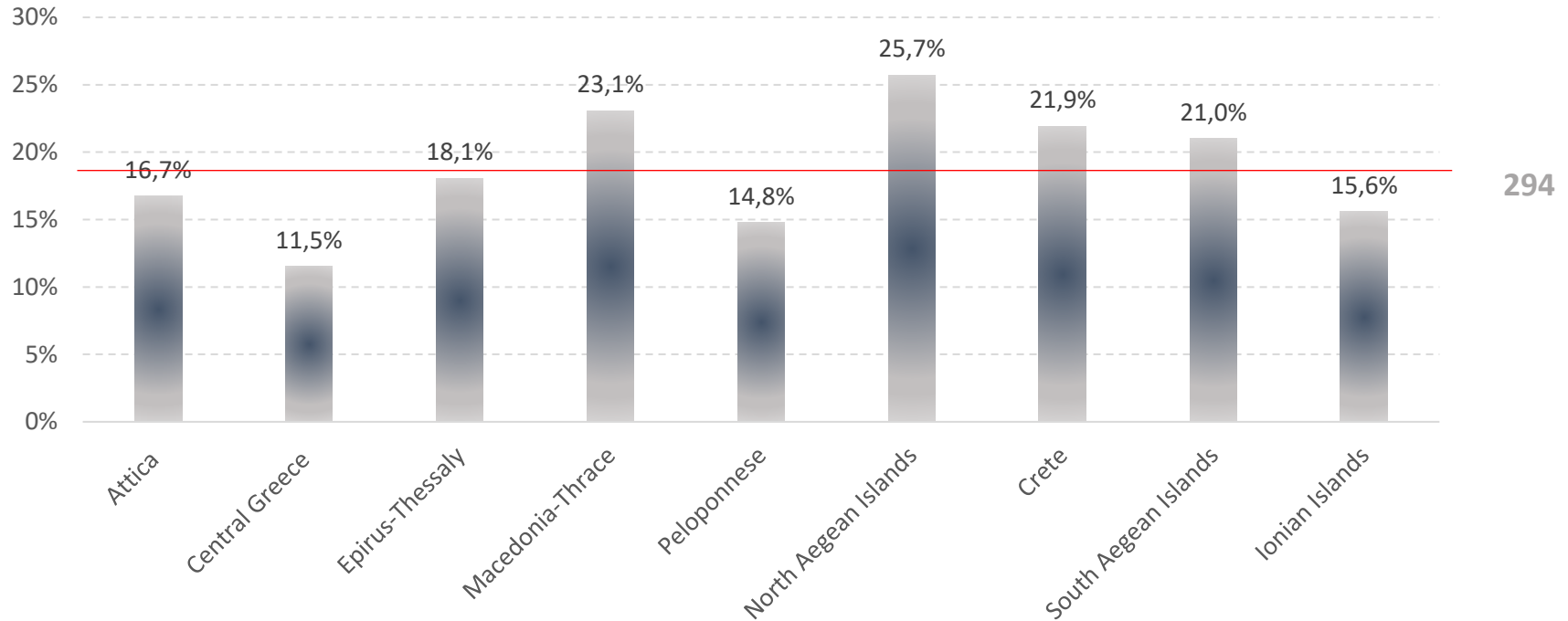
*Inability to participate in financial schemes (AVG. 23,5%)*





## Barriers to implementing Sustainability Practices\*, by region

*Lack of know-how/experience to prepare the file & submit the proposal (AVG. 19,4%)*

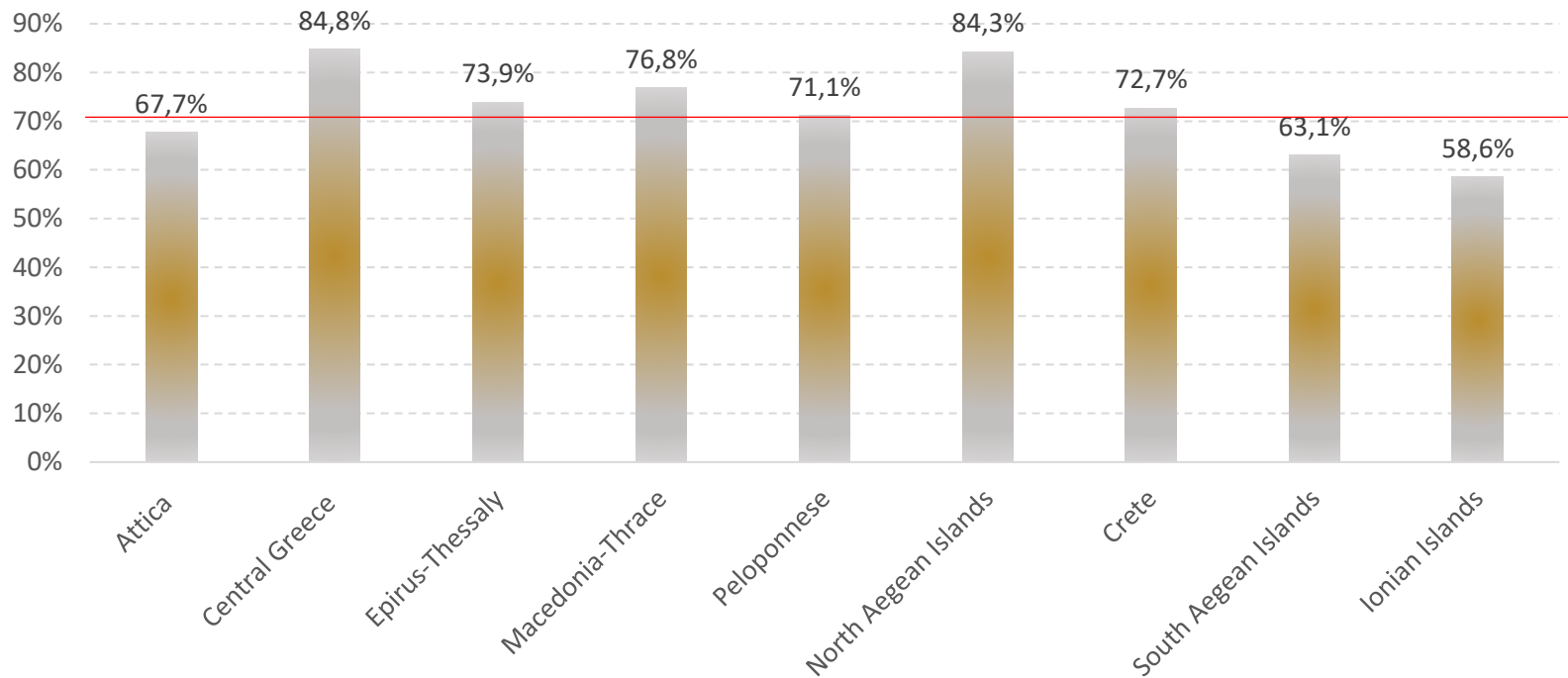


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# Facilitations for implementation or expansion of Sustainability Practices in the hotel\*, by region

Funding (AVG. 71,0%)

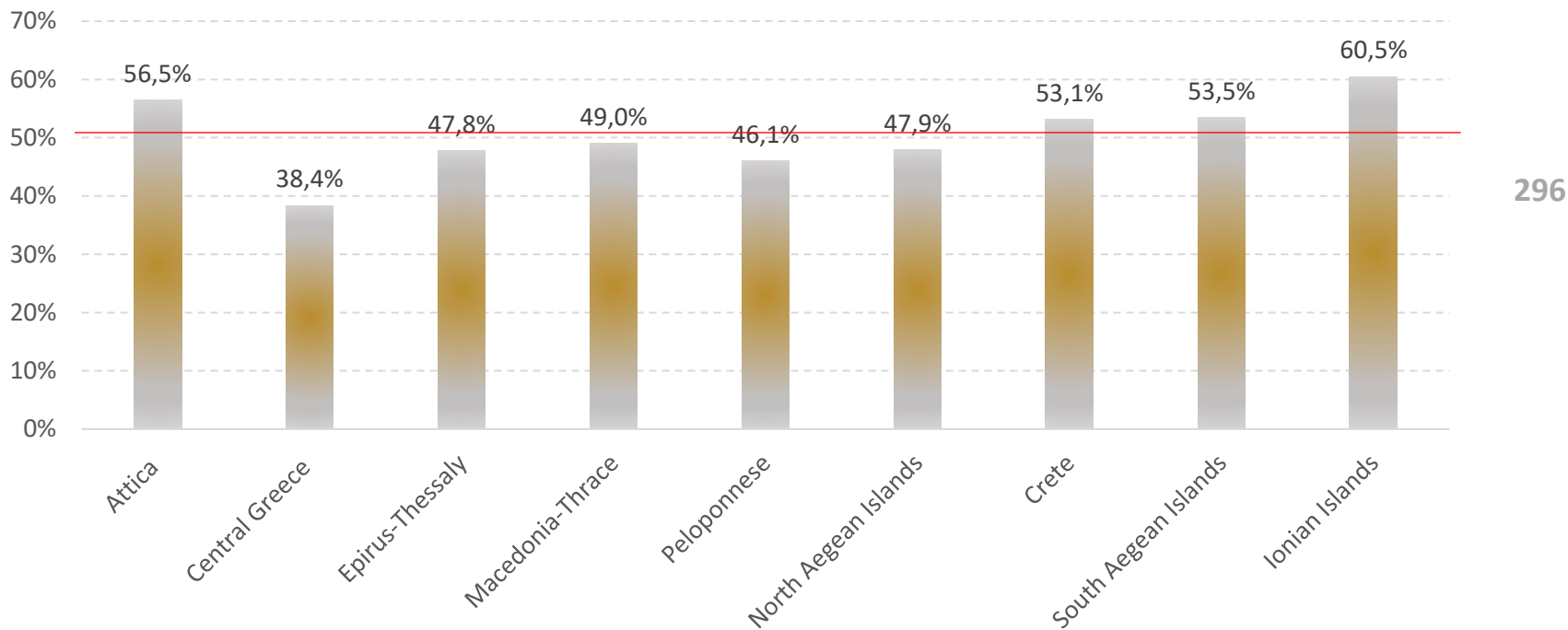


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# Facilitations for implementation or expansion of Sustainability Practices in the hotel\*, by region`

*Education / training for me and my staff (AVG. 50,9%)*



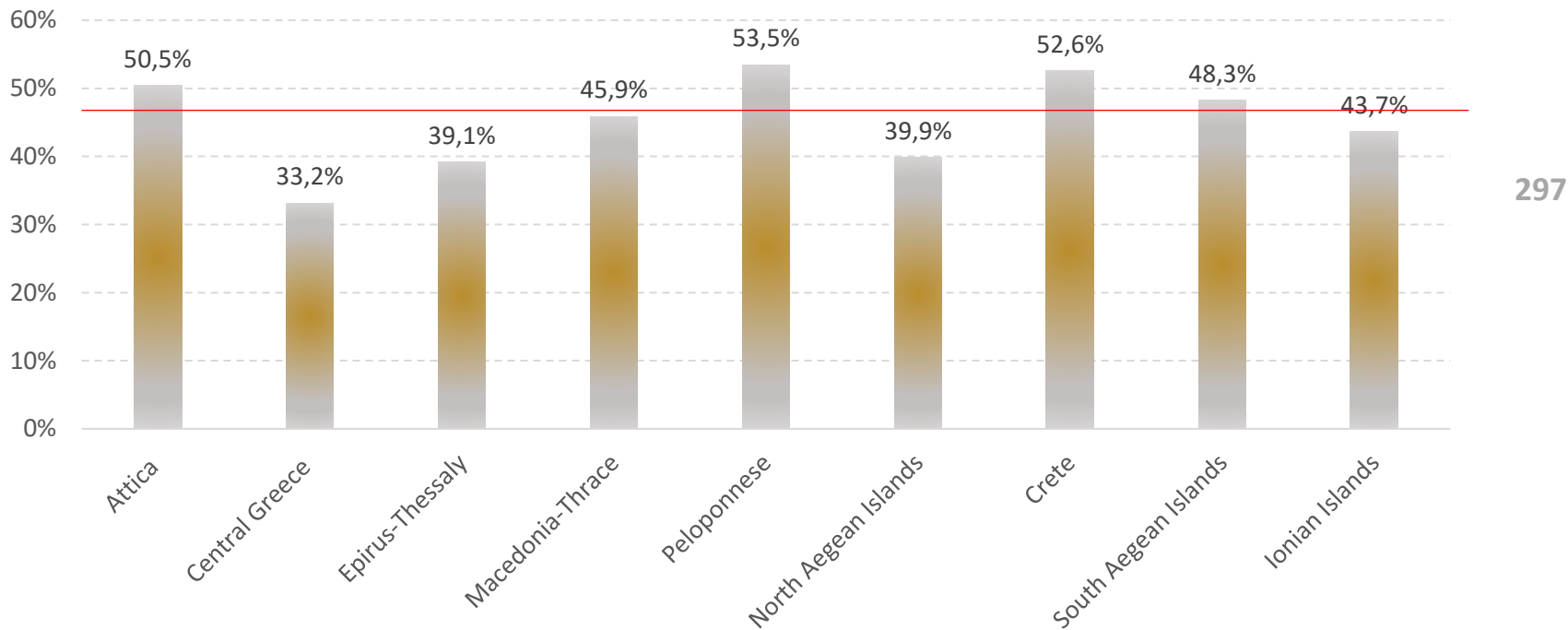
\* Multiple choice questions.





# Facilitations for implementation or expansion of Sustainability Practices in the hotel\*, by region

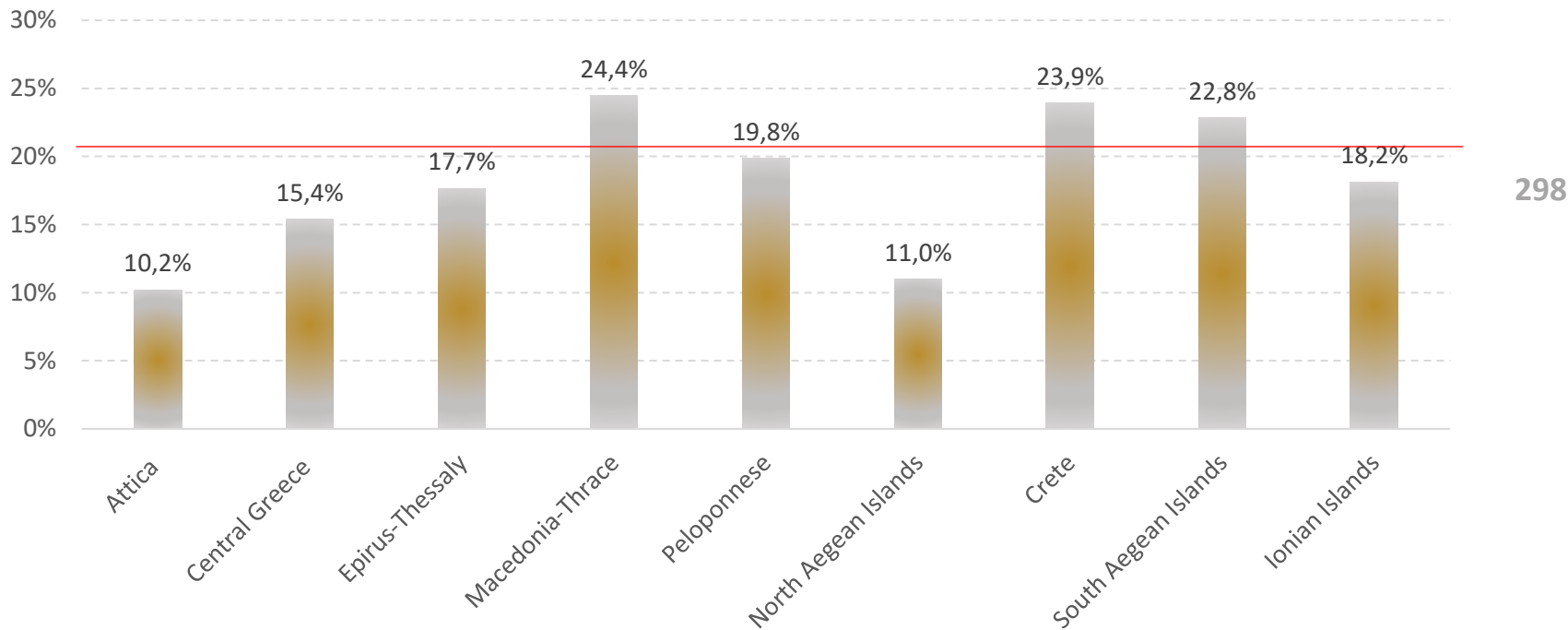
Information on sustainability practices tailored to the needs of my business (AVG. 46,3%)





# Facilitations for implementation or expansion of Sustainability Practices in the hotel\*, by region`

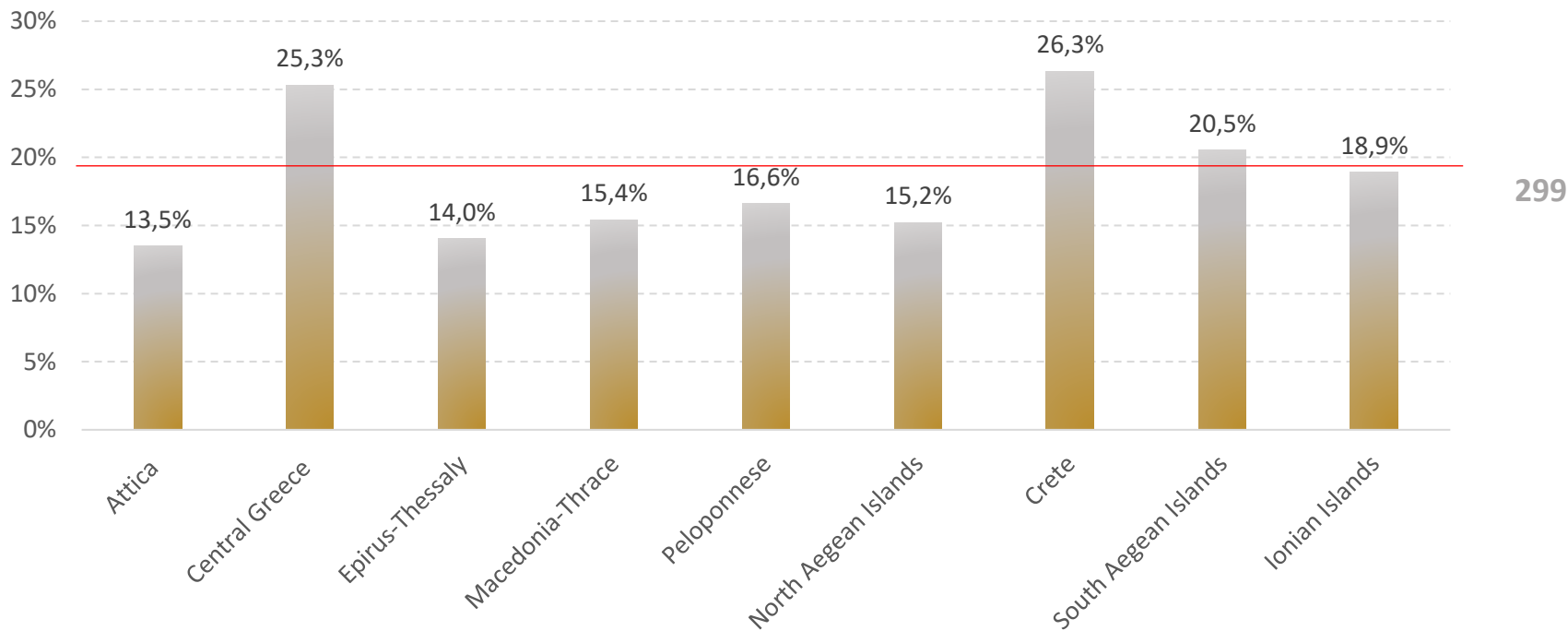
*Cooperation with external consultants on sustainability issues (AVG. 20,4%)*





## Facilitations for implementation or expansion of Sustainability Practices in the hotel\*, by region

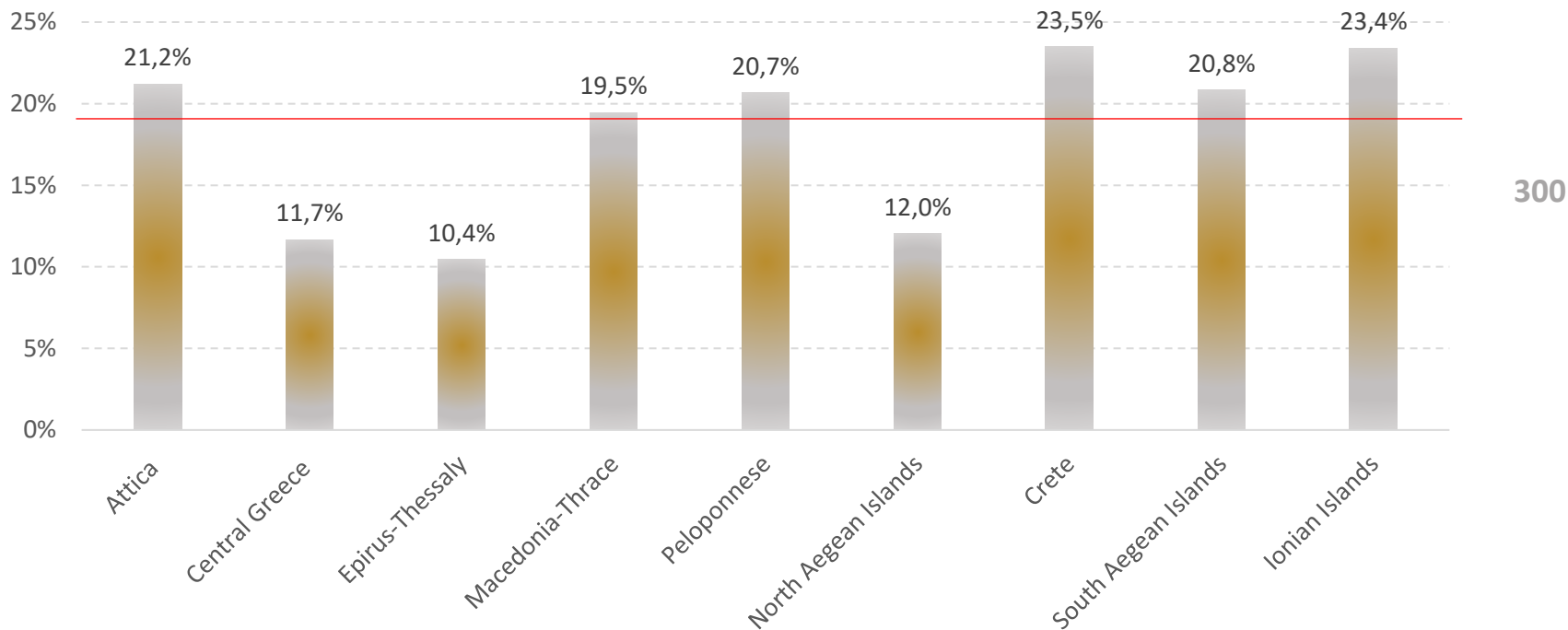
*Acquiring financial resources to hire trained/specialized staff (AVG. 19,3%)*





## Facilitations for implementation or expansion of Sustainability Practices in the hotel\*, by region

*Finding trained/specialized staff (AVG. 19,2%)*

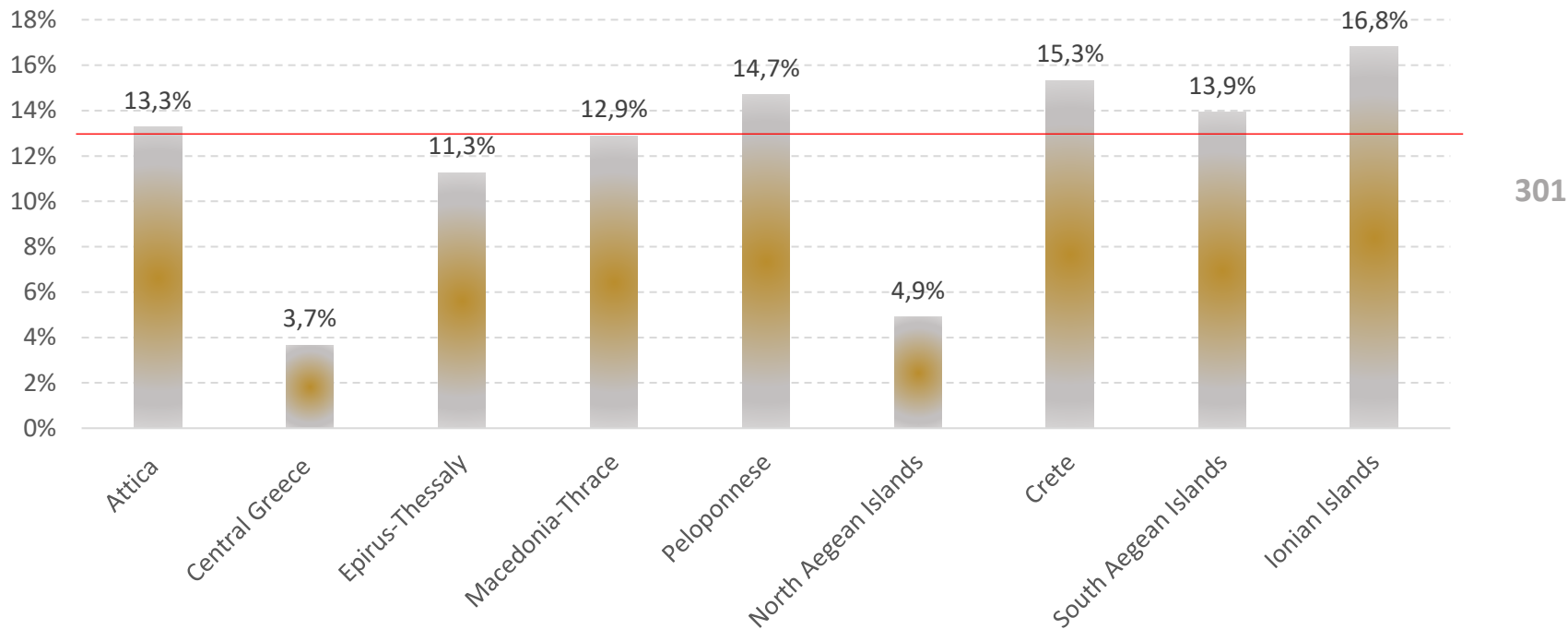


\* Multiple choice questions.



# Facilitations for implementation or expansion of Sustainability Practices in the hotel\*, by region`

*Appoint a person who will deal with the sustainability issues of my business (AVG. 12,9%)*

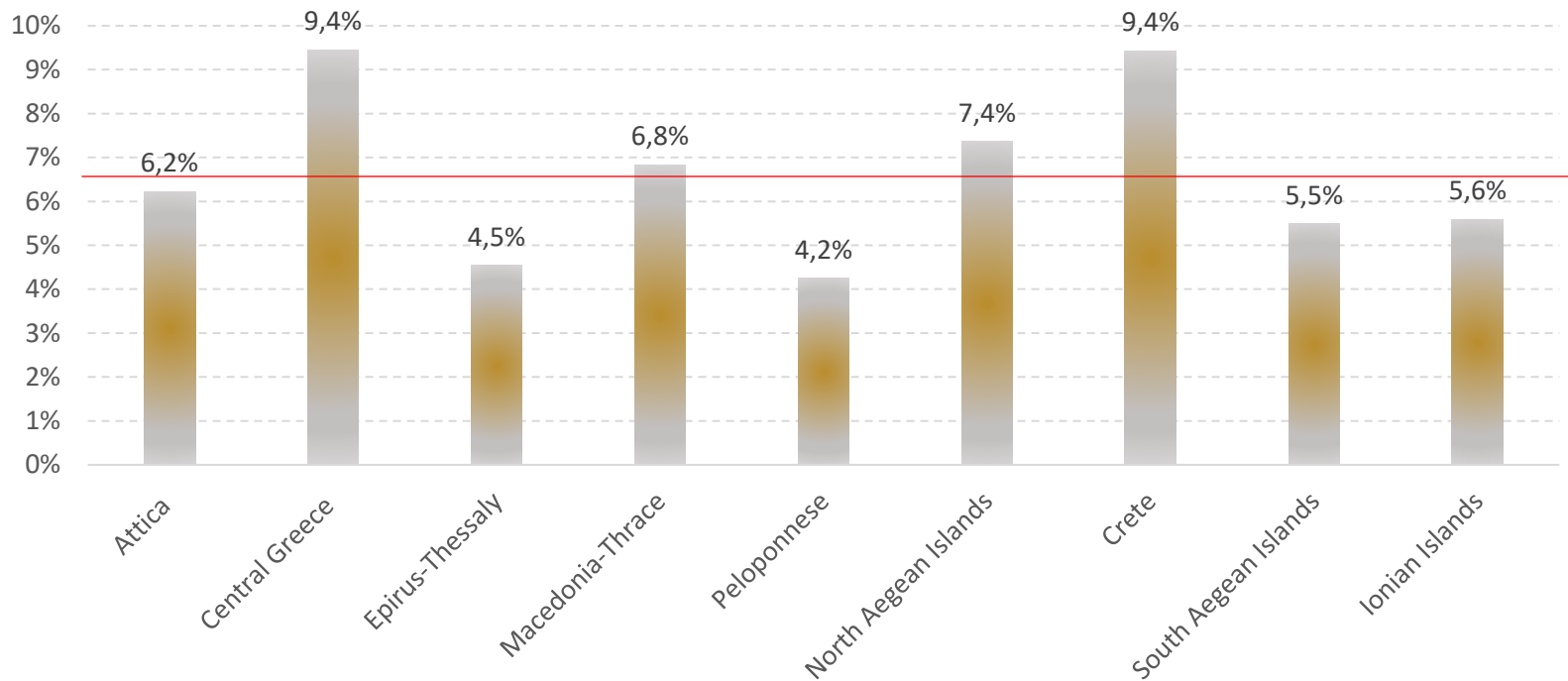


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# Facilitations for implementation or expansion of Sustainability Practices in the hotel\*, by region``

Support from DMO (AVG. 6,6%)



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## Assessment of knowledge on sustainability issues

### Knowledge of the educational program “Grow Greece with Google”

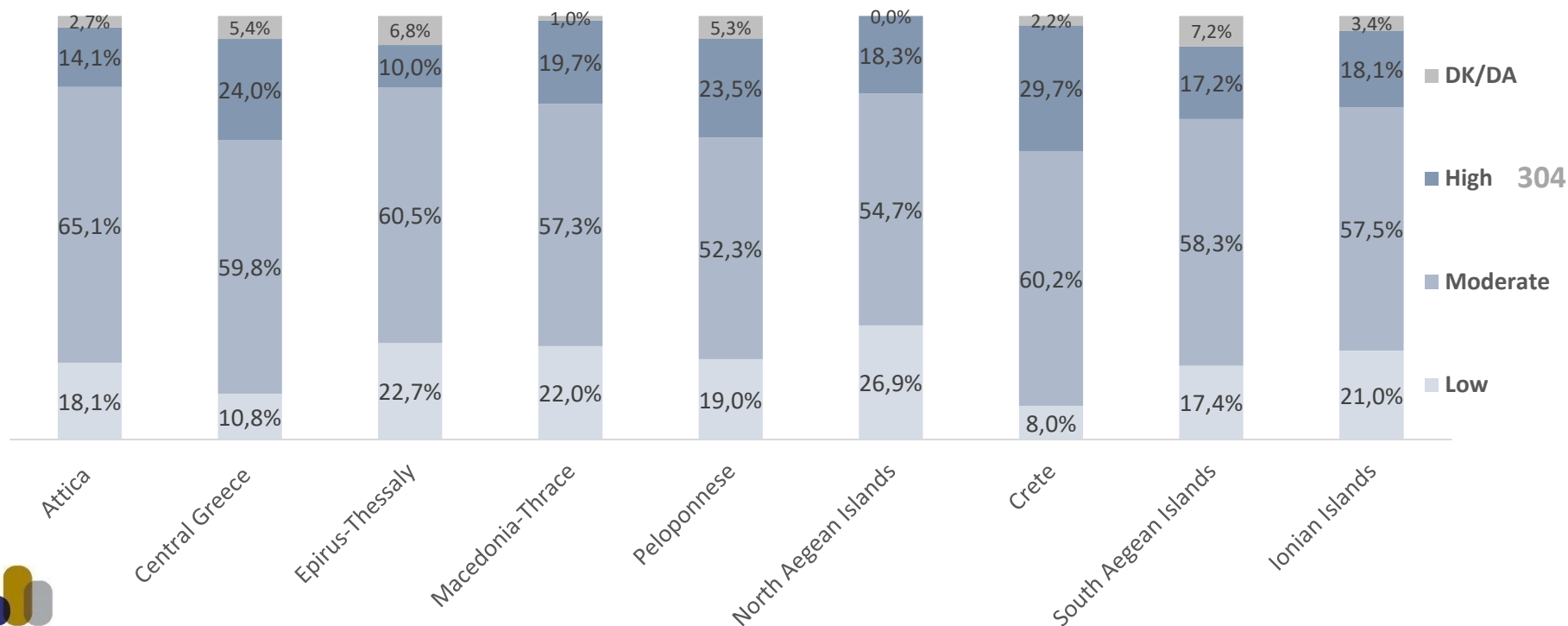
*by Region*

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## Assessment of knowledge on sustainability issues, by region

Self-assessment of hoteliers GENERALLY on environmental sustainability issues.

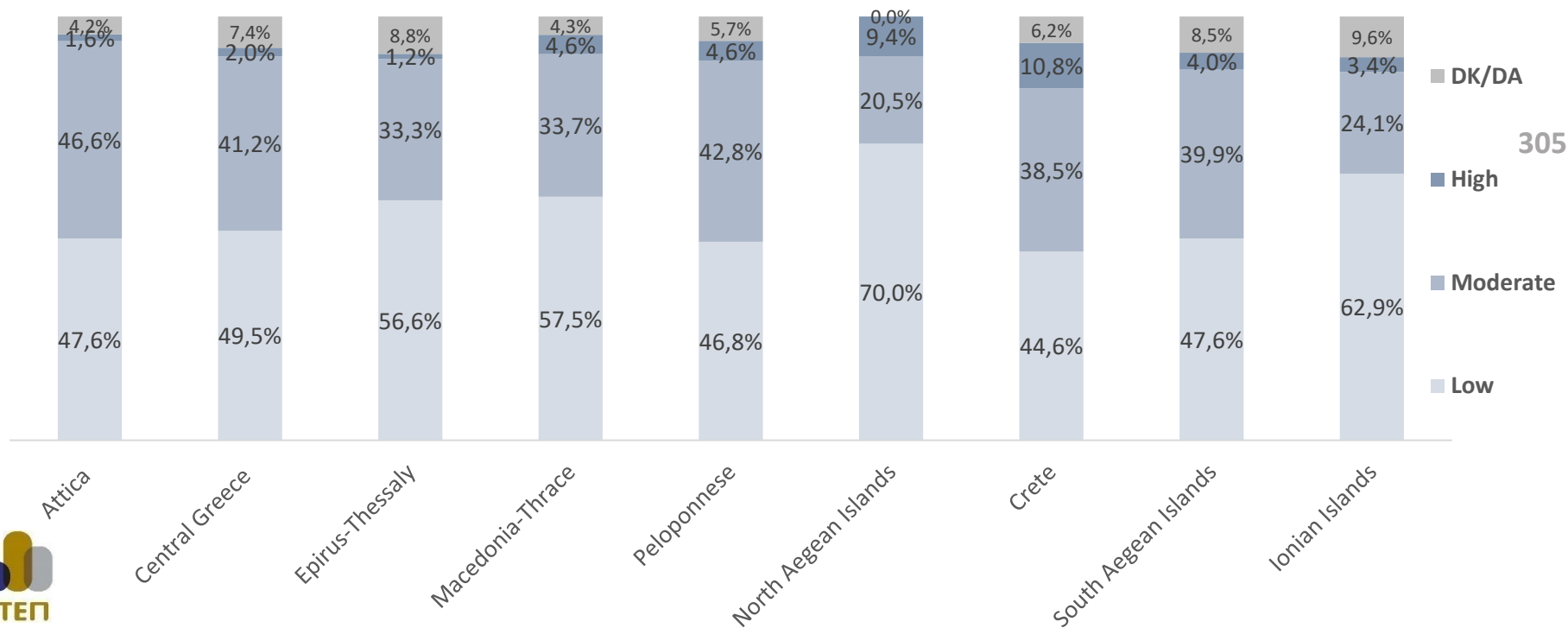






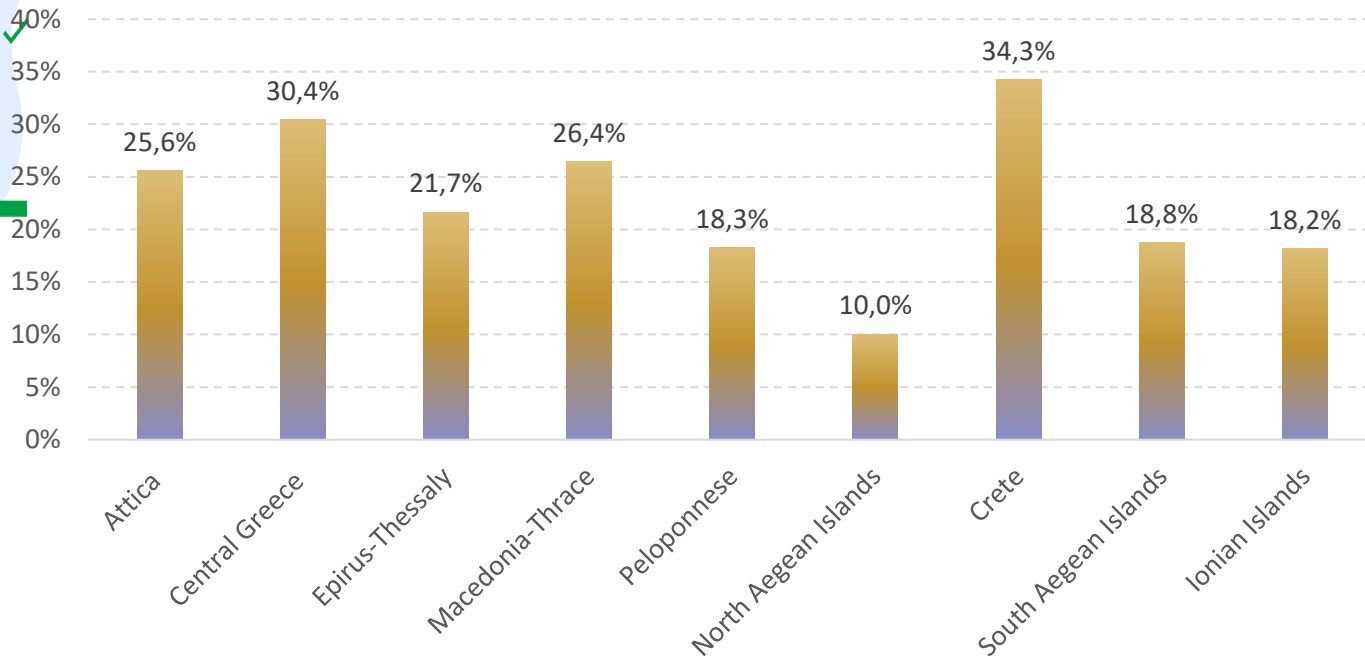
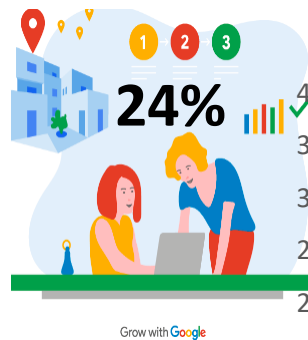
## Assessment of knowledge on sustainability issues, by region

Evaluation of the level of knowledge of the Staff regarding the implementation of sustainability good practices in the hotel





## "Grow Greece with Google", by region



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