

RESEARCH INSTITUTE FOR TOURISM

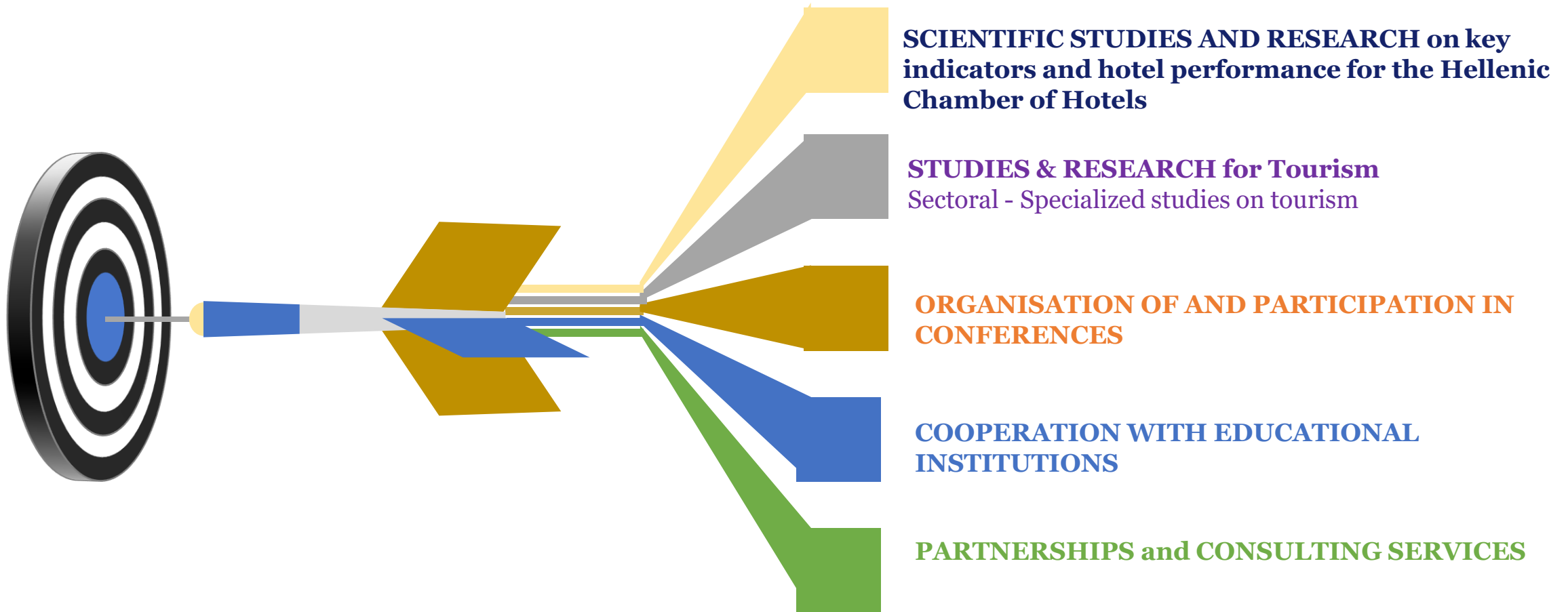


Research Projects 2023



RIT Research Projects

KEY AXES:



THE RIT TEAM

Director General of RIT : Professor George Petrakos

Head of the Research Department of RIT: Sofia Panousi, economist

RIT researchers: Dora Nikou, economist

George Soklis, Assistant Professor, Panteion University

External partners from the fields of statistics, tourism, marketing

RIT BOARD OF DIRECTORS

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RESEARCH - STUDIES 2023

For the Hellenic Chamber of Hotels

1. Annual Survey 2023
2. Monthly Panel Survey
3. Q1 2023 survey and forecasts for the course of the tourist season.
4. Employment in Greek hotels: Shortages in specialties observed in 2023.
5. New Technologies and Artificial Intelligence (AI)
6. Study on the impact of transforming the occupancy tax to an increased environmental fee
7. The contribution of the hotel sector to the Greek economy
8. Wildfires' impact on the hotels of Rhodes.
9. Floods' impact on the hotels of Thessaly.
10. Repercussions of the forthcoming restrictions on advance payments of package travel (Package Travel Directive, PTD).
11. Investigation of the non-payment of Accommodation Fees by Booking to Greek hotels.

RESEARCH - STUDIES 2023

For GOOGLE HELLAS:

Survey to identify the training needs of hoteliers and employees on environmental and sustainability issues.

For CERVED PROPERTY SERVICES:

Characteristics and performance of Greek hotels 2022-23.

For the HALKIDIKI HOTELS ASSOCIATION:

Monthly panels to monitor key hotel variables.

For the SOUTH AEGEAN REGION:

Study on the characteristics and performance of the hotels in the Region.

For the REGION OF CENTRAL GREECE:

Study for the creation and promotion of Greek Breakfast.

For Horwath Consulting:

Characteristics and performance of chain hotels.

For the Association of Hotel Owners of Attica and the Argosaronic Islands:

A sectoral study on the Carrying Capacity of Tourist Development of Athens.

ANNUAL SURVEY FOR 2023 (FOR THE H.C.H.)

Indicative conclusions

- **89%** was the average hotel **occupancy rate** in August (08/2022: 88%)
- **130 €** the **median** price of a double room in August (08/2022: 110€)
- **10.563,8 million €** was the **hotel turnover**, **+22,5% compared to 2022**
- **7,9%** increase in **contract rates compared to 2023**
- **7%** of turnover concerns **investments in** hotel renovations and repairs
- **13%** of investment expenditure refers to **sustainability actions**



THIS YEAR'S SURVEY ASSESSED:

Gross profit

Taxes: VAT, local, occupancy, properties,

Insurance premiums

EBIDTA

DATA READING basis:

Hotel classification

Region

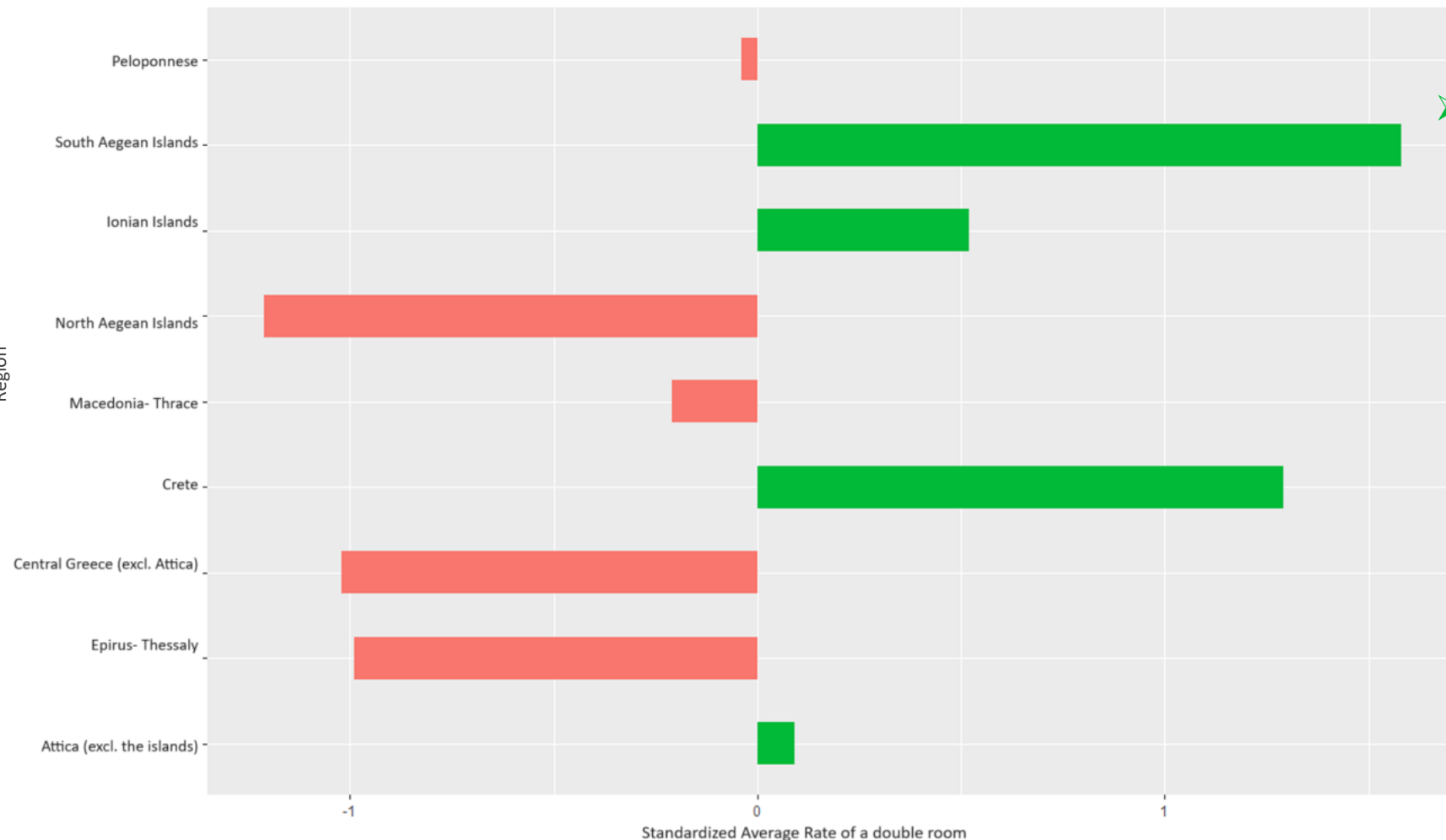
Type of operation (year-round/seasonal)

Altitude (mountain/urban)

ANNUAL SURVEY FOR 2023 (FOR THE H.C.H.)

August Room Rate deviation bars by Region in relation to the national average

Deviation Bars
Standardized Average Rate of a double room in August



Average Nationwide: 164€

Above AVG.:

South Aegean Islands
Ionian Islands
Crete
Attica



Below AVG.:

North Aegean Islands
Macedonia-Thrace
Central Greece
Epirus-Thessaly

Average Rate of a double room

■ Above Average
■ Below Average

MONTHLY PANEL SURVEY (FOR THE H.C.H)

We are looking for the: Average room rate and occupancy rate per month in operating hotels

➤ The data are analysed for specific characteristics:

- The classification
- The size
- The region
- The operation
- The location (city, resort)
- The altitude (resort, mountain)

FIGURES IN THE TIMELINESS

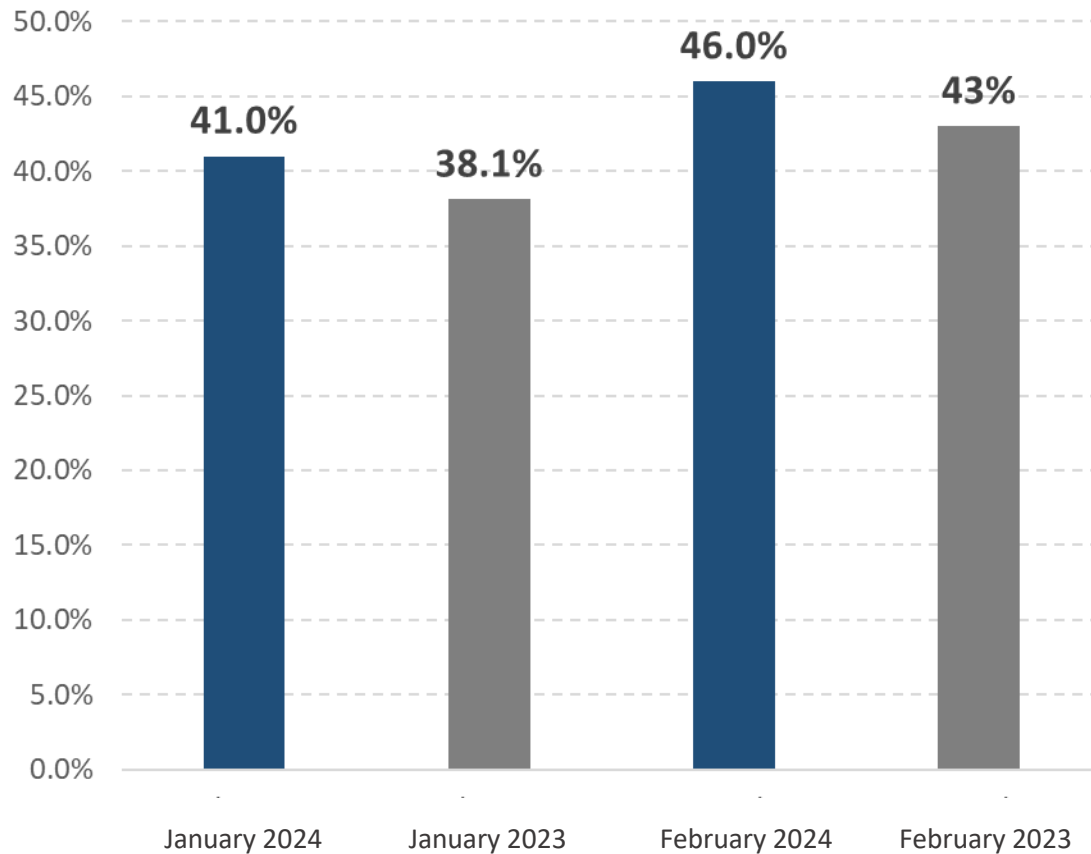
Average Rate of a double Room and Average Occupancy Rate

AVERAGE OCCUPANCY RATE APRIL 2024 Average OR of hotels in April 2024 was 50%	AVERAGE OCCUPANCY RATE APRIL 2023 Average OR of hotels in April 2023 was 44%	AVERAGE RATE OF A DOUBLE ROOM APRIL 2024 ARR of hotels in April 2024 was 97€	AVERAGE RATE OF A DOUBLE ROOM APRIL 2023 ARR of hotels in April 2023 was 89€
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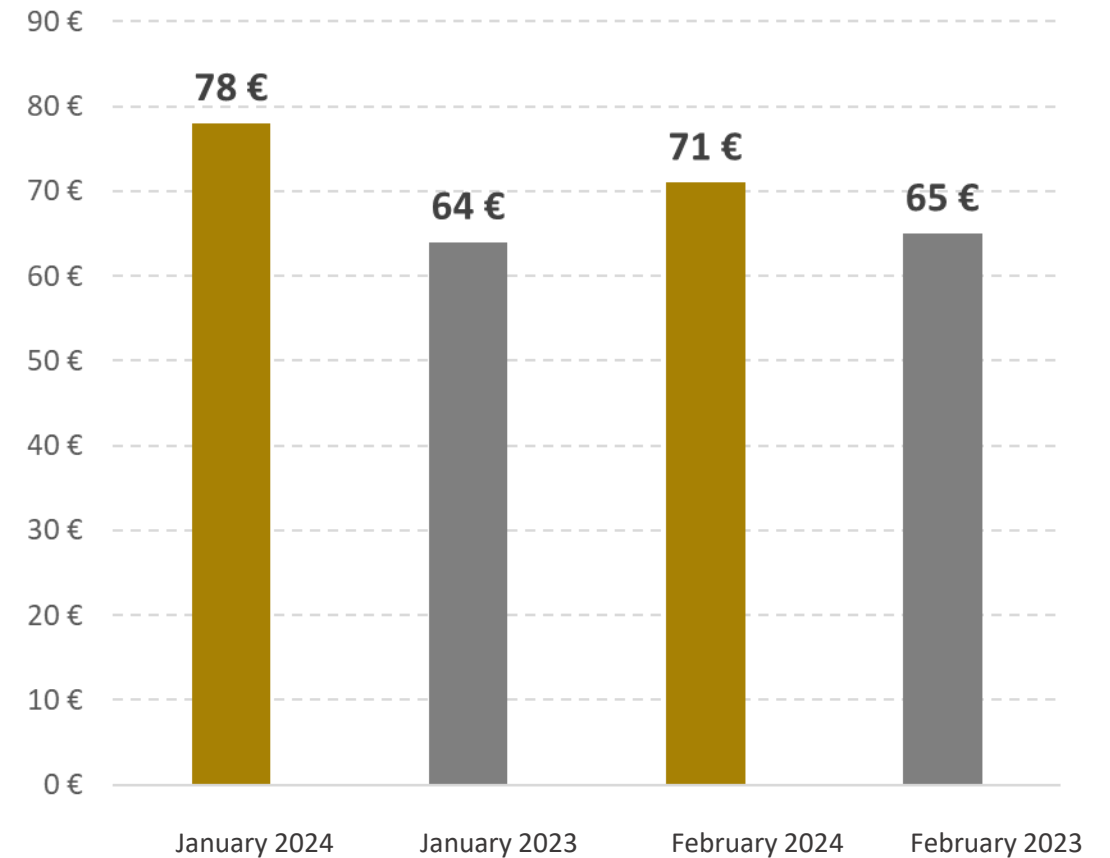
MONTHLY PANEL SURVEY JAN- FEB 2024 - JAN- FEB 2023

Indicative conclusions

AVERAGE OCCUPANCY RATE: Comparative presentation



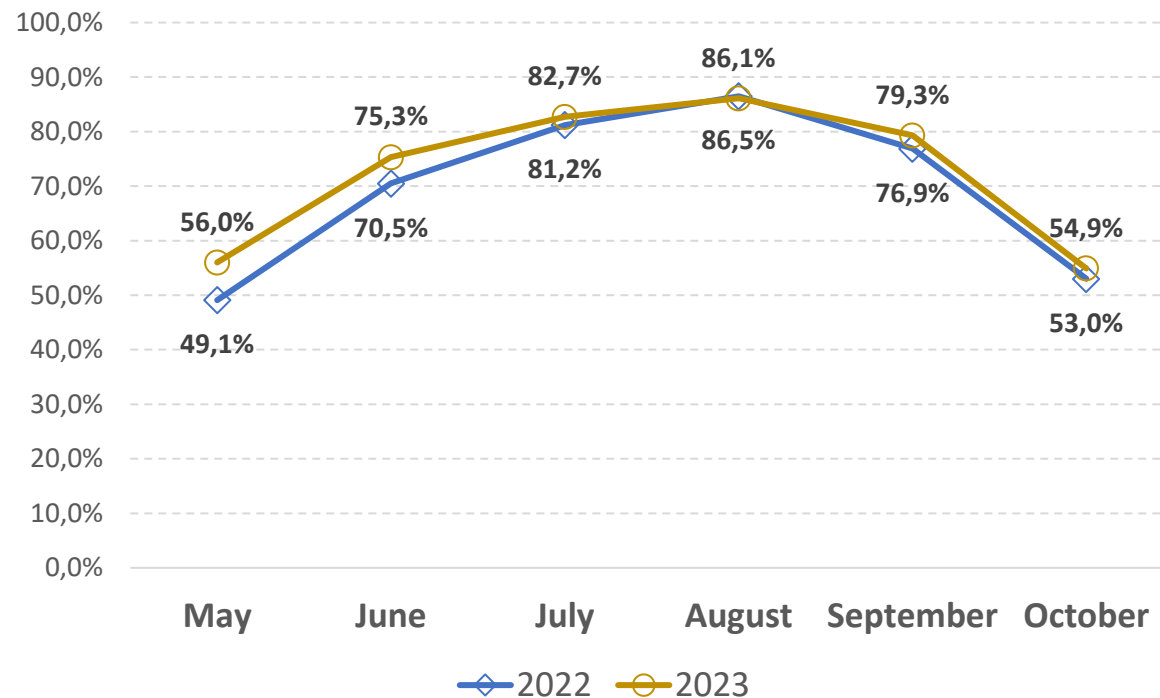
AVERAGE ROOM RATE: Comparative presentation



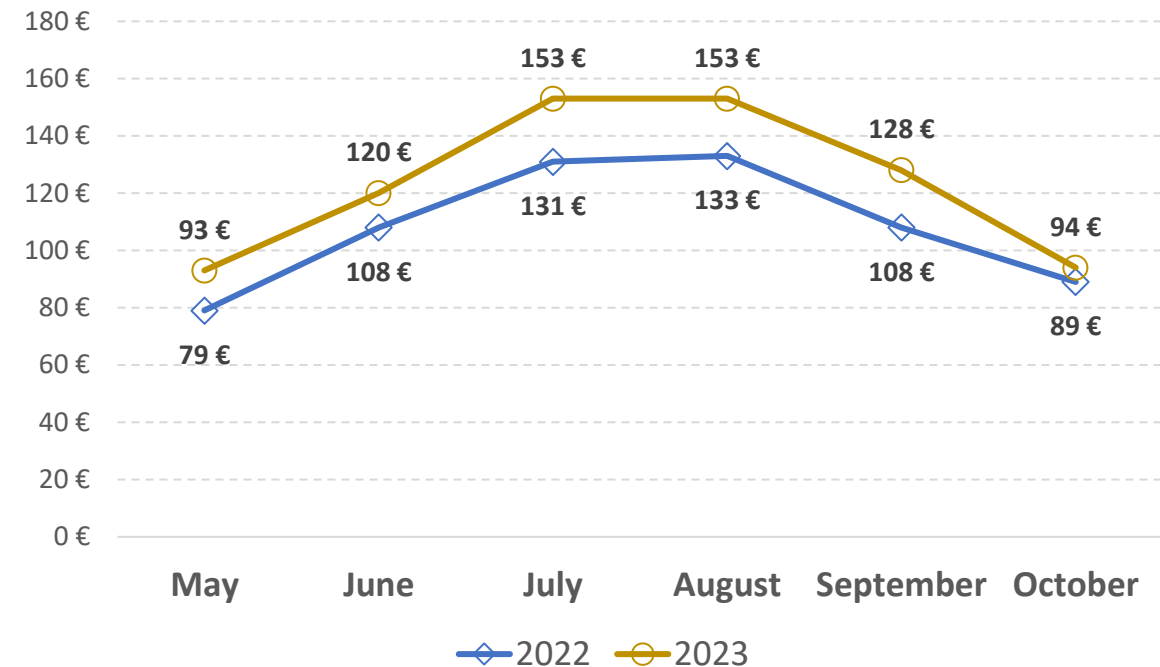
MONTHLY PANEL SURVEY MAY 2023 - OCTOBER 2023

Indicative conclusions

AVERAGE OCCUPANCY RATE: Comparative presentation



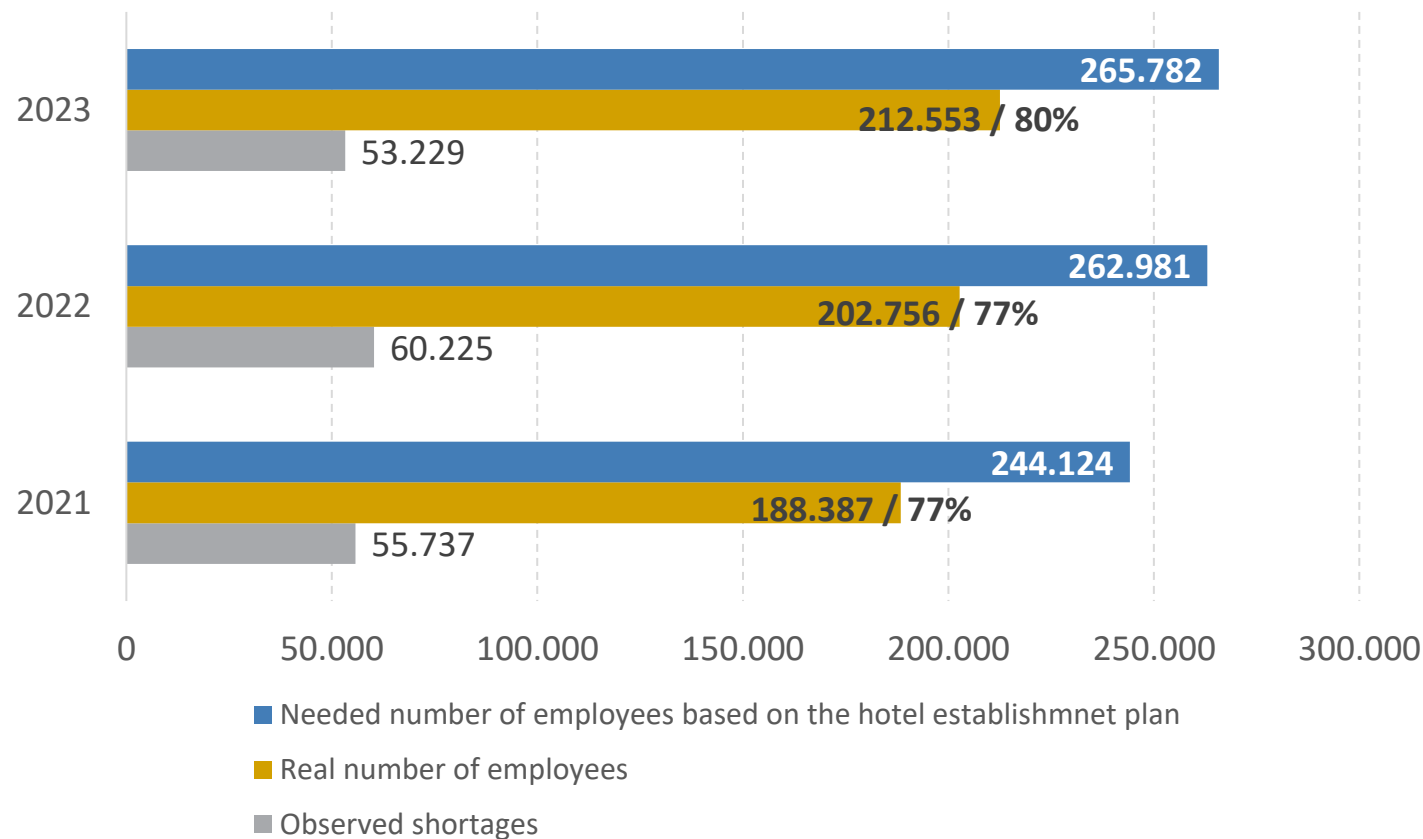
AVERAGE ROOM RATE: Comparative presentation



EMPLOYMENT IN GREEK HOTELS (FOR THE H.C.H.)

**Employee
Shortage of
53.229
Individuals**

- ☐ Analysis - shortages by specialties
- ☐ Shortages by hotel category - region
- ☐ Evaluation of employees by specialties
- ☐ Outsourcing services - penetration rate in hotels
- ☐ Assessment of the need to import employees from third countries



In 2023, 20% of the jobs provided by the hotel organization chart were not filled, compared to 23% in 2022 and 2021..

There are shortages of both specialized and non-specialized employees.

NEW TECHNOLOGIES AND ARTIFICIAL INTELLIGENCE (FOR THE H.C.H.)

First survey implementation: 2021

Next: 2023 with topic extension to AI, on behalf of HOTREC with a great response

Estimated issues:

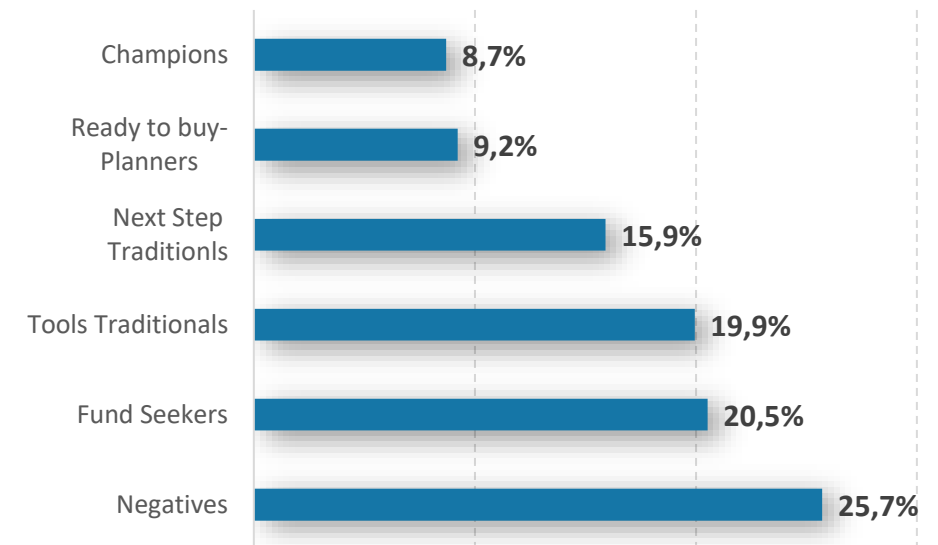
Informational systems in Greek hotels (3 out of 5 hotels operate with new technology software)

The technological infrastructure

Penetration of new technologies and AI technologies

Barriers and benefits of adopting new technologies and AI

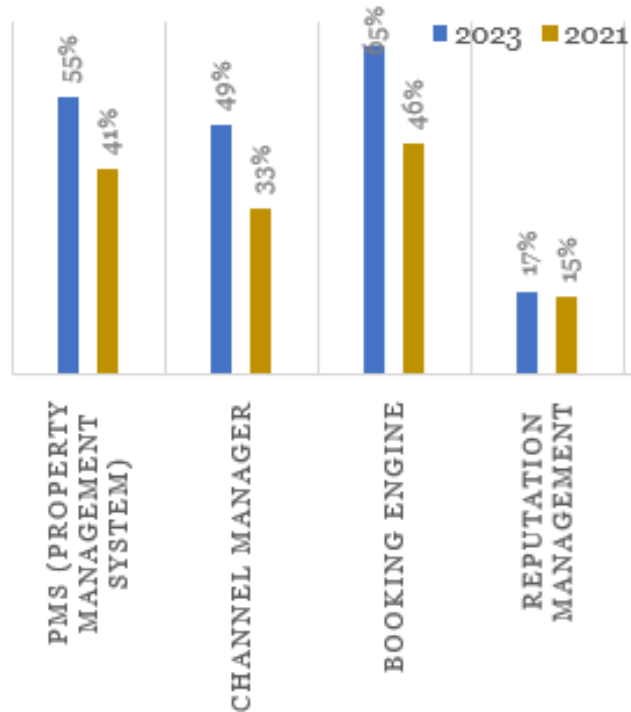
Multivariate analysis was carried out: to find "patterns" and to better understand the relationships and the interactions between different factors:



7 out of 10 hotels prioritize the adoption of new technologies

NEW TECHNOLOGIES AND ARTIFICIAL INTELLIGENCE (FOR THE H.C.H.)

MANAGEMENT TOOLS: Comparison with the results of the 2021 technology survey



Management Tools	2023	2021	Difference (in percentage units)
PMS (Property Management System)	55,1%	40,8%	14,3%
Channel Manager	49,3%	32,8%	16,5%
Booking Engine	65,4%	45,9%	19,5%
Reputation Management	16,5%	15,2%	1,3%
Rate Shopper	12,4%	n.a.	n.a.
Revenue Management	12,0%	13,6%	-1,6%
Business Intelligence	7,3%	13,8%	-6,5%
ERP (Enterprise Resource Planning)	9,4%	7,7%	1,7%
CRM (Customer Relation Management)	8,5%	n.a.	n.a.

There was an increase in the use of informational systems in 2021 and 2023.

The biggest increase (almost 20%) is noted in the Booking Engine system for the sale and management of rooms via the hotel's website.

One out of four hotels claim that, with the right funding, they would invest in systems they do not currently have.

THE CONTRIBUTION OF THE HOTEL SECTOR TO THE GREEK ECONOMY (FOR THE H.C.H.)

- Estimation of **multipliers of gross output**, net output, employment and imports of the hotel sector.
- Estimation of **the direct and indirect contribution of the sector to GDP** + Comparative analysis with other sectors.
- Assessment of **the direct and indirect contribution of the sector to employment** + Comparative analysis with other sectors.
- Estimation of **outbound outflows caused by the operation of the sector** + Comparative analysis with other sectors.
- Estimation of **the contribution of cost components to the formation of sector's "product" price** + Comparative analysis with other industries.
- Estimation of **the tax burden on the sector**.
- Estimation of **the sector's contribution to the country's public revenue**.
- Assessment of the impact of potential changes in taxes in the sector on the competitiveness of the accommodation product.

**The study on the hotel sector contribution at regional level
is already in progress.**

CONJUNCTURAL SURVEY FOR THE 1ST QUARTER OF 2023 (FOR THE H.C.H.)

Business data are estimated based on the the specific circumstances of each year (pandemic, energy crisis, tour operator bankruptcies, war situations, etc.)

IMPOSITION OF A RESILIENCE FEE AND ITS ECONOMIC IMPACT ON HOTELS (FOR THE H.C.H.)

What was estimated:

The percentage of the hotel rate where the new fee is set, by hotel category.

Most important conclusion: The charge varies and reaches up to 33% of the hotel rate (4star hotels in March, and 5star hotels in 20%)

FLOODS' IMPACT ON THE HOTELS OF THESSALY

What was estimated:

Cancellations of overnight stays (189.000)

Breakdown of cancellations by district

Loss of revenue (EUR 22,4 million)

Pay-back of advance booking payments (EUR 1,03 million)

Decrease of hotel turnover in Thessaly (10%)

Floods' impact on the hotels of Thessaly

EVALUATION OF WILDFIRES IMPACT ON THE HOTELS OF RHODES (FOR H.C.H.)

What was estimated:

Hotel occupancy rates by area per week

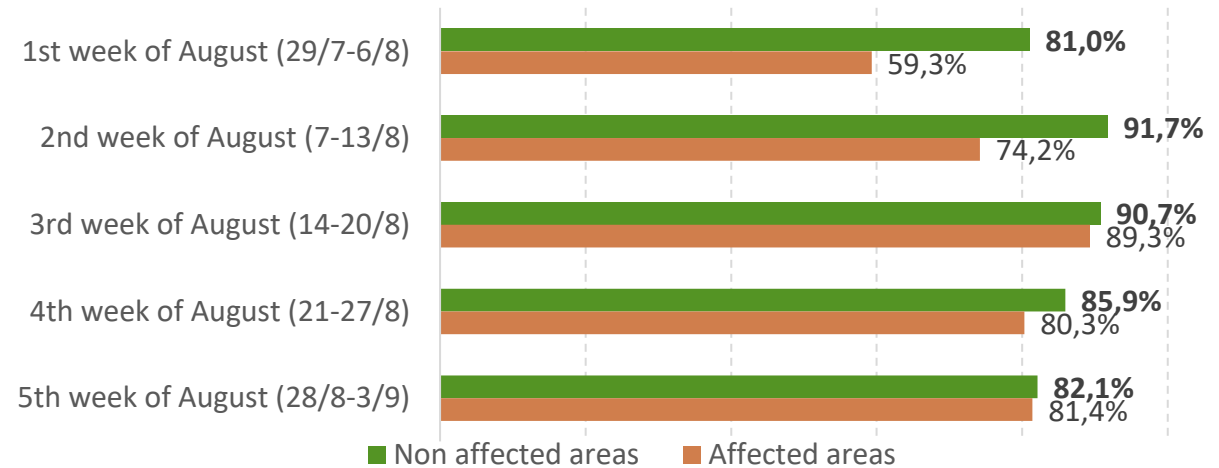
Number of nights cancelled

Booking rate per week

Total loss of revenue (EUR 73 million)

Wildfires' impact on the hotels of Rhodes

Rhodes Hotels Occupancy Rate



REPERCUSSIONS OF RESTRICTIONS ON ADVANCE PAYMENTS FOR PACKAGE TRAVEL (FOR H.C.H.)

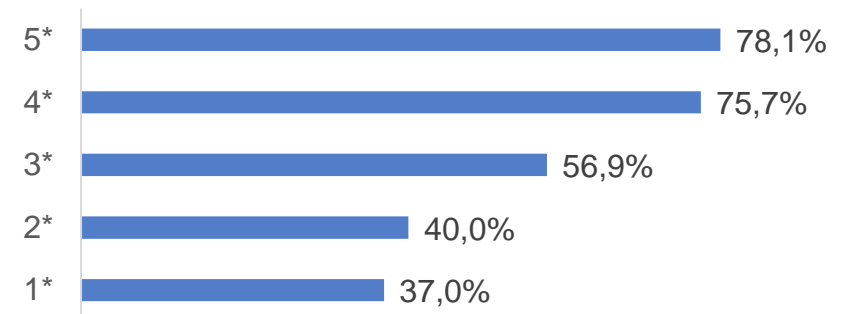
What was estimated:

Percentage of hotels working with tour operators by category

Advance payments received as a percentage of the hotel turnover

Use of advance payments in the hotel

Percentages of Hotels Working with Tour Operators/Travel Agents (TO/TA) for Package Travel.

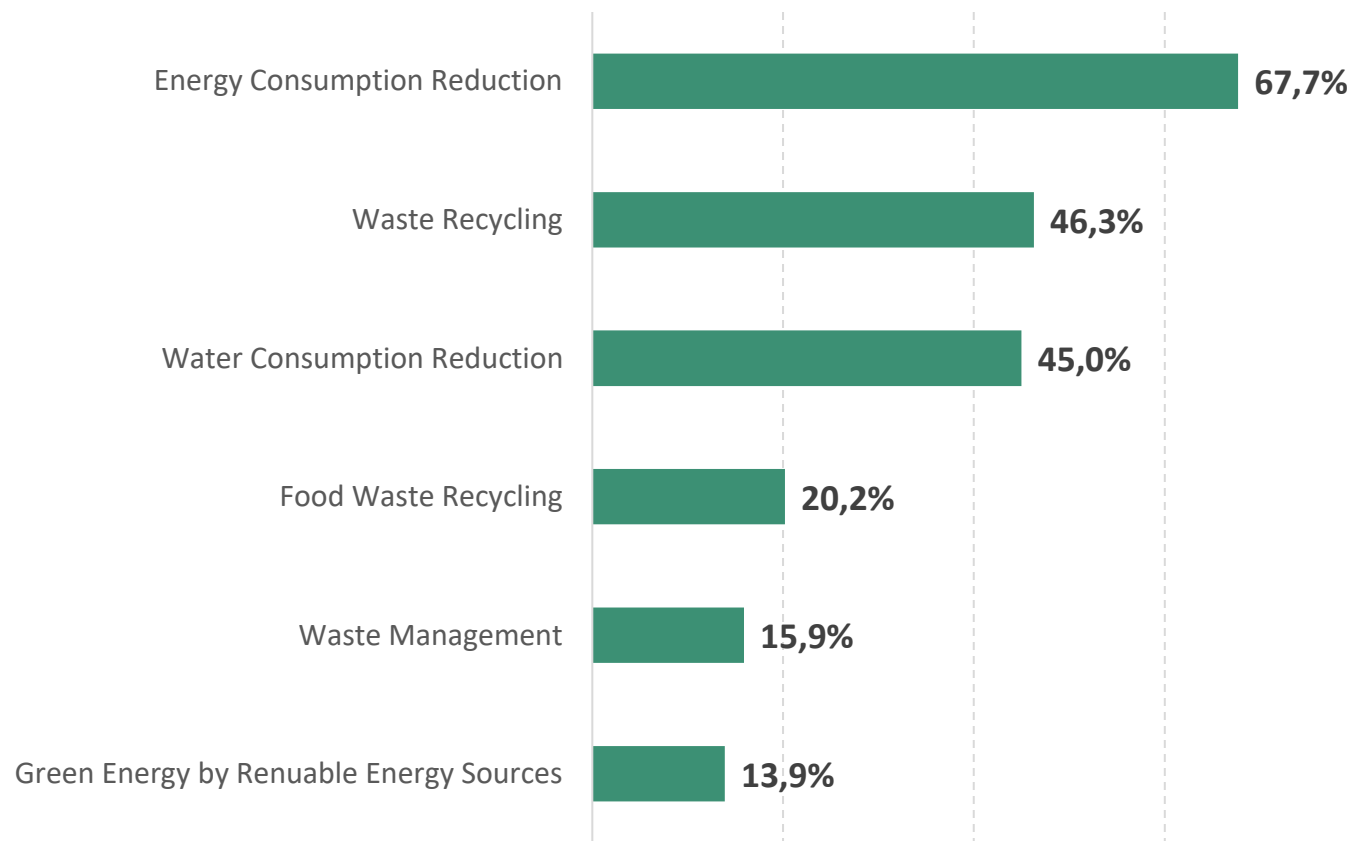


RECORDING THE TRAINING NEEDS OF HOTELIERS AND HOTEL EMPLOYEES IN ENVIRONMENTAL AND SUSTAINABILITY ISSUES (FOR GOOGLE HELLAS)

Indicative conclusions

- **78%** of all hotels have or plan to adopt sustainable practices,
- **70%** of hoteliers claim that adopting sustainable practices helps them save money.

Hotel Investments in sustainability practices*

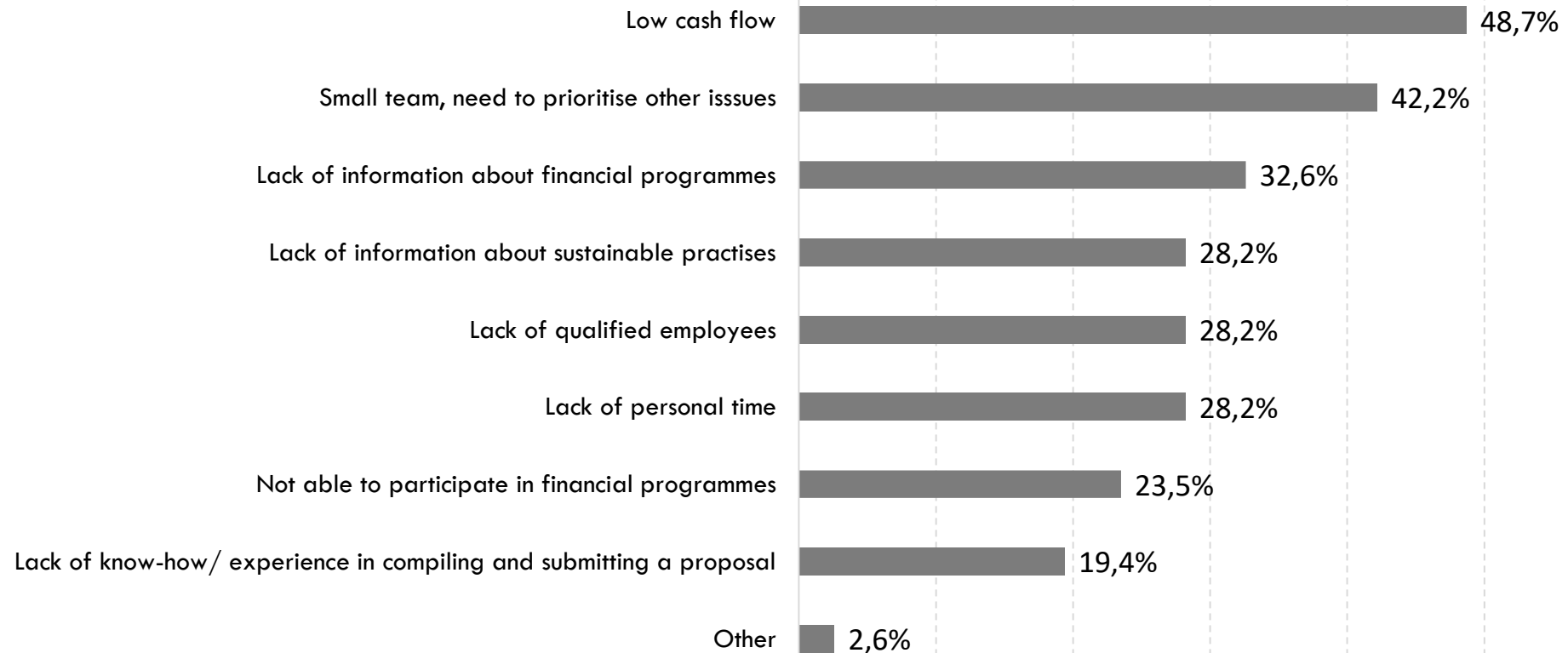


* Multiple choice.

RECORDING THE TRAINING NEEDS OF HOTELIERS AND HOTEL EMPLOYEES IN ENVIRONMENTAL AND SUSTAINABILITY ISSUES (FOR GOOGLE HELLAS)

Indicative conclusions

Barriers to the implementation of Sustainability Practices



HOTEL FEATURES AND PERFORMANCE 2022-23 (FOR CERVED PROPERTY SERVICES)

The method of data fusion and data integration was used for the first time, using data from various databases.



It was possible to estimate the key hotel indicators by region, category and combined by region & category



Key hotel indicators:

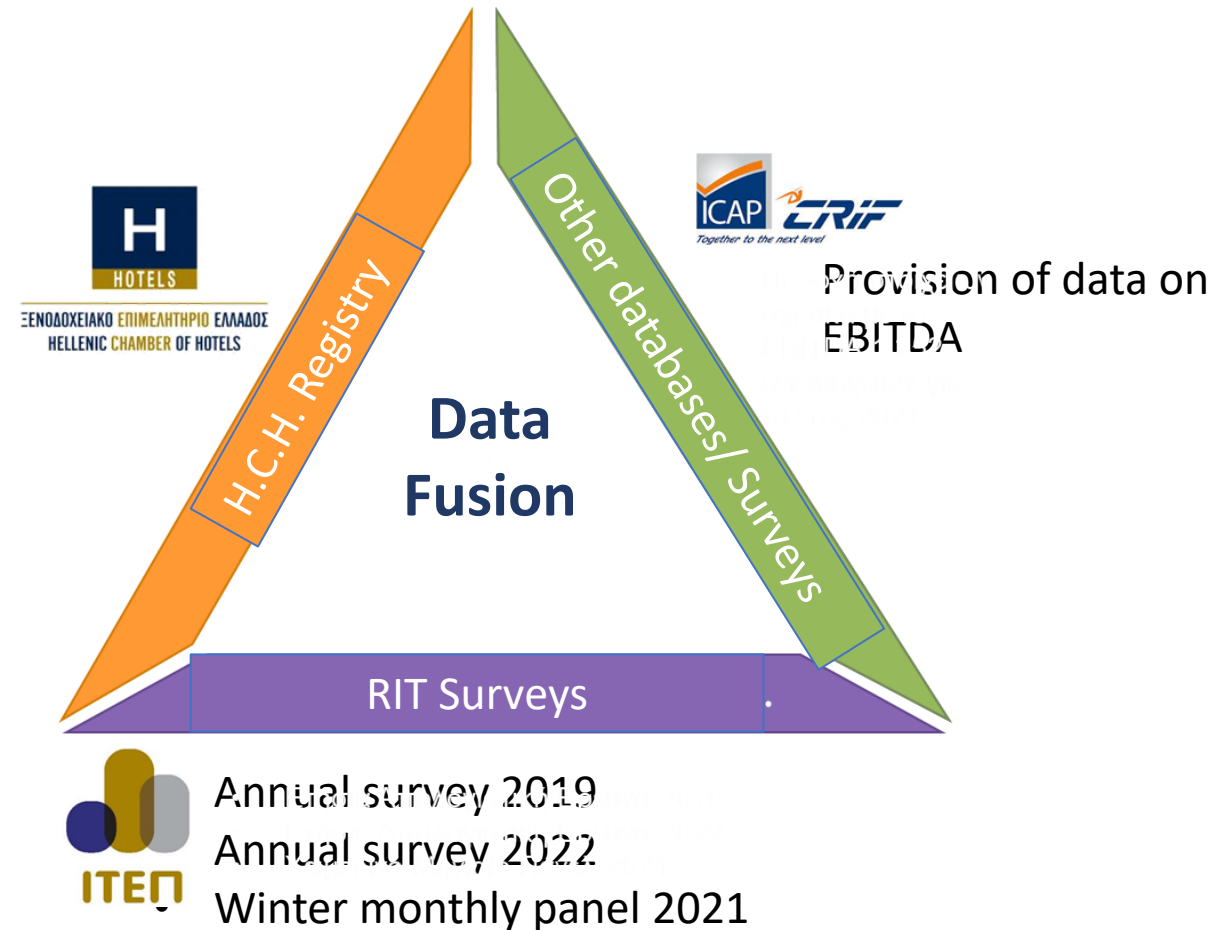
Occupancy rates

Payroll costs

EBIDTA

Cost of energy as a percentage of turnover

Cost of food purchases as a percentage of turnover



MONTHLY PANEL FOR THE HALKIDIKI HOTELS ASSOCIATION

What was estimated: Occupancy rate, average room rate, overnight stays by nationality, current issues

ANNUAL STUDY ON THE PERFORMANCE OF SOUTH AEGEAN HOTELS (FOR THE S. AEGEAN REGION)

The South Aegean Region was the first Region which collaborated with RIT in order to highlight the characteristics and the performance of its hotels. Indicatively, the following were examined and analyzed:

- | | |
|---|---|
| <ul style="list-style-type: none"><input type="checkbox"/> Hotel capacity by Regional Unit of South Aegean Region<input type="checkbox"/> Operation and Performance of South Aegean Hotels during the health pandemic<input type="checkbox"/> Performance of South Aegean Region Hotels<input type="checkbox"/> Seasonality of tourist traffic in South Aegean Region Hotels | <ul style="list-style-type: none"><input type="checkbox"/> Designing a Sustainable Hotel in the South Aegean Region<input type="checkbox"/> Penetration and Use of New Technologies in the Operation of South Aegean Hotels<input type="checkbox"/> The Accessibility of the South Aegean Hotels to Disabled People |
|---|---|

STUDY FOR THE CREATION AND PROMOTION OF THE GREEK BREAKFAST IN THE HOTELS OF CENTRAL GREECE (FOR THE REGION OF CENTRAL GREECE - R.C.G.)

A. MAPPING AND ANALYSIS OF THE EXISTING SITUATION OF THE HOTEL SECTOR

Evolution and characteristics of hotels, certified hotels, interconnection of R.C.G. hotels with the primary sector

B. STRUCTURE AND PHILOSOPHY OF THE GREEK BREAKFAST

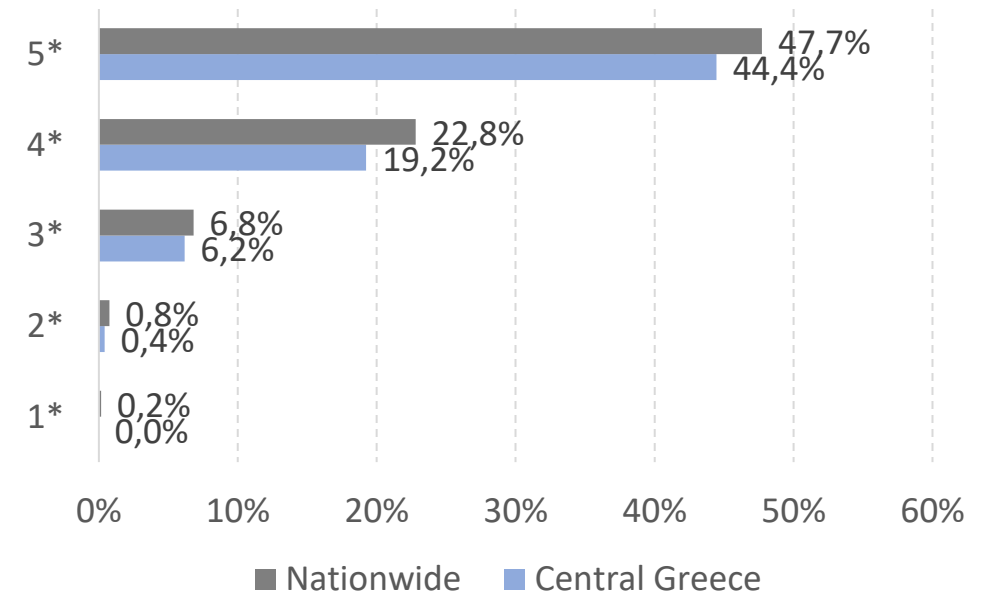
Presentation of the philosophy of the "Greek Breakfast" action, its structure and the products it should include

C. FORMULATION OF THE LOCAL PORTFOLIO

Presentation of the gastronomy and gastronomic culture of the R.C.G.

D. Presentation of representative products of the R.C.G.

Distribution of Certified Hotels in "Greek Breakfast": central Greece vs. Nationwide 2022



FEATURES AND PERFORMANCE OF CHAIN HOTELS (FOR THE HORWATH CONSULTING)

Distribution of hotel capacity according to its affiliation to some form of "chain"
With the analysis of the features of Greek hotels made by RIT, Greece appeared for the first time in the European Report on chains and hotels.



Chain Hotels & Brands

For the 12 markets where we have YoY data, there has been a significant amount of growth of Chain hotels in 2018. There was a total of 686 new hotels, equating to 73,802 rooms, which is just over 4% growth.

Total Market

For this edition of the report, we have collected data from 22 European countries, ten more than last year, and have year to year data from 12. This means a really fascinating spread from countries like Albania with 12 Chain hotels all the way to France with 3,885. The spread and the scale of the market is impressive, let's start with some overall numbers.

The market (22 countries) has a grand total of 146,616 hotels, which accounts for just over six million bedrooms. The average number of rooms per hotel in the market is 45, and range from a massive 238 in a resort destination like Cyprus, to 20 in Albania. Two of the largest markets, France and Spain, have a very disparate number with the average French hotel having just 36 rooms and the average Spanish hotel 94.

Chains

For the Chain Hotel market, there are 18,575 hotels with a total of 2,289,879 million bedrooms. This means that Chain hotels make up 15% of the overall hotel market. Chain hotels make up 15% of the overall hotel market, but represent 38% of the room market. Not surprisingly, but representative of the consistency of hotel brands, with 19 out of the 22 markets having average chain room numbers of between 100 and 190.

Brands

In terms of the total number of brands, the average country has 82 hotel brands present. This range goes from Albania with 4, to Spain with 233. Spain has the most domestic brands, 187, whilst Germany has the most international brands with 131.

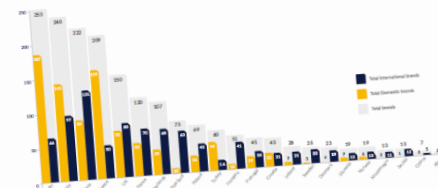
Growth

For the 12 markets where we have year on year data, there has been a significant amount of growth of Chain hotels in 2018. There was a total of 686 new hotels, equating to 73,802 rooms which is just over 4% growth.

In contrast, the overall market grew by less than 1%, meaning that if you take out new build hotels, the overall market probably lost more independent hotels than they gained. The total number of brands grew 7%, or 102. This doesn't mean 102 new brands entered the market, but brands entered into markets they had not been in before.

James Chappell
Horwath HTL Global Business Director

Horwath HTL | European Hotels & Chains Report 2019



Country	CHAINS & PENETRATION				BRANDS		
	Hotels	%	Rooms	%	Domestic	International	Total
Albania	12	2%	736	6%	2	2	4
Croatia	186	26%	33,939	58%	22	21	43
Cyprus	51	22%	9,701	17%	2	5	7
Denmark	133	23%	23,377	50%	4	19	23
France	3,885	21%	320,060	49%	50	70	120
Germany	2,317	11%	317,325	38%	89	131	222
Greece	730	7%	100,021	24%	164	47	51
Hungary	159	15%	22,093	36%	10	41	51
Ireland	185	22%	24,927	41%	7	21	28
Italy	1,568	5%	171,845	16%	143	87	240
Montenegro	25	8%	4,113	25%	2	11	17
Netherlands	663	19%	76,123	39%	39	68	107
Norway	299	27%	49,325	56%	6	13	19
Poland	366	14%	50,484	27%	20	43	63
Portugal	336	26%	43,069	44%	19	26	45
Serbia	22	6%	6,590	44%	1	12	13
Slovenia	78	24%	392,301	56%	188	65	253
Spain	2,488	34%	63,388	51%	9	22	31
Sweden	429	21%	33,775	26%	10	16	26
Switzerland	112	7%	177,785	37%	44	16	60
Turkey	142	19%	177,785	37%	44	16	60
UK	3,610	11%	384,223	48%	70	80	150

Horwath HTL | European Hotels & Chains Report 2019



Greece

Greek tourism has managed to hit one record year after the other in terms of arrivals and revenues. Greece is now one of the top 15 destinations in the World.

The Market

Since the start of the Greek economic crisis in 2010, tourism has been the only sector that remained resilient and grew steadily, in terms of arrivals and revenues. Greece is recognised for its impeccable sea & sun product, HOFI (Hotels, Offices, Food, and Infrastructure) and its HOFI (Hotels, Offices, Food, and Infrastructure) product. The key markets for Greek tourism continue to be Germany, UK, France, Italy, Netherlands, Austria, Bulgaria, Turkey, Russia and USA.

Even though revenues and arrivals have grown, hotel occupancy on existing hotel stock, although in 2018 there was an increase of numbers in accommodation rooms and a 0.7% increase in beds, despite the fact that hotels, by an additional 1.1 units, highlighting the effort to upgrade and develop new ways in order to cope with the increased demand.

Greece remains a great investment opportunity for international hotel chains, since, only 1.7% of new units were added to the market chain in 2018. This means that the market chain in 2018, with its 1.7% increase, is still 1.7% below the 1.7% in the attractiveness of the Greek tourism product and its potential for further development.

Horwath HTL | European Hotels & Chains Report 2019

Key Points

- Greek hotels still expanded in 2018. 1,200 luxury hotels started their operations, resulting in 550 5-star hotels and 1,581 4-star hotels, out of total of 9,872 units. This is more than one in five 4-star hotels in the countries that now belong to the top 15 in the world.
- Hotel Chains represent 1% of overall capacity. Although, only 0.8% of hotels are part of a hotel chain, due to their larger size, they represent the 23% of the available beds.
- Greek hotel chains stay domestic. Although several domestic hotel groups have developed a strong brand image and position during the past few years, none of them have been transformed into an international group, except HOFI (Hotels, Offices, Food, and Infrastructure) which will commence operations in Spain and Portugal over the following years.

Key Statistics	2017	2018	% Chg
Total chain hotels	695	730	5.04%
Average size per chain hotel in rooms	94,839	100,021	5.40%
Country Hotels stock (overall market)	136	137	0.43%
Country Hotels stock (chain hotels)	9,783	9,874	0.93%
Average size per hotel in rooms	43,437	9,874	0.93%
Chain penetration % by hotels	42	425	2.87%
Total number of brands	7,326	7,393	0.91%
Domestic brands	22,908	22,489	-1.82%
International brands	198	209	5.56%
Domestic chain hotels*	151	159	5.30%
Domestic chain rooms*	49	50	2.02%
International chain hotels*	48	50	4.17%
International chain rooms*	631	217	3.40%
Domestic chain rooms*	30,313	30,820	11.20%
Domestic chain rooms*	78,470	82,978	5.74%

* Includes hotels opening
Data Source: Horwath HTL

Horwath HTL | European Hotels & Chains Report 2019

Horwath HTL | European Hotels & Chains Report 2019

SECTORAL STUDY ON THE CARRYING CAPACITY OF TOURISM DEVELOPMENT IN ATHENS

Estimated Indicators:

- Tourism Operation (Rooms/Population)
- Tourism Density (Nights/Area)
- Tourism Intensity (Arrivals/Population)

Data used from:

- The hotels
- The rooms to let, and
- Short-term rental accommodation

RIT has accumulated a rich database that enables it to conduct studies regarding the evolution of the accommodation sector and the estimation of Carrying Capacity of Tourism Development indicators for every destinations in Greece.

RESEARCH-CREATE-INNOVATE ACTION (NTUA-FORTH-RIT, ESPA 14-21)

TITLE

"Sustainable Development of Less Developed Areas through the Creation of New Tourism Resources and Products through Analysis, Documentation, Modelling, Management and Conservation of Cultural Resources using Information and Communication Technologies (ICT)",

ACTION

"RESEARCH - CREATE - INNOVATE" (ESPA 2014-2020),

PARTNERS

NTUA, FORTH, TELESTO, CONSORTIS, T.E.E./P.T. BA AEGEAN, TEE DODECANESE DEPARTMENT, RIT

The results were presented at a workshop held in the Conference Hall of the Hellenic Chamber of Hotels.

RESEARCH-CREATE-INNOVATE ACTION (NTUA-FORTH-RIT, ESPA 14-21)

AREAS OF APPLICATION



Kastellorizo



Kasos



Halki



Symi



Chios



Evoia

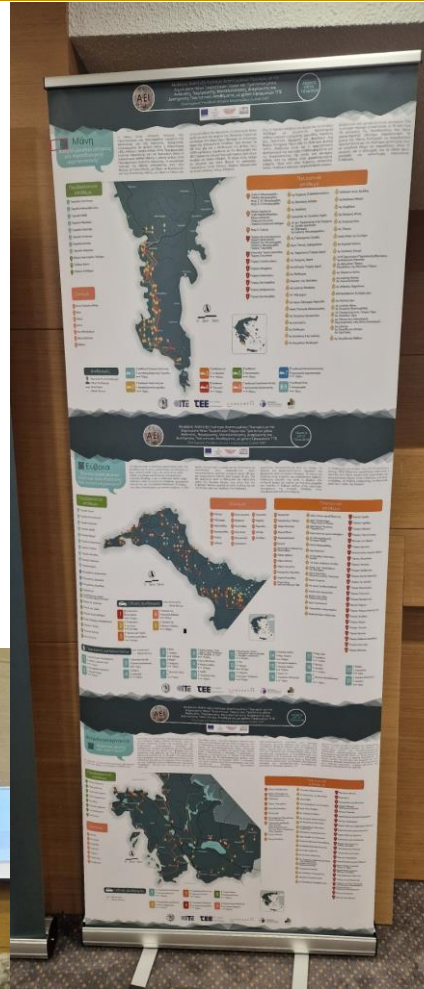


Eteolokarnania



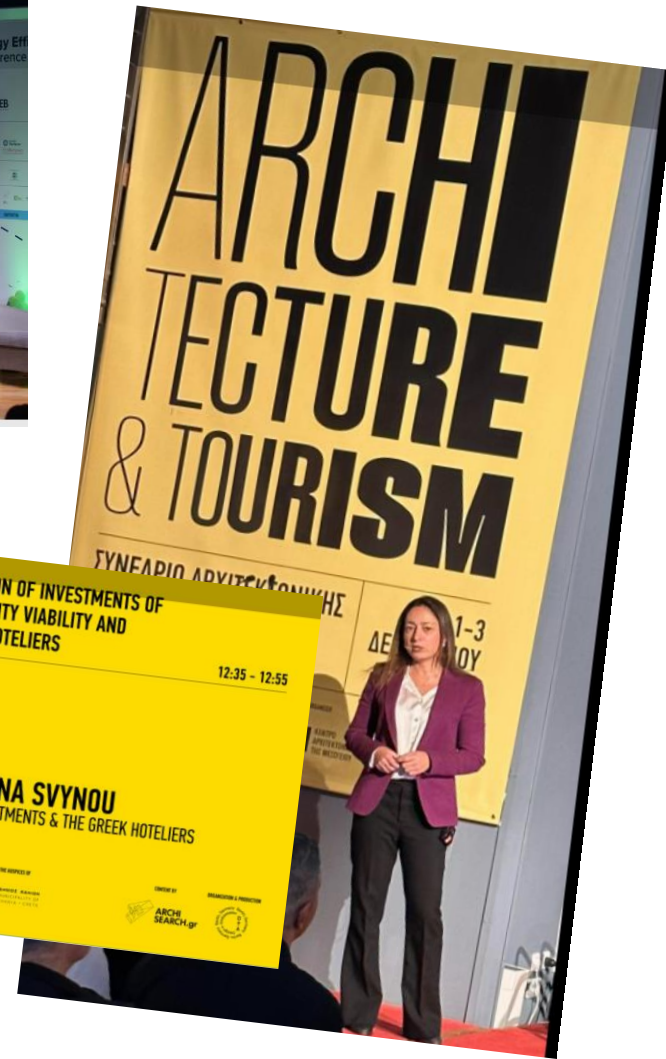
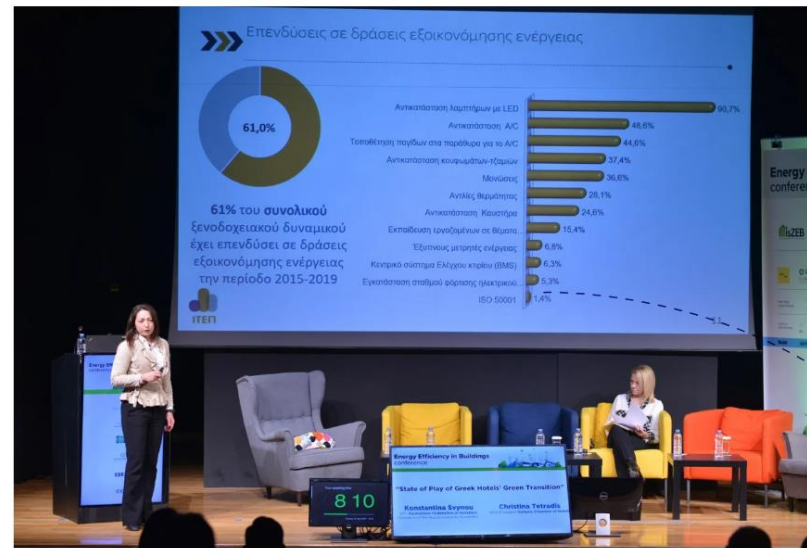
Mani

RESEARCH-CREATE-INNOVATE ACTION (NTUA-FORTH-RIT, ESPA 14-21)



PARTICIPATION IN WORKSHOP- CONFERENCES

1. Mr. Petrakos's presentation at the **International Conference on Applied Economics (ICOAE 2023)**.
2. Participation in the conference "Sustainable Tourism Summit", **Ionian University**, Department of Digital Media and Communication, 24 September 2023.
3. Participation in a workshop in the framework of the **2ou Gastronomy Festival** in Drama.
4. **Energy Efficiency Conference in Buildings 2023**, by BOUSSIAS.
5. 3o International Conference on Innovative, Interdisciplinary, Digital Preservation of Cultural Heritage 2023, at **the Eugenides Foundation**.
6. Presentation of the work of ITEP in the framework of the cooperation with NTUA to the **Special Permanent Committee of Regions of the Hellenic Parliament**.
7. **Delphi Economic Forum 2023**: Presentation by the representatives of Google of the results of the research conducted by ITEP on its behalf.
8. Participation in the **5th Conference on Architecture and Tourism: Climate Change and Tourism**.
9. Participation in a **workshop on new technologies and artificial intelligence in Greek hotels** organized by CapsuleT Travel & Hospitality Accelerator - Smart Attica European Digital Innovation Hub.



RIT MEMBERS

Why join RIT????

www.itep.gr



- ❖ Support the RIT work
- ❖ Participation in proceedings, general assemblies, full voting rights
- ❖ Access to the RIT digital library
- ❖ Access to detailed survey data

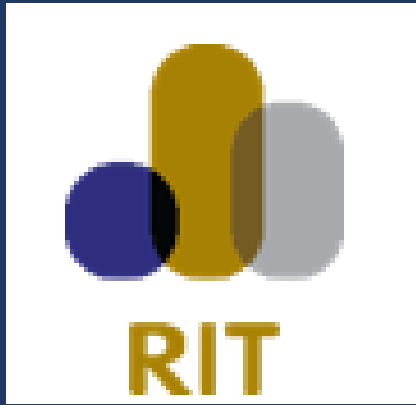


- ❖ Full access to surveys Data Analytics
- ❖ Access to specialized survey analyses
- ❖ Possibility of individual analyses - studies

TA GOLD RIT MEMBERS



1. CERVED PROPERTY SERVICES
2. ERNST & YOUNG
3. EUROBANK
4. FRAPORT
5. GOOGLE HELLAS / STATE CONSULTING
6. HORWATH CONSULTING
7. INVENTIO CONSULTING / TENAE
AMILIA MARE & PARADISE VILLAGE
8. LE MONDE EDUCATIONAL YEAR
9. LEVER DEVELOPMENT CONSULTANTS
10. METAXA HOSPITALITY GROUP
11. WEBHOTELIER
12. WHITE ROCKS HOTEL
13. PANCYPRIAN HOTEL ASSOCIATION
14. PANHELLENIC HOTEL FEDERATION
15. SOUTH AEGEAN REGION
16. T.E.MES. S.A.
17. TOURIST BUSINESSES IN VARQUIZA
(PANAS GROUP)
18. PIRAEUS BANK



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