RESEARCH INSTITUTE FOR TOURISM

RIT

Research Projects 2023

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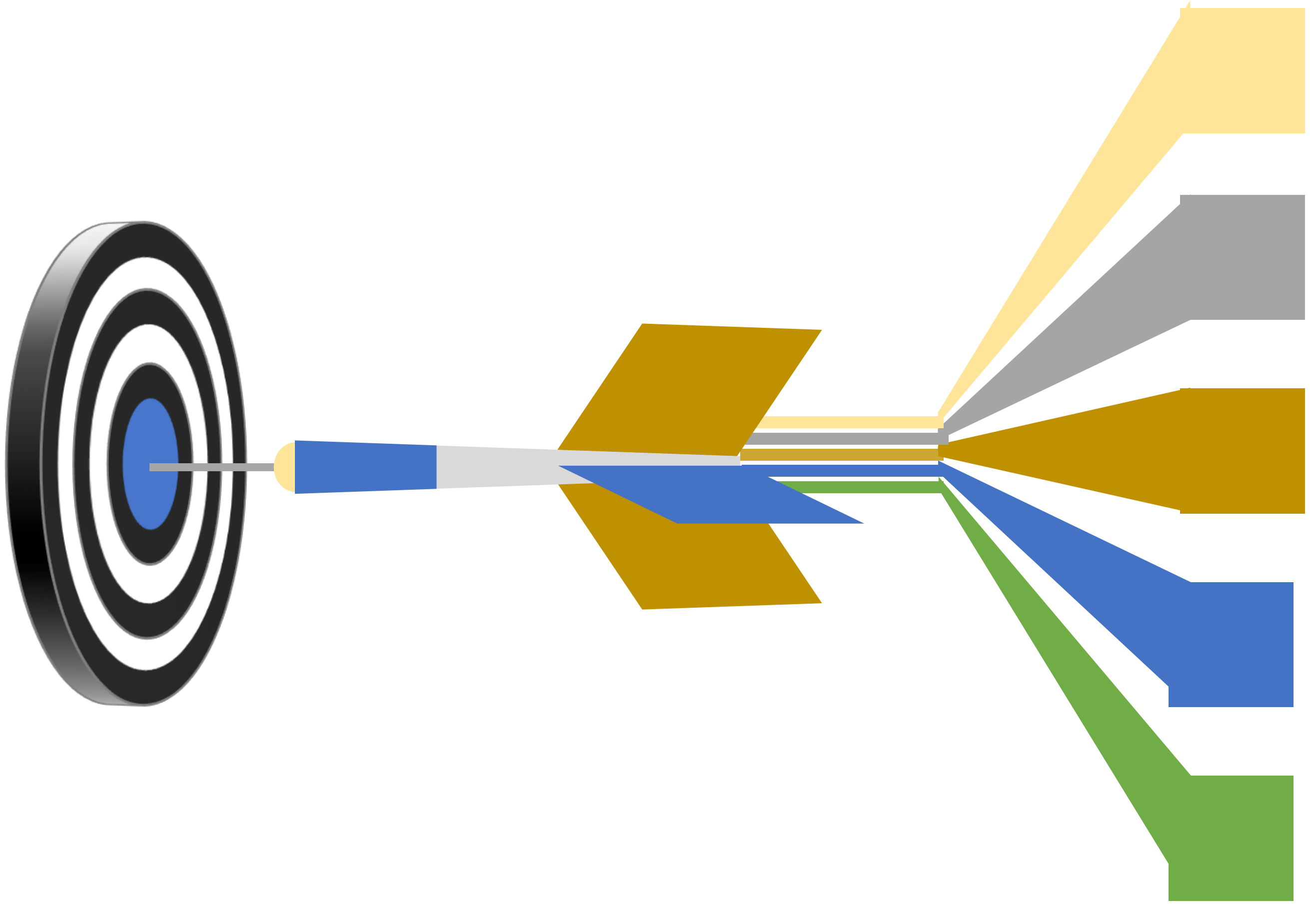
RIT Research Projects

KEY AXES:



SCIENTIFIC STUDIES AND RESEARCH on key indicators and hotel performance for the Hellenic Chamber of Hotels

STUDIES & RESEARCH for Tourism
Sectoral - Specialized studies on tourism

ORGANISATION OF AND PARTICIPATION IN CONFERENCES

COOPERATION WITH EDUCATIONAL INSTITUTIONS

PARTNERSHIPS and CONSULTING SERVICES

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.

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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.

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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)

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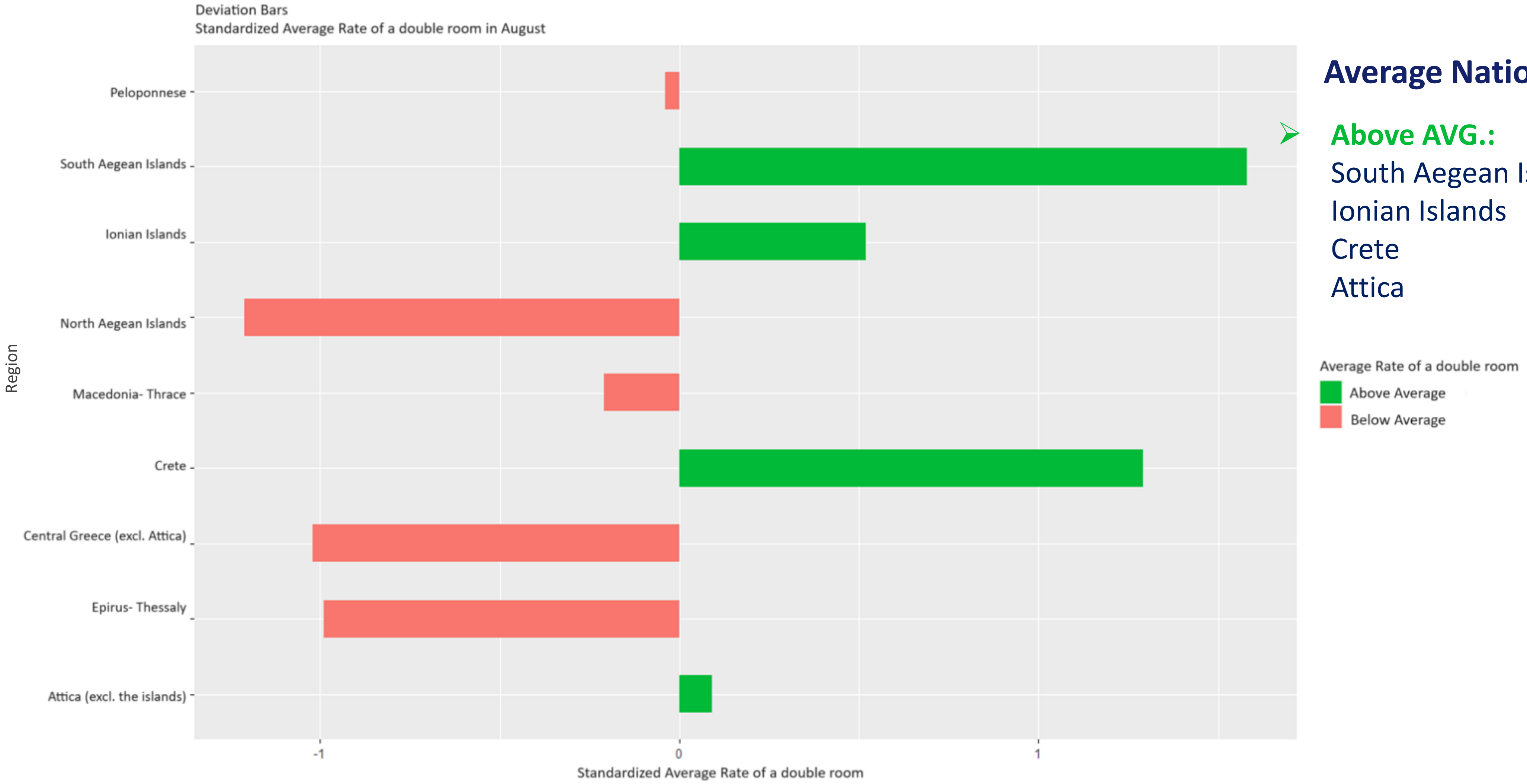
ANNUAL SURVEY FOR 2023 (FOR THE H.C.H.)

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



Average Nationwide: 164€

- **Above AVG.:**
  South Aegean Islands
  Ionian Islands
  Crete
  Attica
- **Below AVG.:**
  North Aegean Islands
  Macedonia-Thrace
  Central Greece
  Epirus-Thessaly

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

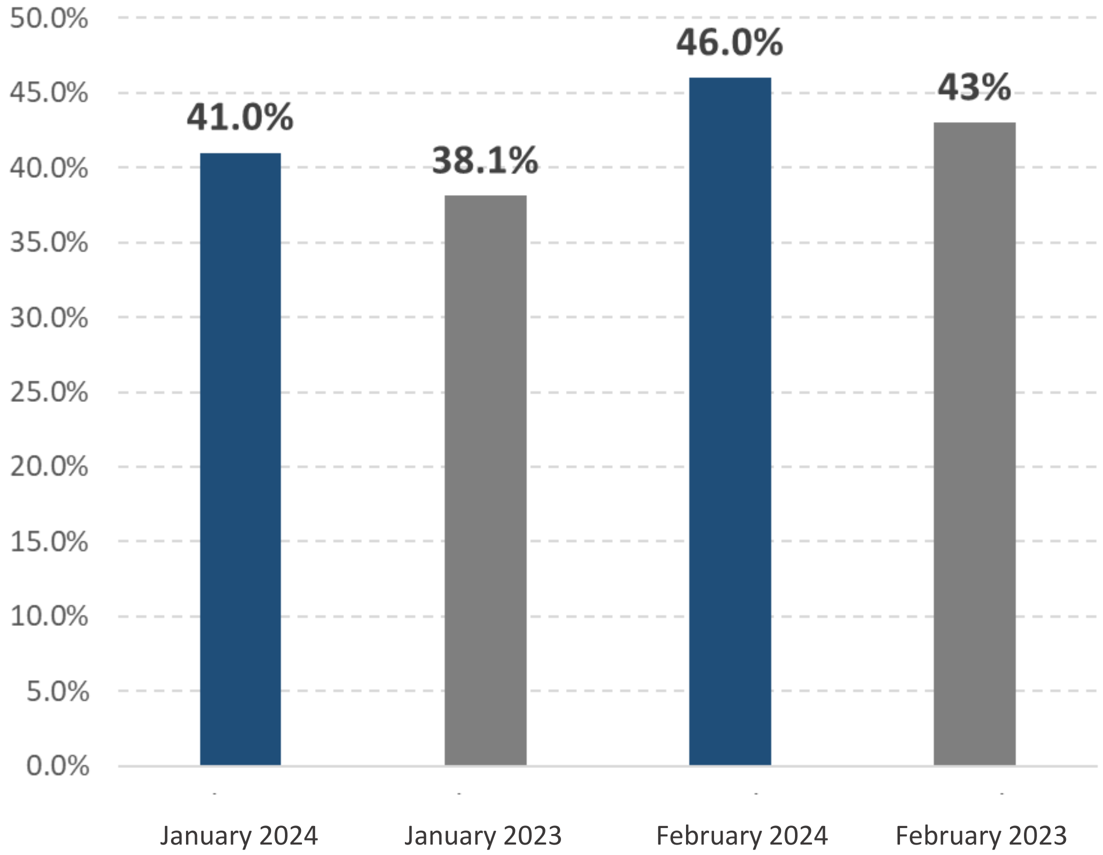
Average Rate of a double Room and Average Occupancy Rate

AVERAGE OCCUPANCY RATE APRIL 2024	AVERAGE OCCUPANCY RATE APRIL 2023	AVERAGE RATE OF A DOUBLE ROOM APRIL 2024	AVERAGE RATE OF A DOUBLE ROOM APRIL 2023
Average OR of hotels in April 2024 was **50%**	Average OR of hotels in April 2023 was **44%**	ARR of hotels in April 2024 was **97€**	ARR of hotels in April 2023 was **89€**

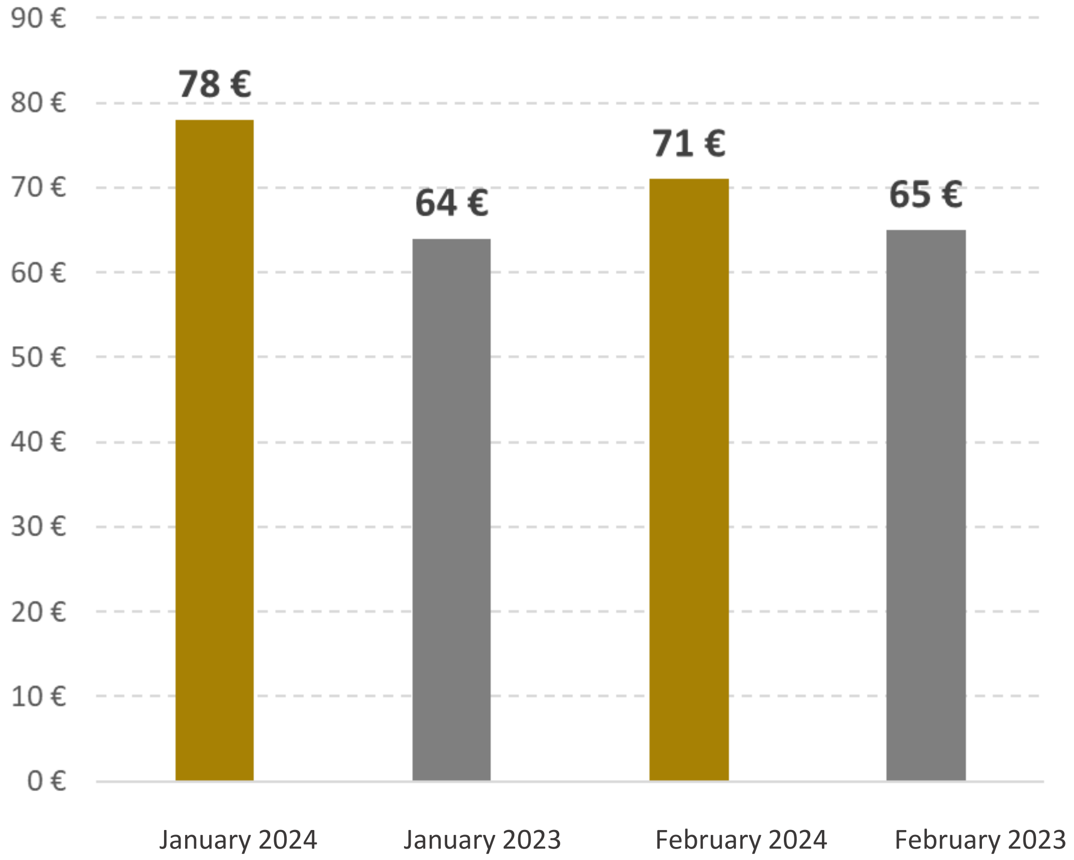
MONTHLY PANEL SURVEY JAN- FEB 2024 - JAN- FEB 2023

Indicative conclusions

AVERAGE OCCUPANCY RATE: Comparative presentation



AVERAGE ROOM RATE: Comparative presentation



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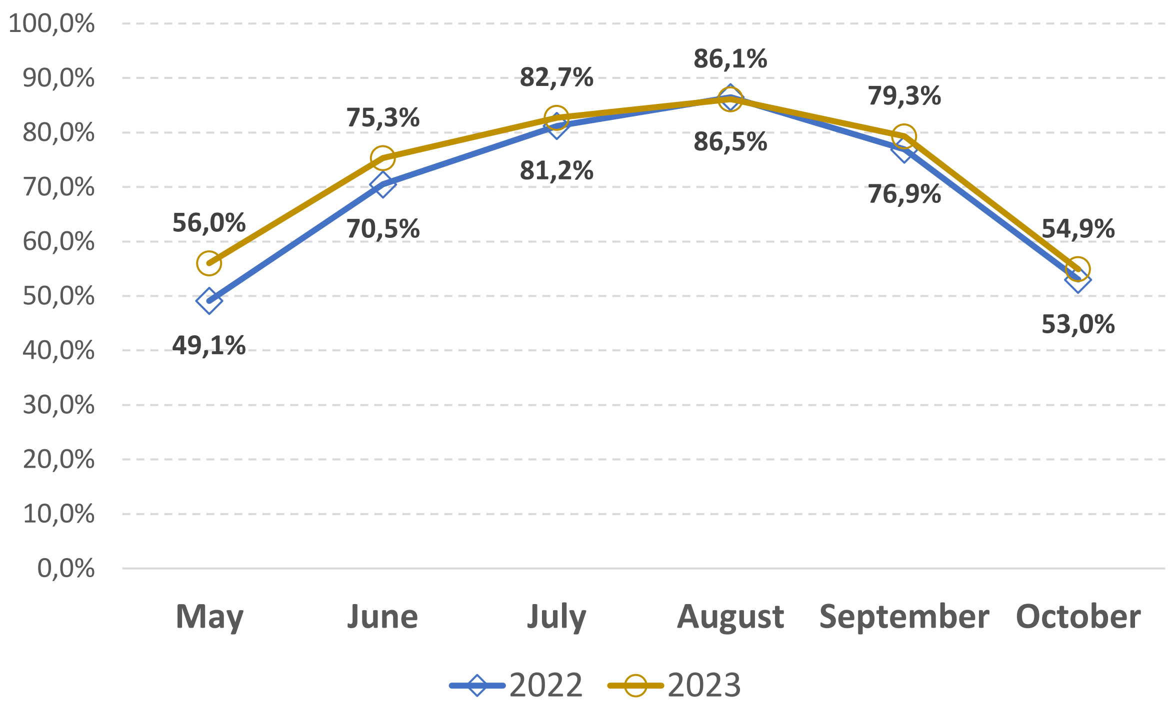
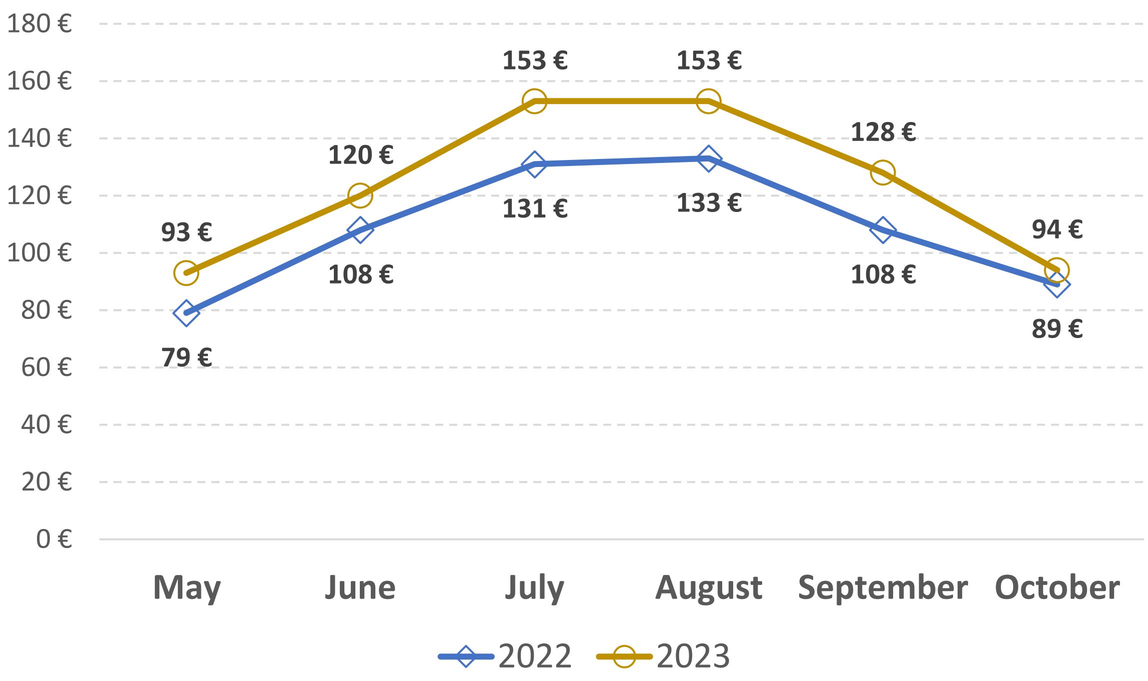
MONTHLY PANEL SURVEY MAY 2023 - OCTOBER 2023

Indicative conclusions

AVERAGE OCCUPANCY RATE: Comparative presentation



AVERAGE ROOM RATE: Comparative presentation



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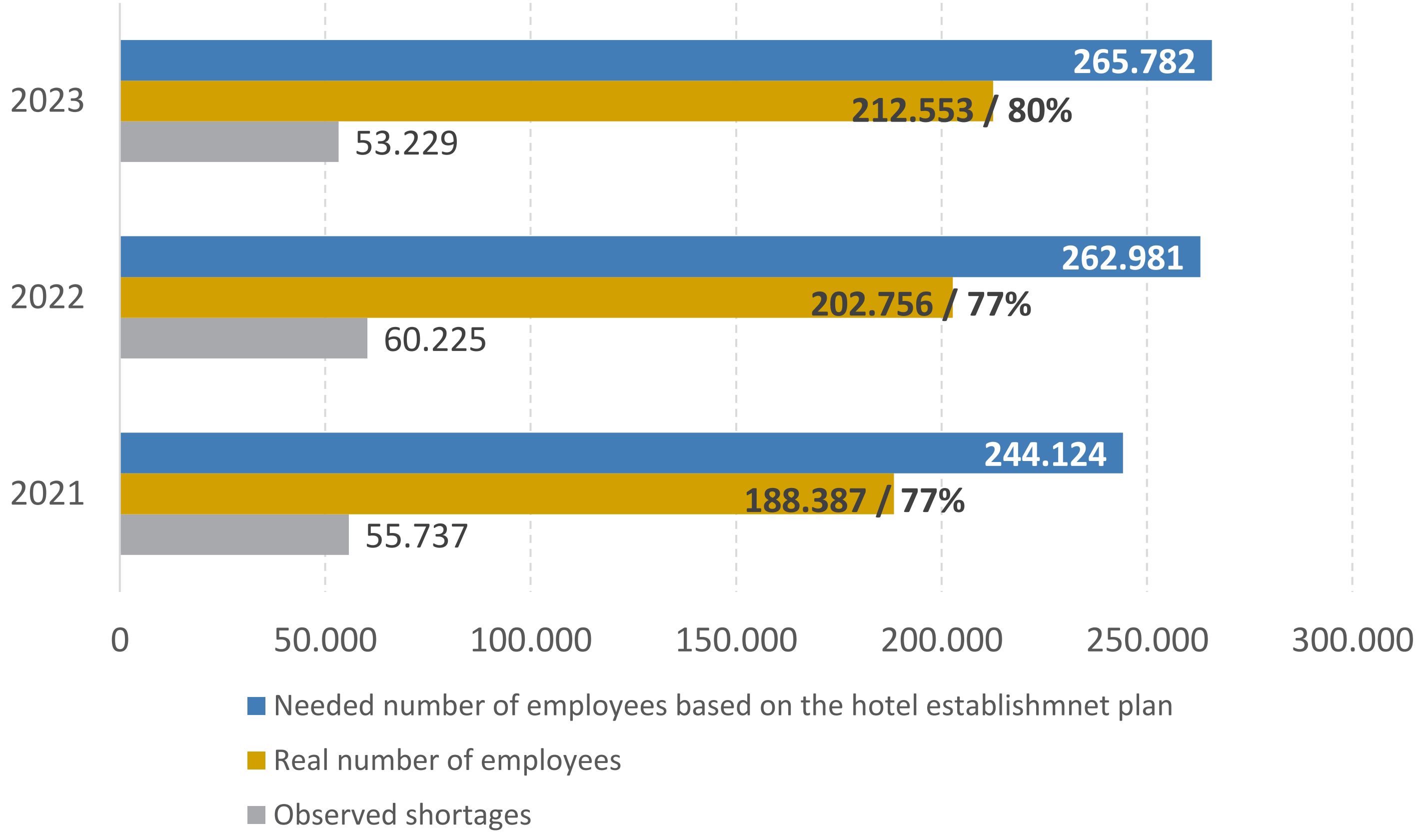
EMPLOYMENT IN GREEK HOTELS (FOR THE H.C.H.)

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.

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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:

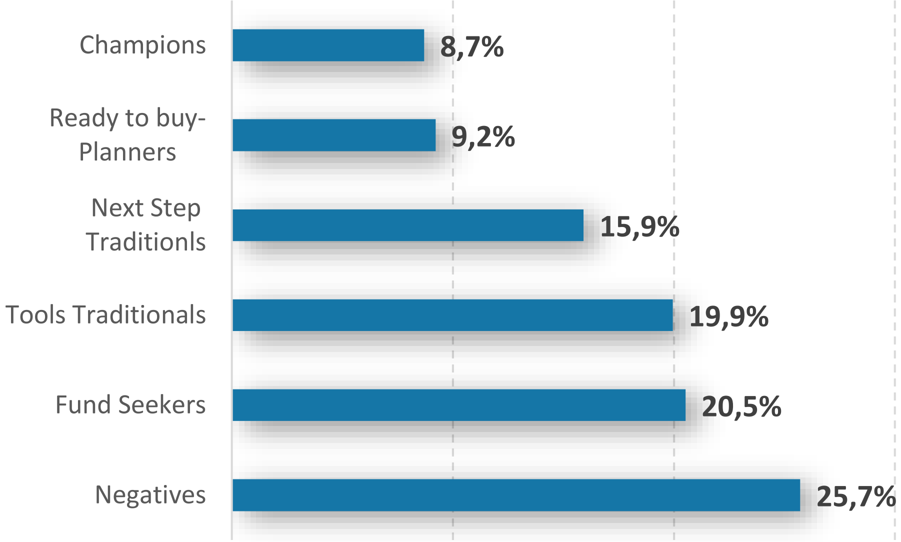
Informational systems in Greek hotels (3 out of 5 hotels operate with new technology software)

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

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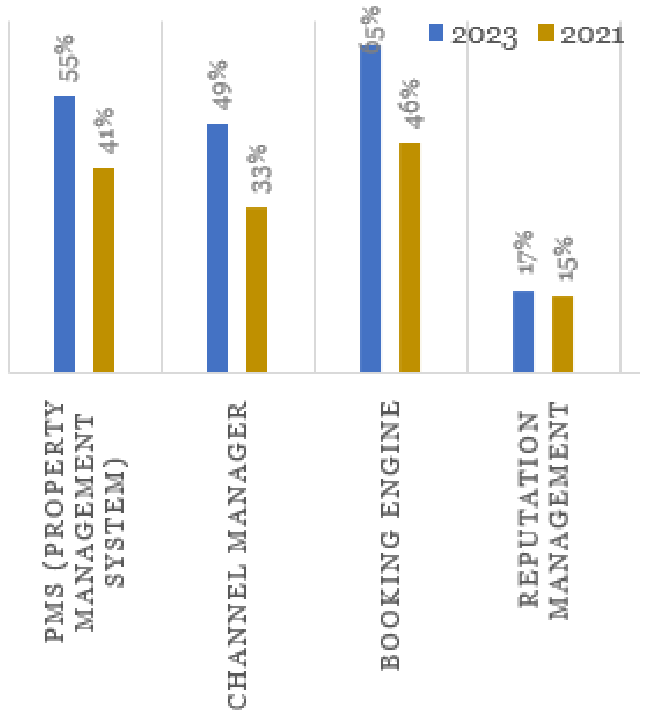
NEW TECHNOLOGIES AND ARTIFICIAL INTELLIGENCE (FOR THE H.C.H.)

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.

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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.

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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

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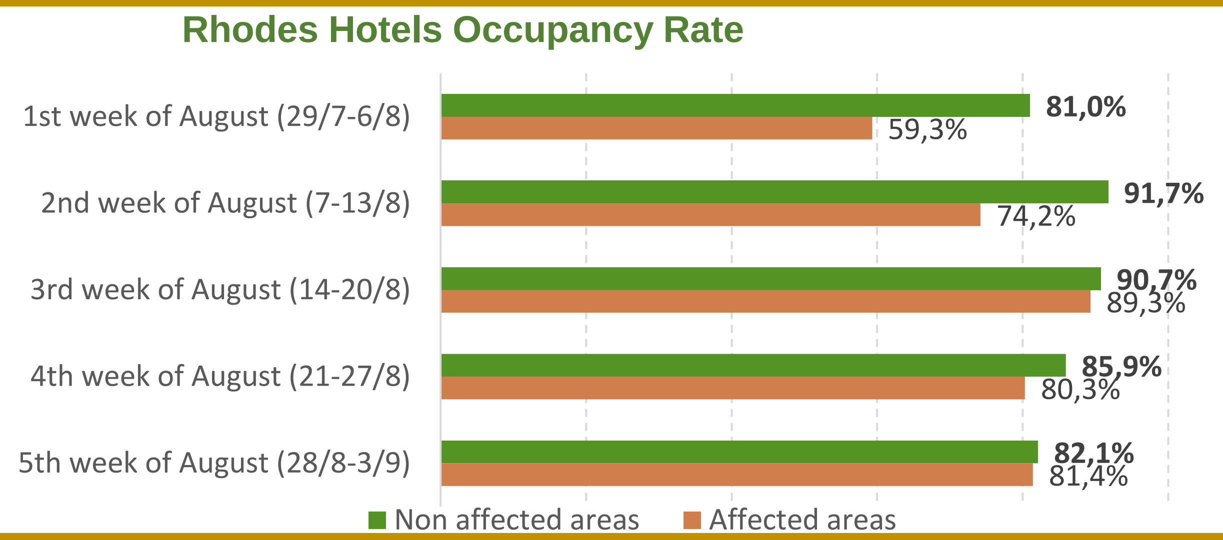
EVALUATION OF WILDFIRES IMPACT ON THE HOTELS OF RHODES (FOR H.C.H.)

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)



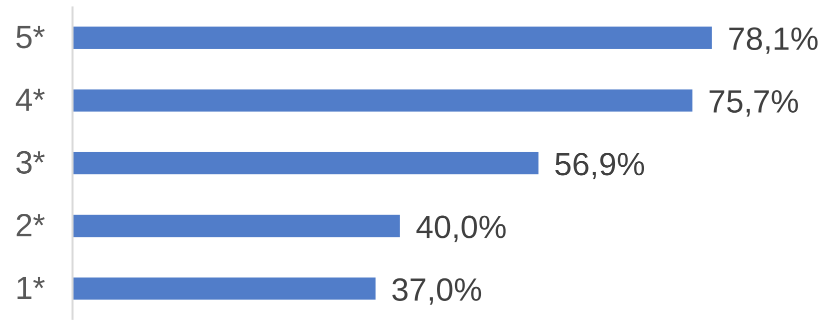
Wildfires' impact on the hotels of Rhodes

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.



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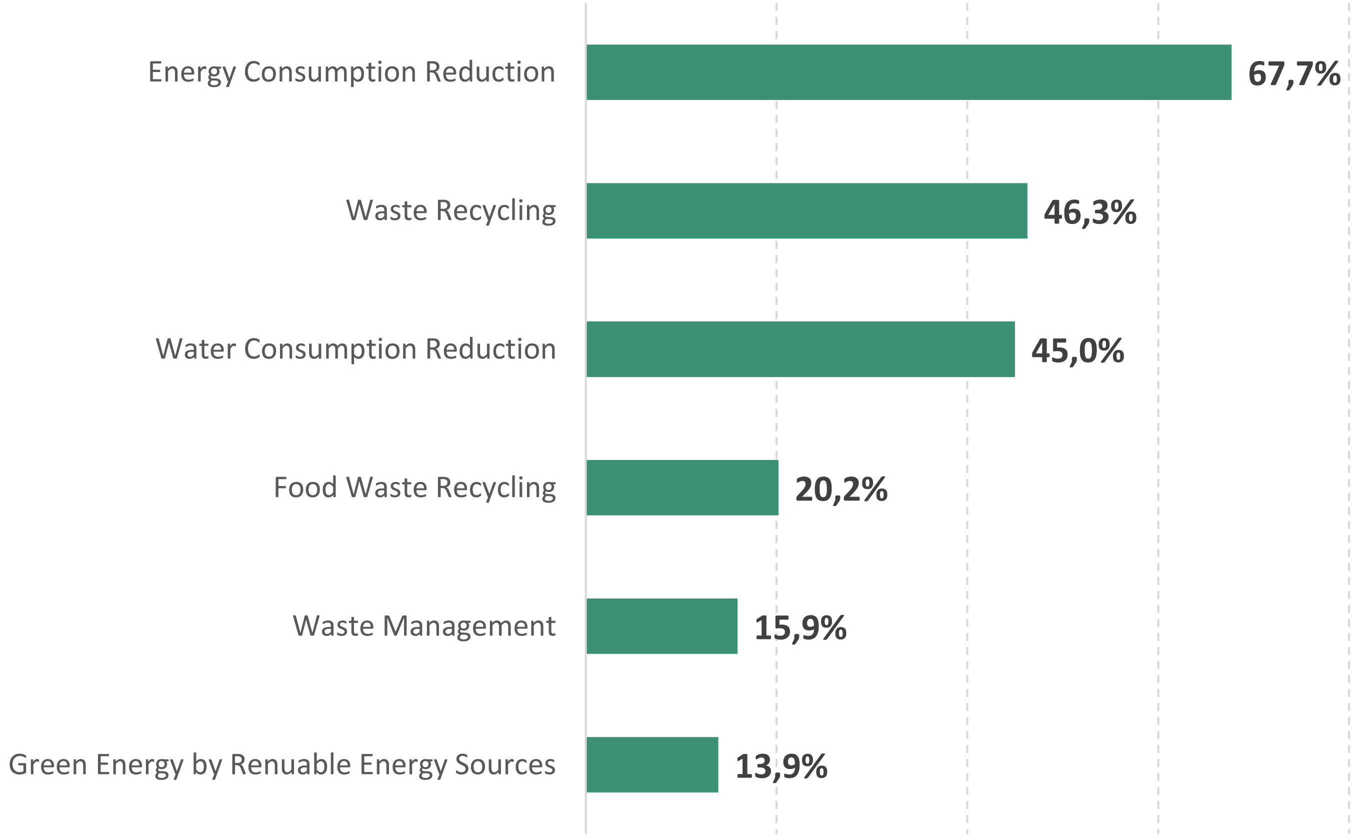
RECORDING THE TRAINING NEEDS OF HOTELIERS AND HOTEL EMPLOYEES IN ENVIRONMENTAL AND SUSTAINABILITY ISSUES (FOR GOOGLE HELLAS)

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.*

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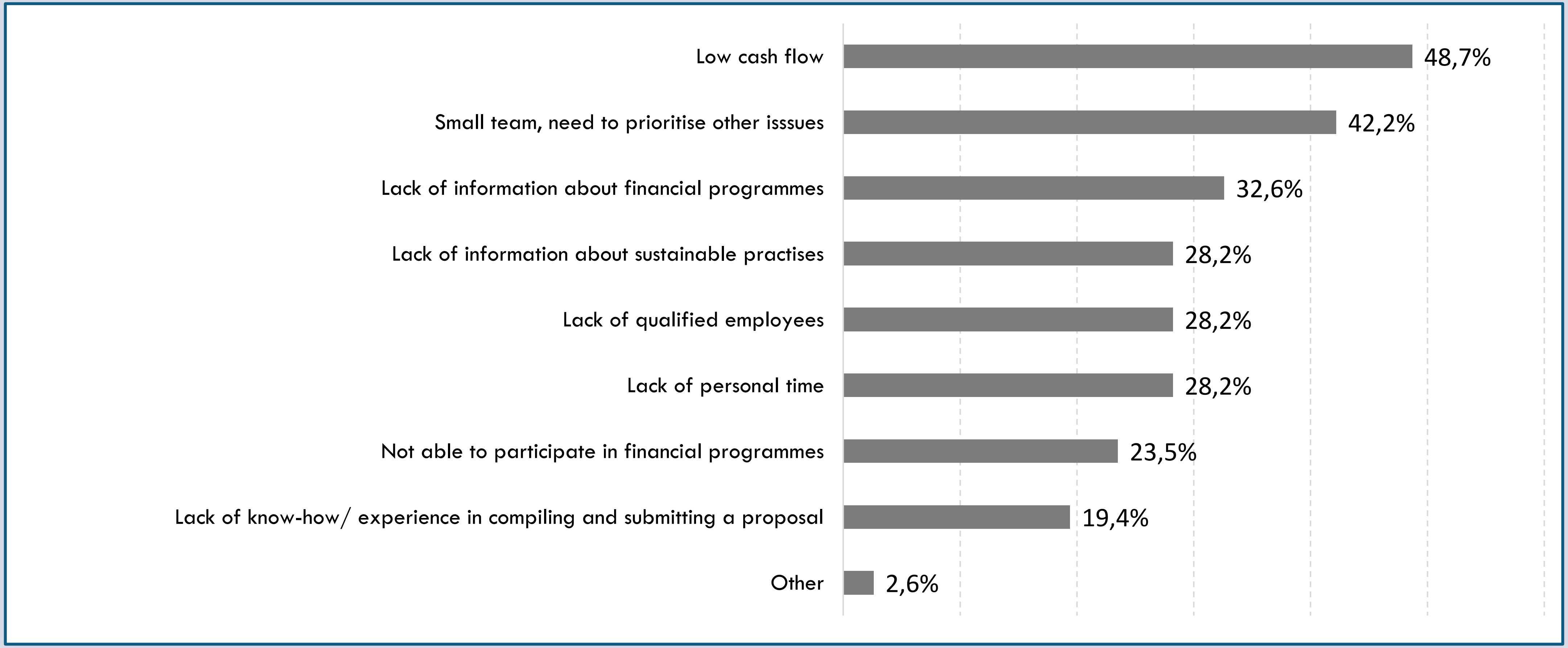
RECORDING THE TRAINING NEEDS OF HOTELIERS AND HOTEL EMPLOYEES IN ENVIRONMENTAL AND SUSTAINABILITY ISSUES (FOR GOOGLE HELLAS)

Indicative conclusions

Barriers to the implementation of Sustainability Practices



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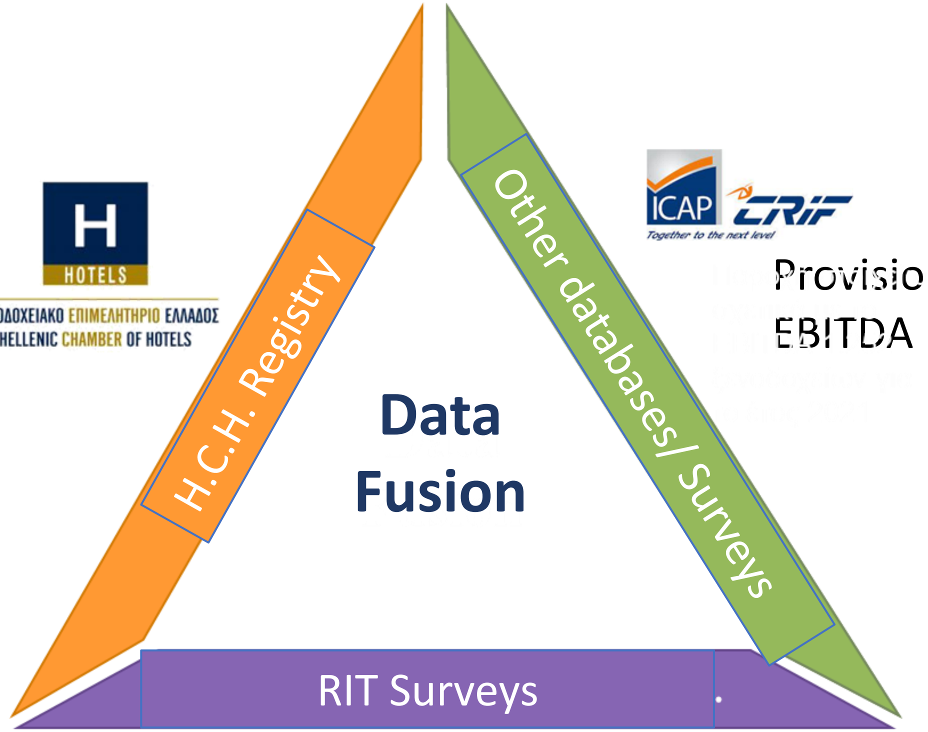
HOTEL FEATURES AND PERFORMANCE 2022-23 (FOR CERVED PROPERTY SERVICES)

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



Provision of data on EBITDA

Annual survey 2019
Annual survey 2022
Winter monthly panel 2021

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:

❑ Hotel capacity by Regional Unit of South Aegean Region ❑ Operation and Performance of South Aegean Hotels during the health pandemic ❑ Performance of South Aegean Region Hotels ❑ Seasonality of tourist traffic in South Aegean Region Hotels	❑ Designing a Sustainable Hotel in the South Aegean Region ❑ Penetration and Use of New Technologies in the Operation of South Aegean Hotels ❑ The Accessibility of the South Aegean Hotels to Disabled People

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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

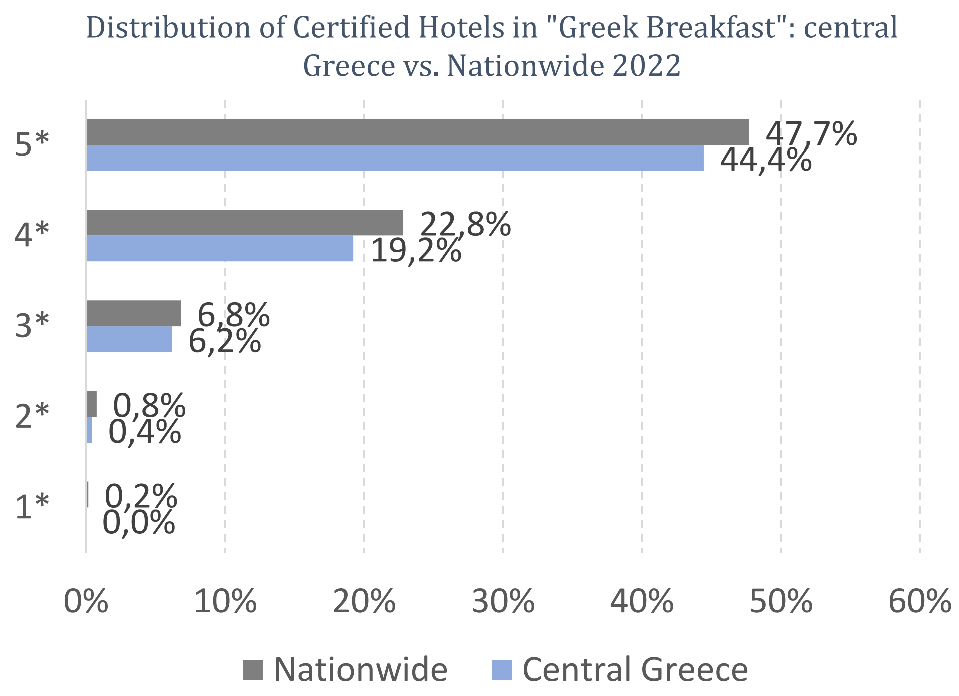
B. STRUCTURE AND PHILOSOPHY OF THE GREEK BREAKFAST

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.



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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.

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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.

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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.

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

AREAS OF APPLICATION

Kastellorizo

Kasos

Halki

Symi

Chios

Evoia

Eteolokarnania

Mani

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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 **2ου Gastronomy Festival** in Drama.
4. **Energy Efficiency Conference in Buildings 2023**, by BOUSSIAS.
5. 3ο 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 Tour**ism: 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.

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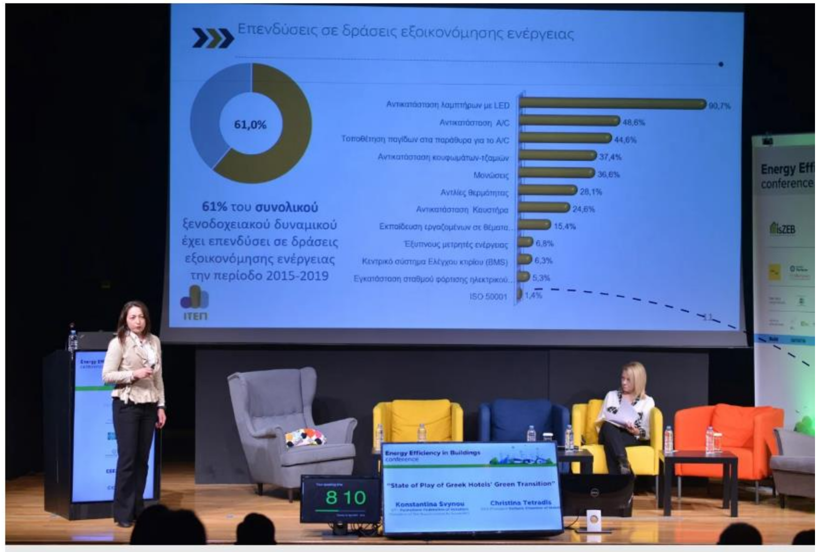
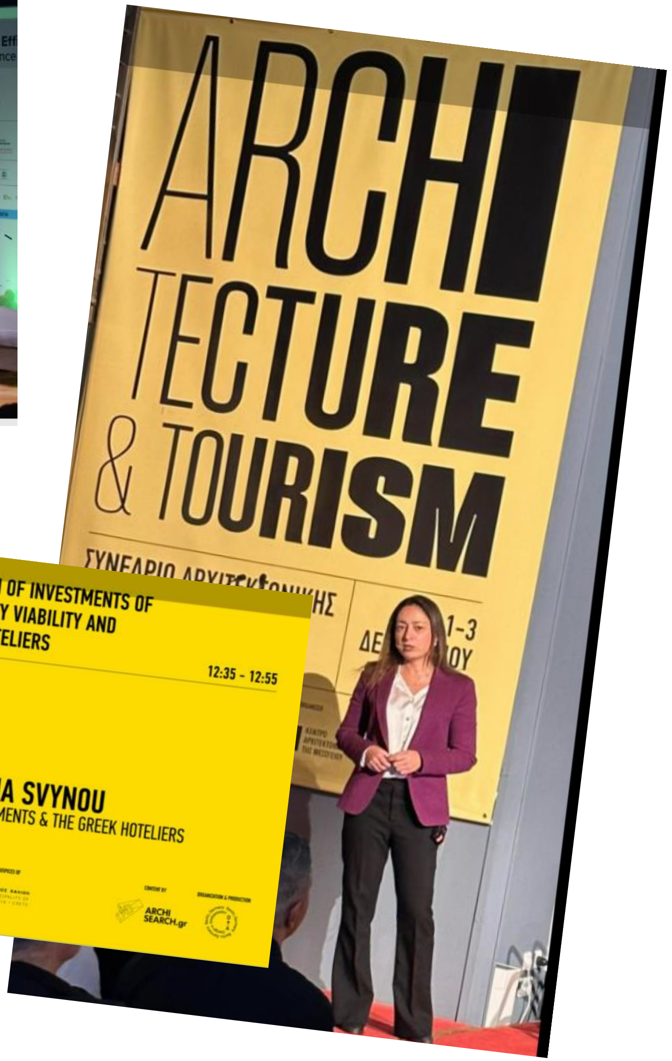
SMART ATTICA
ΝΕΕΣ ΤΕΧΝΟΛΟΓΙΕΣ
ΓΙΑ ΤΟΝ ΤΟΥΡΙΣΜΟ
ΚΑΙ ΤΗΝ ΞΕΝΟΔΟΧΙΑ


Επενδύσεις σε δράσεις εξοικονόμησης ενέργειας
61,0%
61% του συνολικού ξενοδοχειακού δυναμικού έχει επενδύσει σε δράσεις εξοικονόμησης ενέργειας την περίοδο 2015-2019


ARCHITECTURE & TOURISM


ARCHITECTURE & TOURISM
PRESENTATION OF INVESTMENTS OF SUSTAINABILITY VIABILITY AND THE GREEK HOTELIERS
12:35 - 12:55
KONSTANTINA SVYNOU
SUSTAINABLE INVESTMENTS & THE GREEK HOTELIERS
ΣΥΝΕΔΡΙΟ ΑΡΧΙΤΕΚΤΟΝΙΚΗΣ ΚΑΙ ΤΟΥΡΙΣΜΟΥ - ΧΑΝΙΑ
ΚΛΙΜΑΤΙΚΗ ΑΛΛΑΓΗ ΚΑΙ ΤΟΥΡΙΣΜΟΣ

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Why join RIT????

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- 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

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TA GOLD RIT MEMBERS

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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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FILL IN QUESTIONNAIRES