



INSTITUTE OF TOURIST RESEARCH AND FORECASTS
RESEARCH INSTITUTE FOR TOURISM

Annual Survey for the Hotel Sector 2023



Athens, February 2024

RIT





Survey Identity

SURVEY TITLE	Annual Survey for the Hotel Sector 2023
ASSIGNING AUTHORITY	Hellenic Chamber of Hotels (HCH)
CONDUCTING BODY	Institute for Tourism Research and Forecasting (RIT)
REFERENCE PERIOD	2023
SURVEY TIME PERIOD	November 24, 2023 – January 22, 2024
DELIVERABLE DATE	February 2024
POPULATION	Greek Hotels
STATISTICAL UNIT	Hotel Unit
REGISTRY	HCH Registry
CLASSIFICATIONS	NUTS II (Regions) , Category, Size of Hotels
SAMPLING METHOD	Stratified proportional sampling
WEIGHTING	Triple (Region, Class, Size (Rooms))
SAMPLE/POPULATION SIZE	n= 756 / N= 10.047
COLLECTION METHOD	CAWI



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Basic Hotel Metrics

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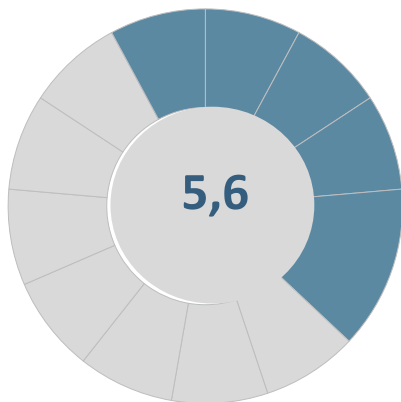
PERIOD OF OPERATION - DEFINITIONS

- ❖ The operating period, for seasonal hotels, is the period during which the hotel was in operation, and it is measured in months . (5,7 months means 5 months and $7/10 = 21$ days)
- ❖ It is used as an indicator of the seasonality of Greek tourism.

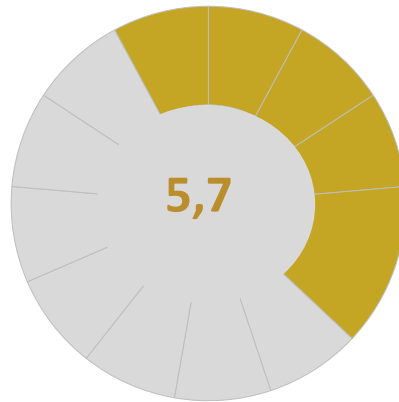


Months of seasonal hotels operation 2023

Average months of operation
2022



Average months of operation
2023



Category	Average months of operation 2023
1*	5,8
2*	5,4
3*	5,8
4*	6,0
5*	6,3

The operating period of seasonal hotels has not changed from 2022 to 2023 and shows homogeneity between categories.

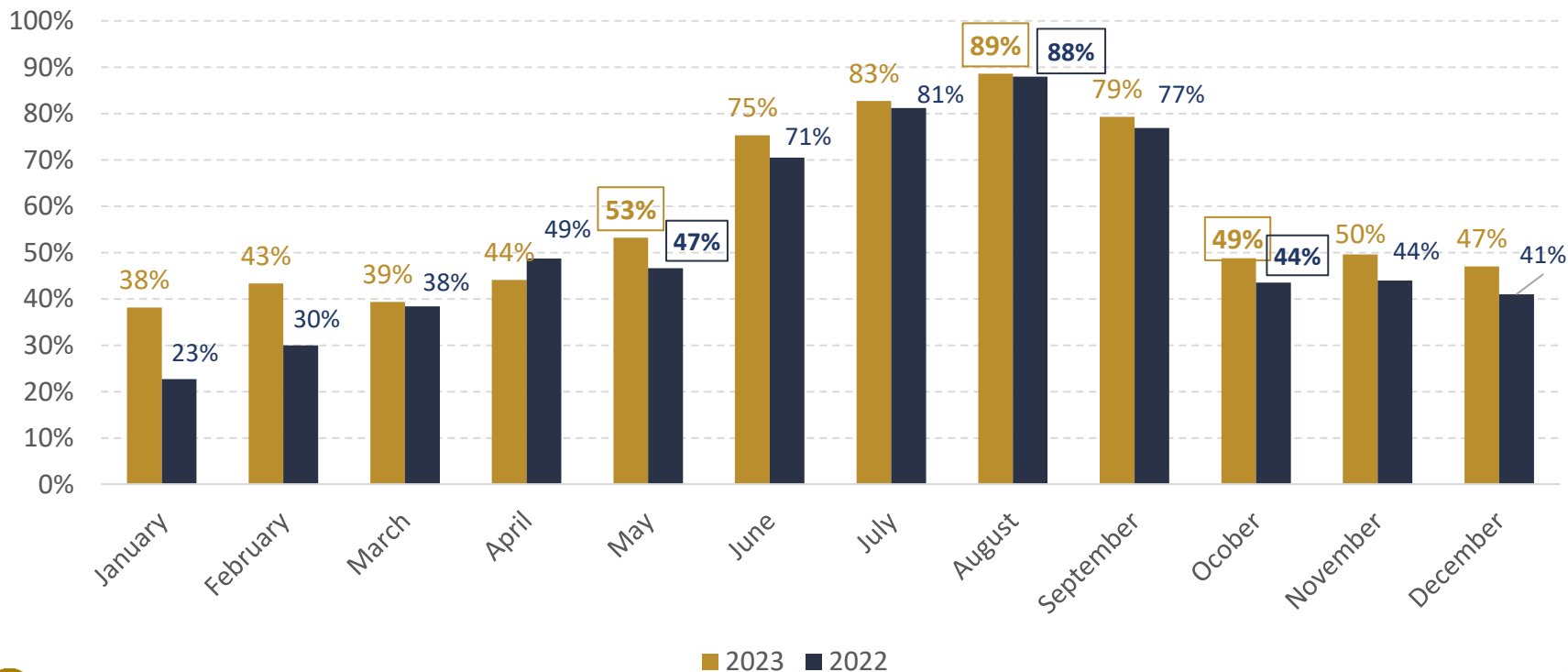


HOTEL OCCUPANCY RATE - DEFINITIONS

- ❖ The occupancy rate is defined for a specific month of the reference year (e.g. May, August) and it is equal to the ratio of overnight stays at occupied rooms to the maximum number of overnight stays that the rooms could have been occupied. Therefore, in a 20-room hotel the maximum number of overnight stays in August is $B = 20 \times 31 = 620$. The total number of overnight stays spent in the hotel in the same period is $A \leq B$ and finally the occupancy rate is calculated as A/B . This ratio is usually expressed as a percentage, as follows: $(A/B) \times 100 \%$.
- ❖ RIT's annual survey examines the occupancy rate for three months (May, August, October), and refers to the average occupancy rate for each month, in terms of rooms, as filled in by each hotel.

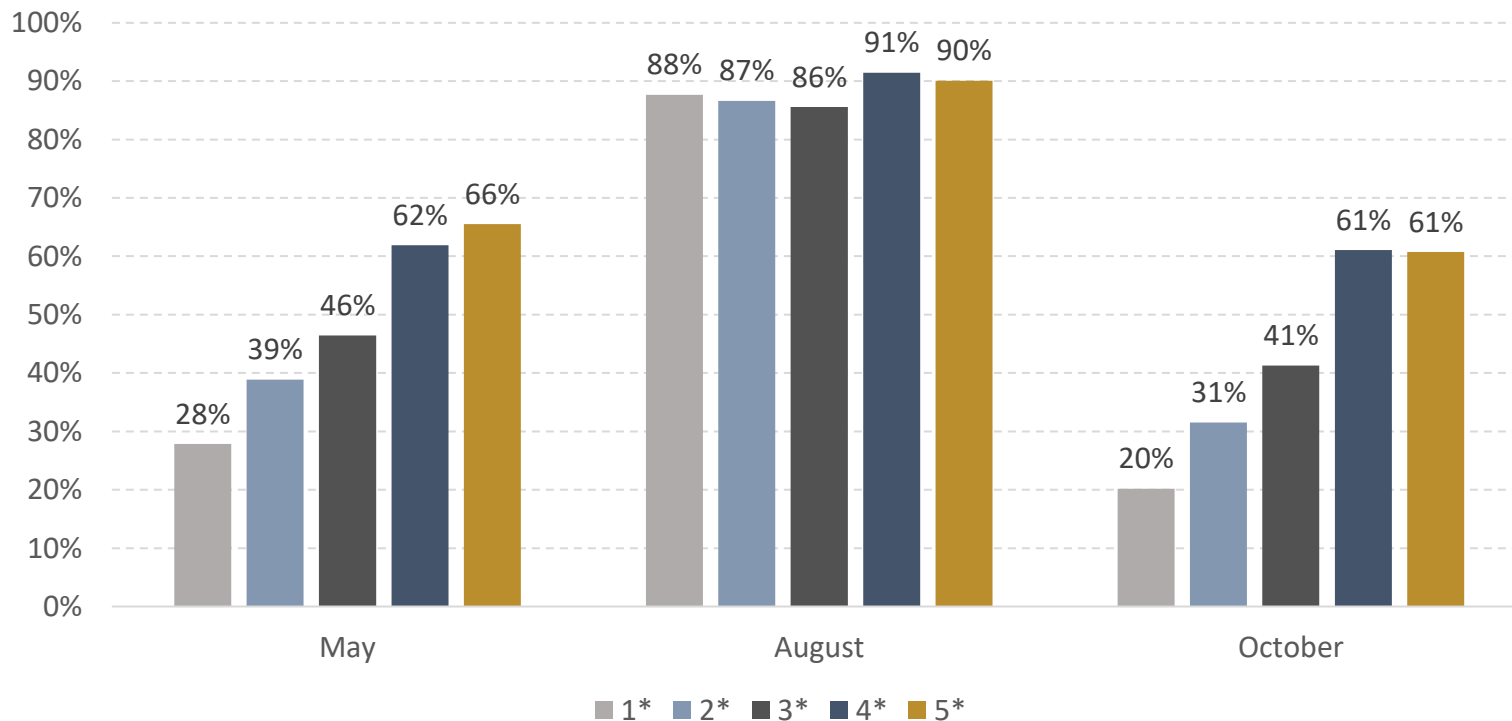


Average Hotel Occupancy Rate by month, 2022-2023



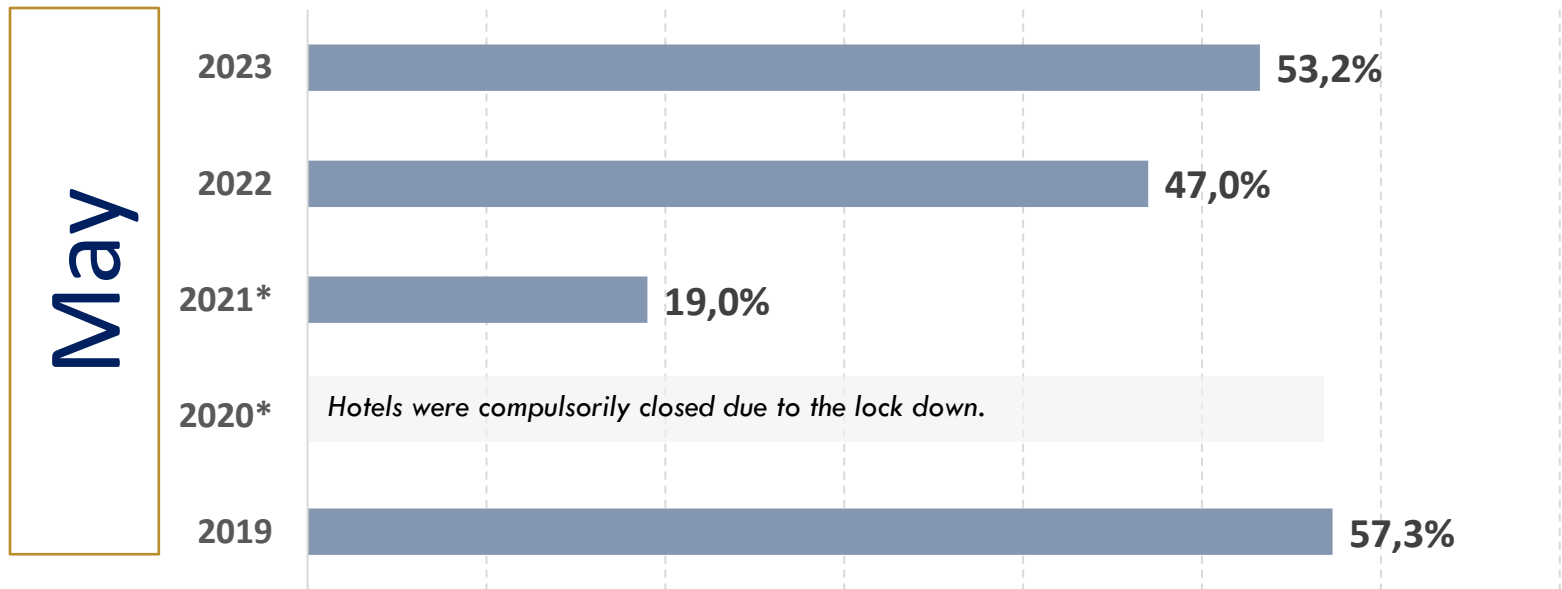


Average Occupancy Rate of Hotels by category, May, August, October 2023





Comparative Presentation of Average Occupancy Rate of May in the period 2019 - 2023



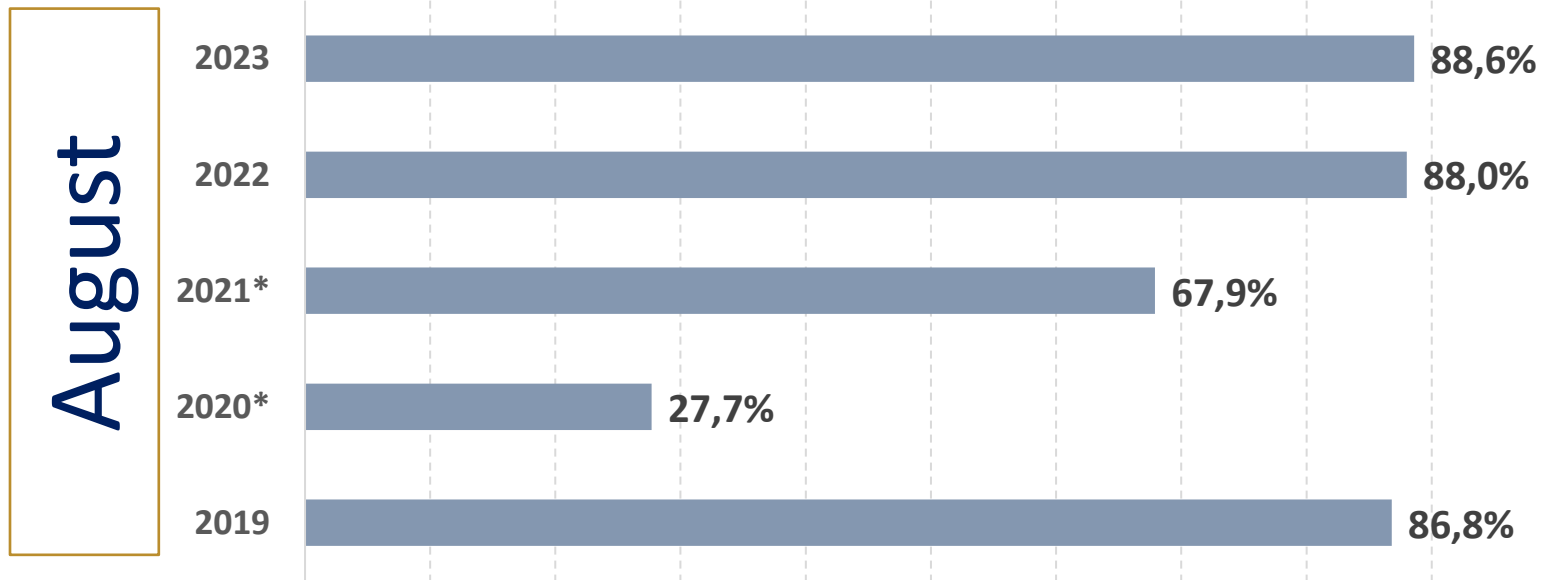
The average occupancy rate in May 2023 was up compared to May 2022, but remained slightly lower compared to 2019.



* Occupancy rate for May 2021 has been calculated based on the reduction to the total number of hotels that were open due to the emergency measures for the health pandemic. In May 2020 hotels were compulsorily closed due to the lock down.



Comparative Presentation of Average Occupancy Rate of August in the period 2019 - 2023



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The average occupancy rate for August 2023 is at the same level as in 2022, with a marginal increase compared to 2019.

* Occupancy rate for August 2020 and 2021 has been calculated based on the reduction of the total hotel capacity.



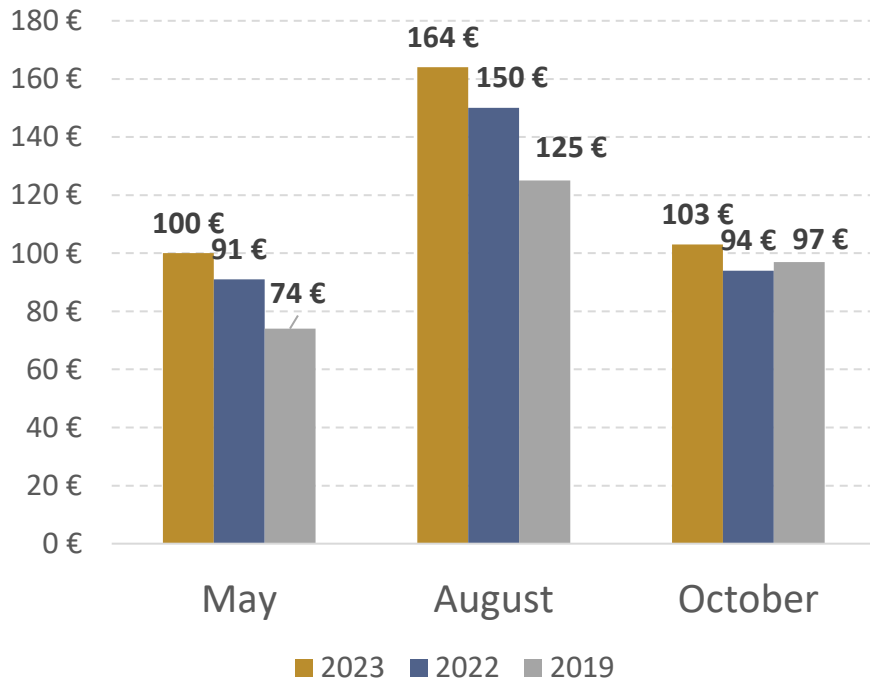
AVERAGE ROOM RATE - DEFINITION

- ❖ The prices presented in the annual survey refer to the average price of a double room during the three months reviewed.



Average Rate of a Double Room

May - August - October, 2019, 2022, 2023



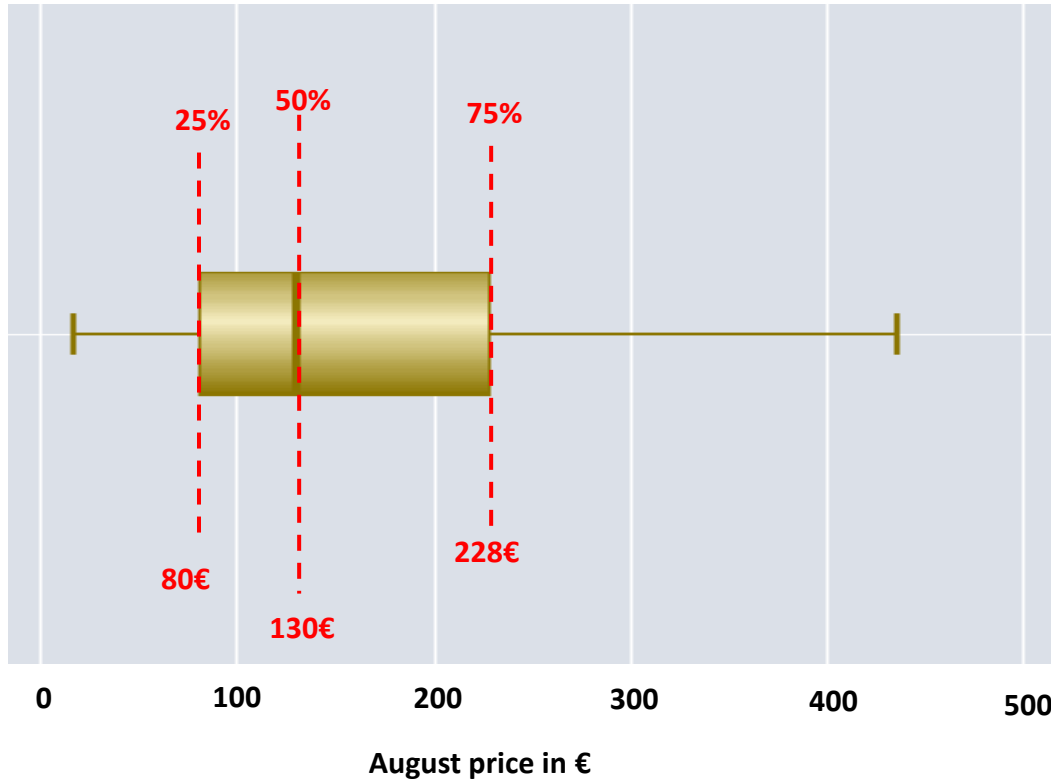
The average rate of a double room in August 2023 shows a 9% increase compared to August 2022 and a 31% increase compared to August 2019.

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For the months of May and October 2023 there is an increase of about 11% compared to 2022.



Distribution of Average Rate of a Double Room August 2023



From the distribution of double room disposal rates in August 2023, as shown in the chart, the following results are obtained:

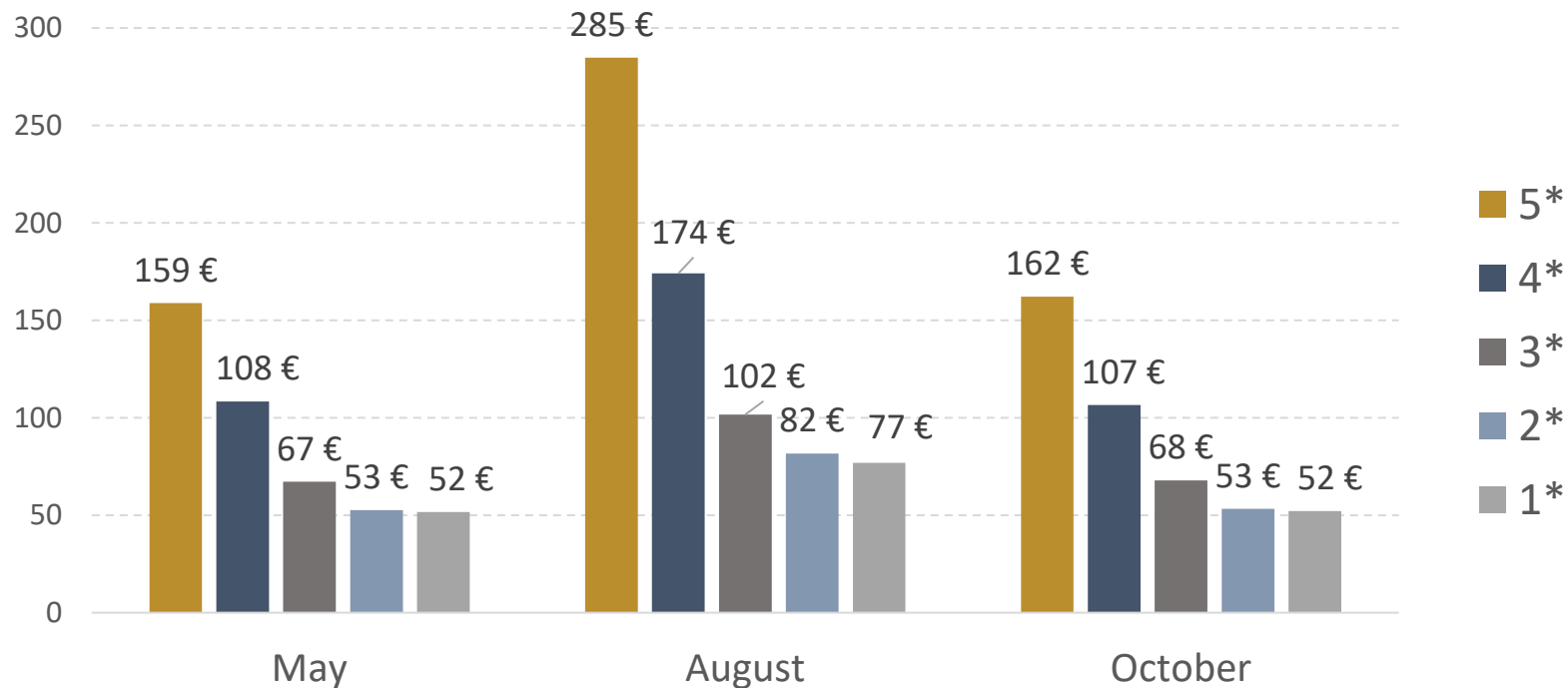
- 25% of the rooms are available up to 80€.
- 50% of the rooms are available up to 130€.
- 75% of the rooms are available up to 228€.
- The central 50% of the rooms (within the golden frame) are available from 80€ to 228€.

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Average Rate of a Double Room by category

May - August - October 2023



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Total Hotel Turnover* 2023 and Comparison with 2022

	Total	Year-round	Seasonal
2023	10.563,8	1.940,0	8.623,8
2022	8.622,2	1.773,8	6.768,3
C% 2023/22	22,5%	9,4%	27,4%
Room Allocation 2023	100%	38%	62%

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In 2023, hotel turnover was increased by 22,5% compared to the previous year.

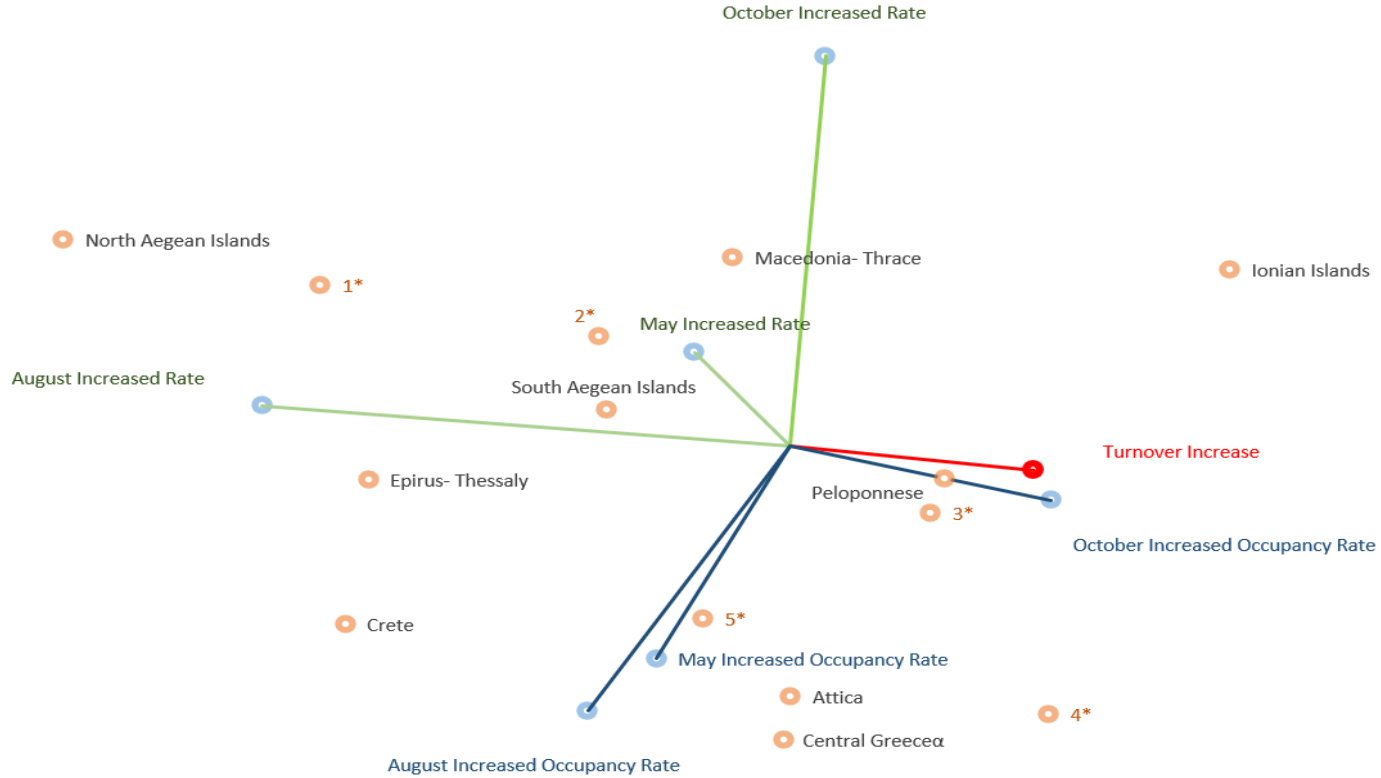


Total Hotel Turnover* 2023 and Comparison with 2022, by category

	4*-5*	1*-3*
2023	8.221,2	2.342,7
2022	6.650,1	1.972,1
C% 2023/22	23,6%	18,8%

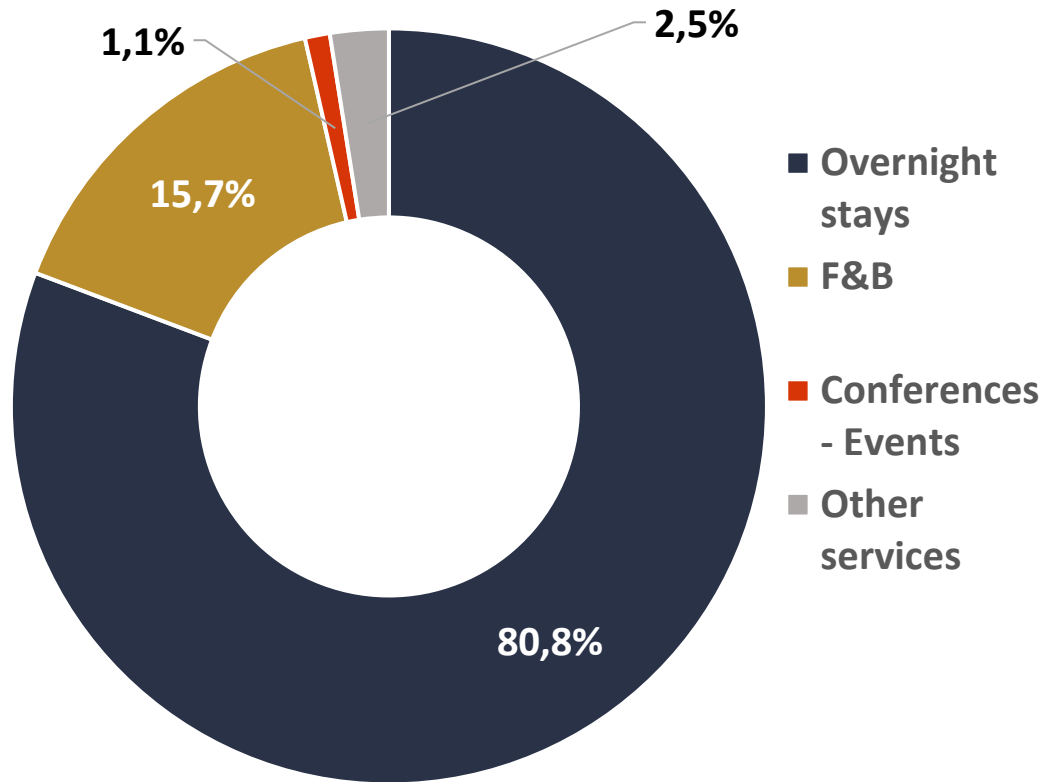
**In million €.*

- 1*-3* hotels, which account for 74% of hotels, recorded an 18,8% increase in turnover in 2023 compared to 2022.
- 4*-5* hotels recorded a 23,6% increase in turnover compared to the previous year.





Structure of Total Turnover 2023 in terms of the services offered

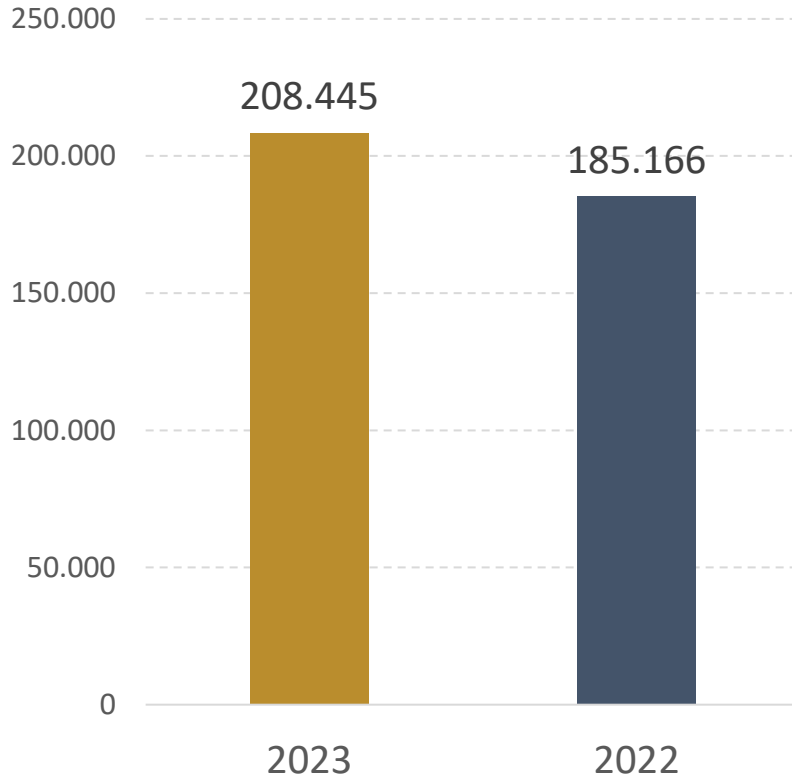


Over the 80% of hotel revenues come from overnight stays.

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Number of hotel Salaried Employees, 2023 compared to 2022



In 2023, hotel employments were increased by **12,6%** compared to 2022.



Employment costs as a percentage of total 2023 turnover, by category

	Nationwide	5*	4*	3*	2*	1*
Total Employment Costs as a percentage of turnover 2023	27,5%	27,8%	29,2%	26,8%	20,9%	18,7%
Total Employment Costs as a percentage of turnover 2022	26,0%	25,9%	25,8%	28,2%	24,2%	17,5%

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Compared to the previous year, the total employment costs as a percentage of turnover was marginally increased by 1,5 percentage points.



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Hotel Investments

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Annual investments for repairs, renovation, maintenance 2019-2023

Year	Amount (mill.€)	% of turnover
2023	761,2	7%
2022	621,2	7%
2021	830,1	15%
2020	219,3	12%
2019	986,7	12%



Investments for sustainability actions as a percentage of total investments in 2023 and comparison with 2022

	AVG. Nationwide	5*	4*	3*	2*	1*
% of investment expenditure for sustainability actions 2023	13,3%	13,4%	12,7%	13,2%	15,2%	8,7%
% of investment expenditure for sustainability actions 2022	17,7%	16%	16,5%	18,2%	19,3	14,4%

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The percentage of investment expenditure on sustainability actions does not differ significantly between hotel categories.



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Distribution of Hotel Customer Origin

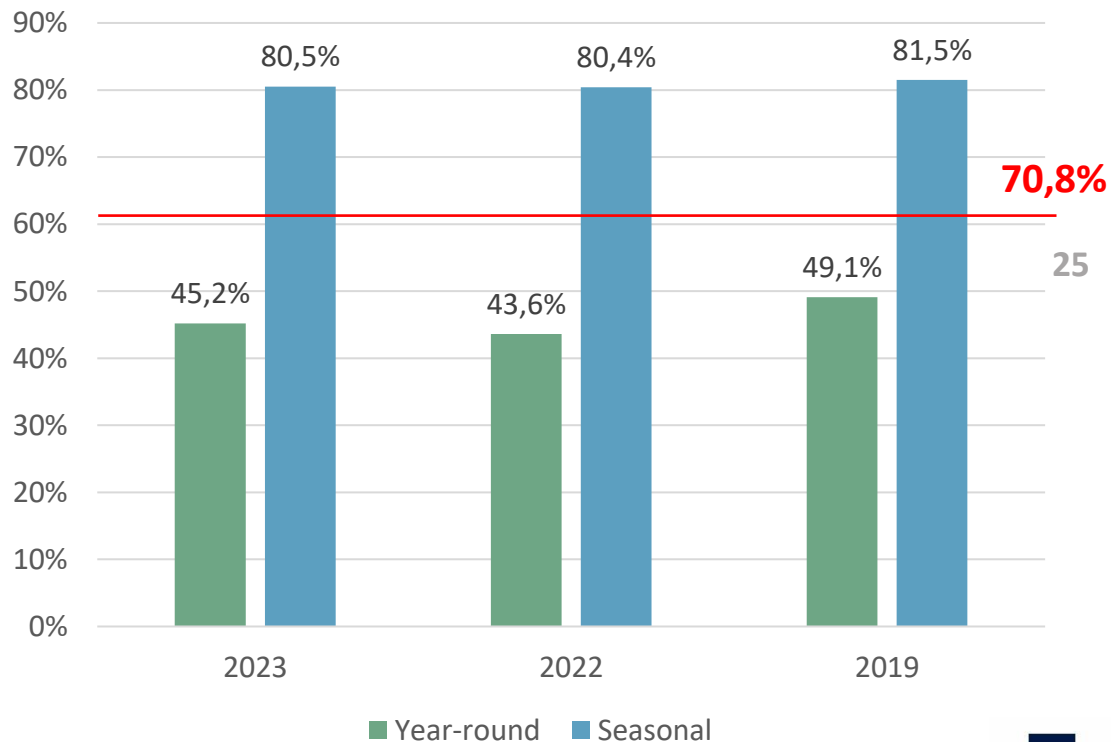
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Average percentage of foreign customers in hotels in 2023

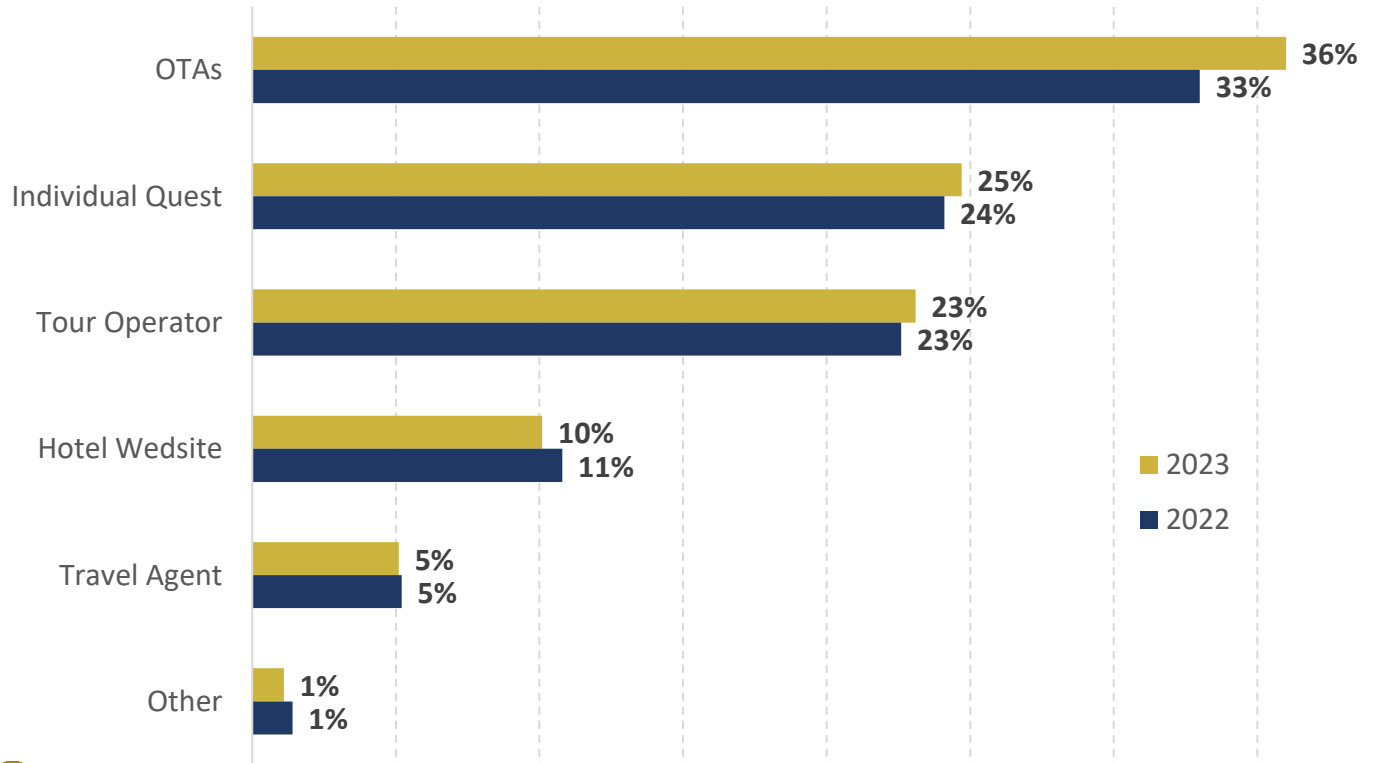
70,8%

was the average percentage of foreign tourists in Greek hotels in 2023, which is at about the same level as in 2022





Distribution of customer bookings through the various Channels: 2022 - 2023





The main difficulties faced by hoteliers in 2023



The main difficulties faced by hoteliers in 2023 were:

- ❖ Finding employees, and
- ❖ the cost of energy.

Concerns remains about:

- ❖ The operating costs,
- ❖ the reduced occupancy rate outside the peak months
- ❖ and the competition from short-term rental accommodation.



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Challenges for the future

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Signing of Contracts for 2024



- **47%** of all hotels have signed contracts for 2024, which is the same percentage as in 2023.
- Among them, **71,4%** have signed contracts with prices increased by **7,9%** on average.
- Similarly, in 2022, **41%** of the hotels that had signed contracts had increased rates by **11,4%** on average.
- **55%** of seasonal hotels have signed contracts until 2024. The corresponding percentage for year-round hotels is **27,7%**.

Signing of Contracts for 2024, by operation



- Among the **47%** of hotels that have signed contracts, **30,3%** are Commitment contracts, which commit **52%** of their rooms.
- Among the seasonal hotels that have signed contracts for 2024, **33,5%** have signed Commitment-type contracts. The corresponding percentage for year-round hotels is **14,9%** only.

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Conclusions

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Conclusions (1)



- In 2023, hotel turnover increased by 23% compared to 2022 and reached the amount of 10,5 billion euros.
- Employment increased by 12.6% compared to the previous year, and reached 208.000 job positions.
- In August 2023, half of the rooms of the Greek Hotel Capacity were available at a price above 130 euros and the other half at a price below 130 euros.
- In May and October, increased occupancy rate was observed, among other things, compared to the corresponding months of 2022, which reflects the prospect of a longer tourist season.
- The increased occupancy rate of May and October mainly concerns the hotels of the two largest categories.



Conclusions (2)



- The total investments for 2023 amounted to 761 millions. 13% of them were for sustainability actions.
- The main difficulties faced by hoteliers in 2023 were finding employees, the energy costs and the competition with short-term rental accommodation facilities.
- The prices of the contracts signed by hoteliers have increased by 7,9% on average.



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