



HELLENIC DEMOCRACY
HELLENIC CHAMBER OF HOTELS

PRESS RELEASE

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Annual Survey for the Hotel Sector 2023: The hotel sector is dynamic but also faces challenges.

The Annual Survey for the Hotel Sector of 2023, carried out by RIT on behalf of HCH, was presented today during a press conference. The President of HCH Mr. Alexandros Vassilikos emphasized that the Annual Survey has now become an institution and constitutes a reliable national indicator for the hotel market and the development of tourism in our country.

The most important conclusions of the Survey, which reflects all the key figures that make up the economic reality for the Greek hotel today, are:

- There is a stable pattern in the months of operation of seasonal hotels - an average of 5,7 operating months in 2023, compared to 5,6 months in 2022 - while there is also homogeneity between the categories.
- There is an increase in the average occupancy rate of hotels during the months of May (53% in 2023 from 47% in 2022) and October (49% in 2023 from 44% in 2022) which reflects the prospect of a longer tourist season.
- The same conclusion is supported by the fact that in May and October, the average rate of a double room increased by approximately 11%, comparing 2023 and 2022.
- However, two parameters must be taken into account. Firstly, on an annual basis, half of the rooms of the Greek hotel capacity were disposed at a price below EUR 130 and secondly, during the months of May and October, the increased occupancy rate mainly concerns hotels of the larger categories, while it remains low for one (May 28%, October 20%) and two-star hotels (May 39%, October 31%).

- Hotel turnover in 2023 increased by 23% compared to 2022 and reached 10,5 billion euros. This increase is significantly different between hotels of year-round (+9,4%) and seasonal (+27,4%) operation.
- Employment increased by 12,6% compared to the previous year and exceeded 208.000 job positions.
- The increase in turnover and employment is also connected to the investments made by the hoteliers, which were at 761 million euros for 2023, 13% of which were related to sustainability actions.
- The problems for hotels, as recorded in the Survey, remain the staff recruitment, the energy costs and the overall operating costs, the reduced occupancy rate beyond peak months and the competition from short-term rental accommodation.

Commenting on the findings of the survey, the President of the Hellenic Chamber of Hotels, Mr.Alexandros Vasilikos, said:

“Greek tourism is doing well and has a stable dynamic. This is highlighted by our Annual Survey, through the key figures of the sector that confirm that tourism continues to be the protagonist of the national economy and the Greek hotel continues its great contribution to the country. Proof of this is the 2,5 billion invested in the last five years by hotels to be upgraded so that we can now talk about an increase in turnover and employment. So we are on the right track, which does not mean that there are no major challenges, from staff recruitment and energy costs to unfair competition. That’s why we continue to make every effort to face them. With well-documented opinions and responsible scientific work. Tourism is not the place for celebrations or for grumbling. It is a field of co-operation and collective action.”