



HELLENIC DEMOCRACY  
**HELLENIC CHAMBER OF HOTELS**

**PRESS RELEASE**

Athens, 26 March 2025

**Extended Season, Quality Enhancement, Strengthened  
Contribution to the Greek Economy**

Presentation of the Annual Survey on the Hotel Sector 2024

The Annual Survey on the Hotel Sector 2024, conducted by ITEP on behalf of the Hellenic Chamber of Hotels (HCH) and presented today at a press conference, highlights clear improvements in seasonality patterns. Concurrently, the survey documents the increasing contribution of the hotel sector to the national economy. In particular:

- Tourism activity during peak months shows stabilization, with occupancy rates and prices remaining at levels comparable to the previous year. A notable upward trend is observed in off-peak months, demonstrated by increased occupancy and pricing in hotels operating year-round.
- Hotel turnover for 2024 rose by 8.8% compared to 2023, reaching €11.5 billion.
- The sector's total contribution (both direct and indirect) to Greece's gross domestic product amounts to €17.814,9 million, representing 5.9% of the national GDP, up from 4.8% in 2023.
- The hotel sector supported over 340,000 jobs in 2024, including approximately 143,000 indirect jobs created in related industries.
- It is estimated that the hotel sector contributed approximately €7.9 billion towards improving Greece's external balance of payments.

Furthermore, the survey notes that total hotel investments in 2024 exceeded €1 billion, equivalent to 9% of hotel turnover. Of this amount, €200 million were allocated to sustainability initiatives.

It is also noteworthy that over the past decade, the number of hotel establishments has increased by only 4%, and the number of rooms by 11%, while a qualitative upgrading of the country's hotel capacity has been recorded. This finding suggests that hotels themselves are not responsible for the phenomenon of tourism flow concentration in specific destinations.

Regarding the Annual Survey on the Hotel Sector 2024, the President of the Hellenic Chamber of Hotels, Mr. Alexandros Vasilikos, stated:

*“Our survey confirms that the hotel sector exhibits remarkable dynamism with a positive developmental footprint. With appropriate policies, Greek hotels must be protected and strengthened, as they constitute a stable pillar of economic and social progress across Greece and have the potential to deliver even greater benefits.”*