

PRESS RELEASE

Athens, 4/9/2025

Monthly Survey for the Hotel Performance

July 2025

The Hellenic Chamber of Hotels (HCH) has commissioned the Research Institute for Tourism (RIT) to carry out a monthly survey for monitoring the basic hotel variables for 2025.

The survey is conducted monthly by sending a short electronic questionnaire to a representative sample of hotels, both in terms of hotel category and in terms of the region in which each hotel is located.

The variables under consideration are the following:

- The hotel operation period
- The Occupancy Rate
- The Average Rate of a double room

The research is carried out using the CAWI - Computer-Assisted Web Interviewing method, while during the processing of the questionnaires a triple weighting is applied in terms of the hotel class rating, of the region and of the hotel size.

The average hotel occupancy rate for June 2025 is estimated at **82.4%**, remaining at similar levels compared to the same month in 2024 (82.8%). The average rate for a double room was set at **€168**, compared to €174 last year.

By registering as a member of RIT you can have access to the full presentation of the monthly results, but also to the survey data analytics (only for Gold Members) (<https://www.itep.gr/en/registration/>).