



ΙΝΣΤΙΤΟΥΤΟ ΤΟΥΡΙΣΤΙΚΩΝ ΕΡΕΥΝΩΝ ΚΑΙ ΠΡΟΒΛΕΨΕΩΝ
RESEARCH INSTITUTE FOR TOURISM

Annual Survey for the Hotel Sector 2025





Survey Identity

SURVEY TITLE	Annual Survey for the Hotel Sector 2025
ASSIGNING AUTHORITY	Hellenic Chamber of Hotels (HCH)
CONDUCTING BODY	Institute for Tourism Research and Forecasting (RIT)
REFERENCE PERIOD	2025
SURVEY TIME PERIOD	December 16, 2025 – March 26, 2026
DELIVERABLE DATE	April 2026
POPULATION	Total Hotel Units in Greece
STATISTICAL UNIT	Hotel Unit
REGISTRY	HCH Registry
CLASSIFICATIONS	NUTS II (Regions), Category, Size of Hotels
SAMPLING METHOD	Stratified proportional sampling
WEIGHTING	Triple (Region, Category, Size (Rooms))
SAMPLE/POPULATION SIZE	n=621/ N=10,118
COLLECTION METHOD	CAWI



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Hotel Capacity

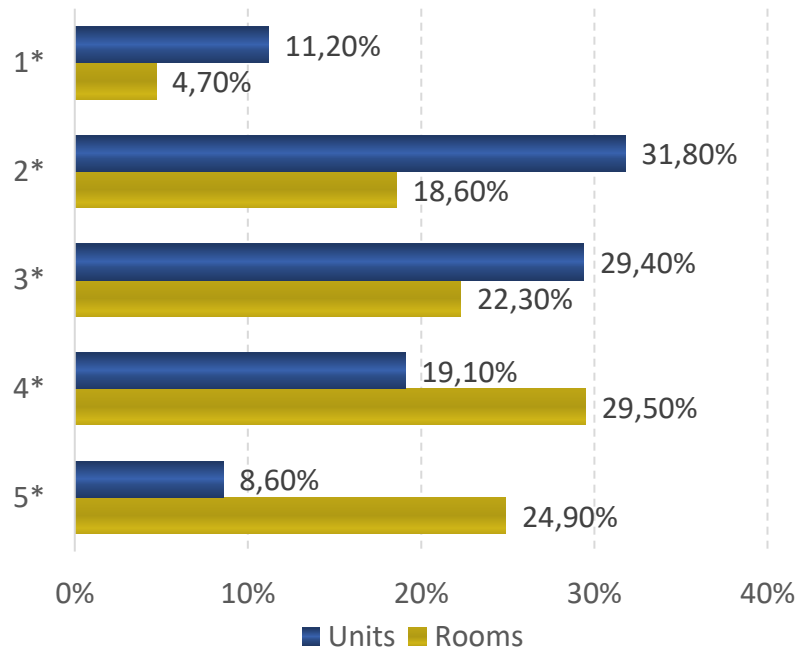


Hotel capacity in 2025



- 72% of hotels belong to the 1-3 categories,
- accounting for 46% of total rooms..

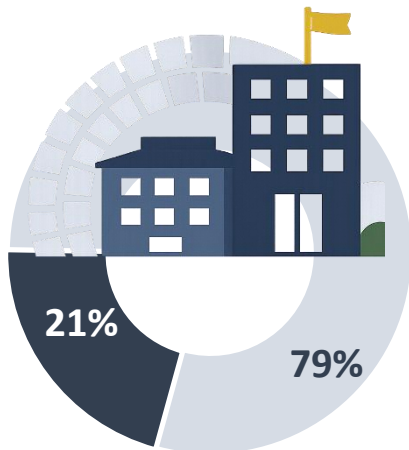
Shares of hotel capacity by category, 2025 (in units and rooms)





Hotel capacity in 2025

SIZE



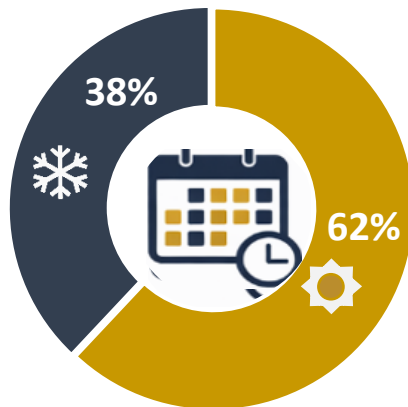
■ Up to 50 rooms

■ >50 rooms

79%

of hotels have a capacity of up to 50 rooms.

OPERATION



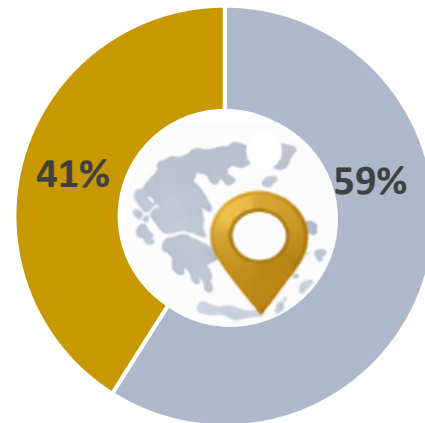
■ Seasonal Operation

■ Year-round Operation

62%

of hotels operate seasonally, accounting for 74% of the total room capacity.

LOCATION



■ Islands

■ Mainland

59%

of hotels are located in the country's island destinations. The corresponding share in terms of rooms reaches 67%.

The left side of the slide is decorated with various geometric shapes. There are several triangles in shades of gold, dark blue, and light grey. Some are solid, while others are outlined. There are also thin lines in gold and dark blue. A central gold pentagon with two vertical white bars inside is also present.

SURVEY RESULTS

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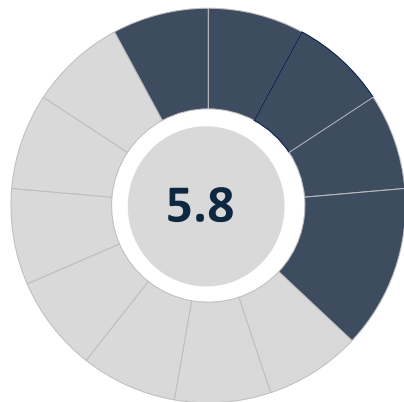


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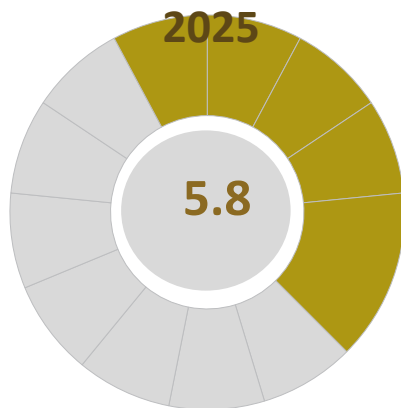


Months of operation of **seasonal hotels** 2025

**Average
months of operation
2024**



**Average
months of
operation
2025**



Category	Average months of operation 2025
1*	5.5
2*	5.5
3*	5.8
4*	6.2
5*	6.4

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The average operating period of seasonal hotels remains stable.

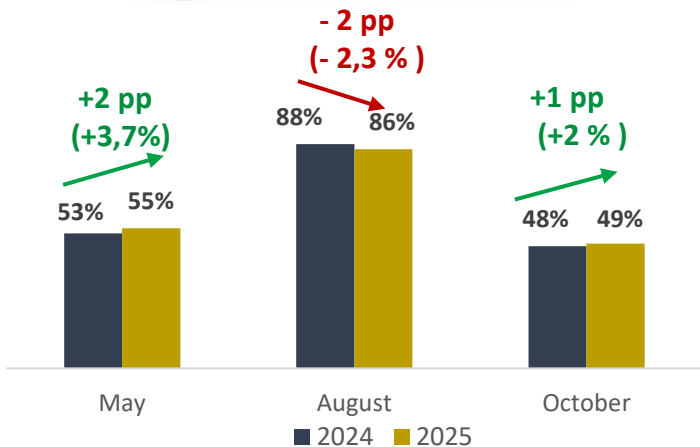


Average Hotel Occupancy Rate

May – August – October, 2025/24



OCCUPANCY RATE (%)



Month	2025	2024	Change
May	55%	53%	+2 pp (+3,7%)
August	86%	88%	-2 pp (-2,3%)
October	49%	48%	+1 pp (+2%)



KEY FINDING

Limited changes are observed in occupancy, confirming **stable demand** compared with the previous year.



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Stable Performance



Limited fluctuations in occupancy

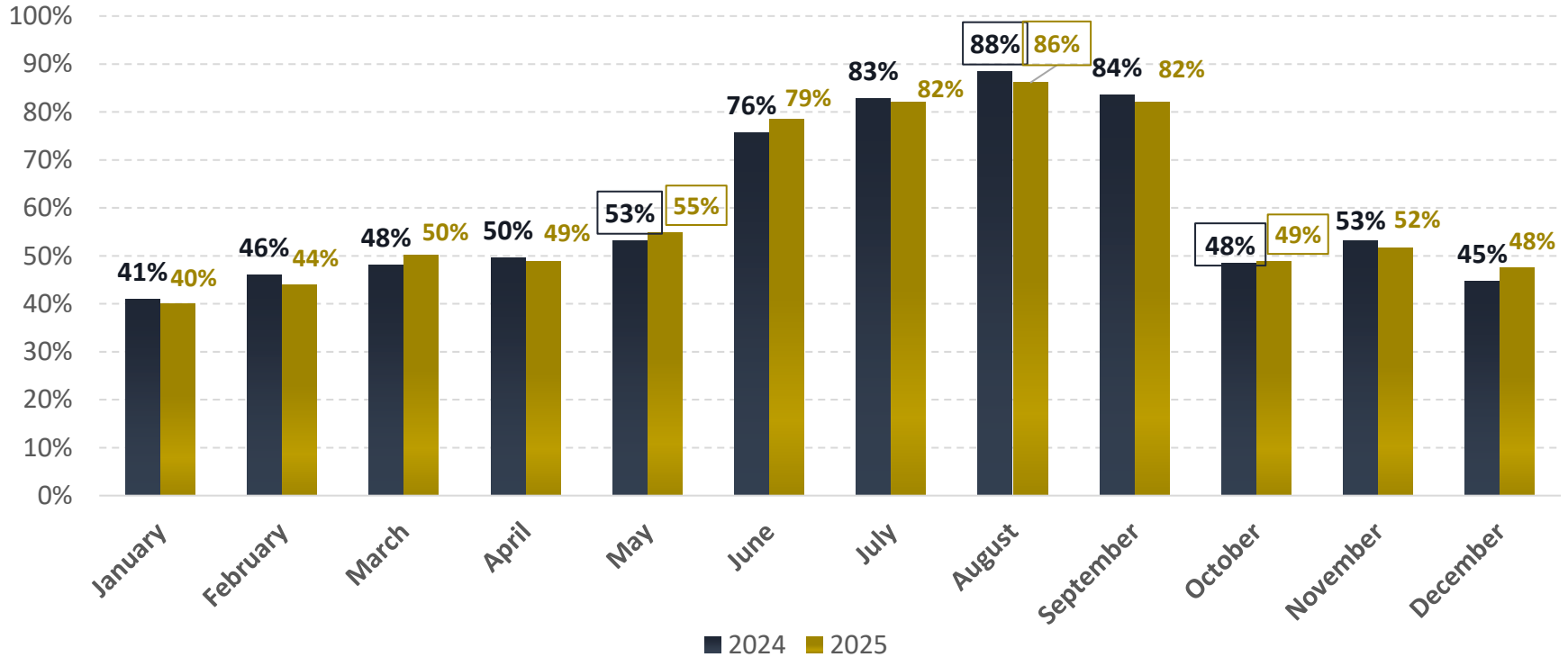


Maintained steady demand





Average Hotel Occupancy Rate by month, 2024-2025

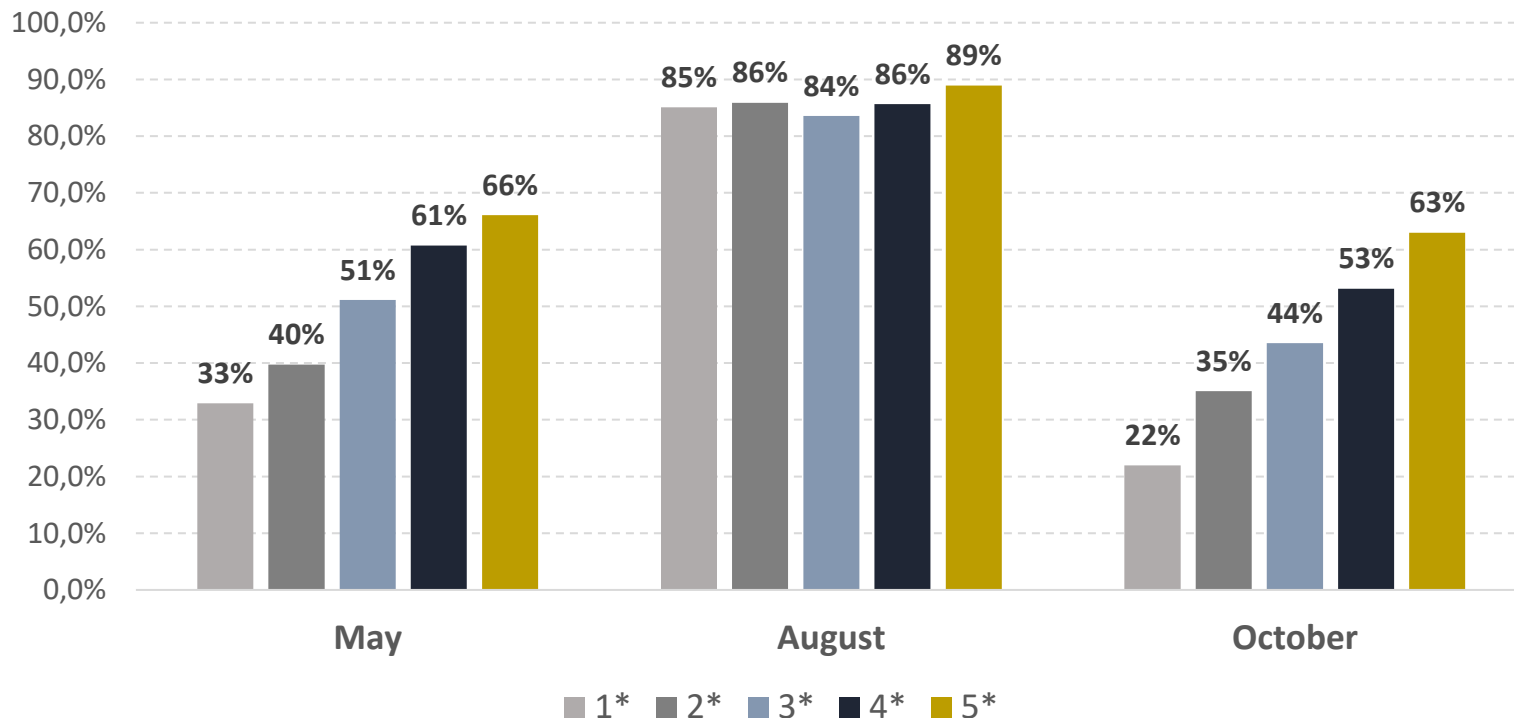


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Source: annual survey 2024 & 2025 (months: May, August, October). Monthly panels (rest of the months).
Occupancy rates for the months January to April and November to December refer to hotels with year-round operation.



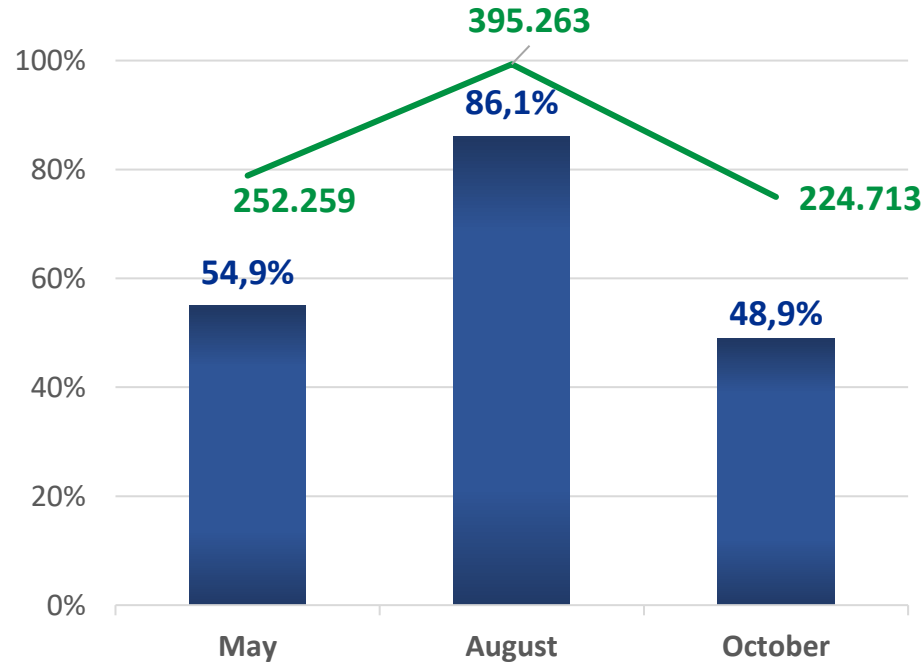
Average Hotel Occupancy Rate by category, May, August, October 2025



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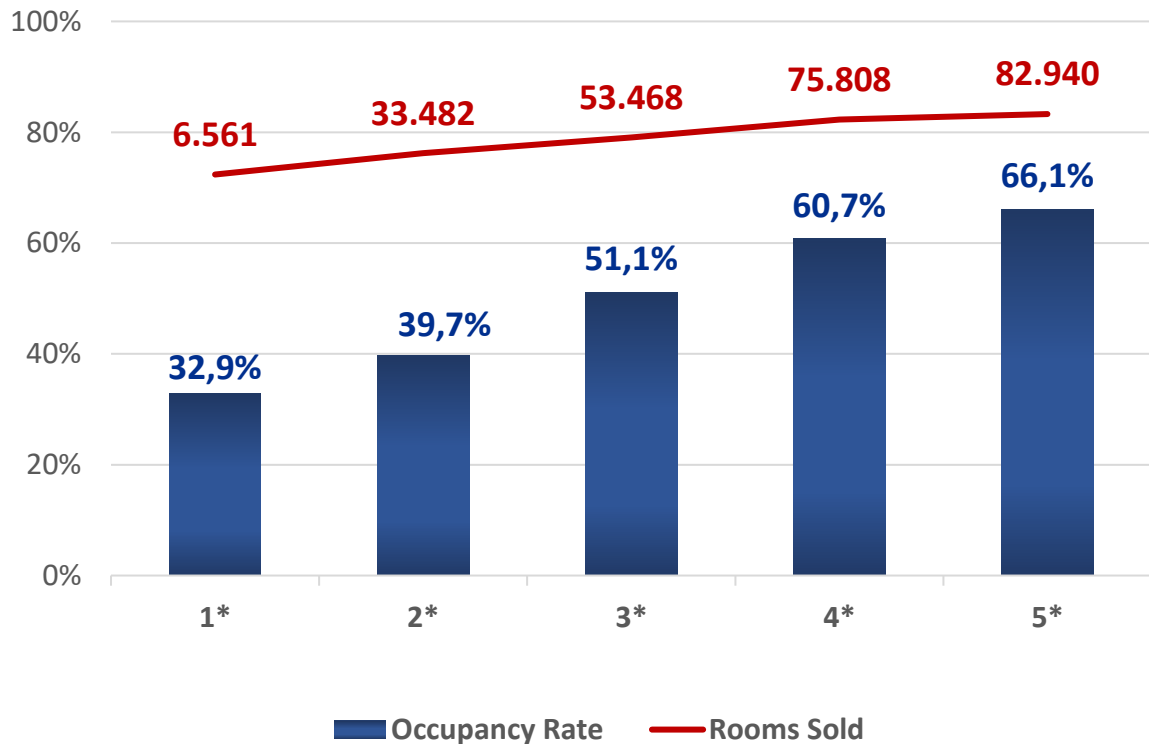
Average Occupancy Rate and Average Number of Rooms Sold per day May, August, October 2025



The occupancy rate and the number of rooms sold follow a similar seasonal pattern, with a clear peak in August. Specifically, occupancy reaches **86.1%**, while rooms sold amount to **395,263**.

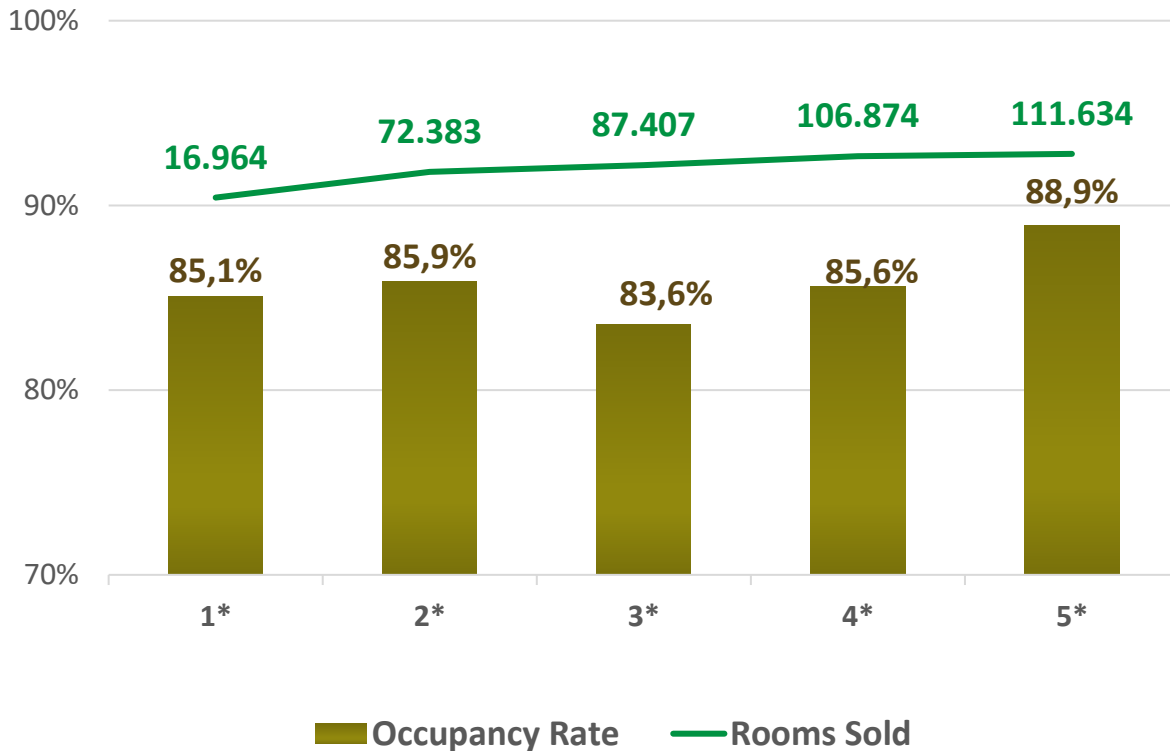


Average Occupancy Rate and Average Number of Rooms Sold per day, May 2025, by category



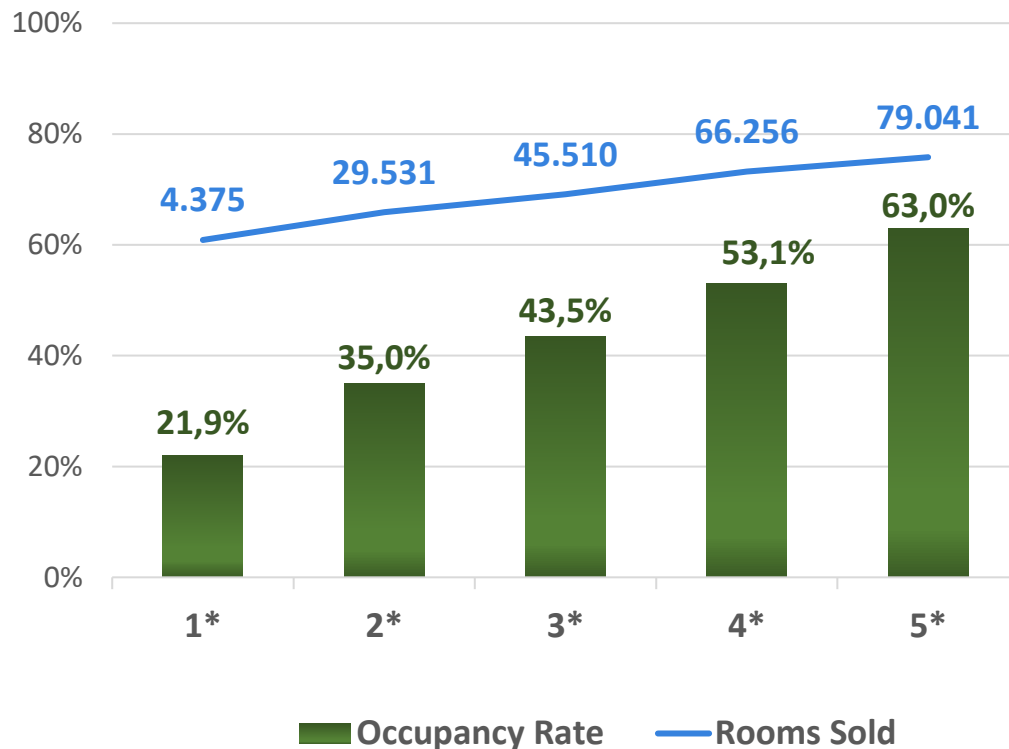


Average Occupancy Rate and Average Number of Rooms Sold per day, August 2025, by category





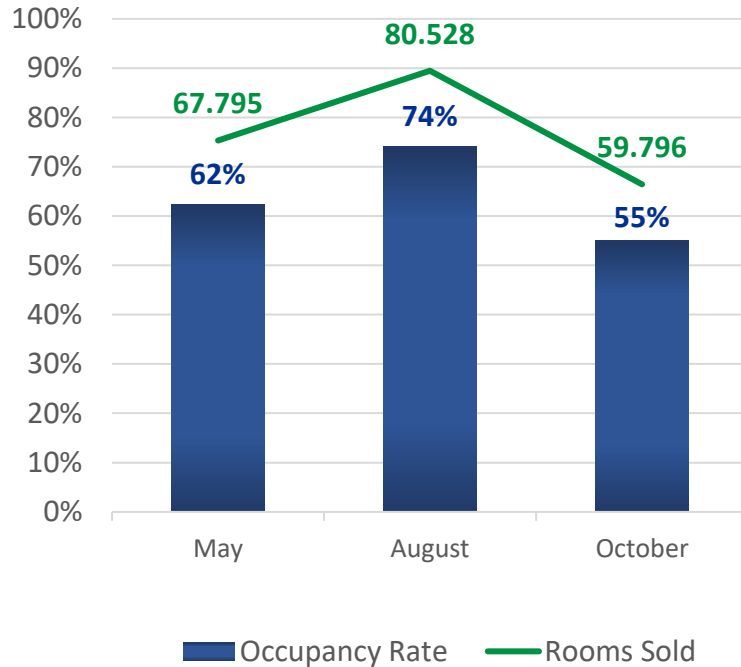
Average Occupancy Rate and Average Number of Rooms Sold per day, October 2025, by category



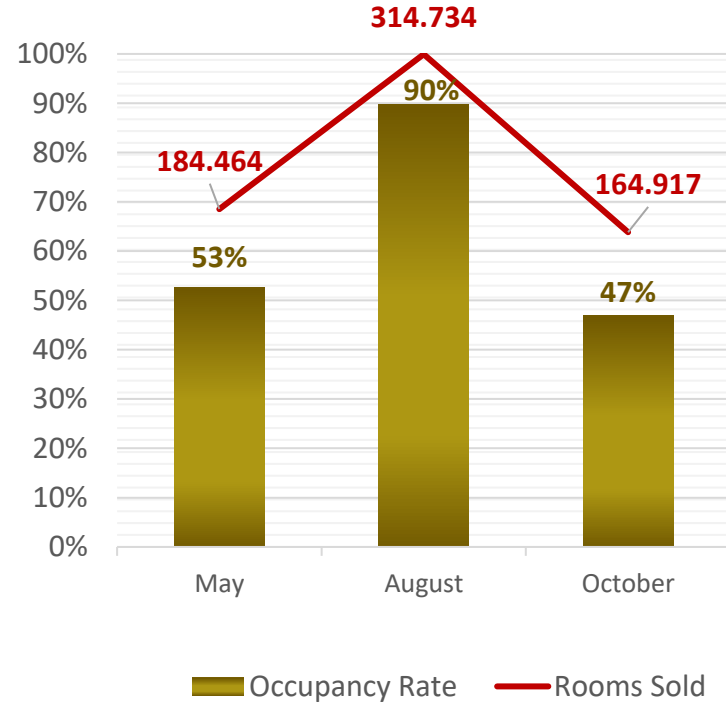


Average Occupancy Rate and Average Number of Rooms Sold per day, May-August-October 2025, based on the hotel operation

Year-round



Seasonal



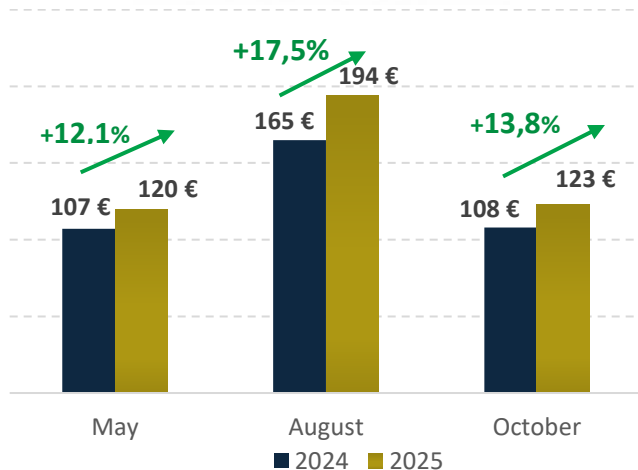


Average Room Rate

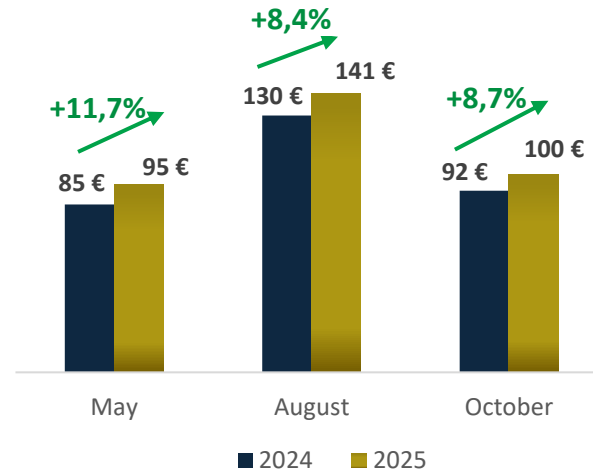
May, August, October 2025/24



AVERAGE ROOM RATE FOR DOUBLE ROOM



MEDIAN ROOM RATE FOR DOUBLE ROOM



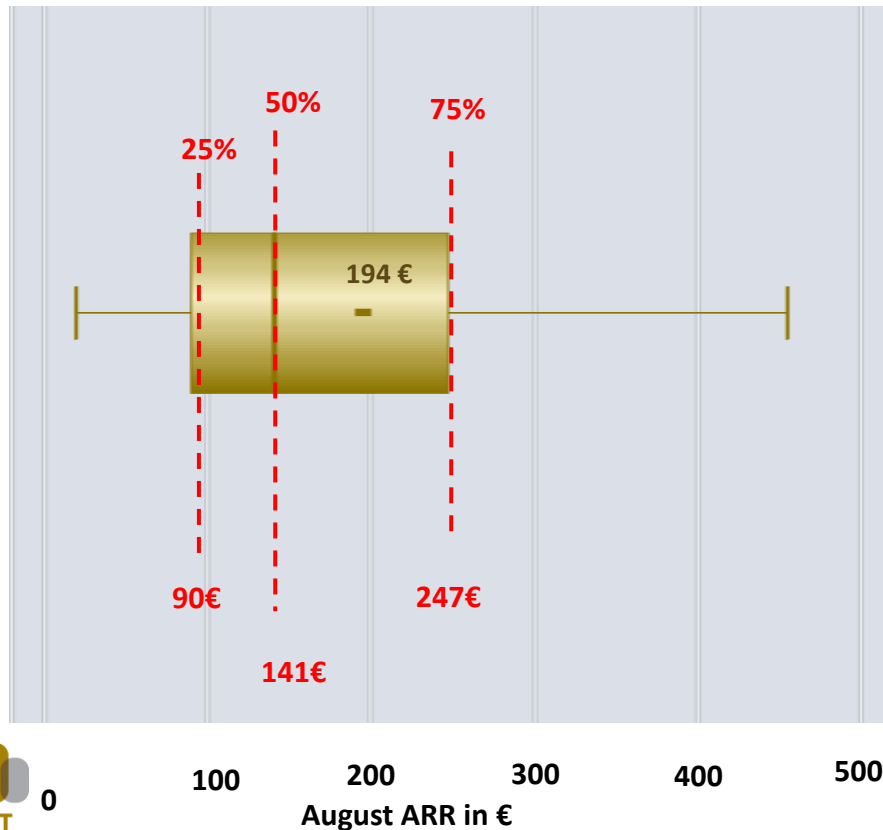
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Month	2025	2024	Change
May	120 €	107 €	+12,1%
August	194 €	165 €	+17,5%
October	123 €	108 €	+13,8

Month	2025	2024	Change
May	95 €	85 €	+11,7
August	141 €	130 €	+8,4
October	100 €	92 €	+8,7



Distribution of Double Room Rate, August 2025



Based on the distribution of double room rate (ARR) in August 2025, as shown in the chart, the following are observed:

- 25% of rooms are available for up to €90.
- 50% of rooms are available for up to €141.
- 75% of rooms are available for up to €247.
- The central 50% of rooms (within the golden frame) are available from €90 to €247.

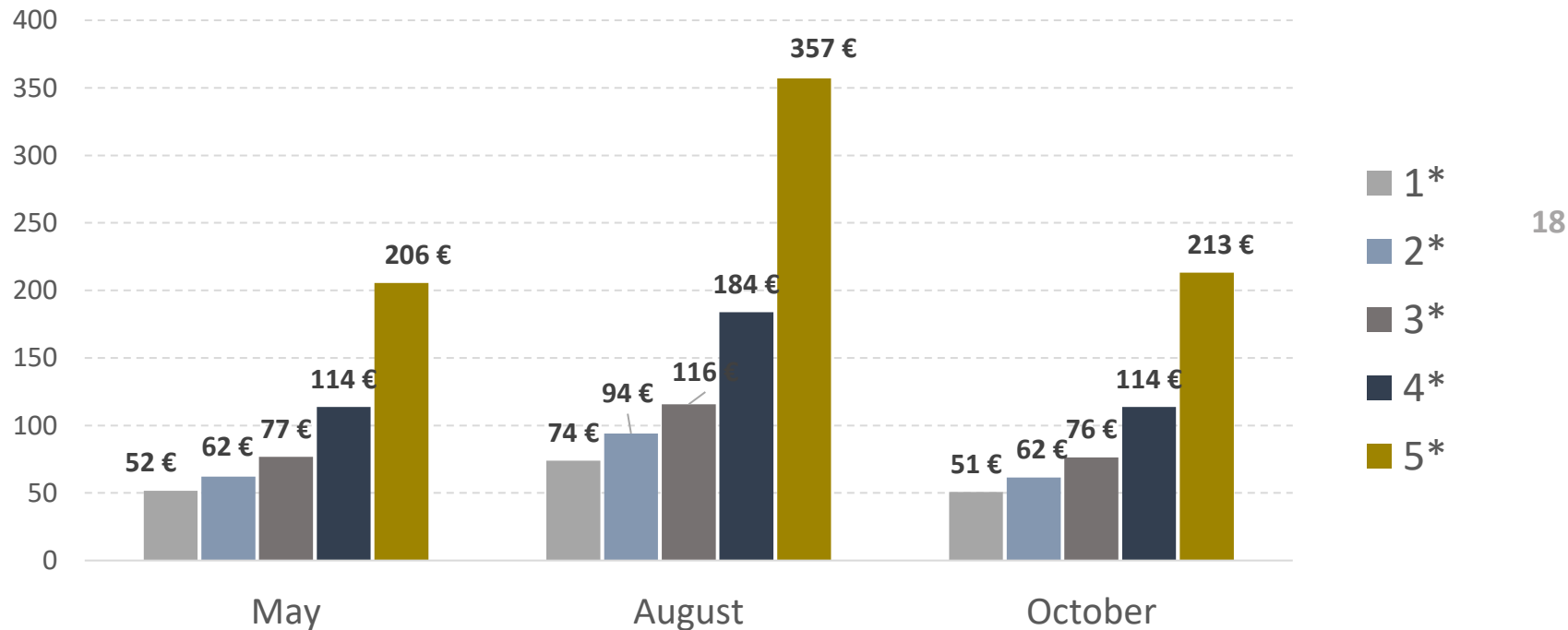
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Percentiles	2025	2024	Change
25%	90 €	80 €	+ 12.5%
50%	141 €	130 €	+ 8.4%
75%	247 €	216 €	+ 14.4%



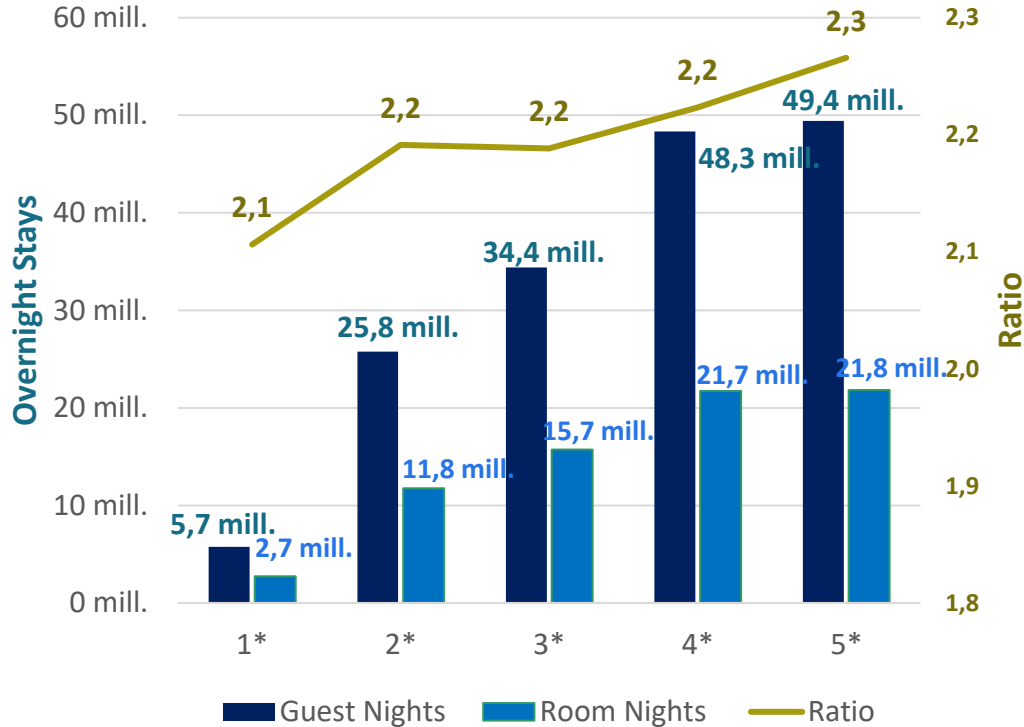
Average rate of a double room by category

May – August – October 2025





Annual Overnight Stays and Average number of persons per room by category, 2025



- A significant increase in overnight stays, both guest and room nights, is observed as the star category rises, which indicates a concentration of tourist activity in the higher categories.
- The ratio of guest nights to room nights ranges within a relatively narrow band (2.1–2.3), indicating a stable composition of demand across categories.

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Total Turnover in 2025 and Comparison with 2024 & 2023



Total Turnover

in € million

2025

2024

2023



12.489,9

11.493,5

10.563,8



Total hotel turnover is estimated at **€12.5 billion**, representing an **8.7%** increase compared with 2024.

Change 2025/24

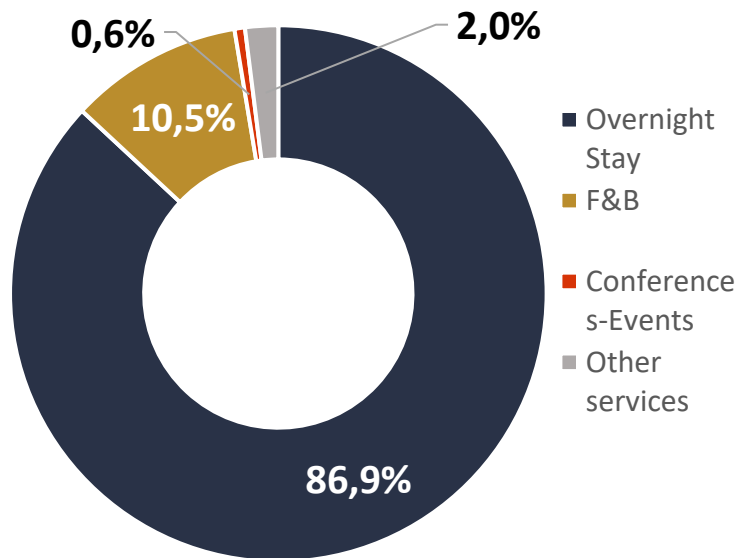
+8.7%

Change 2024/23

+8.8%



Structure of Total Turnover 2025 in terms of the services offered



87%
approx. of hotel revenues
come from overnight
stays.

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In 2025 a **strengthening of the share of accommodation in total turnover** is recorded (from 79% in 2024 to 87% in 2025), with a simultaneous decline in F&B revenues (from 16.0% in 2024 to 10.5% in 2025), which indicates a further strengthening of accommodation as the main source of revenue.



Accommodation Revenue and Average Daily Rate (ADR)



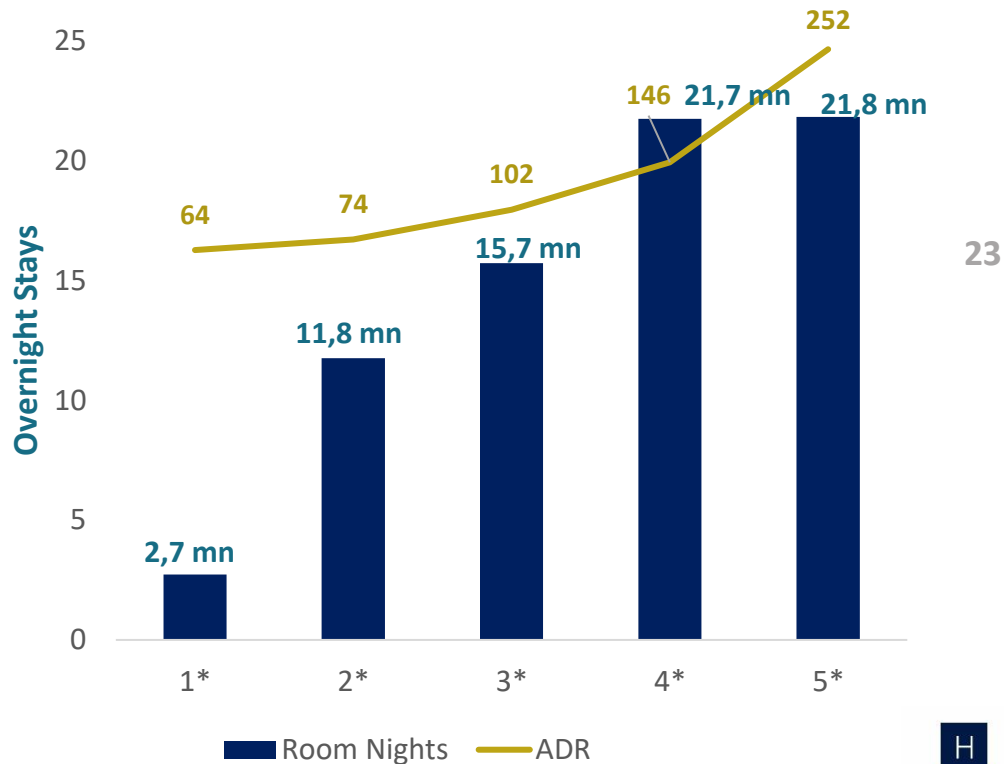
Accommodation Revenue

9.9 bn



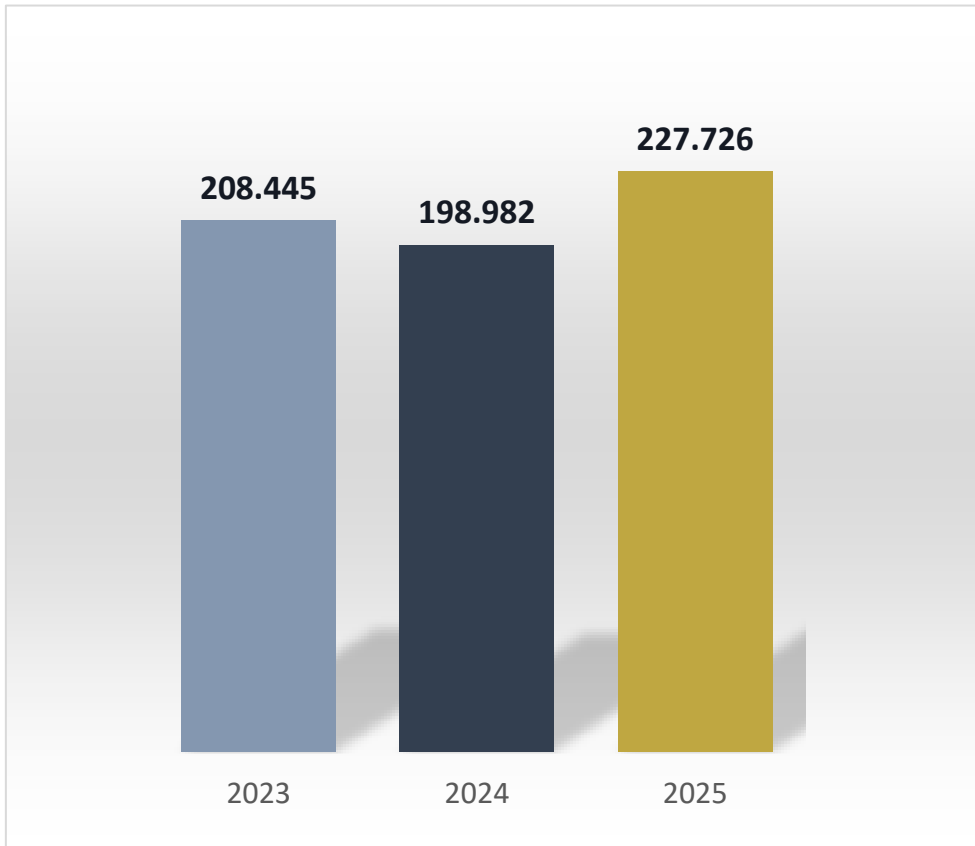
Revenue per Night

110 €





Number of Salaried Hotel Employees, 2025 and comparison with 2024 & 2023



- Employment in 2025 remains at high levels, exceeding 227,000 jobs, maintaining the sector's momentum.
- **16.2%** of those employed in Greek hotels come from **tourism-related schools**.

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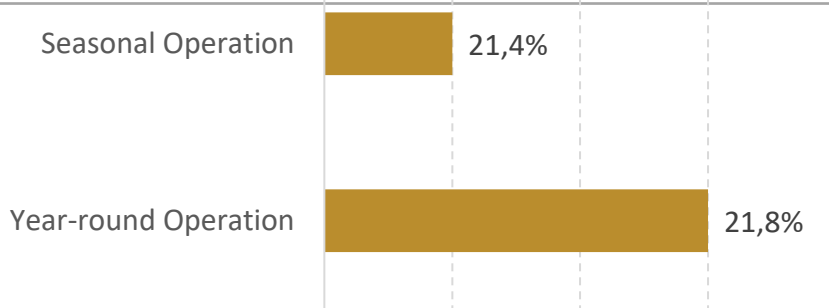


Total Employment Cost as a percentage of turnover 2025, by category

	AVG. Nationwide	5*	4*	3*	2*	1*
Total Employment Cost as a percentage of turnover 2025	21.5%	21.1%	23.8%	19.4%	20.6%	15.1%
Total Employment Cost as a percentage of turnover 2024	27.8%	28.1%	28.1%	27.1%	27.7%	20.9%
Total Employment Cost as a percentage of turnover 2023	27.5%	27.8%	29.2%	26.8%	20.9%	18.7%
Total Employment Cost as a percentage of turnover 2022	26.0%	25.9%	25.8%	28.2%	24.2%	17.5%

25

Total Employment Cost
as a percentage of turnover,
by operation, 2025





Total Investments as a percentage of total investments 2019-2025

Year	Amount €	% of turnover
2025	1.545.560.960	12,4%
2024	1.028.581.504	9%
2023	761.153.368	7%
2022	621.210.563	7%
2021	830.052.400	15%
2020	219.267.119	12%
2019	986.670.190	12%



Investments for sustainability actions as a percentage of total investments in 2025 and comparison with 2024 & 2023

	AVG. Nationwide	5*	4*	3*	2*	1*
% of investment expenditure for sustainability actions 2025	20.7%	12.9%	26.1%	30.4%	29.8%	15.7%
% of investment expenditure for sustainability actions 2024	20.0%	20.3%	19.8%	23.2%	27.5%	6.3%
% of investment expenditure for sustainability actions 2023	13.3%	13.4%	12.7%	13.2%	15.2%	8.7%

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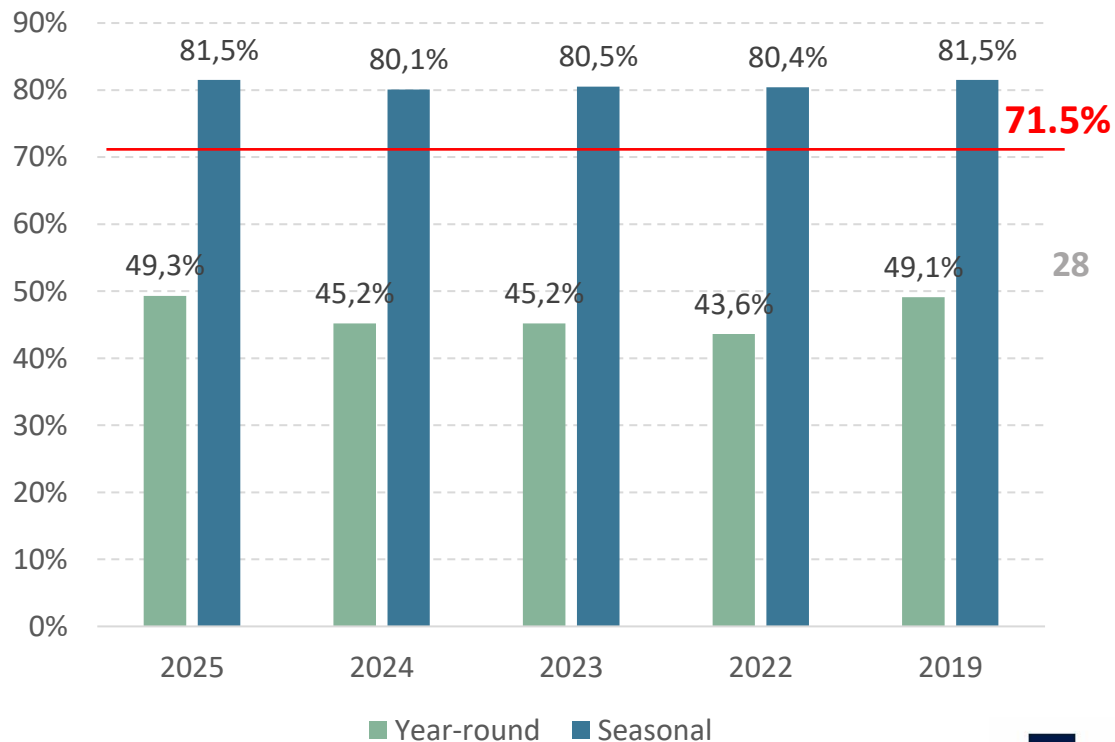
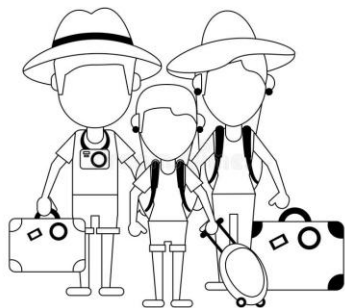
- The share of investments in sustainability actions stood at approximately **21%** of total investments, at levels similar to 2024.
- However, hoteliers' expenditure in absolute terms followed the overall increase in investments and rose by 56% compared to 2024, exceeding **€319 million**.



Average percentage of foreign guests in hotels in 2025

71.5%

was the average percentage of foreign tourists in Greek hotels in 2025, at about the same level as in previous years





03

More Results

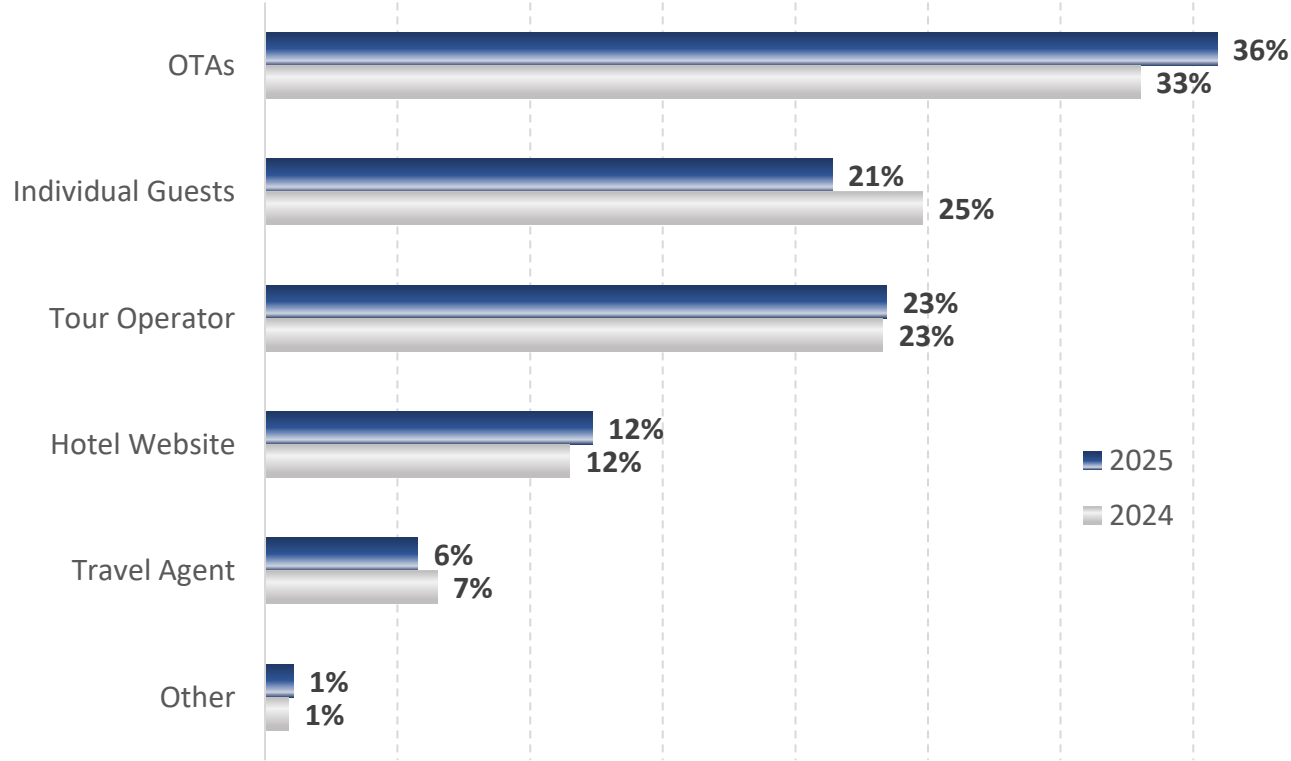
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Average percentage of guest bookings through the various Channels: 2024 – 2025



More than one-third of hotel guest come from **Online Travel Agents (OTAs).**

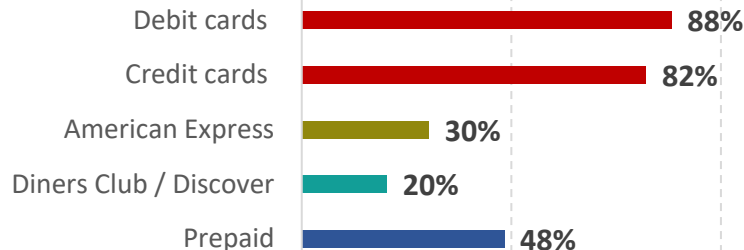
30



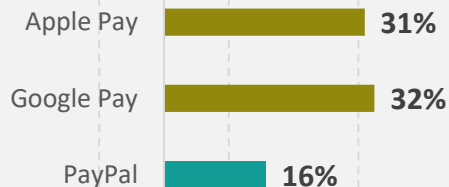
Payment methods offered by hotels to guests

Cash 85%

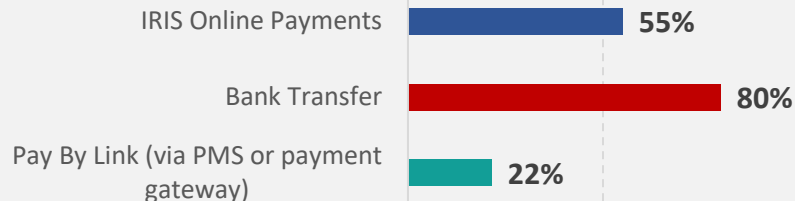
Cards



Digital Wallets

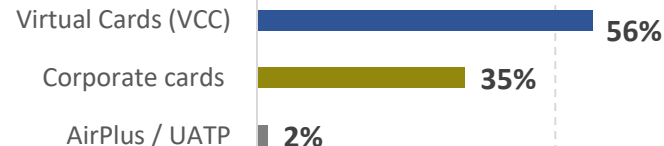


Direct online payments

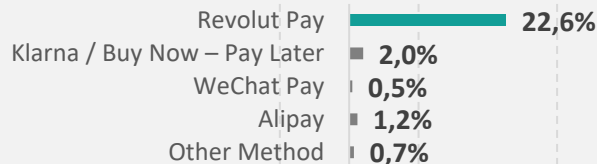


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Corporate / Business payments



Other payment methods



Signing of Contracts for 2026



- **Half of hotels** have signed contracts for 2026.
- Of those that have signed, **32%** signed contracts with prices increased by **7%**. **16%** signed contracts keeping prices at the same levels.
- The share of seasonal hotels that have signed contracts for 2026 stands at **58% (2024: 60%)**. Of these, **38% (2024: 41%)** signed contracts with prices increased by **7,1%**.
- Of the seasonal hotels that have signed contracts for 2026, **32.7%** signed Commitment-type contracts, committing **54%** of their rooms.

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➤➤➤ The main difficulties faced by hoteliers in 2025



The main difficulties faced by hoteliers in 2025 were:

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

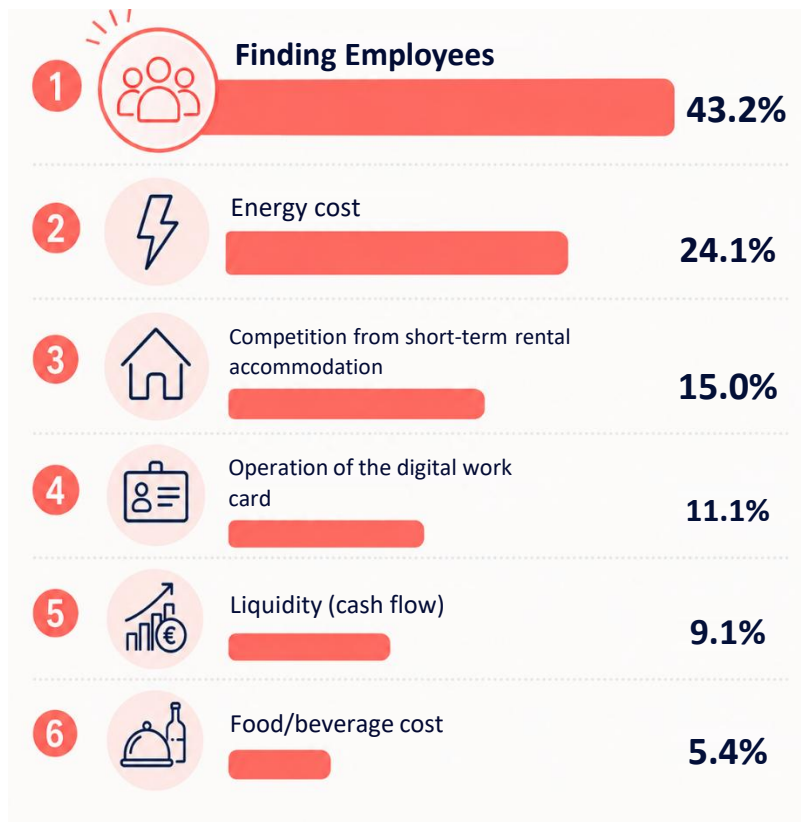
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Concerns remain about:

- ❖ the reduced occupancy rate outside the peak months,
- ❖ The operating costs,
- ❖ and the competition from short-term rental accommodations,
- ❖ staff shortage



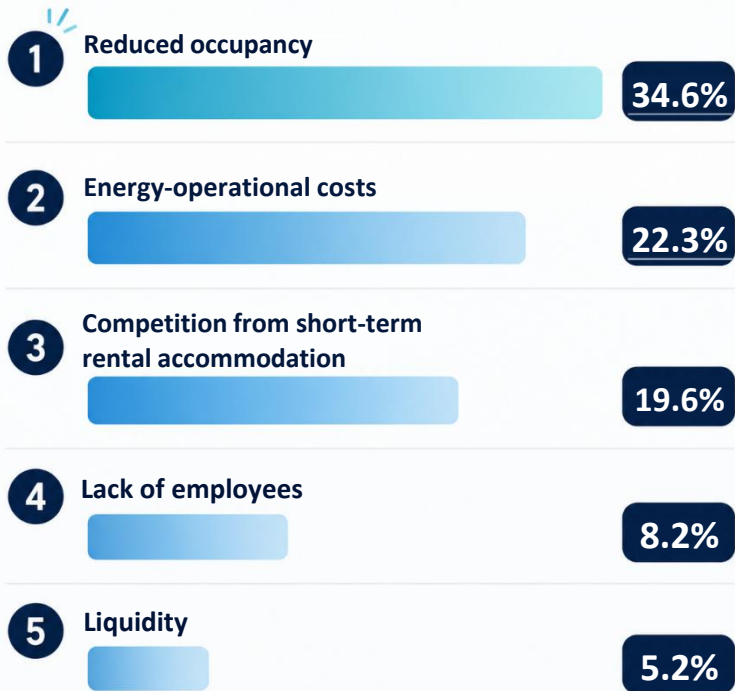
Percentage of hotels rating the difficulties they faced in 2025 as “**most important**”



Finding employees emerges as the most important difficulty for hotels in 2025, recording the highest ratings as “most important”. **Energy cost** follows as the second most important difficulty.



Concerns of **year-round hotels** for the coming winter



Reduced occupancy is the main concern of year-round hotels, with particularly high percentages in the higher hotel categories. It is followed by **energy-operational costs**, **competition from short-term rental accommodation**.



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Conclusions

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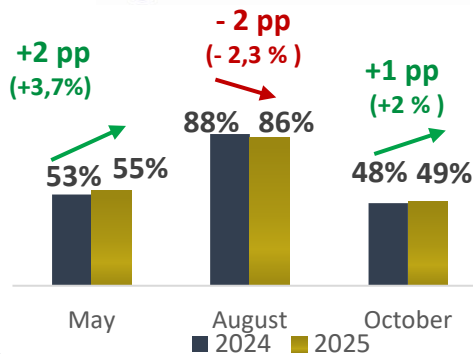
ΕΛΛΗΝΙΚΗ ΟΡΓΑΝΙΣΜΟΣ ΕΝΔΕΙΞΕΩΝ
ΕΛΛΗΝΙΚΗ ΟΡΓΑΝΙΣΜΟΣ ΕΝΔΕΙΞΕΩΝ



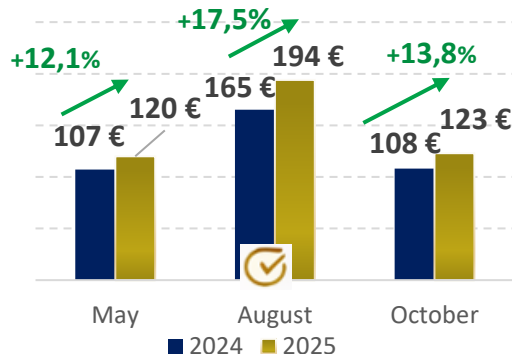
Overview of Key Hotel Sector Indicators – 2025



OCCUPANCY RATE (%)



AVERAGE ROOM RATE FOR DOUBLE ROOM



TOTAL TURNOVER



OVERNIGHT STAYS BY GUESTS

163,7 million



INVESTMENTS

€ 1.5 billion



NUMBER OF EMPLOYEES

227,726



Conclusions (1)

- Between **2015 and 2025**, a significant qualitative upgrade of the hotel stock was recorded, with a growing share of **4- and 5-star hotels**.
- **Occupancy rates showed only limited changes** compared with 2024.
- The **average rate for a double room increased**.
- The increase in the average room rate was mainly driven by **seasonal hotels** and was recorded in **all three months examined**.
- **Hotel turnover increased by 8.7% in 2025** compared with 2024, reaching **€12.5 billion**.
- Total annual **guest nights exceeded 163 million**.

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Conclusions (2)

- Total investments in 2025 exceeded **€1.5 billion**, representing **12.4% of total hotel turnover**.
- Investments in **sustainability initiatives** are estimated at more than **€319 million**, accounting for **21% of total hotel investments**.
- Employment remained at high levels in 2025, exceeding **227,000 jobs** and recording a **14.4% increase** compared with the previous year.

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