ΙΝΣΤΙΤΟΥΤΟ ΤΟΥΡΙΣΤΙΚΩΝ ΕΡΕΥΝΩΝ ΚΑΙ ΠΡΟΒΛΕΨΕΩΝ
RESEARCH INSTITUTE FOR TOURISM

Annual Survey for the Hotel Sector 2025



ΞΕΝΟΔΟΧΕΙΑΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ ΕΛΛΑΔΟΣ
HELLENIC CHAMBER OF HOTELS

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RIT

ΞΕΝΟΔΟΧΕΙΑΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ ΕΛΛΑΔΟΣ
HELLENIC CHAMBER OF HOTELS

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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

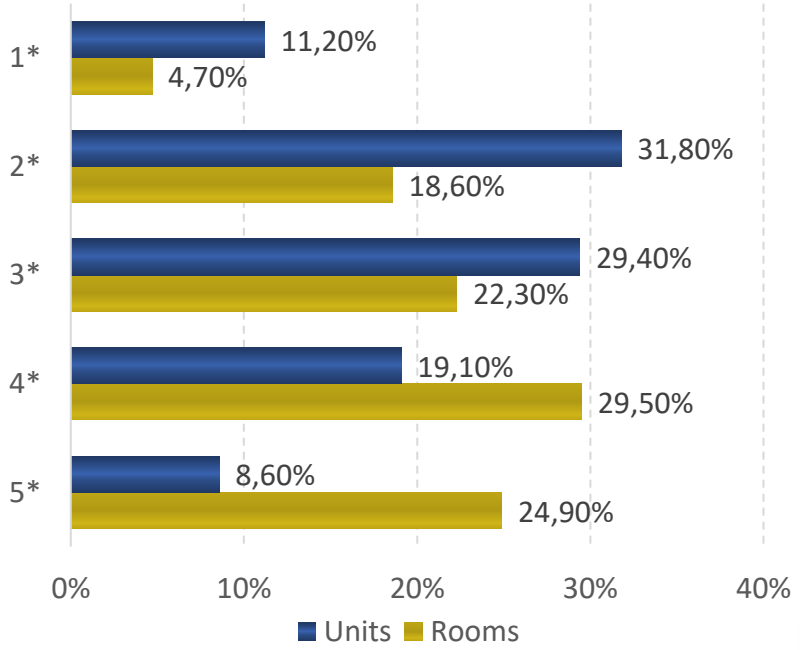
01 Hotel Capacity

Hotel capacity in 2025



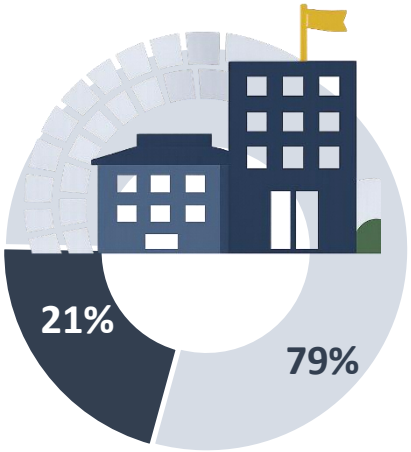
- 72% of hotels belong to the 1-3 categories,
- accounting for 46% of total rooms.

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



Hotel capacity in 2025

SIZE

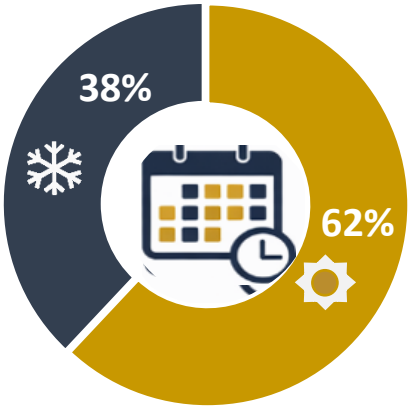


Up to 50 rooms

>50 rooms

79%
of hotels have a capacity of up to 50 rooms.

OPERATION

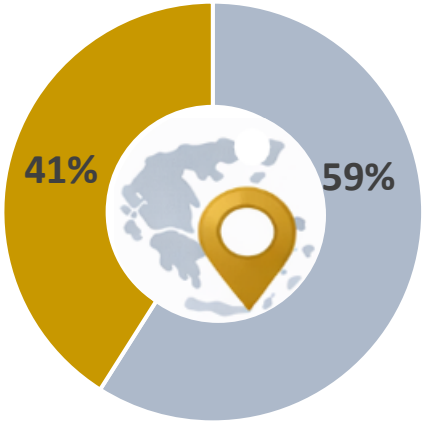


Seasonal Operation

Year-round Operation

62%
of hotels operate seasonally, accounting for 74% of the total room capacity.

LOCATION



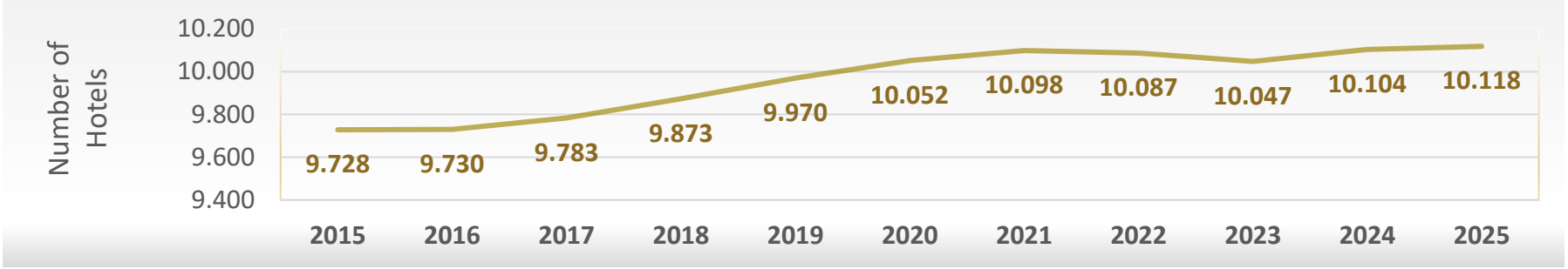
Islands

Mainland

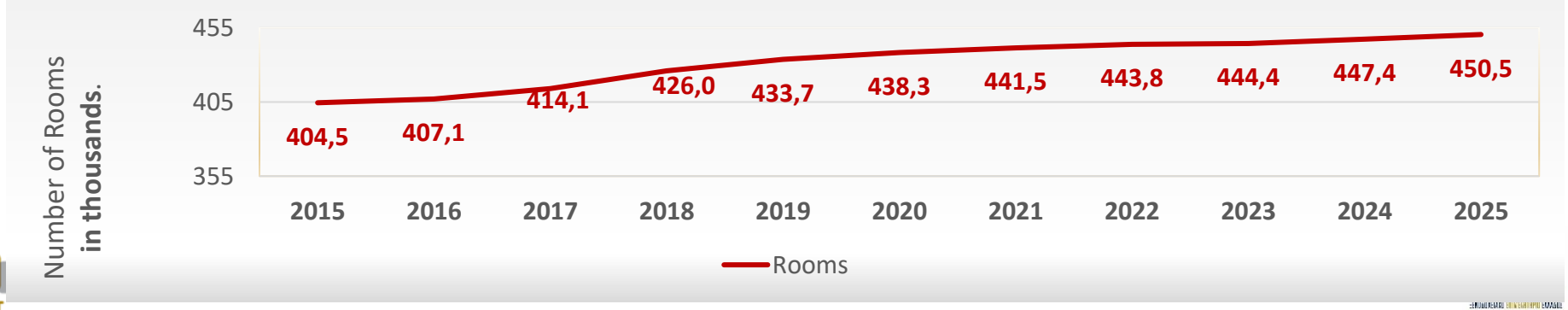
59%
of hotels are located in the country's island destinations.
The corresponding share in terms of rooms reaches 67%.

The Evolution of Hotel Capacity in units, 2015-2025

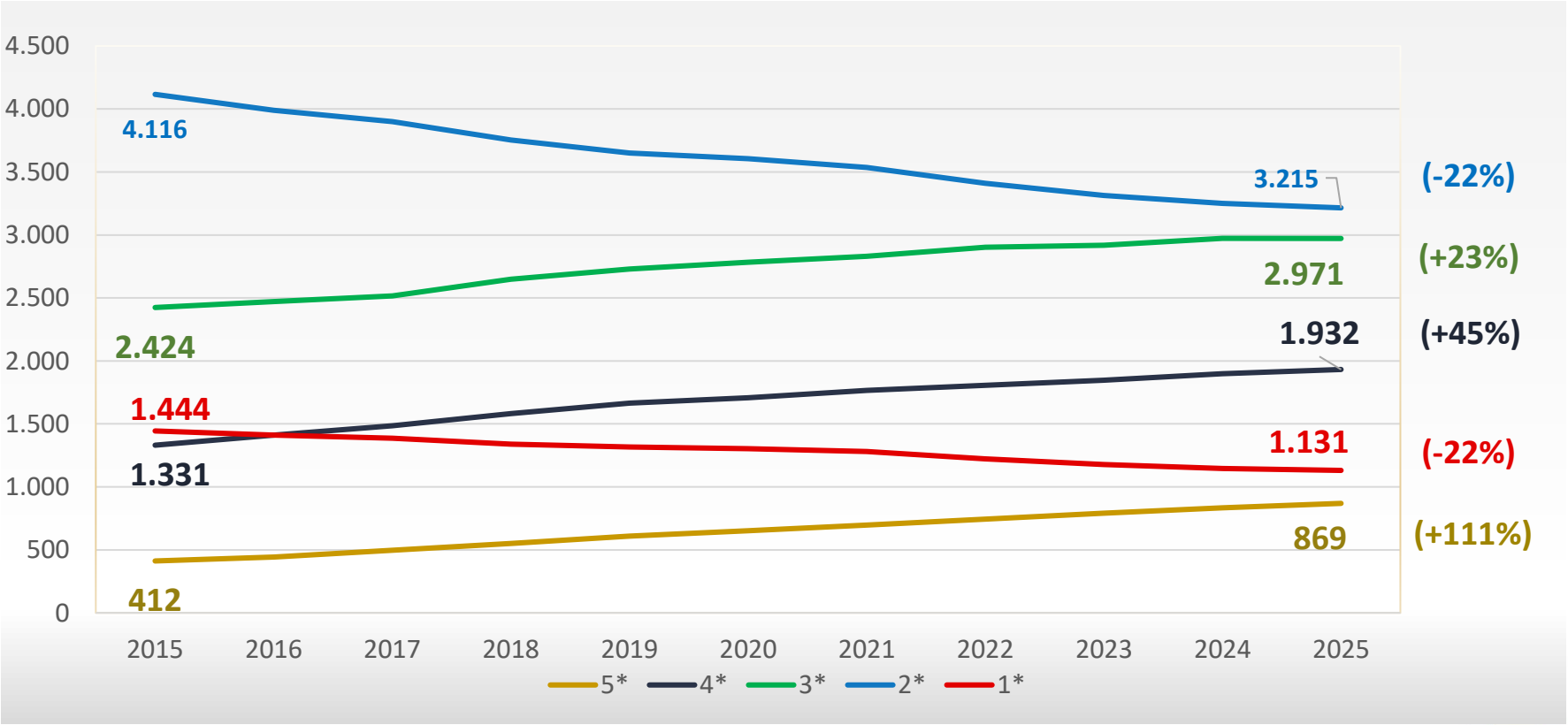
HOTELS: D% 2025/15: +4%



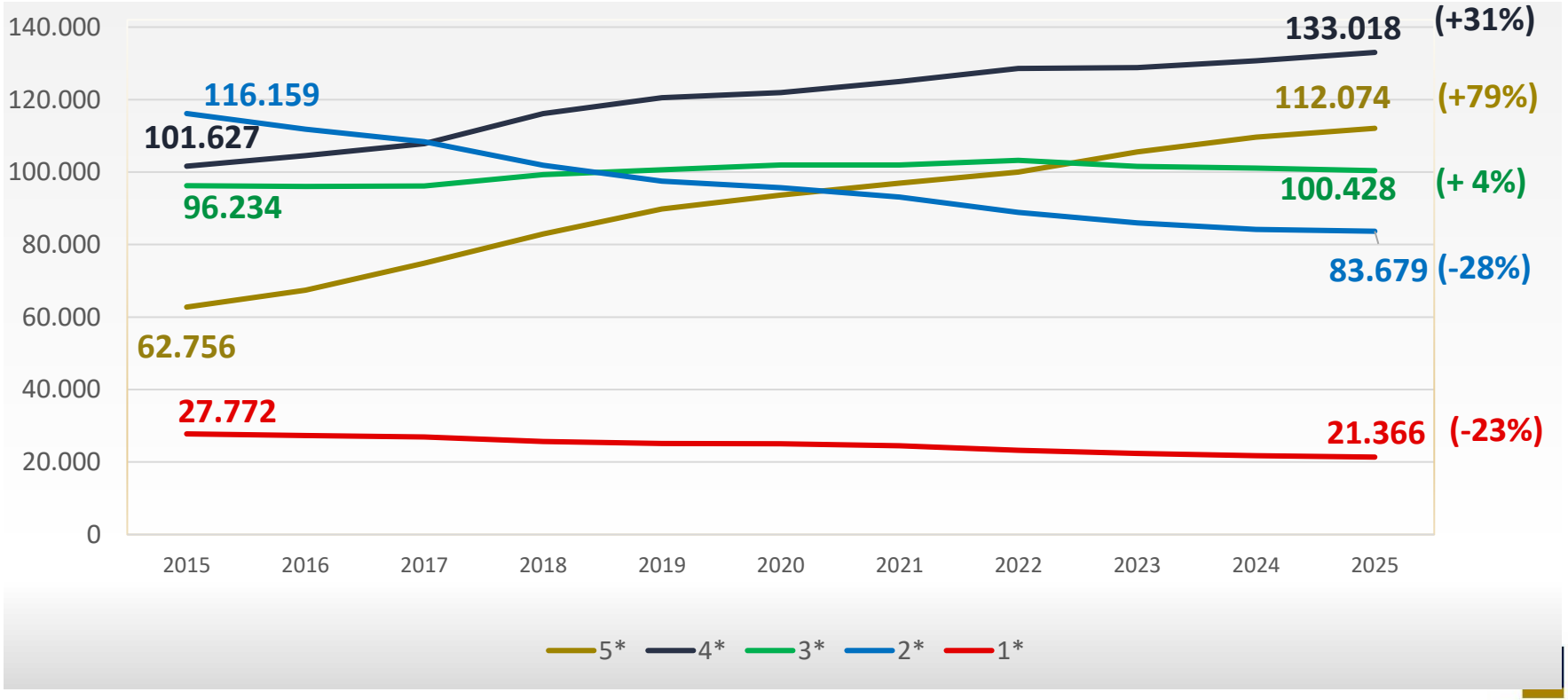
ROOMS: D% 2024/15: +11%



The Evolution of Hotel Capacity in units by category, 2015-2025



The Evolution of Hotel Capacity in rooms by category, 2015-2025



Hotel Capacity - Some Conclusions

- In 2025 there are **10,118** hotels, **450,565** rooms and **902,328** beds.
- Categories **1*-3*** account for 72% of hotel units and **46% of the rooms**·
- 79% of hotels have up to 50 rooms, 62% operate seasonally and 59% are located in island destinations. In terms of rooms, seasonal hotels account for 74% of capacity and island destinations for 67%
- Between 2015 and 2025 a shift of hotel capacity towards the higher categories is recorded: 5* units increased by 111% and 4* units by 45%, while 1* and 2* units decreased by 22%. Correspondingly, in terms of rooms, 5* capacity increased by 79% and 4* by 31%, while 2* decreased by 28%, reflecting the **gradual qualitative upgrading of the hotel capacity**.

02

Key Hotel Metrics

KEY HOTEL METRICS



Period of Operation



Occupancy Rate



Average Room Rate



Annual Turnover



Investments



Number of Rooms Sold



Annual Overnight Stays

BASIC CLASSIFICATIONS – FACTORS OF ANALYSIS



TIME

in months or years



REGION

Attica (excl. the islands), Central Greece (excl. Attica), Epirus-Thessaly, Macedonia-Thrace, Peloponnese, North Aegean Islands, Crete, South Aegean Islands, Ionian Islands



CATEGORY

star ranking (1,2,3,4,5)



OPERATION

Year-round, Seasonal



SIZE

Family (1-20 rooms), Small (21-50 rooms), Medium (51-100 rooms), Large (>101 rooms)

02a

Key Hotel Metrics

a. Period of Operation

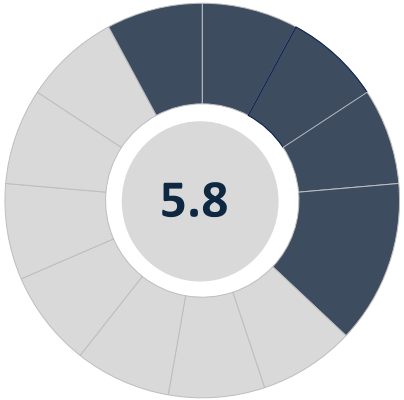
PERIOD OF OPERATION – DEFINITIONS

- The operating period, which refers to 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)

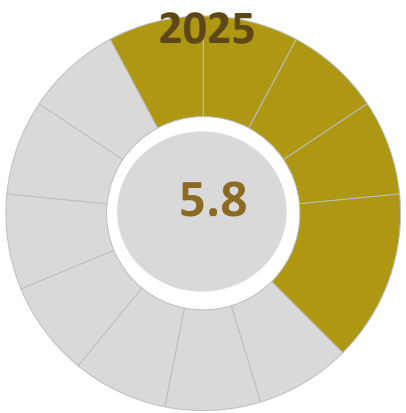
- It is used as an indicator of the seasonality of Greek tourism

Months of 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

The average operating period of seasonal hotels remains stable.

02b

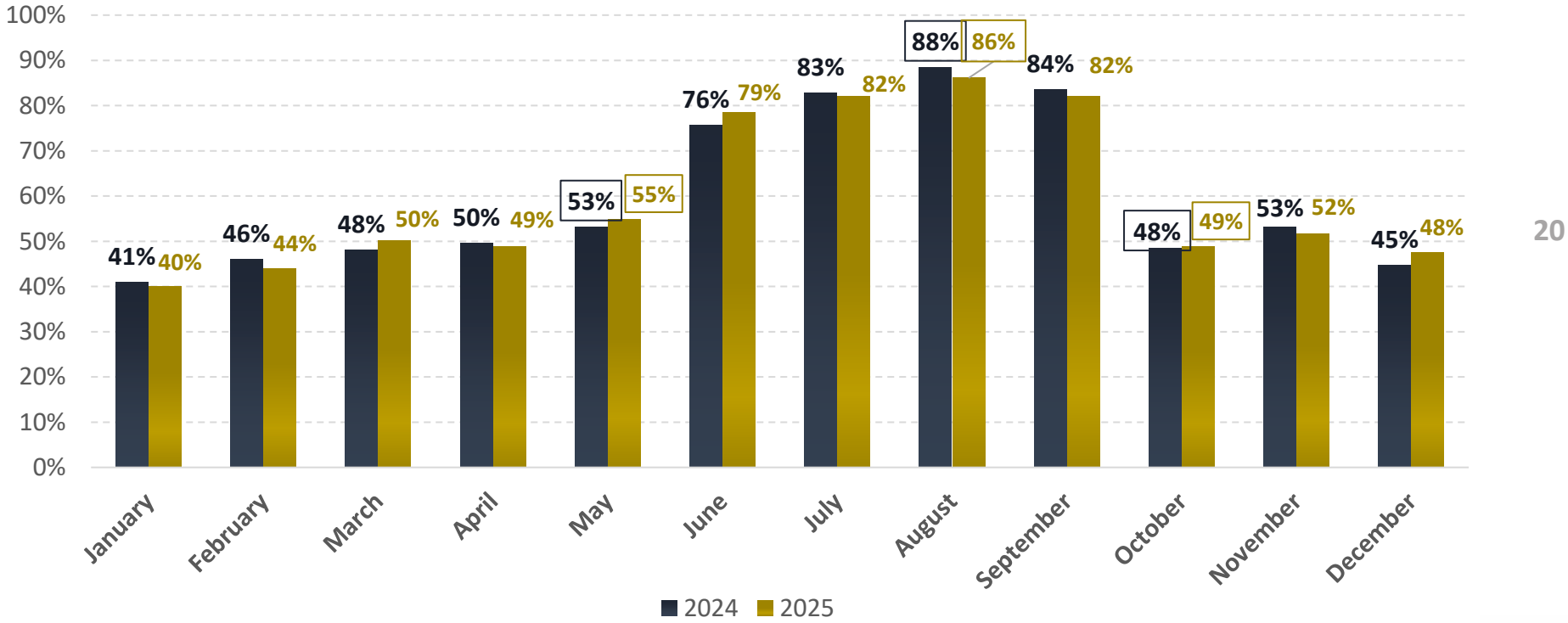
Key Hotel Metrics

b. Average Occupancy Rate

HOTEL OCCUPANCY RATE - DEFINITIONS

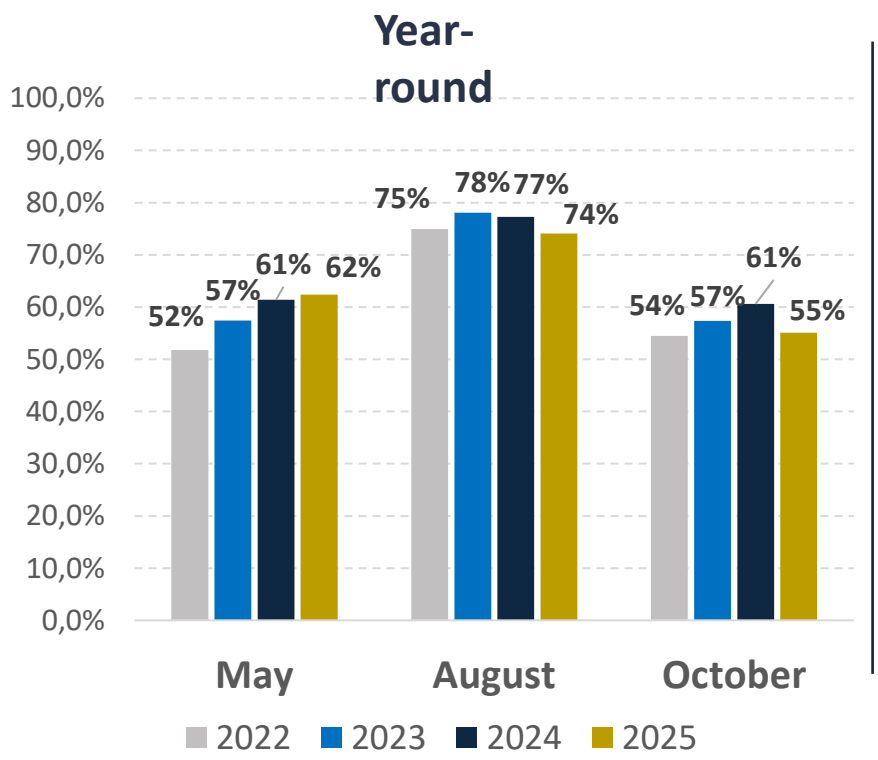
- The occupancy rate is defined for a specific month of the reference year (e.g. May, August) and it is equal to the ratio of the overnight stays in rooms actually realised to the maximum number of overnight stays that could have been realised. Therefore, in a 20-room hotel the maximum number of overnight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

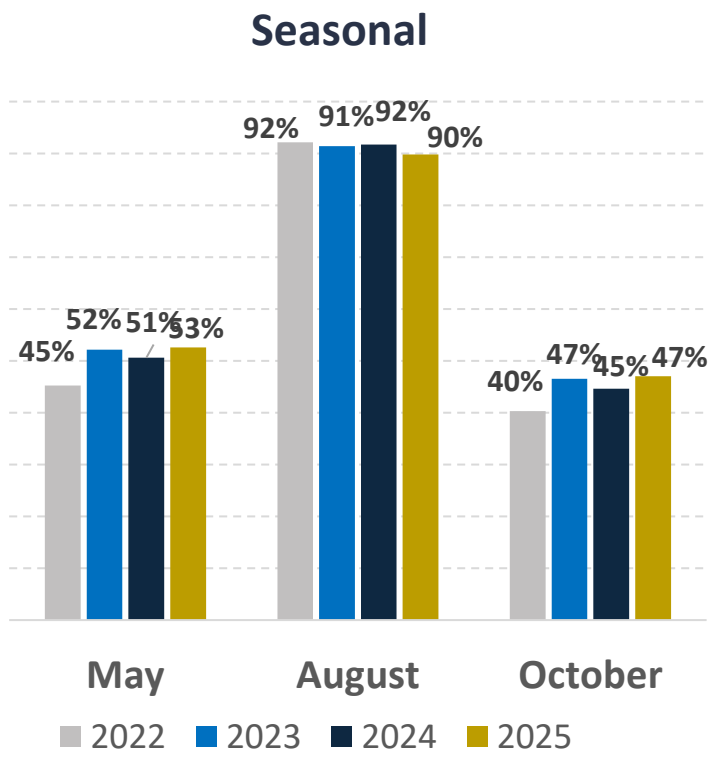
Average Hotel Occupancy Rate by month, 2024-2025



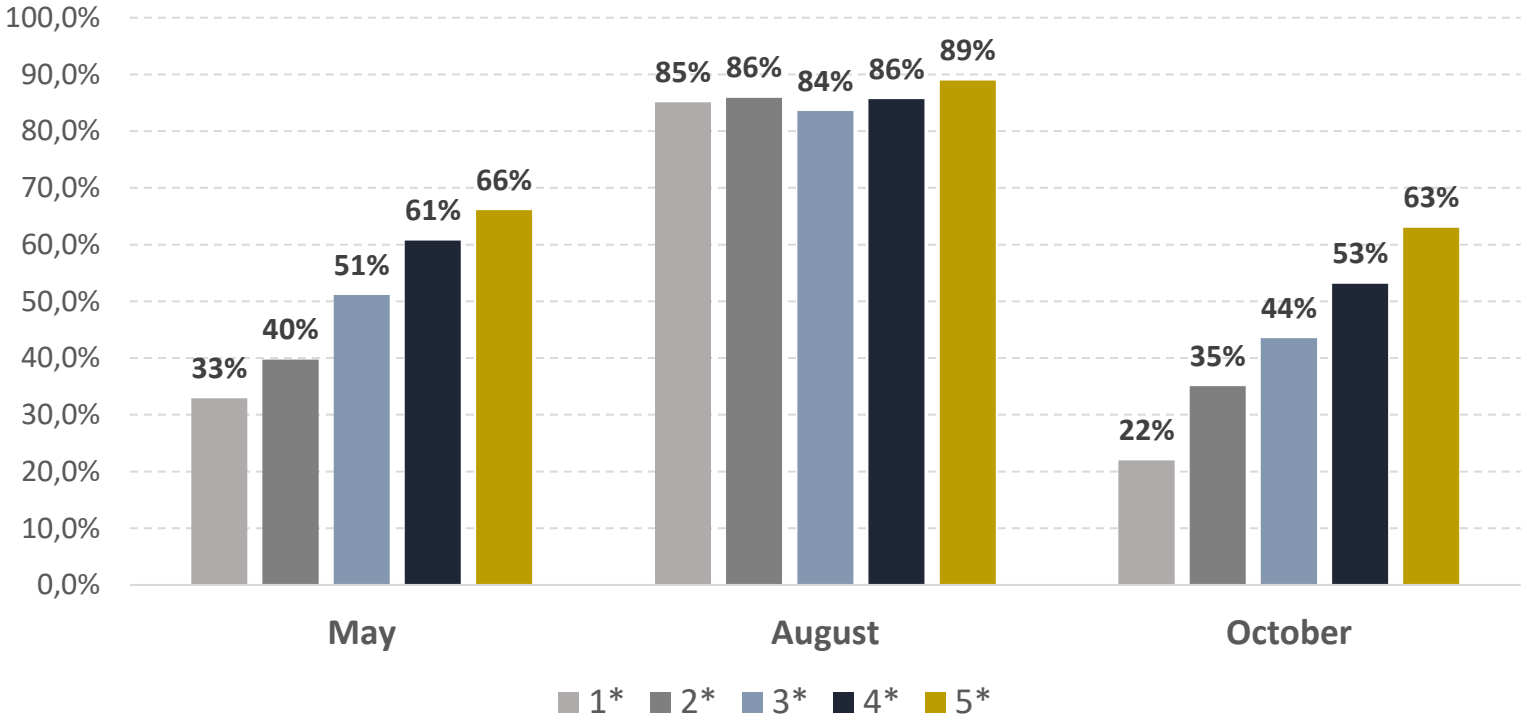
***Source**: annual survey 2024 & 2025 (months: May, August, October). Monthly panels (rest of the months).*
Occupancy rates for the months January to April and November to December refer to hotels with year-round operation.

Average Hotel Occupancy Rate by operation
May – August – October, 2022-2025

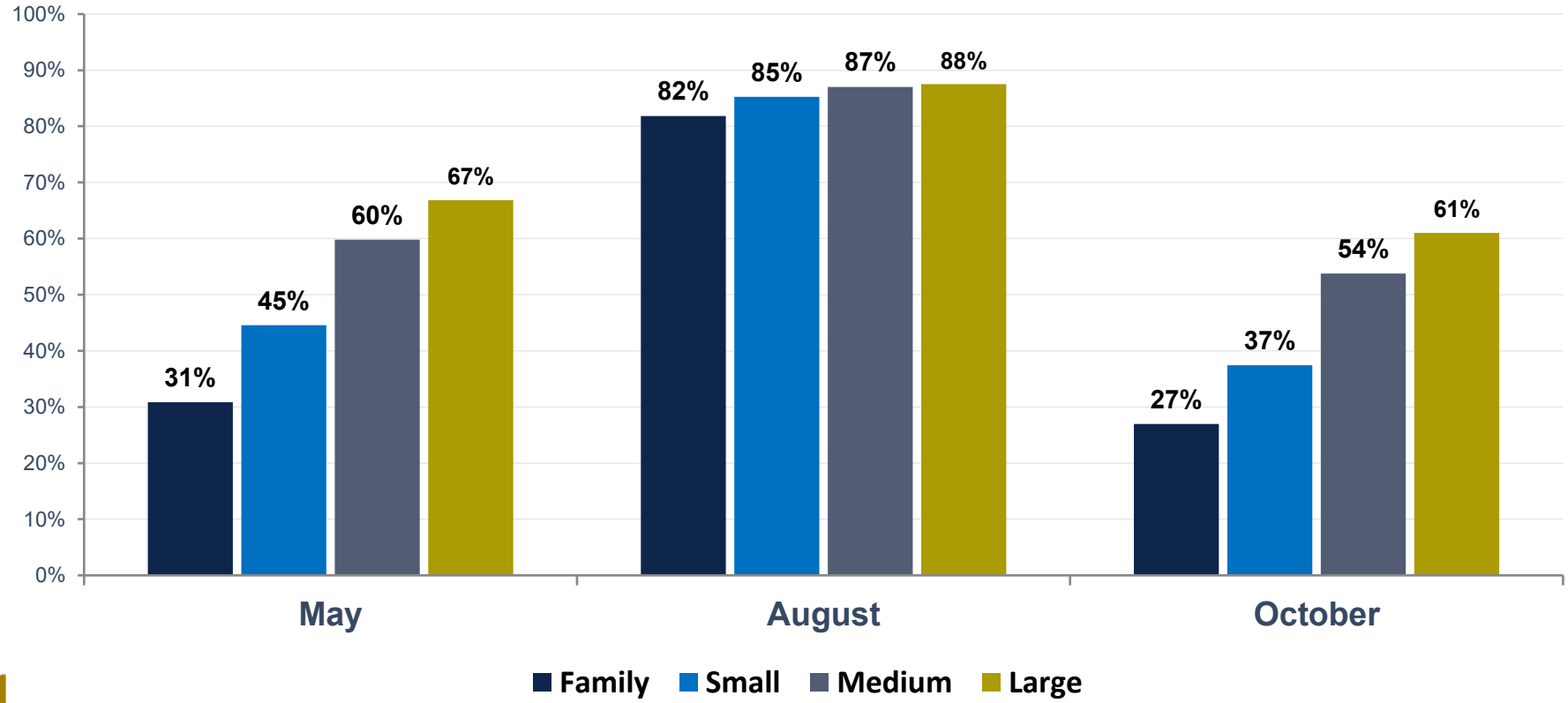




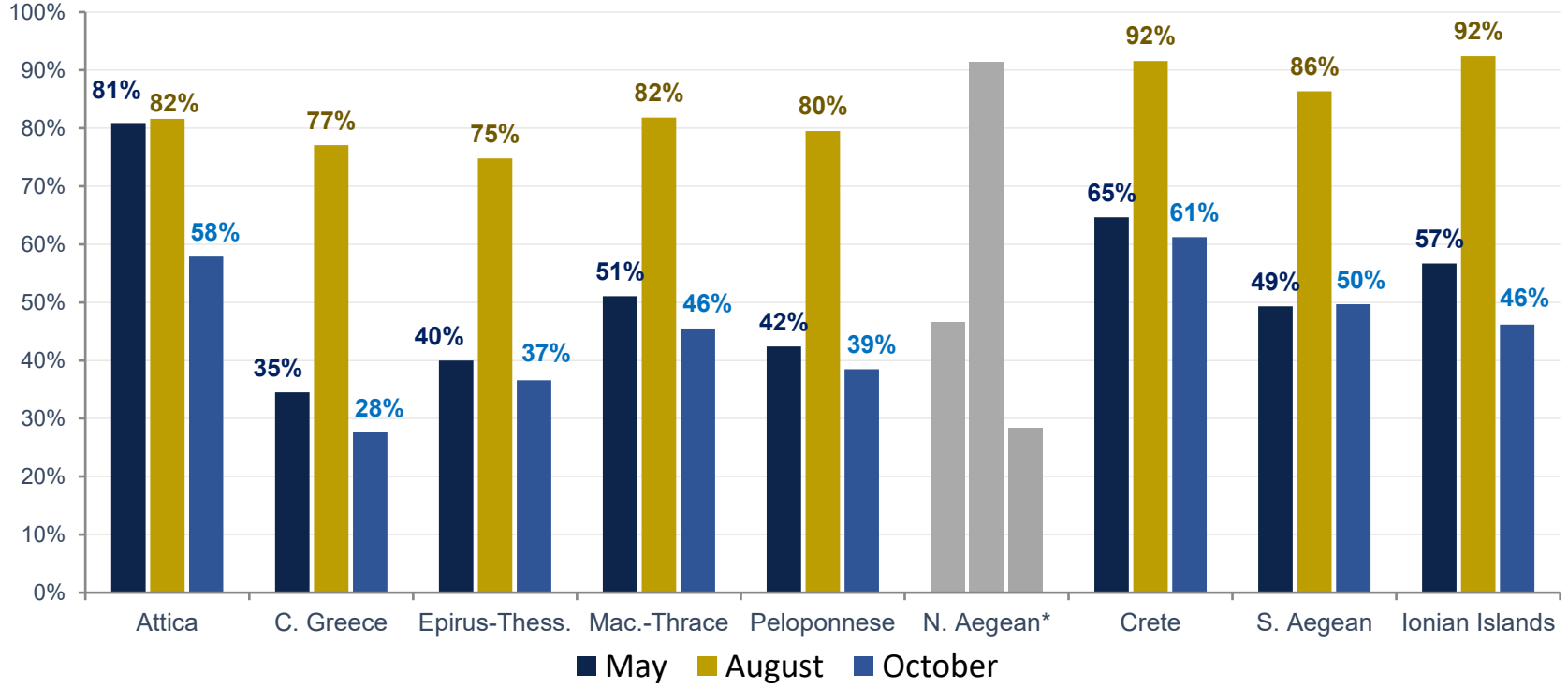
Average Hotel Occupancy Rate by category, May, August, October 2025



Average Occupancy Rate by Hotel Size
May – August – October 2025



Average Occupancy Rate by Region
May – August – October 2025



*Small sample.

Average Occupancy Rate - Some Conclusions

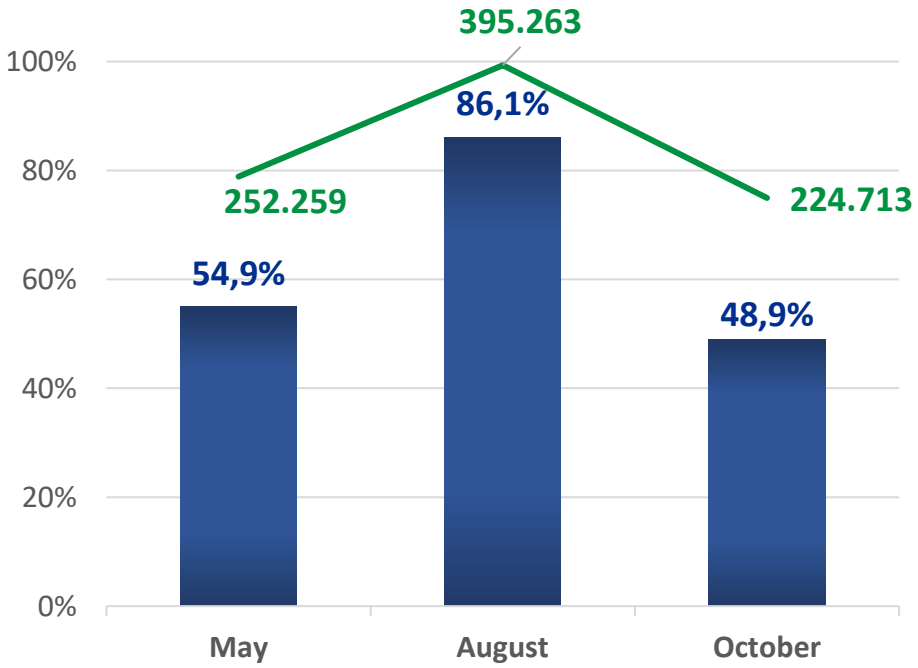
- The highest average occupancy rate is recorded in August at **86%**, compared to 88% in 2024.
- **Year-round hotels** record higher occupancy rates in **May and October**, while in **August** higher occupancy is recorded by **seasonal hotels**.
- A clear relationship between category and occupancy is recorded for May and October: **the higher the hotel category, the higher the occupancy rate**. In May occupancy increases from **33% in 1*** hotels to **66% in 5***, while in October from **22% to 63%**. In August the differences between categories are smaller, with occupancy ranging from **84% to 89%**
- A similar differentiation is observed by size: in May occupancy ranges from **31% in family hotels** to **67% in large hotels**, while in October from 27% to 61%. In August it ranges between 82% and 88%

02c

Key Hotel Metrics

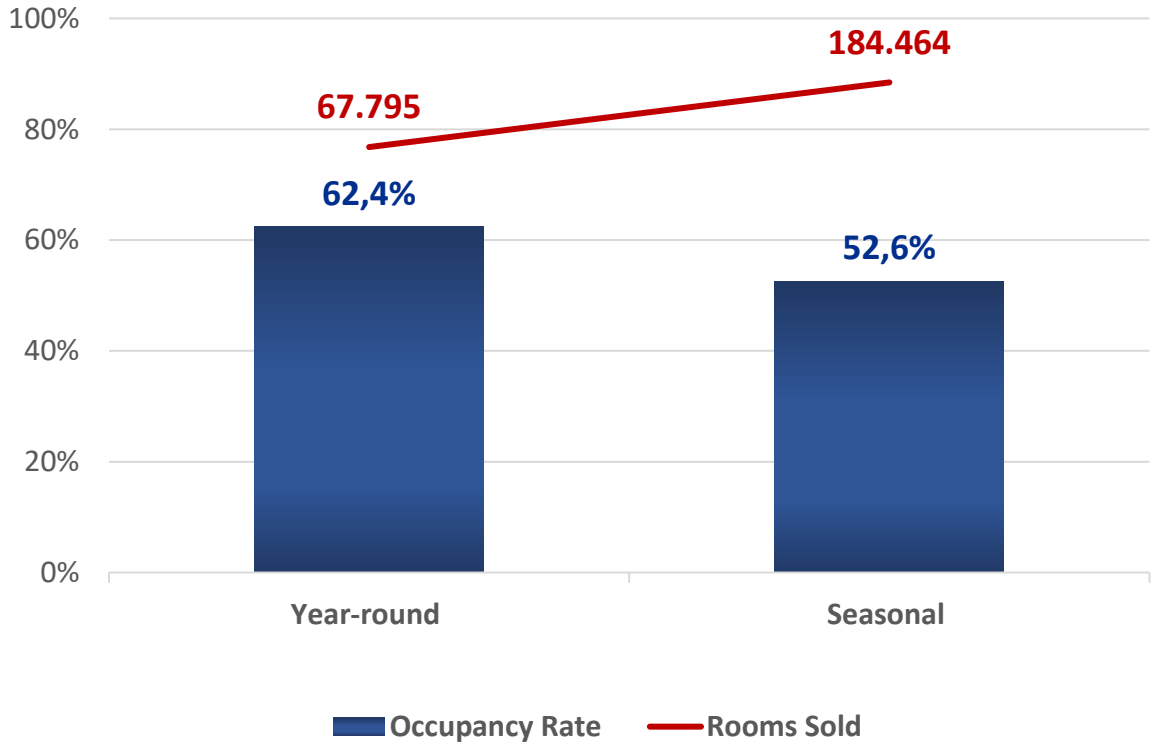
c. Average Occupancy Rate and Average Number of Rooms Sold

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

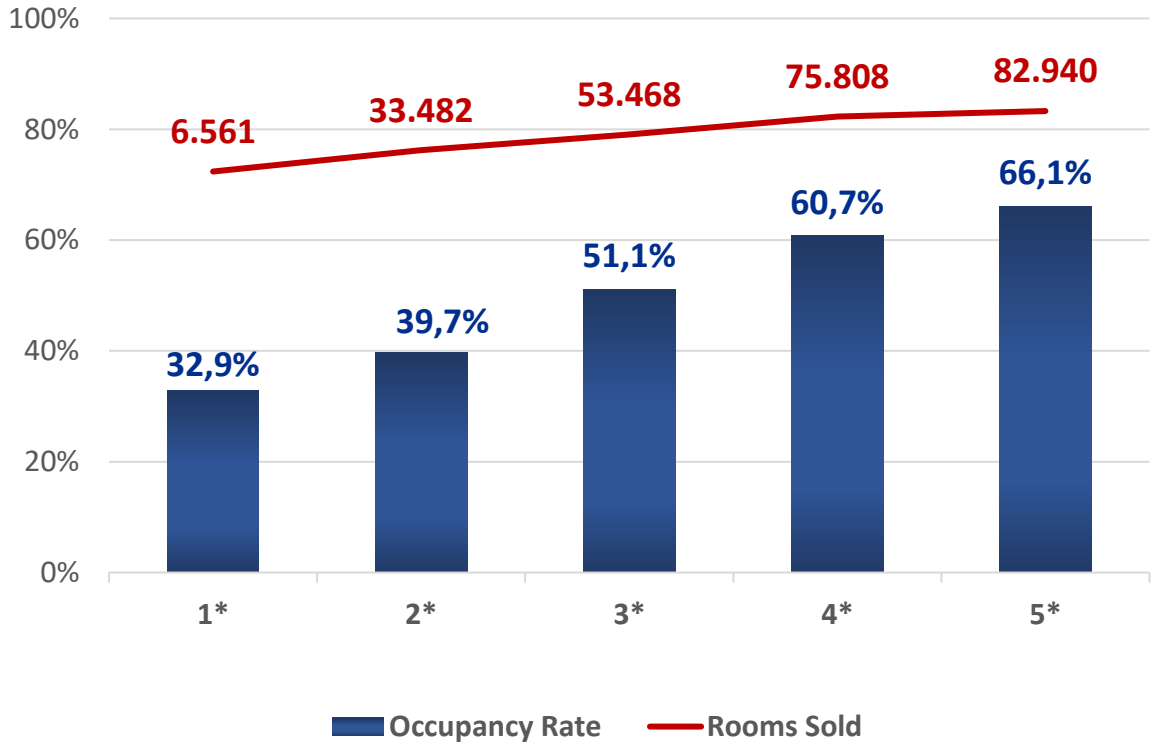


The occupancy rate and the number of rooms sold follow a similar seasonal pattern, with a clear peak in August. Specifically, occupancy reaches **86.1%**, while rooms sold amount to **395,263**.

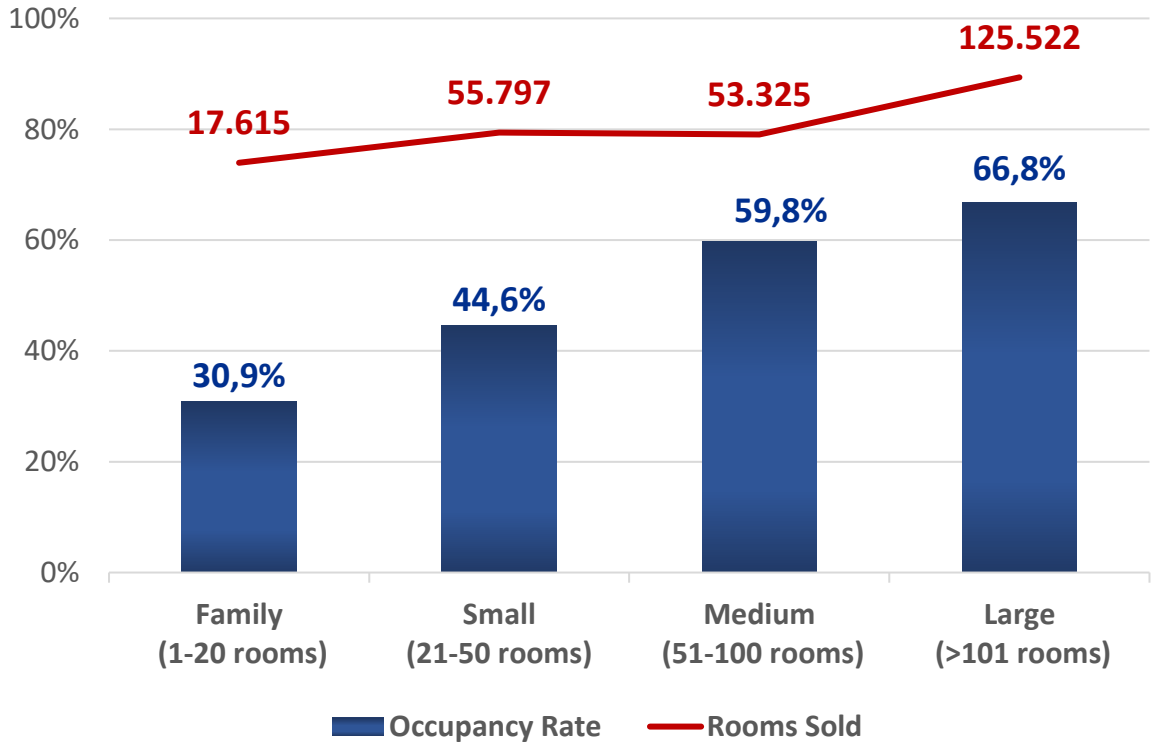
Average Occupancy Rate and Average Number of Rooms Sold per day, May 2025, by operation type



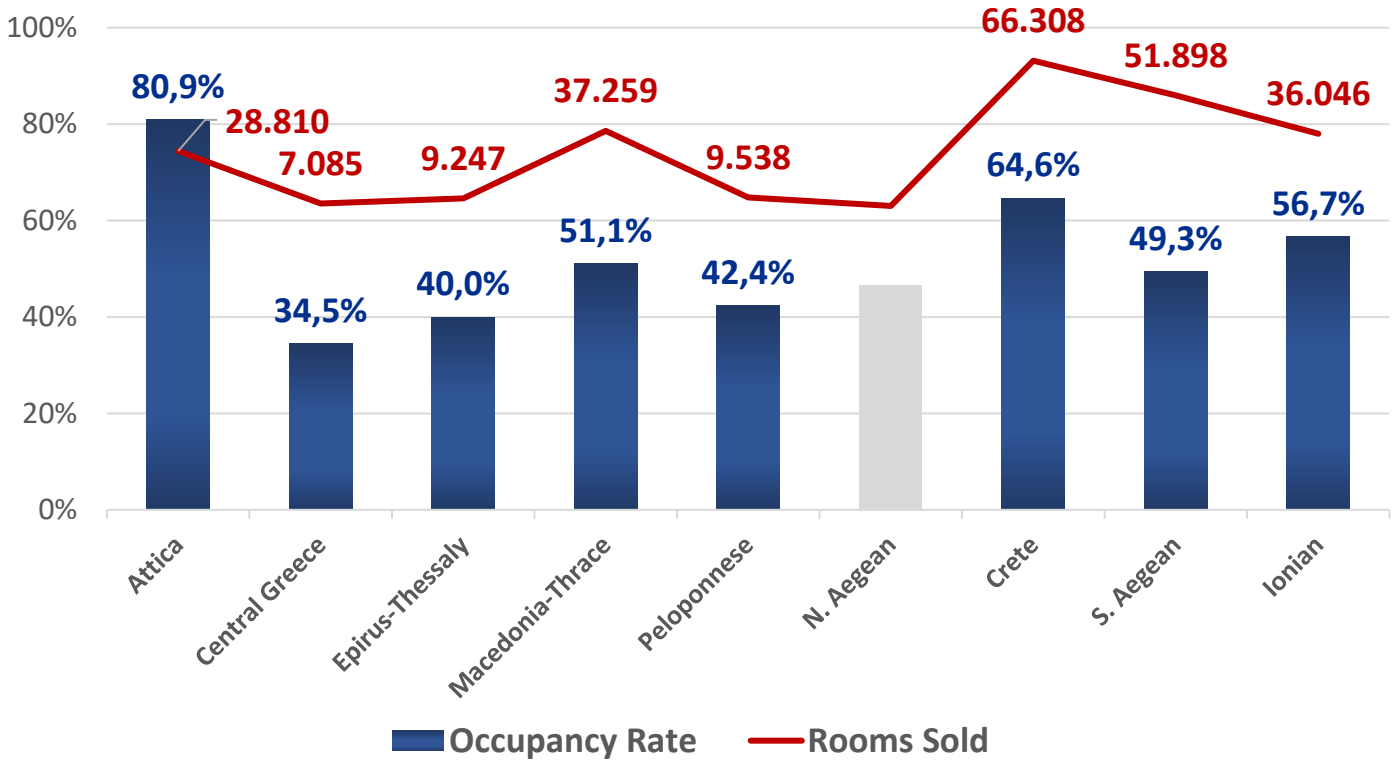
Average Occupancy Rate and Average Number of Rooms Sold per day, May 2025, by category



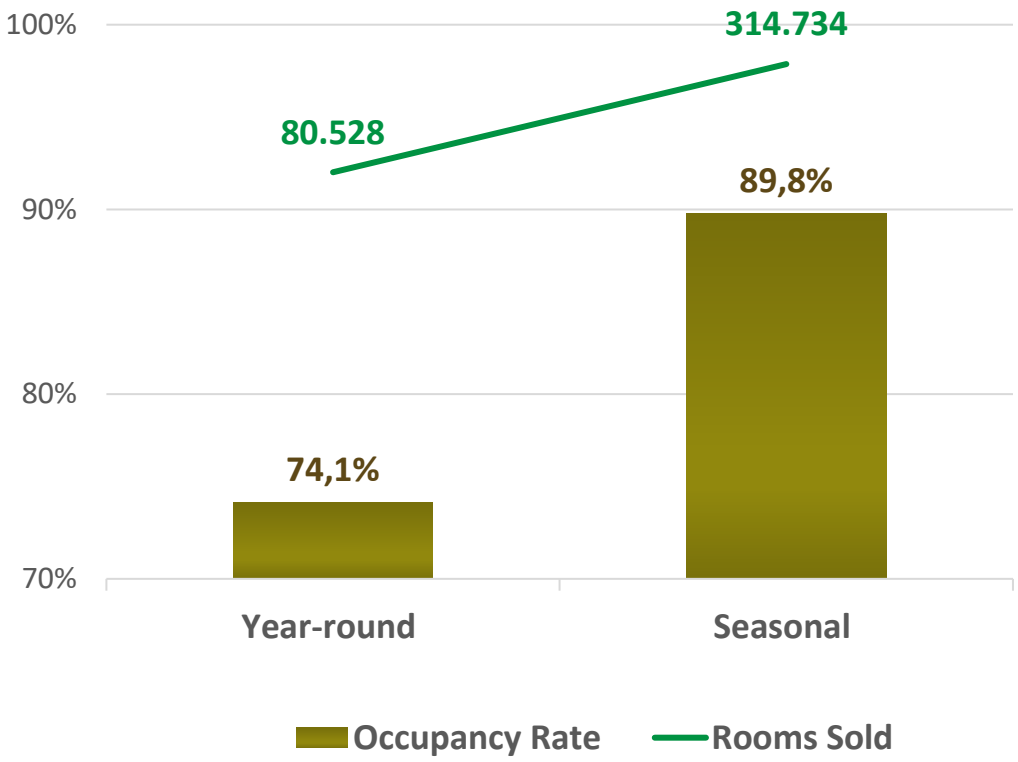
Average Occupancy Rate and Average Number of Rooms Sold per day, May 2025, by size



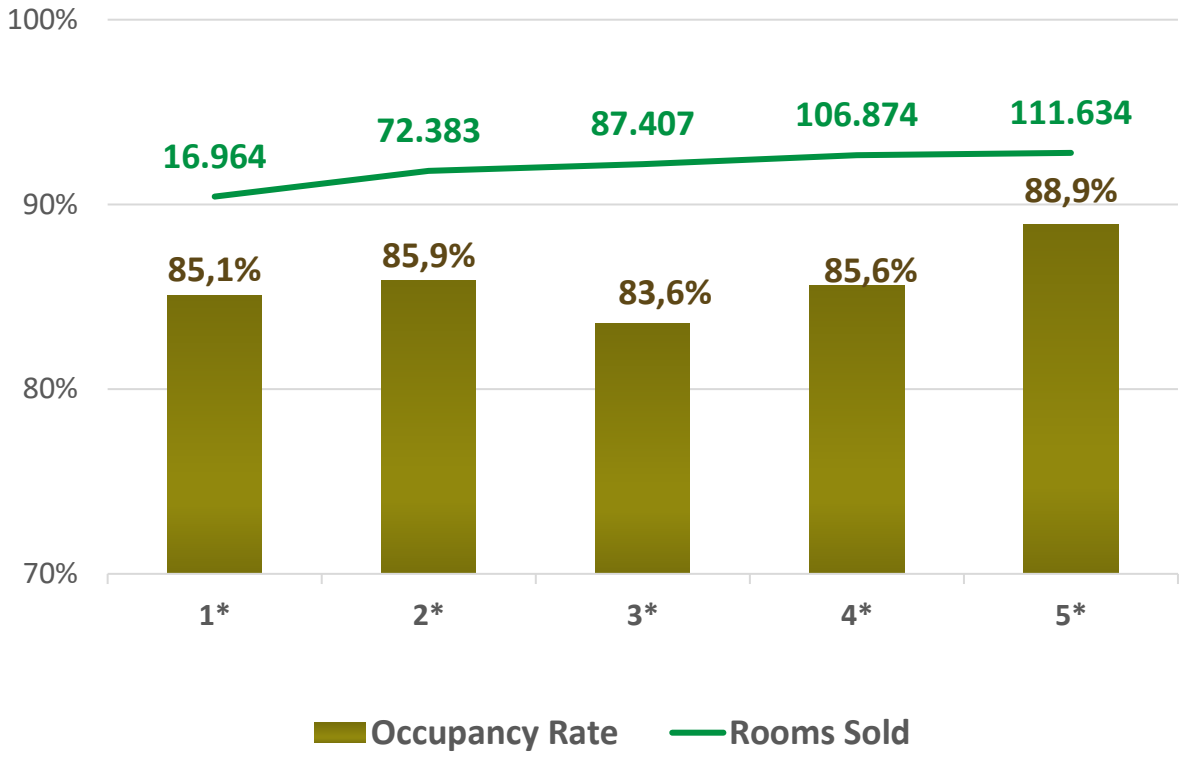
Average Occupancy Rate and Average Number of Rooms Sold per day, May 2025, by Region



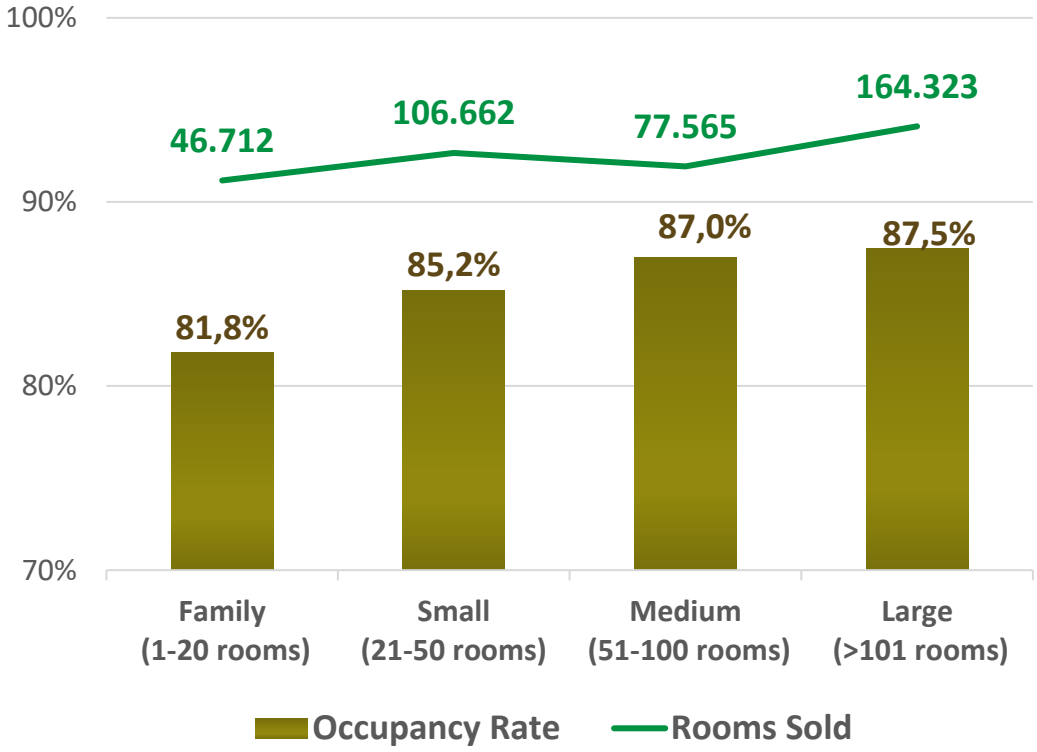
Average Occupancy Rate and Average Number of Rooms Sold per day, August 2025, by operation type



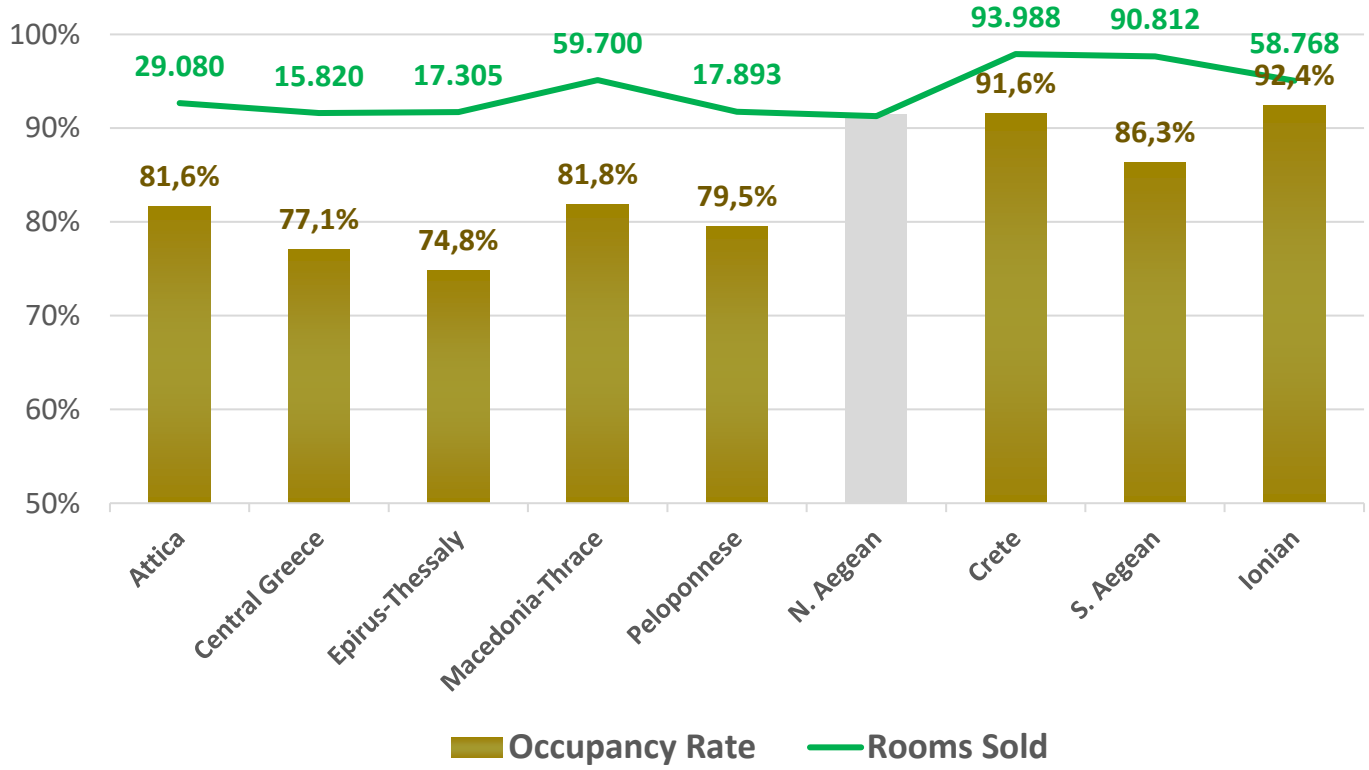
Average Occupancy Rate and Average Number of Rooms Sold per day, August 2025, by category



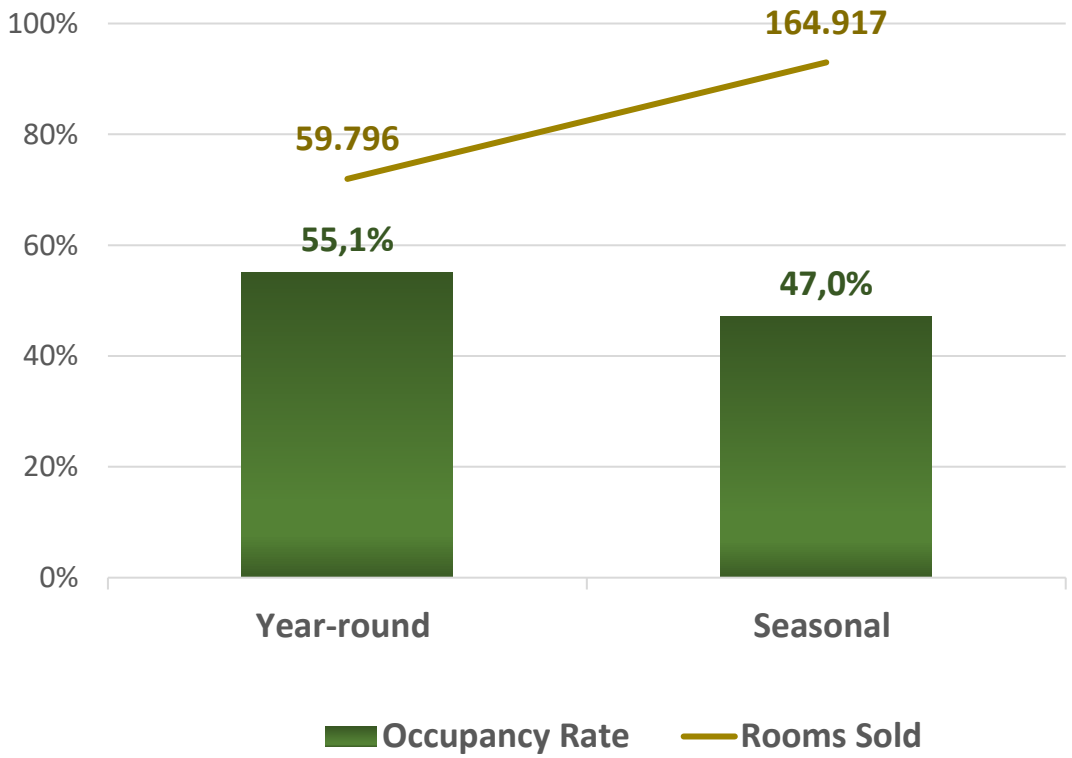
Average Occupancy Rate and Average Number of Rooms Sold per day, August 2025, by size



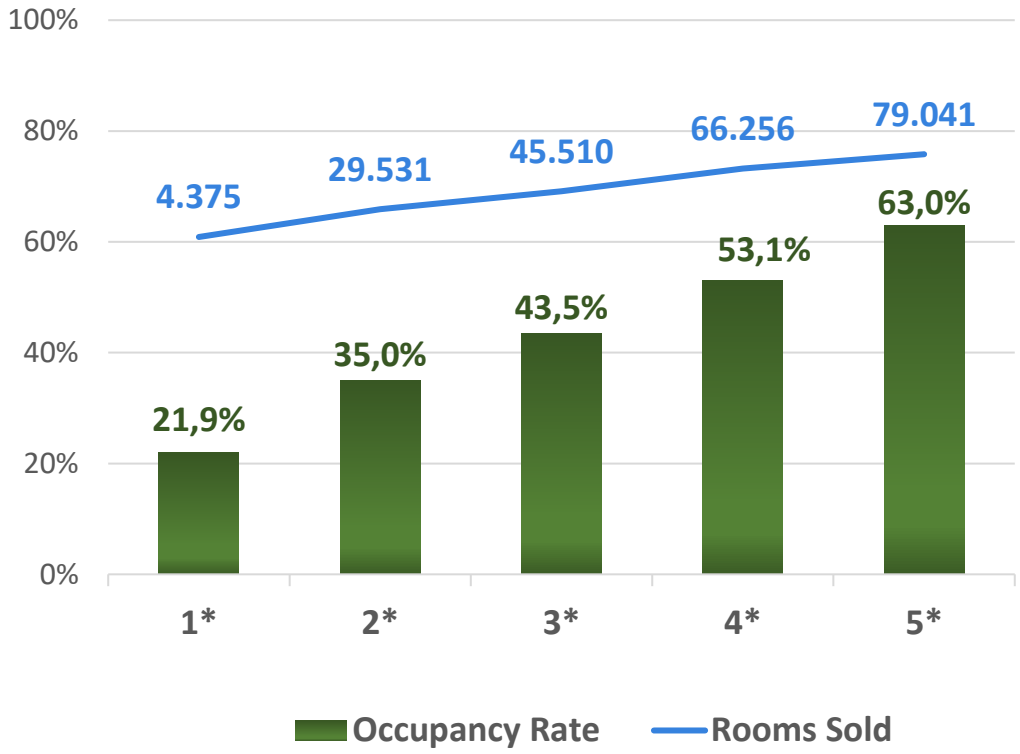
Average Occupancy Rate and Average Number of Rooms Sold per day, August 2025, by Region



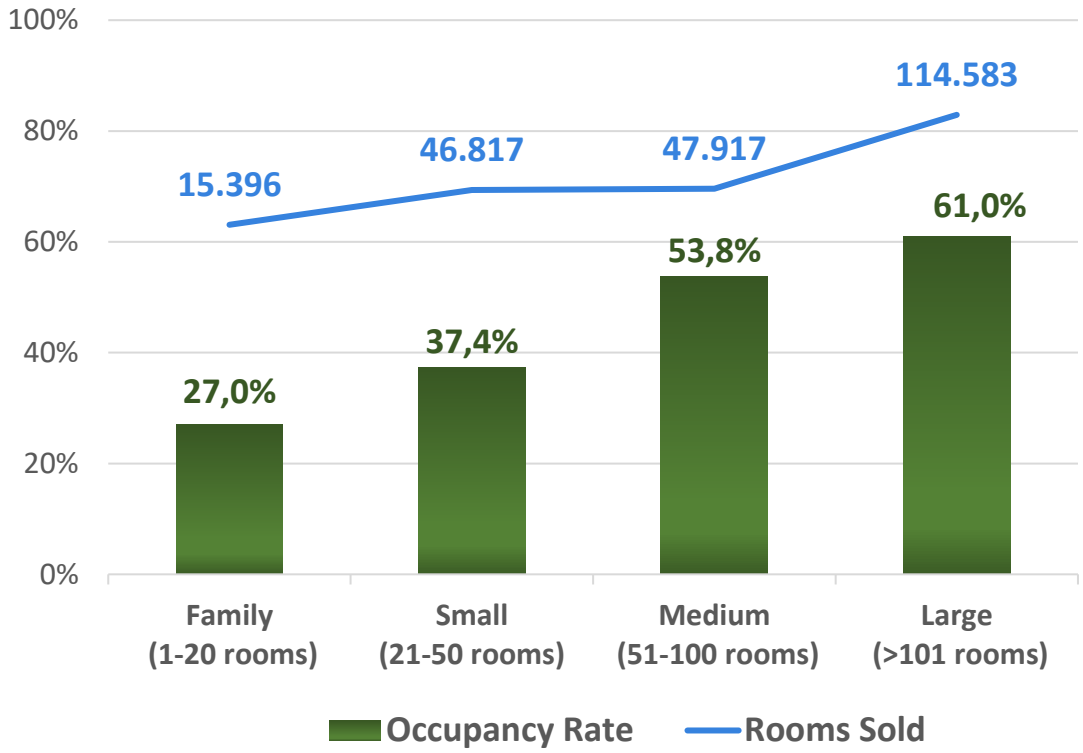
Average Occupancy Rate and Average Number of Rooms Sold per day, October 2025, by operation type



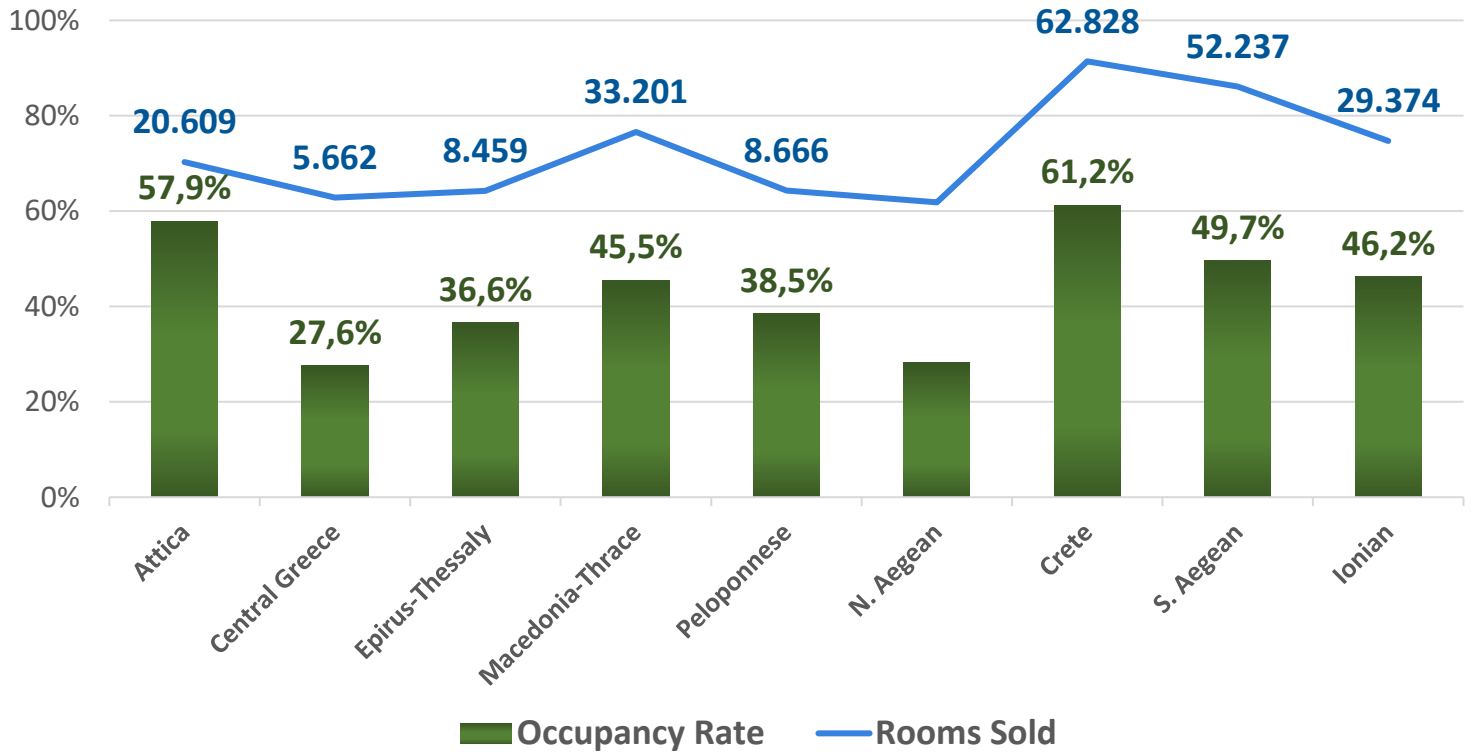
Average Occupancy Rate and Average Number of Rooms Sold per day, October 2025, by category



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



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



Average Occupancy Rate and Average Number of Rooms Sold – Some Conclusions

- Occupancy and rooms sold follow the same seasonal variation: in May they stand at **54.9% and 252,259 rooms**, in August at **86.1% and 395,263 rooms** and in October at **48.9% and 224,713 rooms**.
- In May and October, year-round hotels show a higher occupancy rate than seasonal hotels, but seasonal hotels account for more rooms sold.
- In August, seasonal hotels lead in both indicators, with an occupancy rate of 89.8% and 314,734 rooms sold.
- Occupancy and the number of rooms sold increase steadily with the category and the size of hotels, particularly in May and October.

02d

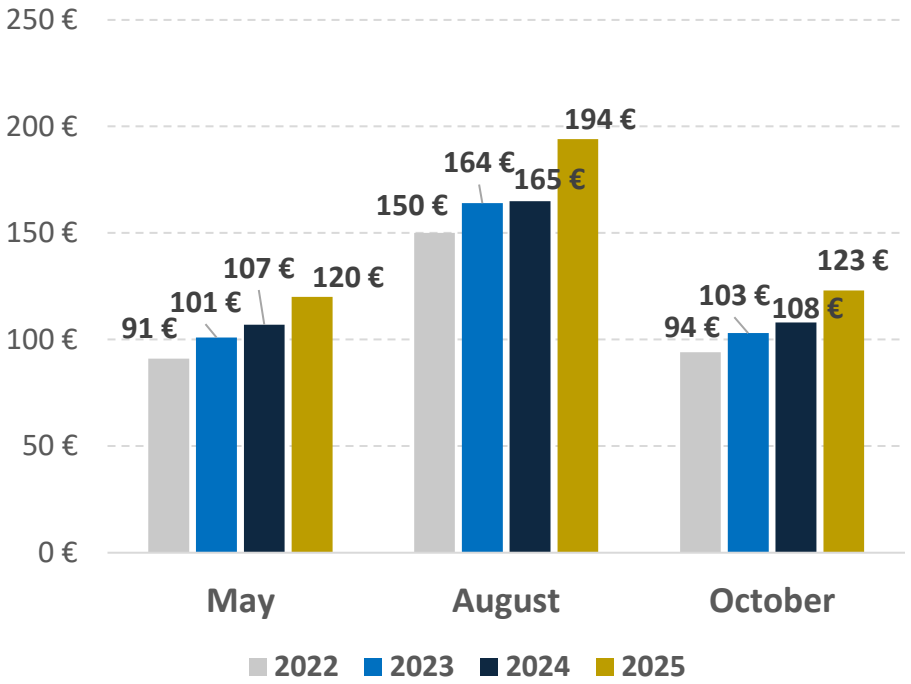
Key Hotel Metrics

d. Average room rate

AVERAGE ROOM RATE - DEFINITIONS

- The rates presented in the annual survey refer to the average rate of a double room during the months reviewed (May, August, October).

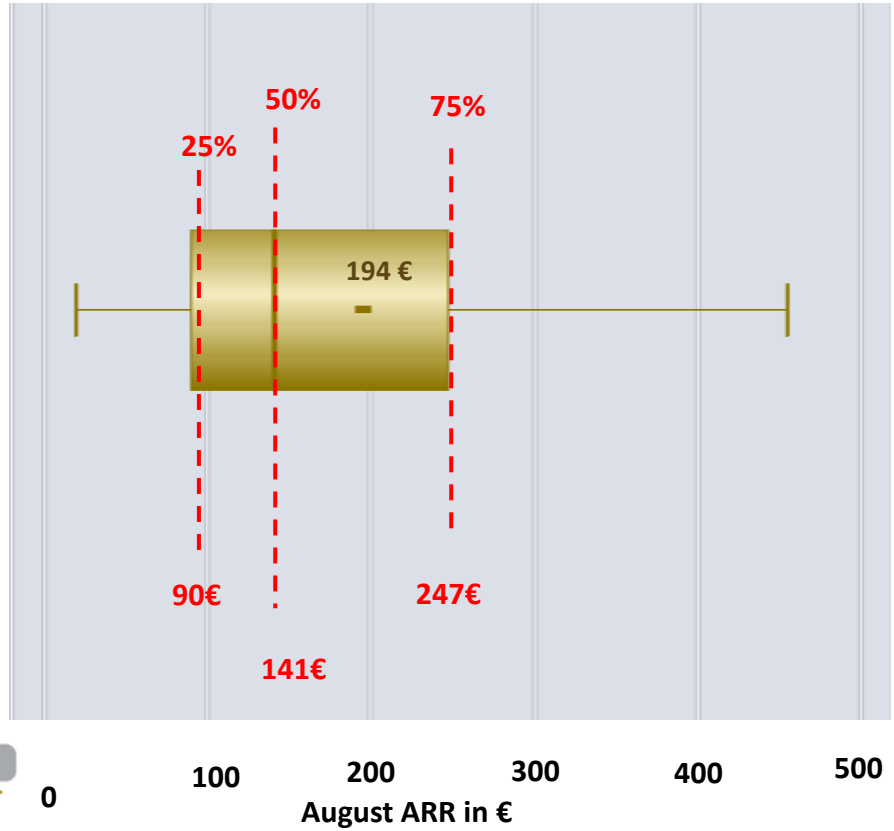
Average Rate of a Double Room
May – August – October, 2022-2025



The average rate of a double room in **August** 2025 shows an increase of **17.5%** compared to August 2024.

For the months of **May** and **October** there is also an **increase** of approximately 12% between 2025 and 2024.

Distribution of Double Room Rates, August 2025

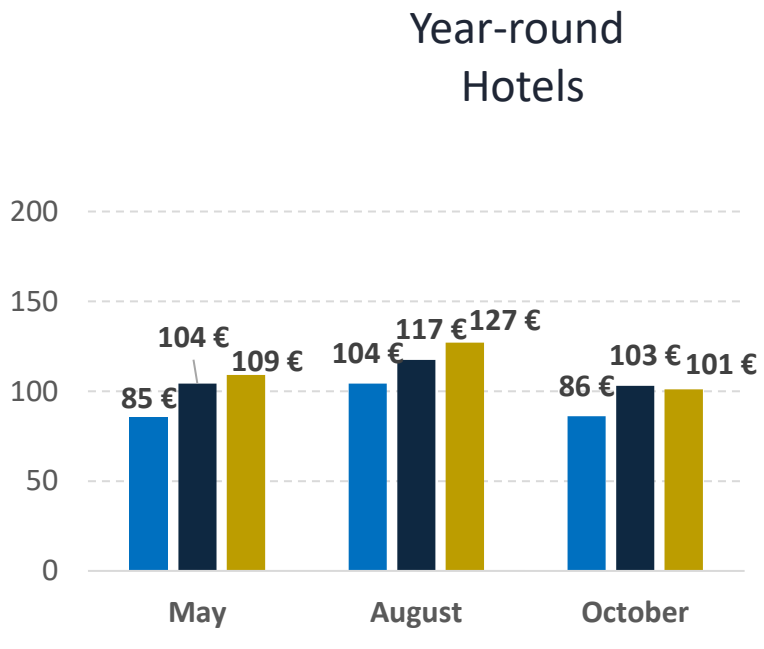


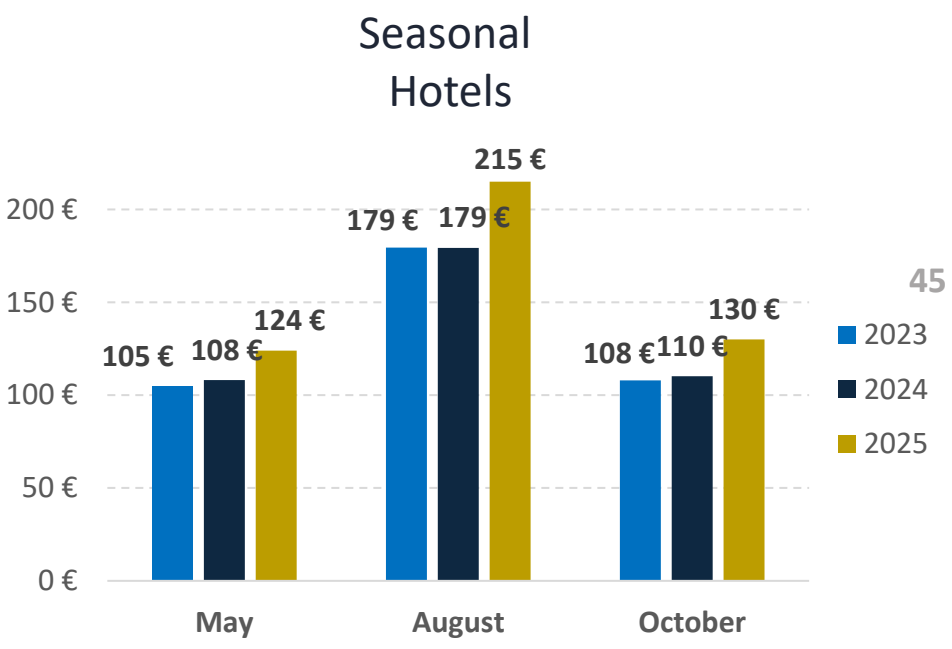
Based on the distribution of double room rates in August 2025, as shown in the chart, the following are observed:

- 25% of rooms are available for up to €90.
- 50% of rooms are available for up to €140.
- 75% of rooms are available for up to €247.
- The central 50% of rooms (within the golden frame) are available from €90 to €247.

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

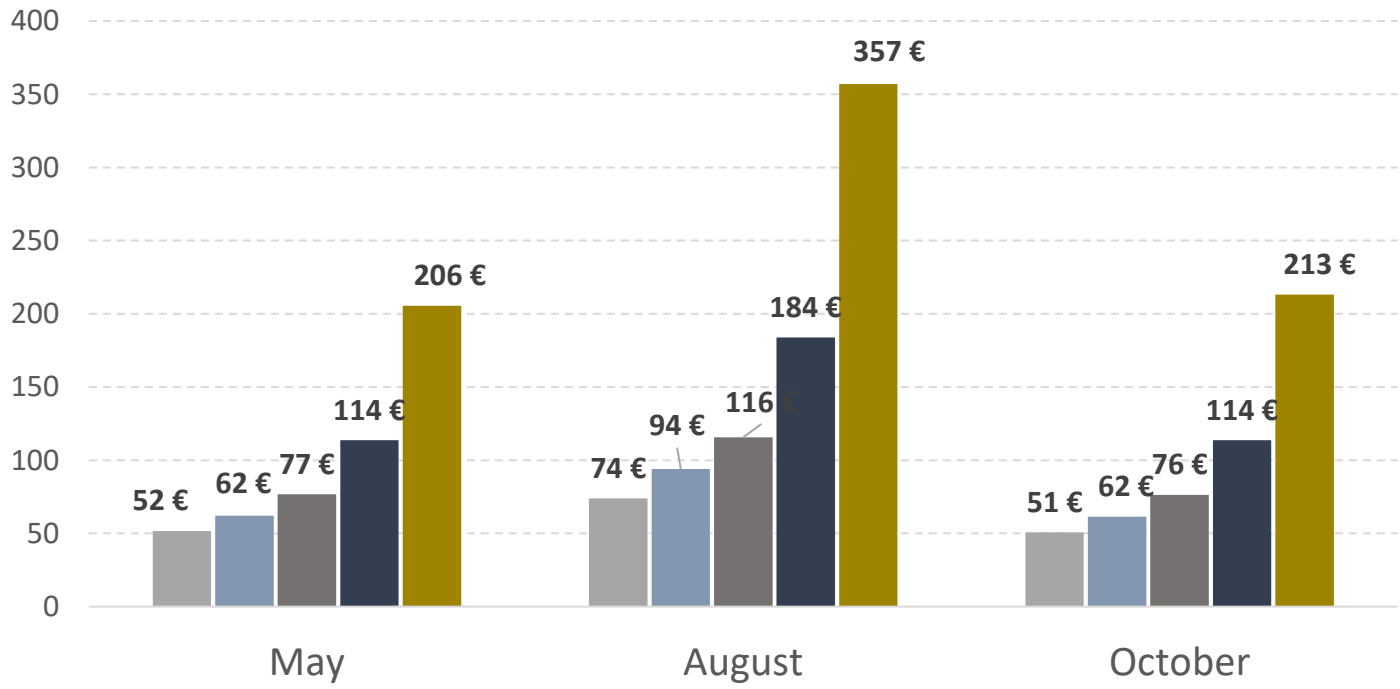
Average Rate of a Double Room by operation, May, August, October 2023-2025



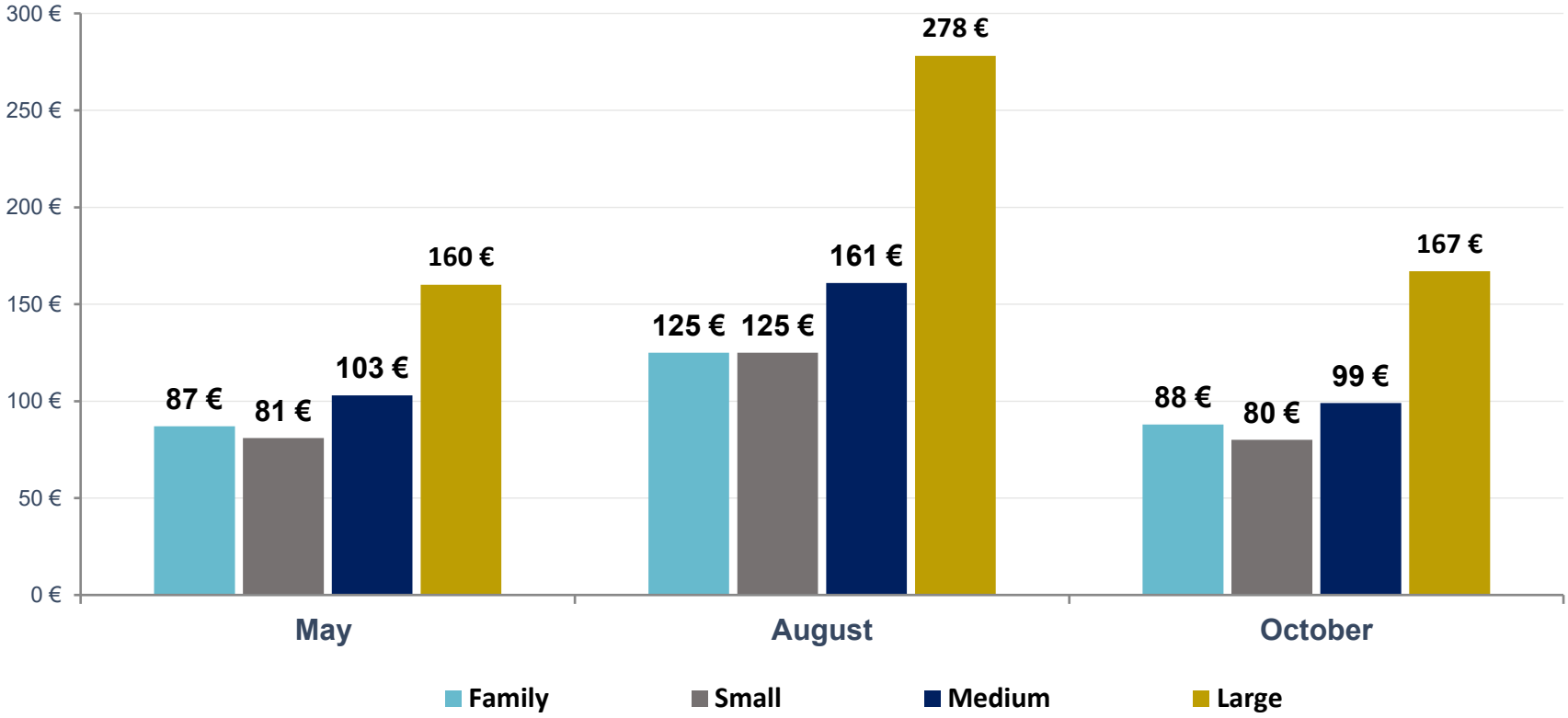


In 2025 there is a **significant increase** in the average rate of a double room in **seasonal hotels**.

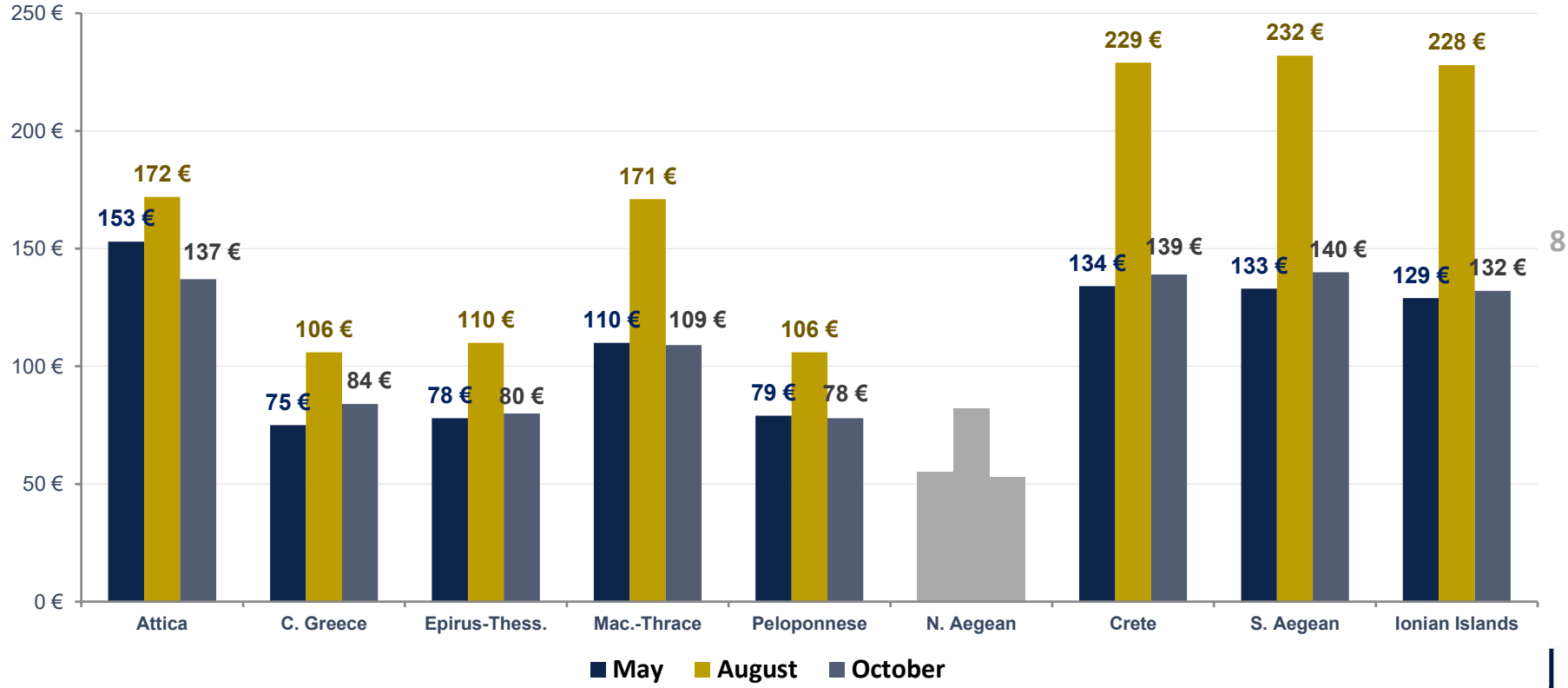
Average rate of a double room by category
May – August – October 2025



Average Rate by Hotel Size (€)
May – August – October 2025



Average Rate by Region
May – August – October 2025



Average Room Rate – Some Conclusions

May

- The average rate of a double room stood at **120€**, compared to **€107 in 2024**, recording an increase of approximately **12%**. In seasonal hotels the rate reached **124€**, while in year-round hotels at **109€**.

August

- The average rate reached **194€**, compared to **€165 in 2024**, showing an increase of **17.5%**. 50% of rooms are available for up to **141€.**

October

- The average rate stood at **123€**, compared to **€108 in 2024**, recording an increase of approximately **14%**. In seasonal hotels it reached **130€**, compared to €110 in 2024, while in year-round hotels it stood at **101€**.

- Overall, from 2022 to 2025 a gradual increase in the average room rate is recorded in all three months reviewed. Rates remain higher in seasonal hotels and increase with the category and the size of the unit.

02e

Key Hotel Metrics

e. Annual Overnight Stays

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



163.7 *mill.*

Guest Nights



73.8 *mill.*

Room Nights

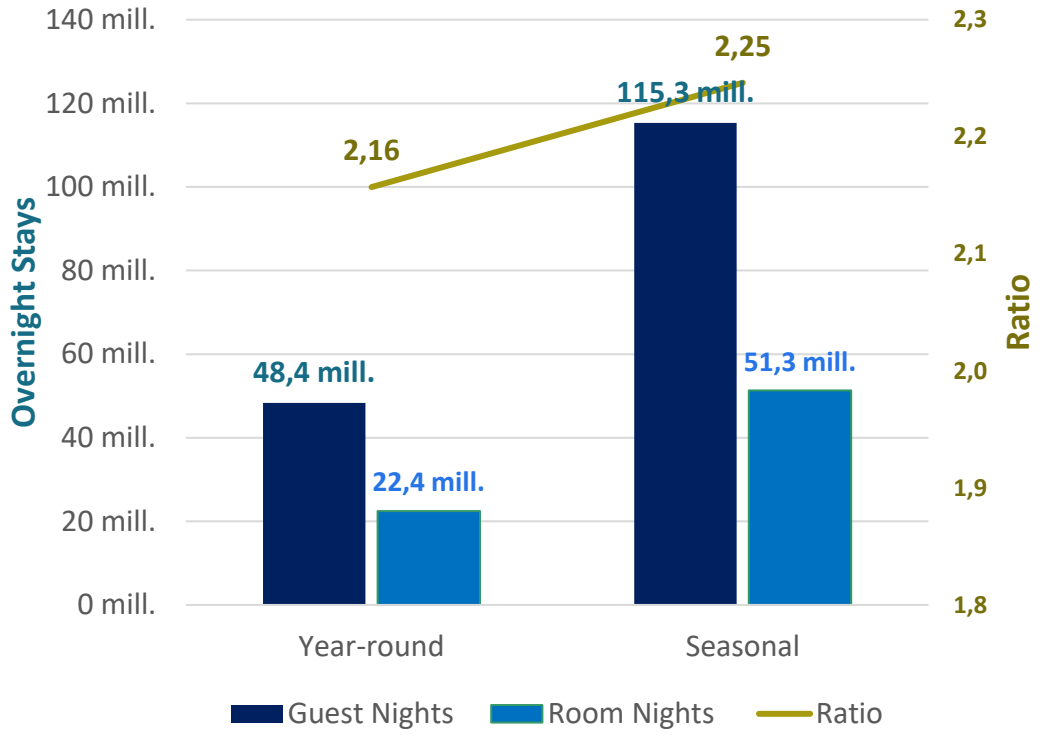


2.2

Persons per room

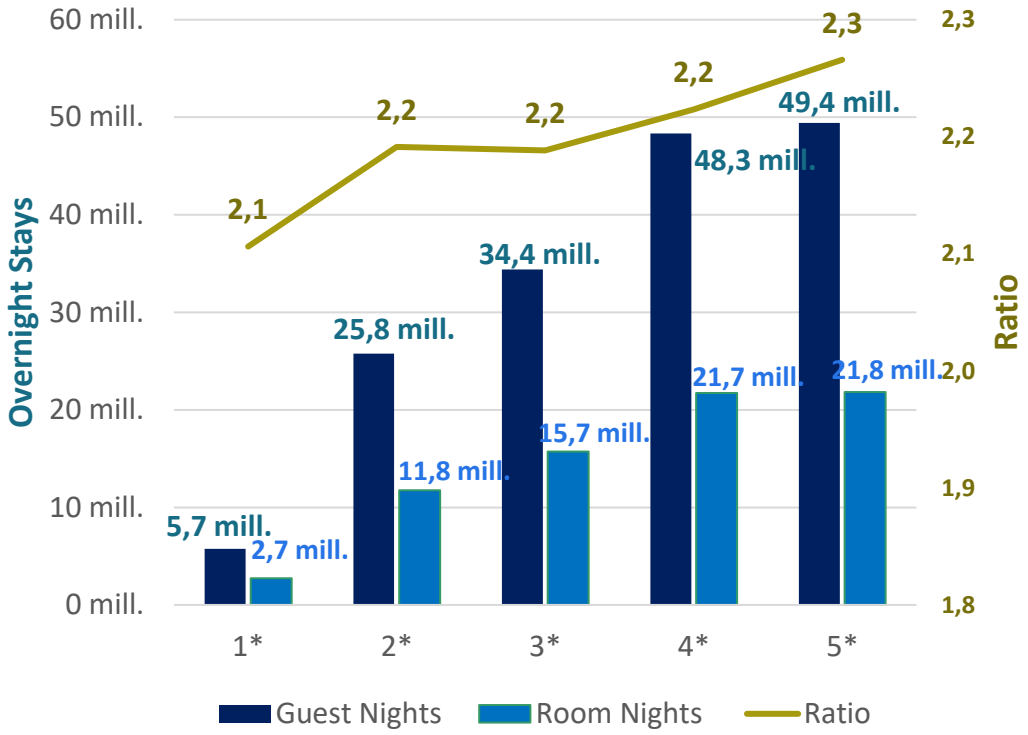
For 2025, a total of **163.7 mill.** guest nights and **73.8 mill**. room nights are recorded. The corresponding ratio stands at **2.2 persons per room**, reflecting the **composition of demand.**

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



- A **significantly higher volume of overnight stays is observed in seasonal units** compared to year-round units, both for guests and for rooms (approximately 2.4 times higher).

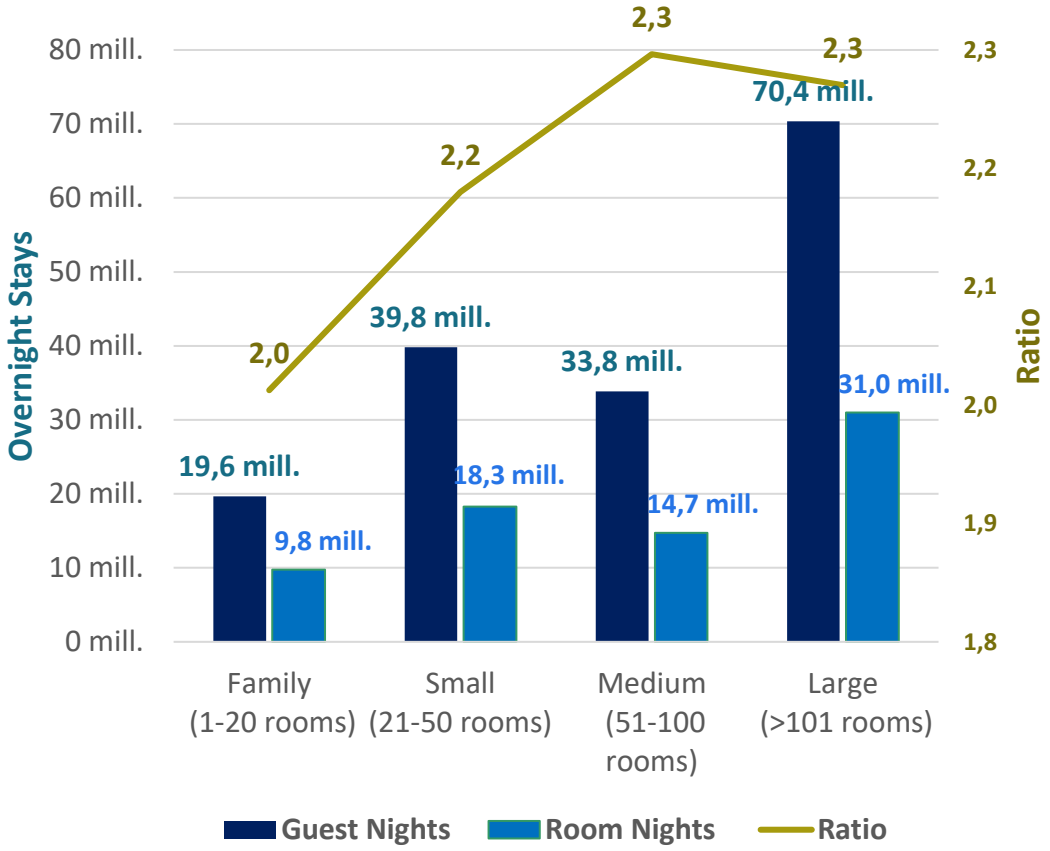
Annual Overnight Stays and Average number of persons per room by category, 2025



- 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.

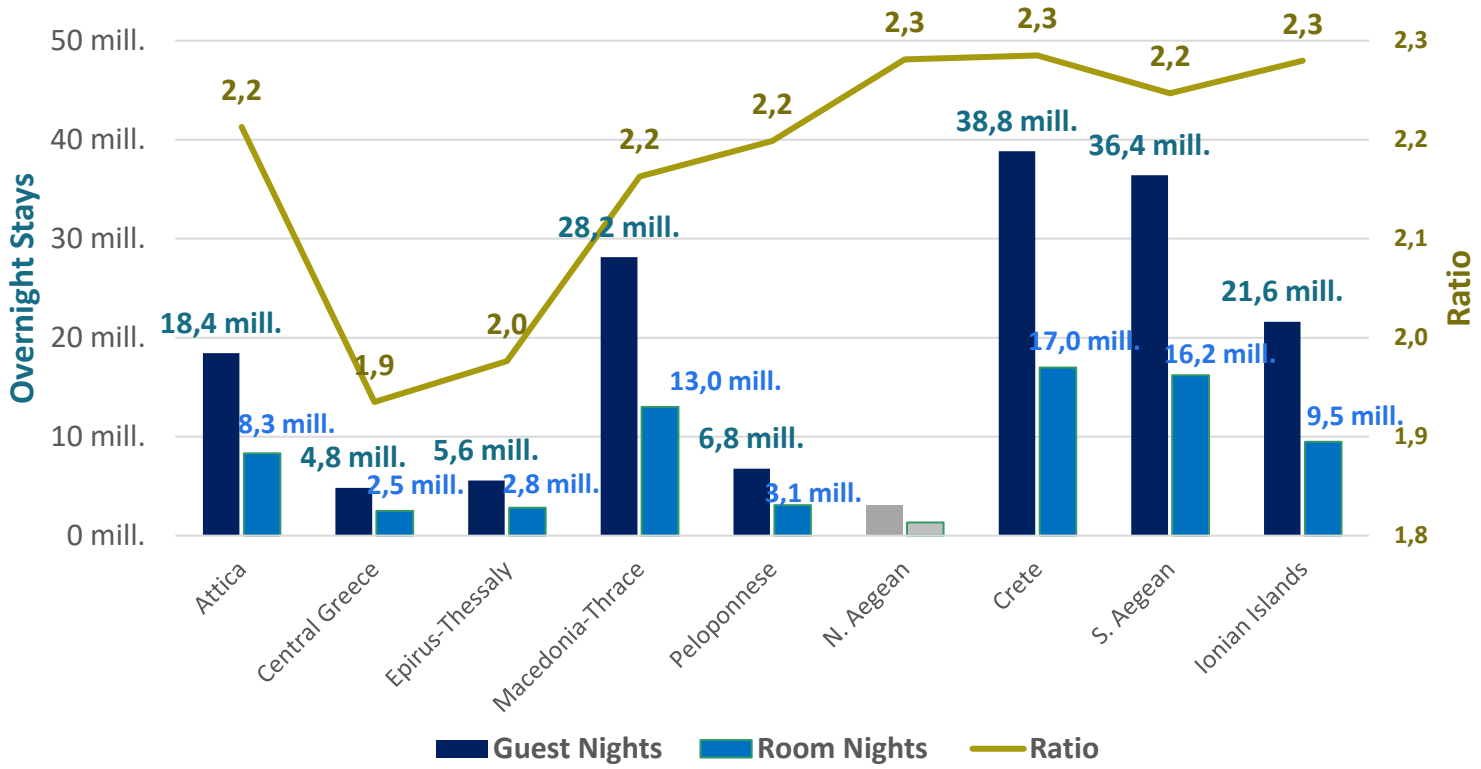
- The ratio of guest nights to room nights ranges within a relatively narrow band (2.1–2.3), indicating a stable composition of demand across categories.

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



- **Large hotels (>101 rooms) account for the most overnight stays**, both guest and room nights.
- The ratio of persons per room ranges from 2.01 (family) to 2.30.

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



Annual Overnight Stays – Some Conclusions

- In 2025 there are **163.7 mill. guest nights** and **73.8 mill. room nights**, with an average ratio of 2.2 persons per room.
- **The most overnight stays are recorded in seasonal hotels**, both in terms of guests and rooms, compared to year-round hotels.
- **The higher the hotel category, the more overnight stays are recorded**, both in terms of guests and rooms. The increase is gradual from 1* to 5*, although the difference between 4* and 5* is limited. The average number of persons per room remains relatively stable across categories, from **2.1 to 2.3 persons.**
- By size, **large hotels account by far for the most overnight stays**, while family hotels account for the fewest. However, the relationship is not entirely linear, as small hotels record more overnight stays than medium-sized ones. Here too the average number of persons per room remains relatively stable.

02f

Key Hotel Metrics

f. Annual Turnover

Total Hotel Turnover 2025 and Comparison with 2024 & 2023



Total Turnover

in mill. €

2025	12,489.9
2024	11,493.5
2023	10,563.8
D% 2025/24	**8.7%**
D% 2024/23	**8.8%**

In 2025 an **increase of 8.7% in total hotel turnover** is recorded compared to 2024

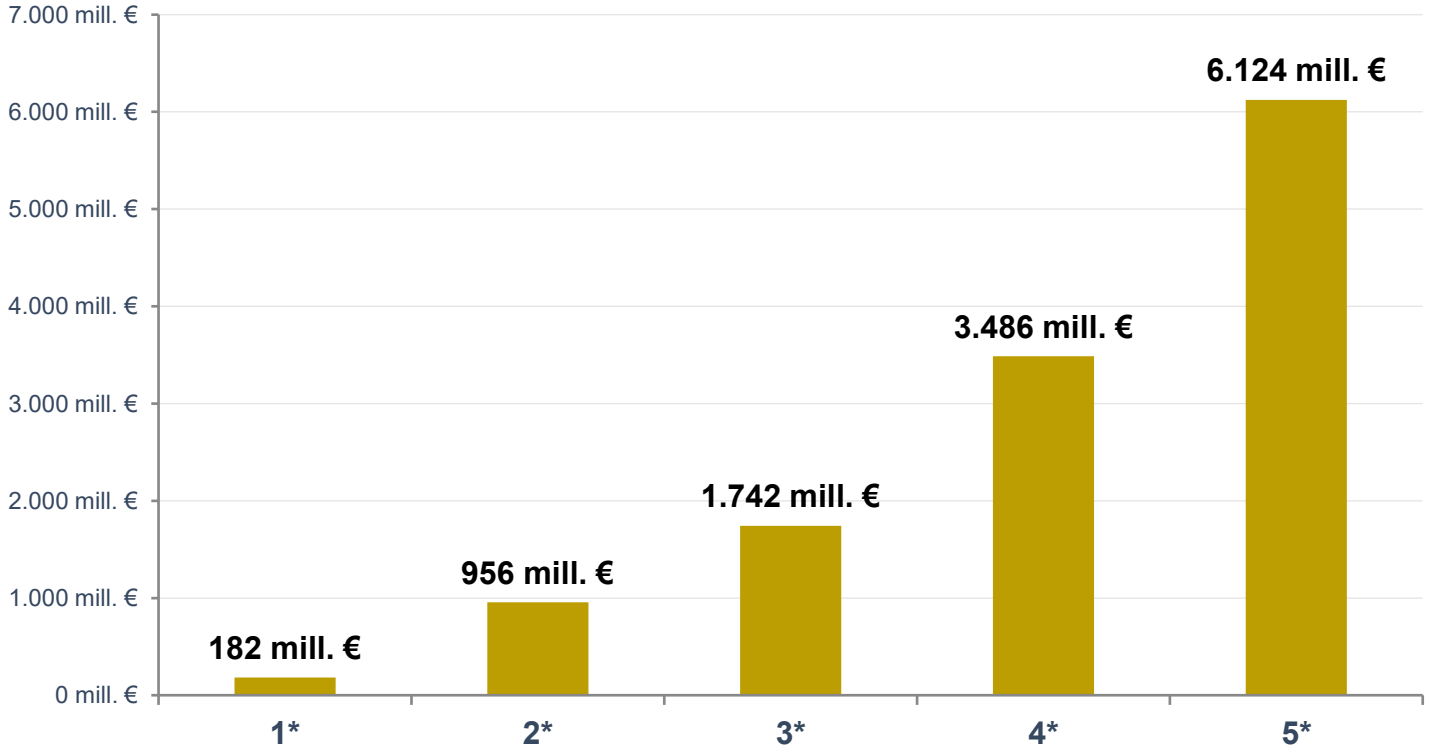
Total Hotel Turnover 2025 and Comparison with 2024 & 2023, by category

	Total Turnover *in mill. €*	4*-5*	1*-3*
2025	12,489.9	9,610.0	2,880.0
2024	11,493.5	9,033.2	2,460.3
2023	10,563.8	8,221.2	2,342.7
D% 2025/24	**8.7%**	**6.4%**	**17.1%**
D% 2024/23	**8.8%**	**9.9%**	**5.0%**

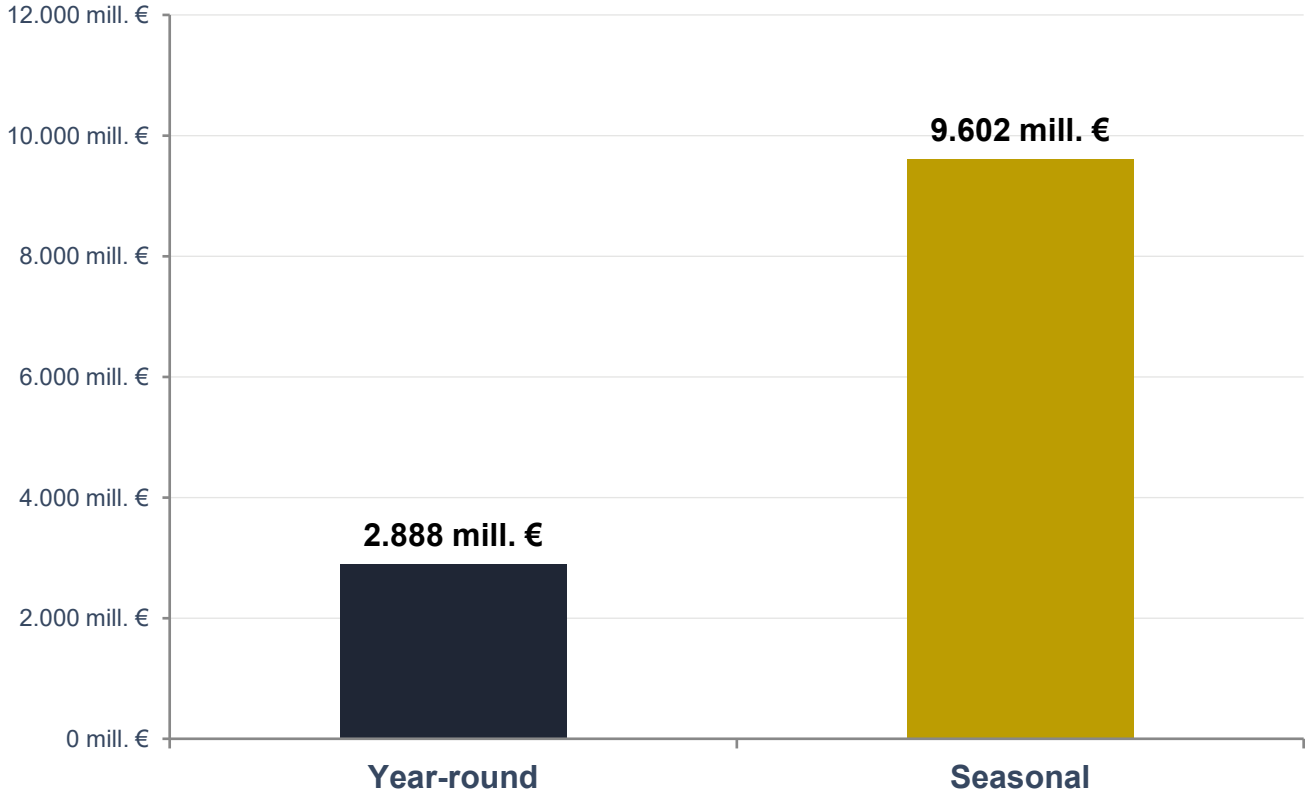
1*-3* hotels, which account for 72% of hotels, recorded an increase in turnover of **17%** compared to 2024.

4*-5* hotels recorded an increase in turnover of **6.4%** compared to the previous year.

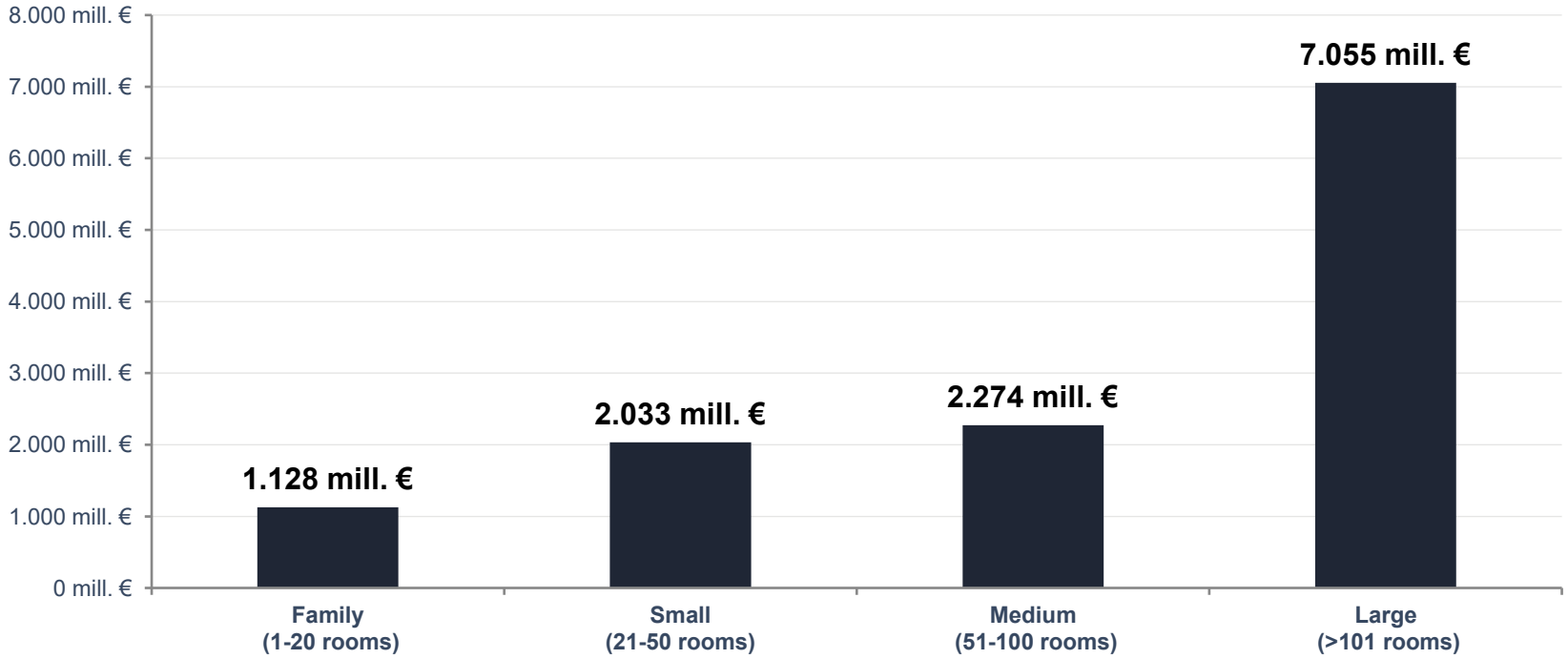
Annual Turnover by Category (mill. €), 2025



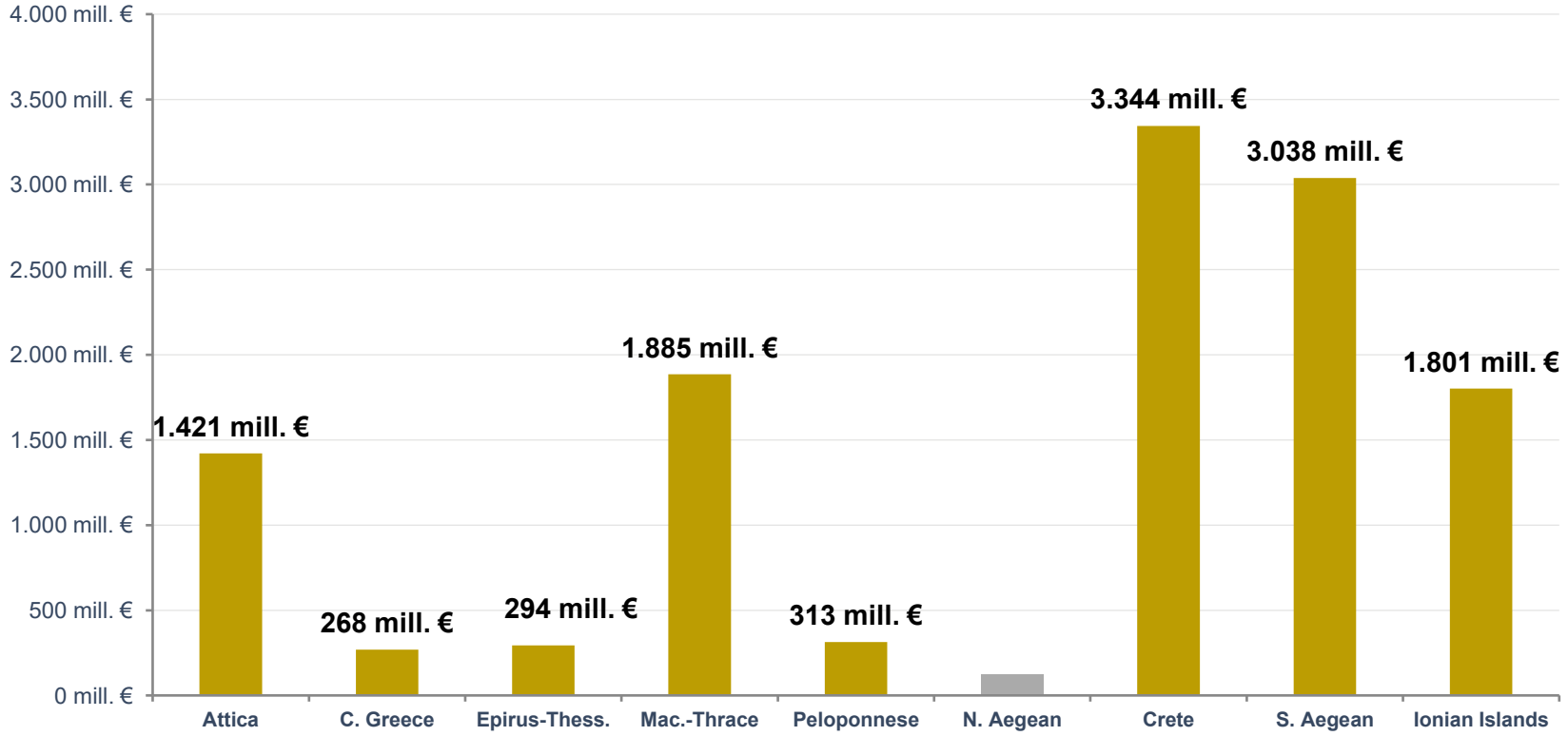
Annual Turnover by Operation Type (mill. €), 2025



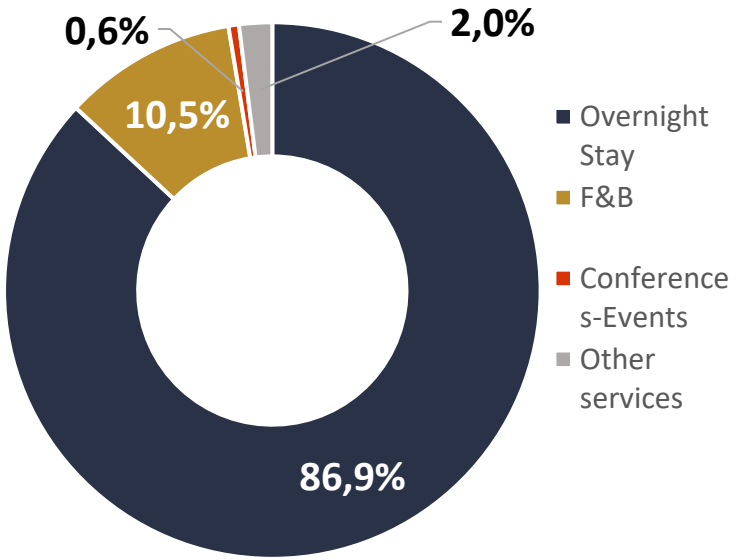
Annual Turnover by Hotel Size (mill. €), 2025



Annual Turnover by Region (mill. €), 2025



Structure of Total Turnover 2025 in terms of the services offered



87%

approx. of hotel revenues come from overnight stays.

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.

Annual Turnover – Some Conclusions

- Total hotel turnover in 2025 stood at **€12.5 billion**, compared to **€11.5 billion in 2024**, showing an increase of **8.7%**.
- **The higher the hotel category, the higher the total turnover**, with the largest share concentrated in the 4* and 5* categories. However, in 2025 the percentage increase was higher in 1*–3* hotels than in 4*–5* hotels.
- **Seasonal hotels account for significantly higher turnover** than year-round hotels.
- **Turnover increases with the size of the unit**, with large hotels accounting for the largest share of total turnover and family hotels for the smallest.
- At regional level, the highest turnover is recorded in **Crete and the South Aegean Islands**, followed by Macedonia–Thrace and the Ionian Islands.
- **Accommodation is the main source of revenue** for hotels and its share increased in 2025, while the contribution of F&B revenues decreased.

02g

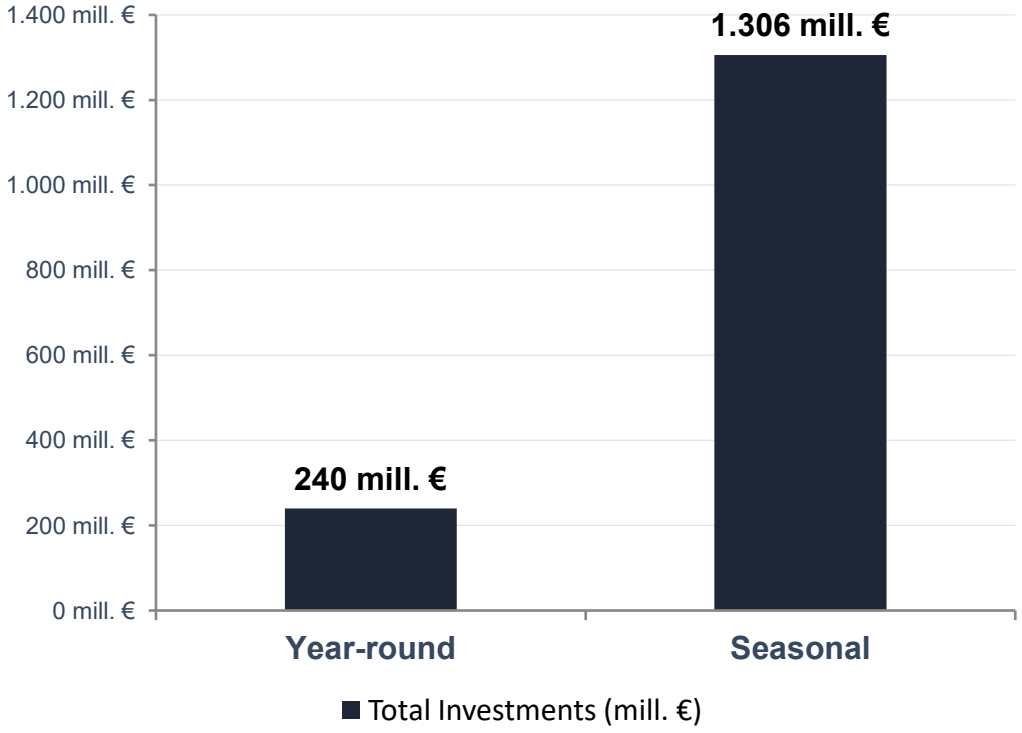
Key Hotel Metrics

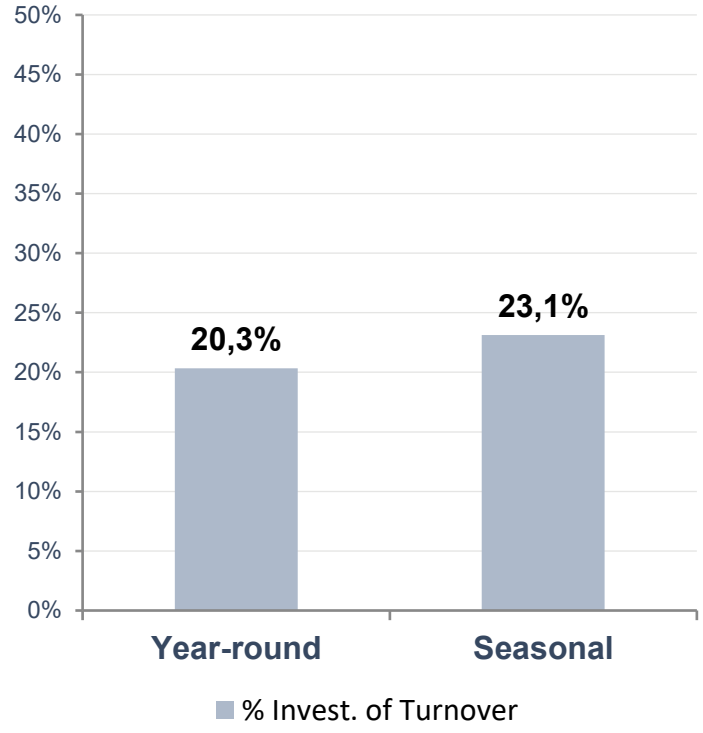
g. Investments

Total Hotel Investments, 2019–2025

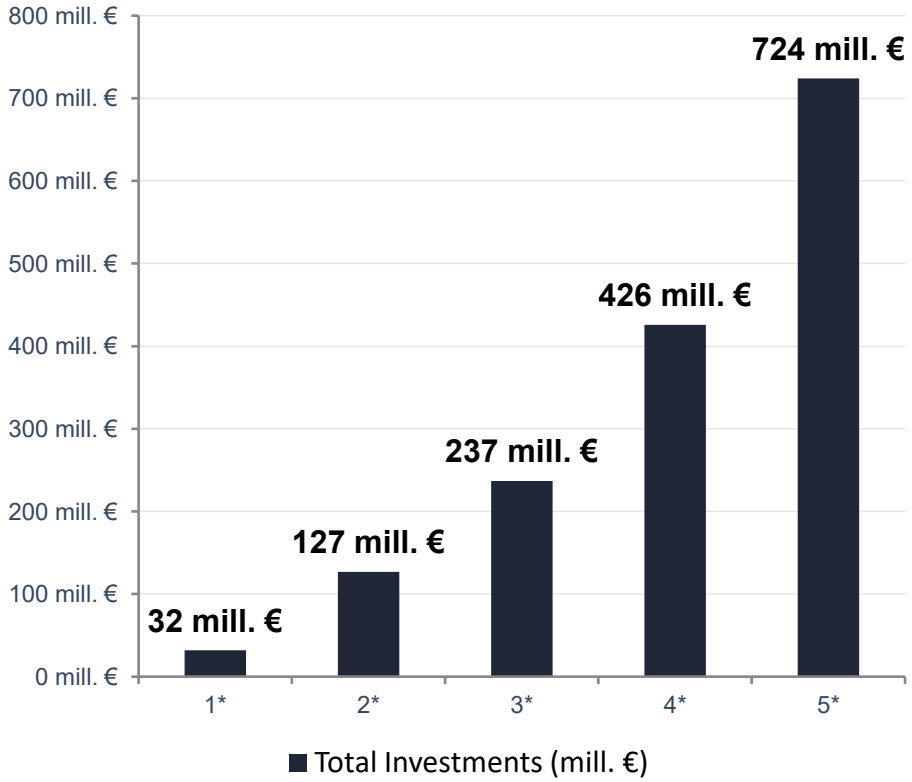
Year	Amount €	% of turnover
2025	1,545,560,960	12.4%
2024	1,028,581,504	9%
2023	761,153,368	7%
2022	621,210,563	7%
2021	830,052,400	15%
2020	219,267,119	12%
2019	986,670,190	12%

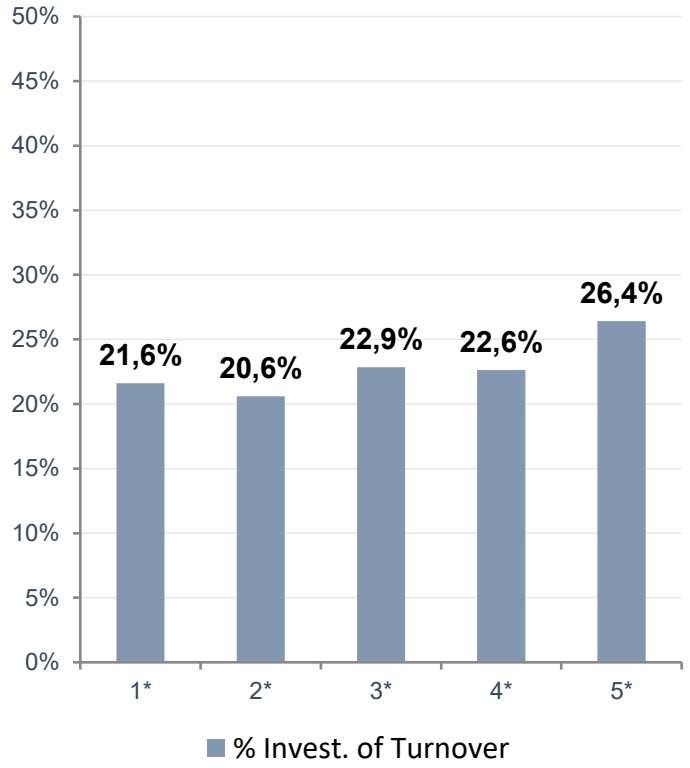
Investments by Operation Type (mill. €), 2025



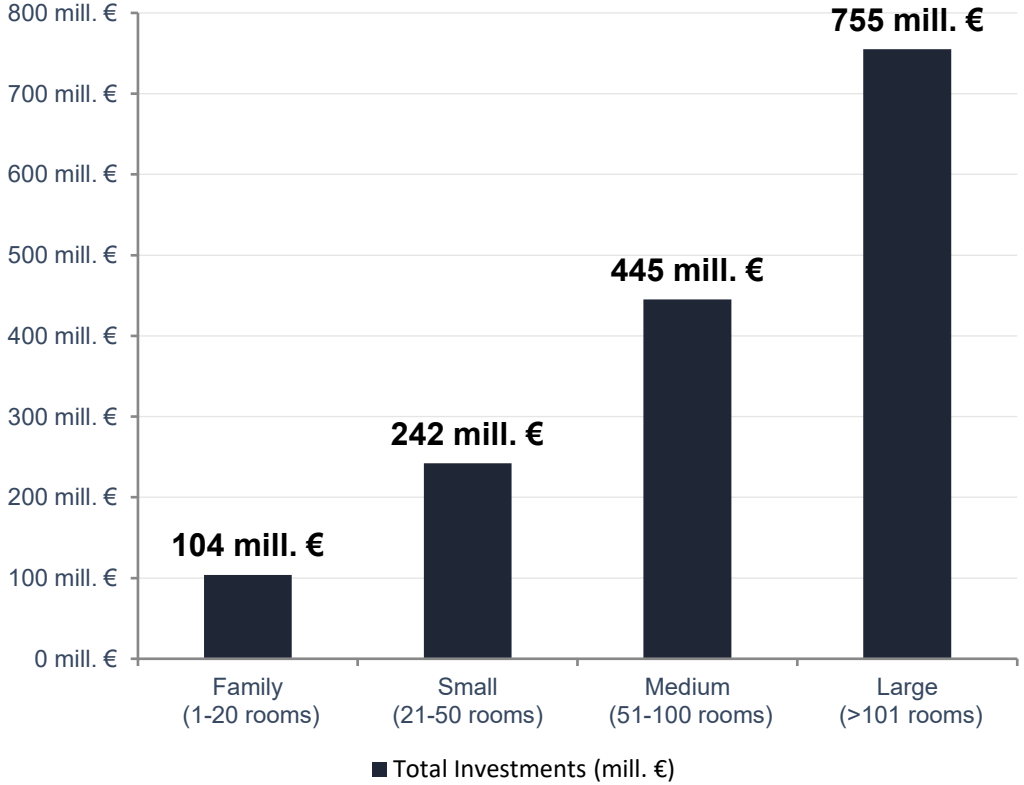


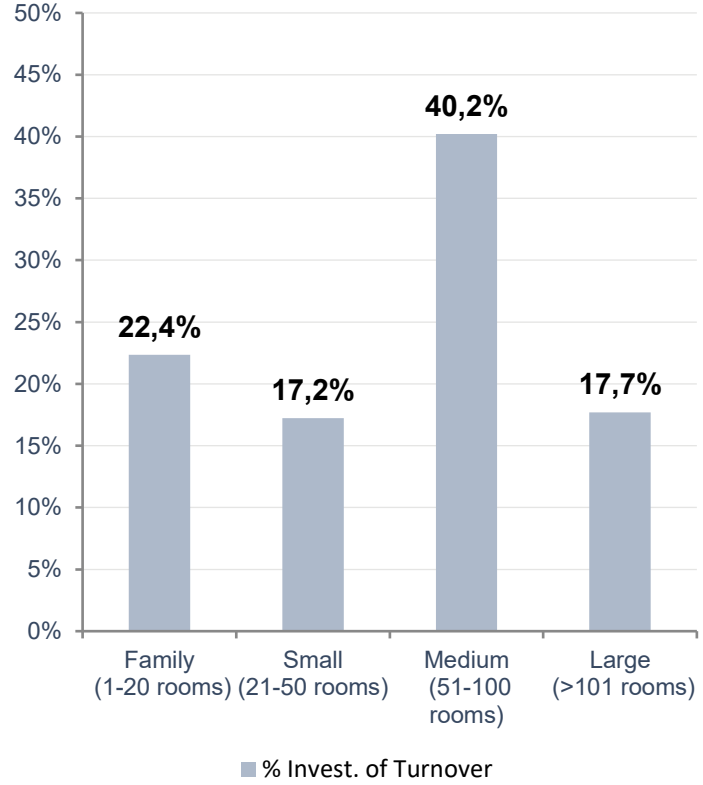
Investments by Hotel Category (mill. €), 2025



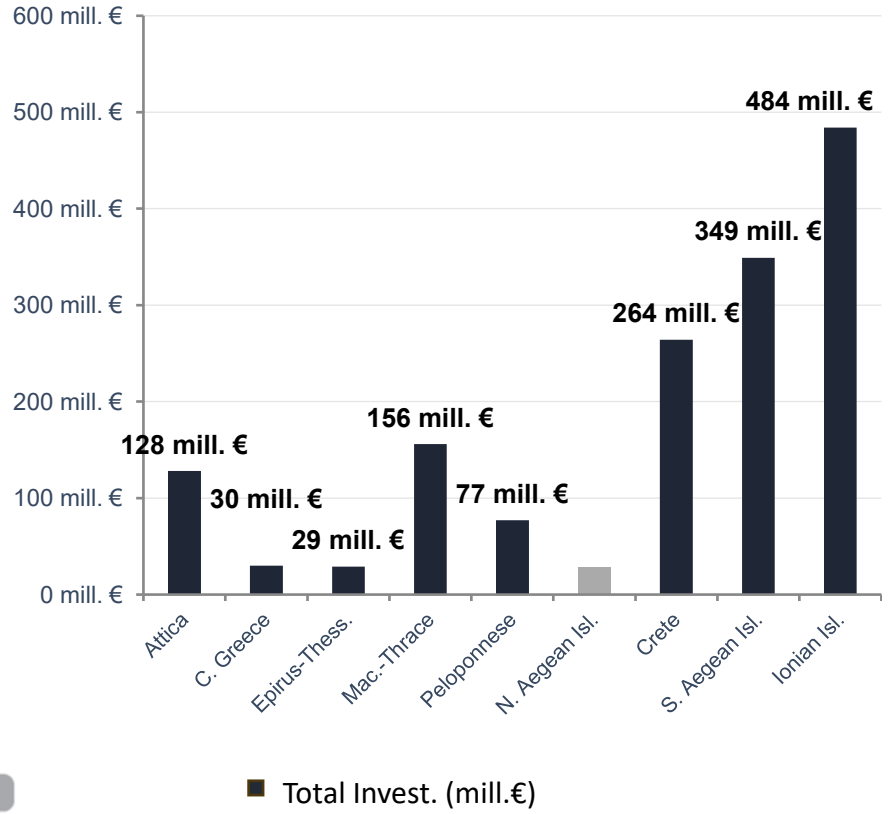


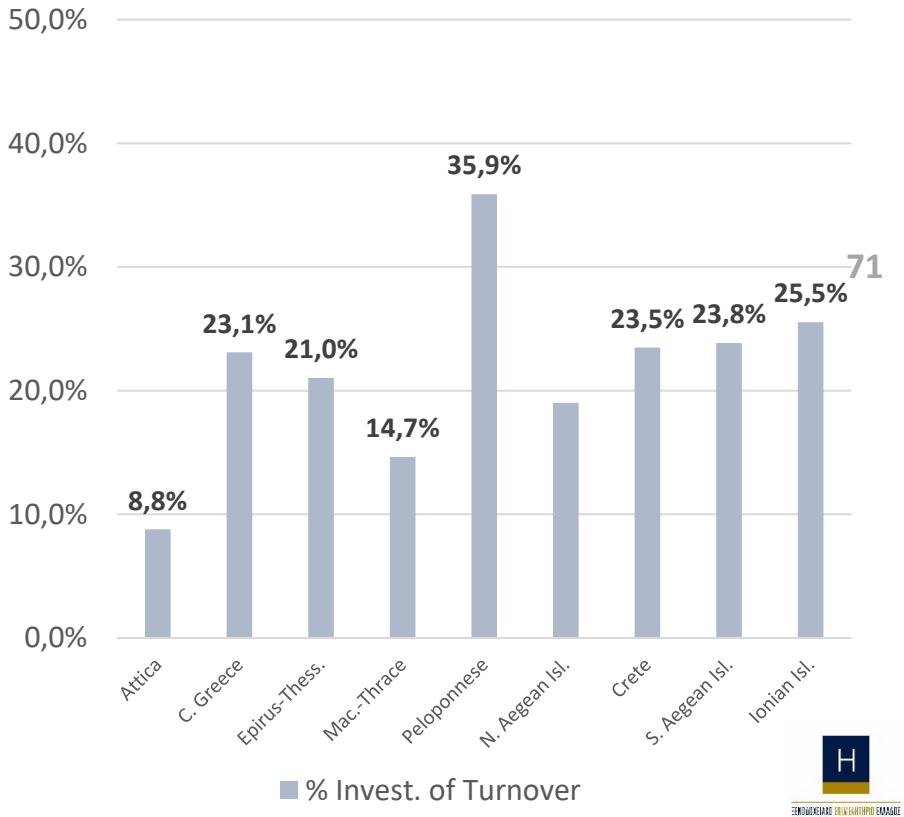
Investments by Hotel Size (mill. €), 2025





Investments by Region (mill. €), 2025



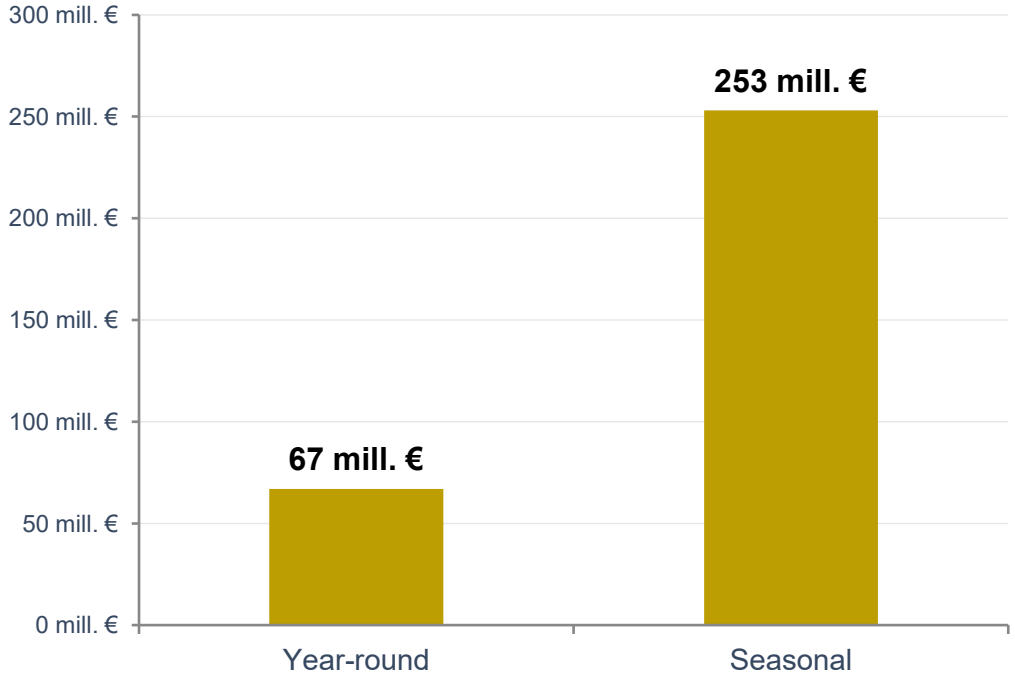


Investments for sustainability actions as a percentage of total investments in 2025 and comparison with 2024 & 2023

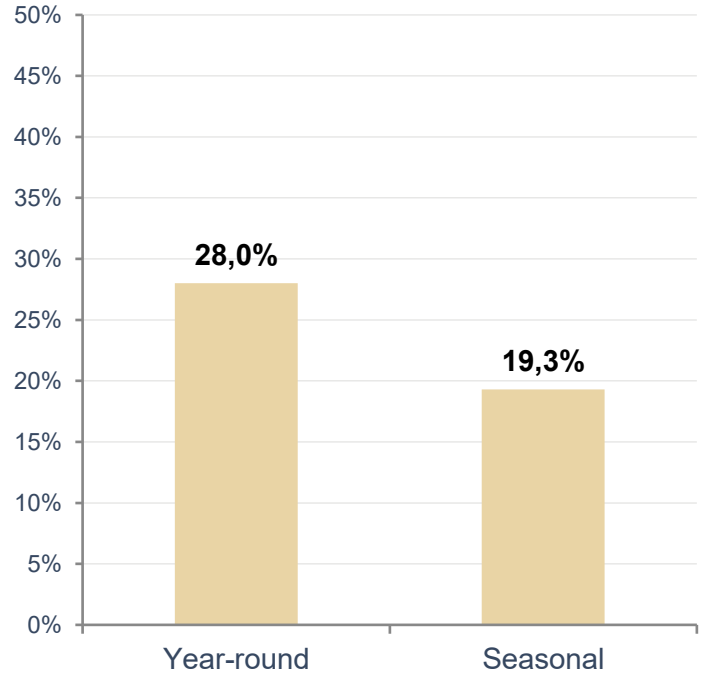
	AVG. Nationwide	5*	4*	3*	2*	1*
% of investment expenditure for sustainability actions **2025**	20.7%	12.9%	26.1%	30.4%	29.8%	15.7%
% of investment expenditure for sustainability actions **2024**	20.0%	20.3%	19.8%	23.2%	27.5%	6.3%
% of investment expenditure for sustainability actions **2023**	13.3%	13.4%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

- 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.**

Investments by Operation Type (mill. €), 2025

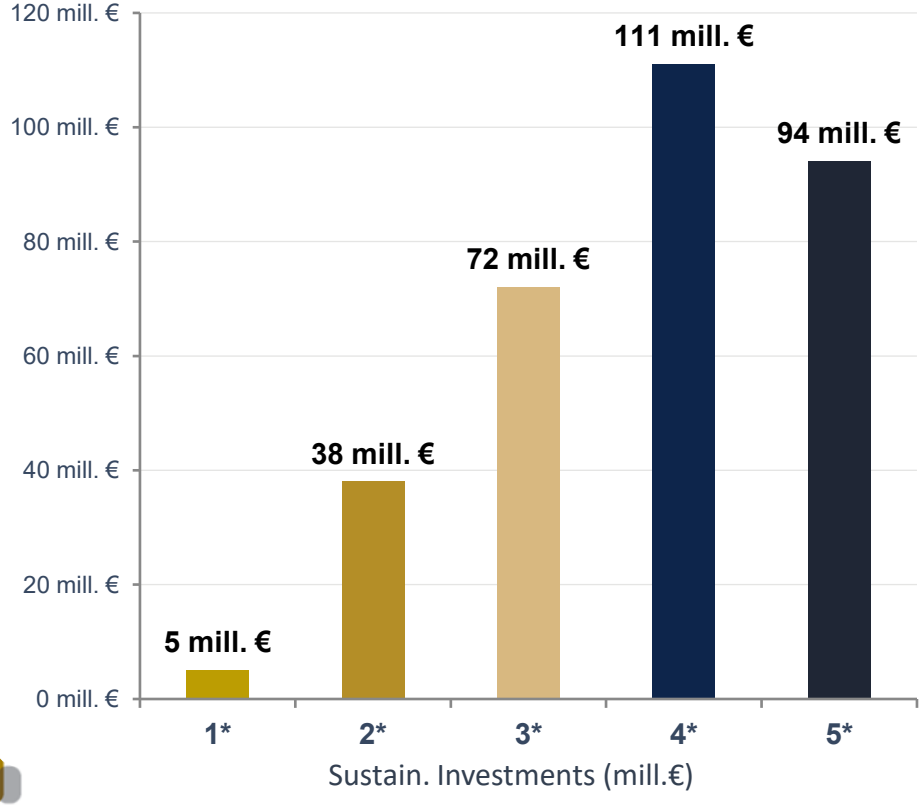


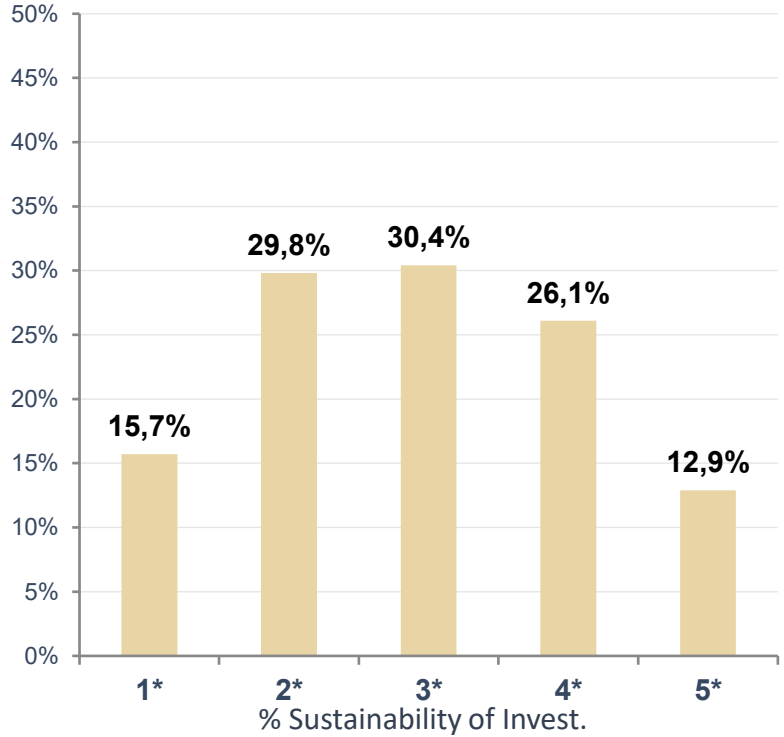
Sustain. Investments (mill.€)



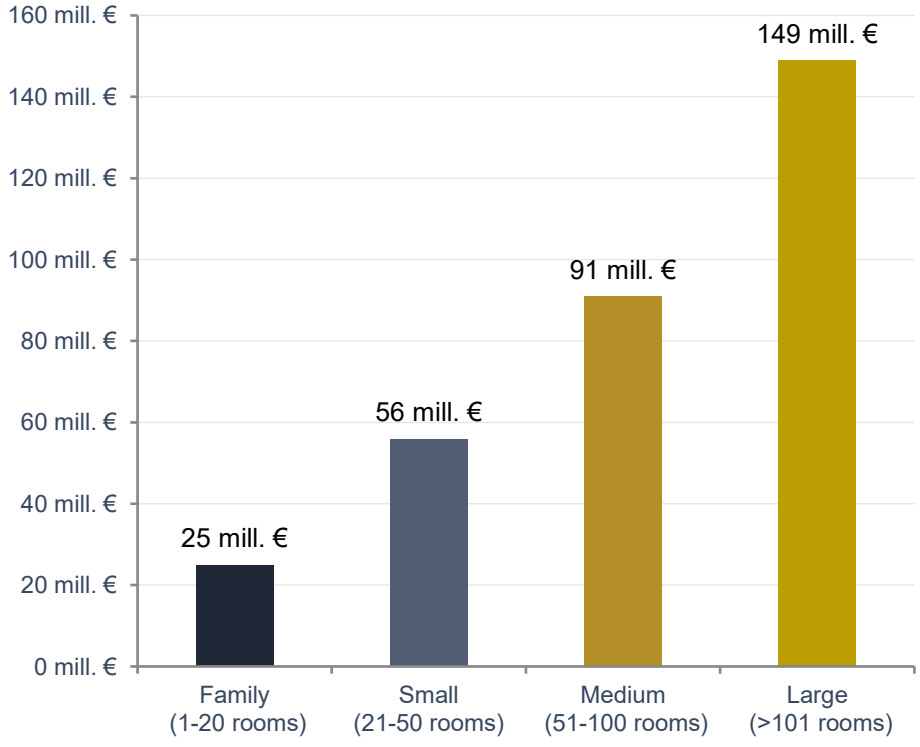
% Sustainability of Invest.

Sustainability Investments by Hotel Category, 2025

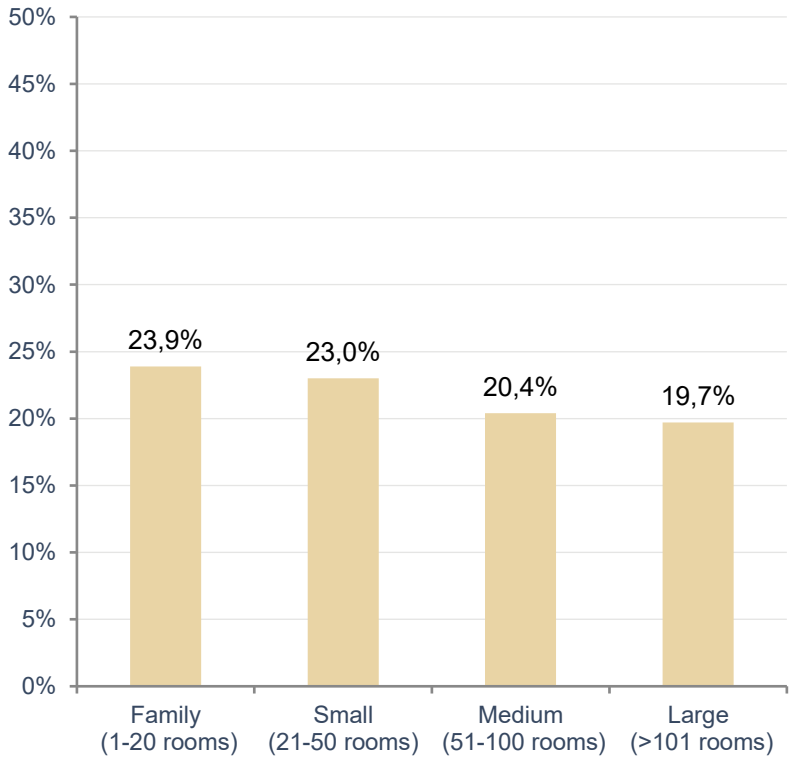




Sustainability Investments by Hotel Size, 2025

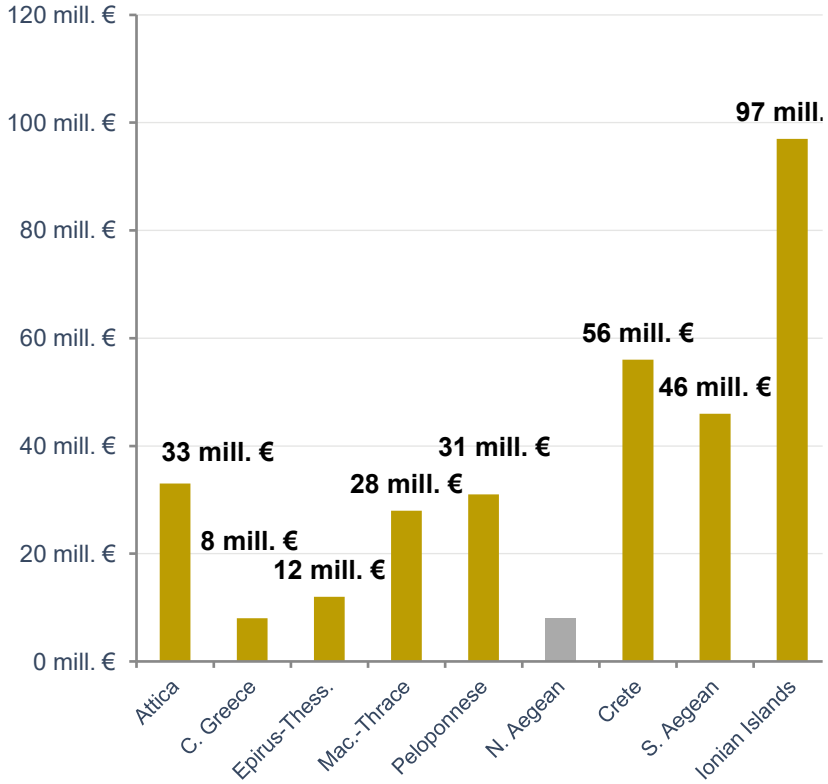


Sustain. Investments (mill.€)

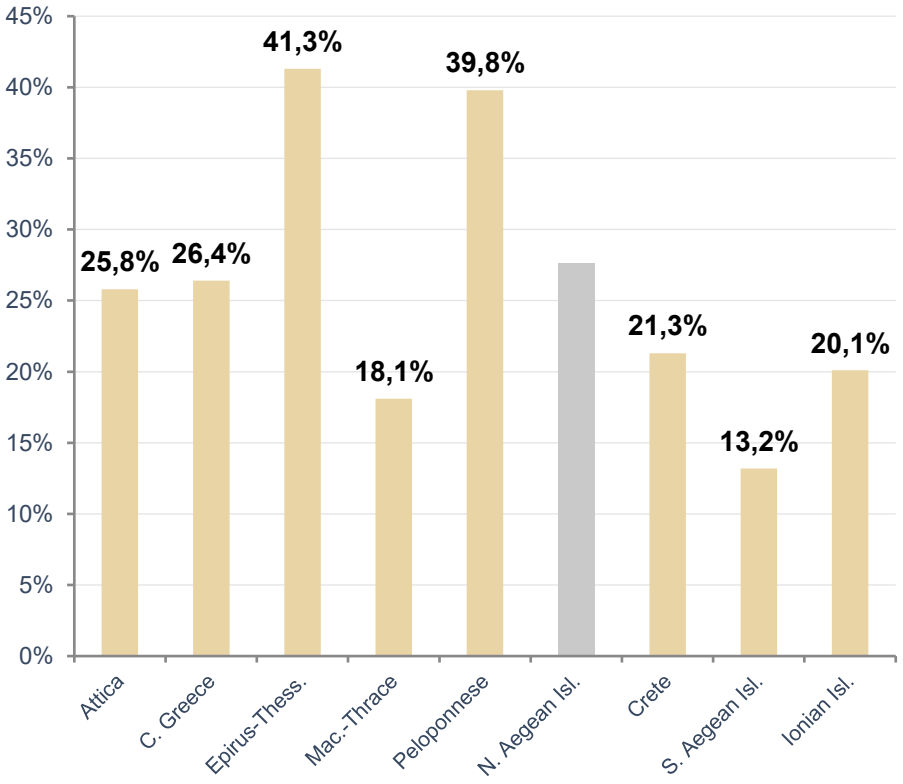


% Sustainability of Invest.

Sustainability Investments by Region (mill. €), 2025



Sustain. Investments (mill.€)



% Sustainability of Invest.

Investments – Some Conclusions

- Total hotel investments in 2025 amounted to approximately **€1.55 billion**, compared to **€1.03 billion in 2024.** The amount of investments corresponds to **12.4% of the total turnover** of hotels.

Seasonal hotels account for the largest share of investments and show a higher ratio of investments to turnover than year-round hotels.

The higher the hotel category, the greater the total amount of investments,

The amount of investments also increases with the **size of the unit**, with large hotels accounting for the largest amount. However, the highest ratio of investments to turnover is recorded in medium-sized hotels.

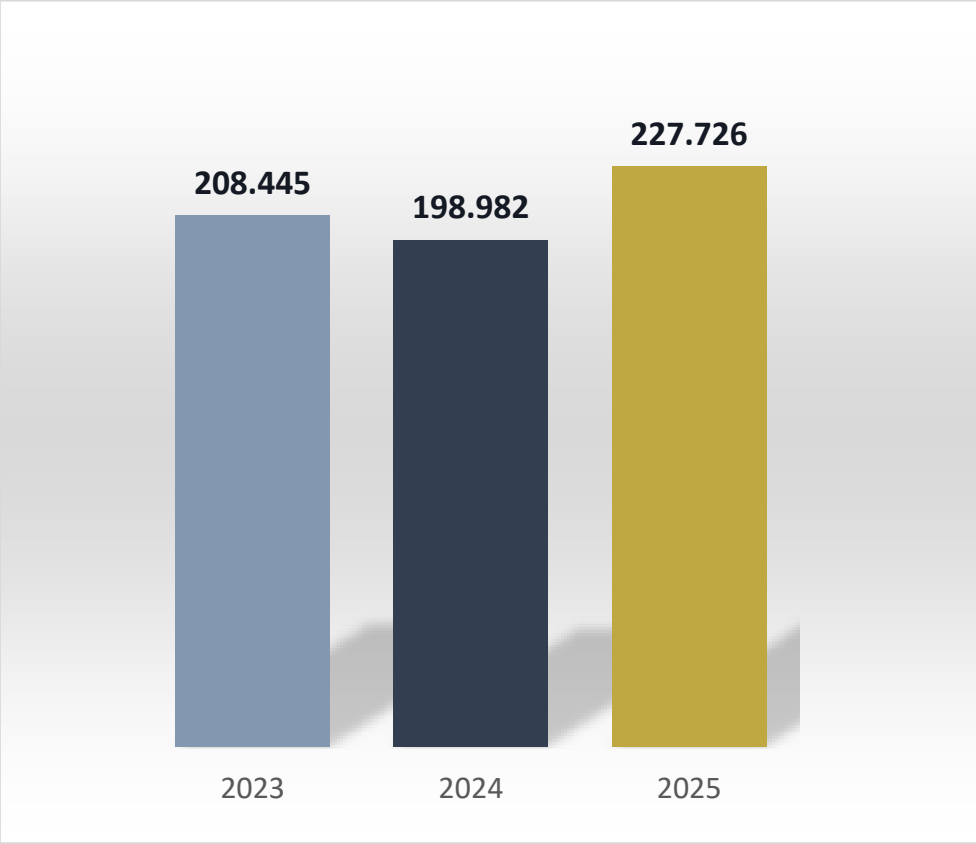
At regional level, the highest investment amounts are recorded in the **Ionian Islands**, the **South Aegean Islands** and in **Crete**. **The Peloponnese** shows the highest ratio of investments to turnover, while the lowest value is recorded in Attica.

Sustainability Investments – Some Conclusions

- Investments in sustainability actions exceeded **€319 million** in 2025 and correspond to **20.7% of total investments**, compared to 20.0% in 2024. In absolute terms, the related expenditure increased by **56%** compared to 2024.
- **Seasonal hotels** account for a higher total amount of sustainability investments, while year-round hotels devote a larger share of their total investments to such actions.
- The highest amount of sustainability investments is recorded in **4*** hotels, followed by 5*. However, as a percentage of total investments, the highest values are recorded in **3*** and **2***.
- The total amount of sustainability investments increases with the **size of the hotel**, but their share of total investments gradually decreases as size increases.
- In absolute terms, the most sustainability investments are recorded in the **Ionian Islands**, in **Crete** and in the **South Aegean Islands**. As a percentage of total investments, the highest values are recorded in **Epirus–Thessaly** and the **Peloponnese**.

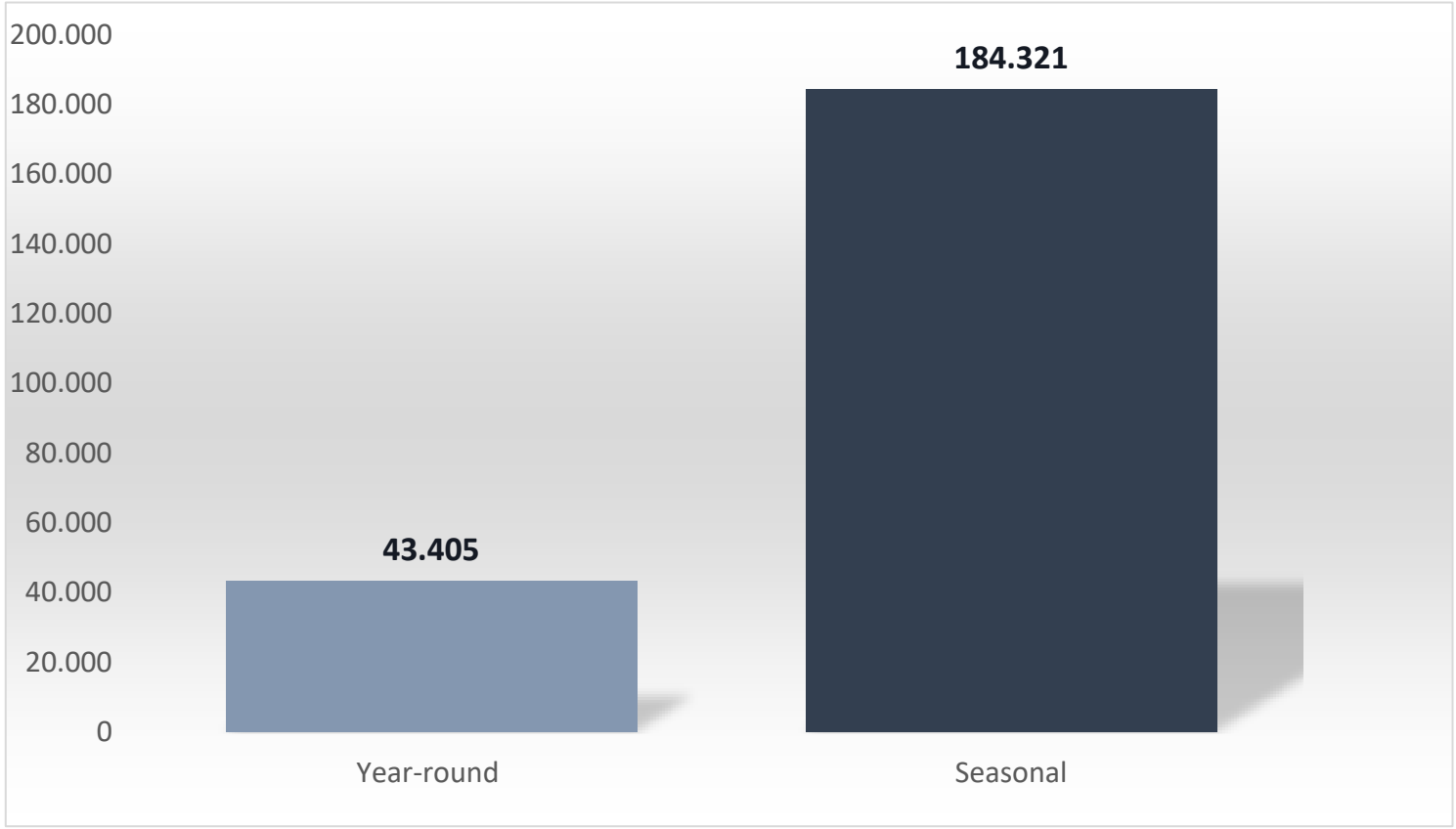
03 Employment in Greek Hotels

Number of hotel salaried employees, 2025 and comparison with 2024 & 2023

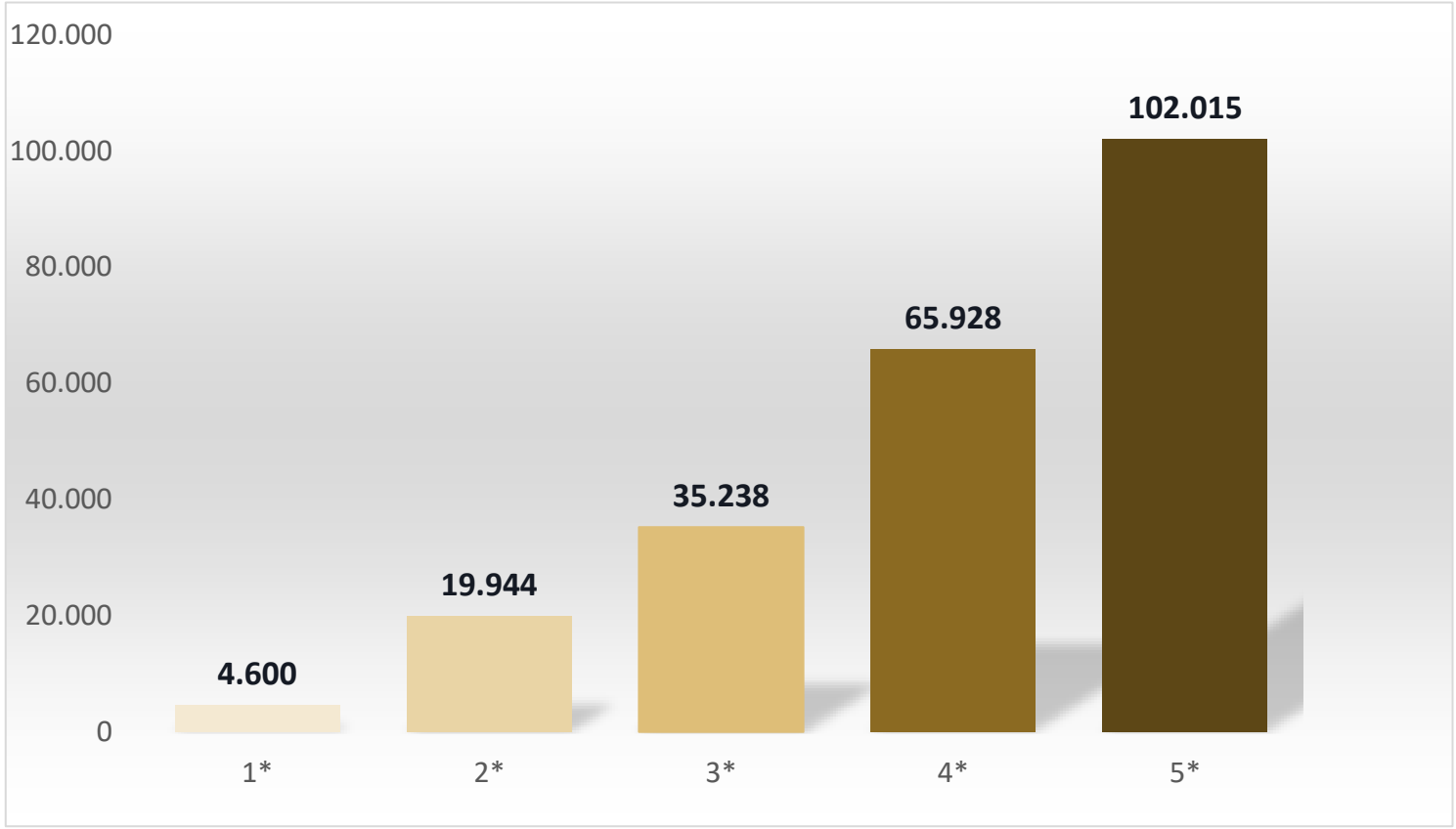


- Employment in 2025 remains at high levels, exceeding 227,000 jobs, maintaining the sector's momentum.
- **16.2%** of those employed in Greek hotels come from **tourism-related schools**.

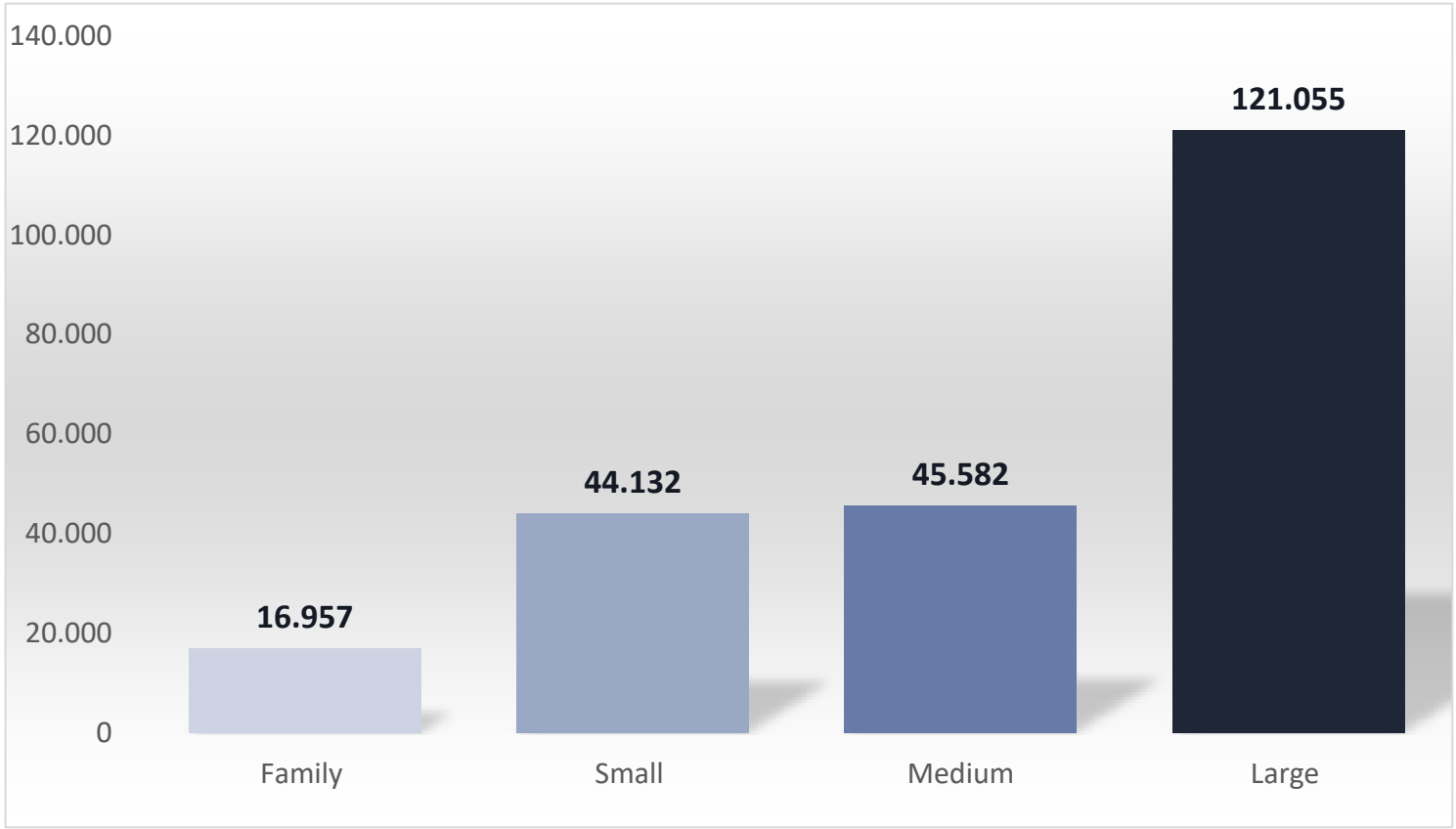
Number of hotel salaried employees, 2025, by operation



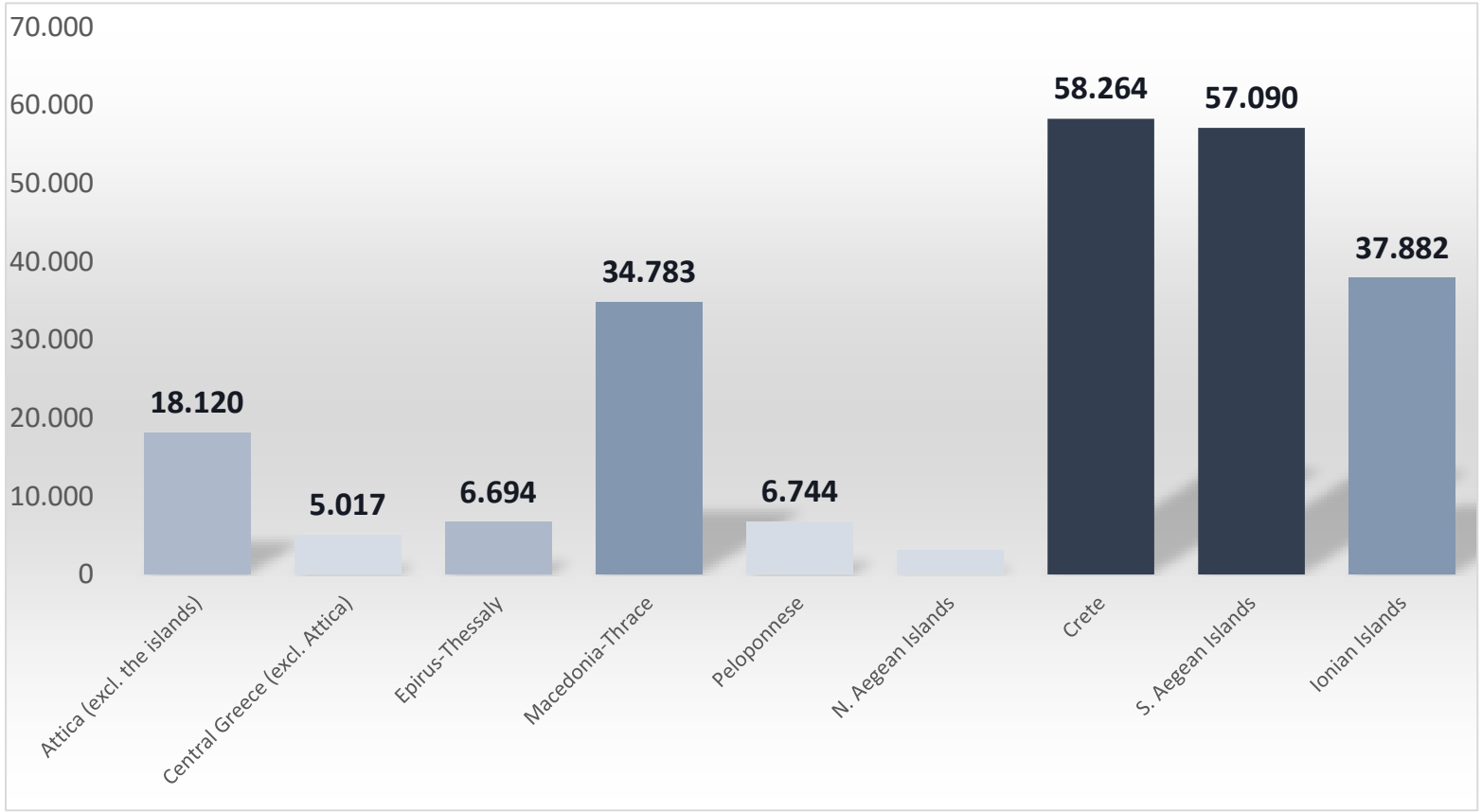
Number of hotel salaried employees, 2025, by category



Number of hotel salaried employees, 2025, by size



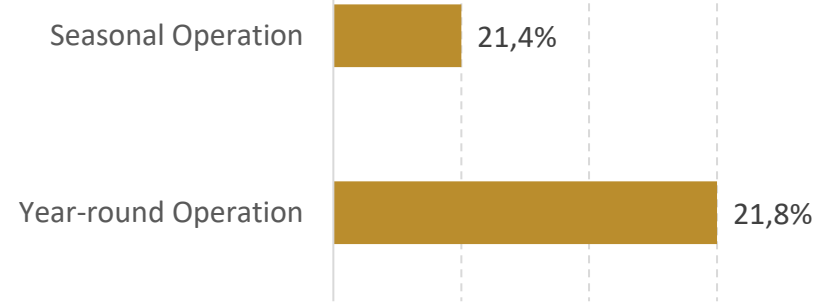
Number of hotel salaried employees, 2025, by Region



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%

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



Employment in Greek Hotels – Some Conclusions (1)

- The number of salaried employees in Greek hotels reached **227,726** in 2025, compared to **198,982 in 2024**, showing an increase of approximately **14.4%**. **16.2% of employees** come from tourism-related schools.
- **Seasonal hotels account for the largest share of employment**, compared to year-round hotels.
- **The higher the hotel category, the greater the number of employees**, with the highest employment recorded in 5* hotels and the lowest in 1*.
- By size, **large hotels account by far for the most employees**, while small and medium hotels record similar employment levels. Family hotels account for the smallest number of employees.

Employment in Greek Hotels – Some Conclusions (2)

- At regional level, the highest employment is recorded in **Crete and the South Aegean Islands**, followed by the Ionian Islands and Macedonia–Thrace.
- The total employment cost in 2025 corresponds to **21.5% of turnover**, compared to **27.8% in 2024**. The highest percentage is recorded in 4* hotels and the lowest in 1*, while the difference between year-round and seasonal operation is limited.

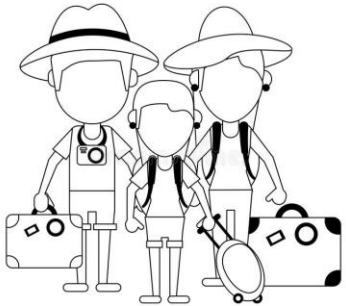
04 Guest Data

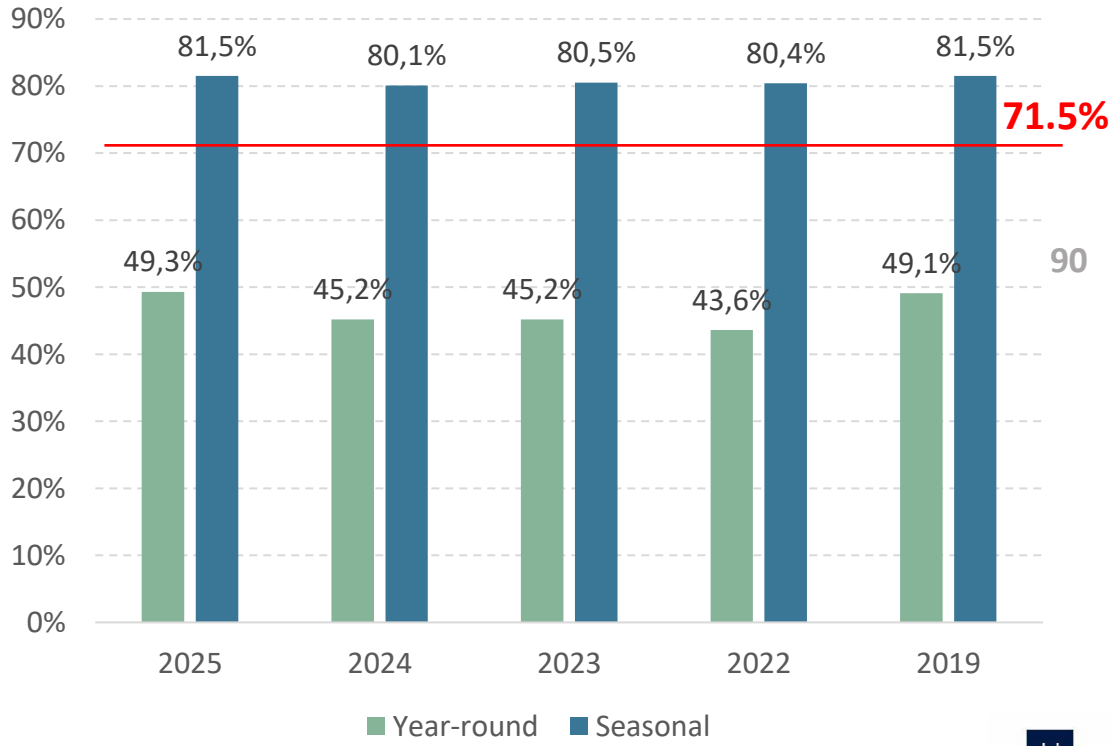
04a Origin of Hotel Guests

Average percentage of foreign guests in hotels in 2025

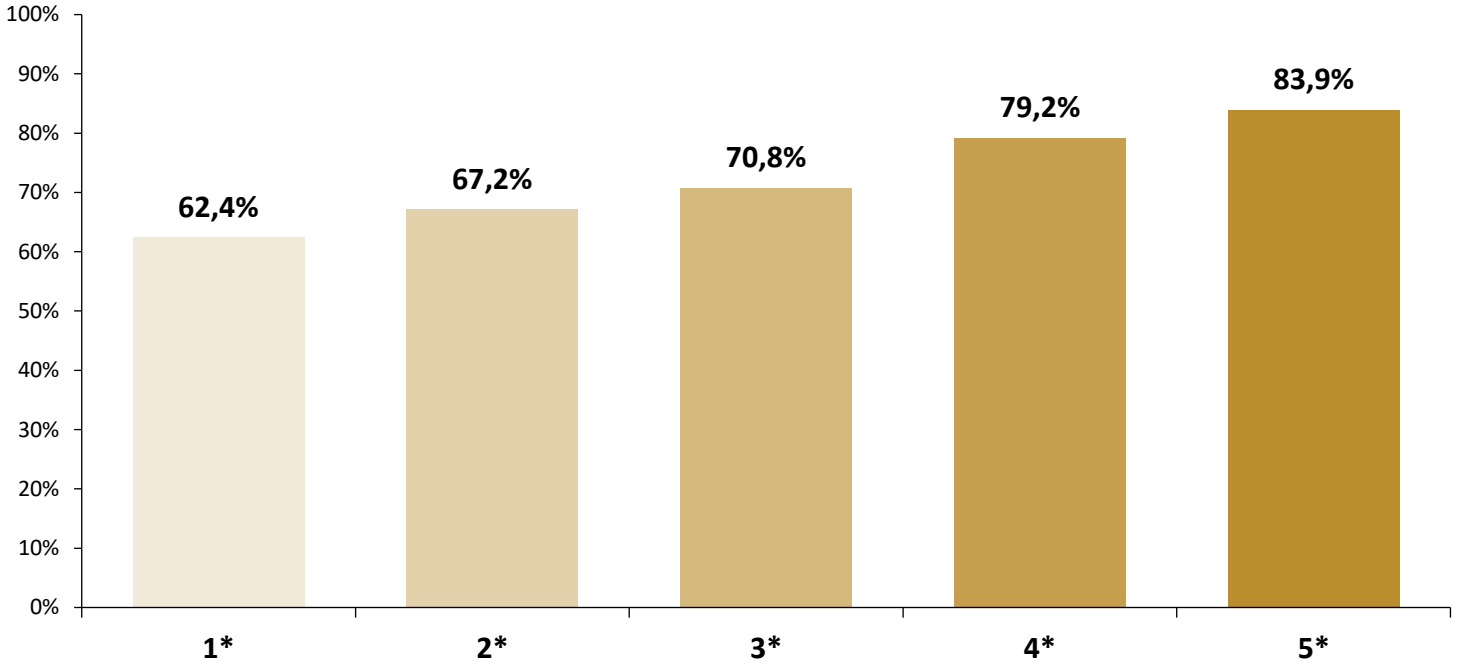
71.5%

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

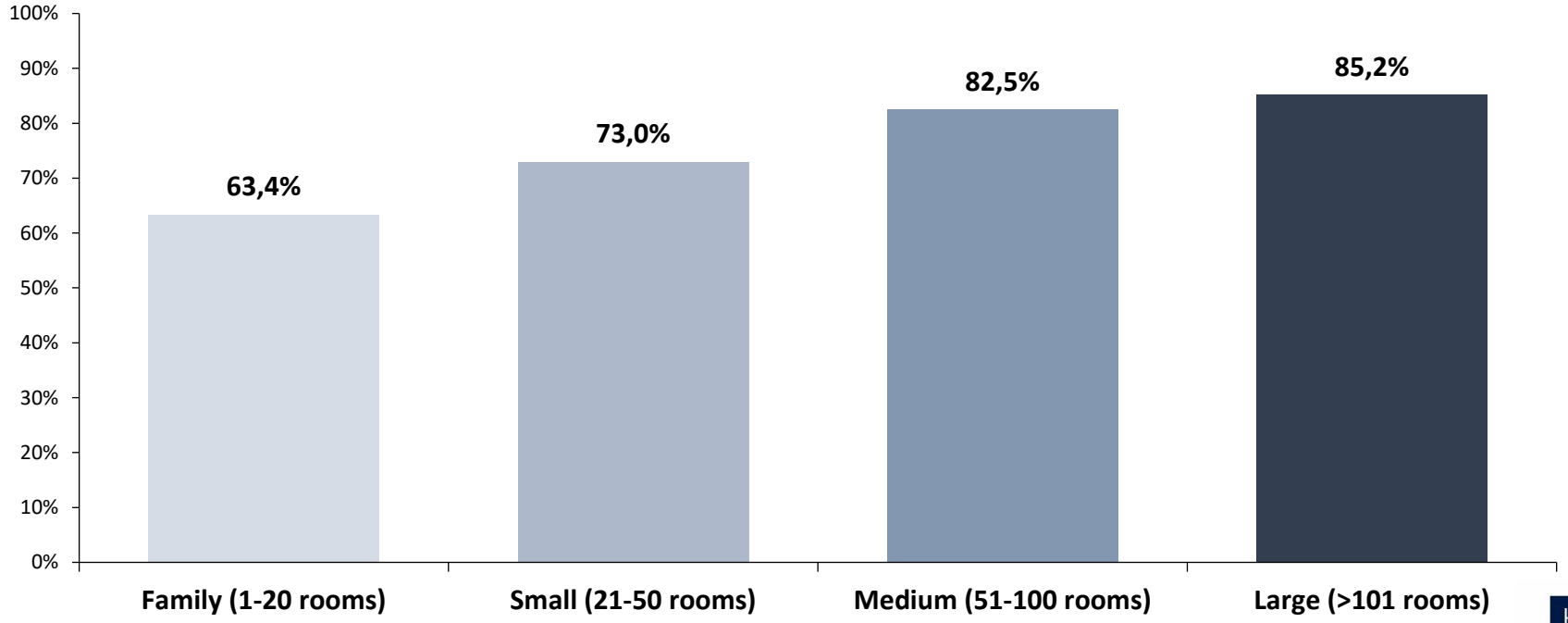




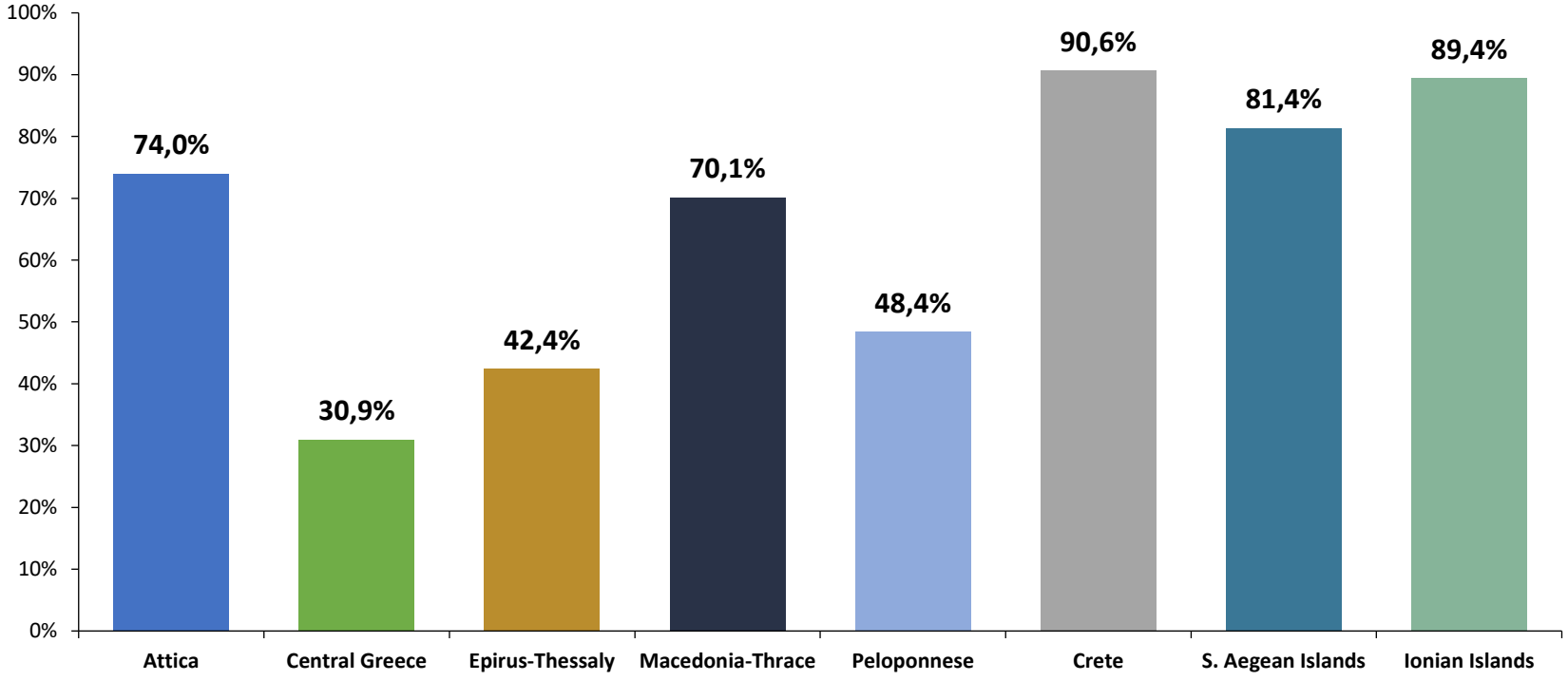
Average percentage of foreign guests in hotels, 2025 by Category



Average percentage of foreign guests in hotels, 2025 by Hotel Size



Average percentage of foreign guests in hotels, 2025 by Region



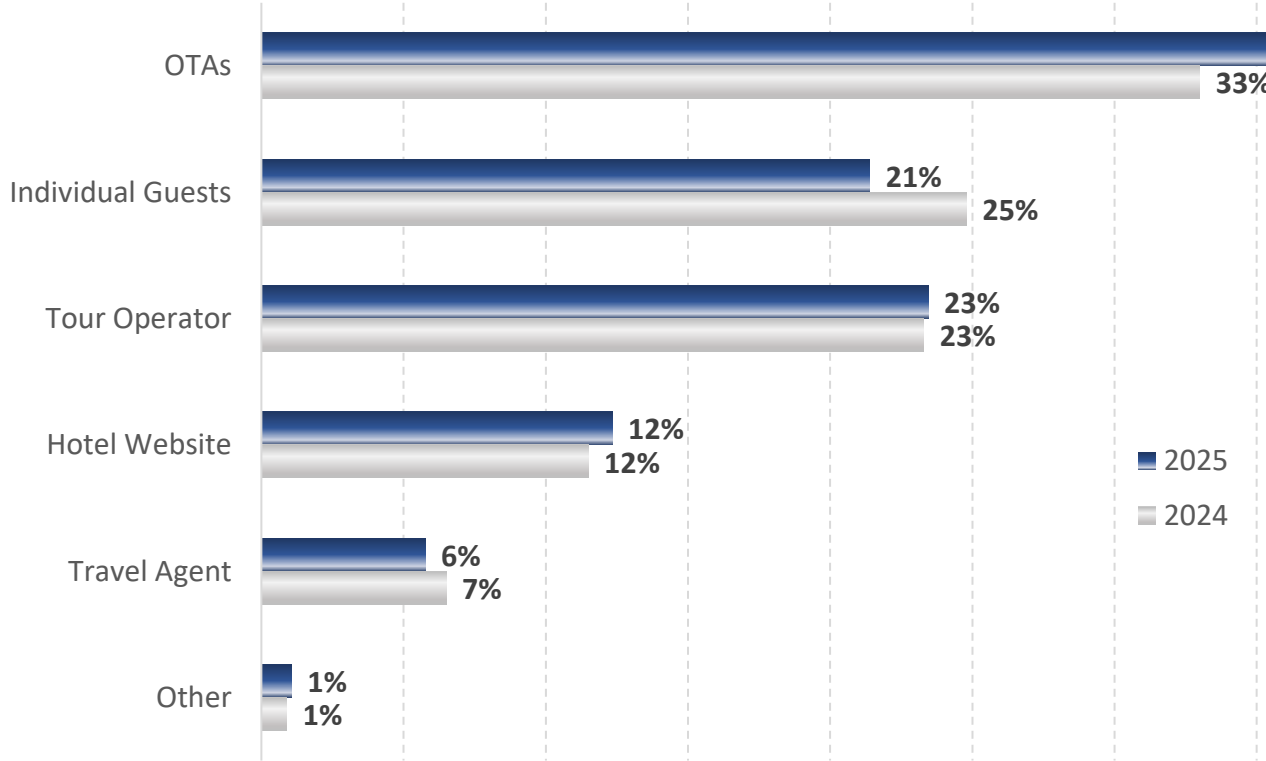
The Region of North Aegean Islands is not included due to the small sample.

Guest Origin – Some Conclusions

- In 2025 foreign guests account on average for **71.5%** of the clientele of Greek hotels, a share that remains at about the same level as in previous years.
- **Seasonal hotels** record a higher percentage of foreign guests than year-round hotels.
- The higher the hotel **category**, the higher the percentage of foreign guests. A similar pattern is recorded by **hotel size**.
- The highest percentages of foreign guests are recorded in island destinations.

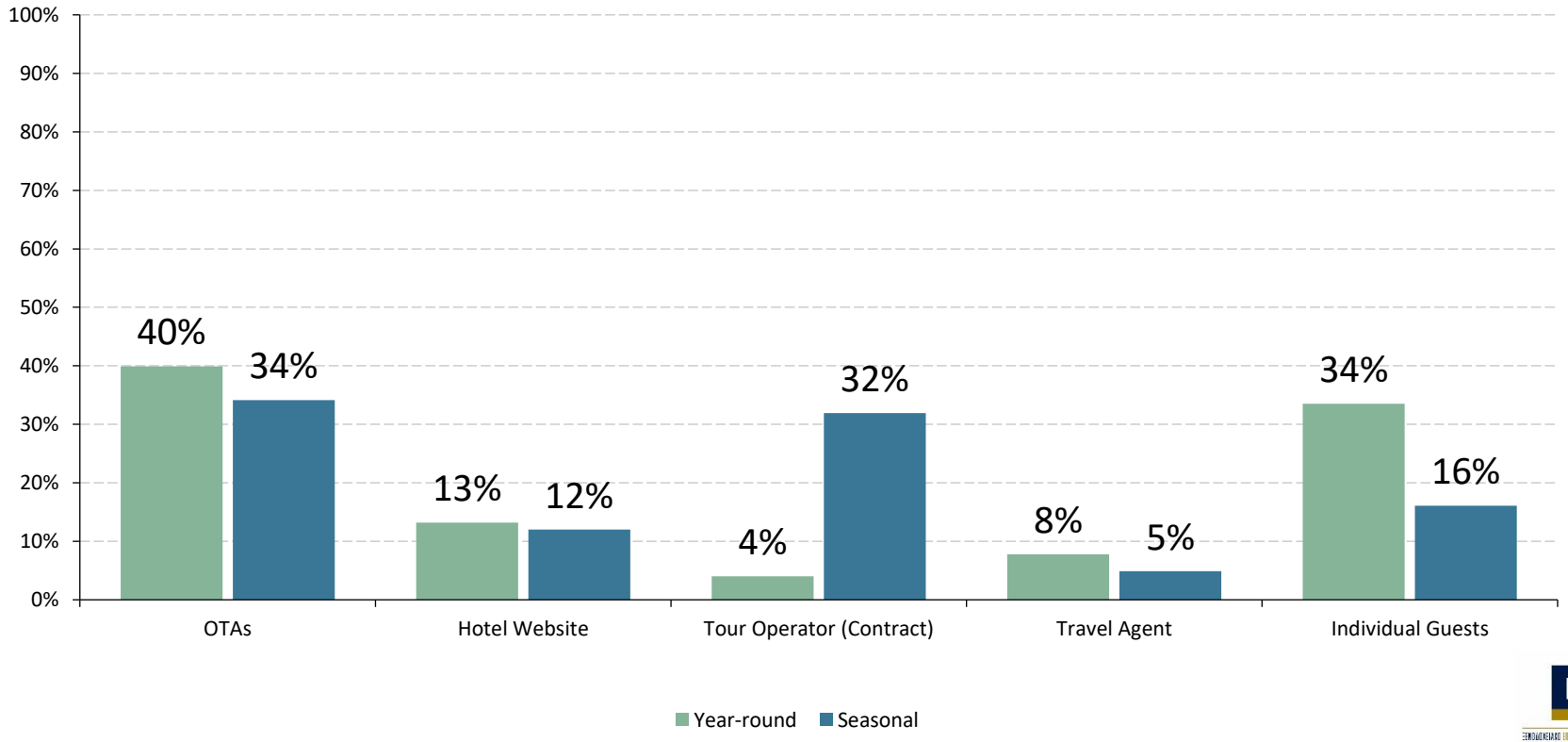
04b Hotel Guest Booking Channels and Payment Methods

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

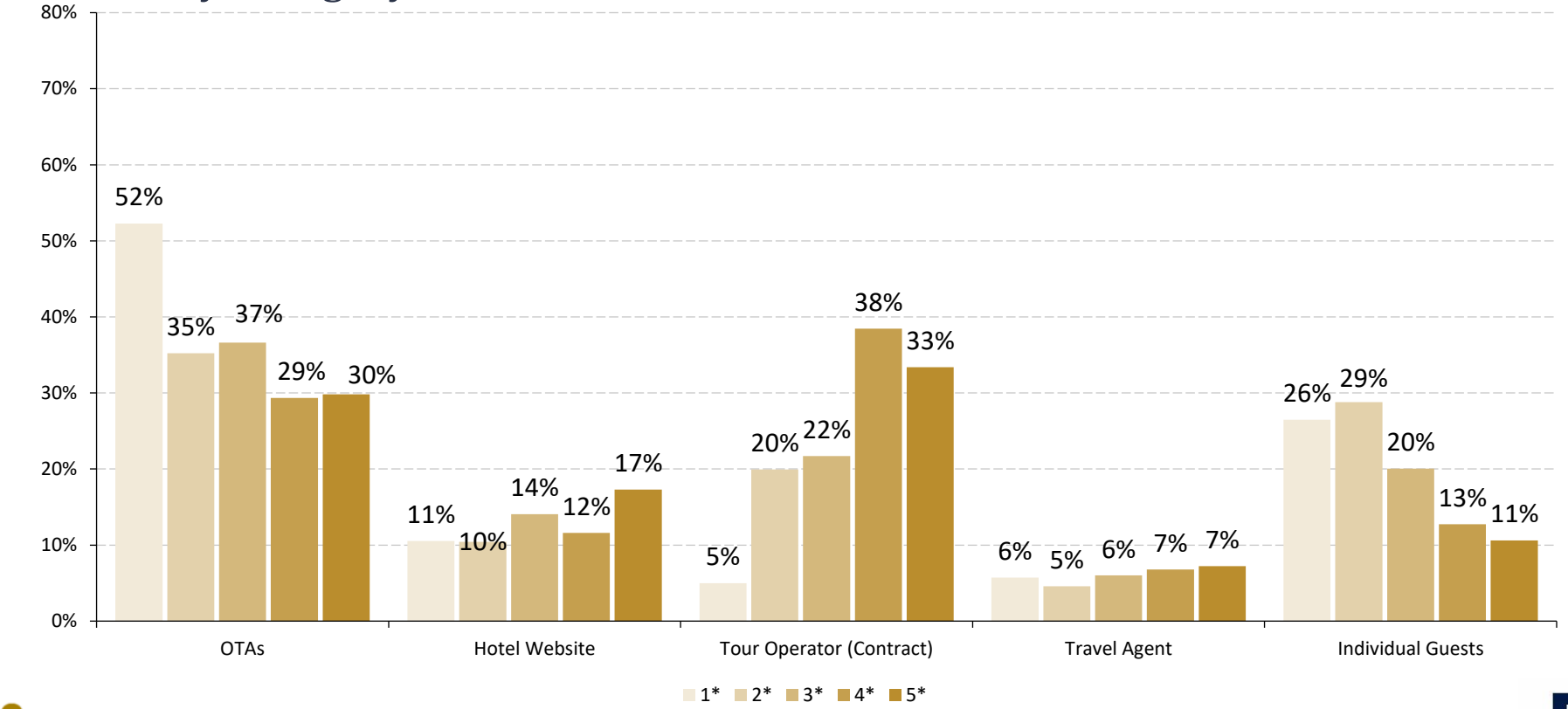


More than **approximately 1/3 of hotel guests** come from **Online Travel Agents (OTAs).**

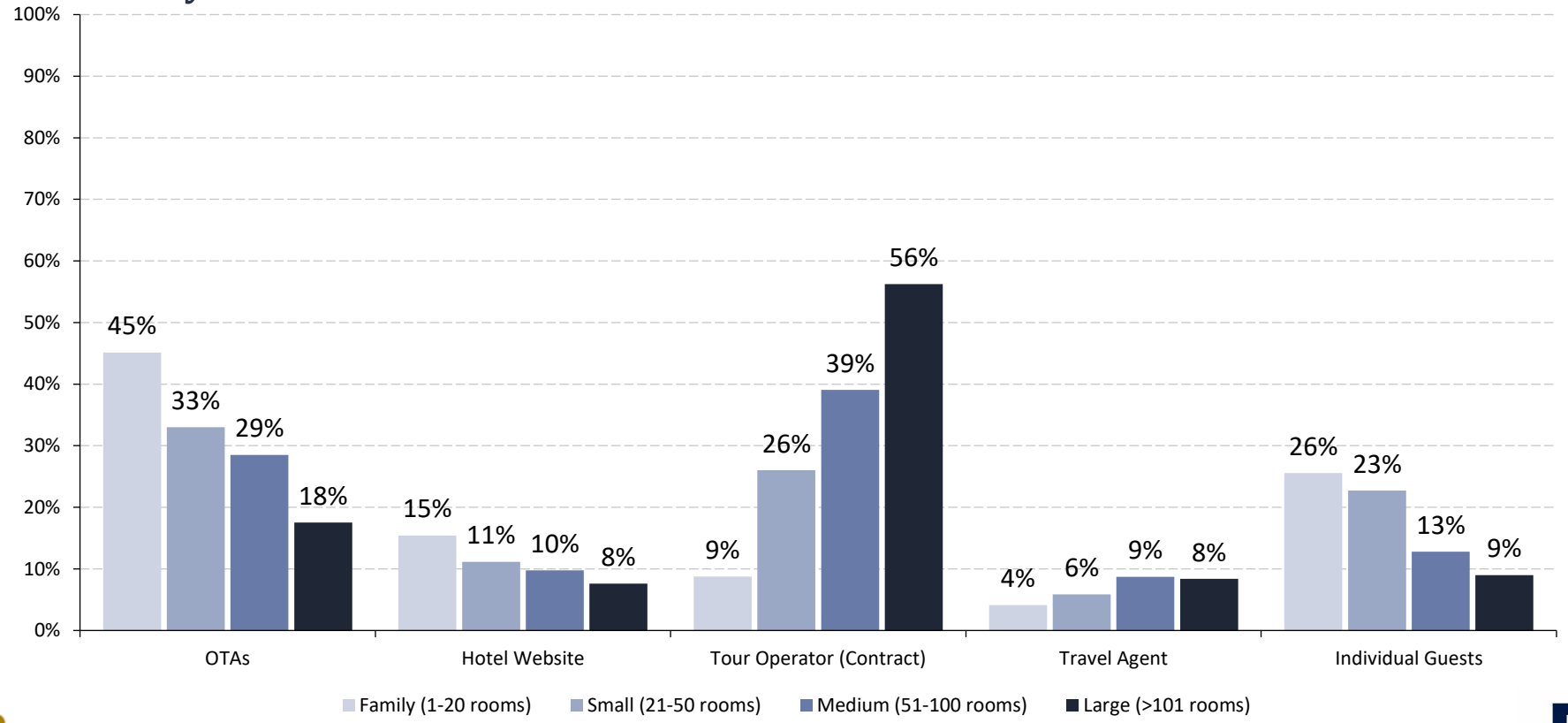
Average percentage of bookings through the various channels, 2025 by Operation Type



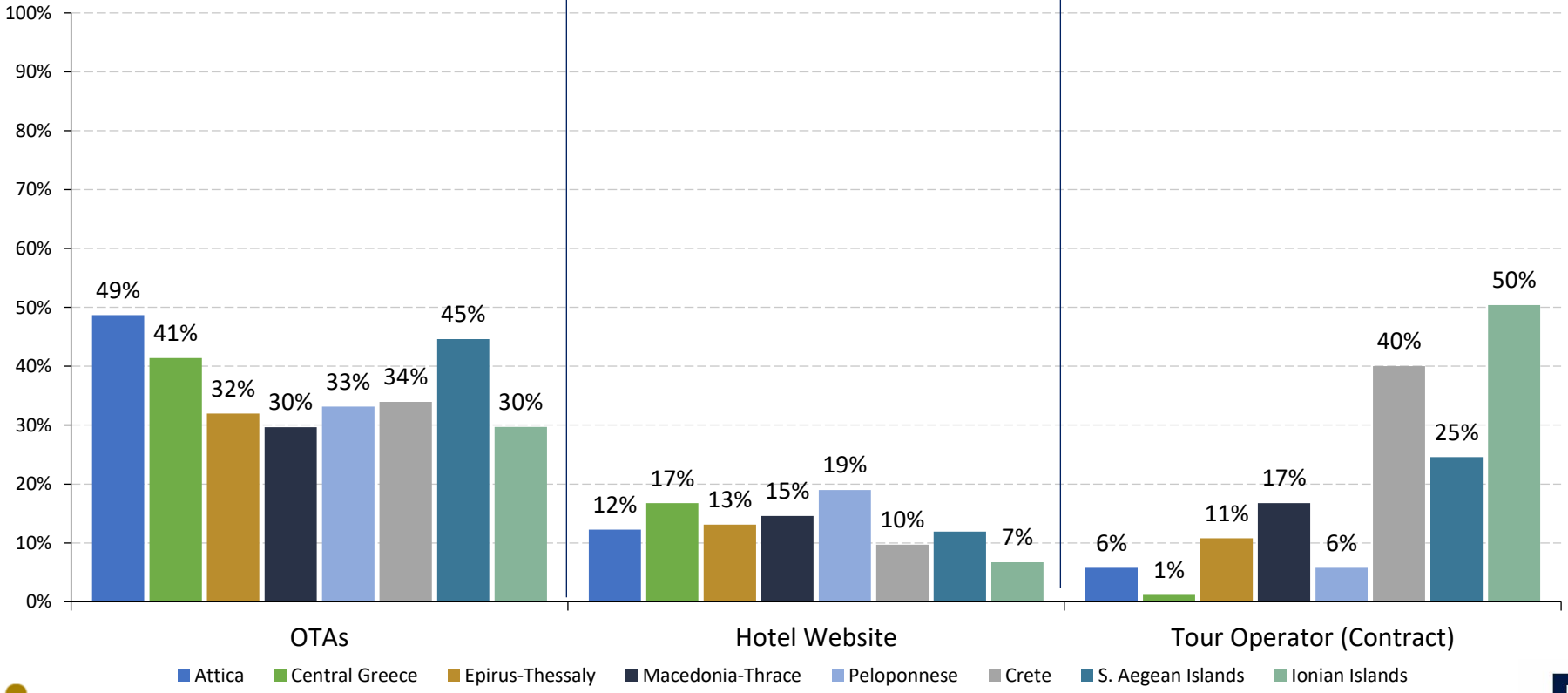
Average percentage of bookings through the various channels, 2025 by Category



Average percentage of bookings through the various channels, 2025 by Hotel Size

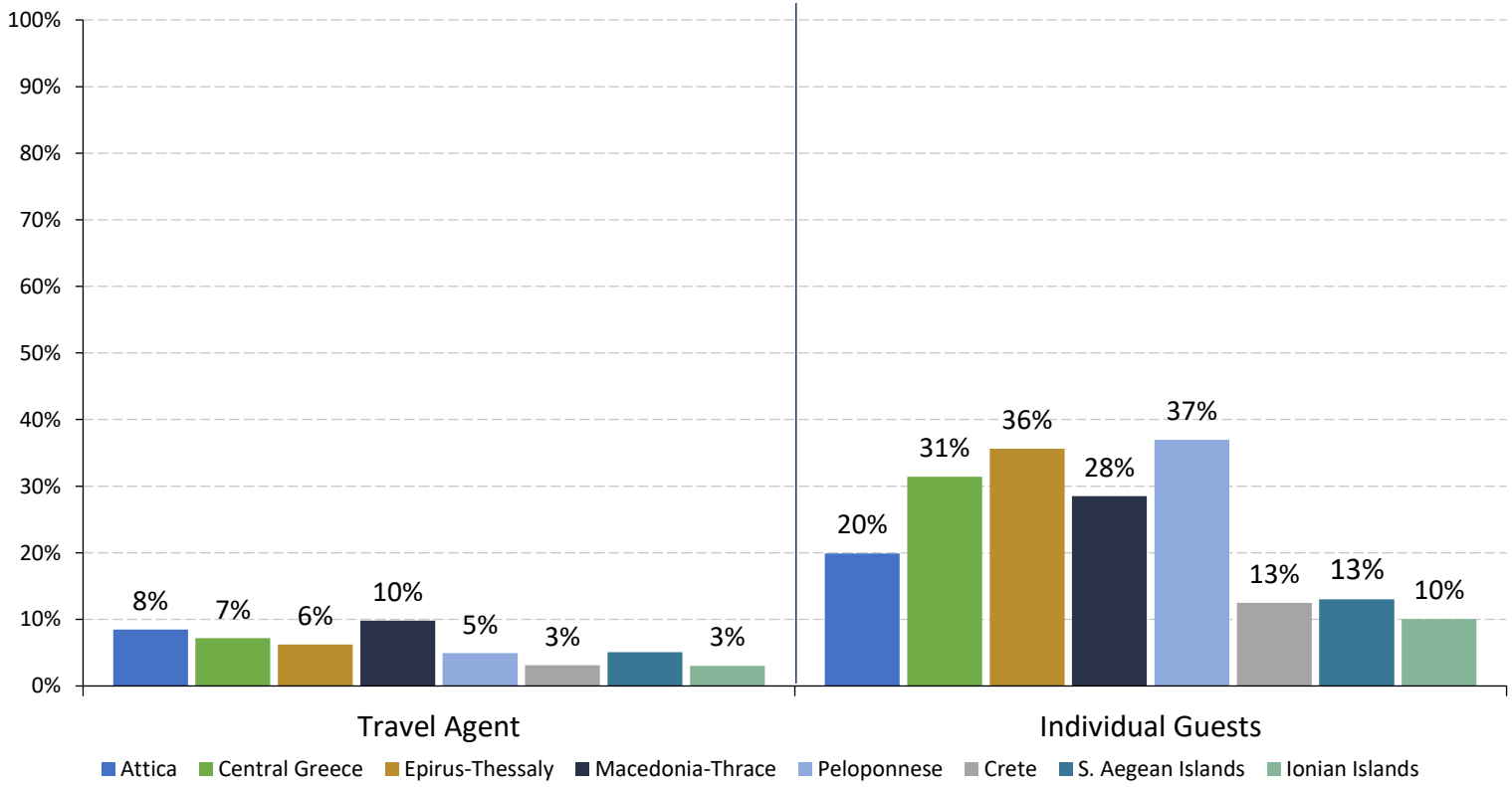


Average percentage of bookings through the various channels, 2025 by Region



The Region of North Aegean Islands is not included due to the small sample.

Average percentage of bookings through the various channels, 2025 by Region



The Region of North Aegean Islands is not included due to the small sample.

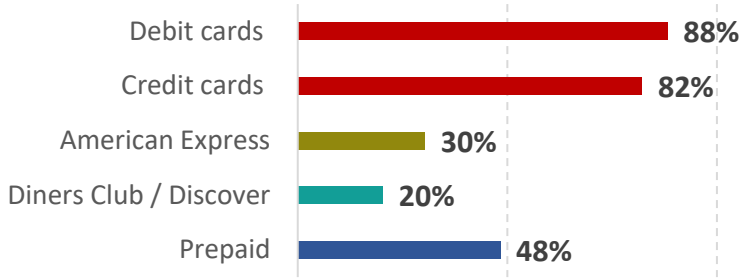
Booking Channels – Some Conclusions

- **Online Travel Agents (OTAs)** are the main booking channel in 2025, with a share of **36%**, compared to 33% in 2024. They are followed by **tour operators** with 23%, individual guests with 21% and the hotel website with 12%.
- The structure of bookings varies by type and size of unit.
- In year-round hotels the share of OTAs and individual guests is higher, while in seasonal hotels the share of tour operators is higher.
- At the same time, as the category rises, the share of OTAs and individual guests decreases and the share of tour operators increases.
- By hotel size, **the larger the unit, the higher the share of tour operators in bookings, while the share of the other channels decreases**.
- At regional level, OTAs record a higher share in Attica, while tour operators show higher percentages in Crete and the Ionian Islands.

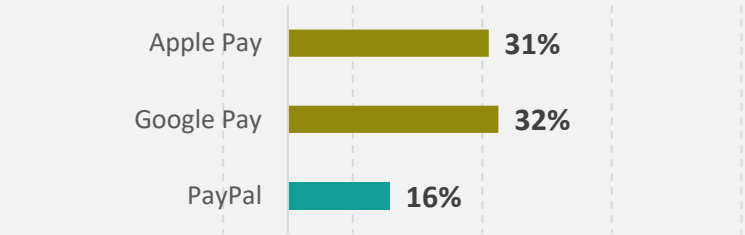
Payment methods offered by hotels to guests



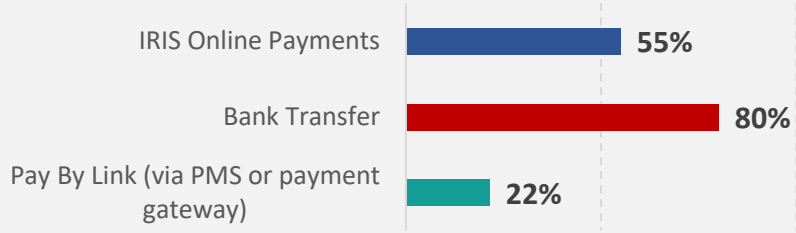
Cards



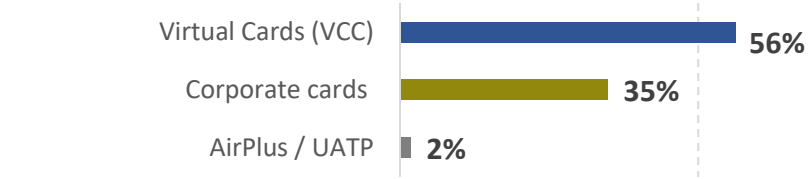
Digital Wallets



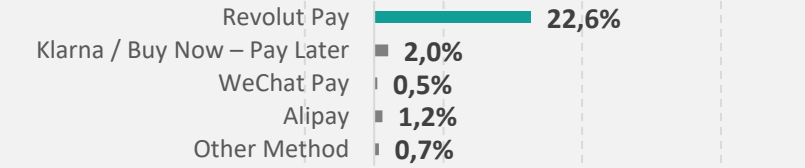
Direct online payments



Corporate / Business payments



Other payment methods



Payment Methods – Some Conclusions

The most frequently offered payment methods are **debit cards (88%)**, **cash (85%)**, **credit cards (82%)** and **bank transfer (80%)**.

Among direct electronic payments, **IRIS** is offered by 55% of hotels and **Pay by Link** by 22%.

Among corporate payments, **Virtual Cards** are offered by 56% and corporate cards by 35%.

Among digital wallets, **Google Pay** and **Apple Pay** are offered by approximately one third of hotels, while PayPal by 16%.

The remaining alternative methods, such as Klarna, WeChat Pay and Alipay, record limited adoption.

5 Signing of contracts for the coming year

Signing of Contracts for 2026

01



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.

02



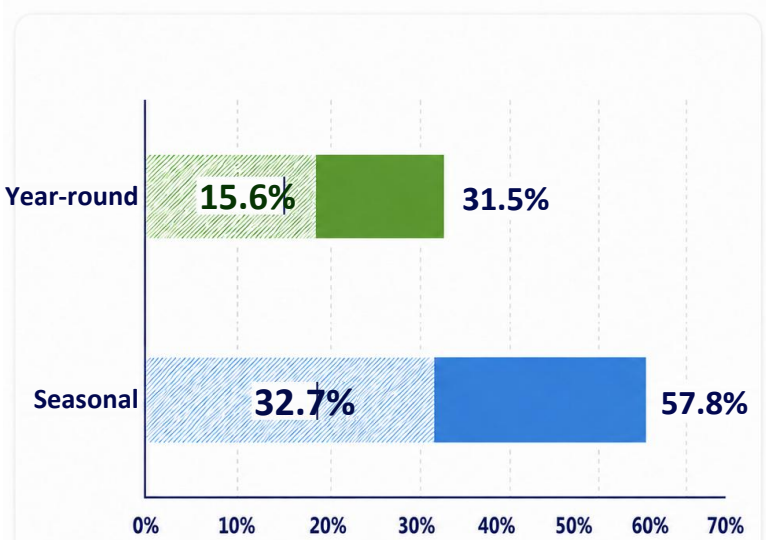
The share of seasonal hotels that have signed contracts for 2026 stands at **58% (2024: 60%)**. Of these, **38% (2024: 41%)** signed contracts with prices increased by **7.1%**, as last year.

03



Of the seasonal hotels that have signed contracts for 2026, **32.7%** signed Commitment-type contracts, committing **54%** of their rooms.

Signing of Contracts for 2026, by operation



Year-round Hotels

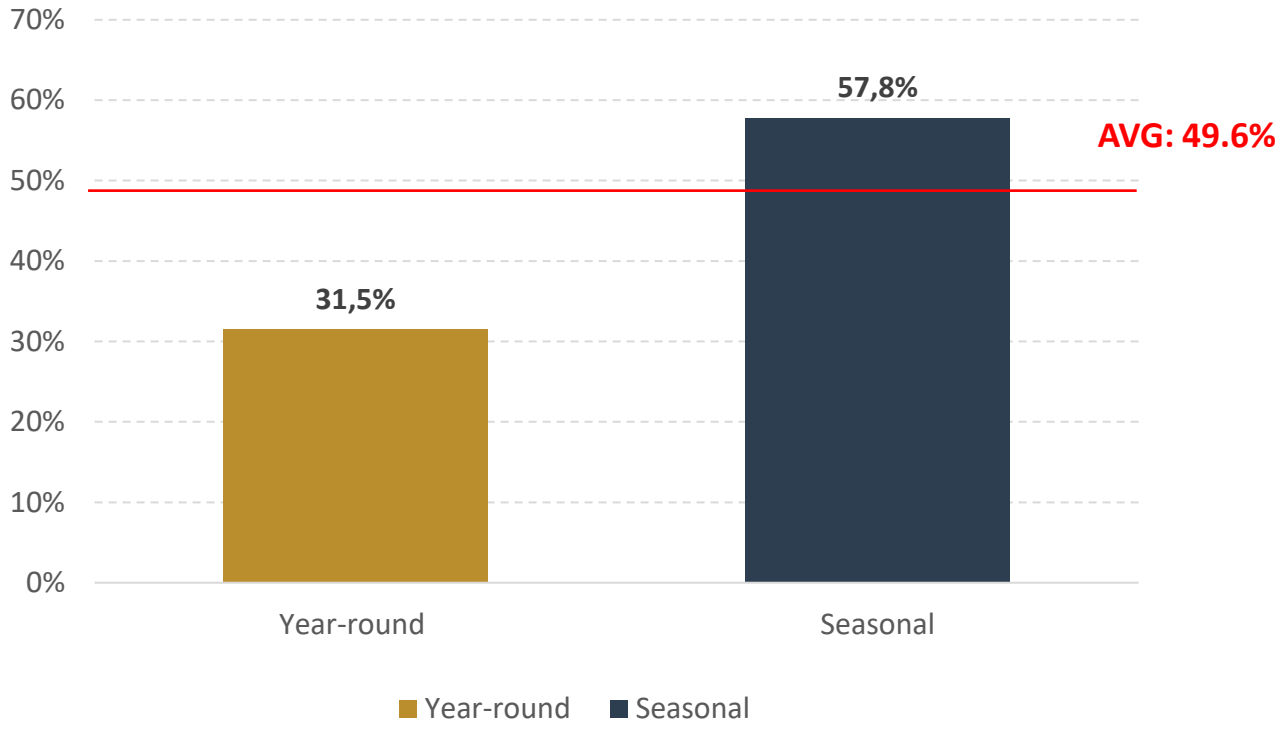
31.5% of year-round hotels have signed contracts for 2026. **15.6%** of these contracts are Commitment-type contracts.

Seasonal Hotels

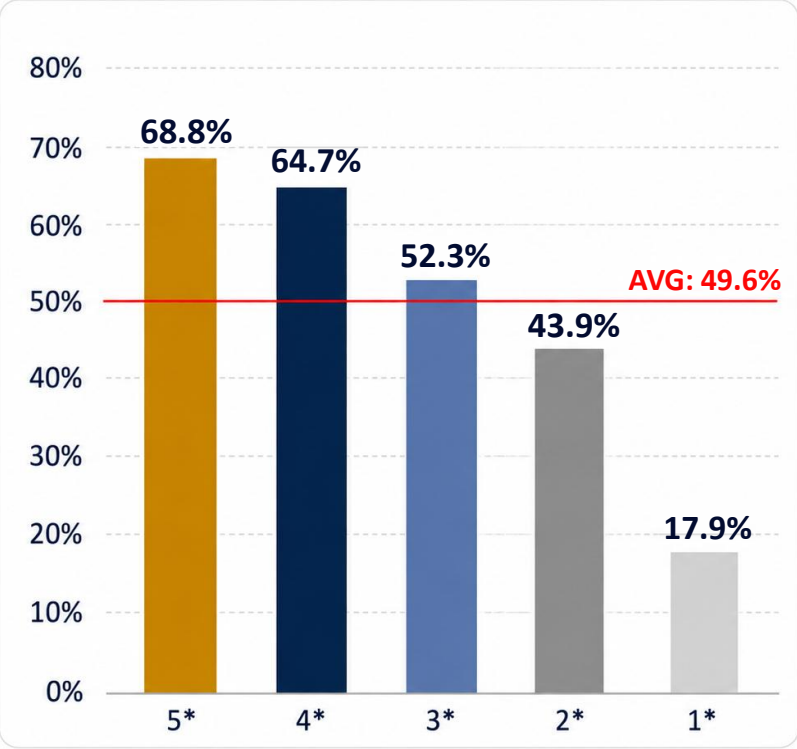
Correspondingly, **57.8%** of seasonal hotels have signed contracts for 2026 and **32.7%** of these are Commitment-type contracts.

The hatched areas within the bars represent the share of Commitment-type contracts.

Signing of Contracts for 2026, by Operation



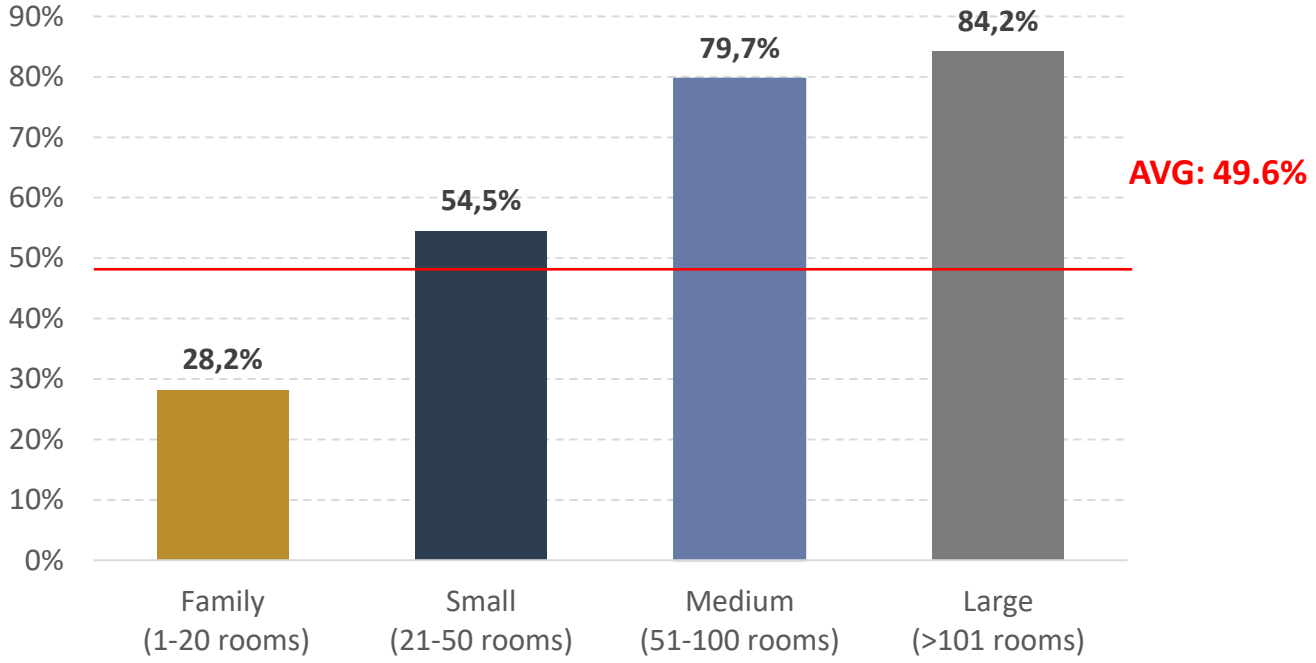
Signing of Contracts for 2026, by category



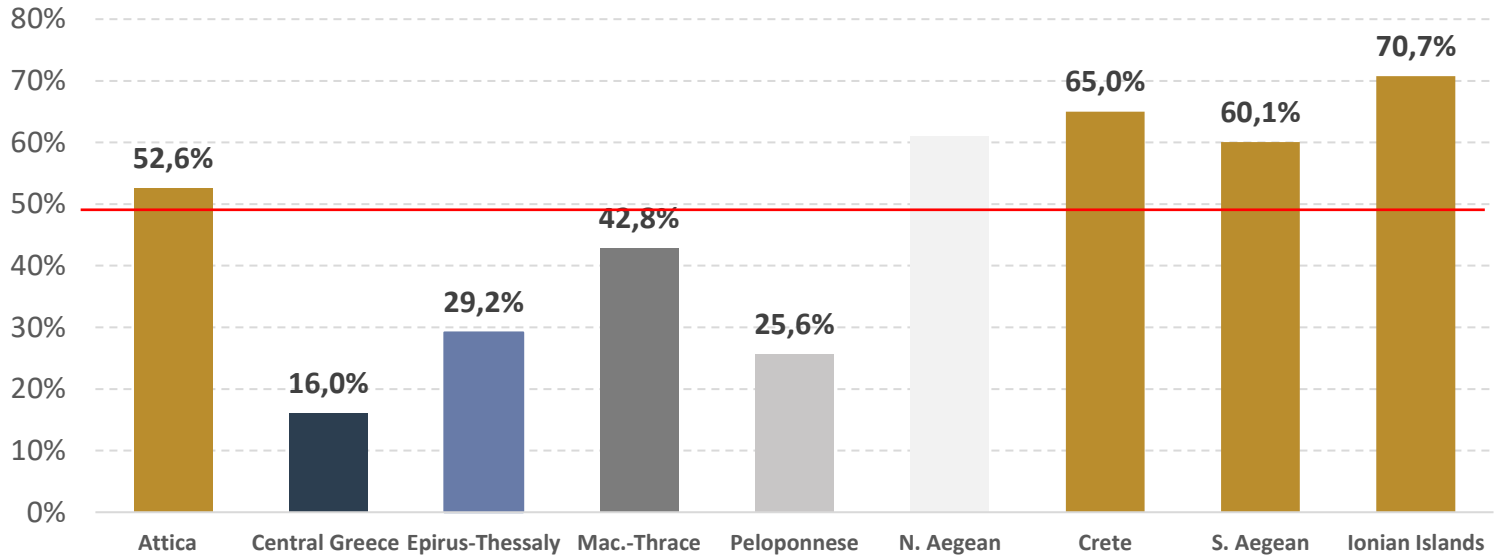
The higher the hotel category, the higher the share regarding the signing of contracts for 2026.

In 5* hotels this share stands at around 69%, while in 1* hotels at just 18%.

Signing of Contracts for 2026, by size



Signing of Contracts for 2026, by Region



111

The Region of North Aegean is not included due to the small sample.

Signing of Contracts – Some Conclusions

- Approximately half of hotels have already signed contracts for 2026, with the overall percentage standing at **49.6%**. **32%** have signed contracts with prices increased on average by **7%**, while **16%** have kept prices at the same levels.

- **Seasonal hotels** show a higher contract signing rate than year-round hotels, **57.8% compared to 31.5%**.

- **The higher the hotel category, the higher the contract signing rate**, from **17.9% in 1*** to **68.8% in 5***.

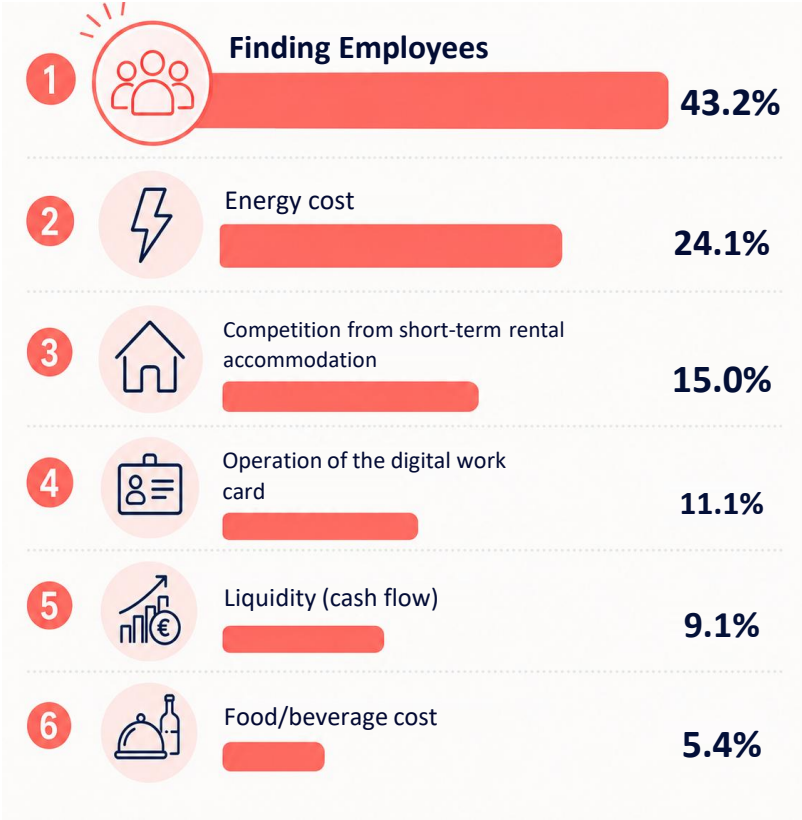
- A similar pattern is recorded by size: **the larger the unit, the higher the contract signing rate**, from **28.2% in family hotels** to **84.2% in large hotels**.

- At regional level, the highest percentages are recorded in the **Ionian Islands, Crete and the South Aegean Islands**, while the lowest in **Central Greece**

06

Challenges faced by hotels in 2025

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.

Average importance score of the difficulties faced by hotels in 2025

Rating scale: 6 = most important difficulty, 1 = least important difficulty

Difficulties faced	Total	Year-round	Seasonal	1*	2*	3*	4*	5*
Finding Employees	4.5	4.2	4.7	4.2	4.3	4.7	4.7	4.7
Energy cost	4.4	4.4	4.3	4.4	4.4	4.6	4.2	4.1
Food/beverage cost	3.5	3.6	3.5	2.9	3.3	3.6	3.8	4.0
Liquidity (cash flow)	3.1	3.2	3.1	3.1	3.5	2.9	3.0	2.7
Competition from short-term rental accommodation	3.5	3.9	3.4	4.1	3.6	3.6	3.4	2.8
Operation of the digital work card	3.1	3.0	3.1	2.9	3.1	2.9	3.4	3.3

Average importance score of the difficulties faced by hotels in 2025, by size

Rating scale: 6 = most important difficulty, 1 = least important difficulty

Difficulties faced	Family (1-20 rooms)	Small (21-50 rooms)	Medium (51-100 rooms)	Large (>101 rooms)
Finding Employees	4.5	4.6	4.1	4.9
Energy cost	4.4	4.5	4.1	4.3
Food/beverage cost	3.4	3.4	3.8	4.1
Liquidity (cash flow)	3.4	3.0	3.0	2.5
Competition from short-term rental accommodation	3.7	3.5	3.6	2.9
Operation of the digital work card	3.0	2.9	3.4	3.9

Average importance score of the difficulties faced by hotels in 2025, by region

Rating scale: 6 = most important difficulty, 1 = least important difficulty

Difficulties faced	Attica (excl. islands)	Central Greece	Epirus-Thessaly	Macedonia-Thrace	Peloponnese	Crete	S. Aegean Islands	Ionian Islands
Finding Employees	4.4	4.2	4.1	4.4	4.0	4.3	4.8	5.3
Energy cost	4.1	4.7	4.2	4.6	4.6	4.3	4.3	4.5
Food/beverage cost	3.5	3.3	3.7	3.6	3.1	3.5	3.4	3.9
Liquidity (cash flow)	2.5	3.0	3.3	3.3	2.9	3.2	3.2	2.9
Competition from short-term rental accommodation	4.0	3.8	3.6	4.0	3.8	3.1	3.4	3.5
Operation of the digital work card	3.0	3.3	2.7	2.9	3.1	3.4	2.9	3.2

The Region of North Aegean is not included due to the small sample.

Difficulties faced by hotels in 2025
Some Conclusions

- **Finding employees** is the most important difficulty for hotels in 2025, with stronger pressure on seasonal, large and island units.
- **Energy cost** follows as the second main challenge and affects almost all hotel categories horizontally.
- **Food and beverage cost** mainly concerns larger and higher-category units. **Liquidity** and **competition from short-term rental accommodation** appear to put more pressure on smaller, family and year-round businesses.
- **The Digital Work Card** ranks lower overall among the difficulties faced by hotels in 2025.

07 Issues and concerns for the future

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 **competition from short-term rental accommodation** and **energy-operational costs**.

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

Hotel Operating Concerns	Total	Category		Regions		Hotel Size		Altitude	
		1* - 3*	4*- 5%	Mainland	Islands	1- 50 rooms	51+ rooms	Lowland (0-299)	Mountain (300+)
Reduced occupancy	34.6%	30.4%	48.0%	32.9%	42.2%	34.9%	33.1%	34.7%	34.0%
Competition from short-term rental accommodation	19.6%	21.9%	12.0%	21.1%	12.5%	19.1%	21.8%	22.5%	9.5%
Energy-operational costs	22.3%	24.4%	15.8%	23.4%	17.5%	21.9%	24.5%	20.2%	29.7%
Lack of employees	8.2%	8.2%	8.2%	8.2%	8.0%	9.1%	3.7%	4.1%	22.5%
Liquidity	5.2%	6.4%	1.2%	5.4%	3.9%	5.8%	1.7%	6.7%	0.0%

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

- **Reduced occupancy** is the main concern for the coming winter, particularly for higher-category hotels.
- **Energy and operational costs** rank second, with greater intensity in larger units.
- **Competition from short-term rental accommodation** mainly concerns lower-category hotels, mainland areas and units in lowland destinations.
- **The lack of employees** is not a dominant concern overall.
- **Liquidity** is recorded as the least frequent concern, with relatively greater importance for smaller and lower-category units.

08

Conclusions

Conclusions (1)

- Hotel capacity shows limited change between 2024 and 2025, while over a ten-year horizon a qualitative upgrade is recorded, with an increase in 4* and 5* units and a decrease in the lower categories.
- Occupancy peaks in August, while in May and October it increases with the category and the size of the hotel. Year-round hotels record higher occupancy in May and October, while seasonal hotels do so in August.
- From 2022 to 2025 a gradual increase in the average room rate is recorded in all three months reviewed. In 2025, 163.7 mill. guest nights and 73.8 mill. room nights are recorded. Most overnight stays are concentrated in seasonal hotels, in higher-category hotels and in large units.
- Total hotel turnover reached €12.49 billion, showing an increase of 8.7% compared to 2024.
- Accommodation is the main source of hotel revenue, with a share of 86.9% in 2025, while the contribution of F&B revenues was limited to 10.5%.

Conclusions (2)

- Total investments amounted to approximately €1.55 billion and account for 12.4% of total hotel turnover. The highest amounts are concentrated in seasonal hotels, in higher-category hotels and in large units.
- Sustainability investments exceeded €319 million and correspond to 20.7% of total investments. In absolute terms they are higher in larger units, while as a percentage of investments they are higher in the lower and medium categories.
- Employment reached 227,726 employees, up by 14.4% compared to 2024. Most employees work in seasonal hotels, in higher-category hotels and in large units.
- Foreign guests account for 71.5% of the clientele and their share increases with the category and the size of the hotel.
- OTAs are the main booking channel, while the share of tour operators increases as the size of the unit increases.

Conclusions (3)

- Approximately half of hotels have signed contracts for 2026. The percentage is higher in seasonal hotels and increases with the category and the size of the unit.
- Finding employees is the most frequently reported difficulty of 2025, followed by energy cost.
- For the coming winter, the main concern of year-round hotels is reduced occupancy, followed by energy-operational costs and competition from short-term rentals

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