

PRESS RELEASE

Athens, 12 October 2026

Hotel Operation and Performance – Monthly Panel Survey

August 2026

Strong occupancy performance for the country's hotel sector in August

The country's hotel sector recorded strong performance in August 2026, a month that also marks the peak of the tourist season. According to data from the Research Institute for Tourism (ITEP), the average hotel occupancy rate in August stood at **86.2%** and, **despite the significant challenges of this year's season, showed no change from the equally very high performance of last August**, when occupancy stood at 86.3%.

As for prices, both the **median room rate** of a double room, which stood at **€150**, exactly the same level as in August 2025, and the **average room rate**, which came to **€189** (compared with €190 a year earlier), remained unchanged. However, a **noticeable decline in prices at seasonal hotels** was observed, with five-star hotels recording the largest declines, while **year-round hotels saw their prices increase**.

In more detail, at seasonal hotels the average double-room rate stood at **€209**, compared with **€217** last August, whereas in the rooms of year-round hotels **the rate rose to €123 from €112 last year**. At five-star hotels, the average double-room rate fell to **€341** from **€360** in August 2025, with most of the remaining categories showing small deviations from last year's rates, as in four-star hotels the rate came to **€200** (from €193), in three-star hotels €112 (from €115), in two-star hotels €93 (from €82) and in one-star hotels €85 (from €71).

By registering as a member of ITEP, you can access the full presentation of the monthly results, as well as the detailed survey data ([REGISTRATION - ITEP \(itep.gr\)](https://www.itep.gr)).