

# RESEARCH INSTITUTE FOR TOURISM

Investigating the role of OTAs in the Greek hotel sector



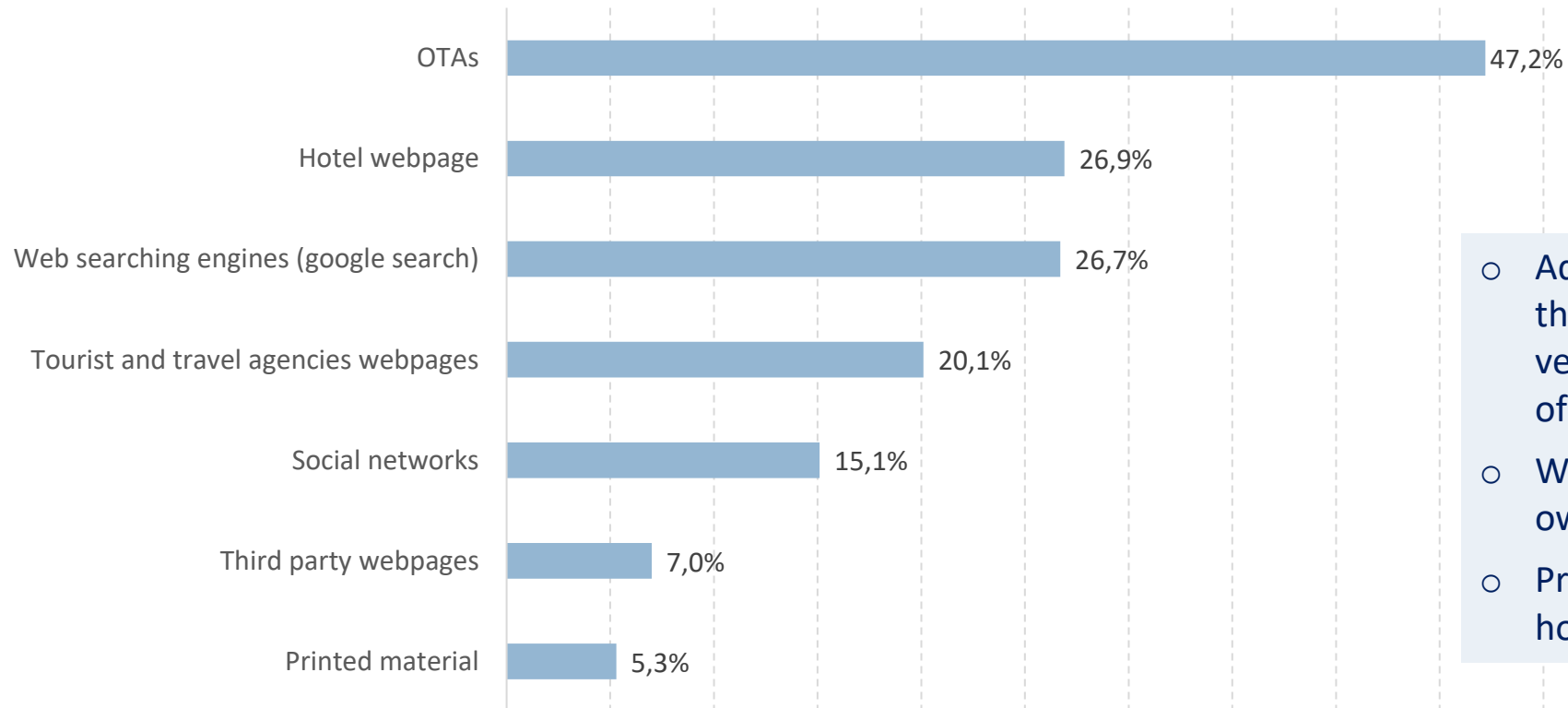
*Athens, 17/10/2022*

# Survey Identity

<b>SURVEY TITLE</b>	Investigating the role of OTAs in the hotel sector
<b>ASSIGNING BODY</b>	Hellenic Chamber of Hotels (HCH) - Google
<b>CONDUCTING BODY</b>	Research Institute for Tourism (RIT)
<b>REFERENCE PERIOD</b>	2022
<b>SURVEY TIME PERIOD</b>	1 September – 30 September 2022
<b>DELIVERABLE DATE</b>	18 October 2022
<b>POPULATION</b>	Greek Hotels
<b>STATISTICAL UNIT</b>	Hotel Unit
<b>REGISTRY</b>	HCH Registry
<b>CLASSIFICATIONS</b>	NACE, Hotel Categories
<b>SAMPLING METHOD</b>	Stratified proportional sampling
<b>WEIGHTING</b>	Triple (Category, Region, Size)
<b>SAMPLE/POPULATION SIZE</b>	n=1.554 / N=10.098
<b>COLLECTION METHOD</b>	CAWI

# Channels and other means of hotel advertising and promotion, 2022

*% of hoteliers evaluating the different channels of hotel advertising and promotion \**



- Advertising and promotion through OTAs\*\* webpages are very high at the evaluation scale of hoteliers.
- Web searching engines and hotel own webpage follows.
- Printed material is last at the hoteliers' preference scale.

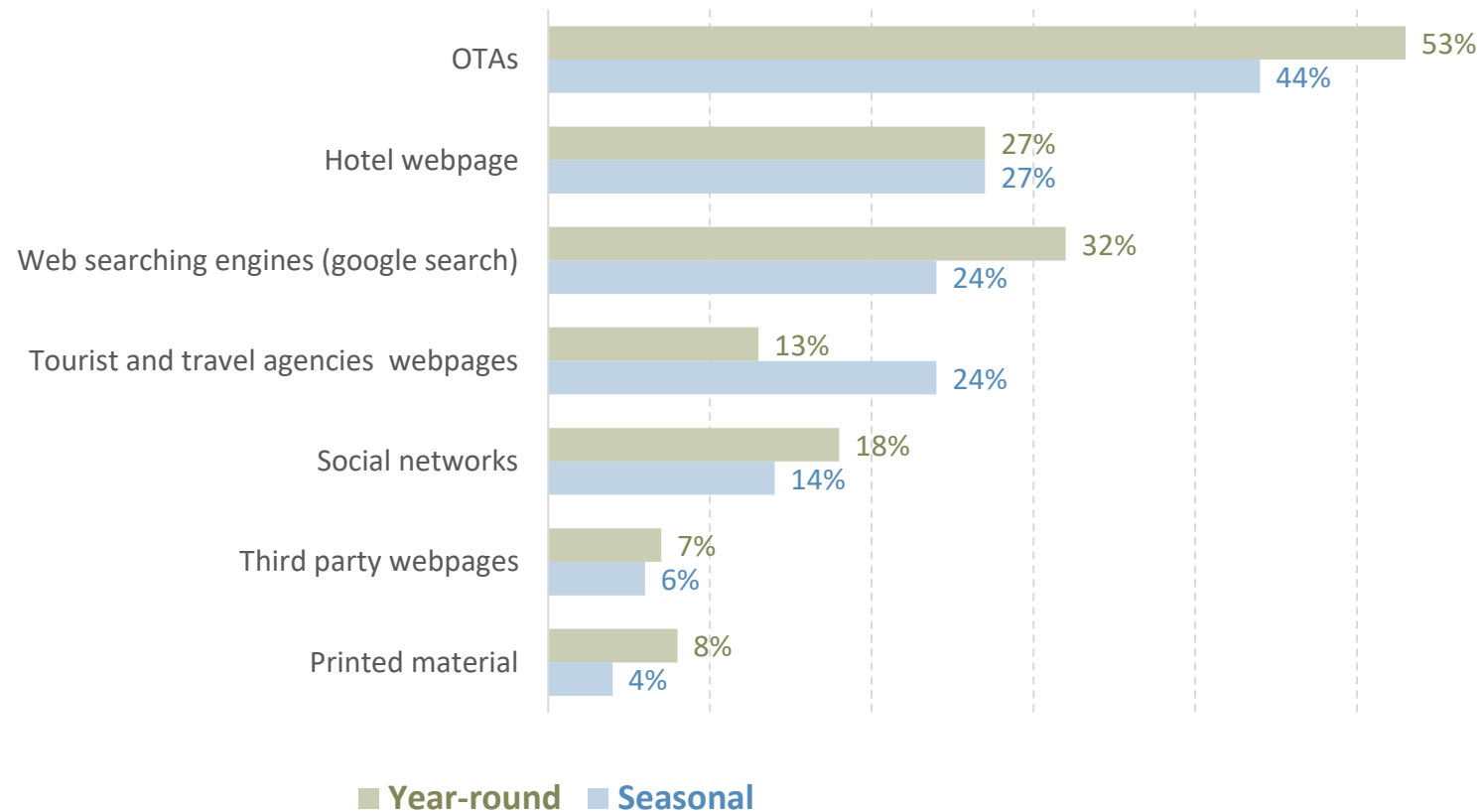
*\* Numbers do not add up to 100% as multiple choices were allowed.*

*\*\*Online Travel Agents (Booking, Expedia etc.).*



# Channels and other means of hotel advertising and promotion, by hotel operating mode, 2022

*% of year round and seasonal hotels evaluating the different channels of hotel advertising and promotion \**



- More than half of year-round operating hotels chose OTAs for advertising and promotion\*\*.
- 24% of seasonal hotels, almost double the corresponding ratio of year-round operating hotels, prefer to be advertised through tourism agents' websites.

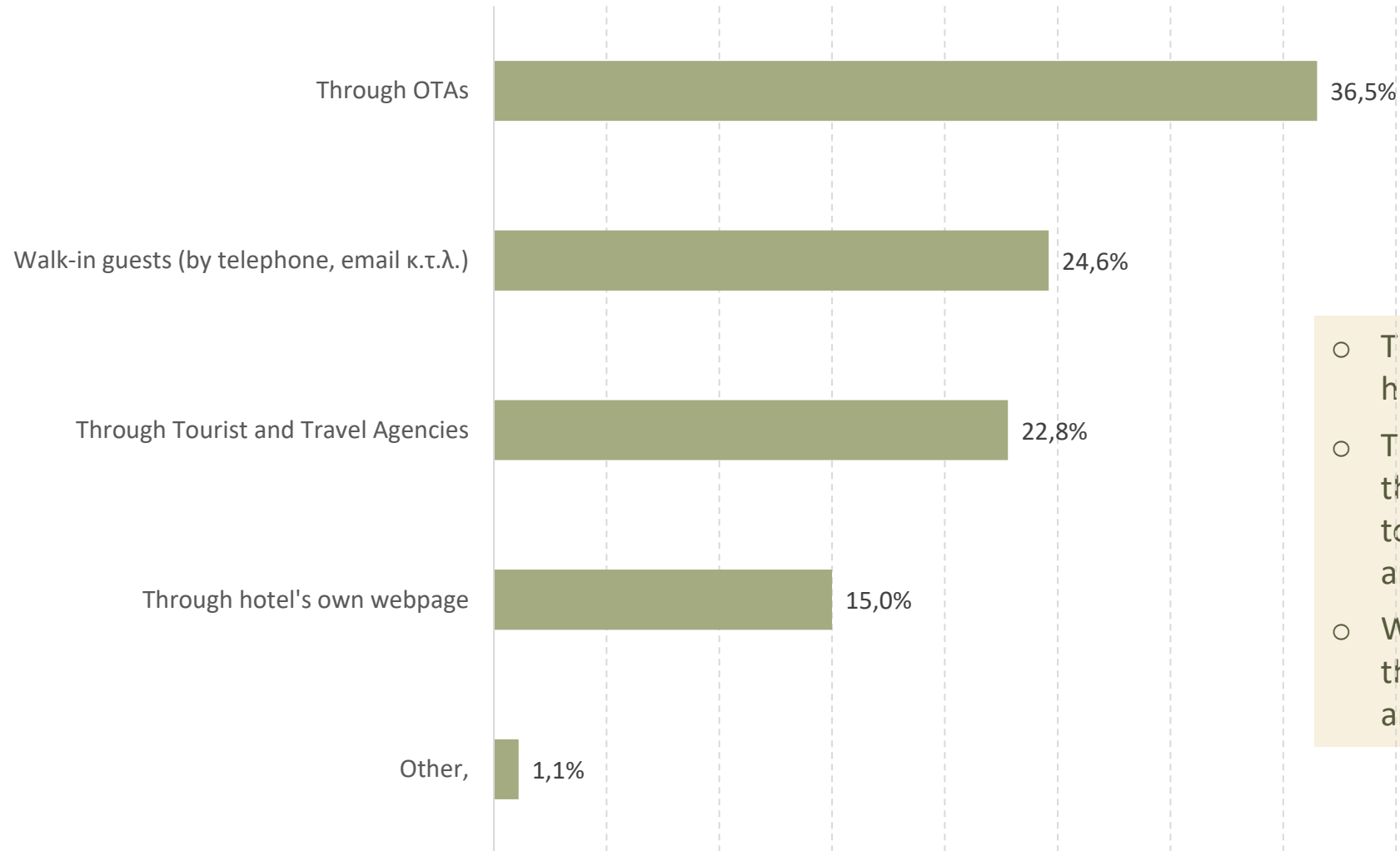
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\*\*Online Travel Agents (Booking, Expedia etc.).

# Main findings regarding the channels and other means of hotel advertising and promotion

- Almost half (47%) of Greek hoteliers consider OTAs as a very important channel for the advertising and promotion of their hotels.
- 20% of them consider as a very important channel of advertising and promotion of their hotels the Tour Operators' and Travel Agencies' webpages.
- Promotion and advertising of the hotel through web searching engines (e.g. google search), as well as by the hotel's own website, is considered a very important factor by 27% of hoteliers, respectively.
- Differentiation is recorded between year-round operating hotels and seasonal hotels regarding the importance of OTAs and the use of web searching engines.
- Advertising and promoting the hotel through OTAs' webpages and through web searching engines record the highest scores of hoteliers.

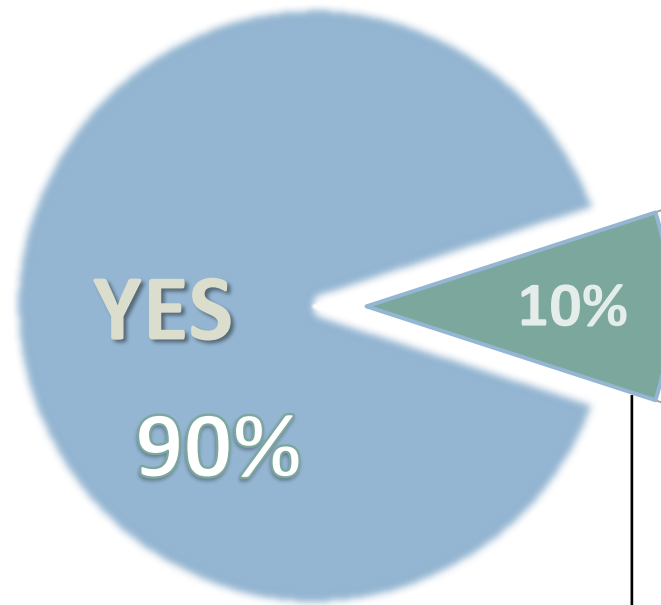
# Ratio of hotel guests using several booking channels



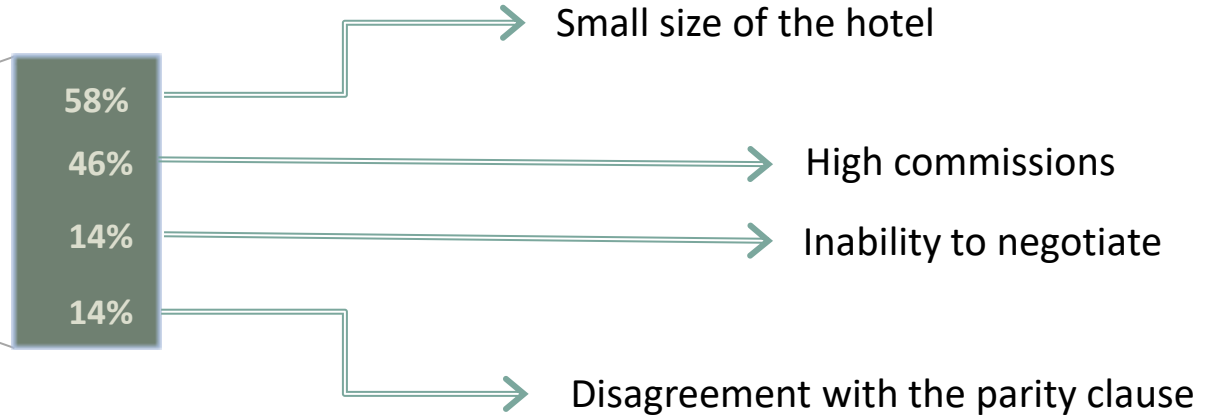
- Through OTAs is the 36,5% of hotel guests.
- The ratio of individual guests and that of those arriving through tourist agencies amount to 25% and 23%, respectively.
- While guests booking directly through hotel's own webpage amount to just 15%.

# Cooperation of Greek hotels with OTAs, 2022

## Cooperation with OTAs



## Reasons for not cooperating\*

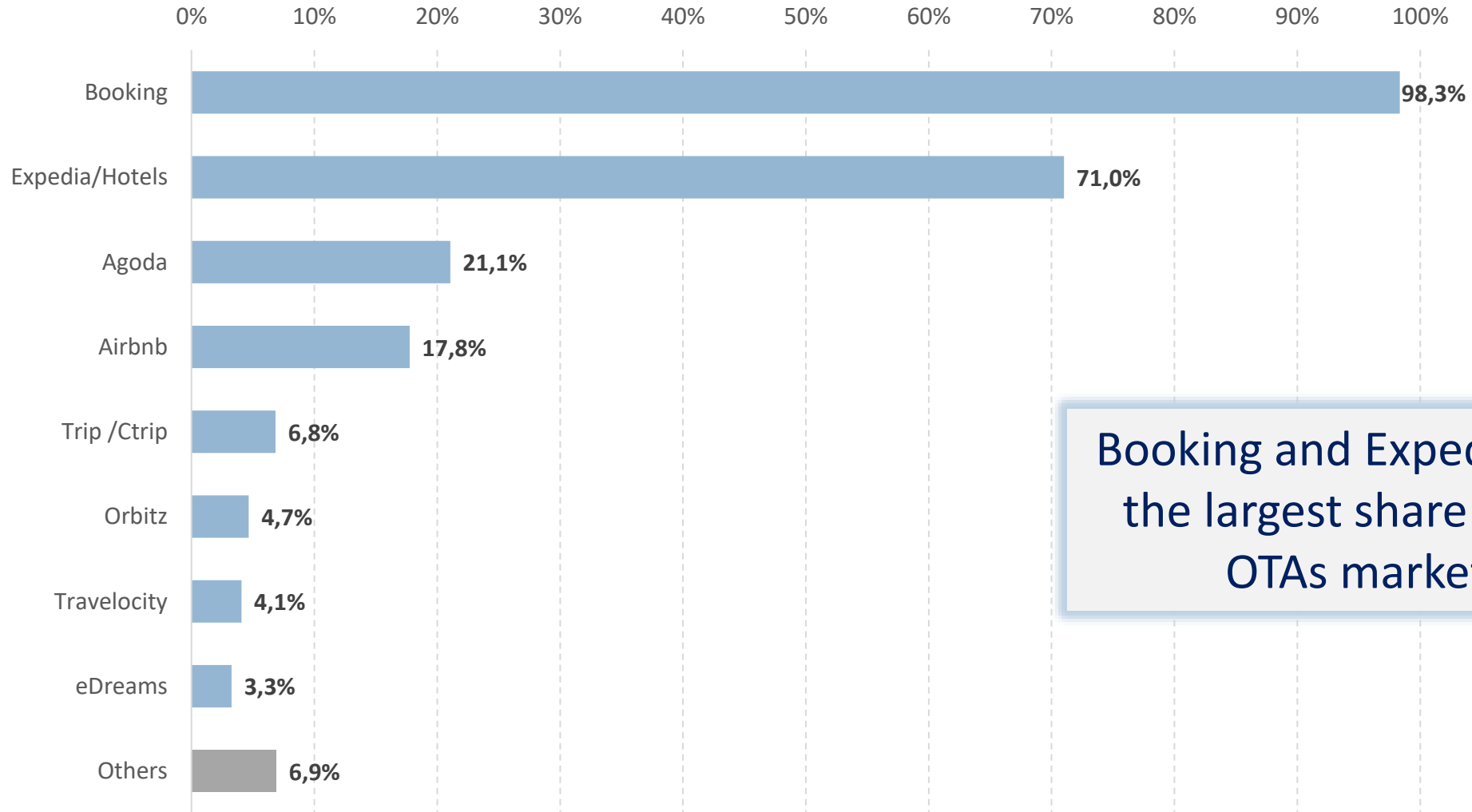


Of the hotels that do not cooperate with OTAs (10%):

- 43% had a previous partnership, but ended it
- 53% never had a partnership

\* Numbers do not add up to 100% as multiple choices were allowed.

# Cooperation of Greek hotels with OTAs, 2022\*



Booking and Expedia hold the largest share of the OTAs market.

\* Numbers do not add up to 100% as multiple choices were allowed.