



ΙΝΣΤΙΤΟΥΤΟ ΤΟΥΡΙΣΤΙΚΩΝ ΕΡΕΥΝΩΝ ΚΑΙ ΠΡΟΒΛΕΨΕΩΝ
RESEARCH INSTITUTE FOR TOURISM

Conjunctural Survey 1st Trimester 2024

*for Hotel Performance Estimation of
the current tourism season*



Athens, May 2024



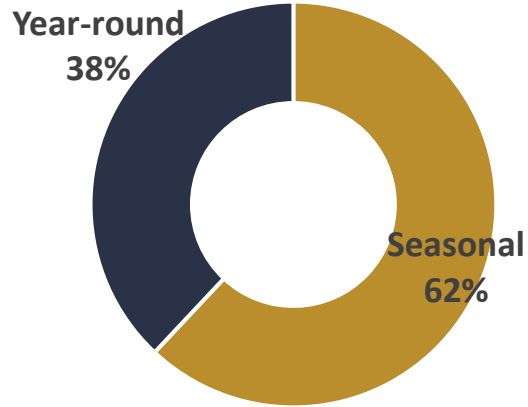


Survey Identity

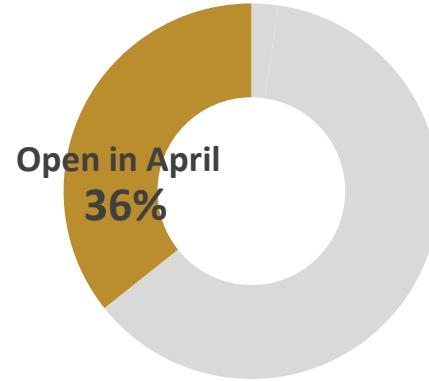
SURVEY TITLE	Conjunctural Survey 1st Trimester 2024
ASSIGNING AUTHORITY	Hellenic Chamber of Hotels (HCH)
CONDUCTING BODY	Research Institute for Tourism (RIT)
REFERENCE PERIOD	2024
SURVEY TIME PERIOD	April- May 2024
DELIVERABLE DATE	May 2024
POPULATION	Greek Hotels
STATISTICAL UNIT	Hotel Unit
REGISTRY	HCH Registry
CLASSIFICATIONS	NUTS II (Regions) , Category, Size of Hotels
SAMPLING METHOD	Stratified proportional sampling
WEIGHTING	Triple (Region, Class, Size (Rooms))
SAMPLE/POPULATION SIZE	n=755 / N=10.064
COLLECTION METHOD	CAWI



Hotel Operation



36% of seasonal hotels, were open **in April 2024** for the 2024 season.



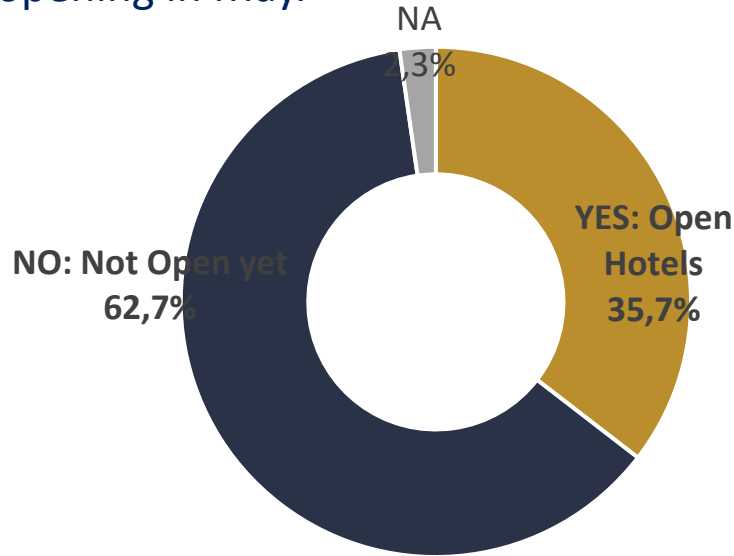
62% of Greek hotels are seasonal.



Hotel Openings*

Among the **seasonal** hotels that were NOT open at the beginning of the survey, 62% would be opening in May.

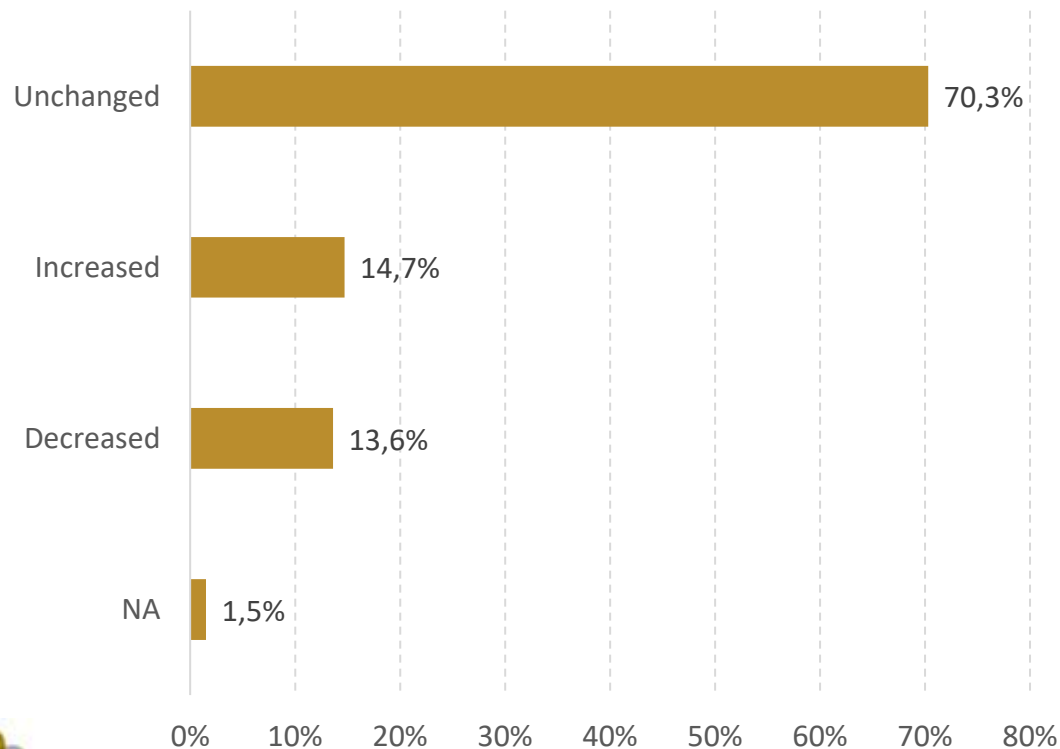
Most **seasonal** hotels that were open at the beginning of the survey (95%), had opened in mid-April.



* At the beginning of the survey.



SEASONAL HOTELS: Estimation of the duration of 2024 tourism period

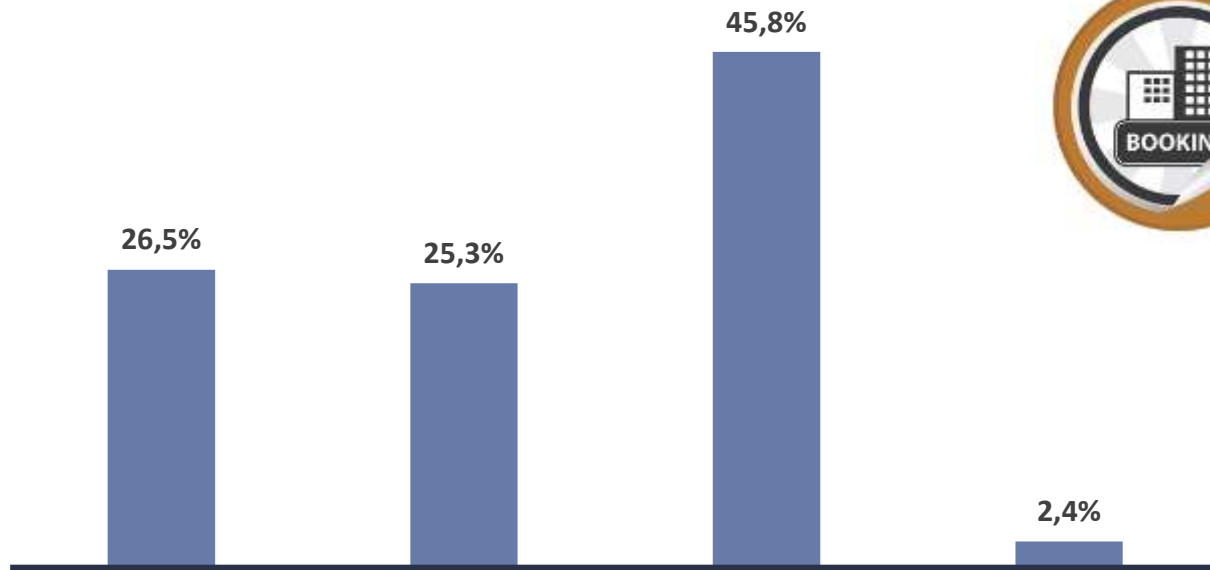


- Generally, hoteliers estimate that the duration of the 2024 tourism season will not change.
- However, 15% of hoteliers expect an extended tourism season by 25 days on average
- Respectively, an equal percentage of hoteliers predict a contracted tourism period by 22 days on average.

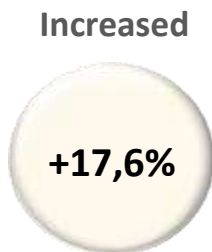


Estimation of bookings 2024

Percentages of respondents

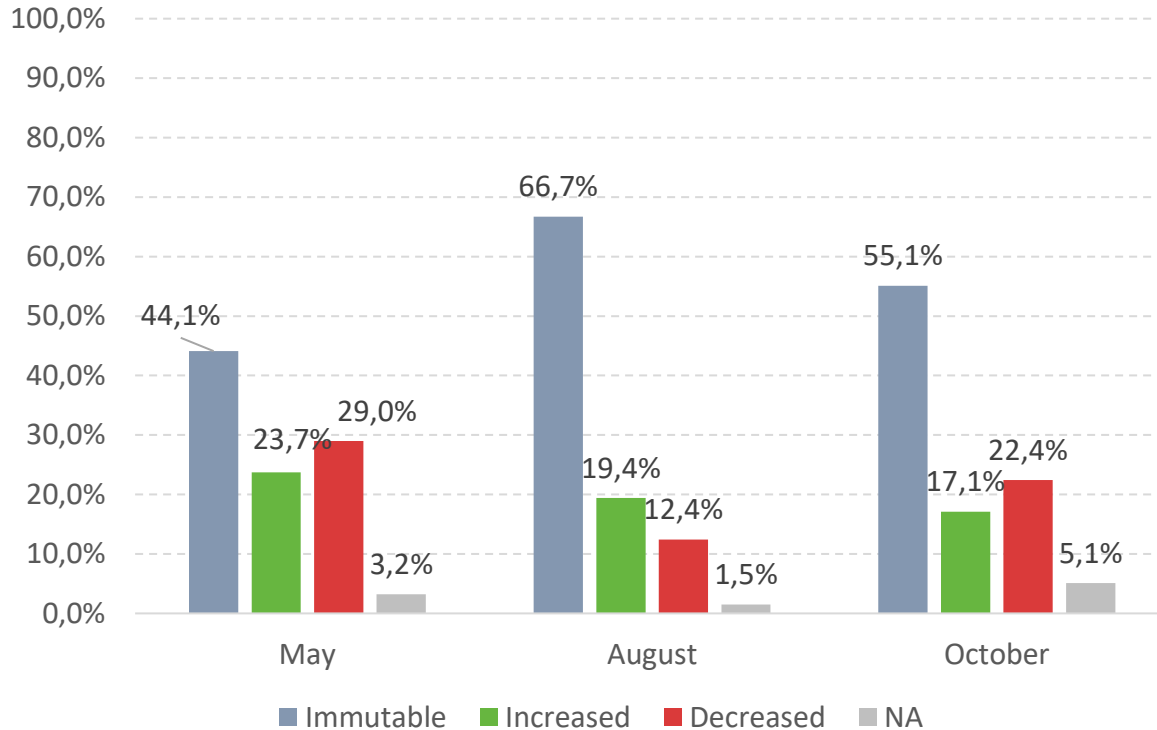


Average percentage of change in bookings 2024/2023





Estimation of occupancy rate in May, August, October 2024



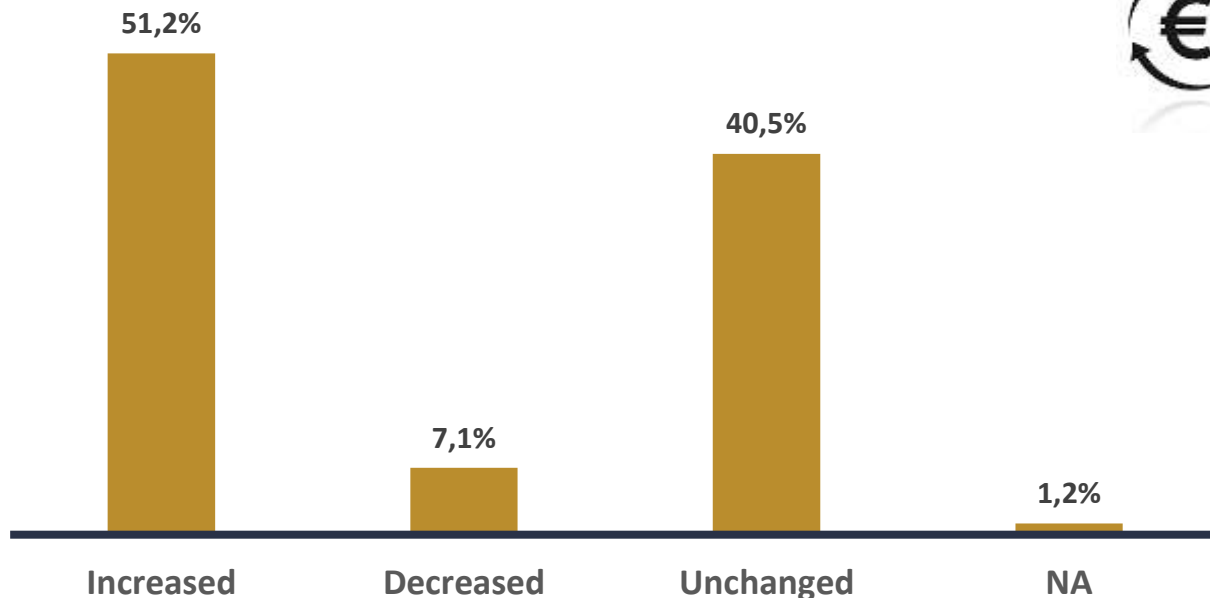
A significant percentage of hoteliers estimate an increase in occupancy rates in May and October.



Estimation of the mean double-room rate 2024



Percentages of respondents



Average percentage of change in rate 2024/2023

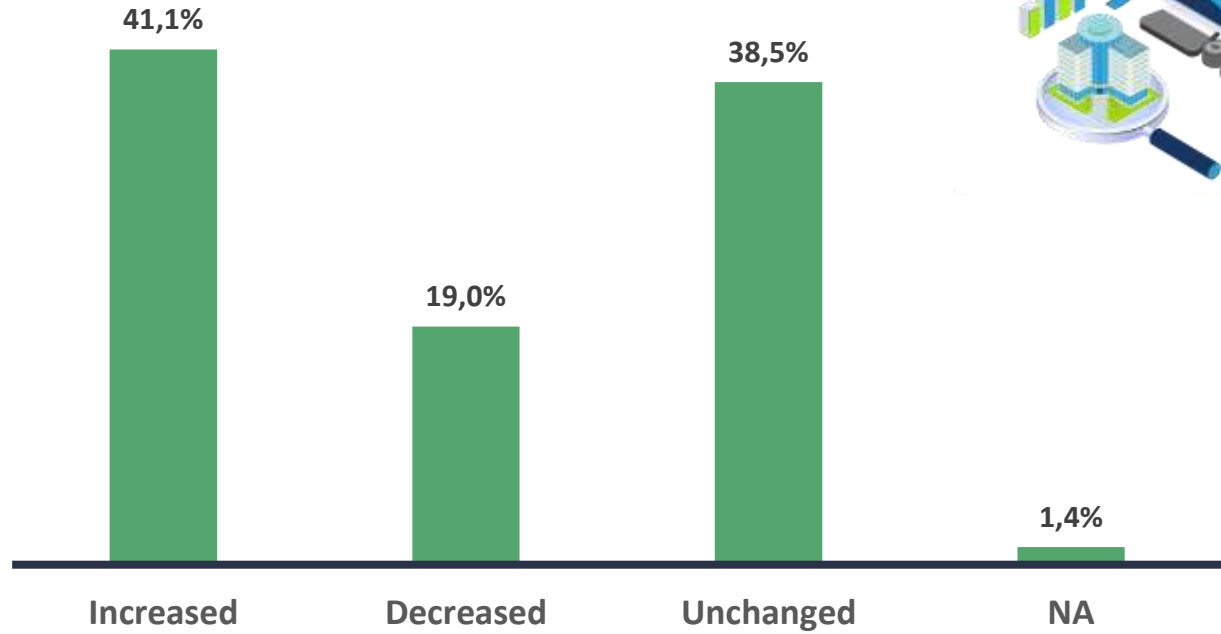




Estimation of turnover 2024



Percentages of respondents

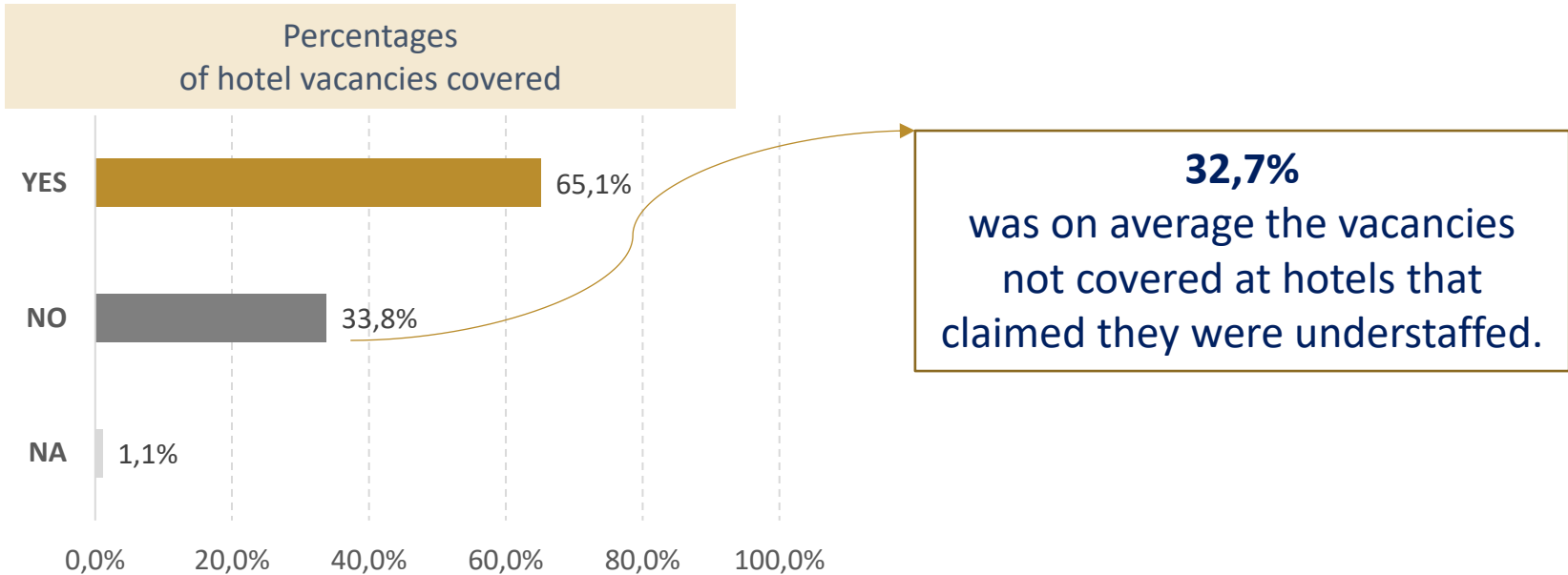


Average percentage of change in turnover 2024/2023





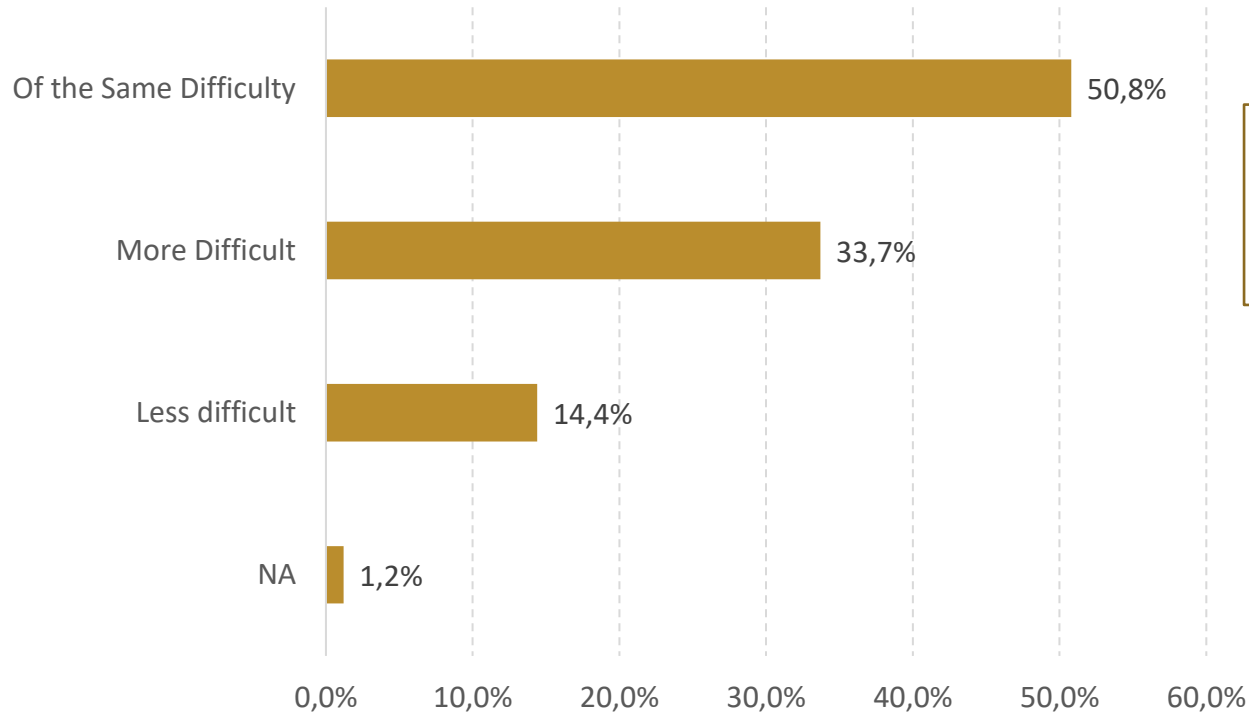
Hotel job positions covered 2024





Difficulty in finding employees for job vacancies in 2024

Covering jobs vacancies in 2024 compared to 2023 is:



More than half of the respondents claimed that finding staff in 2024 was just as difficult as in 2023.



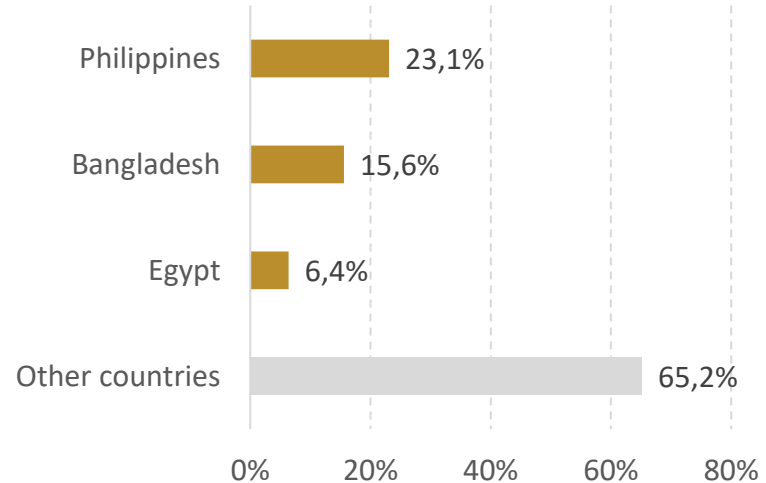
Third-country non-permanent employees for 2024

9,6%

of hoteliers has hired non-permanent employees from third countries.

Overall, **4.144** employees from third countries were hired.

Percentage of hoteliers hiring non-permanent employees from selected third countries

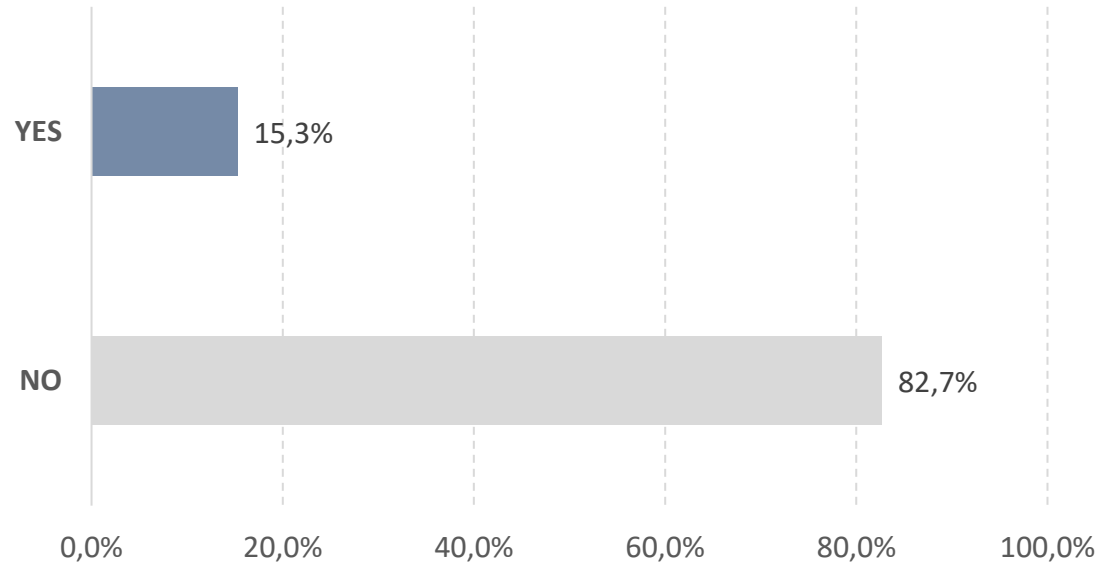




Hotel departments not operating due to lack of employees in 2024

QUESTION:

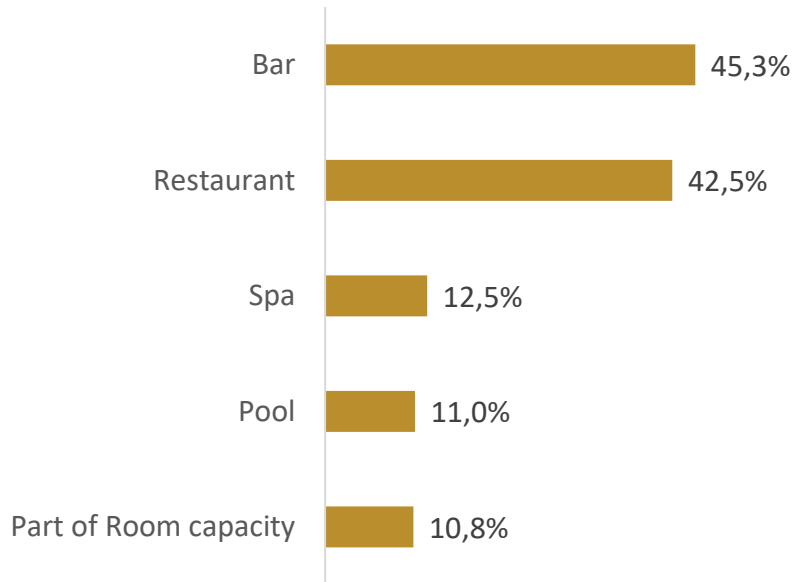
Are there any hotel departments that are not yet operational or will not operate due to lack of employees?





Hotel departments not operating due to lack of employees in 2024*

For the **15%** of hotels that kept some departments closed due to lack of employees.



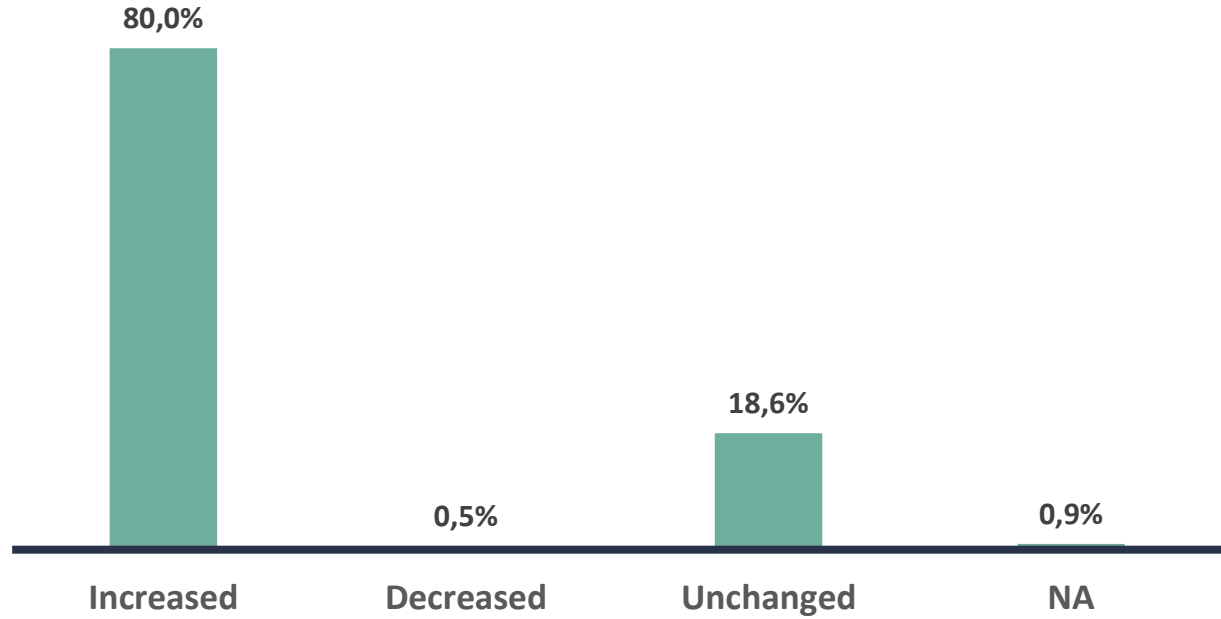
Hoteliers that kept some departments closed due to lack of employees:

- 45% claimed that they couldn't operate one or more bar places at their hotel.
- 11% claimed that they kept closed 24 rooms on average.



Estimation of payroll costs 2024

Percentages of respondents



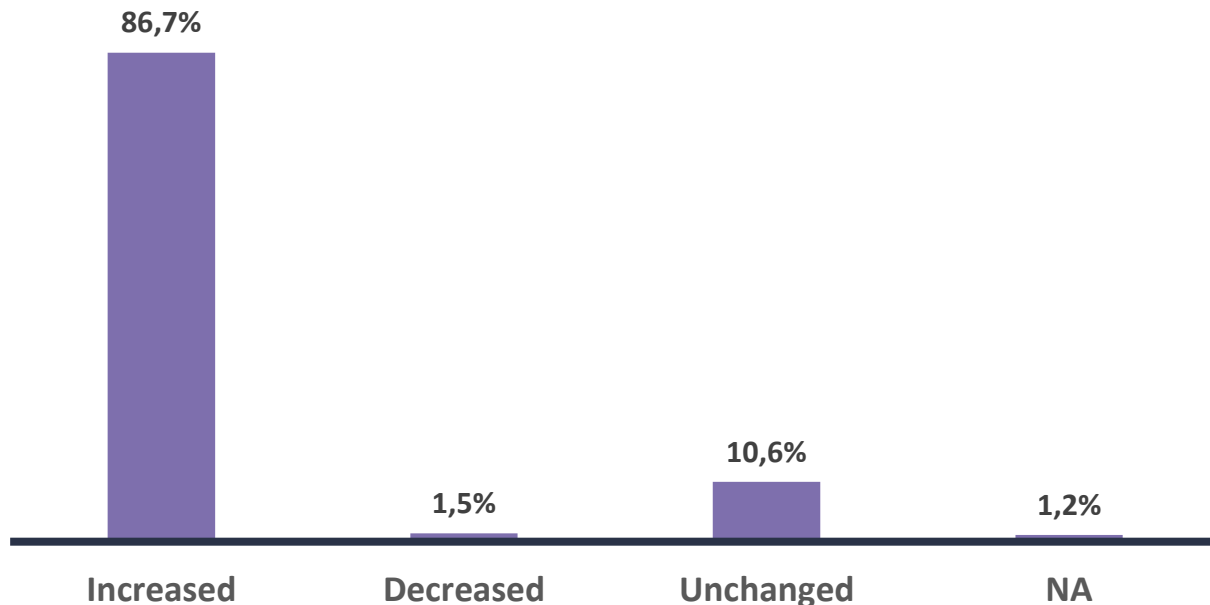
Average percentage of change in payroll costs 2024/2023





Estimation of hotel operating costs 2024

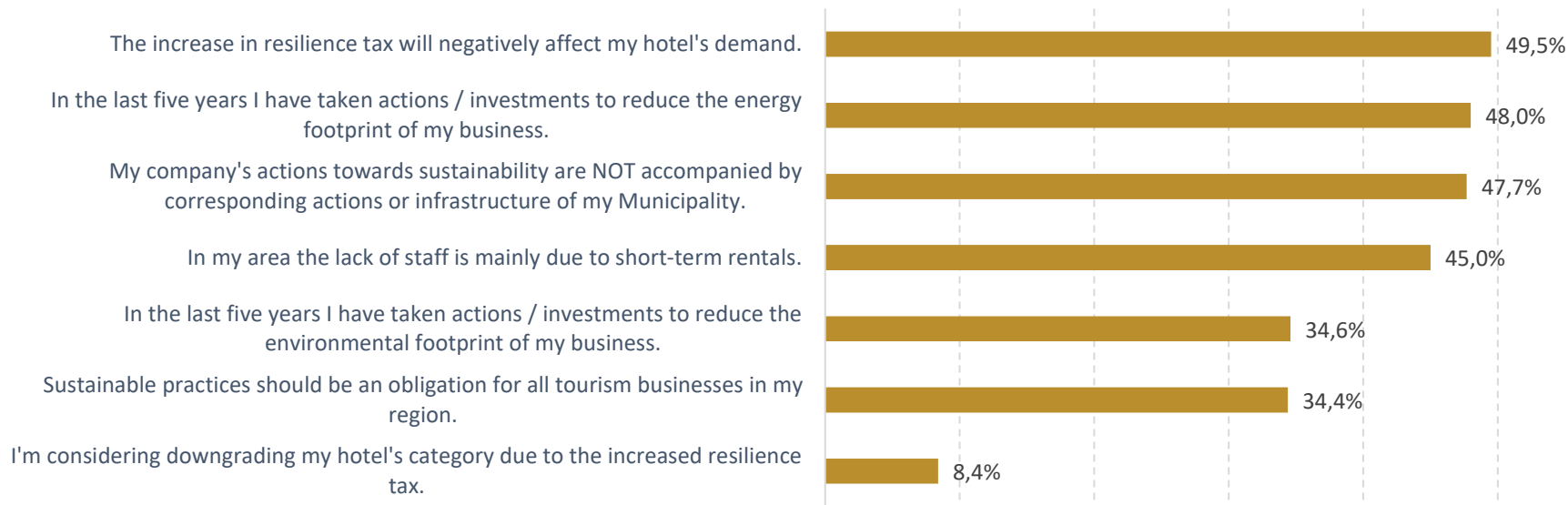
Percentages of respondents



Average percentage of change in operating costs 2024/2023



Which of the following apply to your hotel*



65% of seasonal hotels, claimed that operating costs are prohibitively high to extend their operational period.

**Multiple choices available.*



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