

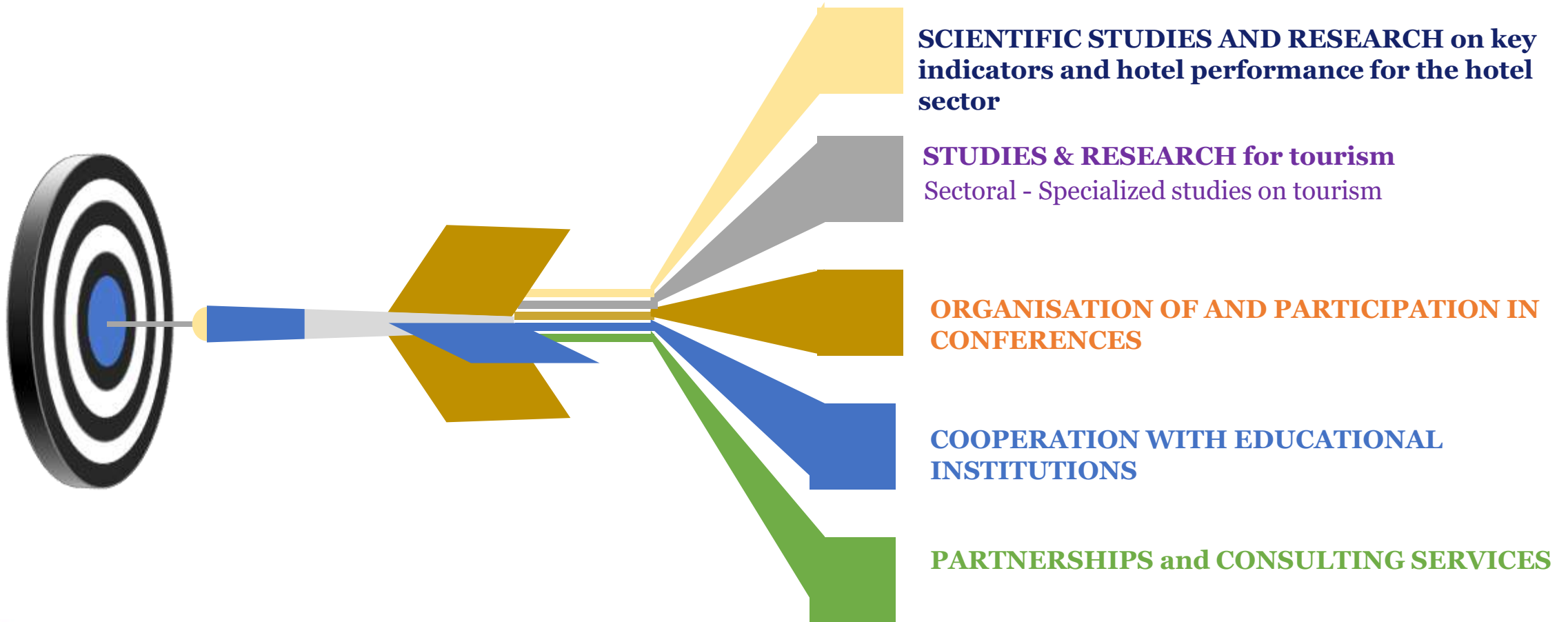
# RESEARCH INSTITUTE FOR TOURISM



## Research Project 2024

# RIT Research Projects

## KEY AXES:



# Survey- Studies for the Hellenic Chamber of Hotels in 2024

- 1. Annual Survey 2023**
- 2. Monthly Panel Survey**
- 3. Q1 2024 survey and forecasts for the course of the tourist season**
- 4. Analysis of data on short-term rentals**
- 5. Survey on the sustainable actions and sustainability of Greek hotels**
- 6. Analysis of the characteristics of the hotel sector**
- 7. Research mapping the impact of the ecological crisis in Magnesia**

# Survey- Studies for the Hellenic Chamber of Hotels in 2024

## ANNUAL SURVEY FOR THE YEAR 2023

### Indicative conclusions

- **89%** was the average hotel occupancy rate in August (08/2022: 88%)
- **130 €** the median average room rate of a double room in August (08/2022:
- **10.563,8 εκ. €** hotel turnover, **+22,5%** compared to 2022
- **11,4%** Increase in contract prices compared to 2022
- **7%** of turnover concerns investments for renovations and repairs
- **13%** of investment expenditure concerns sustainability actions
- Year-round operating hotels **recorded significantly lower** performance compared to seasonal hotels



**THE ANNUAL SURVEY FOR 2024 IS SOON TO BEGIN**

# Survey- Studies for the Hellenic Chamber of Hotels in 2024

## MONTHLY PANEL SURVEY

➤ Data is analyzed for specific characteristics:

- The category
- The size
- The Region
- The operation
- The location (city, resort)
- Altitude (lowland, massif)

## AFFAIRS IN NUMBERS

Room Rate and Occupancy Rate, August 2023

### AVERAGE OCCUPANCY RATE OF OPENATING HOTELS

In August 2023, the average occupancy rate was:

**83,5%**

### AVERAGE ROOM RATE

In August 2023, the average rate of a double room was:

**79,3%**

### AVERAGE OCCUPANCY RATE IN YEAR-ROUND OPERATING HOTELS

In August 2023, the average occupancy rate in year-round operating hotels was:

**160€**

Whereas in August 2022 was 76%

### AVERAGE OCCUPANCY RATE IN SEASONAL HOTELS

In August 2023, the average occupancy rate in seasonal hotels was:

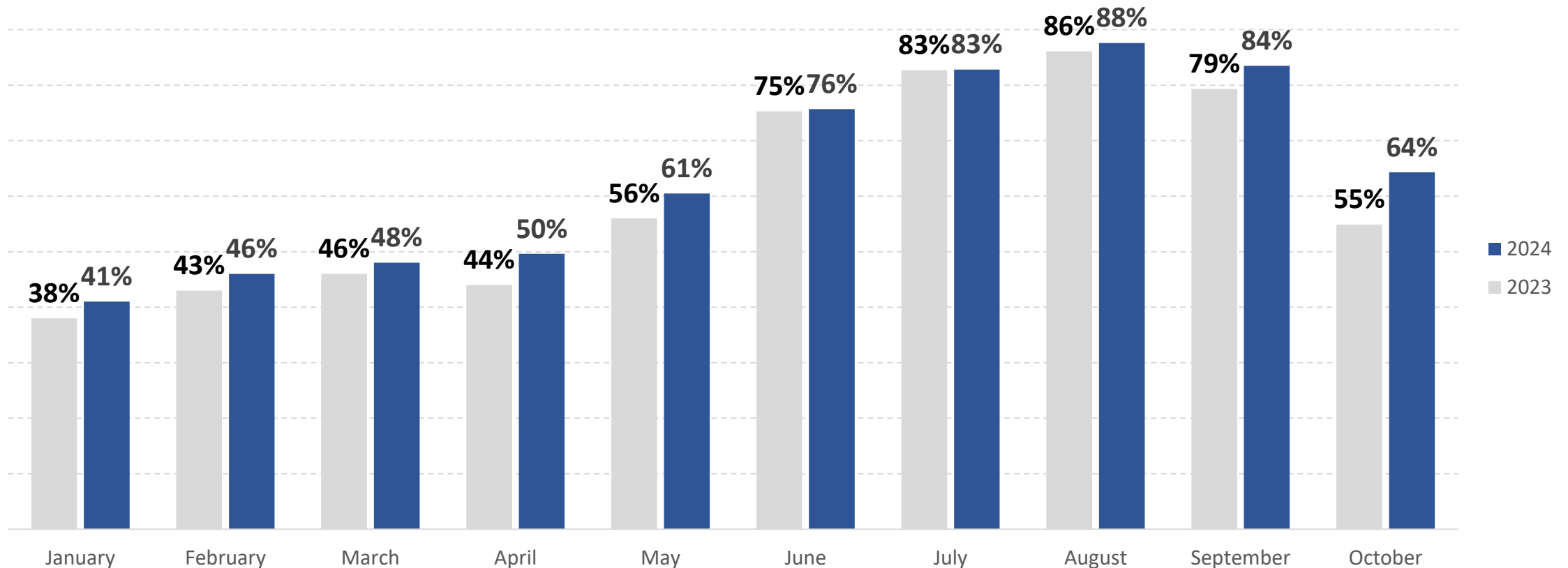
**128€**

Whereas in August 2022 was 91%

# Survey- Studies for the Hellenic Chamber of Hotels in 2024

## MONTHLY PANEL SURVEY – INDICATIVE CONCLUSIONS

Average Occupancy Rate in Hotels\*: January – October 2024/2023

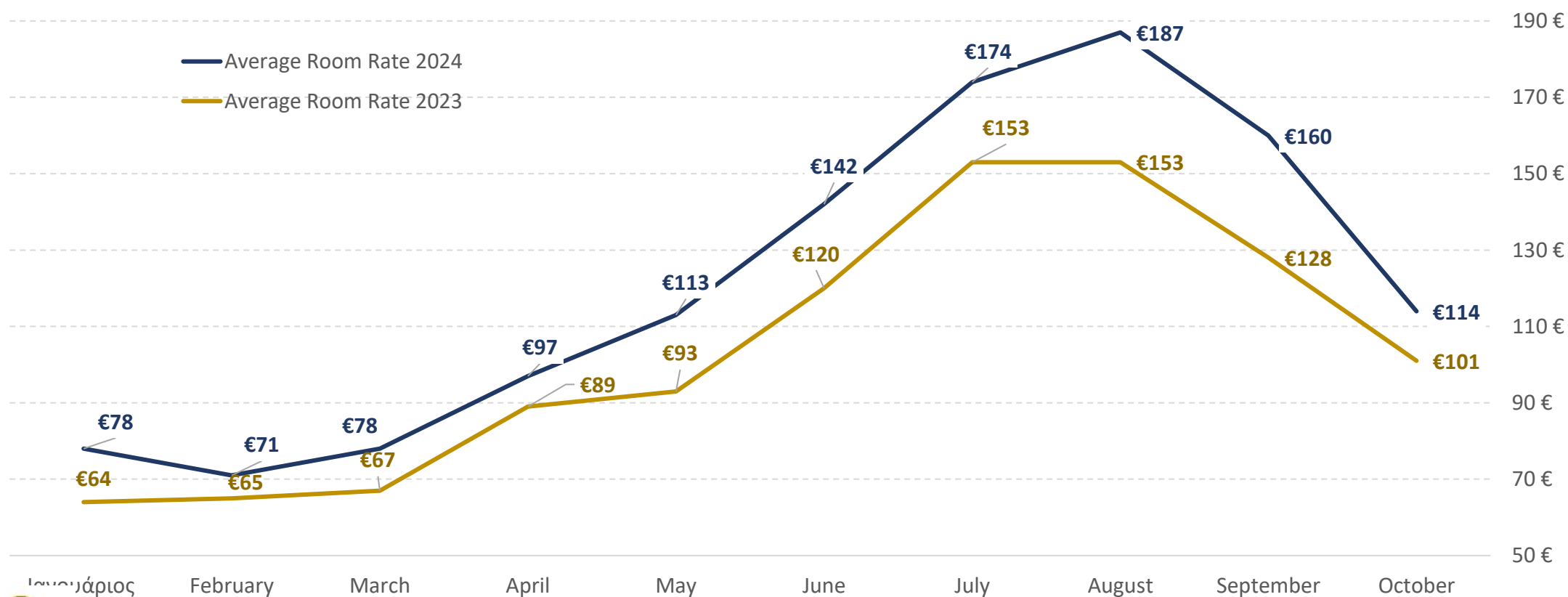


\*For the months January-March the average occupancy rate refers to operating Hotels (Year-round operating Hotels).  
For the months April-September 2024, average occupancy rate refers to all hotels.

# Survey- Studies for the Hellenic Chamber of Hotels in 2024

## MONTHLY PANEL SURVEY – INDICATIVE CONCLUSIONS

### Average Room Rate\*: January – October 2024/2023

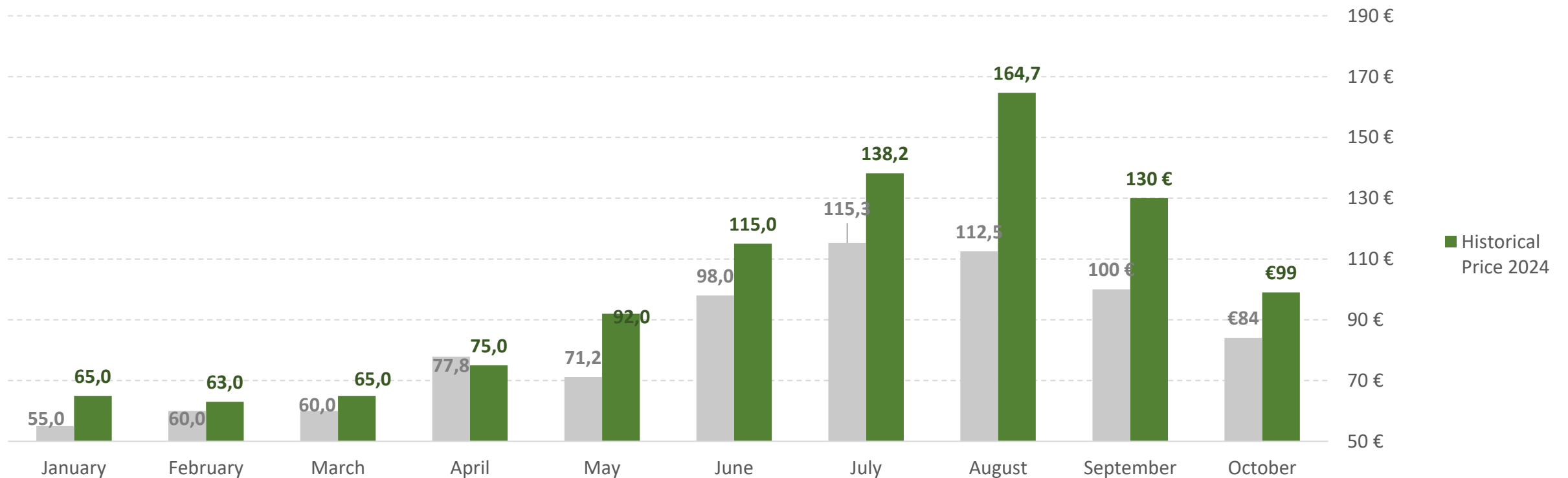


\*For the months January-March the average occupancy rate refers to operating Hotels (Year-round operating Hotels).  
For the months April-September 2024, average occupancy rate refers to all hotels.

# Survey- Studies for the Hellenic Chamber of Hotels in 2024

## MONTHLY PANEL SURVEY – INDICATIVE CONCLUSIONS

### Evolution over time of median room rate January – October 2024/2023



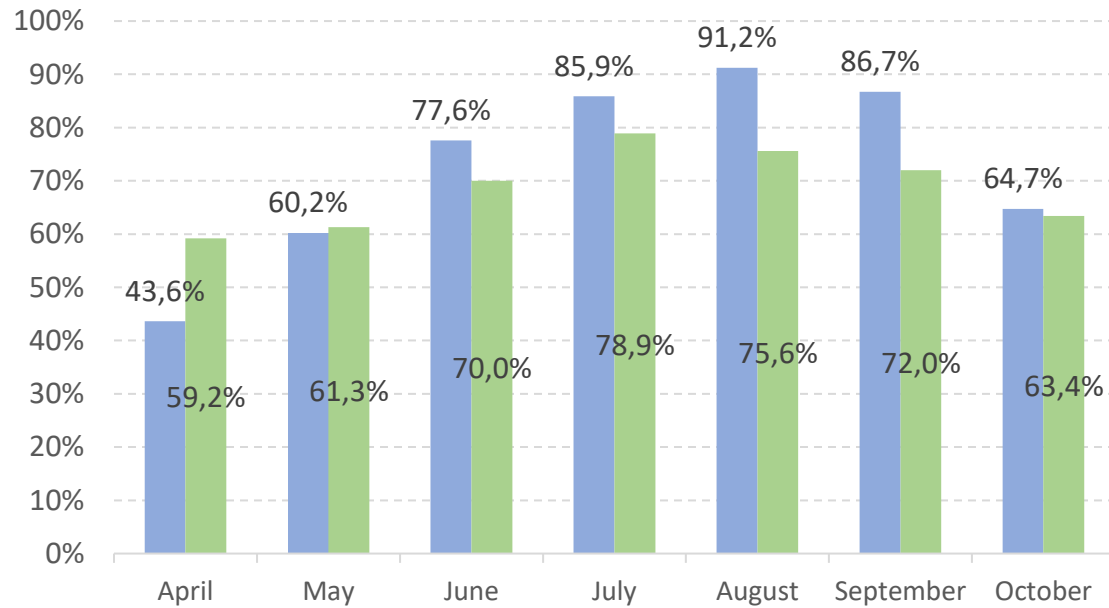


# Survey- Studies for the Hellenic Chamber of Hotels in 2024

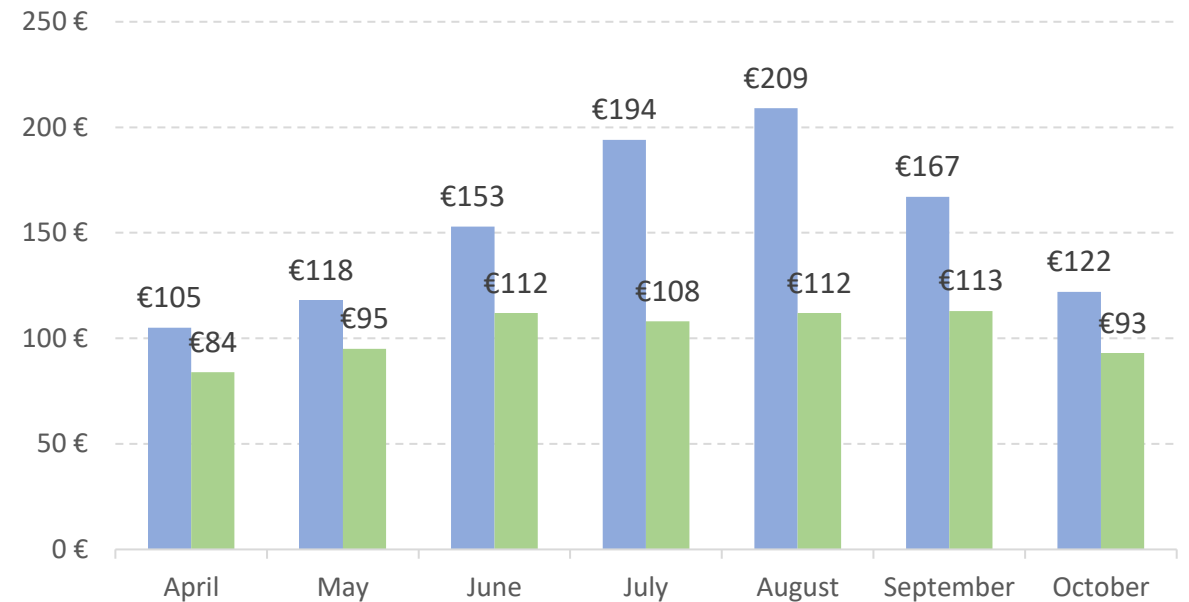
## MONTHLY PANEL SURVEY – INDICATIVE CONCLUSIONS

### Year-round and Seasonal Hotels, April-October 2024

**AVERAGE OCCUPANCY RATE: Comparative presentation**



**AVERAGE RATE: Comparative presentation**



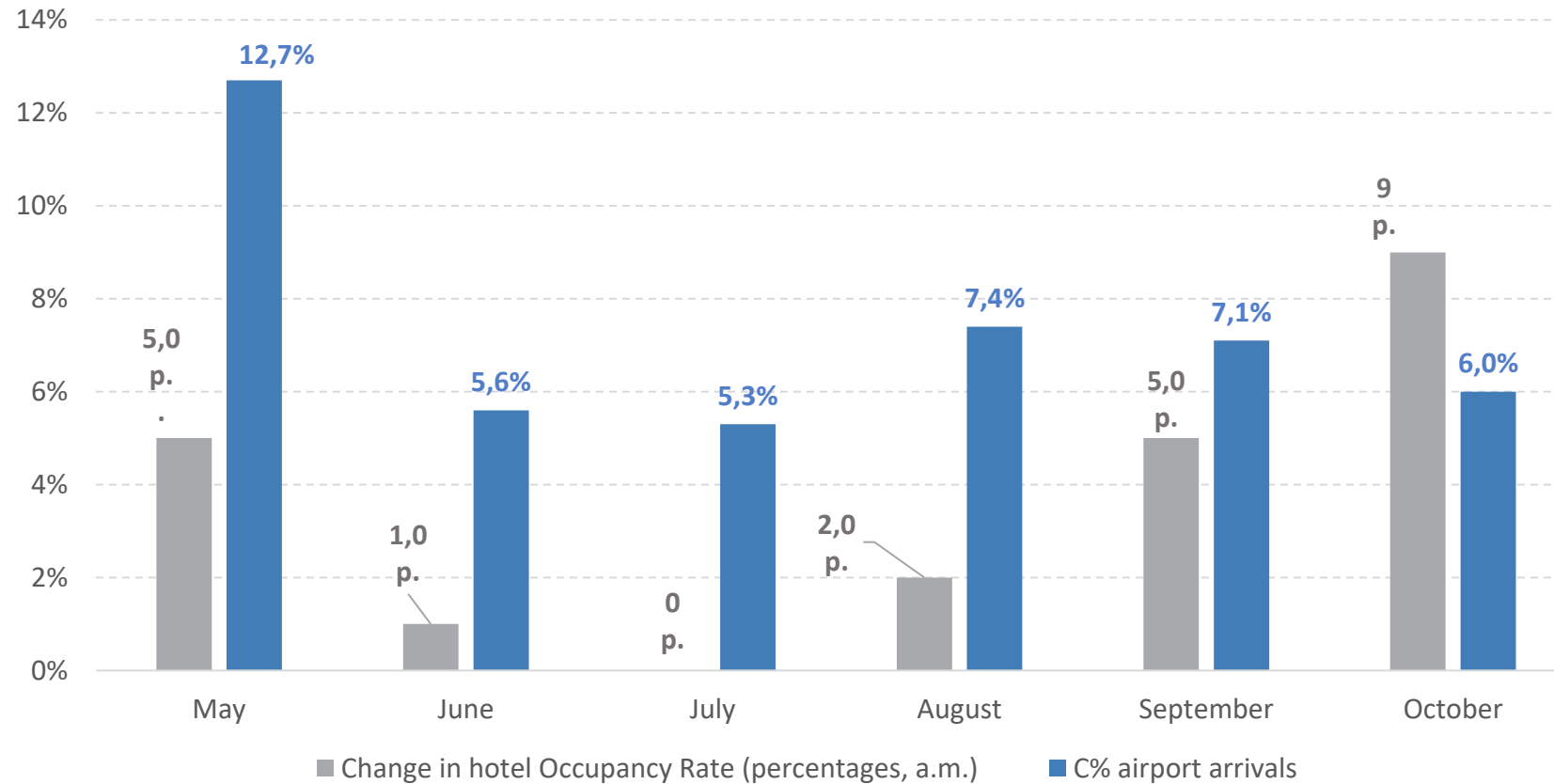
■ Seasonal ■ Year-round

■ Seasonal ■ Year-round

# Survey- Studies for the Hellenic Chamber of Hotels in 2024

## MONTHLY PANEL SURVEY – INDICATIVE CONCLUSIONS

Changes in average hotel occupancy rate versus changes in total air arrivals for the months of May-September 2024/23



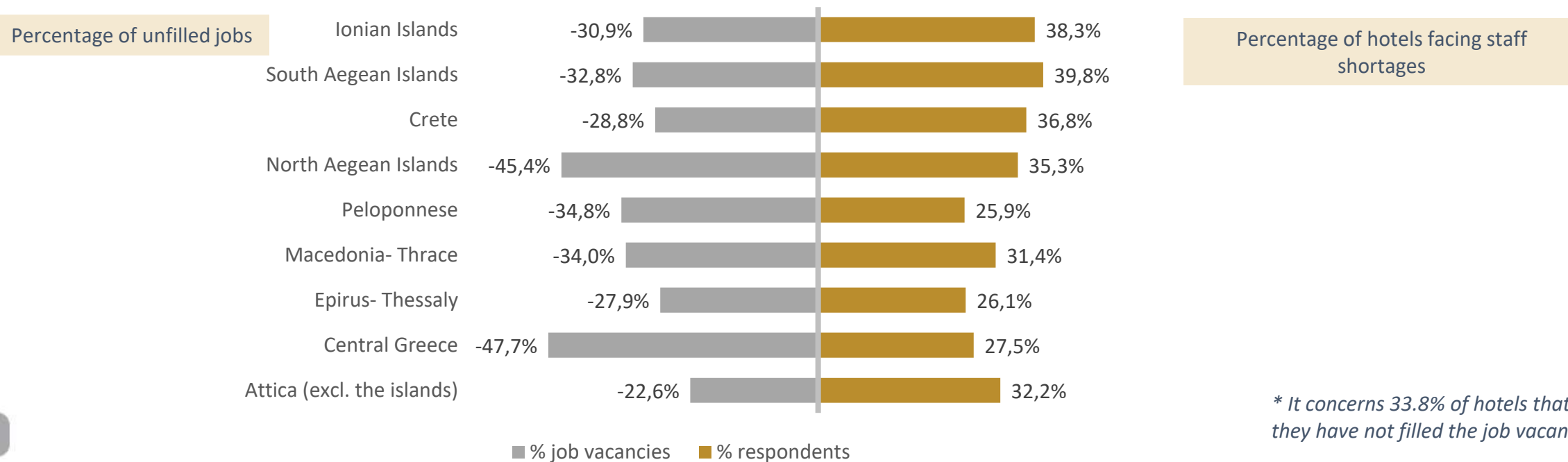
\* The change in occupancy rate is expressed in percentages (p).

# Survey- Studies for the Hellenic Chamber of Hotels in 2024

## Q1 2024 CONJUNCTURAL SURVEY

- Estimates were recorded for a **10%** increase in room sale rate.
- **46%** of hoteliers expected bookings to remain at 2023 levels.
- **41%** of hoteliers estimated an increase in turnover compared to 2023.
- **34%** of hoteliers said they could not fill the job vacancies.

### Staff shortages and unfilled job positions in hotels by Region



*\* It concerns 33.8% of hotels that said they have not filled the job vacancies.*

# Survey- Studies for the Hellenic Chamber of Hotels in 2024

## DATA ANALYSIS ON SHORT-TERM RENTALS



Short-term rental data for the period 2014-2023 refer **ONLY** to the Airbnb platform lodgings. The analysis is carried out at the level of Territory, Region and Regional Unit and concerns the:

- distribution of Airbnb accommodation (units, rooms, beds)
- evolution over time of Airbnb accommodation and hotel units
- comparative change in their distribution in relation to the corresponding change in hotel capacity during the period under review.

# Survey- Studies for the Hellenic Chamber of Hotels in 2024

## DATA ANALYSIS ON SHORT-TERM RENTALS

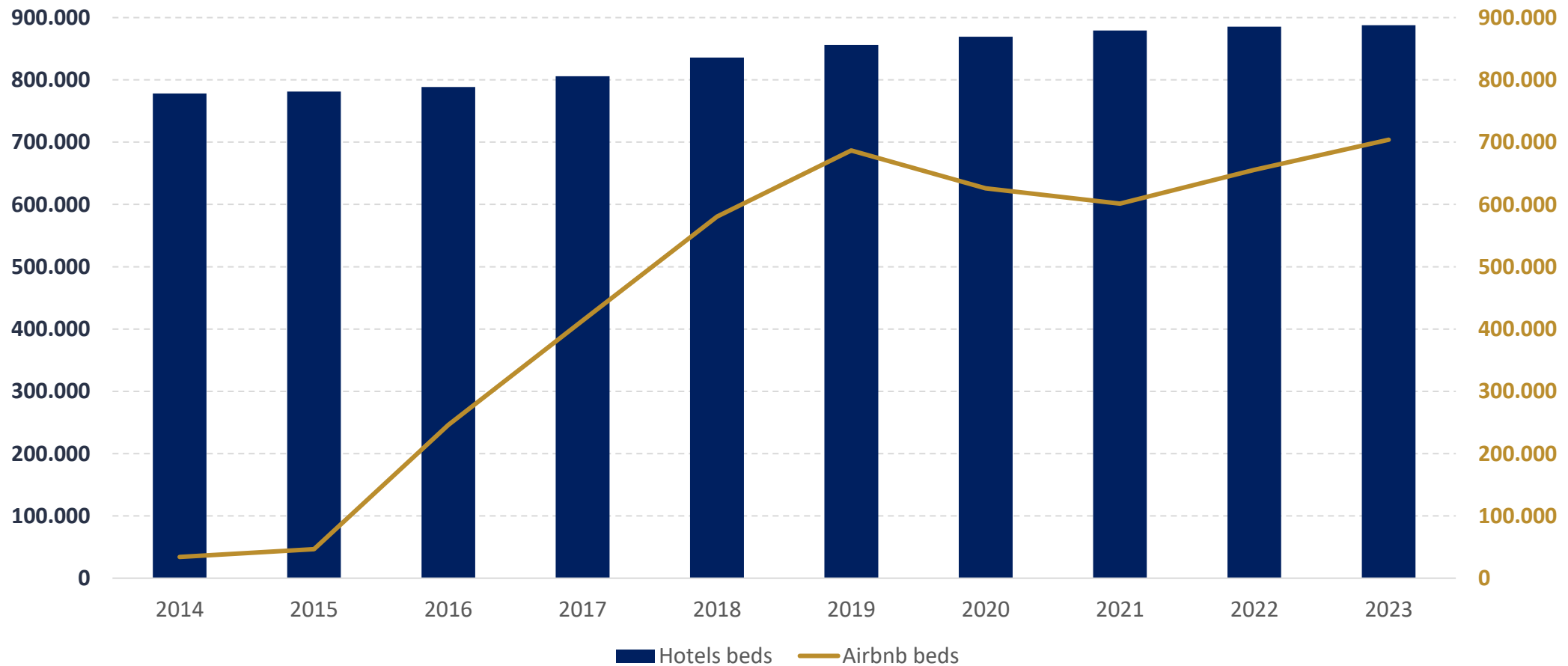
**NATIONWIDE:** Evolution of Hotels and Short-Term Rentals over time, 2014 - 2023

Year	Airbnb Beds	Airbnbs	Hotel Beds	Hotels
2014	34.121	7.630	778.057	9.733
2015	46.601	10.306	781.142	9.762
2016	246.027	52.575	788.553	9.742
2017	413.876	88.957	806.045	9.795
2018	580.606	126.138	835.773	9.886
2019	686.790	150.582	856.347	9.984
2020	626.032	137.402	869.250	10.065
2021	601.197	132.451	879.255	10.110
2022	655.652	146.017	885.624	10.099
2023	703.912	158.634	887.748	10.059

# Survey- Studies for the Hellenic Chamber of Hotels in 2024

## DATA ANALYSIS ON SHORT-TERM RENTALS

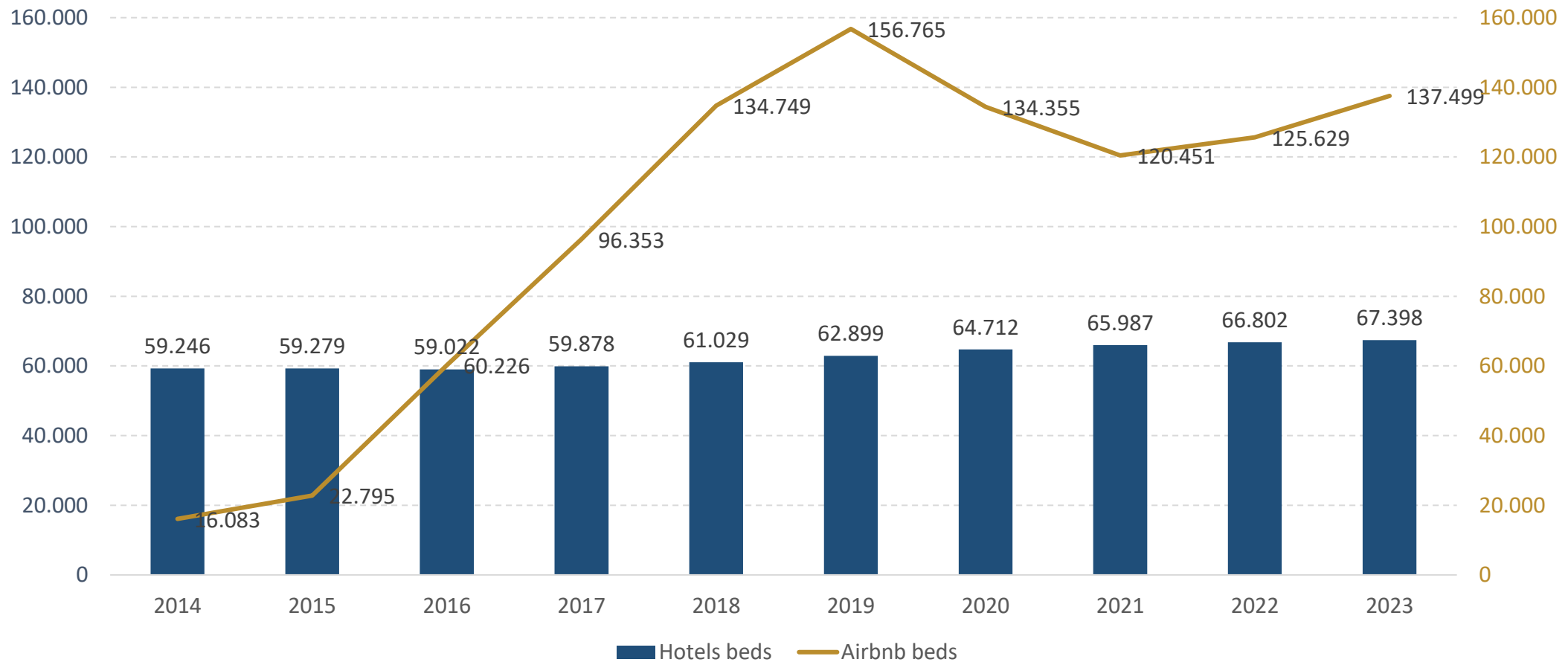
**NATIONWIDE:** Evolution of Hotels and Short-Term Rentals over time, 2014 - 2023



# Survey- Studies for the Hellenic Chamber of Hotels in 2024

## DATA ANALYSIS ON SHORT-TERM RENTALS

**ATTICA:** Evolution of Hotels and Short-Term Rentals over time, 2014 - 2023

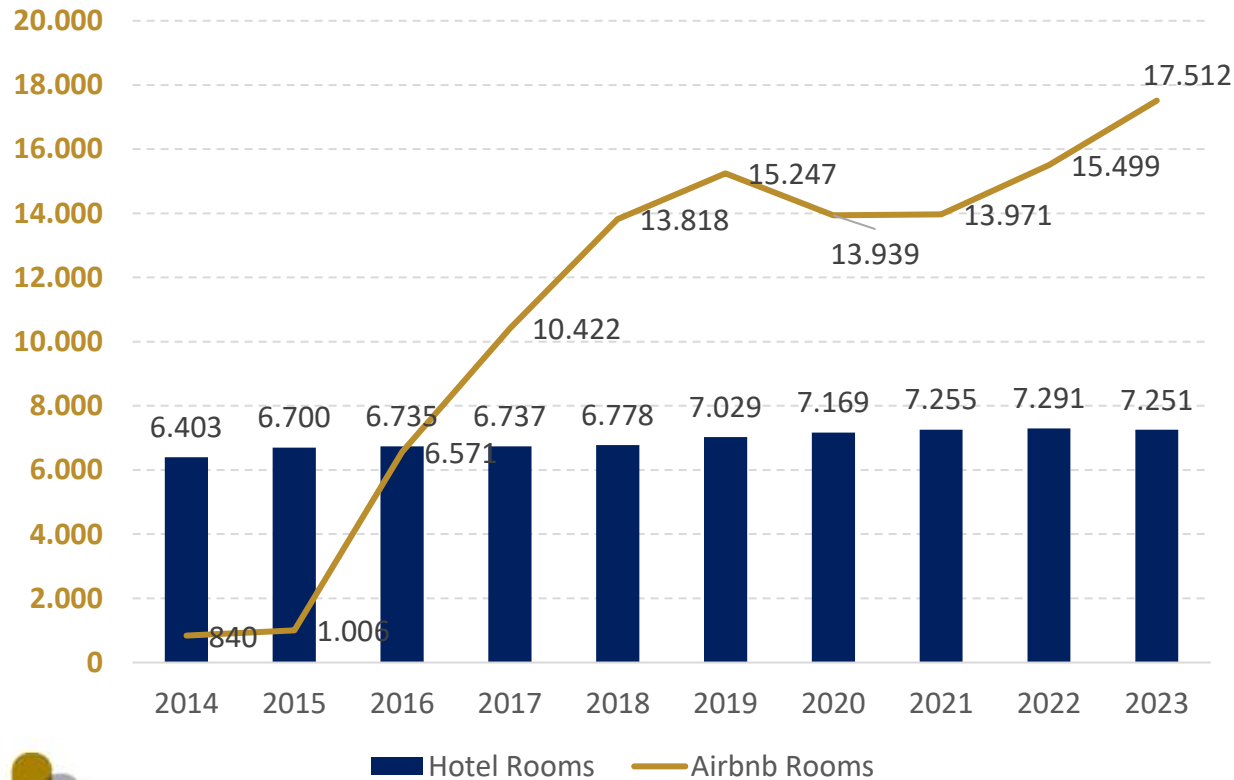


# Survey- Studies for the Hellenic Chamber of Hotels in 2024

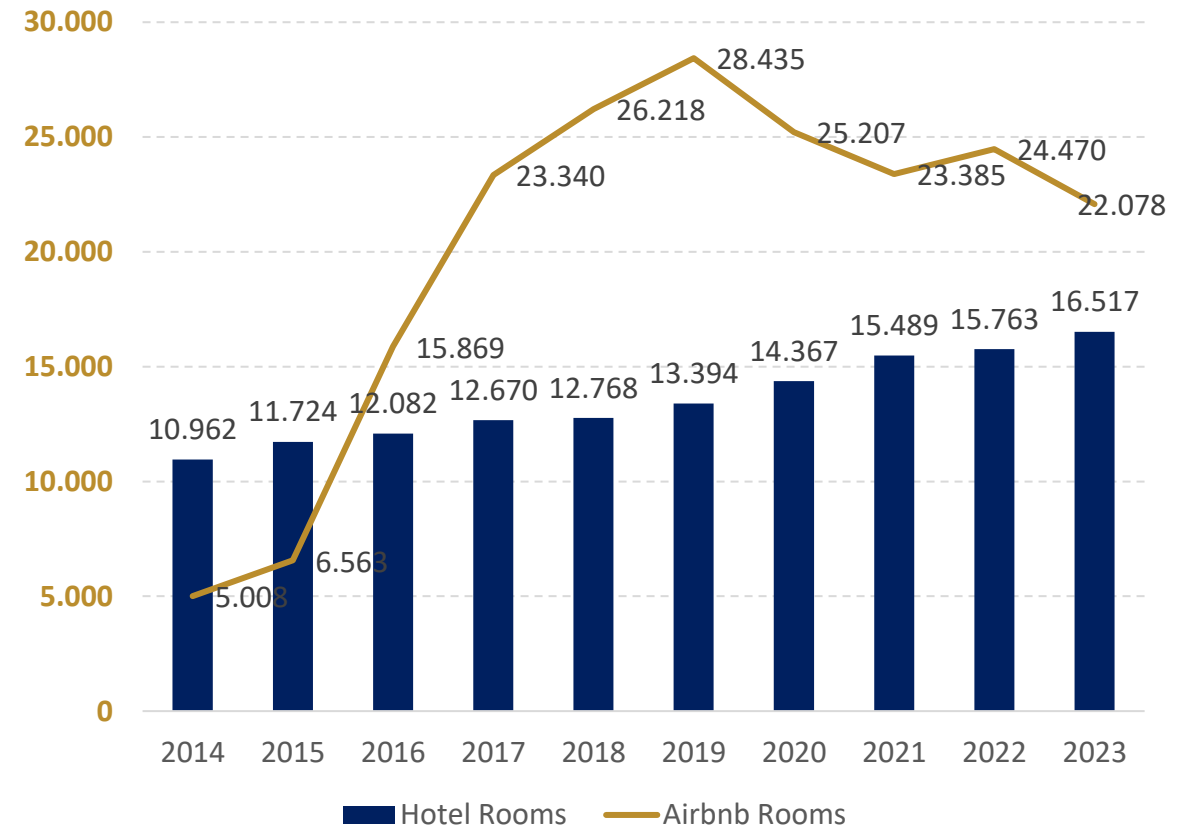
## DATA ANALYSIS ON SHORT-TERM RENTALS

Evolution of Hotels and Short-Term Rentals over time, 2014 - 2023

### PAROS:



### MYKONOS:





# Survey- Studies for the Hellenic Chamber of Hotels in 2024

## SUSTAINABILITY SURVEY BASED ON ESG INDICES IN GREEK HOTELS

- The survey attempts to measure and capture the current situation in the Greek hotel industry, regarding the sustainability of hotels and their readiness for the green transition, focusing on the following axes:
  - Energy
  - Water
  - Carbon Footprint
  - Waste Management
  - Food Management
  - Social Dimension of Sustainability
  - Policy/Management/Governance
- RIT conducted the study using ESG (Environmental, Social, and Economic Sustainability) indices to ensure it can be repeated annually, allowing for consistent and comparable results.

# Survey- Studies for the Hellenic Chamber of Hotels in 2024

## EVOLUTION AND CHARACTERISTICS OF THE HOTEL SECTOR

**10.000  
HOTELS**



- ❖ **24%** 5\*-4\* hotels
- ❖ **30%** the increase of 5\* hotels 2023/2019
- ❖ **79%** Hotels with capacity of up to 50 rooms
- ❖ **61%** seasonal operation
- ❖ **52%** concentrated in island destinations

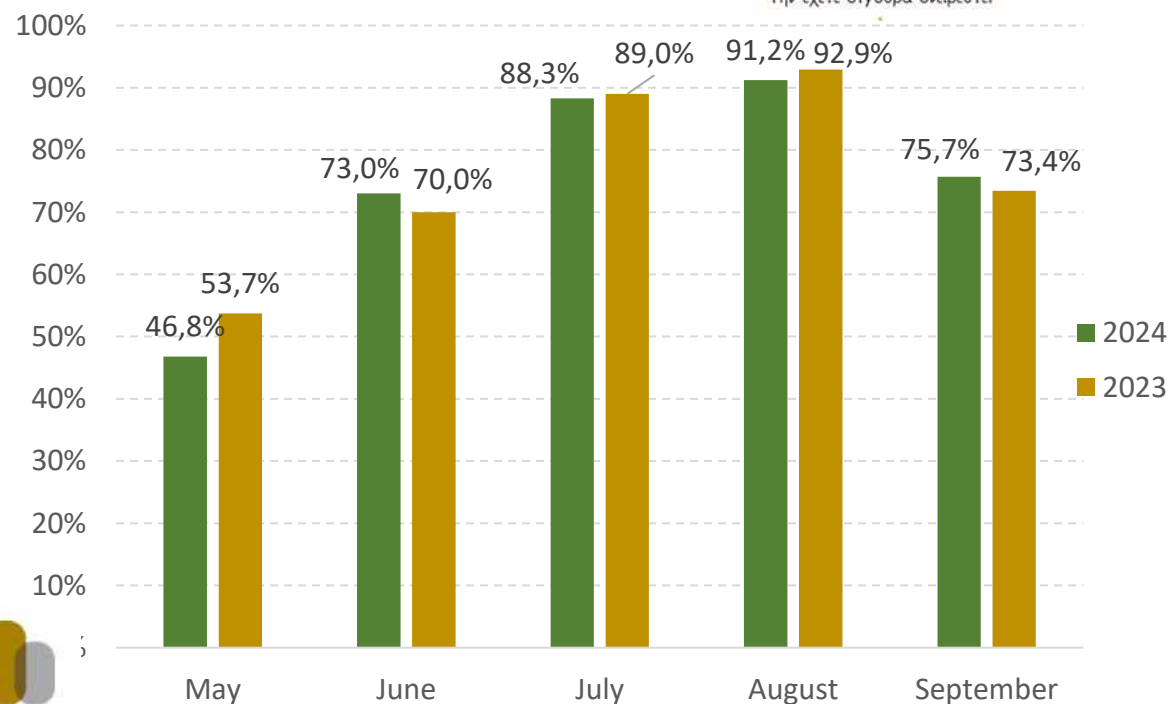
# Surveys for Local Hoteliers' Associations

## Monthly Panel for monitoring indices in hotels in Halkidiki and Kos

### CHALKIDIKI

### KOS ISLAND

#### OCCUPANCY RATE



2024



Month	Occupancy Rate	Average double-room rate	Median Rate
May	58,8%	116 €	62 €
June	77,0%	152 €	85 €
July	92,4%	181 €	100 €
August	96,3%	220 €	110 €
September	95,0%	164 €	70 €

# Survey on the assessment of the impact of extraordinary events in Magnesia (for HCH)

## Indicative conclusions – August 2024

- ❖ **64%** of hotels in Magnesia had cancellations in the last week of August, accounting for 37% of bookings for the month.
- ❖ The loss of revenue in August due to these cancellations **exceeded 1.5 million. euro.**
- ❖ **-7,3%** estimated the decrease in turnover of Magnesia hotels in August 2024 compared to the same month of 2023.

## ONGOING SURVEYS -STUDIES

**The Tax Burden of the Hotel Industry in Greece** (has been completed and will be presented in December)

**The tax burden of the hotel industry in selected competitive destinations and comparisons** (Developed with Panteion University)

**Survey on employment in the hotel industry** (in progress)

**Annual stocktaking survey on the performance of Greek hotels in 2024** (starts in the next few days)

**Survey on the Adoption of New Technologies and Artificial Intelligence in Hotels** is repeated in 2025 with the University of Switzerland

## Registration of our surveys as "Official Statistical Surveys" (Official Documents)

RIT's annual survey on the Performance of Greek Hotels, and the Survey on the Evolution and Characteristics of the Hotel Industry official statistical surveys were carried out in accordance with ELSTAT specifications. and the Ministry of Tourism and for each of them a Quality Report for a Uniform Metadata Structure Format (SIMS v2.0) was prepared and will be included in the corresponding European official statistical surveys.



# Application of special advanced statistical methods to the data of previous surveys

## 1. **Multivariable Analysis**

- Identification of patterns among key hotel variables, both in relation to each other and with the various classification categories.

## 2. **Data visualization** of the Annual Hotel Performance Survey for 2023

- Utilizing various graphical methods to analyze hotel variables based on classifications such as category, size, region, and operation)

## 3. **Specialized analysis of survey data conducted by ITEP, employing data fusion and data integration methods**

- This approach leverages data from additional databases, enabling the estimation of hotel performance indicators at a much more granular level than the national level.

# Web application for dynamic comparative presentation of hotel operating characteristics (performance)

The app does the following 2 main things:

- A. Compares hotel in relation to the others in a series of indicators (source: Annual Survey)
- B. Gives statistics per hotel at municipality level (source: Data Fusion)



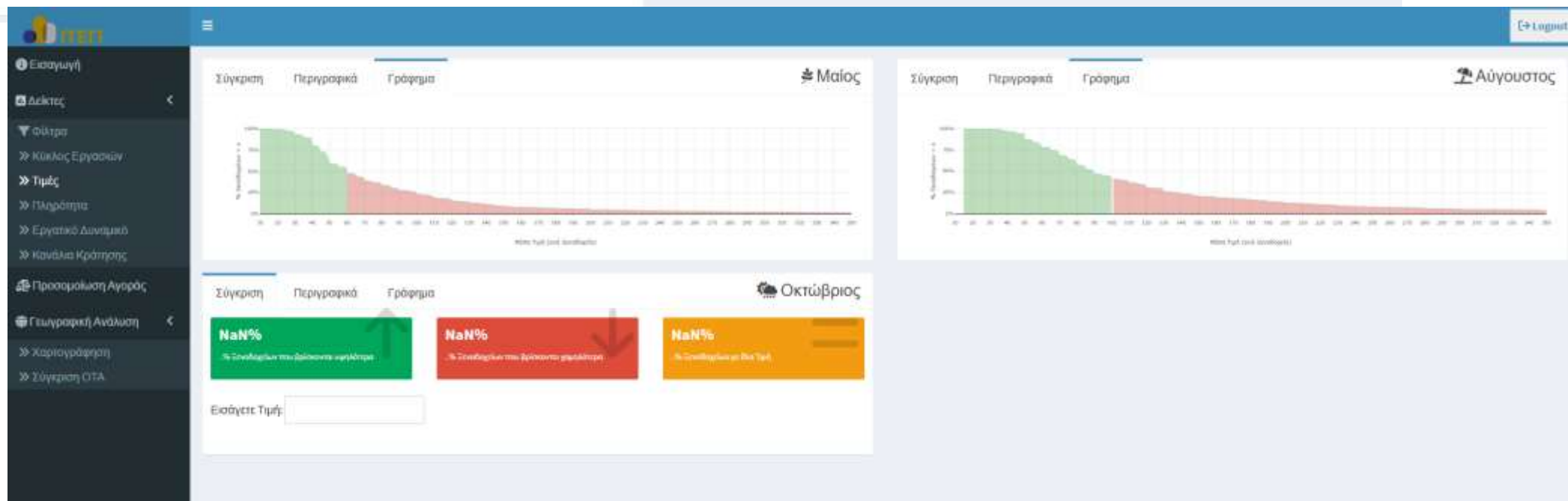
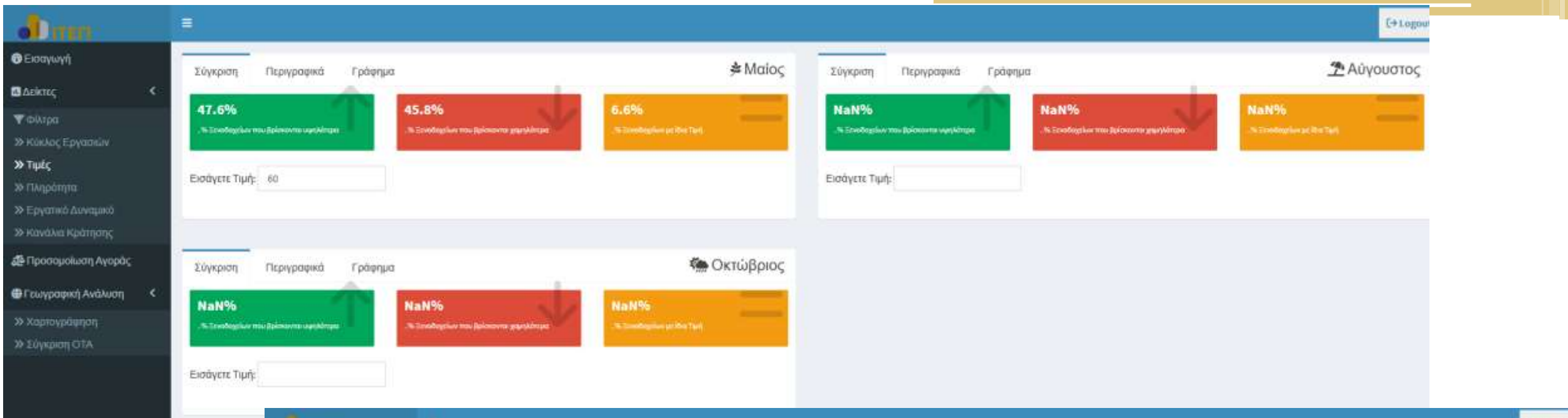
The screenshot shows a web application interface with a dark sidebar on the left containing navigation options in Greek: Εισαγωγή, Δείκτες, Φίλτρα, Κύκλος Εργασιών, Τιμές, Πληρότητα, Εργασιακό Δυναμικό, Κανάλια Κράτησης, Προσαρμογή Αγοράς, Γεωγραφική Ανάλυση, Χαρτογράφηση, and Σύγκριση OTA. The main content area features a header with the RIT logo and a 'Logout' button. Below the header is a large image of a hotel interior with a green bar chart overlay. The title of the section is 'Πανόραμα Δεικτών Αξιολόγησης Επιδόσεων των Ξενοδοχείων'. Underneath is a 'Συνοπτική Περιγραφή' section with a paragraph of text in Greek explaining the application's purpose and data sources.

**Πανόραμα Δεικτών Αξιολόγησης Επιδόσεων των Ξενοδοχείων**

**Συνοπτική Περιγραφή**

Η Εφαρμογή δίνει την δυνατότητα σύγκρισης των ξενοδοχείων σε επιμέρους δείκτες (π.χ. Πληρότητα, Κύκλος Εργασιών κ.τ.λ.), βοηθώντας τους ξενοδόχους να προσδιορίσουν το πως τοποθετείται η ξενοδοχειακή μονάδα σε σχέση με τον ανταγωνισμό. Χρησιμοποιεί ως πηγές πληροφόρησης, την απολογιστική έρευνα του 2023 και την μέθοδο της Σύντηξης Δεδομένων. Για τις αναλύσεις στις οποίες χρησιμοποιείται η απολογιστική έρευνα (ενότητα 'Δείκτες'), η βάση ανάλυσης δεν πρέπει να είναι χαμηλότερη των 30 ξενοδοχείων (ενότητα 'Φίλτρα'). Για τις αναλύσεις που βασίζονται στην Σύντηξη Δεδομένων (ενότητα 'Χαρτογραφική ανάλυση') οι δείκτες διατίθενται σε Δήμους όπου τα μέλη του Ξ.Ε.Ε. είναι τουλάχιστον 20 (με εξαίρεση το ξενοδοχειακό δυναμικό).





# PARTICIPATION IN RESEARCH PROJECTS

## EREVNO-KAINOTOMO: Participation in 4 proposals:

- **PROSVASYN** : The accessibility of Greek hotels by people with reduced or no vision (cooperation with the University of the Aegean and other institutions)
- **TWINCOTS**: Development of a digital twin coastal hotel environment for optimization of tourism experience and safety (in collaboration with the Institute of Technology and Research of Crete)
- **AAN\_DARTH** Data Analysis and Research in Tourism and Hospitality (collaboration with American College, Demokritos, North Aegean Region, Athens University of Economics and Business, University of the Aegean, Crete & Ioannina)
- **ESTIAIA**: Innovative Tools for Integrated Planning and Implementation of Sustainable Tourism Development (cooperation with NTUA, Aristotle University, FORTH, technology and information technology companies)

## INTERREG

- **Regain**: Interreg Greece – Italy with the participation of the Region of Western Greece for the renewal and upgrading of tourism in the region

## THE RIT TEAM

**Director General of RIT :** Professor George Petrakos

**Head of the Research Department of RIT:** Sofia Panousi, economist- Senior Research Analyst

**RIT researchers:** Dora Nikou, Economist- Research Analyst

George Soklis, Assistant Professor, Panteion University

Stavroula Athanasakopoulou, Economist- Research Analyst

**External partners from the fields of statistics, tourism, marketing**

### RIT BOARD OF DIRECTORS

- |                         |                |
|-------------------------|----------------|
| • SVINOU KONSTANTINA    | PRESIDENT      |
| • LEVENTIS KONSTANTINOS | VICE-PRESIDENT |
| • AGGELLOS IOANNIS      | VICE-PRESIDENT |
| • TETRADI CHRISTINA     | GEN. SECRETARY |
| • VOULGARIS CHARALAMBOS | TREASURER      |
| • DOXIADIS APOSTOLOS    | MEMBER         |
| • ZAXARATOS MAKIS       | MEMBER         |

# RIT MEMBERS

## Why join RIT????

[www.itep.gr](http://www.itep.gr)



- ❖ Support the RIT work
- ❖ Participation in proceedings, general assemblies, full voting rights
- ❖ Access to the RIT digital library
- ❖ Access to detailed survey data



- ❖ Full access to Data Analytics surveys
- ❖ Access to specialized survey analyses
- ❖ Possibility of individual analyses - studies

## Golden RIT Members



1. CERVED PROPERTY SERVICES
2. ENTERPRISE GREECE
3. ERNST & YOUNG
4. EUROBANK
5. FRAPORT
6. GOOGLE HELLAS / KRATAION CONSULTING
7. HORWATH CONSULTING
8. INVENTIO CONSULTING / TENAE AMILIA MARE & PARADISE VILLAGE
9. LE MONDE LEVER DEVELOPMENT CONSULTANTS
10. METAXA HOSPITALITY GROUP
11. WEBHOTELIER
12. WHITE ROCKS HOTEL
13. PANCYPRIAN HOTEL ASSOCIATION
14. PANHELLENIC HOTEL ASSOCIATION
15. SOUTH AEGEAN REGION
16. TEMES
17. TOURIST BUSINESSES IN VARQUIZA (PANAS GROUP)
18. PIRAEUS BANK



Ινστιτούτο Τουριστικών Ερευνών και Προβλέψεων  
(ΙΤΕΠ)



Research Institute for Tourism



itep\_gr



@itep\_gr

[www.itep.gr](http://www.itep.gr)



COMPLETE QUESTIONNAIRES

