



## PRESS RELEASE

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### Monthly Survey for the Hotel Performance

January 2025

The Hellenic Chamber of Hotels (HCH) has commissioned the Research Institute for Tourism (RIT) to carry out a monthly survey for monitoring the basic hotel variables for 2024.

The survey is conducted monthly by sending a short electronic questionnaire to a representative sample of hotels, both in terms of hotel category and in terms of the region in which each hotel is located.

The variables under consideration are the following:

- The hotel operation period
- The Occupancy Rate
- The Average Rate of a double room

The research is carried out using the CAWI - Computer-Assisted Web Interviewing method, while during the processing of the questionnaires a triple weighting is applied in terms of the hotel class rating, of the region and of the hotel size.

The average occupancy rate of operating hotels for January 2025 is estimated at **40%**, at approximately the same level as last year (41%). The average price for a double room for January 2025 is estimated at **€83** having increased slightly compared to last year (**€78**).

By registering as a member of RIT you can have access to the full presentation of the monthly results, but also to the survey data analytics (only for Gold Members) (<https://www.itep.gr/en/registration/>).