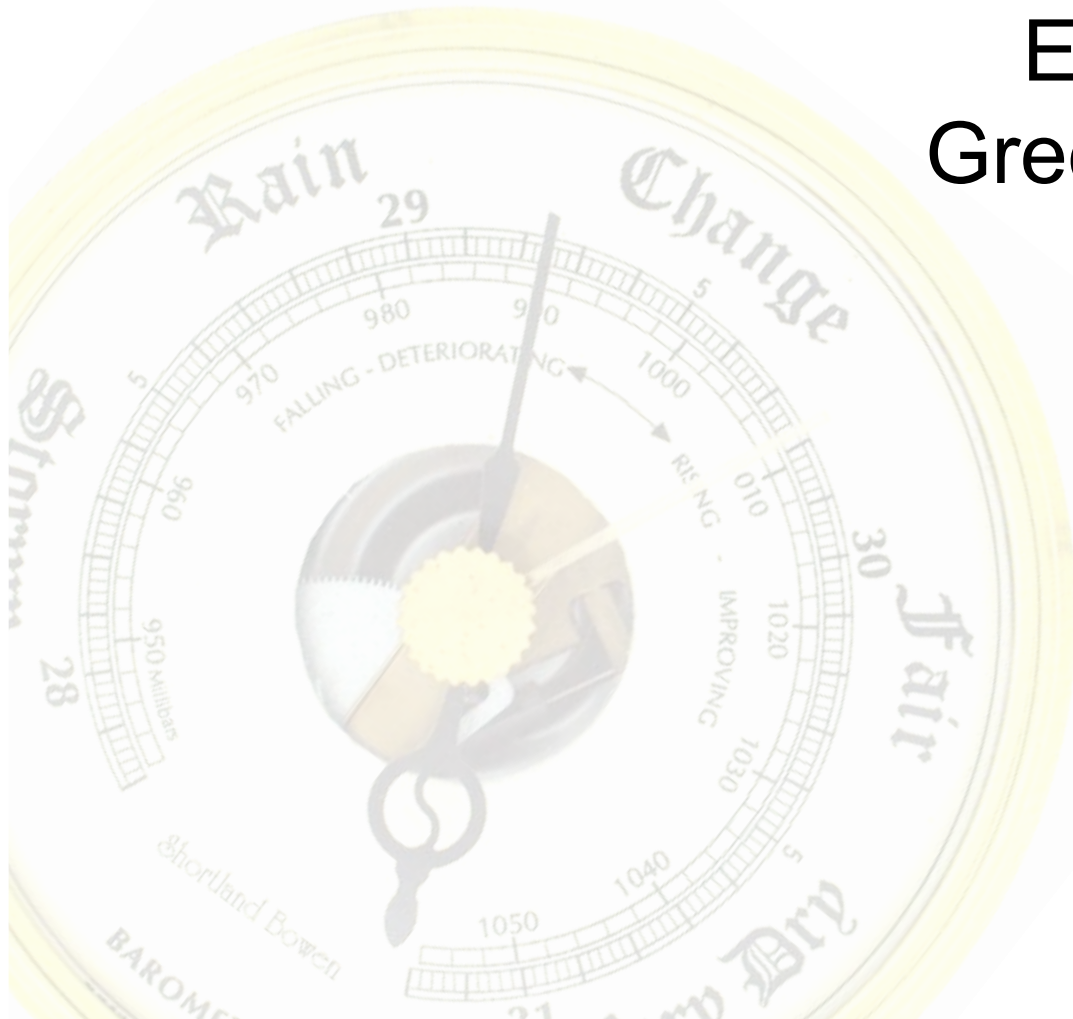


Tourism Barometer

2012 Q4

Expectations of the Greek Hospitality Sector



gbr
consulting

October 2012

Survey characteristics

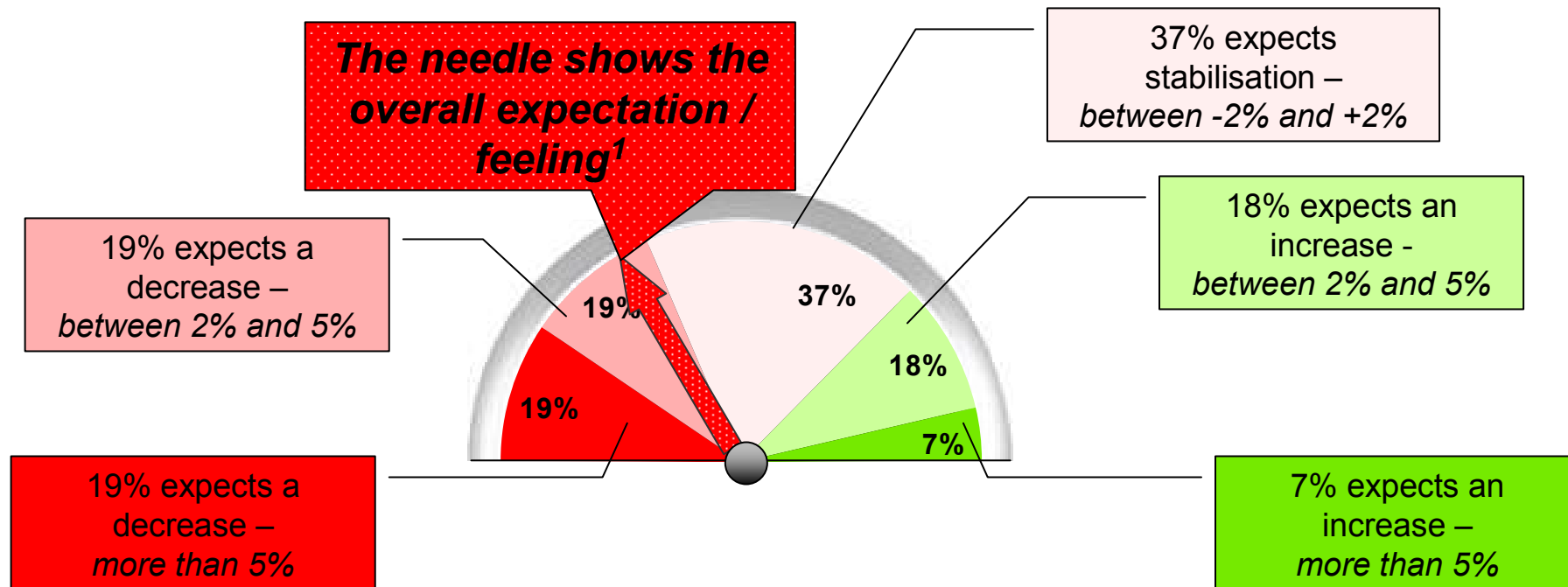
- The Q4 Survey ran from 19 – 31 October 2012, among hotels of all hotel categories (1 – 5*) all over Greece;
- The survey was anonymous and 164 hotels completed the online questionnaire, of which 129 fully. The distribution of those was as follows:
 - 52% are city hotels and 48% resort hotels;
 - 27% are 5*, 36% 4*, 21% 3*, 12% 2* and 4% 1* hotels.
- The survey includes forecasts for 2012 Q4.
- Survey results are published in the press and on www.gbrconsulting.gr/barometer

Main Conclusions

- Expectations for the last quarter of 2012 are once more very negative in comparison with same quarter last year for both occupancy levels and room rates. Throughout 2012 the climate was negative in the hotel sector.
- Exceptions are the resort hoteliers in Crete, who are very optimistic that occupancy levels will improve much in Q4 compared to last year for their own hotel units. Their room rates are expected to drop though, but overall for the market the trend is stabilising for Q4.
- The city hoteliers in Thessaloniki are the second exception. Performance so far this year has been satisfactorily and also for the last quarter they expect slightly better occupancy levels and slightly dropping rates resulting in a stabilising RevPAR.
- Athenian hoteliers remain very pessimistic as they forecast significant drops in both occupancy and ARR for both their own hotels as for the market in general.

How to read the Quarter meters

- All the meters reflect the hoteliers' projections for current Quarter with respect to Occupancy (OCC) and the Average Room Rate (ARR) for:
 - their Own Hotels, in the top half of each page
 - the Market Overall, in the bottom of each page



¹ The position of the arrow is based on the weighted average of the projections for increases and decreases, where the increases / decreases of more than 5% have a weight twice as high as the increases / decreases of between 2% and 5%

Survey results

Expectations for 2012 Q4

- All hotels
- City hotels
 - Athens hotels
 - Thessaloniki hotels
 - Other city hotels
- Resort hotels
 - Crete hotels
 - Dodecanese hotels
- Hotels per category
 - 5 star hotels
 - 4 star hotels
 - 3 star hotels
 - 2 star hotels

Expectations for 2012 Q4



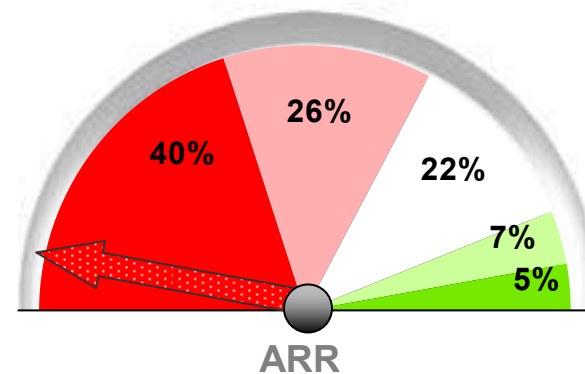
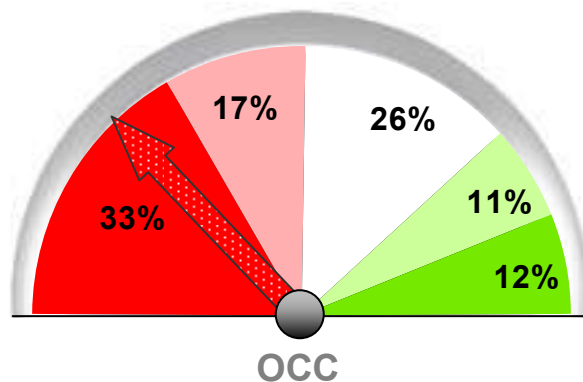
Expectations for 2012 Q4

«MY HOTEL»

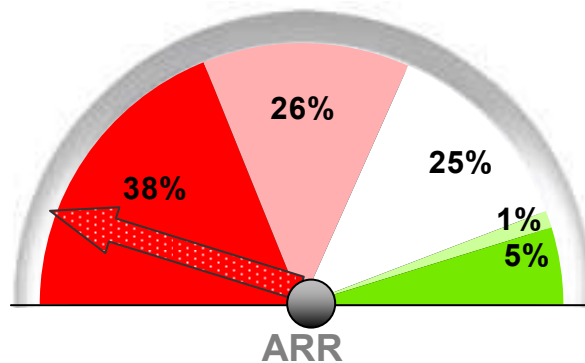
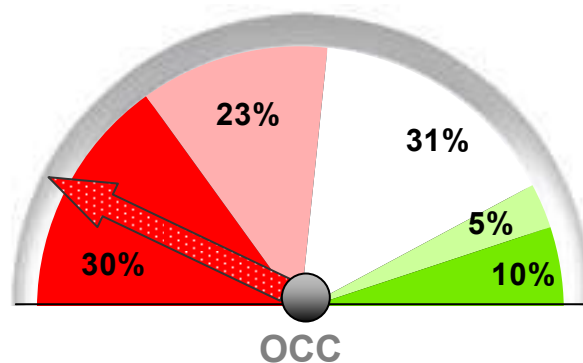
All hotels

Forecasts for the last quarter of 2012 are clearly pessimistic. The hotel sector expects significant drops in occupancy as well as room rates compared to the last quarter of 2011.

In all barometers 50% or more is expecting drops of 2% and more for both occupancy and ARR. Around a third is expecting significant decreases of 5% and more.



«MARKET IN GENERAL»



% of respondents that expected



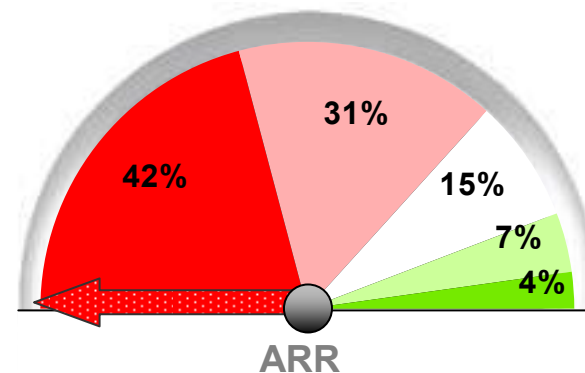
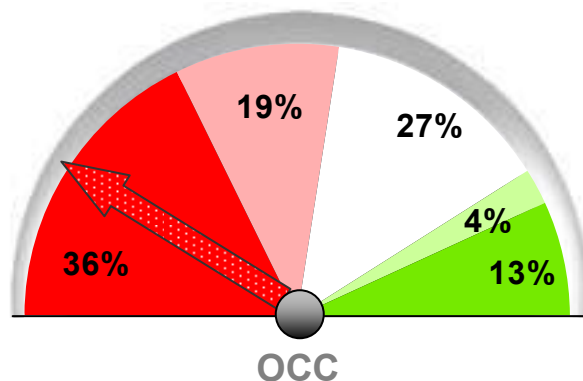
Expectations for 2012 Q4

«MY HOTEL»

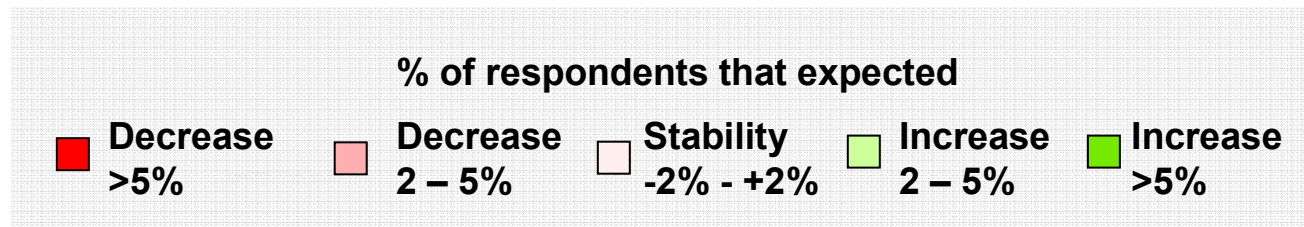
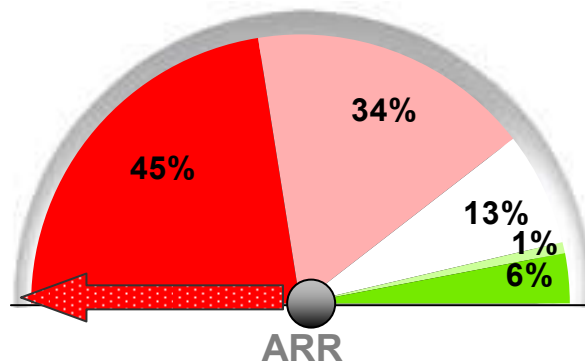
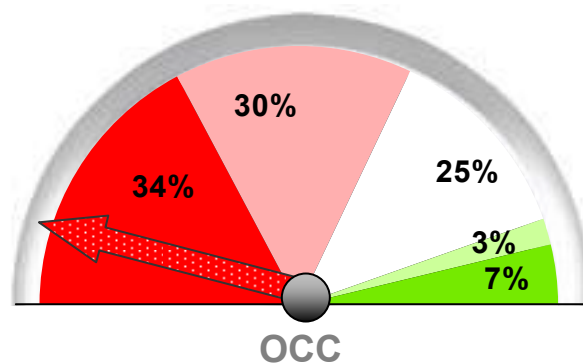
City hotels

The City hoteliers are very pessimistic for the coming quarter as for their own hotels 55% expects drops in occupancy of 2% or more and 73% forecasts drops of 2% or more for their room rates.

The expectation for the city hotel market as a whole is even worse. Only 10% expects for the market increasing occupancy levels and only 7% increasing room rates.



«MARKET IN GENERAL»

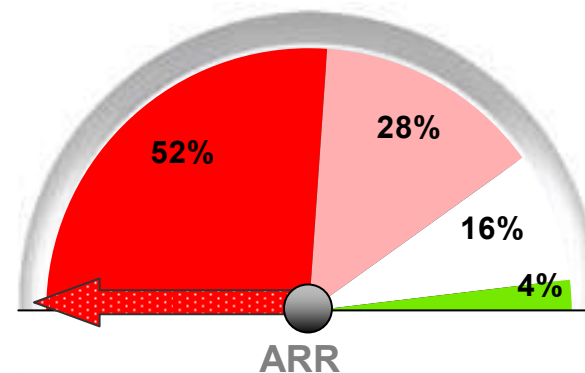
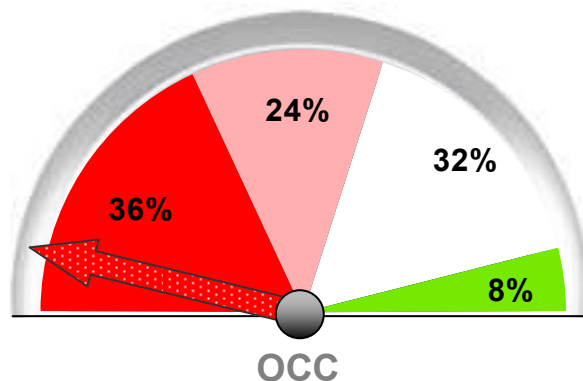


Expectations for 2012 Q4

«MY HOTEL»

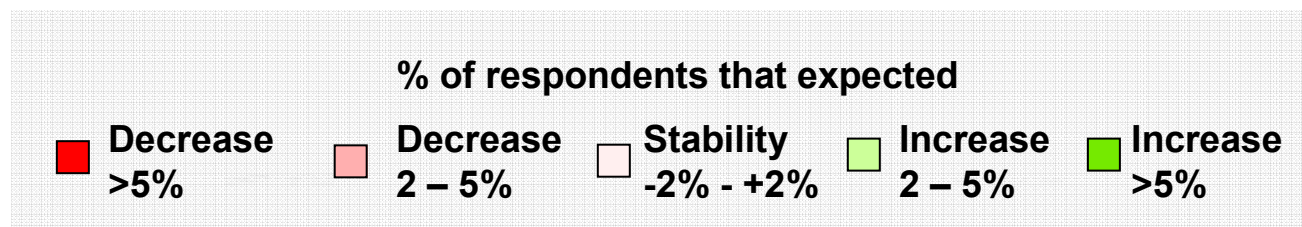
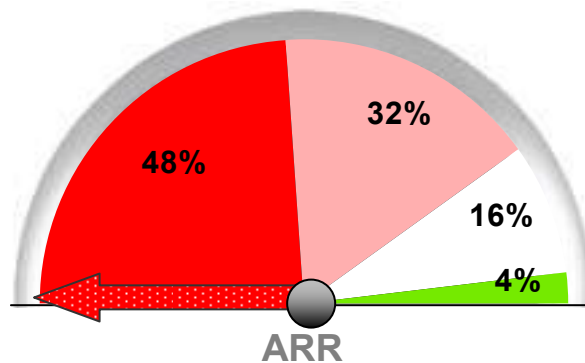
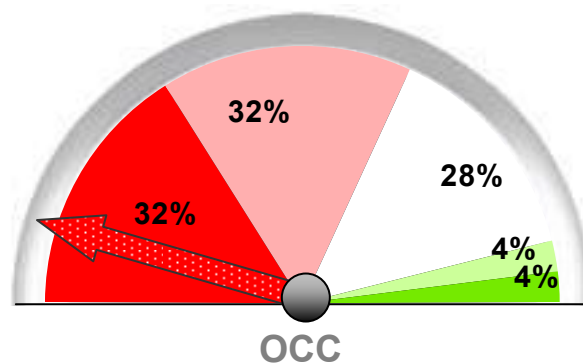
Athens hotels

The Athenian hoteliers remain very pessimistic also for the last quarter of this year. Very few expect increases in occupancy and room rates.



«MARKET IN GENERAL»

For their own hotels 60% expects falling occupancy compared to same quarter last year and an astonishing 80% expects falling room rates of 2% or more. A similar forecast is displayed in the barometers of the market in general.

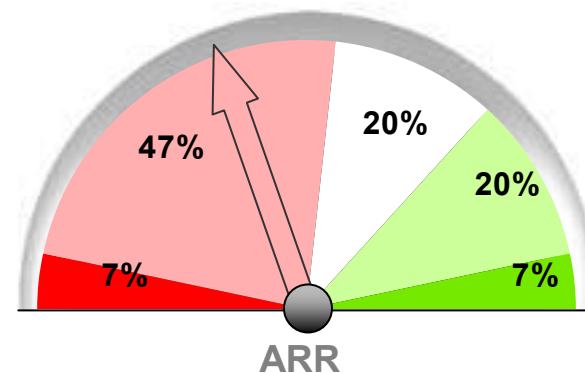
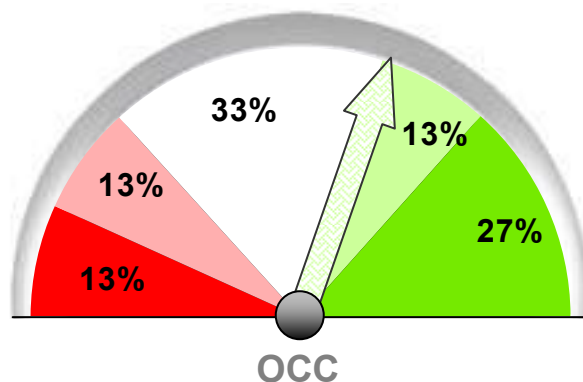


Expectations for 2012 Q4

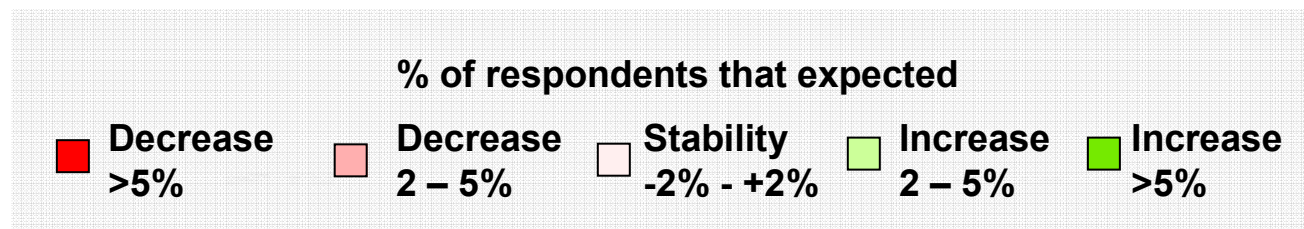
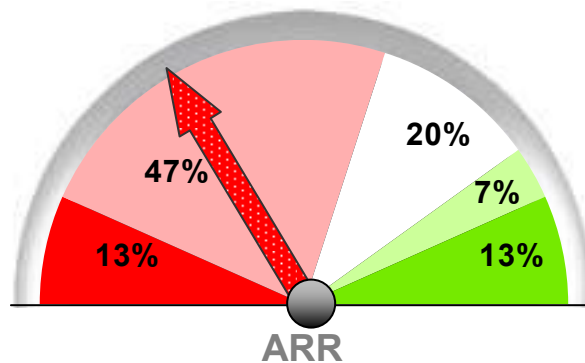
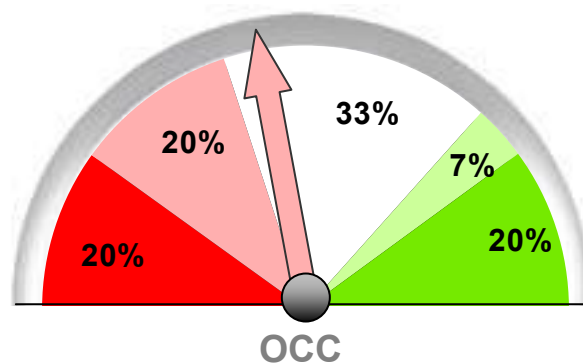
«MY HOTEL»

Thessaloniki hotels

Contrary to the Athenian hoteliers the sector in Thessaloniki is more optimistic, obviously supported by the actual results so far this year. About 73% expects stabilising or increasing occupancy levels for Q4 2012 compared to Q4 2011 for their own hotels. Less optimism for their room rates where the biggest segment (47%) is expecting decreases of between 2% – 5%. For the market in general hoteliers are more pessimistic.



«MARKET IN GENERAL»



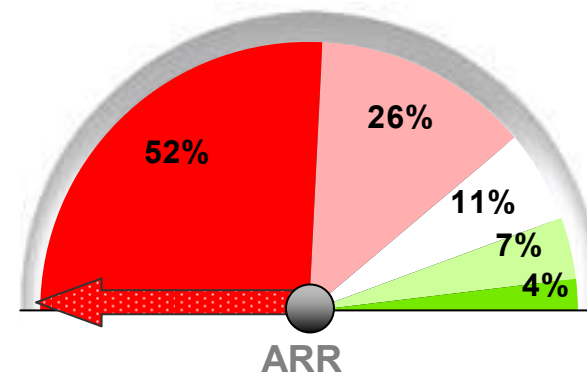
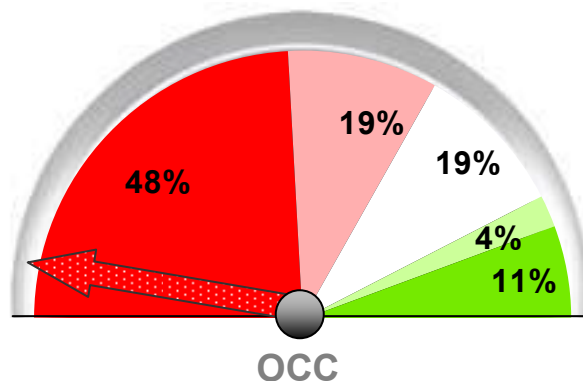
Expectations for 2012 Q4

«MY HOTEL»

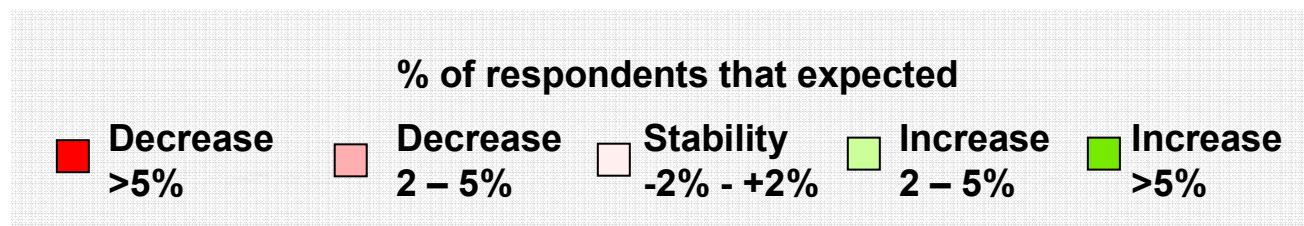
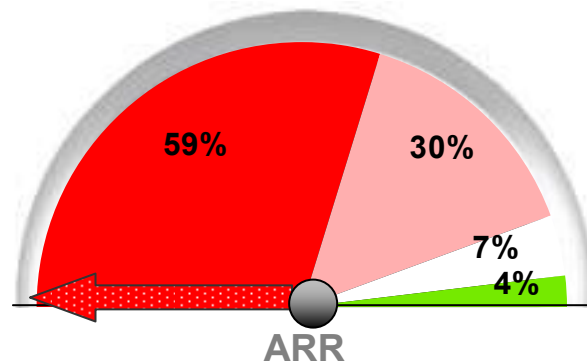
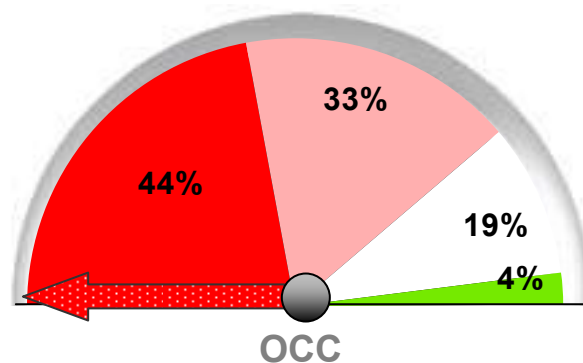
Other city hotels

The City hoteliers outside Athens & Thessaloniki are extremely pessimistic for the coming quarter as all barometers for their own hotel units as well as for the market in general are deeply red coloured. The largest segments in all barometers represent expected decreases of 5% or more.

Very few hoteliers are optimistic for next quarter.



«MARKET IN GENERAL»

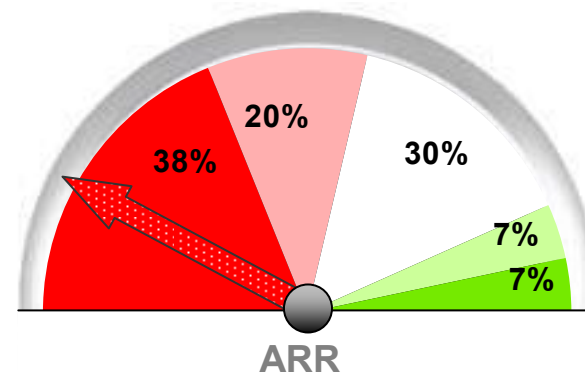
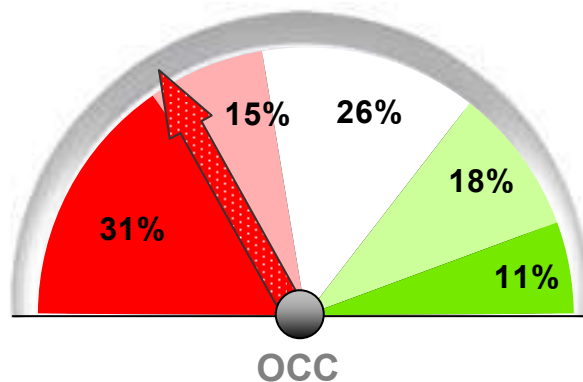


Expectations for 2012 Q4

«MY HOTEL»

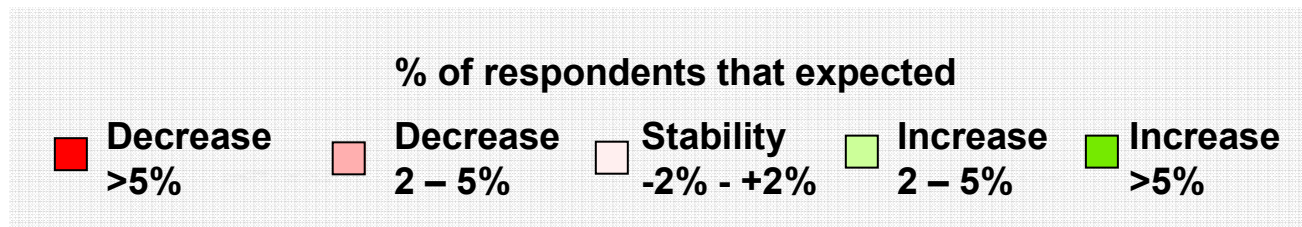
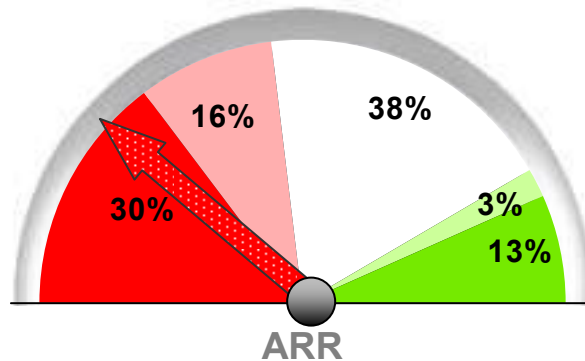
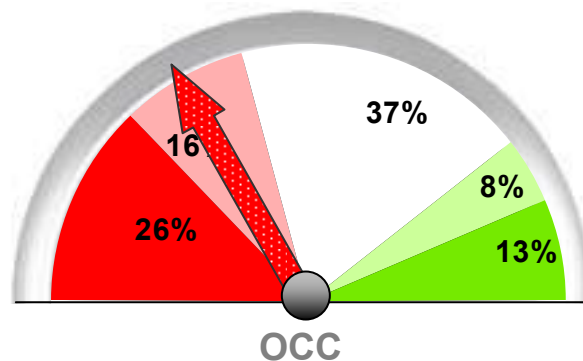
Resort hotels

For the resort hotels that are operating in Q4 46% is expecting drops in their occupancy levels and 58% decreasing room rates for their own hotels.



«MARKET IN GENERAL»

Similarly pessimistic are the hoteliers for the market in general with only 21% expecting increases in occupancy and 16% increases for their room rates.

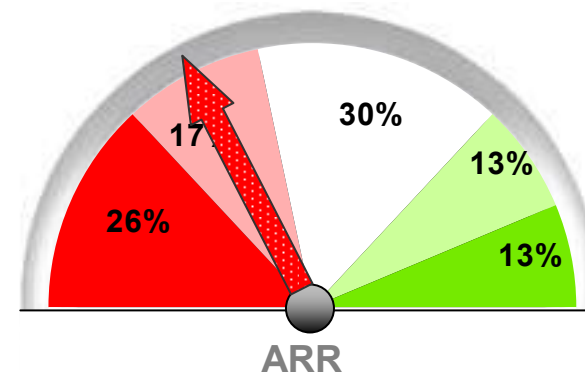
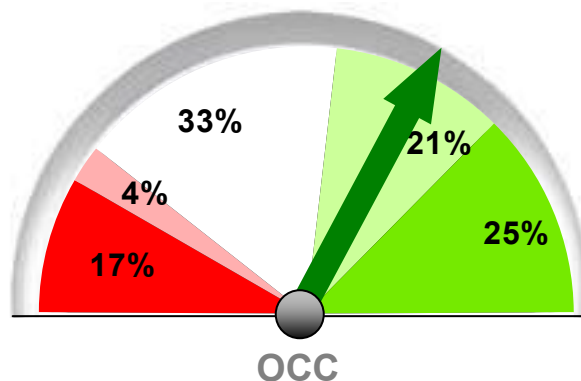


Expectations for 2012 Q4

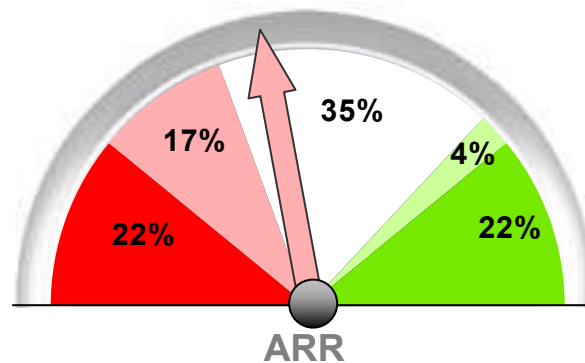
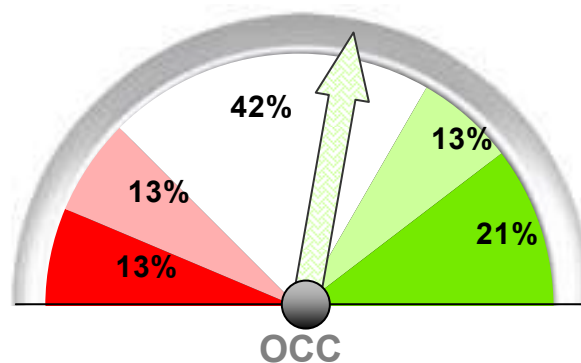
«MY HOTEL»

Resort hotels in Crete

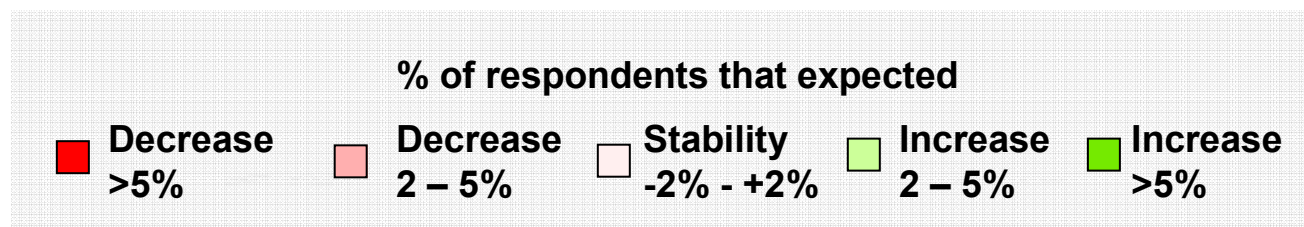
The resort hoteliers in Crete that will operate their hotel units in Q4 are optimistic for the coming quarter in terms of occupancy development. In fact the resort hoteliers in Crete are the most optimistic in the Q4 survey. On the other hand they expect a drop in their ARR.



«MARKET IN GENERAL»



For the market in general the trend for Q4 consist of stabilising occupancy and room rates overall.



Expectations for 2012 Q4

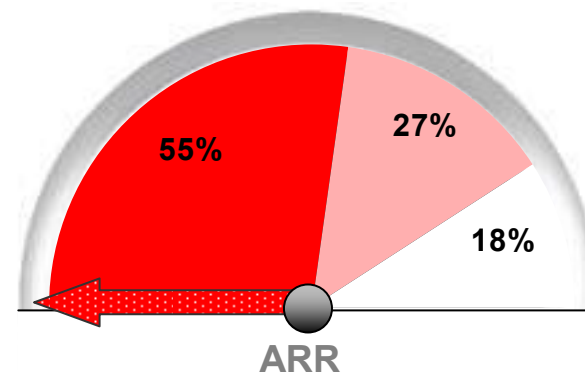
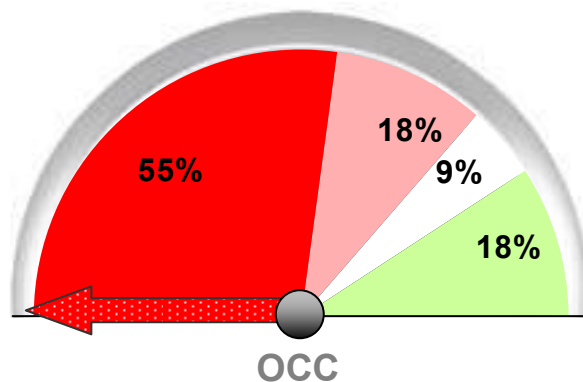
«MY HOTEL»

Resort hotels in Dodecanese

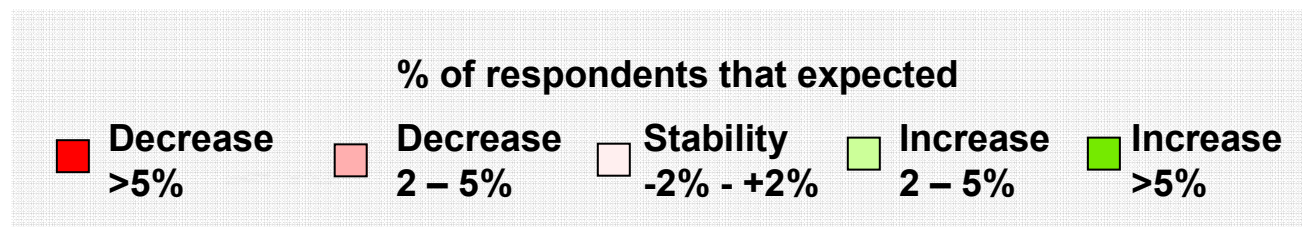
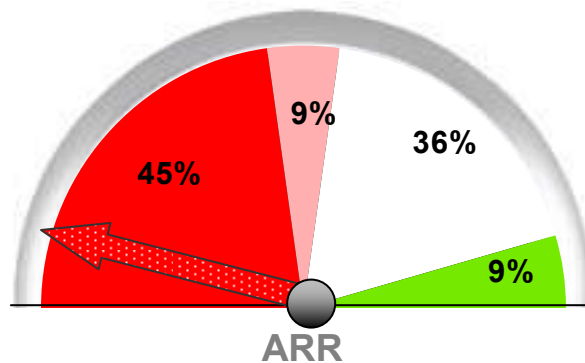
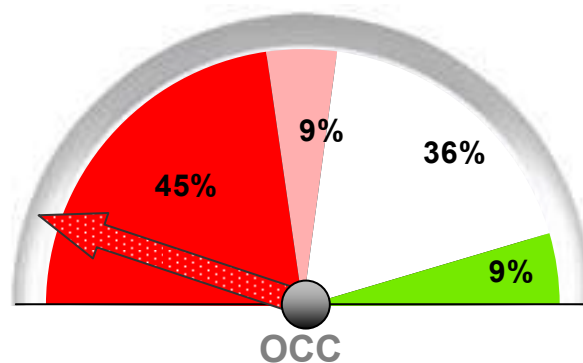
Contrary to the resort hoteliers in Crete, the hoteliers in the Dodecanese are clearly very pessimistic. They expect sharply dropping occupancy rates and ARR's.

Remarkably they are more pessimistic for their own hotel units than for the market in general.

Very few hoteliers expect improvements in comparison with the last quarter of 2011.



«MARKET IN GENERAL»



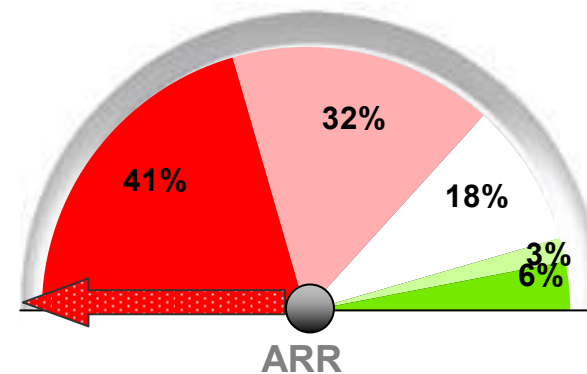
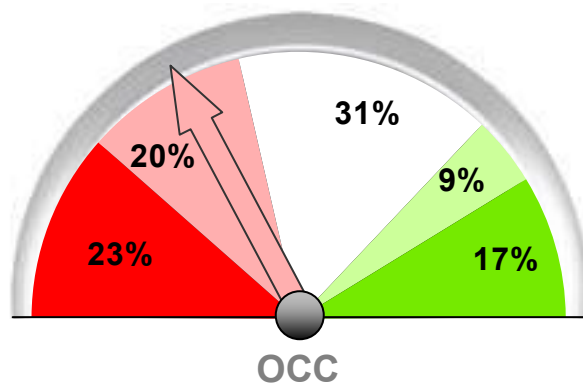
Expectations for 2012 Q4

«MY HOTEL»

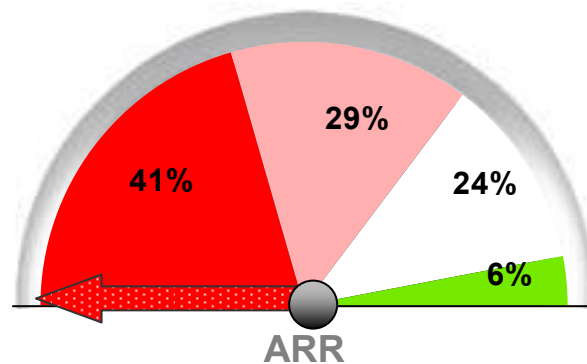
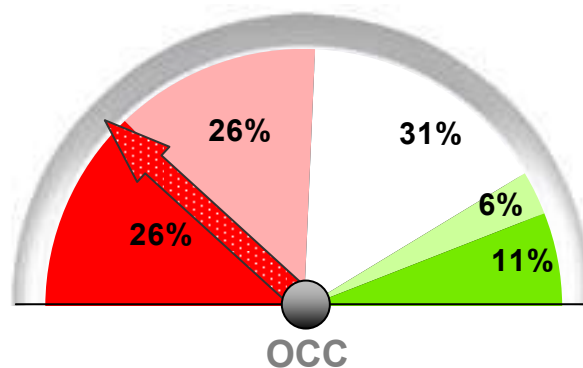
5 star hotels

The 5 star hoteliers forecast that the occupancy levels of their own hotel units are decreasing slightly and the levels for the market in general substantially.

In terms of room rates 73% expect substantially lower rates for their own hotels in comparison with same period last year, while for the market in general 70% is expecting this.



«MARKET IN GENERAL»



% of respondents that expected



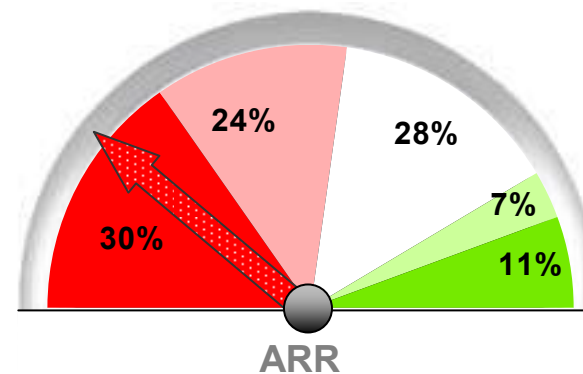
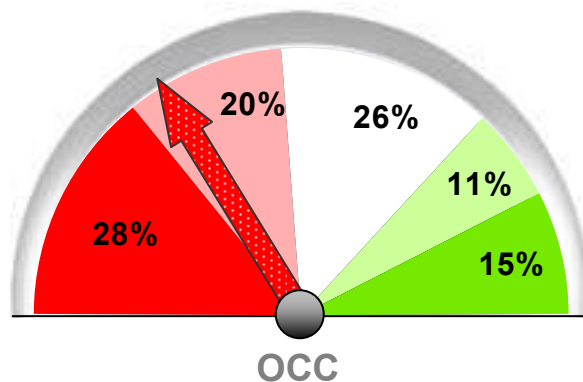
Expectations for 2012 Q4

«MY HOTEL»

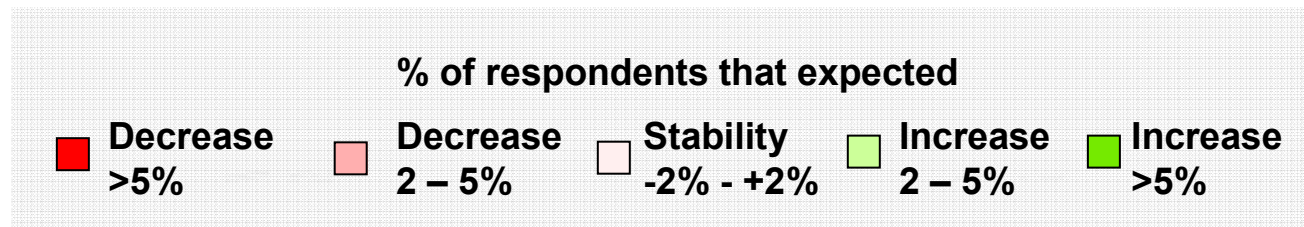
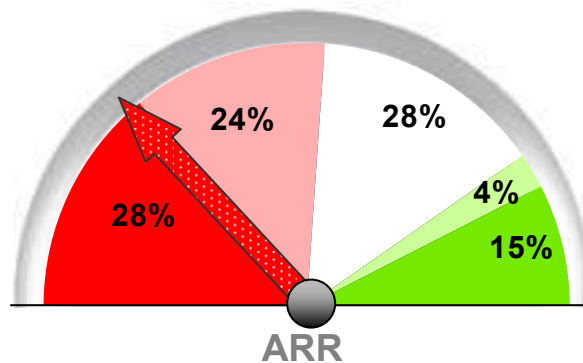
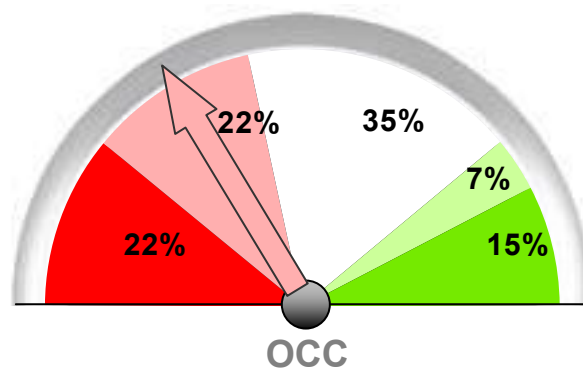
4 star hotels

The Q4 barometers of the 4 star hotels show worse occupancy levels and ARR than last year. Perhaps the drop in occupancy will not be as big for the market as a whole.

In terms of room rates drops of more than 2% are forecasted for Q4 2012 in comparison to the same quarter last year.



«MARKET IN GENERAL»



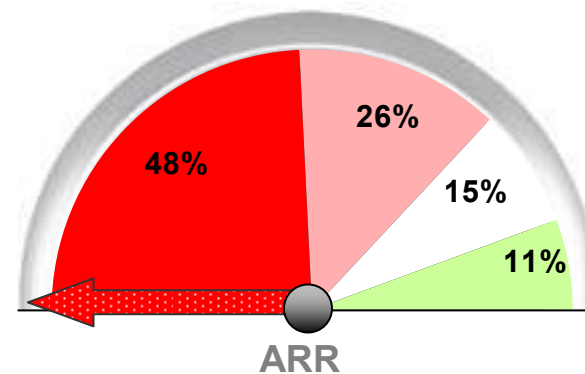
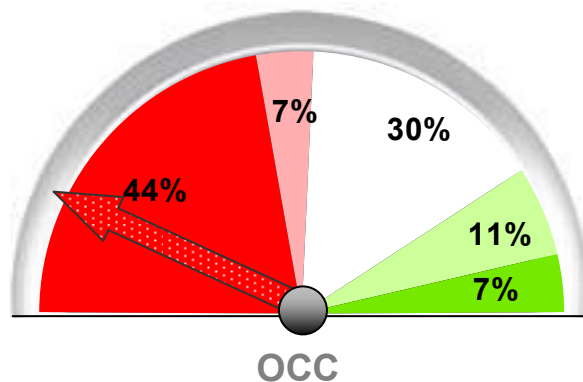
Expectations for 2012 Q4

«MY HOTEL»

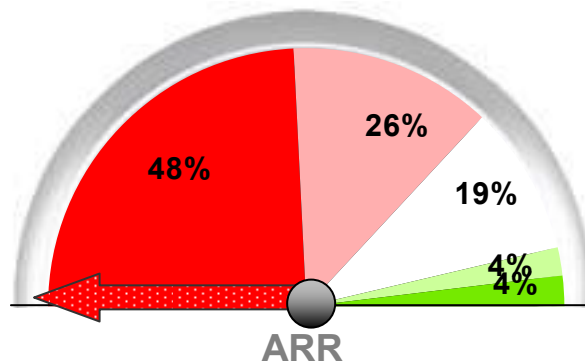
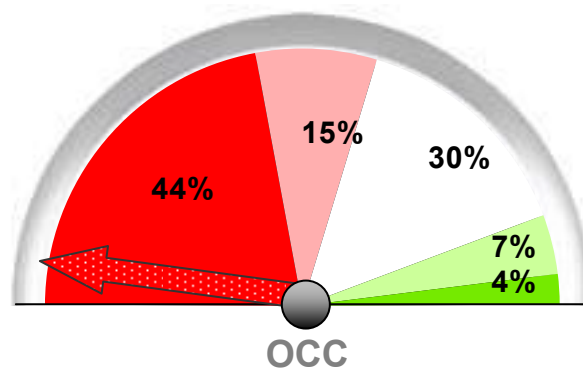
3 star hotels

Not many hoteliers are optimistic in the 3 star segment. In fact the majority (51%) expects drops of 2% and more in their occupancy levels and 74% forecasts drops in ARR, of which 48% of 5% and more.

Similar picture is shown by the barometers of the market as a whole with respect to the 3 star segment.



«MARKET IN GENERAL»



% of respondents that expected



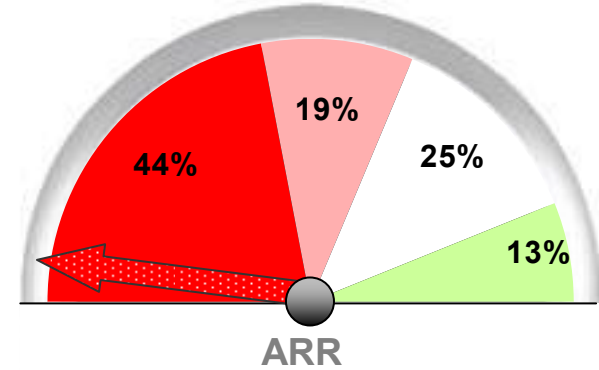
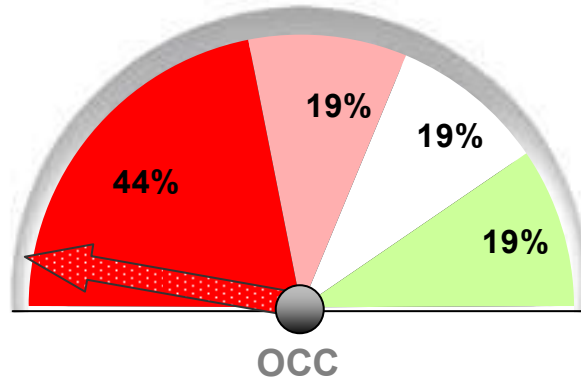
2 star hotels

It is striking that for the market in general none of the hoteliers is expecting an increase in occupancy nor in room rates. For their own hotels only few would expect some improvements.

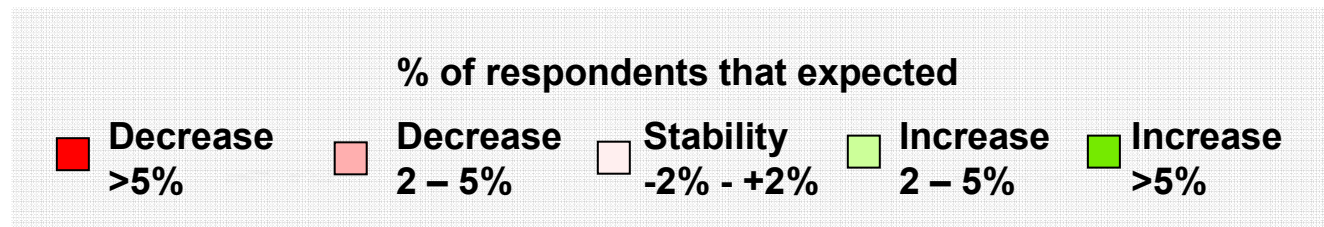
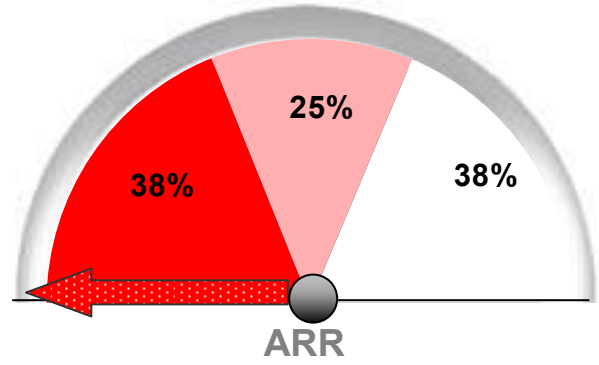
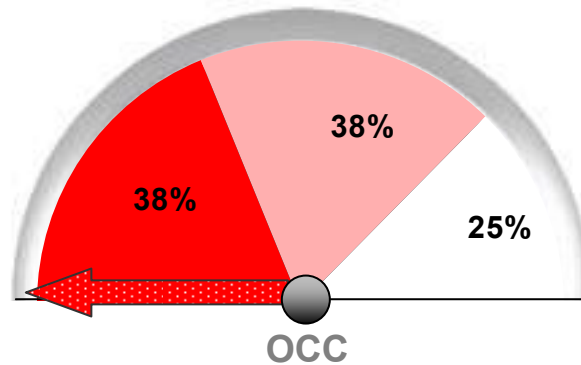
Therefore, the overall picture is very negative for the 2 star hotel segment with significant drops forecasted in both occupancy and ARR levels.

Expectations for 2012 Q4

«MY HOTEL»



«MARKET IN GENERAL»



Tourism Barometer

2012 Q4

Expectations Greek Hospitality Sector



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