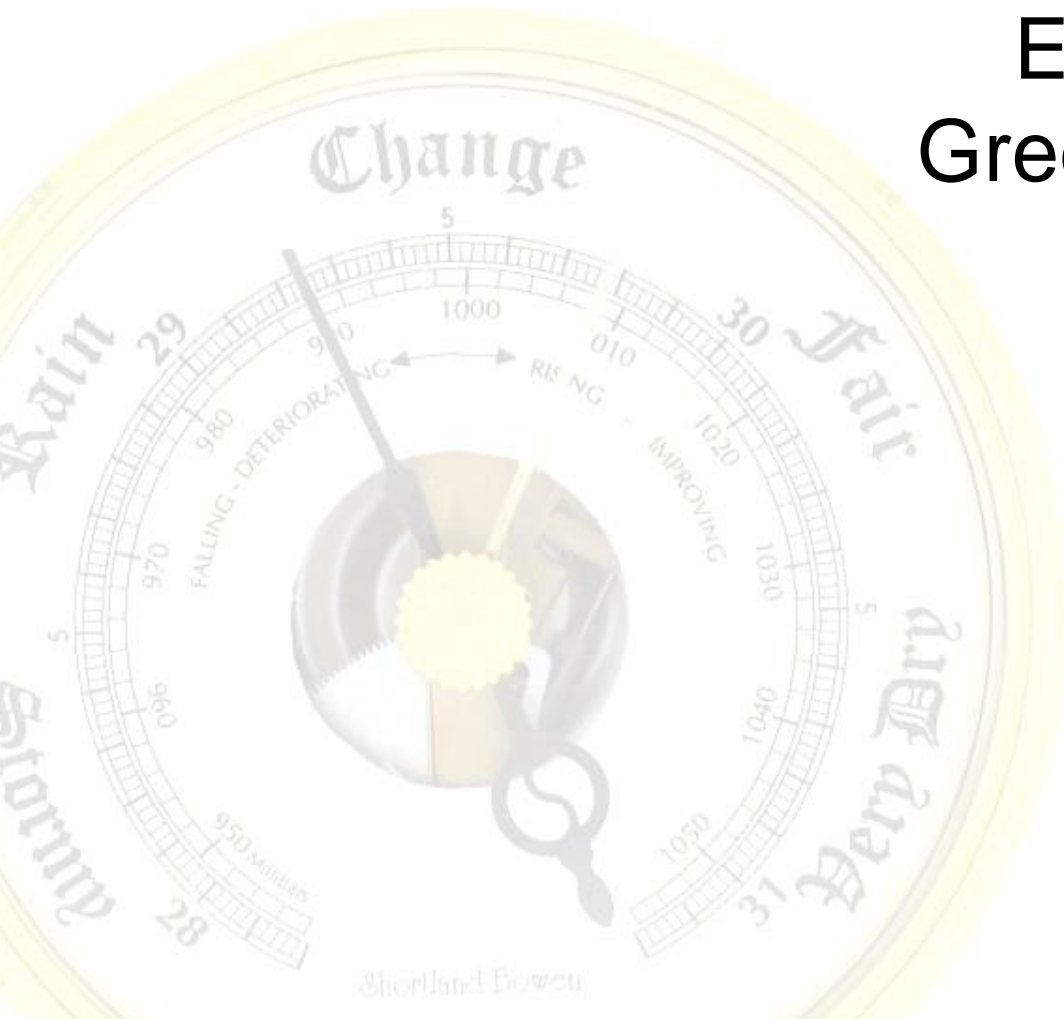


# Tourism Barometer Snapshot 2017

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## Expectations of the Greek Hospitality Sector



**gbr**  
consulting

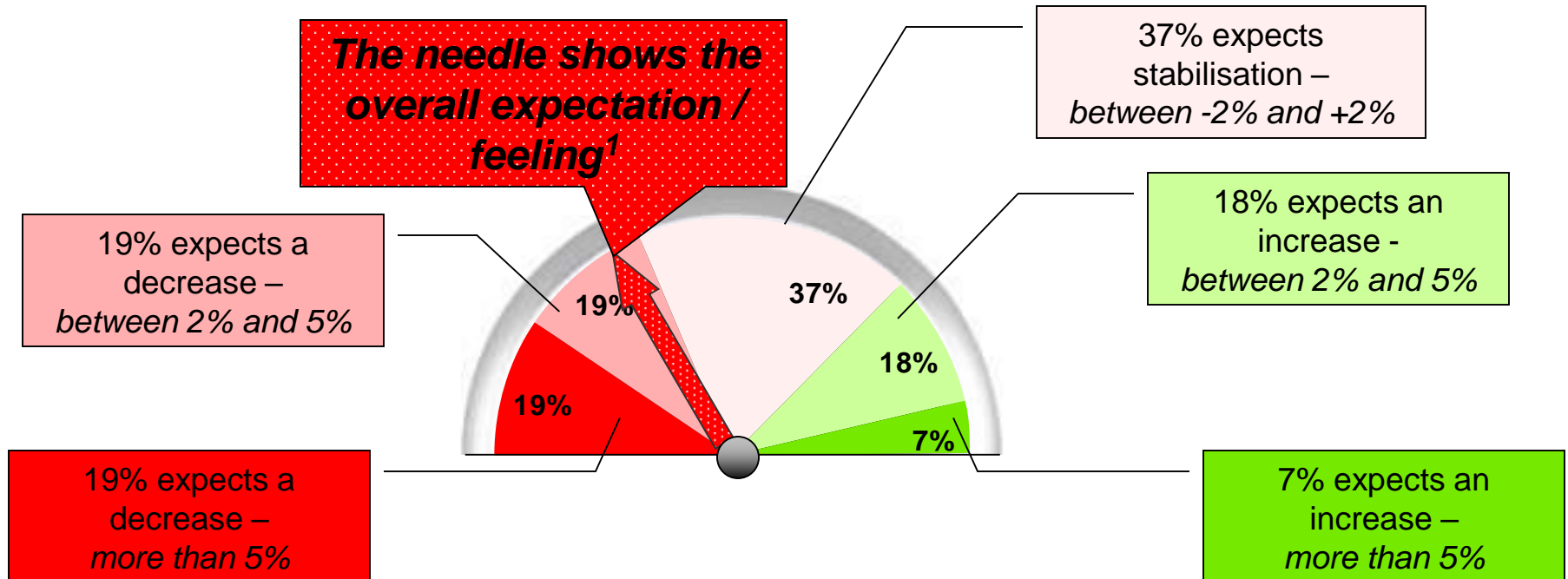
January 2017

# Barometer Snapshot 2017

- **Greek hoteliers are very optimistic for 2017** with a majority expecting increases in occupancy levels and room rates compared to last year. Furthermore, about 4 out of 10 hoteliers is forecasting that their performance will be on par with last year both for occupancy and ADR levels.
- The **city hoteliers** expect to continue the positive trend of 2016. For the market overall 47% is expecting improvements in occupancy levels of at least 2%, while 56% is expecting these growth levels for ADR.
- The projections of the **resort sector** are even more optimistic with 68% and 60% of hoteliers expecting improvements of at least 2% compared to last year for occupancy and room rates respectively.
- In the **categories 3 – 5 star** the majority of hoteliers is expecting increases of 2% and more on all levels for the market in general. The 5 star hoteliers are the most optimistic of all hoteliers.
- The **2 star hoteliers** are also optimistic in terms of occupancy development, but expect room rates at similar levels as last year.

# How to read the Quarter meters

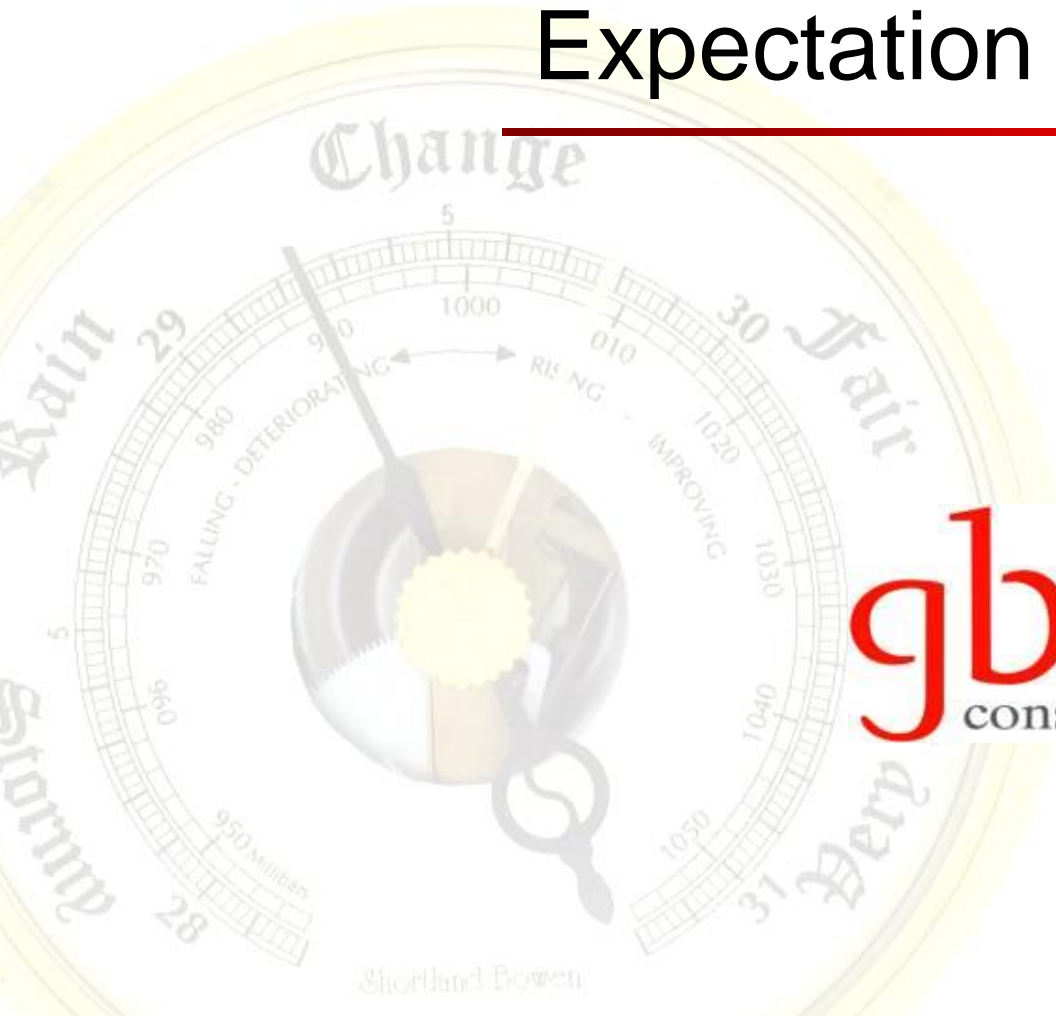
- All the meters reflect the hoteliers' projections for current Quarter with respect to Occupancy (OCC) and the Average Room Rate (ARR) for:
  - their Own Hotels, in the top half of each page
  - the Market Overall, in the bottom of each page



<sup>1</sup> 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%

# Expectation for 2017

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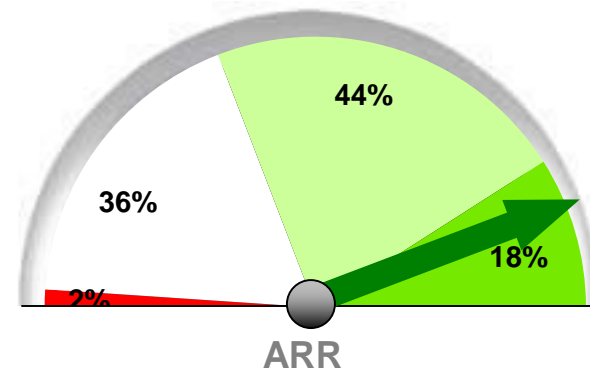
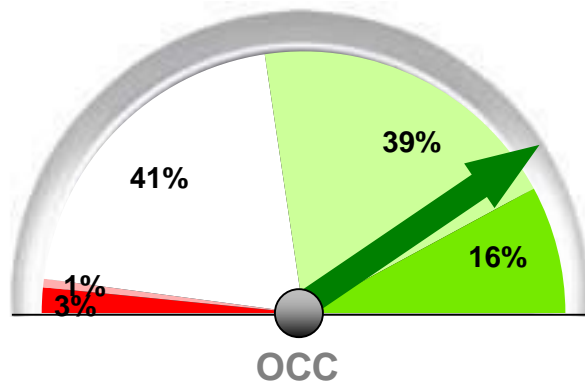


**gbr**  
consulting

## «MY HOTEL»

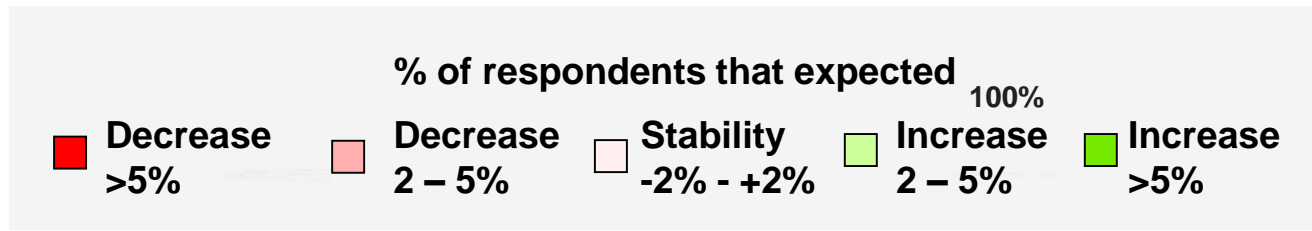
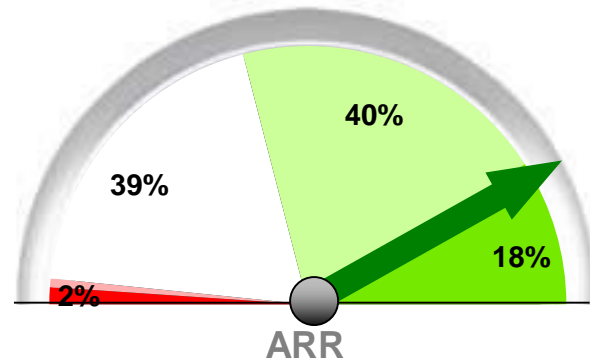
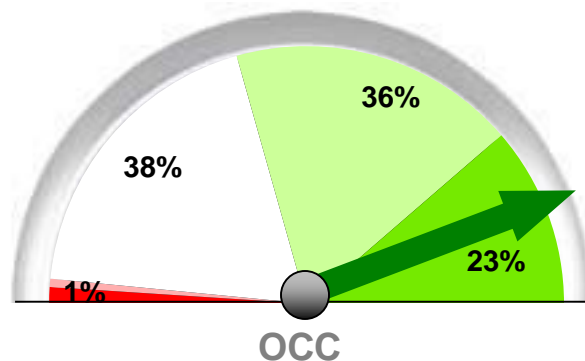
### All hotels

The Greek hotel sector is very optimistic for 2017. Around 55% of the hoteliers is forecasting increases in occupancy levels and 62% is expecting improvements in ADR as far as their own hotels are concerned.



## «MARKET IN GENERAL»

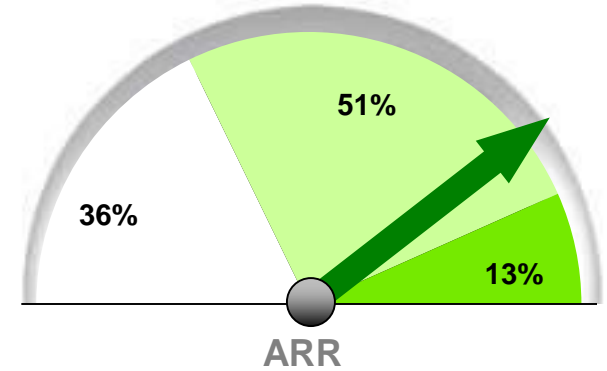
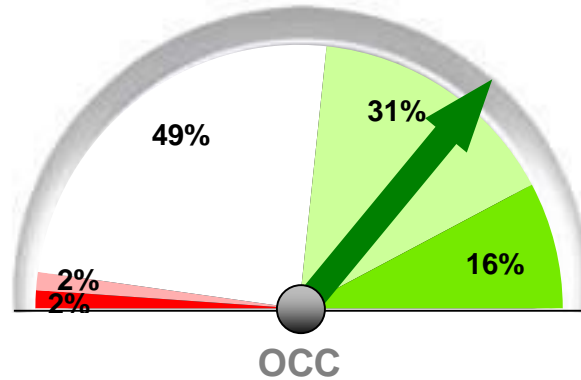
For the market in general hoteliers are even more optimistic with respect to occupancy, but slightly more cautious on ADR development.



«MY HOTEL»

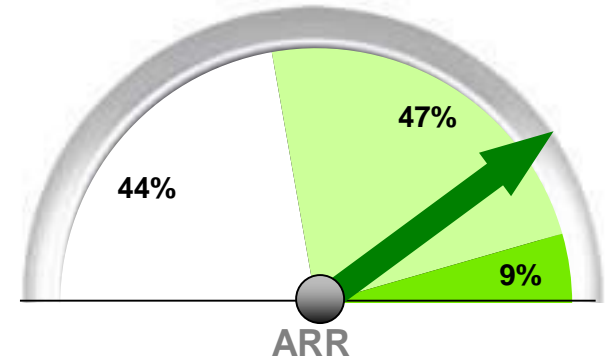
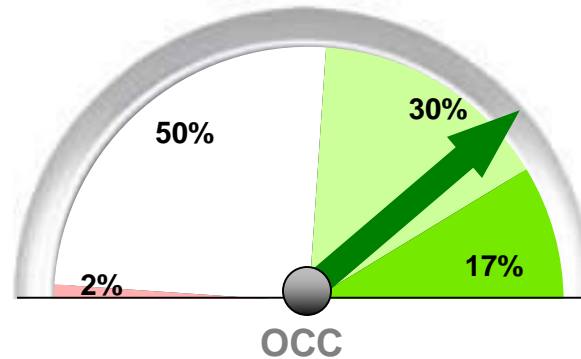
City hotels

The barometers of the city hotels all indicate a positive outlook for 2017.

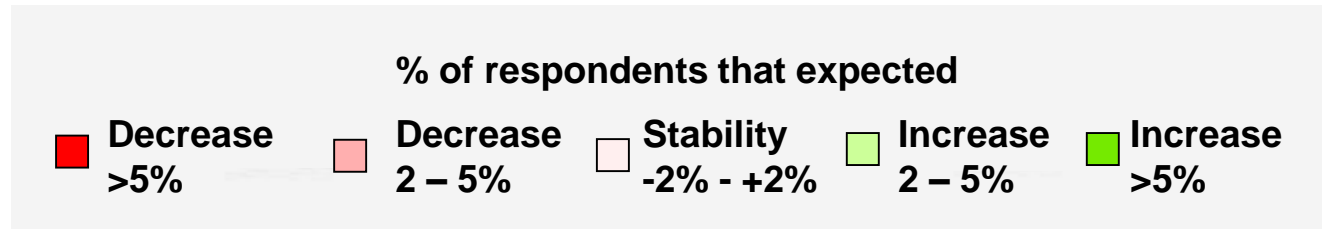


For both their own units as the market in general about half is expecting similar occupancy levels as last year and the other half is expecting growth.

«MARKET IN GENERAL»



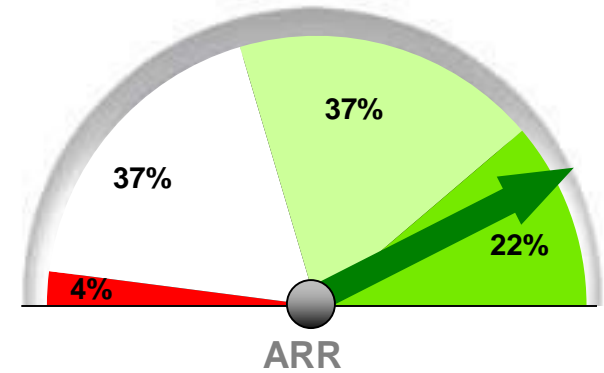
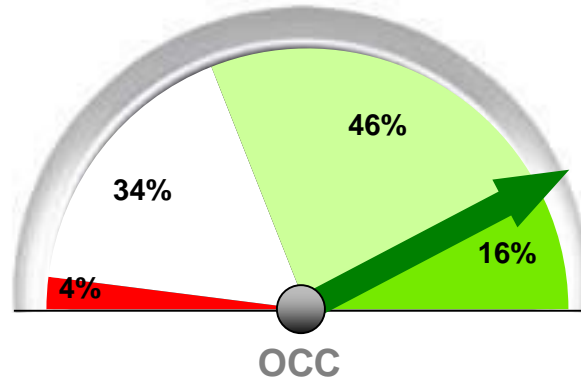
In terms of room rates the majority is expecting that rates will improve by at least 2%.



«MY HOTEL»

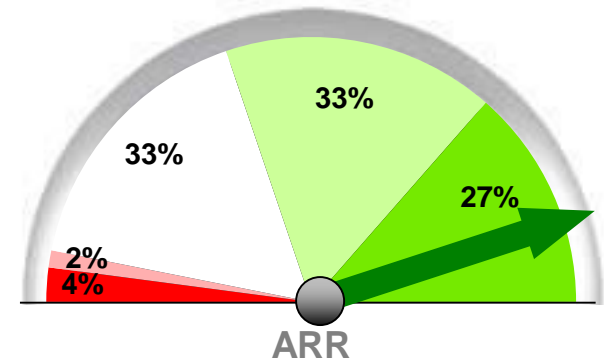
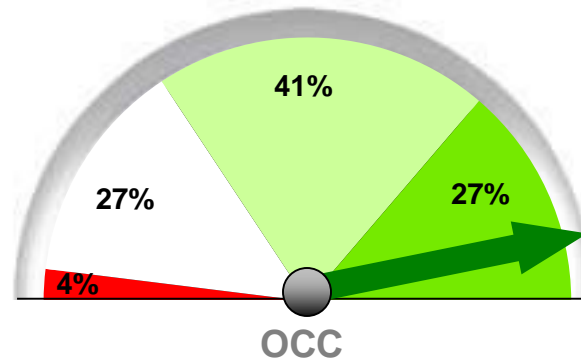
Resort hotels

The resort hotels are expecting to continue their positive course in 2017.

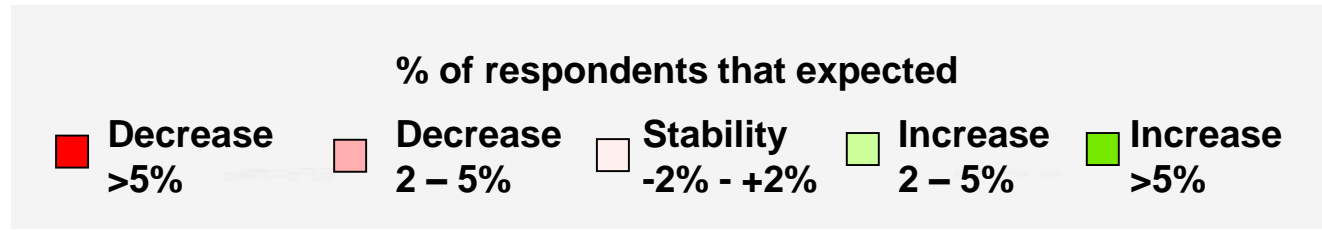


About 6 out of 10 hoteliers are forecasting for their own units improvements in occupancy levels and room rates this season compared to last year.

«MARKET IN GENERAL»



For the resort market overall hoteliers are even more optimistic with 27% forecasting increases of 5% and more for both occupancy and room rates.



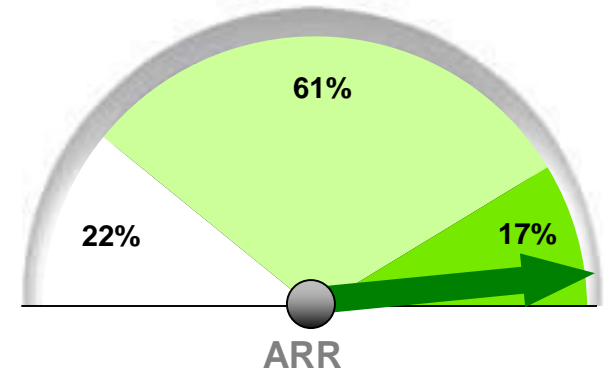
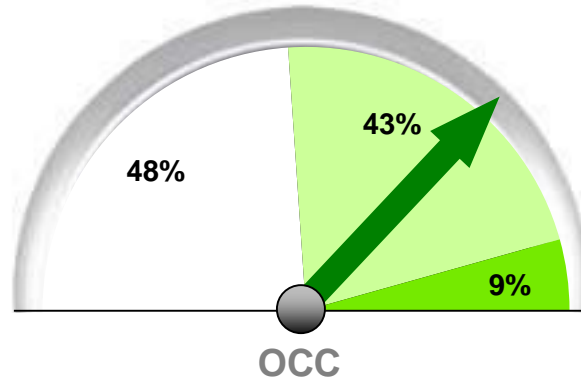
«MY HOTEL»

5\* hotels

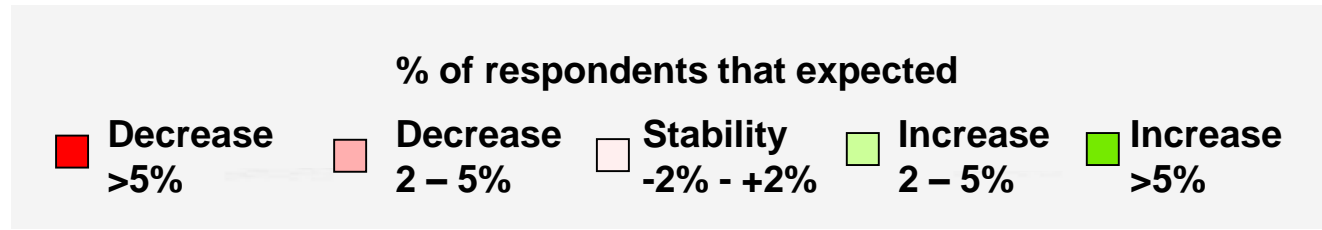
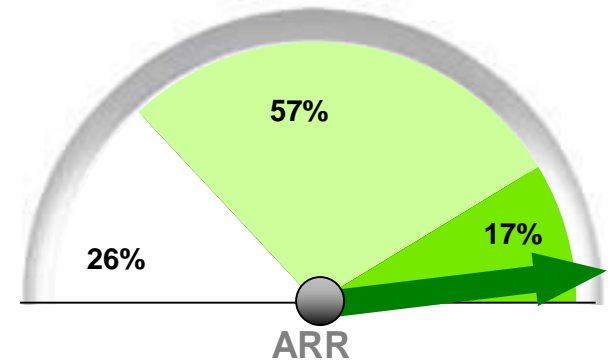
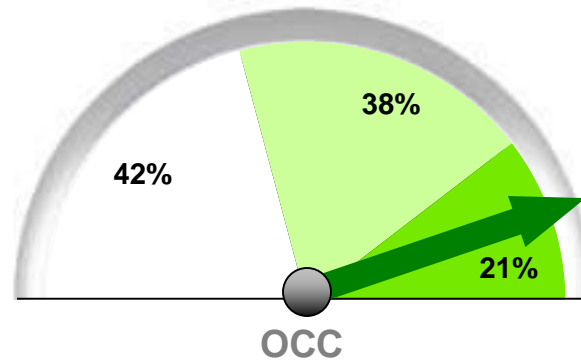
The 5 star sector is the most optimistic for 2017. Half of the hoteliers has forecasted improvements in occupancy and nearly 8 out of 10 is expecting increases in room rates as far as their own hotels are concerned.

For the market in general hoteliers are even more optimistic on occupancy levels.

None of the hoteliers is expecting drops.



«MARKET IN GENERAL»

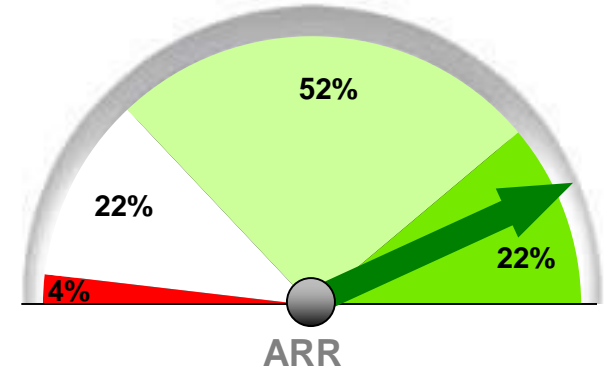
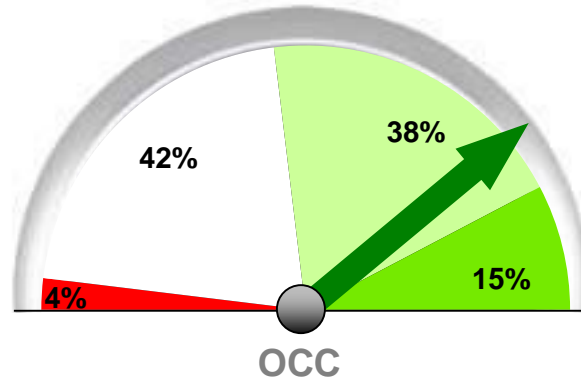




«MY HOTEL»

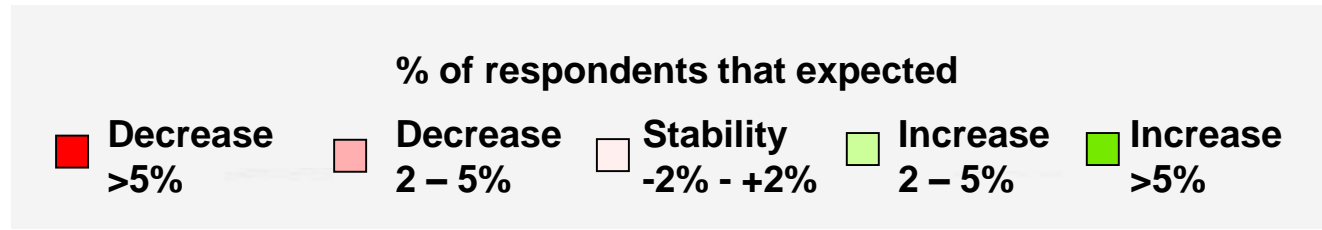
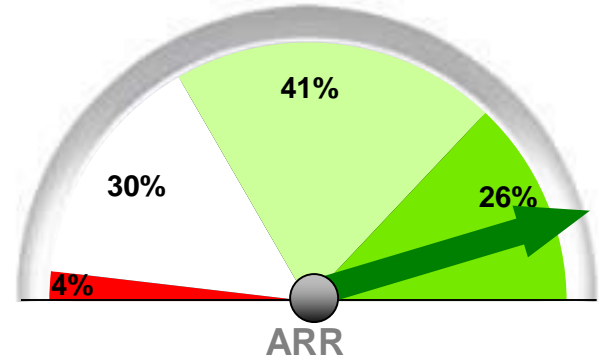
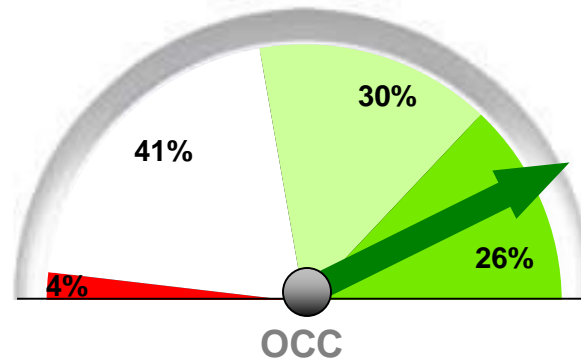
**4\* hotels**

The 4 star hoteliers are optimistic for 2017. A majority is forecasting improvements in occupancy levels and a vast majority is expecting to achieve higher ADRs.



«MARKET IN GENERAL»

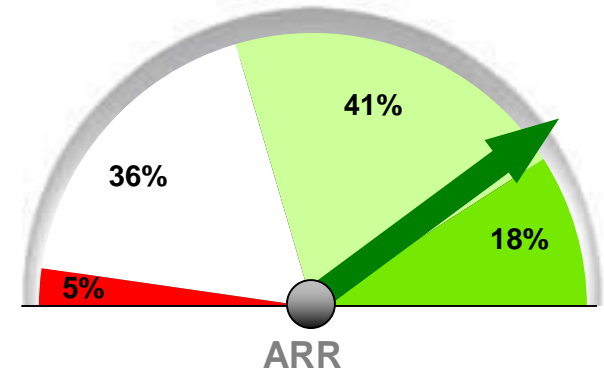
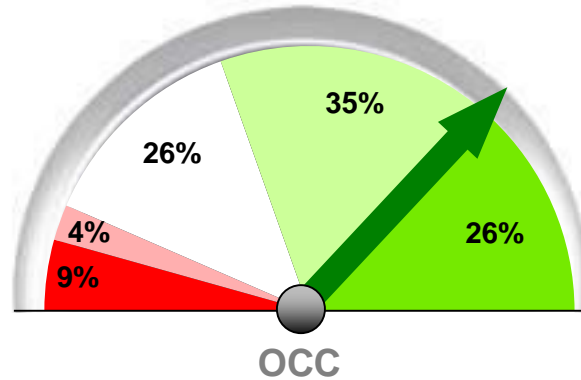
For the market in general 1 out of 4 hoteliers is expecting even increases of 5% and more compared to last year for occupancy and room rates.



«MY HOTEL»

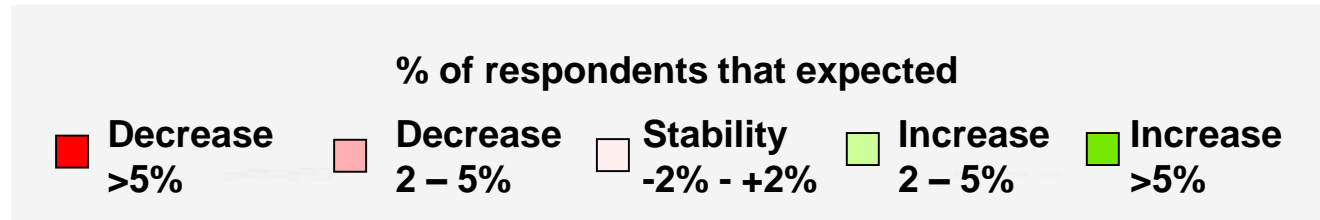
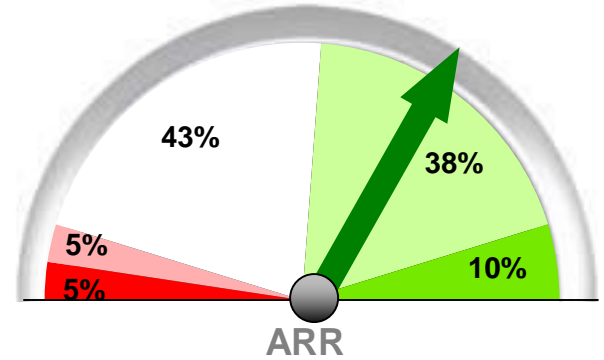
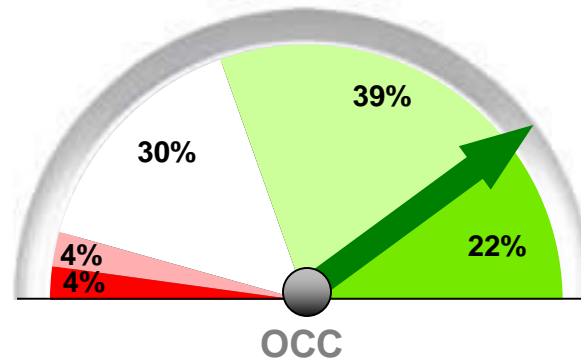
**3\* hotels**

About 6 out of 10 hoteliers in the 3 star sector is expecting improvements for their hotels in terms of occupancy and room rates during 2017 compared to last year.



«MARKET IN GENERAL»

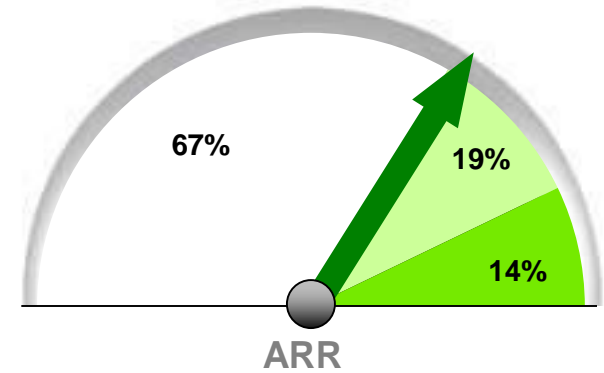
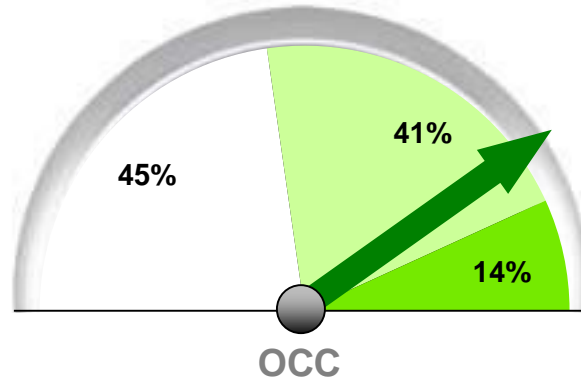
A similar trend is noted for the market in general as far as occupancy is concerned, as forecasts for room rates are slightly more conservative for the market as a whole.



## «MY HOTEL»

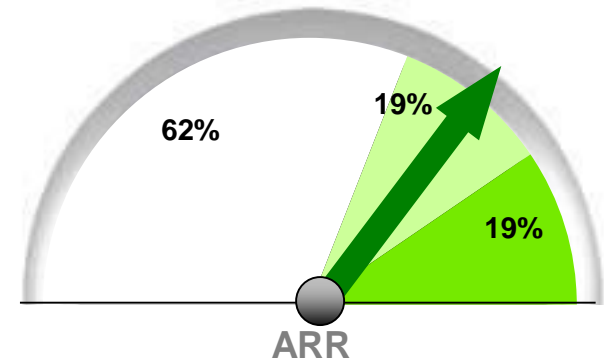
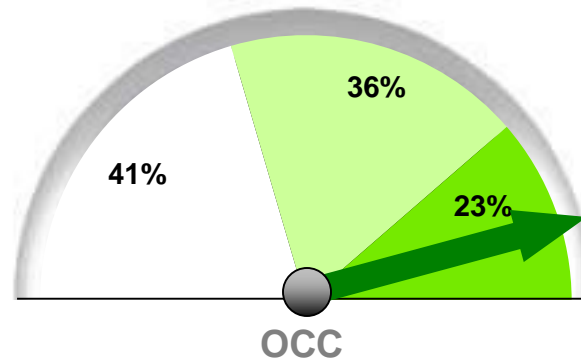
### 2\* hotels

Nearly half of the 2 star hoteliers is expecting this year the same occupancy levels as 2016 and 7 out of 10 similar rates for their own hotels.



## «MARKET IN GENERAL»

The forecasts for the market in general are even more optimistic than the projections of their own hotels.



None of the hoteliers is forecasting decreases in occupancy and ADR levels during 2017 for their own units as well as for the market in general.

% of respondents that expected

■ Decrease >5%

■ Decrease 2 - 5%

■ Stability -2% - +2%

■ Increase 2 - 5%

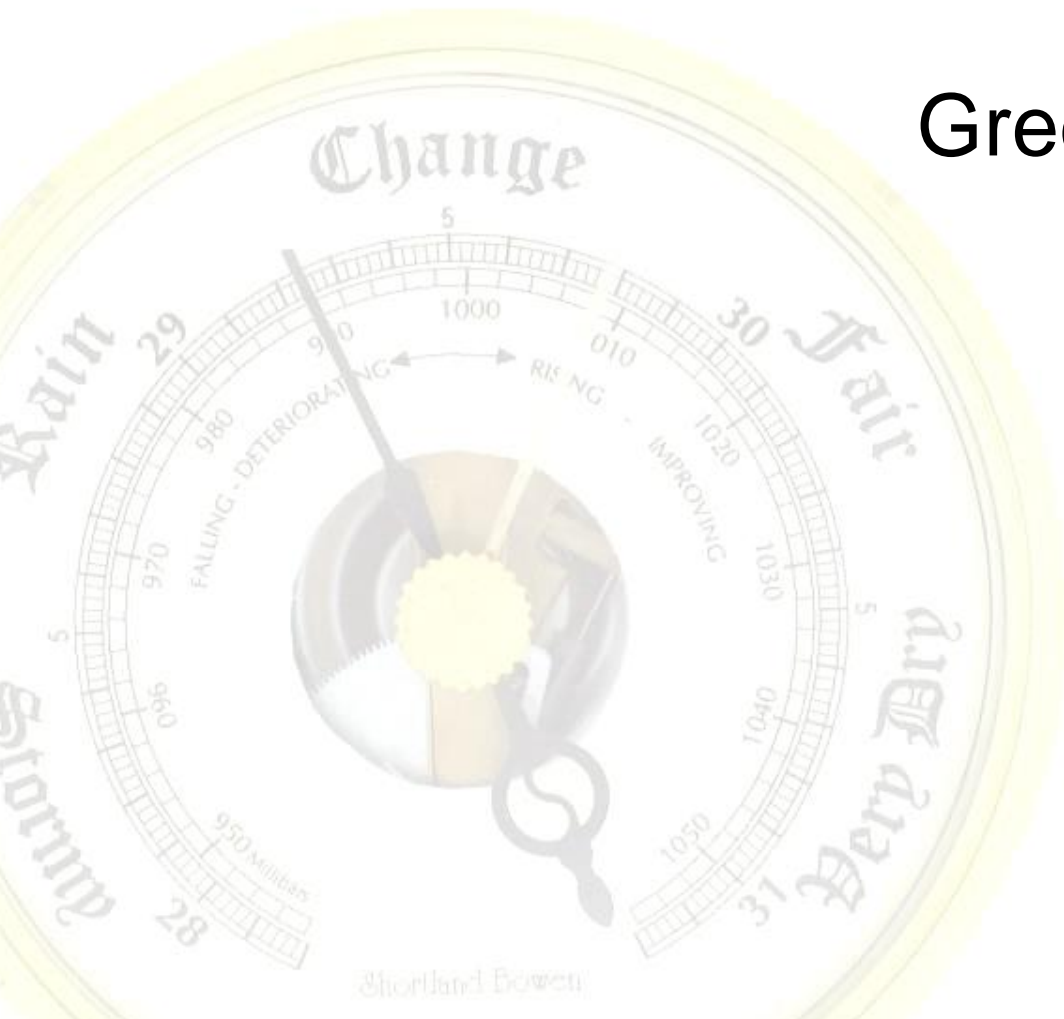
■ Increase >5%

# Tourism Barometer

## 2017

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## Expectations Greek Hospitality Sector



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