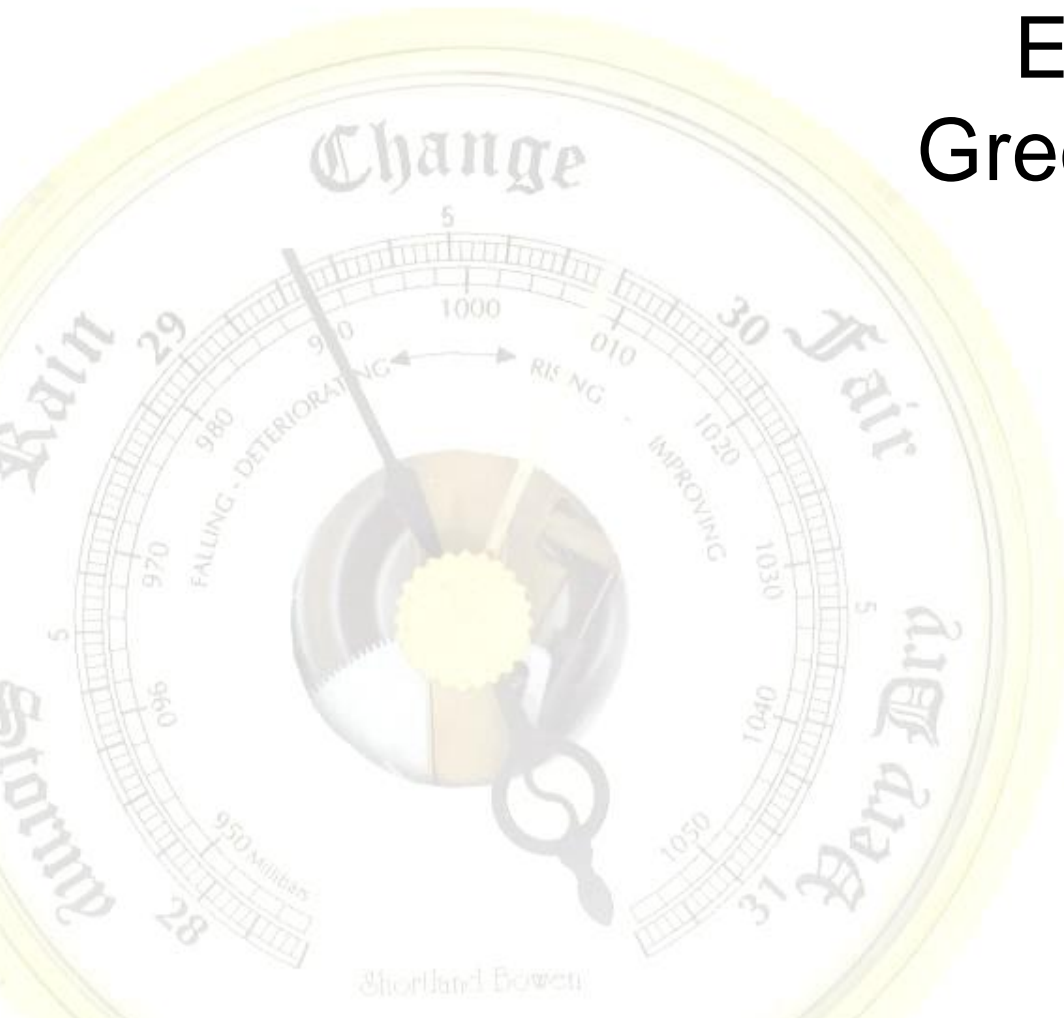


# Tourism Barometer Snapshot 2018

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## Expectations of the Greek Hospitality Sector



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January 2018

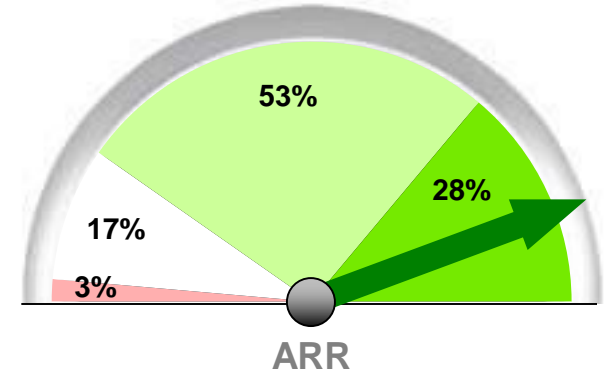
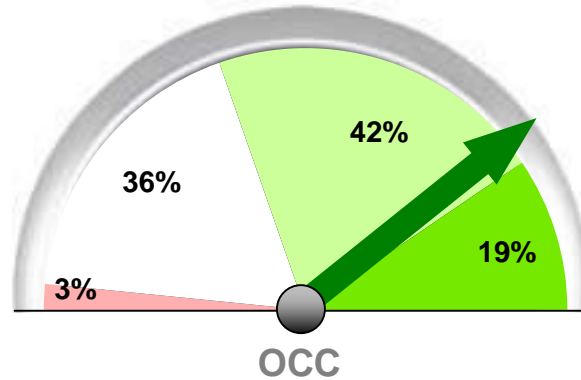
«MY HOTEL»

City hotels

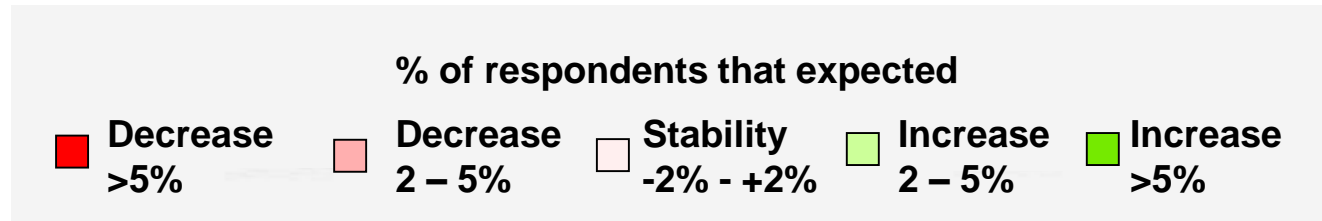
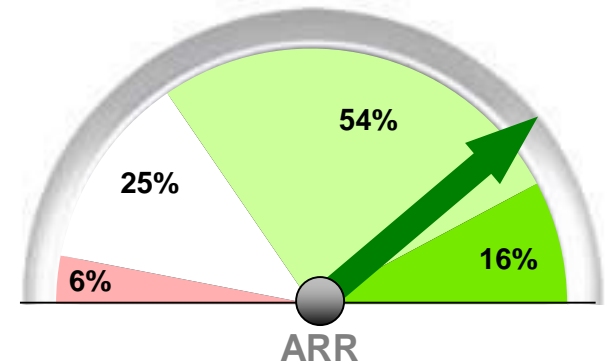
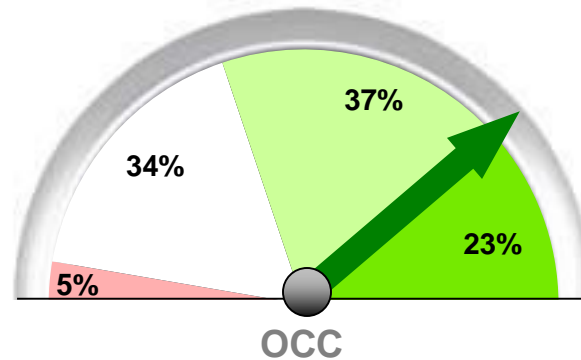
The city hoteliers are very optimistic for 2018.

For the market overall about a third of the hoteliers is expecting stabilising occupancy levels, another third increases of between 2 – 5%, while 2 out of 10 hoteliers forecast a growth higher than 5%.

The majority expects that room rates will improve with up to 5%, while a quarter of the city hoteliers believe that room rates of their sector will stabilise this year.



«MARKET IN GENERAL»



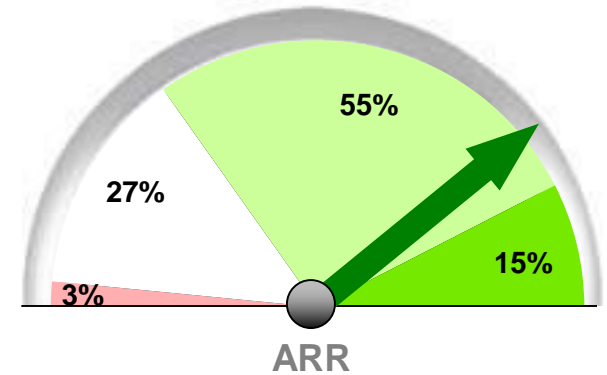
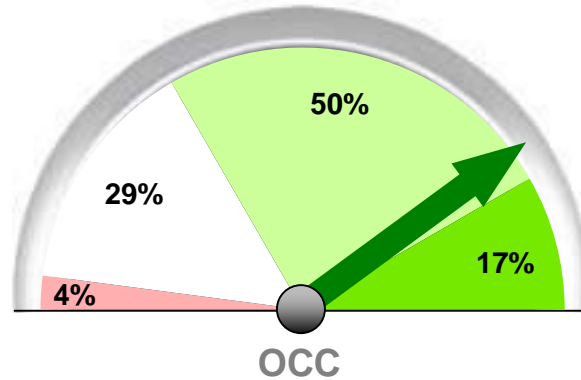
«MY HOTEL»

Resort hotels

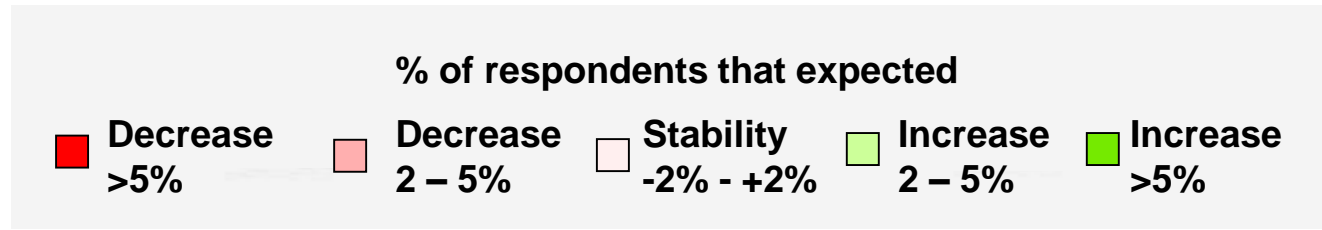
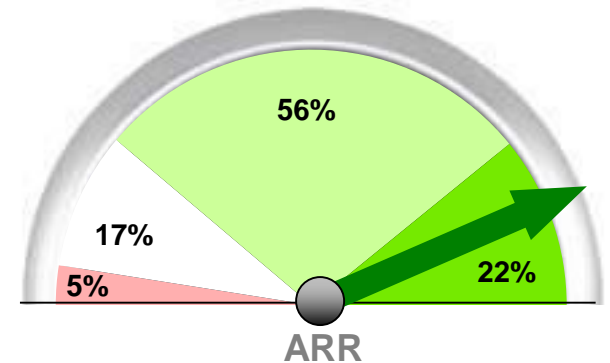
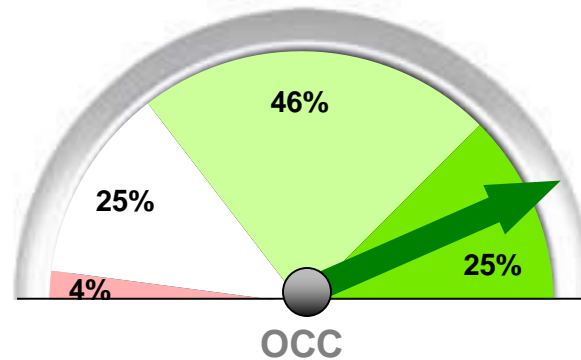
The resort hoteliers are expecting an excellent season this year.

Overall, about half of the resort sector is expecting growth rates of between 2 – 5% for both occupancy levels and room rates.

The remaining group is divided between stabilising levels or significant growth for both indicators. None of the hoteliers is expecting significant drops.



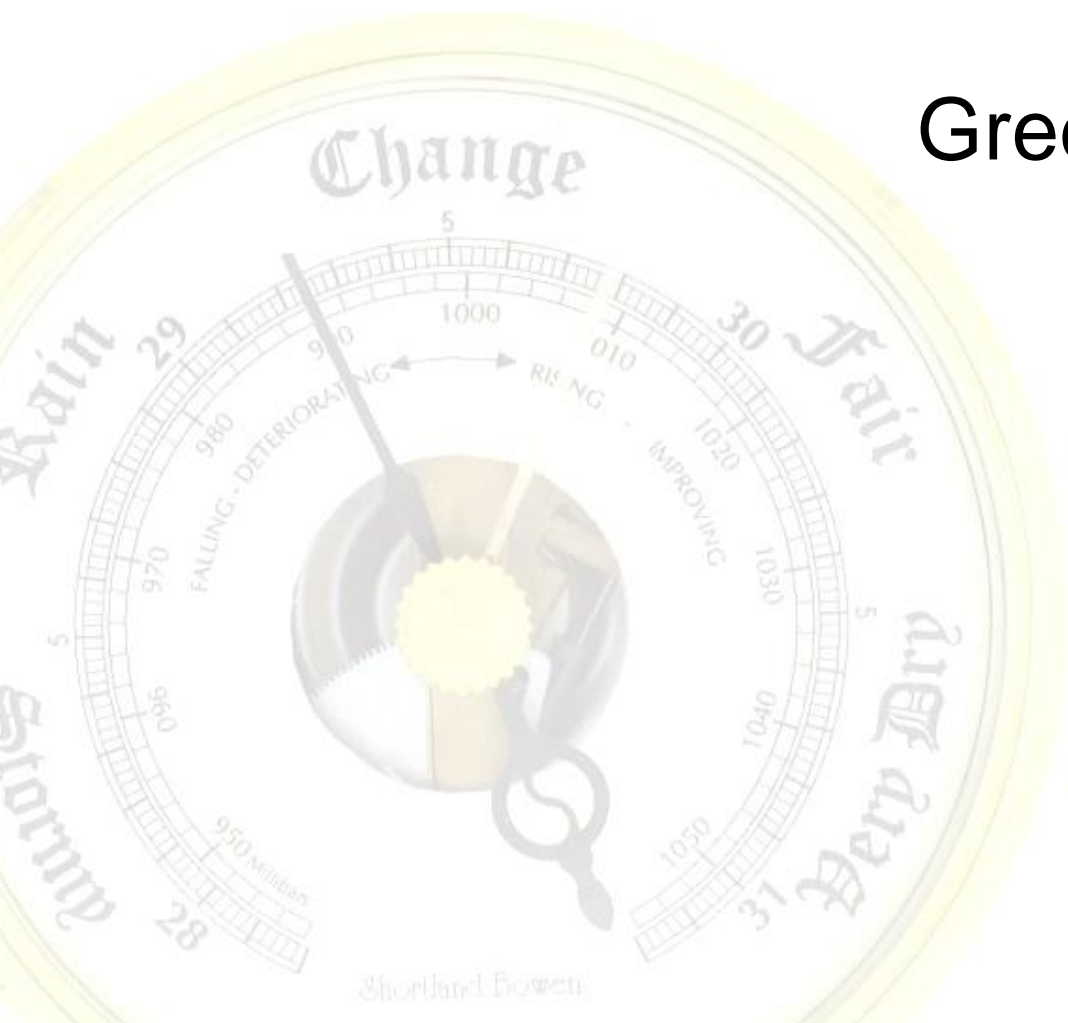
«MARKET IN GENERAL»



# Tourism Barometer 2018

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## Expectations Greek Hospitality Sector



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