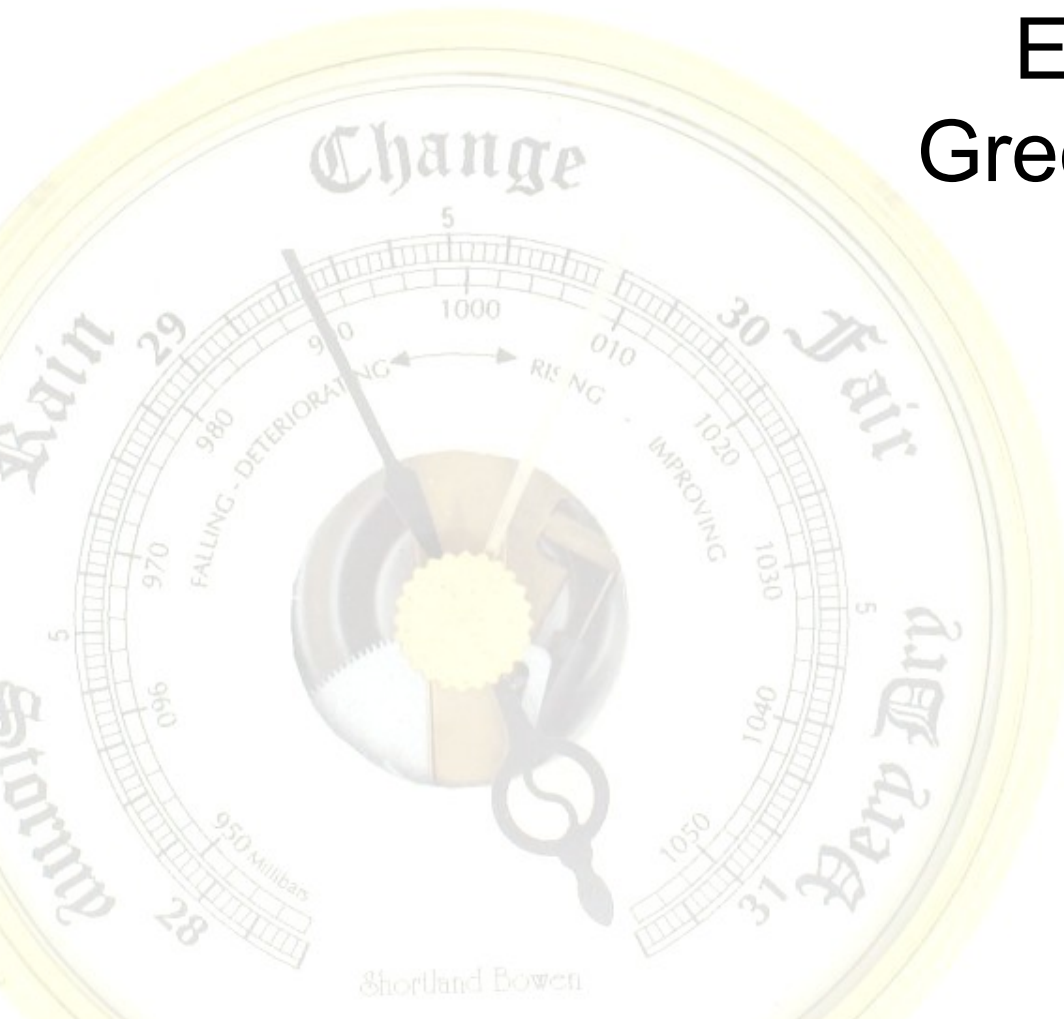


Tourism Barometer Snapshot Q2 2015

Expectations of the Greek Hospitality Sector



gbr
consulting

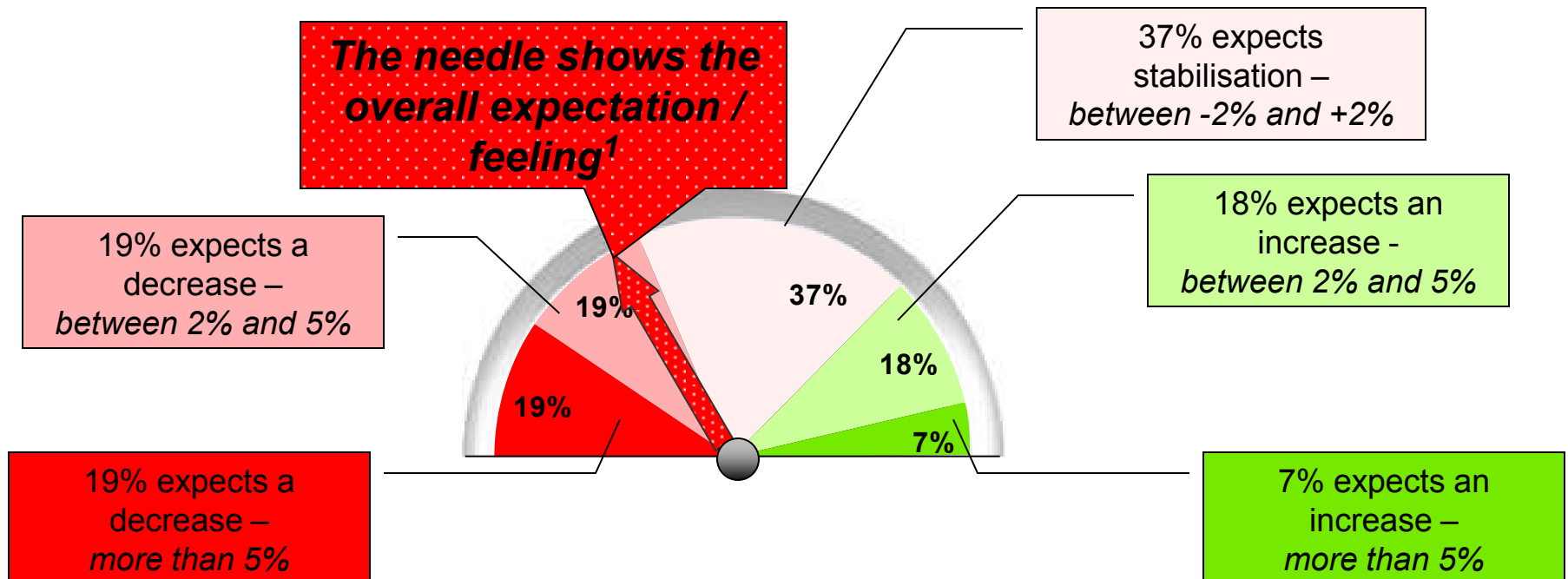
April 2015

Barometer Snapshot Q2 2015

- **Greek hoteliers are generally optimistic** for Q2 2015 and for the remainder of 2015 with significant improvements in both occupancy and room rate levels. Only for the market in general they are more cautious on the development of ARR in the coming quarter. There is a clear **difference between the city and resort hoteliers**.
- After a very good Q1 with increases in international tourist arrivals at the airports of Athens and Thessaloniki of 30% and 22% respectively and as a result improvements in performance in Q1, **city are hoteliers are expecting to continue this positive trend in Q2 as well as for 2015 overall**.
- The resort hotels are much more cautious in their forecast with **occupancy and ARR at a similar level** as last year. We should note that many resort hotels have just opened and that according to the latest reports bookings from Germany dropped in February and March compared to last year, while bookings from the UK were disappointing and for some other key markets developments are uncertain.
- Finally, the barometer survey reveals that the **4 and 5 star hoteliers are generally optimistic**, while the **3 star segment** is the least optimistic expecting **stabilising occupancy and ARR levels** compared to the same period 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



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%

Expectation for Q2 2015

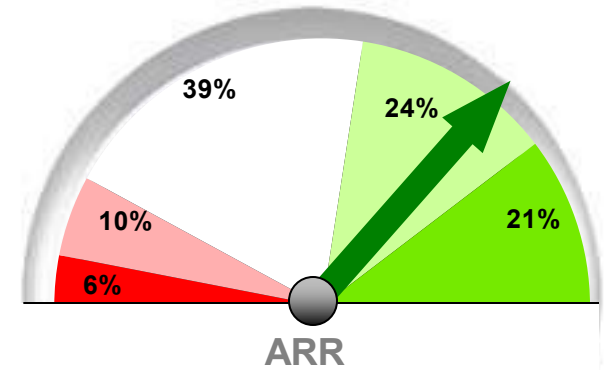
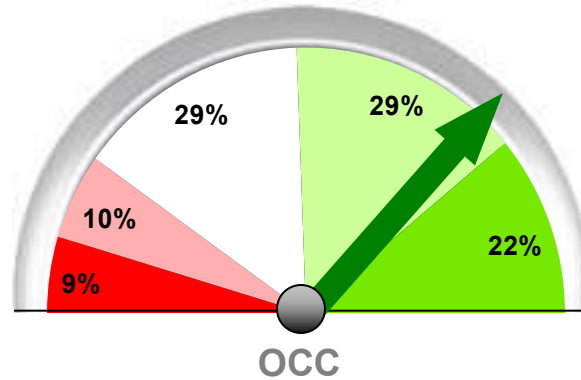


Expectations for 2015 Q2

«MY HOTEL»

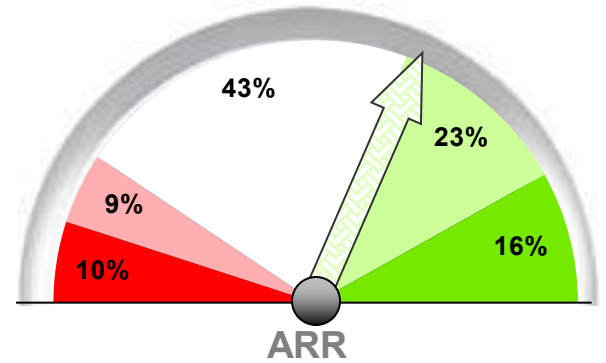
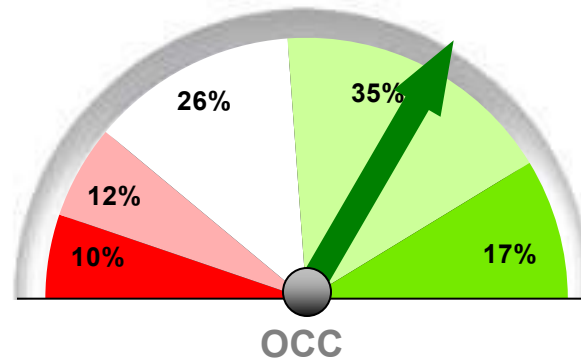
All hotels

Hoteliers are generally optimistic for the coming quarter. About half of them are forecasting increases in occupancy and room rate levels as far as their own hotels are concerned.

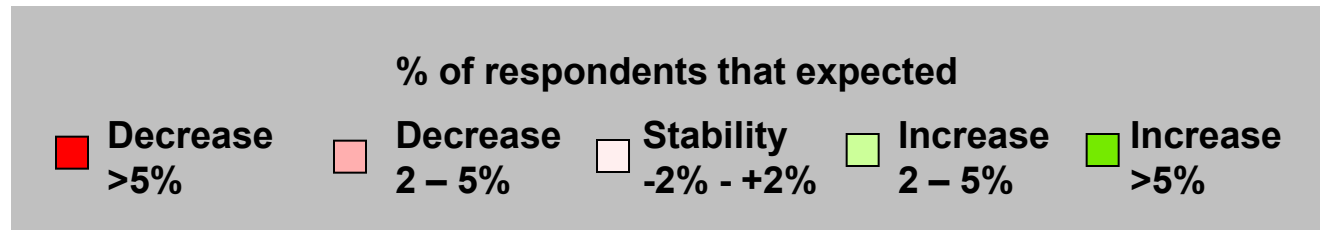


«MARKET IN GENERAL»

For the market in general the sector is equally optimistic for occupancy, but more cautious on the development of ARR.



Finally, the city hoteliers are much more optimistic than the resort hotels.

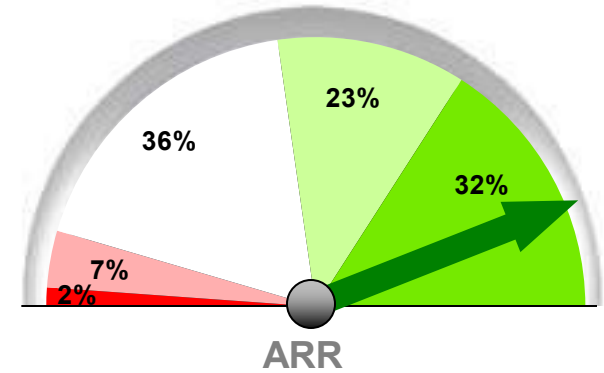
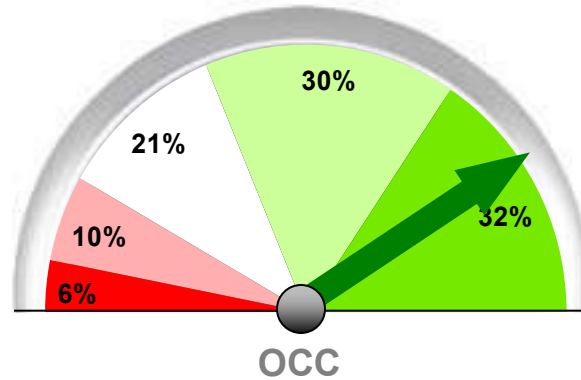


«MY HOTEL»

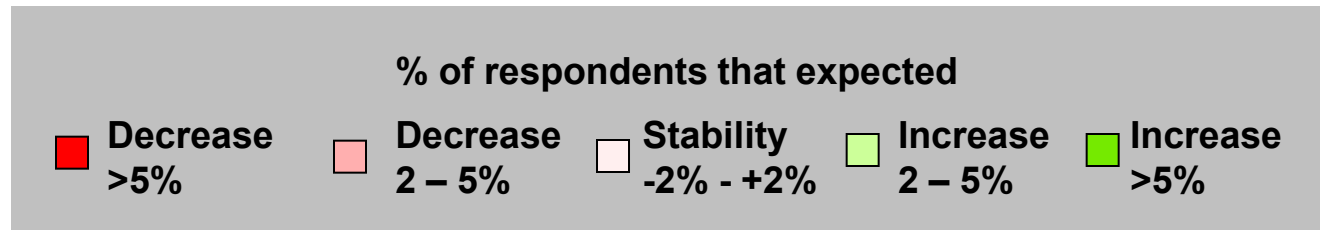
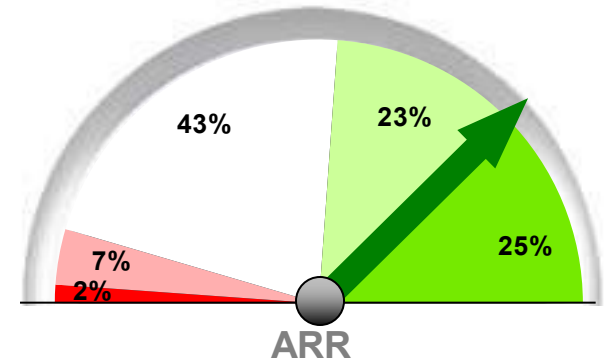
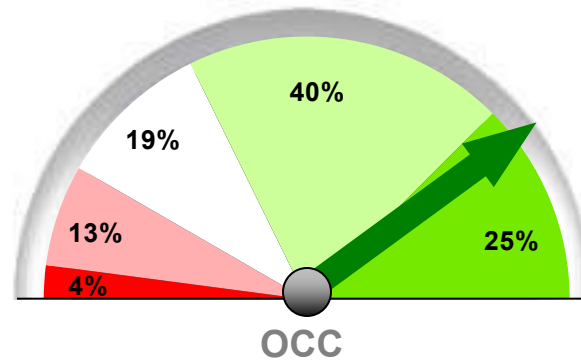
City hotels

The barometers of the city hotels with respect to the forecast of Q2 2015 are green coloured indicating that both occupancy and room rate levels are expected to increase significantly the coming quarter compared to the same quarter last year.

We should note that the airports of Athens and Thessaloniki recorded significant increases in international tourist arrivals during Q1.



«MARKET IN GENERAL»

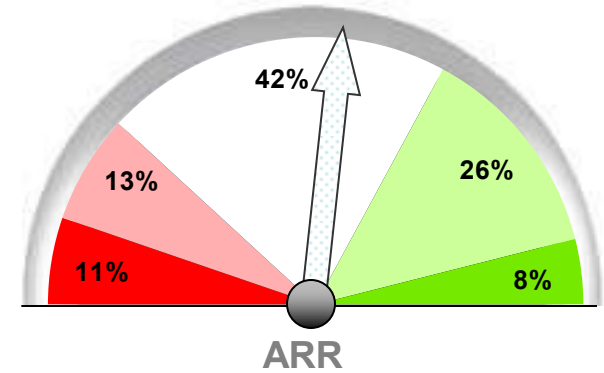
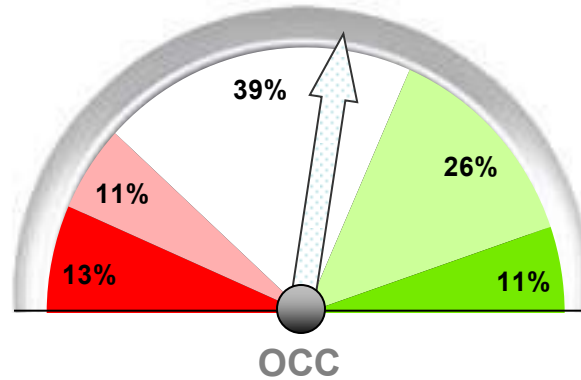


«MY HOTEL»

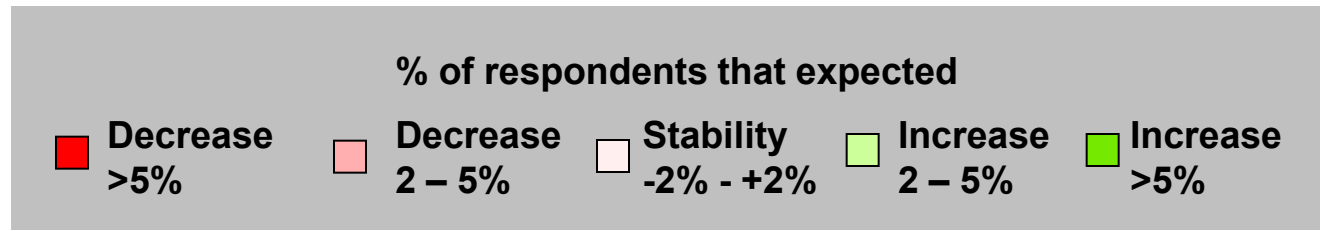
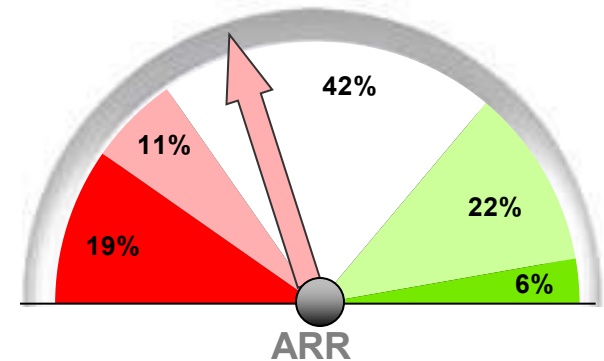
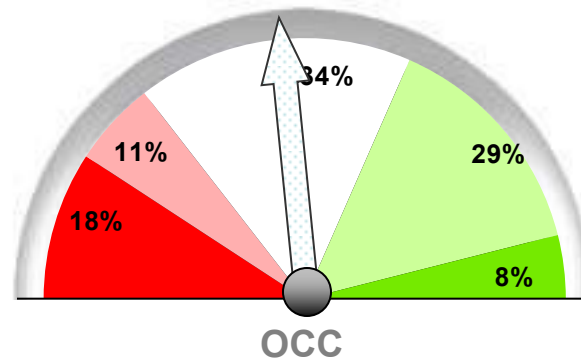
Resort hotels

Contrary to the city hoteliers, the resort hotels are much more cautious in their forecast for Q2. Many of them just opened or will open soon and it was announced that bookings from Germany and the United Kingdom were disappointing, while for some other key markets developments are uncertain.

Overall, resort hoteliers are forecasting to operate at the same levels as last year.



«MARKET IN GENERAL»

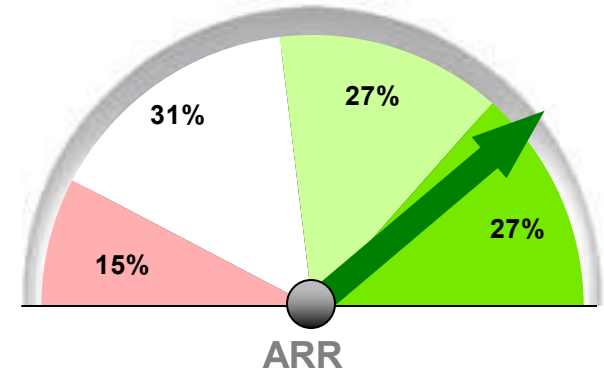
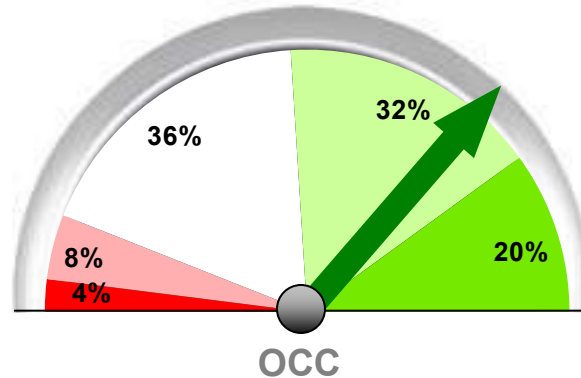


Expectations for 2015 Q2

«MY HOTEL»

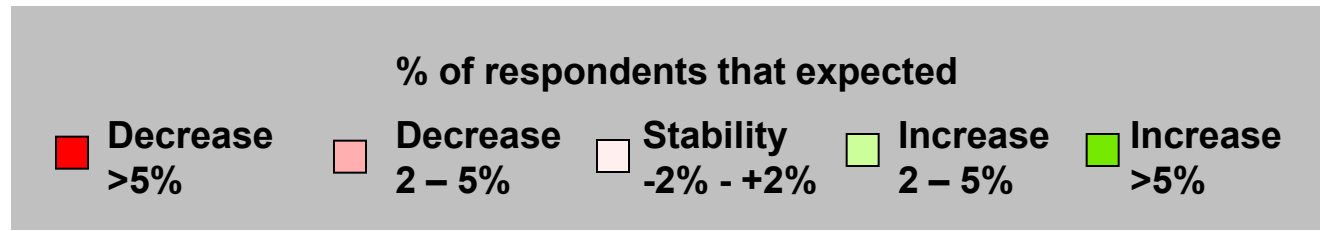
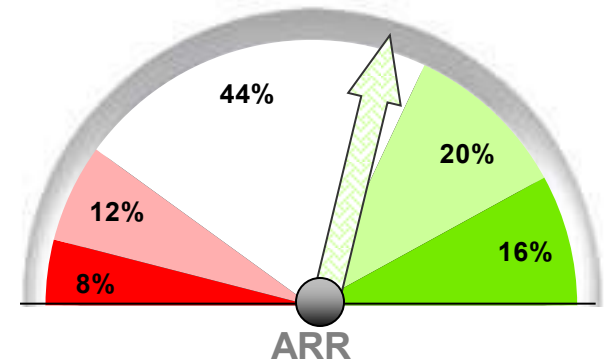
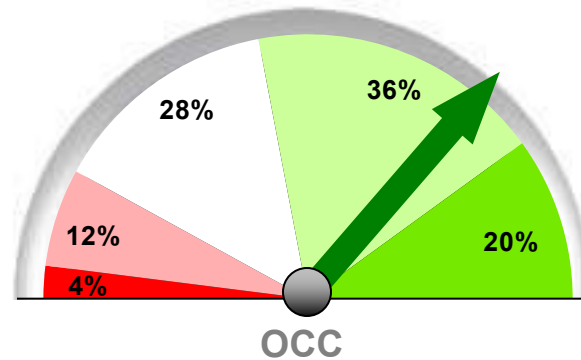
5* hotels

The 5 star segment is optimistic for the coming quarter with significant increases in occupancy and ARR for their own hotel units.



«MARKET IN GENERAL»

For the market in general they are equally optimistic in terms of occupancy, but more cautious in terms of room rates. About 1 in 5 hoteliers is even expecting decreases in ARR.

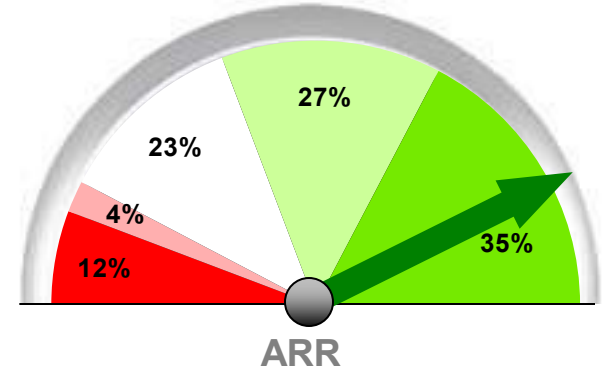
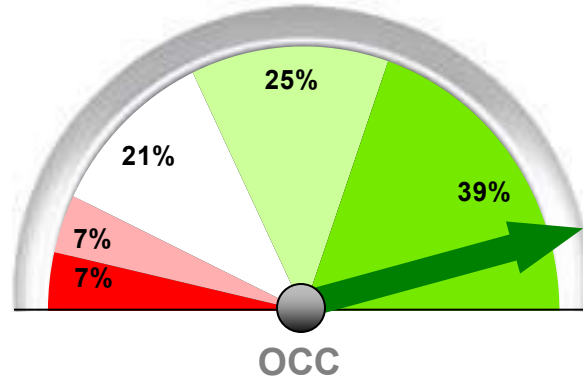


«MY HOTEL»

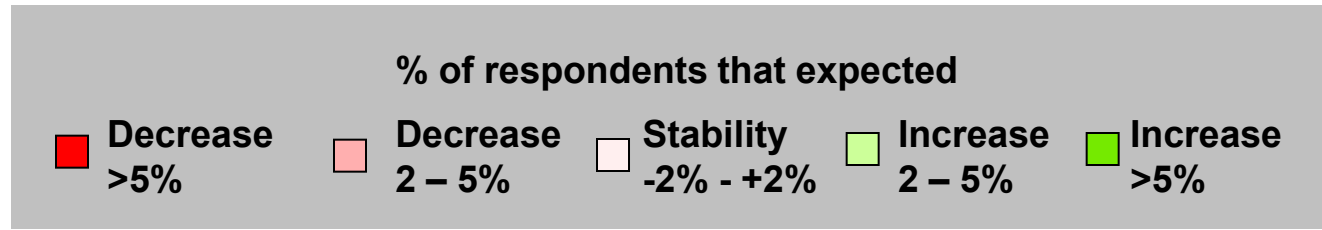
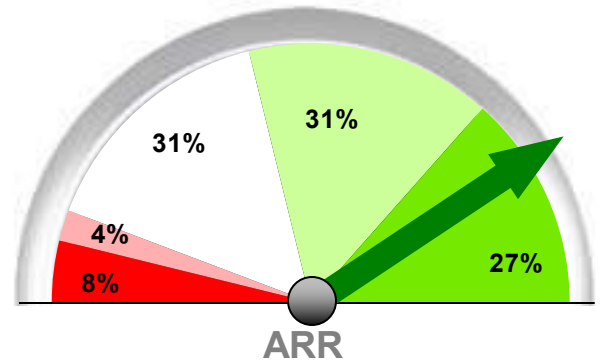
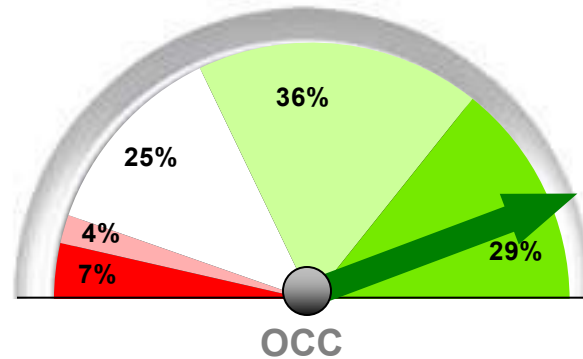
4* hotels

The 4 star segment is very positive on all fronts. For both their own hotels as well as for the market overall they are expecting significant improvements for both occupancy and room rate levels compared to Q2 last year

Roughly around a third is expecting increases above 5% for occupancy and ARR levels.



«MARKET IN GENERAL»

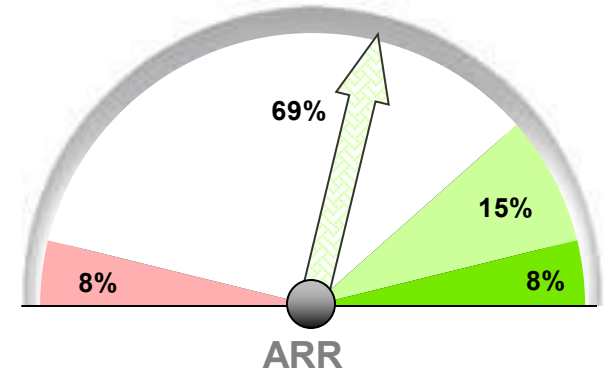
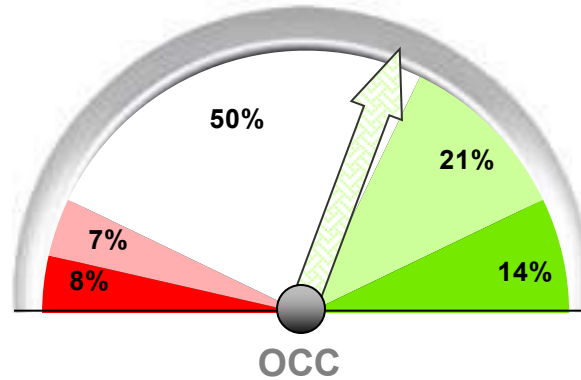


Expectations for 2015 Q2

«MY HOTEL»

3* hotels

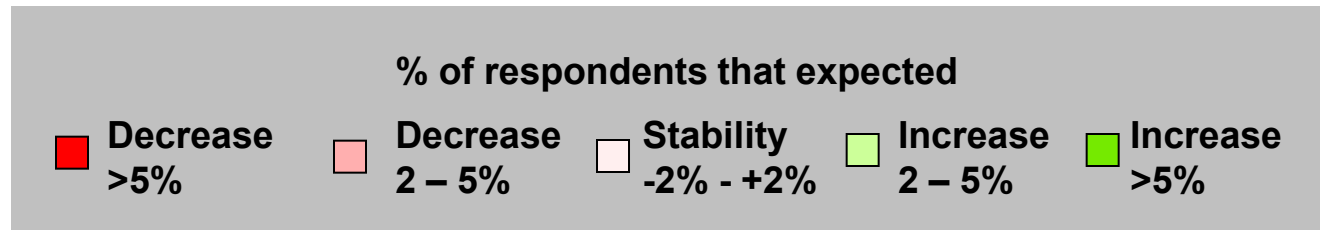
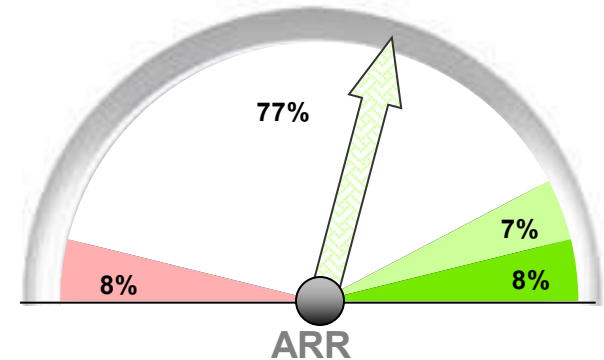
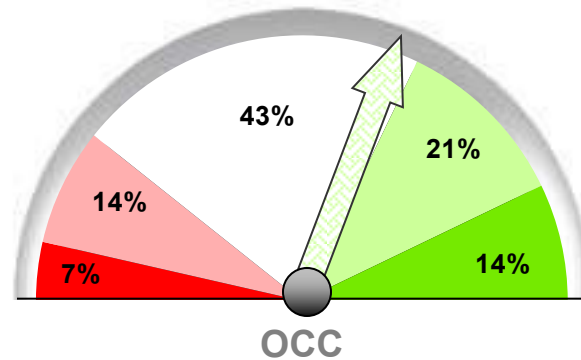
The 3 star hotel segment is the least optimistic of the barometer survey of this quarter.



They expect mild increases for both their own hotel units and the market in general.

«MARKET IN GENERAL»

The largest segment in all barometers indicate stabilising occupancy and room rate, compared to the same quarter last year.



Expectation for 2015

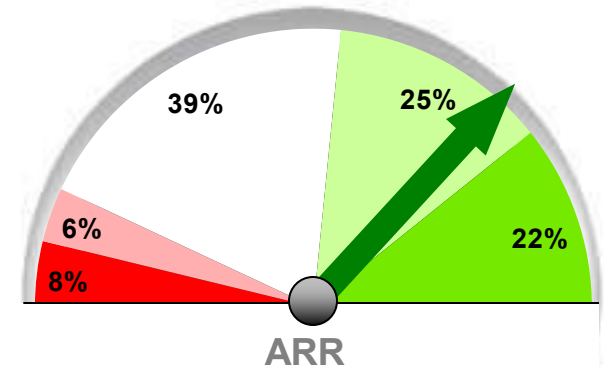
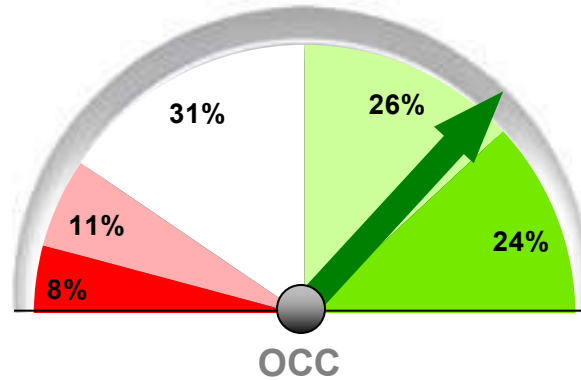


Expectations for 2015

«MY HOTEL»

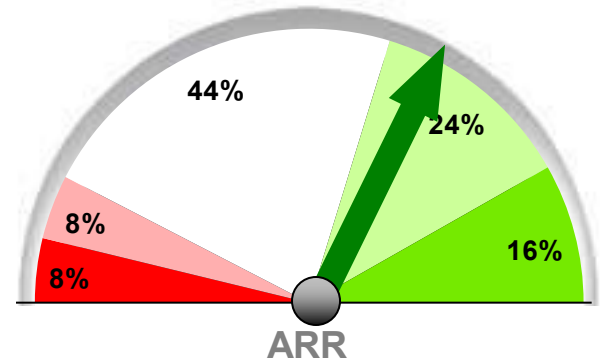
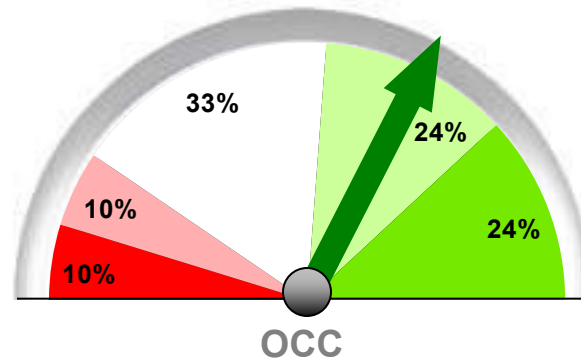
All hotels

With respect to the outlook for 2015 hoteliers are optimistic.



However, as shown in the next two slides there is a clear difference between city and resort hotels. The former are optimistic, also based on the performance so far this year, while the latter are cautious as many are just opening for the season and bookings from some main markets like Germany have dropped.

«MARKET IN GENERAL»



% of respondents that expected

■ Decrease >5%

■ Decrease 2 - 5%

■ Stability -2% - +2%

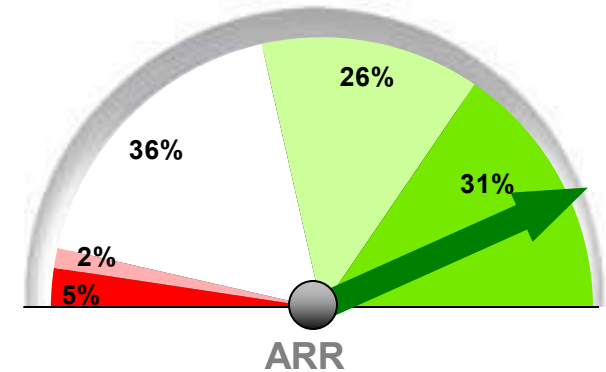
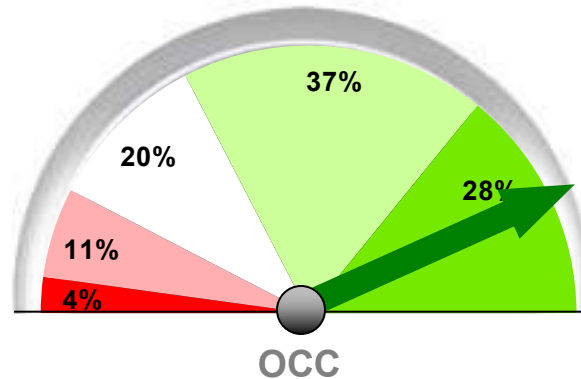
■ Increase 2 - 5%

■ Increase >5%

«MY HOTEL»

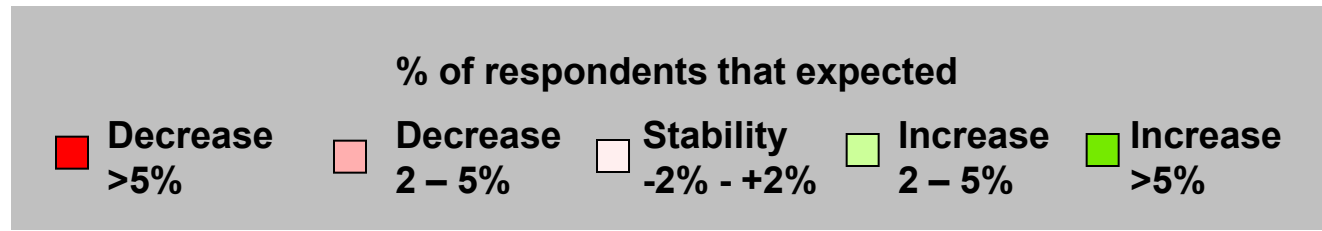
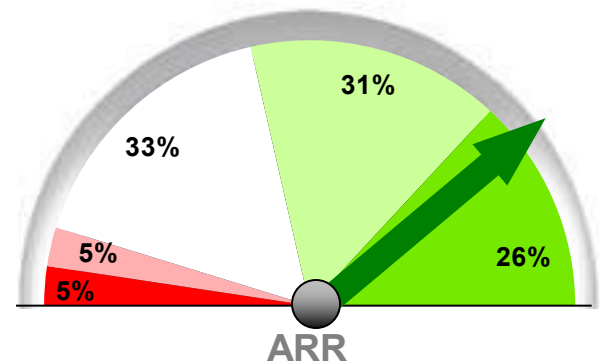
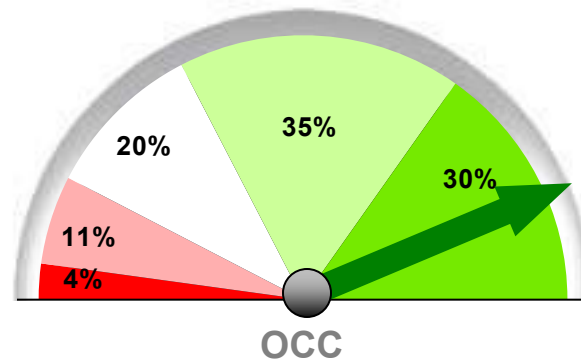
City hotels

The barometers of the city hotels show that hoteliers are optimistic for this year in terms of occupancy as well as for their room rates.



International tourist arrivals in Athens and Thessaloniki increased with 30% and 22% respectively this quarter compared to same quarter last year and as a result also performance data showed improvements. City hoteliers are expecting to continue this trend for the remaining of 2015.

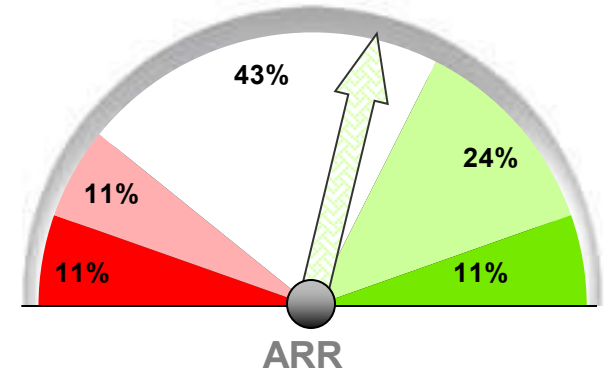
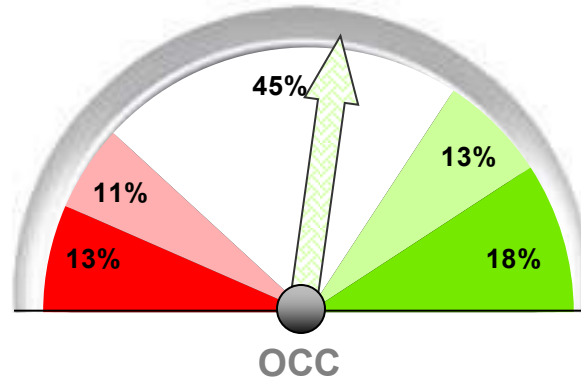
«MARKET IN GENERAL»



«MY HOTEL»

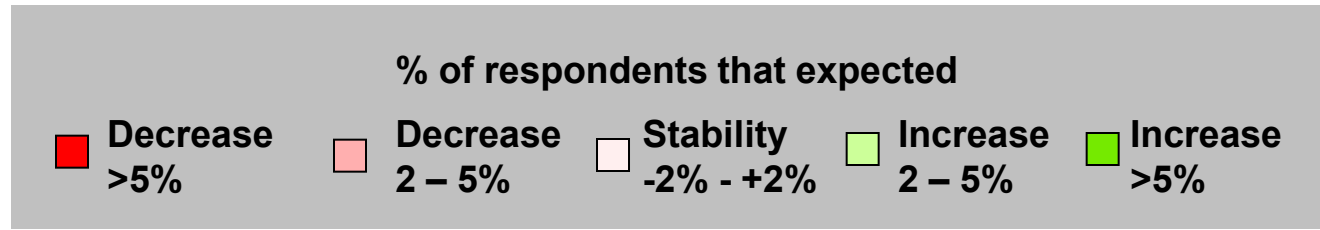
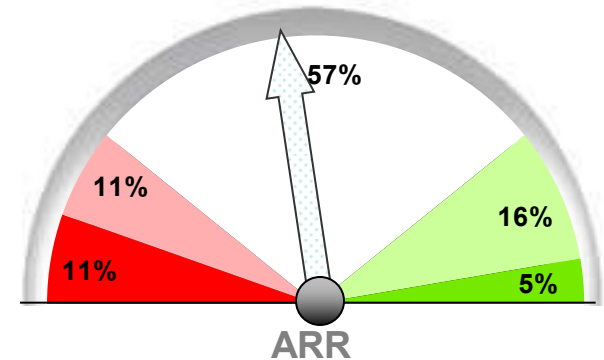
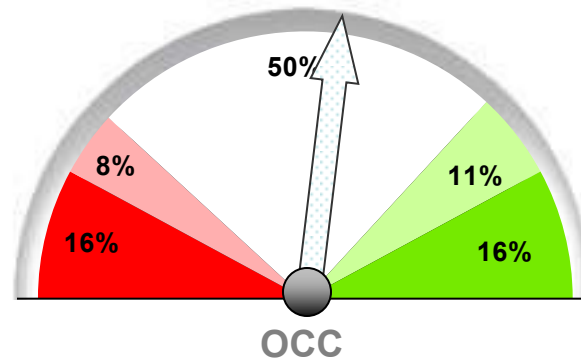
Resort hotels

The resort hoteliers are very cautious for the coming season with occupancy and ARR at a similar level to last year.



Many resort hotels are now opening or just opened. Bookings from main source market Germany dropped in February and March compared to last year while also for other main markets development is uncertain. The forecast for the remainder of 2015 is at similar levels to last year.

«MARKET IN GENERAL»

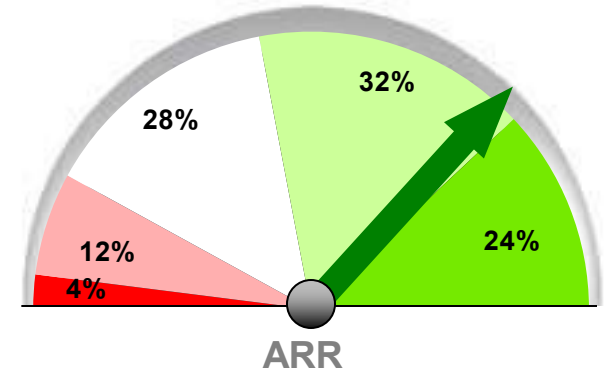
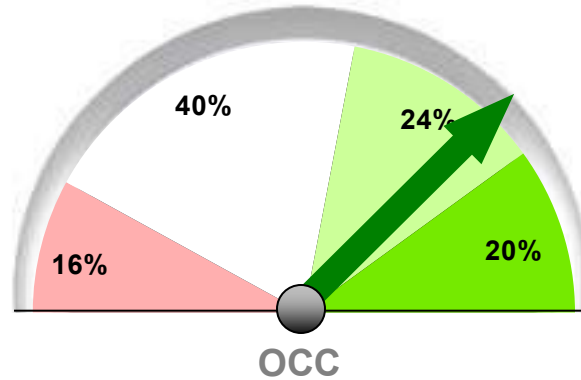


Expectations for 2015

«MY HOTEL»

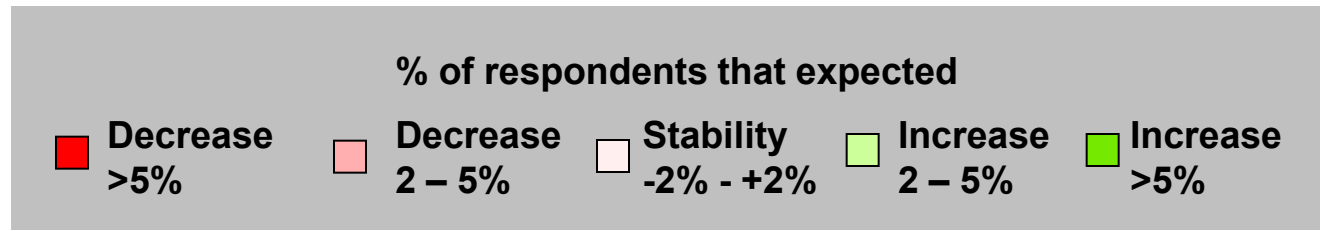
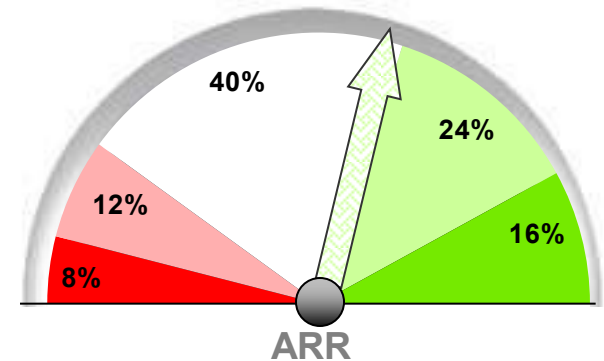
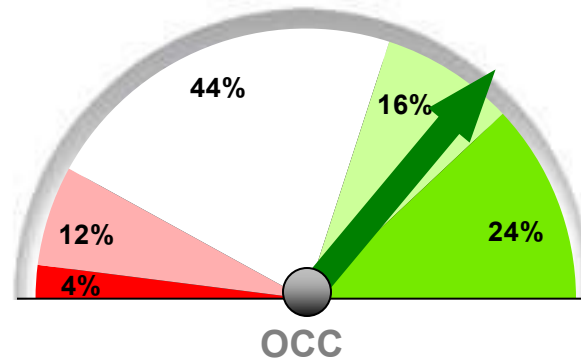
5* hotels

The 5 star segment is positive for 2015 as they forecast significant increases in occupancy for their own hotels as well as for the market in general.



«MARKET IN GENERAL»

Similar optimism exists for room rate development of their own hotels, while hoteliers are more cautious for the market in general as 1 out of 5 is expecting drops in ARR and 2 out of 5 stabilising room rates.



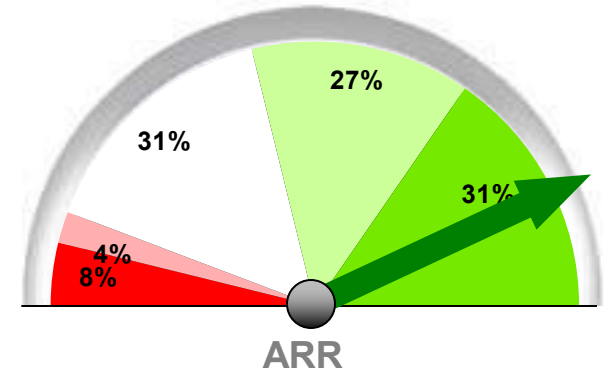
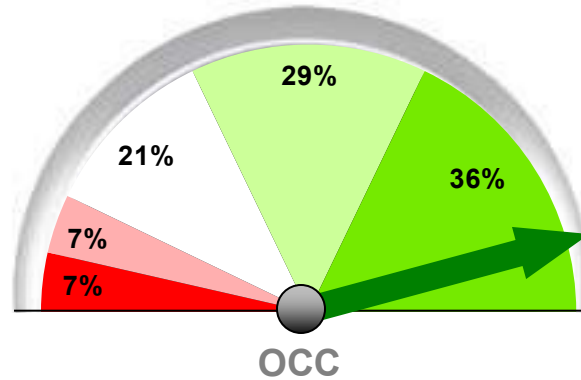
Expectations for 2015

«MY HOTEL»

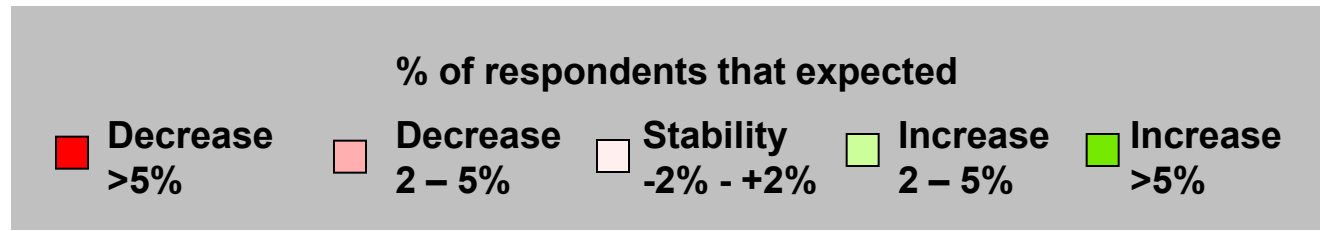
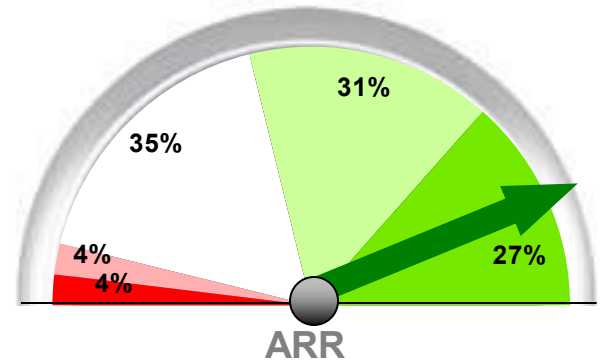
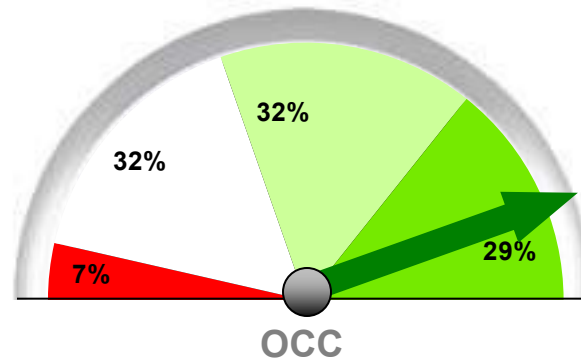
4* hotels

The 4 star segment signals a clear message in the barometers for 2015: significant improvements compared to last year in terms of occupancy and room rates for their own hotel units as well as for the market in general.

Around 60% of the participating hoteliers are forecasting increases in both measured parameters.



«MARKET IN GENERAL»

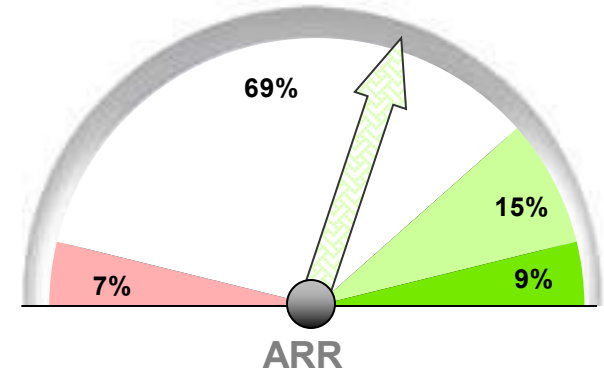
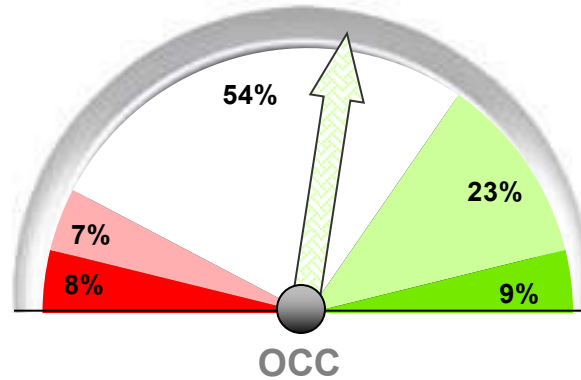


Expectations for 2015

«MY HOTEL»

3* hotels

Contrary to the 4 and 5 star hoteliers, the 3 star segment is cautious for 2015.



They expect to operate at the same level as last year in terms of occupancy and expect only mild improvements in their room rates.

«MARKET IN GENERAL»

The forecast for their own hotels is similar to the forecast for the market in general.

