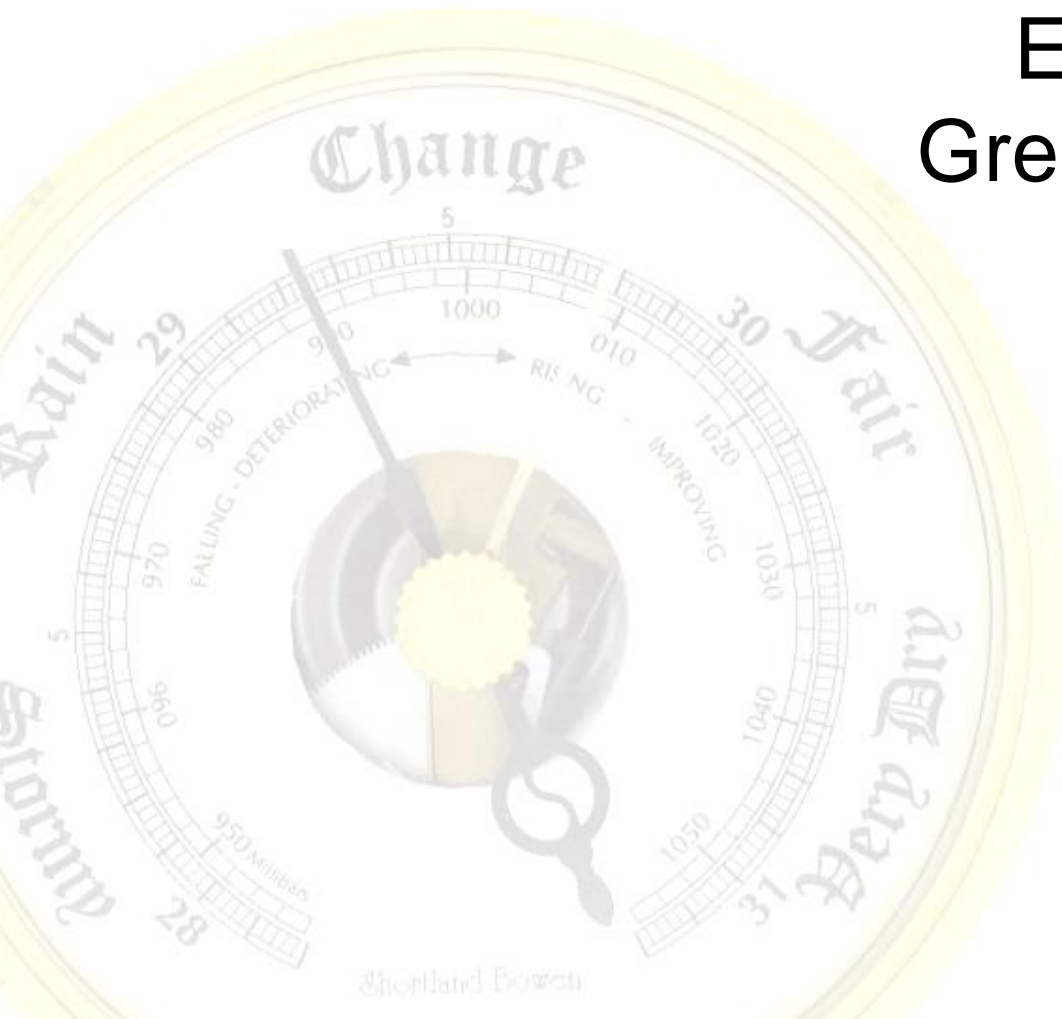


# Tourism Barometer Snapshot 2016

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## Expectations of the Greek Hospitality Sector



**gbr**  
consulting

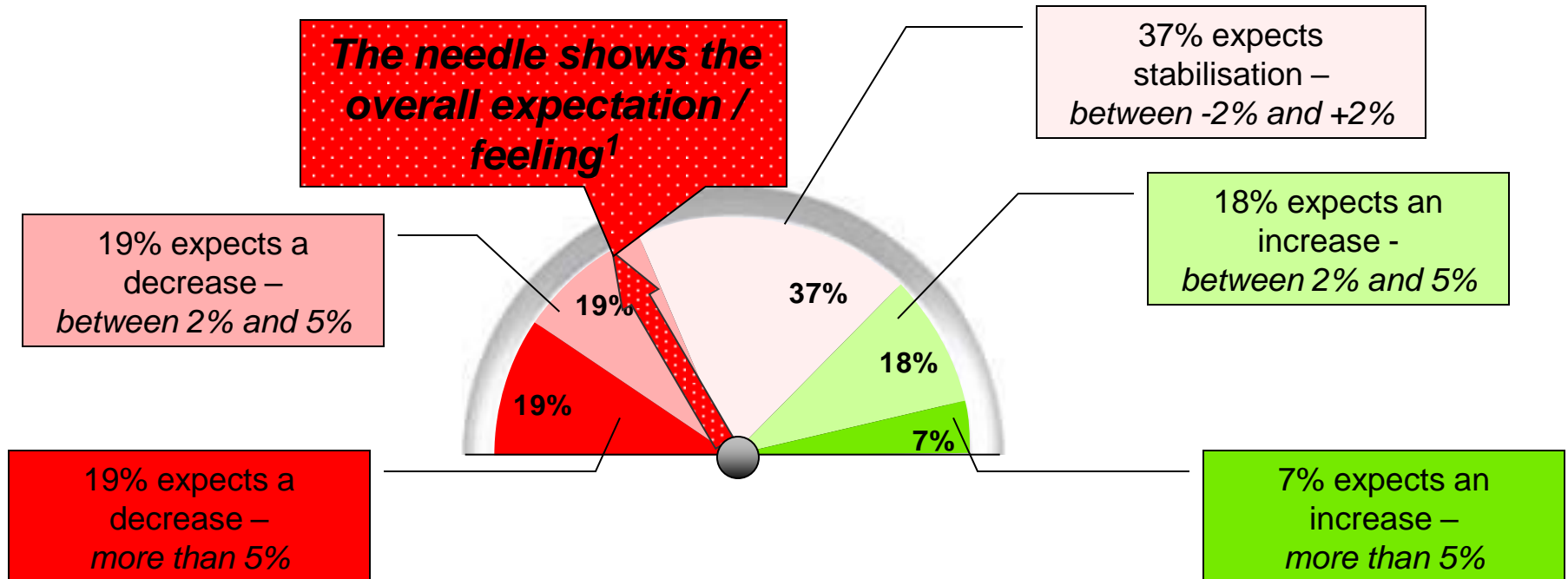
January 2016

# Barometer Snapshot 2016

- Contrary to the overall economic climate in Greece, the **hotel sector is very optimistic for 2016**. A majority of hoteliers are forecasting for this year increases in occupancy levels and room rates compared to last year, while more than a third is expecting to operate at similar levels as 2015.
- The **city hoteliers are very optimistic** for this season. A large majority is expecting higher levels on all fronts measured, while none of them is expecting major drops.
- **Resort hoteliers are slightly more cautious**, especially with respect to ARR levels for the market in general. However, overall, the sector is forecasting improvements in both occupancy and room rates this year.
- The analysis per hotel category shows that the **5 star hoteliers are the most optimistic** as a vast majority is expecting to record significant increases compared to last year with respect to occupancy and ARR followed by the **4 and 3 star hoteliers**, who overall are expecting a better performance than last year. The **2 star segment** is forecasting better occupancy levels this year, but mild increases in room rates compared to 2015.

# How to read the Quarter meters

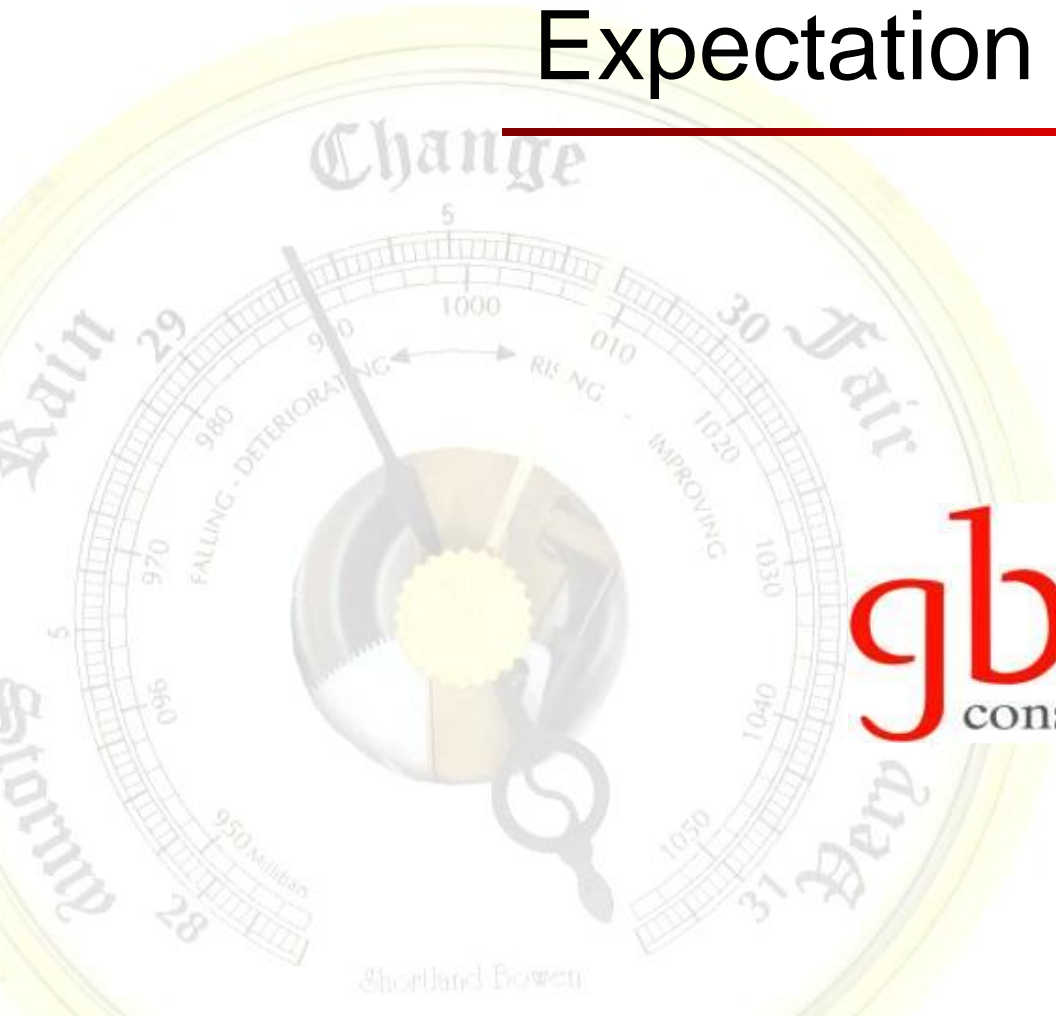
- All the meters reflect the hoteliers' projections for current Quarter with respect to Occupancy (OCC) and the Average Room Rate (ARR) for:
  - their Own Hotels, in the top half of each page
  - the Market Overall, in the bottom of each page



<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 2016

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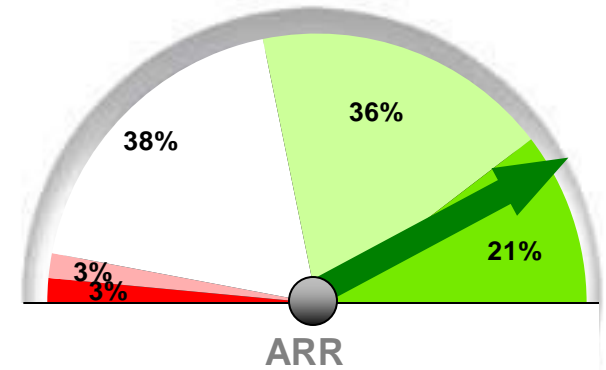
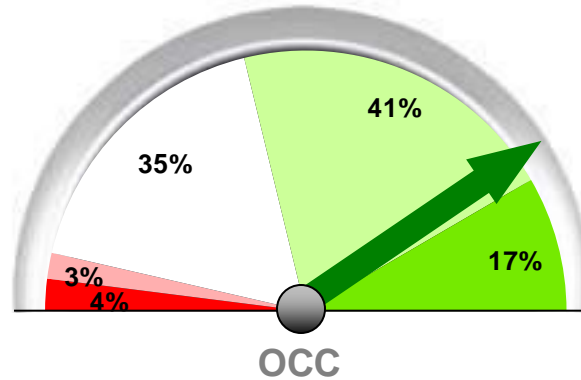
**gbr**  
consulting

## «MY HOTEL»

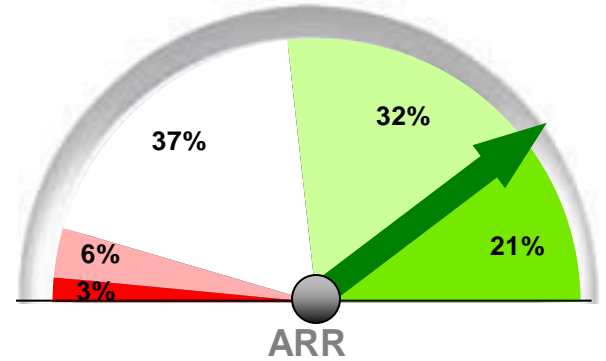
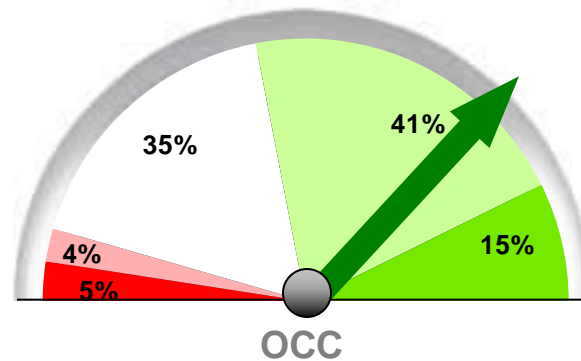
### All hotels

Hoteliers are optimistic for 2016. For both their own hotel units and the market in general the majority is expecting improvements in occupancy levels and room rates of at least 2% in 2016 compared to last year.

More than a third of respondents is forecasting similar levels as 2015, while only few expect that occupancy and ARR will drop.



## «MARKET IN GENERAL»



% of respondents that expected

■ Decrease >5%

■ Decrease 2 - 5%

■ Stability -2% - +2%

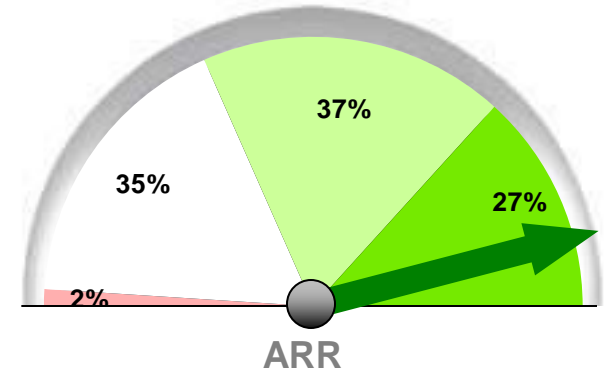
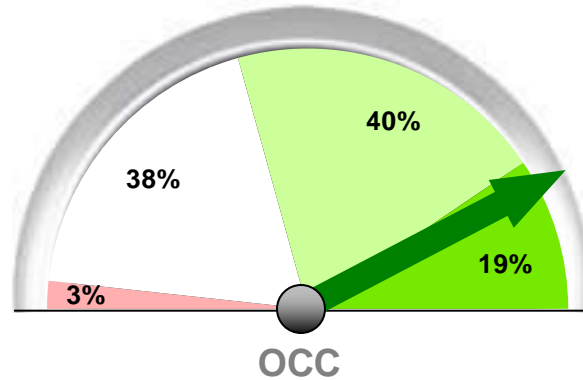
■ Increase 2 - 5%

■ Increase >5%

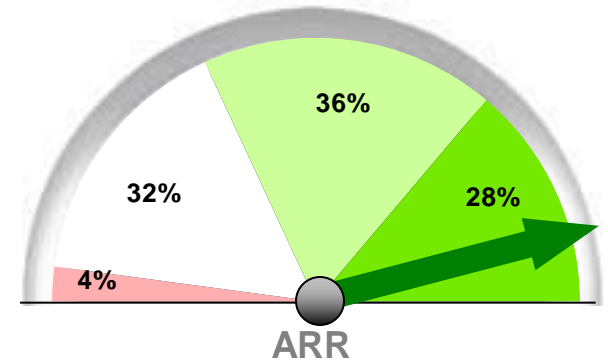
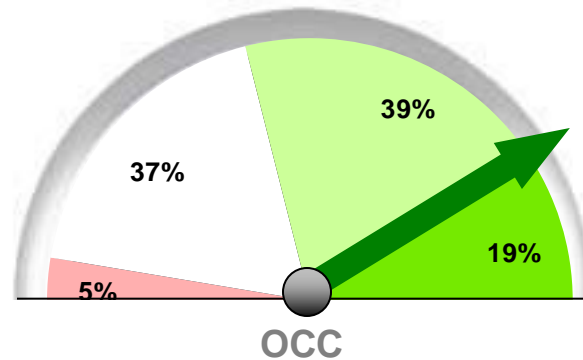
«MY HOTEL»

City hotels

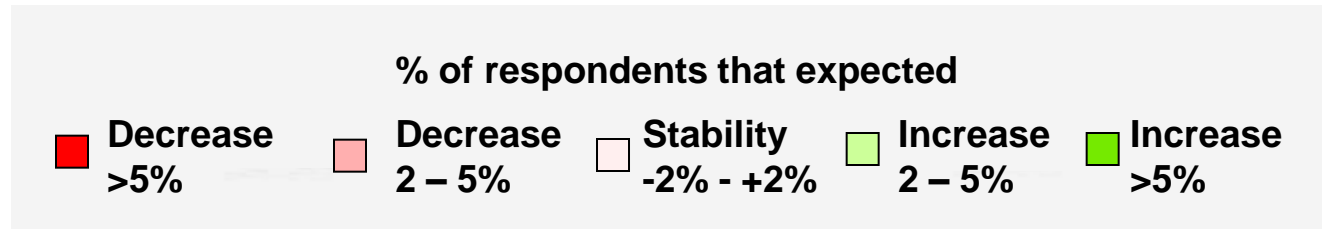
The city hoteliers are very optimistic for this year. The majority is forecasting that occupancy will improve significantly. With respect to the room rates 6 out of 10 hoteliers are expecting increases of at least 2%, while 3 out of 10 hoteliers are forecasting improvements of even 5% and more.



«MARKET IN GENERAL»



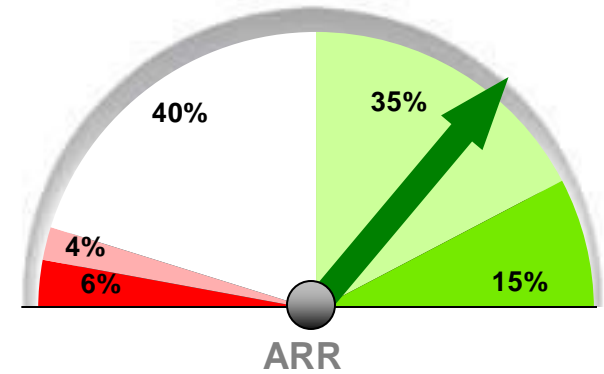
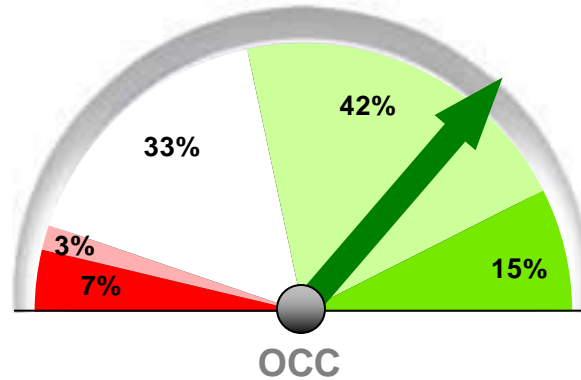
Forecasts for the market overall and for their own hotel units are similar.



## «MY HOTEL»

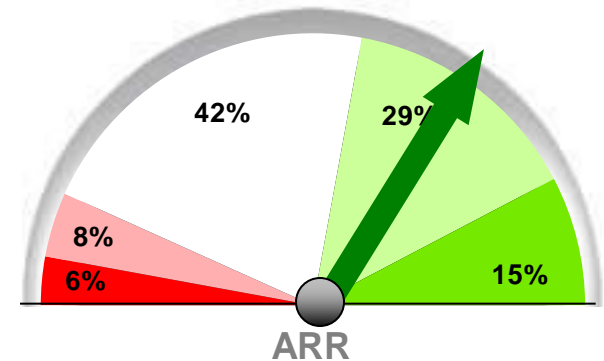
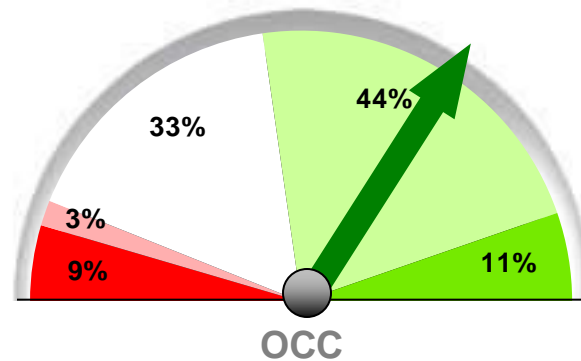
### Resort hotels

The resort hoteliers are slightly more cautious than the city hoteliers, but overall they are expecting a good season with higher occupancy and room rates than 2015.



## «MARKET IN GENERAL»

Around a third is expecting the same occupancy level as last year, while about 40% is expecting stabilisation in room rate development in 2016.



Around 1 out of 10 hoteliers is forecasting drops in occupancy and ARR levels.

% of respondents that expected

■ Decrease >5%

■ Decrease 2 – 5%

■ Stability -2% - +2%

■ Increase 2 – 5%

■ Increase >5%

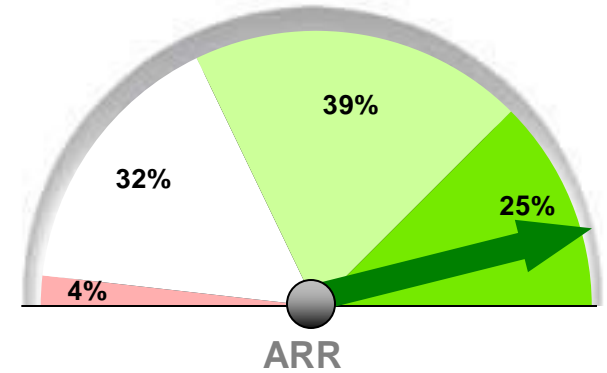
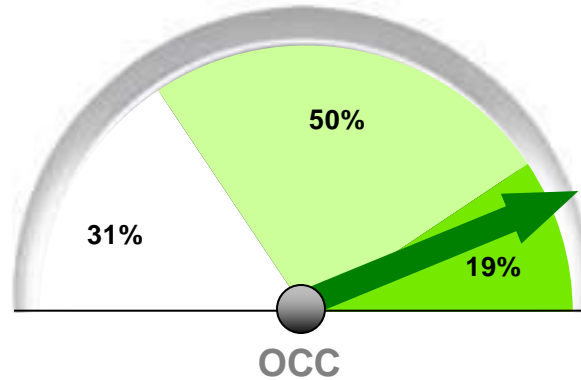
«MY HOTEL»

**5\* hotels**

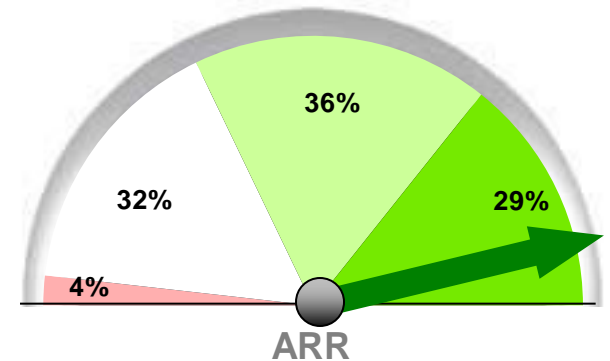
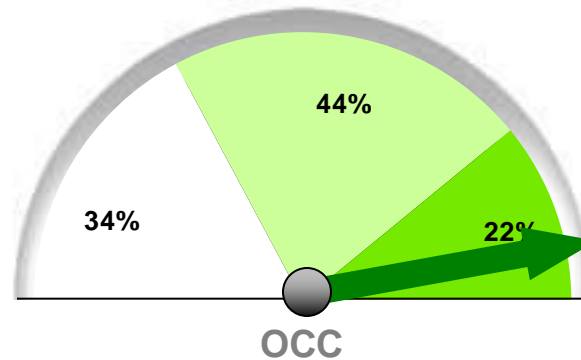
The 5 star hoteliers are the most optimistic for the coming season.

Around a third expects to operate at similar levels as last year, while the other two third is forecasting improvements in occupancy and room rate levels.

None of the hoteliers in the 5 star segment is expecting major drops.



«MARKET IN GENERAL»



% of respondents that expected

■ Decrease >5%

■ Decrease 2 - 5%

■ Stability -2% - +2%

■ Increase 2 - 5%

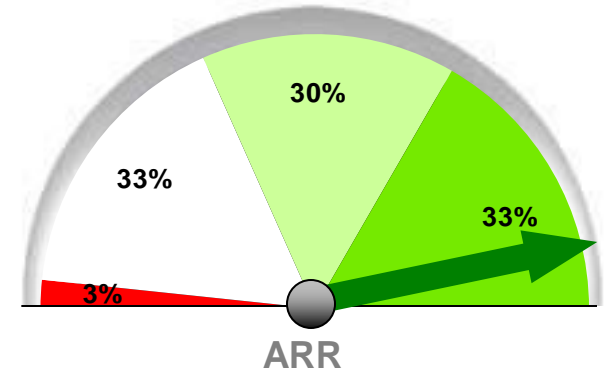
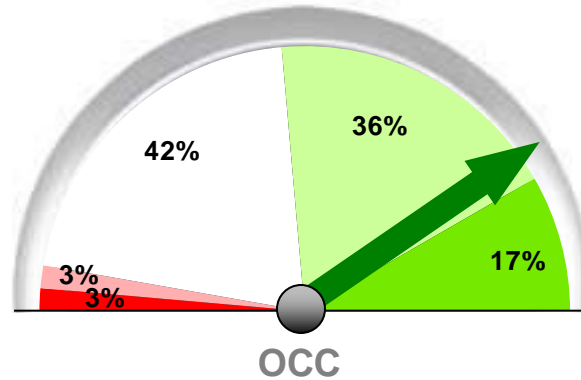
■ Increase >5%



«MY HOTEL»

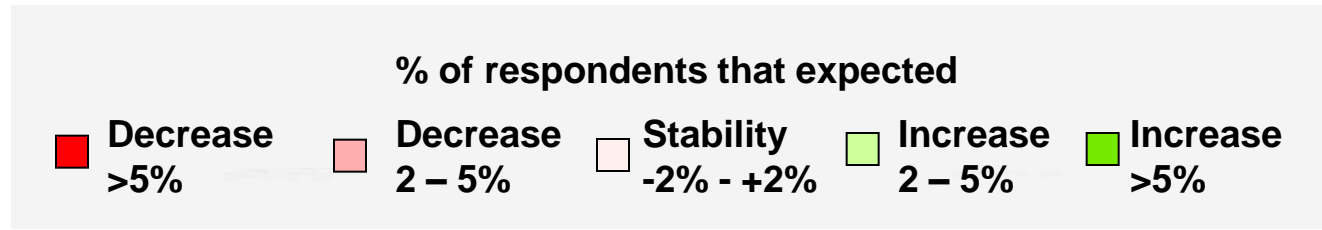
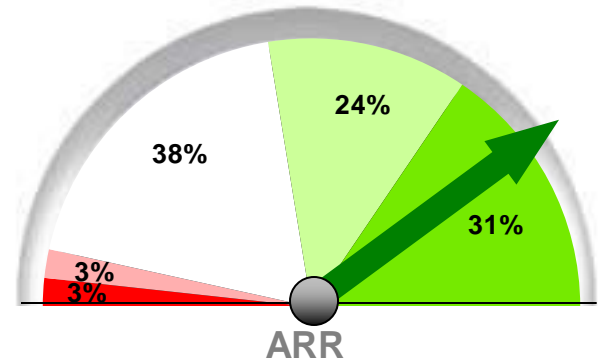
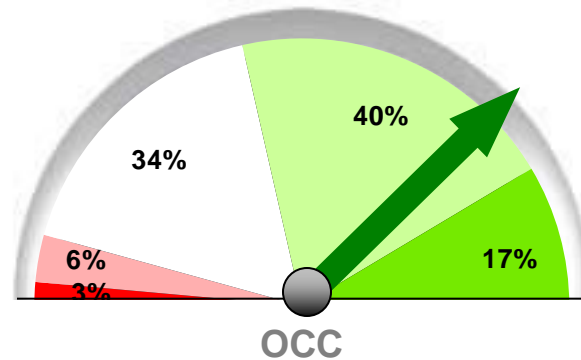
**4\* hotels**

With respect to their own hotel units around 53% of the hoteliers is expecting improvements in occupancy levels this year, while 63% expects to achieve higher room rates in 2016 than last season.



«MARKET IN GENERAL»

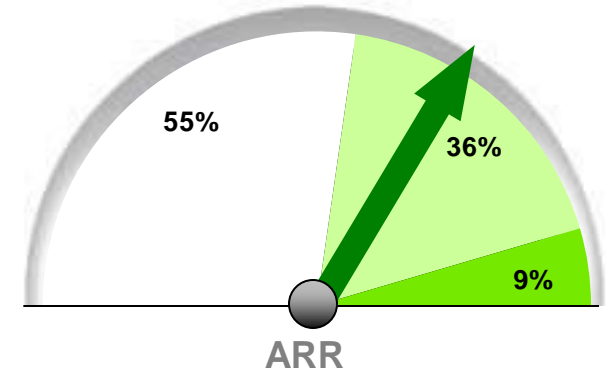
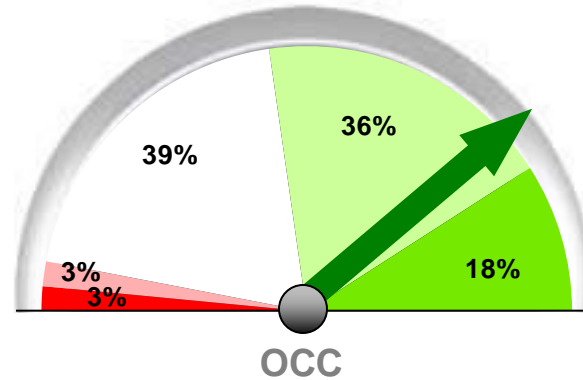
For the market in general the barometers look similar, but a larger group is forecasting stabilising room rates.



«MY HOTEL»

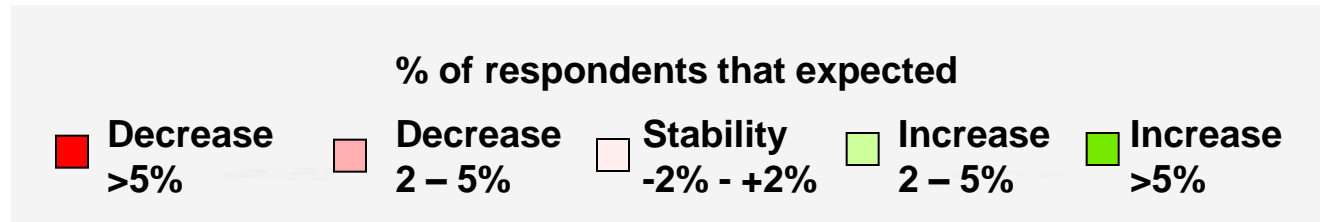
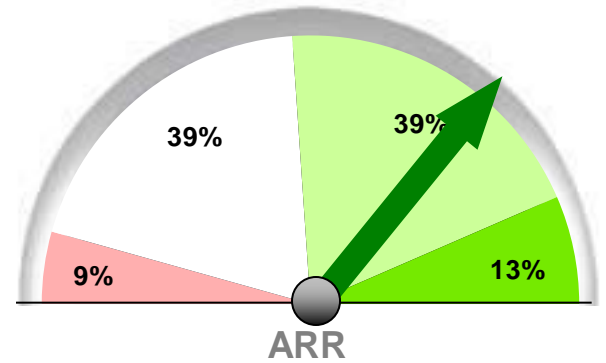
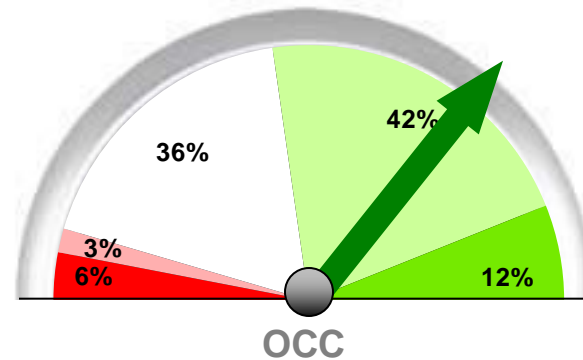
3\* hotels

The 3 star hotel sector is forecasting improvements in occupancy, while the largest segment is expecting the same level of room rates as last year with respect to their own hotel units.



«MARKET IN GENERAL»

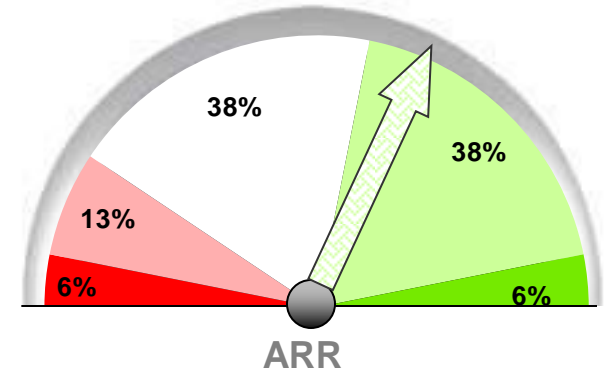
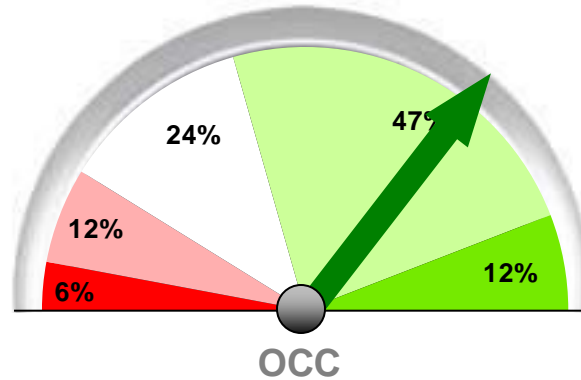
For the market in general a majority is expecting increases in room rates compared to 2015, while forecasts for occupancy are similar to the forecasts of their own hotel units.



«MY HOTEL»

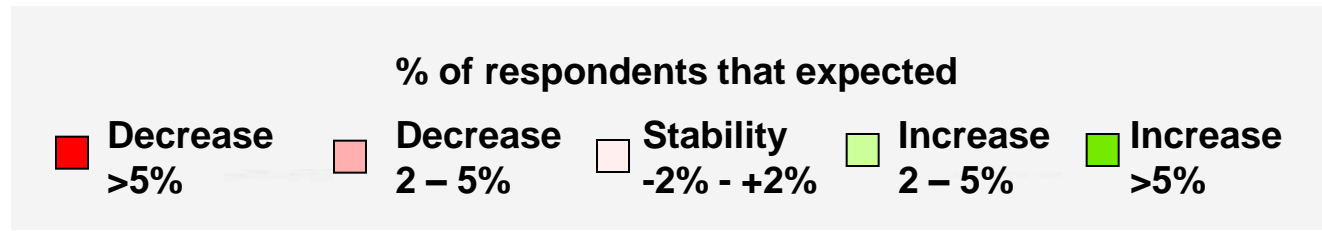
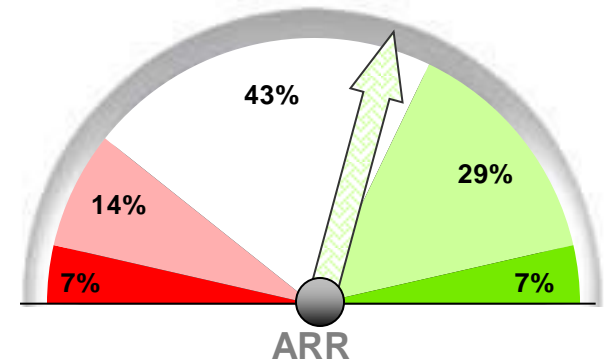
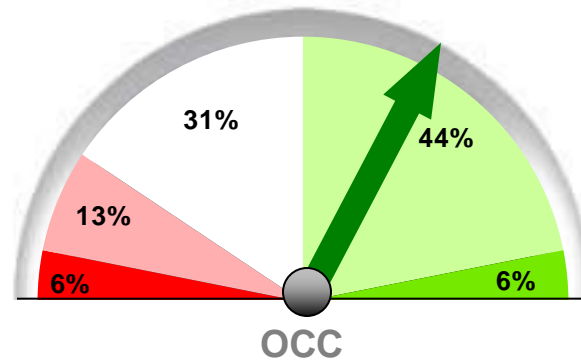
2\* hotels

The 2 star hotel sector has a positive outlook in terms of occupancy development this year, but is more cautious on room rates.



For the market in general half of the respondents predicts increases in occupancies, while 4 out of 10 hoteliers forecasts a similar level of room rates as last year.

«MARKET IN GENERAL»

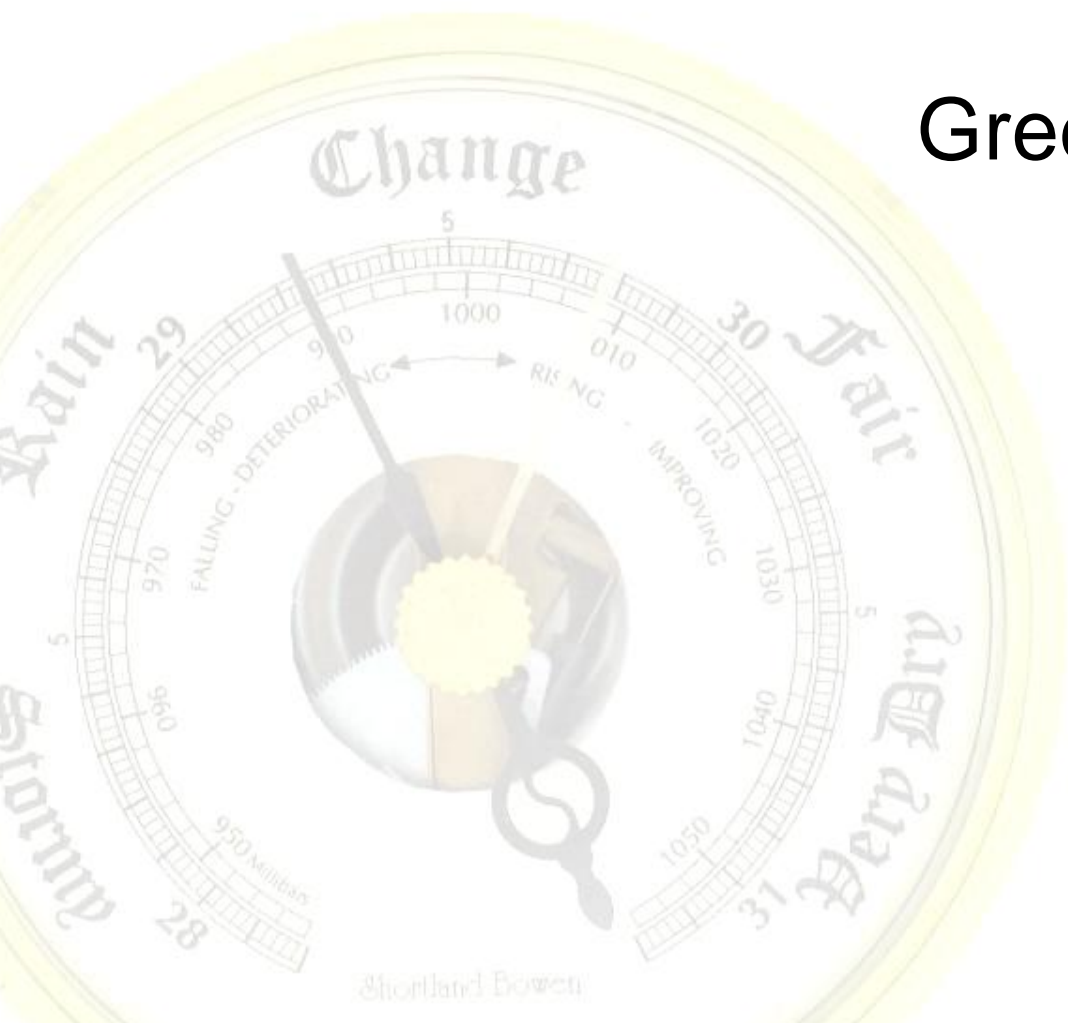


# Tourism Barometer

## 2016

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## Expectations Greek Hospitality Sector



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