

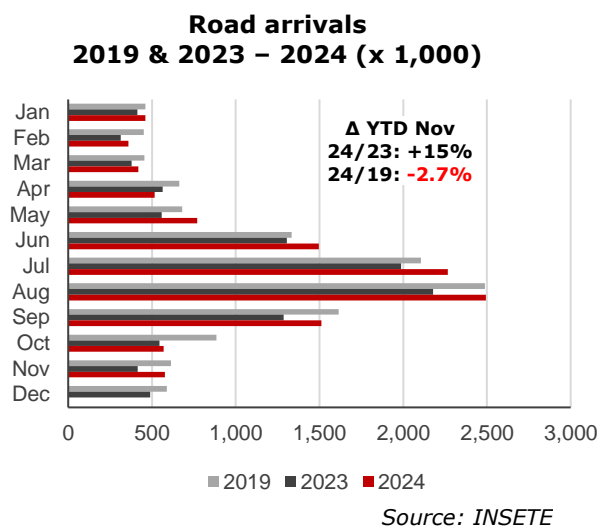
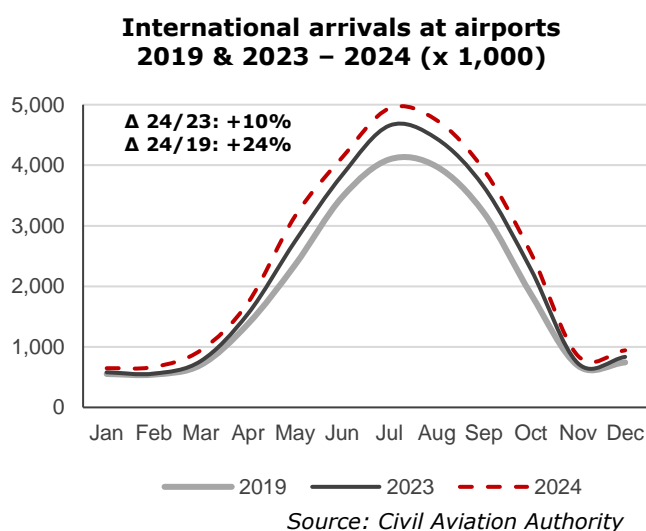
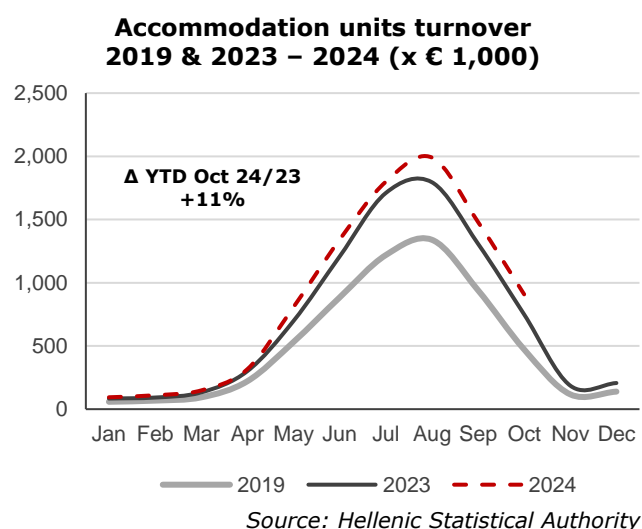
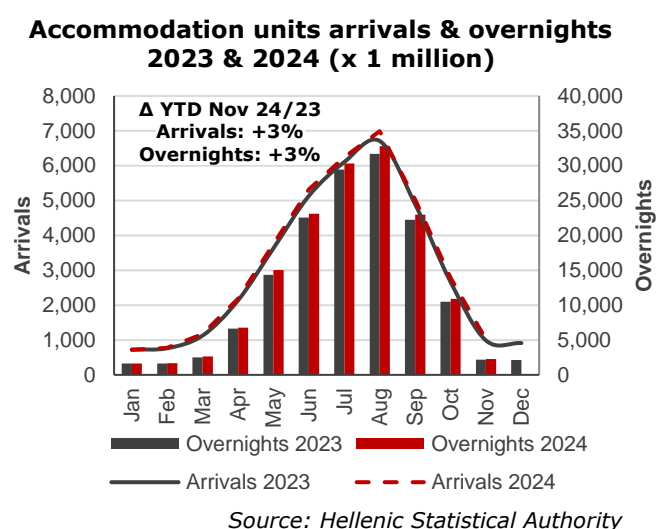
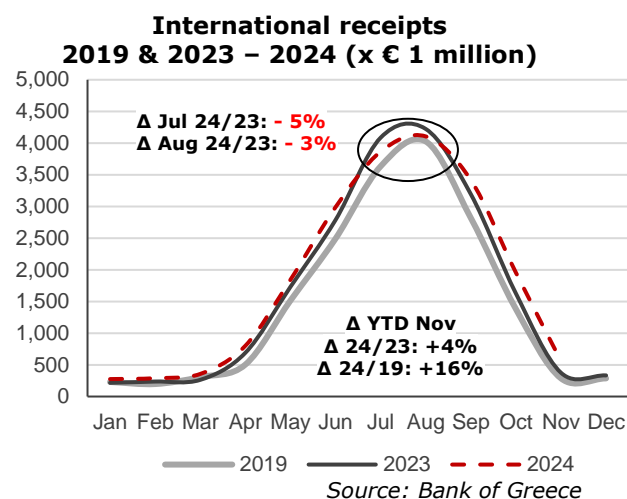
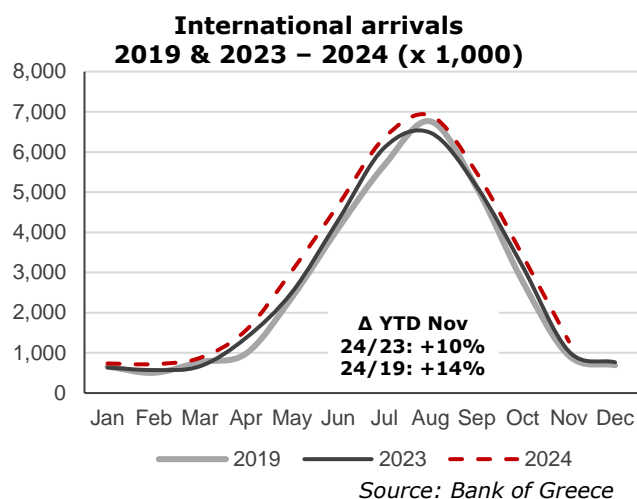


GBR HOSPITALITY QUARTERLY NEWSLETTER

Greek Hospitality Industry Performance

2024 Q4

Review of 2024

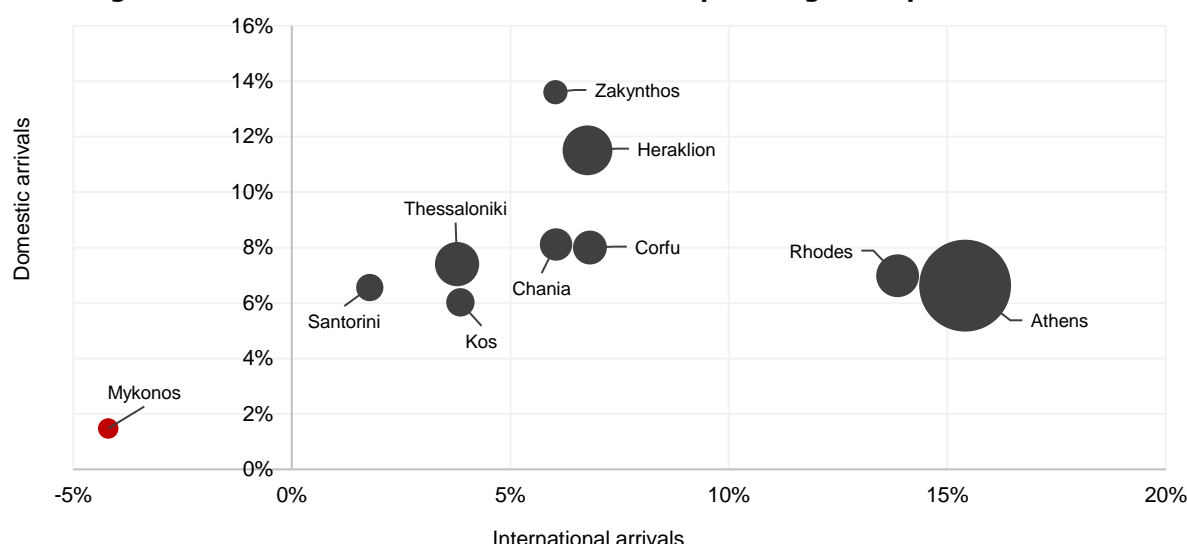


- According to the latest data from the Bank of Greece (up to November 2024), Greece welcomed 35 million international tourists, marking an increase of 9.7% compared to 2023 and 28.7% compared to 2022. These visitors spent € 20.2 billion (excluding the cruise sector), surpassing the € 20 billion threshold for the first time. This represents a 3.8% increase compared to 2023 and 18.5% compared to 2022. Spring and autumn were particularly strong periods for tourism.

It is estimated that by the end of 2024 Greece will have hosted 36 million international travellers, generating € 20.6 billion in expenditure (excluding the cruise sector).

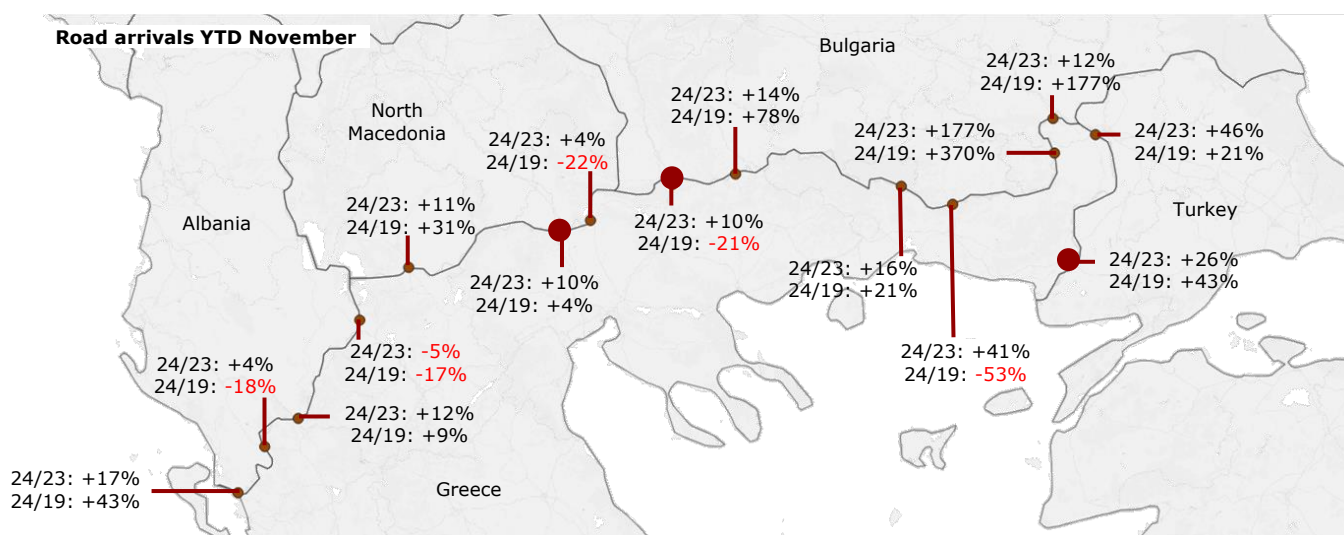
- The cruise sector contributed an estimated €1.1 billion in travel receipts, reflecting a 31% increase YoY. Preliminary data from Greece's largest cruise port, Piraeus, indicates 810 cruise ship calls and 1.7 million cruise passengers in 2024, of which 1 million were homeport passengers.
- International tourists primarily arrive by air. In 2024, 29.2 million international passengers arrived at Greek airports, reflecting a 9.8% increase from 2023 and 23.9% from 2019. About 38% of these passengers arrived at Athens International Airport. However, not all were foreign visitors: ~28% were Greek residents, leaving approximately 8 million non-resident passengers. This group recorded double-digit growth YoY (2024/23), except during June, July, and October.
- According to Eurostat, the Athens International Airport ranked 8th among EU airports in terms of commercial flights, with Amsterdam at the top, followed by Paris (Charles de Gaulle), Frankfurt, Madrid, Barcelona, Munich, and Rome (Fiumicino).
- The top 10 airports depicted below account for 94% of total international traffic. In 2024, Athens and Rhodes recorded double-digit growth in international arrivals compared to 2023, while Heraklion and Zakynthos saw double-digit growth in domestic arrivals, which includes international tourists transferring from other Greek airports. Mykonos was the only airport to experience a decline in international arrivals (-4% YoY, 2024/23).

% change of international & domestic arrivals at top 10 largest airports in Greece 2024/23



Source: Civil Aviation Authority

- Arrivals by road increased by 15% YTD November 2024 compared to 2023, according to INSETE. However, road arrivals remain 2.7% below 2019 levels. It is noted that this year after 13 years waiting, Bulgaria and Romania have become full members of the Schengen zone. The two countries partially joined the Schengen area in March 2024, but open travel was restricted to those arriving by air or sea.

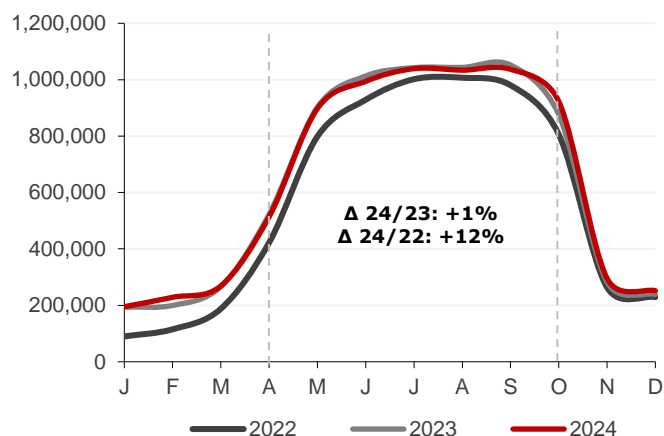


Source: INSETE

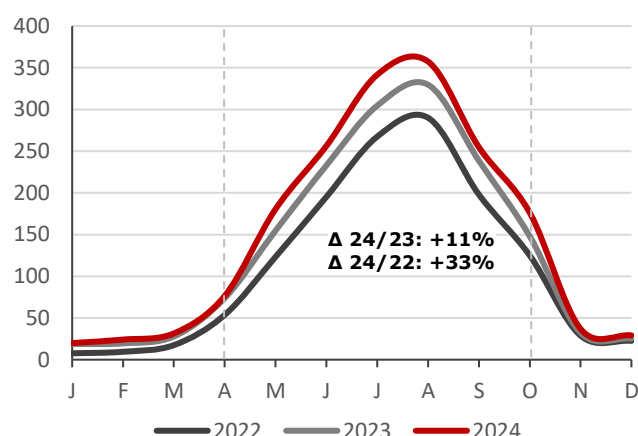
Hotel sector performance 2024

- Based on our monthly hotel performance surveys, covering nearly 8 million room nights and € 1.8 billion in room revenue for city hotels and total revenue for resorts, room nights increased by 0.6% in 2024 compared to 2023, while revenue grew by 11.1%.
- In Athens, the RevPAR increase was driven primarily by higher room rates and a moderate rise in occupancy. In Thessaloniki, RevPAR rose by 9.0% (2024/23), mainly due to increases in ADR. Other city hotels experienced a slight drop in occupancy, with mild ADR growth, leading to a RevPAR increase of just 1.3%.
- Resort hotels recorded a 3.4% increase in occupancy (2024/23), while Total Daily Revenue per Occupied Room (POR) rose by 12.0%. Total revenue grew by 10.6% compared to 2023.

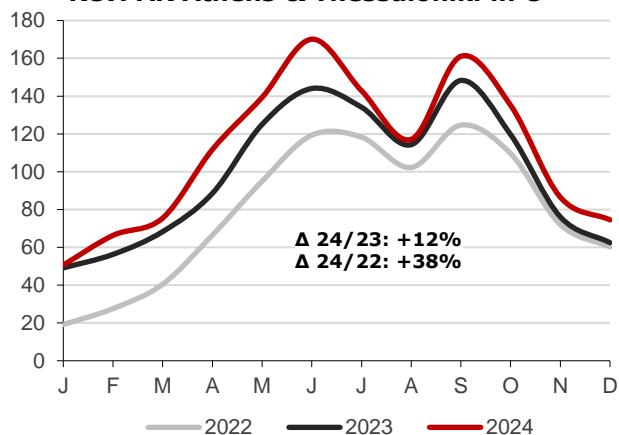
Total room nights in Greece per month



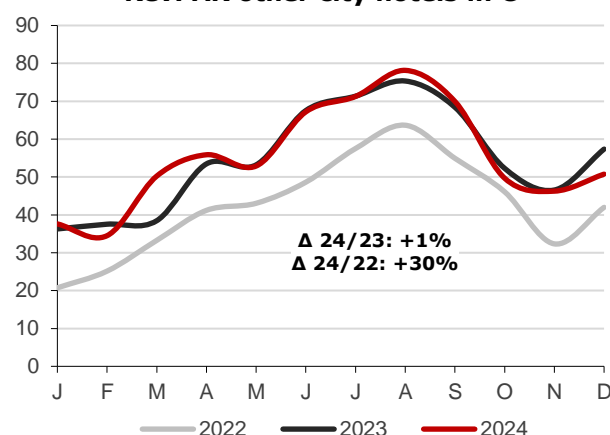
Revenue growth in % of Greek hotels in million €



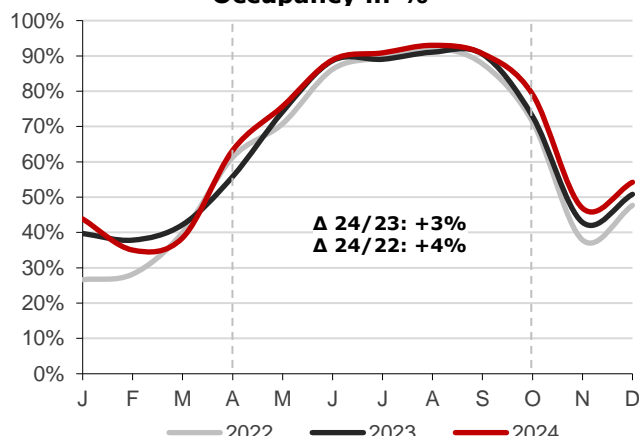
RevPAR Athens & Thessaloniki in €



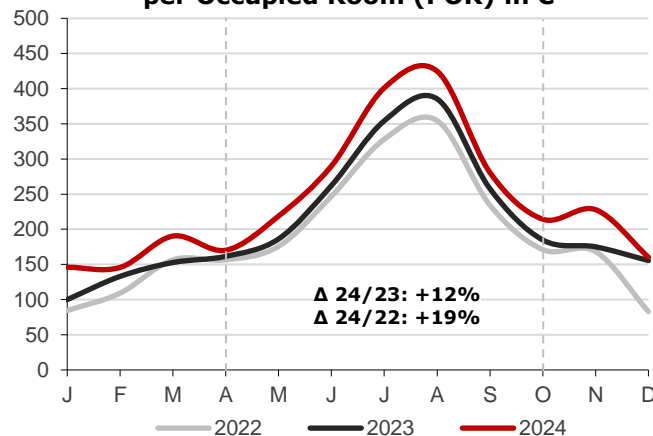
RevPAR other city hotels in €



**Resort hotels
Occupancy in %**



**Resort hotels: Total Daily Revenue
per Occupied Room (POR) in €**



Short-term rentals

- In January 2025 a new tourism bill was passed on the “establishment of specifications for short-term rental properties, environmental classification of accommodations, simplification of the process of establishing tourism businesses and more specific provisions for controlling and strengthening the framework of tourism infrastructure”.

Effective from October 1, 2025, new operational standards for short-term rental (STR) properties will be implemented, including mandatory safety & quality requirements, such as fire extinguishers and smoke detectors, certifications for electrical systems & pest control, a first-aid kit and an emergency contact list.

However, the initial proposal of the bill stated that only properties that had been classified as primary residences could be used for short-term rentals. However, after strong industry opposition, the final version of the law does not include the word “residence”, thus allowing the short-term rental of commercial or industrial spaces that have been converted into residences.

The law stipulates that short-term rental properties must be designated as “main use” spaces and must have natural lighting, ventilation, and air conditioning. Auxiliary spaces (e.g., warehouses, parking areas) are excluded, unless their use was officially changed before 2011. As a result, only a small number of properties will be affected, far fewer than the 20,000 properties that the market originally feared would be excluded under the initial proposal.

- The hotel sector remains critical of the new law, arguing that the STR market should either be classified as a corporate activity and subject to the same regulations as hotels (ensuring a level playing field), or be recognized as part of the sharing economy, where private owners can rent out a limited number of properties for a restricted period as per article 111 of law 4446/2016: 90 days per year or 60 days for islands with less than 10,000 inhabitants).

Main transactions

- At the end of January 2025 it was reported that the **E-Geo Easy Living Resort**, previously known as the Atlantica Holiday Village Kos, will become part of **Akti Hotels**, a group controlled by Nikolaos Koutras. The 4-star resort, located in Marmari on the island of Kos has been renamed Akti Coast Club. The all-inclusive resort offers 4 restaurants, 5 bars, 4 outdoor pools, splash park and 342 rooms on 2 floors in 21 building blocks. The resort will be upgraded to 5-star. Total investment will reach € 58 million.

Akti hotels consists of the 5-star Akti Imperial in Rhodes offering 710 rooms and carrying the Dolce brand of Wyndham Hotels & Resorts, the 5-star Akti Palace in Kos offering 189 rooms and the 5-star Akti Beach Club in Kos with 416 rooms. With the latest deal, the total room count of the chain is 1,657.

- In December 2024, **Goldair** announced the acquisition of the **Mykonos Flow Hotel** through its subsidiary **Sunrise Properties**, which was established in the of summer 2024. The total investment amounted to € 12 million, with potential for future expansion. The 5-star hotel, located on Super Paradise Beach in Mykonos, sits on a 2.2-stremma plot and features 21 suites with private pools, a restaurant/bar, and a wellness center with a spa and gym. The hotel is managed by Hotel Brain.
- Following the acquisition of the 5-star Grand Hyatt for € 235 million, **Blackstone and Hotel Investment Partners (HIP)** acquired the 4-star, 208-room **Alexander The Great Beach Hotel** in Halkidiki, which will be operated by Mitsis, marking their first presence in Halkidiki. Additionally, in November 2024, they announced the acquisition of the 5-star, 174-room **Sunprime Miramare Beach** in Rhodes, bringing HIP's portfolio to 10 hotels across Crete, Corfu, Zakynthos, Halkidiki, and Athens, with a total room count of 2,639. It is noted that in the summer of 2024, the Nordic Leisure Travel Group (NLTG) entered a sale-and-leaseback agreement with Premia Properties, including the Sunwing Kallithea Beach Hotel in Rhodes and Sunwing Makrigialos & Ocean Beach Club in Crete.
- In October 2024 it was reported that shipowner **George Procopiou** acquired a 33.75% stake in Apollo Investment Holdco SA for about € 150 million. Apollo investment is the owner of the luxury 303-rooms **Four Seasons Astir Palace** on the Athenian Riviera.
- The **Karatzis Group** reached an agreement at the end of October 2024 for the acquisition of the 5-star, 413-room **Aldemar Knossos Royal resort** in Hersonissos, Crete for € 80 million. The resort is set to undergo renovations, to be completed by 2026.

Karatzis Group operates in manufacturing, commercial trade, and electricity generation and is active in the Greek hotel sector with the Nana Hotel chain. The group's hotel portfolio includes the 5-star, 500-room Nana Golden Beach (since 1985), the 5-star, 107-room Nana Princess (joined 2018, with five newly built villas added in early 2024), and now the Knossos Royal, bringing the total room count to 1,020. In 2022, Nana Hotels expanded with the Nana Tennis & Sports Club and the Nana Water Park.

In 2018, the Angelopoulos family divested from Paradise Village and Amilia Mare in Rhodes, now operated as Ella Resorts by Harvard Investment Group (HIG). In 2022, they also sold Aldemar Royal Mare and Aldemar Cretan Village in Hersonissos, Crete, to Mitsis Hotels & Resorts.