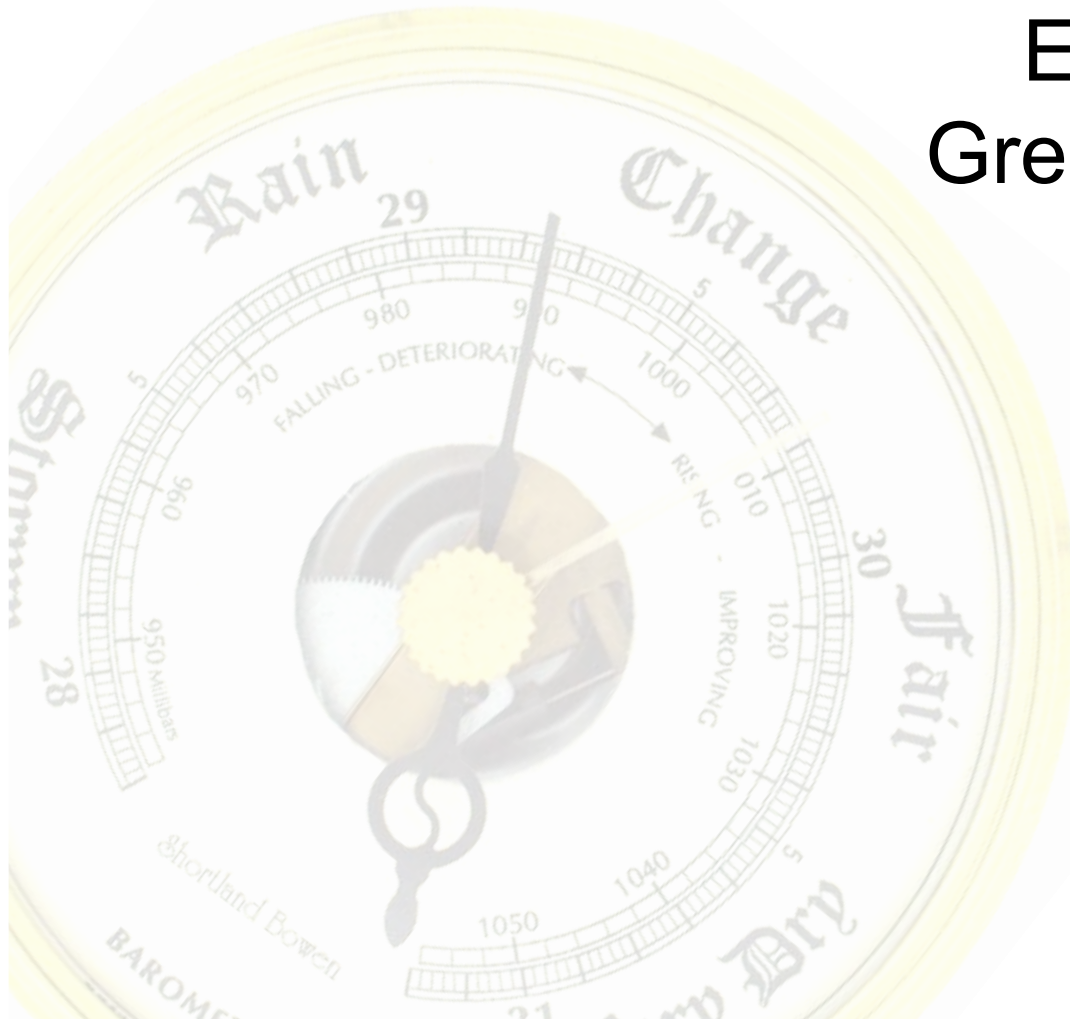


# Tourism Barometer Snapshot Q2 2012

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## Expectations of the Greek Hospitality Sector



**gbr**  
consulting

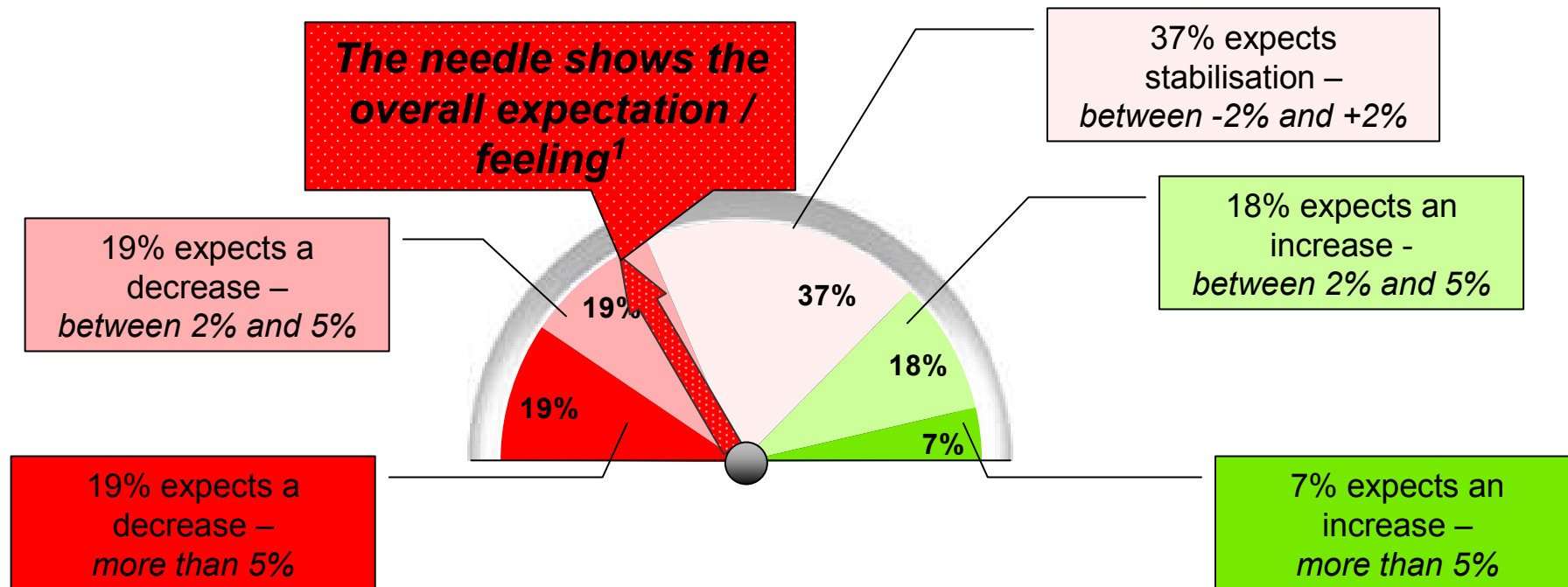
April 2012

# Barometer Snapshot Q2 2012

- This quarter no detailed analysis per region and per hotel category as all barometers are deeply red coloured. The climate is very negative.
- Both city and resort hoteliers are very pessimistic for the coming quarter as well as for 2012 as a whole.
- City hotels
  - City hoteliers are very negative in terms of occupancy and rate development for both the second quarter as well as for 2012 in general. Very few hoteliers expect a better performance compared to 2011.
- Resort hotels
  - For the second quarter resort hotels are not optimistic. Falling occupancy and rates are forecasted by hoteliers for both their own properties and for the market as a whole.
  - Some resort hoteliers show a bit of optimism for the overall performance of 2012, but only for their own hotels, as for the market in general they expect sharply falling occupancy and room rates in comparison with 2011.

# 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



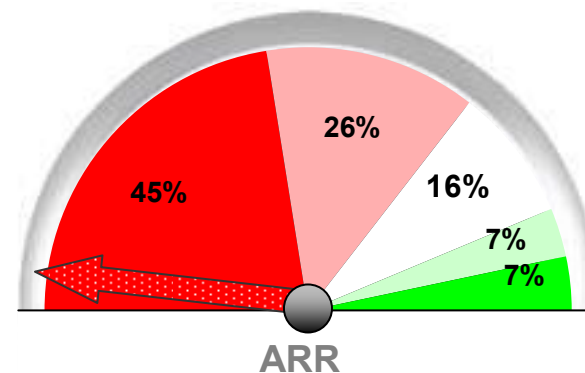
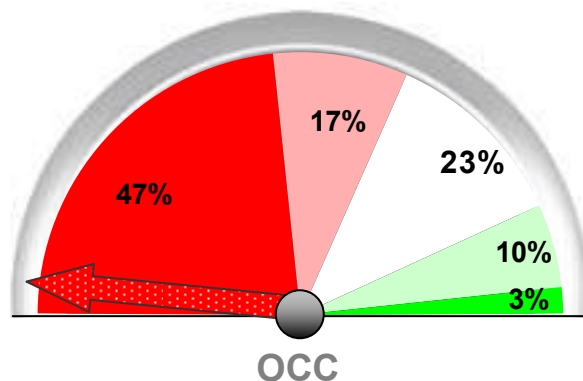
<sup>1</sup> The position of the arrow is based on the weighted average of the projections for increases and decreases, where the increases / decreases of more than 5% have a weight twice as high as the increases / decreases of between 2% and 5%

**Expectations for 2012 Q2**

**«MY HOTEL»**

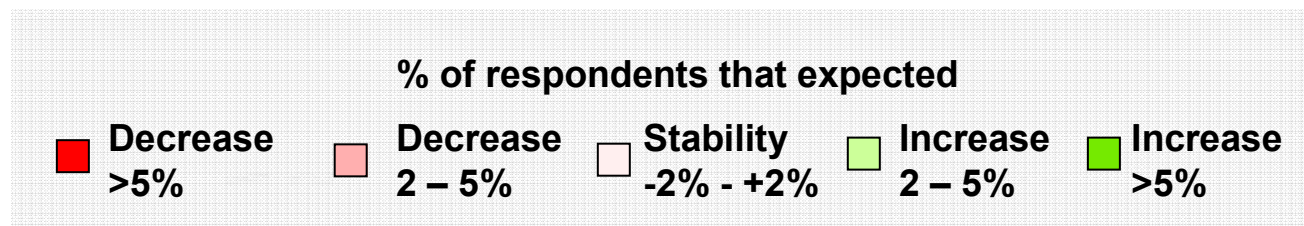
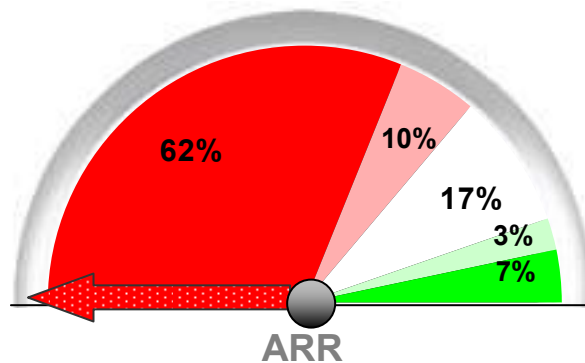
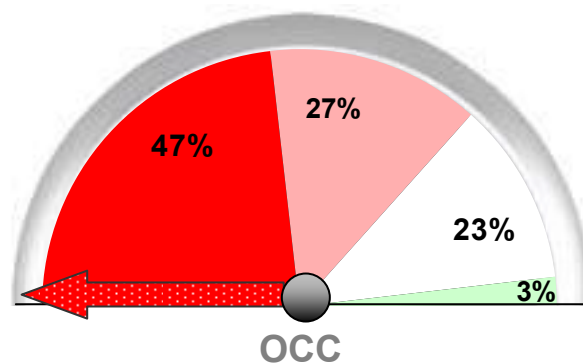
**All hotels**

Overall hoteliers are very pessimistic on the outlook of the coming quarter based on the performance of the first quarters and bookings.



**«MARKET IN GENERAL»**

A fast majority expects severe declines in occupancy and room rates for the second quarter. Very few hoteliers expect improvements compared to the same quarter last year.

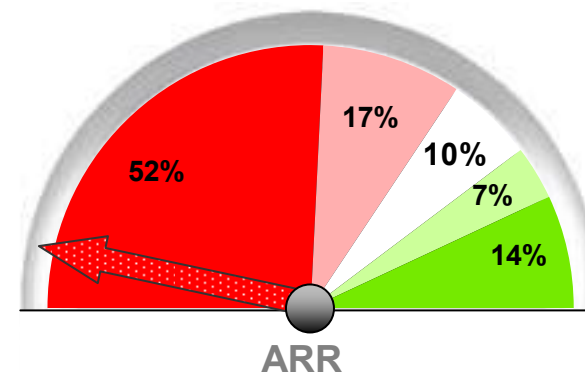
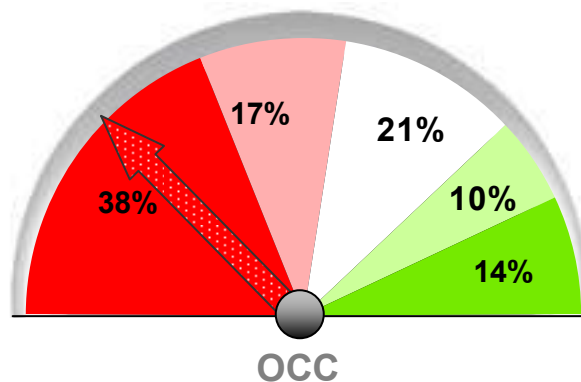


## Expectations for 2012

### «MY HOTEL»

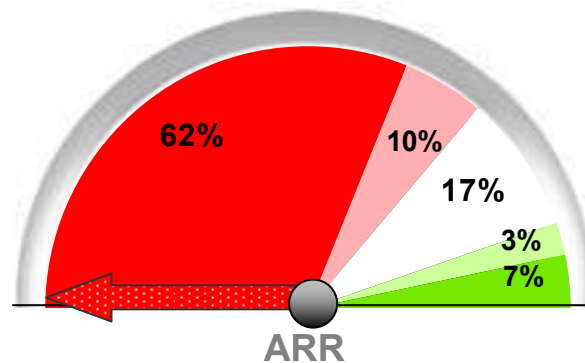
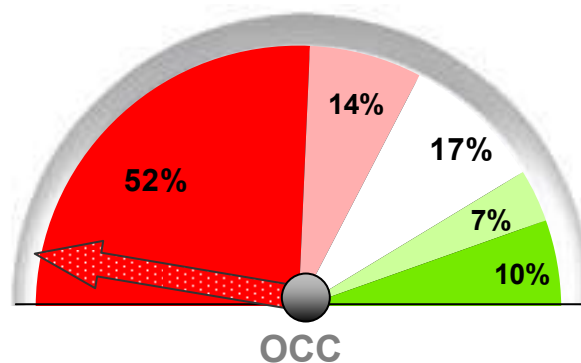
#### All hotels

The outlook for 2012 as a whole is negative as well, although more hoteliers show some optimism compared to the forecast for the second quarter.

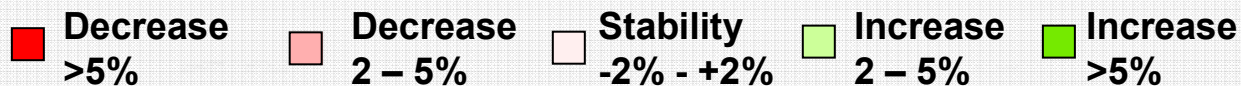


### «MARKET IN GENERAL»

The expected performance of their own hotel units is better than for the market in general, but overall hoteliers are very pessimistic and expect falling occupancy levels and room rates.



% of respondents that expected



**Expectations for 2012 Q2**

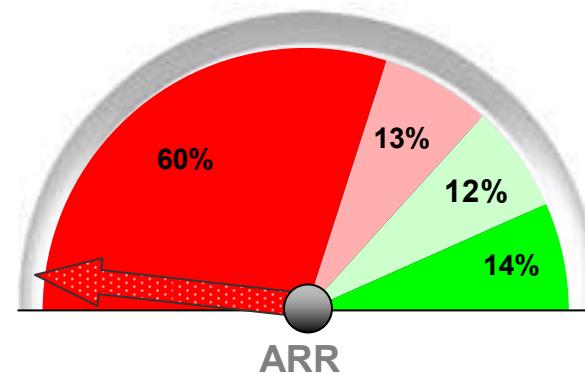
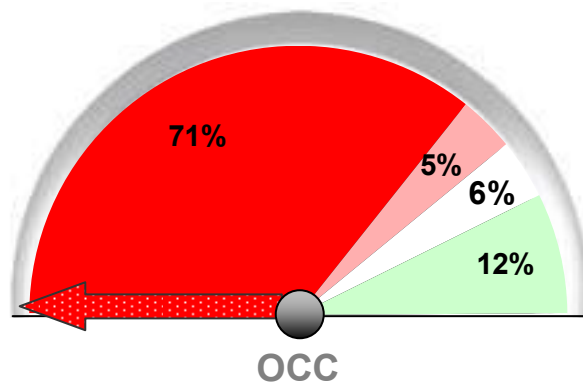
**«MY HOTEL»**

**City hotels**

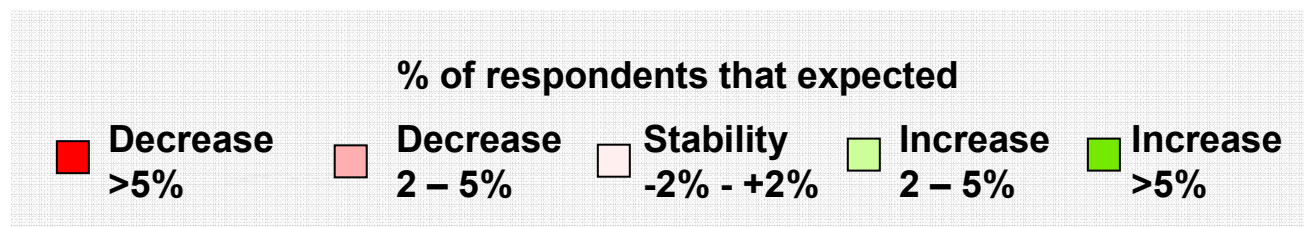
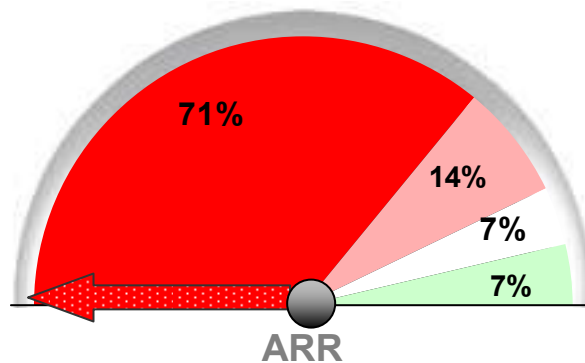
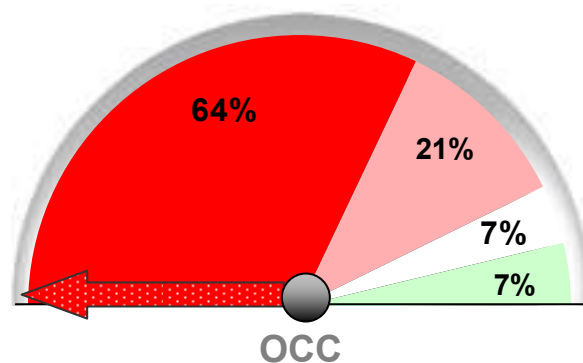
After the first quarter city hoteliers remain clearly very pessimistic, which applies for their own hotels as well as for the market as a whole.

Between 60% - 70% expects that occupancy and room rates will drop by more than 5%.

85% expects for the market as a whole declining occupancy and rates.



**«MARKET IN GENERAL»**





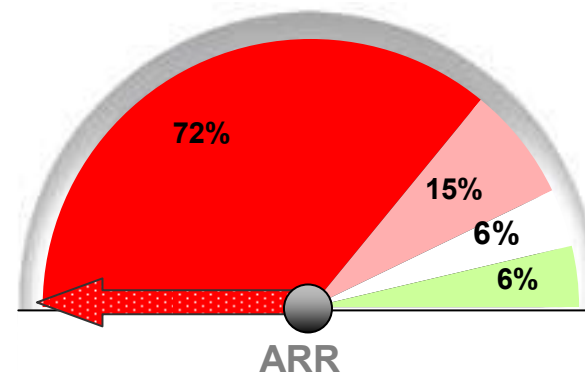
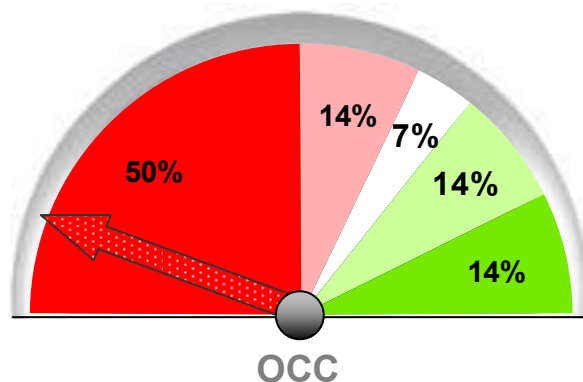


## Expectations for 2012

### «MY HOTEL»

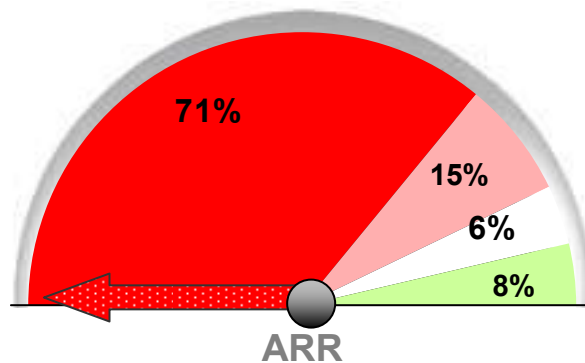
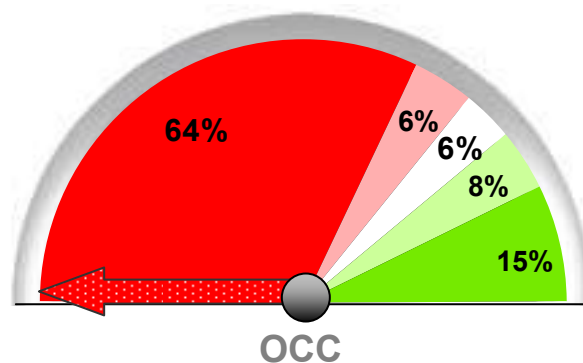
#### City hotels

For 2012 city hoteliers forecast falling occupancy and room rates resulting in a very negative climate. The majority expects drops of 5% and more.

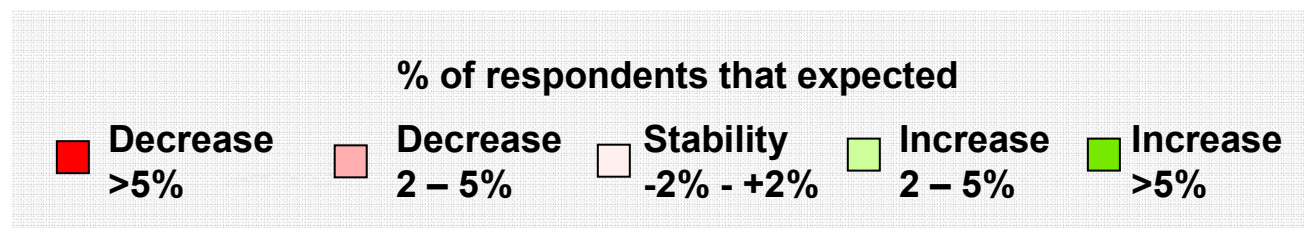


### «MARKET IN GENERAL»

About 28%, however, expects increasing occupancy levels for their own hotel units, while 23% expects this trend for the market as a whole.



With respect to rates very few are optimistic.



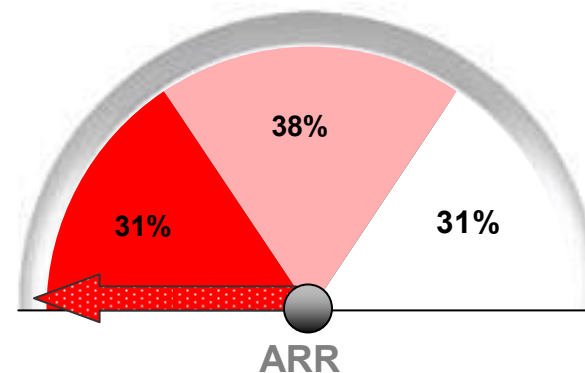
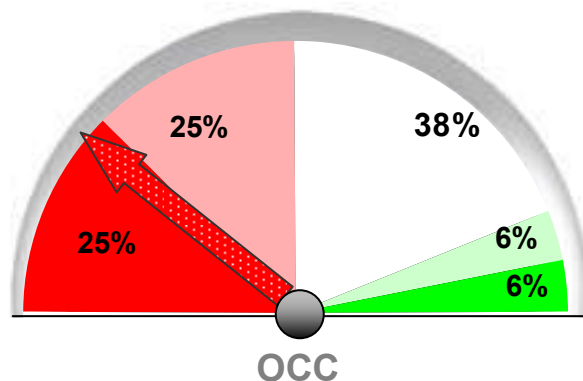
## Expectations for 2012 Q2

### «MY HOTEL»

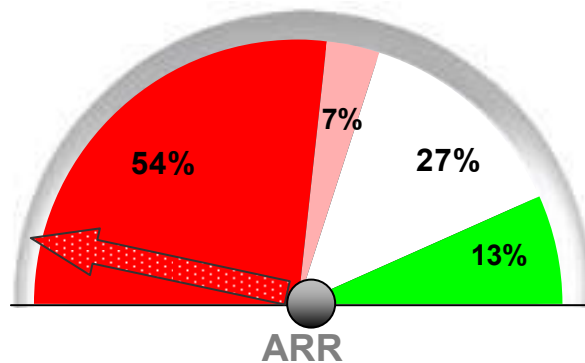
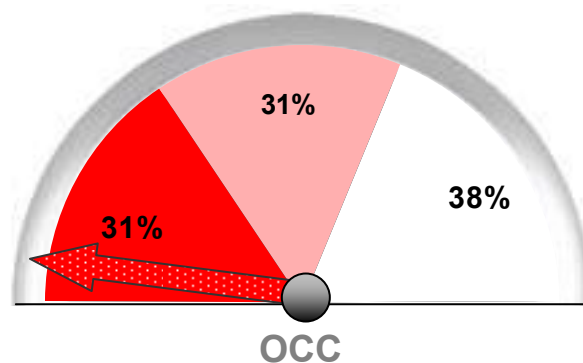
#### Resort hotels

For Q2 resort hoteliers expect falling occupancy and pressure on room rates. For the market in general hoteliers are more negative than for their own hotel units both in terms of occupancy and rates.

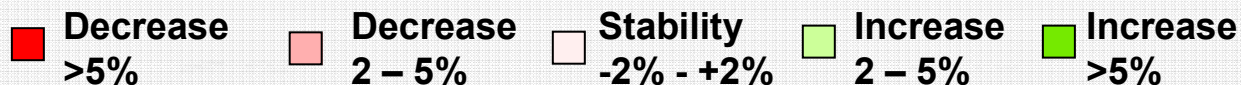
A majority expects falling occupancy and rates for both their own hotels and for the market in general.



### «MARKET IN GENERAL»



% of respondents that expected



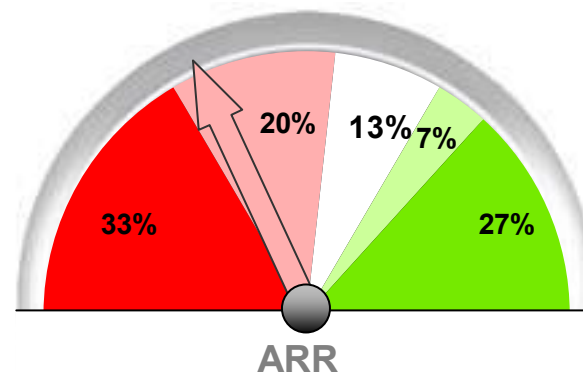
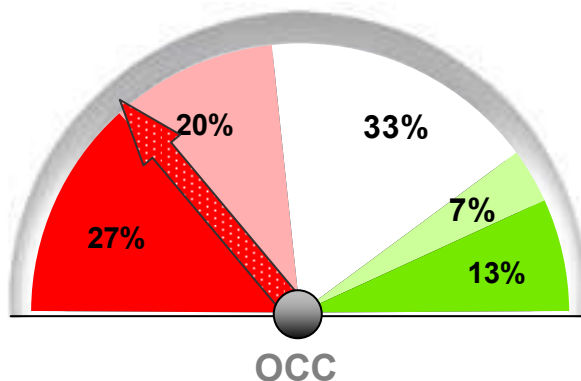


**Expectations for 2012**

**«MY HOTEL»**

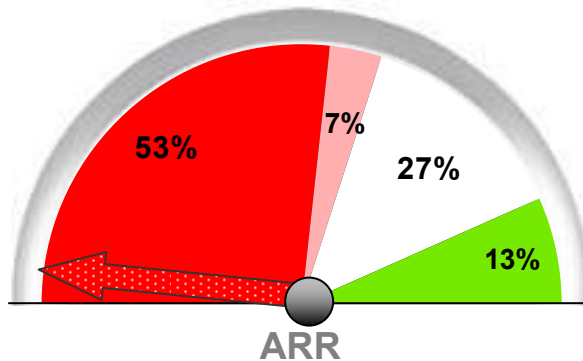
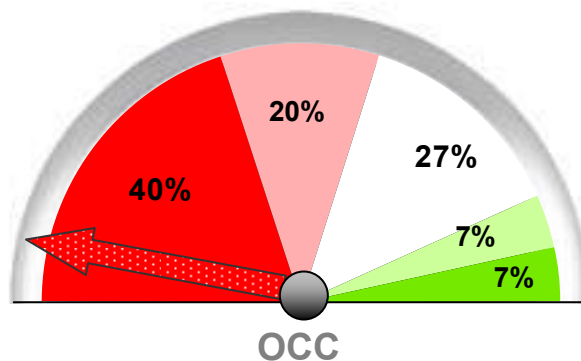
**Resort hotels**

Resort hoteliers have turned clearly negative for their performance of 2012, while in Q1 they were still slightly pessimistic.

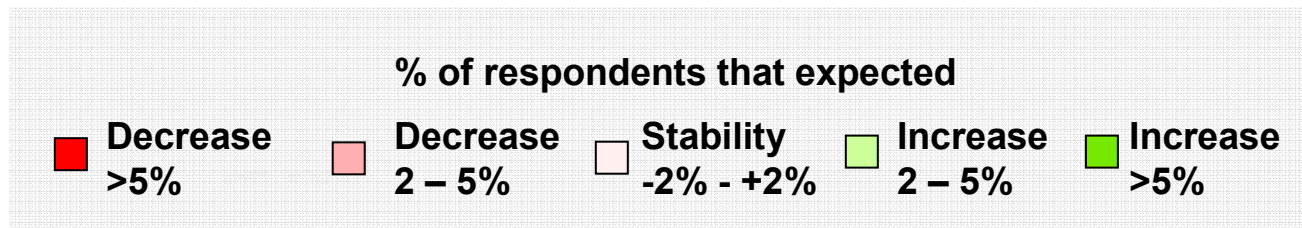


**«MARKET IN GENERAL»**

For their own hotels about 20% expect improvements in occupancy levels and a third of the hoteliers expect increasing room rates.



Still, the outlook is overall negative and very negative for the market as a whole for 2012.



# Tourism Barometer

## 2012 Q2

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### Expectations Greek Hospitality Sector



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