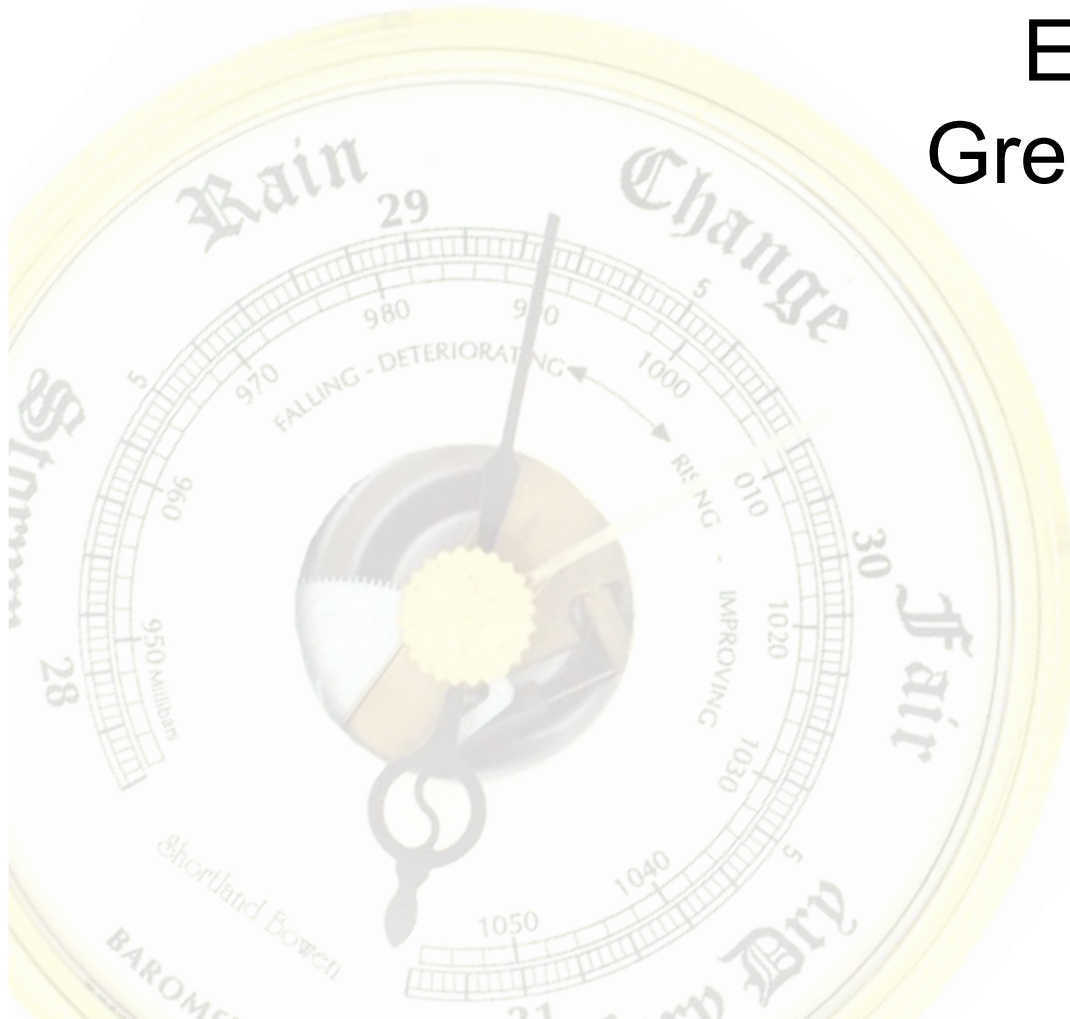


Tourism Barometer

Q2 - 2011

Expectations of the Greek Hospitality Sector



gbr
consulting

April 2011

Survey characteristics

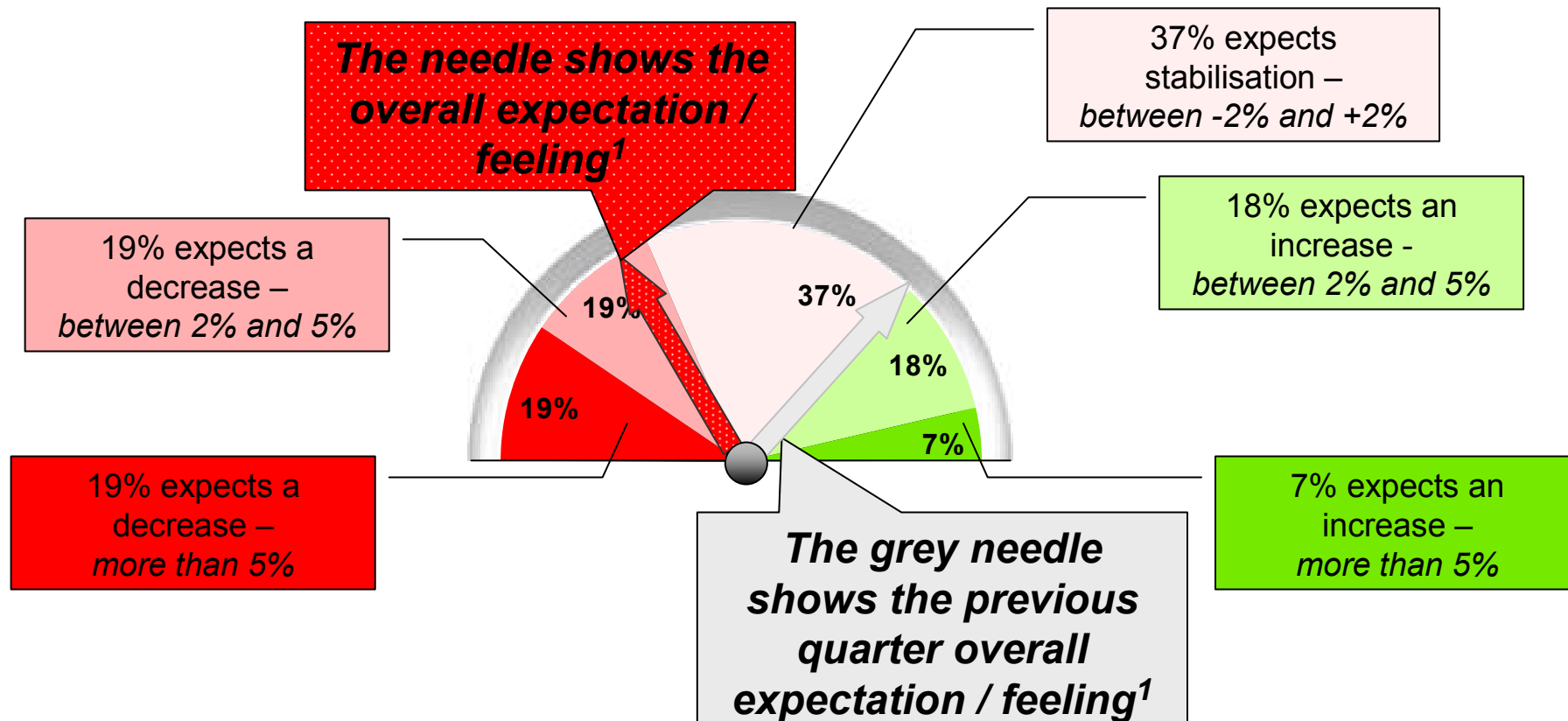
- The Q2 Survey was run from 12 – 22 April 2011, among hotels of all hotel categories (1 – 5*) all over Greece;
- The survey was anonymous and 163 hotels completed the online questionnaire, of which 138 fully. The distribution of those was as follows:
 - 46% are city hotels and 54% resort hotels;
 - 21% are 5*, 27% 4*, 26% 3*, 20% 2* and 6% 1* hotels.
- Survey results are published in the press and on www.gbrconsulting.gr/barometer

Main Conclusions

- Contrary to market expectations in Q1, hoteliers are now very optimistic for their occupancy development. For their own hotels 47% expects a rise of 2% or more, while for the market as a whole 53% predicts same rise. In addition 26% expects that their occupancy will stabilise, while 27% expects this for the market as a whole.
- In terms of ARR, hoteliers have become less pessimistic. However, overall hoteliers still expect a slight decrease of their rates, while for the market as a whole they expect a considerable drop, albeit less than the Q1 forecasts.
- Exception to the above in terms of occupancy as well as ARR are the 2 star hotels, who retain their pessimistic outlook.
- Crete remains the destination with the most positive outlook, with increased optimism for both occupancy and ARR.

How to read the meters

- All the meters reflect the hoteliers' projections for 2011 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

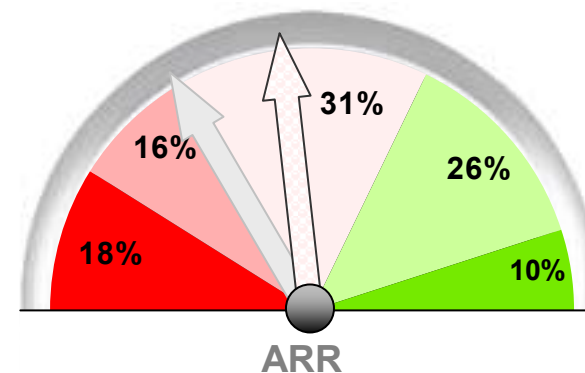
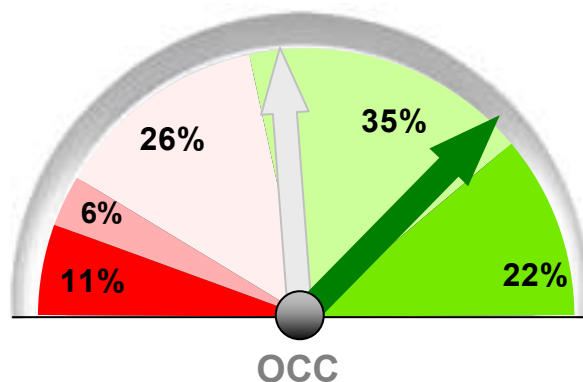


¹ The position of the arrow is based on the weighted average of the projections for increases and decreases, where the increases / decreases of more than 5% have a weight twice as high as the increases / decreases of between 2% and 5%

«MY HOTEL»

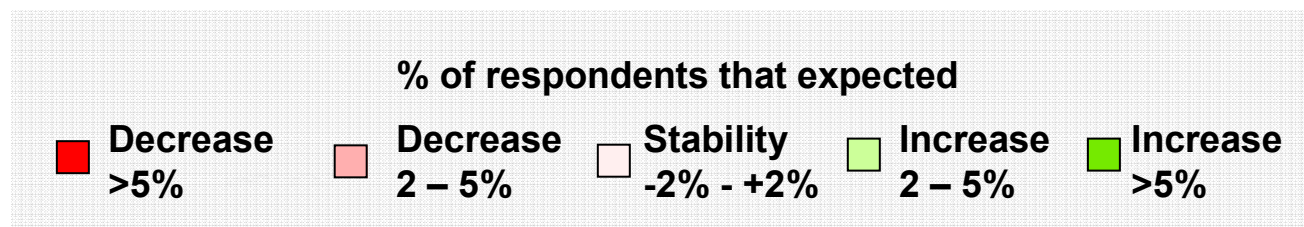
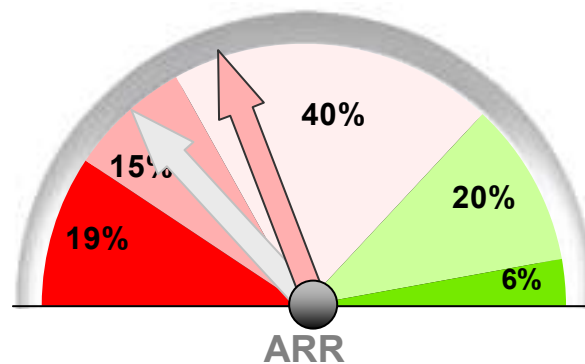
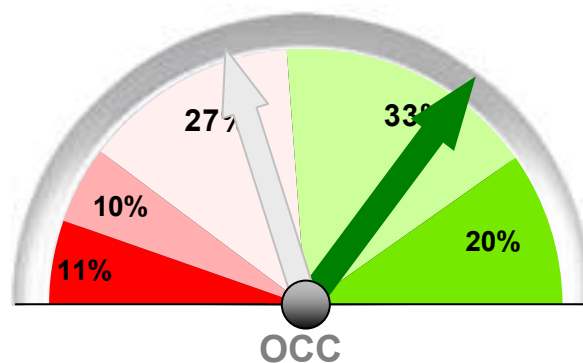
All hotels

The industry as a whole has become very optimistic in terms of occupancy and less pessimistic in terms of prices



Also, for the market as a whole hoteliers are less optimistic than for their own hotels.

«MARKET IN GENERAL»

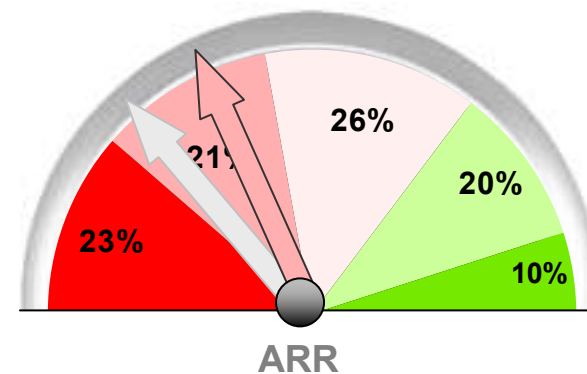
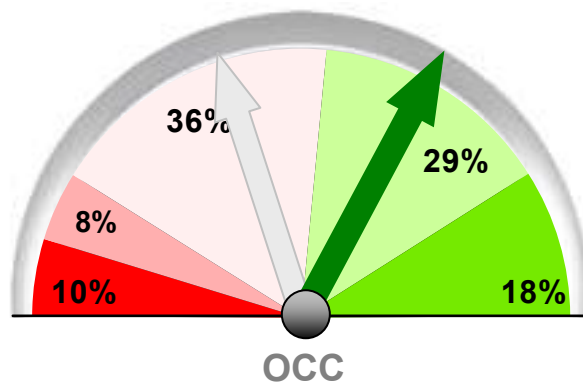


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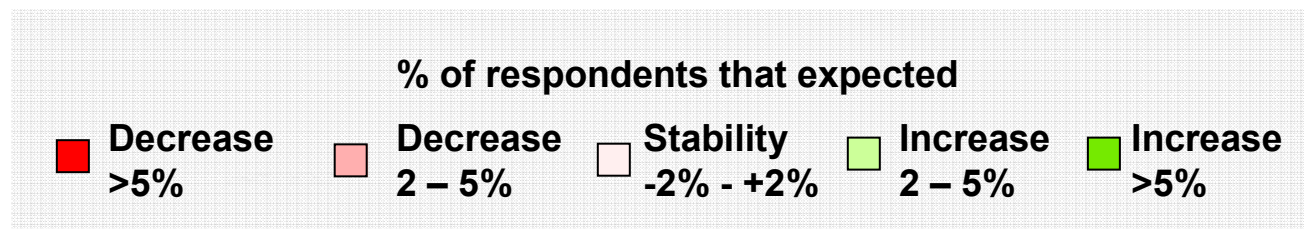
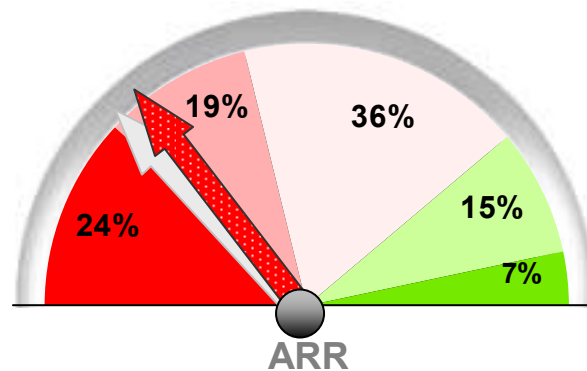
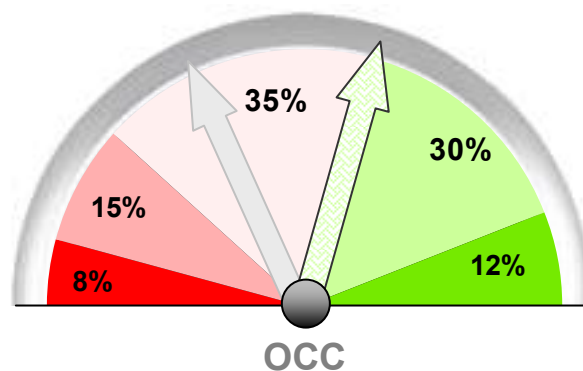
City hotels

The city hotels have become much more optimistic. More than 18% expects an increase of more than 5% for their own occupancy level. On the other hand 23% expects a drop of 5% or more in the hotel's prices.

The discrepancy between the estimates for their own hotels and the market in general is relatively low.



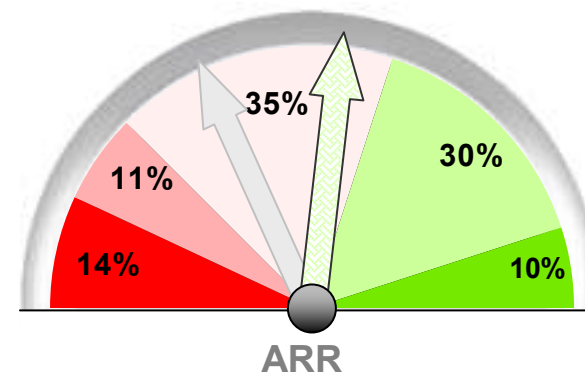
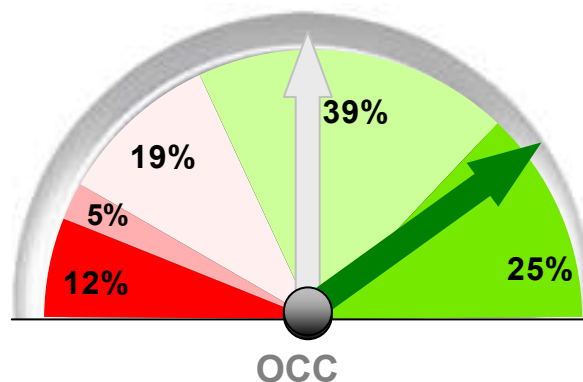
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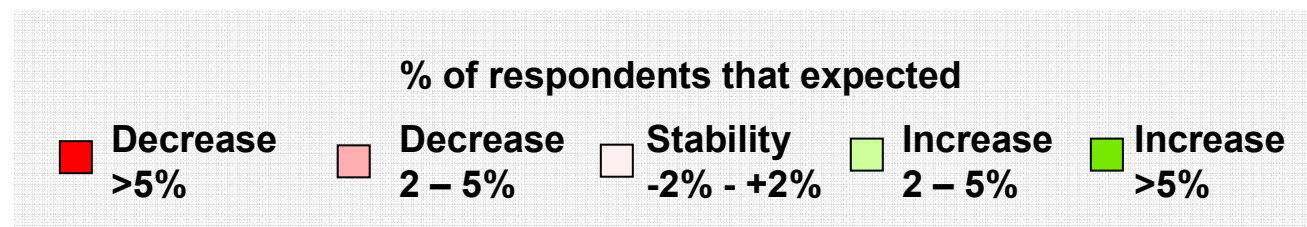
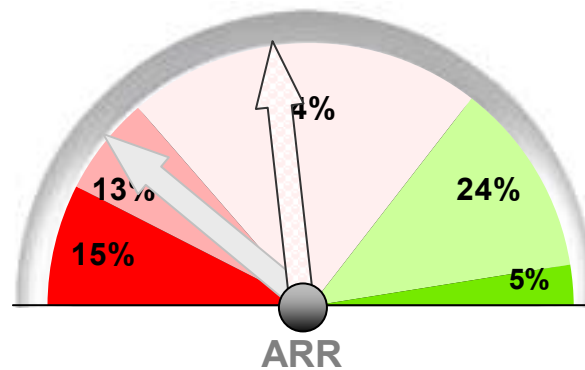
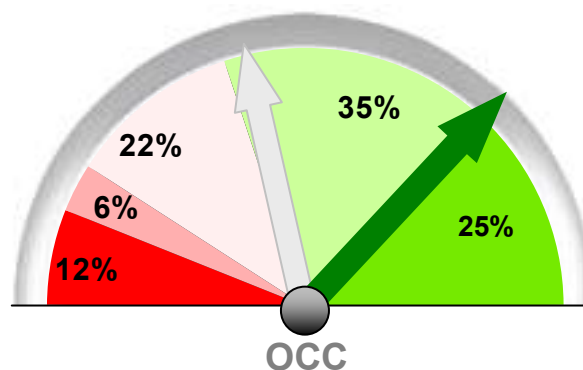
Resort hotels

The resort hotels have switched to a really positive outlook in both occupancy and ARR. Only for the market in general hoteliers expect a slight drop in prices overall.



«MARKET IN GENERAL»

Again hoteliers believe that the market will perform worse than themselves, especially with respect to ARR.

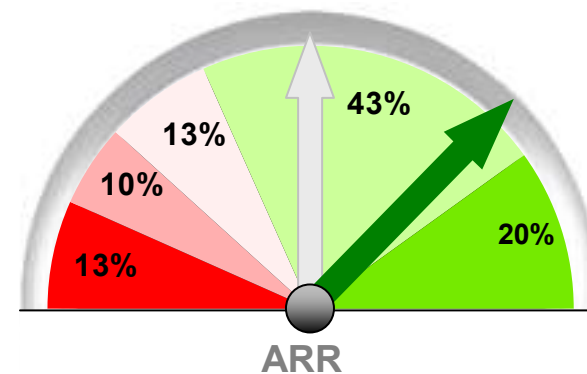
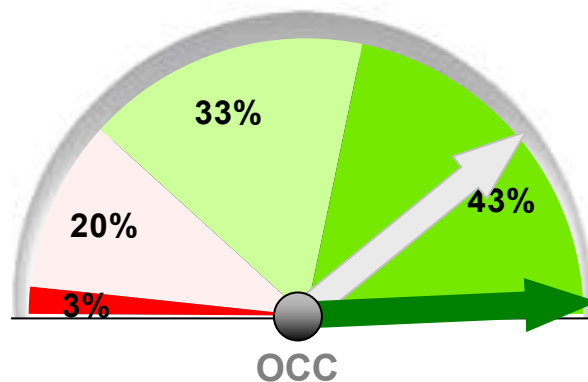


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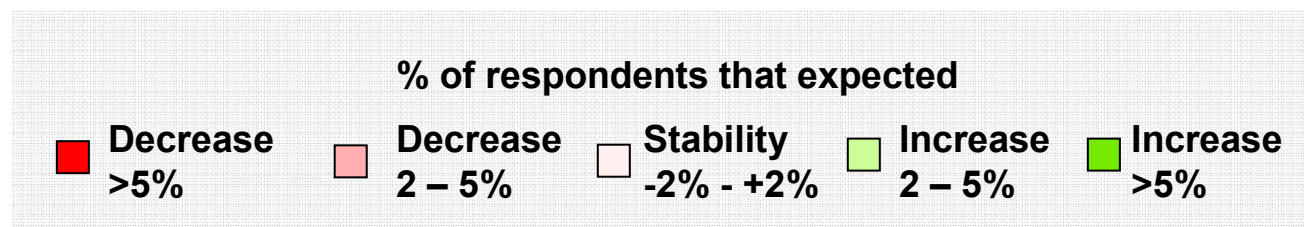
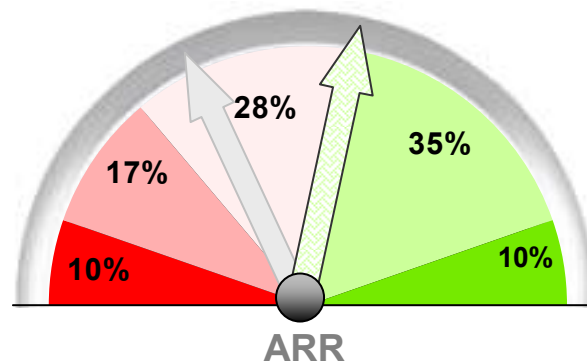
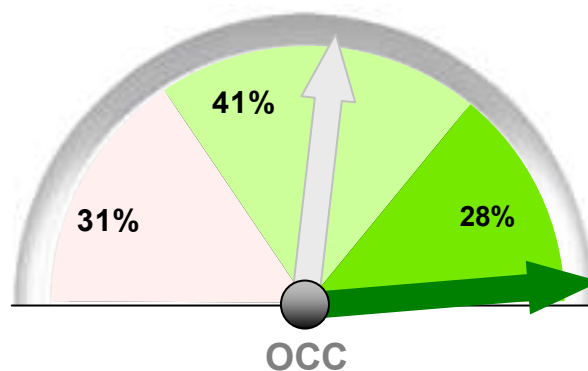
5 star hotels

Hoteliers in the 5* category are extremely positive for their own hotel, particularly with respect to occupancy. It is remarkable that none of the hoteliers expect a drop in occupancy for the market in general.

With respect to ARR 76% expects stabilisation or rise for their own hotels, while 73% expects this for the market as a whole.



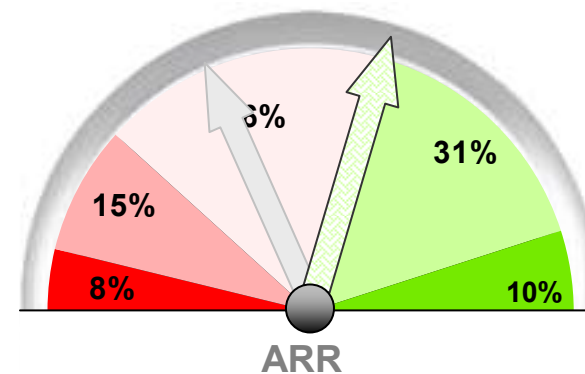
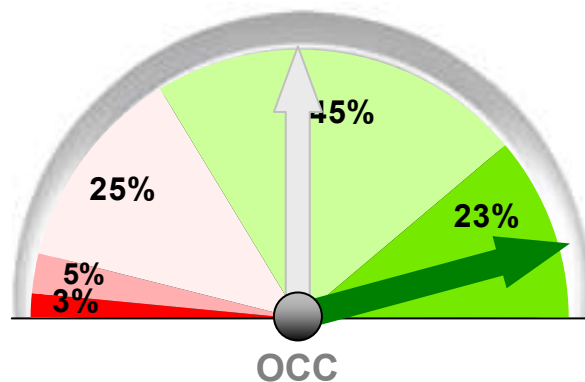
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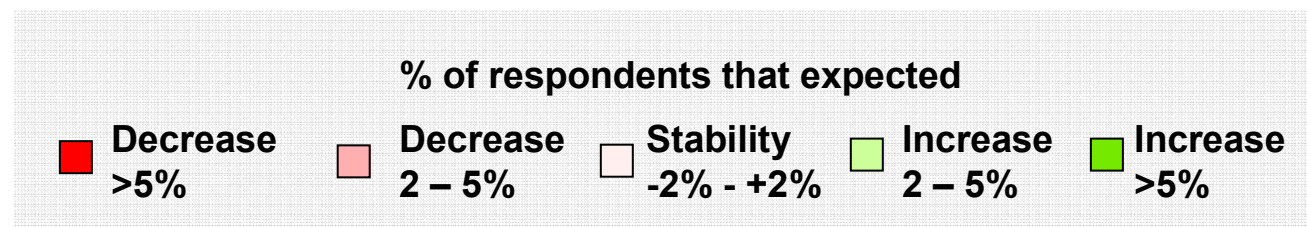
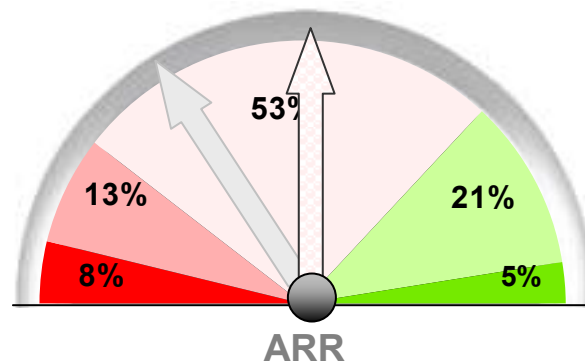
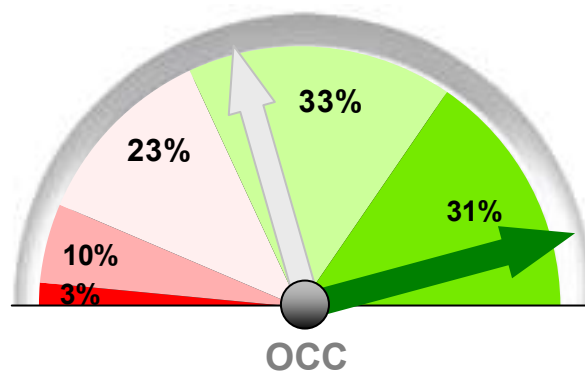
4 star hotels

The 4 star hoteliers are slightly less optimistic than their 5 star colleagues, but still a very optimistic outlook is forecasted.



Projections for the market in general are lower with respect to ARR.

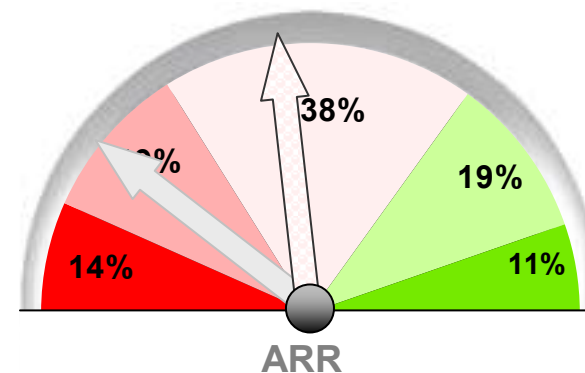
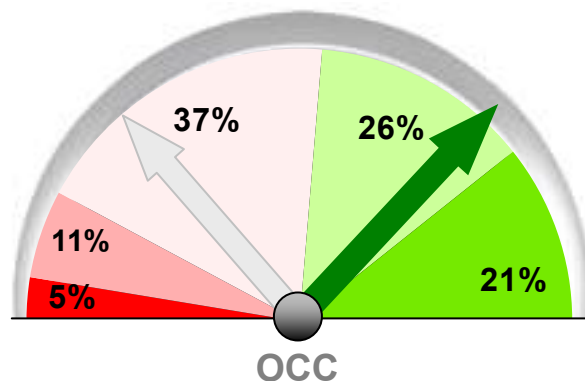
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«MY HOTEL»

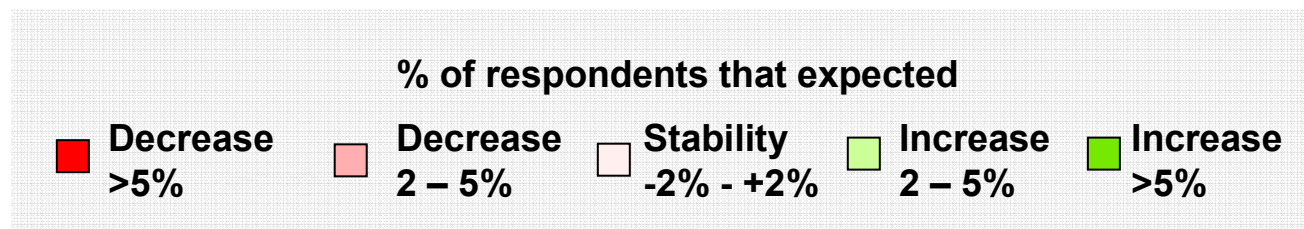
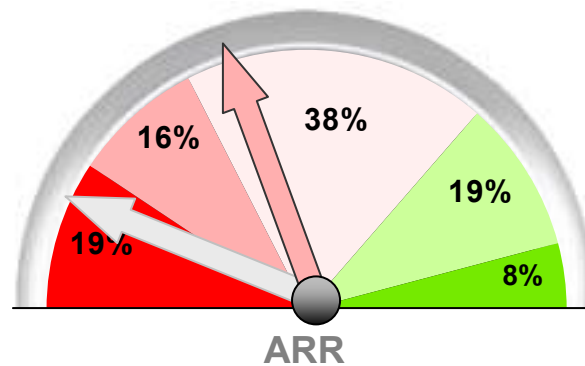
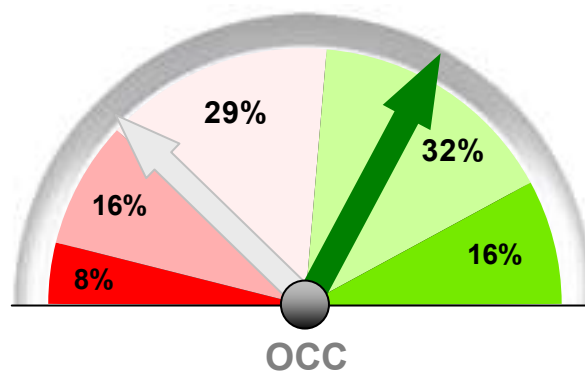
3 star hotels

The 3 * hotels have become much more optimistic in their forecast for Q2 with respect to occupancy.



In terms of ARR the 3* hoteliers are less pessimistic, but overall they expect a decline in their prices, which is bigger in their forecasts for the market overall.

«MARKET IN GENERAL»

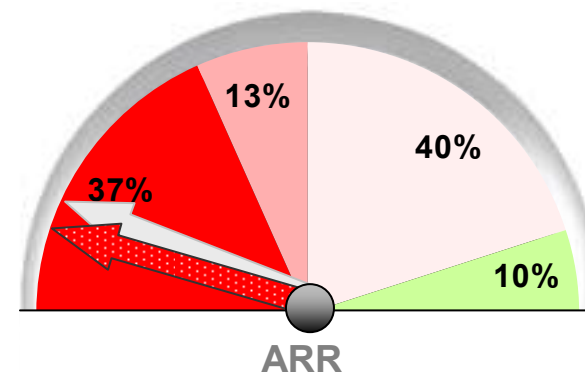
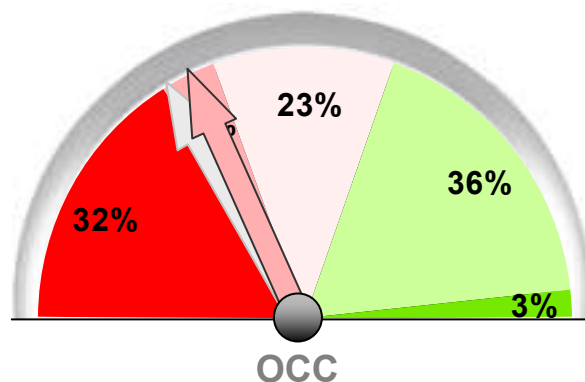


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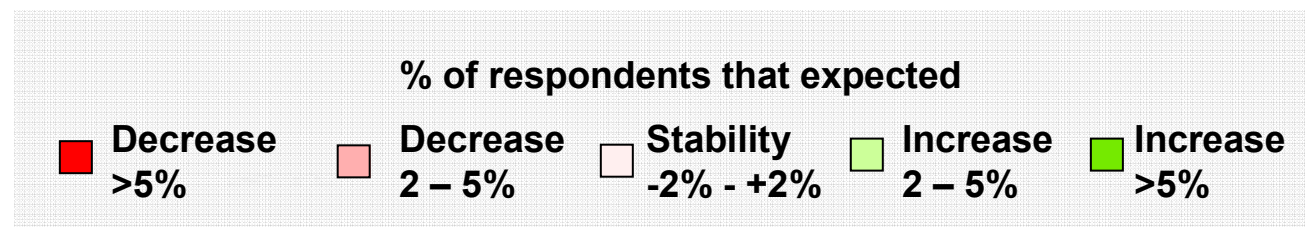
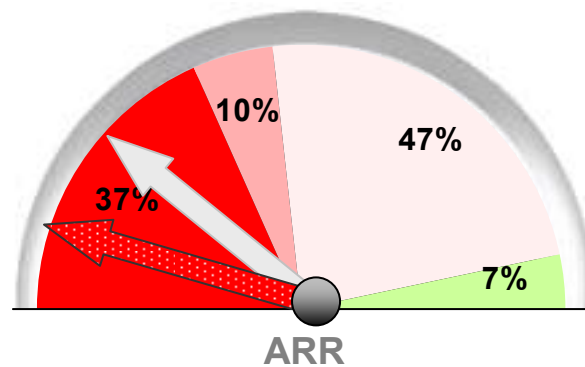
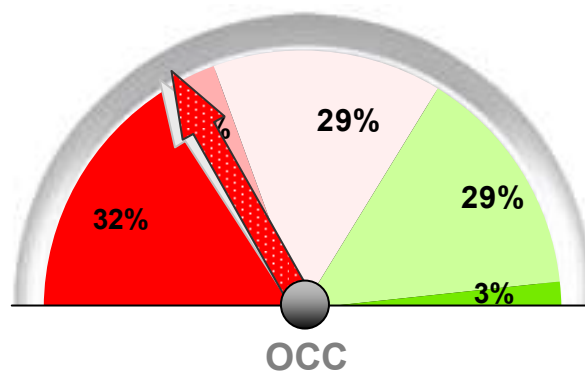
2 star hotels

The 2 star hoteliers, as an exception in the Q2 survey, remain very negative on the outlook of occupancy as well as ARR. Regarding the latter none of them expect an increase of prices of more than 5% for themselves nor for the market as a whole.

37% expects a decrease in prices of more than 5% for both themselves and the market.



«MARKET IN GENERAL»

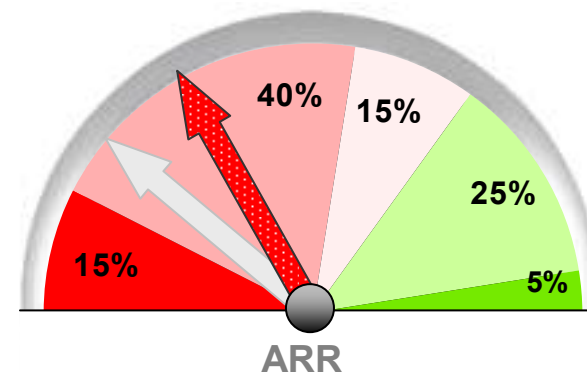
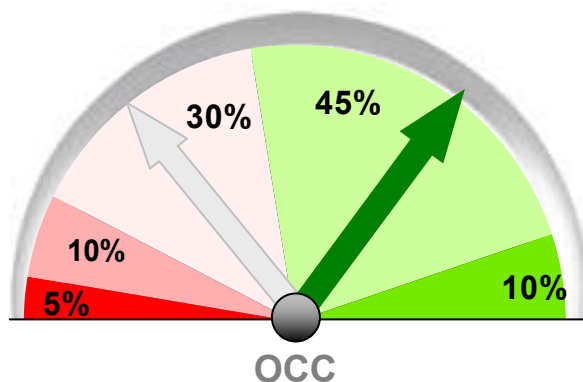


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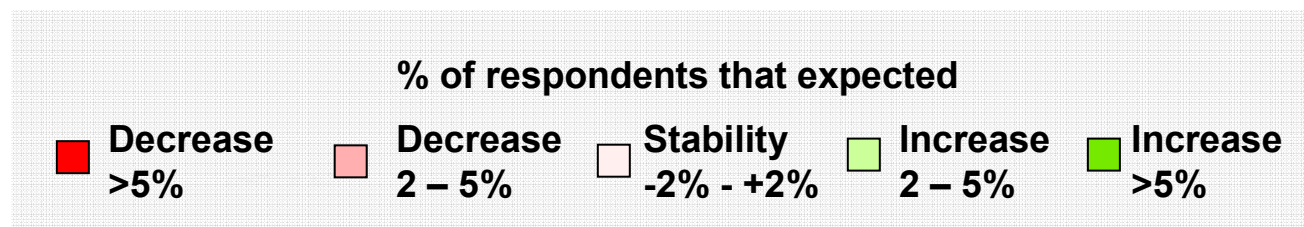
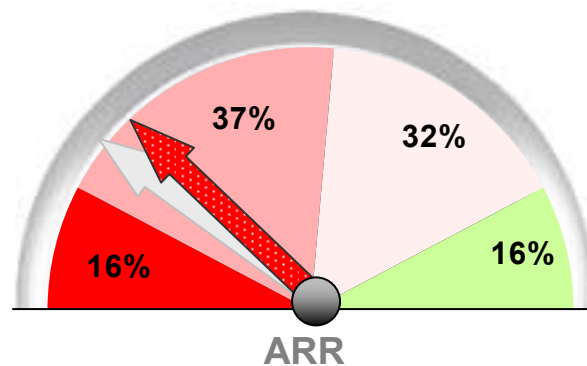
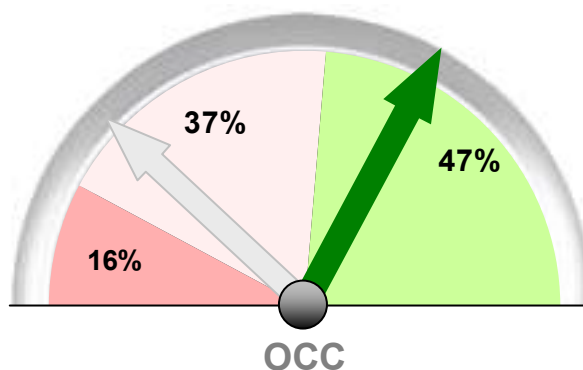
Athens hotels

The hoteliers in Athens forecast a strong recovery in terms of occupancy in Q2 of 2011. For the market as a whole this will be milder as no increases in occupancy are expected above 5%.

However, prices remain under pressure for the second quarter, although a slight improvement can be seen.



«MARKET IN GENERAL»

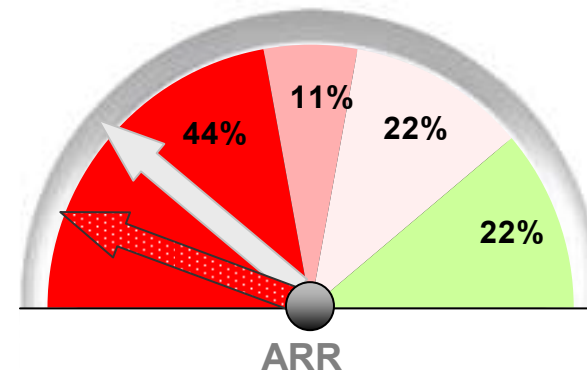
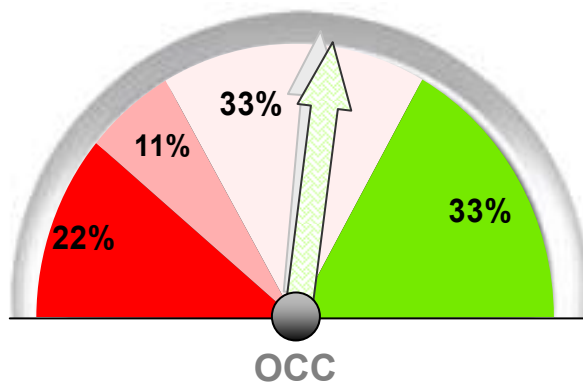


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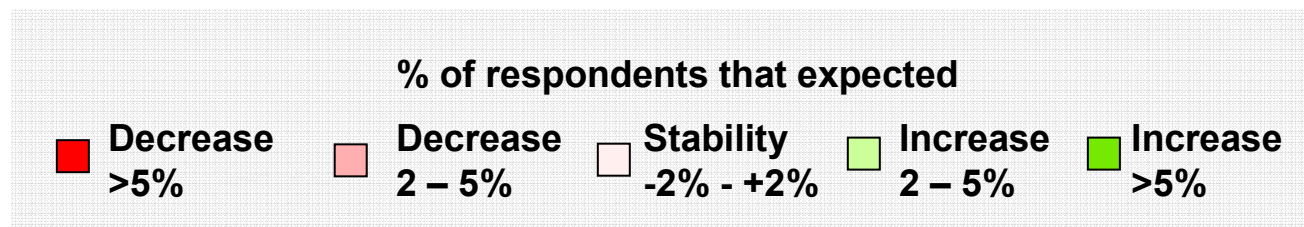
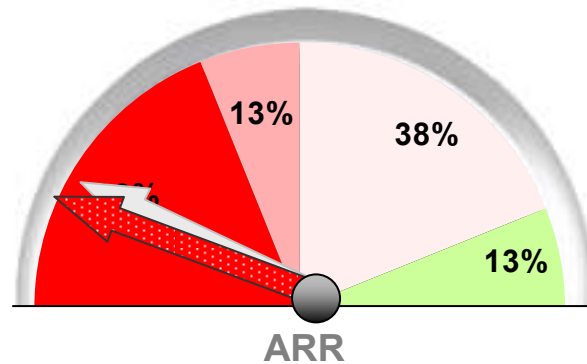
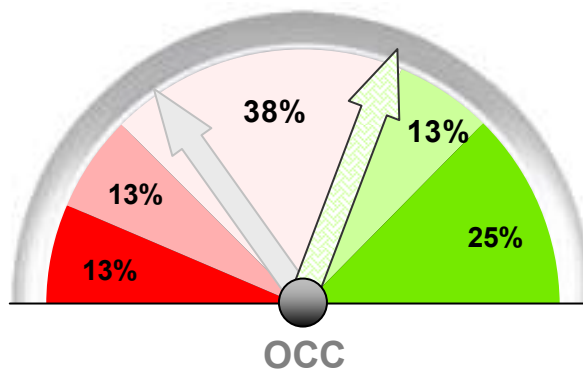
Thessaloniki hotels

The hoteliers in Thessaloniki remain slightly optimistic for Q2 in terms of occupancy and are now also slightly optimistic in their forecasts for the market as a whole in this respect.

However, prices will remain under pressure in Q2. In fact, hoteliers have become even more pessimistic in terms of price development for both themselves and the market as a whole.



«MARKET IN GENERAL»

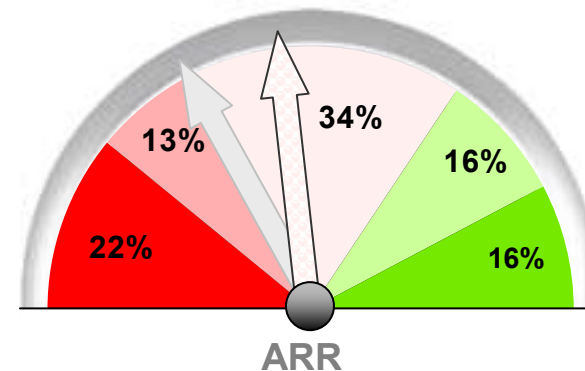
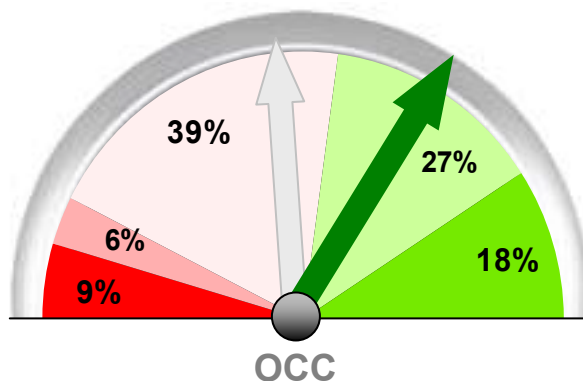


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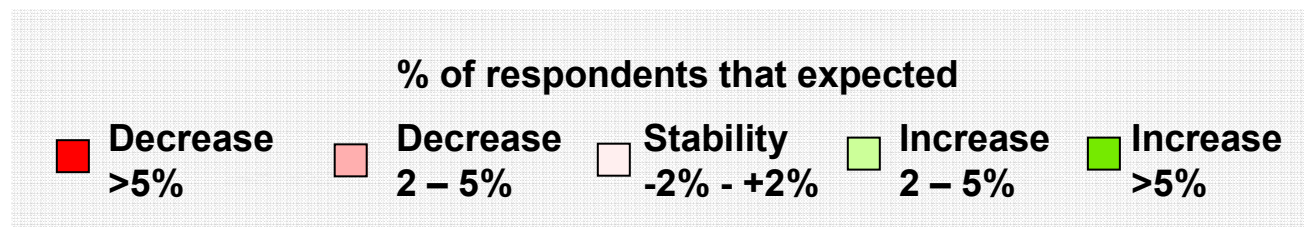
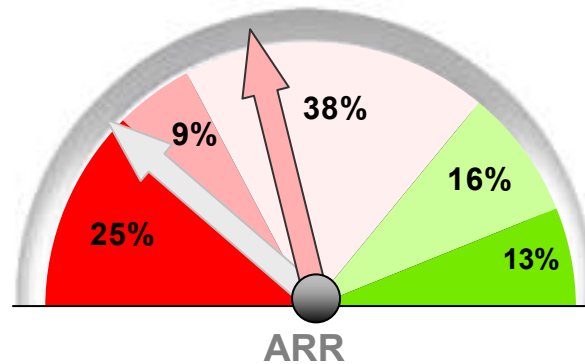
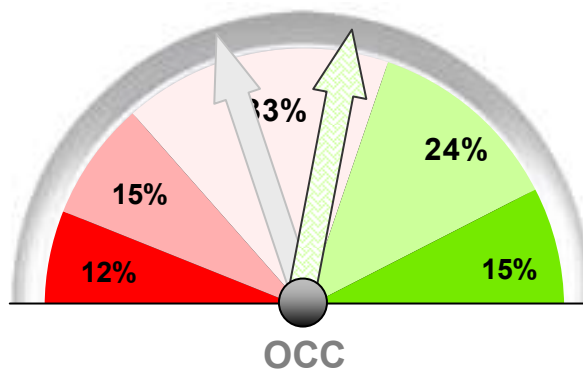
Other city hotels

The majority of the other city hotels are expecting improvements in their occupancy levels, while at the same time they are less pessimistic on the price development for their own hotels as well as for the market.

Nevertheless, 22% expects for their hotel a drop in ARR of more than 5% and 25% expects this for the market as a whole.



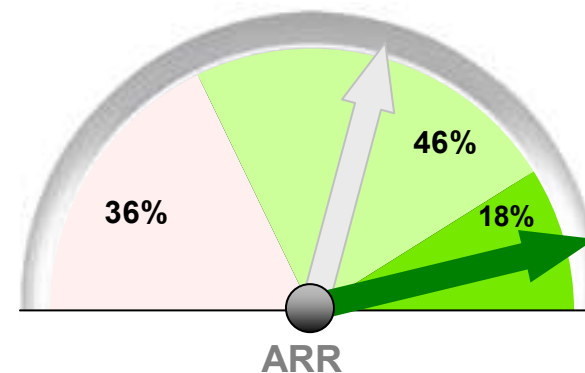
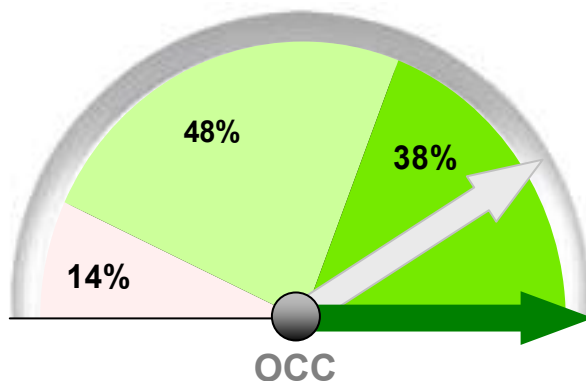
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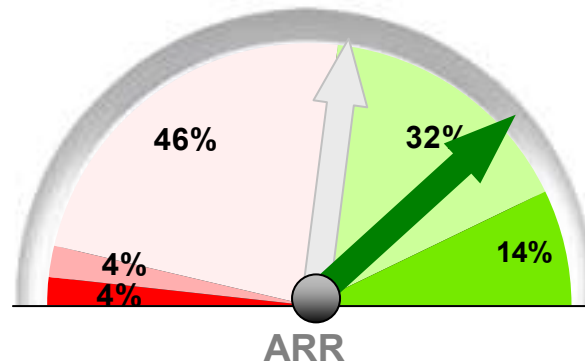
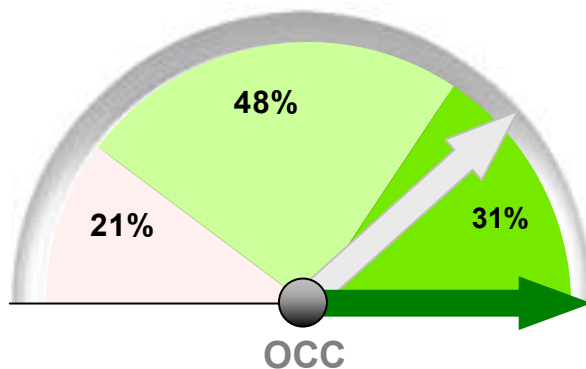
Hotels in Crete

Hoteliers in Crete are by far the most optimistic in the survey. None of them expect a decrease for themselves nor in occupancy nor in ARR.

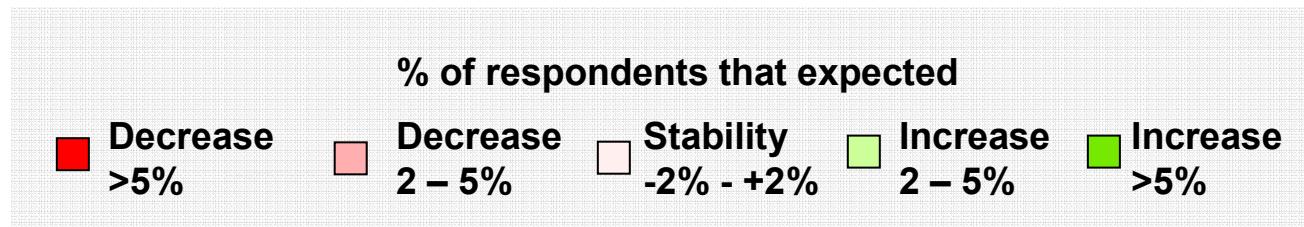


For the market as a whole only 8% expects a decrease of 2% in ARR or more, while nobody predicts a drop in occupancy,

«MARKET IN GENERAL»



It is remarkable that 38% expects an occupancy rise of 5% or more for themselves and 18% expects same with respect to their prices.



Tourism Barometer

Q2 - 2011

Expectations Greek Hospitality Sector



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