

MARKETBEAT GREECE



CUSHMAN &
WAKEFIELD

PROPRIUS

Hospitality Q1 2023

1,874,159
International Arrivals

YoY
Chg



Q2
Forecast



732.9m
Tourism Revenue (€)



€389
Spending (€)/Visitor



ECONOMIC INDICATORS Q1 2023

1.2%
GDP growth rate
for Q1 2023

YoY
Chg



Q2
Forecast



10.8%
Unemployment Rate



5.9%
Inflation Q1 2023



TOURISM DEMAND: Remarkable surge in Q1 2023, with international visitor arrivals skyrocketing.

The tourism sector in Greece has witnessed a remarkable surge in Q1 2023, with international visitor arrivals skyrocketing by an impressive 74.72% compared to the same period in 2022, as reported by the Bank of Greece. Staff shortages and the rise of operational costs remain among the main challenges in the industry. Hospitality enterprises' turnover grew 28.6% in Q1 2023, totaling €375 million yoy according to ELSTAT, with enterprises based in Thessaloniki recording the biggest increase (70.9%). Enterprises in the restaurant business reported a 27% hike in turnover in the same period yoy totaling €1.5 billion.

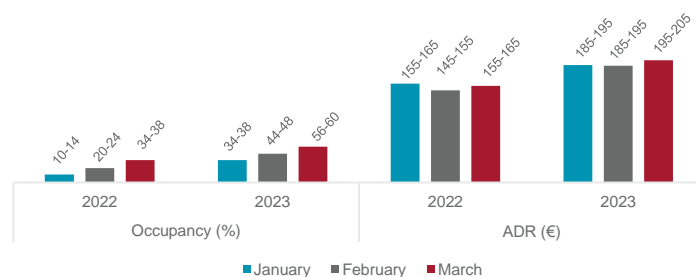
HOTEL SUPPLY: Major investments for the Greek Hospitality Market.

Radisson Hotel Group will open its first 'RED' property, Radisson RED Mitropoleos Square Athens, in the second half of 2023. The hotel will consist of 94 small apartments and will be the group's third property in Athens, alongside Radisson Blu Park Hotel Athens and Anda Hotel Athens. Regarding the Hellinikon Project, Lamda Development and TEMES have partnered to develop two luxury hotels in the Hellinikon project area. The development will span in a total 63,000 sqm, at Agios Kosmas Marina and on the coast of Hellinikon in Glyfada. Through their joint venture, Belt and Malt Riviera S.A., they plan to invest €300 million to complete the hotels by 2026. Belt Riviera is envisaged to offer 160 rooms and 17 branded residential units, while Malt Riviera will feature 200 rooms and 49 residential units. On a different note, the Council of State, Greece's highest administrative court, has granted approval for the relocation of Regency Casino Mont Parnes to Maroussi. Regency Entertainment plans to invest €200 million in establishing a new casino, luxurious hotel, exquisite restaurants, event venues, underground parking facilities, and green spaces on the Dilaveri estate. The project will also include road works and traffic management in the area. Finally, a unique seafront development site of 380 stremmas has been sold for €18.1 million.

OUTLOOK: Upper-upscale performance in Athens and Thessaloniki.

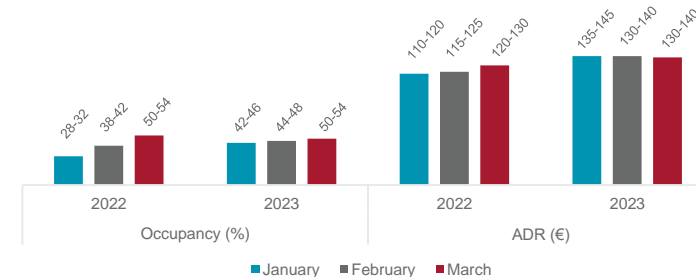
Overall hotel occupancy for Q1 2023, increased by approximately 94% & 15% for upper-upscale properties in central Athens and Thessaloniki. Whereas for the same period and properties, ADR (€) increased by 24% and 12% respectively. This increase in both ADR and Occupancy, compared also to previous' year's performance, indicates that Athens is becoming more attractive and competitive in the hospitality market, successfully catering to the needs and preferences of travelers. It seems that the road ahead is challenging given that geopolitical tensions have not subsided yet. However international tourism will not be affected at least by the elections cycle, so increased traffic along with high spending can propel the industry close to the €20 billion mark for the first time.

CENTRAL ATHENS HOTELS - UPPER UPSCALE PERFORMANCE



Source: C&W Proprius

THESSALONIKI HOTELS - UPPER UPSCALE PERFORMANCE



Source: C&W Proprius

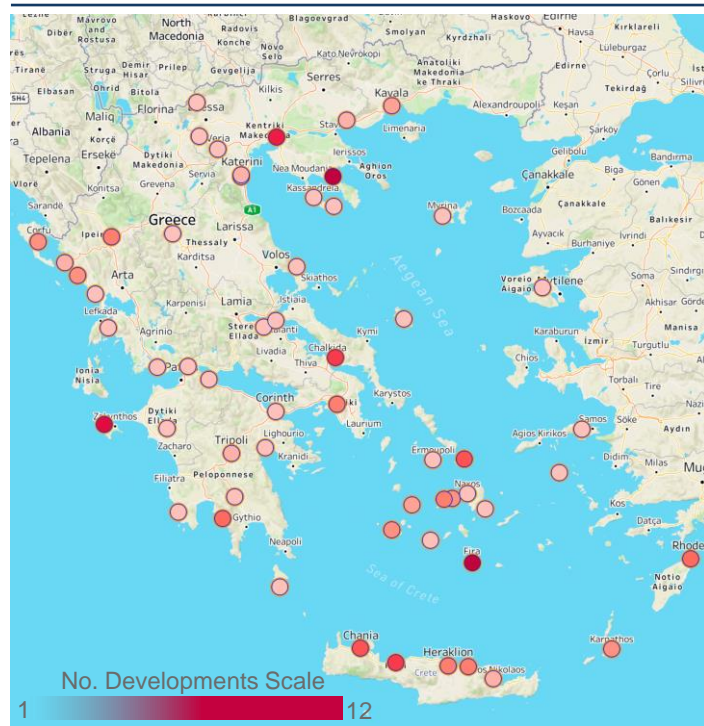


MAJOR HOSPITALITY RELATED TRANSACTIONS – Q1 2023

LOCATION	PROPERTY	TYPE	CLASSIFICATION	INVESTOR	ROOMS	BEDS	SALE PRICE (€)
Hinitsa, Argolida	AKS Hinitsa Bay	Hotel (existing)	4*	Richard Coulson	230	492	ca. 50.000.000
Porto Heli, Argolida	AKS Porto Heli	Hotel (existing)	4*	Richard Coulson	218	404	
Milos, Cyclades	White Coast Pool Suites	Hotel (existing)	5*	Invel & Prodea	30	59	ca. 15.000.000
Greece	Tethys (project)	72 Hotels (existing)	Various	SMERemedium Cap, Latonia Enterprises & WHG Europe			ca. 254.000.000

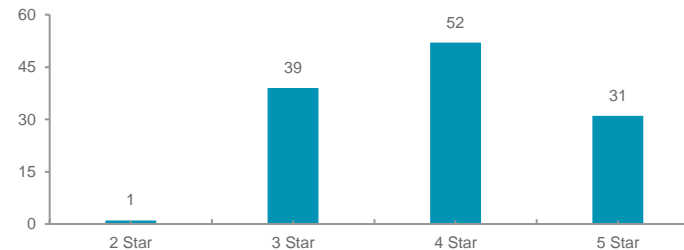
Source: Investors' Official Press Release & CW Proprius process

APPROVED HOTEL DEVELOPMENTS – Q1 2023



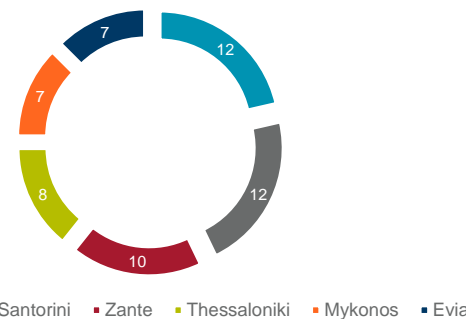
Source: Ministry of Digital Governance – Clarity Sector & CW Proprius process

APPROVED DEVELOPMENTS / HOTEL CATEGORY – Q1 2023



Source: Ministry of Digital Governance – Clarity Sector & CW Proprius process

TOP 6 DESTINATIONS W/ HIGHEST DEVELOPMENT RATIO



Source: Ministry of Digital Governance – Clarity Sector & CW Proprius process

NICKY SIMBOURAS

Managing Director

+30 210 7480852

nicky.simbouras@cwproprius.com

KONSTANTINOS SOFIANOS

Senior Hospitality Consultant

+30 210 7480852

Konstantinos.sofianos@cwproprius.com

cushmanwakefield.com

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