



April 2023– Statistics

PASSING THROUGH THE EASTER HOLIDAYS AND GETTING PREPARED FOR THE SEASON'S BEGINNING, APRIL PRESENTATION WILL DEMONSTRATE THE BELOW STATISTICS.



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2022 vs 2023

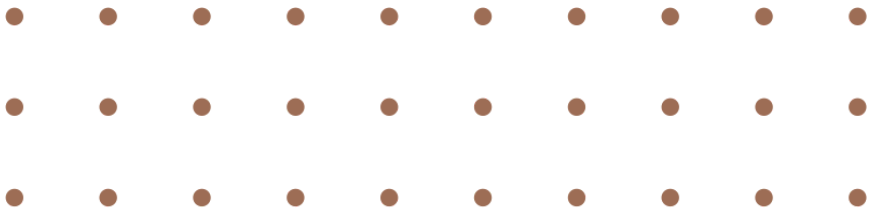


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TOP MARKETS EASTER PROGRESSION

Catholic Easter

Revenue share: 50.98%
ADR: 287,16 €
ALOS: 3,4

Orthodox Easter

Revenue share: 49.02 %
ADR: 297,07€
ALOS: 3,4

FRANCE 3,12%

Catholic Easter:
Revenue share: 0.87%
ADR: 319,49 €
ALOS: 2,6

Orthodox Easter:
Revenue share: 2.25 %
ADR: 270,03 €
ALOS: 4,6

GERMANY 1,55%

Catholic Easter:
Revenue share: 0.61%
ADR: 133,65 €
ALOS: 2,9

Orthodox Easter:
Revenue share: 0.94%
ADR: 176,80 €
ALOS: 4,1

GREAT-BRITAIN 9,88%

Catholic Easter:
Revenue share: 5.81 %
ADR: 318,48 €
ALOS: 3,7

Orthodox Easter:
Revenue share: 4.07 %
ADR: 376.72 €
ALOS: 3,1

AMERICA 21,88%

Catholic Easter:
Revenue share: 13.53 %
ADR: 567,54 €
ALOS: 3,8

Orthodox Easter:
Revenue share: 8.35 %
ADR: 543,27 €
ALOS: 3,3

GREECE 6,17%

Catholic Easter:
Revenue share: 1.74%
ADR: 392,85 €
ALOS: 2,1

Orthodox Easter:
Revenue share: 4.43%
ADR: 425.41 €
ALOS: 2,7

ISRAEL 2,74%

Catholic Easter:
Revenue share: 1.99%
ADR: 231,44 €
ALOS: 3,5

Orthodox Easter:
Revenue share: 0.75%
ADR: 144,65 €
ALOS: 2,9



• Percentages are calculated in relation to the total revenue of both Holidays

ATHENS MARKET

Projection

Based on current data, this year the revenue produced from the hotels that resides in Athens city will increase by 19.64%

Current data

Revenue Δ : +78.99% / Occupancy Δ : +10.91%
ADR Δ : +19.69 % / RevPAR Δ : + 80.07 %

2023

Average Occupancy: 33.21%
ADR: 181.85 €
RevPAR: 75.45 €

2022

Average Occupancy: 22.30%
ADR: 151.93 €
RevPAR: 41.90 €

End of year

Due to a good recovery of the market the final data surpassed our expectation in 2022

Estimation 2023

Average Occupancy: 67.47%
ADR: 176.93 €
RevPAR: 128.86 €

Real data 2022

Average Occupancy: 56.82%
ADR: 161.03 €
RevPAR: 104.65 €

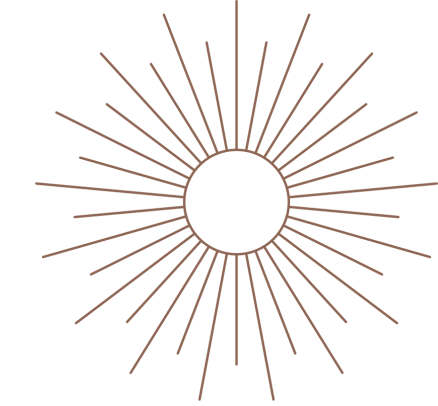
*Average Occupancy is subjected to all year availability.

**JU
NE**

Total Revenue: 23.75 %
Sold Nights: 6 906
ADR: 616.37 €

**JU
LY**

Total Revenue: 18.04 %
Sold Nights: 5 769
ADR: 557.80 €



Ambitiously, we are looking forward to this summer as we expect a strong wave of last-minute reservations. According to the reservations pace, August shares will reach 21.35%, July's 20.98%, June's 15.56% & September 16.94%.

The expected increase in revenue for the peak months will reach up to 5* times the revenue on the books.

Total Revenue: 10.37 %
Sold Nights: 3 772
ADR: 492.91 €

**AUG
UST**

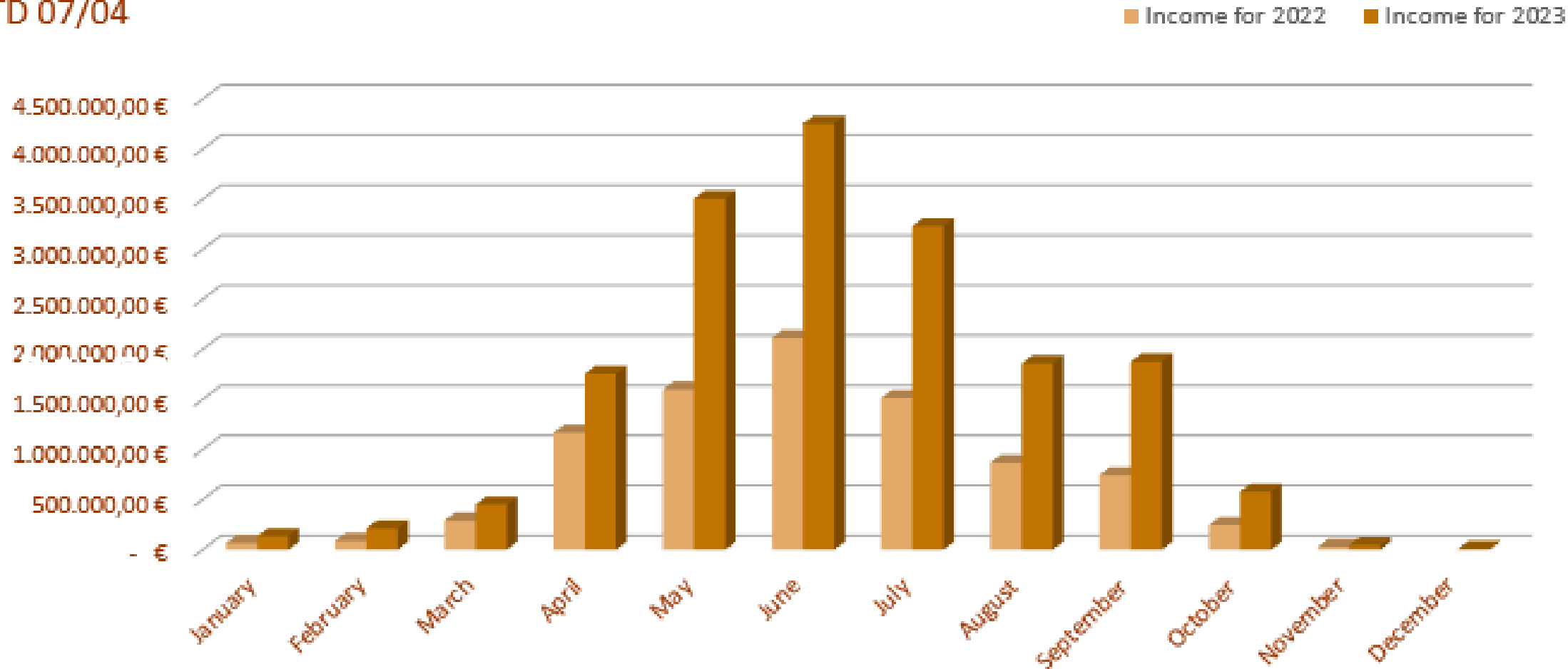
Total Revenue: 10.48 %
Sold Nights: 3 319
ADR: 565.78 €

**SEPT
EMBER**



YEAR TO DATE COMPARISON 2022 - 2023

YTD 07/04



SOLD NIGHTS
+113.87%
 2022: 19 151
 2023: 40 958

TOTAL RESERVATIONS
+ 112,01%
 2022: 5 885
 2023: 12 477

SOLD ROOMS
+113,18%
 2022: 6 011
 2023: 12 814

ADR
-4.06%
 2022: 456.07€
 2023: 437.57€

ALOS
 2022: 3.19
 2023: 3.20
2023 REVENUE (+105.19%)

REVENUE

Moving forward throught the year the gap in revenue between the two years has slightly diminish but remains over the double.

SALES

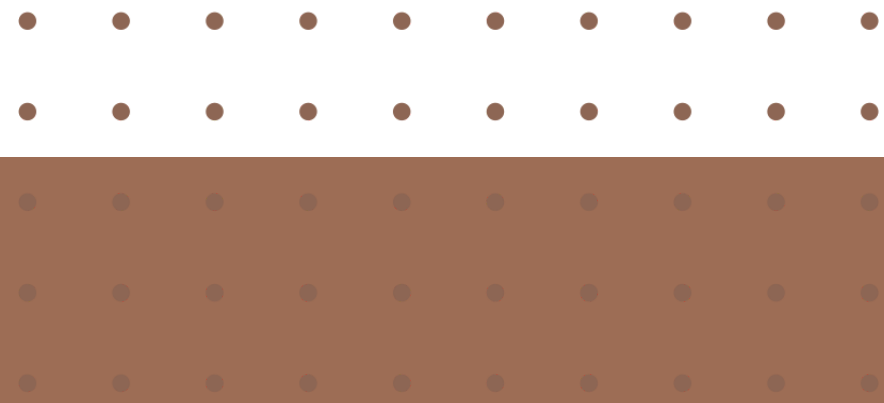
The number of reservation, sold rooms & nights sold remains over the double following the pattern of the revenue.

A.L.O.S.

The average lenght of stay remains allmost the same for both years, slightly less than the examination of previous month.

A.D.R.

The ADR for 2023 remains on a lower level in relation to 2022 due to a greater number of reservations made on months with lower rates. The tendency is dynamically increasing for 2023 it has increase by 1.12%



STAY TUNED!

Have any question?

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