
Axia Hospitality Presents

Overview 2023



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*As a prosperous new year begins, we all get 365 days until the next ticking. What distinguish us from the rest, is what we do within it. In **Axia Hospitality** there is no limit in what we can do.*

01.

OVERVIEW 2023

Data Presentation

02.

CHANGE OF BOOKING PACE

Booking Window Comparison

03.

ONLINE SALES ANALYSIS

YTD analysis 2024 vs 2023

04.

SYNOPSIS

Sharing insights into our planned procedures.

A decorative graphic consisting of multiple thin, overlapping lines that form a large, flowing, abstract shape resembling a stylized 'A' or a wave. It is positioned on the right side of the page, partially overlapping the 'TABLE OF CONTENT' text.

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OVERVIEW 2023



Outline

Recap All Hotels

Revenue Δ : +21.58% / Occupancy Δ : -7.37%
ADR Δ : +83.76 € / RevPAR Δ : + 1.30 €

2023

2022

Average Occupancy: 57.68%
ADR: 393.29 €
RevPAR: 221.13 €

Average Occupancy: 65.05%
ADR: 309.53 €
RevPAR: 219.83 €

Athens Market

Revenue Δ : +25.35% / Occupancy Δ : +5.83%
ADR Δ : +26.16 € / RevPAR Δ : + 26.58 €

2023

2022

Average Occupancy 65.94%
ADR: 187.19 €
RevPAR: 131.23 €

Average Occupancy: 60.12%
ADR: 161.03 €
RevPAR: 104.65 €

BOOKING WINDOW ANALYSIS

<i>Year To Date Booking Window</i>							
Period	0-7 Days	8-15 Days	16-30 Days	31-60 Days	61-90 Days	+91 Days	Total
BW 2022	8,32%	1,51%	2,87%	4,24%	4,54%	78,52%	100,00%
BW 2023	4,25%	1,64%	3,16%	5,71%	5,71%	79,54%	100,00%
BW 2024	2,76%	0,97%	2,47%	5,45%	5,00%	83,36%	100,00%

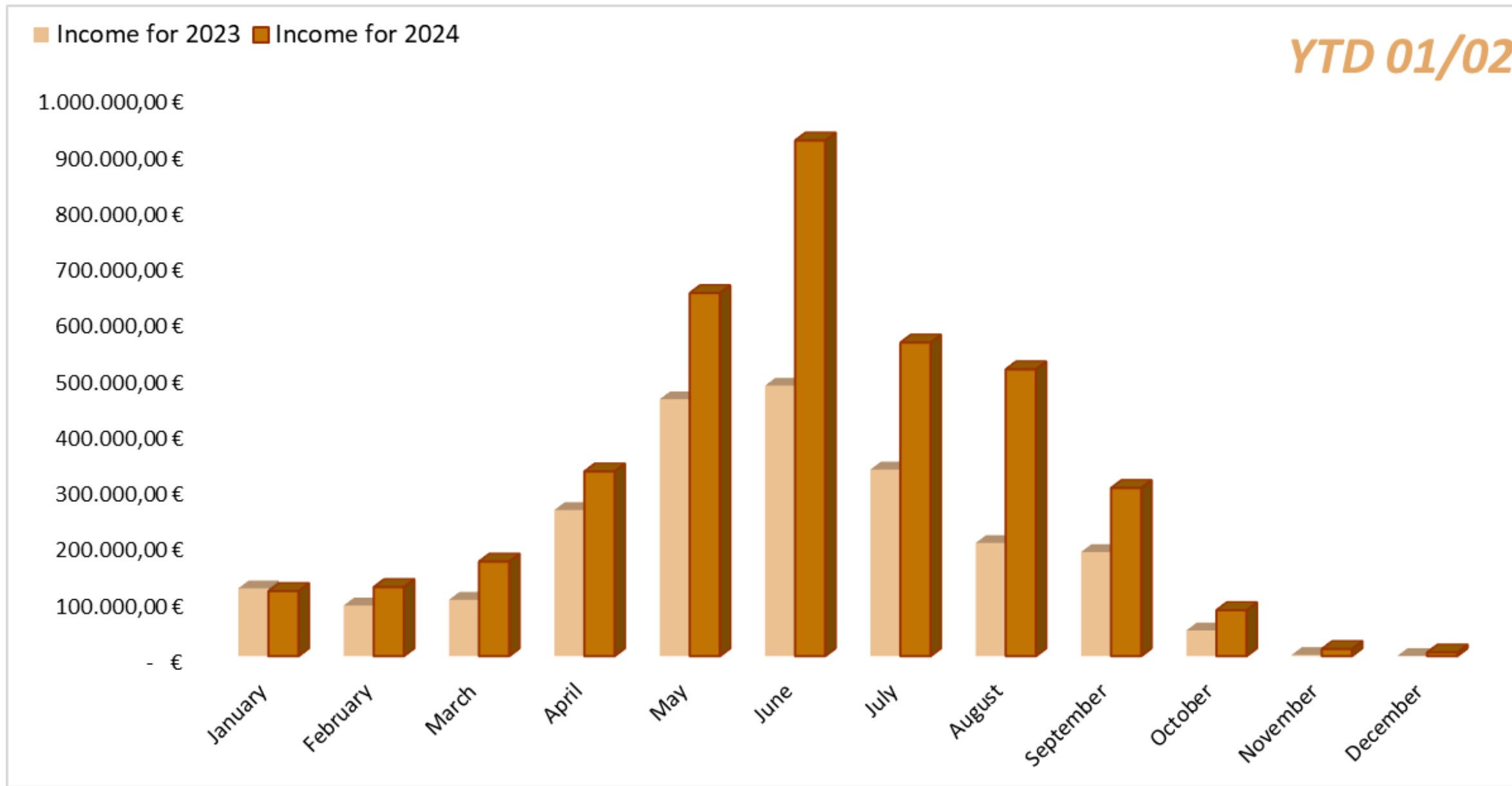
<i>YTD Revenue % per Booking Window</i>							
Stay Date	0-7 Days	8-15 Days	16-30 Days	31-60 Days	61-90 Days	+91 Days	Total
2022	2,52%	0,68%	1,28%	2,18%	3,14%	90,21%	100,00%
2023	1,21%	0,74%	1,53%	2,49%	3,30%	90,72%	100,00%
2024	0,55%	0,34%	0,98%	2,36%	2,65%	93,13%	100,00%

Moving forward, a significant change in the booking window is apparent. Specifically, Year to date the number of reservations made 7 days or less prior to the day of arrival has decreased to 1/3 compared to 2022 and nearly in half compared to 2023. While reservations made over 3 months prior to the day of arrival have experienced a noteworthy increase, rising by 4.84% compared to 2022 and 3.82% compared to 2023.

The revenue pattern remains consistent, with last-minute reservations (less than 1 month prior to arrival) contributing 4.48% in 2022, 3.48% in 2023, and 1.87% currently. A stagnation is noted in the revenue produced over 1 month and less than 2 months (+0.18%), a slight decline in revenue produced between 2 and 3 months (-0.49%) prior to arrival, and a growth in revenue produced by early bookings by 2.92%.



YEAR TO DATE ONLINE SALES COMPARISON 2024 - 2023



2024 REVENUE
(+65.50%)

Q1: + 28.79%
Q2: + 78.82%
Q3: + 71.38%

SOLD NIGHTS
+38.25%

2024: 13 634
2023: 9 862

SOLD ROOMS
+27,34%

2024: 3 917
2023: 3 076

ADR
+19.71%

2024: 276.63€
2023: 231.08€

ALOS

2024: 3.48
2023: 3.21

TOTAL RES. + 29,18%

REVENUE

The revenue generated on the same day as last year has significantly increased, showing a positive trend with a growth of +65.50%.

SALES

Sold nights, total reservations, and occupied rooms are on a better pace from the previous year, pointing a notable growth.

KPI'S

The indicators provide a positive initial impression. ADR has already surpassed last year's rate by 19.71%, and ALOS is slightly over 0.27 days.

OVERALL

With January's revenue YTD comparison surge of +122.52% and a current overall increase of +65.50%, we're not concerned about demand changes. Our resilient performance and adaptability assure our ability to navigate market volatility successfully.

SYNOPSIS

Commencing with high expectations, 2023 unfolded as a record-breaking year in revenue, exceeding expectations in some instances while falling short in others. It stood out as a definitive turning point for global tourism, symbolizing the end of the "Covid Era". Herein, we outline our modus operandi for the past years.

Peruse

Through the examination of data gathered from the previous year and the application of hotel management KPIs, we formulate sales strategies and set aims for the coming year..



Diligence

As the year unfolds, we continuously evaluate trends, setbacks, and favorable conditions. Consequently, we adapt our pricing strategy, applying the corresponding yield to realize our predefined results.



Results

Δ 2022/2019:
Revenue **+36,09%**
ADR **+99,14€**
Δ 2023/2022:
Revenue **+14,50%**
ADR **+23.33 €**
Δ 2024/2023:
Estimated Rev. **+12,72%**



** The Results are Fairly calculated by taking into account only hotels that cooperated with us in both or more studied years.*



Stay With Us

Have any question?



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