
Axia Hospitality Presents

Q1 - 2024



WWW.AXIAHOSPITALITY.COM

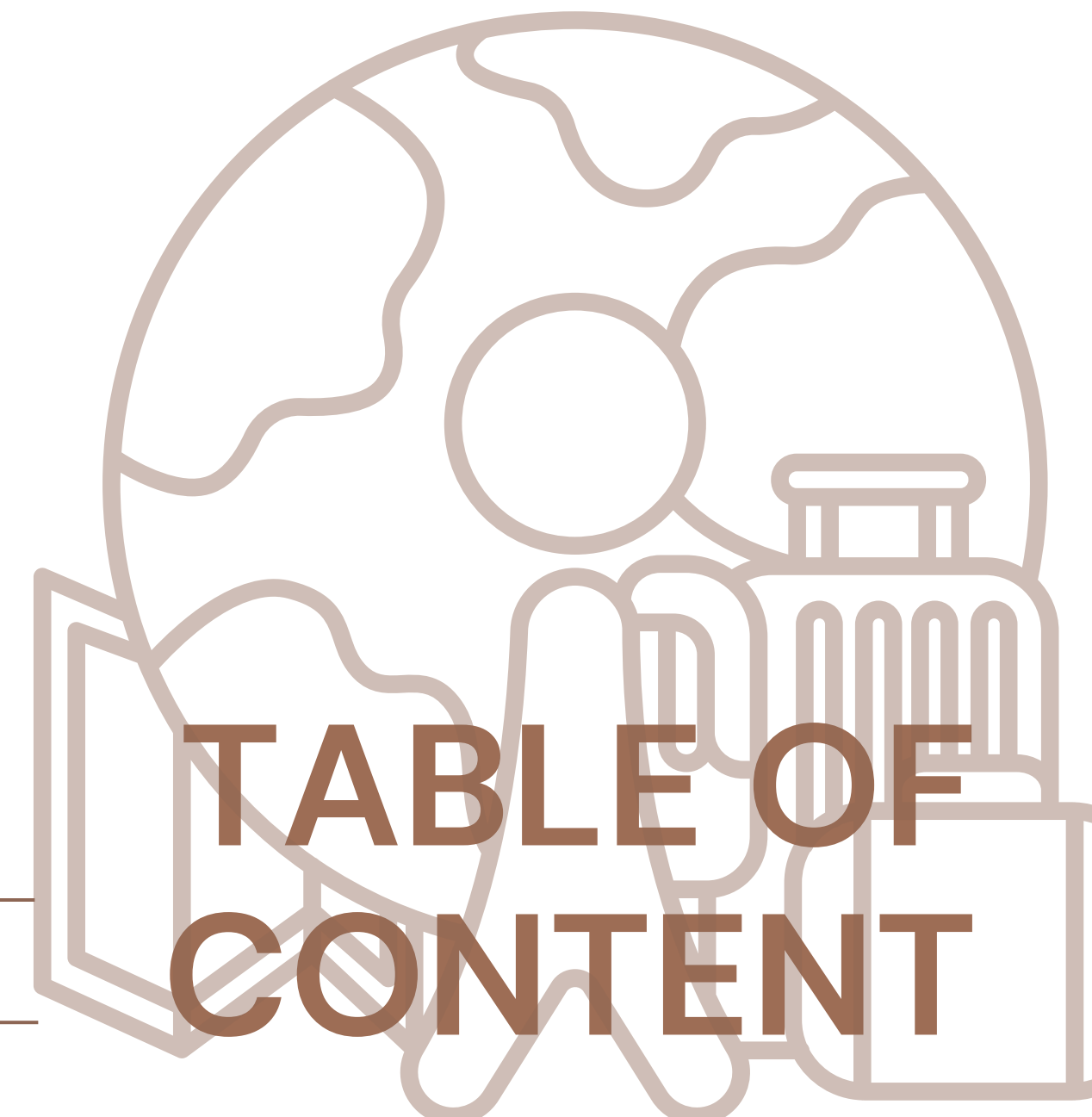
With May behind us and summer just beginning, we're eager to share some eye-opening past and current stats!

- 01.** **1ST QUARTER 2024**
Data Presentation Stay dates 01/01 – 31/03

- 02.** **ONLINE SALES COMPARISON**
YTD 14/05 analysis

- 03.** **SANTORINI ISLAND DATA**
Fluctuation per location

- 04.** **PRODUCTIVITY Q1 2024**
Data analysis Booking dates up to 01/04



**TABLE OF
CONTENT**

1ST QUARTER 2024



Recap stay dates 01/01–31/03

Recap All Hotels

Revenue Δ : +20.15% / Occupancy Δ : -0.56%
ADR Δ : +9.87 € / RevPAR Δ : + 7.40 €

2024

2023

Average Occupancy: 32.26%
ADR: 129.03 €
RevPAR: 66.32 €

Average Occupancy: 32.82%
ADR: 119.16 €
RevPAR: 53.09 €

Athens Market

Revenue Δ : +14.10% / Occupancy Δ : -0.16%
ADR Δ : +11.55 € / RevPAR Δ : + 9.61 €

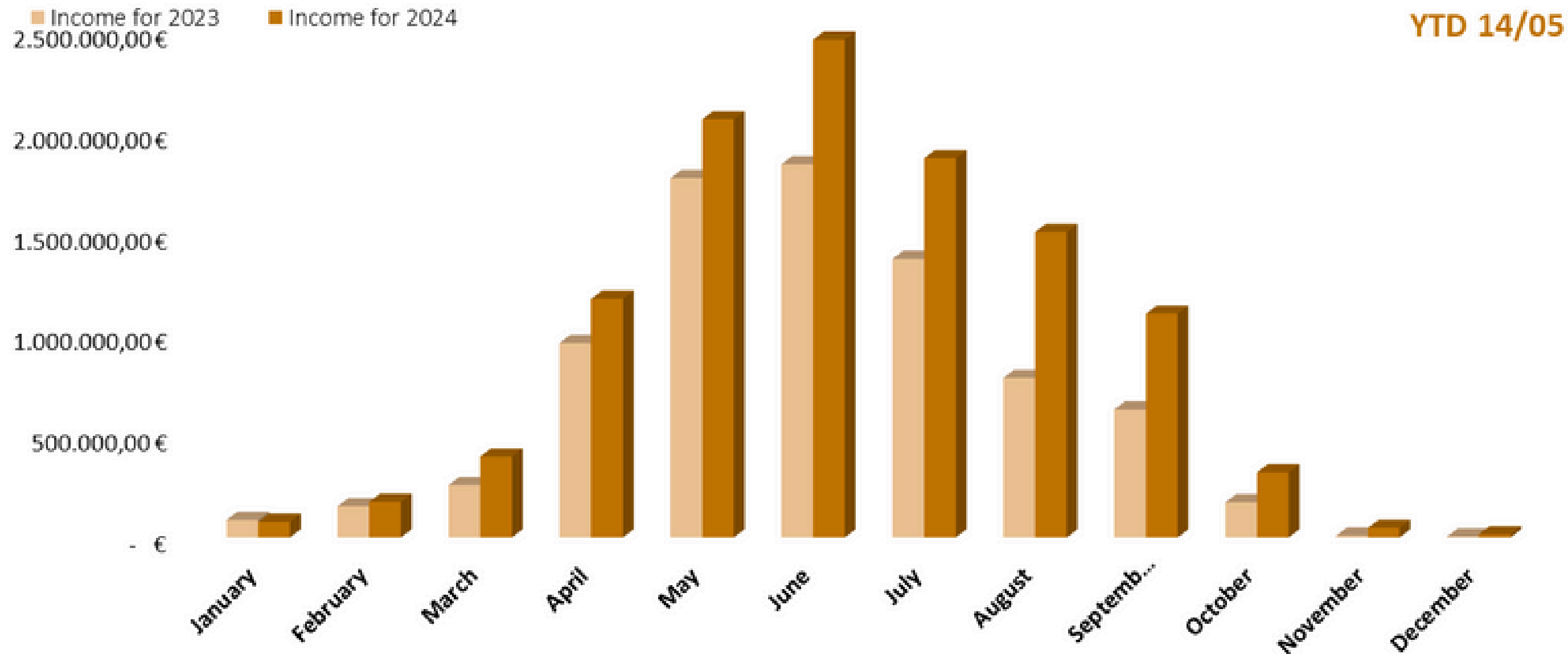
2024

2023

Average Occupancy 40.62%
ADR: 108.67 €
RevPAR: 65.55 €

Average Occupancy: 40.78%
ADR: 97.12 €
RevPAR: 55.93 €

YTD CONFIRMED ONLINE SALES COMPARISON 2024 - 2023



YTD 14/05

2024 REVENUE (+39,28%)

- Q1: + 30.81%
- Q2: + 24.55%
- Q3: + 60.47%
- Q4: + 105.45%

SOLD NIGHTS +39.46%

2024: 39 505
2023: 28 328

TOTAL RES. + 34,34%

2024: 11 963
2023: 8 905

ONLINE ADR -0.13%

2024: 284.52€
2023: 284.87€

ALOS

2024: 3.26
2023: 3.13

OVERALL

As the year unfolds, bookings and revenues via the internet continue to grow for hotels in multiple areas of Greece. In relation to last year, on one side, growth can be observed through Confirmed Revenue (+39.28%), Sold Nights (+39.46%), Number of Reservations (+34.34%), and ALOS (+0.13 days). On the other side, there is a decrease in Profit Value as Online ADR struggles to remain at the same level as 2023 (-0.13%) and energy plus labor costs tend to rise in Greece. Profitability in some units remains very high while it is getting shorter in others. Consultation and expertise are the keys to remaining profitable in the industry.

SANTORINI ISLAND (YTD 2023-2024 /21/05)

The map compares 2023 with 2024 in terms of Revenue, ADR and Occupancy in various areas of the island of Santorini. Each area consists of several units. Tourism on the island shows two sides. It is observed that the more expensive segment is struggling, while the "value for money" segment is growing. The comparison is made on May 21st of both years. However, with the change of the Booking Window, the final trend of each area is not determined, as over time the gap between the two years decreases on the struggling side. Stay tuned for the results at the end of the year...

Δ ADR: -13.20% Δ Occ. +6.79%
Δ Rev: -3.07%

Δ ADR: -21.05% Δ Occ. +3.53%
Δ Rev: -9.56%

Δ ADR: -19.23% Δ Occ. +15.05%
Δ Rev: +15.10%

Δ ADR: -11.17% Δ Occ. +8.75%
Δ Rev: +7.27%

Δ ADR: -9.52% Δ Occ. +5.32%
Δ Rev: +13.94%

Δ ADR: -7.73% Δ Occ. +11.56%
Δ Rev: +29.38%



PRODUCTIVITY Q1 2024



Booking Dates up to 01/04



Recap All Hotels

Revenue Δ : +11.58% / Occupancy Δ : +3.16%
ADR Δ : -59.84 € / RevPAR Δ : + 0.35 €

Athens Market

Revenue Δ : +16.70% / Occupancy Δ : -0.19%
ADR Δ : +24.22 € / RevPAR Δ : + 7,19 €

2024

2023

2024

2023

Average Occupancy: 27.14%
ADR: 369.87 €
RevPAR: 90.79€

Average Occupancy: 23.98%
ADR: 429.71 €
RevPAR: 90.44€

Average Occupancy 32.41%
ADR: 206.22 €
RevPAR: 71.13€

Average Occupancy: 32.59%
ADR: 182.00 €
RevPAR: 63.94€



Stay With Us

Have any question?



+ (30) 214 68 799 00

INFO@AXIAHOSPITALITY.COM

WWW.AXIAHOSPITALITY.COM
