

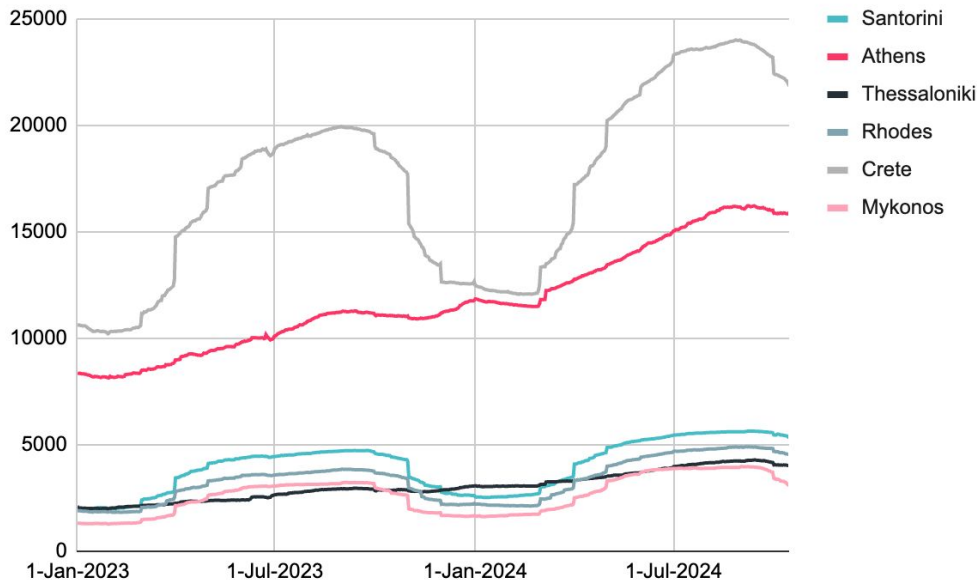
Market Report

DATA & PROJECTIONS IN GREECE



WHAT DATA SAYS?

THE SHORT TERM RENTAL MARKET IN GREECE



In Greece, the supply has increased 25.6% in 2024 vs 2023

Increase supply Summer 2024 vs 2023:

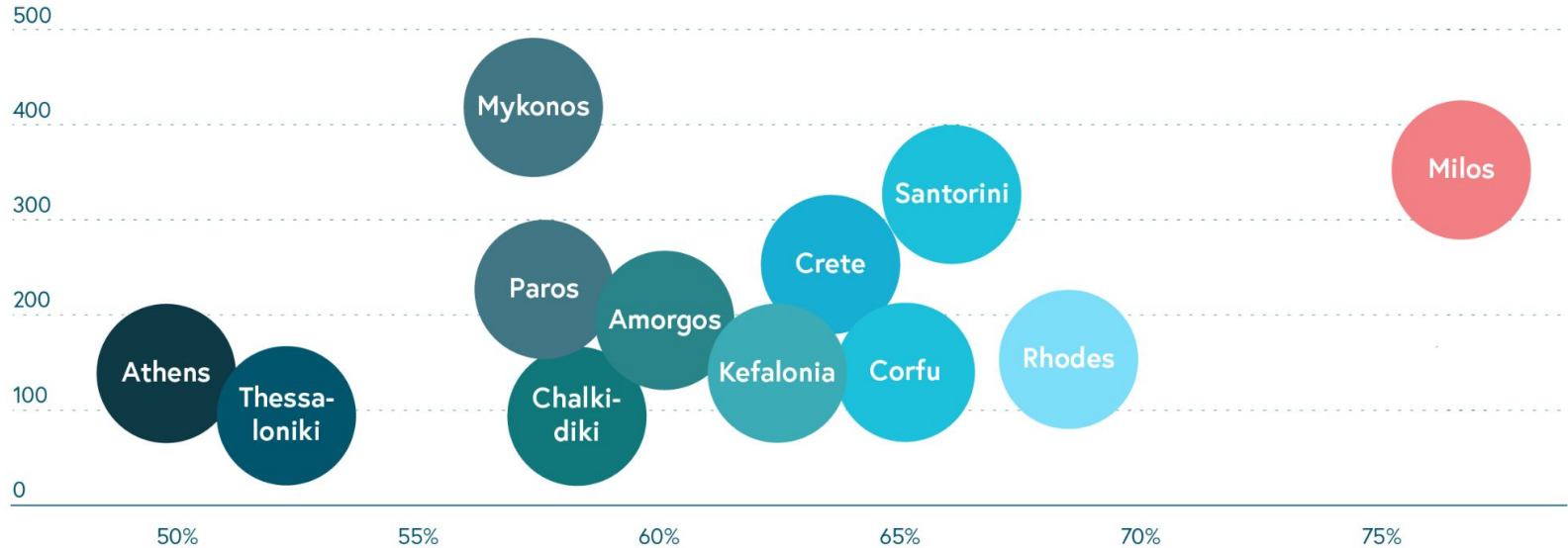
- +19% in Santorini
- +43% in Athens
- +43% in Thessaloniki
- +26% in Rhodes
- +19% in Crete
- +23% in Mykonos



+178 000 listings in Airbnb in Greece
→ 84% of these are entire units

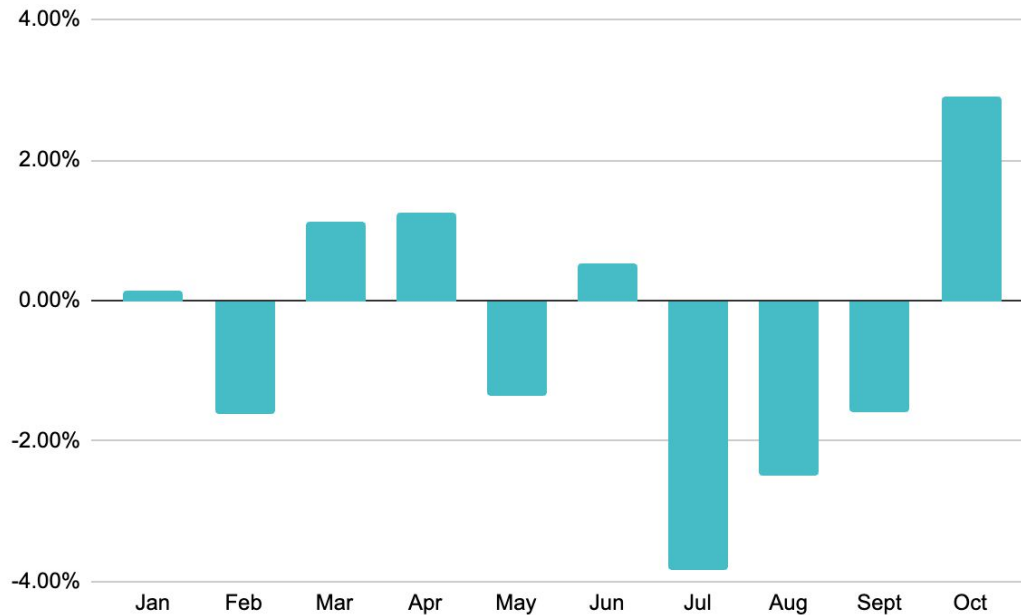
HOT MARKETS IN GREECE 2024 - ADR & OCCUPANCY

June - September 2024



ATHENS - OCCUPANCY RATES

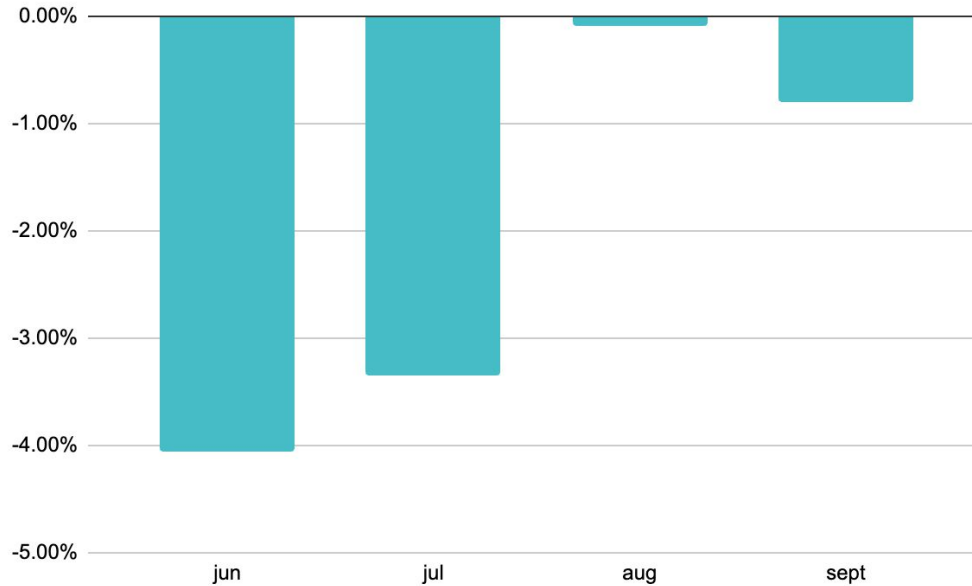
Occupancy 2024 vs 2023



- ✓ Similar occupancy rates in average. Stability with low monthly differences YoY
- ✓ Athens is an urban market with less seasonal fluctuations

SANTORINI - SUMMER SEASON - OCCUPANCY RATES

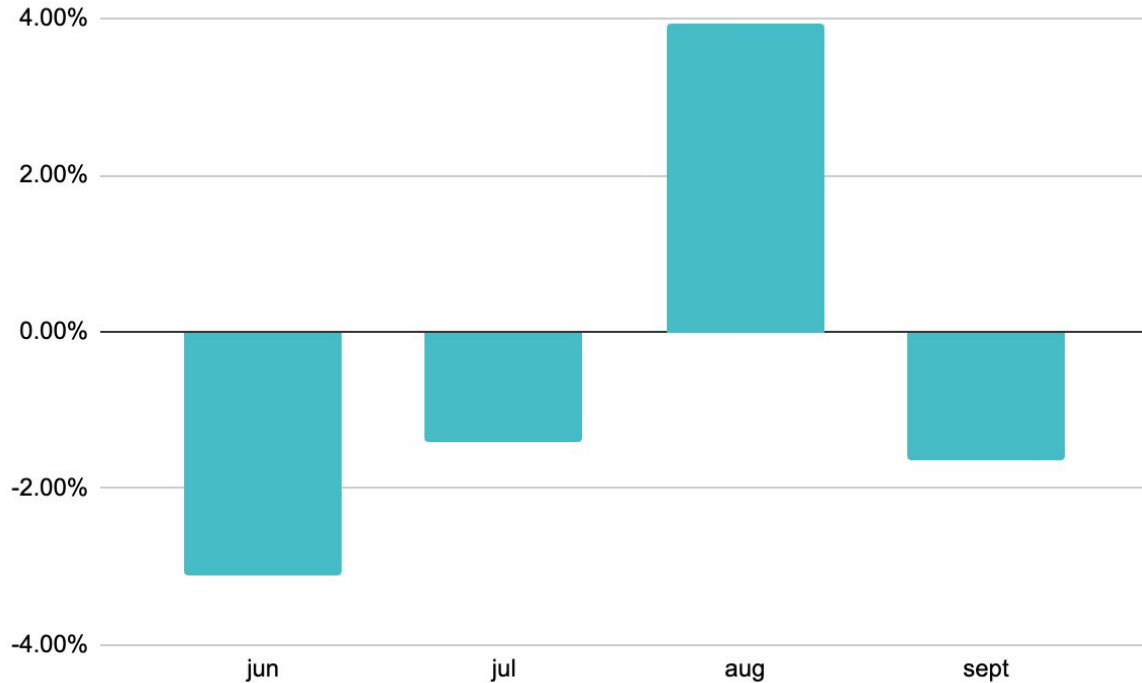
Occupancy 2024 vs 2023



▼ Average occupancy rate down by 2%

MYKONOS - SUMMER SEASON - OCCUPANCY RATES

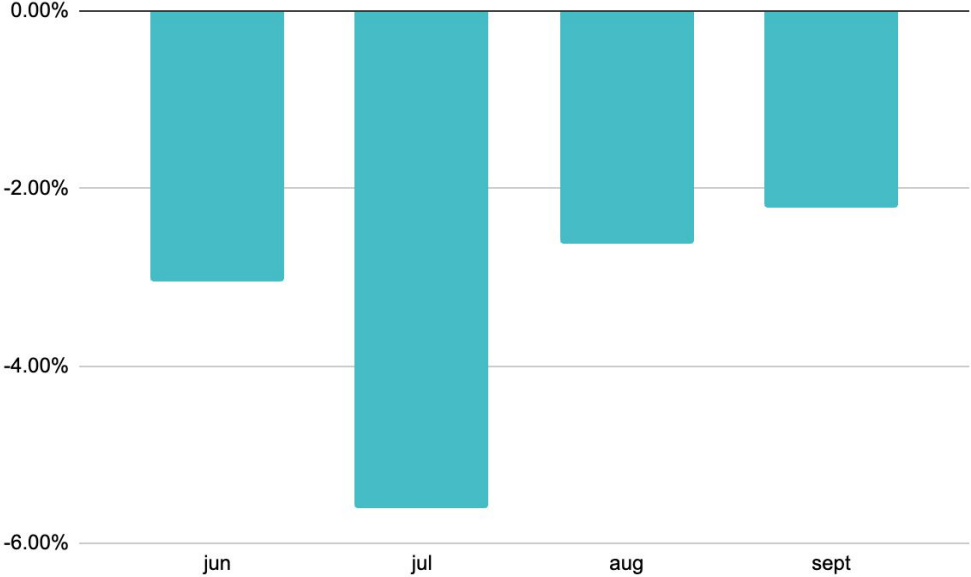
Occupancy 2024 vs 2023



Similar occupancy rates in average.

THESSALONIKI - SUMMER SEASON - OCCUPANCY RATES

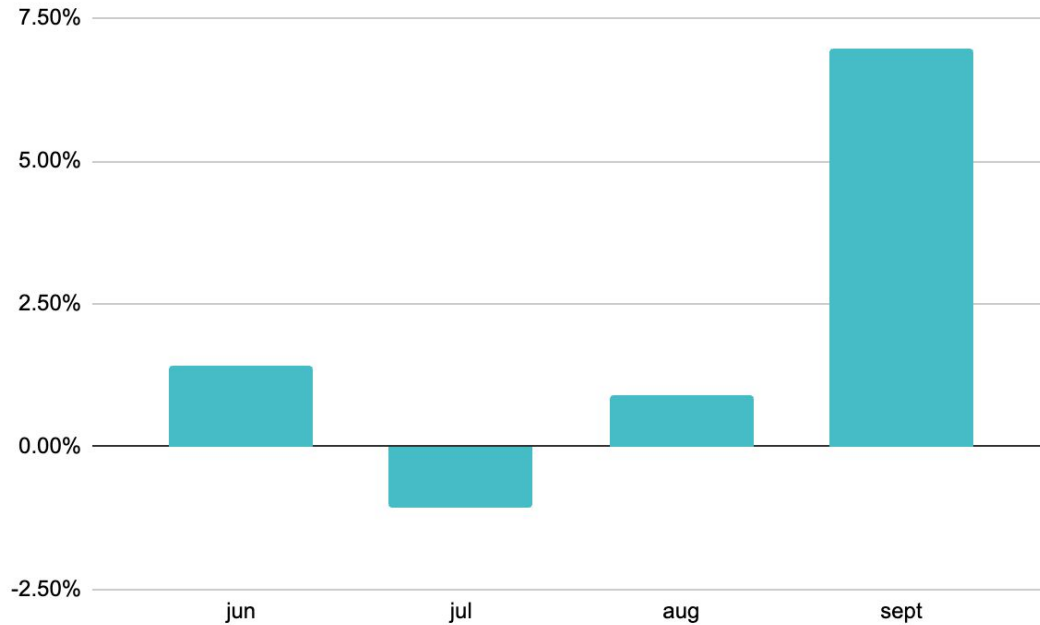
Occupancy 2024 vs 2023



▼ Average occupancy rate down by 3%

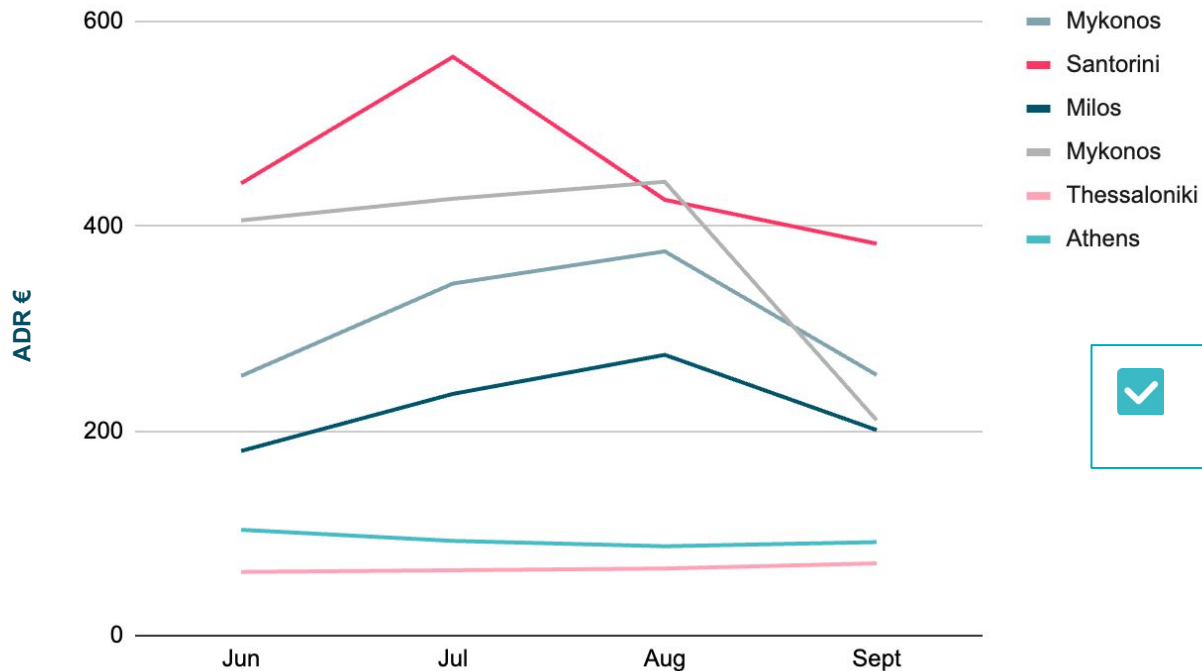
MILOS - SUMMER SEASON - OCCUPANCY RATES

Occupancy 2024 vs 2023



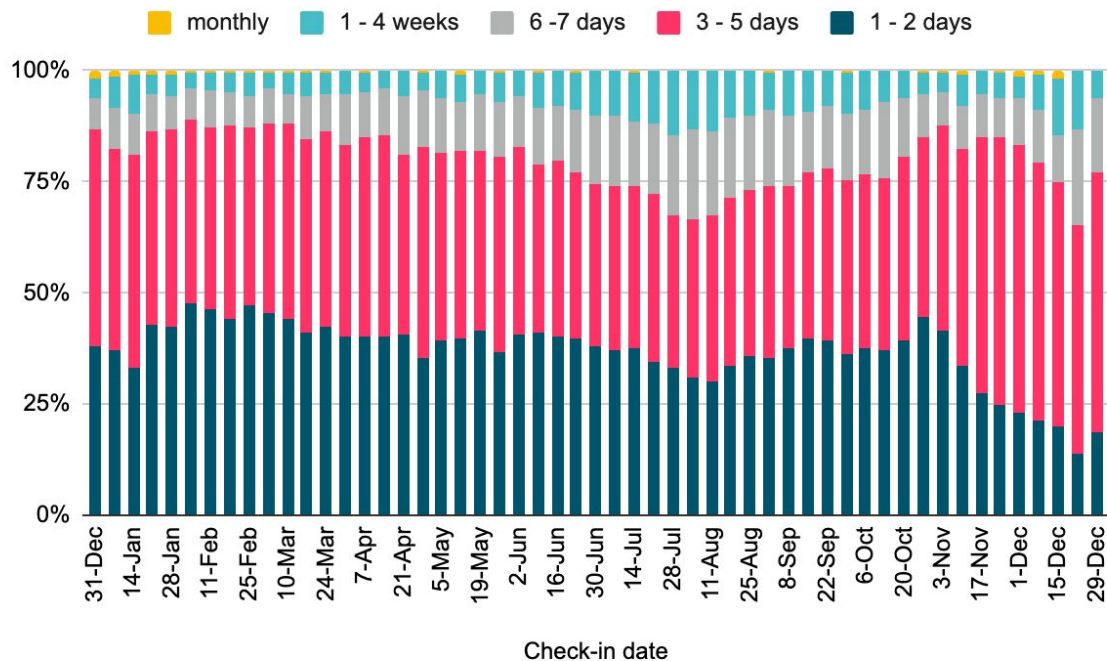
▲ Average occupancy rate increased by 2%

MONTHLY ADR - SUMMER SEASON 2024



✓ Highest ADR in July and August.

GUEST'S PREFERENCES IN GREECE - LENGTH OF STAYS



Length of stay
4.9 days
 (vs 5 days in 2023)

✓ In high season 50% of the stays are between 3 - 7 days.

GUEST'S PREFERENCES IN GREECE - BOOKING LEAD TIME

43 days in 2024

vs 48 days in 2023



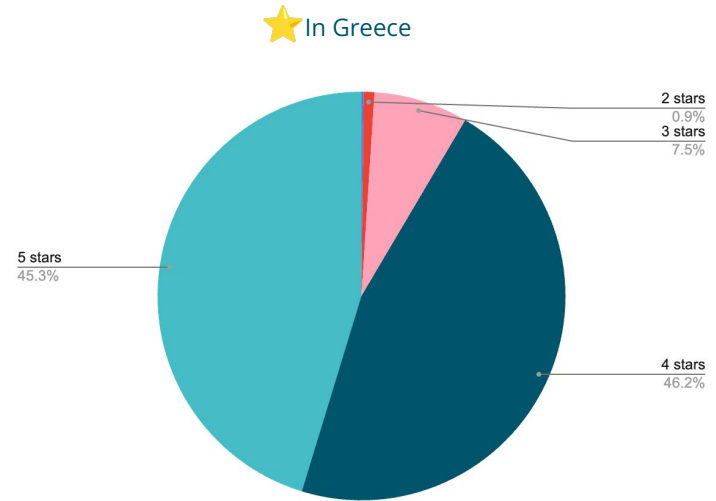
Booking Lead Times are shorter, but guests plan their trips months in advance to guarantee availability. Implement strategies to optimize pricing as the booking window evolve.



The main booking channel is Booking.com (51% of the bookings).

GUEST'S PREFERENCES - REVIEWS

19 reviews in average



In an increasingly competitive market, it is important to take care of the guest experience.



91% of the reviews are very positive, highlighting the high level of guest satisfaction and reflecting the industry's quality.

KEY TAKEAWAYS

01

Market trends change year after year.

The high season may extend, there can be peaks in demand on atypical dates, and the type of traveler may shift. Historical data is not always enough to establish new strategies.

02

Competition is growing.

It's essential to optimize strategies to boost revenue and stay one step ahead of our competitors.

03

Analyze your data

To assess the quality and performance of your listings and achieve the highest rates without compromising occupancy levels.

3 BEST PRACTICES TO OPTIMIZE YOUR REVENUE

1. Price smarter

- ✓ Use dynamic pricing to respond to market trends allowing automatic price increases or decreases based on true consumer demand.
- ✓ Align your pricing strategies with the market's booking lead times; don't give away discounts.
- ✓ Don't overprice early and expect occupancy. Instead, try to build a solid occupancy base before pushing rates further.



2. Use Data

- ✓ Use market trends to understand guest expectations and fill in-demand needs.
- ✓ Highlight Unique Amenities: Promote features at the right time e.g. Pools in the summer and hot tubs in the winter.
- ✓ Focus on High-Demand Platforms: Prioritise optimising listings on Booking.com



3. Be proactive



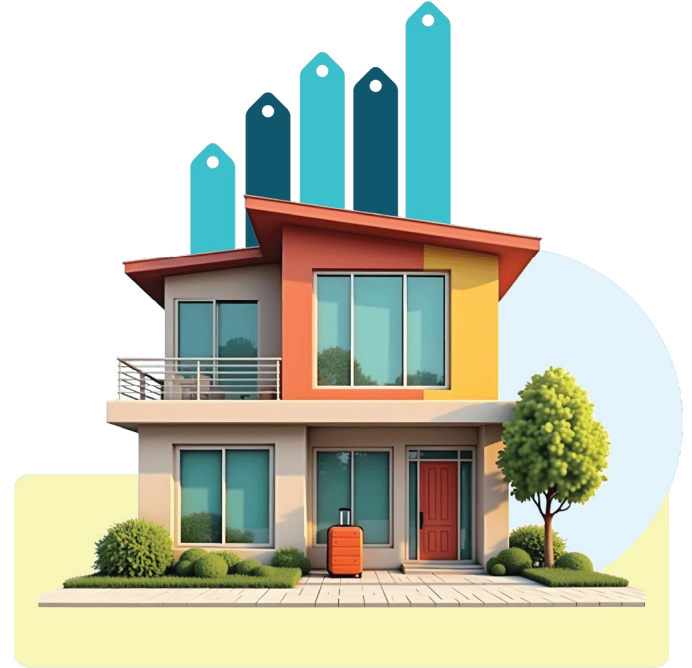
Enhance Guest Experience: Leverage guest feedback and reviews to refine your offering.



Detect trends and keep up with changing guest's preferences.



Educate your owners in the importance of Dynamic Pricing



THANK YOU

DO YOU WANT TO KNOW MORE?



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