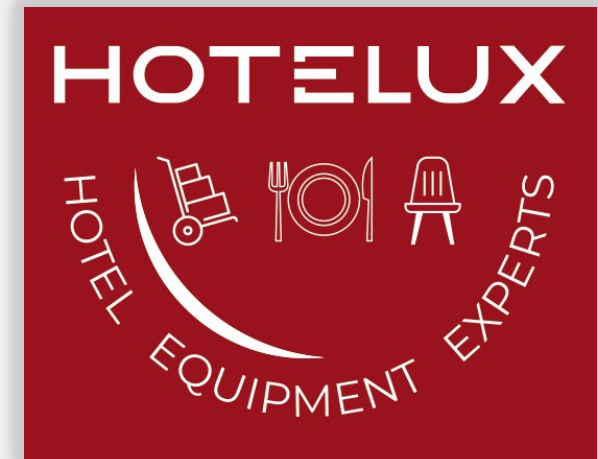


GREEK CONTRACT MARKET

*An outlook of a booming hotel market & the opportunities offered for
Portuguese exporters*



The Hotel Supplies Experts in Greece

Eftichis A. Athanassiadis



Who we are

We are Greece's first **Procurement Consultancy agency**, exclusively dedicated to the **HO.RE.CA.** sector!

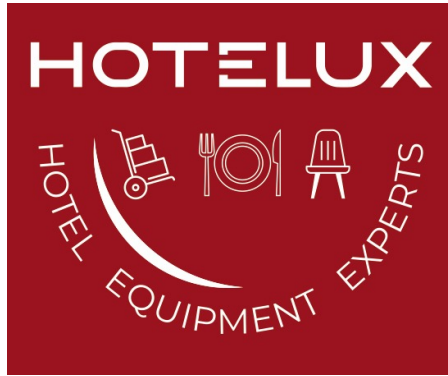
Our team consists of **seasoned HO.RE.CA. executives** with long experience in the supplies sector for hotel, restaurant and catering businesses all over Greece.

Our contribution to our clients:

- Extensive knowledge of the **international supplies** market
- Deep knowledge of the local (GR) distributor market
- Full commitment to cost saving without compromising quality
- In-depth research and **specification** of the equipment needed

HOTELUX





Getting to know: The Greek tourist sector

Destination GREECE:

Fun facts

- Greece is home to up to **6,000** islands and islets, with only around **230** of them being inhabited! Greece is not just Athens, after all!
- As a result, Greece has one of the longest coastlines in the world – almost 16.000 klm! (*)
- However, Greece is not only about sea; 80% of Greece is made up of **mountains**, where luxurious traditional hotels can be found scattered all over!
- Being Europe's most Southern country, Greece is one of the **sunniest places** in Europe; According to *MSN Weather*, the Greek island of Rhodes has about 300 sunny days each year!
- So, there's no surprise the fact that more tourists visit Greece every year than the entire Greek population (31+ mil. visitors versus 10,5 mil. Population in 2019)!

(*): Compared to Portugal, Greece is only 43% larger in land area, whereas Greek coastline is 8x longer than the Portuguese one!

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EQUIPMENT EXPERTS



Outlook of Greek tourism:

Resources:

Hotel chains

Algean Property report: Hotel capacity increase rates

Travelawaits: 13 New luxurious boutique hotels – 2022

Greek Travel Pages: SWOT Hospitality - 5 new hotels 2022

FORBES: 10 New hotels in 2022



1. Capacity of Greek hotels is constantly **growing** at a **high pace** (min.+5% annually est.)
2. During the next 3-5 years, **at least 150** new 4 and 5-star units will be created
3. Due to the significant contribution of Tourism industry in the Greek GDP, the Greek Government together with the EU subsidizes the renovation and upgrading of the existing establishments; **each year, 1 out of 5 hotels undergo a major make over!**
4. New **international hotel chains** entering the Greek tourism industry; to mention a few: *W, Curio Collection by Hilton, Ritz Carlton, Mandarin Oriental, Rosewood Hotels & Resorts, Edition Hotels, 1 Hotels, Rocco Forte, M Gallery by Accor* and others.

Greek hotel's current capacity

Notable points:

- Average hotel capacity grows at 7,6% annually (Piraeus Bank research-GR)
- Upgrading hotels increases EBITDA (PWC Research-GR)



Hotel Units in Greece (val. 12/2020)

	Category	5*	4*	3*	2*	1*	Total sums
Totals	Units	651	1.702	2.783	3.620	1.309	10.065 hotel units
	Rooms	93.619 (21,3%)	121.523 (27,7%)	102.147 (23,3%)	96.165 (21,9%)	25.087 (5,7%)	438.541 rooms
	Berths	194.586	243.206	199.752	182.112	49.836	869.492 berths

Luxury hotes count for 49% of total hotel rooms (**versus**: 75% of total hotel rooms in Spain belong to the luxurious category)

Resources:

Greek hotel registry - Distribution per Greek main regions

Hotel distribution in Greece (past)

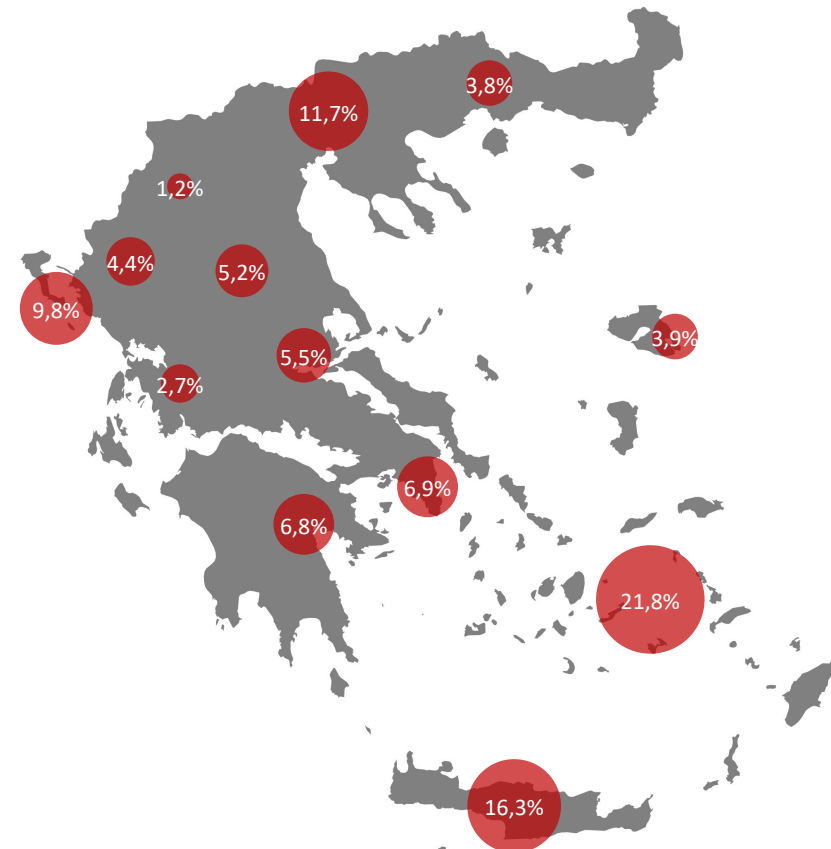
(data: 2020)

Notable points:

- 5 destinations in all parts of Greece lead the way, rest closely following (PWC Research-GR)
- Explosive hotel growth in Greece (Business Daily-EN)



	Region	Total capacity allocation
1	South Aegean islands	21,8%
2	Crete island	16,3%
3	Central Macedonia	11,7%
4	Ionian islands	9,8%
5	Athens (Attica)	6,9%
6	Peloponnesus	6,8%
7	Thessaly	5,5%
8	Central Greece (Sterea)	5,2%
9	Epirus	4,4%
10	North Aegean islands	3,9%
11	Eastern Macedonia	3,8%
12	West Greece	2,7%
13	Western Macedonia	1,2%



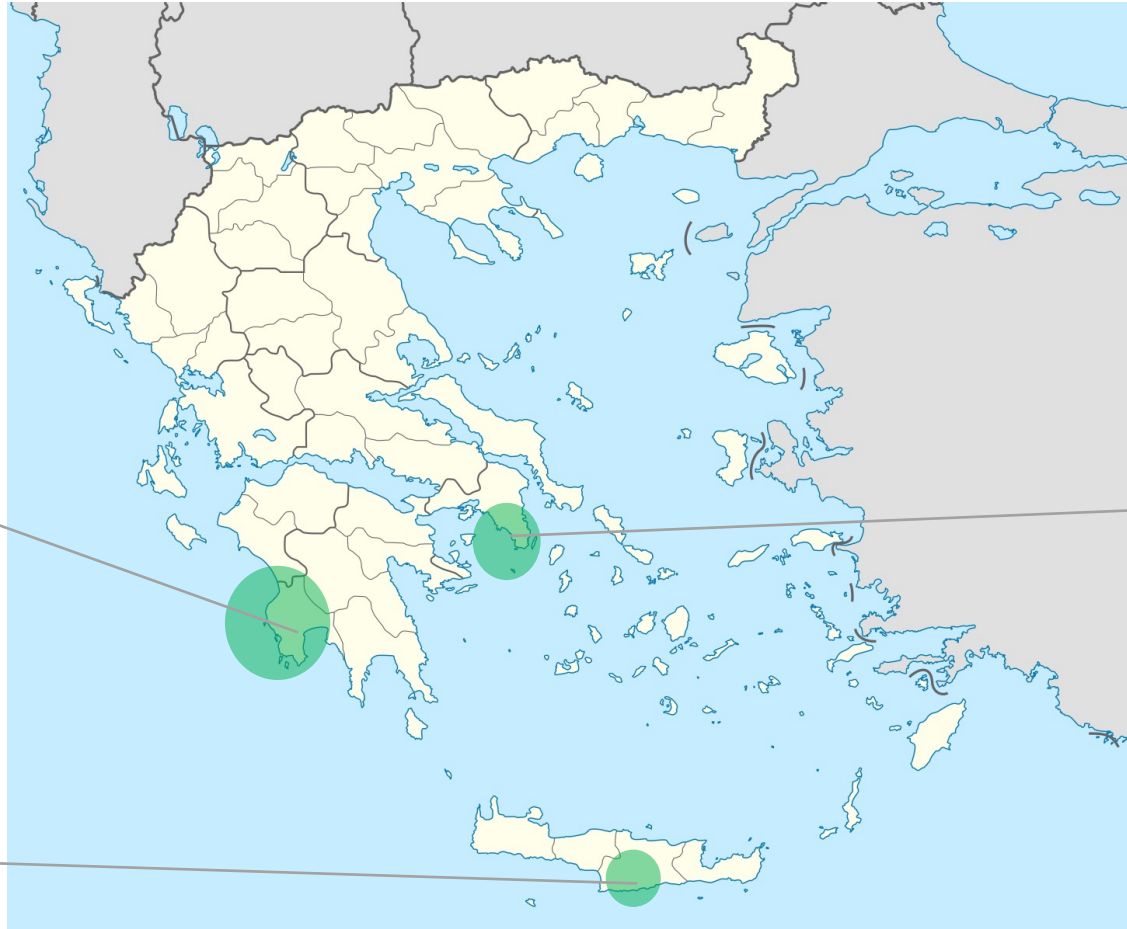
Examples of new tourist destinations development:

New leisure establishments in remote, undeveloped, until recently, areas result in the development of new luxurious touristic hot-spots



Messinia:
(south Peloponnesus):
Development of a world-class 18-hole signature golf course, surrounded by 4 luxurious 5* hotels

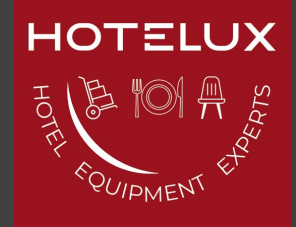
Crete:
In the virgin, unspoiled, region in **south Crete**, new luxurious 5* hotels are under construction



Athenian Riviera:
At the premises of the former Athens Airport, Europe's largest coastal park in Europe is under construction

Development of new tourist sector:

Development of new private health facilities & supporting hotels



Facts:

1. Worldwide, medical tourism grows by at least a **whopping 12%** annually
2. Cost of private medical services in Greece is much lower than those of Western Europe & U.S.
3. Quality of private medical services provided in Greece is among the best in the world
4. Being a famous tourist-destination, Greece offers regular and affordable air travel from all over the world



Results:

1. Development of new health care facilities (hospitals, retirement houses, medical rehab centers etc)
2. Development of new hotel units to support visitors of health care facilities, all-year-round

RECAP

Addition of **new hotel units** in existing touristic locations

Upgrade of the existing hotels to keep up with competition

4 PYLONS OF GROWTH

Creation of **new touristic hot-spots** mainly by international hotel chains

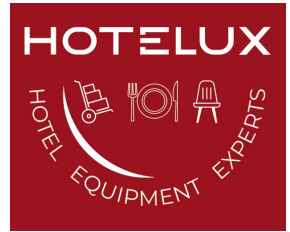
Development of the **Medical Tourism**

Furniture & contract equipment market in Greece





Top-5 origins of contract furniture & equipment

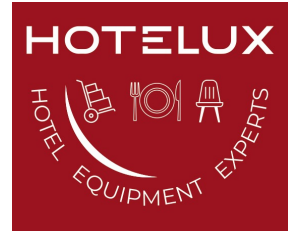


	Country	Low-cost oriented
1	China	
2	Türkiye (Turkey)	
3	Bulgaria	
4	Poland	
5	Spain	

	Country	Quality & Design oriented
1	Italy	
2	Germany	
3	U.K.	
4	Denmark	
5	?	



General values that customers appreciate most:

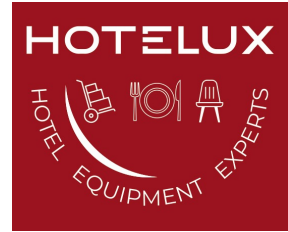


	Low cost oriented customers
1	Functionality & versatility
2	Low price
3	Service (Flexible payment terms, fast responses, quick deliveries)
4	Whimsical/imaginative design (not necessarily original)
5	Acceptable (good) quality

	Quality & Design oriented customers
1	Original design (classic or futuristic)
2	Product quality (certification needed)
3	Brand awareness
4	Service quality (quick responses, fast problem solving attitude, fully informed sales team))
5	Customisation options



Values offered today by Portuguese exporters:



	Low cost oriented customers
1	Functionality & versatility
2	Competitive price
3	Service (Flexible payment terms, fast responses, quick deliveries)
4	Whimsical/imaginative design (not necessarily original)
5	Acceptable (good) quality
	Quality & Design oriented customers
1	Original design (classic or futuristic)
2	Product quality (certification needed)
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Unique opportunity for Portuguese manufacturers for selling:

**Indoor furniture & decorative materials
(public spaces & dining areas)**

Outdoor furniture & equipment

Banqueting furniture & equipment

**Furniture for medical facilities & rehab
centers**

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Ideas of strategic steps to achieve a successful sales course in a demanding, booming, market:

Invest on **steady sales partners** (build strong relations)

Invest on an **aggressive advertisement campaign** to achieve brand awareness

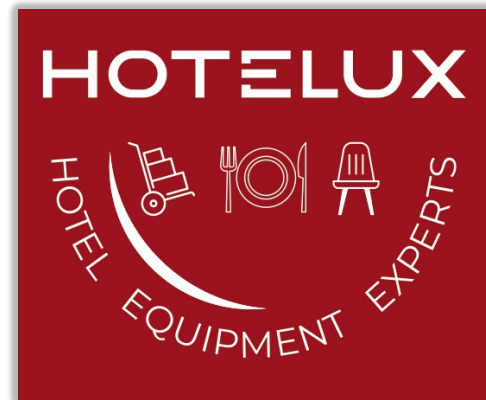
Invest on **inviting selected customers** to visit your facilities

As a consortium of Portuguese exporters, **create a logistics hub** in Greece, where selected items regularly kept on stock, could be stored so that you minimize the transit time of Portuguese products to reach the touristically developing Eastern Mediterranean area.

In cooperation with your Greek sales partners, schedule **regular road-trips** to selected areas and to meet with customers locally.

Invest on **customer service** (English spoken) & **CX** (customer experience) techniques

Muito obrigado!



Thank you for your time and hospitality!