

2023

GREEK CONTRACT MARKET

An outlook of a booming hotel market



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)!

HOTELUX



Characteristics of the
Greek touristic market:

Points to consider when one wishes to approach
the Greek hotel market



4 Important factors that should be considered

Characteristics of the
Greek touristic market:

Points to consider when one wishes to approach
Greek hotel market



Historically focused in specific regions

‘Traditional’ touristic destinations in Greece:

- North Crete
- Mykonos
- Santorini
- Rhodes
 - Corfu
- Athens

Rest locations had much smaller, if any, touristic infrastructure development

Characteristics of the
Greek touristic market:

Points to consider when one wishes to approach
the Greek hotel market



New touristic hot-spots are emerging

Other touristic destinations emerge, through the creation of modern, luxurious hotel outlets, such as:

- South Pelloponesus
 - South Crete
 - Milos island
 - Tzia (Kea) island
- Paros – Antiparos islands

Characteristics of the
Greek touristic market:

Points to consider when one wishes to approach
the Greek hotel market



3

Wide geographical distribution of new touristic hot-spots

Rich scenery, long coastline and recent archeological discoveries found all over Greece, create opportunities for new touristic investments in locations without significant touristic development.

Characteristics of the
Greek touristic market:

Points to consider when one wishes to approach
the Greek hotel market



Many islandic and remote touristic destinations

Due to the geographical characteristics of Greece (many and remote islands and mountains), it is more difficult to 'service' (sales & logistics) each and every newly developed hotel.

4

Characteristics of the Greek touristic market:

Points to consider when one wishes to approach the Greek hotel market



Historically focused in specific regions

1

3

Wide geographical distribution of new touristic hot-spots

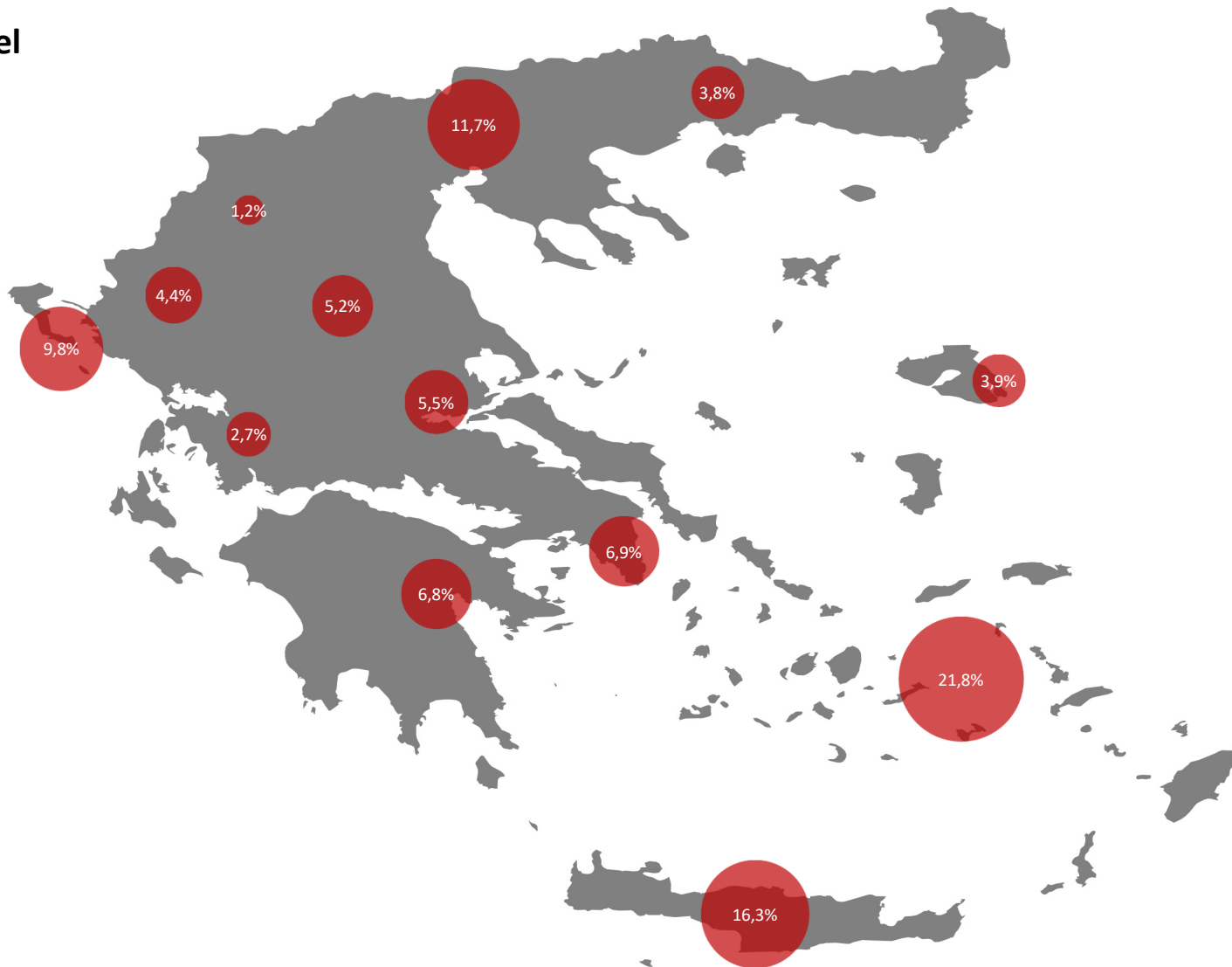
New touristic hot-spots are emerging

2

4

Many islandic touristic destinations

Today's Greek hotel distribution

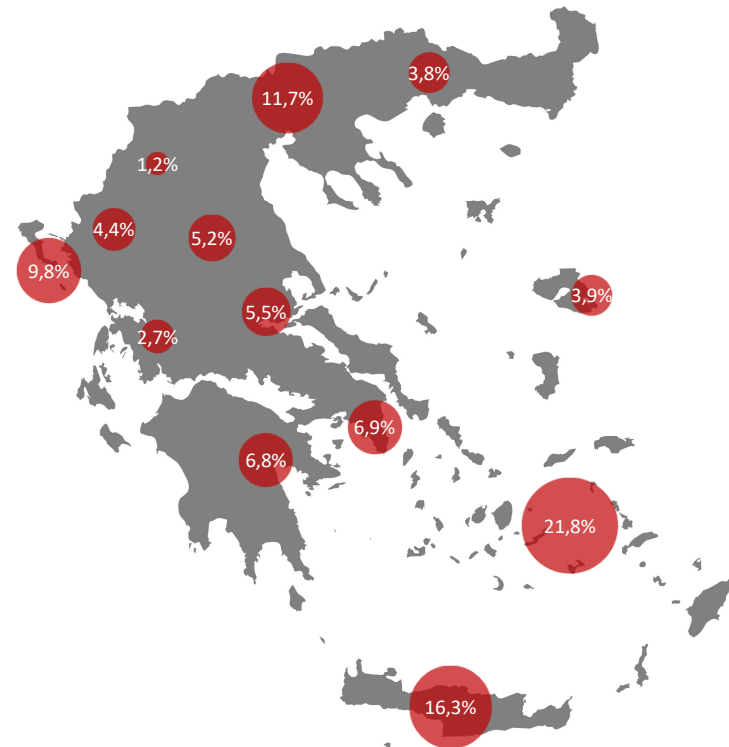


Hotel distribution in Greece

Existing hotel units active in
Greek territory



	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%





Top 10+1 hotel & touristic projects currently under development in Greece



CONRAD
HOTELS & RESORTS™

New 5* hotel in Athens

ATHENS CONRAD

Ex-Athens Hilton is undergoing an extensive renovation for the past 2 years; opening in 2025

Key features:

- 300+ luxury suites
- 60 ultra luxury private residences
- Luxury private Members Club





One&Only
AESTHESIS
Athens

**5-star Ultra luxury hotel
ATHENS**

The first One & Only in Greece
opens its doors in winter 2023.

Project data:

- Bungalows with private pools: 95
- Rooms: 12
- Branded residences: 18
- Villas: 2
- High-End F&B facilities
- Signature Spa



Mandarin Oriental Athens

Opening: 2027+

Part of the ELLINIKON Project

Key features:

- 123 luxury suites
- 17 branded luxury residencies





One&Only
KÉA ISLAND

4

5-star Ultra luxury hotel

Opening: Spring 2024

Key features:

- 75 Villas all with private pools
- Luxury private residencies (for sale)



Six SensesHotel Megalonisos

An ultra luxury establishment, currently under development on a privately owned island (30 minutes away from Athens), the **first of its kind** in Greece!

Opening: end 2007/spring 2028

Key features:

- 84 rooms
- 28 branded residences
- Beach Club, Kids-Club, Members Club
- Indoor, outdoor and private swimming pools, restaurants, bars & pool F&B facilities, Beach club
- Spa/wellness facilities, kids/teens/adult activity facilities and retail.
- Boats dock and helipad



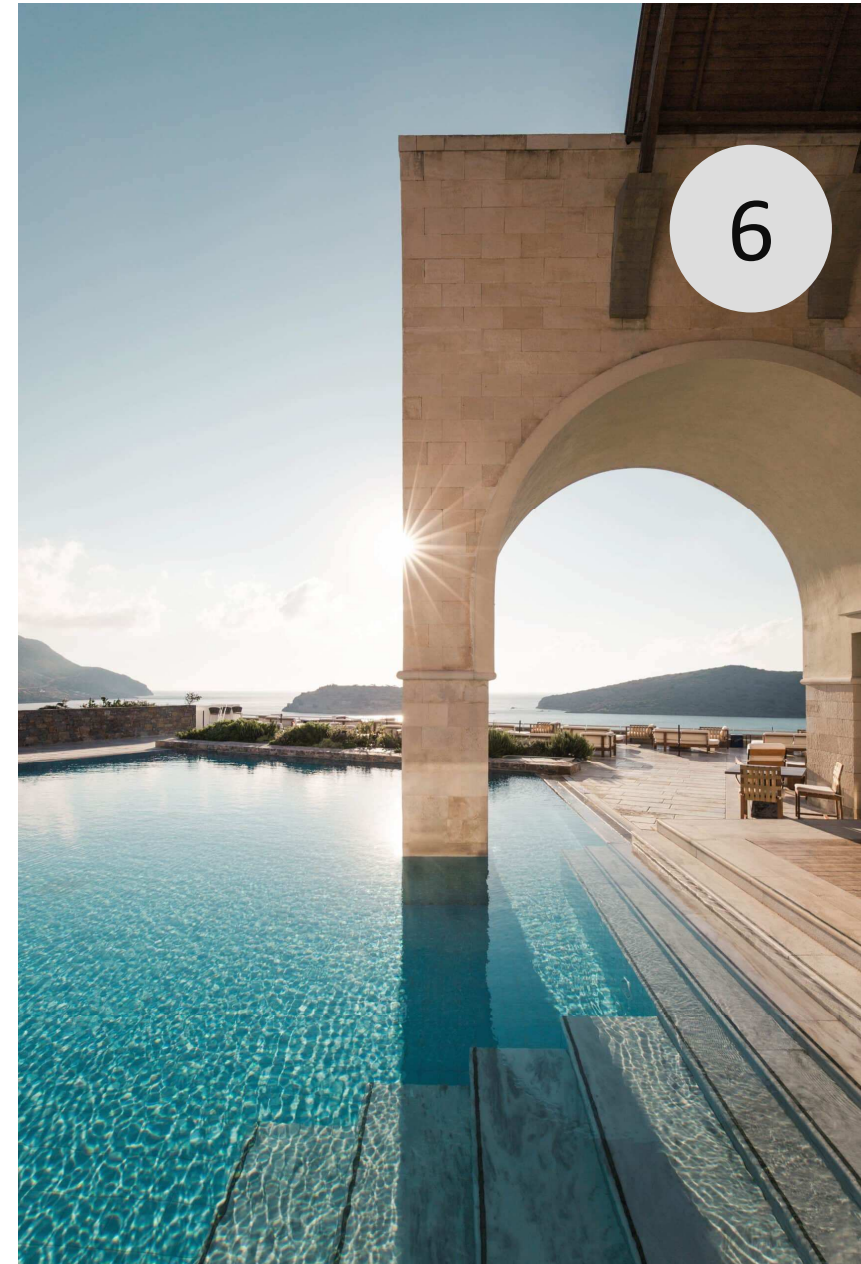
ROSEWOOD

The **first** ROSEWOOD hotel in Greece!

Complete renovation and upgrade of an existing 5* hotel to re-open in 2025 as a 5* Ultra luxury ROSEWOOD hotel in Crete.

Capacity:

155 luxury suites





The first one ever NAMMOS Ultra luxury hotel opens in Mykonos.

Opening: spring 2025

7

Key features:

- 26 ultra luxury suites
- 3 private luxury villas

Next ones to follow:

- NAMMOS Abu Dhabi
- NAMMOS Maldives





AGALIA Paros island

VIVIUM, with presence in **Portugal** (Porto & Lisbon) creates a 5* - Ultra luxury residences complex in Paros, with leisure and F&B facilities.

Each house will feature a private pool and there is a large Lagoon-type common use pool for every one.

Opening in spring 2024

Soon will open 4 more 5* Ultra Luxury establishments in Greece



91, Athens Riviera

The first Ultra Luxury Glamorous
Camping in Athens!

9

Key features:

- 30 luxury tents
- F&B outlets
- Beach Club, Kids-Club, Members Club
- 8 Tennis Courts, 2 Mini Courts, and Club House
- SPA/Gym
- Retail

91 ATHENS
RIVIERA

FATTAL HOTEL GROUP[®]

Kandia's Castle Resort & Thalasso

10

Acquired an existing hotel in Nafplio Greece, currently undergoing complete renovation and shall open in 2024.

Key features:

105 luxury rooms





Afantou, Rhodos island

MITSIS hotel group (GR) will create one of the **largest** hospitality developments in the entire Mediterranean region.

(3x 5* hotel complex)

Opening: spring 2026

Key features:

- 3 luxurious hotels
- Marina for private yachts
- Signature Golf course
- Leisure & Shopping area

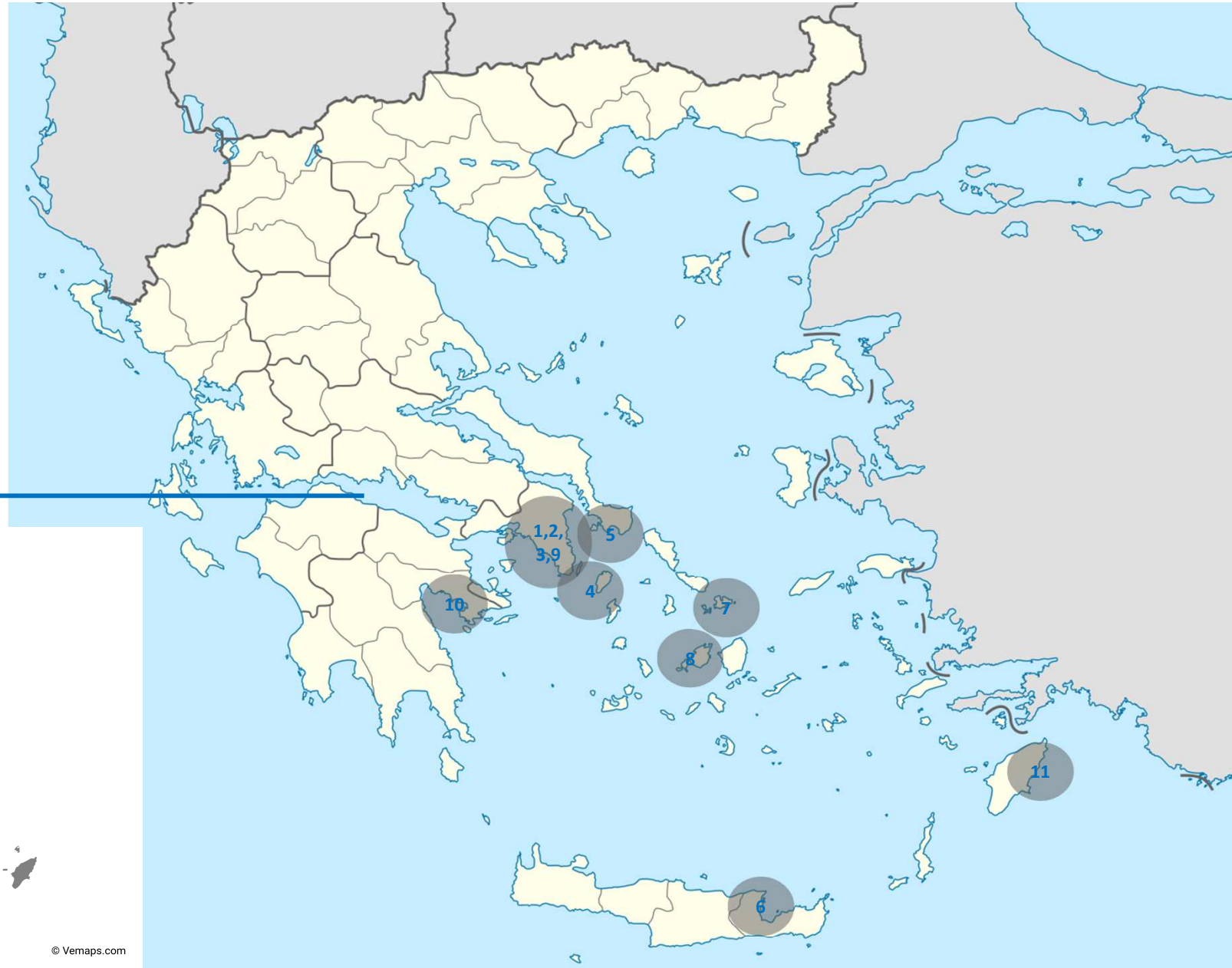
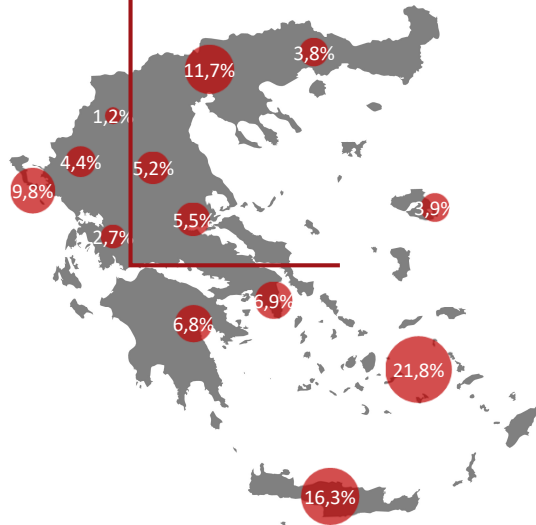




Hotel distribution in Greece

Distribution of oncoming touristic projects currently under development

Existing hotel distribution





Development of new tourist destinations:

Development of new private health facilities & 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 tourist destinations

Creation of **new tourist hot-spots**

4 PYLONS OF GROWTH

Upgrade of the existing hotels

Development of the **Medical Tourism**



Basic Guidelines our customers requested:





HOTELUX delivered in 2023:

**OS&E Procurement
for the first
MANDARIN Hotel in
Greece**



Opened: August 2023

Key features:

- 99 luxury suites & villas
- Presidential signature villa
- 3 signature restaurants
- Signature Spa & Wellness
- Kid's Club



Basic Guidelines our customers requested:



Unique designs

All eligible products proposed should be 'fresh',
non-ordinary,
and definitely
non-existing in similar establishments in Greece

Basic Guidelines our customers requested:

Natural materials

Emphasize in natural materials like

Wood

Clay

Cork

Stone

Cotton



Basic Guidelines our customers requested:

Reasonable costs

To keep cost low & reduce time delays
our focus was on manufacturers
from **within the EU**



Basic Guidelines our customers requested:

Direct sourcing from manufacturers

Priority was given to **direct contact** with manufacturers or local agents (not distributors/shops etc) to improve speed of communication and further cost savings

Furniture & materials market in Greece





Top-5 sources of contract furniture & materials

	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	?	



Values that customers appreciate most:

Low cost oriented customers

- 1 Functional products to cover the need
- 2 Low price
- 3 Service (Flexible payment terms, fast responses, quick deliveries)
- 4 Different/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 that customers appreciate most:

	Low cost oriented customers
1	Functional equipment to cover the need
2	Low price
3	Service (Flexible payment terms, fast responses, quick deliveries)
4	Different/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



Ideas for successfully servicing the Eastern Mediterranean area:

1. Appoint a local partner

2. Invest on time

3. Get personally involved

4. Become more extrovert

5. Think 'outside-of-the-box'



Ideas for successfully servicing the Eastern Mediterranean area:

1. Appoint a local partner

Establish a local partnership with HORECA professionals who have access to investment decision makers (owners, architects, construction companies etc)



Ideas for successfully servicing the Eastern Mediterranean area:

2. Invest on time

Spend some time on regular (twice a year) road-trips along with your partner, so that you create your own, personal, understanding of the Greek market



Ideas for successfully servicing the Eastern Mediterranean area:

3. Get personally involved

Establish personal connections with your end-customers; listen to their needs, find solutions to their challenges and become their trusted partner



Ideas for successfully servicing the Eastern Mediterranean area:

4. Become more extrovert

Invest on participating at Greek trade shows (like XENIA, 100% Hotel Show, Build Expo etc).
If needed, join forces with other Portuguese exporters to rent larger booths.



Ideas for successfully servicing the Eastern Mediterranean area:

5. Think 'outside-of-the-box'

Create a small logistic-hub in Greece, with products that could be sold to the Greek market or exported to the East.

A warehouse in Athens can facilitate sales in Greece or even exports to Cyprus, the Balkans and all Eastern Mediterranean area.

Consider joining forces with other Portuguese exporters!

The opportunity is here!

Take advantage of the political and financial stability currently existing in Greece, and get your share of the huge investment feast that is now happening!



Muito obrigado!



Thank you for your time and hospitality!