

Lodging (Destination) in Greece

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Abstracts

In hotels, current value sales recovered faster than room nights from the 2020 Coronavirus (COVID-19) slump in Greece in 2021, largely because growth was highest in luxury and upscale hotels. The situation is set to stabilise over 2022, as mid-market and budget hotels are predicted post a better current value sales growth performance than upscale hotels, and be more in line with luxury hotels' growth. The quicker return to higher-end hotels owed much to travellers opting for outlets where they f...

Euromonitor International's Lodging (Destination) in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Hotels, Lodging (Destination) Offline, Lodging (Destination) Online, Other Lodging, Short-Term Rentals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Lodging (Destination) market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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