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* ATHENS POPULAR AND BELOVED DESTINATION ACCORDING TO SURVEYS

* NEW TARGETS OF THE ATHENS-ATTICA HOTEL ASSOCIATION

* NEW LUXURY EDITION FOR ATHENS-ATTICA-SARONIC GULF

“The name of Athens is sometimes praised and sometimes vilified, depending whether something positive or negative happens to the capital or in Greece. On the other hand, Athens is a multifaceted and modern product. Addressed in many different parts of the world market (such as leisure, corporate, conferences, cruises, etc.) having its problems, but also infinite possibilities. Athens is a destination with great potential and always of interest to visit, as evidenced by survey results”.

This was also the central (and hopeful) message sent by the 41st Annual General Assembly of Athens–Attica Hoteliers Association (which took place on November 16, 2010 in Hotel «Grande Bretagne») to the Government and political parties, Local Government, tour operators, SMEs and entrepreneurs in the tourism-and not only- industry that participated in its work. At the event, spoke the Minister of Culture and Tourism, Mr. Paul Geroulanos and Mrs. Olga Kefaloyiannis, Head of Tourism Sector of the Opposition.

ATHENS every week

The minister proceeded to interesting announcements and presented the ministry program for the promotion of Athens entitled "**ATHENS every week**", which will sort and highlight the Athens events (the major cultural, sporting and other events planned in city every week) in order to inform or as well to attract visitors.

Illustrative example of positive result arising from correct promotion of a significant event, supported by the program, was that of the recent Marathon.

AHA estimates that "ATHENS every week", is a comprehensive and very interesting proposal for information and promotion of Athens, as it contributes to restoring its reputation and constitutes a good starting point for substantive and constructive cooperation between the public and private sectors.

The Minister also made a formal pitch by reference to the differentiation of VAT, in order to further strengthen the competitiveness of the tourism product in our country (it is about the

Government decision for inclusion of the package "accommodation" at the low rate of 6,5%).

As pointed out in particular in his speech the president of AHA, Mr. John A. Retsos, within this difficult year, there were a number of institutional interventions and announcements that "relieved", as he said, the industry and the destination and mentioned as examples: a) The enactment and full implementation of the program on "Keeping jobs in the hotel businesses of 12-month operation, through subsidization of employer security contributions", b) The effort by the Ministry of Culture and Tourism, through the former Olympic Development Secretariat, for the final stages of the competition for the creation of the Athens Metropolitan Conference Centre at the Olympic facilities of Taekwondo in Faliro and c) the institutionalization of the cabotage lifting, which supports the revival of the port of Piraeus as a major "home-porting" port for the Mediterranean cruise.

New targets and actions

The chairman of the AHA also presented a series of objectives and actions "within this year" that the AHA has started in order to increase in bookings and dynamic "output" of the Athens-Attica and concern: a) in the treatment of single Destination Athens-Attica-Saronic Gulf (and) as a holiday destination rather than just convention / city break / cruise reception etc. The intention of the AHA is, inter alia, to support hotel industry on off-center sites, b) creating a modern and functional website, c) the connection and cooperation with everyone - those involved in tourism throughout Attica and the Saronic Gulf, d) widening and improving the statistical sample surveys of the AHA to yield reliable conclusions.

During the General Assembly of Athens-Attica Hoteliers were presented the new deluxe edition of AHA entitled "Athens-Attica: Journey to the Everlasting Destination», created entirely from the AHA and its Press Office, and the results of the 6th consecutive research on "Customer Satisfaction from Attica Hotels" & "Hotel Performance Study" conducted this year as well for the AHA the consultancy company GBR Consulting.

New Deluxe Edition entitled: «Athens–Attica: Journey to the Everlasting Destination»

This is a book-album-professional guide (non-profit edition), which supports both Athens, Attica and the rest of the Saronic Gulf (and) as a holiday destination, throughout the year - and the many "themed" and quality experiences that visitors can gain during a planned trip to Athens-Attica. Through a "puzzle" of images and narratives without false embellishments, the visitor, after a brief "tour" to the destination, turns out to know "by stern" as well the hotels members of AHA and easily make a reservation (from the AHA list of members).

It should be noted that the issue includes a well-updated multi-paged guide of museums, archaeological sites and other points of interest throughout Attica, an "agenda", tourist agencies, organizations, etc. that can be reached, while finding quite interesting websites, e-mails, addresses and other useful information that help to further inform and organize the same throughout the journey...

"Our decision to create an edition to defend the original version of the product available and its multidisciplinary dimension symbolizes our willingness to free ourselves from the trivial and any poor approach", said the chairman of the AHA, Mr. J.A. Retsos.

6η Research of «Customer Satisfaction in Attica hotels & Hotels Performance Study»

Conclusions

According to the study of GBR Consulting «Customer Satisfaction in Attica Hotels Survey & Hotel Performance Study» that was presented in the General Assembly of AHA, Athens continues to satisfy the visitors, despite the problems encountered in 2010.

Specifically, the visitors who said they would come back to Athens and will recommend it to their friends overcame 90% and remained at similar levels to last year (in a sample of over 1.600 questionnaires from customers of Athens hotels of all categories).

On the other hand, the crisis has left its mark, as for the first time since 2003 after the GBR Consulting monitor relevant data for the AHA, and the 3 major hotels performance indicators (i.e. Occupancy, Average Room Rate (ARR) and Revenue per Available Room (RevPAR)) show a deviation from the corresponding average of European and Mediterranean markets.

In particular, while from 2003 to 2008 there was a remarkable convergence and in 2009 a stable relationship, in 2010 Athens is the only European metropolis that for the period January-September 2010 is showing reduction in the Occupancy index as well as in the Average Room Rate index (ARR).

As a result fell -6,9% as well the index of Revenue per Available Room (RevPAR) - noted that, according to STR Global and for the same period, the index RevPAR increased 12,2% in Western Europe and 5,9% in Southern Europe.

The deterioration of the indicators is certainly due to the fall of demand, as a result of the highly negative, and often unfair, image created for Athens from the Greek and international media.

In conclusion, the greatest need is the recovery of the tourism image of the city and its proper functioning.

The design and implementation of tourism strategy for Athens-Attica should be based on the indisputably most powerful tourism product and be enriched with the development of cruise and conference tourism.

In this case, tourism will become the locomotive for the speedy economic recovery of the region.

Sincerely,

From the AHA Press Office