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Athens hotels topped a comparison of 11 European cities with occupancy above 92% in September

Average room rates rose 12.8%, lifting revenue per available room 15% from a year earlier

Monday, November 16, 2026

Hotels in Athens and the wider Attica area posted average occupancy above 92% in September, while the average rate charged per sold room rose 12.8% from a year earlier, according to a Nov. 15 report by the Greek financial newspaper Oikonomikós Tachydrómos.

The same report said revenue per available room, a key industry measure that combines occupancy and room rates, increased 15% year over year in September. The figures were reported in nominal euros, meaning they were not adjusted for inflation.

The September occupancy rate put Athens at the top of a comparison covering 11 European cities, the newspaper said. That result suggests the Greek capital continued to attract strong travel demand late in the summer season, even as many European hotel markets faced tougher year-over-year comparisons.

The September data also showed that room-price growth played a major role in lifting hotel income. With occupancy already above 92%, there was limited room for further gains from filling more rooms, so the increase in rates accounted for much of the rise in revenue per available room.

For the first nine months of 2026, the trend was more moderate. From January through September, the average rate per sold room increased 7.3% from the same period of 2025, while revenue per available room rose 6.9%, according to the report. Occupancy over that nine-month period was 0.4% lower on a relative basis.

Those cumulative figures point to a market that kept growing, but at a slower pace than in September alone. The gap between the September revenue increase of 15% and the January-to-September increase of 6.9% indicates that hotel performance strengthened in early fall, with pricing power outpacing the broader year-to-date trend.

The figures covered hotels in Athens and the Attica region included in the industry comparison. The report did not provide the exact euro amounts for the average room rate or revenue per available room, but it said both indicators rose in September and over the first nine months of the year.

Oikonomikós Tachydrómos cited the Hotel Association of Athens, Attica and the Argosaronic as the source of the data. The association’s original bulletin was not immediately available for independent verification.