

Extremely satisfied are the visitors of XENIA 2017, according to IPSOS-OPINION survey

FORUM SA, XENIA's organizer, with the aim of improving the exhibition, commissioned the IPSOS / OPINION company, the XENIA 2017 evaluation survey on the satisfaction of its visitors. The following results clearly show that professionals in the hotel industry and the tourism industry in general wanted the return of the exhibition.

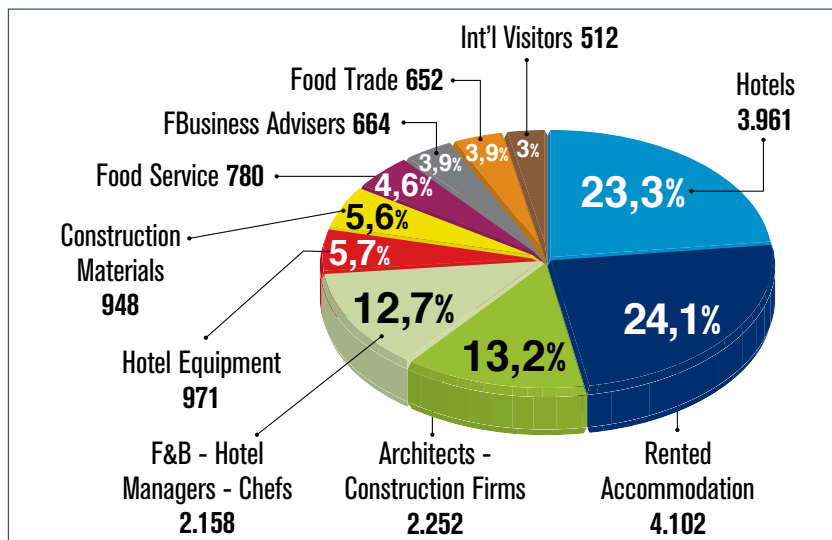
Results of the survey for visitors

The quantitative survey for visitors was carried out in the form of personal interviews with the Computer Aided Personal Interviews method, using a 8'-10' semi-completed questionnaire, to a sample of 814 Greek professionals in the broader hotel and construction industry, architects, who either have an enterprise or intend to open a new business. Respondents were decision makers of the company and the sample includes professionals from all over Greece (Attica, North, South, Central and the Island part of Greece). The rapporteurs' approach was taken when leaving the exhibition at both entrances. The survey was conducted from November 25th to November 27th, 2017.

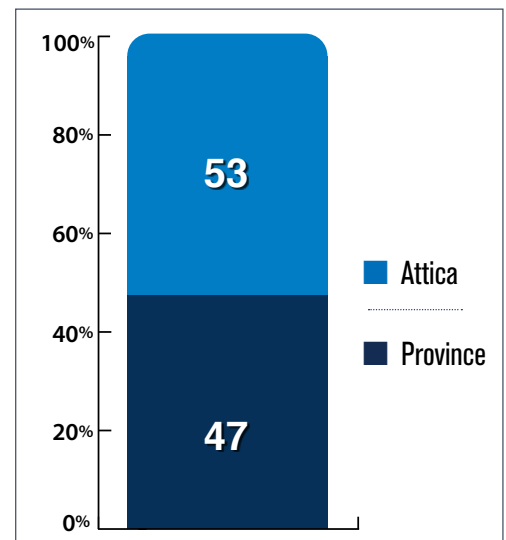


visitors from 17,000 hotels from all over the country!

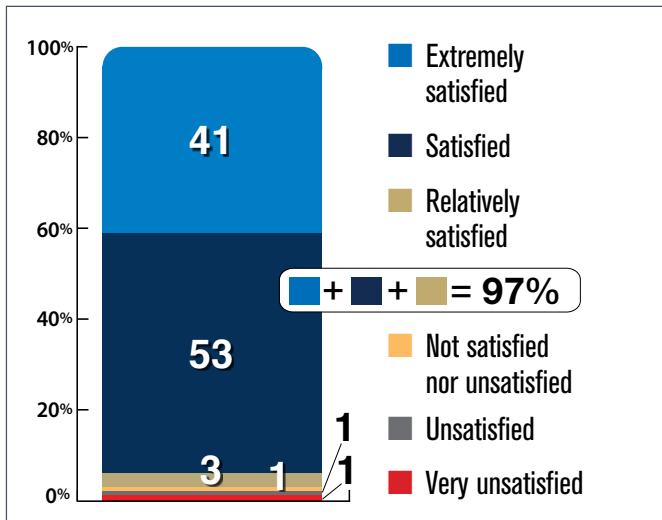
VISITORS BY TRADE CATEGORY



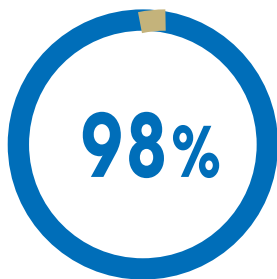
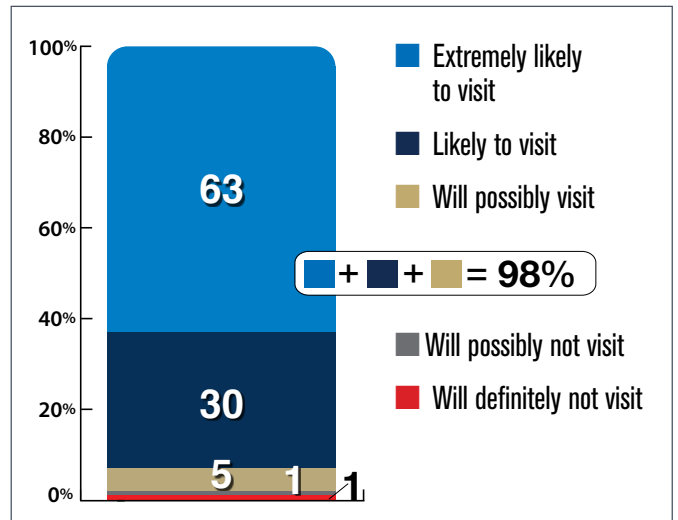
VISITORS BY REGION



DEGREE OF SATISFACTION FROM VISITING XENIA

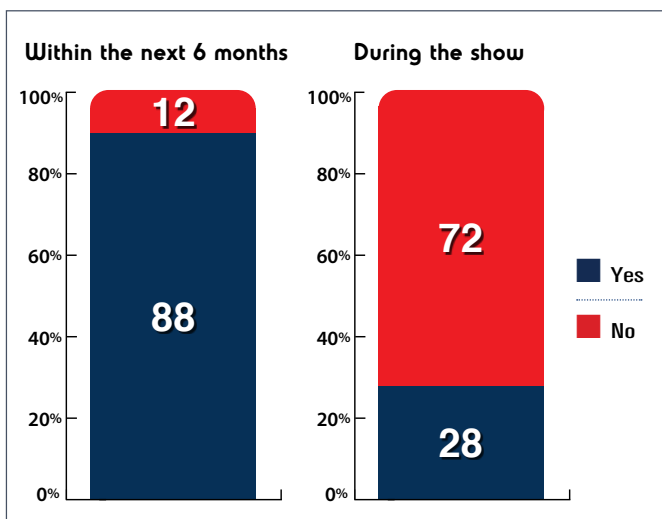


INTENTION OF VISITING XENIA 2018



of the visitors expressed their intent to visit Xenia 2018.

CLOSING DEALS



PROPOSALS FOR IMPROVEMENT*



* Following unstructured questionnaire