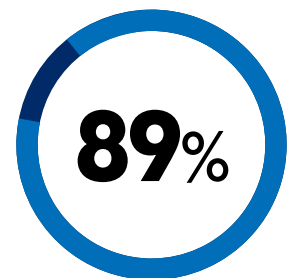


## EXHIBITOR SATISFACTION SURVEY

### Research methodology

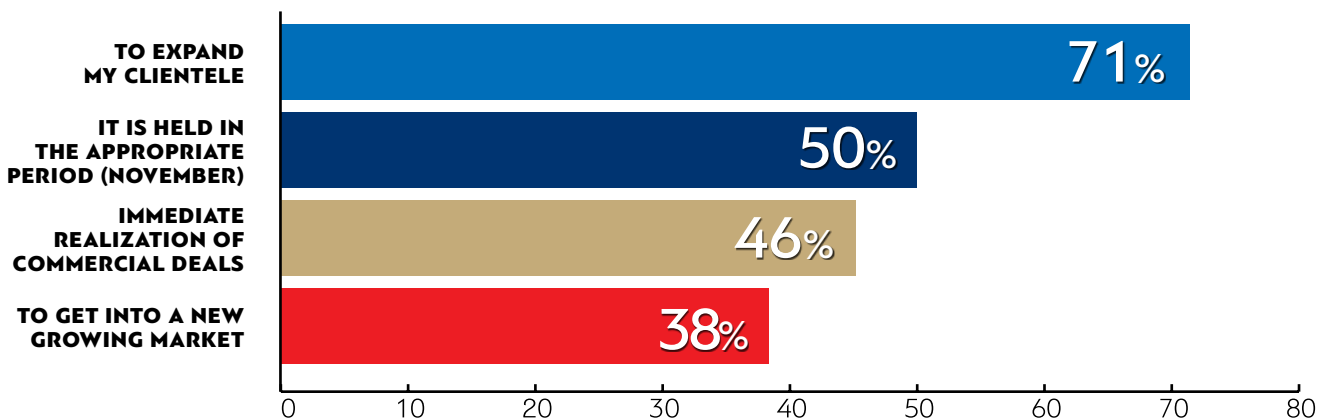
FORUM SA, organizer of XENIA, with the aim of improving the exhibition, assigned ALCO the XENIA 2019 evaluation survey on the satisfaction of its exhibitors. The quantitative research was conducted in the form of personal telephone interviews using a semi-structured questionnaire of 8'-10' duration, on a sample of 200 exhibitors. The participants at the survey were 41% owners, 37% marketing managers, 11% general managers and sales managers, and 11% held another position. These impressive results that confirm that Xenia is for the suppliers of the hospitality industry a very important trade show, since it satisfies most of their commercial needs and demands.



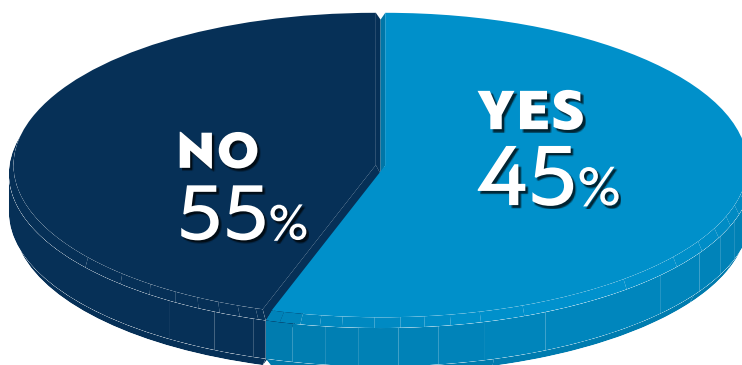
**of the interviewees  
are decision makers**

### SURVEY RESULTS

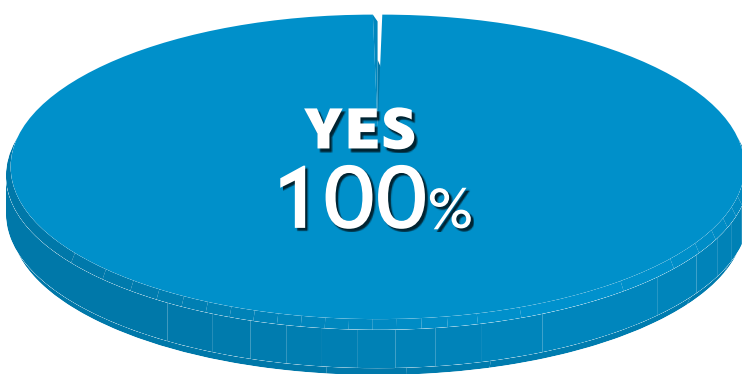
#### For what main reasons did you choose to participate in Xenia 2019?



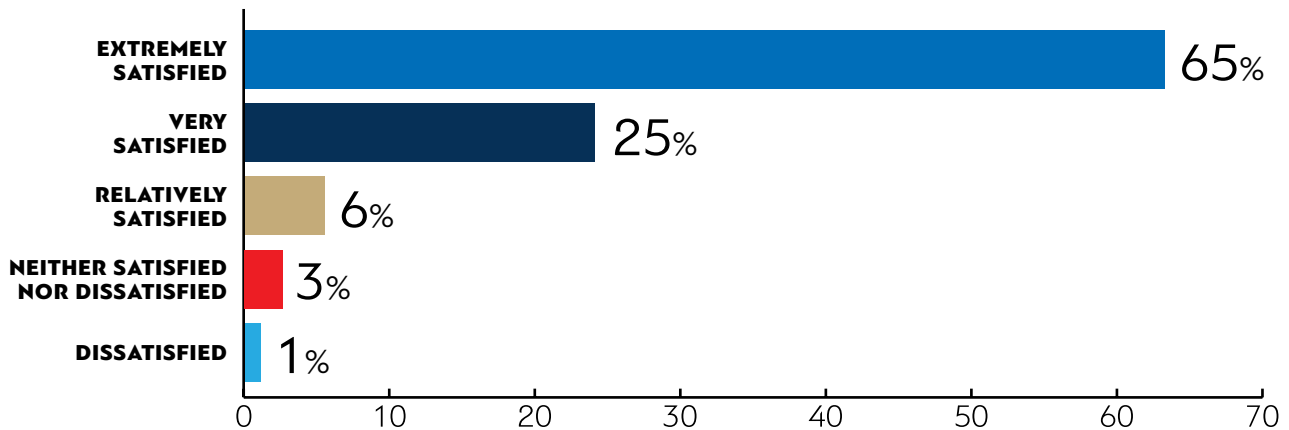
#### Did you close trade deals during XENIA 2019?



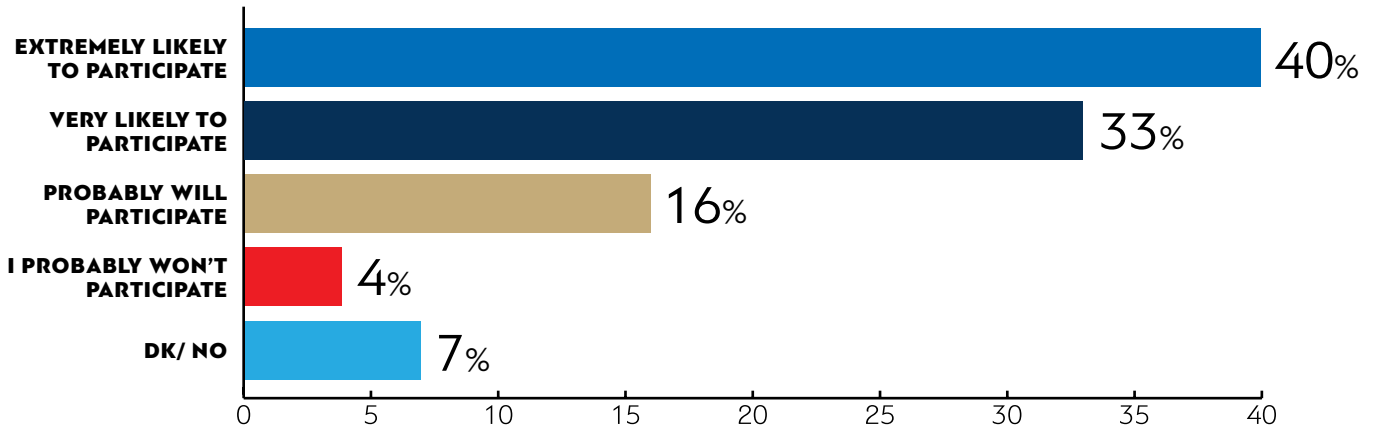
#### Do you expect to close deals during the next 6 months with clients who visited Xenia 2019



#### Were you satisfied with your participation in Xenia 2019?



#### How likely is that your company will participate in Xenia 2020?



#### Did the exhibition helped in achieving your commercial objectives?

