

VISITOR INTENTION SURVEY

Methodology of the survey

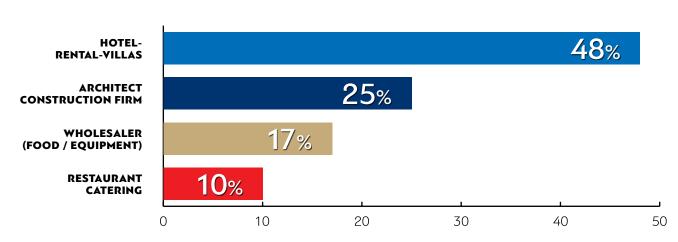
FORUM SA, XENIA's organizer, commissioned the ALCO company with a survey regarding the Xenia 2019 visitor's intention to also visit Xenia 2020. The quantitative survey was carried out in the form of personal interviews, using a 5' semi completed questionnaire, to a sample of 500 Greek professionals in the hospitality industry.

Interviewees 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). More specifically, 48% of interviewees are executives from hotels, rooms for rent, hostels and villas, 25% are architects and executives in construction companies, 17% are professional in the food and beverage industry and 10% are professional in the mass catering industry.

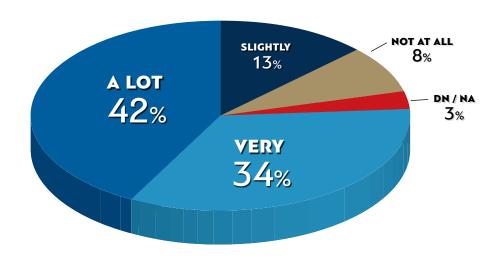
The survey was conducted from July 5th to July 9th, 2020, based on the codes and guidelines of ESOMAR and Market Research and Public Opinion Companies Association (SEDEA).

SURVEY RESULTS

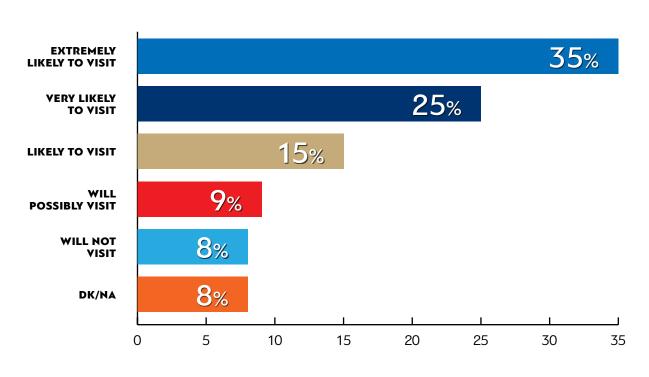
What is your business category?



As things currently stand, do you believe that the organization of XENIA 2020 in November will be very, a lot, slightly or not at all useful for the Hospitality industry?



Given that XENIA 2020 will take place in full compliance with the safety regulations dictated by the Greek State, how likely do you think it is that you will visit the trade show?



Do you believe that the Greek tourism industry will return to normal levels in the summer of 2021?

