

27-29

NOVEMBER

2021



VISITOR'S INTENTION SURVEY

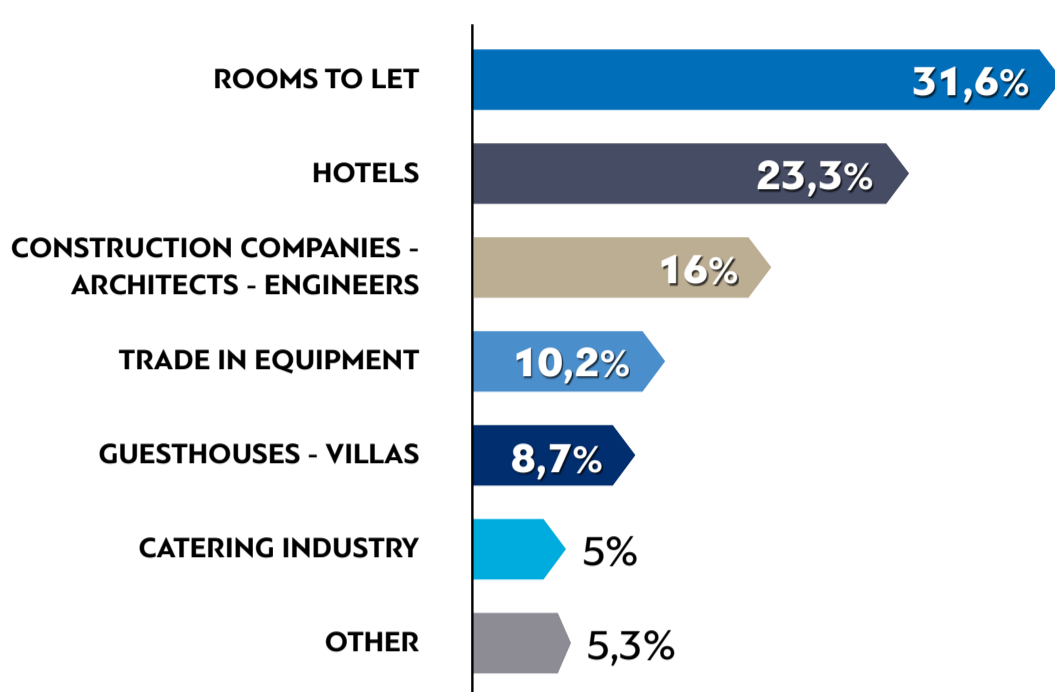
Methodology for the survey

In an attempt to determine the intention of the tourism professionals to visit Xenia 2021, the organizing company FORUM SA conducted a nationwide online survey through the Typeform survey platform. The survey was conducted from 5/5/2021 to 12/5/2021, to a significant representative sample of 1,517 potential visitors. The representatives of the companies that participated in the poll covered the entire spectrum of the Greek tourism industry. More specifically, 31.6% of the respondents are owners of rented rooms, 23.3% are hotel owners, 16% are architects and executives of the construction industry, 10.2% are owners of equipment trade companies, 8.7% are owners of Guesthouses and villas, 5% are operating in the catering industry and 5.3% are operating in other tourism sectors.

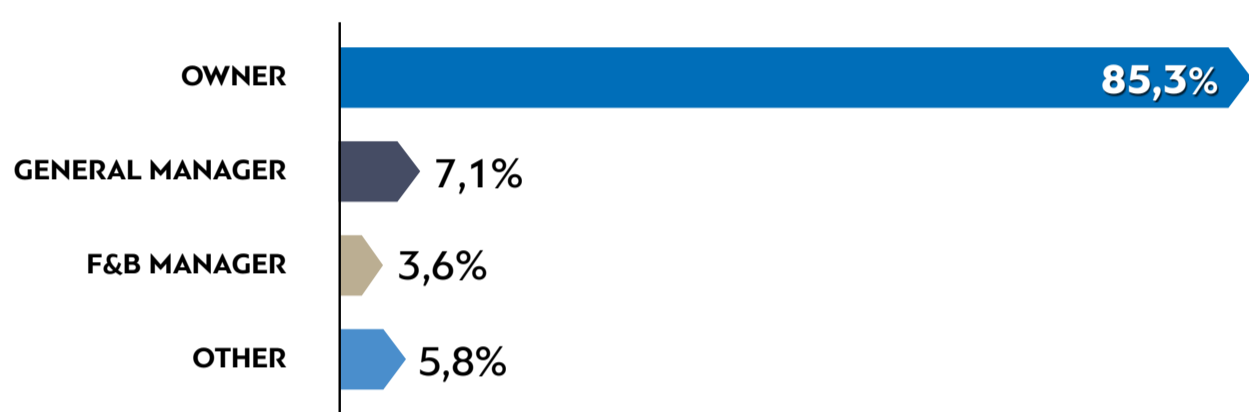
83,5 % of the interviewees are **decision makers**

SURVEY RESULTS

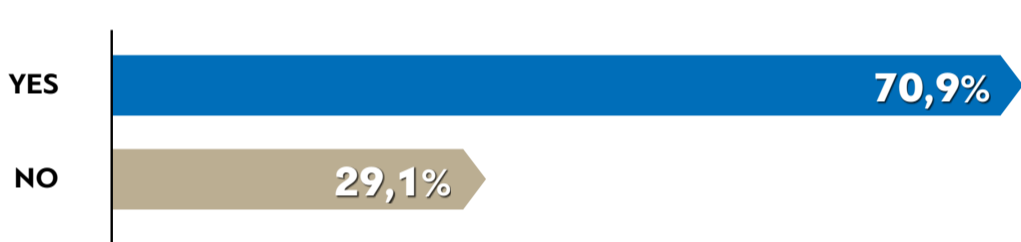
In which of the following categories would you say that your business belongs to?



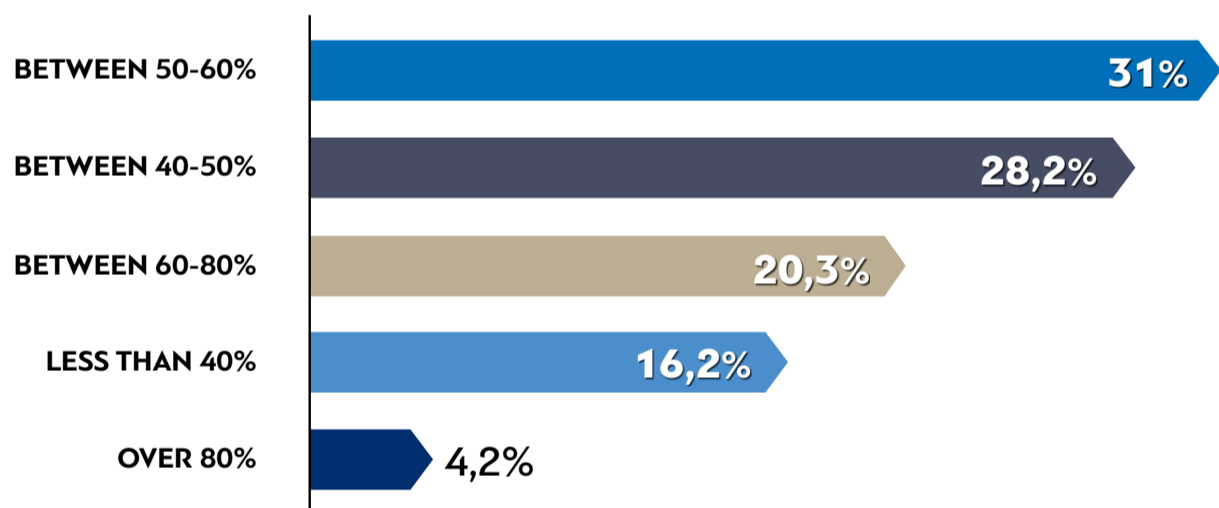
What is your current position in the company?



Did you visit the previous Xenia exhibition that took place in November 2019?



Based on the health data and the rate of vaccinations, in what percentage do you think tourism will return to 2019 levels, this summer?



For 2022 respectively do you think that tourism will return to the levels of 2019?



Do you consider necessary for the resumption of Greek tourism Xenia to be held on November 2021?

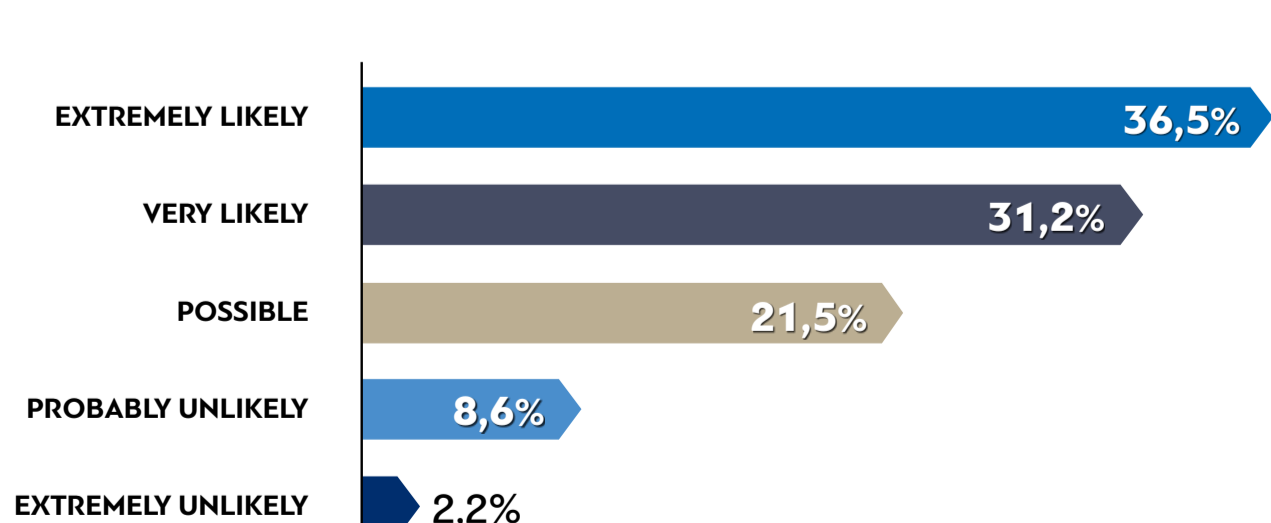


Next Xenia will be held on November 27-29, 2021.

Do you think the health data will able the organization of the exhibition under safe conditions?



How likely is it to visit Xenia 2021?



Along with the physical exhibition, Xenia 2021 is also going to be held via a digital platform. In case you will not be able to visit the physical exhibition, do you intend to participate at the digital exhibition and get in touch with the Xenia 2021 exhibitors?

