

26 - 28

NOVEMBER

2022

ATHENS • GREECE



 xenia

The hospitality experience



Xenia and the new era of Greek tourism

Following its impressive success story in 2021, despite the difficult circumstances, the next Xenia is expected to be a triumph. The expected return of Greek tourism to levels even higher than 2019 sets the framework for the undoubted commercial success of Xenia 2022 as well as for the large numbers of expected visitors. From 26 to 28 November 2022, the heart of the tourism industry will be beating, once again, at Xenia. Every new trend, innovative product, proposal and solution concerning the construction, renovation and digital presence of hotels will be presented at the single most important expo and pillar of the Greek tourism industry, marking its entry to a new era.



“Xenia constantly showcases the continuous effort of Greek hoteliers for modernization, upgraded services and value for money experience for the visitors”

Alexandros Vassilikos / President of HCH



“The visitors are professionals and during the event there is the opportunity to set up a lot of meetings with a significant commercial impact”

Aristeidis Kourtis / Owner of KOURTIS SA



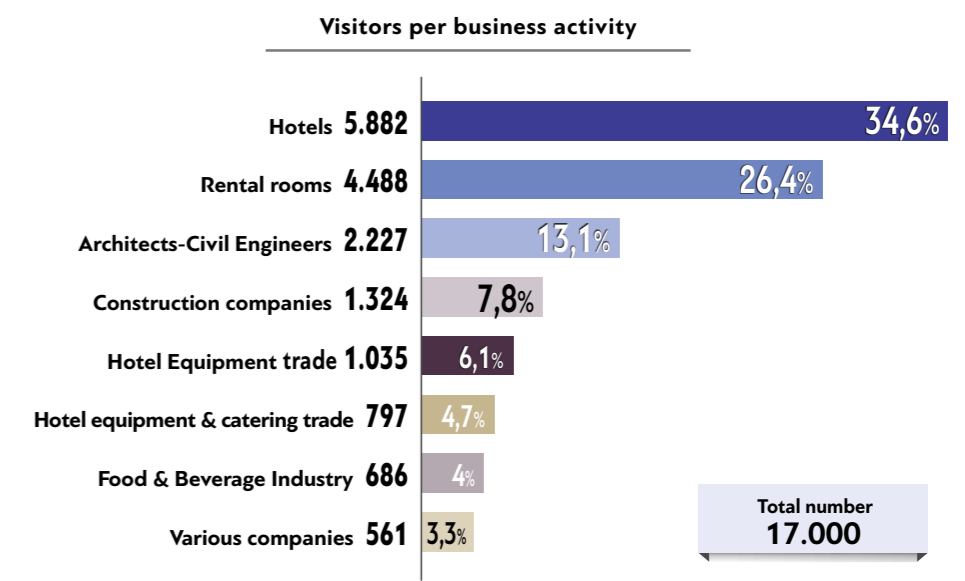
“Xenia has been established as an institution which provides opportunities to raise the bar even more when it comes to Greek hotels and their contribution to the Greek economy and society”

Grigoris Tasios / President of HHF

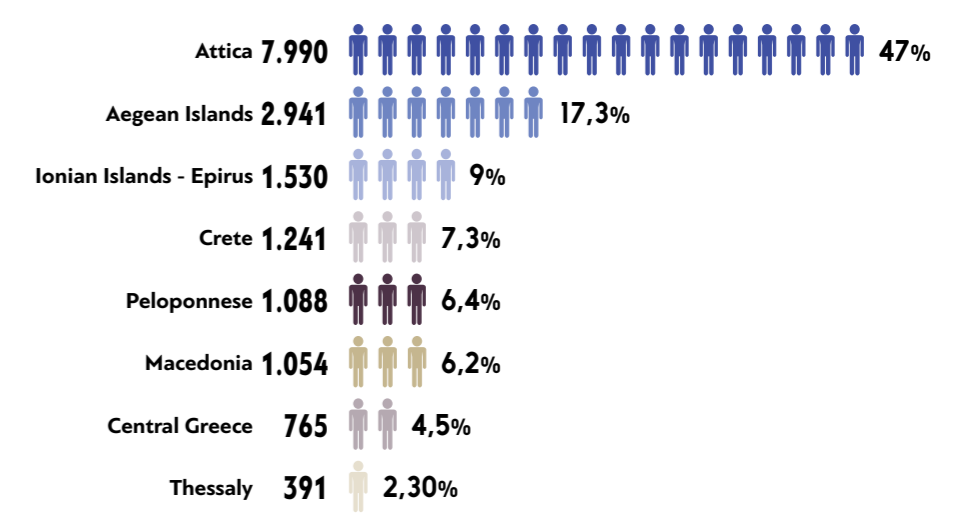


Xenia 2021 Powerful reboot with 17,000 visitors

After a 2-year hiatus, Xenia made a strong comeback and was met with an unparalleled success, bringing together 17,000 tourism professionals.



53% of visitors come from the province



A dynamic promotional plan

The advertising budget of Xenia 2022 will exceed €400,000 and will cover all media (television, radio, press, digital) in order to maximize the attendance and commercial success of the exhibition.



Exhibitors & Exhibits

HOTEL EQUIPMENT

Furniture
 Mattresses, Linen
 Furniture textiles
 Curtains, carpets
 Rugs
 Living areas
 Shading Systems
 Lighting
 Amenities
 Gym equipment

CONSTRUCTION SECTOR

Structural materials
 Floors, Doors, Frames
 Energy efficiency
 Sanitary items
 Bathroom accessories
 Swimming pools, Spa,
 Turkish baths
 Patios
 Outdoor spaces design
 Cooling, Heating

FOOD & BEVERAGES/ CATERING EQUIPMENT

Mass catering
 Coffee, Beverages
 Coffee machines
 Kitchen machinery & equipment
 Catering equipment
 Table equipment
 Washing machines
 Cleaning equipment & machinery

DIGITAL TECHNOLOGY

Hotel Management & Marketing
 Booking Engines
 Web Development & Design
 Social Media, Mobile Apps
 Call Centers
 Audio & Video Systems
 Safes / Electronic locks
 Wireless ordering systems
 Electric vehicles

Visitors

OWNERS & MANAGERS FROM:

Hotels • Rental rooms
 Hostels • Boutique Hotels • Villas
 Agritourism Units • Camping
 Architecture Firms
 Construction Companies
 Building materials trade companies
 Restaurants • Catering
 Beach Bars • Coffee shops
 Foodservice
 Equipment trade companies

“Xenia is a valuable information resource for the industry professionals and contributes to the support of tourism infrastructure in Greece”

Yiannis Retsos / President of SETE



“At Xenia, we always have an opportunity to meet with our partners, investors, engineering companies and this is something we find pleasing”

Aspasia Tzika / CEO, ELVIAL



Special Events



Annual General Assembly of the HCH

Xenia will host the 10th annual General Assembly of the Hellenic Chamber of Hotels. During this important event, the industry’s critical problems will be discussed as well as the Chamber’s future actions. The Assembly is expected to attract more than 1,000 hoteliers.



Xenia Digi hotel

Within the framework of Digi Hotel, there will be discussions regarding digital developments and the new landscape around bookings, promotion as well as client service. Expert speakers will present all contemporary Digital Marketing tools as well as the best possible way to utilise them.



Innovative Materials & Solutions

The expo will also host a new, innovative project. the “Xenia Architect Lab”. This is a structured installation of 400 m2, which will take place in Hall 2 and will be implemented by a team of experienced architects, designers and technology advisors. The Architect Lab will include event rooms and small ready-made stands of unparalleled quality and aesthetics. Architect Lab’s parallel events will be structured around 3 main pillars (Tech, Design & Sustainability) and wish to create a point of reference for innovation and inspiration both for Architects as well as for the show’s visitors.



Building materials & Design solutions



Sustainability & Challenges



Lighting solutions

Exhibition space & stands floor plan

Exhibitor prices

Row stand, one side only (includes the floor space without any stand constructions).

- a. From 20 to 50 m²: € 175,00/m²
- b. From 51 to 90 m²: € 170,00/m²
- c. From 91 to 150 m²: € 165,00/m²
- d. Over 151m²: € 160,00/m²

Extra charges:

1. Entry in the list of exhibitors and other promotional media €200,00
2. Additional sides €5,00/m²
3. Carpet €5,00/m²
4. Basic booth structure* €20,00/m²
5. Background €20,00/m²

* The basic stand structure includes 3-meter-long white melamine panels and a fascia board displaying the company's name. Every basic stand is equipped with an electrical socket and one 100W spotlight per 3 m² of stand space.

Exhibitor benefits

The price includes:

- Access to the exhibition venue during preparation, operation and dismantling of the expo.
- New carpeting fitted throughout the communal spaces of the exhibition center.
- Single-phase power supply 100W/3 m²
- Cleaning and guarding of exhibition stands outside official opening hours
- Free parking on site
- Admin support (free internet access, emailing, fax).
- Fully equipped medical station
- Highlifters and pallet trucks provided during preparation and dismantling of the trade show
- Free entry passes for the exhibitor's stand employees
- Free digital invitations for exhibitors – the exact number will depend on stand surface.

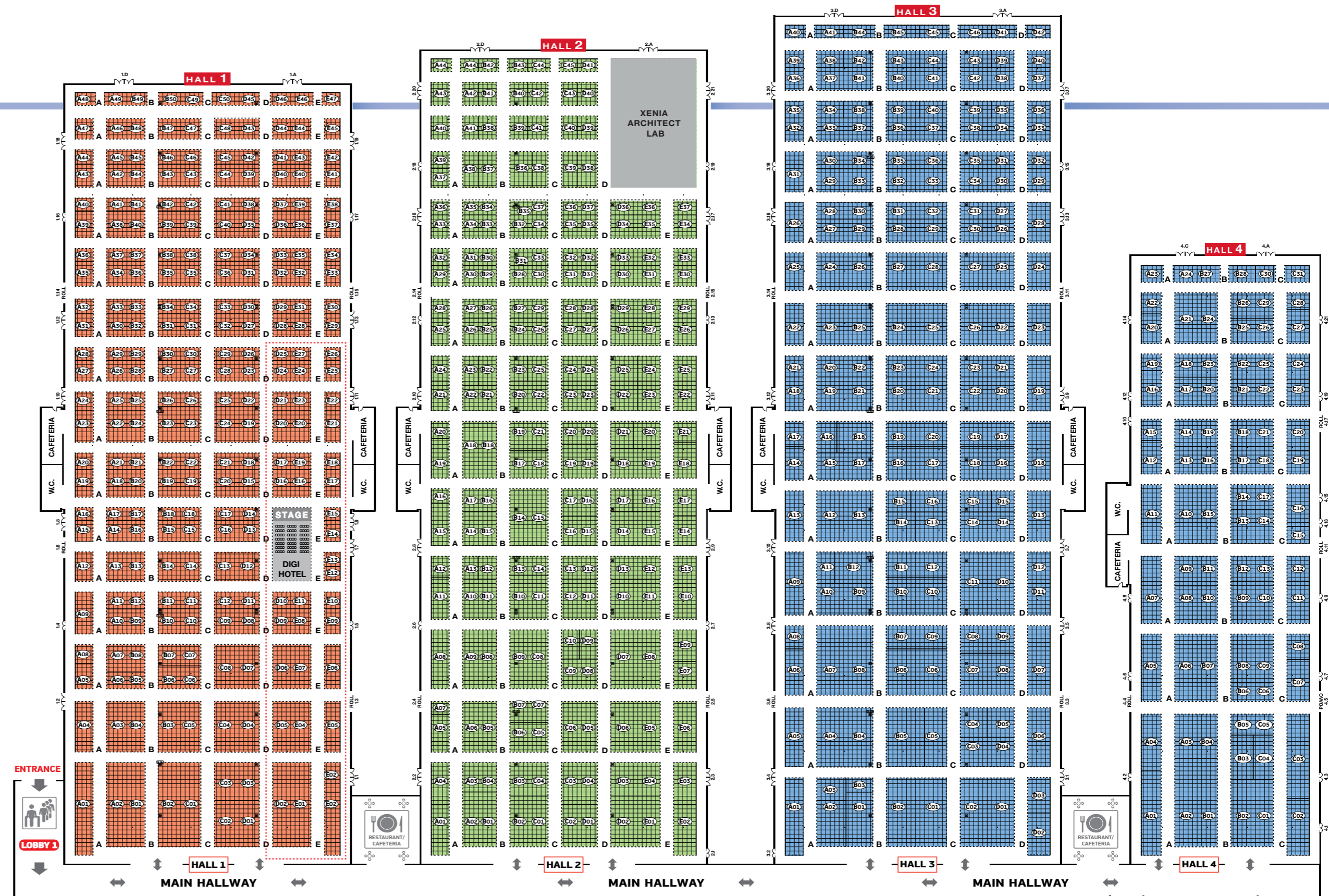
Ready-made stands in the Architect lab €3,500

Exhibitors representing the construction sector, who wish to have an upgraded presence at XENIA with the minimum cost, may rent one of our ready-made, fully equipped stands, of high quality and aesthetics, 5-6 m², at the price of €3,500.

Athens Metropolitan Expo



It is the most contemporary exhibition center in Greece expanding over a total surface of 55,000 m². It is located 1 km away from the International Airport El. Venizelos and has got 5,500 free parking spots. Moreover, it is certified according to TUV Austria Covid Shield- Principal Level. This certification safeguards that the exhibition center has the right mechanisms, resources and infrastructure in place in order to prevent and avoid the spread of coronavirus at its premises. Central air-condition control ensures that all units all around the expo center will be providing 100% fresh air.



HALL 1 EXHIBITS

- **KITCHEN MACHINERY & TABLE EQUIPMENT:** F&B EQUIPMENT AND MACHINERY - WASHING MACHINES-COFFEE MACHINES- CATERING EQUIPMENT-CLEANING EQUIPMENT & MACHINERY
- **FOOD & BEVERAGES:** BAKERY PRODUCTS - READY MEALS - COFFEE - BEVERAGES
- **ELECTRIC VEHICLES**
- **WEB MARKETING - DIGITAL TECHNOLOGY:** BOOKING ENGINES - HOTEL MARKETING & MANAGEMENT -SOCIAL MEDIA & APPS - WEB DEVELOPMENT & DESIGN - SOUND & IMAGE SYSTEMS - TELCOM-WIRELESS ORDERING SYSTEMS - POS

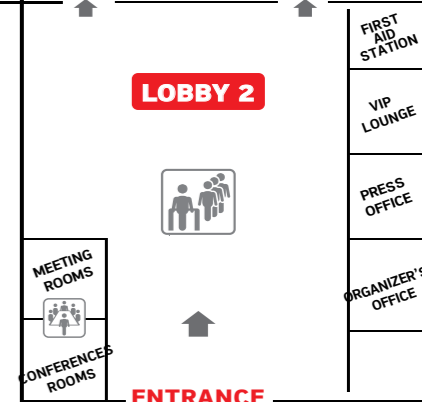
HALL 2 EXHIBITS

- **CONSTRUCTION SECTOR & XENIA ARCHITECT LAB:** ARCHITECTS & CONSTRUCTION COMPANIES-CONSTRUCTION MATERIAL PATIOS - LANDSCAPE ARCHITECTURE DOORS - FRAMES - FLOORS - SANITARY ITEMS BATHROOM ACCESSORIES - MARBLE - GRANITE TILES - PAINT - INSULATION - POOLS - WHIRLPOOL BATHS SPA - ELECTRICAL EQUIPMENT - BUILDING AUTOMATIONS ENERGY SAVING - PHOTOVOLTAIC SYSTEMS COOLING - HEATING - SOLAR WATER HEATERS - SOUND INSULATION WATER TREATMENT

HALL 3 & 4 EXHIBITS

- **HOTEL EQUIPMENT:** ROOM FURNITURE - LINEN - BEDS - MATTRESSES - INDOOR AND OUTDOOR LIVING AREA FURNITURE- CURTAINS FURNITURE TEXTILES - RUGS - CARPETS BEDROOM & BATHROOM AMENITIES - LIGHTING SHADING SYSTEMS - SAFES ELECTRONIC LOCKS - GYM EQUIPMENT SEA ENTERTAINMENT - INTERIOR DECORATION ITEMS

LOBBY 2





At the heart of the tourist industry

OPENING DAYS & HOURS

26
NOVEMBER

SATURDAY
10.00 - 19.00

27
NOVEMBER

SUNDAY
10.00 - 19.00

28
NOVEMBER

MONDAY
10.00 - 18.30

www.xenia.gr