

THE HOSPITALITY EXPERIENCE



25-27
NOV 2023
ATHENS • GREECE





The leading commercial forum for the Hospitality Industry

Do you want to showcase your products to thousands of hospitality professionals? Are you looking to meet key buyers from 5* star hotels, restaurants and resorts, and place your products in some of the biggest hotels in Greece? Then, Xenia 2023, the largest and most significant trade show for the hospitality industry in S.E Europe, is the place to exhibit! From 25 to 27 November 2023, the heart of the tourism industry will be beating, once again, at Metropolitan Expo, Athens-Greece. It is a fact that the hospitality industry in Greece is booming and Xenia is the perfect opportunity to introduce your brand to this growing market. So, don't miss this chance and book your stand now!



🗨️ All the people of our country's hospitality industry give an appointment to meet at Xenia 2023. We support such exhibitions and significant efforts aimed at upgrading the brand Greece.

Vasilis Kikilias
Minister of Tourism

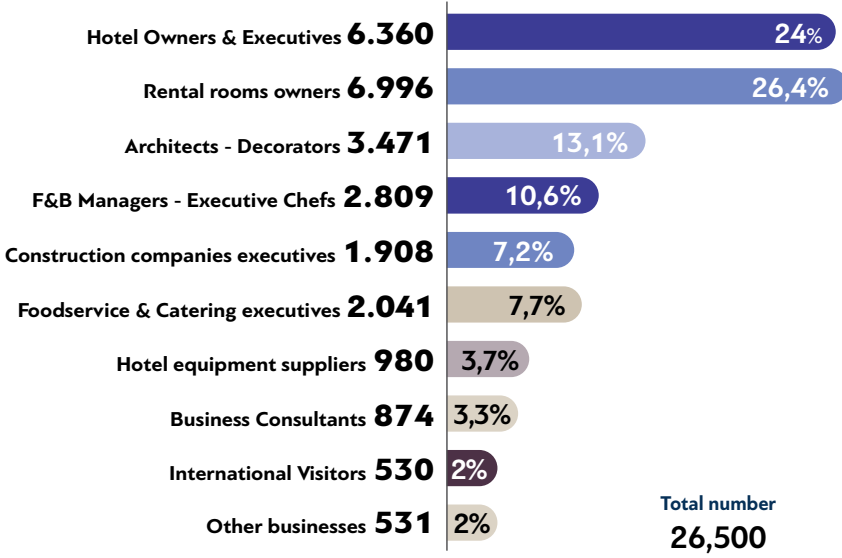


🗨️ Xenia 2023 will highlight once again, all the innovative solutions for adapting the Greek hotel to global trends, in order to win the bet for a sustainable and quality hospitality.

Alexandros Vasilikos
President of the Hellenic Chamber of Hotels

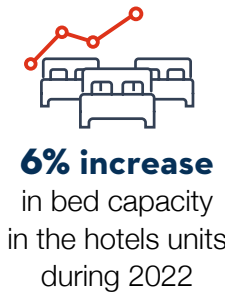
26,500 professionals of the hospitality industry visited Xenia 2022

Visitors by business category



Greece: A global tourism player

Tourism is the steam engine of the Greek economy & has been constantly undergoing a major strategic development. In the years to come, is expected to invest in further tourism infrastructure in an effort to play a key part in the tourism industry not only locally but also internationally.

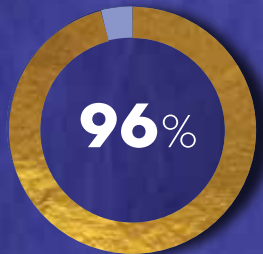


Xenia 2023 Forecast Key figures

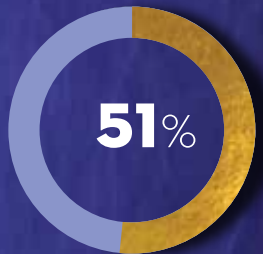


Xenia 2022
exhibitor survey
Alco

Percentage of satisfied exhibitors



Percentage of successful trade deals closed during the exhibition

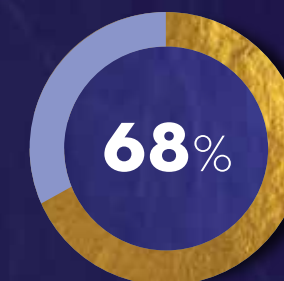




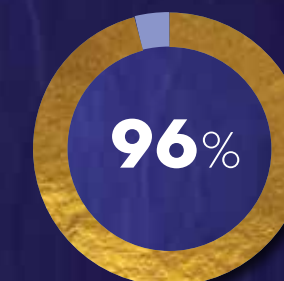
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General
Information

Xenia 22 survey
visitors **Alco**

**68% of visitors concluded
trade agreements
after the trade show**



**96% of visitors
said that they would visit
the 2023 event**



Xenia Digi Hotel

The Digi-leaders in the field of IT, marketing and computerization will present in Hall 1 innovative systems, technological equipment and digital applications. This year, exhibitors have the option to participate with Digi Hotel - branded booths (see more in the floor plan layout at next page). At the same time, all the modern tools and trends for the tourism industry will be presented by Digi-experts and hospitality executives during the workshops that will be held on the Digi Hotel sector's stage.

ONEliving: The future of hospitality

A pioneering concept of 380 sq.m. designed by Costas Gagos Architecture & Design will be presented for the first time, in Hall 2 of Xenia 2023. This hotel project is a preconstructed and transportable building with a contemporary minimalist design. It stands out for its impressive design, alternating materials and atmospheric lighting combined with its functionality, equipped with the most intelligent management systems. The whole concept will be framed by an integrated landscape design offering a unique experience to the visitor.



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 & beverage
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
Security Systems
Wireless ordering systems
Electric vehicles

Visitors

**Owners &
Executives 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

Special Events

11th General Assembly of HCH

HOTELS
The new trends prevailing in the international hospitality industry, the performance of the Greek tourism in 2023 and the new actions decided by the Hellenic Chamber of Hotels will be highlighted at the 11th General Assembly of HCH, which will take place during the Xenia exhibition. The Assembly is expected to be attended by more than 1,000 hoteliers either in person or online.

The Red Spot stage

During the workshops that will be held on the stage, the most important trends for the renovation, energy saving, landscaping and lighting of hotel units will be presented. Professor of Architectural Design at the School of Architecture of the University of Thessaloniki, Ms. Rena Sakellariidou and her office RS SPARCH are responsible for the architectural design while ek magazine has taken care of the topics presented.

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Exhibition Floor Plan

Participation cost

Raw space (one open side)

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

Extra charges:

1. Additional side	5,00 €/sq.m
2. Registration at the exhibitor list and other promotional materials	200,00 €
3. Plain wall	25,00 €/per linear meter

Turnkey solutions



Business

DESCRIPTION:

Structure: Aluminium grey colored frame 3,50 m height

Panel: White color 3,00 m. height and 2 transparent lighted boxes (1,00 m x 3,00 m) with printings (0,91 m x 2,38 m and 0,91 m x 0,45 m.).

Equipment: Blue color carpet,

- 1 round table 0,80 m diameter, 3 chairs (white) and 1 stool.
- White curved infodesk with print 1,47m x 0,946 m. and 1 brochure holder with 3 A4 slots.
- 1 LED 100 floodlight per 4 sq.m. and 1 500W grounded socket.
- 2 signages with the exhibitor name 2,00 x 0,50 m.

COST: 60€/m²



Digi Executive*

DESCRIPTION:

Structure: Aluminium grey colored frame 3,50 m height

Panel: Black color 3,00 m. height and 2 lighted boxes (1,00 m x 3,00 m) with printings (0,91 m x 2,38 m and 0,91 m x 0,45 m.).

Equipment: Grey color carpet,

- 1 round table 0,80 m diameter, 3 chairs (white) and 1 stool.
- Black curved infodesk with print 1,47 m x 0,946 m. and 1 brochure holder with 3 A4 slots.
- 1 LED 100 floodlight per 4m². and 1 500W grounded socket.
- 2 signages with the exhibitor name 2,00 m x 0,50 m.
- Internet connection.

COST: 65€/m²

* Only for the Digi Hotel sector (Hall 1)

Athens Metropolitan Expo

The Metropolitan Expo is the largest, most modern and functional space for exhibitions, conferences and events in Greece. It is located in a privileged position, next to the Airport "El. Venizelos", with plenty of parking spaces. It has been designed with the highest specifications, which ensure the functionality, flexibility and aesthetic perfection of its installations. Access to the Metropolitan Expo is also easy, with numerous transportation options.



Image of the Athens Metropolitan Expo building.

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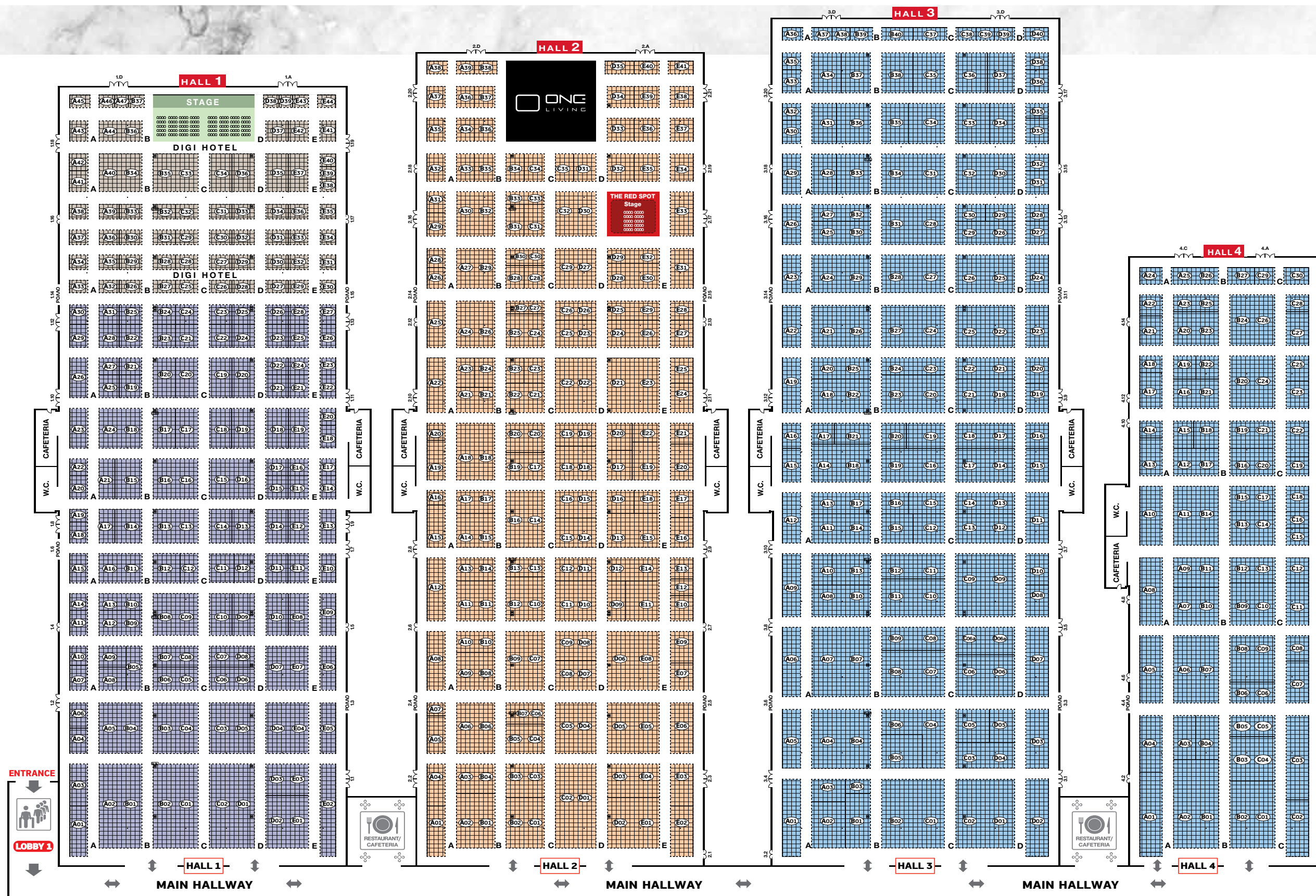
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HALL 1 PRODUCT CATEGORIES

- **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**

■ DIGI HOTEL

- WEB MARKETING - BOOKING ENGINES - HOTEL MARKETING & MANAGEMENT - SOCIAL MEDIA & APPS - WEB DEVELOPMENT & DESIGN - SOUND & IMAGE SYSTEMS - TELCOM-WIRELESS ORDERING SYSTEMS - POS

HALL 2 PRODUCT CATEGORIES

■ CONSTRUCTION SECTOR:

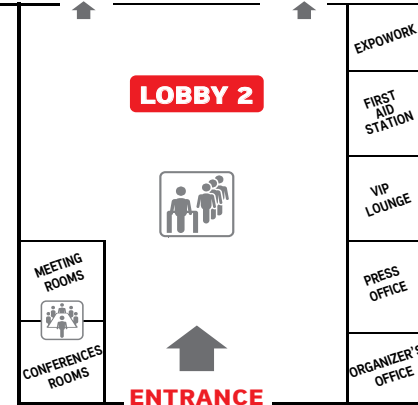
- ARCHITECTS & CONSTRUCTION COMPANIES- CONSTRUCTION MATERIAL
- PATIOS - LANDSCAPE ARCHITECTURE
- DOORS - FRAMES - FLOORS - SANITARY ITEMS
- BATHROOM ACCESSORIES - MARBLE - GRANITE
- TILES - PAINT - INSULATION - POOLS - WHIRLPOOL BATHS - WATER TREATMENT
- SPA - ELECTRICAL EQUIPMENT - BUILDING AUTOMATIONS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

HALLS 3 & 4 PRODUCT CATEGORIES

■ 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





Book your stand

sales@forumsa.gr

OPERATING DATES & HOURS

25 NOVEMBER <hr/> SATURDAY 10.00 - 18.30	26 NOVEMBER <hr/> SUNDAY 10.00 - 18.30	27 NOVEMBER <hr/> MONDAY 10.00 - 18.00
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www.xenia.gr

UNDER THE AUSPICES

Ministry of Tourism • Hellenic Chamber of Hotels

Association of Greek Tourist Enterprises • Greek National Tourism Organization