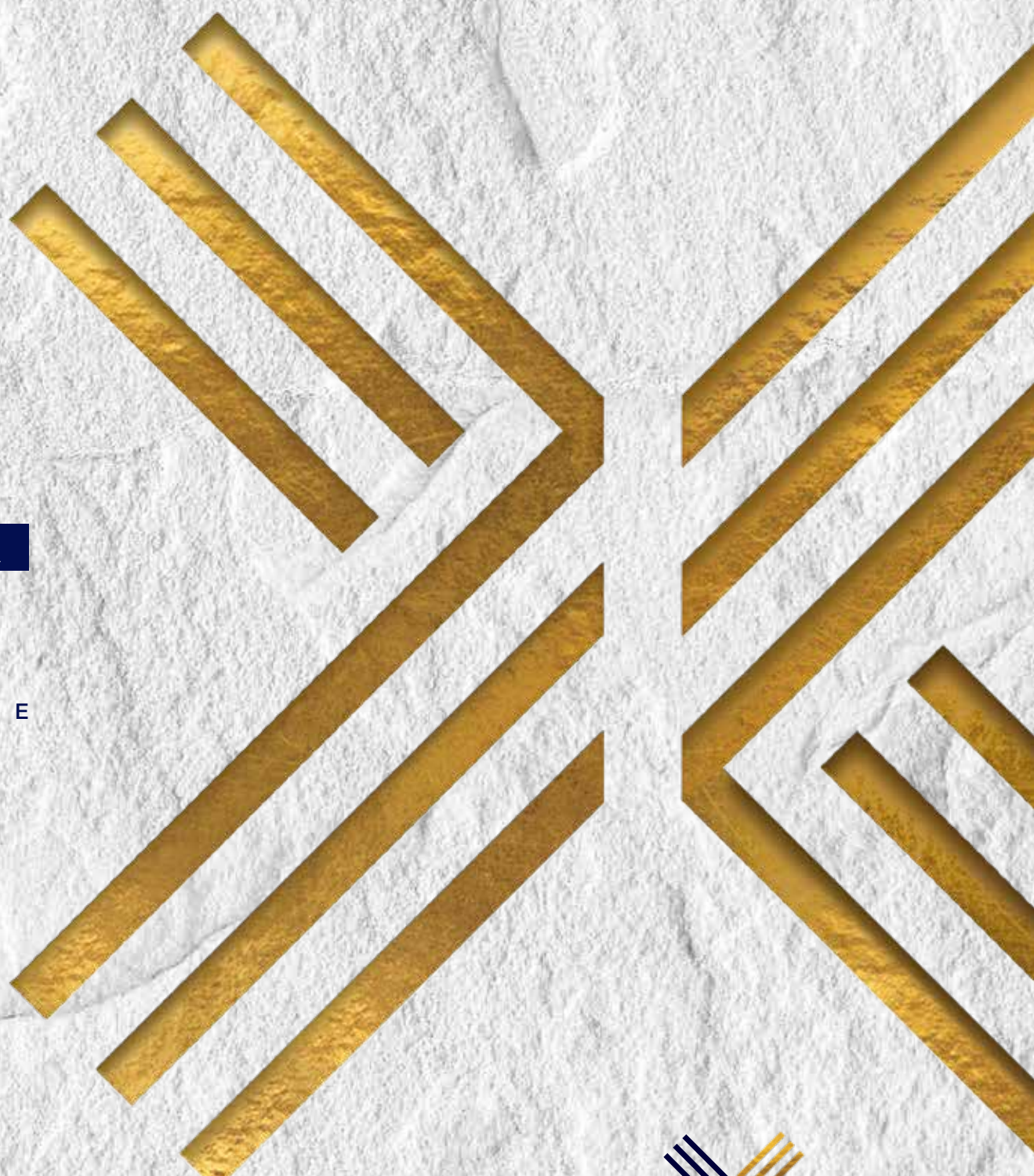


23>25

NOVEMBER

2024

ATHENS • GREECE



xenia

THE HOSPITALITY EXPERIENCE





Connect, network, and do business with the most important buyers and businesses of the Greek hospitality industry

Thousands of hospitality professionals from across the industry come to Xenia every year to network, discover new suppliers and do business. Xenia 2024, which will be held 23-25 November at Metropolitan Expo exhibition center in Athens - Greece, will once again be the perfect gateway for global suppliers of hospitality products and services to present their company and innovations to the sector's decision makers. Don't miss the opportunity to showcase your products and services to a highly engaged audience of hotel owners, interior designers, procurement professionals, architects, F&B manager from 5* star hotels, restaurants and resorts. So, secure your place now and consolidate your position as a key player at the leading trade show show for the hospitality industry in Greece.

Xenia 2024

FORECAST
KEY FIGURES



550
EXHIBITORS



45.000 sq.m.
EXHIBITION AREA



32.000
VISITORS



500.000 €
MARKETING BUDGET



Xenia is an exhibition that highlights the contribution of the hotel industry to the progress of Greek tourism and contributes in the overall upgrading of the tourism product of our country.

Olga Kefalogianni
Minister of Tourism



Xenia 2024, alongside its exhibitors will once again contribute significantly to the modernization and the upgrade of the infrastructures and services of the of the hospitality businesses in Greece.

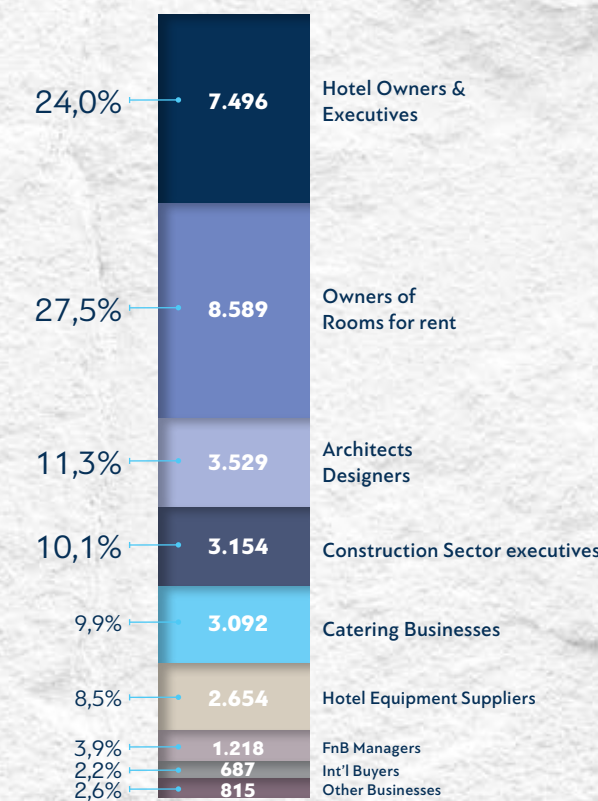
Alexandros Vasilikos
President Hellenic Chamber of Hotels

Xenia 2023
exhibitor survey
Alco



31.234
VISITORS

Hospitality executives, from all over Greece and abroad, met at the 2023 organization, networked and did real business with the exhibitors.



GREECE:

A global leader
in tourism industry

2023 was a year Greek tourism had excellent results, which built the foundations for a stronger 2024 season and created to hospitality professionals the need to upgrade their infrastructures and services.

32 million Tourist Arrivals

€20,5 billion Tourism Revenue

€5 billion Foreign Direct Investment

Percentage of
intention to
participate in
Xenia 2024

92%

Closing deals with
visitors in the next
6 months after the
exhibition, expecta-
tion percentage

94%



Categories of Exhibits

Hotel Equipment

Room furniture
Mattresses • Linen
Furnishing Fabrics
Curtains • Carpets
Rugs
Outdoor living area furniture
Shading systems
Lighting • Amenities
Gym equipment
Electric vehicles

Construction Sector

Structural materials
Floors • Doors • Frames
Solar Thermal Systems
Sanitary ware
Bathroom accessories
Swimming pools • Spa
Hammams • Jacuzzi
Patios & Landscaping
Air Conditioning
Energy Saving Systems

Food & Beverage Catering Equipment

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

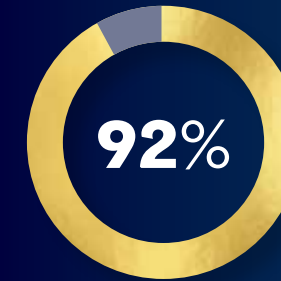
Digital Technology

Hotel Management & Marketing
Booking engines
Web Development & Design
Social Media • Mobile apps
Call Centers
Security systems
Audio & Video systems
POS - Wireless ordering systems

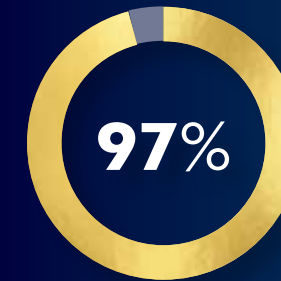
Xenia 2023

visitor survey
Alco

92% of the visitors found at the exhibitors' stands the products they were looking for



97% of the visitors declared their intention to visit the 2024 event



Visitors

Owners & Executives from:

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

General Assembly by Hellenic Chamber of Hotels

Xenia will host the 12th General Assembly of the Hellenic Chamber of Hotels, on Saturday November 23rd, during which all the major issues of the Greek hospitality sector will be put on the agenda of the conference. Hundreds of hoteliers from all across our country will once again meet under one roof in order to discuss in person the needs that are born due to the global circumstances and changes, which are the adoption of sustainable practices and the digital transformation of the hotels.

BUILD SECTOR PROJECT

A modern hospitality construction project will make it's premiere at Xenia 2024

Following the highly successful One Living project, which was presented during the 2023 event, Xenia once again will join forces with the Costas Gagos Architecture & Design team in order to showcase in Hall 2 an innovative hospitality construction project of high aesthetic.



The Red Spot Stage

Architects, civil engineers, decorators, lighting designers and hoteliers from Greek hotels that have stood out for the use of innovative building materials and design trends, will meet on the stage of Hall 2 and discuss the future of hospitality industry.



Digi Hotel Sector

Leading companies in the field of IT, marketing and digitalization will present, as part of Digi Hotel Sector, in Hall 1, innovative systems, technologies and digital applications. At the same time on stage, experts from marketing agencies and hotel executives will present all the latest trends and digital tools for a competitive and profitable business.



Participation cost

Raw space (one open side)

- a. From 20 to 50 sq.m. **180,00** €/sq.m.
- b. From 51 to 90 sq.m. **175,00** €/sq.m.
- c. From 91 to 150 sq.m. **170,00** €/sq.m.
- d. From 151 **165,00** €/sq.m.

Extra charges:

- 1. Additional side **5,00** €/sq.m.
- 2. Registration at the exhibitor list and other promotional materials **300,00** €/sq.m.
- 3. Plain wall (per linear meter) **25,00** €

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 1,47 m. x 0,946 m. and 1 brochure holder with 3 A4 slots.
 - 1 LED 100 floodlight per 4 sq.m. and 1,500 W grounded socket.
 - 2 signages with the exhibitor name 2,00 m. x 0,50 m.

COST: 70 €/m²

Provisions to exhibitors

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 100 W / 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.



Digi Business*

DESCRIPTION:

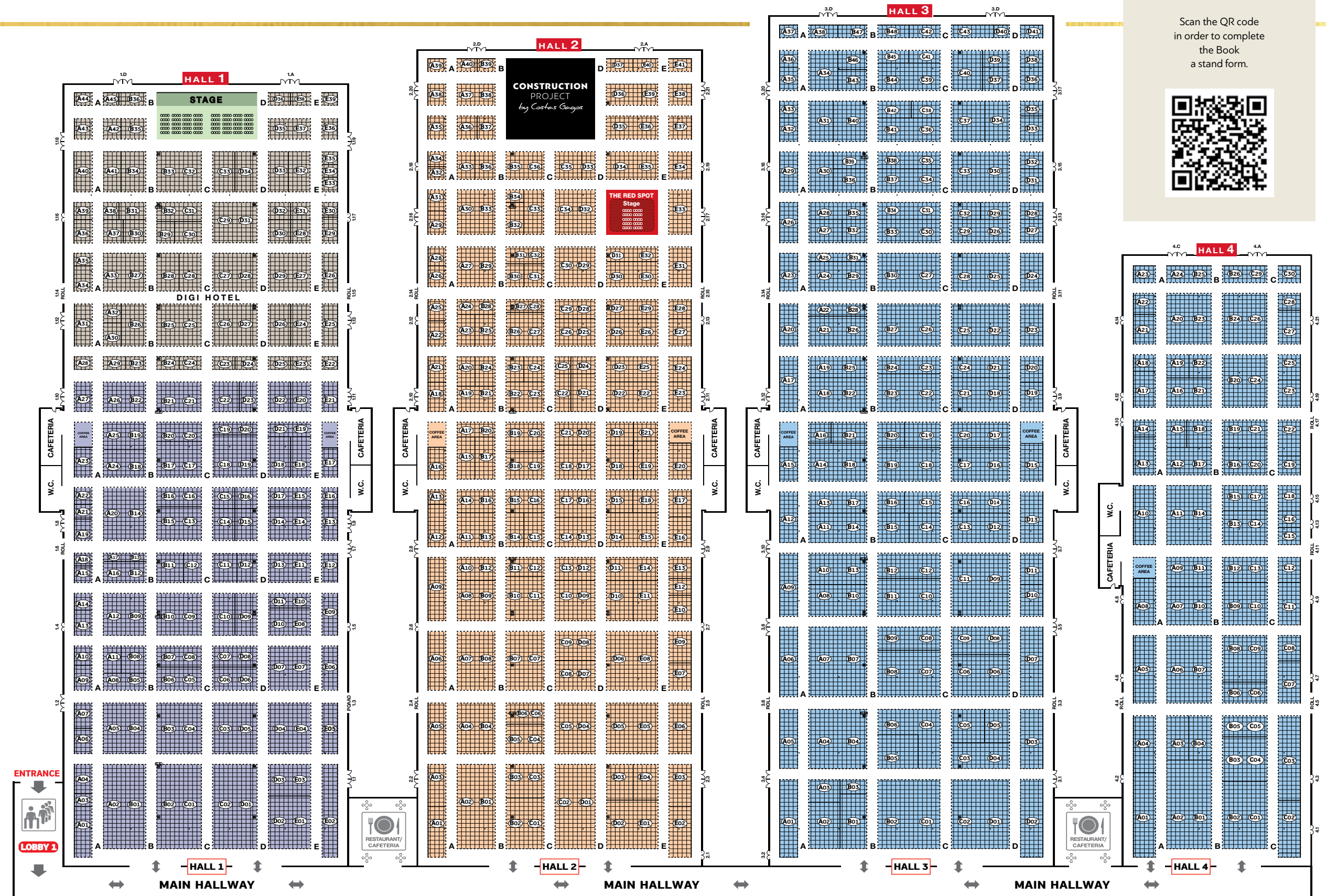
- Structure:** Aluminium grey colored frame 3,50 m height.
- Panel:** Black color 3,00 m. height and 2 lighted boxes (1,00 m. x 3,00 m.) with printings (0,91 m. x 2,38 m. and 0,91 m. x 0,45 m.).
- Equipment:** Grey color carpet
 - 1 round table 0,80 m. diameter, 3 chairs (white) and 1 stool.
 - Black curved infodesk with print 1,47 m. x 0,946 m. and 1 brochure holder with 3 A4 slots.
 - 1 LED 100 floodlight per 4 sq.m. and 1,500 W grounded socket.
 - 2 signages with the exhibitor name 2,00 m. x 0,50 m.
 - Internet connection.

COST: 75 €/m²

* Only for the Digi Hotel sector (Hall 1)

Athens Metropolitan Expo

It is the most contemporary exhibition center in Greece expanding over a total surface of 55,000 m². Metropolitan Expo is located at Athens International Airport "Eleftherios Venizelos" in Spata - Attica, just 2 kms after Airport buildings and 3 minutes from the station of the metro and suburban railway. It has got 6,250 free parking spots. It has been certified according to TUV Austria with Covid Shield.



Scan the QR code in order to complete the Book a stand form.



Build your stand with the help of FORUM TOTAL SOLUTIONS



Our team is here to propose you stands of modern design at the most competitive prices on the market, for your participation in Xenia 2024!

Scan the QR code to discover all the value for money construction choices that we can create for you.

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

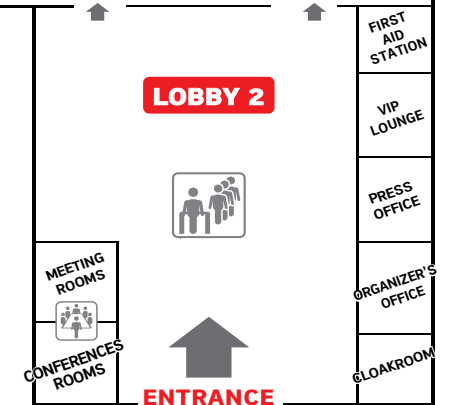
WEB MARKETING - BOOKING ENGINES
HOTEL MARKETING & MANAGEMENT - SOCIAL MEDIA & APPS
WEB DEVELOPMENT & DESIGN - SOUND & IMAGE SYSTEMS
TELCOM - WIRELESS ORDERING SYSTEMS - POS

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

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





Book your stand

sales@forumsa.gr

OPERATING DATES & TIMES

23 NOVEMBER SATURDAY 10.00 - 18.30	24 NOVEMBER SUNDAY 10.00 - 18.30	25 NOVEMBER MONDAY 10.00 - 18.00
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M E T R O P O L I T A N E X P O

www.xenia.gr

Under the auspices of: Ministry of Tourism & Hellenic Chamber of Hotels