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NOV
2026
ATHENS
GREECE



 xenia

THE HOSPITALITY EXPERIENCE



The exhibition allowed us to network with new customers, builders, and hotel owners across different industries to build future collaborations. The experience of participating was truly exceptional.

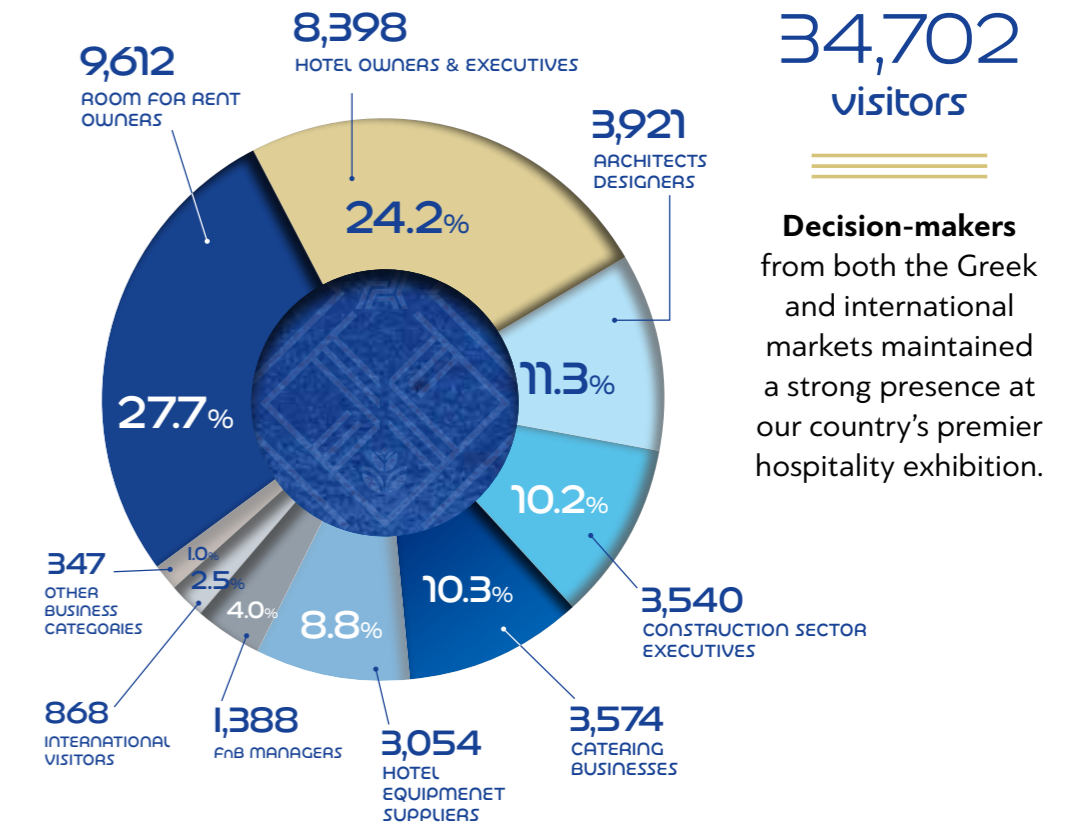
DIMITRIS PSARADELLIS
CEO PSARADELLIS BATH + TILES

XENIA 2025 was marked by total success and a high caliber of professional attendees. The strong interest shown resulted in immediate commercial gains for our firm, even within the opening hours of the event.

ANGIE AVLONITI
CEO IMPERIAL STROM

XENIA is constantly evolving, attracting an increasingly specialized audience. This year's visitors stood out for their clear objectives, seeking solutions with a deep understanding of the tourism industry's requirements.

NATASA KARATZA
MANAGING DIRECTOR
EUROTEL GROUP



Reconnect with success at S.E. Europe's premier Hospitality hub

XENIA is the exhibition where the heart of hospitality beats, a place where the latest trends are unveiled, the most profitable deals are closed, and networking and inspiration always take center stage. As the hotel industry undergoes a transformation, shifting its focus toward sustainability, the implementation of AI, and strategic infrastructure investment, XENIA 2026 will provide the premier business platform to showcase your products and services. Connect with thousands of professionals from across the hospitality spectrum - from hoteliers to branded residence investors - all seeking solutions that meet the modern traveler's demand for authentic experiences and a deeper connection with nature. Book your stand now and secure your next major business deals!

Greece:
A global leader in Tourism Industry

The tourism sector, **the undisputed backbone of the Greek economy**, entered 2026 having shattered previous revenue records and solidified the country's status as a year-round destination.

€38 Million > Tourism arrivals

€23,6 Billion > Tourism revenue

€5,98 Billion > Foreign Direct Investment in hospitality

xenia
2026
KEY FIGURES
(FORECAST)



xenia
2025
EXHIBITOR SURVEY

*Online survey November 2025

Intention to participate in Xenia 2026

94%

Expectation to close deals with visitors within 6 months post-exhibition

92%



xenia 2025 VISITOR SURVEY



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



of attendees intend to visit the 2026 event

*Online survey November 2025

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
Mobile apps
Call Centers
Security systems
Audio & Video systems
POS - Wireless ordering systems

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 - HELLENIC CHAMBER OF HOTELS

XENIA will once again serve as the benchmark for the largest gathering of Greek hoteliers, the General Assembly of the Hellenic Chamber of Hotels. A unique platform for networking and inspiration, where participants will exchange ideas and chart new strategies for the future of the industry.

CONSTRUCTION PROJECT The first innovative Material Wall makes its grand debut at this year's event!

A live showcase featuring innovative and sustainable materials will debut at the exhibition. Visitors will discover tomorrow's construction and architectural trends, gain inspiration, and find top-tier solutions for their next project.

The RED Spot Stage

At the Stage in Hall 2, architects, designers, and owners will present iconic hotel case studies that are setting new standards for innovation in the industry.



DIGI HOTEL Sector & Stage

Leading digital application companies for the hotel sector will showcase the future of digital hospitality, presenting innovative tools and services to the professionals attending the exhibition.



New Launch

Our established Web App is being upgraded and will now fully replace the traditional printed exhibition catalogue. This modern, eco-friendly, and user-friendly solution ensures maximum exposure for your company and products, featuring integrated tools for direct networking with visitors.



PARTICIPATION DEADLINES

Registration & booth reservation up to **30/4/2026**
 Signed contract up to **15/5/2026**
 Complete directory profile up to **15/6/2026**

Participation cost

Raw space (one open side)

- a. From 20 to 50 sq.m. **185,00** €/sq.m.
- b. From 51 to 90 sq.m. **180,00** €/sq.m.
- c. From 91 to 150 sq.m. **175,00** €/sq.m.
- d. From 151 to 300 sq.m. **170,00** €/sq.m.

Additional charges:

- 1. Additional side **5,00** €/sq.m.
- 2. Registration in the exhibition guide as well as inclusion in the 3D Virtual Walkthrough and all promotional materials (web app, floor plans, exhibitor list, social media). **300,00** €/sq.m.

Provisions to exhibitors

- 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 of the exhibition's common areas (aisles, restrooms, and waste bin disposal).
- Security and surveillance for the exhibition premises.
- Free on-site parking.
- Administrative support (free internet access, email, fax).
- Fully equipped medical station.
- High-lifters 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.

Turn key business stands



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 1,500 W grounded socket.
 - 2 signages with the exhibitor name 2,00 m. x 0,50 m.

COST: 75 €/m²



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: 80 €/m²

* Only for the Digi Hotel sector (Hall 1)



Scan the QR code

to fill out the interest form for participating in the exhibition.



Your strategic partner for a successful exhibition presence.



Scan the QR code and explore our full range of services.



Stand Construction
Contemporary & functional building solutions.



Events
Corporate event planning & management.



Services
Exhibition equipment & support services.



Printing
Outstanding results in quality & design.

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

Athens Metropolitan Expo

It is the most contemporary exhibition center in Greece expanding over a total surface of 180,000 m2. It is located at Athens International Airport "Eleftherios Venizelos" in Spata - Attica, just 2 km after Airport buildings and has capacity of 6,250 free parking spots.





THE HOSPITALITY EXPERIENCE

BOOK YOUR STAND

T: +30 210 5242100 • e-mail: sales@forumsa.gr

DATES AND TIMES



≡ SATURDAY ≡
10.00 - 18.00



≡ SUNDAY ≡
10.00 - 18.00



≡ MONDAY ≡
10.00 - 18.00

www.xenia.gr

FORUM S.A.
Member of NürnbergMesse Group

LEADING EXHIBITION
ORGANIZER IN GREECE