

27-29
NOV
2021
METROPOLITAN EXPO



The hospitality experience

MEDIA KIT

PROFILE

Xenia trade show is a premium exhibition, exclusively targeted at professionals from the hotel and wider hospitality industry and it is the most significant commercial forum for the tourism industry in Greece.

Xenia is the necessary annual meeting point for a multitude of businessmen and professionals of the hospitality industry, who attend the exhibition in order to learn about technological developments, construction and decoration trends, and innovative services which aim to make their businesses efficient and modern. With the participation of the largest and most important businesses from the manufacturing and supply market, and the support of all sector institutions, Xenia has managed to establish itself as one of the largest exhibitions of its kind in our country.



A substantial
**innovation and
development** platform
for the industry.

Greece's
largest gathering
for hospitality
professionals.

Brings together
500+ brands
with **innovative**
products.

Countless
networking
opportunities and
inspirational ideas.

WHY EXHIBIT



- ▶ Showcase your products in thousands of hospitality professionals, create involvement and bring the customer experience of your brand alive.
- ▶ You will meet key buyers from 5* star hotels, restaurants and resorts that can put your products in some of the biggest hotels in Greece.
- ▶ You will meet new customers, make the right contacts for your business and build fruitful relationships.
- ▶ Xenia trade show is the key platform to get your brand out there and promote your range of products.
- ▶ Xenia is the trade show where the hospitality professionals come to find the best, innovative new products to invest.

“Xenia trade show is the most important platform for all professionals in the industry to address their problems, but also a driving force for economic growth and development of the tourism industry.”

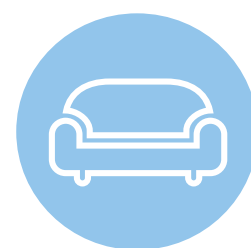
Alexandros Vassilikos / President of HCH



EXHIBITOR CATEGORIES



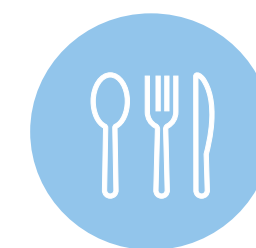
CONSTRUCTION,
DECORATION, ENERGY



HOTEL
EQUIPMENT



MACHINERY & KITCHEN
EQUIPMENT



FOOD
& BEVERAGES



DIGITAL
TECHNOLOGY



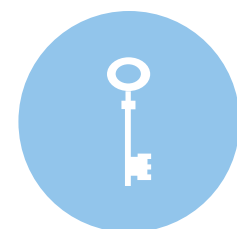
SAFETY
SYSTEMS



WHY VISIT

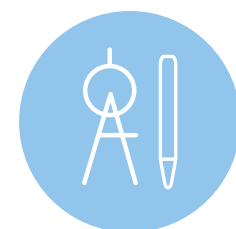
- ▶ Visitors have the opportunity to evaluate and source from thousands of products and meet with new and existing suppliers to find the right solutions for them.
- ▶ The visitors stay in touch with the latest trends, develop their industry knowledge and meet up with the industry's pioneers.
- ▶ Hospitality professionals have the chance during the trade show to form strategic alliances, exchange ideas and grow their network.

VISITOR PROFILE



TOURIST ACCOMMODATION

- HOTELS
- RENTAL ROOMS
- BOUTIQUE HOTELS
- GUESTHOUSES
- VILLAS
- AGROTOURISM UNITS
- CAMPING



CONSTRUCTION SECTOR

- ARCHITECTURE
- CONSTRUCTION COMPANIES
- INTERIOR DESIGN
- BUILDING MATERIAL TRADING
- TECHNICAL -
DESIGN COMPANIES
- LANDSCAPING COMPANIES



FOOD & BEVERAGE

- FOOD CHAINS
- CATERING COMPANIES
- FOOD FRANCHISORS
- RESTAURANTS
- TAVERNS
- EQUIPMENT
- FOOD TRADING SECTOR
- BEACH BARS



TOURISM INDUSTRY DECISION-MAKERS

- HOTEL OWNERS
- HOTEL MANAGERS
- OPERATION MANAGERS
- PROCUREMENT
OFFICERS
- F&B MANAGERS
- EXECUTIVE CHEFS



“The success of an exhibition is its endurance in time and Xenia has won that bet. Xenia is getting better every year and it's commercial efficiency for exhibitors and visitors is growing stronger year by year.”

Charis Theocharis /Minister of Tourism



THE INTERNATIONAL HOTEL EQUIPMENT TRADE SHOW

*Be part of the premier
commercial forum for the tourism
industry in S.E. Europe*

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