

22
23
24
Nov
Athens
Greece
2025



THE HOSPITALITY EXPERIENCE

 xenia



Connect, network & do business with the Hospitality industry key players

XENIA 2025 will be held from **22 to 24 November at Metropolitan Expo, in Athens - Greece** and once again will be the perfect gateway, for global suppliers of Hospitality products and services, to present their company and innovations to the sector's decision makers. Hoteliers, architects, constructors, interior designers, investors, F&B managers from 5* star hotels, restaurants and resorts, professionals from the entire spectrum of the Tourism industry will join us again, to discuss, get inspired, explore trends and new paths, and gain a competitive advantage in the highly competitive Greek and international Tourism market. Don't miss the opportunity to showcase your innovations and solutions to a highly engaged audience. **Secure your place now and consolidate your position as a key player at the Leading Trade show for the Hospitality industry in Greece.**

XENIA is a leading exhibition for the Greek tourism industry. It contributes to the upgrading of hospitality services. It also promotes innovation, products, ideas while at the same time inspires.

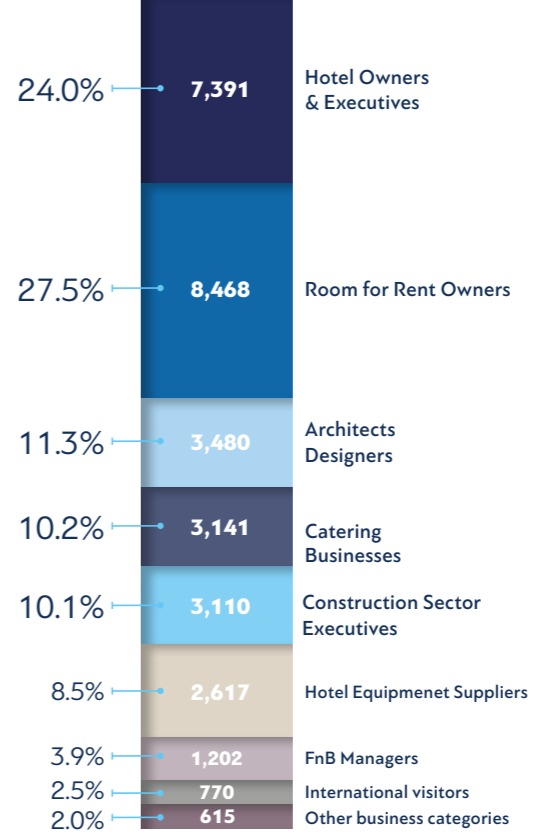
Olga Kefalogianni
Minister of Tourism

XENIA is the leading exhibition event in Greece for the hospitality sector in our country. It is an exhibition event that can be rightfully compared to similar ones abroad. We are very pleased to participate.

John Fotis
General Manager of webhotelier | primalres Group

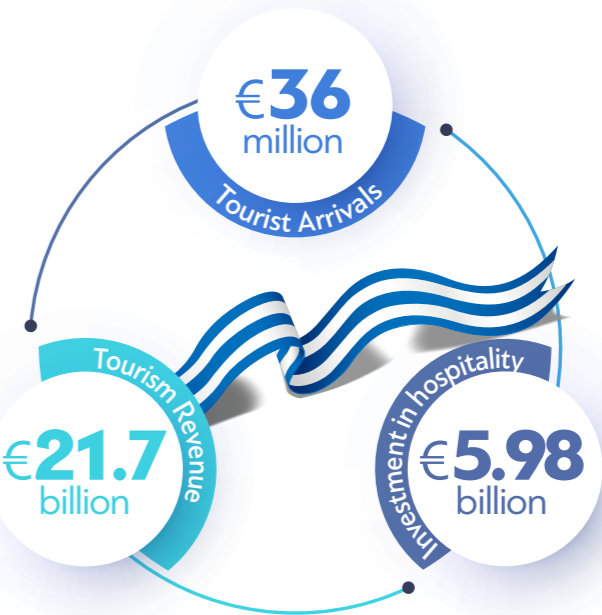
Greece's tourism industry evolves through the XENIA exhibition. The business contacts that we make during the trade show are always excellent and cover the entire range of our company's clientele.

Michalis Sakalidis
President of SAKALIDISS.A.



30,794
VISITORS

Hospitality professionals from Greece and abroad got together under one roof, networked and did real business.



GREECE
A GLOBAL LEADER IN TOURISM INDUSTRY

The **tourism sector**, one of Greece's most important economic pillars **closed 2024 with a strong footprint** and promising prospects. This has created the need for hospitality professionals to upgrade their infrastructure and services.

xenia
2025
FORECAST
KEY FIGURES

45,000 sq.m.
EXHIBITION SPACE

500
EXHIBITORS

500,000 €
MARKETING BUDGET

xenia
2024
EXHIBITORS
SURVEY

*Online survey November 2024

Intention to participate in Xenia 2025

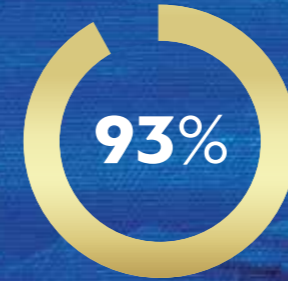
93%

Expectation to close deals with visitors within 6 months after the exhibition

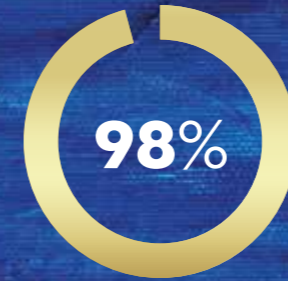
91%



xenia 2024 VISITORS SURVEY



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



of visitors stated that they will visit the 2025 event

*Online survey November 2024

General Assembly of Hellenic Chamber of Hotels

XENIA 2025 for one more time will host the largest gathering of Greek hoteliers! The challenges faced by the Hospitality sector in Greece, the need for digital transformation and green transition, the possibilities of artificial intelligence at the service of Greek hoteliers, as well as many other crucial issues of the sector, will be discussed at the 13th annual General Assembly of Hellenic Chamber of Hotels, on Saturday, November 22th, 2025.

CONSTRUCTION PROJECT by Costas Gagos®

For the first time at an exhibition, a LIVE construction project

XENIA joins forces with the architectural team of Costas Gagos Architecture & Design to present live the construction of a pioneering project. Visitors will experience a creation and inspiration journey, blending materials of today with techniques and aesthetics from the past and the future.



The RED Spot Stage

Architects, decorators, landscape designers, and owners will present hotel case studies that stand out for their innovation in architecture, design, aesthetics, sustainability principles, and visitor experience.



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

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

DIGI HOTEL SECTOR & STAGE

XENIA trade show and its DIGI HOTEL Sector, are attended by more than 30,000 executives & business owners, who are looking to boost their profits and invest on the latest tech systems. Your participation will be an excellent opportunity to increase your brand visibility, through showcasing your products and services to influential figures in the hospitality industry.





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 **170,00 €/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 1,47m. 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)

PARTICIPATION DEADLINES

- Registration & booth reservation up to **23/5/2025**
- Signed contract up to **10/6/2025**
- Complete directory profile up to **30/6/2025**

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.



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 2025!

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

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.



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
- TEL-COM - 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

LOBBY 2 ENTRANCE



MEETING ROOMS



CONFERENCE ROOMS



- EXPWORK
- MEDICAL POST
- VIP LOUNGE
- PRESS OFFICE
- ORGANIZERS OFFICE
- BESTIAPIO



THE HOSPITALITY EXPERIENCE

Book your stand

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

OPERATING DATES & TIMES

22
NOVEMBER
SATURDAY
10.00 - 18.00

23
NOVEMBER
SUNDAY
10.00 - 18.00

24
NOVEMBER
MONDAY
10.00 - 18.00

M E T R O P O L I T A N E X P O

www.xenia.gr