

PAST

FUTURE



GENERAL PRESENTATION

**100%
HOTEL
SHOW**

THE PREMIUM
EXHIBITION EVENT
FOR HOTELIERS
& VILLA
OWNERS

**18 > 21
NOVEMBER
2022
MEC
PAIANIA**

**10th
ANNIVERSARY
EVENT**

THE FAIR

The 100% Hotel Show is the premium Trade Fair for Hoteliers, Villa Owners, Tourism Professionals, as well as Architects and Designers who undertake Hotel Projects.

Each time, the Fair showcases a select range of exhibitors and holds educational workshops on:



100% HOTEL SHOW HIGHLIGHTS

QUALITATIVE ATTENDANCE

Apart from Hoteliers and Villa Owners, many key executives who make decisions on design, operation, and sales, visit the 100% Hotel Show, each year.

DESIGN

In every exhibition of 100% Hotel Show, Design and aesthetics are in the spotlight. Additionally, the winners as well as the short listed participants in the “100% Hotel Design Awards” present their design proposals, giving visitors original ideas and useful solutions.

SPECIAL SEGMENTS FOR DIGITAL DEVELOPMENT AND GASTRONOMY

Since the sectors of Technology and Gastronomy are among the most important factors in a hotel's overall profitability, 100% Hotel Show hosts two special sections: Digital Square and Gastronomy Village, which aim to provide absolute tailor-made solutions to the fair's visitors. The Special Segments exhibitors have the opportunity to reach a qualified audience, as the exhibition itself informs and stresses the need for these specific sections.

HOTELIER WORKSHOPS

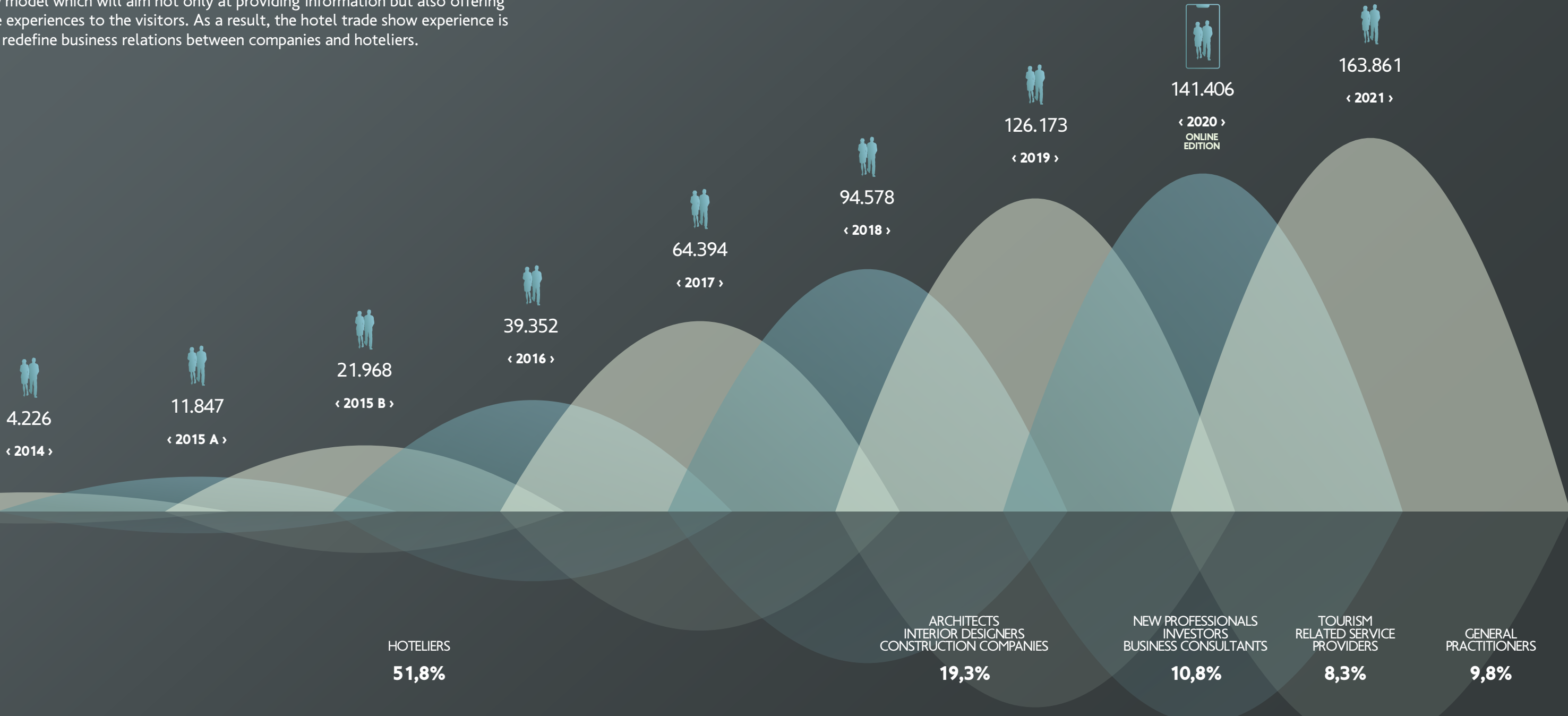
The dynamic 100% Hotel Workshops of the 100% Hotel Show are one of the most important activities of the Fair. Attracting more than 1500 participants from the hotel and tourism fields as well as from the architecture sector, the 100% Hotel Workshops highlight the new market trends of the Tourism industry and distribute knowledge to the participants.

NETWORKING

Networking is aiming to bring the visitors in direct contact with the exhibitors, with specific actions, and in specific areas, of the Fair.

VISITORS TURNOUT

Having welcomed more than 163,000 visitors in the previous 9 events, the IOO% Hotel Show celebrates its IOth edition not by merely organizing an anniversary event but by presenting a new original trade show model which will aim not only at providing information but also offering product and service experiences to the visitors. As a result, the hotel trade show experience is further evolving to redefine business relations between companies and hoteliers.



VISITOR TYPES

THE COMMUNICATION

Using a set of media covering all possible ways of communication, from television up to social media, the 100% Hotel Show aims to increase the dynamic traffic of the 10th, always taking care to maintain the high quality of the visitor profiles.

TV SPOTS & RADIO

- › TV spots in major channel stations, for the broader promotion of the event and the enhancement of the hotel industry's value.
- › Radio spots in nation-wide stations for the most effective event communication.
- › Broadcasting campaigns in local media to inform local entrepreneurs.

ONLINE CAMPAIGNS & SOCIAL MEDIA

- › Direct newsletter campaigns to the 100% hotel show database, which consists of hoteliers and tourism professionals.
- › Social media campaigns to specially targeted audiences, and continuous communication with the 100% hotel show followers.
- › Advertising campaigns through Google and tourism related websites, on a nation-wide level.

OFFLINE CAMPAIGNS

- › Personal invitations to the 100% hotel show database.
- › Posters and advertisements in strategically selected points and media.
- › Printed material campaigns of high aesthetics, in points of increased interest.

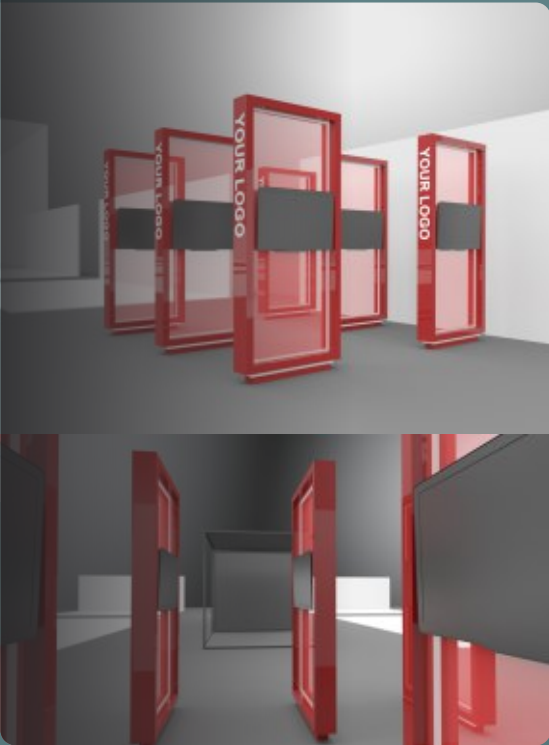
AFFILIATE NETWORKS

- › Communication Sponsorships by important tourism, news, and design media.
- › Auspices by important institutions that effectively enhance the organization's profile in the Greek hotelier and tourism industry.
- › Strategic partnerships with major networks and professional associations that provide important and qualified traffic from professionals.

THE NEW ERA HIGHLIGHTS

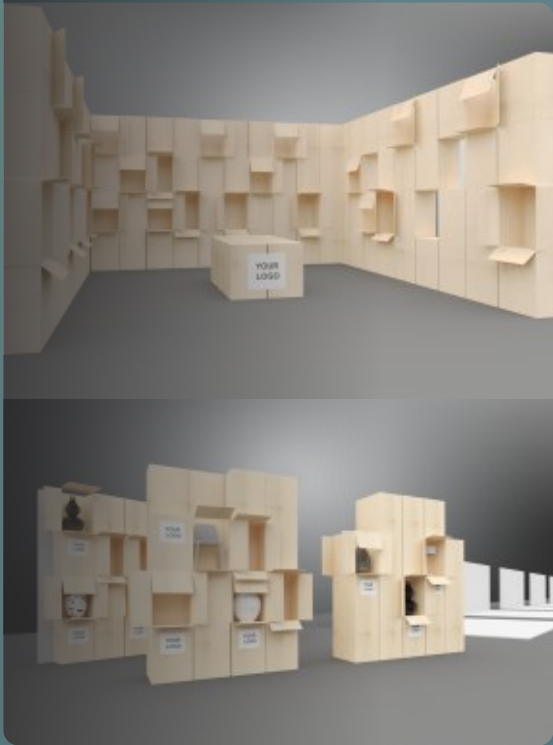
ARCHITECT ZONE

Architects become a main part of the Show, as they now participate as exhibitors with specially designed stand formats but also real-life proposals for hotel areas



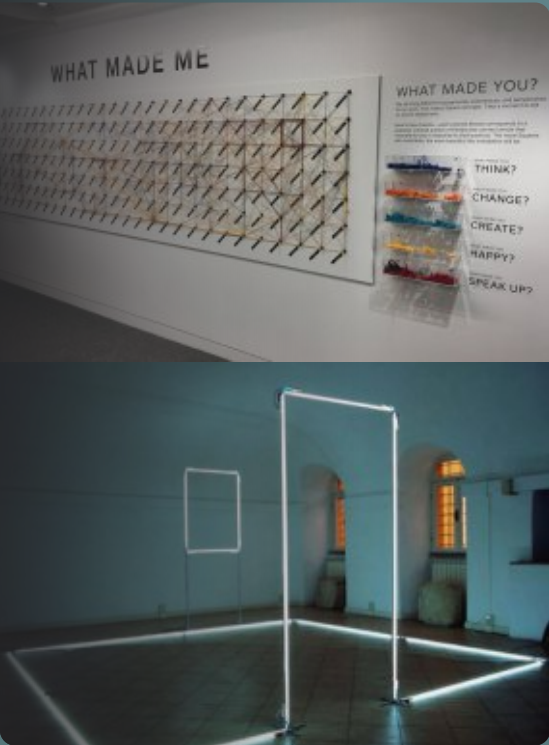
CUTTING EDGE MATERIALS

Dedicated sections will be found throughout the Show with cutting edge materials and products related to hotel construction and design



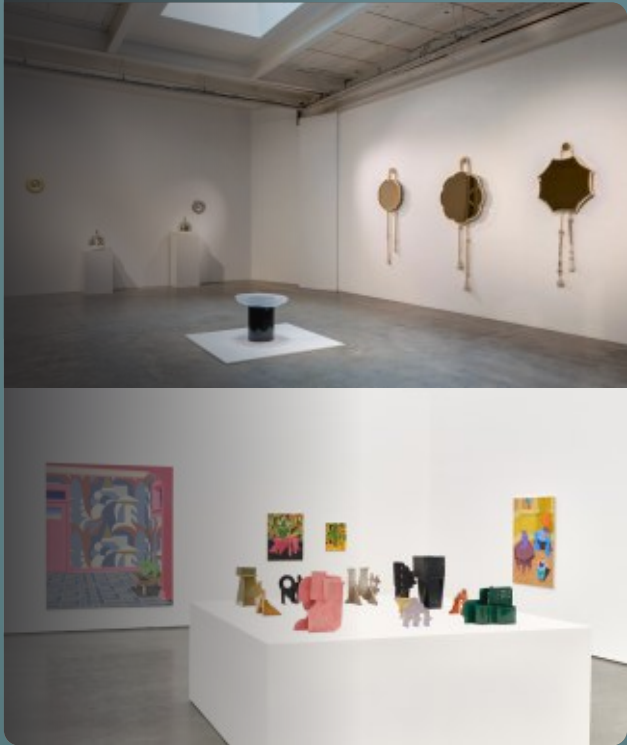
INSTALLA TIONS

Companies can now participate through dedicated installations that showcase their solutions more originally and creatively



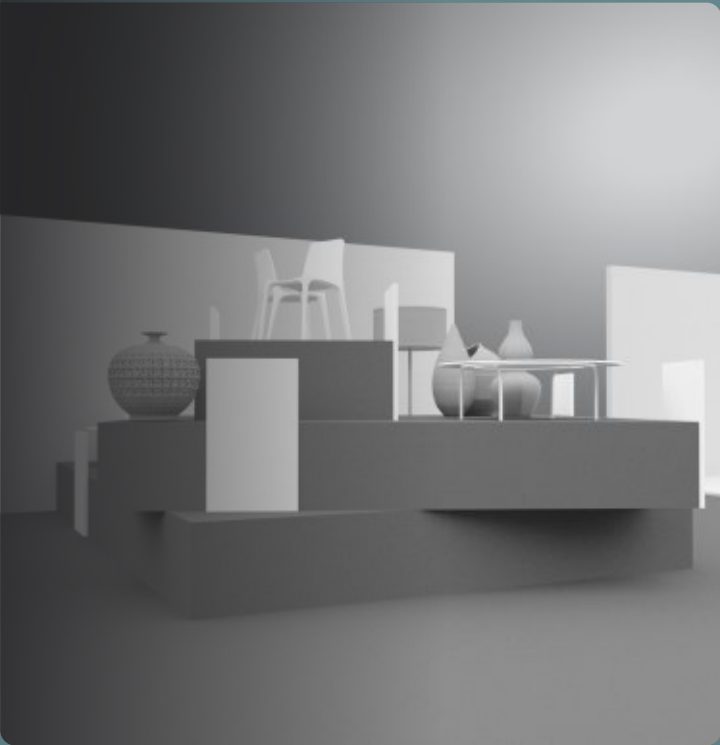
ART & DESIGN GALLERY

A new hall will be set up, where curated Art & Design proposals for hotels will be presented with a view to enhance the experience and the overall image of luxurious accommodations and villas



100% PROPOSALS

For the first time, the Show will scout for new companies and solutions regarding hotel construction and development and present them in original ways



THE NEW LOGIC OF THE SHOW

EXPERIENCE

Since tourism professionals are now largely informed through digital channels, the 100% Hotel Show has decided to focus on organizing an experiential Show. Through carefully elaborated participation formats, companies are given the opportunity not only to provide information on their offered products and solutions but also present them in a more hands-on and creative manner, ensuring thus greater interaction with the Show's audience.



APPEAL TO A WIDER AUDIENCE

As the Show has established a steady relationship with the Premium segment of the hotel market, a series of parallel actions will take place in the framework of the Show once again this year. Their aim is to attract more visitors from dynamic audiences, such as architects and young investors, smaller or bigger ones, but also more hotel executives, who more often than not are the people who make the purchasing decisions.

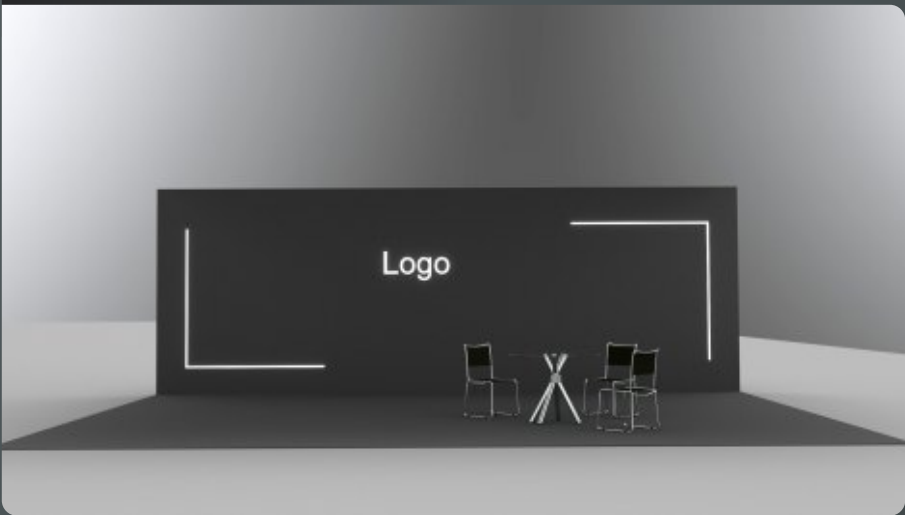
NEW STRUCTURES TO HIGHLIGHT EXPERIENCE

SPACE REARRANGEMENT

The effect of the space rearrangement of the Show is impressive, with many open stands (3-sided stands and islands), upgrading the overall Show which is expected to be met with great success. All corridors will be wider, while there will be two, instead of three, main corridors, opening up more space for more impressive stand concepts. At the same time, this new arrangement ensures that all visitors will see all exhibitors, while each segment features special zones with new design to facilitate the participation of small, yet conceptual, stands.

Moreover, each segment is turned into an actual lab in which ideas and solutions will be tried out, allowing new investors in the hotel market, architects and hoteliers to see and try out the new proposals that can be immediately implemented in their projects, and conclude fruitful partnerships.

THREE-SIDED BOOTHS



INSTALLATIONS

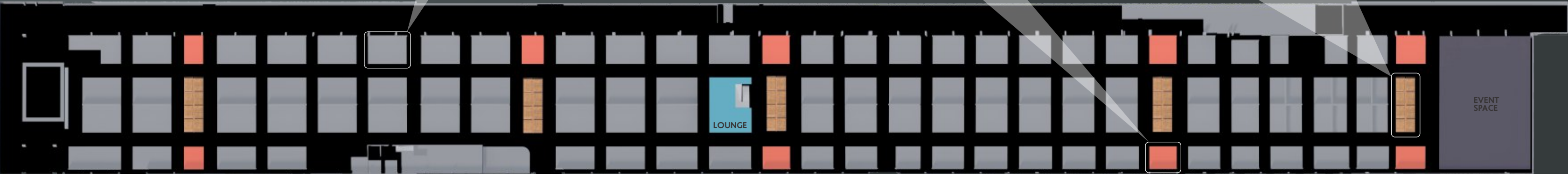


CONCEPTUAL BOOTHS



NEW PROPOSALS

By focusing on bringing forward new companies and solutions, the Show aims at the enhanced promotion of new proposals that will provide alternative solutions for both hoteliers and architects. At the same time, this helps them expand their network of partners, serving the ultimate goal of further developing their hotel product and provide better services to meet the ever increasing demand.



ARCHITECTURE - BUILD - DEVELOPMENT

INTERIOR & EXTERIOR DESIGN

HOTEL
EXPERIENCE &
OPERATION

SERVICES &
TECHNOLOGY

EVENT
SPACE

THE NEW EVENT SPACE

Since the 100% Hotel Design Awards and the 100% Hotel Workshops are now a main pillar of the event, the dedicated Event Room moves to the last section of the Show. Both the Award Ceremony and the Workshops, which will be in the form of 1-day conferences dedicated to specific hotel industry topics, will be hosted in this new Event Room. Apart from the stage and the sitting area, the new space will be designed so as to host parallel networking events at the end of each day.

DAY 1

100% Hotel Design Awards Ceremony

DAY 2

Hotel Development Summit: A conference dedicated to industry trends and companies related to hotel financing and construction

DAY 3

Hotel Architecture Summit: A conference dedicated to industry trends and companies related to hotel architecture and design

DAY 4

Hotel Sales Summit: A conference dedicated to industry trends and companies related to hotel sales

WHO – WHERE – WHEN

WHO

Demand Fairs & Media, a company which operates since 2000 in the field of fairs and media, envisioned and undertook the responsibility of organizing an event that would contribute to the further development of the Greek hotel product.

A basic principle of the organizing company is the belief in “teamwork”. Thus, the 100% Hotel Show is the result of collective work, with the important role of strategic partners.

WHERE

The venue of 100% Hotel Show is the Mediterranean Exhibition Center - MEC, situated at Lavriou Street 301 in Paiania of Attica. It can be directly reached through Lavriou Street (Number 301) as well as through Attiki Odos (Exit 17 - Kantza). MEC has been recently renovated and is one of the most modern exhibition facilities in Greece.

WHEN

Friday 18 November 2022 (Vip Opening Party)	17.00-21.00
Saturday 19 November 2022	10.00-20.00
Sunday 20 November 2022	10.00-20.00
Monday 21 November 2022	10.00-18.00



GREEK HOSPITALITY: AN ENVIRONMENT OF OPPORTUNITIES

Greece is internationally known for Athens, Crete, Rhodes, Mykonos, Santorini, and many other top tourism destinations; it is also well-known for delicious food, archaeological sites, culture, sun, sandy beaches, crystal sea waters and unspoilt nature that had made it a top priority for summer holidays.

What is less known is the fact that Greece is among the top tourism destination in Europe and the World, with impressive hotel infrastructure and more 5* units and luxury villas than most European countries. Furthermore, Greece is a success story for post-covid recovery, and the hospitality industry has underway an even more ambitious investment program, led by numerous international hotel brands and investment funds, that recognize country's hospitality potential for further growth.

1st

in Tourism Growth Investment 2010-2020

1st

Destination in post-covid Tourism Recovery in Europe



10.050

HOTELS

28.000

OTHER ACCOMODATION

Greece a Prime Destination For Tourism Investments, Say Experts



Greece has a number of assets to be a destination of choice for tourism investments, experts highlighted during the 7th Delphi Economic Forum held in the town of Delphi in early April.

[Click for more](#)

Why Greece is witnessing an investment boom – Q&A with Georgios Filiopoulos



Greece's economy relies heavily on tourism and now that travel is coming back, so are opportunities for investors.

[Click for more](#)

Greece: Hotel Booking Demand to Hit 20-year High in 2022, Says Eurobank



Demand for hotel bookings in Greece is expected to hit a 20-year high in 2022, according to Eurobank Deputy CEO and Head of Corporate & Investment Banking Konstantinos Vassiliou.

[Click for more](#)

Reuters report: Greece is expecting high numbers of visitors this year



Greece lifted Covid-19 restrictions on Sunday for foreign and domestic flights, its civil aviation authority said, ahead of the summer tourism season that officials hope will see revenues bouncing back from the pandemic slump, Reuters reports.

[Click for more](#)

WHY PARTICIPATE

The 100% Hotel Show is the Premium Exhibition for the Hotel industry, as it is fully specialized in the needs of this industry, providing innovative solutions and upgraded services. Therefore, it attracts professionals at the highest level, i.e., businessmen and high-ranking executives - hence the Decision Makers for every hotel project.

Villa Owners, who are the audience to which 100% Hotel Show is strategically aimed in recent years and who find in the Exhibition a variety of products and services that meet their requirements, show great interest in attending 100% Hotel show. In addition, a large number of new investors and future hoteliers trust the 100% Hotel Show every year, seeking a dynamic start for their business.

Architects, Designers, and the people from the Construction industry, are also a very important audience, who visit at a very high level (quantitatively and qualitatively) the 100% Hotel Show, as the Exhibition always present them with the new trends and products related to the Design and Construction of Hotels.

Therefore, participating in the 100% Hotel Show is an efficient investment for businesses that want to involve in the hotel industry, as for 4 days they are in a completely professional environment, where they can promote their business and get to know their potential customers, who visit 100% Hotel Show to choose their future partners.



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S E E Y O U T H E R E !

O R G A N I Z A T I O N

DEMAND
FAIRS & MEDIA

Μέλος • Member

SETE

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