

OPERATION

TECHNOLOGY

ΑΝΑΚΑΙΝΙΣΗ

MARKETING

ΥΛΙΚΑ

HOTELIER

DESIGN

MANAGEMENT

100%

BOOKINGS

WORKSHOPS

ΕΞΟΠΛΙΣΜΟΣ

ΚΑΙΝΟΤΟΜΙΑ

HOUSEKEEPING

ΙΔΕΕΣ

ΓΑΣΤΡΟΝΟΜΙΑ

ΕΠΙΠΛΩΣΗ

THE PREMIUM
TRADE FAIR FOR
HOTEL DESIGN,
EQUIPMENT,
OPERATION AND
DIGITAL SALES

15>18 NOVEMBER 2019

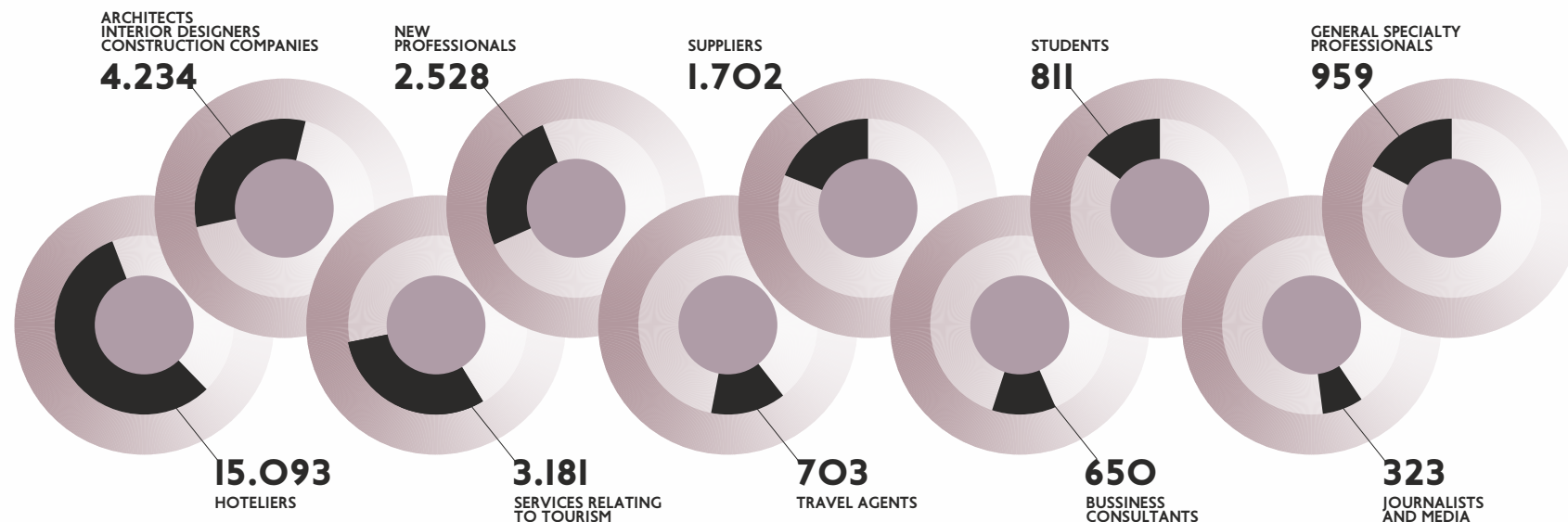
MEDITERRANEAN EXHIBITION CENTRE

100% HOTELSHOW

The visitors of the 100% Hotel Show

TOTAL: 30.184

Accessibility
increase by
21% compared
to 2017!

**250+**

Selected exhibitors with solutions
for hoteliers and architects

5.000+

Selected products and services for
Hotels and Villas

30.000+

Visitors from the Hospitality and
Architecture sector

The Exhibition

The turnout was more qualitative and bigger than ever



For the first time, apart from hotel owners, many key executives who make decisions on design, operation and sales, visited the exhibition

The participation of architects was bigger than any other year, whereas many construction companies also visited the exhibition

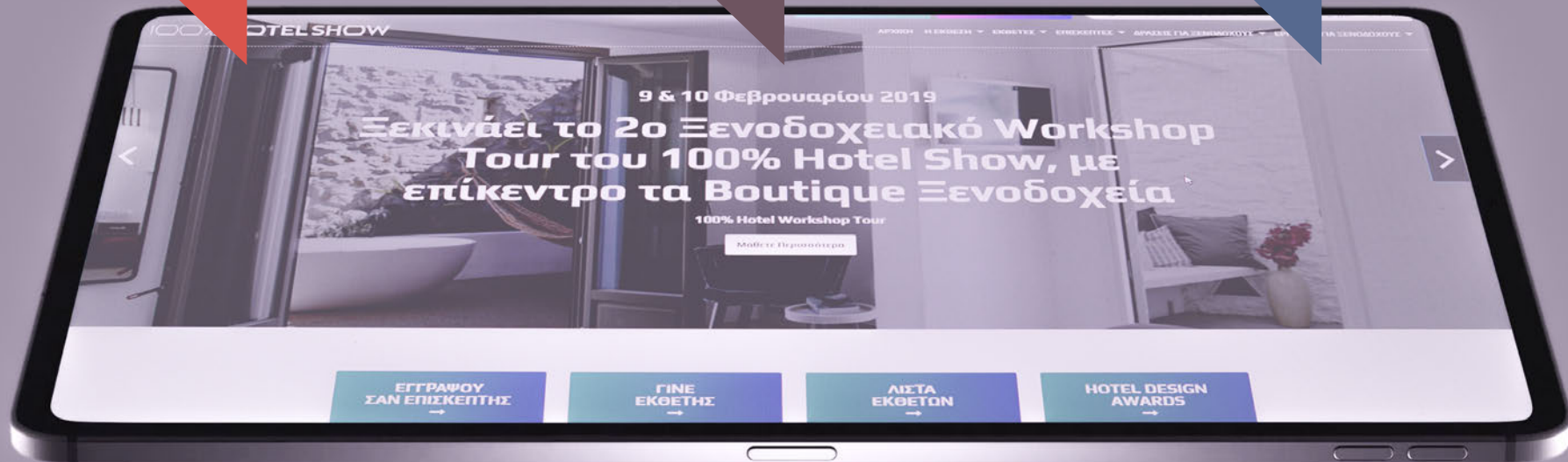
Visitors were pleased being in an environment that was ideal for creating new contacts

The Communication

Our website www.hotelshow.gr, broke a record of accessibility

The visits reached 50.000 during November, and is expected to surpass 200.000 visits in 2019

The campaign of the 100% Hotel Show surpassed 43.000.000 Google searches



The Workshops

Workshops
gathered
more
than 4.000
attendees

The Web Hotelier
Masterclasses
overcame the 1.200
participants



Sofia Panagiotaki impressed
the crowd by presenting the
unique production of
Canaves Oia



Johannes Torpes,
strengthened workshops'
international character with
his presentation about
wellness experience

The Hotel Design Awards

The winners of the Hotel Design Awards impressed the audience

The Olea Hotel in Zakynthos was the great protagonist, winning four awards



Daniela Fantini talked about hotel design and the big price of the winners

The presentation of all participants was impressive through images that highlighted the level of the event



The new form of the Exhibition

More solutions for Hotels and Hoteliers

The most important companies for the design, construction and renovation of hotels

**ARCHITECTURE
BUILD
MATERIALS**



**FURNITURE
TEXTILES
HOUSEKEEPING**

A great tribute of hotel's furniture & fabric, but also of the Housekeeping organization



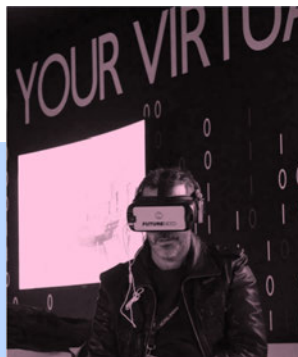
**HOTEL
DECORATION**



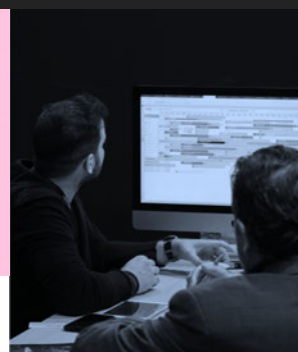
Selected companies related to Hotel Decoration by presenting design objects and decorative lightning

**SERVICES &
TECHNOLOGY**

The most innovating technology solutions and organization services



**DIGITAL
& SALES**



The leading companies involved in direct sales of hotels as well as brand development

**WELLNESS &
OPERATION**

Trained companies that enforce the hotel's wellness character, but also give operational solutions



**FOOD
& SERVE**



The most exclusive suggestions from companies that enhance the gastronomic character of hotels

Important Updates

The first part of the exhibition becomes a live Hotel

- › Over 200 square meters will be transformed into real hotel rooms
- › New and well-established Architects will be involved in the project
- › Visitors will have the opportunity to see products at real implementation and get innovative ideas

Upgraded Workshops

- › Workshop Stage changes form with impressive screens and scenery
- › One of the biggest names in Architecture will talk about Hotel Design
- › Case Studies will be presented for the first time by companies with the curation of the Hotelier Academy

Implementing the 100% Networking Program

- › A selected list of exhibitors will be sent to all Registered Visitors
- › Exhibitors will be able to communicate more easily with Registered Visitors of the last year
- › More exhibitors will have the opportunity to make an appointment throughout the guest list

The 100% Hotel Show throughout the year

The actions of the 100% Hotel Show throughout the year strengthen its placement and broaden the audience for the next event

100% HOTEL SHOW BLOG

- › Constant Article Writing Throughout the Year
- › Presentation of new products in the 100% Products Directory
- › News for the upcoming events

100% HOTEL WORKSHOP TOUR

- › 9 key destinations in Greece and Abroad
- › The biggest touristic online campaign from January until June
- › Over 1.400 attendees from professionals in the touristic sector

Who Where When

Demand Fairs & Media coordinates the team of the 100% Hotel Show, for another successful event!

WHO

Demand Fairs & Media, the organizing company which has been active since 2000 in the field of exhibitions and events, has envisioned and assumed the responsibility of organizing an institution that will contribute to the further development of the Greek Hotel product, based on the belief that the Greek touristic product is inherently luxurious and therefore must be treated, built and, consequently, sold. However, the fundamental principle of the organizing company is loyalty to the team and the 100% Hotel Show is the result of collective work. Therefore, the important role of strategic partners of the exhibition, such as the Hotel Academy, the Creator Director Vasilis Papadatos and the Architectural Office Mind the Ark, cannot be overlooked.

WHERE

The venue for the 100% Hotel Show, the Mediterranean Exhibition Center – MEC, is located at 301 Athens – Lavriou Avenue in Peania, Attica and is directly accessible via both Lavrion Avenue (No. 301) and Attiki Odos (Exit 17 – Kantza).

MEC has been recently renovated and is one of the most modern showrooms in Greece.

WHEN

**Friday
15 November 2019**
(Vip Opening Party)
🕒 17.00 – 21.00

**Saturday
16 November 2019**
🕒 10.00 – 20.00

**Sunday
17 November 2019**
🕒 10.00 – 20.00

**Monday
18 November 2019**
🕒 10.00 – 18.00



Are you ready
for the next big
100% Hotel Show?

15>18
NOVEMBER 2019

MEDITERRANEAN EXHIBITION CENTRE

ORGANIZATION

DEMAND
FAIRS & MEDIA

Μέλος • Member



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