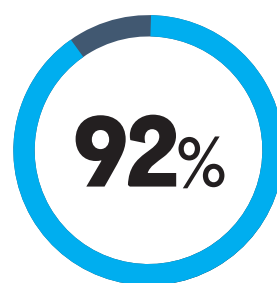


VISITOR'S SATISFACTION SURVEY

Methodology of the survey

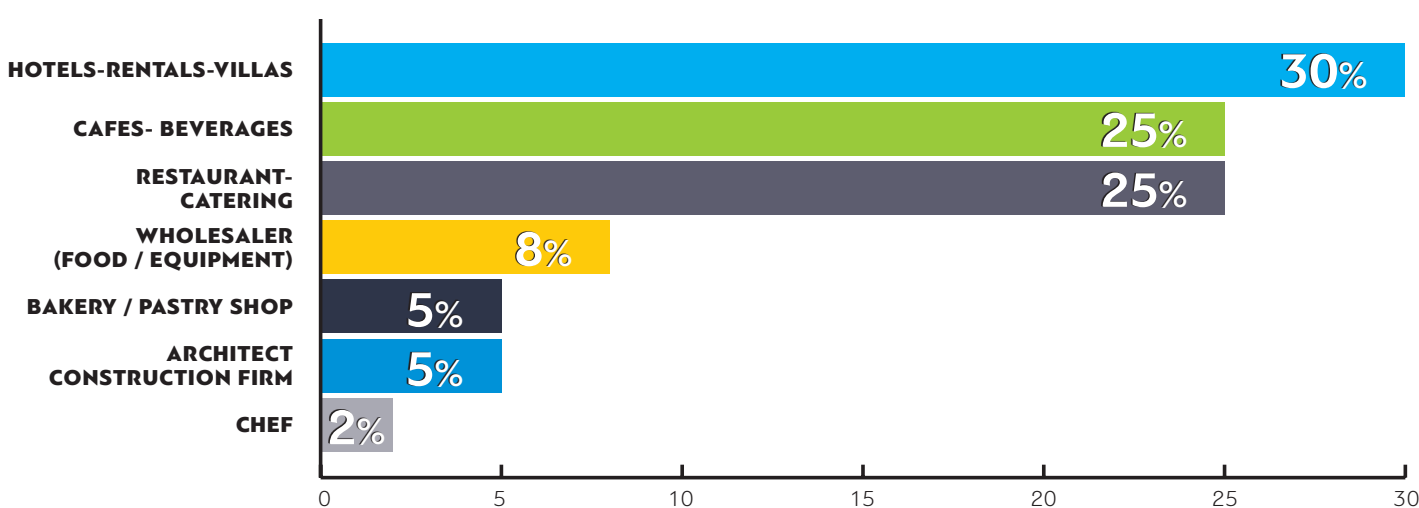
FORUM SA, HORECA's organizer, with the aim of improving the exhibition, commissioned the ALCO company, the HORECA 2020 evaluation survey on the satisfaction of its visitors. The quantitative survey for visitors was carried out in the form of personal interviews with, using a 8'-10 'semicompleted questionnaire, to a sample of 600 Greek professionals in the hospitality industry who either have an enterprise or intend to open a new business. Respondents were decision makers of the company and the sample includes professionals from all over Greece (Attica, North, South, Central and the Island part of Greece). The interviewees were approached when leaving the exhibition at both entrances. The survey was conducted from February 7th to February 10th, 2020.



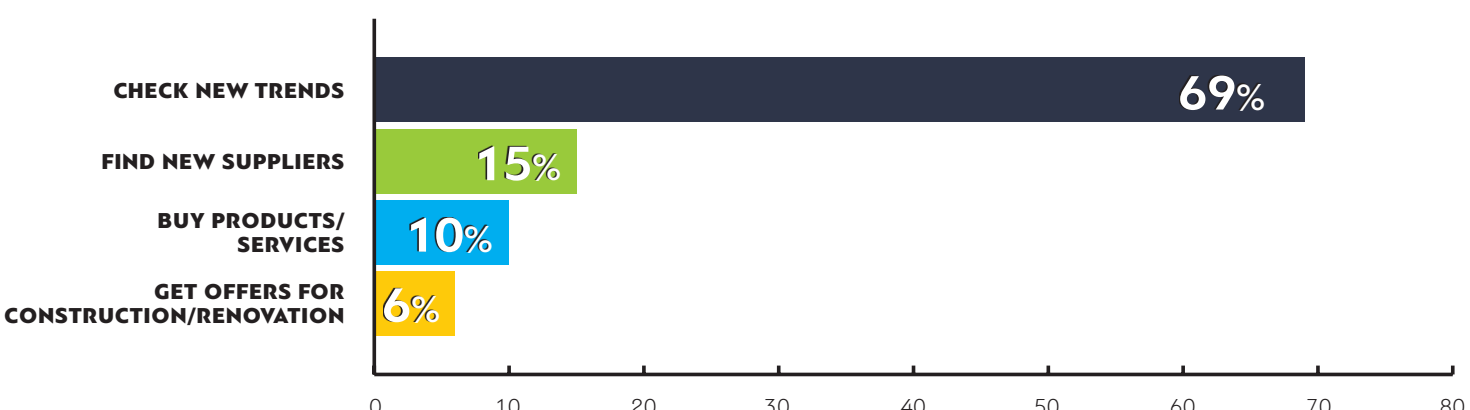
of the interviewees
were decision
makers

SURVEY RESULTS

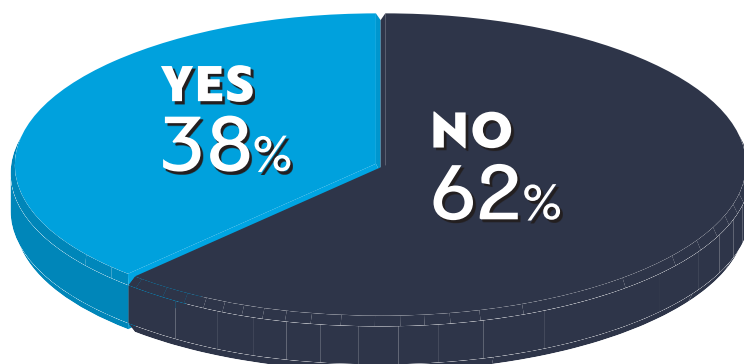
What is your business category?



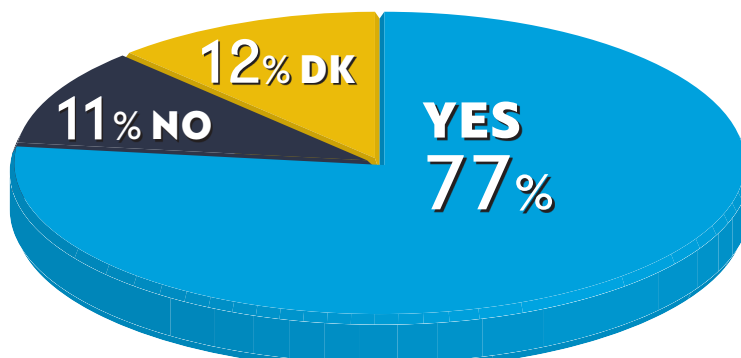
Reasons for visiting HORECA 2020



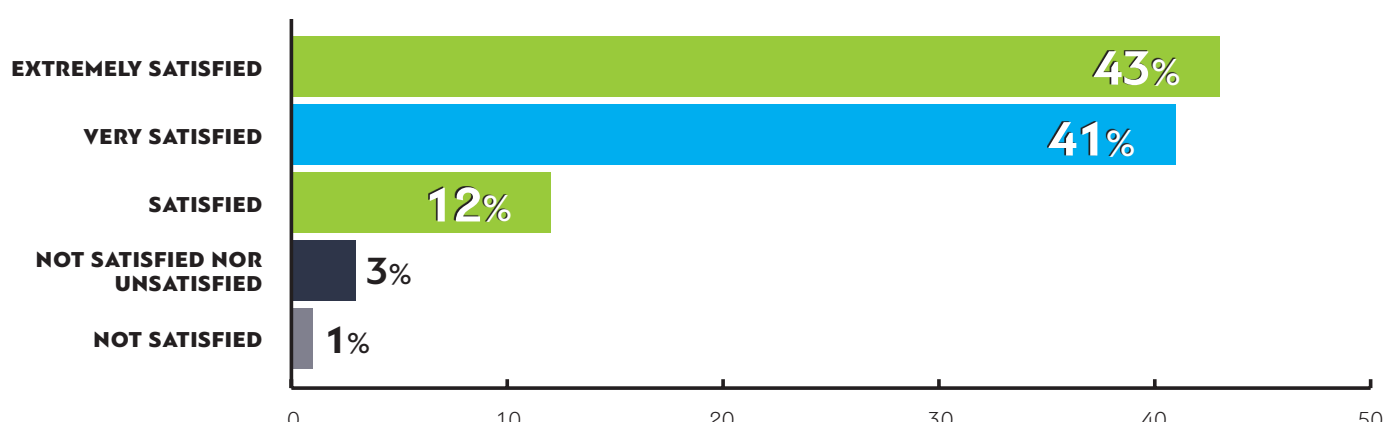
Did you close deals with the exhibitors during HORECA 2020?



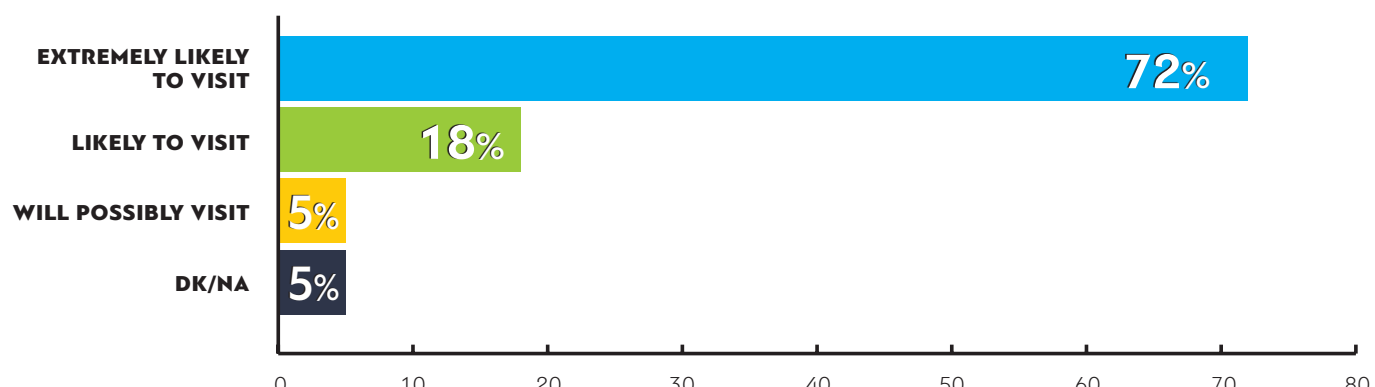
Do you intend to close deals with the exhibitors during the next 6 months?



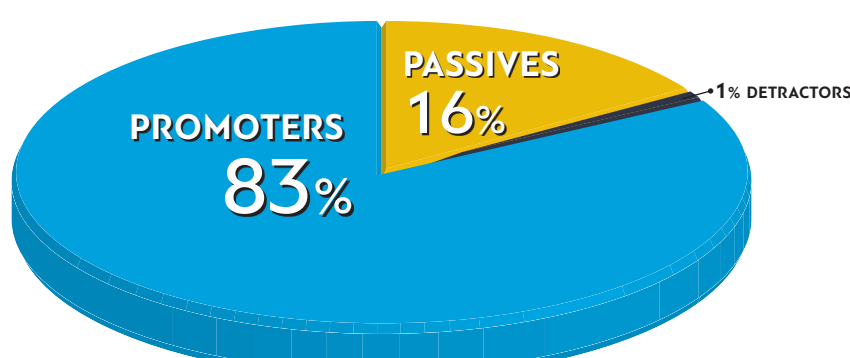
Are you satisfied from your visit at HORECA 2020?



Do you intend to visit HORECA 2021?



Will you recommend the trade show on industry's professionals*?



*NET PROMOTER SCORE