

VISITOR INTENTION SURVEY

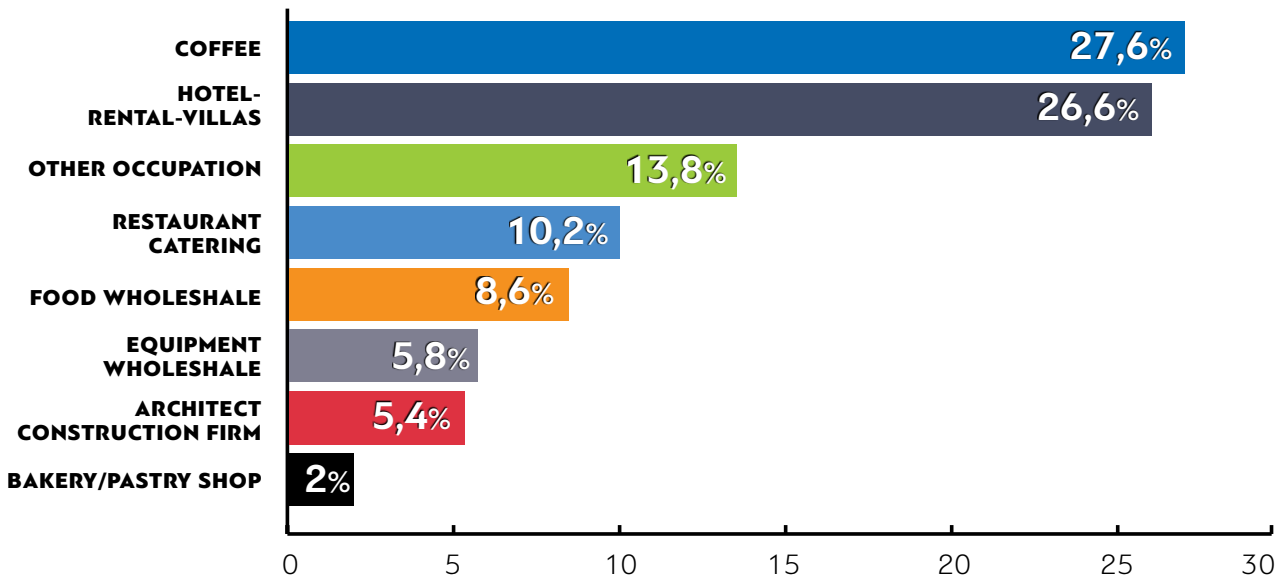
Methodology of the survey

FORUM SA, the organizing company of HORECA, conducted a survey regarding the HORECA 2020's visitor's intention to also visit HORECA 2021. The survey was conducted electronically from 8 / 7-20 / 7/2020, through the online survey platform Typeform, using a semi-structured questionnaire, to a representative sample of 1,200 professionals in the Hotel and Catering industry.

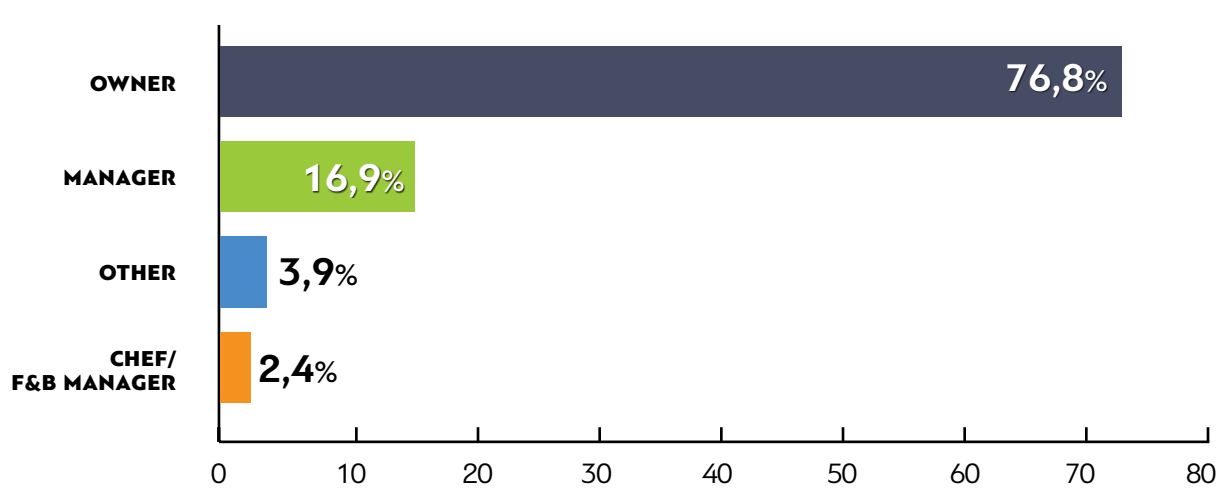
Interviewees were decision makers of the company and the sample includes professionals from all over Greece (Attica, North, South, Central and the Island part of Greece). More specifically, 27,7% of interviewees are executives from the coffee industry or owners of coffee shops, 26,6% are owners and executives from hotels, rooms for rent, hostels and villas, 10,2% are owners and executives from mass catering businesses, 5,4% are architects and executives in construction companies, and 2% are professionals in the bakery and confectionery sector and 14,4% are machinery and supply merchants.

SURVEY RESULTS

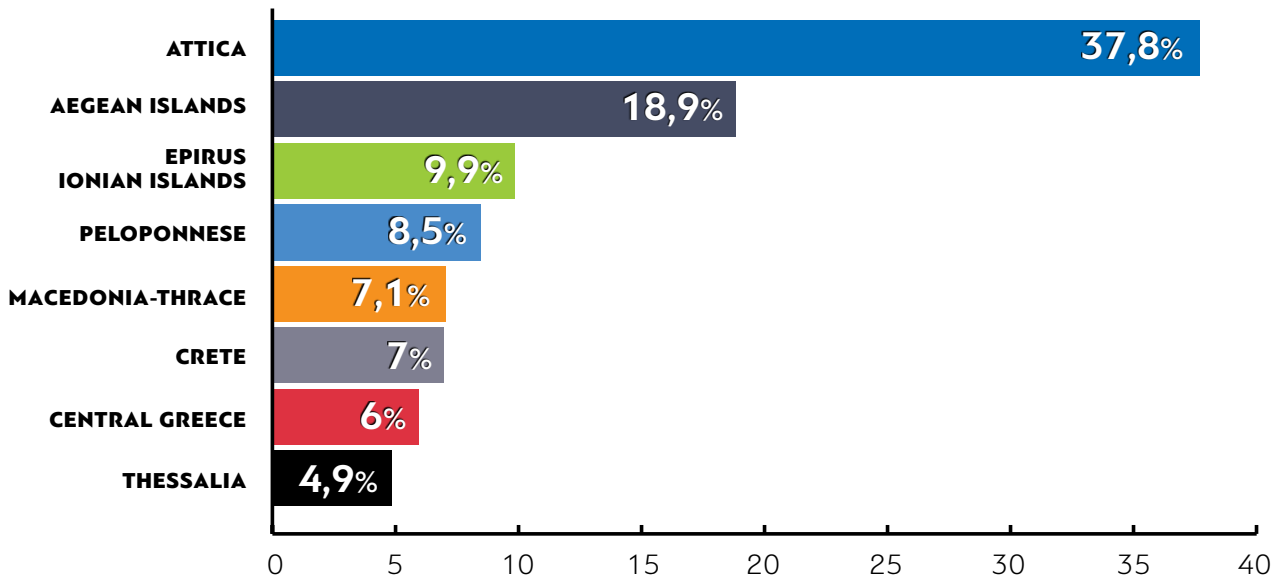
What is your business category?



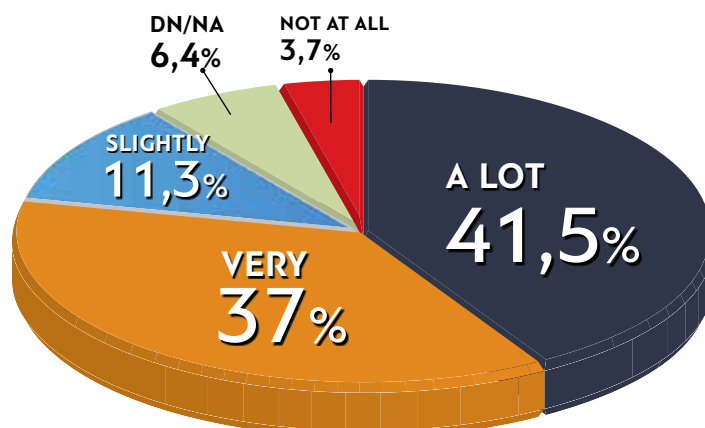
What is your job title inside the company?



Where is your company located?



As things currently stand, do you believe that the organization of HORECA 2021 (11-15 February) will be very, a lot, slightly or not at all useful for the Hospitality industry?



Given that HORECA 2021 will take place in full compliance with the safety regulations dictated by the Greek State, how likely do you think it is that you will visit the trade show?

