

Online survey results

for the most suitable dates regarding HORECA 2021

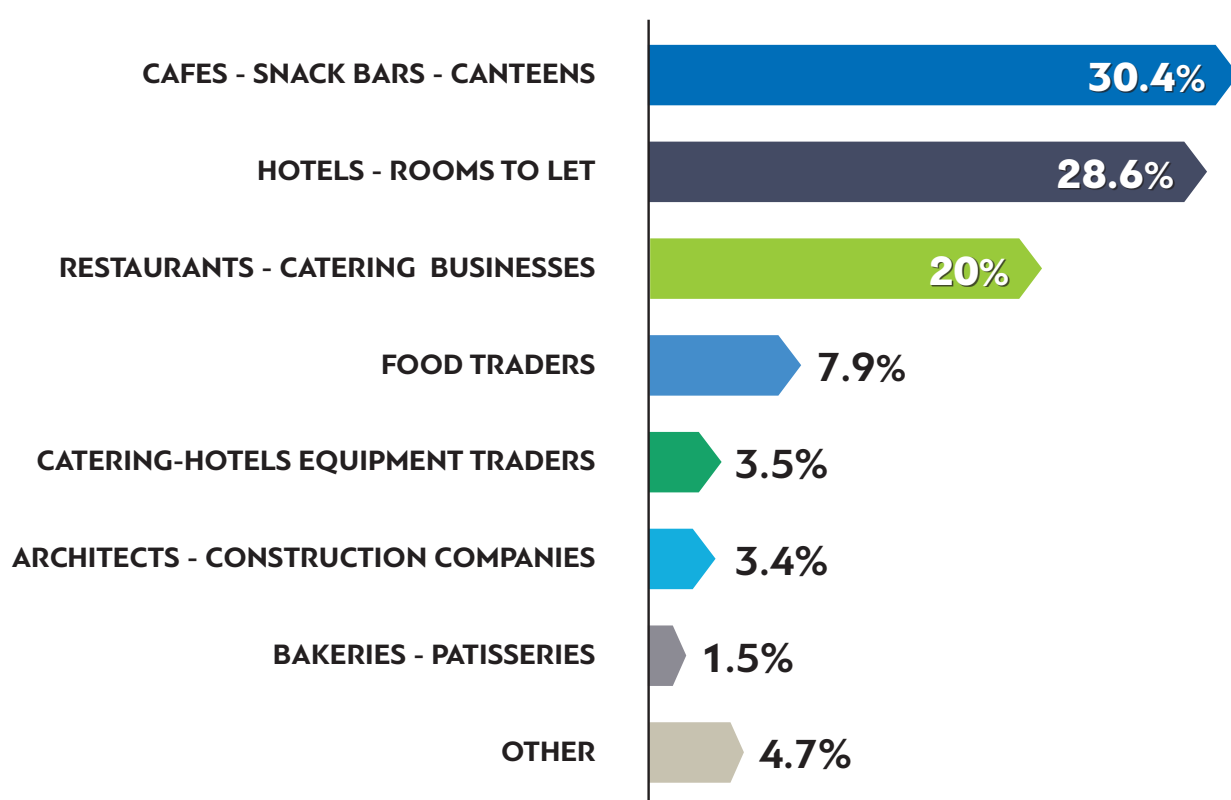
Due to the ongoing situation with the COVID-19 pandemic, the next **HORECA**, scheduled for 11-15 February 2021, will not be able to take place on these specific dates.

FORUM SA, in an attempt to determine the most appropriate dates for the next iteration of **HORECA**, conducted an online survey to the visitors of the trade show through the **Typeform*** survey platform. The survey was conducted from **Thursday 15/10/2020 to Wednesday 21/10/2020 at 12:00**, to a significant representative sample of **2,066 professionals** from the Hospitality and Foodservice industries.

**Survey data are available to any interested parties*

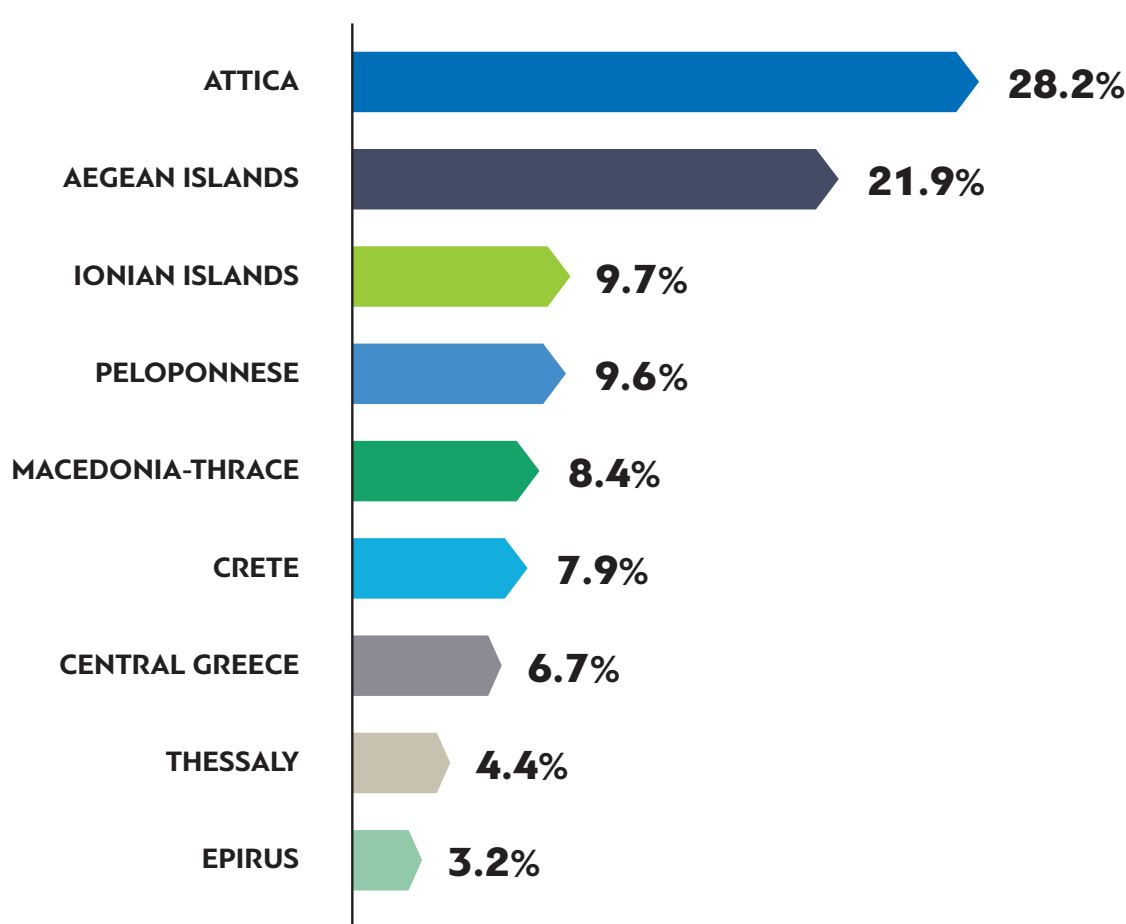
Sample analysis

A large representative sample of **2,066 professionals** from the Hospitality industry participated in the survey. Sample participation was proportional to all occupational categories, while 88.3% of participants were registered as owners and decision-makers of the company.



Geographical distribution of the sample

Respondents to the survey include professionals from all across Greece, while **71.8%** is located in Attica!



Most suitable dates for the next iteration of HORECA in 2021

Between the two proposed dates for the next HORECA, the overwhelming majority of respondents to the survey selected April 17-21, 2021 as the best possible date for the trade show.



HORECA must take place within 2021!

77.6% of trade show visitors that answered the survey, feels that the **organization of HORECA within 2021 is essential** for the development of the industry and does not want its cancellation.

