



Visitor and Exhibitor Research Annual Report 2025

SXEE
GREEK EXHIBITION INDUSTRY ASSOCIATION

alco

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Survey identity

Company	alco Member of Market Research and Public Opinion Companies Association - Reg No. 12
Client	SOKEE
Type	Quantitative research (questionnaire via Google Forms sent to visitors and exhibitors)
Sample	2,466 individuals (2,141 visitors and 325 exhibitors)
Research period	1/1-23/12/2025
The survey was conducted in accordance with the ESOMAR codes of ethics and the professional practice guidelines of SEDEA	

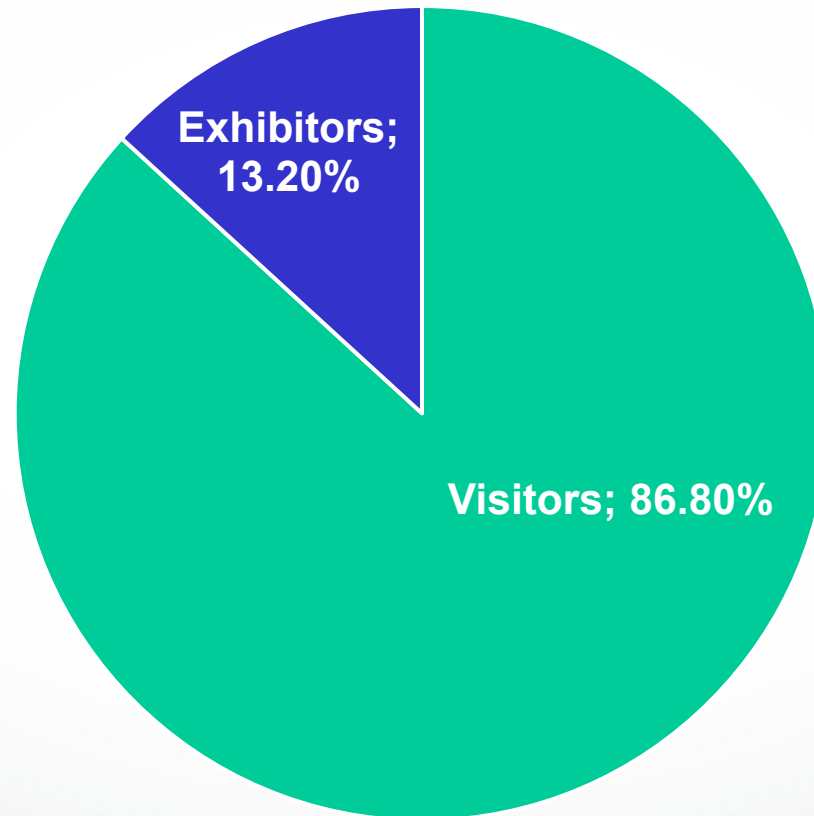


Key findings



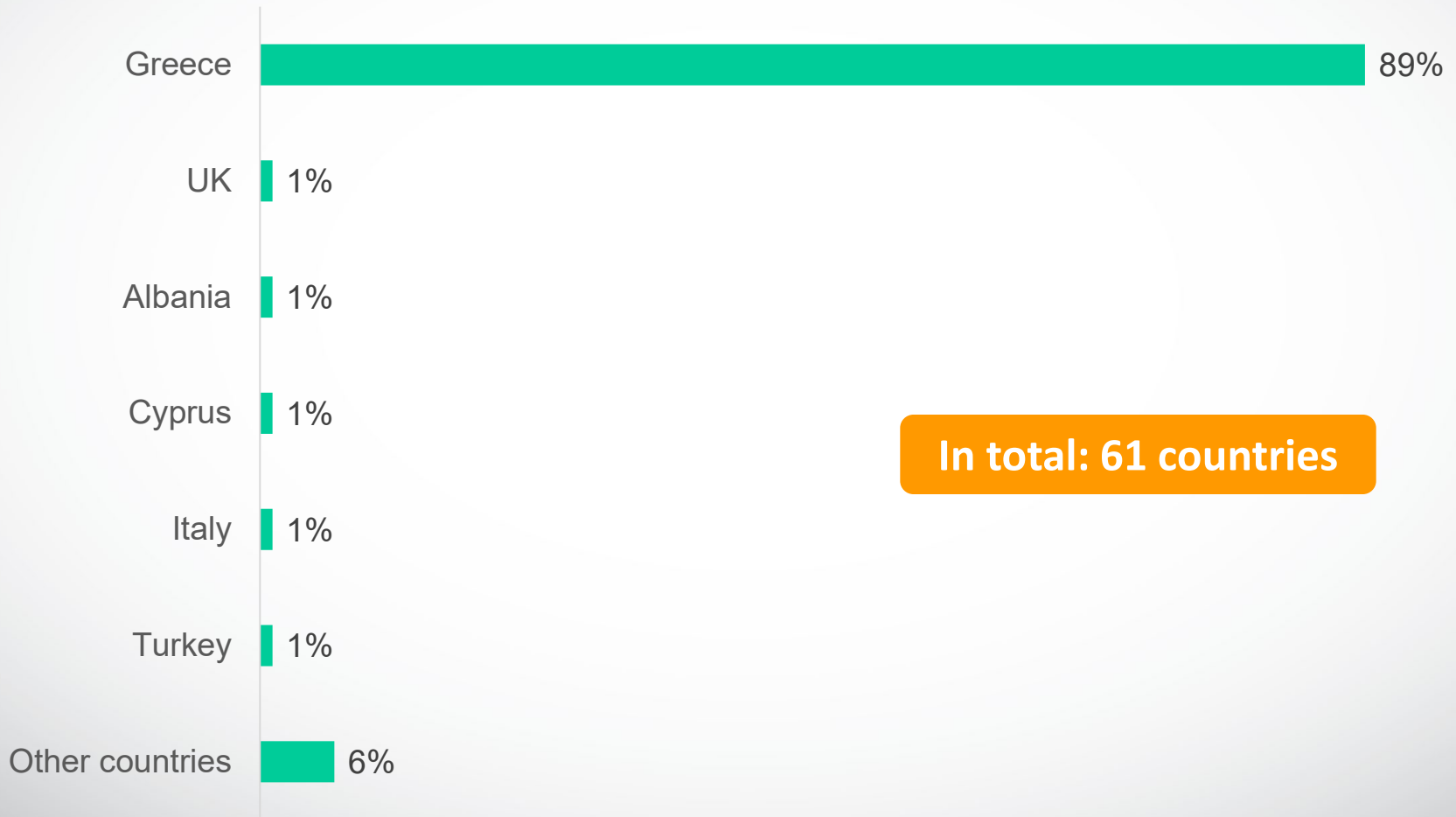
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Participant profile



Country of residence

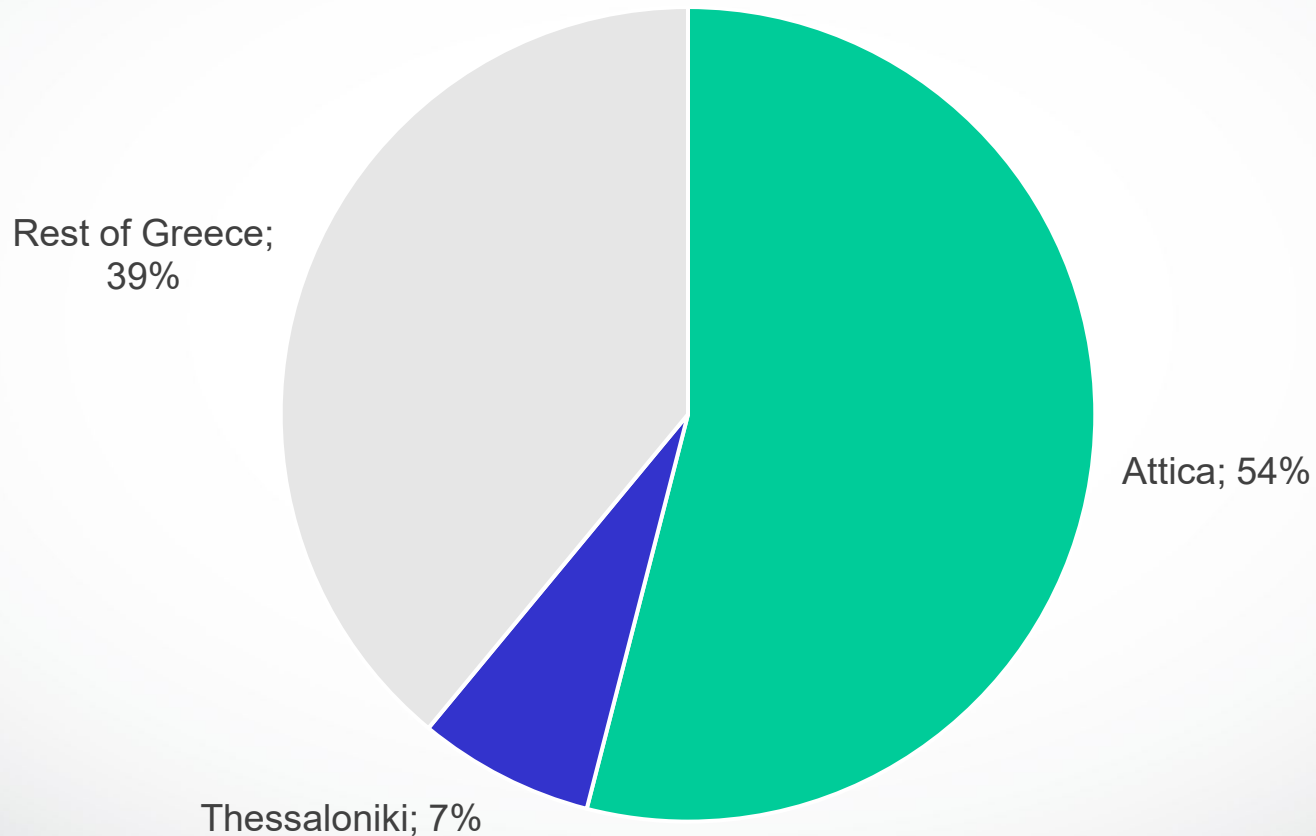
(Countries over 1%)



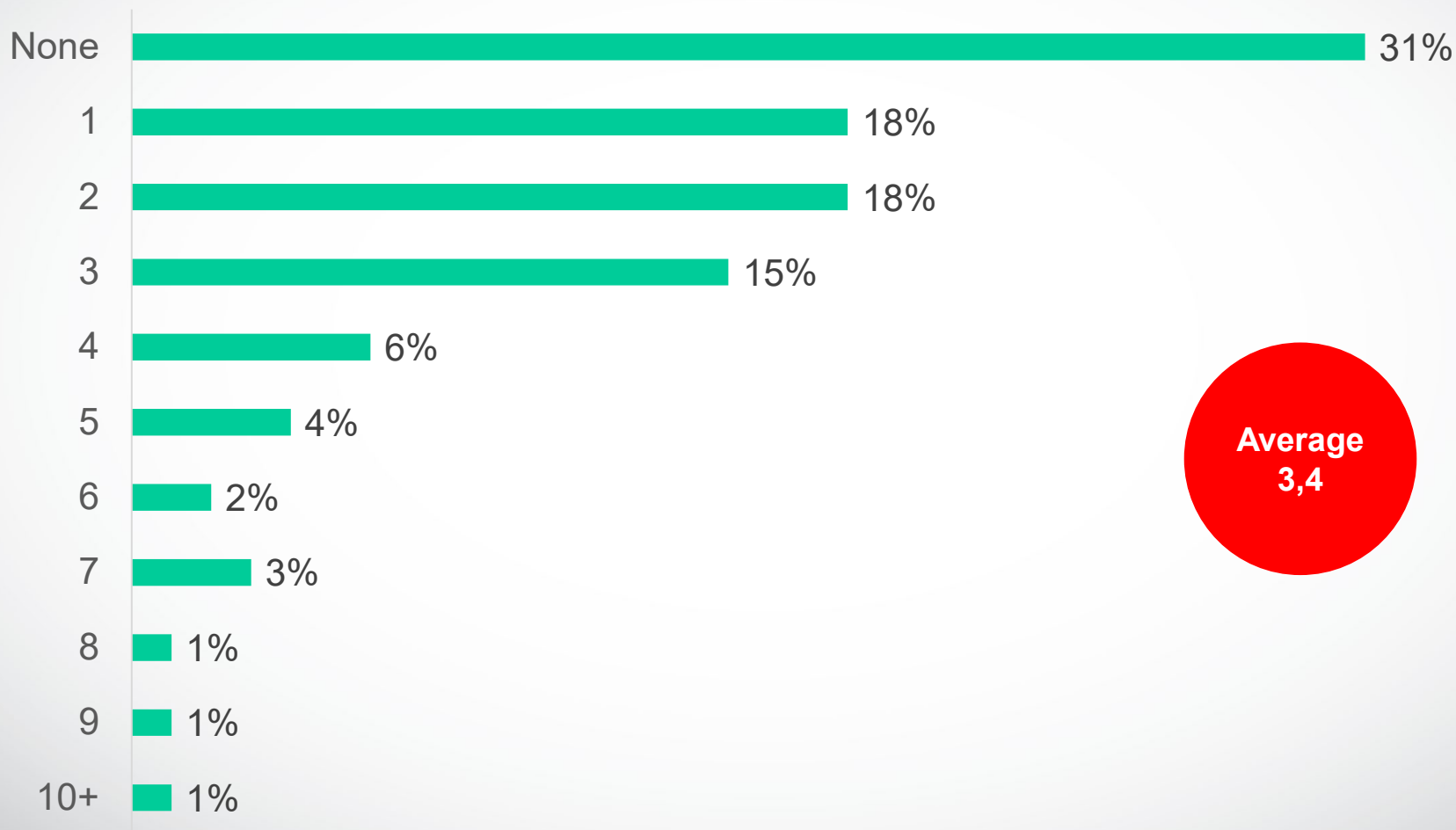
In total: 61 countries

Residence within Greece

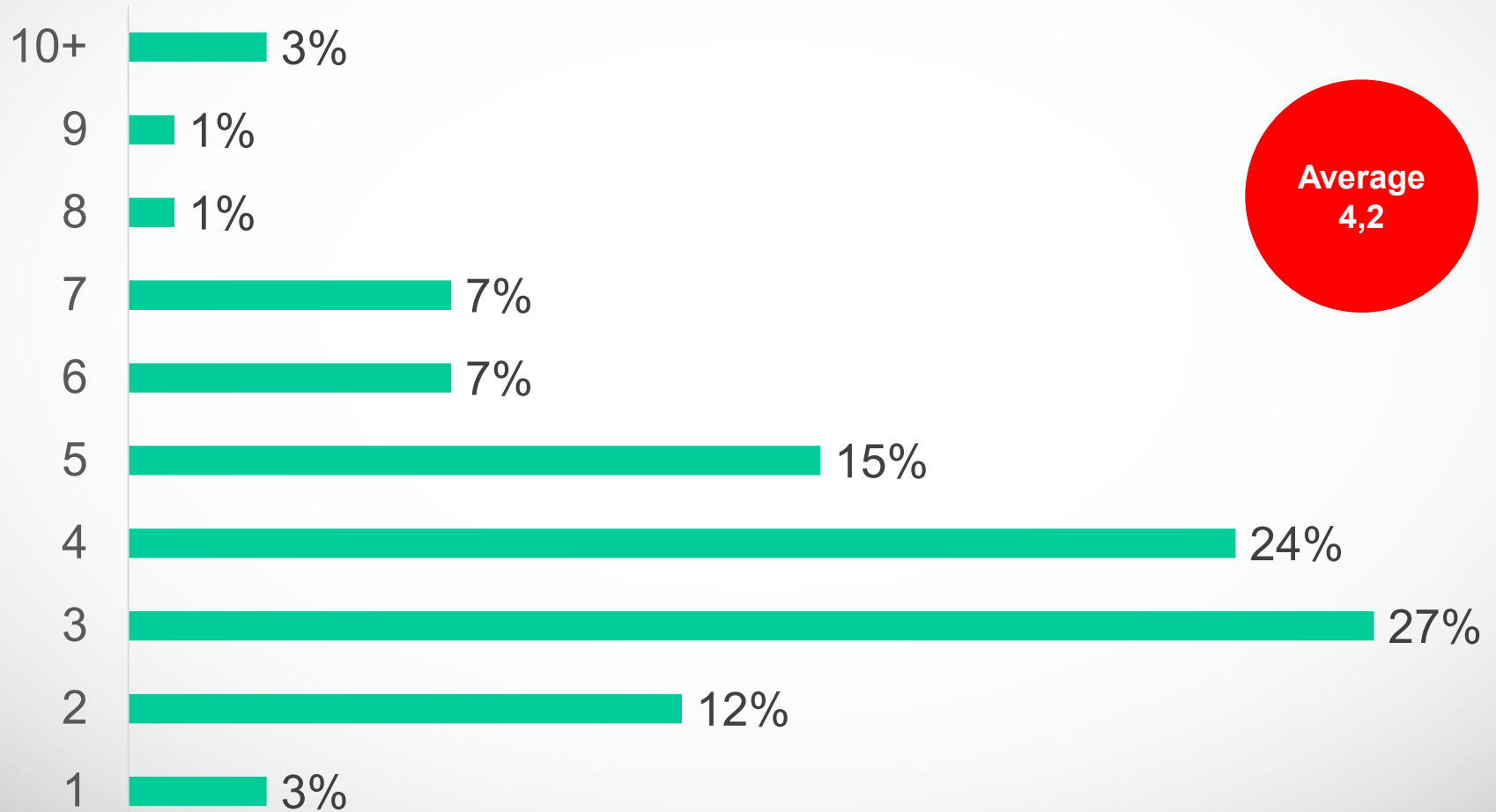
(among Greek respondents – 2,206 people)



Domestic participants (outside Attica)

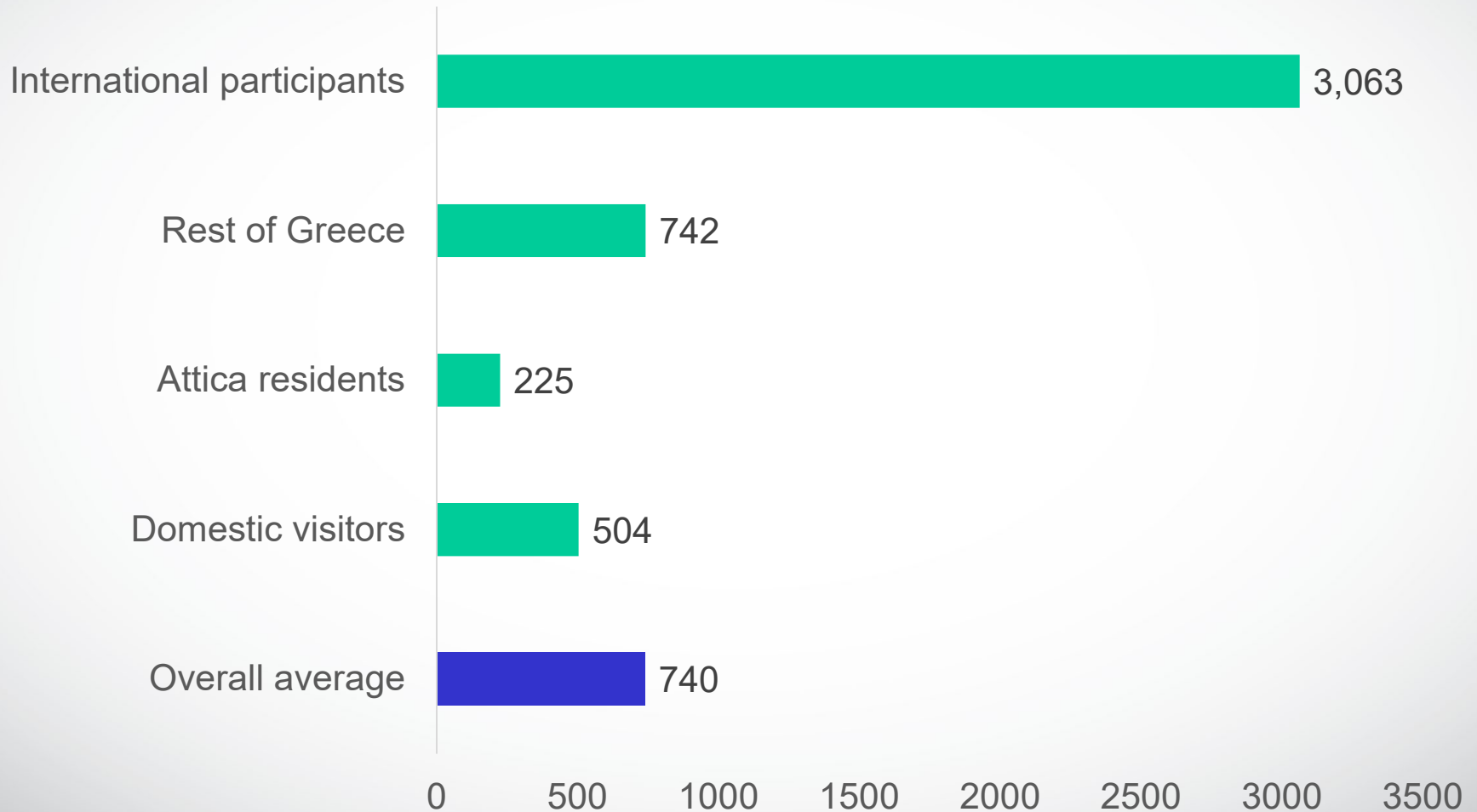


International visitors' stays

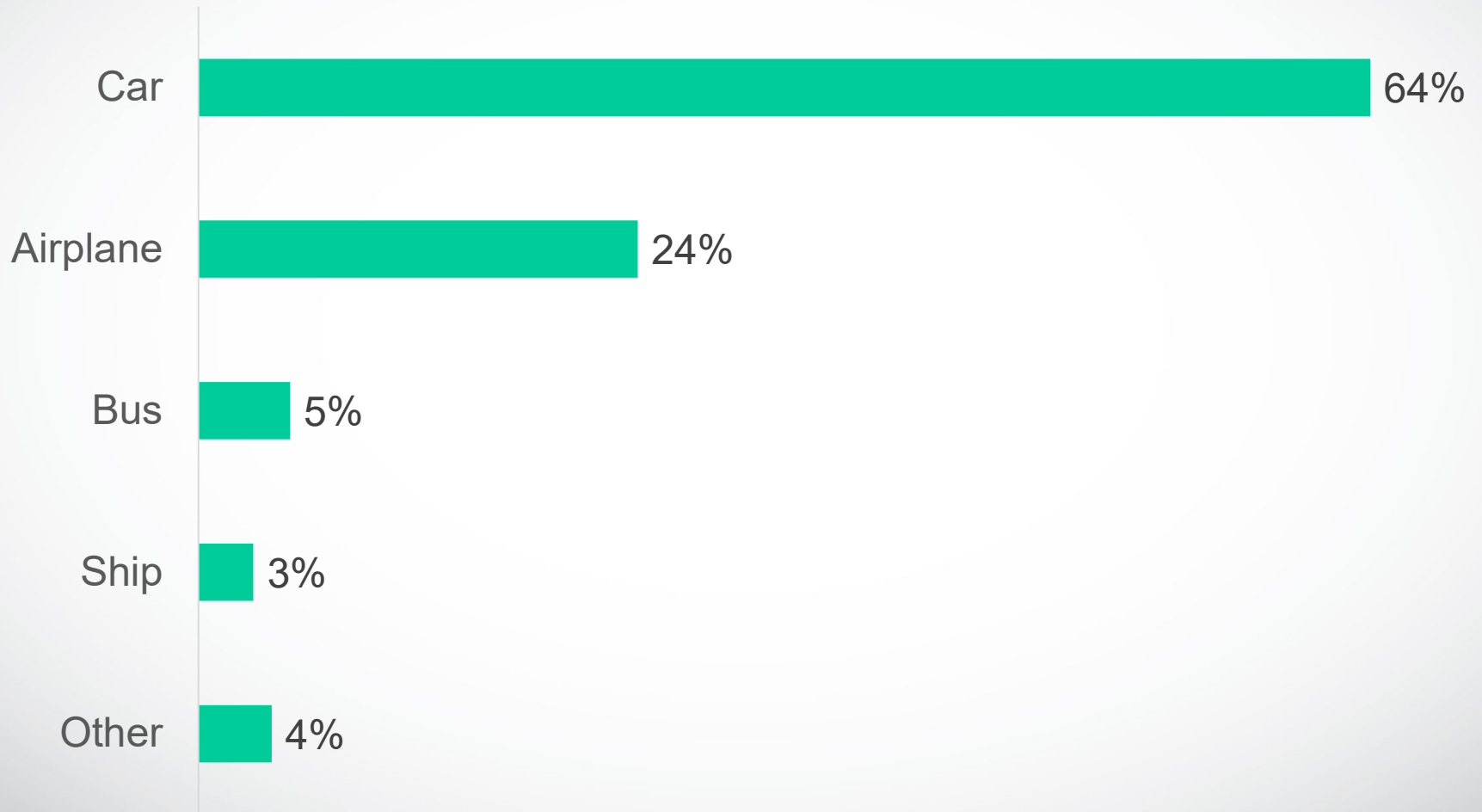


Total spending during exhibition (€, average)

(including transport, accommodation, food, etc.)

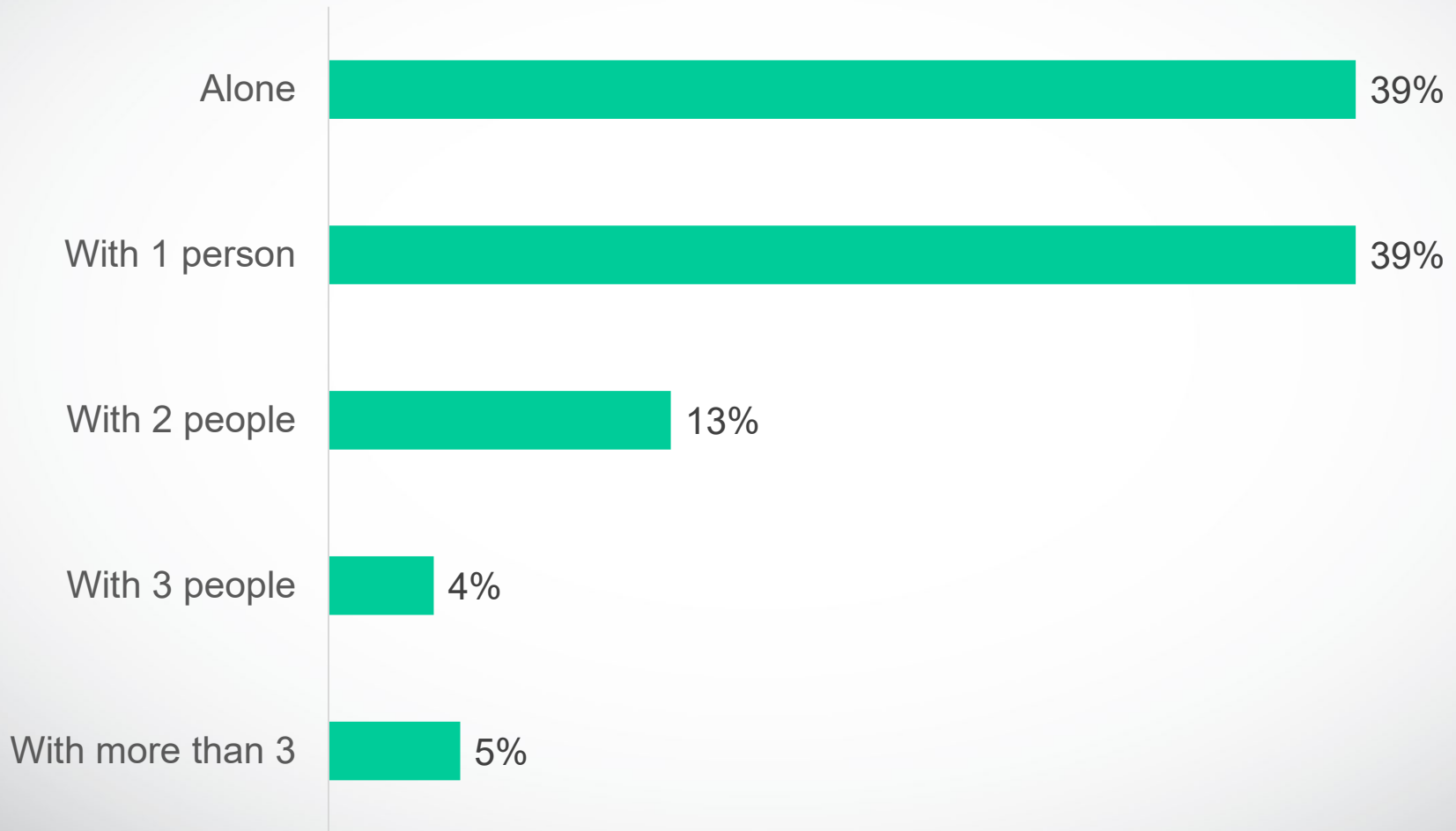


Modes of transportation to the exhibition

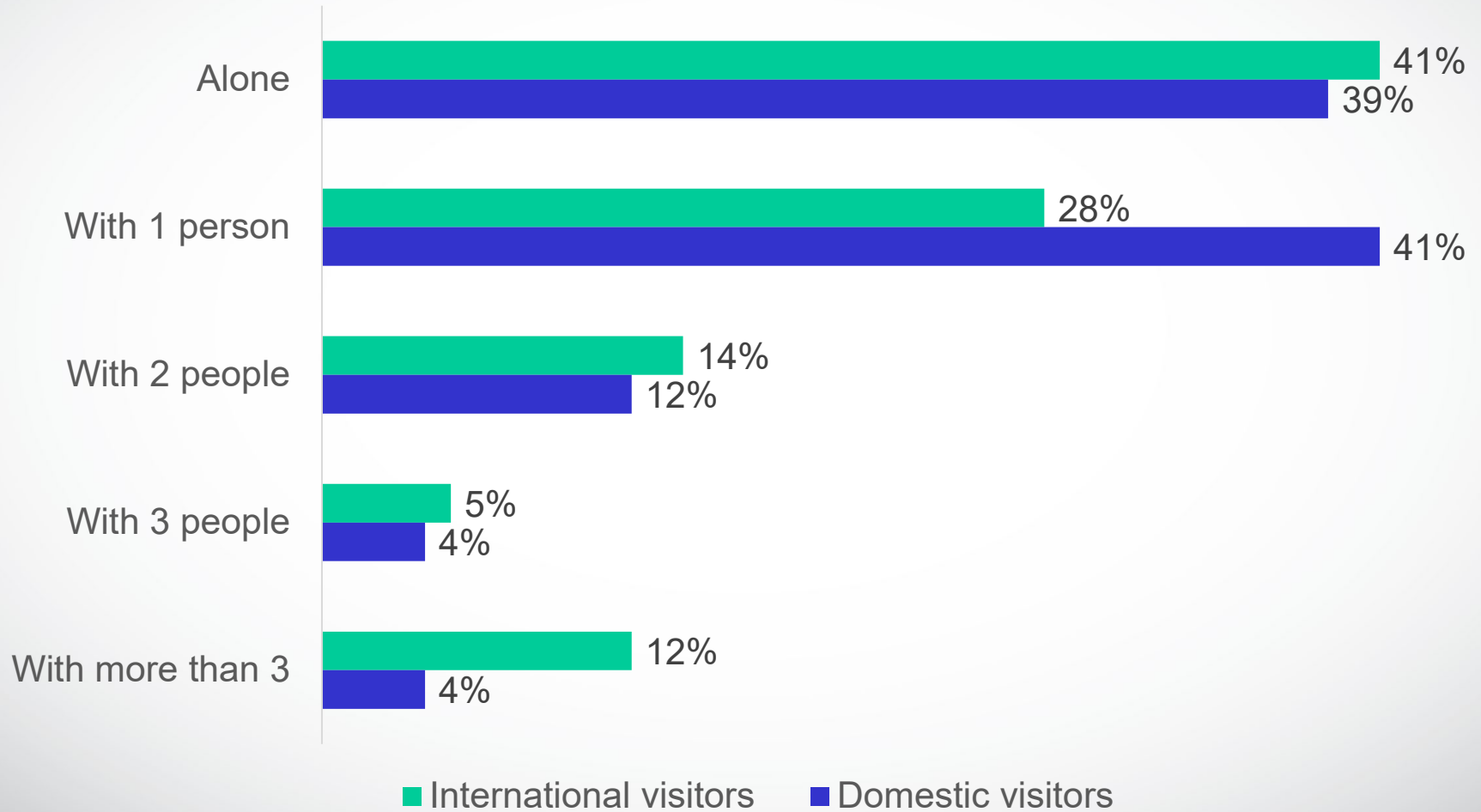


Travel companions

Total



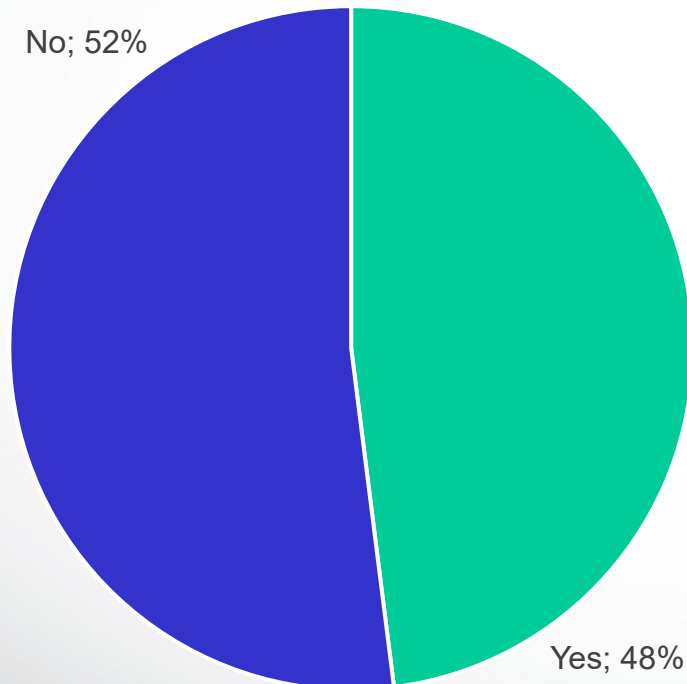
Travel companions



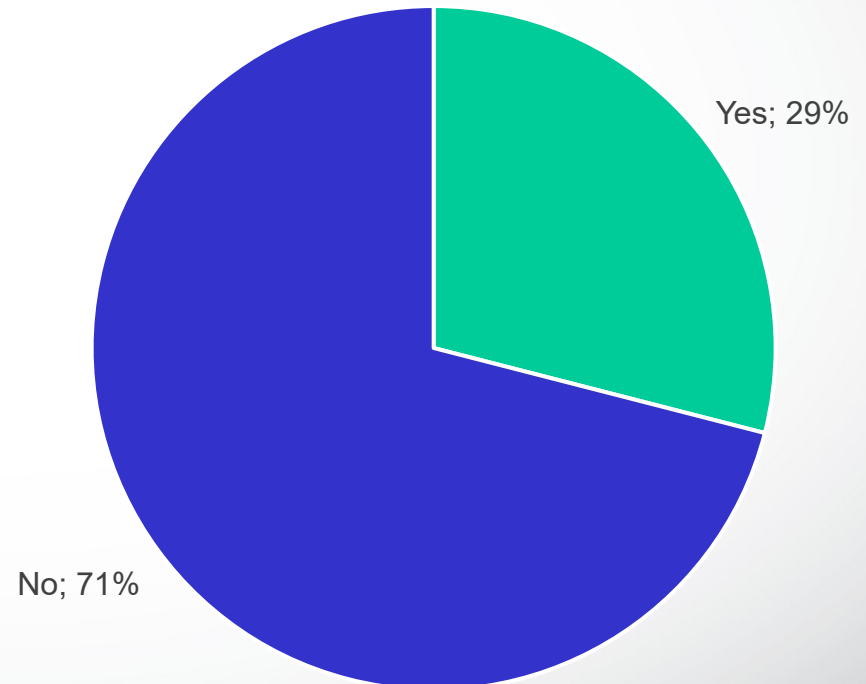
Leisure extension

Extra stay for tourism

International visitors

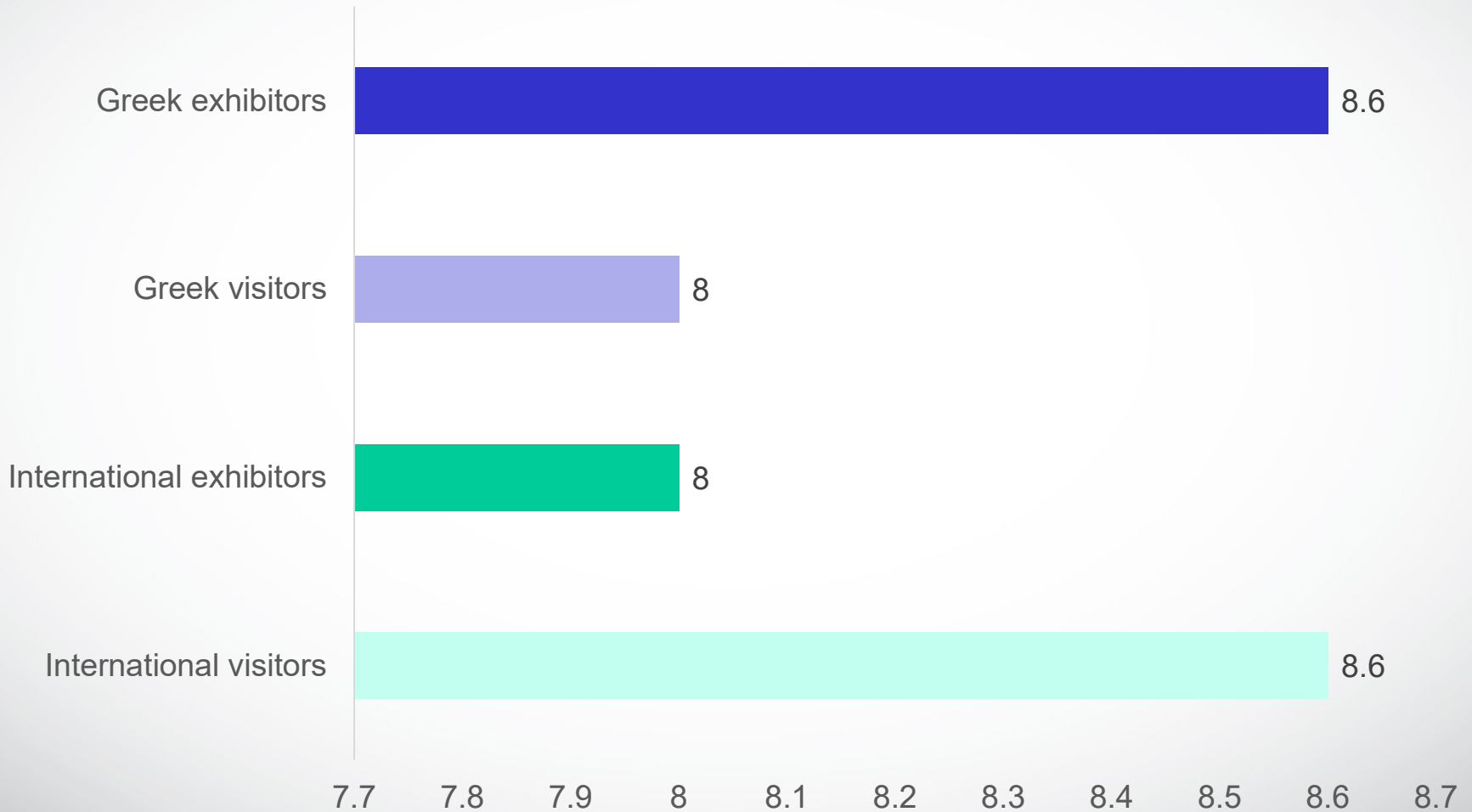


Domestic visitors (outside Athens)



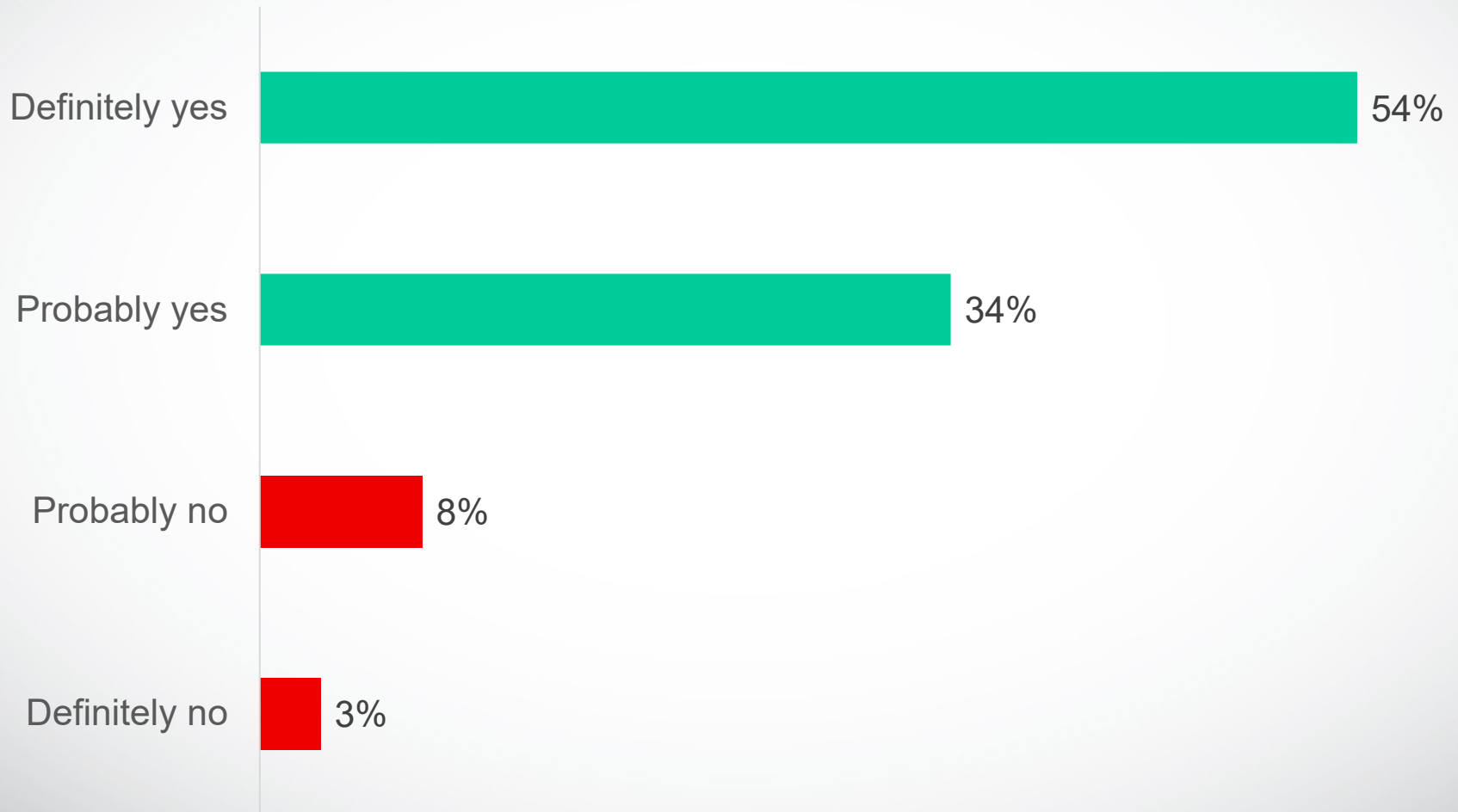
Overall satisfaction (average)

Rating from 1: completely dissatisfied to 10: completely satisfied

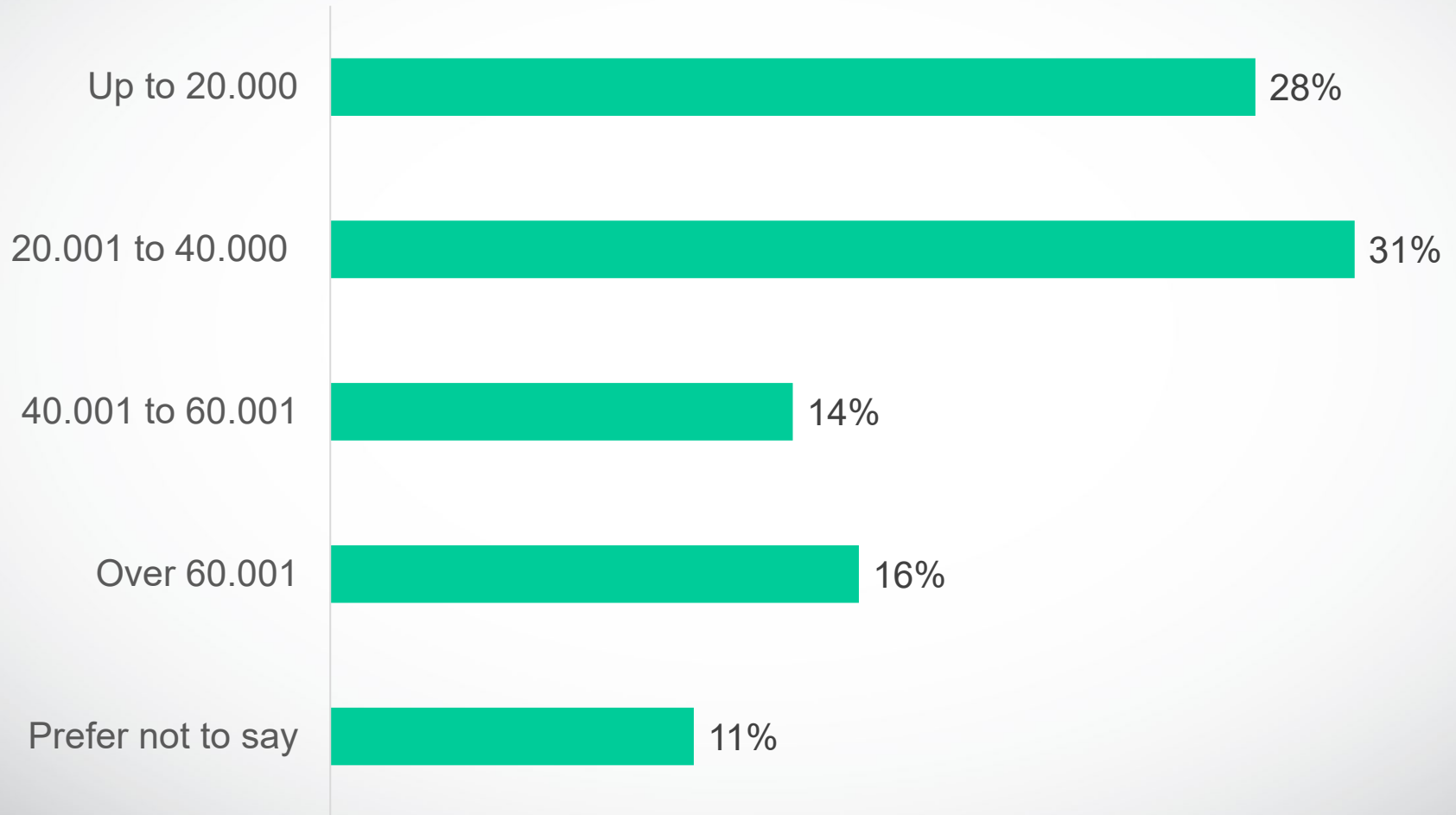


Did Greece as a location motivate participation?

International participants



Annual income





Appendix

Estimation of figures



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Appendix objective

- The objective of the appendix is to utilize the findings of the survey in order to estimate the figures related to the annual number of overnight stays and the total annual expenditure of exhibitors and visitors for their participation in exhibitions.
- This is an estimation based on SOKEE data regarding the total annual number of exhibitors and visitors, as well as on the averages derived from the survey in relation to overnight stays and expenditure

SOKEE data

- According to SOKEE data, the annual number of visitors across all exhibitions ranges from 800,000 to 1,000,000, of which 40,000–50,000 come from abroad.
- The annual number of exhibitors is 12,500, of which 1,250 come from abroad.

The working assumption

- For the estimation of the annual number of overnight stays and expenditure, the average of SOKEE data was used for visitors, while the data for exhibitors were used as is.
- There are 895,000 visitors, of whom 850,000 are Greek and 45,000 are from abroad.
- There are 12,500 exhibitors, of whom 11,250 are Greek and 1,250 are from abroad.
- Among Greek visitors, 46% were considered to live outside Athens (based on the relevant finding of the survey). For the calculation, the average number of overnight stays and expenditure for each category of visitors and exhibitors was used.

The estimation of figures

- Based on the working assumption, the number of overnight stays in 2025 attributable to the exhibitions is estimated at:
 - Domestic exhibitors and visitors: 1,329,400
 - International exhibitors and visitors: 189,000

The estimation of figures

- Based on the working assumption, the expenditure attributable for **2025** to the exhibitions is estimated at

Domestic visitors	€ 200,600,000
Domestic exhibitors	€ 23,332,500
International visitors	€ 111,420,000
International exhibitors	€ 7,096,250
Total	€ 342,448,750