

PRESS RELEASE_ENG

XENIA 2025 will welcome once again the entire hospitality community!

XENIA, which will be held from November 22 to 24, 2025, at the Metropolitan Expo, aims to showcase top-tier solutions and trends shaping the future of hospitality.

Hoteliers, architects, interior designers, and business executives seeking comprehensive solutions for upgrading and modernizing their accommodations will be present at XENIA — the exhibition that serves as a reference point for those striving to lead in Greece's tourism development by investing in innovation, quality, and sustainability.

XENIA will feature integrated solutions and products covering every aspect of the hotel experience: from furnishings, catering, and decoration, to construction materials, kitchen equipment, catering machinery, digital applications, management systems, and energy-saving practices.

Visitors will also discover cutting-edge digital applications and technologies, tools for energy efficiency and sustainable practices, as well as the latest trends in design and customer experience, which are key factors for competitiveness and sustainability in the hospitality sector.

[Discover here all the brands that will participate and present products and solutions for every type of tourist accommodation, whether it is a large hotel group, a boutique hotel or an agrotourism unit >>](#)

Digi Hotel Stage – The Digital Revolution in Hospitality

In Hall 1, XENIA 2025 becomes a vibrant hub of technological innovation, where pioneers in IT and digital marketing present solutions that redefine the hospitality experience. Visitors will explore advanced IT systems, AI applications, smart tools, and booking optimization software with features like channel management, dynamic pricing, and automation.

Also showcased will be digital marketing platforms, tools to enhance online presence, and solutions for mobile check-in/out, smart room control via smartphone, digital assistants, and smart mirrors that elevate the guest experience.

Leading companies will participate, creating an ecosystem where technology meets hospitality, offering professionals the means to increase bookings, improve operational efficiency, and boost competitiveness in a rapidly evolving global market.

The Red Spot Stage – Architecture Meets Innovation

In Hall 2, the Red Spot Stage becomes a space of inspiration and creativity, where top architects, designers, and hospitality professionals present projects that have left a lasting mark on Greek tourism. Through case studies of award-winning hotels, presentations of innovative construction

solutions, and discussions on new design trends, visitors will discover how aesthetics, functionality, and sustainability combine to create unique hospitality experiences.

The Red Spot Stage is where architecture meets technology, where design becomes a strategic differentiation tool, and where professionals draw ideas to upgrade their accommodations and stand out in a demanding market.

Build Sector Project – Construction as Experience

At XENIA 2025, renowned interior designer **Costas Gagos** and his team at **Costas Gagos Architecture & Design** will unveil a groundbreaking project that redefines the concept of hospitality, blending architecture and design into an experience that goes far beyond the ordinary. In Hall 2, visitors will have the chance to explore the new construction project titled “**THE DESIGN TRILOGY**”, a **unique trilogy that combines three iconic room concepts and an advanced ONE Living model**, creating an unparalleled experience for the modern guest. This is not just a room showcase—it’s an entirely different philosophy of hospitality.

General Assembly of HCH – Thoughts on the Future of Hospitality

On Saturday, November 22, as part of XENIA 2025, the 13th General Assembly of the Hellenic Chamber of Hotels will take place, gathering hundreds of hoteliers and top industry executives. The assembly opens the public dialogue on the most critical issues shaping the future of Greek hospitality, such as sustainability and green practices, digital transformation and technological innovation, human resources and education, and infrastructure upgrades and destination competitiveness.

Why Visit XENIA 2025?

- To secure strategic partnerships with top suppliers.
- To stay updated on global trends.
- To upgrade your business.
- To participate in workshops and networking events that inspire.

XENIA 2025 is the exhibition shaping the future of hospitality. Don't miss it!

Get your FREE invitation online: <https://www.xenia.gr/online-prosklisi/>

Days & Opening Hours

Saturday 22 November, 10:00-18:00

Sunday 23 November, 10:00-18:00

Monday 24 November, 10:00-18:00

Location: Metropolitan Expo Exhibition Center

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