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Photo: Ingo Dunnebier

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ΣΥΝΟΠΤΙΚΗ ΠΕΡΙΛΗΨΗ (ABSTRACT)	4
ΠΡΟΛΟΓΟΣ	5
ΚΕΦΑΛΑΙΟ 1ο : ΕΜΠΟΡΙΚΕΣ ΕΚΘΕΣΕΙΣ	8
1.1 Εννοιολογικό Πλαίσιο	8
1.2 Ιστορική εξέλιξη	9
1.3 Επιδράσεις των εκθέσεων στην πόλη και στην επισκεψιμότητα	12
ΚΕΦΑΛΑΙΟ 2ο: ΕΚΘΕΣΕΙΣ ΚΑΙ ΤΟΥΡΙΣΜΟΣ	15
2.1 Επαγγελματικός Τουρισμός	15
2.3 Οφέλη και επιπτώσεις στον τουρισμό της περιοχής διοργάνωσης εκθέσεων	19
ΚΕΦΑΛΑΙΟ 3 ^ο : CITY BRANDING ΚΑΙ ΕΚΘΕΣΕΙΣ	23
3.1 Εικόνα της πόλης	23
3.2 Παράγοντες εικόνας της πόλης / Εικόνα της πόλης και αντίληψη επισκεπτών	24
ΚΕΦΑΛΑΙΟ 4 ^ο : ΕΡΕΥΝΗΤΙΚΕΣ ΥΠΟΘΕΣΕΙΣ	27
ΚΕΦΑΛΑΙΟ 5 ^ο : ΠΟΛΗ ΤΗΣ ΘΕΣΣΑΛΟΝΙΚΗΣ ΚΑΙ ΕΚΘΕΣΕΙΣ	32
5.1 Ιστορία της Έκθεσης στη Θεσσαλονίκη	32
5.2 Σημερινή Εκθεσιακή Δραστηριότητα	36
5.3 Hosted Buyers Program	38
ΚΕΦΑΛΑΙΟ 6 ^ο : ΣΧΕΔΙΑΣΜΟΣ ΚΑΙ ΜΕΘΟΔΟΛΟΓΙΑ ΤΗΣ ΕΡΕΥΝΑΣ	40
6.1 Πλαίσιο Έρευνας	40
6.2 Δείγμα	41
6.3 Ερευνητική Διαδικασία - Ερευνητικό Εργαλείο	42
6.4 Στατιστικά Εργαλεία	43
ΚΕΦΑΛΑΙΟ 7 ^ο : ΑΠΟΤΕΛΕΣΜΑΤΑ ΕΡΕΥΝΑΣ	44
7.1 Έλεγχος Ερευνητικών Υποθέσεων	44
ΚΕΦΑΛΑΙΟ 8 ^ο : ΣΥΜΠΕΡΑΣΜΑΤΑ	50
ΚΕΦΑΛΑΙΟ 9 ^ο : ΠΕΡΙΟΡΙΣΜΟΙ ΚΑΙ ΠΡΟΤΑΣΕΙΣ ΓΙΑ ΜΕΛΛΟΝΤΙΚΕΣ ΈΡΕΥΝΕΣ	54
ΒΙΒΛΙΟΓΡΑΦΙΑ	55
ΠΑΡΑΡΤΗΜΑ	69

1:	μ (Cronbach's Alpha)	45
2:	μ (Correlations)	48
3:	μ (Regression Analysis)	49

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Hankinson (2005) μ

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Boo, Koh, Jones (2008)

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Dimitris Kourkouridis et al (2017)

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Hosted Buyers

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-HELEXPO (Dimitris Kourkouridis et al, 2017)

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1.2 Ιστορική εξέλιξη

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1.3 Επιδράσεις των εκθέσεων στην πόλη και στην επισκεψιμότητα

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 (Erfurt & Johnsen, 2008, Hall, 2002). μ , μ
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 (Ferreira & Gouveia, 2007, Morrow, 2011). ,
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 , μ μ MICE 2016
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2.3 Οφέλη και επιπτώσεις στον τουρισμό της περιοχής διοργάνωσης εκθέσεων

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 μ (Priporas, 2005, Getz, 2008, McCartney, 2008) μ
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 (Weber & Ladkin, 2003).
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 (Torraco & Swanson, 1995). μ μ
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 μ μ (Hobson, 1996).
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 μ (Scheyvens, 2011). Mitchell Ashley (2010)
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 μ (Green & Chalip, 1998, Lee & Wicks, 2004), μ
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 μ (Getz, 1991).
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 (Lee, 2005). μ
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 μ (Fredline &
 Faulkner, 1998, Allen et al., 2002). μ μ ,
 μ (Getz, 1991).
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 (Hall, 1992).
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 2001). μ μ μ
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 Evans (2003) Meurs and Verheijen (2003), μ
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 (Appadurai, 1990). μ ,
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 μ (Hannigan,
 1998 & 2003) μ μ
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 (Harvey, 1989) μ μ μ μ
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 « μ μ μ » (Morgan & Pritchard, 1998) μ
 , μ (Jansson, 2003).
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 (Gartner & Hunt, 1987, Richardson & Crompton, 1988, Gartner, 1989,
 Ritchie, 1991).
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 - μ - (Baloglu &
 McCleary, 1999). μ μ μ
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 μ (Pearce, 1982, Chon, 1990)
 μ μ μ
 μ (MacKay & Fesenmaier, 1997).
 - ,
 μ Johnston (1999) Gay Lesbian Mardi
 Gras . μ
 μ (Crompton & McKay, 1994)
 μ μ .

ΚΕΦΑΛΑΙΟ 3ο: CITY BRANDING ΚΑΙ ΕΚΘΕΣΕΙΣ

3.1 Εικόνα της πόλης

μ branding
μ , μ
μ μ (Merrilees et al., 2009).

μ μ
(. ., Baloglu & McCleary, 1999, Berli & Martin, 2004, Govers, Go, & Kumar, 2007),

μ ,
μ μ
(Baloglu & McCleary, 1999, Echtner & Ritchie, 1993, Gartner & Hunt, 1987),
(Embacher & Buttle, 1989, Gartner & Hunt, 1987), (Ahmed, 1996, Baloglu & McCleary, 1999, B. Schroeder, 1996), μ μ
(Baloglu & McCleary, 1999) (Embacher & Buttle, 1989, Crompton, Fakeye, & Lue, 1992, Driscoll, Lawson, & Niven, 1994).

μ μ ,
μ ,
(Yoon, Gursoy, & Chen, 2001).

, (μ ,
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μ
(Dyer et al., 2007, Gursoy & Rutherford, 2004, Aberdeen & Schuler, 2003, Gursoy at al.Dyer 2002, Teye, Sonmez & Sirakaya, 2002). « μ

» μ μ
μ Ryan Montgomery (1994).

μ μ .
μ .

μ , μ μ μ

μ (Andereck & Vogt, 2000, Fredline & Faulkner, 2000)

μ (Echtner & Ritchie, 1991),

μ (Gallarza et al., 2002, Schroeder, 1996).

Johnson, Snepenger & Akis, 1994, Tosun, 2002

μ Allen. et al., 1988, Jurowski et al., 1997, Perdue & Allen, 1990,

μ (Gursoy et al., 2002, Walpole & Goodwin, 2000).

μ (Gursoy & Rutherford, 2004).

3.2 Παράγοντες εικόνας της πόλης / Εικόνα της πόλης και αντίληψη επισκεπτών

μ (Deery & Jago, 2010, Getz, 2008).

μ (Weber & Ladkin, 2011).

μ (Bruhn and Hadwich, 2005).

μ

(Rubalcaba-
Bermejo & Cuadrado-Roura, 1995), (Butler et al.,
2007, Carlsen, 2004).

(Lee and Lee, 2014, Wang et al.,
2014).

(Han Verma, 2014), (Berne
García-Uceda, 2008) (Rittichainuwat and Mair,
2012). Whitfield et al. (2014) MICE

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Jin et al. (2013) ,
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UFI, μ μ (www.ufi.org),

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(Jin et al., 2013, Whitfield et al., 2014)

μ
μ (Breiter and Milman, 2006), μ
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(Oppermann, 1996), 2000,
 (Crouch and
 Louviere, 2004)
 (Crouch and Louviere, 2004).
 Foley et al. (2010)
 Deery and Jago (2010)
 Lee et al. (2012)
 Draper et al.(2011)
 (Butler et al., 2007, Carlsen,
 2004).
 (Carlsen, 2004).
 (Vogt and
 Fesenmaier, 1998).
 Chan (2008),
 Jin et al. (2013)
 2
 (business-to-business)
 B2C (business to consumers)

(UFI, 2014).

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Luo Bhattacharya (2006)

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Heskett, Sasser Schlesinger (1997),

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ΚΕΦΑΛΑΙΟ 4ο: ΕΡΕΥΝΗΤΙΚΕΣ ΥΠΟΘΕΣΕΙΣ

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(Moreira & Iao, 2014)

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μ μ Zhang, ., Fu, ., Cai, L.A. Lu, L. (2014), Nguyen, . D. (2009), Lin Chung-Hsien et al (2007).

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H1: μ μ

- μ μ

μ .

Stylidis et al (2014)

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Kim et al (2013)

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Nunkoo

Ramkissoon (2011)

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Gursoy, Chi, & Dyer (2010)

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(Harrill, 2004).

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(Stylidis, Biran,

Sit, & Szivas, 2014, Türker & Öztürk, 2013, Long & Kayat, 2011). Ling et al

(2011)

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(Kim, Uysal & Sirgy, 2013),

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(Ursache & Zaidan

(2016), Brunt & Courtney (1999)),

(Akkawi,

2010)

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(Rahman, 2010).

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 Srikanjanarak Ramayah (2009), Hermann, Xia,
 Monroe Huber, (2007), Martin-Consuegra et al (2007), μ μ
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 Harvard Business Review (1995)
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 (Spreng & Olshavsky, 1993, Cronin & Taylor
 1992, Johnson & Fornell, 1991 . .).
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 μ μ Vida & Reardon (2008),
 μ μ .
 , Lee et al. (2007)
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 (Hui et al., 2007, Yoon &
 Uysal, 2005) μ (Oliver, 1997).
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(Truong & Foster, 2006, Kozak, 2001a).

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Lee et al., (2007) μ μ
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Tsoukatos E. & Rand K.Graham (2017)

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H4: μ μ μ μ μ
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ΚΕΦΑΛΑΙΟ 5ο: ΠΟΛΗ ΤΗΣ ΘΕΣΣΑΛΟΝΙΚΗΣ ΚΑΙ ΕΚΘΕΣΕΙΣ

5.1 Ιστορία της Έκθεσης στη Θεσσαλονίκη

– HELEXPO

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TIF) 1925. TIF μ 1926
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1940 (Hekimoglou & Roupa, 2000). ,
1926-1939, TIF μ : μ
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(, 2014).
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1950 μ Marshall, μ
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1960 400 1.500
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1931 " " • 1935 μ μ μ • 1936

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5.2 Σημερινή Εκθεσιακή Δραστηριότητα

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 & «Zootechnia» μ 40.000
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 «Detrop». μ
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 Buyers" μ μ μ
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 μ «Artozyma».
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 «Athens International Jewellery Show» Metropolitan Expo.
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5.3 Hosted Buyers Program

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 μ (b2b Meetings) μ μ
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 μμ Hosted Buyers. μμ μ
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ΚΕΦΑΛΑΙΟ 6^ο: ΣΧΕΔΙΑΣΜΟΣ ΚΑΙ ΜΕΘΟΔΟΛΟΓΙΑ ΤΗΣ ΕΡΕΥΝΑΣ

6.1 Πλαίσιο Έρευνας

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Hosted Buyers /
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μ μ . 2014,
μ μ Hosted Buyers -HELEXPO μ
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 , μ (Dimitris Kourkouridis et al,
2017) μ μ μ
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μ μ Hosted Buyers -HELEXPO 2014-2016,
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6.3 Ερευνητική Διαδικασία - Ερευνητικό Εργαλείο

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2014-2016, 187 μ μ 15,9%
μ . μ μ
2 μ 2016,
μ μ .
μ μ (18,0%).
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μ (Saunders et al., 2007). μ
μ Phellas et al (2011), μ μ

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0,355 μ
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 μ 0,507. μ μ
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 μ μ μ
 μ (0,617).

2: μ –Correlations

		μ	μ	μ	μ	μ	μ	μ	μ	μ	μ	μ
	Pearson Correlation	1	,082	,426**	,452**	,494**	-,040	,049	-,017	,075	-,011	,021
	Sig. (2-tailed)		,285	,000	,000	,000	,587	,508	,817	,306	,885	,780
	N	187	171	170	183	187	187	187	187	187	187	187
μ	Pearson Correlation	,082	1	,355**	,149	,169*	,039	,063	-,047	-,138	,043	-,009
	Sig. (2-tailed)	,285		,000	,055	,027	,608	,416	,544	,072	,576	,905
	N	171	171	163	168	171	171	171	171	171	171	171
	Pearson Correlation	,426**	,355**	1	,507**	,628**	-,052	,104	-,046	-,102	,058	,113
	Sig. (2-tailed)	,000	,000		,000	,000	,499	,176	,555	,185	,451	,142
	N	170	163	170	168	170	170	170	170	170	170	170
	Pearson Correlation	,452**	,149	,507**	1	,617**	-,064	,013	-,082	-,033	,064	,131
	Sig. (2-tailed)	,000	,055	,000		,000	,388	,861	,272	,657	,388	,077
	N	183	168	168	183	183	183	183	183	183	183	183
μ	Pearson Correlation	,494**	,169*	,628**	,617**	1	-,020	,016	-,027	-,008	,079	,089
	Sig. (2-tailed)	,000	,027	,000	,000		,784	,830	,712	,910	,283	,227
	N	187	171	170	183	187	187	187	187	187	187	187
	Pearson Correlation	-,040	,039	-,052	-,064	-,020	1	-,099	,122	,060	,202**	-,031
	Sig. (2-tailed)	,587	,608	,499	,388	,784		,179	,098	,416	,006	,676
	N	187	171	170	183	187	187	187	187	187	187	187
	Pearson Correlation	,049	,063	,104	,013	,016	-,099	1	-,380**	-,017	,081	-,045
	Sig. (2-tailed)	,508	,416	,176	,861	,830	,179		,000	,813	,271	,537
	N	187	171	170	183	187	187	187	187	187	187	187
	Pearson Correlation	-,017	-,047	-,046	-,082	-,027	,122	-,380**	1	,331**	,012	,006
	Sig. (2-tailed)	,817	,544	,555	,272	,712	,098	,000		,000	,866	,933
	N	187	171	170	183	187	187	187	187	187	187	187
	Pearson Correlation	,075	-,138	-,102	-,033	-,008	,060	-,017	,331**	1	,206**	-,045
	Sig. (2-tailed)	,306	,072	,185	,657	,910	,416	,813	,000		,005	,537
	N	187	171	170	183	187	187	187	187	187	187	187
$\mu\mu$	Pearson Correlation	-,011	,043	,058	,064	,079	,202**	,081	,012	,206**	1	,263**
	Sig. (2-tailed)	,885	,576	,451	,388	,283	,006	,271	,866	,005		,000
	N	187	171	170	183	187	187	187	187	187	187	187
$\mu\mu$	Pearson Correlation	,021	-,009	,113	,131	,089	-,031	-,045	,006	-,045	,263**	1
	Sig. (2-tailed)	,780	,905	,142	,077	,227	,676	,537	,933	,537	,000	
	N	187	171	170	183	187	187	187	187	187	187	187

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

3: μ (Regression Analysis)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
2	,165	,344		,479	,633
μ	-,027	,058	-,032	-,470	,639
	,125	,105	,105	1,194	,235
	,147	,095	,138	1,547	,124
μ	,504	,111	,449	4,543	,000

μ – Regression Analysis

μ , μ μ μ .
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 μ (3), μ μ 5%
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ΠΑΡΑΡΤΗΜΑ

HOSTED BUYER'S DATA

.1. Sex:

Male

Female

.2. Age: *

< 25

25-35

36-50

51-65

> 65

.3.1. Nationality: *

.3.2. Country of Employment: *

.4. Position in the Company: *

Owner-President
CEO
Board Member
Director-Manager
Purchase Manager
Scientific Staff
:

.5. Company Activity: *

Agriculture-Animal Breeding
Construction-Energy-Real Estate
Food-Beverage
Jewellery
Tourism
Logistics-Packaging

.6. Annual Company Turnover: *

1,00 to 1.000.000,00€
1.000.001,00 to 5.000.000,00€
5.000.001,00 to 10.000.000,00€
10.000.001,00 to 20.000.000,00€
20.000.001,00 to 30.000.000,00€

. PARTICIPATION IN THE HOSTED BUYERS PROGRAMME

.1. How often do you participate in exhibitions? *

once a year twice a year 3-4 times a year more than 4 times a year

a. abroad

b. in your country

.2. Please rate the HELEXPO exhibition, you visited whole? *

Very Good

Good

Average

Not very satisfactory

Very Poor

.3. How do you rate the B2B meetings you had with the exhibitors during your visit to HELEXPO exhibition? *

Very Good
Good
Average
Not very satisfactory
Very Poor

.4. Did you sign any agreements with exhibitors during your visit to the exhibition or within one year after your visit? *

Yes, during the exhibition
Yes, within one year after the visit
No

.5. Have you visited any other Exhibition organized by HELEXPO after your participation in the Hosted Buyers Programme? *

Yes
No

C. VISIT TO THE CITY OF THESSALONIKI

C.1. Which of the following did you visit during you stay in Thessaloniki? *

Touristic-Archaeological Resources of Thessaloniki
Touristic-Archaeological Resources of Thessaloniki Region
Shopping
Restaurants-Bars
Cultural Activities (concert, theatre etc.)
Entertainment (eg. clubs etc.)
:

C.2. Please rate Thessaloniki as a tourist destination: *

- Very Good
- Good
- Average
- Not very satisfactory
- Very Poor

C.3. Please rate the level of the following infrustraction/services of

Thessaloniki: *

	Very Good	Good	Average	Not Very Satisfactory	Very Poor
C.3.1. Transportation					
C.3.2. Accommodation					
C.3.3. Entertainment					
C.3.4. Tourism Infrustraction					
C.3.5. Bars-Restaurants					
C.3.6. Shopping					
C.3.7. Other Services					

C.4. Please rate the following characteristics of the local residents:

	Very Good	Good	Average	Not Very Satisfactory	Very Poor
C.4.1. Hospitality					
C.4.2. Friendliness					
C.4.3. Professional Attitude					
C.4.4. Willingness to provide assistance					
C.4.5. Foreign Language Level					

C.5. How did you find the prices of products and services in Thessaloniki?

	Very High	High	Average	Low	Very Low
C.5.1. Food					
C.5.2. Drinks					
C.5.3. Shopping					
C.5.4. Taxi					
C.5.5. Accommodation					
C.5.6. Entrance Fees in Touristic Sites					

C.6. Please rate the quality of the following products and services in Thessaloniki:

	Very High	High	Average	Low	Very Low
C.6.1. Food					
C.6.2. Drinks					
C.6.3. Shopping					
C.6.4. Taxi					
C.6.5. Accommodation					
C.6.6. Entrance Fees in Touristic Sites					

D. YOUR OPINION OF THESSALONIKI

D.1. Would you choose Thessaloniki as a tourist destination?

Yes
Probably yes
Not defined
Probably not
No

D.2. Would you propose Thessaloniki as tourist destination to your friends and relatives?

Yes
Probably yes
Not defined
Probably not
No

D.3. After your participation in the Hosted Buyers Programme of HELEXPO did you visit Thessaloniki as a tourist alone or with friends/family?

Yes as city break
Yes only transit
Yes more than 3 days stay
Yes full holiday package
No

If no, please specify the reasons.