

8th ATHENS INTERNATIONAL TOURISM & CULTURE EXPO 2021

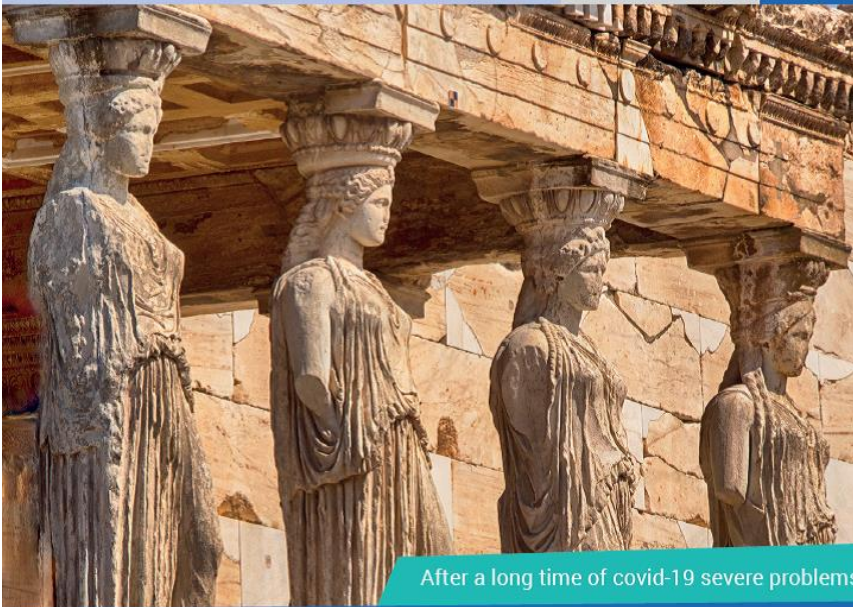
anit EXPO
ATHENS INTERNATIONAL TOURISM

ΥΠΟ ΤΗΝ ΑΙΓΙΔΑ
ΤΗΣ ΚΟΙΤΗΣ

21
200 ΧΡΟΝΙΑ
ΜΕΤΑ ΤΗΝ
ΕΠΙΧΡΑΣΗ
1830-1931

25 ▶ **27**
November 2021
ZAPPEION MEGARON

SUPPORTED BY



The successful International Tourism Exhibition in Greece under the Auspice of the **Greek Ministry of Tourism** and the Committee "Greece 2021"

After a long time of covid-19 severe problems in the International Tourism Market, the

8th ATHENS INTERNATIONAL TOURISM & CULTURE EXPO 2021

...is a vehicle of internationally promoting **Greek Tourism** and will continue the efforts to support the incoming Tourism every year!

The Exhibition is going to offer a unique opportunity for all participants to **increase their contacts**, to **build new business** and to discover new destinations in Greece.



ORGANIZED BY
LEADERtech
EXHIBITIONS & CONFERENCES

8th ATHENS INTERNATIONAL TOURISM & CULTURE EXPO

TOURISM SECTORS

The event is going to cover all areas of the tourism sectors, including the categories of:

- ▶ Leisure
- ▶ Luxury
- ▶ Mice, Business και Corporate Travel
- ▶ Alternative Tourism, Cruising
- ▶ and with special emphasis on Archaeological and Religious Tourism

150 INTERNATIONAL HOSTED BUYERS FROM 50 COUNTRIES WILL BE HOSTED AT THE EXHIBITION FOR B2B MEETINGS WITH THE EXHIBITORS.

The very good results of the Exhibition and the great success of the B2B meetings remain still high in 2021 and the Buyers will cover all the needs of the Exhibitors.

The Hosted Buyers will be selected based on strict quality criteria coming from all Tourism sectors such as Tour Operators, Travel Agencies, MICE and Associations.

PARALLEL EVENTS

during the Exhibition

International Conferences will be organized regarding: New ways of organizing hotels in covid-19 era & The Culture Tourism with the participation of very important international speakers coming from Greece and abroad. Moreover, other special events will run alongside, focusing on Ancient Greek Cuisine.

SPECIAL EXHIBITORS

The Museums and Historic areas from any country can participate as Exhibitors, only through Virtual Stands. The Online visitors will have the chance to visit these Stands to watch both pictures and videos of each Exhibitor. Moreover, visitors can communicate with the staff of the Stands. The staff will be available to offer a virtual Tour to different areas of the Museums and show the visitors around.

Attached Samples of the Virtual Stands

SPECIAL INTERNATIONAL PROMOTION FOR THE EXHIBITION AND THE EXHIBITORS

- Newsletters Campaign - every month - to 60.000 various Tourism companies coming internationally from around 50 countries
- Special contacts with over than 5.000 International Tour Operators from all Tourism categories
- Targeted advertisement in Social Media and Tourism magazines

ON LINE VISITORS



Especially for business visitors who cannot visit the Exhibition, they will have the opportunity to register in the Online program. They will be also able to hold B2B Meetings with Exhibitors by using their own code - through a teleconference system.

Greece is a wonderful country for vacation and we are asking you to

COME TO MEET THE GREEKS

UNDER THE AUSPICE OF



SUPPORTED BY

ORGANIZED BY



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Με εκτίμηση/ Best regards

Leaderexpo- Leadertech

Μαρία Μπένια/ Maria Benia

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The poster features the 'anit EXPO' logo at the top, with 'ATHENS INTERNATIONAL TOURISM' written below it. A small logo in the top right corner identifies the event as the 8th Athens International Tourism & Culture Expo. The main title, '8th ATHENS INTERNATIONAL TOURISM & CULTURE EXPO 2021', is prominently displayed in the center. The dates '25 & 27 November 2021' and the location 'ZAPPEION MEGARON' are listed in the bottom left. The bottom right section, titled 'SUPPORTED BY' and 'BY', includes logos for the Ministry of Tourism and LEADERtech.

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& CULTURE EXPO 2021**

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LEADERtech
ASSOCIATIONS & COMPANIES