

PROGRAM

9:30 - 10:00

Registration & Welcoming Coffee

10:00 - 10:30

Opening remarks/Greetings

Kyriakos Pozrikidis, Managing Director of TIF HELEXPO
Elena Kountoura, Minister of Tourism Greece
Grogoris Tasios, President of Hellenic Hoteliers Federation

10:30 - 12:00 1st SESSION

Seasonality: A marketing and institutional approach

George Drakopoulos
President & CEO Tourism Generis

Development of three 55+ Silver Travel Products with Unique Selling Proposition Worldwide for Greece

Stella I. Tsartsara
Silver Tourism expert, Gerontologist, Place Branding expert

Wellbeing, a challenge that we have to deal with

Alexandros Angelopoulos
Managing Director of Aldemar Resorts

Building an outstanding tourism destination for seniors

Sabine Switalla
Selective Tourism & Destination Development Consultant, Rodos

Proposal for the use of the LLM Care system in 55+ tourism in Greece

Panagiotis Bamidis
*Assoc. Professor, Medical Education Informatics AUTH,
Founder & Principal Investigator of LLM Care Ecosystem & Thessaloniki Active and Healthy Ageing Living Lab (ThessAHALL)*

Moderator: Michalis Kefalogiannis, *Journalist medical correspondent*

12:00 – 12:15 Mini Coffee Break

12:15 - 13:45 2nd SESSION

Decoding the dynamic market of Thessaloniki Airport "Makedonia"

George A. Vilos

Executive Director of Commercial & Business Development Fraport Greece

Growing the 55+ travel market

Dr Dimitris Koutoulas

Tourism & Marketing Consultant

Assistant Professor of Tourism Management, University of Patras

Development strategy of Greek Healing Resources

Markos Danas

General Secretary of the Hellenic Associations of Municipalities with Thermal Springs

Member of Executive Council of the European Historic Thermal Towns Association

Senior Travellers: Leading the way to more accessible tourism services for all

Ivor Ambrose

Managing Director ENAT - European Network for Accessible Tourism a.s.b.l., Belgium

Salt & Pepper in Tourism

Constantinos Sfikas

Guide, Journalist Unesco

Moderator: Dimitris Diamantidis, *Journalist Radio Thessaloniki*

13:45 - 14:15 Lunch Break & Networking

14:15 - 15:30 Round table

Discussion panel: The extension of the tourist season requires strong will and reliable synergies!

Participants

Haris Neofytidis

Operations Director Chandris Hotels

George Paliouras

Business Development Manager Rhapsody Travel

Stavros Daliakas

Commercial Director Ellinair Airlines

Efi Kalampoukidou

Qualified Tourist Guide of Greece

Ex.Co. President of the European Federation of Tourist Guide Associations (FEG)

Tasos Gousios

Tourism Marketing Consultant Alpha Marketing Greece

Moderator: Sakis Papadopoulos, *Journalist Omorfa Taxidia*

15:30 End of Conference