

PROGRAMME OF SIDE EVENTS

Last update: Friday, 12 November 2021

| TIME | EVENT | VENUE |
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| FRIDAY 12 NOVEMBER / Working Hours 11:00 – 20:00 (For trade visitors only) | | |
| 12:00-17:00 | HELLENIC FEDERATION OF HOTELIERS Council of Presidents of Hotel Associations – Members of the Hellenic Federation of Hoteliers | 'I. Vellidis' Congress Centre 'Thessaloniki' Hall |
| 12:00 | REGION OF WESTERN GREECE 'Digital Actions of the Region of Western Greece for the Covid and post-Covid period' | Open Stage Pavilion 13 |
| 13:00 | KOURTIDIS GROUP 'PRESS CONFERENCE - OFFICIAL PRESENTATION OF THE ALEXANDROU CHORA PROJECT' Nikos Kourtidis, Konstantina Dimitrova, Grigoris Avavidis, Kostas Pouloupoulos, Nikoleta Pechlivani Kourtidis Group will officially present for the first time to journalists and visitors its ambitious project, Alexandrou Chora. The investment will include the creation of a luxury hotel Resort, a Spa Hotel, a 280-resident Village, and a theme park in an area of 175,000 sq.m. This project will change the overall financial and social status at Ofrynio Beach-Costa Ofrynio and will further develop its tourism dynamic. | Open Stage Pavilion 13 |
| 13:30 | NARRATOLOGIES NARRATOLOGIES APP 'The Digital Future of Travel Experiences Gamified City & Shopping Tours' Aliko Iovita, CEO & Co-Founder How ready are you to offer your customers safe alternative travel experiences that can set you apart from the competition and introduce you into the new digital era? Learn all the hottest trends of the future of tours & activities, and prepare for travellers from this new age. Aliko Iovita, CEO & Co-Founder of Narratologies will share with you useful tips and inside info from the travel experiences sector. | Open Stage Pavilion 13 |
| 14:00 | HILIAN HOTELS & RESORTS 'PREPARING A CV - ADVICE ON SUCCEEDING IN INTERVIEWS' Maria Kaklidou, HR Manager of Philian Hotel & Resorts Group, invites all tourism profession students and sector professionals to attend a seminar that aims to guide them on the first two steps in finding work. | Open Stage Pavilion 13 |
| 14:30 | BIKE FRIENDLY LABEL 'Bicycle tourism and the Bike Friendly Certification Programme' Vicky Karantzelou, General Director, NatTour Bike Friendly is an initiative of NatTour, which, in partnership with the Hellenic Society for the Protection of Nature, aims to promote sustainability in tourism and mobility for tourist-citizens, as well as developing alternative forms of tourism, with a priority on cycling and bicycle tourism. In that framework, NatTour has since 2026 contributed to the shaping and promotion of a bike friendly network of destinations and businesses in Greece. | Open Stage Pavilion 13 |
| 16:00 | ALPHA MARKETING GREECE 'The Market Show' Speakers: Tasos Gousios, Konstantinos Deriziotis, Giorgos Lykavgis, Mina Tolidou | Open Stage Pavilion 13 |
| 17:00 | REGION OF EPIRUS 'CONFERENCE TOURISM IN IOANNINA' Speaker: Moisis Elisaf, Mayor of Ioannina | Open Stage Pavilion 13 |
| 17:30 | ROYAL JORDAN AIRLINES 'PRESENTATION OF JORDAN AND ROYAL JORDAN AIRLINES' Dimitris Lazaridis on behalf of the Jordan Tourism Board/ Zakaria Abbadi, Area Manager, Royal Jordanian Airlines, Greece & Cyprus | Open Stage Pavilion 13 |



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| | Presentation of Jordan as a tourism destination, on behalf of the Jordan Tourism Board and Royal Jordan Airlines, the national airline of Jordan. | |
| 18:00 | BURSA CULTURE, TOURISM AND PROMOTION UNION Ομιλητής: Abdülkerim Baştürk, Director of Bursa Culture, Tourism and Promotion Union | Open Stage Περίπτερο 13 |
| 19:30 | PHILOXENIA 2021 OPENING | 'I. Vellidis' Congress Centre |
| SATURDAY 13 NOVEMBER / Working Hours 10:00 – 20:00 (For trade visitors and the general public) | | |
| 10:00-18:30 | PHILOXENIA CONGRESS 'EXPERIENCE TOURISM: Seeking authenticity' | Pavilion 14 |
| 10:30 | MINISTRY OF THE INTERIOR (SECTOR OF MACEDONIA - THRACE) Presentation of investment tools in Tourism | Open Stage Pavilion 13 |
| 12:00 | ASSOCIATION OF HOTEL MANAGERS OF MACEDONIA – THRACE General Meeting- Elections | 'N. Germanos' Congress Centre Hall B |
| 12:30 | MUNICIPALITY OF VOIO | Open Stage Pavilion 13 |
| 13:00 | REGION OF CENTRAL MACEDONIA: 'Film productions as a driver of tourism growth for the Regions' Speakers: Apostolos Tzitzikostas, Governor of C. Macedonia, Panagiotis Kouanis, President and CEO of EKOME, Dimitris Fragakis, Sec. Gen. EOT. Moderator: Alexandros Thanos, Tourism Sector Chief Highlighting the value of film productions for tourism development in the Regions | Open Stage Pavilion 13 |
| 15:30 | EMBASSY OF THE POLISH REPUBLIC IN ATHENS An Invitation to Poland – Popular Tourist Attractions in Poland Piotr Sienicki, Managing Director, AB Poland Travel AB Poland Travel All the Best of Poland Travel services in Poland for foreigners. Incoming Tour operator | Open Stage Pavilion 13 |
| 16:00 | REGION OF CENTRAL MACEDONIA Accessible Tourism: A beach for all in the Municipality of Katerini Maria Terzidou, Deputy Mayor for Tourism, Municipality of Katerini, Athina Stamatiadou, CEO 'Stamatiadis Lifts Private Company', Spyridon Itsios, Marianna Kavounidou, Stelios Ouzas, Volunteers Accessibility to the beaches of the Municipality of Katerini - The Seatrac (equipment that provides assistance to people with disabilities in entering the sea) at the disposal of the Municipality - active citizens volunteer group | Open Stage Pavilion 13 |
| 17:00 | EDESSA - PELLA - KAIMAKTSALAN - INFORMATION & VISITOR SUPPORT CENTRE 'EDESSA CITY Card: The ultimate tool for all visitors' Dr Evangelos Kyriakou, Head of Tourism for Edessa Presentation of the Edessa City Card and the activities of the Tourism Information Centre of Edessa for the facilitation of visitors and tourism professionals, as well as for the enhancement of tourism supply in the region. Edessa Waterfalls, Water Museum of Edessa, Varosi District, Natural History Exhibition of the Agras-Vryta-Nisi Wetland, Lake Vegoritida, Traditional Hamlet of Agios Athanasios, and Kaimaktsalan Ski Centre | Open Stage Pavilion 13 |
| 18:00 | T.E.I. DEPARTMENT OF BUSINESS ADMINISTRATION Colloquium on: Cultural tourism and culture: The future of the past | 'N. Germanos' Congress Centre Hall A |
| SUNDAY 14 NOVEMBER / Working Hours 10:00 – 19:00 (For trade visitors and the general public) | | |
| 11:30 | PRESPA TOURISM ASSOCIATION Prespa as an all-year Tourism Destination Stratos Vasilopoulos, President of the Association of Tourism and Relevant Activities of the Municipality of Prespes The region of the Municipality of Prespes will be presented as an all-year Tourism Destination at the event. The presentation will include the potential the region presents, as well as tourist | Open Stage Pavilion 13 |



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| | accommodation, activities, sites, etc. | |
| 12:00 | <p>VIVESTIA - THE REALITY BOOKING PLATFORM Vivestia Platform VR as a means of promoting tourist accommodation Georgios Kontaksis - Managing Partner of Vivestia</p> <p>The presentation aims to explain Vivestia, an innovative platform for the promotion of accommodation, which utilises 3D Virtual Reality Touring technology to enhance efforts to promote Greek tourist accommodation. At the presentation, we will talk about how VR can help owners by providing a powerful means of promotion, as well as the advantages of VR in comparison to traditional promotion methods.</p> | Open Stage Pavilion 13 |
| 12:30 | <p>REGION OF CENTRAL MACEDONIA Designing a sign of responsibility - local quality</p> <p>Alexandros Thanos, Tourism Sector Chief, Region of Central Macedonia, Apostolos Charalambos - Project Head, Nikos Drakonakis - Special Partner, IDS & IDEA</p> <p>Development and promotion of the regional quality standard in the Region of Central Macedonia</p> | Open Stage Pavilion 13 |
| 13:30 | <p>UPIRIA Boost Sales with Tours and Activities The future of tourism activities UPIRIA</p> <p>In this session we will take a look at how creating network effects can unlock the full potential of tour and activity providers. The session also includes a demo of the Upiria application. The presentation will focus on contact networks among sector companies and how they can contribute to the increase of sales in tourism activities. We will close the session by presenting the UPIRIA application.</p> | Open Stage Pavilion 13 |