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Greek Tourism & Gastronomy Workshop

TUESDAY 19 APRIL 2022
Paris - France

Welcome!

tme tourism media & events

Greek Tourism & Gastronomy Workshop

TUESDAY 19 APRIL 2022
Paris - France

Under the Auspices of

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MINISTRY OF TOURISM

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EN FRANCE

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Greek Tourism Workshop

GREEK NATIONAL TOURISM ORGANISATION

REGION OF CRETE

REGION OF WESTERN GREECE – OLYMPIAN LAND

MUNICIPALITY OF HALKI

MUNICIPALITY OF KARYSTOS

GREEK BREAKFAST

TOURISM PROMOTION ORGANIZATION OF RHODES

AEGEAN AIRLINES

ATHENS INTERNATIONAL AIRPORT

AXIA HOSPITALITY

CHC CHNARIS

HYATT REGENCY THESSALONIKI

METAXA HOSPITALITY _CRETA MARIS

PHAEA RESORTS

SWOT _MAGMA RESORT SANTORINI

V-HOTELS _ALMYROS BEACH

YADES HOTELS _KINSTERNA

Greek Tourism Workshop

Greek Participants

GREECE | GREEK NATIONAL TOURISM ORGANISATION
www.visitgreece.gr

The Greek National Tourism Organisation (GNTO), founded in 1929 and re-established in 1950, is a Public Entity (PE) under the supervision of the Ministry of Tourism. Its mission is to develop and promote the Greek tourism product through the implementation of promotional tourism campaigns in Greece, and abroad with the help of the extensive network of GNTO offices in foreign countries. With its vast experience and expertise and its large network of associates and stakeholders within as well as beyond the Greek borders, GNTO has always played a crucial part in the national effort for a cost-effective and efficient promotion of Greece for what it is: a unique and amazing destination. GNTO is a member of UNWTO and ETC.

"Crete- Sense the Authentic Taste"
The Region of Crete, through its central message "Crete - Sense the Authentic", welcomes its visitors in an authentic landscape, where dominates the deep blue of the sea along with the colors of the Cretan land and a picturesque, unexplored mainland carrying indelible the imprint of History and its ancient civilizations. With an area of 8,000 km2, Crete is the largest island in Greece and the fifth largest island in the Mediterranean Sea. Thanks to its geographical location, at the crossroad of three continents: Europe, Asia and Africa, Crete has a unique climate and a rich and rare biodiversity. Crete concentrates a wealth of contrasts with constant changes of landscapes, authentic experiences and activities for every season of the year; from the steep and inaccessible peaks of the White Mountains, Psiloritis and Mount Dikti, to the large and impressive plateaus of Omalos, Askifos, Nida and Lassithi and the imposing canyons running vertically the large volumes, all accessible for exploration, - the most famous of which is the canyon of Samaria with a total length of 16 km. And from the sinks and the numerous caves, to the lacy shorelines with the sandy beaches and the blue crystal clear waters, the beaches and the dunes. A natural landscape keeping the visitor constantly alert, causing awe and admiration. Crete has been characterized as the "cradle" of European culture, since here was born the first civilization in Europe, the Minoan, whose splendor stands out in the imposing palaces of Knossos, Phaistos, Malia, Zakros, Kydonia, and also in its newest historical monuments from the time of Byzantium, the Renaissance, the liberation and integration of Crete in Greece, till nowadays; all indisputable witnesses of the great prosperity of the island. Over the centuries, from the era of Byzantium to the Renaissance, till the modern history of the island, Crete has always gathered the interest of the known world. The imprint of different historical periods is visible today, to every visitor.Moreover, Crete is a gastronomic destination, as it is famous for its local cuisine and the unique hospitality of its inhabitants, who honor the traditions of their island. The Cretan diet, synonymous with the "recipe" of longevity, offers a wide variety of flavors and aromas that fascinate all senses.
Finally, the island has a modern transport network that includes 3 international airports, 6 ports for the transfer of visitors and goods, two of which are important stations for cruise ships, and an extensive road network. Also, Crete has a modern tourist infrastructure operating 365 days/year with a variety of accommodation of all categories along with modern infrastructure for sports and leisure activities. This is the current, modern profile of the authentic Crete inviting its visitors to a life experience of authentic hospitality.

OLYMPIAN LAND

REGION OF WESTERN GREECE

full of contrast!

Countless colors in an horizon that is spread all over the Ionian Sea.
The sunset's splendor, after a day full of experiences meant to become your most precious memories. Boundless nature, rare flora and fauna, rivers, lakes and lagoons. Unique local products, with the sensational taste of authenticity. Vast, gorgeous coastline and beautiful high mountains. And among all these, Olympia, Messolongi, Kalavrita: places with a decisive role in Greece's history and culture. This is Western Greece. AN EPIC LAND!

MUNICIPALITY OF
CHALKI ISLAND

Chalki is one of the little Greek islands of the Dodecanese, located very close to Rhodes. Still untouched by mass tourism Chalki is the perfect destination either for relaxing holidays away from the bright lights or for a quick getaway from Rhodes island. There are daily ferries to Chalki from the little port of Ancient Kamiros in Rhodes. This picturesque tiny island stands out for its traditional architecture, peaceful atmosphere and secluded beaches. The capital of Chalki, is Nimporio, a picturesque little village that stretches around the island's port. A few Chalki beaches are organized, while most of them are unspoiled and secluded, perfect for those who want to unwind away from the hustle and the bustle. Chalki is one of the best destinations off the beaten tourist trail in Greece!

MUNICIPALITY OF KARYSTOS

The Land of Pleasure, Adventure, Nature & Hospitality

Karystos is the capital city of Southern Euboea, the biggest island across Attica. It is located on the southernmost part of the island on the bay under the shadow of the impressive mountain Ochi, where the myth says that Zeus –king of Gods- got married with his beloved Goddess, Hera. It is approximately 120km away from Chalkida but you can also catch the costal ships from Rafina or Santa Marina and get there in less than an hour.

greek breakfast

HELLENIC CHAMBER OF HOTELS

Imagine waking up under the Greek sun, while on an island escape, nature adventure or City Break, to a delicious breakfast buffet of local specialties at a hospitable table.

The "Greek Breakfast" welcomes guests at hotels in every corner of Greece to savor the flavors and aroma of purely Greek products and regional breakfast delicacies.

You'll enjoy a taste of local culinary tradition that, not only travels your senses, but inspires discovery of regional cultural heritage, local products and fruits of the earth.

What better way to start your day...

The "Greek Breakfast" is the inspiration of the Hellenic Chamber of Hotels to connect the gastronomical wealth of the country with the Greek hotel guest experience. The "Greek Breakfast" promotes the regional culinary heritage of Greece in a program formulated to highlight local specialties and products.

Managed by the Hellenic Chamber of Hotels, the "Greek Breakfast" is an innovative and highly- structured program requiring strict adherence to well-defined specifications by participating hotels to ensure quality and authenticity. For the guest, it is an opportunity to discover the culinary and cultural heritage of a preferred destination. Guests can choose from an array of traditional dishes "on the spot" gaining firsthand knowledge of local products and culinary customs.

The "Greek Breakfast" showcases many of the Greek products at the heart of the mediterranean diet. The bread, rusks, olive oil, olives, yoghurt, honey and fresh fruit create the basis of the "Greek Breakfast".

Every region of Greece, depending on the climatic conditions, the soil, products and the historical interchange of its inhabitants, has formed a particular gastronomic culture and local cuisine. The "Greek Breakfast' welcomes guests to get to know and enjoy the customary breakfast specialties of the diverse regions of Greece.

RHODES WELCOME

Welcome to Rhodes, an island which is ideal not only for those who want to relax but also for those looking for an action – packed holiday! With its bright green hills, rich green valleys and uninterrupted line of golden beaches, Rhodes is truly a blessed place.
Add in the excellent facilities for tourism, the island's special blend of cosmopolitan, traditional, numerous cultural and archaeological sites and you've got the perfect holiday destination.

Rhodes holds a very pleasant surprise in store, for anyone who visit the island for the first time. This emerald island of the southeast Aegean Sea, Rhodes, is the biggest of a complex of islands, known as the Dodecanese. The Island of the sun!

Well, Rhodes is the ideal destination to explore astonishing beaches, fascinating history,culinary delights, natural beauties, invigorating nightlife and more.

AEGEAN

A STAR ALLIANCE MEMBER

When flying to Greece, it's not enough to just get you there.

Think of Greece and see images of a welcoming culture. The magic and wonders of Greece stretch from the stunning whites and blues found in islands like Santorini, Mykonos, or Crete all the way to timeless cities like Athens and Thessaloniki. Whether you choose to visit in spring, summer, autumn or winter, Greece is a source of excitement and inspiration – from relaxing breaks by the beach with family and friends to the spontaneity of a city break or even a brief stopover on a business trip. There's no better way to get to this incredible country than with the airline that knows Greece best!

AEGEAN is a member of Star Alliance and Greece's largest airline, operating short and medium haul services of premium quality and connecting people to a network of 160 destinations in Greece and beyond. In 2013 AEGEAN acquired Olympic Air; as a result, our passengers benefit from increased flight frequencies and connections as well as improved accessibility to Greece's islands.

AEGEAN has been consistently recognized on an international scale. During the Skytrax 2021 award ceremony, AEGEAN was awarded the title of the Best Regional Airline in Europe for the 10th consecutive year and the 11th time in the last 12 years.

"Athens International Airport S.A." was established in 1996, as a Public-Private partnership. AIA is a privately managed Company, with the Greek State holding 55% of shares, while the private shareholders collectively hold 45%.

Since 2001, AIA has welcomed more than 320 million passengers and over 3.5 million flights, offering high-level services, earning the trust of airlines, passengers, partners and stakeholders and having been awarded with more than 100 international awards and distinctions.
By offering one of the most comprehensive and innovative airline support schemes internationally, AIA secured a sustainable, growth environment for domestic and international traffic, strategically promoted "Destination Athens" through a wide range of actions and synergies and constituted one of the biggest employment engines in Greece, with a contribution equal to 4.4% of the GDP for 2019. In terms of traffic, 2019 was a historic best performance year for the airport, with 25.57 million passengers.

Following the unprecedented impact of the pandemic on travel and tourism, AIA is working closely with all industry and social partners, towards a coordinated relaunch of air-travel and a gradual traffic recovery.

Axia Hospitality represents the only Greek company which offers intimately interconnected management assistance, consulting, as well as sales and reservation management services. It has been founded in 2012 and year after year it shows an impressive growth in its portfolio and in its total turnover.

It is not a coincidence that over the last years of its operation, AXIA Hospitality has been consistently awarded for its innovative business model by the "Tourism Awards" (2016, 2018) and the "Greek Hospitality Awards" (2016, 2017, 2018), whilst last year (2019) Axia Hospitality was awarded by the international institution of "Seven Stars Luxury Hospitality and Lifestyle Awards 2019" as the "Seven Stars Sales Management Company" of the year.

The CEO and Founder, Mr. Ioannis Kyritsis, has been distinguished as the "Greek Hospitality Rising Star" as well as the "Greek Hospitality Influencer" by the institution of the "Greek Hospitality Awards". What makes him an innovative leader is that he is highly capable to understand, recognize and examine the needs of the hospitality market, thus in 2016 he partnered with "Nelios - Hotel Digital Marketing Agency" and as follows, he created the only "one-stop shop" for hotel businesses in Greece.

The percentage of properties that provide guests with luxury accommodation services, refers to the 49% of Axia Hospitality's total portfolio, which clearly demonstrates that the company has an extensive expertise in the high-end hotel services.

CHC HOTELS

Chnaris Hotel Management, Development & Consulting

"Chnaris Hotel Management, Development & Consulting S.A." is a management – Hotel Consulting Company, which started its operation on the 10th of February 2006, having as its main goal the Hotels' Management & the Rent of Tourist Facilities, as well as the provision of Hotel Management integrated services. The innovation is that these services are also available separately, always according to the demands and needs of its partners – hotel owners.

The general Director and Founder of "Chnaris Hotel Management, Development & Consulting", Zacharias A. Chnaris, as well as the Administrative Team of the company are executives, who have possession of mastery and lots of experience in the Tourism Industry. Their multiannual experience in the application of the most modern methods of organization and administration constitutes guarantee only for positively-desirable results.

The most important feature of the company is that it pledges and guarantees quality, complete customer satisfaction, increased revenue and maximized profitability for the hoteliers.

The Chnaris Hotel Management, Development & Consulting S.A. having the valuable principles of the know-how, the personalized service and the exploitation of technology, offers its hotels' guests unforgettable hospitality experiences. A group of highly experienced professionals of the Tourism & Hospitality Industry, has been established to offer the highest hospitality standards. The hotels, which manage to comply with these exact standards set by the company, have the advantage to use the "CHC Hotels" brand, known among the tourism industry for its high quality services and the guests' ultimate satisfaction.

HYATT REGENCY™
THESSALONIKI

Luxurious Business or Leisure Retreat in Thessaloniki

Hyatt Regency Thessaloniki offers an exclusive experience for both business and leisure travelers, combining high-quality products with outstanding service. Make yourself at home in our spacious and comfortable guestrooms, enjoy authentic Greek specialties, and have fun in the largest Casino in the Balkans, or unwind at the outdoor pool between meetings.

Only a 5-minute drive from Macedonia International Airport, the Hyatt Regency Thessaloniki offers high-quality banqueting facilities, spacious rooms, state-of-the-art technology and a unique Asian spa. Hyatt Regency Casino, the largest casino in Balkans, is a 3-minute drive away and free shuttle is available.

Each spacious room in this luxurious international hotel has been fully equipped with the latest in communications technology. Every modern amenity has been provided to ensure guests have a comfortable stay. Free WiFi is available.

Business travelers have access to high-tech conference facilities and the Hyatt can accommodate a variety of business events and special occasions, from large seminars to lavish weddings in indoor and outdoor venues.

Guests have many options for on-site entertainment, with the lively lobby lounge and Mediterranean restaurant, all with lush outdoor garden seating areas.

Club Olympus has an indoor, heated pool, whirlpool with hydromassage jets, sauna and steam room. Sports facilities include a fully equipped fitness center, tennis and squash courts. A large outdoor pool and junior pool, surrounded by lavish gardens, make the venue truly unique.

creta maris
beach resort

Creta Maris Beach Resort, a 5-star all-inclusive resort in Hersonissos Crete, Greece, combines tradition, elegance and Cretan Hospitality in a safe and sustainable environment. Being a member of Metaxa Hospitality Group for 46 years, it has gained a long-lasting legacy in hospitality industry. As guests' health and safety has always been number one priority for Creta Maris Beach Resort, the "Committed to caring" Health & Safety Program ensure a relaxing and safe stay for all guests.

The award-winning Creta Maris offers high-quality services and an array of interesting activities and facilities for children & adults.

The Greek village-style layout of the resort in combination with the picturesque quaint twisting paths, piazzas, gardens and the Blue-Flag awarded beach on-site make the ideal setting for authentic holidays in Crete.

Creta Maris , is situated in Hersonissos Bay, just 24km from the Heraklion Airport, offering:

- 680 Rooms & Suites, 1 Pool Villa
- 2 main restaurants,
- 4 thematic restaurants (incl. 3 a la carte restaurants),
- 3 snack points,
- 9 bars,
- 7 outdoor pools & 3 new outdoor heated pools,
- 1 indoor heated pool,
- Outdoor Jacuzzi,
- 5 children's swimming pools, Open-Air Cinema "Cine Creta Maris," Creta Maris Waterpark,
- Fitness Center & Spa,
- Baby Room with toys (up to 5 years, July to August) Asterias Children's Club (4 to 11 years), Teenagers' Club (12 to 15 years from July to August)
- High Speed Wi-Fi in all rooms and common areas,
- 2 Tennis courts, Mini Soccer Court (5x5), Mini Golf, Basketball (3x3), Boccia 1 Evening Entertainment Open-Air Theater
- Organic Field Garden,
- Meeting Facilities

and many areas for outdoor and indoor activities for children and adults!

PHĀEA
RESORTS

Inspired by the integrity of the Cretan soul, PHĀEA Resorts a visionary of Greek Hospitality, aims at creating meaningful travel experiences for like-minded people. With beauty as its guide and Greek heritage as its main source of inspiration, PHĀEA Resorts craft meaningful travel experiences that bring people together and nourish body and soul. Marrying integrity with care, and expertise with passion, PHĀEA Resorts embrace innovation, sustainability and family values to create concepts that respect people, guests and associates alike, and give prominence to a truer, more timeless Greece that is worth celebrating.

MAGMA RESORT
SANTORINI

Paying homage to Santorini's traditions, blending perfectly minimal elements and earthly tones, Magma Resort Santorini part of the Unbound Collection by Hyatt is located on the lava-made slopes of Vourvoulos, on the tranquil side of Santorini. The Resort features 59 stylish Rooms and Suites with verandas, private pools, walk-in showers, and cozy living areas.

Near popular cosmopolitan destinations such as Fira and Oia, the Resort nestles among traditional old vineyards, offering panoramic views of the Aegean Sea. A sophisticated culinary experience world curated by a two-starred Michelin Chef awaits the visitors, in which the wisdom of nature is evident in every detail. A state-of-the-art Wellness Center and subterranean Spa offer the guests a journey of self-realization and rejuvenation.

Magma Resort Santorini resembles a re-imagined traditional Cycladic dwelling, incorporating a sustainable yet modern exterior design that integrates seamlessly the lava-made/stone elements and the island's ambience.

HOTELS

★ ★ ★ ★ ★

ALMYROS
BEACH RESORT & SPA
www.almyrosbeach.com

"Creating Vivid Moments with Vibrant Vacations "

V-Hotels Group is dedicated to providing high end Hospitality services and create the environment that you will enjoy, relax and live memorable moments. We are a growing fast Company with a portfolio of five-star Hotels in Italy and Greece with plans of expansion.

Our Activities in Greece includes two properties in Corfu in unique locations on the north part of the island.

Caressed by the waters of the cerulean Ionian sea, the newly built, Almyros Beach Resort & Spa, member of the V-Hotels Group, welcomes guests to enjoy a once in a lifetime holiday experience in one of its 180 rooms spread across 12 buildings named after the Greek gods. A 5-star Beach Resort in Arachavi, Corfu ideally situated on Almyros beach, on the north coast of Corfu, only 42 km from Kapodistrias International airport and 2 km from the town of Acharavi offering numerous choices for shopping, dining, entertainment, and leisure. The breathtaking beachfront location, the contrasting natural surroundings and bespoke facilities and services come together to ensure a stay beyond imaginable. Guests are invited to surrender to the heights of luxury, indulge in beautiful living spaces and explore the gorgeous Corfiot surroundings while enjoying their stay in a world-class destination. Catering to all the needs of the modern traveler, Almyros Beach Resort & Spa goes above and beyond to offer its guests a pleasant and incomparable stay. From countless choices of entertainment and leisure, dining proposals and wellness experiences, every desire is met and satisfied. Welcome to Almyros Beach luxury hotel in Corfu, where all your dreams come true.

Aiming to enhance the living experience for all of its guests, Almyros Beach 5-star hotel in Corfu features a great array of activities and services to please the demanding needs of discerning travelers. Guests can head to the beach and swim in the crystalline waters of the Ionian sea or immerse in the tranquil waters of the hotel's pool while letting their children splash around in the specially designed kids pool, go

sliding at the hotel's 3 water slides, play at the playground or enjoy fun filled moments at the Kids club organized by our Animation team. The spa and gym area welcome guests to release all tension and rejuvenate their senses with soothing massages, beauty and spa therapies and treatments or intensive work outs. The hotel also features a billiard pool table, a table tennis, a volleyball court, two tennis courts, a 5x5 football court and a daily animation program with Yoga, Pilates, karaoke, and dance courses to keep all guests entertained and fit. Almyros Beach 5-star hotel in Corfu also provides a variety of sought-after bar and dining experiences including a main restaurant, serving breakfast, lunch and dinner, an a la carte restaurant, also suitable for vegetarians, a lobby bar lounge, a cozy pool lounge, a rooftop bar to gaze at the sunset and a night bar in the hotel's Multifactorial Room, also available for cinema nights, conferences and events of up to 100 delegates.

Kinsterna Hotel Monemvasia

We invite you to travel to Monemvasia, one of the most romantic and historic destinations in Greece (Peloponnese) and experience a truly unique stay at the highly acclaimed Kinsterna Hotel which has been awarded by TripAdvisor, with the "Certificate of Excellence 2021". Kinsterna has also been awarded as "Luxury Boutique Hotel of the Year" by the prestigious LTG European Awards 2017 and also won the Green Key award, the leading standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry!

The Kinsterna Hotel, which is a Byzantine-era rural mansion, was painstakingly restored with tremendous respect to its long history, with the intent to establish a comprehensive settlement encompassing the main mansion and surrounding houses. Moreover, all activities that took place in the past on the premises have been revived. Private label products including wine, extra virgin olive oil, olives, tsipouro (a Greek spirit), bread and marmalade are now on site.

Tucked away in the folds of the lush hillside, with privileged views of the Medieval Castle's Rock and the endless blue of the Aegean Sea, the lovingly and superbly restored mansion offers unique rooms & suites, autonomous residences and 2 magnificent villas and blends magically into the surrounding vineyards, timeless olive groves, imposing eucalyptuses and the lofty cypresses, within an estate of 25 acres.

Kinsterna Hotel offers several historic, cultural and sport activities, which are associated with the estate and specially designed for guests wishing to become better acquainted with the history of the mansion and the surrounding area.

Throughout the year, Kinsterna's activity menu features a variety of experiences including tour of the mansion, hiking through the vineyards, horse riding or a donkey ride, cycling on the estate, wine tasting, bread baking at the mansion's old stone oven, cooking classes, homemade soap-making, private boat tours around the Rock of the medieval castle-town and nearby secluded beaches or fishing!

Our guests have also the opportunity to participate in seasonal activities, which are associated with the 25-acre estate, such as the grape harvest or grape crushing to produce a Greek spirit 'tsipouro', and picking of olives to produce extra virgin olive oil.

The Kinsterna Hotel breathes a new dimension in the concept of luxury. From the enchanting nights with a glass of wine from the local privately owned vineyards next to the awarded Sterna restaurant sitting in the Byzantine cistern, to the incredible culinary creations from the Greek and the Mediterranean cuisine, with delectable local products and ingredients cultivated in the estate, in the Kinsterna Restaurant, and from the traditional hearty Greek breakfast to the impressive river-like pool with private relaxation areas amidst the fragrant orange trees, and the atmospheric Kinsterna Spa, with the signature treatments and the highly qualified therapists, the Kinsterna Hotel fully justifies why it was included in the prestigious Condı Nast Traveler's Hot List 2011 as one of the 65 best new hotels in the world!

Thank you

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