



## **Wednesday, 26/2/2014**

08.00-09.00

Registration

09.00-11.30

### **Conference Opening**

Officials

**Session 1** - Coordinator: George Angelis, Journalist

#### **Facing the challenges of the EU 2020 Strategy for the sustainable development of the islands**

MAHAIRIDIS Giannis, Secretary General, South Aegean Region

#### **Greek Tourism Strategy: 2021 Roadmap, Focus on seasonality**

LAMNIDIS Alexander, Association of Greek Tourism Enterprises (SETE)

#### **Seasonality: Myth and Reality**

ANGELOPOULOS Alexandros, Aldemar Resorts

#### **The proper conditions and measures for extending the tourist season**

KOUTOULAS Dimitris, Tourism and hospitality consultant

#### **Tourism season prolongation is an absolute prerequisite for business survival. New travel experiences are required and the development of strategic marketing on the distribution channels**

KARAGIANNI Anta, Rodos Hotel Association | Praxis Plus

11.30 - 12.00

Networking Break

12.00 - 14.00

**Session 2** - Coordinator: Vicky Vamiedaki, Journalist

#### **2014 Year of Culture in the South Aegean**

FTAKLAKI Eleftheria, South Aegean Region

#### **The use of information and communication technology in the development of tourism products - The tourist portal of the South Aegean Region**

VITSAKIS George, University of Crete

#### **Integrated tourism policy for the South Aegean Region**

SPILANIS Ioannis, University of the Aegean

14.00-15.00

Networking Lunch

- 15.00-16.30 **Session 3** - Coordinator: Dimitris Koutoulas, Tourism and hospitality consultant
- Defining the outdoors (on market terms)**  
TSOUKIAS Michael, Hellenic Association of Tourist Enterprises of Outdoor Activities, Lead Sustainable Development SA (Trekking Hellas)
- The success of climbing tourism in Kalymnos and the potential for similar development in other areas of Greece**  
THEODOROPOULOS Aris, Climb Kalymnos
- MILOTERRANEAN Geo Experience**  
VOGLI Anna, S&B Industrial Minerals S.A.
- Aegean volcanoes tourism: The case of Santorini**  
FYTIKAS Michael, Aristotle University of Thessaloniki
- Geoparks: Sustainable tourism destinations and new tools for local development**  
ZOUROS Nikolaos, University of the Aegean
- 16.30 - 17.00 Networking Break
- 17.00 - 20.00 **Session 4** - Coordinator: Tasso Pappas, CITE, CIS
- Greece has potential for walking tourism – but the offers must be of a high quality**  
NIELSEN Liz, President, European Ramblers Association
- Integral hiking paths networks, and the need to exploit the Greek potential**  
TSARAVOPOULOS Fivos, Paths of Greece
- Open to the public  
Coordinator: Manolis Lignos, Lawyer, Publisher
- Round Table Discussion: “The paths of Santorini”**  
ZORZOS Anastasios-Nikolaos, Mayor of Thira, ZAROKOSTAS Konstantinos, Project Manager, MATSOUKA Penelope, ANAVASI Publications, DIDONI Voula, Hellenic Society for the Protection of the Environment and the Cultural Heritage
- Echorama «Santorini» by Dimitris Talianis**
- 21.00 Conference Dinner (optional)

## Thursday, 27/2/2014

09.00-11.00 **Session 5** - Coordinator: Tassoula Eptakili, Journalist

**The contribution of the Convention & Visitors Bureau in establishing year-round destinations**

PANAGIOTOPOULOU Alexia, Athens Convention & Visitors Bureau

**Conference Tourism VS Seasonality**

AMARANTIDOU Despoina, Thessaloniki Convention Bureau | ARTION Conferences & Events

**Destination weddings on the edge of the tourist season**

KONSTANTINIDIS Lila, Weddings in Greece by Heliotopos

**How to organize a marathon race and overcome your area's seasonality**

STAMATOPOULOS Kostis, Event Management

11.00-11.30 Networking Break

11.30-13.30 **Session 6** - Coordinator: Panayota Kouri, Strategic Planning & Marketing Travel & Tourism

**The contribution of Social Tourism in reducing seasonality - G.N.T.O. program Tourism for All**

MICHAILIDIS Michael, Greek National Tourism Organization

**Tourism seasonality in Greece and its regional dimension**

MARKAKI Maria, SOKLIS George, Research Institute for Tourism

**Addressing patterns of air transport seasonality in Rhodes and Crete using low fare airlines**

ARVANITIS Pavlos, PAPTAEODOROU Andreas, University of the Aegean

**The emergence of a new cruise destination: The example of Kefalonia**

KEKATOS Evaggelos, Municipality of Kefalonia

**The importance of the tourism yachting sector and its contribution to the local economies and to the development of a quality tourism product in Greece**

LOUTRIOTIS Paris, Greek Professional Yacht Owners Bareboat Association

13.30-14.30 Networking Lunch

14.30-16.00 **Session 7** - Coordinator: Margarita Manousou, Journalist

**Challenges and new investment opportunities to reduce seasonality arising from the new legislation (Law 4179/2013) simplifying the tourism procedures. Legal framework for "Medical Tourism", "Tourist Residence" and "Youth Hostels" in Greece**

NOMPILAKI Penelope, Greek National Tourism Organization

**"Athens, a highly preferred destination" with great potential to develop awareness and promote its true and abundant assets of the real Greek experience, all year round**

KOGIOUMTSIS Nikos, Trade Association of Athens

**Our Greece Globally Yours**

BALAKAKIS Giannis, Geo Routes Cultural Institute

**"Alive" Archeological Parks, a proposal for sustainable development of "forgotten" archaeological sites and their contribution into local economies**

TSARAVOPOULOS Aris, Archaeologist, FRAGOU Gely, Archaeologist

**Athens Flying Week, creating an event**

PODIMATAS Panagiotis, Athens Flying Week

16.00-16.30 Networking Break

16.30-18.30 **Session 8** - Coordinator: Dimitris Michaelidis, Journalist

**Wine production & wine tourism: Nappa Valley, California, a wine tourism destination**

KOURI Panayota, Strategic Planning & Marketing Travel & Tourism

**The role of gastronomy in reducing seasonality in tourism-the contribution of G.N.T.O.**

NIKOLOPOULOU Niki, Greek National Tourism Organization

**Foraging – Enriching tourist experience in Pelion**

PSIMMENOS Filaretos, Amanita Guesthouse

**Aegean Cuisine: The recipe for successfully extending the tourist season**

KALOSTOS George, Associate Counsellor, Chamber of Cyclades, Aegean Cuisine

**Round Table Discussion - Tourism and Gastronomy: Moving Forward**

ANGELOPOULOS Alexandros, Aldemar Resorts, ANTONOPOULOS Dimitris, Journalist, HATZIYANNAKIS George, Selene Restaurant, PITTAS George, Hellenic Chamber of Hotels - Greek Breakfast, STERGIDES Constantine, Vinetum, TSINGAS Costas, Chef, Journalist