

**World Tourism Expo**



**wte**

**ATHENS 13-15 MAY 2022**  
**PERISTERI EXHIBITION CENTER**



**[www.worldtourismexpo.gr](http://www.worldtourismexpo.gr)**



**MACT**  
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# 1st INTERNATIONAL EXHIBITION World Tourism Expo in Athens Greece

**Greek and foreign tourist destinations**, the islands of Greece, Thematic Tourism, Gastronomy and Wine join forces at wte. They all meet at the major international tourism exhibition in Athens, which will be held on **13-15 May at the Peristeri Exhibition Center**.

The exhibition at iexpo in Peristeri will stimulate interest in inbound tourism, but also in domestic tourism, which has been the key point for many destinations during this difficult period of the pandemic, but will also revive interest in travel outside the borders, which is very much the concern of the part of the travel agencies that has suffered great losses due to the pandemic.



## Forms of Thematic Tourism that will participate in wte

Thematic Tourism will play a central role in the wte, as all forms of alternative tourism provided in Greece and elsewhere will be presented. The forms of thematic tourism that will be hosted are:

- 1 City Break** (City Break Destination Development, Shopping, Architecture, Entertainment, Experience, Shopping Centres, Cultural Routes, History etc.).
- 2 Sports Tourism** (Sports Events, Activities & Event, Paragliding, Paragliding, Climbing, Golf, Mountaineering, Mountaineering Skiing, Mountain Biking, Mountain Running)
- 3 Gastronomic Tourism** (Flavours, Breweries, Organic Hemp Products, Organic Hemp Products, Vegetarian and Vegan Products, Traditional Restaurants, Traditional Products, Distilleries, Local Cooperatives)
- 4 Geotourism** (Geoparks, Caves)
- 5 Educational Tourism** (Educational and Cultural Programmes, Getting to know the Greek Cultural Heritage)
- 6 Marine Tourism** (Fishing Tourism, Marine Games, Marine Parks, Diving Tourism, Diving Tourism, Marinas, Cruise Tourism, Pleasure Boats)
- 7 Religious and Pilgrimage Tourism** (Churches, Monasteries)
- 8 Wine Tourism** (Wine Routes, Estates, Wineries)
- 9 Cultural Tourism** (Archaeological Sites, Monuments, Museums, Castles, Historical Monuments, Customs and Musical Events, Cultural Events, Festivals)
- 10 Conference Tourism** ( Exhibition Centres, Conference Centres)
- 11 Health and Wellness Tourism** (Spa Tourism, Hot Springs, Spas, Centres, Medical Tourism, Thalassotherapy, Therapeutic Programmes, Yoga, Spa etc.)
- 12 Rural Tourism** (Rural Tourism Rural Activities related to Agriculture, Livestock, Beekeeping, Beekeeping etc., Ecosystem Observation)  
**Ecotourism** (Developed in areas of ecological value and mainly under statutory environmental protection, e.g. Natura areas)
- 13 Outdoor Activities** (Climbing, Canoe Kayak, Canyoning, Horse Riding, River Kayak, Mountain Biking, Mountaineering & Hiking Clubs, Cycling, Rafting, Adventure Travel, River Trekking, Outdoor Activities)
- 14 Winter Tourism & Ski Tourism** (Skiing, Winter Sports, Ski Centres)





# EXHIBITORS

## Continental and Island destinations

**Wte** aims to give a chance to tourist destinations to showcase their comparative advantages, with the aim of boosting tourism in their region and developing local economies. Businesses, authorities and administrations that are involved in the following sections can benefit from their participation in wte.

## Foreign Destinations

Foreign destinations will have significant position in wte. Countries from abroad will promote the beauty of their country, its attractions and travel and accommodation opportunities.

## Thematic (Alternative) Tourism

- Ministries, Regions, Embassies, Municipalities, Chambers and Tourism Bodies from all over Greece
- Rural accommodation
- Alternative Tourism Equipment Companies
- Companies related to Marine Tourism
- X-Treme Sports Companies
- Sports Tourism and Sports Activities Companies
- Fishing Tourism Companies
- Water Sports Companies
- Medical Tourism Companies
- Thalassotherapy centres and Spa

- Marine parks
- Medical centres
- Diving centres
- Boat mooring marinas
- Hotels accommodation, Guesthouses, Camping
- Mountaineering clubs
- Hiking clubs
- Cycling clubs
- Horse riding clubs
- Conference centres
- Tourist offices
- Ski resorts

## Gastronomy and Drinks

- Ministries, Regions, Embassies, Municipalities, Chambers and Gastronomy and Wine Bodies from all over Greece
- Wine Roads
- Associations
- Breweries
- Estates
- Wineries
- Producers of traditional local products
- Traditional restaurants and taverns
- Distilleries
- Organic Hemp Products
- Vegetarian and Vegan products
- Cooperatives

## Major Benefits for Exhibitors

- 1** It is **the first major** international tourism exhibition in Greece that includes Alternative Tourism, Gastronomy and Wine and other beverages produced in our country at the same time.
- 2** **Promotion of traditional** products from all over Greece.
- 3** **Offers and sales** directly to visitors on the days of the exhibition.
- 4** **Visiting foreign agents**, buyers and businesses with the prospect of cooperation with the companies participating in the exhibition.
- 5** **Holding of** an international conference of great interest for Thematic Tourism with a detailed presentation of all alternative forms of tourism. (many specialized workshops, as well as & gastronomic tastings from various regions of Greece with recognized Chef).

## Why visit wte?

During the exhibition visitors will be able to:

- 1** To get in touch with all the tourist destinations of the country, but also with many foreign destinations
- 2** To get to know hotels, accommodation, accommodation possibilities
- 3** To be informed about the thematic forms of tourism that have been developed throughout Greece
- 4** To taste traditional products, dishes and drinks produced in the country





## B2B Meetings

During the exhibition, **B2B meetings will be held with tour operators** invited by: Austria, Switzerland, Hungary, Sweden, Norway, Finland, Denmark, the Baltic countries, France, Spain, Portugal, Italy, the Netherlands, Belgium, Luxembourg, Romania, Bulgaria, Serbia, Russia, Cyprus, the United Kingdom, Ireland, Poland, the Czech Republic, Slovakia, Turkey, China, Israel, America and Canada. Meetings will also be held with Greek tourist agencies.

## Conferences

Within the framework of the exhibition, conferences and workshops will be organised for professionals in the sectors of enological tourism, gastronomy and wine.



# 10 reasons to participate in the wte exhibition

- 1 It is an important prestigious exhibition that showcases tourism from all over Greece. An important part of the exhibition is themed tourism, gastronomy with traditional products and drinks, which will highlight small and medium sized businesses.
- 2 It aims at extroversion, but it is also addressed to the Greek public, in order to showcase all the wealth of Greece and the forms of tourism that can contribute to the 365 days of tourism project.
- 3 It is embraced from the beginning by Ministries, Tourism Bodies that have given the Aegis to this important effort.
- 6 Objectives.
- 5 All the destinations of the country will be presented, with the islands in the spotlight, as well as many destinations abroad. All the thematic tourism sections will be present, while Gastronomy and Drinks will have their own exclusive section.
- 6 There will be important international conferences, as well as gastronomic tastings from various regions of Greece with important recognized chefs.
- 7 Meetings will be held by industry entrepreneurs and trade visitors from Greece and abroad have been invited.
- 8 It will be covered for the first time by more than 100 communication sponsors from all over Greece and will feature online Tv and Radio where businesses can be interviewed throughout the exhibition
- 9 Exhibitors will be promoted in a professional manner on the Internet - Exhibition Guide and in Newsletters sent to 1.000.000 potential customers
- 10 The exhibition will be visited by dozens of Greek and foreign journalists and bloggers.



## Price list

### TYPE 1: SPACE AVAILABLE ON A FOOTPRINT

Without equipment

• including general cleaning

One view: 90€/sq.m.+VAT

TWO VIEWS: 100€/sq.m.+VAT

THREE VIEWS: 120€/sq.m.+VAT

### TYPE 2: WITH EQUIPMENT



**Includes:** dividers, with exhibitor's inscription, carpet, 1 desk, 3 chairs, general cleaning, lighting, power outlet

110€/sqm +VAT

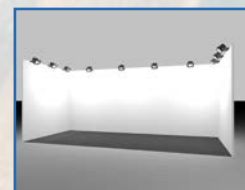
### TYPE 2: WITH EQUIPMENT



**Includes:** dividers, carpet, 1 desk, 3 chairs, general cleaning, lighting, 1 infodesk, 3 chairs, 3 tables, lighting, power socket, 1 infodesk

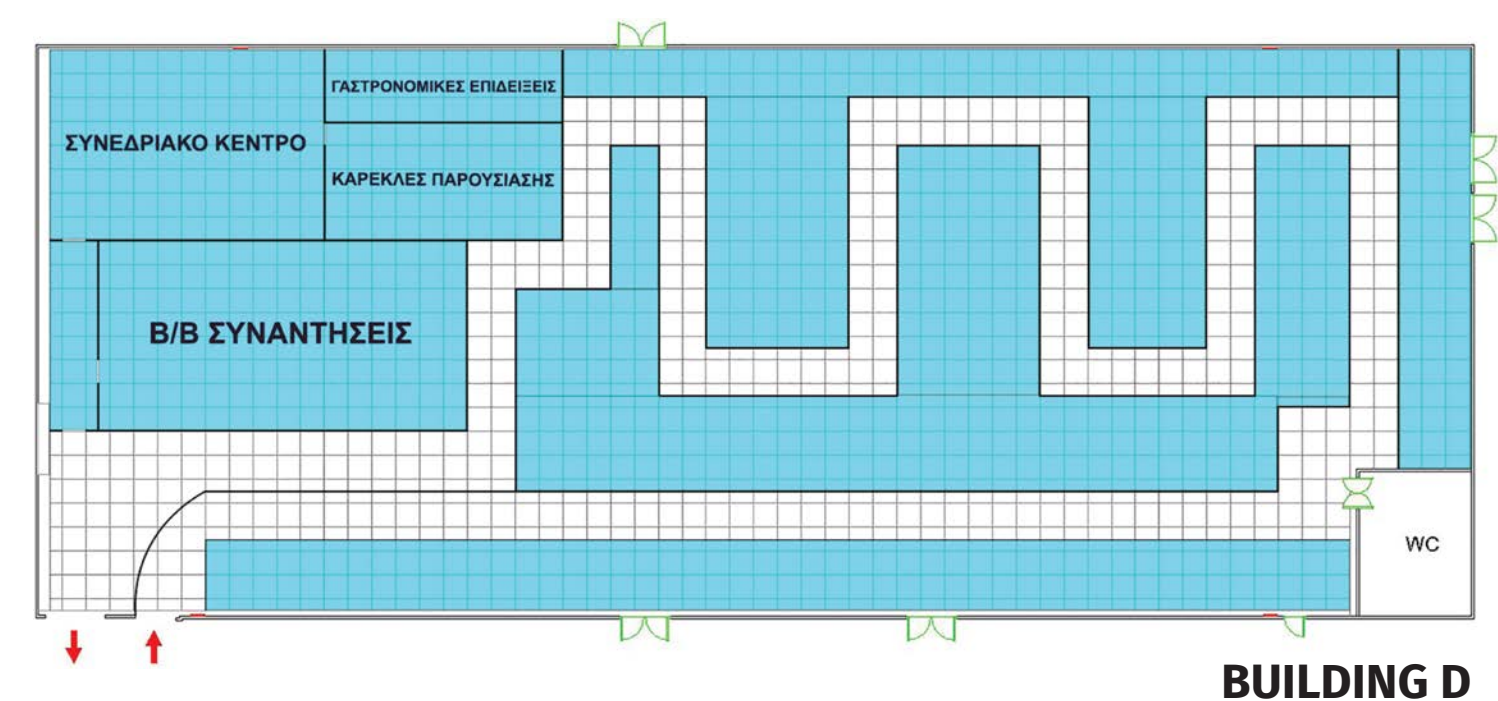
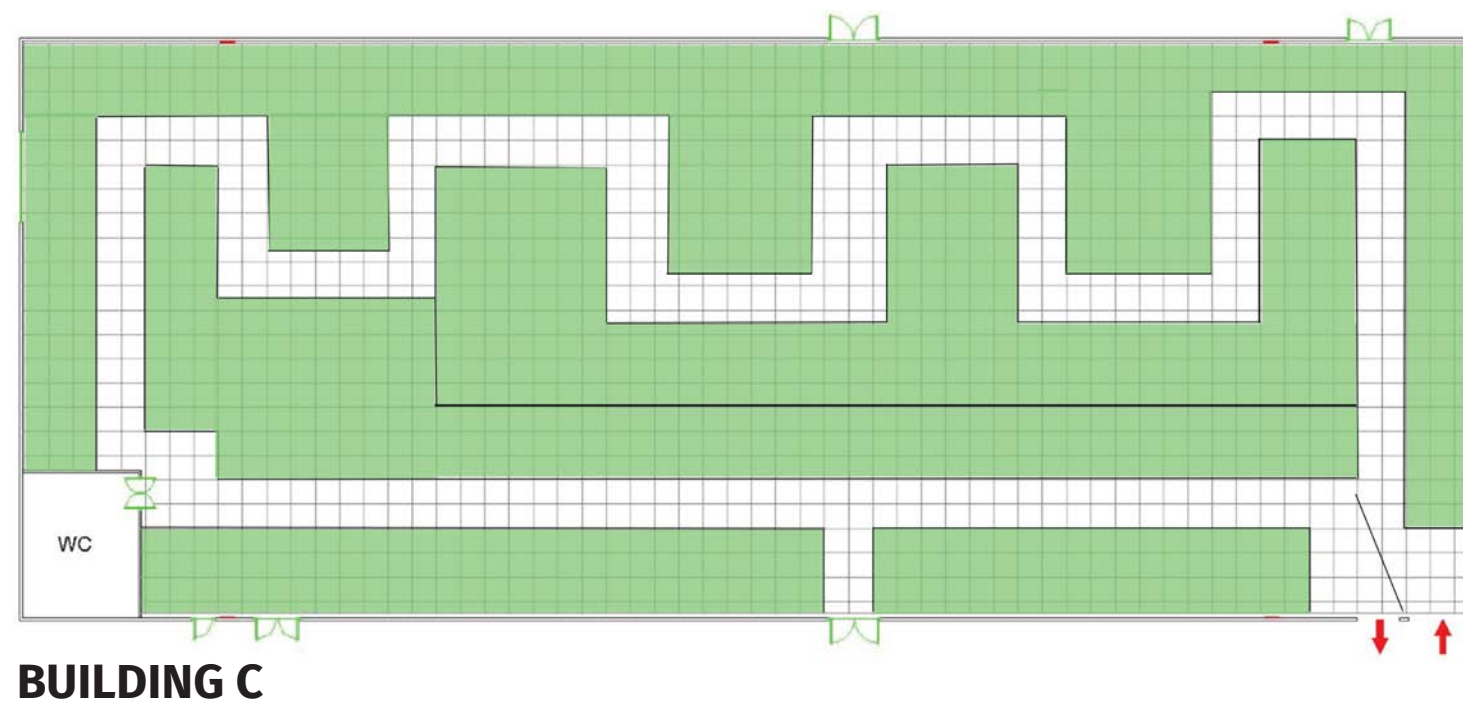
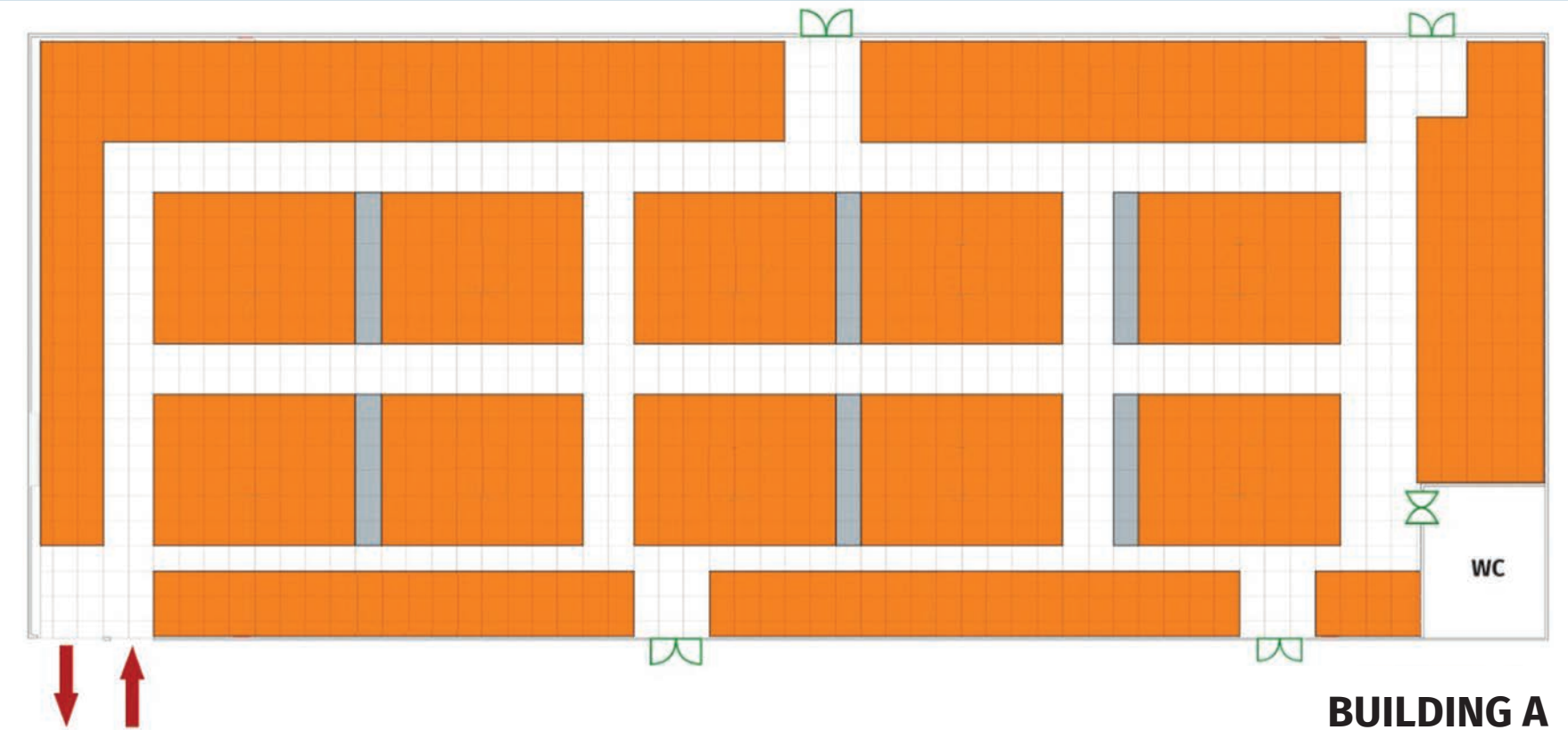
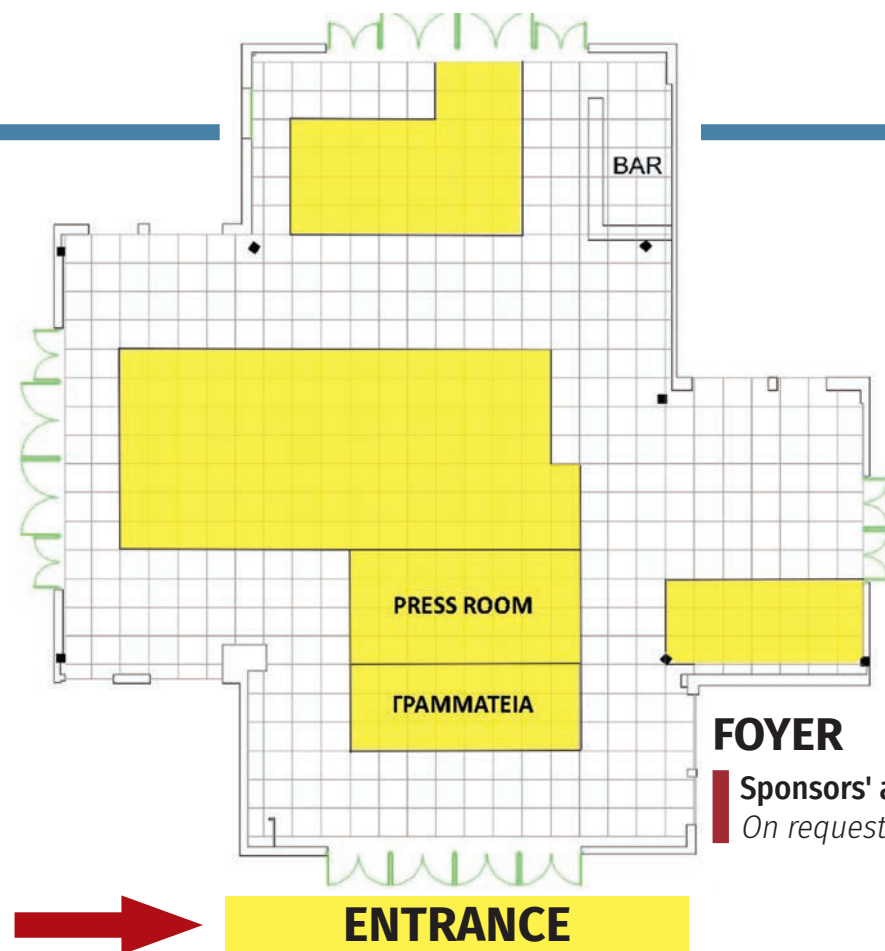
120€/sqm +VAT

### CASE STRUCTURE - MASONRY



**Includes:** partitions, dividers, dividers, carpet, 1 desk, 3 chairs, 1 cabinet, general cleaning, lighting, power socket

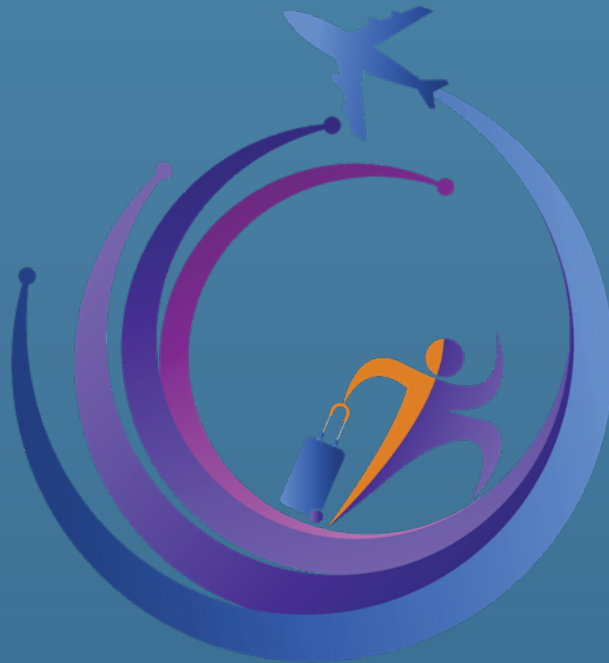
170€/sqm +VAT



## EXHIBITORS CATEGORIES

- Regions • Municipalities • Embassies • Hotels • Bilateral Chambers • Foreign destinations • Tourist agencies • Tour Operators • Tourist services • Airline companies • Car Rental • Transport
- Alternative tourism:** • City Break • Sports Tourism • Geotourism • Educational Tourism • Marine Tourism • Religious and Inclusive Tourism • Conference Tourism • Health and Wellness Tourism • Religious and Cultural Tourism • Outdoor Tourism • Outdoor Activities • Winter & Ski Tourism • Chambers of Commerce • Agri-Food Partnerships • Gastronomy • Traditional Products of Greece
- Local Cooperatives • Traditional Restaurants • Organic Hemp Products • Vegetarian & Vegan Products • Distilleries • Breweries
- Wine tourism:** • Wine Roads • Wine Estates • Wineries

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**wte**  
**ATHENS**

**DAYS & HOURS OF THE EVENT**

**FRIDAY**

**13**

**MAY 2022**

**10:00-20:00**

**SATURDAY**

**14**

**MAY 2022**

**10:00-20:00**

**SUNDAY**

**15**

**MAY 2022**

**10:00-20:00**



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