

30-31 October 2009, Thessaloniki - Greece

2nd EUROPEAN TOURISM CONFERENCE

★★★★★ Travel & Tourism: The Day After
“Turning Crisis into Growth”

Press Release

Significant International Participations at the “2nd European Tourism Conference” Travel & Tourism: The Day After - “Turning Crisis into Growth”

For a second consecutive year the attention of the global tourism industry is drawn to Greece –and particularly Thessaloniki- for the “2nd European Tourism Conference” with this years’ theme being “Travel & Tourism: The Day After – Turning Crisis into Growth”.

In a critical period for tourism worldwide, significant international participants, including professionals and industry experts, are invited to discuss about “the day after” and how the recession can be partially recovered and lead successfully to growth. Communication Strategies & Crisis Management, Ecotourism and Sustainability, City Breaks and Special Forms of Tourism form the sessions of the conference.

The Vice-President of the “European Economic & Social Committee (EESC)” Mrs. Irene Pari, the Chair of Board of “The International Ecotourism Society” Dr. Kelly Bricker, the Minister of Tourism of Ghana (the country that will host this years’ celebrations about “World Tourism Day” organized by the UNWTO) Mrs. Juliana Azumah-Mensah, the inspirer of “Zero Star Hotels” and member of the faculty at DCT Hotel and Business Management School Mr. Daniel Charbonnier, Mrs. Kristina Keller member of the management of 9 travel agencies in Germany, representatives from the Greek Government, International Organizations, Tourism Associations and major companies that operate all over Europe will all gather in Greece for one of the major events about tourism.

The conference is organized by HELEXPO and EUROPRESS MEDIA GROUP (EMG) and will be held along with the 25th International Tourism Exhibition “PHILOXENIA” on 30-31 of October 2009 in Thessaloniki - Greece, under the aegis of the Greek Ministry of Tourism, with the support of the “Association of European Journalists”, “European Business Review” magazine and “Best of Greece” annual edition.

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<http://www.europress.gr/etc2009>

Useful links:

- Events Website <http://www.europress.gr/etc2009>
- HELEXPO <http://www.helexpo.gr>
- EUROPRESS MEDIA GROUP <http://www.europress.gr>
- PHILOXENIA <http://www.philoxenia.travel>
- Association of European Journalists <http://www.aej.org>

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