

THIS IS ATHENS

AGORA

9 - 10 March 2026

THE SIGNATURE DESTINATION EVENT



Tourism Forward:

The City as a Stage

DISCOVER ATHENS' FULL POTENTIAL

This is Athens – Agora is a curated meeting point where cities, culture and the tourism industry converge to examine how destinations evolve and position themselves on the global stage.

Building on ten successful editions of Travel Trade Athens, the event brings together international buyers, decision-makers and industry leaders to shape contemporary tourism narratives rooted in culture, authenticity and innovation.

Through strategic B2B meetings, creative panels and inspirational speeches, participants gain a **forward-looking** perspective on Athens as a modern, multifaceted destination.

Over two immersive days, the city itself becomes a living case study, where culture, music and gastronomy actively shape the visitor experience and redefine tourism value.

PROGRAMME HIGHLIGHTS:

Two Days. One City. Multiple Perspectives.

Day 1 | Creative Panels – March 9

Three thematic panels explore how culture actively shapes tourism demand and city identity:

The Sound of Cities

Concert Tourism and Urban Impact



Concert tourism is rapidly evolving into a high-value business segment, acting as a powerful trigger for travel demand and booking behavior across the tourism ecosystem. Major concerts and music events generate measurable economic impact, driving increases in flights, accommodation bookings and city breaks, while enhancing destination visibility and extending seasonality. For cities and tourism stakeholders, music-led travel represents a strategic opportunity to attract experience-driven, high-spending audiences and convert cultural programming into long-term urban and tourism value.

Taste the City

Gastronomy as a Global Tourism Driver



Gastronomy has become a key driver of destination choice, influencing travel motivation, length of stay and visitor spending. Food-led experiences increasingly shape how cities are perceived, positioning local cuisine, chefs and culinary ecosystems as strategic tourism assets. Our culinary tradition, the use of local producers and PDO products highlight gastronomy as both cultural heritage and contemporary tourism value. For destinations and tourism stakeholders, gastronomy functions as a powerful storytelling tool that enhances authenticity, supports local economies and creates year-round demand, strengthening global positioning through food culture.

Stage the City

Culture, Theatre and the New Tourism Narrative



Theatre has emerged as a distinct driver of cultural tourism, attracting international audiences who travel specifically to experience iconic performances in landmark venues. From classical drama staged in historic open-air theatres to contemporary productions, theatre shapes strong cultural narratives, enhances destination appeal and extends the tourism season. Flagship theatrical programmes demonstrate how performance spaces become destinations in their own right. For tourism stakeholders, it operates as a high-value cultural asset, strengthening city identity, enriching the visitor experience and generating long-term cultural and tourism impact.



REGISTER NOW

LIMITED SPOTS AVAILABLE

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Day 2 | Inspirational Speeches – March 10

A series of inspirational speeches and case studies led by key stakeholders representing **associations and international organisations**, focusing on:

- Future tourism models
- Cross-sector collaboration
- The role of associations and institutions
- Cities as platforms for innovation and exchange

KEY METRICS



Delivering measurable results and meaningful connections.

WHY ATTEND?

Why This is Athens – Agora

- Meet high-level decision-makers across tourism, culture, events and business
- Take part in tailored B2B meetings with international hosted buyers
- Discover new collaboration and investment opportunities
- Experience Athens not as a visitor — but as a destination strategist
- Join curated city experiences showcasing Athens' creative and cultural capital
- Engage in cross-industry networking within a carefully selected international audience
- Attend expert-led discussions and talks shaping the future of urban tourism

WHO SHOULD ATTEND?

Events Industry Professionals

- Event Organizers & PCOs
- Associations & Management Companies
- Business & Incentives Travel Specialists
- Event & Experience Agencies

Leisure Tourism Professionals

- FIT & Luxury Travel Specialists
- Online Intermediaries / OTAs
- Tour Operators
- Wholesale & B2B Travel Professionals



Registrations will remain open until **02/02/2026, space permitting.**



For registration and information:
agora.thisisathens.org



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