

# THIS IS ATHENS AGORA

20-21 April 2026

## THE SIGNATURE DESTINATION EVENT



Tourism Forward:

## The City as a Global Stage

### This is Athens – Agora 2026

Join us for **This is Athens – Agora**, a curated meeting event where cities and the people shaping travel, culture, and experiences come together to define the future of destinations on the global stage.

Building on ten successful editions, our city's signature event brings together international buyers, established suppliers, and industry leaders to shape contemporary tourism narratives grounded in authenticity and innovation.

Over two immersive days, through targeted B2B meetings, curated panels and talks, you will gain a forward-looking perspective on Athens as a modern, multifaceted destination.



REGISTER NOW

LIMITED SPOTS AVAILABLE

### This is Athens – Agora at a Glance

Delivering measurable results and meaningful connections.



### WHY ATTEND?

- Engage in tailored B2B meetings with established suppliers
- Unlock new business opportunities
- Experience Athens firsthand
- Join expert-led discussions shaping Athens' future as a destination

### WHO SHOULD ATTEND?

#### Events Industry Professionals

- Event Organisers & 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 **20/03/2026, space permitting.**



For registration and information:  
[agora.thisisathens.org](https://agora.thisisathens.org)



Contact us:  
[agora@thisisathens.org](mailto:agora@thisisathens.org)



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Be part of Athens' evolution as a contemporary destination on the global stage