

Emirates to back second Greek travel road show in Dubai

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Dubai-based Emirates will support the second Greek Deluxe Travel Roadshow to be held in Dubai, UAE, next month.

For the second year in a row, a select delegation of some of the most luxurious hotels, resorts and tourism companies from Greece, will meet with the UAE's key travel agents, tour operators and trade and consumer media in Dubai to promote tourism to Greece.

The event will be held on February 25 at the JW Marriott in Dubai.

"Emirates has been serving Greece from the UAE since 1996. With our daily flights to Athens, we are supporting the Greek tourism industry by enabling tourists from new source markets to experience Greece," said Badr Abbas, vice-president commercial, UAE and Oman.

The road show event will be split into two sessions: The morning session will feature a presentation of the Greek deluxe travel product, under the title: "Paint your dreams in the rich colours of the Mediterranean on a luxurious holiday experience in Greece", as well as overviews from some of the most popular Greek deluxe destinations. The afternoon session will be devoted to pre-scheduled B2B meetings.

Ioannis Kofinis, Rollerdeck Associates managing partner and roadshow co-organiser, said: "We are delighted to be returning to Dubai, following last year's very successful inaugural event. The second Greek Deluxe Travel Roadshow aims at increasing the awareness of Greece as a deluxe travel destination in the UAE, by further educating and training local trade professionals about the unique Greek deluxe travel offering that ensures luxury and comfort at every turn to give visitors a holiday to fit their own specific needs, as well as providing the basis for business to business cooperation between participating Greek and UAE tourism companies."

There were more than 35,000 visitors to Greece from the UAE in 2013, with 2014 preliminary figures showing a further boost in arrivals. With Emirates daily flights to Greece, a further increase in tourism is expected from the UAE to Greece in 2015. – **TradeArabia**

News Service

2nd Greek Deluxe Travel Roadshow in Dubai

by [Ioanna Zikakou](#) - Jan 27, 2015



The 2nd [Greek Deluxe Travel Roadshow](#) will be held in Dubai, on February 25, 2015 for the promotion of Greek luxury tourism in the [United Arab Emirates](#) market.

The event will take place at the hotel JW Marriott (Deira) in Dubai, under the auspices of Marketing Greece, a financially independent non-profit organization that acts

as the official representative of Greek tourism and aims at showcasing the Greek tourism product, along with the support of the Greek Embassy in Abu Dhabi. Furthermore, the event will be co-organized by Rollerdeck Associates and Amuse Concept Events in cooperation with Emirates Airlines.

The Deluxe Travel roadshow aims to increase the flow of high income tourists to Greece.

Iossif Parsalis, Managing Director of Marketing Greece, stated: "The Middle East is unquestionably a key target market within the context of positioning Greece as a leading global luxury destination and attracting visitors with a higher travel expenditure. The opportunities are particularly exciting given the ever-improving airline connectivity between Arab countries and Greece. Our approach to luxury travel does not simply consist of offering high-quality services and comforts, but encompasses seeking to maximize every aspect of the visitor's personal experience, particularly once they have acquainted themselves with the authenticity and local culture of Greece's destination."

The event will be attended by Greek hotel representatives and it will include the presentation of various Greek destinations, as well as meetings with local travel agents.

- See more at: <http://world.greekreporter.com/2015/01/27/2nd-greek-deluxe-travel-roadshow-in-dubai/#sthash.DWsibYp0.dpuf>