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PRESS RELEASE

Greece becomes ECTAA's Preferred Destination

At a time of a crisis shaking down the whole tourism industry, the Greek National Tourist Organization and ECTAA signed an agreement to make Greece the Preferred Destination of the European umbrella association of travel agents and tour operators for the second semester 2020. With this agreement ECTAA and GNTO demonstrate their commitment to bringing back tourism to Greece and help travel businesses thrive again.

Brussels, 26 August 2020. With the agreement, ECTAA pledges to promote Greece as its Preferred Destination among the 70.000 travel agents and tour operators across Europe, highlighting the diversity of travel and tourism products that the mainland and the islands have to offer, ranging from UNESCO World heritage, beautiful nature, to vibrant cultural scene, fine gastronomy as well as many conference and meeting venues.

ECTAA will become an essential partner in the travel and tourism promotion programme outside of Greece by fostering relations between European travel agents and tour operators with the local destination management companies and other partners. The objective is to nurture the image of Greece as one of the safest and most attractive destinations in Europe. In addition, Greece will get opportunities to show that it continuously improves standards for a more sustainable tourism.

Many actions are foreseen until the end of the year. Worth already to pen down in the agenda is the webinar of 22 September 2020 on the opportunities offered by the new models of travel for the Greek market. Moreover, ECTAA will hold its annual General Assembly on 8 and 9 October in Athens. An occasion for the national delegates of ECTAA to get acquainted with the measures aimed at making the tourist experience both safe and enjoyable at the destinations and possibly start prospecting for future congresses of travel agents and tour operators in Greece.

President of ECTAA, Mr. Pawel Niewiadomski, said: "I believe that this agreement will bring mutual benefits for the two parties and will foster strong relations between Greek incoming agents and our Members. Considering the current difficult period, we are confident that this cooperation will be a positive catalyst to bring tourism back to Greece".

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About ECTAA

ECTAA represents some 70,000 travel agents and tour operators in Europe, which provide consultancy and sell transport, accommodation, leisure and other tourism services as well as combined products to leisure and business customers.

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