

PUBS-PR-20210706- Greece as a safe destination showcases a success

## **PRESS RELEASE**

### ***'Greece, a safe and attractive destination' showcases a success***

**Today, ECTAA and GNTO concluded a series of showcases on Greece as a safe and attractive destination for the summer 2021. Thanks to presentations and the open dialogue with Greek professionals and GNTO representatives, travel companies from Benelux, Scandinavia and United Kingdom/Ireland are now able to deliver the right information to their customers.**

**Brussels, 6 July 2021.** Today the third and last showcase jointly organised by ECTAA and Greek National Tourism Office concluded an initiative to better inform travel agents and tour operators about Greece. The three online showcases dedicated each of them to a specific source market. The first showcase addressed the 3 Benelux countries, the second United Kingdom-Ireland and the third Scandinavia (Denmark, Finland, Norway and Sweden).

The showcases provided an updated state of play as regards the travel conditions to Greece that travel agents and tour operators have to know to perfectly inform their customers. In addition, Greek professionals demonstrated that opportunities exist to discover and enjoy Greece differently and safely for instance by going to central Greece or choose outdoor activities.

Eric Drésin, secretary general of ECTAA highlighted that "this series of showcases confirms that detailed information on conditions of travel are necessary and it will remain so for as long as the industry is confronted to Covid-19. Presentations from Greek professionals were an eye-opener for many travel advisors and certainly opens future possibilities."

#### **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.

For more information, please contact:

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