

**FOR IMMEDIATE RELEASE**

**ECTAA and GNT0 join forces to strengthen Greece's ties with the European travel industry**

**A short but ambitious partnership will put Greece in the spotlight as ECTAA's Showcase Destination for the remainder of 2026, combining destination promotion, industry dialogue and high-level networking opportunities.**

**Brussels, 26 October 2026** – The European Travel Agents' and Tour Operators' Associations (ECTAA) and the Greek National Tourism Organisation (GNT0) have signed a partnership agreement to strengthen connections between Greece and Europe's travel agents and tour operators. Running until 31 December 2026, this cooperation will build on a series of targeted initiatives designed to showcase Greece's tourism potential and foster closer relations with the European travel distribution sector.

While limited in duration, the partnership is ambitious in scope. By combining digital engagement with face-to-face meetings, ECTAA and GNT0 aim to create valuable opportunities for Greek tourism stakeholders to connect with travel professionals across Europe.

Greece is already one of Europe's most established and popular tourism destinations. Beyond its iconic islands and cultural heritage, the country offers a remarkable diversity of experiences and opportunities to develop tourism throughout the year. Through this partnership, ECTAA will help bring these opportunities closer to the European travel trade.

**Three key activities will mark the cooperation:**

- **24–26 November – Greece Showcase Webinars:** Online presentations highlighting Greece's latest tourism offerings and new business opportunities for European travel professionals.
- **9 December – Workshop on Insolvency Protection in Athens:** An industry discussion on insolvency protection, challenges and solutions in the context of the revised EU Package Travel Directive.
- **10–11 December – ECTAA Semi-Annual Meeting in Athens:** A gathering of European travel industry leaders for strategic discussions, networking and engagement with Greek tourism stakeholders, in cooperation with HATTA, the association of Travel Agents and Tour Operators in Greece.

Eric Drésin, Secretary General of ECTAA, said *"Greece needs little introduction to European travellers, but the country continues to invest in tourism and develop exciting new business opportunities. Together with GNT0, we want to go beyond traditional destination promotion and connect Greek tourism stakeholders directly with European travel professionals. We are particularly pleased to conclude the year by bringing our members together in Athens. After all, who said you couldn't celebrate Christmas in Athens?"*

Through this partnership, GNT0 will gain access to ECTAA's network representing some 100,000 travel agents and tour operators across Europe, while ECTAA members will have opportunities to discover new tourism products and strengthen their business connections with Greece.

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**About ECTAA**

ECTAA represents the interests of 100,000 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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