

**11 th ATHENS  
INTERNATIONAL  
TOURISM & CULTURE  
EXPO 2024**

**12 ➤ 14 DECEMBER**  
ZAPPEION EXPO CENTER



11 YEARS  
OF SUCCESS!

**As we embark on our 11th year, let's unite for even greater successful cooperations!**



**AIT Expo maintains its upward trajectory, building upon all our years of success!**

Amidst the plethora of new international partnerships formed in 2023 between exhibitors and hosted buyers, as well as visitors

With the successful international promotion of all tourism sectors and Greek destinations

**The 11th Athens International Tourism & Culture Expo will once again signal, alongside exhibitors, the opening of more agreements for tourism in 2024.**



# Three robust days for dynamic tourism professionals

Throughout the three days from December 12 to 14, the Exhibition will present all sectors of the tourism industry as well as Greek destinations, targeting exhibitors, hosted buyers, and business visitors to facilitate new profitable business deals.



Hotels, Tourist Offices,  
Villas  
& Accommodations



Regions & Municipalities  
from all over greece



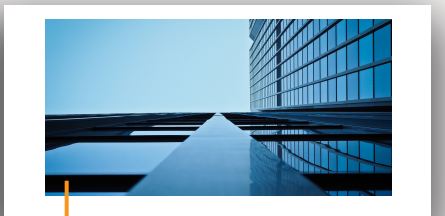
Leisure Companies,  
Mice, Luxury, DMC's,  
Marine and Alternative  
Tourism



Electronics Systems  
tourism,  
Electronic Systems  
& Business Management



Hotel Management  
Companies,  
Organization of Events



Architects, Engineers,  
Builders & Decorators

## In 2024, the Exhibition will play host to...



**130 lead  
International Hosted Buyers**

from 40 countries



**more than  
5.500 B2B meetings**

following on from the success of 2023

*"We would like to thank you and your staff for a great Expo. We had some very good meetings and we will have lots of business opportunities in Greece."*

### HOSTED BUYERS' REVIEWS

*"Time to say many thanks for all you did. It was a successful Expo and we enjoyed many new contacts, suppliers and updated info. It was one of the best shows ever."*



### PARALLEL EVENTS

The Exhibition in 2024 will be complemented by significant parallel events featuring speakers from exhibitors, scientists, and representatives of tourism organizations, under the themes of 'LUXURY & MICE TOURISM' and 'SEA TOURISM'.

THE EXHIBITION IS HELD UNDER THE AUSPICES OF THE MINISTRY OF OF TOURISM,  
MINISTRY OF OF MERCHANT SHIPPING AND SETE  
AND HAS THE SUPPORT OF GREEK NATIONAL TOURISM ORGANISATION.

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