

25 - 26 NOVEMBER 2021 | ATHENS

# BUSINESS TRAVEL PROFESSIONALS FORUM 2021

Organized by SWOT HOSPITALITY



#### A FEW WORDS ABOUT BTPF

#### **GROW YOUR NETWORK**

The Business Travel Professionals Forum (BTPF) is an annual B2B Forum,

which gives the opportunity to exhibitors (Hotels) to meet, introduce and create cooperation

opportunities by communicating "face to face" with the decision makers of the most important companies and travel agencies (DMC's, PCO's, MICE, Business Travel, Leisure, Luxury, Tour Operators & Wholesalers),

who materialize leisure and corporate travel as well as events in Greece.

The participation in BTPF is synonymous with the benefits and the efficiency for each participant company.



#### **WHEN**

25 - 26 NOVEMBER 2021

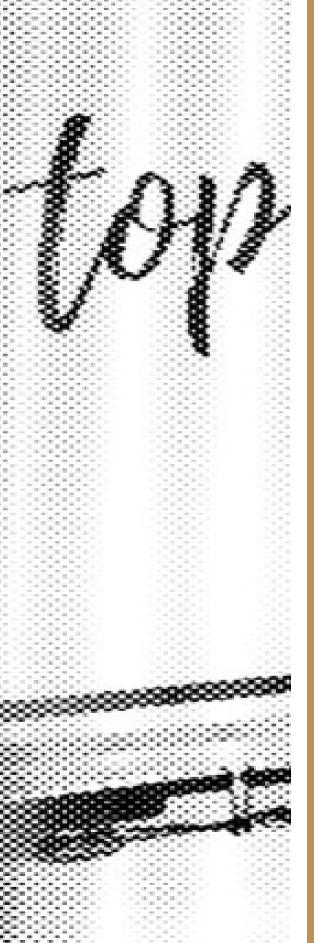
### GRANDHYATT

**ATHENS** 

#### WHERE

GRAND HYATT ATHENS HOTEL

115, Andrea Siggrou Ave. - 11745 Athens



#### Who Attends

hotel owners

general managers

sales managers/directors

procurement managers

HOTELS

GREEK TRAVEL AGENCIES

HOSTED BUYERS

CORPORATE ACCOUNTS

SPONSORS



# 3 main reasons to...see you there



**FOCUS**ON YOUR BUSINESS GOALS

**CONNECT**WITH TARGET AUDIENCE

MEET DECISION MAKERS FROM THE TOURISM MARKET





# What to expect

Why participate

#### 32 PRESCHEDULED MEETINGS

Engage in up to 32 prescheduled meetings with likeminded individuals from our highly curated guest list of buyers, sponsors and press.

#### **NETWORKING**

We bring together hoteliers, travel agents from Greece & abroad and corporate representatives in one place so you have the opportunity to negotiate rates, compare and contrast products and build relationships with trusted partners for unparalleled ROI

#### **RESULTS**

Participants have immediate results on their sales growth!

**TIPS FROM 2019** 

**2000 MEETINGS WITHIN 8 HOURS** 

More than **250** buyers meet at least 8 hotel companies from a total number of 45.



#### BTPF 2021

- Up to 45 exhibitors
- 20 Hosted Buyers from abroad
- 120 Travel Agents from Greece
- 100 Corporate Representatives

# GET SOCIAL WITH US



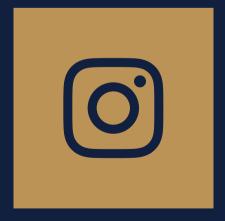
#### **FACEBOOK**

https://www.facebook.com/swotforum



#### YOUTUBE

https://www.youtube.com/c/ SWOTSimpleWayOfTourism



#### **INSTAGRAM**

https://www.instagram.com/swotforum





## LET'S CONNECT

www.swotforum.com

#### contact details

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