

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.

BTPF 2021 will follow all protocols regarding exhibitions





WHEN

25 - 26 NOVEMBER 2021

GRAND | HYATT™

ATHENS

WHERE

GRAND HYATT ATHENS HOTEL

115, Andrea Siggrou Ave. - 11745 Athens

top

Who Attends

hotel owners

general managers

sales managers/directors

procurement managers

HOTELS

GREEK TRAVEL AGENCIES

HOSTED BUYERS

CORPORATE ACCOUNTS

SPONSORS

hotels

are luxury



3 main reasons to...see you there



FOCUS
ON YOUR BUSINESS GOALS



CONNECT
WITH TARGET AUDIENCE



MEET DECISION MAKERS
FROM THE TOURISM MARKET

S | W | O | T
H O S P I T A L I T Y

S | W | O | T
H O S P I T A L I T Y

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

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LET'S CONNECT

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