

# TOURISM OPEN DAYS



Presentation

# UPCOMING EVENTS

# 2025

- ▶ BUCHAREST
- ▶ SOFIA
- ▶ PARIS
- ▶ ISTANBUL
- ▶ WIEN

[tod.gr](http://tod.gr)



## > What is TOD?

**TOD (TOURISM OPEN DAYS) is a premium event that emphasizes on promoting and developing of Greek tourism and takes place in targeted destinations abroad, in collaboration with the offices of the Greek National Tourism Organization and the Greek embassy of each country – market.**

## What's the target?

**TOD targets markets** – countries in which either **Greek destinations** have a strong presence and with their participation want to maintain their status in the face of increasing competition, or destinations who want to develop and/or increase their awareness. For the first category, it is considered important to maintain the tourist flow and to present hidden «diamonds» with the aim of changing the mix of visitors towards a more qualitative one and at the same time lengthening their tourist season. For the second category, it is considered important to increase the recognition of the destination and gradually strengthen their image in these markets by claiming a larger share of visitors.

## > Who is it aimed at?

To those who believe in the Greek tourist product and that our country has one of the best – if not the best holiday mix – and can appeal to every budget and meet every expectation of the visitor. It gives a platform to public sector organisations who are responsible for promoting the tourist product of their regions such as **Regions, Municipalities and Tourism Organizations**, as well as to **Professional Associations** and to every **individual entrepreneur** who expects to strengthen his business.

On the other hand, in each country it is aimed at **travel agents, tour operators** who wish to enrich the proposals for their customers and develop win-win partnerships. Finally, to **opinion leaders** who love **Greece** and are looking for partnerships and opportunities to contribute to its promotion.

## > Registrations

We "wear" our warmest smile and welcome our guests by offering them a welcome coffee during their registration for the event. When registering them in the lists, we also collect all the business cards so that after the event, an electronic address book can be compiled and sent to the representatives of the Greek missions.

## > Presentations

We then begin the presentations, after the opening speeches of the officials such as the **Greek Ambassador or Consul**, the **Head of the GNTO Office** and the head of the **Association of Travel Agents** of each country. Then the presenter of the event (**TOD ambassador**) takes the baton and invites the representatives of the tourist destinations to take the stage and through slides, videos, etc. to mentally transport the audience to the beauties of their place and to reveal the "hidden diamonds" of each destination, highlighting the comparative advantages of their destination.

its **TOD**  
day

**TOURISM**  
**OPEN**  
**DA S**

### > **Q&A**

Time for a chat... When all the presentations are over, the opportunity is given for a round of questions and answers between either the **TOD Ambassador** or the audience with the representatives of the destinations.

### > **Light lunch**

Our day is not over and to regain our strength we take a half-hour break where we can all enjoy a light lunch and get to know each other better.

### > **B2B meetings**

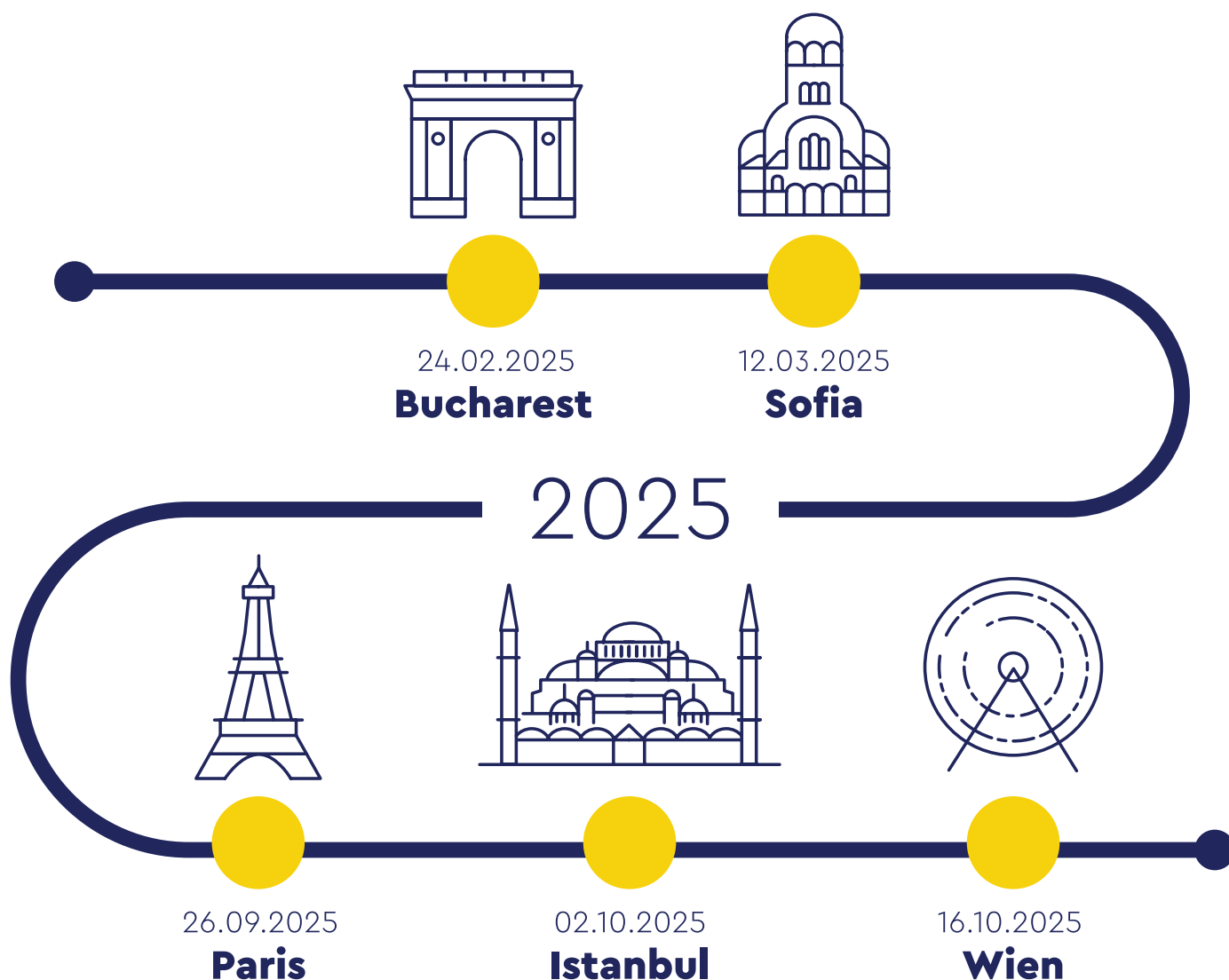
In this part of the event in a specially designed space, all the representatives of the destinations and businesses having their own workstations welcome the guests one by one and have a 10-minute meeting with them through which the first contact and the investigation of any cooperation between them is made.

### > **Gala dinner**

Our day culminates after the B2B with the Gala Dinner where everyone will enjoy a rich menu and taste products and wines offered by the Greek tourist destinations. In this cheerful and relaxed environment, the opportunity is given to develop acquaintances and cultivate constructive relationships. It is time to say goodbye to our guests by offering them upon their departure a bag filled with flavours from Greece with local traditional products offered by the destinations.

# TOD timeline

TOURISM  
OPEN  
DAYS

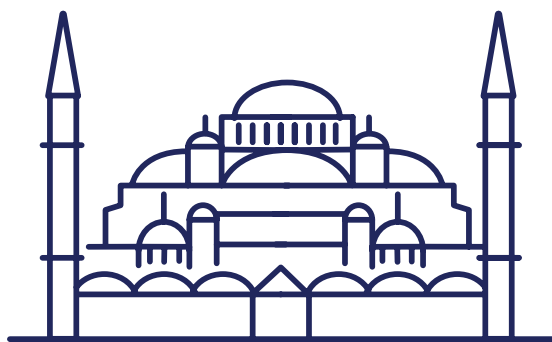


The **TOD** journey for **2025** will be completed through 5 stations starting from **Bucharest** going to **Sofia** and after the summer break it will continue to **Paris**, **Istanbul** and will end in **Vienna**. This journey can always be modified and always changes with the aim of holding a celebration for Greek tourism at each station that will give the Greek tourist product the value and prestige it deserves.

**Let's start!!!**

previous  
**event**

TOURISM  
OPEN  
DAYS



02.10.2024

**Istanbul**

TOD  
**ISTANBUL**  
02.10.2024

**TOURISM  
OPEN  
DAYS**



**4**

GREEK  
DESTINATIONS



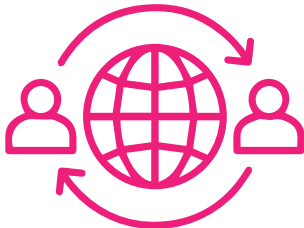
**72**

TRAVEL AGENTS  
& TOUR  
OPERATORS



**25**

DESTINATION  
REPRESENTATIVES  
& TOURISM  
PROFESSIONALS



**105**

TARGETED  
B2B MEETINGS



**6**

HOURS  
PRESENTATIONS –  
B2B MEETINGS



**110**

GUESTS AT  
GALA DINNER

UNDER AUSPICES



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TOURISM  
ORGANISATION  
[www.visitgreece.gr](http://www.visitgreece.gr)

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# TOD ISTANBUL 02.10.2024

# TOURISM OPEN DAYS



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# TOURISM OPEN DAYS

Join  
us on  
this  
**travel**

Thank  
**you**