

Grece makes vibrant ATM return

- A Monitor Desk Report

Date: 11 May, 2022



The Greek National Tourism Organisation (GNT0) celebrated a successful return to Arabian Travel Market (ATM) with the exclusive announcement of two high profile strategic partnerships on the second day of the region's leading travel trade fair.

The announcements were officially presented at a press conference on the GNT0 stand hosted by His Excellency, The General Secretary of the Greek National Tourism Organisation, Dimitrios Fragakis, and comes as the national tourism body steps up its efforts to promote Greek tourism across the region ahead of the summer travel period by showcasing the exceptional weather and diverse experiences on offer to visitors throughout the year under the Greek sun.

The GNT0 is partnering with Qatar Airways to promote new direct routes to Greece as part of its ongoing commitment to offering seamless connectivity for passengers looking to enjoy as many one-stop connections as possible.

The popular Greek island of Santorini, with one of the most famous views in the world, will join high-demand flights to Athens and Mykonos to become the third destination to be served in Greece by Qatar Airways.

Qatar Airways and the GNT0 will run a dedicated media campaign to raise

awareness among audiences in the UAE, Qatar and Saudi Arabia, with a focus on the unique, money can't buy experiences that only Greece has to offer. The campaign will also target potential travelers from as far afield as Australia.

The first flight to Santorini is scheduled to depart from Doha's Hamad International Airport, voted the world's best airport in 2021, on 7th June 2022.

The new flights will further increase the already strong connectivity that Greece enjoys with the EMEA region, with existing routes including regular and seasonal flights to and from Dubai, Abu Dhabi, Bahrain, Kuwait City and Riyadh with Emirates, FlyDubai, Etihad Airways, Aegean Airlines, Gulf Air and Flynas, while Wizz Air flies direct from Abu Dhabi to Athens, Mykonos, Santorini and Chania, Crete.

Elaborating on the market opportunity, Mr Fragakis told the audience gathered at the GNTTO stand at ATM: "Greece is looking forward to a dynamic comeback to ATM and the Arabian market which is set to be a priority to Greek tourism over the years. We have had the pleasure of meeting up with several leading travel brands during the fair and stressed that Greece offers many unique year-round experiences beyond the world renown sea and sun products. Greece also sports a variety of quality accommodation and an excellent city break opportunity for the Arabian audience".

-B