



The best hotels will be here once again | 24-25 November 2016



SWOT is a **Hospitality Management** Company, that specializes in Management Consulting, Sales Representation & Marketing Services.

SWOT is the official organizer of the **Business Travel Professionals Forum**, a unique event for tourism professionals where leading hotels, travel agencies and commercial companies of the international market participate and build relationships and synergies.



SWOT as an official member of the most important tourism Associations in Greece, **SETE** & **HAPCO**, certifies it's high quality services and expertise in both local and international market



Μέλος • Member





The **Business Travel Professionals Forum** organized by **SWOT**, is an annual **B2B Forum**, which gives hotels the opportunity, through scheduled meetings of fixed time, to meet and above all create business opportunities by communicating “face to face” with the key persons of the most important representatives from corporations & the top travel companies.

The **Goal** of **Business Travel Professionals Forum** is to achieve, as many contacts and cooperation agreements as possible between the participants, in order to develop direct relations with the market protagonists, by introducing the best... to the best!

The first 3 BTPF events

ELECTRA PALACE | ATHENS



6-7 February 2014

17 hotel companies

41 commercial companies

35 travel agencies

600 meetings

DIVANI CARAVEL | ATHENS



11-12 December 2014

29 hotel companies

50 commercial companies

45 travel agencies

1000 meetings

METROPOLITAN | ATHENS



10-11 December 2015

41 hotel companies

74 commercial companies

84 travel agencies

13 Hosted Buyers

1400 meetings



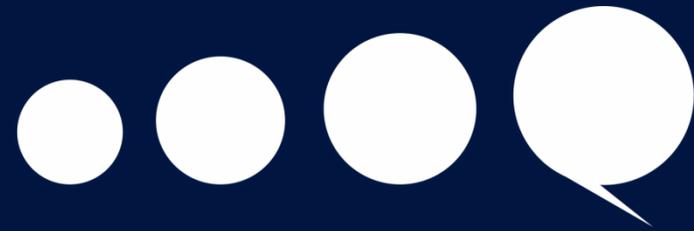
Participating Hotels Map - BTPF 2015



The hotels that have trusted the BTPF



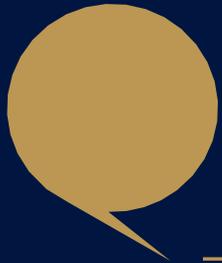
12 Months Hotel • Aegli Arachova Resort & Spa • AKS Hotels • Aldemar Resorts • Alkyon Resort • Amalia Hotels • Amathus Rhodes • Amazones Suites Crete • Aquila Atlantis • Astir Palace Vouliagmeni • Athenaeum Intercontinental • Athens Ledra • Avra Imperial • Blue Gr Hotels • Chandris Hotels • Club Hotel Loutraki • Crowne Plaza – Holiday Inn • Costa Navarino Westin • Daios Cove • Divani Hotels • Domotel Hotels & Resorts • Eumelia Guesthouse Mani • Electra Hotels • Elounda Beach & Bay Palace • Galaxy Hotel Iraklio • Grand Resort Lagonissi • Hilton Athens • Hyatt Regency Thessaloniki • Imaret Hotel Kavala • Kazarma Lake Resort & Spa • Kinsterna Hotel • Kipriotis Hotels • Lucy Hotel • Macedonian Hotels • Makedonia Palace • Marina Hotels Athens • Marpessa Smart Hotel • Metropol Hotel Larissa • Metropol Palace Belgrade • Micra Anglia Boutique Hotel • Mountain's Secret • Myconian Collection • Nastasia Village Boutique Hotel • Nikki Beach Resort & Spa • Novotel Athens • Out of the Blue, Capsis Elite Resort • Pomegranate Wellness Spa & Resort • Portaria Hotel & Spa • Porto Carras Grand Resort • Porto Elounda • Porto Palace Hotel • Poseidon Grand Hotel • Radisson Blu Park Athens • Samaria Hotel • Sani Resort • Sheraton Rhodes • Skiathos Palace • Sofia Balkan Hotel • Sofitel Athens Airport • St. George Lycabettus • Starwood Hotels • Titania Hotel • Thraki Palace • Yes! Hotels



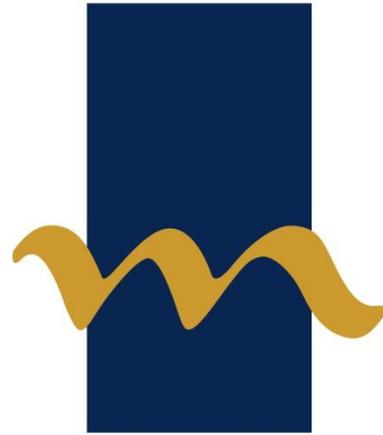
BTPF

ATHENS 2016

Business Travel Professionals Forum



The **top hotels** are here!
24-25 November 2016



**METROPOLITAN
HOTEL**

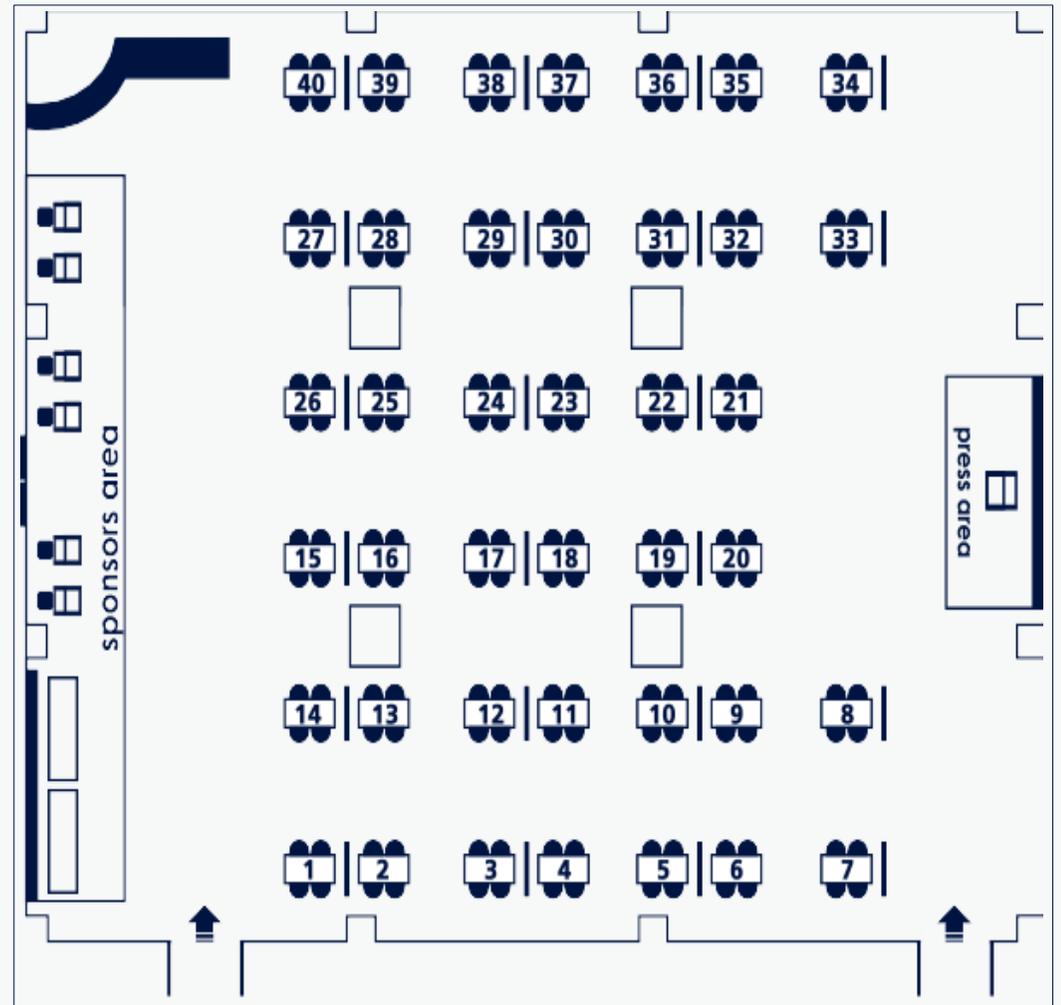
Andrea Suggrou Ave. 385, Athens, T: +30 210 947 1000

Forum Room Plan

(indicative)



Register now at the **BTPF 2016** and select your position in the forum area with priority!



BTPF 2016 Program

Thursday 24 November 2016

- 15:30 | Welcoming, Coffee Break & Meet
 - 16:00 | Forum Opening & B2B Meetings between Hotels & Corporate Accounts or Hosted Buyers
 - 17:45 | 15 minutes break
 - 20:30 | End of Day's 1 Meetings
 - 21:00 | Networking Cocktail
-

Friday 25 November 2016

- 09:30 | Welcome Coffee
- 09:45 | Speeches from Tourism Officials
- 10:00 – 14:00 | B2B Meetings between Hotels & Local Travel Agencies
- 14:00 | End of forum

Hotel Participation Benefits

- Meeting and contact with the decision makers of key companies of the market in 4,5 hours
- Meeting and contact with the key PCO's, DMC's, MICE's & Wholesalers in 4,5 hours
- Maximize your network
- Direct and immediate Feedback, requirements and new requests from your potential customers

With the above benefits you are exempted from:

- 2 weeks sales visits, 10 working days x 5 meetings a day (working hours), and hence the absence of a representative from your hotel.
- Subsistence costs, potential public relations meals and transportation costs for two weeks
- Fees & time to prepare sales trips (telephones, etc.)
- Months of office work in order to communicate with existing or potential customers.

Total benefit approximately 3000 € / per hotel, excluding the employee hours



Average of **30** meetings in just **2** days!

Participation Cost



1.220 €

(VAT 23% is Not Included)

[Register Now](#)

www.btpf.eu

Early Booking Discounts

Register until the 31st of March and benefit from a discount of **20%**

Register in April and benefit from a discount of **15%**

Register in May and benefit from a discount of **10%**

Register Now

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We have the full trust of the tourism professionals!



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SAVE
THE DATE

24-25 NOVEMBER 2016

For more information contact SWOT
+30 210 65 25 520 & btpf@swot.gr | www.swot.gr



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