

BTPF

ATHENS 2016

Business Travel Professionals Forum

The **top hotels** are here!

24 – 25 November



The Organizer

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

SWOT's goal is the enhancement of our partners as protagonists in their field of action, in order to consolidate the position where they belong, not only in the tourist market, with a rapid increase of sales and revenue.

What is the BTPF ?



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 cooperation opportunities by communicating “face to face” with the key persons of the most representatives from corporations & top travel companies.

During the first day, hotel representatives meet with key corporate executives who organize business meetings and events & on the second day is the turn of the major travel agencies, of the DMC's, PCO's, MICE, Business Travel & Wholesaler Services field, to meet hotels.

AIM & GOAL



The Aim of **Business Travel Professionals Forum** is to bring in direct contact the participating hotels with the major representatives of corporate accounts and travel agencies who are handling big numbers of corporate and non corporate business travel accounts.

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

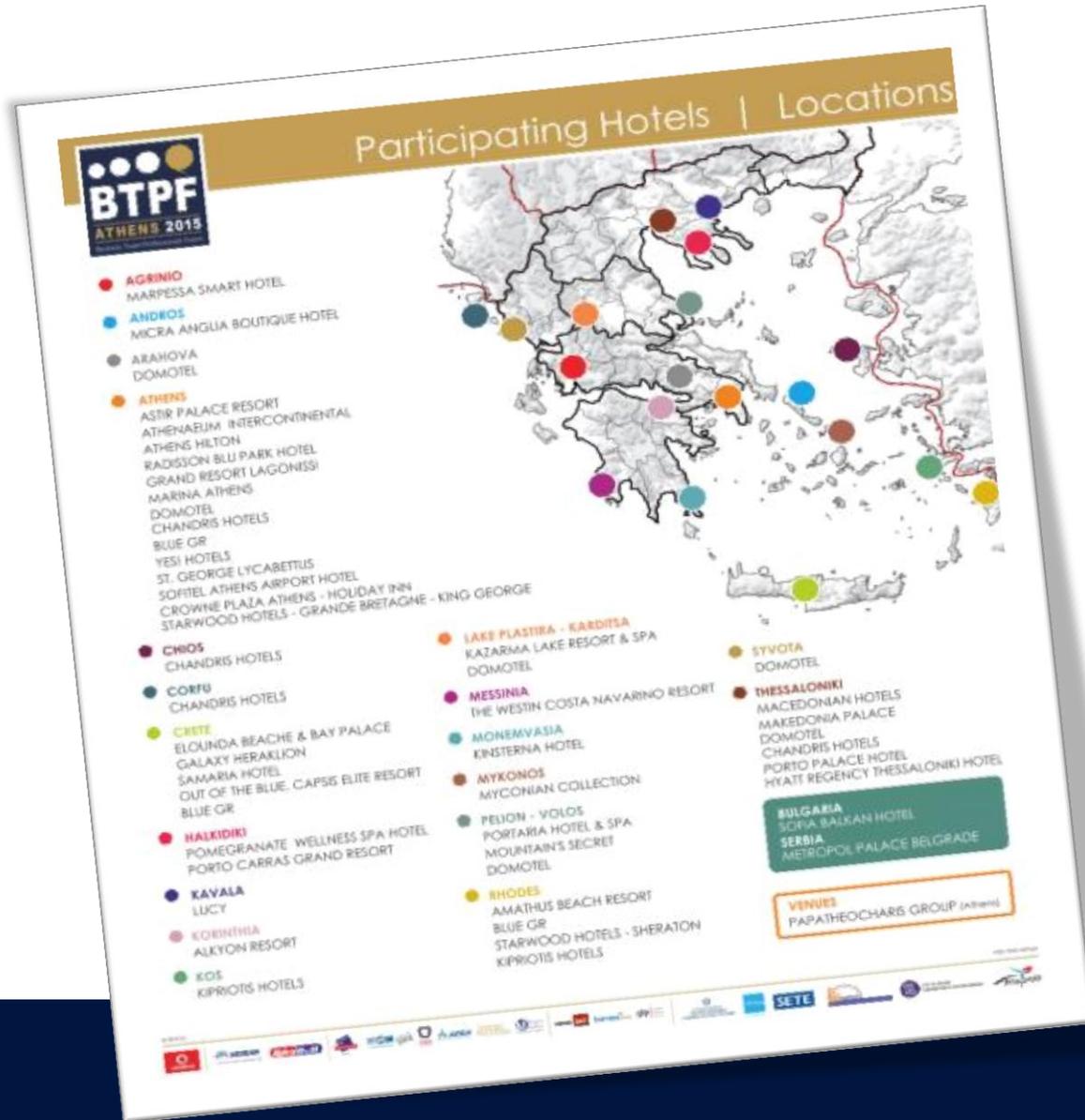
84 travel agencies

13 Hosted Buyers

1400 meetings



Participating Hotels Map | BTPF 2015





The **top hotels** are here!



Hotels that have participated in 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 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 | Coffee Break at foyer
- 09:45 | Speeches from Tourism Officials
- 10:00 – 14:00 | B2B Meetings between Hotels & Local Travel Agencies
- 14:30 | End of forum

After the third successful Business Travel Professionals Forum, held on 10-11 December 2015, in which for the first time a limited “Hosted Buyers Program” was included, the fourth BTPF in Athens will be held on 24 - 25 November 2016 .

Participated Hosted Buyers, BTPF 2015

ABT-ACTE Russia • BTA Ukraine • Eka Voyages France • European Passage Ltd UK • Intra Travel Turkey • Kenes Turkey • Lale Tours Bulgaria • Maestro Meetings & Incentives Poland • Maykit Events UK • Meridian Tours Turkey • Pikasso Travel Turkey • Supertour Lufthansa City Center Poland • The Allure Travel Turkey

BTPF 2016 Hosted Buyers Program

Wednesday 23 November 2016

Arrival at Athens International Airport and transfer to Metropolitan Hotel. Check in.

19:50 | Meet at the lobby of the hotel with SWOT team

20:00 – 22:30 | Welcome Dinner

22:30 | Return to hotel & overnight

Thursday 24 November 2016

Breakfast at hotel's designated area

09:00 – 13:00 | Half day Athens city tour with visit of Acropolis

13:00 – 13:30 | Inspection of Metropolitan Hotel (BTPF venue hotel)

13:30 | Lunch at hotel & time for rest

15:30 | Meet at the lounge area of **BTPF**, coffee

16:00 – 20:30 | **BTPF** - B2B Meetings with Exhibitors

21:00 | Networking Cocktail

Friday 25 November 2016

Breakfast at hotel's designated area

Check out and transfer to Athens International Airport for return flight

Hosted Buyers Program Complimentary Inclusions

- ✓ Economy class **round trip flight**
- ✓ **Transfer upon arrival** from Athens International Airport to Metropolitan Hotel, venue hotel of BTPF as well as **departure transfer** from Metropolitan Hotel to Athens International Airport
- ✓ Accommodation for **2 overnights on BB basis** at Metropolitan Hotel
- ✓ **Welcome dinner** on Wednesday, November 23
- ✓ Half day **Athens city tour** with visit of Acropolis on the morning of Thursday, November 24
- ✓ **Lunch on Thursday**, November 24
- ✓ **Network Cocktail** on evening of Thursday, November 24





Business Travel Professionals joined us!



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SAVE
THE DATE

24-25 NOVEMBER 2016

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