

Athens

hosted City Break

> Athens-Motaz Othman

City Break Exhibition was held in the Greek capital Athens, during the period 11th -13th of June. The objective of the exhibition is to promote tourism to European cities. It was organized by Reed which is the leading exhibitions organizer company.



From right: Mr. Walsh, the Greek Tourism Minister and the Director of Athena's tourism
من اليمين: مارك والش. وزيرة السياحة اليونانية ومدير سياحة أثينا



A stand in the exhibition

أحد أجنحة المعرض

The exhibition was attended by about 140 exhibitors, of whom 80 were European cities, some tourist hotels and airlines. It was also attended by more than 160 invited tour operators and travel agents from Europe and some Asian countries.

I had a meeting with Mr. Tom Nutley, President of Reed, who said that the inter- Arab countries tourism market is considerable, therefore it could have a similar exhibition for the promotion of tourism amongst these countries, through the use of discounted airline tickets, which are provided by some companies. I also had a meeting with Mr. Mark Walsh, Director of the exhibition, who also runs the Arabian Travel Market in Dubai. He said that this exhibition provides an excellent platform for European cities to promote tourism.

The first session of this exhibition was held in Helsinki, and it was announced that the next session will be held next year in Belgrade.

The Greek Ministry of Tourism was very welcoming to all visitors. It marked the occasion by hosting many ceremonies, musical evenings and tourist boat trips. In addition delegates were taken on tour of the museums as well as Athens beautiful sites. ■