

**1st INTERNATIONAL TOURISM EXHIBITION
CULTURAL – RELIGIOUS - ALTERNATIVE****Athens, 20/10/2011 – 23/10/2011**

EUROPEAN EXPO is organizing the 1st International Tourism Exhibition of Cultural, Religious and Alternative Tourism, supported by the Greek Orthodox Church and the Reverend Metropolitan Bishop of Zakynthos Chrysostomus, as well as the Ministry of Culture and Tourism of Greece.

The opening is scheduled for the 20th of October and at the ceremony they are invited to assist the Reverend Metropolitan Bishop of Zakynthos, Chrysostomus, the Metropolitan Bishop of Kifisia, Cyril as well as the Deputy Minister of Culture and Tourism. Finally, the opening ceremony will be attended by Metropolitan Bishops of Greece and abroad, Members of Parliament, Secretary Generals and Mayors of Greek regions and Municipalities, as well as academicians from the scientific community, Relevant Authorities, Diplomatic Corp, Associations and Organizations, international and local media etc.

The event will be covered by the Media and broadcasted in Greece and abroad.

The year 2011 will be dedicated to the Religious Tourism, considering that it is the only form of tourism compared to others which is not seriously distressed in times of recess. Thus, the main purpose of this exhibition is to promote religious, cultural and historical treasures anywhere in the world, thus aiming to boost this form of tourism. According to the World Tourism Organization, the turnover of religious tourism worldwide is estimated to be approximately 15 billion euros. About 300 million people go on religious journeys and tours every year, while nearly 3 billion people relate to religious beliefs and traditions, which theoretically gives us an extra 3-billion “pool” of potential religious travelers and tourists. In specific reference to Greece, potential travelers with an interest in cultural pilgrimage and religious tradition come mostly from Cyprus, Russia, Bulgaria, Serbia and Romania (mainly the orthodox part of the population). Another important potentially interested group are the Greek immigrants in North and Western Europe, the USA, Australia and Africa. Finally, other potential interested parties are university clubs of religious, archaeological and byzantine studies, amateur art clubs, and orthodox Christians from Syria, Lebanon, Iraq and Alexandria, Egypt.

In conclusion, given the present financial circumstances, it is of vital importance to promote religious and pilgrimage tourism, as well as other alternative kinds of tourism at this point, as it is a crucial factor for tourism attraction and a new tourism influx all year round and not just during the summer season the tourism industry can benefit from.

The exhibition will also highlight cultural heritage. The history, the customs and traditions and the cultural heritage of every place exhibited will be presented respectfully to both the public and businessmen visiting or participating.

Participants in the Exhibition:

- **The dioceses of Greece and abroad.**
- **The Ministry of Culture and Tourism and the Ministry of Education, Lifelong Learning and Religious Affairs**
- **Foreign State Organizations**
- **State Regions**
- **Municipalities**
- **Embassies**
- **Chambers**
- **Hotels**
- **Tourist resorts**
- **Car rental companies**
- **Travel Agencies**
- **Airline companies, Shipping companies & Coach Travel Agencies**
- **Museums**
- **Culture Clubs**
- **Insurance Companies**
- **Banks**
- **Booking systems**
- **Health & Spa/Wellness Centers**
- **Travel goods trading companies**
- **Ecclesiastical goods trading companies**

The Exhibition will be hosted in E.C.E.P., a venue of vital importance for the outcome of the exhibition, as it is widely accepted by exhibitors and participants, as well as visitors to the events it hosts. Its location and its interior design are its two main assets. It is a 17.000m² perfectly suitable exhibition venue which can live up to the expectations of the most demanding of businessmen.

This Exhibition organized by EUROPEAN EXPO is a unique opportunity for exhibitors and professional visitors to negotiate a business deal and penetrate international markets. The Center's Conference Room is ready to host conferences, seminars, business lunches and meetings, and also presentations of products and services. It is a multi-purpose facility, modernly designed and fully equipped with the latest technology, which will be at your service. Moreover, within the exhibition area, a staging area involving a stage, audience seats and the necessary equipment will be put together where the participants can present events of related cultural interest, such as dance performances, theatrical sketches and choir singing.

Entrance for visitors with a business interest (businessmen, tour operators and travel agents, representatives of tourism agencies and businesses, journalists) and the public is free."

The alternative types of tourism, like any other form of Tourism, need a developing strategy. To this end, it is necessary that everyone involved will cooperate. We trust that we are in this together.