

41st xenia

The 41st xenia which was held from 27 to 30 November in the newly constructed Metropolitan Expo, was completed with remarkable success. During the four days of operation, the exhibitors presented the finest products and services to the tourism industry professionals.

The Undersecretary of Culture and Tourism Mrs. Angela Gerekou realized the opening ceremony of the 41st xenia with the presence of the Super-Prefect Mrs. Konstantina Beis, the President of the Athens-Attica Hotels Association and many representatives of tourism official bodies.

In the context of the parallel events of the 41st xenia the followings also took place:

- The annual General Assembly (40th edition) of the Athens-Attica Hotels Association was held on the exhibition's opening day for the first time.
- The forum "ROI – Return on Investment in tourism" organized by "Touristiki Agora" magazine under the auspices of the Ministry of Culture and Tourism, on Saturday 28 November.
- The 4th Forum of the Task Force for Action & Ideas of Association of Greek Tourism Enterprises with subject "**Medical Services as a Source of Demand for Tourism Services. Medical Science + Entrepreneurship: Alliances + Collaboration**" held Monday 30 November.

The 41st xenia was sponsored by the Ministry of Culture and Tourism, the Greek National Tourism Organisation (GNTO) and EUROBANK EFG.