

Retrospective and future of the incentives in Greece

This session will give you from the scope of an expert an inside view of the history of the incentives in Greece, their past, the present and a forecast for the future development. Among others you will hear about:

- Pioneering days of incentives for Greece
- Is Greece perceived as an incentive destination? Why yes or not.
- The mentality and needs of the incentive participant.
- Competitive advantages and weak points
- Main Greek incentive destinations.
- The benefits of “incentive travel” for the local economy
- What is the “incentive” future for the destination?
- What improvements are needed to be made for Greece to become a main “incentive destination” player?