

**Byron Argiri, *Founder and President Emeritus*, CONCEPTOURS, Greece**

Byron Argiri has been in the travel trade for 35+ years has helped put Greece on the worldwide tourism map. He has been instrumental in developing aspects of tourism to Greece, especially in the upscale and incentive sectors at which he is well known and respected in international travel circles

Born in Alexandria (Egypt) of Greek parents, he was educated at the St. Andrews Scottish School for Boys with graduate studies in England. He is conversant in 5 languages: Greek, English, French, Italian, and Arabic. He immigrated to Greece in 1962 and he “instantly fell in love” with the travel business, which he has been in ever since.

Until 1977 Byron was Vice President of HORIZON TRAVEL. In 1997 he founded CONCEPTOURS which specializes in incentive programs, conferences as well as specially tailored itineraries.

Since its founding, Conceptours won a series of awards for their creative programs and was named by the “International Herald Tribune” as “***The Leading Destination Management Company of Greece.***”

Active in travel circles and trade associations, Byron has served as:

- Chairman of the American Society of Travel Agents International, (ASTA)
- Vice President of the Hellenic Association of Travel and Tourism Agents, (HATTA),
- Vice President of the Tourism committee at the American-Hellenic Chamber of Commerce,
- Member of the Ethics Committee of SITE etc.

Byron Argiri has received innumerable awards for his services to the industry, amongst which the **Crowned Golden Cross Medal** bequeathed him by the Patriarch of Jerusalem Diodoros I, and being conferred the title of “**Honorary Citizen of New Orleans**”. He is also included in the WHO’s WHO IN THE WORLD, and the DICTIONARY OF INTERNATIONAL BIOGRAPHY volumes.

Other than creating imaginative incentive programs, his other hobby is movies and his collection of films is impressive at over 9,000 titles, and constantly ever growing. Other hobbies include beach racket-ball, swimming, sailing and power boating,