



## A Forward-Looking Dialogue on Growth, Strategy & Impact

April 29, 2026 | Aigli Zappeiou, Athens

### Event Program

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**09:15 – 10:00 | Registration & Welcome Coffee**

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**10:00 – 10:30 | Official Welcome & Opening Session**

- Welcome by **Natasha Patrinou**, Event Anchor
  - Opening Remarks by **Thomas Politis**, President of GDPA
  - Welcome Address by **Olga Kefalogianni**, Minister of Tourism
  - Welcome Address by **Iason Fotilas**, Deputy Minister of Culture, Responsible for Contemporary Culture
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**10:30 – 11:10 | Session 1 – Opening Keynote**

#### **Why the World Is Falling in Love with Destination Weddings**

*A High-Growth Opportunity in Global Travel*

**Keynote Speaker: Alina Krupenina**, Co-owner & Head of Commercial Strategy, WedVibes Media

**Session Focus:** This keynote explores why destination weddings are experiencing rapid global growth, offering a global outlook on the market and examining key trends, evolving couple and planner preferences, leading destination models and success factors, and priority source markets with strong potential for Greece.

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## 11:10 – 12:10 | Session 2 – Insights & Panel Discussion

### “Saying Yes to Greece”

*Positioning for Global Leadership in Destination Weddings*

#### Session Structure

- 11:10 – 11:30 | **Market Insights Briefing**

*Mapping the Destination Weddings Landscape in Greece*

**Xenia Kourtoglou**, MSc, Founder Focus Bari & Resilience Expert

- 11:30 – 12:10 | **Panel Discussion | Contributors**

- **Angela Varela**, President, Greek National Tourism Organization (GNTO)
- **Alexandros Thanos**, Executive Director, Greek Tourism Confederation (SETE)
- **Panagiotis Sakellariopoulos**, Vice Governor of Tourism Development, Region of Western Greece
- **Dimitris Fragakis**, Executive President, New Metropolitan Attica SA
- **Thomas Politis**, President, Greek Destination Planners Association (GDPA)
- Moderator: **Natasha Patrino**, Journalist

**Session Focus:** The session opens with a data-driven snapshot of the Greek destination weddings market, offering a first structured mapping of client profiles, spending patterns, and emerging trends. This is followed by a panel discussion exploring how strategy, market dynamics, and destination-level realities can align to unlock Greece’s potential in the global destination weddings landscape, drawing on key insights from the research.

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## 12:10 – 12:40 | Coffee Break & Networking

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## 12:40 – 12:55 | Session 3 - International Market Snapshot

### Unlocking the Indian Destination Wedding Opportunity

**Keynote Speaker:** Pramod Lunawat, CEO Millenium Event & Marriageuana

**Session Focus:** Why does the Indian wedding market matter — and what opportunities does it present for Greece? A brief international insight into key trends, market dynamics, and Greece’s positioning within this high-potential segment.

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## 12:55 – 13:35 | Session 4 – Panel Discussion

### **Beyond the Big Day**

*The Broader Impact of Destination Weddings on Places & Local Economies*

#### **Contributors**

- **Spyros Panas**, Co-owner & Co-founder, Panas Group Sophisticated Hospitality
- **Sofia Adamantopoulou**, Cluster Director of Sales, The Westin Resort | The Romanos | W Costa Navarino
- **Anastasios Konstantaros**, CEO, Rhodes Tourism Promotion Organisation
- **In conversation with: Stella Chanioti**, GDPA Member

**Session Focus:** Exploring destination weddings as a broader tourism ecosystem, and their impact on destinations and local communities — from economic value and visitor experience to place branding, well beyond the wedding day itself.

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## 13:35 – 14:05 | Session 5 – Fireside Chat

### **The Art of Unforgettable Experiences**

*Creative Vision & Cultural Intelligence in Global Luxury Weddings*

**Featured Guest: Sofia Crokos**, Founder & Creative Director, Sofia Crokos Events & Lifestyle

**In conversation with: Helena Chaviara**, GDPA Vice President

#### **Session Focus**

An intimate conversation with Sofia Crokos, the visionary behind exceptional celebrations across the US, Greece, Italy, France and beyond. Drawing on her international experience, the discussion explores how unique, high-end wedding experiences are created across different destinations, and how Greece is perceived as a wedding destination within the global landscape.

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## 14:05 – 14:15 | Closing Remarks & Key Takeaways

The GDPA President summarises key insights and outlines next steps.

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## 14:15 – 15:15 | Networking Lunch (standing reception)

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