



A Forward-Looking Dialogue on Growth, Strategy & Impact

April 29, 2026 | Aigli Zappeiou, Athens

Preliminary Programme

** The programme and speaker lineup are continuously being updated.*

Event Anchor

Natasha Patrinoi, Journalist & Presenter

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

10:00 – 10:20 | Official Welcome & Opening Remarks

- Welcome by Natasha Patrinoi, Event Anchor
 - Opening Remarks by Thomas Politis, President of GDPA
 - Welcome Address by Olga Kefalogianni, Minister of Tourism
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10:20 – 11:00 | 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

Organised by



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.

11:00 – 12:00 | Session 2 – Insights & Panel Discussion

“Saying Yes to Greece”

Positioning for Global Leadership in Luxury Destination Weddings

Session Structure

- **11:00 – 11:20 | Market Insights Briefing:**

Mapping the Destination Weddings Landscape in Greece

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

- **11:20 – 12:00 | Panel Discussion**

Panel Contributors

- Representative, Greek National Tourism Organization (GNTO) (invited)
- Alexandros Thanos, Executive Director, Greek Tourism Confederation (SETE)
- Dimitris Fragakis, Executive President, New Metropolitan Attica SA
- Thomas Politis, President, Greek Destination Planners Association (GDPA)
- Moderator: Natasha Patrino, Journalist & Presenter

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 public policy, national branding, and destination-level realities can align to unlock Greece’s leadership potential in the global destination wedding market, informed by key insights from the research.

12:00 – 12:30 | Coffee Break & Networking

12:30 – 12:45 | Session 3 - International Market Snapshot

Unlocking the Indian Wedding Opportunity

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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.

12:45 – 13:25 | Session 4 – Panel Discussion

Beyond the Big Day

The Broader Impact of Destination Weddings on Places & Local Economies

Panel 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
- Wedding Planner (tbc)
- Panel Facilitator: GDPA Representative

Session Focus

Presenting destination weddings as a mature tourism business ecosystem, highlighting their economic, social and branding impact across destinations and local communities — well beyond the wedding day itself.

13:25 – 13:55 | Session 5 – Fireside Chat

How We Built a Global Brand in Local Soil

Session Focus

A high-impact conversation between an internationally recognised wedding professional and a GDPA host, exploring best practices, creative excellence, destination storytelling and the strategic positioning required to build globally recognised wedding destinations.

Speakers: Names to be confirmed

13:55 – 14:05 | Closing Remarks & Key Takeaways

The GDPA President summarises key insights and outlines next steps.

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14:05 – 15:00 | Networking Lunch

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