



HALKIDIKI

ITT CONFERENCE

3-5 JUNE 2024 • PORTO CARRAS GRAND RESORT • GREECE



HOSTS



PROGRAMME AT A GLANCE

MONDAY 3 JUNE

DAYTIME

EXCURSIONS TO EXPLORE HALKIDIKI (OPTIONAL)

FREE TIME TO EXPLORE THE RESORT

09:30 - 13:30

COMPLIMENTARY GOLF (OPTIONAL)

18:15 - 19:00

FIRST-TIMERS MEET UP
NEWS CAFE

19:00 - 20:00

TTG DRINKS
CAVO BAR

20:00 - 22:30

WELCOME PARTY
KOHI BEACH BAR

22:30 - 02:00

LATE NIGHT BAR
KOHI BEACH BAR

TUESDAY 4 JUNE

06:30 - 07:30

YOGA (OPTIONAL)
ON THE BEACH

09:00 - 14:00

CONFERENCE SESSIONS
OLYMPIC CONFERENCE CENTRE

15:00 - 18:00

COMPLIMENTARY CRUISE TO NEOS MARMARAS (OPTIONAL)

20:00 - 23:30

GALA DINNER
LAGOON POOL

23:30 - 02:00

LATE NIGHT BAR
REFLECTION BAR

WEDNESDAY 5 JUNE

06:30 - 07:30

BASIA'S BOOTCAMP (OPTIONAL)
ON THE BEACH

09:00 - 14:00

CONFERENCE SESSIONS
OLYMPIC CONFERENCE CENTRE

14:30 - 18:00

COMPLIMENTARY WINE TASTING TOUR (OPTIONAL)

COMPLIMENTARY OLIVES OF HALKIDIKI EXCURSION (OPTIONAL)

20:00 - 02:00

FAREWELL 'PURPLE' PARTY
PANOS RESTAURANT

All events take place within the **Porto Carras Grand Resort** apart from the **excursions** and **Farewell Party**.

HOW TO REGISTER

Register at www.ittconference.co.uk

REGISTRATION FEES

Member £695

Companion £395

Contact us: events@itt.co.uk / +44 (0)844 4995 652

OFFSETTING

The **ITT SustainabilITy Committee** continues to partner with the industry to develop better strategies and plans to reduce greenhouse gas emissions and develop travel and tourism experiences which aim to protect destinations, the natural environment and enhance local communities' livelihoods.

All delegates will pay £25 to offset their attendance at the Conference.

WHY YOU SHOULD JOIN US AT #ITT2024 FROM THE ITT BOARD

To network with key stakeholders, decision-makers, suppliers and clients from a variety of travel businesses.

To promote your own business and share ideas with other business owners.

To hear about the current industry trends, issues and challenges.

To listen to inspirational speakers and panels.

To experience fantastic destinations and hotels.

CORPORATE PARTNERS

AMADEUS

avis budget group

babble

easyJet holidays

FIRST RATE

Hilton

NEOM

Saudi
Welcome to Arabia

TravelUni

ttg MEDIA



It's always exciting to visit somewhere new and this will be the first time that we have held our Conference in Halkidiki. I was delighted to receive the invitation from the Greek National Tourism Organisation as amazingly, it has been 24 years since we last held our Conference in Greece (Athens 1997).

The beauty of the Porto Carras Grand Resort is that it lies just a 90-minute drive from Thessaloniki Airport and all delegates will be accommodated in this wonderful resort. As always, we shall limit the number of delegates to 400.

We already have some amazing travel industry speakers lined up, including our friends **Dame Irene Hays**, **Antonio Paradiso**, and **Julia Lo Bue Said**. They will be joined by high-profile guests from outside the industry including **Dr Rosena Allin Khan MP**, **Ayesha Hazarika** and **Henry Dimbleby**. The Conference will, once again, be moderated by the brilliant **Tim Hames**.

I look forward to seeing you all in June, but please don't leave it too late to register as places are allocated on a first-come, first-served basis and we expect this year's Conference to be a complete sell-out.

Dr Steven Freudmann F.Inst.TT.
ITT Chair

HEADLINE



HOSTS



VENUE



GALA DINNER



GALA DINNER ENTERTAINMENT



FIRST NIGHT LATE NIGHT BAR



BADGES



SPEAKERS



TRADE MEDIA PARTNER



SEE YOU IN HALKIDIKI

GREECE



Anticipation builds as we eagerly await your presence at the ITT Conference in Halkidiki this June! It is truly an honour to host the prestigious 2024 ITT Conference with the captivating backdrop of Greece.

Halkidiki promises to be a delightful revelation for first-time visitors, offering a harmonious blend of insightful conference discussions for the tourism industry and precious moments of relaxation.

Nestled along a 500-kilometer coastline, prepare to be enchanted by the azure beauty of the region, adorned with the most blue flags in Greece. Halkidiki boasts the allure of a Greek island, conveniently located just an hour away from the vibrant city of Thessaloniki.

I look forward to welcoming you in-person and hope that the ITT Conference in Halkidiki will be an inspirational experience, guided by the Aristotelian virtues, and will leave all participants with an enriching memorable experience.

Eleni Skarveli • Director • GNTU UK & Ireland



Halkidiki
Tourism
Organization



It is with great pleasure that I extend a warm welcome to all participants of the 2024 ITT Conference. We are honoured to host such a premier event in the travel industry that brings together leading figures from the UK travel and tourism industry and to showcase the unparalleled beauty and diversity of Halkidiki.

Halkidiki, with its enchanting landscapes, rich cultural heritage and warm hospitality, provides an inspiring backdrop for this prestigious Conference. Join us in shaping the future of tourism amidst the echoes of Aristotle's teachings and the spiritual tranquility of Mount Athos.

We are confident that you will find Halkidiki to be an unforgettable destination. We look forward to sharing our hospitality and the treasures our region holds with you.

Grigoris Tassios • President • Halkidiki Tourism Organisation

Porto Carras
GRAND RESORT



On behalf of all of my colleagues at Porto Carras Grand Resort, we very much look forward to extending the warmest of welcomes to all ITT Members for your 2024 Conference.

Porto Carras Grand Resort is an historic Greek resort that has contributed decisively to the establishment of Greece and Halkidiki as a leading, luxury tourism destination. Wonderfully located in a natural environment of incomparable beauty, for 50 years we have offered our guests the highest level of services and authentic Greek hospitality.

Your participation in the Conference will take you to the heart of an exquisitely curated natural paradise. We hope that outside of the conference sessions, you have an opportunity to enjoy many of the varied leisure facilities that we offer at Porto Carras Grand Resort. Take a moment to stroll around our impressive marina, enjoy a treatment in our thalassotherapy spa or simply enjoy a cocktail on our sandy pristine beach. My colleagues and I are here to ensure that you take away lasting memories of an exceptional ITT Conference and a newfound, or reaffirmed love for this stunning region of Greece.

See you in June!

Mr Konstantinos Anglopoulos • GM • Porto Carras Grand Resort

PORTO CARRAS GRAND RESORT

Porto Carras Grand Resort, situated on the Sithonia peninsula in Halkidiki, Greece, is a picturesque escape designed to embrace nature's beauty. Established in 1974 by Greek shipbuilder John Carras, the resort combines sea, sun, fresh air, and mountain scenery for a rejuvenating experience. Delegates can enjoy wellness activities, explore the stunning surroundings of the pine forests or savour the offerings of the sun-baked vineyards. The **Olympic Conference Centre**, a short three-minute walk from the elegant **Hotel Meliton**, will host the conference sessions.

All delegates will stay at the Meliton Hotel. Accommodation can be booked at the time of registration when a deposit in GBP will be payable. The remaining balance, along with local taxes and any extras incurred during your stay, is payable in EUROS directly to the hotel.



Room type	Rate per room per night* in EUROS	Deposit payable in GBP
Deluxe Single Occupancy - Golf View	€155	£300
Deluxe Double Occupancy - Golf View	€164	£300
Deluxe Single Occupancy - Sea View	€165	£300
Deluxe Double Occupancy - Sea View	€174	£300

*Room rates include buffet breakfast at the Athos Restaurant plus complimentary access to the gym, one indoor/outdoor pools and Wi-Fi.

Upgrades

Room upgrades are available from €198 per room, per night. Please contact events@itt.co.uk if you would like to check the availability for an upgrade.



SOCIAL EVENTS

WELCOME BEACH PARTY – MONDAY 3 JUNE

Kohi Beach Bar

The Welcome Party, sponsored by our **Conference Hosts**, will take place at the enchanting Kohi Beach Bar, a short 10-minute stroll around the marina from the Meliton Hotel. The **Kohi Beach Bar** is a lush paradise, boasting a beautiful sandy beach and breathtaking views of the Aegean Sea. As the night unfolds, a fantastic DJ will set the mood along with a delicious Mediterranean BBQ. Get ready to socialise under the Greek stars, as Kohi Beach Bar promises a memorable night of celebration in this idyllic coastal setting.

Sponsored by



GALA DINNER – TUESDAY 4 JUNE

Lagoon Pool, Porto Carras Grand Resort

Experience an elegant evening at the ITT Gala Dinner, sponsored by **MSC Cruises**. Enjoy a delectable three-course dinner, accompanied by the Alder Hey Auction led by **Jonny Gould**, and sponsored by **A-Rosa River Cruises**. Your generosity will make a meaningful impact on this noble cause.

Auction in aid of Alder Hey Children's Charity



Sponsored by



Auction sponsored by



FAREWELL 'PURPLE' PARTY – WEDNESDAY 5 JUNE

Panos Seafood Restaurant

We wrap up the Conference in style with an unforgettable Purple Party at Panos Seafood Restaurant, where we'll experience the charm of a traditional Greek taverna. Generously sponsored by our **Conference hosts**, delegates can savour delicious Greek food and wine, with special entertainment from the incredible team at **G Adventures**. Get your dancing shoes ready as we bid farewell, with a night you won't want to miss! OPA!

Sponsored by



Entertainment sponsored by



Return shuttle transfer, 23:00-02:00.

LATE NIGHT BAR

Kohi Beach Bar (Night One) | Reflection Bar (Night Two)

Not ready to call it a night? After each evening event, continue networking and let the good vibes linger a little longer at the Late Night Bar.

Night one sponsored by



COMPLIMENTARY ACTIVITIES

The following complimentary excursions can be booked at the time of registration or by emailing events@itt.co.uk.
Excursion bookings are subject to availability.

GOLF – MONDAY 3 JUNE



Porto Carras Grand Resort invites you to enjoy a complimentary round of golf on Monday 3 June. The **leisure course** has a stunning backdrop of the pine forests of Mount Itamos

and the Domaine vineyards. There are limited sets of clubs to hire at 35€ and golf buggies for 40€ on a first-come, first-served basis.

BOAT CRUISE TO NEOS MARMARAS – TUESDAY 4 JUNE



Take a scenic 15-minute cruise from Porto Carras Marina to Neos Marmaras. This lively seaside town features vibrant tavernas, cafés, and bars, along with local artisan shops offering olive oil, leather products, honey, spices, and more. Explore the authentic Greek

town, shop for souvenirs, or relax with a coffee or ouzo at waterfront cafés.

Departing Porto Carras at **15:00** and **16:00**.
Returning from Neos Marmaras at **17:00** and **18:00**.

WINE TASTING , DOMAINE PORTO CARRAS – WEDNESDAY 5 JUNE



Explore Greek winemaking at Domaine Porto Carras, the largest organic vineyard in Greece. Learn about the winery's history and sustainable practices during a captivating wine tasting led by expert winemakers. Visit the

Melissanthi Experience Hall to discover the art of winemaking, from grape selection to aging. Enjoy a selection of the finest wines paired with Greek cheese and cold cuts.

Departing hotel lobby at **16:00** or **17:00**.

SUSTAINABILITY INITIATIVE: DISCOVER THE OLIVES OF HALKIDIKI AND OLD NIKITI – WEDNESDAY 5 JUNE



Join an unforgettable Olive Adventure in Halkidiki led by an expert guide. Explore the heart of table olive production, discovering the passion and tradition behind Halkidiki's global olive reputation. After enjoying the finest olives

in the region, explore the charming old town of Nikiti with romantic Macedonian houses and blossom-filled balconies.

Departing hotel lobby at **15:00**.

PRE AND POST EXCURSIONS

For further details and how to book, please visit the excursions page at ittconference.co.uk.

Option	Dates Available	Price (pp)	Duration
Mountain Halkidiki	31 May or 7 June	€40	6-hours
4*4 Off Road Jeep Safari	31 May or 7 June	€70	5-hours
Pirate's Boat Blue Lagoon Cruise	1 or 6 June	€47	8-hours
Sithonia Crystal Waters	2 or 9 June	€48	7-hours
Thessaloniki Capital Delights	3 or 8 June	€40	6-hours
Mount Athos cruise	3 or 9 June	€43	7.5-hours

SPEAKERS



Tim Hames
Moderator

Tim, a seasoned professional, is a private equity consultant at PCB Partners. Formerly an academic at Oxford University, he transitioned to journalism at The Times, holding roles including Assistant Editor and chief leader writer. Tim then led the British Private Equity and Venture Capital Association (BVCA) as Director General. With a wealth of experience, he now serves as a writer, consultant, and senior adviser in the industry.



Dr Rosena Allin-Khan MP
Labour MP

Dr. Rosena Allin-Khan MP, elected in a 2016 by-election, serves Tooting and previously held roles as Shadow Minister for Sport and Shadow Cabinet Member for Mental Health. Maintaining her position as an A&E doctor, she actively shaped Labour's mental health pledges. In response to COVID-19, she advocated for the travel industry. Beyond politics, Rosena's humanitarian work includes service in conflict zones such as Rohingya refugee camps, Palestine and Africa.



Jaz Ampaw-Farr
CEO, Human First
Speaker and Author

Jaz, Human First's CEO, deftly guides emotional journeys in just two sentences, seamlessly shifting from laughter to tears. Her varied background—from a challenging upbringing to TV presenter, TEDx Speaker, and comedian—equips her to help leaders enhance team engagement, drive business growth, and leave a legacy. With a blend of honesty and humour, Jaz empowers individuals to rethink self-leadership through captivating keynotes on topics like Human First Leadership and Wellbeing.



Nathan Askew
Chief Nursing, Allied Health Professional
and Experience Officer
Alder Hey Children's NHS Foundation Trust

Nathan is Chief Nursing, Allied Health Professional and Experience Officer at Alder Hey Children's NHS Foundation Trust. Nathan qualified as a registered children's nurse in 2003 from the Florence Nightingale School of Nursing, Kings College London. He has worked in various clinical and managerial roles including time at Guys and St Thomas, GOSH and as Director of Nursing at Chelsea and Westminster NHS Foundation Trust.



Mike Bates
Human Intelligence Specialist, Covert
Counter-Terrorism Operations Leader,
Entrepreneur and Adventurer

Mike, known for his record-breaking solo row in 'The World's Toughest Row', raised £175,000 for charity. With 20 years in the Royal Marines and Ministry of Defence, he was the first to pass all frontline counter-terrorism courses. Mike shared his journey as a speaker, drawing from experiences in Afghanistan, Iraq, and the Atlantic Ocean. A human intelligence specialist, counter-terrorism leader, entrepreneur, and adventurer, his accomplishments inspire many.



Rory Coleman
Lifestyle Coach
Coleman Coaching

'Rory Coleman, Marathon Man,' transformed his life after a New Year's resolution, running 1100 marathons in 29 years. Overcoming addiction, he became an Advanced Personal Trainer, working with celebrities. Despite facing paralysis in 2016, Rory's recovery, attributed to fitness and positivity, led him to share insights on change processes with companies including Admiral and Microsoft. His journey exemplifies the synergy between business, sport, and life performance.



Judge Jo Delahunty

Judge and Professor of Law

Jo, an award-winning UK family law specialist, is renowned for handling significant national cases, including those involving child deaths, sexual abuse, and radicalism. Notably, she represented 76 bereaved families in the Hillsborough inquests and played a key role in establishing accountability for the inadequate emergency response. Jo is an Emeritus Professor of Law and a Fellow of Gresham College, dedicated to mentoring students from non-traditional backgrounds.



Henry Dimbleby

Co-founder
Leon Restaurants

Henry is a prominent figure in the food industry. As co-founder of Leon Restaurants, he also established the Sustainable Restaurant Association and Chefs in Schools charity. His impact on The School Food Plan brought about crucial policy changes. From 2018 to 2023, Henry served as the lead non-executive board member of the Department for Environment, Food and Rural Affairs, advising on sustainability.



Steven Freudmann

ITT Chair

Steven opened Majestic Travel in 1967. He sold three of its offices to Airtours in 1995 and the remaining office was sold in 2008. He was a director of ABTA for 18 years and was its President from 1997 to 2000. Steven was also Chairman of Advantage Travel Centres from 2004 until 2008 and was elected Chairman of the Triton Group in 2008. He has been Chairman of the investment holding company, Alpha Prospects plc., since 2007. In July 2009 Steven was awarded a Doctorate by Leeds Beckett University. He is a Fellow of the Royal Society for the Arts.



Dame Irene Hays

Owner
Hays Travel

Dame Irene Hays is the Owner and Chair of Hays Travel, the UK's largest Independent Travel Agent. Leading the Hays Travel Group since 2009, she has played a key role in its growth, including the acquisition of Thomas Cook in 2019. Awarded a CBE in 2008 and later knighted in 2021, she currently serves as the High Sheriff of Tyne and Wear for 2023/2024.



Ayesha Hazerika MBE

Broadcaster, Comedian and Writer

Ayesha Hazerika MBE, a columnist and broadcaster, brings insightful and witty perspectives to current affairs and politics. Former Editor of The Londoner and a political pundit, Ayesha's diverse career includes stand-up comedy, advising Labour Party leaders, and hosting podcasts. A sought-after speaker, she combines political insight with humour, addressing issues from government policy to women in politics.



Julia Lo Bue-Said

Chief Executive Officer
The Advantage Travel Partnership

Julia, a prominent leader in the UK travel industry, has steered the Advantage Travel Partnership Group since 2018, transforming it into the UK's leading commercial membership organisation. Julia's industry accolades include prestigious awards, recognising her contributions and leadership, such as honorary Doctor of Letters from the University of West London. An influential figure, she is a media spokesperson, advisor to the UK Government's Tourism Industry Council, and trustee for the Family Holiday Charity.

SPEAKERS



Commodore Duncan Lustig-Prean

Duncan, a trailblazing naval officer, has championed LGBTQ+ rights globally. He led efforts to lift bans in the military and successfully advocated for legislative changes. Duncan, now Chair of Brighton Fringe, influenced English Heritage practices and secured a government inquiry into LGBTQ+ military mistreatment. Living in Brighton with his husband, JL, Duncan continues to shape inclusivity and equality initiatives.



Thierry Ngutegure

Head of Data Insight
SALT.agency

Thierry, Head of Data Insight at SALT.agency, oversees the data and insight product offering, combining SEO, content, and data-driven strategies. Leading a skilled data team, they drive clients' data-centric growth, working with notable brands including Parkdean Resorts, M&S, and Kayak.



Antonio Paradiso

Vice President International Sales, MSC Cruises
Managing Director, MSC Cruises UK & Ireland

Antonio, with 20+ years in commercial business and 16+ in travel tourism, is the Managing Director of MSC Cruises UK & Ireland and VP International Sales. His journey started at the British Consulate in Italy, and since joining MSC Cruises in 2008, he has held various leadership roles. In 2023, he was appointed Managing Director of Explora Journeys for the UK and Irish market.



Daniel Rowles

CEO
Targetinternet.com

Daniel, a 25-year veteran in digital marketing and transformation, is CEO of TargetInternet.com, a Programme Director at Imperial College Business School, and a Fellow of the Chartered Institute of Marketing. Renowned for his practical approach, he hosts the Digital Marketing Podcast and is an award-winning author. Daniel's extensive experience spans clients including BBC, Google and Vodafone, showcasing his ability to bridge technical and business aspects for effective digital strategies.



Daniel Skjeldam

CEO
Hurtigruten

Daniel, Hurtigruten's CEO since 2012, holds an MSc in Economics and Business Administration. With a travel industry background, he excels in building enduring businesses and diverse teams. Daniel, an explorer and nature enthusiast, is at home on the ocean, being an avid sailor and kayaker. He also has board experience across various sectors and a military background.



Brian Young

Managing Director
G Adventures

With over 30 years in the travel sector, Brian rose from a club rep to Managing Director of G Adventures in the EMEA region. As Chairman of ATAS, he advocates for the touring and adventure sector. Brian's dynamic career includes leadership roles and successful ventures such as On Holiday Group.

PREVIOUS ITT SPEAKERS HAVE INCLUDED:

Lord Paul Boateng
Liam Byrne
Lord Michael Cashman
Sir Michael Fallon
Chris Huhne

Alan Johnson
Baroness Tessa Jowell
Charles Kennedy
Lord Neil Kinnock
Sir David Michels

Mary Portas
Micahel Portillo
Sir Ken Robinson
Ruby Wax
Nick Wheeler



Lord Andrew Adonis



Ed Balls



Cherie Blair



Bill Bryson



Dawn Butler MP



Alastair Campbell



Nigel Farage



Frank Gardner



Baroness Tanni
Grey-Thompson



Lord William Hague



Lord Michael
Howard



Boris Johnson



Amar Latif



Sir Terry Leahy



Jason Manford



Tim Minchin



Rt Hon George
Osborne



Lord John Prescott

PREVIOUS CONFERENCE DESTINATIONS

2023 Doha, Qatar
2022 Istanbul, Türkiye
2021 MSC Virtuosa
2020 Virtual
2019 Split, Croatia
2018 Sicily, Italy
2017 Sorrento, Italy
2016 Tel Aviv, Israel
2015 Ras Al Khaimah, UAE
2014 St Julians, Malta
2013 Abu Dhabi, UAE
2012 Bridgetown, Barbados

2011 Venice, Italy
2010 Benidorm, Spain
2009 Dubai, UAE
2008 Paphos, Cyprus
2007 Gran Canaria, Spain
2006 Muscat, Oman
2005 Bridgetown, Barbados
2004 Doha, Qatar
2003 St Julians, Malta
2002 Galway, Ireland
2001 Tenerife, Canary Islands
2000 Las Vegas, USA

1999 Newport, Rhode Island, USA
1998 Cape Town, South Africa
1997 Athens, Greece
1996 Limassol, Cyprus
1995 Nashville, USA
1994 Eilat, Israel
1993 Baltimore, USA
1992 Kruger National Park, South Africa
1991 Salou, Spain
1990 Miami, USA
1989 Moscow, Soviet Union



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Service Rating 1,846 Reviews

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SILVER TRAVEL AWARDS 2023
WINNER