

A woman with long hair, seen from behind, is walking away on a narrow, rocky path that winds through a dense thicket of green bushes and trees. She is wearing a long, white, tiered, sleeveless dress. The path leads towards a brighter area where the sky is visible through the canopy. The entire scene is framed by a thick, light blue border with a stepped, architectural feel.

HOTEL EXPERIENCE

CONFERENCE PROGRAMME

**17 & 18 OCTOBER 2026
TECHNOPOLIS CITY OF ATHENS**

PROGRAMME IN PROGRESS · VERSION 15.09.2026 · [HOTELEXPERIENCE.GR](https://hotelexperience.gr)

HOTEL EXPERIENCE



Saturday

17 OCTOBER 2026 · 11:00–19:39

11:00–11:20	Destination, Experience, Expansion	PANEL
11:20–11:35	Guardians of Place	IN CONVERSATION
11:35–12:05	Beyond the Stay	PANEL
12:05–12:20	Omniview, Burj Khalifa and the AI Architect TBC	PANEL
12:20–12:40	Wyndham Hotels & Resorts × DKG Development	PANEL
12:40–13:20	Hospitality Thinking, From Hotel to Residential?	PANEL
13:20–13:50	The New Mountain Escape	PANEL
13:50–14:02	Architect as a Traveller	CONVERSATION
14:02–14:27	Reading the City	PANEL
14:27–14:42	Landing Without Parachuting & From Stay to Programme	CONVERSATION
14:42–15:07	The New F&B Experience	PANEL
15:07–15:27	A Goddess Checks In	PANEL
15:27–15:52	Regenerative Hospitality	PANEL
15:52–16:07	Urban Maze	KEYNOTE
16:07–16:37	Building Destinations Through Culture, Heritage & Hospitality TBC	PANEL
16:37–17:07	Global Insights, Local Application	PANEL
17:07–17:17	Reading the Boutique Traveller	CONVERSATION
17:17–17:42	The Five Unexpected Pillars of Wellness	PANEL
17:42–18:07	Design Follows Food	PANEL
18:07–18:19	The Invisible Difference	TALK
18:19–18:39	Room for Fashion	PANEL
18:39–18:59	When an Island Landmark Changes Era	PANEL
18:59–19:14	Built With the Land	KEYNOTE
19:14–19:39	Marriott in Greece	PANEL
–	Costas Gagos × Spacegreen TBC	

“Miltiadis Evert” Amphitheatre, Technopolis City of Athens · Continuous programme, no breaks · TBC = to be confirmed

Saturday 17 October

DAY 1 · DETAILED PROGRAMME

11:00 – 11:20 **PANEL** 20'

Destination, Experience, Expansion

From Place to Product

How is a place created as a functional, social and economic reality, before or alongside its transformation into a tourism destination?

The panel examines the transition from place to tourism product, focusing on how experiences, partnerships, business networks, destination management organisations and narratives are organised – narratives that are not limited to communication, but start from the very structure of the destination.

At the centre are the alliances between public bodies, local government, hoteliers, businesses, creators, communities and promotion organisations, as well as the way in which promotion, management and experience can function as a single system.

The discussion brings together three different perspectives on the Greek tourism ecosystem: the national narrative and destination marketing, the strategic and research dimension of destination management, and the hands-on experience of local activation through hospitality, nature, culture, entrepreneurship and community.

SPEAKERS

Nikos Diamantopoulos

General Manager, Marketing Greece

Vasiliki Koutsoukou

Secretary General for Tourism Policy and Development, Ministry of Tourism

Sotirios Varelas

Associate Professor, Department of Tourism Studies, University of Piraeus

MODERATOR

Maria Theofanopoulou **TBC**11:20 – 11:35 **IN CONVERSATION** 15'

Guardians of Place

How Hospitality Can Safeguard Local Heritage and Craft

A conversation about how hospitality can act as a bridge between the visitor and the identity of a place, bringing to light local arts, techniques and traditions at risk of being lost. How hotels and tourism can make a real contribution to safeguarding intangible cultural heritage without turning it into a decorative cliché, and what this means for Greece's position as a destination.

SPEAKERS

Kalia Konstantinidou

Owner, Empiria Group

Nikos Diamantopoulos

General Manager, Marketing Greece

11:35 – 12:05 **PANEL** 30'

Beyond the Stay

Creating Meaningful Hospitality Experiences

Contemporary hospitality is judged not only by the quality of the stay, but by the entire experience created before, during and after the guest's visit.

The panel examines the new challenges facing hotels and international or domestic hotel chains as travellers' expectations constantly evolve. How does consistent operation become a meaningful experience? What is the role of personalisation, technology, locality and human contact? And how can different hospitality models create value that goes beyond the room itself?

Through the perspectives of an international hotel group, the institutional representation of the Greek hotel sector and a hotel management and development company, the discussion explores how experience connects with strategy, operations, technology and the long-term relationship with the guest.

CURATED BY

Harris Ntigrintakis

SPEAKERS

Dimitris Manikis

President, EMEA, Wyndham Hotels & Resorts

Yannis Hatzis

President, Hellenic Hoteliers Federation (HHF)

Markos Georgiou

Managing Director, Loguers

Andreas Koukas

Senior Director, Development Greece & Cyprus, Hilton

MODERATOR

Harris Ntigrintakis

CEO, Tourism Media & Events

12:05 – 12:20 **PANEL** 15' **TBC • Description** **TBC • Speakers** **TBC • Moderator**

Omniview, Burj Khalifa and the AI Architect

Description to be announced.

SPEAKERS

Speakers **TBC**

MODERATOR

Moderator **TBC**

12:20 – 12:40 **PANEL** 20'

Wyndham Hotels & Resorts × DKG Development

The Name on the Building, the Value in the Business

Taking Wyndham Residences Piraeus Marina Zeas as a starting point, Angela Michalopoulou and Dimitris Manikis discuss how a property becomes a branded hospitality product, and how value creation, management and business risk are shared between developer, international brand and operator.

SPEAKERS

Dimitris Manikis

President, EMEA, Wyndham Hotels & Resorts

Angela Michalopoulou

Deputy CEO, DKG Development

MODERATOR

Danai Makri

Head of Strategy & Content, Design Ambassador

12:40 – 13:20 **PANEL** 40'

Hospitality Thinking, From Hotel to Residential?

How The OWO & Vabel Townhouse Redefine Residential Living

As hospitality and residential development increasingly converge, the most successful contemporary residences are now shaped by the principles and experiences that define the best hotels in the world.

Beyond concierge services and premium amenities, what does it really take to create places where people want to live? And what combination of branding, design, development, construction and operations is required for these places to remain successful over time?

The panel examines how hospitality thinking is transforming residential development – from brand strategy and placemaking to investment, development, construction, delivery and the long-term operation of a project.

At its centre is the growing demand for branded and hospitality-led residences, as well as the need for seamless collaboration between branding, development, investment and hospitality expertise.

The discussion brings together three different perspectives from across the entire residential development journey: brand strategy and the creation of a distinct identity through the example of The OWO, the developer's perspective and the application of placemaking through Vabel Townhouse, Queensway, and the investment strategy required to deliver branded hospitality and residential destinations of international standard.

SPEAKERS

Adrian Caddy

Founder, Greenspace

Jeremy Spencer

Co-Founder, Vabel

Mario San Jacinto

Director, Almiranta Capital Group

MODERATOR

Moderator **TBC**

13:20 – 13:50 **PANEL** 30'

The New Mountain Escape

Wellness, Nature & the Rise of Year-Round Hospitality

Can mountain hospitality move beyond seasonality and become a year-round destination? Three hotels in different mountain regions of Greece discuss how wellness, contact with nature, gastronomy and authentic experiences can create new reasons to visit beyond the traditional winter season. The panel examines how contemporary mountain hospitality is redefining the idea of the destination, extending the tourism season and speaking to a traveller who seeks wellbeing, nature and a meaningful connection with place.

CURATED BY

Travelworks PR

SPEAKERS

Stratis Batagias

Founder, MANNA

Errikos Arones

CEO, Hellenic Properties

Aristi Mountain Resort

Ellie Barmpagiannis

Hotelier, Grand Forest Metsovo

Ioannis CharalambousDirector of Brands & Spa Development,
Relia Trading Ltd

MODERATOR

Kostas Panagakis

Principal, Travelworks Public Relations

13:50 – 14:02 **CONVERSATION** 12'

Architect as a Traveller

A Personal Diary

Lukas Bobotis returns to the places, details and ideas that stay in an architect's memory after a journey. Through selected references, he explores how these impressions can inspire new forms of experience in the Greek landscape, shaping distinct identities and commercial ideas that go beyond the conventional and the mass-produced.

SPEAKERS

Lukas Bobotis

Co-Founder, Bobotis+Bobotis Architects

Danai MakriHead of Strategy & Content, Design
Ambassador14:02 – 14:27 **PANEL** 25'

Reading the City

Why Athens, Why Now?**How Regional Hotel Groups Are Entering Athens**

The discussion examines why established Greek hotel groups, whose identity was shaped on the islands and in other regional destinations, are now turning to Athens.

Through two different business journeys, the panel looks at how a hotel group reads a city before entering it: the signs of market maturity, the choice of neighbourhood and property, the importance of timing, and the challenge of transferring an already established hospitality philosophy to a new urban environment.

At its core, the discussion treats expansion as an act of interpretation: how Athens is assessed, positioned and integrated into a wider hotel portfolio.

CURATED BY

Tourism Generis

SPEAKERS

Stamatis HatzilazarouSales Director & Board Member, H Hotels
Collection**Dinos Tornivoukas**

President, TOR Hotel Group

MODERATOR

George Drakopoulos

Founder & CEO, Tourism Generis

14:27 – 14:42 CONVERSATION 15'

Landing Without Parachuting & From Stay to Programme

How do you enter a city without parachuting in? And how does a hotel prove, once it has opened, that it does not use the neighbourhood as a backdrop but takes part in its life?

Prompted by OKUPA and Georges Batrouni's thinking on hospitality as a relationship with place, the discussion examines the responsibility of a hospitality project when it settles into a city, a neighbourhood and an existing community. Before the concept, the design and the communication comes the need to understand: who lives here, what is missing, what already exists, what tensions the place carries, and how a hotel can enter this field without exhausting it.

The second part of the discussion concerns the curation of the hotel's programme as the everyday proof of this relationship. A hotel's experience is not designed only through architecture, interior design and service. It is also designed through what happens inside it: music, workshops, exhibitions, movement classes, food, drinks, collaborations, gatherings and small recurring occasions that make people use a space again and again.

The question is not only how a hotel opens, but how it continues to have a reason to exist within the city. Who curates its life after opening? How is a reason to return created for someone who is not staying there? How do travellers connect with residents without the community becoming a decorative narrative? And how does giving value back to the neighbourhood move from rhetoric to practice?

The discussion reads OKUPA as a test of an urban hospitality model, in which the stay, the food, the music, the programme and the people of the city together form the very reason for the space to exist.

SPEAKERS

Georges Batrouni

Co-Founder & CEO, OKUPA

Danai MakriHead of Strategy & Content, Design
Ambassador

14:42 – 15:07 PANEL 25'

The New F&B Experience

Every hotel development strategy also shapes the food and beverage experience it offers. Its market positioning, the audience it seeks to attract, its operating model and its relationship with the destination define the role of its restaurants and bars. It is within this framework that creativity begins – from the culinary concept and partnerships to the menu, the service and the atmosphere.

The panel examines how this strategy meets guests' changing habits: more mindful alcohol consumption and non-alcoholic options, different dietary needs, the search for local flavours and the demand for real value for money. It also focuses on the options beyond the hotel – restaurants, bars, food markets and delivery services – and how they influence guests' expectations.

When does F&B support the stay, and when does it become a reason to visit in its own right, even for the local public? How do hoteliers, F&B executives and chefs work together so that creativity serves a clear direction? A conversation about connecting strategy, culinary identity and day-to-day operations into an experience with character and business potential.

SPEAKERS

Nikos KaraflosOwner & General Manager, Dexamenes
Seaside Hotel**Emmanouil Kyriakidis**Director of Food & Beverage, Culinary,
Ella Resorts**Thomas Douzis**

Ergon Foods

Giannis Baxevanis

Chef

MODERATOR

Barbara Avdis

Founder, BA Premium Hospitality

15:07 – 15:27 **PANEL** 20'

A Goddess Checks In

Myth, Desire and the Tourist Gaze

Taking Stéphan Muller's work *Aphrodite sur l'Hôtel* as a starting point, the discussion explores how ancient symbols are reactivated within contemporary hospitality, shaping desire, urban identity and the contemporary image Greece has of itself.

A conversation about how myth, beauty and desire are staged in today's Greece, and how cultural memory is transformed into image, identity and experience.

SPEAKERS

Stéphan Muller

Creative Director, Atelier Stéphan Muller

Panayis Panagiotopoulos

Associate Professor of Sociology,
Department of Political Science and
Public Administration, National and
Kapodistrian University of Athens

MODERATOR

Moderator **TBC**15:27 – 15:52 **PANEL** 25'

Regenerative Hospitality

How Tourism Can Restore Landscapes, Agriculture and Local Communities

Regenerative hospitality is not only about hotels, but about the entire ecosystem of a destination.

The panel explores how collaboration between hotel businesses, producers and local bodies can create new value chains, strengthen biodiversity and offer a more authentic and sustainable travel experience.

CURATED BY

Travelworks PR

SPEAKERS

Manolis Krasanakis

Director, Lassithi Plateau Agricultural
Cooperative

Sotiris D. Bampagiouris

Founder & CEO, Local Food Experts®

Manos Borboudakis

Chief Operating Officer, Metaxa
Hospitality Group

MODERATOR

Kostas Panagakis

Principal, Travelworks Public Relations

15:52 – 16:07 **KEYNOTE** 15'

Urban Maze

In the dense city, the urban hotel is not a self-contained object within the urban fabric, but a mechanism for relating to its surroundings. The "Urban Maze" is not about the internal complexity of the building, but about an architectural method of gradually revealing and grading the relationships between the city and the building. The boundary ceases to function as a dividing line and becomes a place of transition: façades with "depth", light filters, thresholds and ground floors that negotiate continuity with public space. Through this gradation – from the public to the collective, the semi-public or semi-private and the personal – the city is not excluded; it is chosen. "Luxury" thus shifts from display to the guest's right to set their own distance from the city. This architectural approach creates a memory of the route, identity, differentiation and lasting value for the building – value that it also returns to the collective life of the city.

SPEAKER

Dimitris Potiropoulos

Chairman & Founding Partner,
Potiropoulos+Partners

MODERATOR

Danai Makri

Head of Strategy & Content, Design
Ambassador

16:07 – 16:37 **PANEL** 30' **TBC • Speakers** **TBC • Moderator**

Building Destinations Through Culture, Heritage & Hospitality

The Making of The Ilisian

How does an iconic Athens building become a contemporary destination while preserving its memory, its architectural identity and its relationship with the city?

The discussion explores the philosophy, the vision and the critical decisions behind the redevelopment of The Ilisian: from responsible urban development and the reinterpretation of heritage to the role of culture, light, hospitality and public space in shaping a new destination.

How do the developer, architects, designers and creative partners align around a shared direction? And what lessons can The Ilisian offer to projects that aspire to connect the history of a place with contemporary life and international hospitality?

SPEAKERS

Speakers **TBC**

MODERATOR

Moderator **TBC**16:37 – 17:07 **PANEL** 30'

Global Insights, Local Application

How Cities, Markets and Brands Shape Hospitality Design

The discussion examines how a city's identity, market maturity and cultural expectations are translated into hospitality strategy and design.

Drawing on experience in Athens, London and the United States, the panel compares the forces that shape a hotel project before design begins: the positioning of the destination, the investor's ambitions, the logic of the brand, the guest profile and the pace of the market.

The discussion looks at how architects, interior designers and cultural voices interpret these conditions and turn them into a distinctive product. What changes from city to city? Which international lessons can be transferred, and which lose their meaning outside their original context?

Returning to Athens, the panel considers what kind of hotel development the city needs, which audiences it wishes to attract, and how its hotels can shape a clear local identity with lasting cultural and commercial value.

SPEAKERS

Angeliki Mavroleon

Project Architect, A&M Architects

Andreas Kostopoulos

Founder & Lead Design Partner, Manhattan Projects New York City (MPNYC)

Anastasia Miari

Food & Travel Writer and Author · Contributor to Condé Nast Traveller

MODERATOR

Danai Makri

Head of Strategy & Content, Design Ambassador

17:07 – 17:17 **CONVERSATION** 10'

Reading the Boutique Traveller

From Emerging Trends to a Coherent Hospitality Ecosystem

A short conversation about the forces reshaping boutique hospitality and the need for trends to be translated into a coherent guest experience.

Elena Papadonikolaki and Danai Makri discuss how changes in travellers' expectations, lifestyle, design, wellness and community are influencing the positioning and development of boutique hotels.

Rather than responding piecemeal to every trend, hotels are called upon to create a unified ecosystem in which concept, space, services, communication and partnerships serve a distinct identity.

SPEAKERS

Elena Papadonikolaki

Founder & CEO, Boutique Setters

Danai Makri

Head of Strategy & Content, Design Ambassador

17:17 – 17:42 **PANEL** 25'

The Five Unexpected Pillars of Wellness

How Boutique Hotels Design Conditions for Wellbeing

As Gen Z and Millennials take a larger share of the travel market, the notion of wellness is expanding beyond the conventional spa offer. It is increasingly shaped by the way a hotel organises space, time, social contact, technology, food, movement and the guest's relationship with the place.

The panel examines how boutique hotels can integrate wellness into the entire guest experience. Through the perspectives of hoteliers and experts, the discussion highlights five less obvious dimensions of wellness and the way they influence the design, the programme and the daily operation of a hotel.

The focus turns to environments that support different forms of wellbeing through their uses and conditions: spaces that encourage rest or movement, digital tools that reduce friction, rituals that create connection, and hospitality models that allow guests to relate both to the community and to the place.

CURATED BY

Boutique Setters

SPEAKERS

Michalis Manassakis

Founder & Owner, Perma Serifos

Nigel Franklyn

Co-Founder & Lead Consultant, Moss Wellness Consultancy · Creative Director, Touchless Wellness Association

Costas Antimissaris

Co-Founder, Stamna Sifnos

MODERATOR

Elena Papadonikolaki

Founder & CEO, Boutique Setters

17:42 – 18:07 **PANEL** 25'

Design Follows Food

How the Culinary Concept Shapes Two New Athens Restaurants

From the warmth and power of the open flame and charcoal, the intimacy of stone and the glow of copperware, to the muted sheen of wet rock, the green of fir and moss and the brown vitality of mountain soil, nomadic tradition and mountain landscapes inspire the design of two new Athens restaurants, Focu Sauvage and Vouno, which aim to express the dynamism of nature through an atmosphere that soothes the soul and brings unpretentious grace to the city.

CURATED BY

Athens Gastronomic Forum

SPEAKERS

Panagiotis Siafakas & Iordanis Tseneklidis

Nomade et Sauvage, Co-creators of Focu Sauvage

Yiannis Liokas

Executive Chef, Nolita Group

Ioanna Mitropoulou

Founder & Interior Designer, Hotel IM

MODERATOR

Dimitris Antonopoulos

Gastronomy Journalist & Chairman, Organization for Gastronomic Dialogue

18:07 – 18:19 **TALK** 12'

The Invisible Difference

How Does a Hotel Stand Apart When Everything Already Looks Exceptional?

At a time when high-end design, modern facilities and strong concepts are baseline requirements of the hotel product, real differentiation shifts to what cannot easily be captured in an image: the culture, the people and the way a hotel understands its guest.

Through personal experiences and real examples, the talk explores how observation, empathy and the freedom to take initiative create the moments that stay in memory. It also shows how such a culture can be shaped, passed on and kept coherent as a hotel portfolio grows.

The product shapes the first impression. Culture, however, defines the experience the guest remembers – and the reason they return.

CURATED BY

SWOT Hospitality

SPEAKER

Anestis Michaloudis

Chief Operating Officer, SWOT Hospitality Management

18:19 – 18:39 **PANEL** 20'

Room for Fashion

When Hospitality Becomes a Platform for the Creative Economy

Taking Giorgos Kelefis's Fashion Room Service as a starting point, the discussion explores how a hotel can open its doors to contemporary creativity, attract new audiences and take on an active role in the cultural life of the city.

Under what conditions and prerequisites can such an encounter create real value for the hotel, the creators and the public?

CURATED BY

OZON Magazine

SPEAKERS

Lefteris Kariotis

CEO, Fresh Hotel Athens

Mary Karassouli

General Manager, THE DOLLI® at Acropolis

Christina Drakopoulou

Managing Director, COLORS Hotels

MODERATOR

Yorgos Kelefis

Publisher & Editor-in-Chief, OZON Magazine

18:39 – 18:59 **PANEL** 20'

When an Island Landmark Changes Era

The Reinvention of Tinos Beach

Tinos Beach opened in 1972 as the first large-scale hotel on Tinos and became associated with the era of organised tourism development. Fifty years later, it returns as a contemporary five-star hotel.

Panos Dikaïos and George Tsolakis discuss the transformation of a complex of buildings from different periods into a single hospitality project: which elements preserve the memory of the building, how architecture serves function, and how an investment can build a clear relationship with the place, the local economy and the new identity of a destination.

A conversation about adaptive reuse, the collaboration between investor and architect, and the second life of an island landmark.

SPEAKERS

Panos Dikaïos

CEO, Attica Group

George Tsolakis

Founder & CEO, Tsolakis + Partners Architects

MODERATOR

Moderator **TBC**18:59 – 19:14 **KEYNOTE** 15'

Built With the Land

Hospitality Architecture as Geography, Memory and Negotiation

A conversation about an architecture that starts from the land, not from the building.

Drawing on projects in Jordan, Switzerland, Albania and Greece, Beat Huesler discusses how hospitality architecture responds to demanding landscapes, local memory, climate and material culture.

The discussion approaches design as a process of negotiation: between development and preservation, international ambition and local identity, architectural presence and the character of a place.

At its core lies a simple question: how can a hospitality project truly belong to its surroundings without reducing the landscape to a backdrop?

SPEAKER

Beat Huesler

Director Europe, Oppenheim Architecture

19:14 – 19:39 **PANEL** 25'

Marriott in Greece

The Brand Logic Behind the Next Hospitality Cycle

Greece is no longer only a mature tourism destination, but also a field of diversified hospitality strategies.

Prompted by Marriott's new growth momentum in the Greek market, the panel examines how international brands choose destinations, properties and experience models. What does the arrival of an extended-stay brand such as Residence Inn by Marriott in Athens mean? How do the new resorts in Crete, Paros and Zakynthos relate to the logic of luxury, premium and collection brands? And how does the Design Hotels × Marriott partnership open up room for more independent, design-led and locally sensitive forms of hospitality?

SPEAKERS

Nikos Hadjos

Founder & Managing Director, Hotellect

Spyros Kouris

Managing Director & Partner, NUMO Hotels & Resorts

Independent operator of hotels running under Hilton brands, alongside hotels without an international brand

Panos Pantazopoulos

Founder & Managing Director, Trésor Hospitality

Independent operator of hotels running under Marriott and Accor brands, alongside hotels without an international brand

MODERATOR

Moderator **TBC**

Time TBC **TBC**

Costas Gagos × Spacegreen

Time, format and topic to be confirmed

HOTEL EXPERIENCE



Sunday

18 OCTOBER 2026 · 11:00–19:40

11:00–11:15	Mountain Destinations, Local Life and the Return to Place	CONVERSATION
11:15–11:25	Elena Papadonikolaki × Timothy Ananiadis TBC	IN CONVERSATION
11:25–11:55	A Multi-Sensory Experience Rooted in True Locality	PANEL
11:55–12:05	The House of Handcrafted Crete	KEYNOTE
12:05–12:35	Craft, Tourism and Fair Value	PANEL
12:35–13:00	The Supply Chain of Authenticity	PANEL
13:00–13:30	The Guest in the Blueprint TBC	PANEL
13:30–13:50	Old Knowledge, New Vibrations	PANEL
13:50–14:00	Layered Memory, Where Venice Meets Epirus	KEYNOTE
14:00–14:50	Open slot TBC	
14:50–15:20	Art Platform	PANEL
15:20–15:35	One Group, Many Identities	CONVERSATION
15:35–16:00	The Operators Era & the New Hospitality Platforms	PANEL
16:00–16:15	The European Experience Equation	CONVERSATION
16:15–16:25	Designing Hospitality at Global Scale	KEYNOTE
16:25–16:55	The Nammos State of Mind	PANEL
16:55–17:05	Cubalux TBC	KEYNOTE
17:05–17:20	Anna Milani TBC	KEYNOTE
17:20–17:50	The Intelligence of Feeling	PANEL
17:50–18:20	Artificial Experience TBC	PANEL
18:20–18:30	Urban Soul Project TBC	KEYNOTE
18:30–18:40	Ourania Pikramenou TBC	IN CONVERSATION
18:40–19:10	Against Beige Hospitality TBC	PANEL
19:10–19:40	Panel by Elsa Soimiri TBC	PANEL

"Miltiadis Evert" Amphitheatre, Technopolis City of Athens · Continuous programme, no breaks · TBC = to be confirmed

Sunday 18 October

DAY 2 · DETAILED PROGRAMME

11:00 – 11:15 CONVERSATION 15'

Mountain Destinations, Local Life and the Return to Place

A conversation about mountain and lesser-known destinations as places of living, production, infrastructure and a new economy, beyond the narrow definition of a tourism area.

The focus shifts from the individual hotel to the synergies between tourism, residence, local entrepreneurship and the revitalisation of areas that can take on a new economic and social role.

SPEAKERS

Dimitris Kyriazis

Secretary for Mountain Regions,
Presidency of the Hellenic Government

MODERATOR

Moderator TBC

11:15 – 11:25 IN CONVERSATION 10' TBC · Title TBC · Description

Elena Papadonikolaki × Timothy Ananiadis

Description to be announced.

SPEAKERS

Timothy Ananiadis

Principal, HCI Hospitality Consultants
International

MODERATOR

Elena Papadonikolaki

Founder, Boutique Setters

11:25 – 11:55 PANEL 30'

A Multi-Sensory Experience Rooted in True Locality

The new luxury lies in connection: with the place, with people and with oneself. How does this idea translate into an environment that engages all the senses through a meaningful and authentic relationship with locality?

How does each hotel recognise its own DNA and embed it in its space, its operation, its relationship with the guest and the place that hosts it? And how do personalisation, human contact and the presence of the hotelier shape an experience that cannot be reproduced anywhere else?

CURATED BY

Boutique Setters

SPEAKERS

Daphne Zoumboulakis

Director of Zoumboulakis Galleries

Athinagoras Kostakos

Chef

Markos Chaidemenos

Managing Director, Canaves Collection

Catherine Rey

Head of Business Development & Sales, EHL
Hospitality Business School, Lausanne

MODERATOR

Elena Papadonikolaki

Founder, Boutique Setters

11:55 – 12:05 **KEYNOTE** 10'

The House of Handcrafted Crete

A Living Culture of Making

The talk begins with a house and a place that convey the sense of a handmade culture, without representing it superficially. Architecture, construction, local know-how, objects, textures and the people who still make things by hand are the starting point for a wider discussion on the future of traditional crafts.

This introductory talk prepares the panel that follows, posing the key question: how can the living craft knowledge of a place pass into contemporary hospitality while keeping its connection with the people, processes and values that created it?

SPEAKER**Isabella Zampetaki**

Author, Founder of the House of Handcrafted Crete

12:05 – 12:35 **PANEL** 30'

Craft, Tourism and Fair Value

How Local Making Becomes a Hospitality Experience

The panel brings together makers and professionals who keep traditional crafts alive and carry them into contemporary hospitality settings.

From weaving, ceramics and clay to the contemporary trade in handmade objects, architecture and the design of the hotel experience, the discussion explores how craft can bring substance, identity and local character to tourism.

It also raises the question of fair value. How can hotels work with makers on terms that ensure recognition, fair pay and a real share in the value created? How can craft become part of the hospitality experience without turning into folklore or mere decoration?

The discussion also looks at what guests are seeking when they take part in a workshop, a demonstration or a meeting with a maker, and which models of collaboration between hotels, local communities and artisans can endure.

SPEAKERS**Giorgis Dalamvelas**

Traditional Cretan Potter & Founder of Keramikon

Mariniki Mania

Ceramics Conservator & Co-founder of Keramikon

Maria Sigma Stavropoulou

Textile Designer & Weaver, Founder of Maria Sigma Studio

Éléonore Trénado-Finetis

Ceramist, Founder & CEO of MON COIN Studio

Natalia Kokosalaki **TBC**

Founder, Kokosalaki Architecture

MODERATOR**Isabella Zampetaki**

Author, Founder of the House of Handcrafted Crete

12:35 – 13:00 **PANEL** 25'

The Supply Chain of Authenticity

The Land Behind the Lobby

Who cultivates, preserves and shares the place that tourism presents

The landscape promoted by Greek tourism is a natural setting and the result of a long relationship between land, production, food, architecture, memory and local communities.

But what happens when the small producer abandons the land, local knowledge is lost and everyday life is turned into a staged experience? Can tourism stop acting merely as a consumer of place and become a mechanism for preserving its natural, cultural and productive capital?

The discussion connects architecture and destination design with sustainable agri-food systems, the Mediterranean diet, entrepreneurship, public health and cultural memory. Drawing on specific experiences from Lemnos and Messinia, it examines which partnerships, investments and practices can turn "authenticity" from a marketing promise into a living and economically resilient reality.

SPEAKERS**Ivi Nanopoulou**

Architect and Managing Partner, TPA Architects

Xenophon Kappas

General Director, Captain Vassilis & Carmen Constantakopoulos Foundation

Alexis Katsaros

Executive Director, MedINA

MODERATOR**Danai Makri**

Head of Strategy & Content, Design Ambassador

13:00 – 13:30 **PANEL** 30' **TBC · Speakers** **TBC · Moderator**

The Guest in the Blueprint

Turning traveller insight into destination choices, operating models and physical space

The decisions that define a hotel experience are made long before the guest arrives. They start with the data that reveal guests' needs and intentions, pass through destination strategy and the hotel's operating model, and end in the design of the space.

MINDHAUS brings to the same table representatives of destination management, hotel operations and architecture, examining how a research finding becomes an actual decision – and how that decision ultimately shapes what the guest sees, uses and remembers.

CURATED BY
MINDHAUS

SPEAKERS
Speakers **TBC**

MODERATOR
Moderator **TBC**

13:30 – 13:50 **PANEL** 20'

Old Knowledge, New Vibrations

Investment, Existing Architecture and the Second Life of Greek Hospitality

Greek hospitality can create new value from what already exists. Taking Ella Resorts and its development in Agia Marina as a starting point, the discussion focuses on the relationship between investment, infrastructure upgrades, the repositioning of existing properties and the architectural memory of hotel buildings.

Older buildings, often designed with highly precise floor plans, proportions, orientations and spatial solutions, hold a knowledge of hospitality that deserves to be re-evaluated. The discussion explores how this knowledge can meet contemporary business models, the new guest experience and the demands of a destination that is built not only from scratch, but also through a creative reading of what already exists.

How does a property become a destination? How do the business model, the concept and the existing architectural stock come together? And how can investment act as an act of renewal without losing the intelligence of the space that came before?

SPEAKERS

Maria Deda
Founder & Head Architect, Deda & Architects

Polyvios Karachontzitis
Development Project Manager, Ella Resorts

MODERATOR

Danai Makri
Head of Strategy & Content, Design Ambassador

13:50 – 14:00 **KEYNOTE** 10'

Layered Memory, Where Venice Meets Epirus

Parga Beach Resort redesign by CTRLZAK

Moving beyond the conventional idea of the luxury seaside resort, CTRLZAK's design creates a meaningful dialogue between nature, history and the people who experience the place.

The project draws inspiration from Parga's past as a crossroads of cultures, where Venetian finesse meets the unpretentious authenticity of northern Greece. This cultural heritage is woven seamlessly into a dense Mediterranean garden, with centuries-old olive trees acting as central points of reference around which the entire composition is organised.

These ancient olive trees, introduced to the area during the period of Venetian rule, are treated as living monuments, naturally connecting the layered history of the place with the contemporary hospitality experience.

SPEAKER

Thanos Zakopoulos
Creative Naturalist, Co-Founder, CTRLZAK Art & Design Studio

14:00–14:50

TBC

Open slot

Break or session – to be confirmed

14:50–15:20

PANEL

30'

Art Platform

The Story of Real Art Projects

How can a hotel go beyond its role as a place of hospitality or a venue for displaying art, and become an active producer of culture, with art as a core pillar of the identity of both the hotel and the destination?

Through the Minos Beach Art Hotel and the G. & A. Mamidakis Foundation, the session presents a comprehensive model in which hospitality creates the conditions for producing new art, supporting artists, education, research and building long-term cultural value for the place.

CURATED BY

Mindhaus

SPEAKERS

Sotirios Bahtsetzis

Associate Professor, University of Thessaly & Artistic Director, G. & A. Mamidakis Foundation

Maro Fasouli

Visual Artist, 2023 Art Prize Recipient

Maria Louizou

Visual Artist, 2024 Commission

Yota Dimitriou

Director, G. & A. Mamidakis Foundation

George Mamidakis

President, G. & A. Mamidakis Foundation

MODERATOR

Danai Makri

Head of Strategy & Content, Design Ambassador

15:20 – 15:35 CONVERSATION 15'

One Group, Many Identities

The Electra Hotels & Resorts Case

How does a hotel group turn each property into a distinct value proposition?

Electra Hotels & Resorts is in a period of major transition, with a new five-star hotel under development in Thessaloniki, an investment programme of over €55 million across Athens, Thessaloniki and Rhodes, the complete reconstruction of its historic Ermou Street hotel as Electra Rhythm Athens, the upgrade of Electra Palace Athens in Plaka, the modernisation of Electra Palace Rhodes, and a complete brand redesign with a 2026 horizon.

The interest lies in how the Group organises its portfolio. Each hotel takes on a different role: one reads Athens through the rhythm of Ermou Street and the contemporary city break, another through the historic continuity of Plaka, and another through the metropolitan intensity of Mitropoleos Street. Likewise, Aristotelous Square in Thessaloniki, the premium resort model in Rhodes and the island calm of Kefalonia shape different products and audiences.

The discussion examines how a hotel portfolio is designed when coherence is based not on repetition but on a clear strategic architecture: a different property, a different audience, a different proposition, a different culinary identity and a different relationship with the place.

A conversation about how differentiation becomes a tool for growth, commercial precision and long-term value for a Greek group with sixty years of presence in hospitality.

SPEAKERS

George Spyropoulos

Chief Operating Officer and Board Member,
Electra Hotels & Resorts

Danai Makri

Head of Strategy & Content, Design
Ambassador

15:35 – 16:00 PANEL 25'

The Operators Era & the New Hospitality Platforms

The Greek hotel sector is moving from the single-property model to powerful management, development and investment platforms. Two leading operators discuss how scale, know-how and new partnerships turn hotel properties into competitive hospitality products. Which models linking owners, investors and international brands will prevail, and how can growth be achieved without losing the distinct identity of each property? Technology, sustainability, people and the creation of long-term value for the guest and the destination are also at the heart of the discussion.

SPEAKERS

Panos Paleologos

Founder & CEO, HotelBrain

Haris Siganos

Founder and CEO, Zeus Hotels & Resorts

MODERATOR

Konstantinos Deriziotis

Board Member, Athens Chamber of Commerce
· CEO, KSD / Money Tourism Magazine

16:00 – 16:15 CONVERSATION 15'

The European Experience Equation

Inside the Bohopo Model

Bohopo is a European platform for the investment, development and operation of urban boutique hotels, with a presence in Athens, Brussels, Milan, Paris and Porto. It develops networks of small, independent properties within the same city, combining the individual character of each building with shared operations and economies of scale.

In the conversation, Bohopo co-founder and CEO Minas Terlidis examines how the hotel experience changes according to the city, the building, the audience and the economics of each market. How can architecture, interior design and collaboration with local creators shape a distinct atmosphere and a strong identity while remaining part of a sustainable business equation? And how is the right space found between the budget and the luxury product, so that a boutique hotel creates value for both the guest and the investor?

SPEAKERS

Minas Terlidis

Co-Founder & CEO, Bohopo

Danai Makri

Head of Strategy & Content, Design Ambassador

16:15 – 16:25 KEYNOTE 10'

Designing Hospitality at Global Scale

Through the practice's most recent international projects – from Nammos Dubai and the reinterpretation of the Delano Miami Beach to projects and markets opening new directions for ELASTIC, such as Miami, Costa Rica, the Maldives and New York – Ria Xenou outlines how a design practice rooted in Athens works internationally.

The talk examines how the practice adapts to different destinations and designs spaces that must be at once commercially successful, aesthetically distinctive and emotionally compelling for an international audience.

This introduction prepares the conversation that follows on Nammos and its evolution from a famous Mykonos restaurant and beach club into an international hospitality brand.

SPEAKER

Ria Xenou

Co-Founder & CEO, Elastic Architects

16:25 – 16:55 **PANEL** 30'

The Nammos State of Mind

Designing a Luxury Lifestyle Community in Montenegro

From a restaurant in Mykonos to an international hospitality brand with hotels, residences and resorts, Nammos is one of the most interesting cases of a strong lifestyle concept evolving into a complete hospitality model.

Taking the new project in Montenegro as a starting point, the discussion examines how the Nammos identity is translated to a different place without reproducing a ready-made aesthetic template. The design is shaped around a way of life rather than around age or demographic categories. Sociability, F&B, wellness and a sense of belonging to an international community of people with shared references are at the heart of the experience.

The project includes a 47-room hotel, 61 private residences and estate villas, combining the character of a boutique destination with the dynamics of branded residences. Through the eyes of the operator, the developer and the creative team, the panel sheds light on the choice of brand, the collaboration behind the project, and the balance between design freedom, functionality, cost and commercial positioning.

The key question is how a project can be instantly recognisable as Nammos while truly belonging to Montenegro.

CURATED BY

ELASTIC Architects & Hotel Experience

SPEAKERS

Ria Xenou

Co-Founder & CEO, Elastic Architects

Carolyn Turnbull

CEO, Nammos Hotels & Resorts

Fredrik Jonsson

Founder & Managing Partner, MEREHA Group
· CEO, Smokva Bay

Myrto Tsarouchi

Design Director, ELASTIC Architects

MODERATOR

Moderator **TBC**

16:55 – 17:05 **KEYNOTE** 10' **TBC · Title** **TBC · Description**

Cubalux

Description to be announced.

SPEAKER

Thomas Athanasopoulos

Cubalux

17:05 – 17:20 **KEYNOTE** 15' **TBC · Title** **TBC · Description**

Anna Milani

Description to be announced.

SPEAKER

Anna Milani

17:20 – 17:50 **PANEL** 30'

The Intelligence of Feeling

A Conversation on IQ, EQ and the Future of Hotel Experience

The driver is always emotion. And the result must also be emotion. What happens when emotion is commodified, and when artificial intelligence takes part in every stage of creating this product, from the business plan to delivery, operations and sales?

Prompted by a story about an overlooked hand cream in a hotel, the conversation follows the paths between IQ and EQ. It sets off from "experience" to land on emotions, seeks their root in the innate human need for purpose, and returns the same question to people and machines alike.

How is the success of a hotel that promises emotions measured? Perhaps by the guest's ability to take with them something of what they lived: an emotional state, a small ritual or a habit born in the days of relaxation that came back with them into everyday life.

CURATED BY

K-Studio & Hotel Experience

SPEAKERS

Dimitris Karampatakis

Founding Partner & Director, K-Studio

Nikos Erinakis

Poet & Assistant Professor of Social & Political Philosophy and Philosophy of Culture, University of Crete

MODERATOR

Danai Makri

Head of Strategy & Content, Design Ambassador

17:50 – 18:20 **PANEL** 30' **TBC · Confirmation**

Artificial Experience

AI, Augmented Reality and the Next Layer of Hospitality

A forward-looking panel on artificial intelligence, augmented reality and the way technology will reshape the hospitality experience, communication, interaction with space and the relationship with the guest.

With the proposed participation of Ali Eslami of Google DeepMind and a representative of Snap, the discussion can move beyond generic references to "AI in hospitality" and focus on a more complex question: how intelligent systems and augmented environments can change the way people discover, understand, personalise and remember places.

CURATED BY

Mix Interiors

SPEAKERS

Ali Eslami **TBC**

Principal Research Scientist, Google DeepMind

Representative **TBC**

Snap

MODERATOR

Harry McKinley

Managing Editor, Mix Interiors

18:20 – 18:30 **KEYNOTE** 10' **TBC · Title** **TBC · Description**

Urban Soul Project

Description to be announced.

SPEAKER

Tasos Georgantzis

CEO & Co-Founder, Urban Soul Project

18:30 – 18:40 **IN CONVERSATION** 10' **TBC · Title** **TBC · Description**

Ourania Pikramenou

Description to be announced.

SPEAKERS

Ourania Pikramenou

Founder, Deplot Architects

18:40 – 19:10 **PANEL** 30' **TBC · Confirmation**

Against Beige Hospitality

Colour, Pattern and the Return of Personality in Design

A panel on a new design intelligence that moves away from safe, overly neutral interiors and brings back colour, pattern, humour, craft, memory and personality.

Beata Heuman and Dorothée Meilichzon can shape a powerful dialogue: two contemporary designers with a fresh, bold and instantly recognisable approach to interiors. Their work is especially relevant in the Greek context, where much of hospitality design is still locked into a predictable language of beige minimalism, boho references and overly controlled neutrality.

The participation of Jaime Hayon would add a further dimension, broadening the discussion towards industrial design, art, collectible objects and the ability of design to create complete worlds rather than simply decorate spaces.

CURATED BY

Mix Interiors

SPEAKERS

Beata Heuman **TBC****Dorothée Meilichzon** **TBC****Jaime Hayon** **TBC**

MODERATOR

Harry McKinley

Managing Editor, Mix Interiors

19:10 – 19:40 **PANEL** 30' **TBC · Title** **TBC · Confirmation**

Panel by Elsa Soimiri

The discussion will bring together three different growth trajectories: the continuity of a family hotel business with deep ties to Mykonos, the growth of a Greek hotel group through international partnerships, and the expansion of an established Greek brand into a new international market.

CURATED BY

Else Agency

SPEAKERS

**Vangelis Daktylidis and
Marios Daktylidis**

Myconian Collection

Giorgos Filippidis

Andronis Group

MODERATOR

Elsa Soimiri

HOTEL EXPERIENCE

Creative Direction & Production

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Art Direction & Experience Design

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