NEWSLETTER

Western Greece Showcases at Salon Mondial du Tourisme 2025 in Paris

The Region of Western Greece successfully completed its extroversion initiatives in France, marking its second consecutive year participating with its own booth at the Salon Mondial du Tourisme 2025, held in Paris from March 13–15. The mission was led by Deputy Regional Governor for Culture, Dr. Panagiotis Bramos.

As part of the visit, the delegation—coordinated with the French Institute of Patras—met with Dr. Marietta Karamanli, a French MP of Greek descent. The meeting focused on strengthening ties and exploring cooperation opportunities, including a future memorandum of understanding with a French region. Key themes included innovation, sustainable tourism, environmental protection, and cultural exchange.

Dr. Karamanli emphasized the region's potential as a dynamic and culturally rich area that aligns with French regional interests. Both sides agreed to pursue strategic collaborations, particularly between research institutions and in promoting the Greek and French languages and heritage.
This year's exhibition presence benefited from the momentum of the 2024 Paris Olympics, which reignited global interest in Ancient Olympia and the broader region.

Dr. Bramos highlighted the Region's goal to connect its cultural heritage with sustainable tourism development, further establishing "Olympian Land" on the global tourism map through infrastructure investments like the Olympia Odos.

France is Western Greece's third-largest European tourism market. The Region actively promoted its tourism brand and engaged with French professionals and visitors, strengthening visibility and appeal.
Deputy Regional Governor for Tourism, Panagiotis Sakellaropoulos, noted:
"History, culture, and gastronomy offered a strong foundation for engaging with visitors and reinforcing the enduring friendship between Greece and France."

The delegation also included senior regional officials and representatives from the Municipality of Ancient Olympia.

REGION OF WESTERN GREECE