



Georgios Athanassiou

Consultant Business Development 'CruiseWay Travel' & 'TravelWay Tourism'

Associate Director of 'Greece Board of Airline Representatives' (B.A.R-Greece)

Founder of 'Turnkey • Ready' Consulting



Georgios Athanassiou entered the world of tourism in his early age, right after fulfilling his studies (BA Hotel & Tourism Management) and speaking already fluently English & French, with the goal to remain and thrive in the industry there while pursuing his love for travel and interpersonal interaction.

He began his early career working in different segments & traffic typology travel agencies, specialized in cruise operations & inbound, then outbound tourism, MICE and congresses before moving on to the commercial aviation sector for Italy's flag legacy carrier Alitalia as a Key Account Manager Business Greece (speaking already fluently also the Italian language). He had spent his first very effective three years in the Greek branch of Athens, where he also oversaw the opening of a new route and the branch office in Thessaloniki. Right after he was offered by Alitalia to take hold a number of expatriated positions with the role of Country & Area Manager (first non-Italian manager expatriate contract in Alitalia) in various countries such as Lebanon, Syria, Jordan, Iran, Poland, Romania & Moldova and after 16 years abroad he returned back to his base in Athens and took over Alitalia's Area management of the South East Mediterranean countries (Greece, Cyprus, Turkey, Israel & Malta).

With Alitalia's operations suspension (being sold to Italy's new flag carrier ITA Airways), he decided that it was time to invest on his profound professional experience in the Travel/Tourism and Aviation industries and, reading the market's needs to establish his consulting firm called TURNKEY•READY, meanwhile, becoming the new Associate Director of the Greece's Board of Airline Representatives association. One of his firm's current activities (and involvement with the cruise industry) is his collaboration and engagement with industry's cruise experts to develop and evolve a new travel-tech platform unifying dynamically the "Fly & Cruise" revenue streams & all its travel-related activities that surround it.