

Dr. Dimitris Koutoulas, with a degree in Business Administration and a Ph.D. in Tourism Marketing, works as a tourism and marketing consultant. He also lectures at Greek universities.

His consultation appointments include, among others, research projects as well as business and marketing planning on behalf of Ministries and National Tourism Organisations in Greece, Cyprus, the Netherlands and Oman, the European Union, the authorities of Athens, the Cyprus Tourism Organisation, the Organising Committee of the Athens Olympic Games, the Greek Organisation for Tourism Education and Training and the Thessaloniki Tourism Organisation.

Dr. Koutoulas also has a long hands-on experience in marketing tourism destinations and companies through designing and implementing integrated marketing campaigns, public relations activities, production of travel guides and websites. His clients from the private and public sector include entities from Greece, Germany, the UK, the USA, Spain, Cyprus etc.

Dr. Koutoulas is an experienced researcher who regularly conducts surveys among hotels, tourism authorities, convention bureaus and other entities. He has published several research reports and analyses of the Greek and international tourism, hospitality and convention/MICE industry and he is also the author of numerous academic papers. He has been invited as a speaker to numerous conferences in Greece and abroad.

In addition, Dr. Koutoulas has been working since 1986 in event productions. He has organised, among others, concert tours throughout the world, opera performances and large-scale events designed by Gert Hof such as the Athens Millennium celebration at the Acropolis, the Expo 2000 event at Ferropolis in Germany and the world's largest corporate event with the christening of the cruise ship AIDAdiva in Hamburg in 2007.