**Athens & Epidaurus Festival plays a leading role in cultural tourism**

Athens & Epidaurus Festival, working closely together with the Greek National Tourism Organization and the Hellenic Ministry of Tourism, participated in ASTA Destination EXPO 2018, the conference of the American Society of Travel Agents (ASTA), held in Athens on 14-17 April. Taking place in Greece for the first time ever, this great meeting of hundreds of travel agents and tourism professionals met with great success and is expected to lead to an increase of American visitors in Greece. Athens & Epidaurus Festival was kindly hosted at the kiosks of FedHATTA (Federation of Hellenic Association of Travel and Tourist Agencies) at Hilton Hotel and Zappeion Megaron, where visitors received information about the Festival through videos and printed material.

Representatives of Athens & Epidaurus Festival had the opportunity to discuss with tourism professionals, providing information about the Festival’s rich and long history, the internationally acclaimed stars that have graced its stages since 1955, its leading role in world culture, and this year’s programme. The prospective visitors of the Festival have many and diverse artists to choose from, including some of the leading theatre, music, and dance artists in Greece and across the globe. Significantly, this year’s performances at the Epidaurus theatres and at Peiraios 260 will all have English surtitles, a fact that met with widespread approval. The early announcement of the 2018 programme and the fact that the ticket presale began very early this year have all contributed to putting the Festival on the map of global cultural tourism.