



Ioannis Bras

Here is your final, fully aligned Seatrade moderation bio — positioned for authority, global credibility, measurable impact, and industry influence:

Ioannis Bras is a globally recognised authority in cruise destination development and maritime tourism strategy, with more than 25 years of experience shaping cruise growth for ports, governments and cruise lines worldwide.

As Chairman & CEO of Five Senses Consulting, he leads a specialist global advisory firm focused exclusively on cruise port and destination development. The firm has delivered cruise business development, cruise strategy formation, traffic forecasting, destination performance analysis, experience design and high-level advisory projects in more than 60 ports and destinations across multiple regions.

He works directly with international cruise lines and senior government bodies to structure growth strategies, align regulatory frameworks and secure sustainable deployment. Beyond strategy design, he represents ports and destinations in high-level industry meetings and major global events, acting as a trusted interface between public authorities and cruise decision-makers.

His advisory work has driven transformational results, including cruise traffic growth of up to 1200% in emerging destinations.

Recognised with 24 international industry awards, Ioannis is a Seatrade Ambassador and Advisor who regularly publishes research and opinion articles at the forefront of cruise strategy and destination development, contributing to the industry's strategic direction.

An internationally sought-after speaker and moderator, he is trusted by industry leaders to bring clarity, strategic insight and forward-thinking perspective to the global cruise conversation.