

## Athens rising: the new year-round city break destination

### The Athens Tourism Partnership alliance was founded to promote Athens as a year-round vibrant contemporary city for city-trippers

**Berlin/Athens, 7<sup>th</sup> March 2018** – Athens, the Greek metropolis and one of the oldest cities in the world, has countless stories to tell and offers an exciting mix of ancient history and a modern Mediterranean lifestyle: diverse neighborhoods, a colorful nightlife scene as well as young, creative artists shape the vibrant atmosphere of the city all year around, only a two-hour plane flight away. Its residents love to welcome visitors to this very special city that becomes increasingly desirable. The City of Athens, AEGEAN and the Athens International Airport have joined forces forming the Athens Tourism Partnership (ATP), which brings together key players from the private and public sectors for the first time, to further develop and promote Athens as an ideal, contemporary city-break destination, especially in spring, autumn and winter.

Since its foundation in late 2016, the ATP has adopted sophisticated communication tools to reach a variety of audiences, focusing on Germany. Within this framework, ATP conceptualizes campaigns that present and highlight an image of Athens rising as Southern Europe's most exciting city break destination.

On March 1<sup>st</sup> 2018, the ATP launched the "Athens in spring" campaign which lies under its communication strategy "One city - never-ending stories". This is the second wave of a major campaign that was launched to portray Athens as an exciting city trip destination, boosting the Athens tourism sector. The marketing campaign will run until 30<sup>th</sup> April 2018, focusing on the German market, using digital media and various social networks. The campaign will be managed by Marketing Greece.

Further on, more than 100 different "Athenian stories" are being told through various media platforms, including the official City of Athens guide [www.thisisathens.org](http://www.thisisathens.org). The website also carries a truly authentic visit to the city and a wealth of information on museums, sights, events, food and entertainment, to help visitors plan a truly authentic city break. The information is available in German, French and English.

Within the last year, a record breaking number of visitors boosted the city's local economy and attracted more and more major hotel group investments in the city.

**The Mayor of Athens Mr Georgios Kaminis** said: "Athens is a city that is evolving and transforming constantly, in line with the needs of the city and its visitors. Through our campaign, we introduce the modern version of a city with an impressive past and a rich history, and promising a city breaks teeming with images, sounds, flavours and fragrances that will thrill everyone. We invite everyone to our renowned, vibrant and revived city. It is no exaggeration to say that Athens is going through a **"tourist spring"**.

**The Vice President of AEGEAN, Mr Eftichios Vassilakis**, added: "The evolution of the tourist product of Athens – and the way in which this is communicated – requires new ideas, cooperation and a mutual investment of all those involved. We are proud of the Athens Tourism Partnership, which signifies an important initiative designed to promote the city in the most effective way."

**The CEO of Athens International Airport, Dr Yiannis Paraschis**, underlined: “The promotion of the city as a final destination is a strategic target of the airport in order to strengthen the city’s foothold in the international tourist market on a year-round basis. Joining forces with the City of Athens and AEGEAN is vital for the consolidation of a common effort, which needs to be sustained with the support of each and every party throughout the whole chain of tourism providers and stakeholders.”

### **About the Athens Tourism Partnership**

The ATHENS TOURISM PARTNERSHIP (ATP) constitutes a collective initiative by the City of Athens, AEGEAN and Athens International Airport, targeting the further development and promotion of Athens as a contemporary year-round city break.

### **About AEGEAN**

AEGEAN, a member of Star Alliance, is Greece’s largest airline providing at its inception in 1999 until today, full service, premium quality short and medium haul services. In the upcoming winter season 2017/2018, AEGEAN operates up to 127 nonstop flights from Germany (Munich, Frankfurt, Stuttgart, Dusseldorf, Nuremberg, Hannover, Hamburg and Berlin-Tegel), Austria (Vienna) and Switzerland (Zurich, Basel and Geneva) to Greece. Together with its subsidiary Olympic Air, AEGEAN offers convenient connections to 31 destinations in Greece and to a total of 153 destinations in 44 countries. On board the 60 modern and ecofriendly aircraft passengers can enjoy complimentary beverages and warm meals as well as the typical Greek cordiality and hospitality. AEGEAN has been honored with the Skytrax World Airline award, as the best European regional airline in 2017. This was the 8th time AEGEAN received the relevant award. Among other distinctions, AEGEAN captured 9th place this year in the world's 20 best airlines list (outside the U.S.) in this year's Readers' Choice Awards survey of Conde Nast Traveler, with more than 300,000 travelers taking part in the survey. The distinction’s citation noted that, among other positive remarks, “AEGEAN is known for its professional, friendly staff, and in the coming years, plans to add new markets”.

### **About Athens International Airport**

Serving the city of Athens -the capital and main gateway to Greece- since March 2001, Athens International Airport has been internationally acknowledged for its efficiency and excellence both by the travelling public and the international aviation industry. A major economic and employment engine, Athens International Airport is committed to safety, operational and business excellence, as well as to social responsibility and sustainability. The airport has been honored with over 70 international awards and distinctions in the 17 years of its operation. In its state of the art and newly revamped facilities, Athens International Airport served in 2017 an all-time high number of 21.7 million passengers. Consistently aiming at the enhancement of the connectivity of Athens, the Athens International Airport undertakes and engages in numerous initiatives and synergies, in collaboration with the airlines and the tourism chain, in order to support and boost the growth of the destination. Athens International Airport S.A. (AIA), is a privately managed company established in 1996. AIA is a pioneer international Public-Private Partnership, Athens International Airport being the first major greenfield airport with the participation of the private sector. AIA is committed to creating sustainable value for its stakeholders and the wider society. As an environmentally responsible airport operator, AIA achieved the level of Carbon

Neutrality within the framework of the Airport Carbon Accreditation program in 2017.

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