Competitive Advantages Of Athens

Cultural DNA
80+ World-famous museums and 2 UNESCO sites go hand in hand with a vibrant contemporary cultural life. With more than four millennia of recorded history and an abundance of sites, museums and locations, Athens is a city where one can see history unfold before their eyes.

Resilient & Sustainable
Athens is an example of shared spirit, resilience and successful crisis management. The City of Athens has been reviving landmarks, boosting entrepreneurship and implementing a successful social inclusion strategy, in tandem with developing and implementing a strategic plan to build a safe, resilient and sustainable destination.

Meeting Facilities
Athens boasts a variety of unique locations tailored to every need: from historical sites to modern landmark masterpieces and from urban venues to seaside locations on the Athens Riviera.

Accommodation
Athens and the greater Athens region offer a total of over 34k rooms in 698 hotels. The hotel sector is continuously developing, with new hotels, renovations and new international chains investing in Athens.

Strategic Location
Athens’ privileged geographical location at the crossroads of three continents - Europe, Africa and Asia - offers easy access for delegates.

Knowledge & Innovation Hub
Athens is home to 11 Universities, including the National Technical University of Athens, one of the most recognized institutions globally. There are 54 faculties, 109 departments and 21 research centers. €96M were invested in 2019 in Greek startups through the EquiFund apparatus. 301 companies have benefited from a total of €2.4B of investments in innovation.

Connectivity
The multi-awarded Athens International Airport (AIA) “Eleftherios Venizelos”, is one of the fastest-growing airports globally. It is connected to all major cities at competitive prices while constantly enriching its network with new carriers and destinations.

Athens Riviera
Just a 20-minute ride away from downtown Athens, the Athens Riviera is like dipping your toes into the Greek island lifestyle. Athens is the only European capital with a coastline of more than 50km, adorned with 18 Blue Flag beaches and 11 marinas.

Prized Gastronomy
Famous for its renowned Mediterranean cuisine, Athens offers an outstanding gastronomic scene. Its contemporary urban vibe caters to every appetite and style. From traditional street food souvlaki to modern Greek cuisine and awarded Michelin restaurants.

Experiences
Athens guarantees authentic experiences connected to its heritage, present and future. From rich cultural immersions such as philosophy walks and workshops on pottery or ancient Greek sandals to exploring the lively urban neighbourhoods, the cool shopping and design scene, and electric nightlife.

A Sunny Disposition
You can’t make light of the Athenian sun! With an average daylight of 8-9 hours, a much-envied climate and incredible blue skies, Athens will entice you with both its weather and warm-hearted locals.