



# Athens Your Next Meeting Destination

THIS  
IS **ATHENS**  
CONVENTION  
& VISITORS BUREAU

Forward thinking heritage



**ATHENS  
DEVELOPMENT  
AND  
DESTINATION  
MANAGEMENT  
AGENCY  
(ADDMA)**

**PRESIDENT**

Alexia Evert

**CEO**

Epameinondas Mousios

**HEAD OF STRATEGY**

Alexia Panagiotopoulou

**HEAD OF COMMUNICATIONS**

Despina Trivolis

**DIRECTOR, THIS IS ATHENS**

Evita Kalogiorga

**CONTACT**

19 Ehelidon &, 144 Pireos Street, 118 54 Athens, Greece

T. +30 210 33 12 002

F. +30 210 32 16 653

E. [acvb@thisisathens.org](mailto:acvb@thisisathens.org)

[www.thisisathens.org](http://www.thisisathens.org)

[www.thisisathens.org/acvb](http://www.thisisathens.org/acvb)

[www.develop.thisisathens.org](http://www.develop.thisisathens.org)





*Dear friends,*

Athens has a unique place in the world. Our city is a capital of global culture that has sparked curiosity and wonder for thousands of years. Millions of people visit Athens every year to walk amongst some of the world's most important and enduring symbols of humanity. Our ideals continue to spread beyond our borders thanks to fast travel connections and new data streams.

Visionary thinking is in our cultural DNA. We are home to **vibrant academic and start-up ecosystems** in life sciences, shipping, culture, and tourism technology. Our **privileged geographical location** at the crossroads of three continents as well as our award-winning airport offer easy access to the city and its urban vibe as well as direct connections to the **fastest growing markets in the world**.

Now more than ever, Athens is a catalyst for commerce and a center of learning. We are a **hub of knowledge** and **innovation** that is leading impactful conversations across the Mediterranean.

As Mayor of Athens, I am pleased to report that the City of Athens is strong as ever, and becoming more dynamic and competitive every day. As a city, we're working to protect our cultural heritage and ensure sustainable growth. We have launched a transformative strategy to revitalize every neighborhood, meeting venue, and cultural institution in Athens.

We are embracing **sustainability** as part of our daily life, including the first new parks in generations, green corridors, and bike paths. Our unique mix of advantages has made Athens one of the most attractive global congress destinations. We invite you to come to Athens to **share innovative ideas** and explore **business opportunities** while enjoying the sun, sand, and sea along the **Athens Riviera**.

The meetings, incentives, conferences, and exhibitions that we host in Athens are a core focus for the local tourism industry and a strategic priority for the City of Athens. When you partner with the This is **Athens-Convention & Visitors Bureau**, you will enjoy my full support and the backing of our whole team. They are committed to providing professional assistance and tailor-made solutions to ensure the success of your event.

We look forward to welcoming you to Athens!

**Kostas Bakoyannis**  
**Mayor of Athens**

## Why Athens?

Searching for the perfect stage for your next conference or business event? What could be a better fit than **the city that gave birth to symposia**? Those hospitable gatherings of the mind where **innovative ideas** were traded by ancient thinkers and **memorable experiences** were shared.

As a historic world capital and vibrant knowledge hub, the innate spirit of **Plato's Symposium** still burns brightly in Athens today, making for spirited and fruitful international meetings and exciting events.

Athens has built upon its proud intellectual legacy to emerge as an agile modern city with a forward thinking heritage that delivers **a safe, resilient, sustainable and socially responsible destination** for residents and visitors alike. When it comes to laying out the welcome mat for conferences, forums and corporate events, you'll struggle to find a better, all-round star performer than Athens. Here's why:

**Strategically located** at the crossroads of Europe, Africa and Asia, and with an award-winning and constantly-expanding Athens International Airport, Athens is where the world meets.

In Athens, **four millennia** of recorded history, **80+ world-famous museums, and 2 UNESCO marvels** mingle up close with a vibrant contemporary life in a beguiling mix of classical and cutting-edge, urban and seaside. Outdoor cinemas, ancient stone theatres, cultural events and rooftop bars swirl around the Parthenon. The prized **Mediterranean cuisine** weaves its way into a fresh gastronomic scene that will delight you.

Our range of venues is as multifaceted as the city itself: **historic landmarks** and **ultra modern spaces** with top-range meeting facilities; dramatic seaside locations; scenic sites for unforgettable **open air events**. Enhancing the quality and scope of the visitor experience, leading international **hotel chains** and **boutique brands** are investing vigorously in Athens.

As the home of **Plato's Academy**, a strong **academic and research ecosystem** comes second-nature to Athens. So too does our instinctive flair for life sciences, shipping, culture and tourism. Looking to the future, the unshakeable Athenian entrepreneurial spirit is shaping a flourishing **startup community** with global roots.

Our **blue skies** and warm-hearted locals will charm you. The city emerges amid a **50 km coastline of 20 blue flag beaches and 11 marinas**, and a mountainous terrain of stunning natural landscapes. The famous Greek islands, lush vineyards and unique heritage sites are all just a short sail or drive away.

**Creating and sharing ideas**; living each experience to the fullest – this has always been the Athenian way. Follow in the footsteps of **Socrates, Aristotle and Plato** by planning your next meeting of the minds in Athens.

# Athens in Numbers



Hotels  
Attica

**698**

34.577 rooms

Hotels  
Athens

**292**

17.904 rooms

At the  
crossroads of  
**3**  
continents

Connected to  
**154** destinations  
worldwide  
**50** countries



Access to **50** islands  
from the **3** main ports of Attica,  
including the **2nd** largest port  
in the Mediterranean, Piraeus

**4M+** inhabitants

**6M+** visitors

**3.400** years of  
continuous  
history

**2** UNESCO  
monuments



**80+** museums

**4km** of archaeological  
park spreading across  
the city centre



**148**  
theatres



**123**  
indoor & open-air  
cinemas



**300+**  
days of sun



**19°C**  
average  
temperature

**6** Day trip to  
islands



**50km**  
of coastline in less  
than **20** minutes  
from the city centre



**18**  
Blue Flag  
beaches



**5.000+**  
bars and  
restaurants



**8th**  
in the world\*



**109**  
international  
association  
meetings\*



**39.929**  
participants\*



**170k+**  
total meeting capacity



conference  
and exhibition  
space

\*ICCA Ranking 2022

## 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



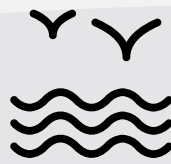
Athens boasts a variety of **unique locations** tailored to every need: from **historical sites** to **modern landmark masterpieces** and from **urban venues** to **seaside locations** on the Athens Riviera.

## 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.

## 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



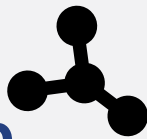
Famous for its renowned **Mediterranean cuisine**, Athens offers an outstanding gastronomic scene. Its contemporary urban vibe caters to every appetite and style. From **traditional street food** souvlaki to modern Greek cuisine and **awarded Michelin restaurants**.

## 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.

**66** Airlines  
operating out of Athens  
(of which 25 low cost)

CONNECTED TO ATHENS

**154** Airport Destinations

**111** International Cities

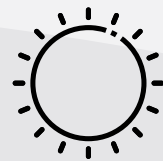
**50** Countries

## 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.





## The Meetings Powerhouse

Historic or urban? City or sea? Diverse Athens has venues for every occasion

Athens, the city of a thousand faces and spaces. Combining **high-quality infrastructure** and facilities with spectacular, **one-of-a kind locations** and great track record and knowhow in hosting international congresses, Athens meets the needs of the most demanding events.

You will find a **diverse palette of locations** including renowned historical landmarks, open air sites, urban spaces, **design boutiques**, **avant garde** and **luxury** venues and **seaside** settings.

Located **in the heart of the city** and **within walking distance** from numerous hotels and other places of interest, Athens' main conference centre is perfect for large-scale conferences. The **Megaron Athens International Conference Centre** can host up to 6K delegates simultaneously in its venue halls and provides a vast exhibition space to serve any exhibitor's needs.

The city's most important exhibition centre, **Metropolitan EXPO**, offers the **latest technology** and exceptional services. Metropolitan EXPO is the **largest exhibition centre** in Greece with a gross covered space of in Greece with a gross covered space of **50K sqm**, located next to the **Athens International Airport**.

Choose from classical gems such as **Zappeion Megaron Hall**, futuristic masterpieces like the **Stavros Niarchos Foundation Cultural Center**, urban culture hubs such as the former city gasworks of the **Technopolis City of Athens**, rejuvenating locations such as the Byzantine Museum gardens or entrancing views of the Aegean from a 5-star resort.

Whichever way you go with, one thing is for sure: in Athens, your convention won't be conventional.









## A Rising Industry Leader

The Greek capital is among the top **10 destinations for association meetings** after hosting **109 in-person international association meetings in 2022**. More specifically, **Athens is ranked 8th in Europe and 8th worldwide** according to the **ICCA Annual Report 2022**, the benchmark analysis of industry trends released by the **International Congress and Convention Association**.

Through the efforts and strategic planning of the City of Athens and the Athens Development and Destination Management Agency, as well as of This is Athens and This is Athens-Convention & Visitors Bureau, Athens won its **first global distinction at the World Travel Awards 2022 as the World's Leading Cultural City Destination**.

The award followed the city's double win at the **European World Travel Awards** where Athens was named **"Europe's Leading Cultural City Destination 2022"** and **This is Athens-CVB** received the **"Europe's Leading City Tourist Board"** title for 2022.

In 2022, Athens was crowned **Best Destination for MICE, Europe 2022** at the **Business Destinations Travel Awards 2022**.













## Future Ready Destination

From experiential and physical to hybrid and virtual engagement with the city of Athens

**Agile, innovative and adaptive**, Athens is happy to e-welcome your business events. Athens presents the **ideal platform** to combine **physical and virtual experience**. Shifting to hybrid reality, when needed, our members and partners design tailor-made solutions to create the framework for successful digital events.

Our members provide cutting edge solutions for the successful organization and support of **off-line and on-line meetings** and events, through the use of the **latest technology**, audiovisual support, **interactive tools**, well equipped green studios, as well as platforms that cover even the most demanding requirements.

Business event professionals provide audiovisual services that combine their expertise and technical infrastructure to create unique events. Through the use of high-end audiovisual infrastructure and tech tools, the **local experts become global** and provide multiple functions for your event; allowing you to **build community** through **attendee engagement**, gather analytics from both in-person and virtual audiences and incorporate the **transmission of knowledge** and **interaction** among attendees.

## An Accommodating City

In Athens, hospitality isn't just an industry; it is a lifestyle. You will find **state-of-the-art conference hotels** with excellent meeting facilities, design boutique hotels, classical architectural jewels with **dashing views of the Acropolis** and luxury **seaside resorts** to enjoy pampering and rejuvenation by the Aegean.

The hotel sector is continuously developing, with fresh hotels, renovations and new international chains investing in Athens. During the 3rd quarter of 2020 alone, 8 new hotel units opened their doors, adding 375+ rooms to the Athenian hotel supply. By the end of 2021, a further 9 hotel investments are expected to add 490+ rooms.

### UNITS

ATHENS  
ATTICA  
ARGOSARONIC

**698**

51 are 5\* hotels  
& 138 are 4\* hotels

CENTRAL  
ATHENS

**292**

28 are 5\* hotels  
& 75 are 4\* hotels

### ROOMS

ATHENS  
ATTICA  
ARGOSARONIC

**34.577**

CENTRAL  
ATHENS

**17.904**









# Athens, An Innovative City

In 2018, Athens was crowned the **European Capital of Innovation** by the European Commission. This is an annual prize awarded to the European city that has demonstrated the ability to harness innovation to improve the lives of its citizens. By prioritising innovation, the City of Athens has helped the local community bring about change and open up to the world. Some of the city innovations include:

- The **POLIS<sup>2</sup> project to revitalise abandoned buildings** through small grants to residents, small enterprises, creative communities and other civil society groups, bringing life to all corners of Athens.
- The renovation of the **Kypseli Public Market**, a 90-year old historical building, with active support of Athens' citizens aspires to create a new **social entrepreneurship market** hosting exhibitions, workshops, theatre shows and other initiatives.
- Transforming the **Serafio Complex** into a popular community playground and novel events space, hosting enterprises like the **Athens Digital Lab**, the **Open Schools** initiative and the **Athens Makerspace** following a joint decision by the municipality and the local community.
- The **Curing the Limbo** initiative gives **refugees and migrants** the possibility to connect with other residents in order to learn the language, develop new skills, find employment opportunities, and engage in active citizenship.
- The **Digital Council** unites companies and educational institutions to offer training on **digital literacy and civic technology**, as well as flagging sustainable innovations like smart recycling bins.
- The '**This is Athens**' campaign invited **local volunteers** to talk about the city's present and past to some of the record 5 million tourists who visited Athens in 2017.
- The City of Athens fosters innovation by creating the first municipal early stage tech incubator, **Athens Digital Lab City of Athens, a research and development lab for "smart cities" digital solutions**. It supports the development and maturation of applications addressing the real needs of the city, upgrades the life quality of Athenians and visitors and enhances the digital transformation of the city.
- The **Athens Makerspace** of the City of Athens, equipped with digital tools and machines **such as laser cutters, printers, CNC router etc.**, offers free services and training seminars in the field of digital design and construction.
- Based in the world's cradle of democracy, theater and storytelling, the **Athens Film Office** provides an array of free services to facilitate any production needs with the basic aim of transforming Athens into a **Film Friendly City**.







# A City Redesigned

## Major developments in Athens

Athens is in the grip of an **exciting transformation** through the creation of important **cultural landmarks** and innovative **new urban regeneration projects** to **reshape** the cityscape.

### The Hellinikon project

The Hellinikon revitalization, the site of the old Athens International Airport, is one of the most ambitious development projects ever undertaken in Greece. This prime unexploited parcel of 6 million sqm will include a **Metropolitan Park of 2 million sqm** and a “prototype” city aimed to include business, research and student campuses and residential developments. It will also feature **recreational and commercial uses**: Attica’s largest retail mall, hotel complexes and leisure activities, and a new beach of 1km. According to estimates, Hellinikon will attract over 1 million new tourists to the region.

### The National Art Gallery of Greece

The newly-redesigned home of the **Greek National Art Gallery** was unveiled on March 24, 2021. After eight years of renovation, the nation’s most important art museum has re-opened its doors to art enthusiasts from Athens and abroad. In its new incarnation, the National Art Gallery joins the ranks of **world-class cultural spaces** welcomed by Athens in the past 12 years. The National Art Gallery was founded in 1900. Today, it boasts **a collection of more than 20,000 paintings, sculptures and engravings** dating from post-Byzantine times to the present.

### The Basil & Elise Goulandris Foundation

The **newest blockbuster museum** in Athens opened its doors in 2019 in the hip neighbourhood of Pagrati. The collection offers a panorama of the most important 19th and 20th century artists—including Picasso, Cezanne, Van Gogh, Monet, Degas, Pollock, Bacon, and Chagall along with two floors devoted to 20th century and contemporary Greek art.

### The Arsakio Food Court

A major property lease agreement is set to transform the Arsakio arcade in the heart of central Athens into a **multiplex food court and mini shopping centre**, with an emphasis on traditional Greek cuisine and the Mediterranean Diet.







# Knowledge & Innovation Ecosystem

## The intangible value of Athens

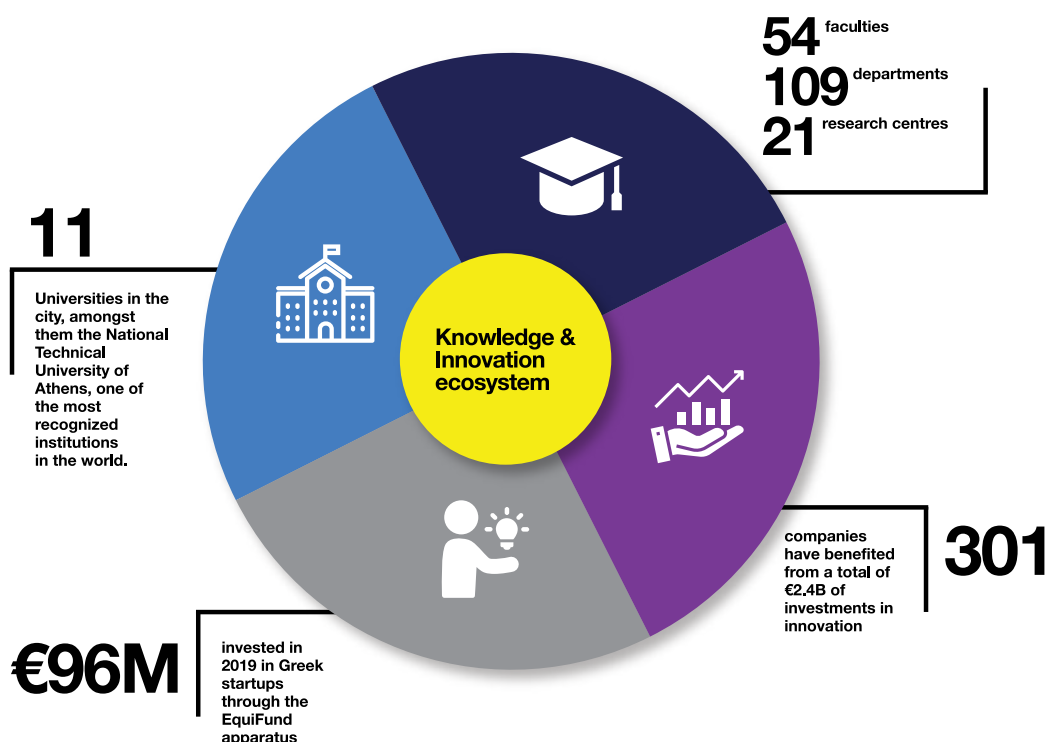
Athens is a **dynamic knowledge ecosystem** with valuable intellectual capital in predominant areas of expertise that add value to events by connecting to specific **clusters of academics, researchers and/or businesses**. Athens is home to globally-rated research centres and R&D departments as well as to a significant pool of industries involved in these 5 world-leading **clusters of excellence**: 1. Mobility, Logistics and Shipping, 2. Agri-food and Nutrition, 3. Blue Economy & Circular Economy, 4. Health, Health Tourism and Pharma, 5. Culture and Heritage.

Athens has always had an entrepreneurial spirit. The digital economy, and a more flexible business landscape, have created a thriving startup scene. Athens offers a **highly skilled** and competitive workforce - graduates from **Athens' world-class universities** who combine global experience with an entrepreneurial mindset. With remote work now the new norm, Athens emerges as a **digital nomad hub**, widening the pool of talent and the overall performance of the startup ecosystem.

2020 has been a remarkably positive year for the **Greek startup ecosystem**. Despite the global pandemic, Greek tech companies managed not only to survive but to thrive. Greece rose nine places in the **Global Competitiveness Ranking** of the Global Competitiveness Yearbook of the Swiss Institute for Management Development (IMD\*). Greece's competitive ranking in **2020 increased significantly** and is up to the 49th place among 63 economies, from 58th in 2019. Greece has improved its position in the following indicators: **Technology, Talent and Future Readiness**.

The offering of a large amount of funding for startups has **boosted entrepreneurship** and **encouraged investments** in the country, mostly in the R&D field. First insights from 2021 prove that **Greek Tech is booming** and that the Greek startup ecosystem never looked more robust, elevating Greece as an **increasingly viable world player**.

\*Source: IMD World Competitiveness Ranking 2020





## Knowledge Leaders Network

### Associations and Ambassadors Program

Athens maintains an active and **vibrant network** with **industry associations in Greece and abroad**, attracting numerous international conferences. Every time an international congress is organized in Athens, participation peaks!

**This is Athens-Convention & Visitors Bureau's Ambassador Program** connects the meetings industry, business, professional and knowledge leaders and authorities to create a shared **strategic vision** for the development of Athens. Our Ambassadors Program builds close cooperation with **universities, research centres and professionals** in order to encourage all parties to contribute toward highlighting **the intangible asset of the city**.

Our Ambassadors come from a broad range of backgrounds: academic professionals, scientists and researchers, doctors and healthcare professionals, government officials, business leaders and key influencers.

This is Athens-CVB Ambassadors Program offers a wide variety of services to Ambassadors, such as:

- Institutional support with local government, institutions, ministries etc
- Bidding documentation preparation and/or funding
- Event and bid marketing support
- Site inspections
- City promotional material
- Consulting on the city's infrastructure
- Referrals on subcontractors (PCOs, DMCs, Audiovisual Companies etc)





## A City With A Social Conscience

### Building a sustainable destination

Our main priority is to make Athens an **attractive, accessible and sustainable destination for its residents, visitors, investors and entrepreneurs**. We invest in the protection of our cultural heritage while helping tourism businesses participate in an award-winning strategy for climate action developed by the City.

To that end, the City of Athens has invested in a revitalisation strategy based on the principles of **sustainability and resilience**, with better maintenance of **public green spaces**. Its implementation began with **one of the largest urban interventions in the history of the capital**: the **unification of its popular historic and commercial centre**.

At the same time, we laid down the foundations by rebuilding squares, streets, and sidewalks to ensure that they are **accessible** and we moved forward with the **renovation of two landmark sites** in the centre of Athens: the **Lycabettus Hill** and the **National Garden**, alongside the creation of a new athletics and entertainment park to transform the formerly run-down area of **Eleonas**.



## United Nations Sustainable Development Goals & the City of Athens

The City of Athens sets priorities and invests in actions that will enable Athens to reach the **Sustainable Development Goals** of the **UN** and deliver prosperity for all by 2030.



Energy reduction: € 20M  
Energy upgrades: € 6M

Greening Athens: € 22.8M

Sanitation & waste collection: € 14M

Electric network: € 7.5M  
Fire protection: € 2M  
Lycabettus hill regeneration: € 1.5M

Road constructions: € 42M  
Regeneration of public space: € 40M  
Building & School repair: € 33M





CSR IDEAS

- Wheelchair building
- Tree planting
- Beach clean-up

## Athenian Social Responsibility

**Corporate Social Responsibility** is a priority for the City of Athens with the commitment to develop as a **sustainable business event destination**. Include tailor-made CSR content during your events in Athens, offer unique and on-message experiences to your delegates and enable them to expand their skills and teamwork:

### ● Mini Marathon at Panathenaic Stadium

Feel the energy of the Greek spirit while crossing the finishing line of the mini marathon at the famous Panathenaic Stadium, **birthplace of the first modern Olympic Games** in 1896. All revenues will be allocated to support the NGOs of your choice.

### ● Shediart for the Bag: Restarting life

Include solidarity in your goodie bag via a handmade item, designed and produced with love through the process of upcycling unsold past copies of Shedia street paper. As part of the **social and environmental project “Shediart”**, the craftsperson who has experienced poverty and extreme social exclusion is **empowered and trained in upcycling and paper transformation**.

### ● Shediart Upcycling Workshops

Take a hands-on workshop, introducing participants to the art of upcycling while providing them with the opportunity to meet up and connect with the “shedia” street paper network. The end-result are products of high aesthetic value and tangible memories from the delegates’ participation in a wonderful social and environmental journey.

### ● Tailor-made Aid Box

Invite delegates to donate unopened amenities by creating their own Aid Box, to be collected by the **City of Athens Homeless Foundation** in their bid to ease problems faced by people who, for whatever reason, are without shelter or whose home is unsafe and inadequate.

### ● The Bike Project

Team up your delegates and build a bike to be offered to underprivileged children in need. The Bike Project is a CSR activity program where team members bond, build positive dynamics and give back to the community.







# Experiences To Blow Your Mind

Athens is a city that will **surprise, delight and inspire** your delegates. You will be able to offer them **cultural, gastronomical, rejuvenating experiences** wrapped around a **Mediterranean feeling** that's impossible to forget. Here, business and pleasure are closer than you think.

## Cultural DNA

Athens, the 2.500 year old historical capital of Europe, has always been a trailblazer. Some of humanity's most exciting ideas were born here. Its exceptional past is coupled with a dynamic contemporary culture. Athens guarantees **authentic** experiences bonded to its heritage, present and future.

### Historic Pathways



#### ACTIVITY IDEAS

- Ancient Greek pottery & sandals workshop
- Syrtaki lesson
- Greek Mythology themed night

### The sacred rock of the Acropolis and the Acropolis Museum

Athens' **most famous icon** is compulsory for your delegates, no further discussion! Next on the list is the **world-class Acropolis Museum** that perfectly complements this monumental **UNESCO World Heritage Site** and also offers an amazing setting for one of your events.

### The Neighbourhood of the Gods

Arrange a tour for your guests around the **scenic lanes of Plaka** - Athens' enchanting Neighbourhood of the Gods, cradling the Acropolis. Plaka's neoclassical mansions, courtyard cafes, the **cycladic district of Anafiotika** and the **Byzantine chapels** are a picturesque heaven in the heart of the city.

### The culture crawl

Art and culture are all around you in Athens: from landmark museums and tucked-away galleries, to classical architectural gems and creative street art. One can take a culture trip just by wandering around, giving your delegates an inspired perspective.





ACTIVITY  
IDEAS

- This is Athens-With a Local tour
- Street art/ Greek designers/ architecture tour
- National Observatory experience

## Contemporary Culture

In Athens, you will definitely **mix business with pleasure**. The city is your playground, filled with cultural, relaxing or vibrant ways to enjoy the **enviable climate** and **upbeat energy**. Plus, there are some experiences you can only find in Athens!

### An Athenian performance

Your delegates will get to experience **open-air gigs or theatrical shows** at one of Athens' cracking **outdoor venues**. Choosing from mighty **Roman amphitheatres** beneath the Parthenon (the Odeon of Herodes Atticus), electric **urban hubs** like Technopolis City of Athens, or **summery seaside stages**.

### A movie under the stars

Summer spells **open-air cinema** for Athenians. Encourage your delegates to join the locals by catching a screening at one of the city's romantic outdoor cinemas (a few also offer heady **Acropolis views**, along with the roaming cats).

### A knockout sunset

The perfect way to end a day of meetings is to catch an epic Athenian sunset at the city's classic lookout, **Lycabettus Hill**. You can even arrange a **cocktail** for your delegates at one of the many buzzy **rooftop bars** or luxury **boutique hotels** downtown.



# That Mediterranean Glow

Athens is a **Mediterranean city** with the friendliness of a village at heart, forged from the **Athenian sun and people**, the **food**, the resort-style **coastline** and our beautiful **nearby islands**. Your event in Athens will be infused with a distinct **Mediterranean flavour**.

## Gastronomy

### Gastronomical Athens

Athens' outstanding gastronomic scene is a treat for the senses. Your guests will enjoy a plethora of flavours from the **world-famous Mediterranean cuisine** to **exotic street eats**, and from designer **delis** to fine **seaside dining** and modern **Michelin-starred** hotspots (paired with million-dollar Acropolis views).

### Authentic Greek flavours

While in Athens, your delegates will enjoy the finest **Greek PDO products**. Arrange for a tour at a typical food market like Varvakios Agora for them to sample local tastes, a group cooking class at a traditional deli or a visit to an idyllic Greek farm for a unique farm-to-fork feast.

### New wines from ancient vines

Athens is the only European capital where **vineyards and wineries** lie within a cork's throw of the city centre. A wine and gastronomy tour at a local winery at one of the world's oldest grapevine plantations can be the perfect get-away for your delegates in between sessions.



ACTIVITY  
IDEAS

- Greek feast experience
- Grape & olive harvesting
- Olive oil production





#### ACTIVITY IDEAS

- Sailing regattas
- Beach Olympics
- Jeep Safari at the Sounion National Park

## The Sunniest of Welcomes

With an average **300 days of sunshine a year**, Athens is warm and welcoming; and that goes for the locals too. Greeks, known for their ‘**filoxenia**’ (their hospitality), will greet you with a smile and an invitation to join the fun. Most locals speak English fluently (often other languages too). Athens is one of the **safest**, most **affordable** European capitals and moreover the best things in life – sun, sea, and good company – come free.

### Athens Riviera

It takes less than **20 minutes** to get from the vibrant Athenian city-centre to the glittering Athenian coastline, offering the chance to **unwind and rejuvenate** in the perfect playground for team-bonding activities.

#### Just a beach away

Where else can you swim, enjoy your favourite water sport or savor fresh fish right by the water between meetings? Athens is the only **European capital** with a dazzling **50km coastline of 20 blue flag beaches** (that’s a fun fact your guests will love).

#### Sunset date with Poseidon

Want to bewitch your guests? Treat them to a **majestic sundown at the ancient temple of Poseidon**; an experience to rival the world-famous sunsets of Santorini. Magical views will also be yours for the taking on the drive along the photogenic Athens Riviera coast down to Cape Sounion.

#### Greek island magic

Athens has a wealth of idyllic **Greek islands on its doorstep**. That is what pre/post-meeting fun dreams are made of. Your guests can **hop on a ferry** for a day, weekend or a longer escape - or rent a boat and set sail from one of the 11 marinas along the Athenian coast.





## Revive And Thrive

Aside from the Athenian Riviera, Athens has an enticing range of options for **pre /post-meeting activities** to awaken body and soul - either in the vibrant **city centre** or in the tranquil **mountains** above.

### The ancient Greek ideal of “healthy body, healthy mind”

Elevate your delegates’ spirits with a spot of exercise. Organise a Mini Marathon or a classic Olympic Games Workout in the Panathenaic stadium (home of the first modern-day Olympic Games), a yoga class at the National Garden, a meditation workshop on the Hill of Muses or a kayak race on the Canal of the Stavros Niarchos Foundation Cultural Centre.

### The authentic way of running

Probably one of the most memorable moments for your team to share: a race through history at the **Athens Authentic Marathon**. The world-famous event makes for an unforgettable encounter with Athens - whether one competes themselves or watches the runners cross the finish line at the Panathenaic stadium.

### A mountain hike

Have your delegates discover the greener side of Athens with an invigorating trek on verdant Mount Parnitha in the **Parnitha National Park** (there are mountain bike trails for thrill seekers). Include a leisure stroll through the **historic grounds of Tatoi**, the former Royal Palace, in the excursion.

### Pamper your guests

Add some indulgence to business. Have your guests recharge at the **thermal lake of Vouliagmeni**, relax with luxe spa treatments based on ancient Greek remedies at a five-star spa resort on the **Athens Riviera** or offer them a healing steam experience at an **authentic hammam** in the **city’s historic quarter**.



## One Day Adventures

If you want to go the extra mile- literally- for your guests, there are plenty **magnificent sights** well worth leaving town for - within easy reach by car, bus or train. To name a few:

- The captivating, other-worldly beauty of **ancient Delphi** and its enigmatic Oracle, once considered the centre of the known world.
- The astonishing acoustics of the **Ancient Theatre of Epidaurus**, hosting the infamous **Athens & Epidaurus Festival** every summer; and the **Sanctuary of Asclepius** where people once flocked in search of a holy cure from the God of Healing.
- One of Greece's oldest surviving monuments, the **Temple of Apollo** (around 560BC), at the site of **Ancient Corinth**, gateway to the Peloponnese; then marvel at the modern ships slipping through the inconceivably narrow Corinth Canal.





# This is Athens-Convention & Visitors Bureau

## Who we are

This is Athens – Convention & Visitors Bureau was established in April 2008 to represent Athens in the global MICE market. Today we are part of the **Athens Development and Destination Management Agency**, a public company created by the City of Athens to compete **for international tourism, investment, and talent**. Our **membership network** represents more than 100 of the largest tourism enterprises in Athens. In 2022, our collaborative work earned recognition as **Europe's Leading City Tourist Board** at the **World Travel Awards**.

**This is Athens** is the global brand promoting the city as a destination for leisure tourism, conferences, events, and education. We utilize B2B marketing channels and initiatives to **develop local and international collaborations**, and we work to identify opportunities for new thematic tourism products such as yachting, religious tourism, and athletics.

Our strategy is to invest in **partnerships** with the **local conference and meetings industry** and to **provide support for local and international tourism professionals**. Our mission is to extend the tourism season in Athens beyond the summer months by increasing the number of visitors, conferences and events scheduled during the autumn and winter months. With the support of our network, we are adding hours and days to the average visitor stay in Athens while increasing the revenue earned from each trip.

## What we do

The core pillars of our work include:

- **Bid** for conferences and events on behalf of the City of Athens
- **Institutional support** for conference and event organizers
- Coordination of **site inspections**
- Provide **expertise and know-how** about B2B activities in Athens
- **Marketing and communications** for the City of Athens through B2B channels, FAM trips, and by maintaining relationships with local and international press
- **Roadshows and networking** events serving international professionals
- **Travel Trade Athens** – our signature annual B2B event for travel and meeting professionals
- **Members Program** – our network of over 100 major tourism companies
- **Ambassadors Program** – our network of academics, professionals, and associations that assist with attracting conferences
- **Promote Athens** at major international trade shows and events
- **Member** of global networks such as ICCA, ECM, UNWTO, GSTC and MPI





CITY OF  
ATHENS

TRAVEL  
TRADE  
ATHENS

# The City Of Athens Signature Annual Event

for travel & MICE professionals

*Connecting selected top-notch international buyers with leading suppliers in the Greek tourism and MICE industry.*

Organized by This is Athens-Convention & Visitors Bureau (This is Athens-CVB) in cooperation with the European Tourism Association (ETOA), and under all the necessary safety and security measures, Travel Trade Athens has tailored over 19.500 B2B meetings since 2013.

## WHY ATTEND?

- **Network** with fellow decision-makers from across the world
- **Develop** first-hand business relationships with leading leisure and MICE suppliers in Athens and the rest of Greece
- **Attend** a set of pre-arranged B2B appointments based on your business and preferences
- **Select** between a variety of thematic fam trips and site inspections to attend

*Travel Trade Athens offers a complete complimentary hosted buyers program that includes international transportation by air, accommodation and a memorable social program.*

**Register** your interest to attend or be informed for the next event at  
[www.traveltradeathens.gr](http://www.traveltradeathens.gr)



CITY OF  
ATHENS

THIS  
IS **aTHEnS**

# Socrates & Plato & Aristotle & You.



[thisisathens.org/acvb](https://thisisathens.org/acvb)



[facebook.com/athenscvb](https://facebook.com/athenscvb)



[linkedin.com/company/athenscvb](https://linkedin.com/company/athenscvb)

THIS  
IS **aTHEnS**  
CONVENTION  
& VISITORS BUREAU

Forward thinking heritage