



visit
Thessaloniki
Greece

THESSALONIKI
TOURISM
ORGANISATION



Thessaloniki
Many stories, one heart

Thessaloniki Tourism Organisation

Company Profile

Our Values

Our Mission

Our goal is to increase the quality and quantity of the incoming tourism flow in the prefecture of Thessaloniki. Through partnerships, direct actions or as assistants to relevant actions of third parties, we highlight the strategic advantages of Thessaloniki as an important touristic, commercial, economic, cultural, religious and cruise destination in Greece and abroad and promote and advertise the tourism brand of Thessaloniki.

Our Vision

Our vision is to make Thessaloniki, the metropolis of Northern Greece, a unique and modern city-break destination, but also a center of tourist traffic in the surrounding area.

Digital Profile



Main scope of actions

- ❑ Advertising and promoting destination Thessaloniki in Greece and abroad
- ❑ Designing the tourism brand of Thessaloniki
- ❑ Preparing and implementing tourism development strategic plans
- ❑ Promoting and highlighting the strategic advantages of Thessaloniki as an important touristic, commercial, economic, cultural, religious and cruise destination as well as a MICE destination
- ❑ Creating promotional and informative material and publications, such as, maps, city guides, and targeted thematic brochures, while designing, implementing and promoting new tourism products and services
- ❑ Supporting and coordinating various events that promote the tourism profile of the Region

Board of Directors

Thessaloniki Tourism Organization is a non-profit organization with board members:



ΠΕΡΙΦΕΡΕΙΑ ΚΕΝΤΡΙΚΗΣ ΜΑΚΕΔΟΝΙΑΣ



ΔΗΜΟΣ
ΘΕΣΣΑΛΟΝΙΚΗΣ



ThPA S.A.
PORT OF THESSALONIKI



ΔΕΘ
HELEXPO
ΔΙΕΘΝΗΣ ΕΚΘΕΣΗ
ΘΕΣΣΑΛΟΝΙΚΗΣ



ΠΕΡΙΦΕΡΕΙΑΚΟ ΤΑΜΕΙΟ
ΑΝΑΠΤΥΞΗΣ
ΚΕΝΤΡΙΚΗΣ ΜΑΚΕΔΟΝΙΑΣ



ΕΜΠΟΡΙΚΟ ΚΑΙ ΒΙΟΜΗΧΑΝΙΚΟ
ΕΠΙΜΕΛΗΤΗΡΙΟ ΘΕΣΣΑΛΟΝΙΚΗΣ



Περιφερειακή Ένωση Δήμων
Κεντρικής Μακεδονίας



THESSALONIKI HOTELS
ASSOCIATION

- ❑ Region of Central Macedonia
- ❑ Municipality of Thessaloniki
- ❑ ThPA S.A. – Port of Thessaloniki
- ❑ International Trade Fair of Thessaloniki - TIF HELEXPO SA
- ❑ Regional Development Fund of Central Macedonia
- ❑ Thessaloniki Chamber of Commerce and Industry
- ❑ Thessaloniki Regional Association of Municipalities of Central Macedonia
- ❑ Thessaloniki Hoteliers Association



Members

Members of the Thessaloniki Tourism
Organization:



ΔΗΜΟΣ ΒΟΛΒΗΣ



ΔΗΜΟΣ
ΘΕΡΜΗΣ



ΔΗΜΟΣ
ΠΑΥΛΟΥ ΜΕΛΑ
ΣΤΑΥΡΟΥΠΟΛΗ ΠΟΛΙΧΗ ΕΥΚΑΡΠΙΑ



ΔΗΜΟΣ
ΧΑΛΚΗΔΟΝΟΣ



Δήμος
Δέλτα

ΑΝΤΙΣΤΑΣΗ | ΠΡΟΒΛΗΤΗ | ΑΝΑΠΤΥΞΗ | ΚΑΛΟΚΑΙΡΙ | ΕΡΕΥΝΑ
ΣΤΗ ΒΙΒΛΙΟΘΗΚΗ | ΣΤΗ ΜΟΥΣΕΙΟΛΟΓΙΑ | ΣΤΗΝ ΕΚΠΑΙΔΕΥΣΗ



ΔΗΜΟΣ
ΘΕΡΜΑΪΚΟΥ
ΤΟΥΡΙΣΜΟΣ, ΑΝΑΠΤΥΞΗ, ΠΟΛΙΤΙΣΜΟΣ
OUR SET #visitThermaikos



ΔΗΜΟΣ
ΛΑΓΓΑΔΑΣ



ΔΗΜΟΣ
ΠΑΥΛΟΥ ΜΕΛΑ



ΔΗΜΟΣ
ΠΥΡΑΛΙΑΣ-ΧΟΡΤΙΑΤΗ



ΔΗΜΟΣ
ΚΑΛΑΜΑΡΙΑΣ



Greece on the Go



Π.Ο.Ε.Τ.Ν.

- ❑ Municipality of Thermaikos
- ❑ Municipality of Thermi
- ❑ Municipality of Volvi
- ❑ Municipality of Delta
- ❑ Municipality of Kalamaria
- ❑ Municipality of Oraiokastro
- ❑ Municipality of Halkidona
- ❑ Municipality of Lagadas
- ❑ Municipality of Pavlos Melas
- ❑ Greece on the go
- ❑ Panhellenic Federation of Tourism & Shipping Entrepreneurs



Partners



- ❑ World Tourism Organization - UNWTO
 - ❑ Greek National Tourism Organization- GNTO
 - ❑ Association of British Travel Agents - ABTA
 - ❑ MedCruise
 - ❑ Visit Central Macedonia- Tourist Region of Central Macedonia Tourism Department
 - ❑ Thessaloniki Innovation Friendly Destination
 - ❑ North Greece Chef's Club
 - ❑ International Hellenic University
 - ❑ Thessaloniki Convention Bureau
 - ❑ Tourist Guides Association of Thessaloniki & Northern Greece
 - ❑ Centre for Research & Technology
 - ❑ Hellenic Institute of Transport
-

Co-organized events



- ❑ Reworks Festival
- ❑ Street Mode Festival
- ❑ International Monuments Festival
- ❑ Thessaloniki Comic Convention «The Comic Con»
- ❑ Moni Lazariston Festival
- ❑ International Marathon “ALEXANDER THE GREAT”
- ❑ International Thessaloniki Night Half Marathon
- ❑ Olympic Day Run



Thessaloniki
Many stories, one heart

Destination Thessaloniki



about

Thessaloniki

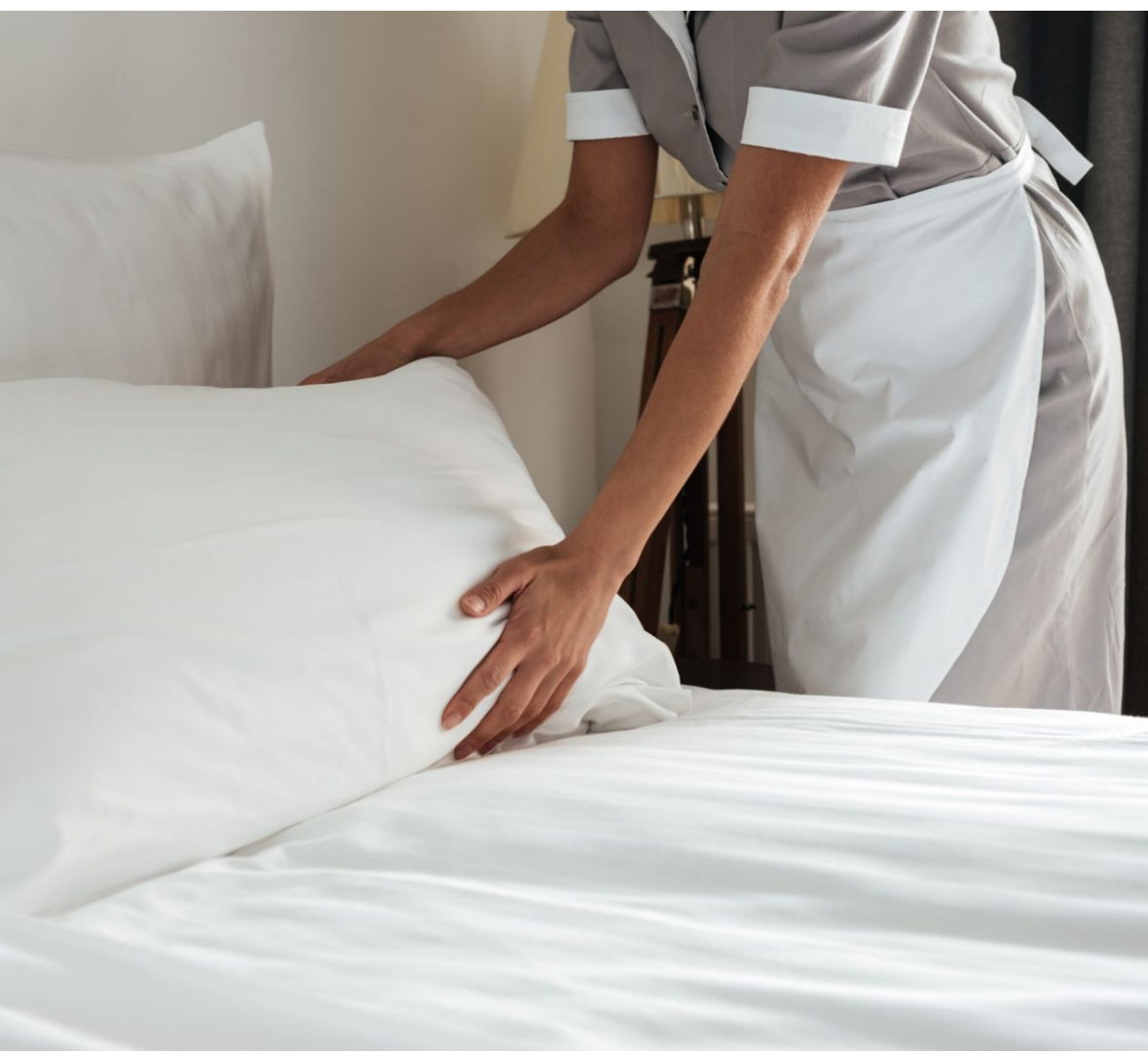
New Airport

- 53 airline companies
- **117 destinations to 35 countries**
- 22 daily flights to Athens

Port of Thessaloniki

- **Home Port and Hub for Cruise Ships**
- 67 arrivals scheduled for 2023
- 13 different companies
- 21 different cruise ships
- Seasonal ferry connections with Sporades islands, Lemnos & Mytilene

Located on A2 Egnatia highway, **connecting East/West**



hospitality

at its best

- Thessaloniki offers a great variety of accommodation options at exemplary hotels, conveniently located in the city center, near the railway station, the airport or the nearby beaches
- High quality service and the warm, hospitable atmosphere result in an unforgettably **luxurious and comfortable accommodation experience**
- 15.000 Beds in Thessaloniki and surroundings
- 3*,4*, 5* Hotels



all-ages
friendly

Thessaloniki is its people!

Locals create the warmth reflected by Thessaloniki!

Smiley, good natured, carefree and always there to help, **the people of the city surround you with warmth**, so you do not feel like a stranger but an old friend coming back to their hometown

Everybody, from the hotels' concierges, the bus drivers, the restaurant staff or people on the street, will always welcome you with a big bright smile



taste

the local cuisine

Greece's first UNESCO city of Gastronomy

A crossroads of flavours, a metropolis of tastes, a gastronomic capital

- Thessaloniki 's cuisine has always reflected the city's multiethnic and inclusive history. **Traditional recipes and modern trends** have created a wide range of choices
- The coexistence of the Turkish, Jewish, French and Greek communities resulted in a multitude of dishes, since the city cuisine borrowed techniques, ideas, products and moods.



taste

the local cuisine

Open Markets

- Modiano
- Kapani
- Athonos Square

The coffee experience

- The love affair of the city's residents with coffee can be seen from the thousands of cafés and their full tables, all day long
- The city "with **most cafés per inhabitant** than any other European city"

The wine experience

- The region produces a **great variety of delicious local wines**. The wine roads give the chance to experience the production process of local wines, taste them and meet their creators





explore

the attractions

A great history to explore on every step

- Thessaloniki is packed with 2,300 years of history: it is a crossroad of empires starting with **Alexander the Great**
- Numerous surviving ruins, churches and majestic fortress walls attest to the city's later periods
- The thematic routes of Thessaloniki reveal cultures and traditions left behind by ancient Greeks, Romans, Byzantines, Ottomans, Jews but also holy figures of Christianity
- Open air museum with **15 UNESCO World Heritage Sites**
- **30 Museums** containing within them the course, evolution and creativity of the city



HISTORY IS

Alive!

The contemporary face of Thessaloniki

- Many beautiful and imposing buildings were rebuilt. The new constructions follow a neoclassic architectural mixture with eclectic elements and Ottoman baroque influences in decoration
- Luxury private residences and mansions, hospitals, hotels, orphanages, schools, etc., today house museums, public organizations, giving Thessaloniki **a new European style**
- However, they still constitute an integral part of Thessaloniki's history, witnesses of the architecture evolution while by their new 'status' they are taking part again in the city's day to day life

City break off the beaten path





meetings

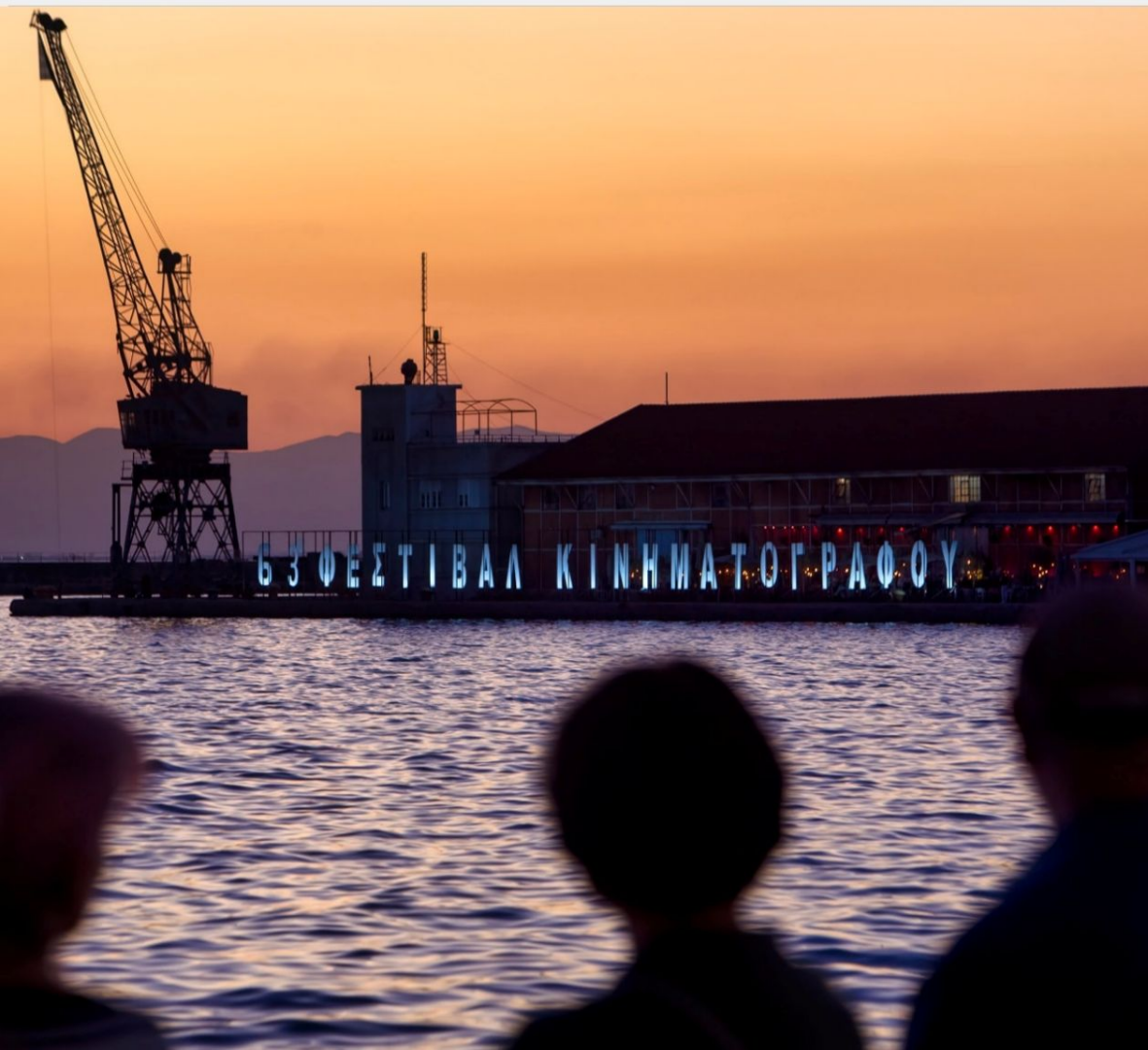
facilities

The city of cordial meetings and fruitful events

The city is buzzing with energy and fresh business ventures and hosts a great number of conferences, seminars and important business events all year round

Thessaloniki is a **well-known host of international conventions due to its strategic location** and its great range of conference spaces, accommodating small or large meetings perfectly

- 19 Conference-Exhibition Centers
- 37 Hotels with Meeting Facilities



everits
not to miss

In recent years, a great number of local groups have created a unique force of **creativity**, keeping the city spirit alive and kicking

- International Film Festival
- Documentary Festival
- Dimitria Festival
- Thessaloniki Food Festival
- Reworks Festival
- Biennale of Contemporary Art
- International Book Fair
- Open House Thessaloniki
- TEDx Thessaloniki
- Thessaloniki International Fair
- Moni Lazariston Festival
- International Marathon Alexander the Great
- Olympic Day Run

BUSY DURING DAY



experience!
the lifestyle

Easy-living spirit

- Busy day and night and always with relaxed mood, Thessaloniki shimmers with its own brand of **easy-living spirit**, due to its thousands of students studying in its universities
- Loved by its guests for this very unique atmosphere and vitality

VIBRANT BY NIGHT



“The city that never sleeps”, vibrant culture

- City-break lovers will be amazed by the great choice of nightlife on offer, mixing traditions, cultures, the past and the present. Traditional Greek music halls, live music bars, buzzing new venues showcasing the best live acts every night of the week
- **Top rated nightlife in Europe** by Lonely Planet

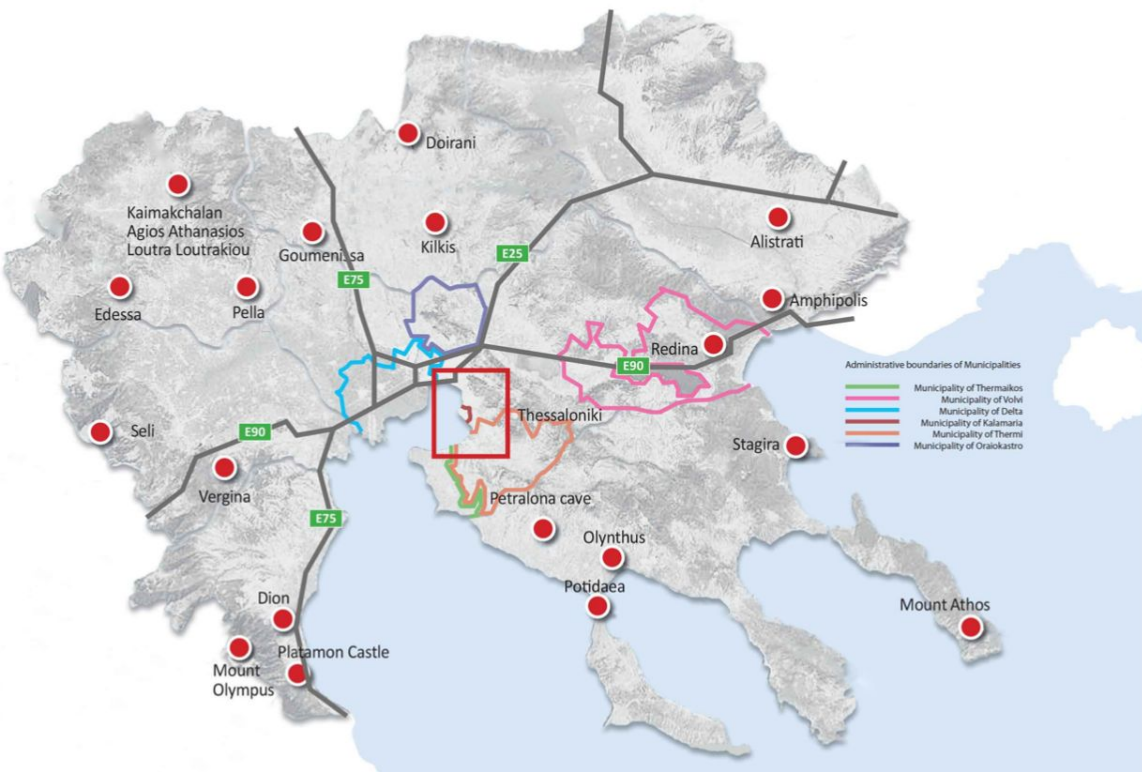
WITH A RELAXED MOOD





discover!

the nearby escapes



Cultural treasures

- Vergina
- Dion
- Pella
- Stagira

Religious Pilgrimages

- Mt Athos
- Meteora Monasteries

Nature

- Mt Olympus
- Lake Kerkini
- Pozar Thermal baths

Blue flag beaches of

- Halkidiki
- Thermaic Gulf
- Olympus Riviera



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Thank you!

Hope to welcome you soon