

THIS  
IS **aTHEns**

**A city that belongs to the future.**



CITY OF  
ATHENS

THIS  
IS **aTHEns**

# Destination Management & Marketing (DMMO)

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ATHENS

As the first Destination Management & Marketing Organization (DMMO) in Greece, **Develop Athens SA** leads in managing and promoting Athens as a vibrant city destination.

Our mission is to promote Athens as an attractive year-round destination for **residents, visitors, professionals and investors**. With this in mind, Develop Athens plans and implements an integrated development and promotion strategy to enhance the city's image.



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# Holistic Approach to Destination Management



# Holistic Approach to Destination Management

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Develop Athens SA strategically positions Athens as an appealing destination for:

- **Leisure Travel**
- **City Breaks**
- **Meetings, Incentives, Conferences, and Exhibitions (Meetings Industry)**
- **Digital Nomads**

**Strategic Investments** - Develop Athens SA invests in initiatives that:

- Enhance existing tourism infrastructure
- Strengthen a unified and competitive destination identity
- Position Athens as a stand-alone global destination



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# Our Pillars

## Dynamic Branding:

- ***This is Athens - is our global brand*** promoting the city as a destination for leisure tourism, conferences, events, and education
- ***This is Athens- Convention & Visitors Bureau*** - utilizes B2B marketing channels and initiatives to develop local and international collaborations

## Pioneering Initiatives:

- ***Athens Film Office*** - Supporting international film productions in the city
- ***This is Athens City Festival*** - Celebrating local culture with diverse events

## Strategic Partnerships:

- ***This is Athens & Partners*** - Collaborating with key stakeholders to enhance Athens' global appeal



# The "This is Athens" Brand Umbrella





A historic world capital with vibrant contemporary life



# The "This is Athens" Brand Umbrella

THIS  
IS  
aTHENS

THIS  
IS  
aTHENS  
OFFICIAL  
VISITORS GUIDE

**This is Athens** is the city's official campaign aiming to attract a wide variety of target groups by capturing Athens' multifaceted personality (B2C)

THIS  
IS  
aTHENS  
CONVENTION  
& VISITORS BUREAU

**This is Athens-Convention & Visitors Bureau** was established in April 2008 to represent Athens in the global Meetings Industry and leisure market (B2B)

THIS  
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aTHENS  
WITH A LOCAL

**This is Athens- With a Local** is the platform through which you can meet our community of locals, follow in their footsteps and discover hidden treasures and places of interest

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**This is Athens - Info points** - This is Athens runs an infopoint on a year-round, 7 day-a week basis at the Athens International Airport, as well as at the Syntagma Square downtown Athens

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CITY FESTIVAL

**This is Athens City Festival** is an annual comprehensive city calendar event happening in May.



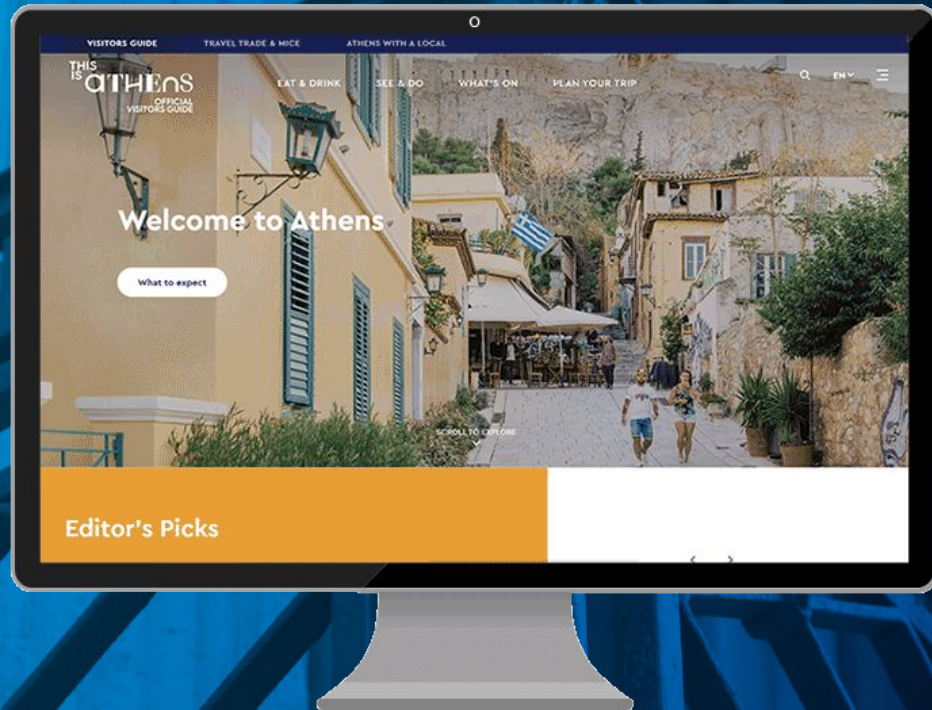
# Strong online presence



# ThisisAthens.org

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ATHENS

- ✓ The official visitors' guide of the city
- ✓ Strong presence in Social Media
- ✓ Promote the city Internationally
- ✓ During the pandemic: updates about health protocols



# ThisisAthens.org in numbers for 2024

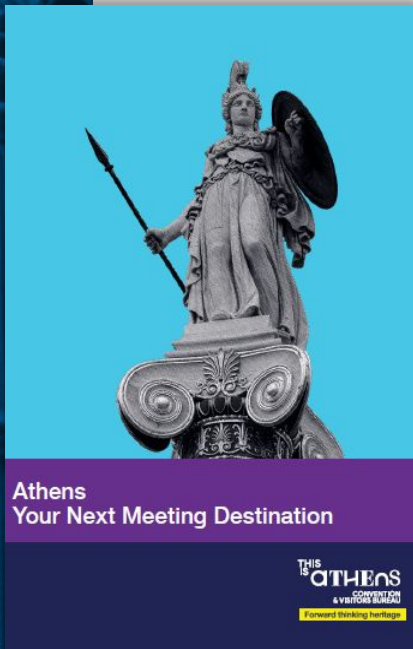
- ✓ **3 Languages:** English, French & German
- ✓ More than **450 Articles**
- ✓ **55,500 photos / 142 Videos**
- ✓ **35 Itineraries** for **16** Athens Neighbourhoods
- ✓ More than **1000 events** happening in Athens every year
- ✓ **2** Podcast Series
- ✓ **2000** places in Athens
- ✓ **2 Million** Unique Users for 2024

# The B2B Community



# This is Athens-Convention & Visitors Bureau

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- ✓ Established in 2008 to represent Athens in the global Meetings Industry.
- ✓ Aims at developing local and international collaborations.
- ✓ Identifies opportunities for new thematic tourism products.
- ✓ Invests in partnerships with the local industry.
- ✓ Provide support for meeting planners & tourism professionals.
- ✓ Has created a membership network with more than 100 of the largest tourism enterprises in Athens.
- ✓ ***The city ranked 11th in Europe and 15th in the world as an association meetings destination according to ICCA Report 2024.***

# Strong presence at major international trade shows

THIS IS ATHENS



ibtm<sup>®</sup>



imex  
FRANKFURT



imex  
america



wtm<sup>®</sup>



The Leading Travel Show in Asia  
OTM<sup>®</sup>



mice  
SHOW ASIA



ITB  
BERLIN

# International Networking

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# This is Athens AGORA





# This is Athens AGORA – 10th Anniversary

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Organized by This is Athens–CVB, in cooperation with the **European Tourism Association (ETOA)**, TTA is the ***must-attend annual event for travel professionals***, connecting selected international buyers with leading suppliers in the Greek tourism and MICE industry.

## The City of Athens Signature Event returns on April 8 & 9 2025

A revitalized event for the 10th year anniversary with a focus on networking, learning, and growth.

- **Enhanced Program:** B2B Meetings, Educational activities, presentations, discussions, panels, and workshops.
- **Strategic Partnership:** In collaboration with ETOA, hosted at a new venue to meet market needs.
- **Market Engagement:** Targeting 80 international buyers and 200 Greek suppliers.

# Pioneering Initiatives



# The Athens Film Office



# The Athens Film Office

The Athens Film Office (AFO) was established in April 2020 to support film productions and make Athens **a film-friendly location**.

Since its inception, it has facilitated **over 450 productions** (including television, cinema, commercials, music videos, and short films).

Projects filmed in Athens are currently featured on major platforms like Netflix, Apple TV+, Amazon Prime, BBC, ITV, Discovery, National Geographic, Cosmote TV, Antenna, MEGA, ERT, and ERTFLIX.

# This is Athens-City Festival

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- ✓ A new Festival event happening every May.
- ✓ Targets residents and visitors.
- ✓ Hosts events outdoors and in landmark buildings around the city.
- ✓ Its pillars are Art, Gastronomy, Culture & Nightlife.
- ✓ The Festival build upon already established events.
- ✓ An open call democratises the festival's organising.



# World Travel Awards 2022-2023



During the most recent editions of the prestigious tourism industry awards, Athens was honored two consecutive times as Europe's Leading Cultural City Destination, and This is Athens - Convention and Visitors Bureau was recognized as Europe's Leading City Tourist Board in 2022

**Europe's Leading City Tourist Board 2022:**

This is Athens-Convention and Visitors Bureau

**Europe's Leading Cultural City Destination 2022 + 2023:**

Athens, Greece

**World's Leading Cultural Destination 2022+2023:**

Athens, Greece

# Resilient & Sustainable



# Carrying Capacity Study for the City of Athens

The study runs in cooperation with **Develop Athens, University of Piraeus & Gimissis Associates** and completion is expected by the end of 2024

- ❖ The study serves as a tool enabling the City of Athens to design and implement policies that balance tourism needs with resident needs.
- ❖ The study aims to create a more pleasant and sustainable urban environment.

## **Objective of the Study:**

- ❖ To assess the city's carrying capacity to support tourism activities without disrupting residents' quality of life.
- ❖ To avoid overloading infrastructure and services.

## **Progress of the Carrying Capacity Study (May 2024 – Present)**

- ❖ 18 Working Meetings with tourism stakeholders
- ❖ 2 open consultations with Stakeholders at City Hall
- ❖ 787 Completed Questionnaires of residents and business
- ❖ Collection of Quantitative Data



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Thank you!



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



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