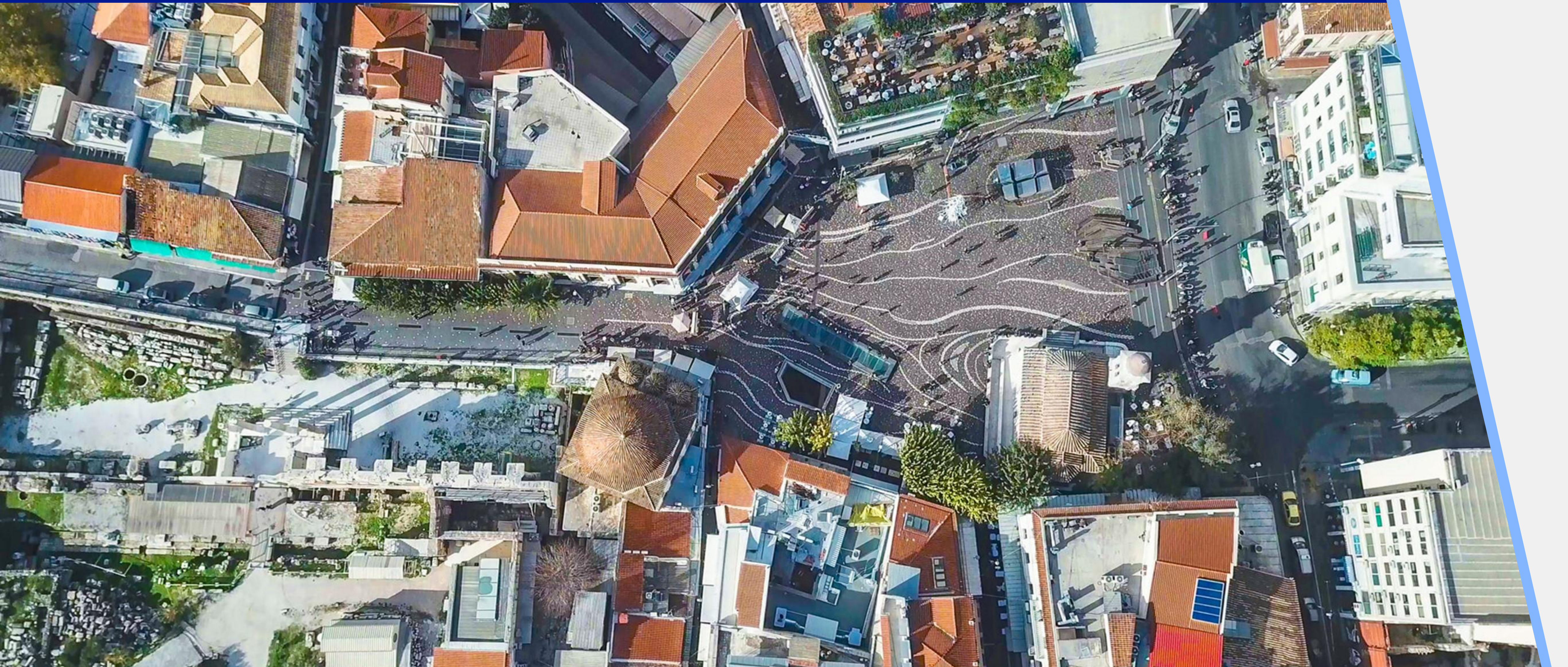


ETOA Workshop

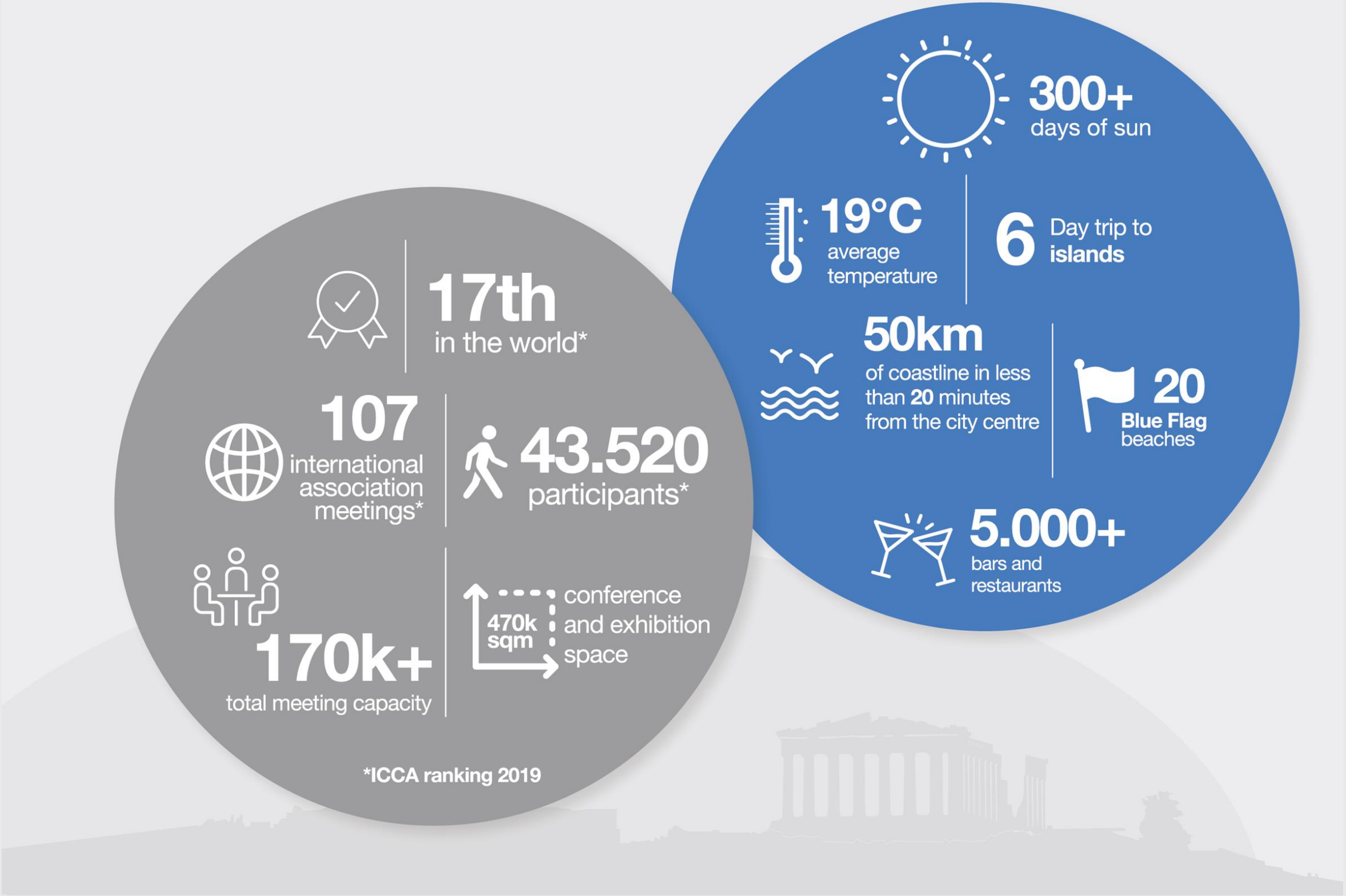
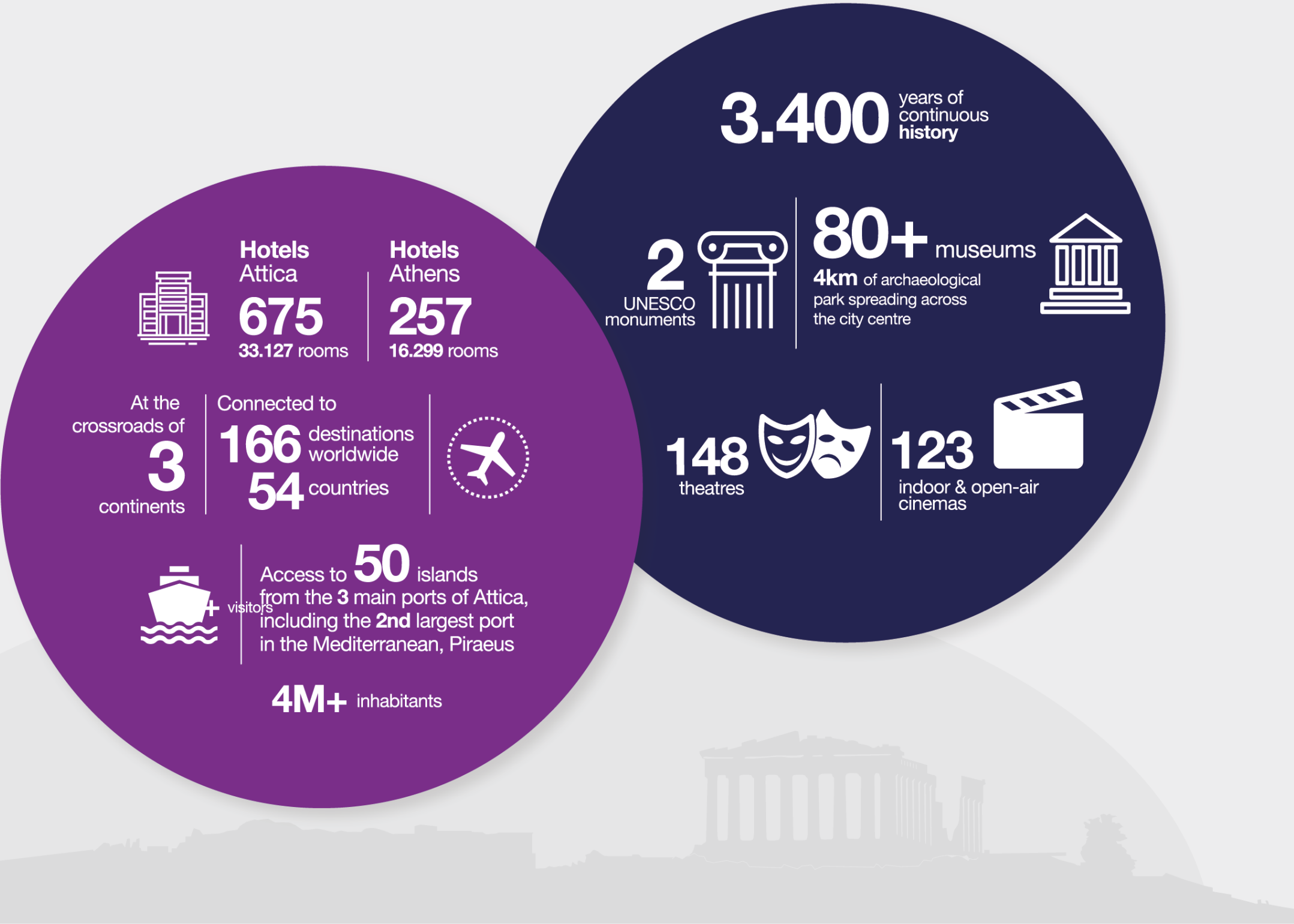
THIS
IS **ATHENS**

ITS ALL ABOUT ATHENS



WHY ATHENS

THIS
IS
ATHENS



- A safe, accessible and sustainable destination for all. A city to live and visit without limitations or exclusions
- A holistic approach to destination management
- Use tourism to form better cities
- A circular economy model which will enable sustainability of the destination and for tourism revenue to return in the city

- The visitors' economy to be an integral part of the strategic development of the city
- Provide same quality of climate, conditions of living and equal opportunities to all
- A circular economy model which will enable sustainability of the destination
- The citizens act as the driving force of our tourism marketing
- Attract investments and talent in Athens

- Building collaborations and PPP that contribute to social, business and urban development
- Cultural Heritage Management
(diversification of product, carrying capacity studies)
- Boost innovation, business competitiveness and entrepreneurship
(clusters, Athens Digital LAb)
- Sustainable tourism observatory
- Provide education and training opportunities to the new era

- Disseminate the potential of our tourism in all local ecosystems
- Involve and boost cooperation of stakeholders in all levels of strategic planning and implementation
- Urge the tourism ecosystem to change and become more sustainable- boost diversification
- Seek for long-term prosperity rather than short-term gain

- This is Athens & Partners
- Athens Partnership
- Adopt your city
- Co- Athens
- Synathina

Through our cooperation with GSTC we will measure the sustainability achievements and will mobilize our network of stakeholders. These projects create a new normal for stakeholder engagement, creating networks and opportunities for continued qualitative assessment.

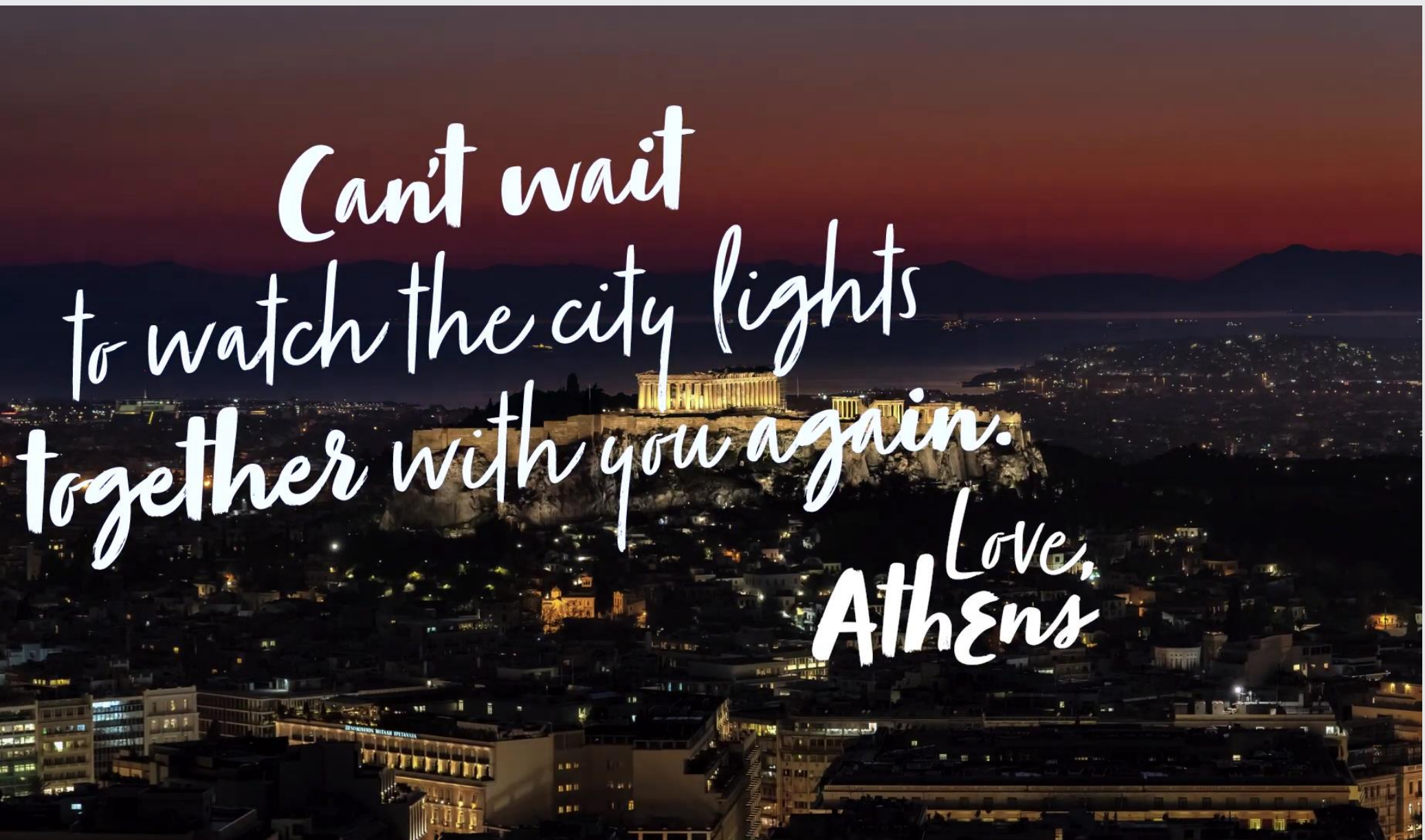
- European Capital of Innovation for 2018
- UNESCO World Book Capital for 2018
- Ranked among 20 top destinations in the world for international conferences
- WHO appraisal for crisis handling
- CDP Europe Awards 2021 for actions aimed at achieving “green recovery” in the post-Covid-19 era. In 2020, for a second year in a row, the organization included Athens on its A Cities

- Invest in Historic Business Districts
- Support Creative industries and new innovative products (Athens Digital Lab) to enrich our product
- Maximize use of public and mix use spaces, create green areas and pocket parks
- Strengthen the social and solidarity economy in "sustainable development" activities that promote the development of skills and transfer of know-how, alternative, thematic and mild tourism

- Skills on demand to urge social inclusion and to boost employment in the destination
- Upgrade THIS IS ATHENS- the official brand of the city
- Invest in digital transformation for visitor services
- Establish city and sector wide measurement tools and data based on global criteria (ISO 37120, 37123)

FOR NOW..

THIS
IS **ATHENS**



WE'LL ALWAYS HAVE ATHENS

THIS
IS
aTHEn



Stephen Fry



Robert McCabe



Victoria Hislop



Nikos Vatopoulos



Elli Papakonstantinou



Mary Katrantzou

FOR NOW..

THIS
IS **ATHENS**

