




MARKETING GREECE

Greece in a nutshell

A man with short brown hair, wearing a yellow t-shirt, is sitting on a wooden bench outdoors. He is smiling broadly and pouring a golden liquid from a bottle into a small glass. The background is a lush green field with trees, and the lighting suggests late afternoon or early morning. The overall mood is warm and inviting.

Greece is a unique blend of beautiful cities, centuries-old history, rich and fascinating culture, pristine beaches, imposing mountains and delectable cuisine. But above all, Greece is the smiling face of its warm-hearted people. The concept of hospitality has its roots in ancient Greece, and nowadays welcoming strangers with generosity and sharing the beauty and secrets of our country is an integral part of locals' life. That is what makes Greece an unforgettable experience.

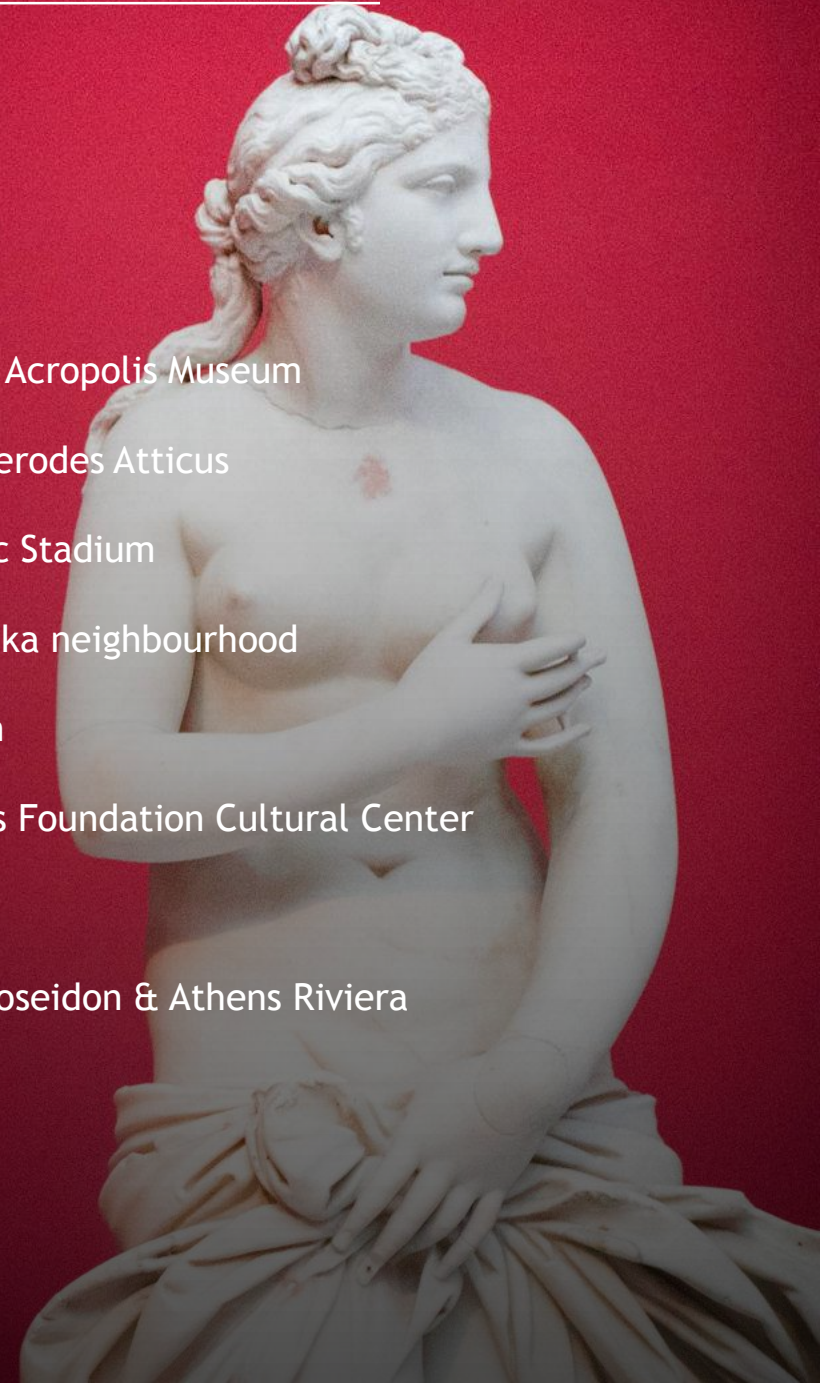
Welcome!

What it's known for

Athens



- Acropolis & The Acropolis Museum
- The Odeon of Herodes Atticus
- The Panathenaic Stadium
- Plaka & Anafiotika neighbourhood
- National Garden
- Stavros Niarchos Foundation Cultural Center
- Monastiraki
- Temple of the Poseidon & Athens Riviera



What we aspire to inspire you with

Athens

A woman with her back to the camera, looking out over a cityscape with a hill in the background. She has her hand raised to her forehead, shielding her eyes from the sun. The city below is densely packed with white buildings, and a prominent hill with a white building on top is visible in the distance. The sky is a clear, light blue.

— Explore both ancient and modern Athens in an open-air sights and neighbourhoods tour

— If you are an art aficionado, Athens is home to magnificent modern museums and galleries, such as the National Museum of Modern Art, the museum of the Basil and Elise Goulandris Foundation, the Breder gallery and so many more.

— Enjoy vivid Athenian nightlife, starting with an unforgettable dining experience and ending with watching the sunrise from one of Athens' historic hill.

— From kite-surfing and hiking to mountain-biking and open-water diving, Athens is a sports and nature lover's paradise

— Hop on the ferry at Piraeus port and explore the Saronic Gulf islands

What it's known for

Thessaloniki



— White Tower

— Ano Poli (Upper Town)

— Aristotelous Square

— The Rotunda

— The 'Umbrellas' sculpture

— The Royal Tombs of Vergina

What we aspire to inspire you with

Thessaloniki

- Discover the architectural and archaeological gems of a multicultural city
- Enjoy Thessaloniki's pulsating nightlife and exquisite cuisine
- Visit the noisy vendors and overflowing stalls of the old markets and try local products
- Dive into the crystal-clear waters of Halkidiki
- Explore the vineyards of Thessaloniki, a part of the city's cultural identity
- Hike up legendary Mt Olympus, home of the ancient gods
- Stroll along the old waterfront and enjoy the amazing sunset

Crete



What it's known for

— The Minoan Palace of Knossos

— Samaria Gorge

— The Archaeological Museum of Heraklion

— The Old Town of Chania

— Spinalonga

— Balos beach

— Beaches for all moods and styles

— The home of the Mediterranean diet



Crete

What we aspire to inspire you with

— Visit an olive oil press to learn more about the production of Crete's liquid gold

— Sample Crete's famous meze paired with strong tsikoudia, the local firewater, and learn how to cook authentic Cretan delicacies

— Let the adrenaline flow as you enjoy sea and mountain sports such as diving, canyoning, hiking, mountain biking etc.

— Make sure to take part in a local festival and witness first-hand how Cretans treat their guests

— Go village-hopping and discover Cretan folk art in local workshops

— Uncork the secrets of Cretan wine with a vineyard visit and a wine-tasting session

— Hop on a boat and enjoy a tour to secluded and pristine beaches

What they're known for

Cyclades Islands

Stars

Mykonos
Santorini
Paros
Naxos
Milos

Hidden Gems

Tinos
Syros
Andros
Sifnos
Serifos
Folegandros
Antiparos
Kimolos
Amorgos
Koufonisia
etc.

Santorini's sunsets

Mykonos' cosmopolitan Hora

Milos' beaches

Naxos' 'Portara'

The vivid atmosphere of Paros

The religious pilgrimage in Tinos

What we aspire to inspire you with

Cyclades Islands

— Discover the authenticity of the dairies and farms of Mykonos

— Explore thousands of years of wine-making tradition in Santorini

— Master the art of village-hopping on Tinos, Paros or Naxos

— Hop on a ferry and explore the Small Cyclades islands

— Exercise your artistic skills with a pottery workshop on Sifnos

— Pull on your hiking boots and follow the footpaths of Andros

— Collect local herbs as you hike on Amorgos

— Get your tastebuds ready to uncover the culinary treasures of Naxos

— Feel the Meltemi winds fuel your soul as you kite-surf in Paros

— Visit the archaeological site of Delos, birthplace of the god Apollo

What they're known for

Dodecanese Islands

Stars

Rhodes
Kos
Patmos

Hidden Gems

Astypalea
Kalymnos
Karpathos
Kastelorizo
Leros
Nisyros
Symi
etc.

— The medieval Old Town of Rhodes

— Hippocrates' Asclepeion in Kos

— The Cave of the Apocalypse in Patmos

— Olympus village in Karpathos

— Astypalea, the “butterfly” of the Aegean

— The wonder of Lindos in Rhodes

— Climbing heaven in Kalymnos' Grande Grotta

What we aspire to inspire you with

Dodecanese Islands

— Explore Kos town on a bicycle tour and discover Greece's most bike-friendly island

— Sample the delicious cuisine of Astypalea, flavoured by locally produced saffron

— Visit all three craters of Nisyros' volcano, named Stephanos, Alexandros and Polyvotis

— Hop on a local's boat and let him take you to the famous Blue Cave of Kastelorizo

— Taste the most famous and traditional dish of Symi, tiny and flavoursome fried shrimps

— Enjoy a boat trip from Karpathos to Saria islet and spend the day on a remote beach or hike in a Natura 2000-protected area

— Dive in the waters off Leros, likened to an underwater museum

What they're known for

Ionian Islands

— Myrtos beach, Kefalonia

— Old town, Corfu

— Shipwreck beach, Zante

— Porto Katsiki, Lefkada

— The island of Odysseus, Ithaca

— Splendid Ionian beaches of Paxi

An aerial photograph of a historic town, likely in the Ionian Islands of Greece. The image shows a dense cluster of buildings with terracotta roofs and a canal running through the town. The text is overlaid on the image.

What we aspire to inspire you with

Ionian Islands

— Village-hop around Corfu and enjoy delicious Corfiot delicacies

— Discover the ethereal blues and mystical aura of the Melissani Cave in Kefalonia

— Explore the Blue Caves of Zakynthos by canoe or sea kayak

— Get to know Kefalonia's wines, like Mavrodaphni and Muscat, and the king of Ionian wines, the dry, white Robola

— Feel the sheer excitement of controlling your kite at Lefkada's famous kite-surfing spots

— Enjoy a boat trip to tiny Antipaxi, especially the charming small harbour and exotic beaches

— Take a culinary tour of Corfu and sample local beer, kumquat liqueur, mandoles, olive oil, cold cuts and cheeses

— Set sail to the picturesque fishing village of Kioni in Ithaca and explore its gorgeous waterfront

What they're known for

North Aegean Islands



— The mastic villages of Chios

— Lesvos, the island of ouzo

— Ikaria, where the slow village life turns into a festival

— Samos, a treasure trove of beaches, greenery and sacred geometry

— The sand dunes (Ammothines) of Limnos

What we aspire to inspire you with

North Aegean Islands

— Discover one of the largest petrified forests in the world in Lesbos

— Tap into the deep-rooted wine culture of Limnos and sample the dairy products, honey and bread made from the island's durum wheat

— Venture into the mountain villages of Samos and discover the history of Samian wine

— Go medieval village-hopping in Chios and discover the island's Byzantine and Genoese roots

What it's known for

Northern Greece

(Western, Central, Eastern Macedonia
& Thrace)



- Thessaloniki, Greece's second-largest city
- The Royal Tombs of Vergina
- Mt Olympus, the legendary mountain of the ancient gods
- The exotic beaches of Halkidiki
- The archaeological site of Philippi
- The natural small pools of Samothrace
- The ravines, lakes and footpaths of Thassos

What we aspire to inspire you with

Northern Greece

(Western, Central, Eastern Macedonia
& Thrace)

— Ski resorts, lakes, rivers, caves... Northern Greece is a favourite escape for nature-lovers

— The traditional local architecture, sloping rooftops and cobblestone streets of Agios Athanasios, in Pella, a favourite winter destination

— A spa with the mist rising around you in the mineral springs in Aridaia

— Komotini's intriguing bazaar - half-Anatolian, half-Western

— The Pomak villages, herdsman and tobacco farmers in multicultural Thrace





What we aspire to inspire you with

Northern Greece

(Western, Central, Eastern Macedonia
& Thrace)

— Exploring the coastline of Pieria on a stand-up
paddleboard

— Delicious fried red mullet and cod, washed
down with raki or ouzo in Kavala

— A unique swimming experience in the natural
pool of Giola, Aphrodite's Tear, in Thassos

— The city of Kastoria, a lakeside jewel in
northern Greece

— Hiking, climbing and endless discovery in
Samothrace

What it's known for

Epirus

Zagori, a collection of 46 stone-built villages

Vikos Gorge, one of the world's deepest gorges and a hiking paradise

The ancient theatre of Dodoni

Lake Pamvotis, a 20,000-year-old attraction

Culinary specialties such as milk pie, pasta, cheeses and wine

Vikos-Aoos National Park, a whole world of excitement for nature lovers

The historical city of Ioannina



Epirus

What we aspire to inspire you with

— Seek out Kalogeriko (Zagori), the most beautiful stone bridge in Greece

— Enjoy a relaxing rafting experience in the Voidomatis River

— Visit the Averoff Gallery in Metsovo, with more than 200 paintings and sculptures by the great Greek artists of the 19th and 20th century

— Explore Epirus' lush nature and magnificent landscape through outdoor activities such as hiking, river-trekking, mountain biking and canyoning

— Go on a mushroom-foraging and truffle-hunting tour and enjoy the fruits of your labour over a lunch by the river

— Discover Parga and Sivota and enjoy an island feel on the mainland

— Follow the 'Ancient Theatres of Epirus' cultural route, breathing life into the ancient theatres of Dodoni, Nikopolis, Kassope, Gitana and Amvrakia

What it's known for

Peloponnese

— Ancient Olympia

— Ancient Epidaurus

— Palamidi Castle in Nafplio

— The Medieval castle-town of Monemvasia

— Voidokilia beach

— The vibrant seaside city of Kalamata

— Ancient Mycenae

What we aspire to inspire you with

Peloponnese

— Visit the fairy tale Foloï forest, Gialova Wetlands, Dirou Caves and Lake Tsivlos

— Visit the villages of Mountainous Arcadia and enjoy rafting and trekking on Lousios River

— Reach the lighthouse at Cape Tainaron, the southernmost point of mainland Greece, and the seaside stone villages of Mani

— Stock up on local herbs, sweets, raisins and handmade pasta

— Uncover the secrets of Messinia through its most famous product... luscious, golden, extra-virgin olive oil

— Go hiking, mountain-biking or climbing to explore the Peloponnese's unique landscape

— Discover the Venetian castles of Koroni and Methoni in Messinia

What it's known for

Central Greece



- Delphi, the famous oracle of ancient Greece
- Arahova, a cosmopolitan winter destination
- The revitalising thermal springs in Edipsos
- The shifting tides of Chalkida
- The beaches of Evia and Skyros
- Steni Forest, part of the Natura 2000 network of protected European biotopes

What we aspire to inspire you with

Central Greece

— Explore the lively town of Karpenisi, below the ski resort of Mt Velouhi

— Visit the tiny port of Galaxidi and admire its attractive sea captain's houses

— Try some culinary specialties like the katiki cheese from Domokos, as well as the famous formaella cheese and the homemade pasta of Arahova

— Climb to the top of Mt Ochi and discover the enigmatic Drakospita (Dragon houses)

— Explore the impressive Drimona Waterfalls

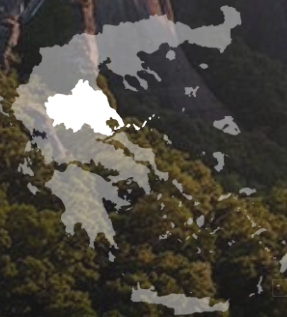
— Find the Greek Caribbean at the Lichadonisia isles and encounter a family of Mediterranean monk seals

— Go kayaking, river trekking, hiking and mountain biking

— Don't miss a visit to Skyros, an island of lilliputian horses and miniature furniture

What they're known for

Thessaly & Sporades Islands



- Meteora, the monastery-crowned pillars of rock
- Pelion, the mountainous peninsula of the Centaurs
- World-famous Koukounaries & Lalaria beaches in Skiathos
- The Old Town (Hora), tree-filled Bourtzi and remains of a 13th-century fortress in Skiathos
- The National Marine Park of Alonissos
- The Old Town (Hora) & monasteries of Skopelos

What we aspire to inspire you with

Thessaly & Sporades Islands

— Visit the 'tsipouradika' restaurants serving ouzo and meze in Volos

— Discover the traditional villages and dense network of trails and footpaths of Mt Pelion

— Hike between the monasteries of Meteora, enjoying once-in-a-lifetime views

— Enjoy dozens of exciting activities such as hiking, horse riding and kayaking at Lake Plastira

— Take a boat trip to the dazzlingly beautiful beaches and caves of Skiathos

— Visit a workshop in Skopelos, where black-and-red vases are shaped into figurines and miniature models of boats are made

— Dive in the first underwater museum in Alonissos

A couple stands on a dirt path on a hillside, looking out over a city at sunset. The woman is on the left, wearing a black t-shirt and a plaid skirt. The man is on the right, wearing a black t-shirt and dark pants. The city below is filled with buildings and trees, and the sky is a mix of orange and blue. On the right side of the image, there is a large, textured stone wall with a decorative pattern. The overall mood is peaceful and scenic.

Our strategy

We support the growth of a sustainable tourism model, highlighting the aspects of culture, gastronomy, people and environment in every travel experience.

Culture

- Ancient Greece made important contributions to philosophy, literature and theatre, astronomy and medicine. Greek culture shaped many civilizations and it continues to influence modern cultures
- Contemporary art can be found everywhere in Greece, with foreign and local artists of international acclaim presenting their work in spaces of historical significance
- Tradition in Greece is still part of everyday life. For example, in western Crete older men still proudly sport their high boots, breeches and black-fringed kerchiefs
- Perhaps nothing has a more powerful presence in everyday Greek culture than traditional dances. Greek communities everywhere love to dance, in couples or in circles. Young and old take part in local festivals dressed in traditional costumes
- Imagine experiencing music under the stars at concerts in village squares, watching films in open-air cinemas or attending cutting-edge performances at ancient sites
- Vlachs, Cretans, Epirots, Macedonians, Aegean and Ionian islanders, Greeks from the Pontus ... each part of Greece has its own cultural characteristics

Gastronomy

- Olives, grapes, honey, cheese, mastic, saffron... Mediterranean cuisine has its roots in every part of Greece
- Greek cuisine is a mosaic of flavours. Discover the story of the country's rich cultural and culinary history through a cooking class or a farm-to-table dining experience
- The tradition of wine-making is a long and rich one in Greece. Explore the wine routes of Nemea, Crete, Santorini and elsewhere
- Discover Crete's rakokazana (raki distillation) tradition. The best late-season grapes are turned into tsikoudia (as raki is known in Crete), 40% proof firewater as part of a community affair, with music, singing and plenty of food
- Experiencing the olives you've picked being turned into smooth, golden, peppery olive oil as part of the annual olive harvest ... a taste you'll never forget

People

- Greek philoxenia (“a friend to foreigners”) is not just an act. It is a code of values with deep roots that stretch all the way back to antiquity
- Greeks treat visitors as though they are an honoured member of their own family
- Philoxenia is sister to geneodoria (‘generosity’ but literally meaning “brave at giving presents”) - yet another key trait in the complex character of Greeks

- Visitors will never leave a house into which they have been welcomed empty-handed. They always take away gifts of food and wine for the road
- When it comes to Greek feasts, the company that you find yourself in is as important as the food you enjoy

Environment



- Discover the Vikos-Aoos National Park, the largest park in Greece
- Explore The White Mountains National Park in Crete, home to 450 species of flora and fauna, 70 of which are endemic to Crete (including the ‘kri-kri’ wild goat)
- Visit Tilos, the energy self-sufficient island that has significantly reduced its carbon footprint
- In Alonissos, you will find the Mediterranean’s largest marine park
- Did you know that Amorgos is known for its self-sufficiency? The majority of the food is grown, reared or produced on the island
- Learn about Astypalea 4.0, a cooperation between tourism, business, community and the state aiming to transform the island into a sustainable destination

Major Events Calendar

— The Athens Marathon
November

— Athens and Epidaurus Festival
June-September

— Thessaloniki International Film Festival
November

— Release Athens festival
July

— Thessaloniki Documentary Festival
November

— Kalamata Dance Festival
August

— Santorini Experience
October

— Summer Nostos Festival
June

— Greek islands festivities
August 15
(celebration of the Virgin Mary)

Useful tips

GENERAL INFORMATION:



CAPITAL CITY

Athens



LANGUAGE

Greek



CURRENCY

EUR



TIME ZONE

GMT +2



CALLING CODE

+30



NATIONAL AIRPORT

Athens

WEATHER

Warm season (April-mid-October):

- Sunshine
- High temperatures
- Seasonal winds (meltemia), mostly found in the Aegean during August

Winter season (mid-October-March):

- The average temperatures range, depending on the geographic region, between 0-10°C (even below 0°C in northern regions)
- Mild snowfall and rainfall of short duration, often interrupted by sunny days

COVID-19 UPDATES

click [here](#)

About us

Who we are:

Marketing Greece is the collaboration of the private tourism sector to promote Greece as a modern and enticing tourism destination. A non-profit initiative of the Greek Tourism Confederation (SETE) and Hellenic Chamber of Hotels, Marketing Greece's shareholder is Greek tourism itself.

With a core mission of supporting the implementation of a unified national tourism strategy, Marketing Greece works complementarily and, wherever possible, in partnership with relevant state bodies including the Greek National Tourism Organization (GNTO).

Marketing Greece is the proud creator and administrator of Discovergreece.com.

Find us at:

E: media@marketinggreece.com

T: +30 2103649080

A: 20 Voukourestiou Str.,
10671, Athens, GR

Follow us on:

Discovergreece.com



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