In Athens was founded in May 2005 as a non-profit organization

In Athens is the official tourism board of the city of Athens, Greece

A partnership between the City of Athens and:

- the Hellenic Hoteliers Chamber
- the Association of Greek Tourism Enterprises
- the Hellenic Association of Tourist and Travel Agencies
- and the Hellenic Retailers Association.
Our Mission:

*In Athens* acts as platform of cooperation between all tourism related agencies and organizations in the Attica region. The Agency’s mission is to draw up a joint strategy for the promotion of the Attica region and present Athens as an attractive year-round tourist destination.

In Athens Projects Include:

* Collaborative Projects
  - Successful bid for hosting the international tourism exhibition “City Break Expo 2007” and the European Cities Tourism annual conference
  - European Union Programs for promoting Athens’ cultural heritage and historical centre

* Research
  - i.e., visitors’ survey
In Athens Projects Include:

Promotion

- Cultural Guide, *Strolling Through Athens*
- Leaflets, DVD
- [www.athenstourism.gr](http://www.athenstourism.gr)

Studies – Projects Underway

- Athens Convention Bureau, targeting business tourism
- Visitors’ Information Network

Trends in City Tourism:


CITY TOURISM IS A GROWTH INDUSTRY:

- New Record Heights in 2004
- Commercial Bednights up by 16.3%
- International Bednights up by 19.4%

- TOURISM IN CITIES GREW AT DOUBLE THE RATE THAN IN NATIONS
  16.3% IN CITIES VS. 6.3% IN NATIONS

- LOW-COST CARRIERS ARE DRIVERS FOR GROWTH
  Especially true of cities in the vicinity of LCC airport
Trends in City Tourism:

• LARGEST OUTBOUND SOURCE MARKETS FOR EUROPEAN CITIES TOURISM IN 2004

1st: USA
2nd: UK
3rd: GERMANY

(WHEREAS) THE FASTEST GROWING NATIONAL OUTBOUND SOURCE MARKET FOR ECT IN THE YEARS 1998-2004:

SPAIN - GROWTH RATE OF 40.5%
UK - GROWTH RATE OF 38.6%
FRANCE - GROWTH RATE OF 26.2%
ITALY AND GERMANY SHOWING STEADY RATE
WEAKEST: USA, SWEDEN AND JAPAN

HIGHLIGHTS:

• CITY TOURISM ACCOUNTS FOR 38% SHARE OF TOTAL EUROPEAN OUTBOUND TRIP VOLUMES

60% Leisure City Breaks
17% Business Related
23% Visits to Friends and Relatives

• CITIES ATTRACT A PROPORTIONALLY HIGHER NUMBER OF FOREIGN VISITORS TO NATIONS

Hence, city tourism developed into major national export income generators (by calculating the VAT VALUE spent by foreign visitors)
FACTORS AFFECTING FUTURE GROWTH OF EUROPEAN CITIES TOURISM:

STRENGTHS:

• INCREASING TRANSPORT AVAILABILITY OF DIRECT LINKS:
  - Low Cost Carrier Phenomenon
  - High Speed Train Networks
  - Increasing Connections And Links Between Modes

• HIGHER EDUCATION RATES INCREASE DEMAND FOR TOURISM WITH CULTURE, HISTORY AND ART PROVIDED BY CITIES

• NEW CITY TRAVEL SERVICES
  - CITY CARD, SPECIAL EVENTS, CULTURAL OFFERS

• KNOWLEDGE SHARING & COOPERATION PRACTICED BY ECT ENHANCES STANDARDS

• COMPETITIVE MARKET PROMOTES GROWTH

OPPORTUNITIES

• THE INTERNET
  - Direct Access to Customers
  - Platform For Branding

• LCCs Ctd GROWTH FACILITATES AND PROMOTES GROWTH OF PASSENGERS SEEKING CITY BREAK TRAVEL

• MODERN LIFESTYLE SHOWS NEED FOR MORE BREAKS OF SHORTER DURATION

• ECONOMIC REBOUND OF FAR EAST ASIAN MARKETS (EX. JAPAN AND KOREA) CREATE LARGE MARKETS WITH VERY HIGH SPENDING PER VISITOR-DAY RATIO
OPPORTUNITIES

• CHINA ON THE FOREFRONT TO BECOMING WORLD’S #1 ECT SOURCE MARET IN THE NEXT DECADE

• CITY TOURISM CATALYST FOR REGENERATION OF URBAN AND INDUSTRIAL AREAS

• CITY TOURISM ENHANCES DOMESTIC TRAVEL
  Increases Sense Of Common Culture And Community

WEAKNESSES

• POLLUTION IN LARGE METROPOLITAN AREAS

• SAFETY IN LARGE SUBURBAN AREAS

• WEAK ECONOMIC GROWTH RATES IN LEADING EUROPEAN NATIONS MAY AFFECT CITY GROWTH RATES

• DEPENDENCY ON EXCHANGE RATE FLUCTUATIONS
OTHER FACTORS

• POLITICAL INSTABILITY IN THE WORLD
• EPIDEMIC DISEASES
• TERRORISM
• SAFETY OF LCCs
• FUEL PRICES

ACCESSIBILITY In Athens:

• The leadership of the City of Athens recognises that tourism and travel constitute social rights.
• In economic terms, tourists are getting older (Europe has an aging population)
• The City of Athens, the Central Government and the private sector have taken a number of (on going) initiatives to improve Athens’ accessibility to people w/ disabilities
The Olympic Games provided the springboard for the initiation of most of these measures and include:

- The construction of 65km of special grooved street sidewalks for the visually impaired
- The installation of over 1,000 street handicap access ramps
- Conducted an awareness campaign, targeting city restaurateurs
- Over the past 6 months, the Municipal Police gave out approx. 15,000 parking tickets in spots reserved for people with disabilities. This number excludes the removal of license plates for similar violations

- A wheelchair elevator has made Acropolis accessible in recent years
- The city's public transportation network is continually taking measures to improve accessibility while our METRO and TRAM networks boast adequate accessibility
- A number of private and public museums as well as a number of private businesses have taken measures towards ensuring accessibility