



CITY OF **THESSALONIKI**

DEPARTMENT OF TOURISM DEVELOPMENT

SEPTEMBER 2017

THESSALONIKI

INVESTMENTS & DEVELOPMENT

Department of Tourism Development, City of Thessaloniki

Thessaloniki

315 BC

Homeland of the two of the greatest man of Humanity
Birthland of the greatest Philosopher

Aristotle

ALEXANDER THE GREAT

ARISTOTLE

Alexander

CHANGE
KINÊSIS
ACTION
QUALITY
ART
ENERGEIA
CAUSE
PHUSIS
MOTION
FORCE5

INVESTMENT
OPPORTUNITIES

CITY OF THESSALONIKI

>>> 200

MONUMENTS & HISTORIC SITES

>>> 30

MUSEUMS

>>> 15

UNESCO MONUMENTS

>>> 200

MAJOR CULTURAL EVENTS

cultural view



15 Unesco Monuments

Byzantine Walls

Rotunda

Church of Hosios David

Basilica of Aghios Dimitrios

Panagia Acheiropoietou

Church of Aghia Sophia

Church of Panayia Chalkeon

Byzantine bath

Church of Aghios Panteleimon

Church of Aghioi Apostoloi

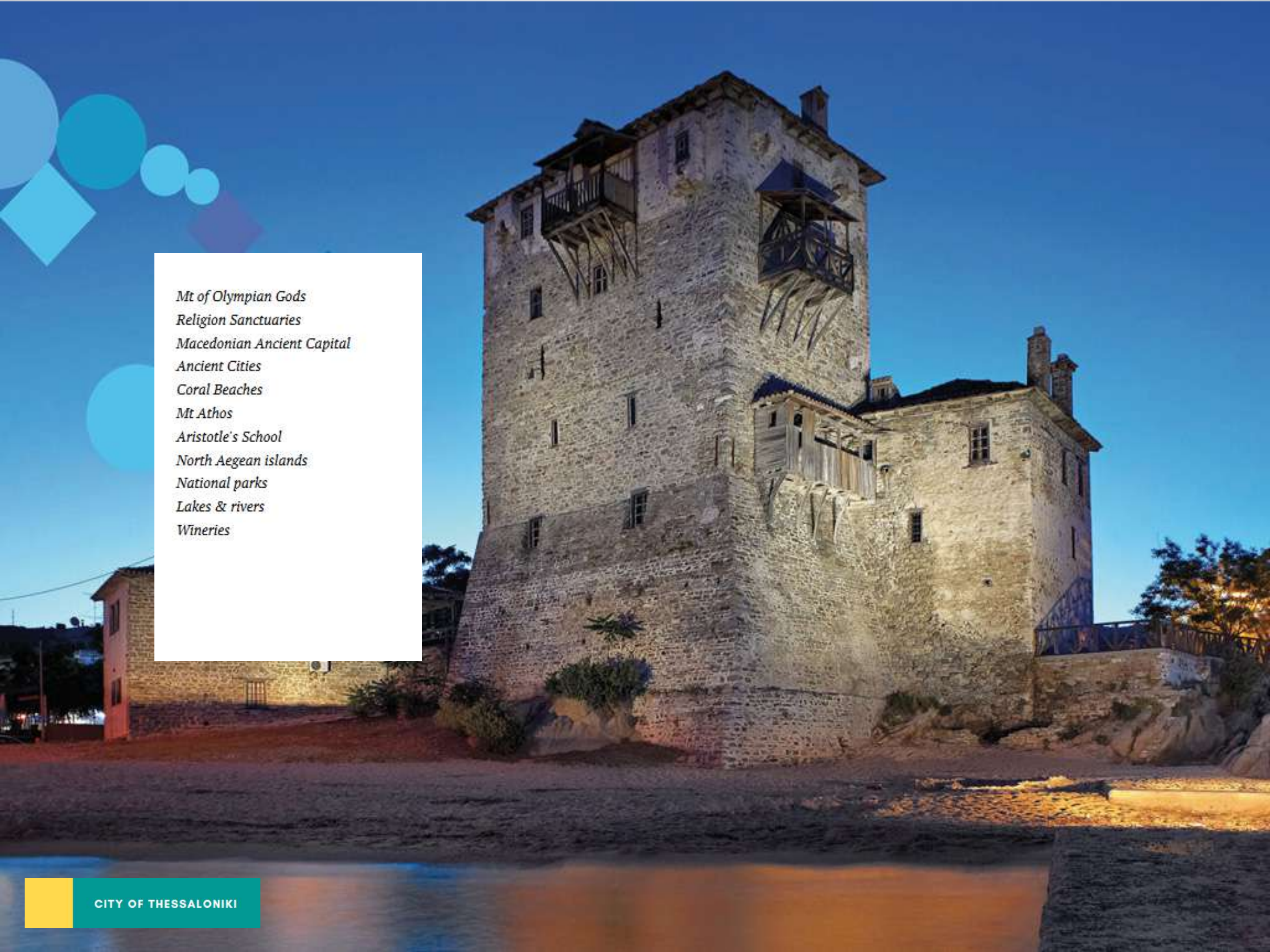
Church of Aghios Nikolaos

Church of Aghia Ekaterini

Church of Metamorphosis

Vlatadon Monastery

Church of Profitis Elias



Mt of Olympian Gods
Religion Sanctuaries
Macedonian Ancient Capital
Ancient Cities
Coral Beaches
Mt Athos
Aristotle's School
North Aegean islands
National parks
Lakes & rivers
Wineries

>>> 1.105.000

POPULATION

>>> 300

DAYS OF SUNSHINE

>>> 150.000

ACADEMIC COMMUNITY

>>> 5.000

FLIGHTS

>>> 5

KM OF URBAN WATERFRONT

>>> 80

DESTINATIONS

| **current numbers**

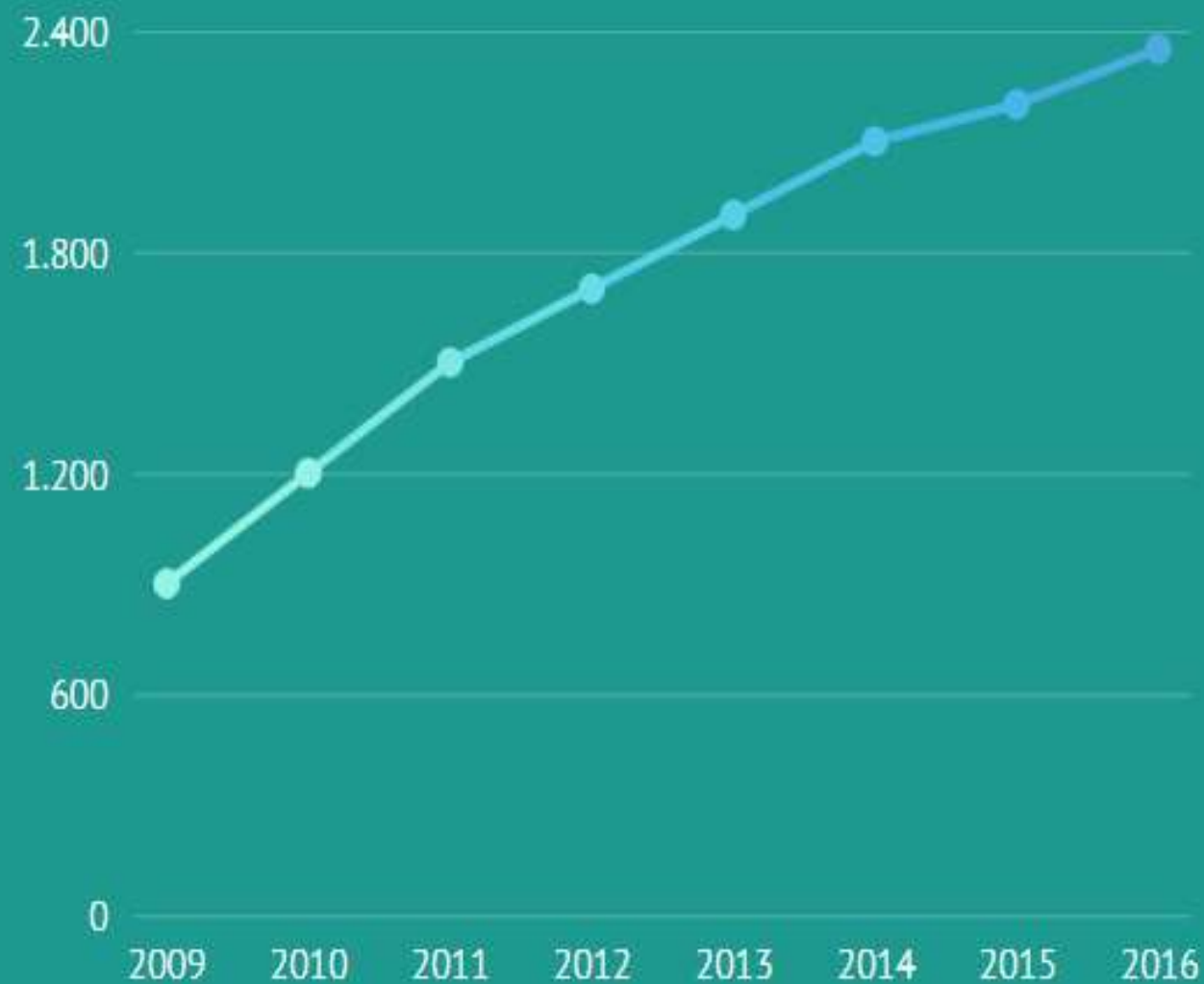


HOTEL OVERNIGHTS

200%

up in Tourism

THE TREND PROGRESSION
OVER THE PAST YEARS





Gastronomic Assets

RESTAURANTS
COFFEE SHOPS
BARS

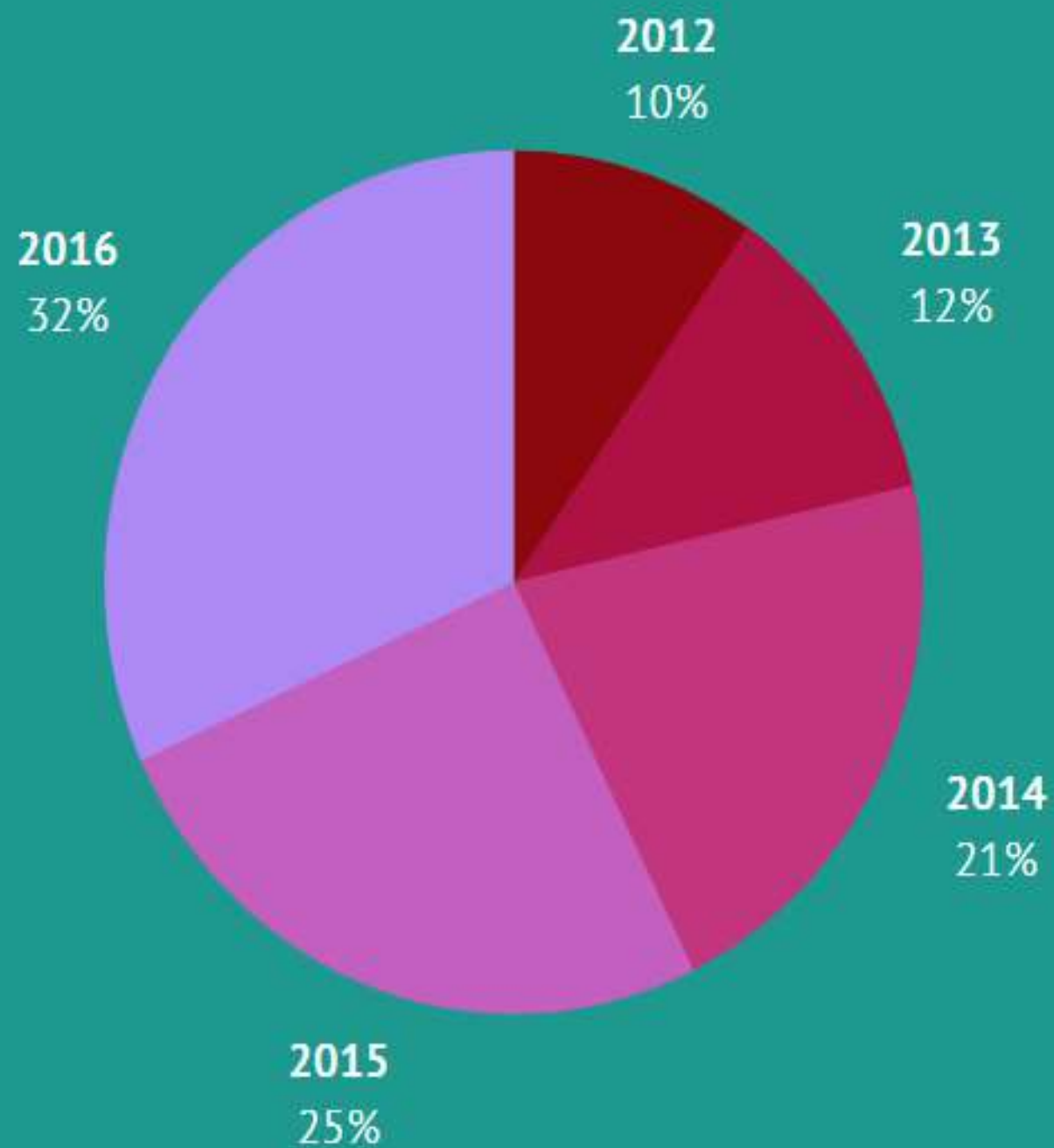


BIGGEST RATE PER CAPITA
IN SE EUROPE

MAKEDONIA AIRPORT

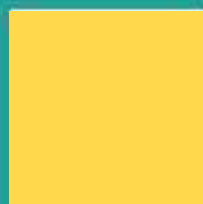
2012 - 2016

19.000.000
PASSENGERS





TOURISM INVESTMENTS



BUSINESS VENUES



SHOPS & MALLS



INVESTMENT PROJECTS

New Touristic Products
Innovative Ideas



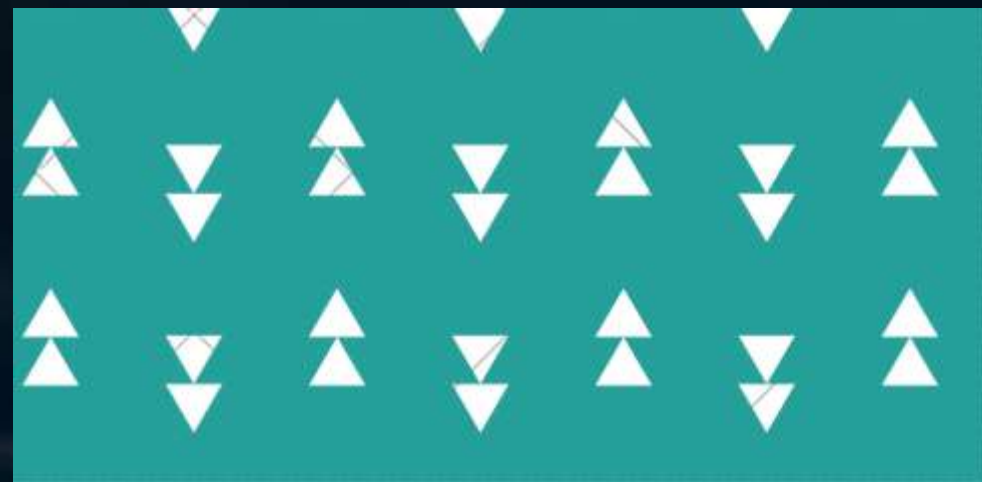
CITY OF THESSALONIKI



2018 - 2021 Thessaloniki New City

Three strategic works in progress bringing the new era

1. Thessaloniki Airport Makedonia
2. Thessaloniki Port
3. Thessaloniki Metro



Makedonia Airport

80 Destinations
Edinbrough - Helsinki
Barcelona - Baku
Tel Aviv - Cairo



Thessaloniki Port

- Deutsche Invest Equity Partners Gmb
- Belterra Investments Ltd
- Terminal Link SAS



METRO

- The Commercial heart of the Ancient City
bellow the Modern one
- The "Byzantine Pompeii" and the most
Hi tech Metro system in Europe

CHANGING THE CITY'S FLOW

Holocaust Museum
Modiano Market
Shopping Centers
Boutique Hotels



The background of the slide is a photograph of two cyclists riding their bikes from left to right. They are silhouetted against a bright, warm sunset sky. The sun is low on the horizon, creating a strong glow and long shadows. The cyclists are in motion, with their legs and arms visible. The overall mood is energetic and positive.

Brainport

INNOVATION RESEARCH VANGUARD

- Thessaloniki Innovation Zone
- Study in Thessaloniki
- OK Thess

THESSALONIKI
INNOVATION
FRIENDLY
DESTINATION



ONE BELT ONE ROAD

ARISTOTLE UNIVERSITY

Confucius Institute

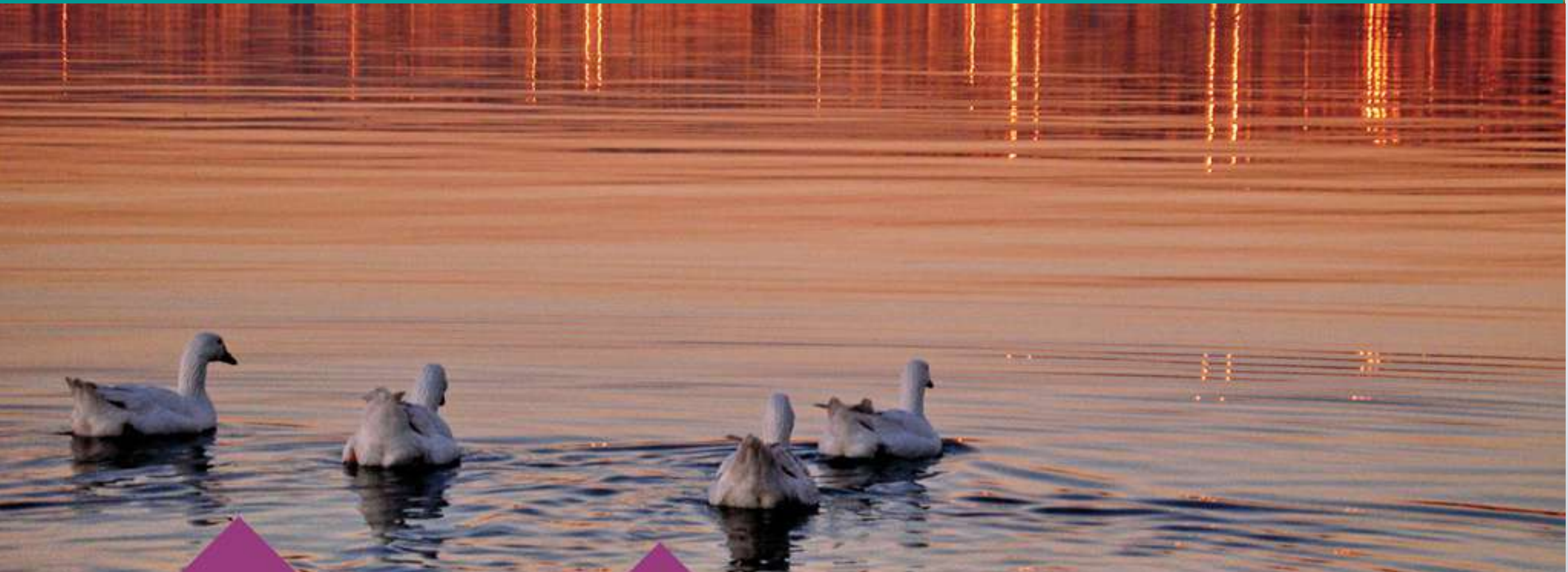
One Belt One Road Observatory

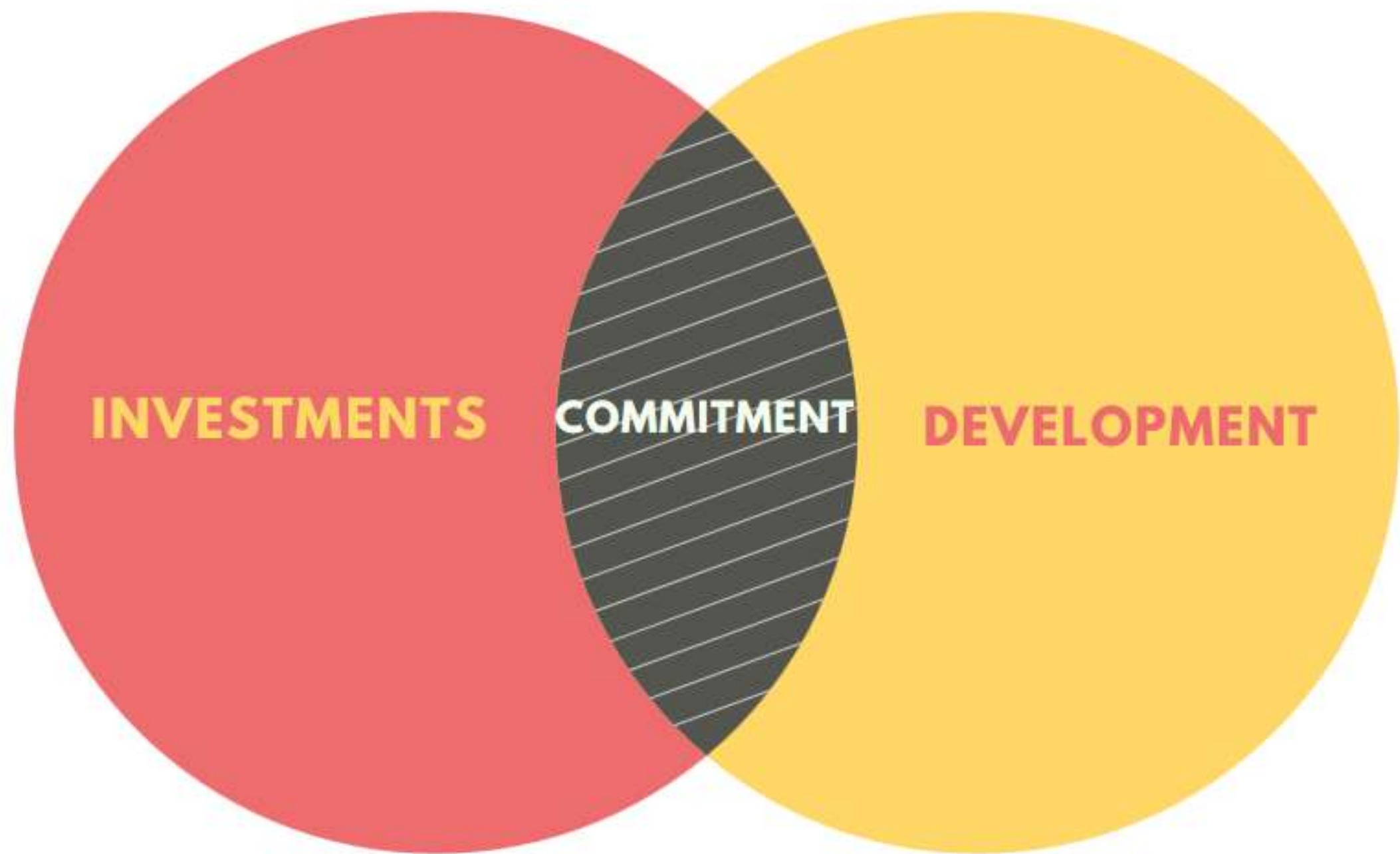
16 Agreements with Chinese Universities

THESSALONIKI BELGRADE

Navigable river link

Connecting Axios river with Danube





S

SPECIFIC

Thessaloniki on the Business map of SE Europe

M

MEASURABLE

Keeping the City's numbers steadily UP

A

ACHIEVABLE

With the advantage of the Human & Material Assets

R

RELEVANT

Changing the City's Investment profile in the long run

T

TIME-BOUND

Making Thessaloniki a NEW CITY by 2022

