



Greek  
Luxury Tourism &   
Gastronomy  
Workshop 

**New York**  
Thursday 16 November 2023

# Greek Luxury Tourism & Gastronomy Workshop



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**REGIONS**



HELLENIC REPUBLIC  
REGION OF ATTICA

## REGION OF ATTICA

**Attica: A multidimensional collection of destinations, for all year round, short break holidays**

You are planning your next short break trip and are looking for a destination that will satisfy all your travel preferences and expectations, any time of year. Is there such a place, that combines many destinations in one? Of course there is: it's Attica and it invites you to discover it!

A modern European metropolis with stunning cultural wealth. Incredible coastline with endless, majestic beaches. Mountain forests of extraordinary natural beauty. Plains with famous vineyards and visitable wineries. Lush green, aristocratic suburbs and a port city that is Greece itself on a miniature scale. Gorgeous picturesque and cosmopolitan islands, a stone's throw away from the city. Rich gastronomic scene, endless shopping, exciting nightlife and alternative tourism experiences for each and every traveller, any time of year. This is Attica! A blessed and hospitable place for all! Captivating ancient and modern culture, fascinating museums and festivals!

The whole of Attica is an open-air museum: here, monuments of worldwide cultural heritage co-exist with modern cultural centres, and world-famous archaeological sites stand side-by-side with stunning contemporary Art museums. Festivals featuring ancient Greek drama, as well as modern music and dance performances are organized all year, spellbinding the audience.

Crystal blue sea, golden sand beaches and alluring islands, each with its own, unique character

Along the cosmopolitan "Attica Riviera", the South coastline that spreads from Faliro to Sounion, you will swim and enjoy a multitude of water sports at beaches with crystal clear waters and golden sand, that have been awarded with the blue flag distinction.

You will stay in luxury resorts that provide the ultimate comfort and indulgence, you will relax and savour your food and drinks in elegant restaurants and bars by the sea.

Memorable gastronomic experiences and wine varieties that taste like the sun and sea of Attica!

The multidimensional culinary scene of Attica, with its vast selection of good food, will satisfy even the most sophisticated taste palates. Everywhere you go in Attica, you will savour unique flavours and dishes made with creativity, love and the purest ingredients that the Attica land has to offer: from Greek meze tavernas, seafood & ouzo places and traditional Greek cuisine restaurants to beer houses, wine bars and all day café-restaurants.

Unlimited shopping and never-ending entertainment!

Shopping lovers will be absolutely thrilled with the countless options offered in Athens, the suburbs and the nearby islands. The alternative travellers' paradise, the most hospitable place for all!

No matter what "unforgettable travel experience" means to you, no matter what you look for in an all year round short break destination, one thing is certain: you will find it in Attica! Nature lovers, hikers and mountain bikers will be amazed by the breathtaking landscapes in Attica, where rocky hills alternate with lush green forests and fascinating paths. Thermal springs with therapeutic waters, monasteries and churches that are architectural monuments of stunning beauty and religious pilgrimage importance, traditional villages and towns that have preserved their authenticity throughout the centuries, athletic events of worldwide magnitude, rooted in Greek history and promoting human values.

For the wedding of your dreams or a short break with luxury and indulgence, for multigenerational holidays or for couples and friends, for the elderly or LGBT travellers, Attica offers the most memorable and unique experiences, the warmest hospitality and the most wonderful surprises!



## REGION OF CRETE

### “Crete- Sense the Authentic Taste”

The Region of Crete, through its central message “Crete - Sense the Authentic”, welcomes its visitors in an authentic landscape, where dominates the deep blue of the sea along with the colors of the Cretan land and a picturesque, unexplored mainland carrying indelible the imprint of History and its ancient civilizations.

With an area of 8,000 km<sup>2</sup>, Crete is the largest island in Greece and the fifth largest island in the Mediterranean Sea. Thanks to its geographical location, at the crossroad of three continents: Europe, Asia and Africa, Crete has a unique climate and a rich and rare biodiversity.

Crete concentrates a wealth of contrasts with constant changes of landscapes, authentic experiences and activities for every season of the year: from the steep and inaccessible peaks of the White Mountains, Psiloritis and Mount Dikti, to the large and impressive plateaus of Omalos, Askifos, Nida and Lassithi and the imposing canyons running vertically the large volumes, all accessible for exploration, - the most famous of which is the canyon of Samaria with a total length of 16 km. And from the sinks and the numerous caves, to the lacy shorelines with the sandy beaches and the blue crystal clear waters, the beaches and the dunes. A natural landscape keeping the visitor constantly alert, causing awe and admiration. Crete has been characterized as the “cradle” of European culture, since here was born the first civilization in Europe, the Minoan, whose splendor stands out in the imposing palaces of Knossos, Phaistos, Malia, Zakros, Kydonia, and also in its newest historical monuments from the time of Byzantium, the Renaissance, the

liberation and integration of Crete in Greece, till nowadays; all indisputable witnesses of the great prosperity of the island.

Over the centuries, from the era of Byzantium to the Renaissance, till the modern history of the island, Crete has always gathered the interest of the known world. The imprint of different historical periods is visible today, to every visitor.

Moreover, Crete is a gastronomic destination, as it is famous for its local cuisine and the unique hospitality of its inhabitants, who honor the traditions of their island. The Cretan diet, synonymous with the “recipe” of longevity, offers a wide variety of flavors and aromas that fascinate all senses.

Finally, the island has a modern transport network that includes 3 international airports, 6 ports for the transfer of visitors and goods, two of which are important stations for cruise ships, and an extensive road network. Also, Crete has a modern tourist infrastructure operating 365 days/year with a variety of accommodation of all categories along with modern infrastructure for sports and leisure activities.

This is the current, modern profile of the authentic Crete inviting its visitors to a life experience of authentic hospitality.

Discover more: <https://www.incrediblecrete.gr>





## REGION OF CENTRAL MACEDONIA

The Region of Central Macedonia is the second largest Greek region, located in the central northern Greece, in the historical area of ancient Macedonia. It is the gate of Greece to Europe, connected with networks of transportation, communication and energy with international importance. Thessaloniki is the capital of the Region having a dynamic role as a metropolis of the Balkan region. It is a strong political, economic and industrial center in northern Greece. The commercial port of Thessaloniki is important for the development of the region. The "Makedonia" international airport is the second largest airport of Greece serving over 5 million passengers annually.

The diversity and high value environmental and cultural tourism resources of Central Macedonia, such as the high quality coasts and beaches especially in Halkidiki and Pieria, the mythical and historical mount Olympus and mount Athos, the Christian, Byzantine, newest and modern cultural heritage of Thessaloniki, the rich ecosystems of lakes and rivers, uplands and mountainous areas of natural beauty, the museums and archaeological sites of Dion - Vergina – Pella – Amphipolis, have set the Region of Central Macedonia amongst the most important tourism destinations in Europe and worldwide.

Region of Central Macedonia is the land where the legends and history, the sun and the sea, the most beautiful Mediterranean coasts meet together inseparably. It is the place where Alexander the Great was born and educated by the greatest philosopher of all times, Aristotle. It is the place where the cultures of the West and the East meet from the ancient times

through via Egnatia, a connecting path of the legendary Silk Road.

In the city of Thessaloniki, the variety in meeting venues is such that you are sure to find one tailored to your needs among the 19 Conference-Exhibition Centers and the 39 Hotels with meeting facilities. They offer latest technology and high quality services and, above all, they are managed by dedicated, welcoming hosts.





## DESTINATIONS





## MUNICIPALITY OF RETHYMNO

### Rethymno all-year-round

In the heart of the island of Crete, embraced by Mount Psiloritis and the White Mountains, Rethymno is one of Europe's best-preserved Renaissance settlements. A cultural crossroads, a superb natural environment, special architecture, unique hospitality, and infinite entertainment options are the elements that make up Rethymno's multidimensional identity. With the walls of Fortezza Castle dominating over the magnificent Old Town, Rethymno combines the Venetian romance with the needs of the modern visitor. In the historic center, visit the Rimondi Fountain, the Venetian harbor with its signature Lighthouse, and the picturesque Loggia, one of the city's oldest buildings. History may be present everywhere in Rethymno. The Museum of Ancient Eleutherna and the Museum of Contemporary Art offer a charming journey to the city's long history as if time has never passed.

Its outstanding natural wealth will impress the nature enthusiasts: imposing canyons, beautiful caves, stone bridges, rare species of fauna and flora, authentic mountain villages, unique walking and cycling routes complete the picture of Rethymno's inland. The outdoor adventure is totally accessible for all, the only thing you need to do is to pick the trails and itineraries that best suit you!

Thanks to its award-winning beaches, Rethymno is an ideal destination for summer vacations. On the north shore with its sandy, organized beaches you can find some of the biggest and most luxurious hotels in the country. The 12 km sandy beach stretches along the east side of the town, where every year 180 Caretta caretta

sea turtles nest. The southern coast hosts some of the most beautiful, untouched exotic beaches of Crete.

Not to be missed: the Carnival of Rethymno, a period of extensive carnival activities, leading up to the Grand Parade with the participation of 15,000 people [www.rethymnocarnival.gr](http://www.rethymnocarnival.gr). The Cretan Diet Festival promotes awarded Cretan products, offers food and wine seminars, and hosts many cultural events [www.cretanfestival.gr](http://www.cretanfestival.gr). The Renaissance Festival blends integrity and durability over 28 years of its presence. It is considered to be one of a kind in the Mediterranean region, a meeting point for local and international artists and performers [www.rfr.gr](http://www.rfr.gr).

Experience Rethymno's vibrant rhythm and get to know the locals, known for their warm hospitality and spiritual authenticity. Visit Rethymno for a memorable holiday experience all-year-round!

For more info visit [www.rethymno.guide](http://www.rethymno.guide)





**HOTELS**



**HYATT**  
REGENCY  
THESSALONIKI

## HYATT REGENCY THESSALONIKI

Luxurious Business or Leisure Retreat in Thessaloniki

Hyatt Regency Thessaloniki offers an exclusive experience for both business and leisure travelers, combining high-quality products with outstanding service. Make yourself at home in our spacious and comfortable guestrooms, enjoy authentic Greek specialties, and have fun in the largest Casino in the Balkans, or unwind at the outdoor pool between meetings.

Only a 5-minute drive from Macedonia International Airport, the Hyatt Regency Thessaloniki offers high-quality banqueting facilities, spacious rooms, state-of-the-art technology and a unique Harmonia spa.

Regency Casino, the largest casino in Balkans, is a 3-minute drive away and free shuttle is available.

Each spacious room in this luxurious international hotel has been fully equipped with the latest in communications technology. Every modern amenity has been provided to ensure guests have a comfortable stay. Free WiFi is available.

Business travelers have access to high-tech conference facilities and the Hyatt can accommodate a variety of business events and special occasions, from large seminars to lavish weddings in indoor and outdoor venues.

Guests have many options for on-site entertainment, with the lively lobby lounge and Mediterranean restaurant, all with lush outdoor garden seating areas.

Club Olympus has an indoor, heated pool, whirlpool with hydromassage jets, sauna and steam room. Sports facilities include a fully equipped fitness center, tennis and squash courts. A large outdoor pool and junior pool, surrounded by lavish gardens, make the venue truly unique.



**ANATOLIA**  
Hospitality



## ANATOLIA HOSPITALITY

Anatolia Hospitality is a family-owned company with a stellar reputation drawing on the extensive experience & know-how of three generations.

Having started in the hotel business in Komotini, Greece, in 1930, the Chrysochoidis family has grown a successful brand that owns three city hotels, the newly established ONOMA Hotel in Thessaloniki, Anatolia Hotel Thessaloniki & Anatolia Hotel Komotini.

Additionally, the group manages and operates Senses Villas & Suites on Mykonos island, as well as, the charming villa with the natural beauty of the surroundings combined with the unique Venetian architecture, Villa Veneziano, on Lefkas island. An integral part of Anatolia Hospitality group, the incoming travel agency ASIT, offers ground handling, tour operation, and DMC services all over the country.

At Anatolia Hospitality, We are our people!

The story of our people is us!  
Getting to know them, is to know us better.





## PALEROS BAY



### PALEROS BAY

In Paleros Bay we design, develop and sell high end properties. We rent a selection of them on behalf of the owners and also rent some exclusive properties that we own. Our company has a holistic approach in order to showcase Paleros, a hidden gem by the Ionian sea, with the best accessibility in the area, due to the new built highway and the airport of Preveza /Aktio. Besides the properties, the company has its own farm with daily produce in order to give an experience to the clients and also support its restaurant. It also has boats for daily island hopping, hiking and wellness centre.

Amethyst Selene suites is a boutique development that we own. It consists of four seafront suites with private infinity pools and privately accessed beach with a teak gazebo for your own personal pleasure just 30 meters away from the comfort of your suite.

Besides Amethyst Selene and our company, we would like to present in New York meetings, Ambrosia, a private estate that will operate from July 2024. It is a 15ha seafront estate which can accommodate up to 42 guests with absolute privacy which merges a high-end luxury accommodation with its own private yacht jetty and helipad with agrotourism so its own extensive?? farm and a farm to table philosophy. The guests will enjoy a variety of activities such as tennis, yoga, basketball, gym, american pool, petanque, outdoor and indoor cinema and a wellness center.



# Mar-Bella

COLLECTION



## MARBELLA COLLECTION

A family-owned group of three luxury hotels dotted around the Ionian Sea in Greece, all carefully curated to suit the ever-changing needs of guests across different stages of their life. The iconic MarBella provides a family-friendly offering perfect for multi-generational families. The adults-only Nido offers a serene hideaway for those seeking to explore the island of Corfu. Elix on the Ionian coast of mainland Greece is an ideal destination for outdoor adventure enthusiasts. All three offer a vast array of tailor-made services allowing guests to explore the local culture in Corfu and Parga. All three of our hotels have secured spots in the prestigious Top 10 Best Resorts in Greece for 2023, as announced by Condé Nast Traveller in their annual Readers' Choice Awards.



SANI | IKOS  
GROUP



## SANI / IKKOS RESORTS

Home to five award winning 5-star hotels, Sani Resort is a destination like no other. Whether seeking an intimate getaway or a fabulous escape where families can enjoy valuable time together, each hotel has its own vibrant and unique personality. Sani Resort is a place where you can explore forests, soak up the sun on seven magnificent beaches, revitalise in any one of the five unique spas, take part in a vast choice of sports and organised activities, experience fabulous entertainment and indulge in a choice of over forty amazing restaurants and bars.

When it comes to pre-conceptions of an all-inclusive holiday, Ikos break the mould! The signature Infinite Lifestyle concept promises an effortless stay across all of the Ikos Resorts. Enjoy distinctive touches such as menus created by Michelin-Star Chefs, cocktails curated by top mixologists, premium spirits and over 300 wines to choose from, 24 hour room service and kids clubs from tots to teens – all included in the holiday cost. For every stay we also include our complimentary Local Discovery in partnership with Tesla, so that you can discover the best of the destination. Why not sample dinner at a selection of local restaurants with our Dine Out concept, where you can enjoy a specially prepared Ikos menu with drinks included.





**TRAVEL AGENCIES**





**Lufthansa City Center**  
Business Travel  
GreeceontheGo



## **LUFTHANSA City Center Business Travel GreeceontheGo**

Business Travel DMC and GreeceontheGo, headquartered in the UNESCO Creative City of Gastronomy, Thessaloniki, Greece, specialize in luxury and gastronomy travel experiences throughout the entire Greek territory.

Our luxury travel services cater to discerning travelers seeking exceptional comfort and exclusivity. From opulent accommodations to private yacht charters and helicopter transfers, we meticulously curate every aspect of the journey. Our tailor-made itineraries go beyond expectations, whether exploring ancient ruins or relaxing on pristine beaches.

Thessaloniki's UNESCO Creative City of Gastronomy status is a testament to Greece's rich culinary heritage, and we are passionate about showcasing it. Our gastronomy travel experiences immerse you in vibrant flavors, traditional recipes, and local ingredients. From private cooking classes to exclusive wine tastings, we unveil the secrets of Greek cuisine.

As proud members of the Lufthansa City Center (LCC) network, our services extend throughout the entire Greek territory. This prestigious membership further strengthens our commitment to providing exceptional travel services and expands our global network to serve you even better. Whether you wish to explore the historical wonders of Athens, the stunning landscapes of Crete, or the idyllic islands of the Aegean, our experienced teams and dedicated partners ensure a seamless and unforgettable travel experience.

With meticulous attention to detail and a commitment to excellence, we flawlessly execute every luxury and gastronomy travel experience. Collaborating closely with clients, we create personalized proposals that cater to their unique needs. Our extensive network of trusted partners, including luxury hotels, villas, renowned chefs and many more, ensures unparalleled access to the best of Greece's offerings.

As we attend the Luxury and Gastronomy Travel event in New York, we eagerly anticipate showcasing our expertise and forging new partnerships. Join us on a journey where luxury and gastronomy intertwine, creating unforgettable memories throughout Greece, with the support of our LCC network membership.





## NAXOS SUN HOLIDAYS

Naxos Sun Holidays is a family-owned business and operates as a DMC Tour Operator in Naxos island, Cyclades, Greece.

Our love for the island and our open heart provided the best qualities to get into to the Tourism Business.

After all, as Greeks, hospitality is in our DNA and as Naxians, journeys are in our culture.

Our agency was first established in 1998 and it was based in the same location until this very day, in Agios Prokopios beach. Our family through the years has evolved to handle all aspects of tourist services, such as ticketing, accommodation, tour guiding, interactive experiences, transfers & rentals etc.

Feel free to look them all up in our website : [www.naxosun.gr](http://www.naxosun.gr)  
Today, we are operating 24/7, all year round, at your disposal to offer suggestions, itineraries, and solutions to fit all vacation needs, interests, and budget for groups or individuals.

If you are looking for the best way to organize your client's vacations in the Cyclades, we are the agency to trust.

Naxos Sun Holidays is the personalized and specialized travel agency that will make their vacation memories unforgettable!  
You make the Decision, We do the Rest





PAX ■ MORE

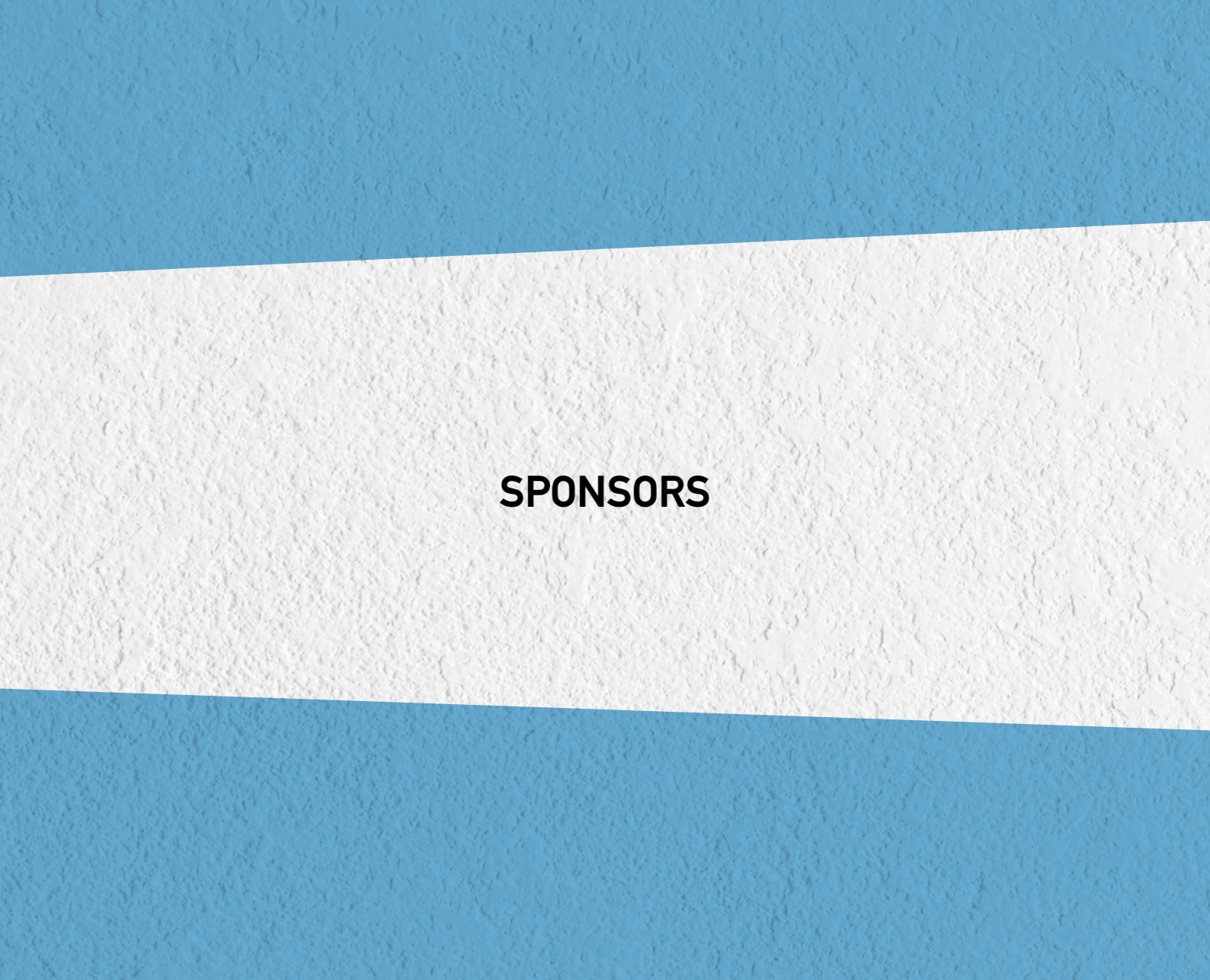
## PAX MORE

Your DMC in Greece

A top Destination Management Company (DMC) based in Greece, offering Destination Management Services for tomorrow, today. We specialise in providing comprehensive solutions for travellers and event organisers for Greece. A 'one-stop-shop', catering for experiential travel and event planning that goes beyond traditional services, adapting to the changing needs of travellers and event organisers. We pride ourselves on our relationships with local suppliers, hotels, tour operators, and other service providers to curate unique travel experiences by leveraging our in-depth knowledge of Greece.

Yorgos Cheretis, Founder & MD - <https://www.paxmore.gr/en t>





**SPONSORS**



## ATHENS INTERNATIONAL AIRPORT

Athens International Airport SA “Eleftherios Venizelos” is responsible for the successful management and operation of the Athens International Airport (AIA). Located in Athens, AIA is the most significant entry point to the country connecting the world to Greece, listed as the 9th best connected airport in Europe by the OAG (Official Airline Guide) Megahubs Index 2023. It serves millions of travellers from over 155 destination-cities in 55 countries, operated by more than 65 carriers. AIA is the largest airport in Greece with 26m+ passengers as of LTM June 2023, representing c. 35% of overall Greek aviation traffic in 2022. Key contributors to this positive outlook remain AIA’s renowned Route development and airline marketing strategy, with one of the most comprehensive and innovative airline incentive schemes internationally and a strategic focus on the promotion of “Destination Athens” through initiatives and synergies. Thanks to its top-notch services, AIA has earned more than 100 significant international distinctions and awards. Being one of Greece’s largest employers, the airport directly and indirectly contributes 4.4% of Greek GDP, generating growth, jobs and value for all its stakeholders and is powering a vibrant airport community of 16,000 people and 300 businesses. A European leader in sustainability, targeting Net Zero Carbon Emissions by 2025 and a global, multi-awarded leader in route development and airline marketing strategy, AIA has also partnered with top brands to extend its business offering on the ground.





## FRAPORT

Fraport Greece is a leading airport operator and management company with a strong presence in Greece. Established in 2017, the company is a joint venture of Fraport AG Frankfurt Airport Services Worldwide, Copelouzos Group and Marguerite (the 2020 European Fund for Energy, Climate Change and Infrastructure). Its primary focus is the management, operations and development of the 14 regional airports on the Greek mainland and islands. Fraport Greece's commitment is the enrichment and enhancement of the passenger experience by modernizing and upgrading airport infrastructure, services and facilities, in line with international standards. Through investments in infrastructure development, environmental sustainability and state-of-the-art technology, Fraport Greece strives to drive economic growth in the regions it serves while promoting tourism and local development. With a strong focus on safety, efficiency and sustainability, Fraport Greece plays a pivotal role in Greece's aviation industry and contributes to the nation's tourism and economic development.



**AEGEAN**



A STAR ALLIANCE MEMBER



## AEGEAN

When flying to Greece, it's not enough to just get you there.

Think of Greece and see images of a welcoming culture. The magic and wonders of Greece stretch from the stunning whites and blues found in islands like Santorini, Mykonos, or Crete all the way to timeless cities like Athens and Thessaloniki. Whether you choose to visit in spring, summer, autumn or winter, Greece is a source of excitement and inspiration – from relaxing breaks by the beach with family and friends to the spontaneity of a city break or even a brief stopover on a business trip. There's no better way to get to this incredible country than with the airline that knows Greece best!

AEGEAN is a member of Star Alliance and Greece's largest airline, operating short and medium haul services of premium quality. In 2013 AEGEAN acquired Olympic Air; as a result, our passengers benefit from increased flight frequencies and connections as well as improved accessibility to Greece's islands.

AEGEAN has been consistently recognized on an international scale. During the Skytrax 2022 award ceremony, AEGEAN was awarded the title of the Best Regional Airline in Europe for the 11th consecutive year.





**ThPA S.A.**  
PORT OF THESSALONIKI



## ThPA S.A.

Port of Thessaloniki

The Port of Thessaloniki is one of the few ports worldwide where the cruise port is in such a proximity to the city center with more than 30 museums, 3 in the premises of the port and 15 sites designated by UNESCO as World Heritage Sites. Additionally, world prominent sights and monuments of Northern Greece such as the tomb of Philip II in Vergina, Dion, Mount Olympus, Amphipolis, Ancient Pella, Pydna, Halkidiki and Mount Athos are all only about an hour away! Thessaloniki is the first and only City of Greece to be a member of UNESCO's Creative Cities Network for offering a creative gastronomy scene. There is a plethora of choices and once the visitors are introduced to the attractions of the city and region they want to explore more.

ThPA S.A. is constantly upgrading cruise facilities, range and quality of services of Thessaloniki Port, developing relationships of mutual trust with cruise lines, with a view to promoting and attracting cruise ships to the port and creating value for the local economy and society. In 2023, ThPA S.A. invested in the creation of an additional modern and fully equipped passenger terminal, to serve intra and extra Schengen cruise ship arrivals. The new cruise terminal, which became fully operational in July 2023, a total area of 2000 m<sup>2</sup>, 2 additional berthing positions and is capable of handling more than 6.000 passengers and crews of two ships simultaneously.

ThPA S.A., listed on the Athens Exchange since 2001, handles containers, conventional cargo, operates the free zone of the Port in accordance with tax and customs legislation currently

in force authorized with AEO license, offers reliable and cost-efficient logistics solutions and intermodal rail services with direct rail connectivity between the Port of Thessaloniki and Bulgaria (Sofia), Serbia (Nis) and the Republic of North Macedonia (Skopje) and serves passenger traffic through cruise and ferry.







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