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Επιχειρηματικότητα στην
τοπική κοινωνία εν μέσω πανδημία

Τουρισμός





Pre Covid Time

Η συμβολή του τουρισμού στην ελληνική οικονομία το 2018

ΑΠΑΣΧΟΛΗΣΗ ΣΤΟΝ ΤΟΥΡΙΣΜΟ
(χιλιάδες εργαζόμενοι)



ΤΑΞΙΔΙΩΤΙΚΕΣ ΕΙΣΠΡΑΞΕΙΣ
(περ. κρουαζιέρα)

2017	2018
€14,6 δισ.	€16,3 δισ.
+ 11,3%	

ΕΞΑΓΩΓΕΣ ΑΓΑΘΩΝ
(περ. πλοία & καύσιμα)

2017	2018
€28 δισ.	€32,4 δισ.
+ 15,5%	

(εκτός πλοίων & καυσίμων)

2017	2018
€20 δισ.	€22,2 δισ.
+ 10,8%	

ΠΗΓΗ: ΙΝΣΕΤΕ, ΤΥΕ, ΕΛΣΤΑΤ

Η ΚΑΘΗΜΕΡΙΝΗ



Thessaloniki
Many stories, one heart

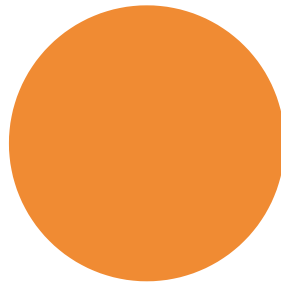
2011 :
75% Έλληνες - 25%
Αλλοδαποί
2018:
46% Έλληνες - 54%
Αλλοδαποί



2014 est.



- 219 Worldwide
- 111 in Europe



Thessaloniki is moving up
to Europe Top40!



2019 ICCA Ranking
39th Position in Europe (53th in 2018)
70th Position Worldwide (93th in 2018)



The case of Thessaloniki



SOMEWHERE FOR THE WEEKEND: THESSALONIKI

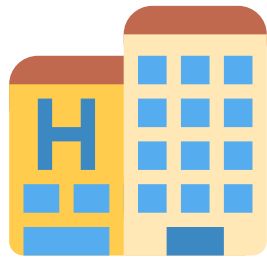
Greece's second city has been bombed, burned and bailed out but has never lost its creative core. And now it's on a bit of a roll

words by RACHEL HOWARD

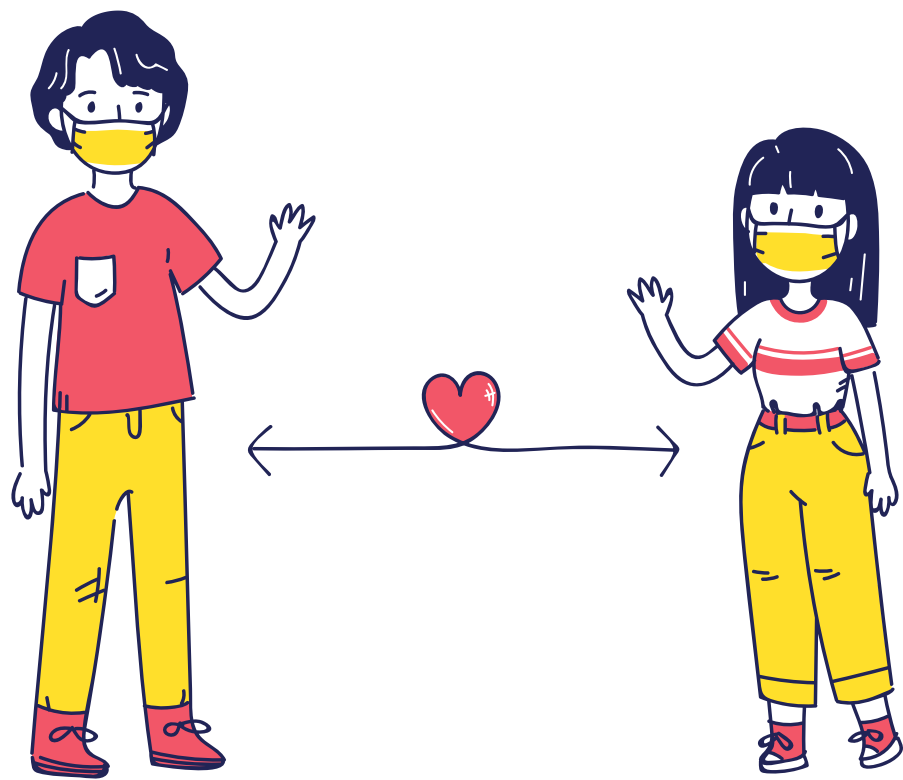
IF THE GERMANS could see us now, they'd never give us any more loans,' says my friend Efi. She has a point. On a Friday night on Thessaloniki's Valaoritou Street, it's hard to believe Greece is dicing with deficit. Skaters in baseball caps shoot pool at low-lit cocktail bar *La Doze*, a glossy crowd lingers beside paintings of rioters upstairs at *Toss Gallery*, the cotto-and-rockert pizzas are flying out of the ovens at *Poselli*, and an electro-punk outfit called *Bitch Wavez* plays the packed-out

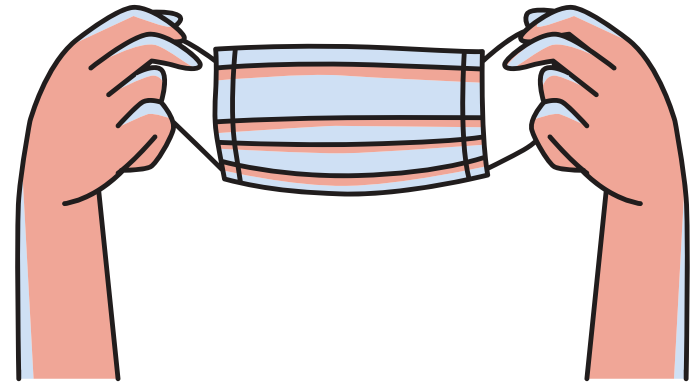


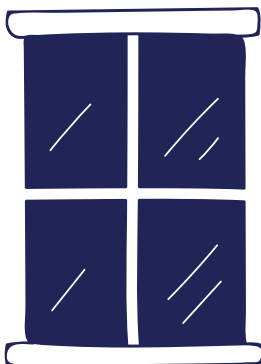
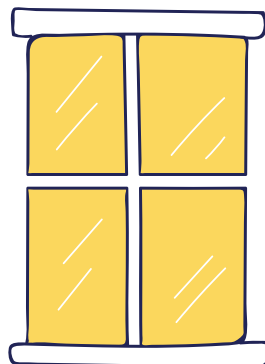
The case of Thessaloniki



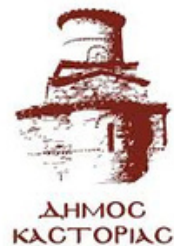
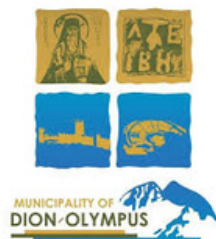
The case of Thessaloniki







‘WISE RAM’



Thessaloniki · Greece



‘WR’



ΔΗΜΟΣ
ΔΙΟΥ-ΟΛΥΜΠΟΥ



OLYMPUS
riviera



A DIVINE DESTINATION
DION • OLYMPUS

OLYMPUS riviera

CANYONING



ORLIA STREAM

▲ 400 m

CULTURAL WALKS



CYCLING



PLAKA BEACH



WATERSPORTS

LEPTOKARIA BEACH

▲ 2.918 m

MT. OLYMPUS



PARAGLIDING

NATIONAL PARK OF OLYMPUS



HIKING, CANYONING

▲ 440 m

OLD PANTELEIMONAS VILLAGE



SIGHTSEEING

NEI FORI

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DION • OLYMPUS

ORLIAS CANYON

Orlias canyon is a magical environment in the eastern slopes of Mount Olympus. In a green and spectacular area flow the crystal waters of the gorge and there are many slides and small pools for diving and swimming.



CANYONING

▲ 400 m

A DIVINE DESTINATION
DION • OLYMPUS

ANO SKOTINA

Ano Skotina is an old settlement on the southeastern side of Mount Olympus. It has hotels, taverns, restaurants, and offers every form of alternative tourism like mountain bike, climbing, hiking etc. Impressive is the huge plane tree in the main square, next to the Church of the Dormition of the "Theotokos", which celebrates every year on August 15.



SIGHTSEEING

▲ 600 m

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MOUNT OLYMPUS

Mt Olympus has a variety of mountain biking rides. Someone can choose from big bike-packing adventures, to challenging downhill riding, and from xc mega rides to shorter enduro mountain biking! All of these rides can lead to the beaches of the Aegean Sea, giving an added value riding in Mt Olympus.

MOUNTAIN BIKE



▲ 700 m

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MOUNT OLYMPUS

Experience riding in the foothills of Mount Olympus. Choose a relaxing introduction to horse riding, or a challenging half-day or full-day adventure. Enjoy horse riding by Enipeas gorge and waterfalls. The wonders of nature are often closer to us than we think.

HORSE RIDING



A DIVINE DESTINATION
DION • OLYMPUS

ARCHAEOLOGICAL PARK OF DION

The archeological excavations in Dion, the holy city of the Macedonians, brought to light many findings, which prove the existence of a brilliant civilization and one of the most important Macedonian cities.

CULTURAL WALKS



A DIVINE DESTINATION
DION • OLYMPUS

▲ 30 m

