



Athens

As of April 23 and for a year, Athens will be known as the “World Book Capital” for 2018. Under the slogan “Books Everywhere”, the Greek

capital will celebrate with a series of book-related events across the city. Events will include round table discussions with beloved Greek and foreign authors. World Book Capital” is a global UNESCO cultural event.



Thessaloniki

Thessaloniki will host the 8th UNWTO International Meeting on Silk Road Tourism during October 9-12. A “landmark event for Central

Macedonia”, the 8th UNWTO International Meeting on Silk Road Tourism is an important opportunity for ministers and experts to discuss the challenges and opportunities for successfully developing tourism along the maritime and continental Silk Road.



Crete

Holidaymakers on Crete this summer will be able to experience sustainable agricultural products at their hotels. Within the framework

of the TUI Care Foundation project on the island that connects local farmers with local hotels, the first eight sustainable wines from indigenous varieties on Crete will be ready for tasting in the 2018 summer season. Since the project launched in 2017, 190 olive farmers and wine growers have joined the initiative.



Halkidiki

A Greek-Russian Business Forum for Tourism will take place in Halkidiki in June, as one of the main actions for the Year of Tourism

2017-2018 initiative between Greece and Russia. The initiative was among the main topics discussed between Tourism Minister Elena Kountoura and Deputy Culture Minister of the Russian Federation Alla Manilova during the Moscow International Travel and Tourism Exhibition (MITT) 2018 in March.



Peloponnese

The Peloponnese region came into the international spotlight in March on occasion of the World Tourism Forum Lucerne (WTFLL) Think

Tank 2018 held for the first time in Greece at the Costa Navarino in Pylos and served as a stepping stone for the further promotion of the area. “The Peloponnese will be the new emerging Greek destination over the next 20 years,” the region’s governor Petros Tatoulis said while addressing global tourism leaders.



Lesvos

The Molyvos Tourism Association has launched its “Lesvos: After All, It’s Still the Aegean!” campaign, aiming to shape the island’s

communication strategy, change impressions of the island and generally re-establish Lesvos on the tourism market while taking into account the refugee crisis. The “Lesvos: After All, It’s Still the Aegean!” campaign was designed by ACT MBA program students.



Delphi

The Municipality of Delphi and Enterprise Greece have signed a memorandum of cooperation for the development of the properties

currently managed by the municipality for tourism, culture and other purposes. Under the agreement, Enterprise Greece will proceed with the necessary studies and the issuing of licenses for new investments to take place in the area. Both parts will then present their plans to potential investors from Greece and abroad.



Kalymnos

The Kalymnos Hoteliers Association has launched a new online platform — www.kalymnos.remenu.net — that includes informa-

tion on the island’s local products and certified breakfast menu. The new platform is part of a series of new initiatives and activities to promote the tourism offerings and gastronomy of the Dodecanese island. The association is aiming for the local producers of Kalymnos to offer their products through the platform to the rest of the world.