



ΔΗΜΟΣ  
ΑΘΗΝΑΙΩΝ

# ATHENS CITY FESTIVAL

01.05 – 31.05.2023

# ABOUT

**ATHENS  
CITY FESTIVAL**  
01.05 – 31.05.2023

The Athens City Festival was created by the City of Athens to celebrate spring in the city we all love.

For the second consecutive year, from May 1 to 31, Athenians and visitors had the chance to discover Athens in bloom at more than 270 events including street parties, park picnics, concerts, museum nights, and fun events for all ages. With an audience of over 170.000 people, it became a key factor in the promotion of the city's cultural product since its visitors got familiar with what the city has to offer year-round, in just a few days.

With 4 thematic pillars, "Exhibitions", "Entertainment", "Gastro-Culture", and "Outdoor Athens", Athens City Festival covers a wide range of events that apply to all tastes, genders and ages, making it easy for groups of people to get involved. ACF has something for everybody.





# OBJECTIVES

**ATHENS  
CITY FESTIVAL**  
01.05 - 31.05.2023

- Increase tourism
- Foster the arts
- Increase community involvement
- Increase pride in being an Athenian
- Increase revenues for the municipality and local businesses
- Promote the city's brand



# SUMMARY



**1  
FESTIVAL**



**1  
MONTH**



**435  
ENTITIES**



**312 COMPANIES**



**35 EVENT AGENCIES**



**48 INSTITUTIONS**



**27 MUSEUMS**



**15 RADIO STATIONS**



**3500 +  
PROFESSIONALS**



**270 +  
EVENTS**



**250.000 +  
VISITORS**



**1 CITY  
ATHENS**



**706  
RADIO MENTIONS**



**2190  
RADIO SPOTS**



# VISITORS

ATHENS  
CITY FESTIVAL  
01.05 - 31.05.2023

In 2023, ACF saw a dramatic increase in its visitor's numbers. From the 50.000 + attendants of the festival's 1st year, this number more than tripled to a rough estimate of 170.000 people that attended one or more of the events.

There were many factors that lead to this successful outcome. A rise in the number of events, sold out at their majority, the profile of the events that intrigued people as well as the brand awareness that the festival gained in 2022 that proved to be a really helpful tool.

All these and many more, made ACF 23 a not to be missed, cultural "offering" to both locals and visitors, by the City of Athens.

170.000+

50.000+

2022

2023

# PRODUCTION



A successful festival is not something that happens by chance. A great number of people must collaborate smoothly for a seamless result. ACF 23 is proud that has succeeded in bringing together **435** entities, many of them unknown to each other, that have provided a workforce of **3500+** professionals, committed to making May, a month of knowledge, culture and joy, in the City of Athens.

**48** institutions, **27** museums, **35** event agencies, **312** companies and **3.500** people joining forces for a unique cause, is an impressive sum and a record that ACF will be looking to break, in its '24 edition.



# PILLARS

ATHENS  
CITY FESTIVAL  
01.05 - 31.05.2023



91 x ENTERTAINMENT



21 x GASTRO CULTURE



67 x OUTDOOR ATHENS



93 x EXHIBITIONS



# EVENTS

ATHENS  
CITY FESTIVAL  
01.05 - 31.05.2023

FREE

168 events out of a total of 270+ were free of charge for the participants during the ACF '23. Either on a first come first served basis or through an in house reservation mechanism, all those interested, had the chance to attend a great number of top notch events with no cost at all.



# EXHIBITIONS

Athens is proud for its history, its cultural heritage and Art as a whole. City museums and art spaces participated in Athens City Festival with extended visiting hours, by organizing original events as well as with small-scale events in their outdoor spaces and courtyards.

It was an attempt to integrate these spaces into the everyday life of citizens. To make them friendlier, to adopt a different approach and new communication codes. We have witnessed images where exhibits have momentarily acquired the glamor they deserve in the digital world, with public posts on social media being uploaded non-stop, on the occasion of a cocktail or a dinner. We saw cyclists flocking to galleries with helmets in hand, admiring and discussing international trends in the Arts. We saw walkers enthralled by the exhibits of the Geoastrophysics Museum, after a unique walk in the surrounding hills. Actions that mix spaces and bring together worlds that are apparently so different, that they are adjacent.





# GASTRO-CULTURE

ATHENS  
CITY FESTIVAL  
01.05 - 31.05.2023

During the last decade, street food is not just a Social Media phenomenon, it plays an important role in the process of choosing a holiday destination. Growing more and more intense in a digital world full of culinary trips being among the top searches on the popular YouTube platform and leading to an ever-growing trend.

Gastronomy was chosen as one of the main pillars of Athens City Festival, in an effort to further highlight the richness of Greek and Mediterranean cuisine, but at the same time, the domestic look at the cuisines of the world through the very successful efforts of the street food industry, the biggest trend on the global culinary maps.





# OUTDOOR ATHENS

ATHENS  
CITY FESTIVAL  
01.05 - 31.05.2023

Outdoor recreation does not require a countryside. No physical fitness or experience required. Athens City Festival proved this and gave visitors the opportunity to enjoy unique activities in the urban environment.

On foot, with a bicycle or a wheelchair, they were able to discover what is happening in Athens. All that was "required" was a smile and an appetite for exploration.



# ENTERTAINMENT



Under the label of entertainment, ACF 2022 brought together all those actions that make the city an entertainment destination. All those authentic experiences that a visitor will seek for and will bring back upon returning, advertising Athens.

Cinema, with the unique for every visitor, open air cinema phenomenon, that fascinates and leaves amazing and unforgettable impressions.

The concerts of Greek and foreign artists, residents of Athens as well as guests, who find the Attic setting unique in the world. Live shows were hosted under the Acropolis, in gardens, in hidden and remote squares and were filled with people and music from every corner of the earth.

The parties. The city experienced unprecedented scenes. Residents and visitors found themselves in unique situations, gathered in spaces that they couldn't even imagine someone would turn into a club.





# RADIO

**ATHENS  
CITY FESTIVAL**  
01.05 - 31.05.2023

**15 RADIO  
STATIONS**

**1.757.000  
TOTAL AUDIENCE**

**2190  
RADIO SPOTS**

**706  
RADIO MENTIONS**

**2700'  
AIR TIME**

**317.135€  
AIR TIME VALUE**

# DIGITAL CAMPAIGN



## THIS IS ATHENS ORGANIC SoMe RESULTS

- 4 Channels (Facebook, Instagram, Facebook ACVB, LinkedIn)
- 59 Days of Publicity
- 28 Posts (9 from ACVB)
- 53 Stories
- Posts Impressions 169.219
- Stories Impressions 56549
- Engagement 7761



# DIGITAL CAMPAIGN

ATHENS  
CITY FESTIVAL  
01.05 - 31.05.2023

Φαντασία  
ή  
Θάνατος

## THIS IS ATHENS FLASH NEWSLETTER

- Sent on 26th April
- 7943 Recipients
- 4113 Opened (52.1%)
- 849 Clicks (10.8%)



# DIGITAL CAMPAIGN



## SOJERN CAMPAIGN RESULTS

Campaign by the numbers

- ▶ DACH,FR,UK,IT
- ▶ Dates: 13/04 – 10/05
- ▶ 2.9 M Impressions delivered
- ▶ 2.2 M Completed Views
- ▶ 77.8% Average Completion Rate
- ▶ 0.17% Average CTR Rate
- ▶ 45,000 EUR Budget





## GLOBAL MEDIA CAMPAIGNS RESULTS

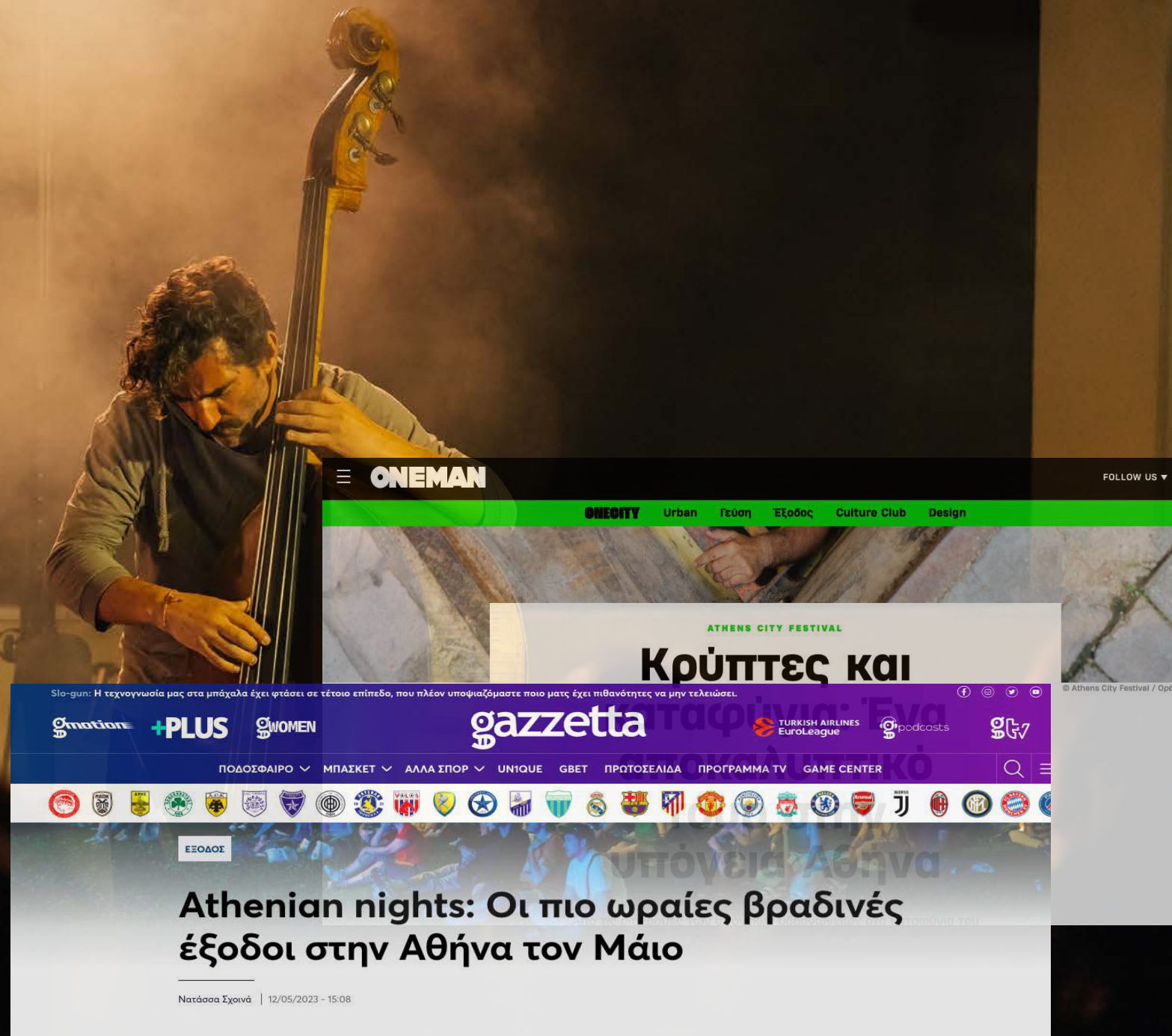
CAMPAIGNS	IMPRESSIONS	LINK CLICKS	ENGAGEMENTS	AD SPEND	CPE	VIEWS	CTR	MEDIA PLAN GUARANTEED UNITS
Eparxia Project	1,337,055	726	36,994	€1,997.7	€0.05	N/A	0.05%	Added value campaigns, no pre-defined guaranteed benchmark.
Facebook Traffic Ads	707,567	15,152	17,021	€1,183.4	€0.04	N/A	2.14%	11,938 (clicks)
Facebook Engagement Ads	415,730	5,862	21,488	€1,289.3	€0.06	N/A	1.41%	5,700 (post engagements)
YouTube TrueView In-Stream Ads	249,017	318	N/A	€2,009.9	N/A	118,232	0.13%	72,400 (video views)
YouTube Bumpers Ads	1,177,117	1,143	N/A	€3,531.4	N/A	N/A	0.10%	1,166,667 (impressions)
Programmatic Display Ads	1,162,726	1,605	N/A	€10,005.0	N/A	N/A	0.14%	1,142,867 (impressions)
<b>TOTAL</b>	<b>5,049,212</b>	<b>24,806</b>	<b>75,503</b>	<b>€20,016.6</b>	<b>0.05</b>	<b>118,232</b>	<b>0.66%</b>	



# MEDIA REPORT (organic features)

PRESS RELEASES : 11

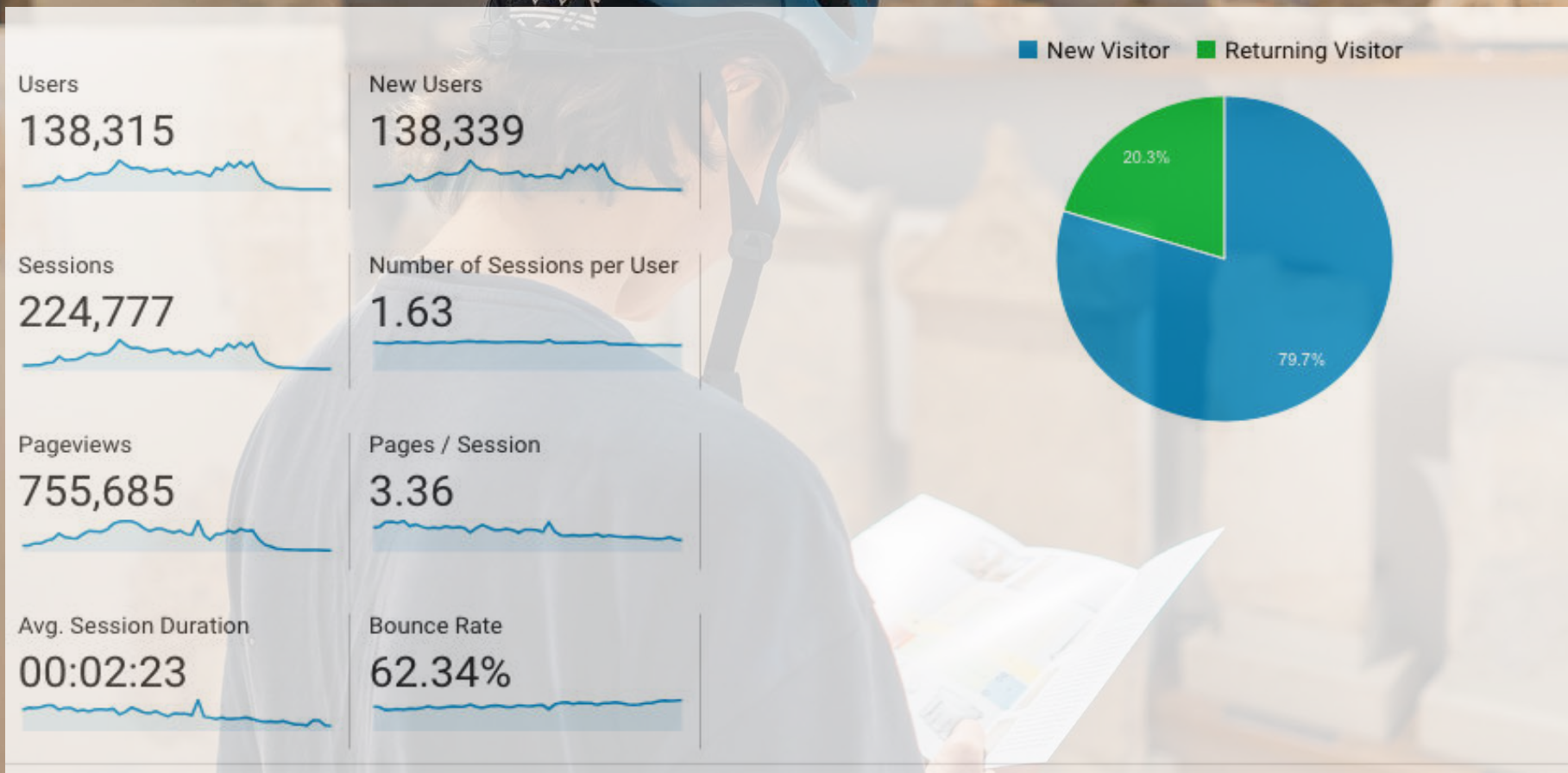
PRESS MENTIONS : 500





# GOOGLE ANALYTICS

## users





# GOOGLE ANALYTICS

## country of origin

Country ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	138,315 % of Total: 100.00% (138,315)	138,545 % of Total: 100.15% (138,339)	224,777 % of Total: 100.00% (224,777)	62.34% Avg for View: 62.34% (0.00%)	3.36 Avg for View: 3.36 (0.00%)	00:02:23 Avg for View: 00:02:23 (0.00%)
1. 🇬🇷 Greece	115,319 (80.50%)	113,695 (82.06%)	187,867 (83.58%)	61.95%	3.48	00:02:27
2. 🇺🇸 United States	12,440 (8.68%)	10,661 (7.69%)	16,572 (7.37%)	68.60%	2.43	00:01:46
3. 🇩🇪 Germany	1,765 (1.23%)	1,581 (1.14%)	2,492 (1.11%)	58.47%	3.20	00:02:27
4. 🇬🇧 United Kingdom	1,708 (1.19%)	1,594 (1.15%)	2,209 (0.98%)	61.20%	2.92	00:01:50
5. 🇫🇷 France	1,689 (1.18%)	1,602 (1.16%)	2,233 (0.99%)	60.90%	2.79	00:02:12
6. 🇮🇹 Italy	1,310 (0.91%)	1,256 (0.91%)	1,587 (0.71%)	72.40%	2.21	00:01:25
7. 🇦🇫 Afghanistan	1,137 (0.79%)	870 (0.63%)	1,457 (0.65%)	66.92%	2.62	00:02:04
8. 🇮🇱 Israel	882 (0.62%)	849 (0.61%)	1,175 (0.52%)	56.09%	3.45	00:02:34
9. 🇨🇾 Cyprus	605 (0.42%)	576 (0.42%)	748 (0.33%)	64.17%	2.70	00:01:39
10. 🇳🇱 Netherlands	556 (0.39%)	513 (0.37%)	785 (0.35%)	54.90%	3.51	00:02:43



# GOOGLE ANALYTICS

## sources

A woman with long brown hair, wearing a dark sleeveless dress, stands at a podium in the foreground, facing a large audience. The audience is seated in rows of white chairs, filling a large hall with tall, light-colored columns. The scene is brightly lit, suggesting a formal event or conference.

ORGANIC SEARCH : 36.4 %

SOCIAL : 29.7 %

DIRECT : 20.6 %

REFERRAL : 17.3 %

EMAIL : 0.6 %

PAID SEARCH : 0.4 %



# REFERRAL TRAFFIC

## top 20 (users)

ATHINORAMA : 4891

POPAGANDA : 4432

THIS IS ATHENS : 3000

24 MEDIA (ONEMAN,  
NEWS24..) : 2402

LIFO : 1205

CULTURE IS ATHENS : 931

ARTANDLIFE : 921

GAZZETTA : 858



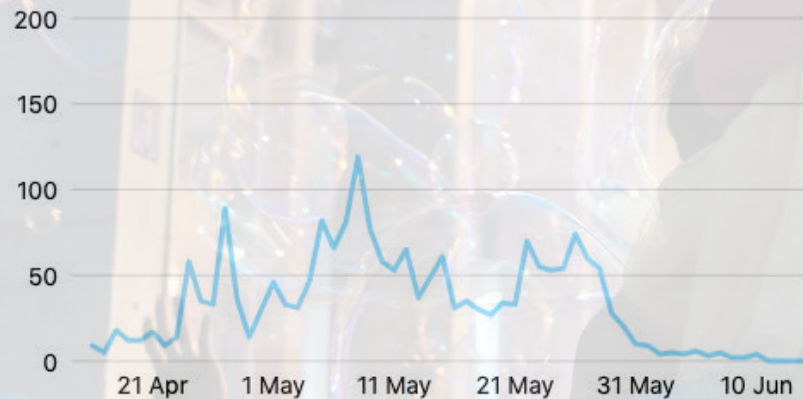
# SODIAL MEDIA

## New likes / follows

### New likes and follows

Facebook Page new likes ⓘ

1,993 ↑ 2.0K%



New Instagram followers ⓘ

6,016 ↑ 693.7%





# SODIAL MEDIA

## Page / profile visits

### Page and profile visits

#### Facebook Page visits ⓘ

59,997 ↑ 2.5K%



#### Instagram profile visits ⓘ

41,064 ↑ 1.3K%





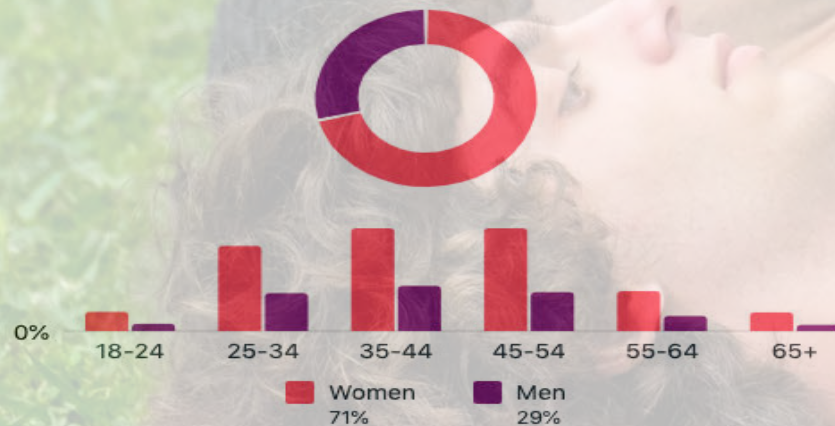
# SODIAL MEDIA

## Audience gender / age

Facebook Page followers ⓘ

10,781

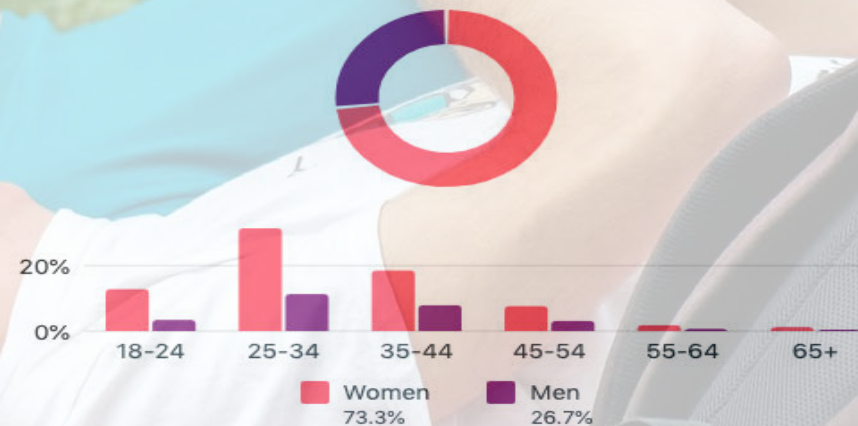
Age & gender ⓘ



Instagram followers ⓘ

11,120

Age & gender ⓘ





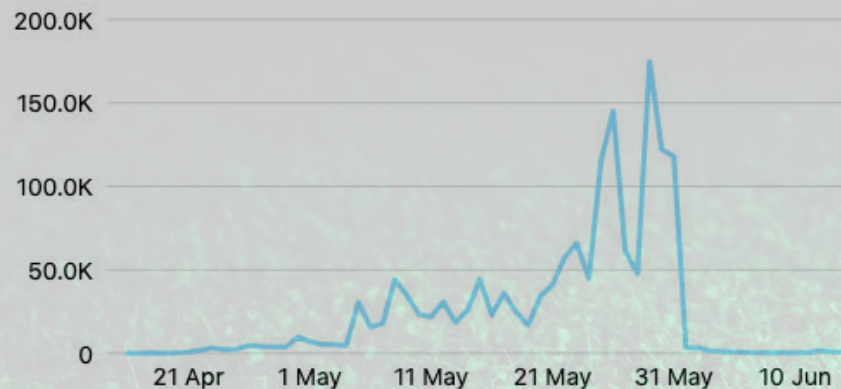
# SODIAL MEDIA

## Reach

### Reach

Facebook reach ⓘ

685,523 ↑ 7.3K%



Instagram reach ⓘ

539,784 ↑ 7.7K%





# SODIAL MEDIA

## Posts



**ΤΟ ΚΑΛΥΤΕΡΟ CLUBBING ΓΙΝΕΤΑΙ ΣΤΟΝ ΔΡΟΜΟ!** Με ήχους ηλεκτρονικής μουσικής και κόσμο που χόρευε ασταμάτητα γέμισε η Βαρβάκειος Αγορά, το βράδυ της Κυριακής. Το #AthensCityFestival υποδέχτηκε χιλιάδες Αθηναίους και επισκέπτες στο απόλυτο...

Fri, 19 May

Post reach	Engagement
255,904	12,347



**Η ΑΘΗΝΑ ΖΕΙ ΔΥΝΑΤΑ!** Το #AthensCityFestival συνεχίζει να γεμίζει την πόλη με εκδηλώσεις. Χορέψαμε, τραγουδήσαμε, απολαύσαμε αγαπημένους καλλιτέχνες, ακούσαμε ιστορίες και παραμύθια, περιηγηθήκαμε και ανακαλύψαμε κρυφές γωνιές....

Wed, 24 May

Post reach	Engagement
240,395	973



**Το μεγαλύτερο φεστιβάλ jazz μουσικής στην Ελλάδα επιστρέφει για 22η χρονιά πιο δυναμικό και ανατρεπτικό από ποτέ!** Ετοιμαστείτε για εβδομάδα γεμάτη μουσική, παράλληλες δράσεις και εκπλήξεις από 21 σπουδαίους διεθνείς καλλιτέχνες της jazz,...

Fri, 19 May

Post reach	Engagement
164,763	2,951



**Ο Ψαρογιώργης με το λαούτο του έφερε όλη τη μουσική παράδοση της Κρήτης στην Αρχαία Ρωμαϊκή Αγορά και η Σαβίνα Γιαννάτου μάγεψε με την μοναδική της φωνή όσους βρέθηκαν στη στοά Αττάλου. Ο εμβληματικός μουσικός με την τεράστια...**

Sun, 21 May

Post reach	Engagement
69,712	3,422



**Από τη Γη στον Ουρανό - ένας τελευταίος περίπατος απομένει στις 25/05 (στα αγγλικά)! Οι φωτογραφίες είναι από την προηγούμενη διαδρομή αρχαιολογικού και αστρονομικού ενδιαφέροντος που πραγματοποιήθηκε στους λόφους γύρω από το...**

Tues, 23 May

Post reach	Engagement
64,289	5,257



**Αρχαιολόγοι του National Archaeological Museum / Εθνικό Αρχαιολογικό Μουσείο ξενάγησαν τους συμμετέχοντες της ξενάγησης στα μυστικά της αρχαίας ίασης. Άγνωστες αρχαιότητες από τον κόσμο των αποθηκών, αρχαίες θερμοφόρες, με τα...**

Tues, 30 May

Post reach	Engagement
45,619	762

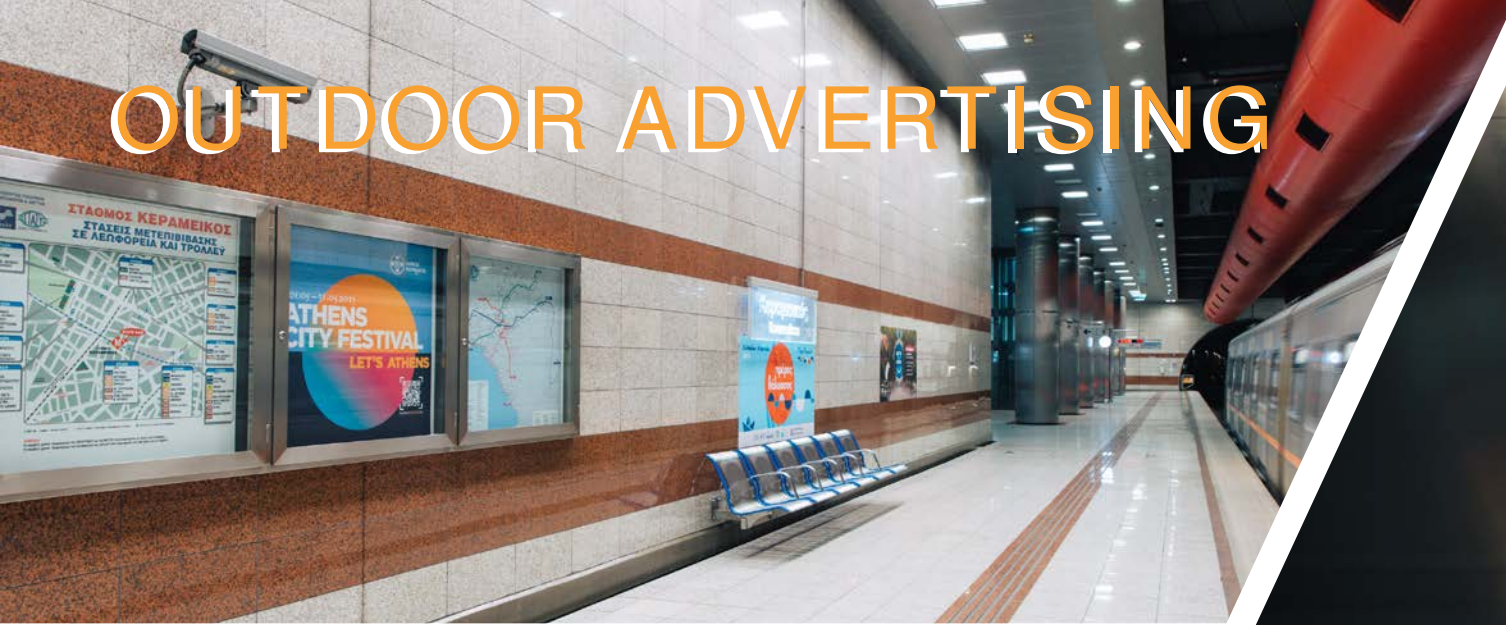


# OUTDOOR ADVERTISING





# OUTDOOR ADVERTISING



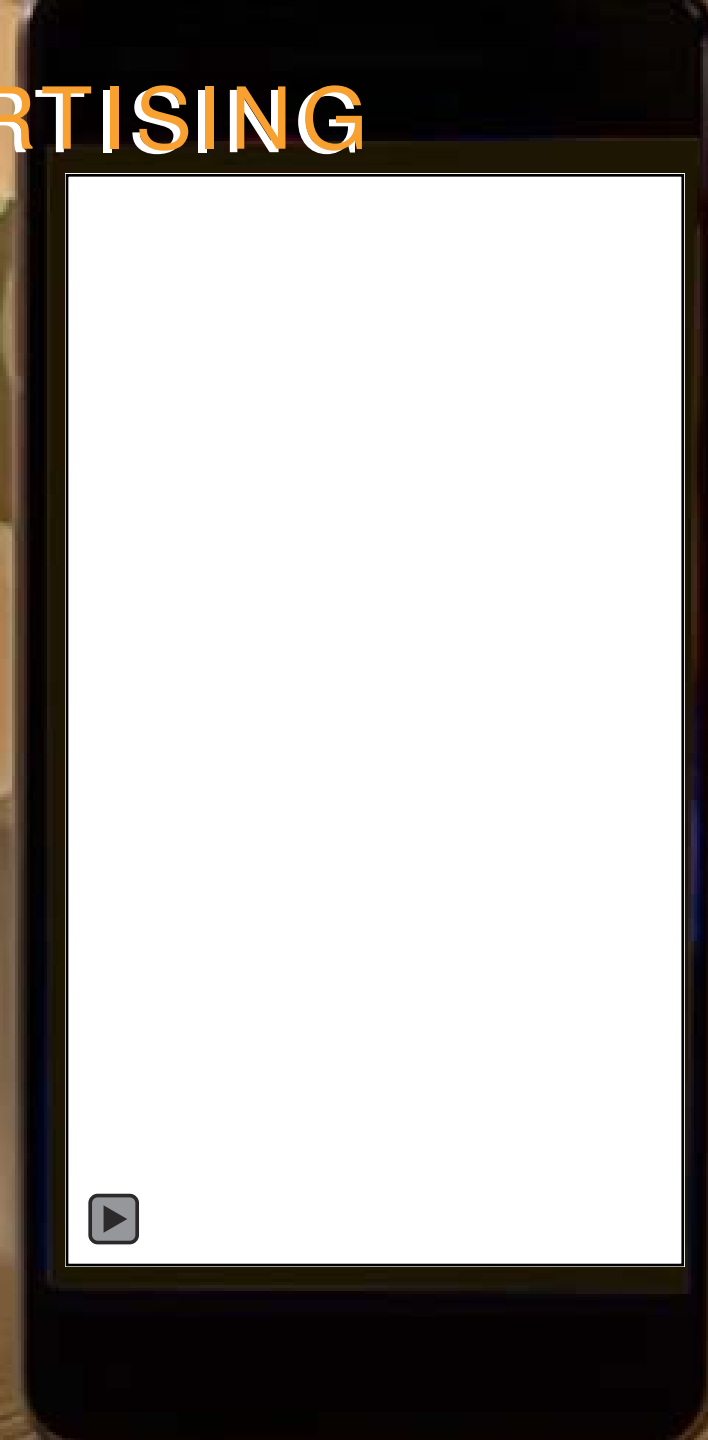
## OUTDOOR ADVERTISING FORMATS ACF '23

- ▶ 30 Ad-towers in central parts of the city
- ▶ 50 bus stops + 6 bus shelters
- ▶ 15 metro stations
  - 15 banners and 31 frames
  - video and still image at the platforms and the new subway trains
- ▶ Tram:
  - Video and still image in the train.





# OUTDOOR ADVERTISING





# PRINT MEDIA







ποπ για αφηρημένους

[illegible]

ΣΤΟ ΠΙΚΑΝΤΟ  
THOMAS BANGALTER - MYTHOLOGIES

[illegible]

ΔΗΜΟΣ  
ΑΘΗΝΑΙΩΝ