

# ATHENS

THE BEST EXPERIENCES  
AND UNMISSIBLE ATTRACTIONS

MAY 2024



## CUISINE GREEK

Try delicious Greek cuisine, discover  
cafes, bars and restaurants.  
A unique experience for visitors

# 12

## ATTRACTIONS

Explore the most important  
tourist attractions and make the most of  
your stay in the city





# LETTER TO THE READER

Dear colleagues and business partners

As we approach the highly anticipated **CM Experience Summit** in Athens, it is with great excitement that we share some thoughts and perspectives on this unmissable event and our participation as ABAI Group.

The choice of Athens as the location for this year's event goes beyond a mere logistical decision. It will be in this inspiring scenario, where Western civilization has its references of Democracy, Philosophy, Art and Culture, that, together, we will explore the secrets of consumer behavior and everything that involves the decision-making process.

The panels will be our chance to understand in detail the psychological factors that influence decisions, to assimilate the principles that guide the architecture of choice and to understand cognitive biases and the subtleties of human decision-making. This gigantic brainstorming will give us the unique opportunity to discuss the importance of storytelling and how it is our asset in influencing behavior.

As ABAI Group, we participate in this historic moment with our feet and mind in the future, always keeping an

eye on the trends and movements that shape the direction of our market. From avatars to BPO services, we will bring you our innovative digital solutions that stand out in the global market and that not only meet the needs of our customers, but also anticipate and exceed their expectations.

In preparation for the event, we launched this special magazine that delves into the History and Culture of Athens, highlighting its typical dishes, recommendations for renowned restaurants and tourist attractions that are worth a look and a visit.

For us, this event is not just about networking and business opportunities, but also about learning and inspiration. So we're eager to share our experiences, learn from industry experts, and collaborate with our peers to drive innovation and growth.

We are sure that participating in the CM Experience Summit will be a significant milestone in our journey as a company. I hope to meet you during the event and in future opportunities to share valuable insights that will certainly boost not only the success of your company, but that of all of us.

Sincerely,



**Octávio Fernandes**  
CEO, ABAI Group Brazil



**Roberto Ribeiro**  
Commercial Executive Director

**Error:** In the printed edition of the **ATHENS TRAVEL GUIDE**, on page 2, **LETTER TO THE READER**, the name of the event was not assigned correctly. Where it says Web Summit it should read **CM EXPERIENCE SUMMIT**. The digital edition was updated on 05/09/24.

## ATHENS TRAVEL GUIDE

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# 02

## TOURISM IN ATHENS

**Athens**, one of the oldest inhabited cities, played a fundamental role in the development of Democracy and is the cradle of a culture where great philosophers, artists and writers lived. Today, it is one of the cities richest in archaeological remains that are famous throughout the world.

Tourism in Athens mainly revolves around archaeological sites, which are visited daily by millions of tourists. The **Acropolis**, the **Parthenon**, the **Temple of Olympian Zeus** and many other monuments are unmissable attractions. From the era of Classical Greece to the Roman Period, it is possible to explore the main archaeological sites, museums, temples, parks and squares. Furthermore, the city offers a rich theater scene, music and a variety of shows.

Athens has a wide range of tourist attractions to explore, with information available on practically all monuments and in various locations around the city.

Traveling to Athens means immersing yourself in Greek Culture, not only visiting its monuments, but also trying its cuisine. Dishes such as saganaki, pikilia, tzatziki, koulouris and especially moussaka (a type of lasagna made with minced lamb, eggplant and tomato) are unmissable. Knowing the typical dishes and knowing where to try them is also part of the experience in Athens.





# 03

## DEMOCRACY & **CULTURAL** HERITAGE

**THE CITY PLAYED A FUNDAMENTAL ROLE IN THE DEVELOPMENT OF WESTERN CIVILIZATION, BECOMING THE CRADLE OF GREEK DEMOCRACY, PHILOSOPHY, ART AND CULTURE.**

Athens has been inhabited since the Neolithic period, around 3000 BC. However, its rise as one of the main city-states of Greece occurred during the Mycenaean period (1600-1100 BC), when it was known as "Cecropia", named after its legendary founder, Cecrops. During this period, Athens was ruled by mythical kings such as Theseus and later by a series of aristocratic rulers.

In the 8th century BC, Athens underwent a period of significant political and social reforms, known as the "Dracon Revolution". This was followed by the legislation of the archon Solon, which introduced democratic reforms, abolished debt slavery and established a code of laws. However, it was during the rule of Cleisthenes, in 508 BC, that Athens became a radical democracy, in which all male citizens had the right to participate in the Assembly and political decisions.

Athens' golden period, known as the "Golden Age", occurred during the 5th and 4th centuries BC. It was at this time that Athens reached its cultural, political and economic peak. The political leader Pericles was a central figure of this period,

and under his leadership, Athens flourished as a center of learning, art, and architecture. The construction of the Acropolis and the Parthenon during the rule of Pericles is an enduring testament to the greatness of that era.

However, the rise of Athens aroused the envy of other Greek city-states, especially Sparta. This culminated in the Peloponnesian War (431-404 BC), a prolonged conflict between Athens and Sparta and their respective leagues. Although Athens was defeated, its cultural influence continued to thrive during the Hellenistic and Roman periods, with prominent figures such as Socrates, Plato, Aristotle, and many others contributing to its intellectual legacy.

During Roman domination, Athens lost some of its political importance, but continued to be a cultural and intellectual center. With the rise of Christianity and the barbarian invasions, Athens went into decline, and its population decreased considerably.

In the 19th century, Athens became the capital of newly independent Greece, undergoing rapid modernization and expansion. The city has preserved many of its ancient monuments. Today it is a major tourist destination, attracting millions of visitors from around the world who come to admire its rich history and cultural heritage.



# 04

## "GOLDEN AGE"

**Cultural Bloom:** During this period, Athens emerged as a center of learning through philosophy, art and architecture. Great thinkers such as Socrates, Plato and Aristotle were active at this time, contributing to the development of Western Philosophy. In fact, playwrights such as Aeschylus, Sophocles and Euripides produced some of the most important tragedies in history. The city also saw the emergence of comedy, with Aristophanes as one of its prominent representatives.

**Architectural Development:** Athens became known for its monumental architecture, especially the construction of the Acropolis and the Parthenon. Under the supervision of architects such as Iktinos and Callicrates, these buildings were erected to honor the gods and celebrate the glory of Athens. The Parthenon, in particular, is considered one of the most important examples of Doric architecture and has been a source of inspiration for architects around the world.

**Democratic Expansion:** During the Golden Age, Athens achieved a high level of political development, establishing radical Democracy. Under Pericles' leadership, all male citizens had the right to participate in the Assembly and political decisions. This brought a new era of civic participation and public debate, making Athens a model for later democracies around the world.

**Economic Prosperity:** The wealth and power of Athens during that time was largely driven by its economic prosperity. The city benefited from maritime trade, establishing trade routes throughout the Mediterranean. The Athenian currency, the Drachma, became one of the most important currencies of the ancient world, contributing to the economic stability and prestige of Athens.

In short, the Golden Age of Athens was a period of great achievement and influence, leaving a lasting legacy that is still admired and studied today.



Image 1: Statue of Pericles, general of Athens during the Golden Age

Image 2: Acropolis Museum in Athens

Image 3: Old 50 Drachma banknote from Greece (1955)



The Temple of Poseidon, located at Cape Sounion, about 70 km south of Athens, is one of the most impressive monuments in Ancient Greece. This temple dedicated to the sea god Poseidon was built in the 5th century BC during the Classical Period of Greece.





# 05

## ALL ABOUT GREECE

### TIME ZONE

Time zone in Greece (GMT+3)  
Summer time 2024 (Greece) from:  
03:00 Sunday, March 31st until  
04:00 Sunday, October 27th.  
All times are in Western European Time  
The time is six hours ahead of the official Brasília  
time. This way, if it is 8am in Brazil, it is 2pm in Greece.

### LANGUAGE

The official language is Greek. However, as it is a tourist country, most people (hotel staff, bars, restaurants and guides) speak English. Therefore, you don't need to worry about communication if you don't know the language.

### COIN

The official currency of Greece is the Euro €, whose code is EUR. The exchange rate varies daily.  
Available banknotes: €5, €10, €20, €50, €100, €200 and €500. Each has a distinct color and size  
Coins: 1 cent, 2 cents, 10 cents, 20 cents, 50 cents, €1 and €2.  
All Euro coins have a common European side and a national side, which identifies the issuing country

### CLIMATE

The weather in May already has more pleasant and warm temperatures, varying between 16°C and 25°C in the capital (and being even hotter on the islands). The days have more hours of sunlight and very little rain

### TIP

Tipping is optional and they usually don't expect to receive it. Therefore, in bars, taxis and hotels, it is up to each tourist to give or not to give a small amount of extra coins.

### GREECE IN MAY

May is a great month for those who want stable climate, sunny days and still enjoy the low season. During this period, prices will be more affordable, destinations will be quieter and it will be possible to enjoy the trip through Greece will be calmer. The disadvantage of May is that the sea still it will be cold, which may not help bathing when going to the beaches in Greece.



# 06

## 12 ATTRACTIONS

Explore the most important tourist attractions and make the most of your stay in the city



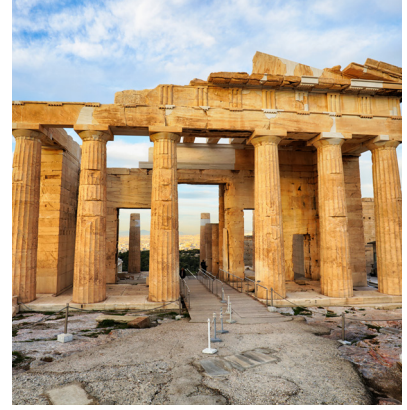




**1. Acropolis:** Towering majestically above the city, the Acropolis is the historical and cultural heart of Athens. Home to some of the most famous monuments of the ancient world, such as the Parthenon, the Erechtheion and the Temple of Athena Nice. The Acropolis is a must-visit for everyone who wants to understand the heritage of Greek civilization.



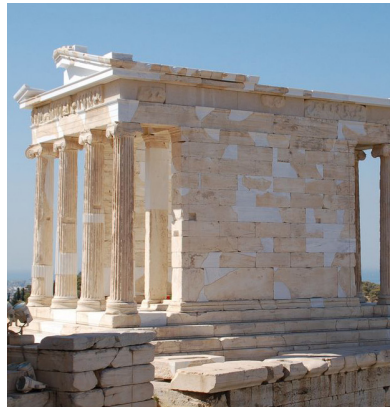
**2. Parthenon:** The Parthenon is the main building of the Acropolis architectural complex, as well as being the greatest symbol of the beauty of the classical architecture of Ancient Greece. Built between 447 and 432 BC, the imposing Doric-style building was created to protect a colossal sculpture of Athena Parthenos.



**3. Propylaea:** Built between 437 and 432 BC, the Propylaea was the grand entrance to the Acropolis. It was a rectangular central building composed of Doric columns that delimited five access doors with different functions and two side wings.



**4. Erechtheion:** Built between the years 420 and 406 BC, the Erechtheion is an Ionic temple built in the most sacred place on the Acropolis, where the goddess Athena made the first olive tree in Greek lands bloom. The most striking area of the Erechtheion is the roof of the South gallery, which is supported by the Caryatids, six columns with a feminine appearance.



**5. Temple of Athena Nike:** The Temple of Athena Nike, on the south wing of the Propylaea, was built in 420 BC to celebrate the victory of the Greeks over the Persians in the Battle of Salamis. The small temple built in the Ionic style housed an image of Athena Nike, symbol of victory, who had her wings cut off so that she could not leave Athens.



**6. Odeon of Herodes Atticus:** This building, also called the Odeon of Herodes Atticus or Herodeion, is located on the southwest slope of the Acropolis in Athens. The theater dates back to 161 BC, when it was built by Herod Atticus in honor of his wife. The main function was theater and musical performances and plays were held on its stage.

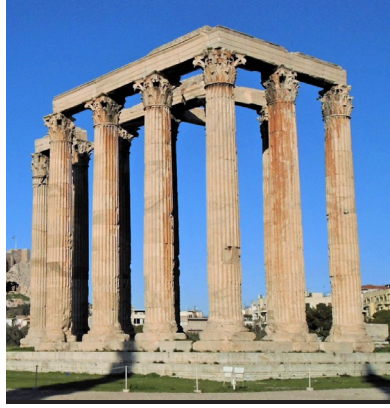
## Acropolis of Athens



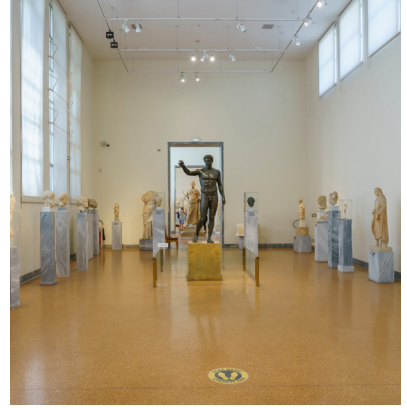




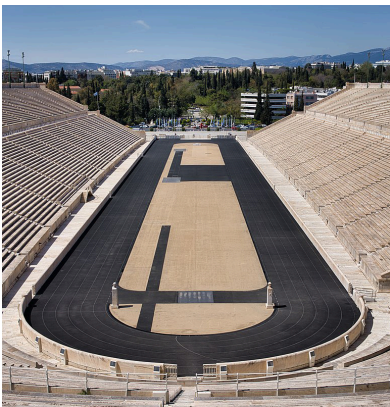
**7. Temple of Poseidon:** The temple of Poseidon was built in 444 to 440 BC. There were 42 6-meter white marble columns. The prayer room had a 20-foot-tall bronze statue of Poseidon. The Temple of Poseidon is at Cape Sounion, about 80 kilometers from Athens by car.



**8. Temple of Olympian Zeus:** Another impressive monument in Athens is the Temple of Olympian Zeus, also known as Olimpeion. Today, only a few columns remain standing, the grandeur of this temple dedicated to the supreme god of Olympus is undeniable, providing the splendor of ancient Athens.



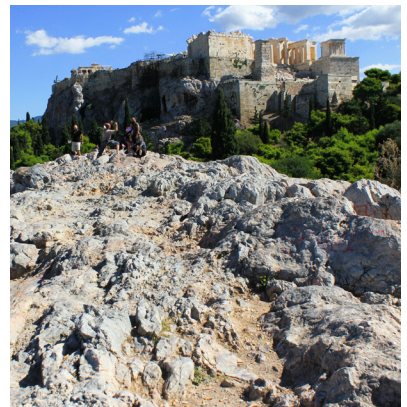
**9. National Archaeological Museum:** For a more immersive experience into Athens' rich history, the National Archaeological Museum is a must-see. Housing a vast collection of artifacts dating back from prehistory to the Roman Era, the museum offers a comprehensive overview of the culture and art of Ancient Greece.



**10. Panathenaic Stadium:** It was the site of the first modern Olympic Games in 1896. The Panathenaic Stadium is an important historical monument that evokes the spirit of athletic competition in Ancient Greece. Visitors can walk the original marble track and explore the adjacent museum to learn more about Olympic history.



**11. Ancient Agora:** As the political, social and commercial center of ancient Athens, the Ancient Agora is an archaeological treasure that reveals the everyday aspects of life in Ancient Greece. Highlights include the Temple of Hephaestus, the Stoa of Attalus and the Altar of the Twelve Gods, which offer a fascinating window into the city's past.



**12. Areopagus Hill:** A small elevation that to some may seem like just a rock, where you can enjoy one of the most beautiful views of the city of Athens. From this point, you can see the hills of Lycabettus, Filopappos and Ardeto, as well as the green areas of the city, which are increasingly rare, and distant Piraeus. From here, we can contemplate the grandeur of this city.

#### Location

In the center of Athens.

#### Time

From April 1st to October 31st: from 8am to 8pm.

#### Price average

Adults: €20

Students: €10

Adult combined ticket: €30

Combined student ticket: €15

\*Combo ticket includes Acropolis, Ancient Agora, Roman Agora,

Kerameikos, Temple of Olympian Zeus, Hadrian's Library and Aristotle's Lyceum.

#### Guided tour, average price:

Guided tour + Acropolis and its Museum €92

#### Transport

Metro: Monastiraki, lines 1 and 3; Akropoli, line 2.

#### Nearby places

Athens Parthenon (31 m)

Kanellopoulos Museum (144 m)









# 07

# CUISINE GREEK

Greek cuisine is a celebration of fresh, vibrant flavors, a harmonious blend of Eastern and Western influences that reflects Greece's unique geographic position.

**What makes Greek food so special?** Maybe it's the combination of fresh local ingredients, like olive oil, feta, olives, mint and oregano, with traditional cooking techniques passed down from generation to generation. Or, perhaps, it's the way the food is served - with love, generosity and a true sense of hospitality.





Here are some dishes and delicacies that you can't miss when visiting Athens:

**Moussaka:** One of the most famous Greek specialties, moussaka is a type of lasagna made with layers of eggplant, ground meat (usually lamb), tomato sauce and white sauce. It is baked in the oven until golden and delicious.

**Souvlaki:** A classic of Greek cuisine, souvlaki is a skewer of meat (pork or chicken) grilled and served with pita bread, tzatziki sauce (made with yogurt, cucumber and garlic) and side dishes such as tomato, onion and French fries.

**Horiatiki Salata (Greek salad):** Simple, fresh and delicious. Greek salad is made with tomatoes, cucumber, red onion, olives, feta cheese and olive oil. It is a light and refreshing option to accompany any meal.

**Spanakopita:** A traditional Greek pie made with puff pastry and filled with spinach, feta cheese, onion and seasoning. It is a popular option as an appetizer or snack.

**Dolmades:** Grape leaves stuffed with a mixture of rice, ground meat, onion and seasonings, cooked in a lemon and olive oil sauce. It is a tasty and aromatic delicacy.

**Saganaki:** A popular starter dish, saganaki consists of cheese (usually feta or kasseri cheese) breaded and fried, served with a squeeze of lemon. It's a delicious option.

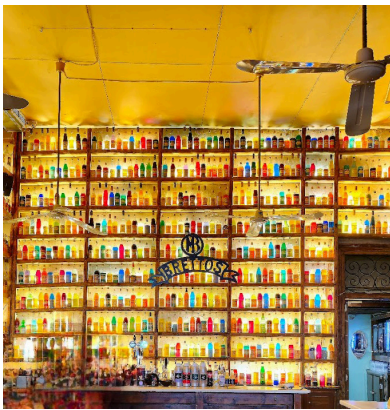
**Gyros:** Similar to souvlaki, gyros is a Greek version of kebab, made with meat (pork, chicken or lamb) grilled and served in pita bread with tzatziki sauce and vegetables.

In addition to these traditional dishes, be sure to try the variety of fresh seafood available in Athens, such as grilled squid, Greek-style octopus and fresh Mediterranean fish. And, of course, don't forget to accompany your meals with a good glass of Greek wine or ouzo, the traditional anise-based alcoholic drink. Enjoy your gastronomic experience in Athens!





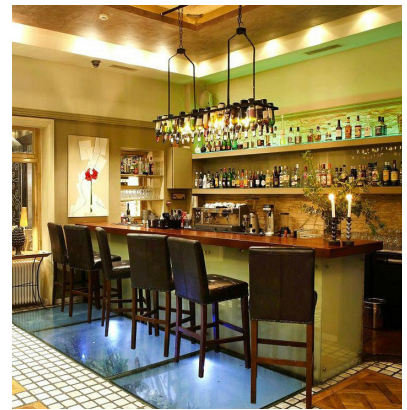
# WHERE TO EAT IN **ATHENS**



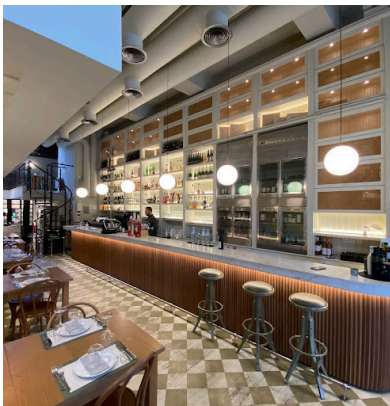
**Brettos Bar:** This bar-distillery is highly recommended. It is in the Plaka neighborhood of Athens. It is the oldest distillery in Athens and has been making its own liqueurs for over 100 years. It consists of an elevated place (4-5 feet), square, with an entrance and the rest of the room with a counter for customers.  
Kidathineon 41, Athina 105 58, Greece



**Varoulko Seaside:** Located on the seafont, Varoulko Seaside specializes in fresh seafood and offers contemporary Greek cuisine with Mediterranean influences. The atmosphere is elegant and sophisticated, and the view of the sea is spectacular.  
Akti Koumoundourou 54, Pireas 185 33, Greece



**Aleria Restaurant:** Located in a restored neoclassical house, Aleria is an elegant restaurant offering contemporary Greek cuisine with Mediterranean influences. The dishes are prepared and presented with mastery, and the atmosphere is elegant and cozy.  
Meg. Alexandrou 57, Athina 104 35, Greece



**Kuzina:** Situated in the Kolonaki neighborhood, Kuzina is known for its creative cuisine and lively atmosphere. The menu offers a variety of modern Greek and international dishes, prepared with fresh, seasonal ingredients.  
Adrianou 9, Athina 105 55, Greece



**Caravin Wine & Wanderlust:** Is an exclusive destination in Athens that combines a wine cellar with a unique cultural and gastronomic experience. Located in the Psiri neighborhood, this establishment is a haven for wine lovers who want to explore the flavors of Greece and beyond. At Caravin Wine & Wanderlust, customers can enjoy a wide selection of Greek wines, including local varieties and award-winning labels from across the country. Additionally, the venue offers a carefully curated selection of international wines, providing a truly global experience.  
Akamantos 11, Athina 118 51, Greece



# wehumans

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