



### 📍 TOUR DETAILS

Set along the sparkling edge of the Aegean, Thessaloniki unfolds as a city of stories shaped by centuries of culture, trade, and tradition. On this live, interactive journey, we'll explore how Greek, Roman, Byzantine, and Jewish Heritage influences are woven into everyday life, from ancient ruins and seaside promenades to vibrant neighborhoods filled with local character. As we move through the city, you'll discover how Thessaloniki's past and present exist side by side, revealing layers of history that continue to shape its identity today. Join us as we experience the rhythm, resilience, and beauty of this remarkable coastal city together.



### ★ MEET YOUR TOUR GUIDE: Athanasia



Athanasia is a local guide in Thessaloniki who loves sharing the city's rich history and vibrant culture with visitors from around the world. With warmth and enthusiasm, she brings to life Thessaloniki's unique blend of influences, shaped by Romans, Byzantines, Ottomans, and Sephardic Jewish communities. From the waterfront to historic neighborhoods, Athanasia creates an engaging and personal experience that captures the spirit and relaxed energy of the city.

**PRIVATE TOURS** | Your guide is available for private tours, live-stream or in person. It's a special way to celebrate a birthday, anniversary, holiday, or special occasion - or to add to an upcoming trip. Please reach out to Wowzitude and we will be happy to connect you.

### 📍 WHAT TO EXPECT

Get ready for something special. We're traveling with no passport, no plane ticket and no luggage. And yet you'll experience all the sights, sounds and stories with just your laptop, favorite snack and amazing guide.

**The tour will be live streamed** by your guide directly. While on the tour you'll be able to see a full screen video of your guide and their surroundings, interact with them and other travelers.

### 🎵 MUSIC SELECTION

- Sti Thessaloniki Tragoudo by Panos Kiamos: [https://youtu.be/2Mcyu\\_QUksQ?si=bzTiaQ1KdJk2Vmcf](https://youtu.be/2Mcyu_QUksQ?si=bzTiaQ1KdJk2Vmcf)
- I Thessalonikia by Giannis Papaioannou: <https://youtu.be/0p0xDsNZIbM?si=NR1un5P5sWWPK7lo>

## THESSALONIKI, GREECE – RECIPES



### Greek Peach Sangria | Makes 4 Glasses

#### INGREDIENTS

- 1 bottle (750 ml) dry white wine
- ½ cup Metaxa (use brandy as a substitution)
- 1 cup peach slices (fresh or canned)
- ½ cup orange juice
- ½ cup sparkling water
- Ice

#### PREPARATION

- Add the white wine, Metaxa (or brandy), peach slices, and orange juice to a large pitcher
- Stir gently to combine
- Refrigerate for at least 1 hour to let the flavors blend
- Just before serving, add the sparkling water
- Fill glasses with ice
- Pour the sangria into each glass and serve immediately



### Greek Chicken Souvlaki | 4 Servings

#### INGREDIENTS

- 1 lb boneless, skinless chicken breast (cut into cubes)
- 2 tbsp olive oil
- 2 tbsp lemon juice
- 2 cloves garlic (minced)
- 1 tsp dried oregano
- ½ tsp salt
- ¼ tsp black pepper
- Wooden skewers

#### INSTRUCTIONS

1. In a bowl, mix olive oil, lemon juice, garlic, oregano, salt, and pepper
2. Add chicken and toss to coat
3. Cover and marinate in the refrigerator for at least 30 minutes
4. Thread chicken onto skewers
5. Grill or cook in a pan over medium heat for 10–12 minutes, turning occasionally
6. Serve warm (great with pita or a simple salad)



## THESSALONIKI, GREECE – SNACKS



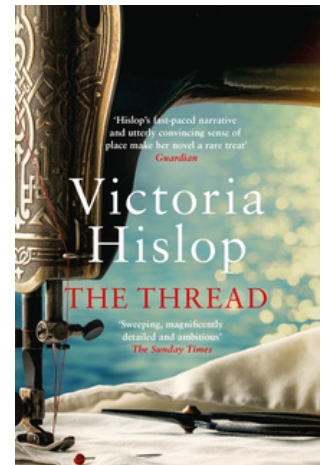
- **Greek Chocolate Halva:** Halva is one of the most iconic sweets connected to Thessaloniki. Greek Halva blends rich cocoa or chocolate with tahini (ground sesame seeds), creating a unique combination that is both nutty and lightly sweet.
- **Koulouri (Packaged Version):** The city’s most iconic street snack, a sesame-covered bread ring. While traditionally fresh, frozen or packaged versions are available in the U.S. and can be easily baked at home.
- **ION Chocofreta (Chocolate Wafer Bar):** Chocofreta is one of Greece’s most popular everyday snacks, a crisp wafer layered with cocoa cream and coated in smooth milk chocolate.



## THESSALONIKI, GREECE – BOOKS

### BOOK SELECTION

- **Salonika, City of Ghosts by Mark Mazower:** A compelling history of Thessaloniki that brings to life its many cultures, including its once-thriving Jewish community. Mazower traces the city’s evolution through Ottoman, Jewish, and modern Greek influences. It offers a clear and engaging portrait of how Thessaloniki became the layered and complex city it is today.
- **Thread of Gold by Kassia St. Clair:** A travel-inspired exploration of textiles and culture, including time spent in Thessaloniki. Through markets, craftsmanship, and everyday objects, the book reveals how material culture reflects identity and history. It offers a unique and thoughtful way to connect with the city beyond its landmarks.
- **The Thread by Victoria Hislop:** A sweeping historical novel set in Thessaloniki that follows a family’s story across generations, beginning with the Great Fire of 1917. It brings the city’s history to life through personal experiences, from war to rebuilding. It’s an engaging and accessible read that blends storytelling with the real events that shaped Thessaloniki.



## THESSALONIKI, GREECE – MOVIES

### MOVIE SELECTION

- **Journey to Greece (2020):** Part of the “*Trip to...*” series with Steve Coogan and Rob Brydon, this film includes time spent in Thessaloniki along their route. It blends travel, humor, and reflections on history and culture. The scenes offer a light and scenic look at northern Greece, including the city’s atmosphere.
- **Cloudy Sunday (2015):** Set in Thessaloniki during World War II, this film tells a love story against the backdrop of the city’s Jewish community during the Holocaust. It captures both the beauty of the city and the tragedy of this period.
- **The Last Note (2017):** While not set entirely in Thessaloniki, this Greek film reflects the broader wartime experience that deeply affected the city and its people. It focuses on resistance and sacrifice during the Nazi occupation of Greece. The film provides important historical context for understanding the region’s past.



## THESSALONIKI, GREECE – FUN FACTS

### FUN FACTS

1. **Thessaloniki is known as Greece’s “Second City”:** While Athens is the capital, Thessaloniki is Greece’s second-largest city and often considered its cultural heart, especially in northern Greece.
2. **You can walk through over 2,000 years of history in one city:** Thessaloniki has layers of Greek, Roman, Byzantine, and Ottoman history all in one place. It’s one of the few cities where ancient ruins sit right alongside modern life.
3. **It was once called the “Jerusalem of the Balkans”:** Before World War II, Thessaloniki had a large and vibrant Jewish community, making up a significant part of the city’s population and culture.
4. **The White Tower is the city’s most famous landmark:** This iconic tower by the sea has served many roles over time, including a fortress and a prison. Today, it’s a symbol of Thessaloniki and offers beautiful waterfront views.
5. **Coffee culture is a way of life here:** In Thessaloniki, people often spend hours at cafés along the waterfront. Coffee isn’t rushed, it’s meant to be enjoyed slowly, with conversation and connection.

## THESSALONIKI, GREECE – MAP



# THESSALONIKI, GREECE – DISCUSSION QUESTIONS



## City Impressions & First Reactions

- What stood out to you most about Thessaloniki during the tour?
- Did anything about the city feel familiar or remind you of a place you've been?
- How did the mix of old and new in the city make you feel?

## History & Memory

- Thessaloniki has layers of history from many cultures. Why do you think some cities preserve their history more than others?
- What role do you think cities should play in remembering difficult parts of their past?
- Did anything from the tour connect to something you learned earlier in life or experienced personally?

## Jewish Heritage & Cultural Identity

- Thessaloniki was once home to a large Jewish community. Why is it important to learn about communities that are no longer as visible today?
- How do you think culture and traditions shape a city's identity over time?
- Have you ever visited a place where you could feel the history of the people who lived there before?

## Food & Everyday Life

- Which of the foods we talked about would you most like to try?
- Did any of the dishes remind you of meals from your own life or family traditions?
- Why do you think food is such a powerful way to connect people across cultures?

## Architecture & Place

- What did you notice about the buildings or streets in Thessaloniki?
- Do you prefer cities that preserve older architecture, or ones that focus on modern development? Why?
- How do you think a city's design affects how people live and interact there?

## Seaside Living & Lifestyle

- How do you think living by the sea might shape daily life in Thessaloniki?
- If you could spend a day along that waterfront, what would you most enjoy doing?
- Does the idea of a slower, café-centered lifestyle appeal to you? Why or why not?

## Personal Reflection & Connection

- If you could ask our guide one more question, what would it be?
- What is one thing you learned today that you'd like to share with someone else?
- After experiencing this tour, does Thessaloniki feel like a place you would want to visit or learn more about? Why?

## THESSALONIKI, GREECE – ACCESSIBILITY



### Getting Around

- The waterfront promenade is one of the most accessible areas in the city, with wide, flat, and smooth pathways ideal for wheelchairs and walking aids
- Aristotelous Square and nearby streets are spacious, level, and lined with cafés, making them easy places to explore and rest
- Many central areas have been updated with improved sidewalks and pedestrian-friendly zones
- Some historic neighborhoods feature cobblestones, narrow walkways, or uneven surfaces, but these can often be avoided by following accessible routes

### Transportation Options

- The metro system is designed with accessibility in mind, offering step-free access, elevators, and staff assistance
- Many city buses include low floors and ramps, though consistency can vary
- Accessible taxis and private transfers are widely available and often the most comfortable option
- Priority seating and assistance are provided for older adults and those with mobility challenges

### Attractions & Cultural Sites

- Major museums and cultural institutions offer:
  - Step-free entrances and elevators
  - Wide pathways and seating areas for rest
- The Archaeological Museum of Thessaloniki and similar sites are designed for comfortable, unhurried visits
- Guided tours can be arranged with accessible transportation and carefully planned routes to minimize physical strain

### Arrival & Support Services

- Thessaloniki Airport provides pre-arranged assistance from arrival through departure for travelers with reduced mobility
- Additional services available throughout the city include:
  - Accessible hotel accommodations
  - Mobility equipment rentals
  - Customized tours designed for accessibility

### Accessibility Beyond Mobility

- Public transportation includes clear signage and communication systems
- Some intersections offer audible pedestrian signals
- Services are available to support travelers with visual, hearing, or other sensory needs

## THESSALONIKI, GREECE – SUSTAINABILITY



### **Sustainable Urban Mobility**

- The introduction of the new metro system helps reduce traffic congestion and reliance on cars
- Expansion of pedestrian-friendly zones in the city center encourages walking over driving
- The waterfront promenade offers a car-free space for walking, cycling, and outdoor activity
- Growing infrastructure for cycling and alternative transportation supports lower-emission travel

### **Green Spaces & Urban Renewal**

- The redevelopment of the Thessaloniki waterfront transformed it into a large public green space
- The promenade includes parks, gardens, and shaded areas that support comfort and environmental quality
- Ongoing planning efforts aim to increase green coverage and accessible outdoor spaces

### **Waste Management & Recycling Efforts**

- Thessaloniki participates in national and EU recycling and waste reduction programs
- Public awareness campaigns encourage residents and businesses to separate and recycle waste
- Efforts continue to improve waste collection systems and reduce landfill use

### **Sustainable Tourism & Cultural Preservation**

- Thessaloniki focuses on preserving historic sites rather than replacing them with new construction
- Restoration of monuments and landmarks supports long-term conservation
- Tourism efforts encourage visitors to engage with local culture and history in meaningful ways

### **Local Food & Seasonal Eating**

- Thessaloniki has a strong tradition of local markets and seasonal cuisine
- Many restaurants emphasize fresh, locally sourced ingredients from nearby farms
- The Mediterranean diet naturally supports plant-forward, lower-impact eating

### **Climate & Environmental Initiatives**

- Thessaloniki participates in broader European efforts focused on reducing emissions and improving air quality
- Local initiatives continue to evolve with a focus on long-term environmental resilience

### **The Experience for Your Clients**

- Thessaloniki offers a walkable, human-scale experience
- Many highlights such as waterfront walks, markets, cafés, and cultural sites can be enjoyed without heavy environmental impact
- The pace of life encourages slower, more mindful travel

## THESSALONIKI, GREECE – MYTHS & FACTS



- **Myth:** Thessaloniki is just a smaller, less interesting version of Athens.
  - **Fact:** Thessaloniki has a completely different identity, shaped by its role as a crossroads of cultures in northern Greece. Its atmosphere is more relaxed and local, with a strong café culture, vibrant food scene, and a history that reflects influences from the Roman, Byzantine, and Ottoman periods. Many travelers find it feels more approachable and less crowded than Athens.
- **Myth:** There isn't much to see beyond a few landmarks.
  - **Fact:** Thessaloniki is home to numerous UNESCO-listed Byzantine monuments, along with Roman ruins, historic churches, and neighborhoods that reflect centuries of layered history. Much of the city's appeal comes from how these sites are woven into everyday life, rather than set apart as isolated attractions.
- **Myth:** Greek food in Thessaloniki is the same as everywhere else in Greece.
  - **Fact:** Thessaloniki is widely considered one of Greece's top food cities, with a culinary identity shaped by refugees and communities from Asia Minor and the Balkans. This has created a rich mix of flavors, spices, and dishes that are distinct from what you might find in other parts of the country.
- **Myth:** Thessaloniki is only a summer destination.
  - **Fact:** While summers are lively, Thessaloniki is a year-round city with a strong local population. Spring and fall offer mild weather and a more relaxed pace, while winter brings cultural events, cafés, and a cozy atmosphere that reflects how residents experience the city.
- **Myth:** It's a quiet, slow city with little going on.
  - **Fact:** Thessaloniki has one of the youngest populations in Greece, thanks in part to its large university community. This brings energy to the city through festivals, music, and a lively arts scene, especially in the evenings when locals gather along the waterfront and in neighborhoods throughout the city.

## Can You Say It? | Greek Basics

Get ready to try a few simple and useful phrases in Greek. Don't worry about being perfect, just have fun with it!

**Hello | Γειά σου | Yia sou**

Pronounced: YAH soo

**Please | Παρακαλώ | Parakalo**

Pronounced: pah-rah-kah-LOH

**Good Morning | Καλημέρα | Kalimera**

Pronounced: kah-lee-MEH-rah

**Yes | Ναι | Ne**

Pronounced: neh

**Good Evening | Καλησπέρα | Kalispera**

Pronounced: kah-lee-SPEH-rah

**No | Όχι | Ohi**

Pronounced: OH-hee

**Thank You | Ευχαριστώ | Efaristo**

Pronounced: ef-khah-ree-STOH

**Cheers! (To your health) | Γειά μας | Yia mas**

Pronounced: YAH mahs

## 24 HOURS IN THESSALONIKI, GREECE



### 8:30 AM | Breakfast by the Sea

- Start your morning along the waterfront promenade with a Greek coffee or freddo espresso and a slice of bougatsa, the city's signature pastry. Enjoy the calm atmosphere as the city begins its day.

### 9:30 AM | The White Tower & Waterfront Walk

- Walk toward the White Tower of Thessaloniki, the city's most recognizable landmark. Continue along the promenade, taking in sea views and the relaxed pace of local life.

### 10:30 AM | Aristotelous Square

- Arrive at Aristotelous Square, the city's central gathering place. Take time to sit, people-watch, and experience the rhythm of daily life.

### 11:30 AM | Roman Landmarks

- Visit the Rotunda of Galerius and nearby Arch of Galerius. These historic sites reflect Thessaloniki's importance during the Roman era.

### 12:30 PM | Lunch in Ladadika

- Head to the Ladadika district for a relaxed lunch. Enjoy traditional dishes like grilled meats, seafood, and shared meze in one of the city's most atmospheric neighborhoods.

### 2:00 PM | Ano Poli (Upper Town)

- Explore Ano Poli, known for its quiet streets and historic charm. Take in panoramic views over the city and sea.

### 3:30 PM | Coffee Break

- Pause at a local café for a slow coffee. In Thessaloniki, this is a daily ritual meant to be enjoyed at a relaxed pace.

### 4:30 PM | Markets & Local Life

- Visit Kapani or Modiano Market. Walk through stalls filled with fresh produce, spices, and local specialties to experience everyday life in the city.

### 6:00 PM | Cultural Stop

- Spend time at the Archaeological Museum of Thessaloniki. Focus on key exhibits that bring the city's long history into context.

### 7:30 PM | Sunset by the Water

- Return to the waterfront for sunset. This is one of the most peaceful and beautiful moments of the day.

### 8:30 PM | Dinner & Evening Walk

- Enjoy dinner at a local taverna with meze, seafood, or grilled dishes. End the evening with a gentle walk through the city center or along the sea.

## THESSALONIKI, GREECE – A CITY SHAPED BY WATER



### Thessaloniki and the Thermaic Gulf

In Thessaloniki, the sea is not just a backdrop. It is the reason the city exists.

Set along the Thermaic Gulf, Thessaloniki grew as one of the most important port cities in the region. For centuries, ships arrived here carrying goods, people, and ideas between Europe, the Balkans, and the wider Mediterranean. This constant exchange helped shape the city into what it is today: layered, diverse, and deeply connected to the outside world.

### A Port That Shaped a City

Thessaloniki's harbor has long been one of northern Greece's most important gateways.

During the Roman and Byzantine periods, it was a key stop along major trade routes. Later, under Ottoman rule, it became a thriving commercial center. The sea brought merchants, craftsmen, and families from different backgrounds, all leaving their mark on the city's culture, food, and daily life.

This is one of the reasons Thessaloniki feels different from other Greek cities. Its identity was shaped not only by Greece, but by everything that arrived through its port.

### The Waterfront Today

The modern waterfront, known as the Nea Paralia, is one of the defining features of the city today.

Stretching for miles along the sea, it has been carefully redesigned into a wide, open promenade with gardens, walking paths, and places to sit. Locals come here throughout the day, but especially in the evening, when the light softens and the city gathers by the water.

The White Tower, standing at the edge of the promenade, connects this modern space to the city's past, watching over the same shoreline that has seen centuries of change.

### A City That Faces the Water

Unlike many port cities, Thessaloniki opens itself to the sea.

Wide avenues lead directly toward the water, especially through Aristotelous Square, where the city seems to flow outward to meet the gulf. This design reflects how central the sea has always been, not hidden away, but fully part of daily life.

### A Place to Pause

In Thessaloniki, the waterfront is not about rushing from place to place.

People walk slowly, sit on benches, and spend time together. Coffee is often taken here, conversations linger, and the pace of the city softens. The sea creates space for reflection in a city that has seen so much history.

### What the Sea Holds

The Thermaic Gulf has witnessed centuries of arrivals, departures, trade, and transformation. It has carried opportunity, uncertainty, and change.

Standing by the water today, it is easy to feel that sense of continuity. The view may be calm, but the stories it holds are anything but simple.

### A Thought to Take With You

If you were standing along the waterfront in Thessaloniki, looking out over the Thermaic Gulf, would you be thinking about where the city has been, or where it is still connected to today?