



*Oneiroupoli*  
Drama  
The village of Santa Claus

*Step into the Miracle!*

Oneiroupoli – Drama



“With utmost respect for the purity  
of children’s hearts, we design  
a breathtaking Christmas park”

Municipality of Drama, Greece





# «Reviving the Magic of Oneiroupoli»

Twenty years ago, the Municipality of Drama pioneered the development of Christmas theme parks in Greece. Oneiroupoli revolutionized the way we celebrate the festive season. Now, with a fresh perspective and a modern approach, we're ready to create a new chapter in its magical story.

The Municipality of Drama is answering the call for a renewed Christmas experience and is designing a completely enchanting Theme Park in the heart of the city. This will undoubtedly establish Drama as Greece's premier festive destination.

*Two decades ago, Drama set  
the standard for Christmas  
theme parks in Greece*



# Oneiroupoli: Counting the Magic

20 years  
of magic

180 <sup>over</sup> events  
annually

welcoming over

15.000.000  
visitors

200 <sup>over</sup> community  
volunteers

12.000 square meter  
wonderland

dozens of simultaneous  
events

a magical  
experience 33 days  
every year

join us daily on media  
and social media



## Every year, brighter and more beautiful

Leveraging Greece's strongest theme park brand, years of experience, and a well-structured plan, Oneiroupoli creates the conditions for a top-tier event, attracting a large audience. This year's structural changes solidified Drama as the undisputed Christmas capital. Oneiroupoli is now Greece's premier Christmas event. With its outward-looking approach, Oneiroupoli is now among the top theme parks in Europe. Millions of visitors return year after year to experience Oneiroupoli.

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# Position

Oneiroupoli is situated in one of the most central and picturesque areas of the city. The large, impressive park and the central square of Drama serve as the event's significant advantage. The stunning natural beauty adds even greater value to the dynamic of this particular initiative, while the additional advantages of the location enhance the effectiveness of the event:

- High visibility of the location
- Easy and direct access  
(located in the city center)
- Facilities that ensure safety
- Free parking  
(within a short distance)





# Our Philosophy

In 2004, the city of Drama created Oneiroupoli, an event that was destined to revolutionize the way Christmas is celebrated in Greece.

After 20 years of brilliant presence among the country's top events, it's time to change the game once again.

Oneiroupoli retains all the positive aspects it introduced to Christmas celebrations while simultaneously evolving and pioneering, undergoing a gradual philosophical shift driven by the needs of Greek society.

It is a citywide celebration for people of all ages.

Our philosophy takes into account the ongoing economic crisis and the generally strained family budget. Oneiroupoli is designed to offer everyone, regardless of their financial situation, the opportunity to enjoy beautiful moments filled with completely FREE activities.

*Oneiroupoli 2024 offers a unique and unforgettable Christmas experience in Drama. This warm, welcoming, and safe celebration is far from commercialized, providing a genuine and authentic holiday atmosphere.*



# The Aesthetics

The aesthetics of this project create a truly immersive experience.

- With a visually stunning design
- A magical atmosphere filled with wonder and imagination
- A world of storytelling and enchantment
- A small yet captivating world
- Full of beauty and wonder... The strong aesthetic appeal is a key component of the project's success.

# Oneiroupoli 2024-2025

This December, the municipal garden and central square of Drama transform into a magical winter wonderland.

Join us for a month-long celebration filled with wonder and joy.

Experience the magic of Christmas with a variety of workshops, games, and surprises.

Explore countless sparkling corners, hundreds of activities, and dozens of beautiful paths.

It's the perfect place to create lasting memories with family and friends.

*Welcome to the most magical  
Christmas wonderland!*

*Welcome to Greece's Oneiroupoli!*



# Activities and Workshops

The core philosophy of Oneiroupoli is to offer unique and original activities and workshops free of charge. Within magical and impressive settings, characters, dozens of shows and artistic performances come to life daily, alongside incredible interactive and themed workshops.

All activities are designed to be educational and fun, with specially designed games to inspire creativity and discovery through play and participation.



# Artistic Activities

Once again, Greece's most beautiful Christmas park promises to offer visitors unforgettable experiences. Every day, you can:

- Enjoy concerts featuring your favorite artists.
- See and hear renowned jazz musicians and bands performing Christmas classics and other well-known melodies.
- Dress up in impressive period costumes in front of 3D walls and be virtually transported back in time to distant lands.
- Enjoy magical entertainment, clever tricks, and an array of special events.
- Become a child again by participating in dozens of workshops and watch breathtaking acrobatic performances with aerial acrobats, flying shows, and unique acts from the world's most important stages.
- Watch theater performances as well as traditional shadow puppet shows.



# Christmas Fun Park

Visitors of all ages can enjoy countless activities and games at our Fun Park. In Oneiroupoli, reality meets magic as you embark on unforgettable adventures. Enjoy endless fun and create lasting memories in a Christmas wonderland.



# Christmas Market

Explore our Christmas market and discover a treasure trove of delightful treats and unique gifts. From traditional wooden stalls to festive market squares, you'll find everything you need to create lasting Christmas memories. Indulge in delicious food and drinks, browse through a variety of handcrafted goods, and soak up the festive atmosphere.





# Target Audience

Our park is designed to be a magical experience for the whole family. We cater to a wide range of ages, from toddlers to teenagers, and everyone in between. Whether you're a family looking for a fun-filled day out, or a couple seeking a romantic escape, our Christmas-themed park offers something for everyone.

Our target market includes:

- Families
- Schools
- Tourism groups
- Community organizations
- Individuals seeking a festive getaway



Municipality of Drama

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