Then in 2004 spectators witnessed the pinnacle of sport in a magnificent setting, as the Athens 2004 Olympic Games competitions were staged throughout Attica — in the center of Athens and along the Aegean seaside — as well as in Thessaloniki, Volos, Heraklio, Patras and Olympia.

Spectators flocked to the ancient fields of Olympia, lined the road from Marathon, filled the ancient Panathinaiko Stadium, and marveled at the engineering mastery of the new Olympic Stadium. They witnessed road races around the majestic Acropolis, viewed the triathlon along the picturesque coastline of Voulaigmeni, and experienced the vital atmosphere of Faliro. In the midst of the ancient and the modern, the Athens 2004 Olympic Games provided spectators with an unforgettable experience.

Athens 2004 made available a total of more than 5.3 million Olympic Games ceremony and competition tickets. The Organising Committee also developed a ticketing programme and pricing plan designed to best ensure that all members of the public in all socio-economic groups would be able to experience the Athens 2004 Olympic Games.
The average Athens 2004 ticket price was 34% cheaper than the average Sydney 2000 ticket price.

Ceremony ticket prices ranged from $50 to $950. 55% of the tickets were priced at less than $20.

Sports ticket prices ranged from $10 to $300. 68% of the tickets were priced between $10 and $30.

38% of the tickets were priced between $10 or $15.

"GREECE GAVE THE WORLD TWO MAGNIFICENT WEEKS OF SPORT."
— THE TIMES (UNITED KINGDOM)

Staged in the smallest country ever to host the Olympic Games, Athens 2004 surpassed ticketing revenue targets and established a per capita record for Olympic sport and ceremony ticket sales.

Day 3: Athens Eclipses Seoul and Barcelona

Day 4: Athens Surpasses Revenue Target
On August 17, Athens 2004 tickets sales surpassed the Organising Committee’s revenue target of €183 million. Ticket sales ultimately generated €202.5 million, providing substantial support the staging of the Olympic Games.

“EFHARISTO. ATHENS. FOR ARCHITECTURAL MASTERPIECES OF STADUMS AND ARENAS THAT SHOWCASED RECORD PERFORMANCES.” — ASSOCIATED PRESS