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Greening The Greek Experience: A Collaborative Approach to Sustainable Tourism

Brussels, 20 November – Greece embarks on a new era in its tourism strategy, committing to a sustainable future that prioritizes the protection of nature, respect for local communities, and human-centric considerations. This strategic shift aims to reposition Greece as a leading protagonist in the global ranking of tourist destinations and experiences.

In a groundbreaking initiative, the European Travel Agents' and Tour Operators' Association (ECTAA) and the Greek National Tourism Organisation (GNTO) will jointly host the second roundtable on "Greening The Greek Experience" on 14th December.

The first edition event brought together Greece's tourism agency, industry leaders from airlines, tour operators, and various stakeholders in a collaborative effort to explore insights and strategies for fostering sustainable tourism.

Themed "A Collaborative Approach to Sustainable Tourism," the event featured distinguished speakers such as Anna Vasila, Head of Sustainability and Industry Affairs at Athens International Airport, who elaborated on initiatives ensuring sustainability remains central to the entire tourism experience; Melvin Mak, Executive Director of The Rhodes Co-Lab and Head of Sustainable Business Transformation at TUI Group, a company which is setting remarkable milestones in sustainable travel in the mediterranean sea and Pantelis Spagis, Head of Sustainability at Sky Express, a rapidly growing airline, who shared extensive experience in sustainable development and ESG. Together with Kyriaki Boulasidou, Director of the GNTO Office Benelux, they all highlighted Greece's innovative sustainability strategies in the tourism sector.

Gaining on the success of the first event, the second Roundtable "Greening The Greek Experience" is scheduled for 14th December. It will shed the light on local initiatives representing almost the whole spectrum of the tourism value chain. Greek tourism industry is committed to materialise the objectives of the Greek government for a sustainable future for Greek tourism. [Register](#), call in and participate in the conversation that will shape the future of tourism in Greece.

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About ECTAA

ECTAA represents some 80,000 travel agents and tour operators in Europe, which provide consultancy and sell transport, accommodation, leisure and other tourism services as well as combined products to leisure and business customers. For media inquiries, please contact: Eric Drésin: edresin@ectaa.eu

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