

PRESS RELEASE

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European Travel Agents and Tour Operators Association (ECTAA) and Greek National Tourism Organisation (GNTO) celebrate a year of remarkable collaboration in driving sustainable tourism

Brussels, 29 December 2023 – The European Travel Agents and Tour Operators Association (ECTAA) and the Greek National Tourism Organisation (GNTO) proudly mark a year of unprecedented collaboration fostering sustainable tourism in Greece. Amidst the challenges faced, the organizations have spearheaded initiatives aimed at elevating Greece as a top destination while championing environmental consciousness and sustainable practices within the industry.

The year 2023 witnessed a series of milestone achievements resulting from the joint efforts between ECTAA and GNTO. One of the pivotal events included two online roundtables themed "Greening the Greek Experience," with industry leaders shedding the light on current sustainable measures within the Greek tourism landscape.

Further solidifying their commitment, ECTAA and GNTO orchestrated an impressive European gathering of travel advisors in Anavyssos, debating topical issues such as distribution, revision of the EU legislation on travel packages. This gathering also served as a platform to exchange insights, promote sustainable services, and underscore the importance of bridging the gap between suppliers and consumers passionate about environmental stewardship.

A significant aspect of this collaboration was the unwavering support extended to Greek SMEs, nurturing their growth and empowering them to embrace sustainable practices. This support will lead to the further development of services that prioritize sustainability, ensuring a positive impact on both local communities and the environment.

In a testament to their collective efforts, 2023 marked a monumental resurgence in travel, nearing pre-COVID volumes and value. Despite challenges posed by forest fires and floods, Greece reclaimed its position as a top destination for European tourists, showcasing resilience and dedication to providing unparalleled experiences.

Eric Drésin, speaking on behalf of ECTAA, expressed, "Greece has been ECTAA's preferred destination for three years in a row; this demonstrates the willingness of the Greek authorities and GNTO in particular to utilize the skills and networks of European travel advisors." He hinted at an upcoming cooperation with a new destination while affirming their unwavering commitment to supporting the Greek tourism industry through ECTAA Greek member organisation, HATTA, and ECTAA global network.

The collaborative efforts between ECTAA and GNTO have not only reinvigorated the tourism sector but have also highlighted the pivotal role of sustainability in the tourism policy of the Greek authorities. With an optimistic outlook, both organizations anticipate sustained growth while emphasizing the importance of responsible tourism practices for the future of the industry.

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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 more information, please contact:

Mr Eric Drésin, Secretary General

ECTAA - Group of National Travel Agents' and Tour Operators' Associations within the EU

Rue Dautzenberg 36, B-1050 Brussels - tel: +32 2 644 34 50 / e-mail: edresin@ectaa.eu