



PRESS RELEASE

Athens, 07/02/2023

Sustainability Practices of Greek Hotels and Educational Needs on Sustainability Issues

The field survey on the environmental sustainability of Greek hotels formed the basis of the cooperation of the Research Institute for Tourism (RIT) with Google Hellas in the context of accelerating the green and sustainable transformation of the tourism industry in Greece. 827 hotels participated in this survey with fully completed and verified electronic questionnaires. The appropriate weightings and analyzes were applied to the data based on the updated register of the Hellenic Chamber of Hotels (HCH). The main object being the achievement of the accuracy and impartiality of the estimates and the reliability of the results. Finally, the analysis was carried out at the level of operation, category, size and geographical area of the hotels.

The aim of the research was to depict the actual situation that prevails in the Greek hotel sector, regarding the implementation of practices for environmental sustainability, as well as to record the needs for information and training of hoteliers and employees on these issues.

The conclusions of this survey were used in the design of Google's new educational program, which aims to help tourism businesses accelerate their sustainable transformation and communicate their environmental actions. Google's "Grow with Google" program was implemented with the participation of 3000 hotels.

You can read more about this survey by following the link:

<https://bitly.ws/3cGP7>