



PRESS RELEASE

Rhodes, May 27, 2025

Hospitality at the Forefront of Sustainability

2nd Conference of the Hellenic Chamber of Hotels

within the framework of the initiative

"Hospitality with Value for All", held in Rhodes

The pivotal role of the hospitality sector in the effort to win the critical battle for sustainability was the central theme of the highly successful conference held on Tuesday, May 27, in Rhodes. The event was co-organized by the Hellenic Chamber of Hotels (HCH) and the Region of South Aegean.

The conference, entitled "Paving the Way Toward a Sustainable Future", marked the second event held under the umbrella of the "Hospitality with Value for All" initiative, commemorating the 90th anniversary of the Chamber's founding.

The urgent need to respond to the climate crisis and to secure a sustainable future for local communities and economies-led by the hospitality sector-was emphasized by both the Deputy Minister of Tourism, **Mrs. Anna Karamanli**, and the President of the Union of Greek Regions and Regional Governor of the South Aegean, **Mr. George Hatzimarkos**. A video message was also delivered by **Mr. Apostolos Tzitzikostas**, European Commissioner for Sustainable Transport and Tourism, who underlined the necessity for a comprehensive and coherent EU strategy for the sustainable development of tourism.

At the opening session, **Dr. George Petrakos**, Professor of Quantitative Methods and IT at Panteion University and General Director of the Research Institute for Tourism (RIT), presented RIT's latest study titled "ESG - Sustainability in the Hotel Sector". The study showcases the performance of the Greek hotel industry in terms of sustainability, focusing on environmental protection, social responsibility, and modern corporate governance.

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HELLENIC CHAMBER OF HOTELS

During the panel discussions moderated by SKAI TV journalist **Ms. Korina Georgiou**, participants presented in-depth ideas and proposals for reaching increasingly ambitious sustainability goals, as well as best practices already being successfully implemented within the hotel sector.

One of the most noteworthy highlights of the conference was the presentation of an internationally pioneering environmental classification system for hotels. Designed by the Hellenic Chamber of Hotels (HCH) in collaboration with the Technical Chamber of Greece, the system was recently adopted into law by the Ministry of Tourism.

The conference's gold sponsor was Piraeus Bank, while K2B (Kotsovolos) and GEBERIT served as silver sponsors. AEGEAN Airlines was the official airline sponsor.

Media sponsors included: TV KOSMOS, REAL VOICE 99.5, Greek Travel Pages (gtp), Rodos Today, tornos news, tourismtoday.gr, Travel Daily News, Travelling News, Dimokratiki, Rodiaki, and Touristiki Agora.

Mr. Alexandros Vassilikos, President of the Hellenic Chamber of Hotels, stated:

«Winning the sustainability challenge requires real action and shared responsibility. That is why hospitality is leading the way toward a more sustainable tomorrow, confirming Greece's leadership role in global tourism. The goal is clear: sustainable hospitality means sustainable hotels and sustainable destinations. Our sector is stepping up to meet this challenge - but we still have a long way to go. And to succeed, we need three critical conditions: financial resources and tools, effective collaboration, and leadership with vision. With the right support, Greek hoteliers have consistently proven that we can set ambitious goals, achieve them, and deliver a Hospitality with Value for All».

Mr. George Hatzimarkos, President of the Union of Greek Regions and Governor of the South Aegean Region, emphasized:

“The hospitality sector is the lungs through which we breathe.

It is our moral duty to the next generations to design a future that is smarter, more resilient, and more just- and we serve this vision with maturity and responsibility. Sustainable hospitality means sustainable islands, sustainable local economies, and sustainable societies.

In the South Aegean, we don't just talk about plans or aspirations - we deliver results: in Halki, Astypalaia, Tilos, Rhodes. Sustainability is not solely the responsibility of public administration. While policies can help guide us, real change requires collective action.

The only way to a sustainable tomorrow is through cooperation with society. It is imperative that we join forces for a better today and an even better tomorrow for the generations to come. In this journey, the Region of South Aegean has a valuable ally - the Hellenic Chamber of Hotels - which is demonstrating true commitment to sustainability through concrete action.”