

## PRESS RELEASE

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# New collaboration between Travelife and We do local

## Sustainability certification schemes sign partnership agreement

**Travelife for Hotels & Accommodations** have signed an agreement with the Greek **We do local** certificate, committing to closer partnership. The two certification schemes recognize the achievements of tourism businesses committed to working in a sustainable way by supporting local suppliers, communities and culture.

Collaboration between different tourism organisations with a common purpose, such as helping Greek hotels operating more sustainably, becomes increasingly important to business success.

The collaboration between **We do local** and **Travelife** aims to increase the number of hotels using sustainable management systems. This not only improves the efficiency of their business, but increases the opportunities to promote these hotels to visitors.

“It is a ‘win-win’ situation for all involved,” said Mr Sören Stöber, Travelife’s Commercial Director. “Tourists benefit from a more unique and interesting holiday. Hotels benefit from positive business relationships. And local communities and businesses benefit from increased income and improvements to the area.”

**Travelife for Hotels & Accommodations** is one of the world’s leading sustainability certification schemes for tourism companies. It has 1,400 hotel members worldwide and works in partnership with leading tour operators, such as TUI, Thomas Cook, DER Touristik, Monarch and Sunvil, to improve sustainability in the industry.

Hotels that achieve Travelife GOLD certification prove in an on-site audit that they treat staff and local people fairly, **protect people's rights** and the **environment**, and **support local businesses**. This improves efficiency of the hotel operations, the quality of the customer experience, and contributes to the economic development and environmental and cultural protection of destinations.

**"We do local** is based on the philosophy of going **'back to our roots'** and building a **better quality of life,**" explained Mr Lefteris Karatarakis, Vice President of Local Production & Hospitality SA, **We do local**. "We help businesses increase their **competitive advantage** by differentiating themselves, in both substance and quality."

He continued: "By protecting the local environment, sharing **local customs** and introducing **local cuisine** to guests, **We do local** businesses offer them the chance to enjoy a **unique** and **authentic experience**, full of **real flavour**, rich in images, **emotions and memories** of the **holiday destination.**"

Local people also benefit, as **We do local** businesses support the local community, producers, **workforce and economy**.

Mr Stöber added: "What unites **Travelife for Hotels & Accommodations** and **We do local** is our commitment to help protect local places, people and produce. When a tourist sees one of our logos they know that this business knows how important it is to respect its environment, its cuisine, its customs and traditions to ensure its prosperity – now and in the future."

For more information visit: [www.wedolocal.gr](http://www.wedolocal.gr) and [www.travelife.org/Hotels/Home.asp](http://www.travelife.org/Hotels/Home.asp)



Mr Lefteris Karatarakis & Mr Soren Stober

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### Travelife

**Travelife** is an international certification system, promoting sustainability within the tourism industry. It helps tour operators, hotels and accommodations to manage and monitor their social and environmental impacts, as well as communicate their achievements to customers. It is an easy to use, step-by-step programme which provides members with a practical approach to improve their business.

[www.travelife.org](http://www.travelife.org) and [www.travelifecollection.com](http://www.travelifecollection.com)

### We do local

We do local is a business certification standard created through the cooperation of Cosmocert SA, Local Production and Hospitality SA and Local Food Experts scc. The businesses certified by We do local:

- support the production, economy and human resources of the place they are situated in
- promote their uniqueness and the responsibility of hospitality
- offer services which promote the local culture and gastronomy
- respect the environment and the sustainability of their homeland.

[www.wedolocal.gr](http://www.wedolocal.gr)