

# Great Gods Sustainability Report 2024 Executive Summary

## 0. Introduction & Company characteristics

The Great Gods Travel Agency is located on the island of Samothraki, on a beautiful and mysterious Greek island in the northern part of the Aegean Sea. Great Gods is the only travel agency in Samothraki and has a great expertise.

Great Gods' vision is to become the largest sustainable travel agency in Greece. The Agency stands for responsible experiences, business excellence and innovation in travelling.

We stand for unique and memorable travel experiences, local value creation and the preservation of the divine Greek cultural heritage.

### Our services

Great Gods provides the following services to our clients and hosts:

Travel Advice

Individual, tailored made experiences

Transport & accommodation

Instant bookings (Book Now function)

Group outdoor activities

Destination Management Company (DMC)

Meeting Incentives Conferences Exhibitions (MICE)

### Our certifications

Great Gods Travel Agency is a **proud member of HATTA, the Hellenic Association of Travel and Tourist Agencies.**

The Agency holds the **"bike friendly" label**, an activity which is placed under the auspices of the Ministry of Tourism.

Great Gods is thrilled for receiving the award of **Travelife "Certified Excellence in sustainability"**.

As part of our commitment to Sustainability, Great Gods prepares and publishes a bi-annual [Sustainability Report](#).

Here is the Executive Summary of the Sustainability Report of Great Gods 2024:

## 1. Sustainability management & legal compliance

Following our Sustainability commitment, the Owner of Great Gods himself is the Sustainability coordinator within the Travel Agency, overlooking its internal planning, budget & operations.

Following the [Quality & Sustainability Policy](#), corporate procedures are set, and outcomes vigorously monitored through a set of Key Performance Indicators (KPIs). Corrective actions and continuous improvement processes are in place. The company interacts with the local population in all major sustainability issues via the Samothraki Open Forum and social media.

## 2. Internal management: social policy & human rights

Great Gods acknowledges the importance of legal compliance of human rights and of equal opportunities. The Great Gods' Ethical Code binds all its stakeholders including company's contractors. Health and Safety is a matter of highest importance for Great Gods and proactive measures implemented. Our offices in Palaiopolis/Samothraki are fully accessible to People with Reduced Mobility.

## 3. Internal management: environment and community relations

We care about the Environment of Samothraki & Greece! In accordance with our Policy, we adopted a set of procedures and business best practices to reduce waste, energy & water consumption. Our offices are powered by renewable energy (as per 100%). The office gardens are planted with endemic species which are watered by water drips. All required administrative licences (construction, archaeological, sewage etc.) have been duly obtained by the Greek authorities. We care for improving awareness of the local population through sustainability Forums and Labs (in collaboration with Samothraki Open Forum).

## 4. Inbound partner agencies

Great Gods offers excursions and experiences to its Customers and does not use any contracted inbound partner agencies. Therefore, Great Gods is in the position to assure compliance with its [Quality & Sustainability Policy](#).

## 5. Transport

Great Gods has no direct impact on the choices of the transport mode made by its Customers. However, Great Gods constantly advocates in all corporate information (Site, Travel Programs etc.) on the importance of choosing sustainable transport modes or alternatively, to mitigate their **travel carbon footprint**.

## 6. Accommodations

Great Gods aims at collaborating with a sustainable ecosystem including accommodations in Samothraki. For choosing the partners in sustainability, specific questionnaires are used, and best practices are being discussed with the local partners aiming at their gradual implementation.

## 7. Activities

The travel excursions and experiences offered by Great Gods are neither environmentally nor culturally sensitive. In order to improve sustainability awareness, Great Gods has published the [Responsible Travellers' Code](#) which includes basic principles for preserving the environment, wild life and cultural heritage of Samothraki. Prior to our outdoor activities, all sustainability aspects are explicitly addressed.

## 8. Tour leaders, local representatives, and guides

All tour leaders & guides contracted by Great Gods acknowledge and commit to the company's [Quality & Sustainability Policy](#). A specific sustainability briefing is being held before every tour or outdoor activity.

## 9. Destinations

Detailed information about the **destination Samothraki**, including cultural heritage and its biodiversity is given in our site. The largest part of Samothraki is protected by the European Network Natura 2000. Great Gods places the highest importance in raising awareness of wildlife, protected areas and species in Samothraki. Furthermore, Great Gods assists the local community in their efforts to promote their products and services and to create, thus, a sound ecosystem.

## 10. Customer communication and protection

Great Gods underlines the importance of effective Customer communication by using a three-level approach ([Responsible Travellers' Code](#)):

Before travel bookings, Great Gods advises the potential Customers on sustainable accommodations & transport modes (incl. carbon offset mechanisms). During their stay in Samothraki authenticity and local products are promoted. Following travel completion, customer satisfaction questionnaires are prepared and evaluated. If necessary, corrective actions are envisaged.

Customer personal data are protected according to the local laws.

### Acknowledgments:

Great Gods is thrilled by its participation in the EU-funded SUSTOUR Project and acknowledges the great support received in all stages. The SUSTOUR project is funded by the European COSME programme and aims to foster the capacities and skills of tour operators and travel agents (SME's) for sustainable tourism including the Lifetravel certification process "Excellence in Sustainability".

For more info: <https://www.travelife.info/sustour/>