PRESS RELEASE - 21 June 2017

AXSIOS licensed to operate the Green Destinations Certification and Awards program

Green Destinations has signed an exclusive licence agreement allowing AXSIOS to operate the Green Destinations Certification and Awards program in Greece, Serbia, Turkey and Israel. AXSIOS’ experts have successfully participated in the Auditor-Advisor training offered by Green Destinations. AXSIOS is now fully qualified to support tourist destinations in advancing towards a higher quality and a better sustainability.

The Green Destinations program is the only destination sustainability support program with considerable opportunities for marketing by the destinations and by third parties. It offers benchmark Awards (QualityTourism and QualityCoast), automatic nomination for the Sustainable Destinations Top 100 competition, and the connection to all Travelife-certified OTAs and tour operators, including to the green destinations map on Booking.com affiliate Bookdifferent.com. Participating destinations will also be featured in the new green travel map initiative VIAMI, and promoted to consumers at no additional cost.

Tourist destinations can now be supported by highly-qualified experts from their own country or region. Communication with country experts is easier for language reasons, and also lowers the carbon footprint. Both local and regional authorities can participate in the program as well as protected areas and National Parks. The Green Destinations criteria are Recognised by the Global Sustainable Tourism Council (GSTC) and the program is widely considered as the most accessible and the most affordable of all sustainable destination support programs.
Not all participating destinations are sufficiently advanced to immediately become “Green Destinations Certified”. However, any substantial progress is rewarded through attractive benchmark awards: the QualityTourism Award (BasiQ, Bronze, Silver, Gold or Platinum). Coastal and island destinations are eligible for the QualityCoast Awards. Destinations can organise their own sustainable tourism award event (with presentation of Award certificates and flags hoisting ceremony), or attend the Awards Ceremony at the annual Global Green Destinations Day (next edition: Cascais, Lisbon, 28-29 September 2017).

In addition to the exclusive representation (for Greece, Serbia, Turkey and Israel), AXSIOS also represents Green Destinations on a non-exclusive basis in: Croatia, Bulgaria, Romania, Albania, Bosnia, Montenegro, Kosovo, FYROM, Cyprus, Malta, Morocco, and Egypt.

In Crete, the QualityCoast Awards programme is also operated by Mr. Vassilis Zissimopoulos of AELIA Ltd.

AXSIOS is a new company, based in UK, creating and offering New Paths for Sustainable Tourism via Pathos, Ethos and Emotion, changing the Curve. AXSIOS story starts from the definition of sustainability in Human History, the path from Metro Ariston towards the future of tourism in a global level. They support a sustainable way of leaving, against climate change!

Their mission is to develop and deliver in South East Europe an integrated portfolio of vertical and horizontal services on Sustainable Tourism. They will guide the tourism market in a more innovative, more efficient and more sustainable path.

AXSIOS offers a variety of advising and consulting services, for large to small medium enterprises, focusing on sustainable tourism integration. Also, AXSIOS is creating, developing and supporting an extensive portfolio of innovative technologies for sustainable tourism, via B2B, B2C to B2P. Finally, AXSIOS represents and supports an extensive number of certification schemes, from Infrastructures to Destinations, via consulting, auditing and compliance.

AXSIOS, via an extensive network of partners, joint ventures and representatives, is active in more than 12 countries in South East Europe. They deliver an impressive portfolio of diverse services for sustainable tourism, via a number of area hubs, which is expanding in the future.

Green Destinations is a non-profit organization supporting tourism destinations to become more sustainable. The Green Destinations Certification & Awards program has been developed on the basis of
the Green Destinations Standard. This standard is the leading international set of criteria to measure, monitor and improve the sustainable management of entire destinations, islands and regions. It makes sustainable development concrete, objective and demonstrable; covering all important themes: Destination Management, Nature & Scenery, Environment & Climate, Culture & Tradition, Social Well-being, and Business & Hospitality.

More information:

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