GreenHotels network consists of hotels that have implemented operational systems and methods that are eco-oriented, aim to the protection of environment and have applied principles of environmental management.

Through **GreenHotels** portal, is being promoted the hotel itself, its ecological character, its environmental actions and others related activities – if available- which take place in the surrounding area. Moreover, great attention is given to the presentation of the personality of hotel's manager, as he is considered to be the key person behind the development and establishment of the eco-character of the described hotel.

GreenHotels network aims to promote both hotels through descriptive texts and photos, but also their owners and managers of them. It refers to hotels that operate in Greece and which desire to offer to their customers a different and unique staying through a hospitable and eco-friendly environment, with polite staff ready to serve them and inform them about the applied environmental policy of the hotel.