

Eleni Skarveli began her career in the tourism industry just prior to the 2004 Olympic Games in Athens. She gained valuable experience working in the Advertising Directorate at the Greek National Tourism Organisation's headquarters. Afterward, she assumed the role of overseeing the Brussels office, which later transformed into BENELUX, based in Amsterdam, where she successfully served for a span of 9 years. In September 2021, Eleni was appointed to the London Office, where she assumed responsibility for the British and Irish market. Leveraging her background in European institutions, specifically her experience in the European Parliament, along with her strategic marketing expertise, Eleni launched the SustainableGreece.co.uk platform. This initiative aims to inspire Greek stakeholders to showcase sustainable initiatives within Greece and simultaneously raise awareness about responsible travel. By combining her knowledge of European institutions with her marketing acumen, Eleni strives to promote sustainable practices and encourage responsible tourism within Greece.