










## GTL Start-Up of June 2022: Crete Hinterland



<b>Name of Start-Up</b>	Crete Hinterland – Endoxora
<b>Name of Founders</b>	Emmanouil Roumeliotakis Korina Korkakaki Maria Malandraki Eleni Kotsaki Dimitris Petroulas Spiros Kouris
<b>Country &amp; Region</b>	Greece – Crete – Chania – Neriana
<b>Main Topic</b>	 Alternative Tourism  Environment  Culture  Seminars & Workshops  Tours: Outdoor Activities & Inland
<b>Sector of Business Idea</b>	 Sustainable Tourism & Mild Forms of Tourism  Environment  Circular Economy  Fair Trade



## Mild Growth

### Date of Launch

04/2022 formal

05/2021 informal

### The Journey from Idea to Start-Up

We are a team that started from the evening Vocational High School of Platanias Chania Crete, with adults students and we have a vision to promote the inland of our island. Away from the lights of the city and the famous places we offer alternative forms of tourism for visitors who want to follow the paths of Cretan Tradition, to meet and experience authentic Crete. For that reason, we created a social cooperative enterprise with the name Crete Hinterland.

We will strive for a tourism development different from the one we have so far that is the dominant business model of tourism in Crete with the dominance of coastal tourism, the non-integration of the hinterland in tourism and seasonality. We have support of the region of Crete, the municipality of Platanias, of the GreenTevLab and FIAP e.V..

Crete Hinterland - Endoxora was an idea that came to fruition and now has substance, is headquartered, has a business plan, a business proposal and a business product and is ready to embark on its journey into the magical realm of entrepreneurship. Our goal is through our activities to be able to make our vision a reality, that is the creation of a standard hostel in the heart of Chania that will be the headquarters of our activities.

### Description of the Business Idea

We are innovative and manage the material resources with the utmost attention to detail. We also keep in contact with the local community in order to fight against desertification and to aim for the creation of new jobs. In our agenda you will find excursions in nature, visits to museums, wineries, cheese dairies, olive groves, crossing gorges, easy ascents on paths of White Mountains, visits to authentic villages with stops at points of interest, acquaintance with local traditional professions, tasting evenings and participation in workshops local self-produced products, cooking lessons, Greek language lessons and training seminars.

We believe that Crete is a beautiful island with many potential for development all year round due to its climate and we will strive for that.

## Contact Details



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