

Giannoulis Hotels & Resorts

Sustainability Report

2019-2020



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At present, Giannoulis Hotels & Resorts comprises of four 4* hotels and one 5* resort on Crete Island in Greece: **Santa Marina Beach Hotel 4***, **Santa Marina Plaza Luxury Boutique Hotel 4***, **Grand Bay Beach Resort 4***, **Cavo Spada Luxury Resort & Spa 5*** and **Almyra Hotel & Village 4***.

Our main goal is to provide the best of accommodation experience to our guests and satisfy all their needs by staying close and keep a fair relationship with all of our employees and the local community.

The protection of the local environment, the landscape and also our local tradition keeps the first place on the way to achieve our main goals.

According to The United Nations' definition of sustainability there are three individual dimensions that compare together the form of a sustainable policy. These are:

- **The environmental dimension** – planet: the way in which measures specific to improving the environmental impact of the processes and products of the company are regulated and executed.
- **The social dimension** – people: the way in which social equity and corporate governance are defined and followed within the company.
- **The economic dimension** – profit: the way in which the company organises its position in the marketplace to actively develop its sustainable profile by using its economic stability and profitability for continuous improvement.



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Our Awards



Travelife: Travelife is an international certification scheme for hotels and accommodations that helps them to improve how they manage their environmental and social impacts, such as the way their energy or water consumption, or how they treat the people they employ or the local community where they operate.



Blue Flag: Blue Flag is a voluntary eco-label award which works towards sustainable development of beaches and marinas through strict criteria dealing with Water Quality, Environmental Education and Information, Environmental Management, Safety as well as other Services.



We Do Local: We do local is a philosophy under which a company operates:

- By spreading the local customs & traditions
- By introducing local cuisine
- By supporting local producers
- With respect to the environment and sustainability
- By supporting the local workforce



The Greek Breakfast is an initiative taken by the Hellenic Chamber of Hotels which utilizes and connects the cultural – gastronomic wealth of the country with the Greek hotel business. It is a program designed by the Hellenic Chamber of Hotels which has been in operation since 2010 and whose aim is to enrich the breakfast offered in Greek hotels with pure and unique Greek products as well as with traditional local dishes from every region of Greece.



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The environmental dimension| *The Santa Marina Plaza*

Giannoulis Hotels & Resorts follows the best of practices and keep high levels of environmental consciousness which always focus on the environmental and landscape protection. The Giannoulis Hotels & Resorts is a local Cretan Company which never missed the opportunity to minimize the environmental impacts. The company takes a specific action in order to contribute the protection of the environment and the areas that hosts its hotels and resorts.

Management and staff

- Environmental policy in place
- Annual training about efficient usage of energy
- We choose suppliers who keep environmental friendly procedures

Energy and water consumptions

At Santa Marina Plaza Hotel we always record the energy and water consumptions in order to keep the total Kwh consumptions and water lit consumptions to the lowest possible level by keeping the high level of our available services.

During the 2019 summer season the total energy consumption was increased by 0.30 kWh per guest night than 2018 summer season at 16.35 Kwh per guest night.

During the 2020 summer season our hotel did not operate due to Covid-19 situation. However, our target for 2021 summer season is to keep the energy consumptions at the lowest possible level according to the occupancies and to the policies against to the Covid-19.

The water consumptions during 2019 summer season remain at the same level as 2018 summer season, at 0.287 m³ per guest night.

Moreover, our target for the water consumptions during the upcoming 2021 summer season is to keep them at the lowest possible level according to the occupancies and to the policies against to the Covid-19, by following our main policy regarding the garden's watering, educate our staff members and inform our guests about the efficient usage of the water.

Energy and water savings measures

- Water efficient filters and mixing taps in most bathrooms
- Automatic irrigation systems in all our garden areas
- Water is heated by energy efficient heated pumps
- Energy efficient light bulbs in all public areas and most guest rooms (led bulbs)
- The watering of our gardens take place late in the evening to prevent water waste
- Every new equipment purchases checked to be energy efficient
- Key cards or magnets to switch off lights when guests leave the room
- Regular maintenance & training on the equipment at the beginning of each season towards efficient energy use
- Information towards guests in order to save water/energy



The heat pumps shown in the picture above helped reduce the diesel consumption by 80% and achieved an overall energy saving of 50%.

Waste production and recycling

The waste production and management is one of the most important environment protection procedures followed during the operation of our Santa Marina Plaza Hotel.

With this in our mind, we educate all of our staff members annually about the procedure which has to follow regarding the waste produced, the separation of each waste and the recycling. Furthermore, recycling bins located at all of the common areas of our hotel and the guests encouraged to recycle their waste.

Waste management and recycling

- Used oil & fats are collected
- Recycle bins for recycling batteries, plastic, glass, paper, toner cartridges
- We undertake efforts to limit the use of disposable products
- The reuse of paper for internal use
- Orders in bulk where is possible
- We choose returnable glass – bottles filled by filter water wherever available
- Recycle bins are available to all of our public areas for our guests



Chemical consumptions

The environment is totally affected by the usage of chemicals. At our Santa Marina Plaza Hotel, the usage of chemicals is limited and only from special trained staff members.

During the 2019 summer season the total consumptions of chemical products was increased than 2018 by 0.03 kg per guest night, at 0.045 kg per guest night. Our target for 2021 summer season is to decrease this consumption by 20% according to the occupancies and to the policies against to the Covid-19.

Chemical management

- We apply environmental criteria when purchasing cleaning agents
- Use of chemicals is limited and where is necessary
- Use of local plants in the garden that need less water and are more resistant to the local climate
- Use organic fertilizers to all of our gardens

- Minimize the chemical usage at the housekeeping
- The daily control of the swimming pools in order to use the minimum amount of chemicals and other substances

Coastal protection

- We undertake initiatives for the protection of the sea turtles
- The beaches are properly organized and regularly cleaned
- Bathing water quality is constantly monitored
- All our initiatives on the beaches are recognized and following the procedures of the international Blue Flag Award



The social dimension | The Santa Marina Plaza Hotel

The protection of the local market community is one of the first priorities of the administration and management of our Giannoulis Hotels & Resorts Group.

Employees

The 90% out of total 25 persons of our staff are Greek people from local or near communities. Every season our Company puts an effort to retain the same staff, the biggest part of which, work at our hotels for five years or over. Our target for 2021 summer season is to keep this percentage at same level.

All our employees are adults and insured, as our hotel follows the Greek law of workers' rights. All the staff remains the right to meet the management of the hotel for any problem or situation faced regarding their job.

Every year, our Hotel participates to the various running Government educational programs in order to introduce new students and potential employees into the tourism sector and in particular into the hospitality business. Our hotel hires from 2 up to 4 students, approximately 8% of the total staff members for this purpose. These students have the opportunity to learn the operation of a big beach resort, and as a result some of them are finally hired as regular employees at our Hotel, after their placements are finished. Our target for 2021 is to keep this percentage at the same level in order to provide the same opportunity each year to students to finalize their training under real working conditions.

‘Giannoulis Hotels & Resorts’ Group participates to the government educational programs for workers at tourism and every winter anyone of the staff of our hotel have the opportunity to take part at these programs, in order to improve his/her skills. In this way, all of our staff has the opportunity to improve their knowledge.

Local Community And Tradition

At the beginning of the summer season, a big part of the beach in front of our Hotel’s buildings has been cleaned from garbage and waste in order to be ready for the arrival of the guests. During the summer season the staff of our hotel cleans the beach daily. At the end of the season the beach is totally clean, and during the winter the beach is being kept to the natural standard.

Once a week, the local entertainment program of our hotel includes traditional Greek dancing night. All of our guests are informed daily for traditional events which take place around the area. Furthermore, the guests are encouraged to visit the archeological interest areas of the town. In this way we promote our culture and our traditional customs.

We offer Greek Cooking lessons as well as Olive oil tasting to our guests, in order to acknowledge and demonstrate the richness and gastronomic diversity of the Traditional Greek cuisine.

We have been awarded with the ‘Greek Breakfast’ by offering Greek specialties within our breakfast. We were one in between the first 100 hotels in Greece that followed this concept.

We promote local wine and local food and beverage promotion in our restaurants and bars

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The economic dimension| *The Santa Marina Plaza Hotel*

Giannoulis Hotels & Resorts Group focuses to the local and regional economy by following specific actions during its operation.

- Local suppliers for our food and beverage outlets. The 95% of our suppliers are locals and we keep the same cooperation's each year
- Research and Investment in local area
- Giannoulis Hotels & Resorts keep a close cooperation with the local community, town hall and local organizations. The CEO of the Giannoulis Hotels & resorts is also president at the Chania Hotels Association (http://www.allchaniahotels.gr/Chania_Hotels). An association which one of the main targets is to expand and extend the incoming tourism, assisting on the development of the local economy.
- The CEO of Giannoulis Hotels & resorts is a member of the board at the Greek Tourism Confederation (SETE- <http://sete.gr/en>). SETE aims at constantly boosting competitiveness and demonstrating the key role of tourism in the Greek economy. SETE represents national sectoral associations of tourism businesses as well as individual businesses involved in the tourism economy in general covering the entire range of tourism activities. SETE envisions a balanced growth of the tourism sector, aimed at improving performance and increasing the number of arrivals and overnight stays, while improving the distribution of tourism supply throughout the country, and improving the distribution of demand over time. The above objectives are pursued within the framework of environmental protection, and with the utmost respect for and promotion of Greek culture.

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