



# Annual Sustainability Report 2018



Overview   01	
Presence	5
Rooms   Overnight stays   Countries   Aggregate revenues   Employees	6
Responsible business model	8
Certifications & Awards	8
Innovation   Satisfaction surveys   Online reputation	9
Our Company   02	
Governance model	11
Economic performance	12
Our People   03	
Our commitment to health & safety	14
Employee training & talents	15
How we manage sustainability   04	
Trying to make it understandable by everyone	17
Building Ethics	17
Fair Dealings	18
Designing a sustainable hotel product	19
Keeping track of sustainability's impact	19
Looking ahead   UN SDGs	20
Reporting	20
What we do for our guests & customers   05	
Connecting with sustainable destination challenges	22
Dedication to service	22
Quality of product, service & experiences	23
Customer health & safety	24
Connecting with Cretan sustainable food	25
Local supply chain	26
Gastronomic experiences	27
Connecting with Cretan culture   Sustainable Excursions	31
What we do for our community   06	
Social positioning	33
Job creation	33
Promote Local Hiring	34
Local sourcing for a better life in rural areas	35
Promoting the Cretan civilization	36
Brand Architecture	37
Social Cash Flow	38
What we do for the environment   07	
Energy	40
Water	43
Waste	45
Biodiversity	47
Preservation of the landscape	48



## Introduction

This is the sixth sustainability report compiled by Creta Maris Beach Resort, based on transparency and voluntary reporting, through a review of globally accepted sustainability standards, powered by Local Food Experts s.c.e. The report is available at the company's website [www.cretamaris.gr](http://www.cretamaris.gr).

We welcome any feedback you may have on this report which will enable us to further improve the structure and quality of information provided.

For matters pertaining to this report:

Marketing Department

Emails: [marketing@cretamaris.gr](mailto:marketing@cretamaris.gr), [resort@cretamaris.gr](mailto:resort@cretamaris.gr)

Overview | 01



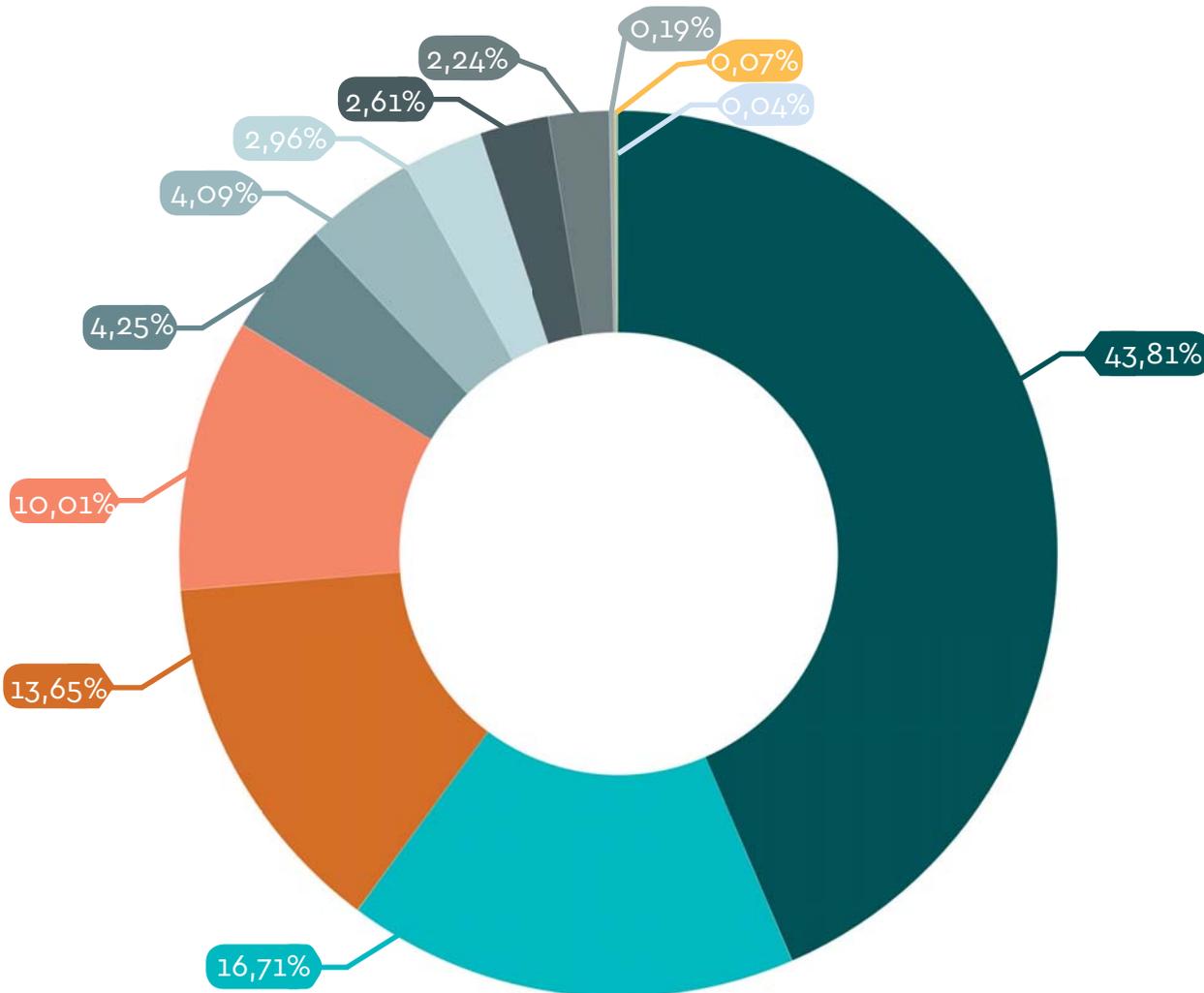


## Presence

Creta Maris Beach Resort, in Hersonissos, Crete, belongs to Nikolaos Metaxas family group of companies, which has been active on Crete since 1975. During its 43 years of operation, Creta Maris Beach Resort has constantly been aiming at the development of its hosting services, while also keeping its anthropocentric approach intact with regard to the resort's human resources and operating based on the principles of sustainability. For more information please visit [www.cretamaris.gr](http://www.cretamaris.gr)

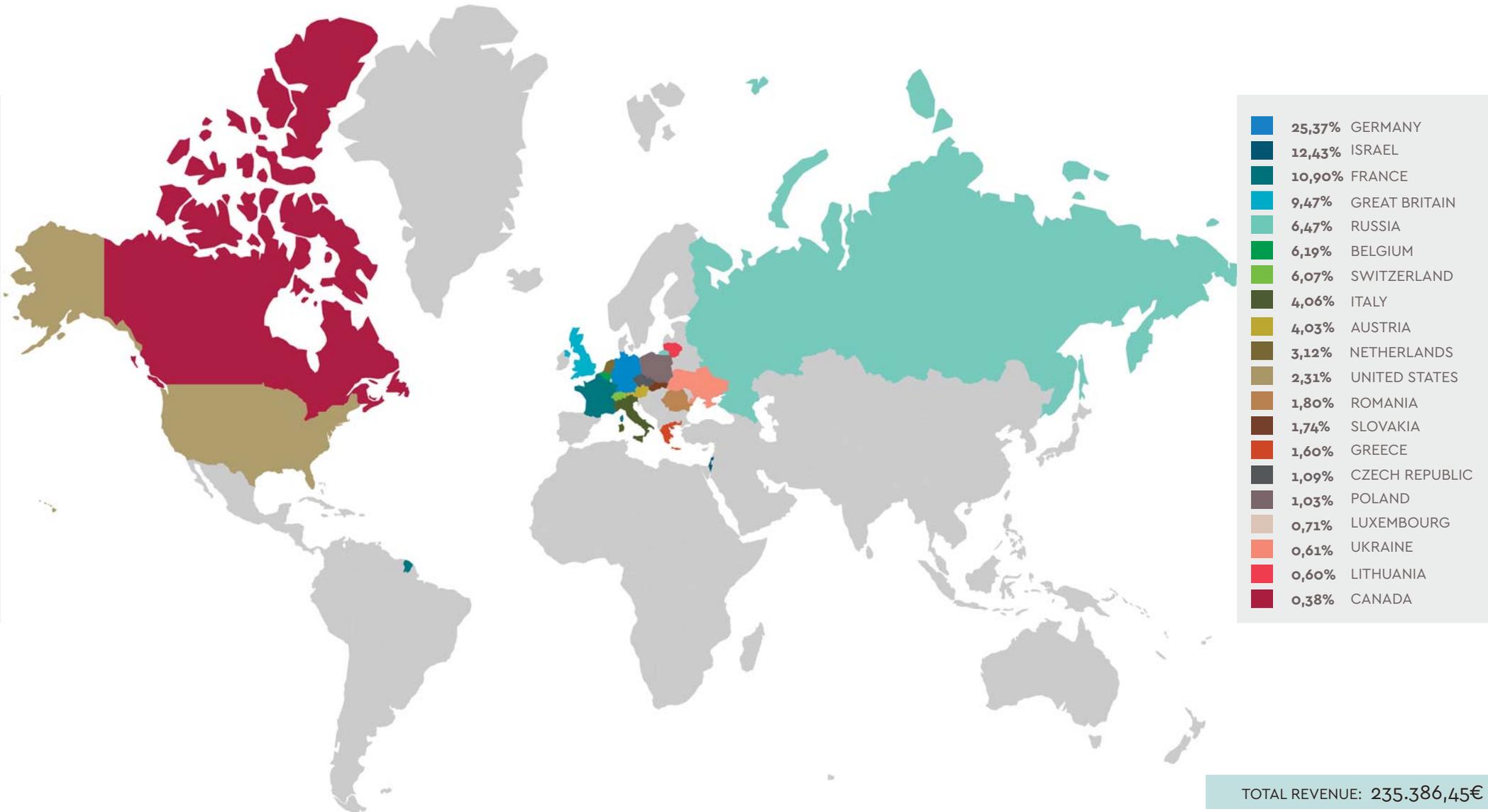


## Room Types offered in 2018



- Deluxe Garden View Room
- Deluxe Sea View Room
- Classic Sea View Room
- Special Offer Room
- Deluxe Pool Front Room
- Deluxe Sea Front Room
- Family Open Plan Room
- Family Room - 1 Bedroom
- Suite Sea View
- Collection Suites
- Unique Suites
- Creta Maris Pool Villa

## Top 20 countries in 2018 (Based on total revenue)



TOTAL REVENUE: 235.386,45€

EMPLOYEES: **434**

# Responsible business model

Aiming the social well-being and environmental protection, Creta Maris acts as a responsible business model, which leads the hotel to the constant reward and certification by multiple organizations and partners.



## Certifications & Awards



**BIO Kouzina GOLD**



**Blue Flag Quality Label**



**COSMOCERT Certification of Organic Products**



**Costa Nostrum Sustainable Beaches**



**ECARF Seal of Quality**



**Participation in "Greek Breakfast" program**



**The Green Key**

**Green Key Eco Label**



**HACCP System**



**Certification Standard We do local**



**Travelife Gold Sustainability System**



**TUI Environmental Champion 2018**



**TUI Top Quality Award 2018**



**Jet2holidays Quality Award 2018**



**5,5/6 Holiday-check Award 2018**



**9,1/10 Guests' Reviews Award 2018 by Booking.com**



**Top 100 All Inclusive Award by Hotels.com**



**Schausland: «Top Hotel Partner 2017»**



**Top Hotel 2017 Award by Satur**



**2017 Certificate of Excellence by Tripadvisor**



**TOP-10 Spa Hotels in Crete 2018 Award by TopHotels**



**Best Overall Customer Satisfaction 5\* Hotels Crete & Best Hotel-Partner of TEZ TOUR**

## INNOVATION

Since 1975, Creta Maris Beach Resort is a pioneer hotel in the area of Hersonissos. This status is achieved by the continuous development of the hotel's services and facilities year after year. Below are some of the innovations of Creta Maris that have distinguished it from the competition and ensured high quality services to its guests.

1. **Use of electric vehicles for deliveries to the resort's departments**
2. **Use of electric forklift in the warehouse**
3. **Gradual change of fluorescent lamps to LEDs in the warehouse**
4. **Use of Eco-Friendly detergents**
5. **Major suppliers within a radius of less than one kilometer from the hotel (Cretan Meat Processing Industry "KRIVEK SA", ZERVAKIS Miltos, Kalimera FROUTA SA) - the majority of located on the island**
6. **Purchase of products based on locality (Crete, Greece, abroad)**
7. **Use of reusable cups in bars and biodegradable straws**
8. **Recycling**
9. **Innovative hydrotherapy treatments at Hammam Spa that are completed with a Beauty Affusion (an alternative therapeutic massage experience when the visitor is wrapped in a cloud of steam and rain, a highly relaxing experience)**
10. **Spa therapies with the use of Cretan products such as virgin olive oil, Cretan herbs and raki**

## SATISFACTION SURVEYS | ONLINE REPUTATION

Creta Maris considers the feedback of its guests as the key factor in order to provide high-quality services, understand its own strengths and weaknesses, and eventually ameliorate the accommodation and the guest's holidays' experience.

By creating "Questionnaires on-the-spot", guests are being asked for their opinion about key factors of the resort's operation, during their stay. In this way, the operation is adjusted according to the guests' opinion and the services offered are being ameliorated, while guests are still "on the spot". Moreover, the resort's Guests' Service team is responsible for communicating with the guests, providing them all the necessary information during their stay and for receiving their feedback and act accordingly.

Once the guests leave the resort, the communication continues on an online level, through review sites, or e-mails. Another important tool that measures guests' satisfaction and the quality of the services offered is the Reputize intelligence platform, along with the questionnaires that are completed. Through these tools, the resort's management team gets a better insight into the guests' opinions, maintaining thereby a guest-centric culture, delivering better experiences and exceeding clients' expectations.



# Our Company | 02



# Governance

Andreas N. Metaxas  
CEO



## CENTRAL SERVICES

## CRETA MARIS BEACH RESORT



Eva Kokkinaki  
Group Financial Manager



Sofia Tsioutra  
Group Senior HR Manager



Nikos Sfakianakis  
Group Sales Director  
& Development Consultant



Marina Maniadi  
Group Sales Manager MICE



Aspa Fthenou  
Group Sales Manager MICE



Efi Titaki  
Group Sales Manager



Yannis Metaxas  
Group ICT & Development Director



Nikos Karetsas  
Group ICT Manager



Michalis Roussakis  
Assistant General Manager



Manolis Geronymakis  
Front Office Manager



Rena Katsaboxaki  
Maris Building Housekeeping Manager



Klio Markaki  
Terra Building Housekeeping Manager



Eleni Metaxaki  
Bungalows Housekeeping Manager



Nikos Vlassiadis  
General Manager



Manos Kapetanakis  
Purchasing F&B Manager



Manthos Milliarakis  
Store Manager



Nikos Karapetsas  
Maitre d' Hotel



George Kourinos  
Estia Maitre



George Hamalakis  
Cochlias Maitre



Dimitris Makrakis  
Executive Chef



Dimitris Nassios  
Cosmos Chef



Antonis Detorakis  
Bars Manager



Faye Papaioannou  
Marketing & PR Manager



Manolis Kalafatis  
Greenkeeping Manager



Nikolas Pitsikalis  
Maintenance Manager



Dimitris Efthymiou  
Guest Service Manager



Remy Klai  
Entertainment Manager

## Economic Performance

By offering a great impact to the local community and to the government, Creta Maris re-invests and operates with a growth year after year.

Below are presented the key financial data for 2018 in comparison with 2017:



**TOTAL REVENUE**  
(AMOUNTS IN MILION €)

2017	2018
22.089.320	23.538.645



**OPERATION COST**

(AMOUNTS IN MILION €)

2017	2018
7.650.684	7.928.979



**PAYMENTS TO GOVERNMENT**

(AMOUNTS IN MILION €)

2017	2018
506.323	515.198

Our people | 03



## Our commitment to health & safety



Over the past years, Creta Maris has adopted and implemented a Health & Safety Program aiming at offering to its employees a safe and healthy work environment, where they could have a sense of security, job satisfaction and optimal performance. This program includes maintenance of safe facilities, adherence to stringent standards, regular preventive safety inspections and continuing training of employees on safety issues, prevention and avoidance of possible accidents and correct handling of emergency situations that may endanger the health & safety of the staff.

The existence of the Creta Maris Health & Safety Program in 2018, has led to the registration of only 4 accidents at work, which concerned light injuries from falling or cutting, while also the registration of 616 days due to sick leave from 69.386 working days in total (0,89%).

## Employee training & talents

Creta Maris continued enhancing the Social economy by incorporating key principles of local employment and by providing high quality services by following the necessary approach from the base to the top, during 2018.

During this period, the resorts' employees had the opportunity to attend 19 (excluding department trainings) educational seminars in total, in order to enhance their existing knowledge and skills, or to develop new ones:

1	DIGITAL MARKETING MASTERCLASS
2	SALES FORECASTING & MARKETS' PLAN
3	HOSPITALITY SALES MASTERCLASS
4	YOUR PERFORMANCE MANAGEMENT GUIDE
5	SHORT-TERM LEASING OF AIRBNB PROPERTIES
6	ENGLISH LANGUAGE LEARNING PROGRAM
7	FRENCH LANGUAGE LEARNING PROGRAM
8	GERMAN LANGUAGE LEARNING PROGRAM
9	E-LEARNING SEMINAR FOR EMPLOYMENT AND LABOR FORCE
10	CHANGES IN "P.S. ERGANI"
11	HUMAN RESOURCE MANAGEMENT
12	GDPR (THE NEW EUROPEAN REGULATION ON THE PROTECTION OF PERSONAL DATA)
13	FIRST AID SEMINAR
14	PREPARATION OF THE HOTEL'S EMERGENCY GROUP FOR THE EVACUATION EXERCISE OF THE HOTEL
15	INDUCTION TRAINING
16	ENVIRONMENTAL EDUCATION
17	HUMAN RIGHTS & CHILD ABUSE
18	GERMAN LEARNING PROGRAM
19	FRENCH LEARNING PROGRAM

Additionally, during 2018, Creta Maris cooperated with public and private schools and universities, and enabled thirty-five (35) young professionals to gain the requisite experience, by completing their practical training in the various departments of the resort.

Below are listed the aforementioned universities:

Schools/ Universities	Number of Students
TEI OF CRETE	1
OTEK OF CRETE	1
ASTEK OF CRETE	2
DIEK OF RETHYMNON	1
IEK ACME	22
IEK ALFA	4
IEK DELTA	1
IEK OMIROS	2
OAED XANTHIS	1
<b>TOTAL</b>	<b>35</b>

It is worth noting that the resort continued to offering to all its employed free transportation to and from Heraklion city center, free meals, uniforms, and pension benefits, as well as some additional services as incentives (wedding gift, special rates for friends & family, and "employee of the month" & "employee of the year" award).



How we manage sustainability | 04



## Trying to make it understandable by everyone

With the view to achieve the necessary harmony in operation and full involvement of the employees in sustainable actions, the resort ensures that all its team members are adequately and promptly informed about the decisions made related to its sustainable operation and trained in order to implement correctly the actions agreed.

Detailed information about every sustainable action is also offered to the guests through the resort's website. Upon the guests' arrival at the hotel, they have the opportunity to take part in dozens of activities, such as «back-of-house» tour (kitchens, warehouse etc.), environmental activities (Tree Maintenance, Clean Up The Med), as well as traditional activities (traditional sheep shearing, traditional harvest) etc. They are also being informed through a leaflet in their room, about the sustainable actions of the resort, and are urged to become a part of the resort's environmental "Green" team.

## Building Ethics

Being "ethical" is something that cannot be done in a second but needs time. Creta Maris follows some ethics since its first year of operation, while year after year it adopts more ethics and strengthens its reputation, characterizing all the relationships and contacts with its partners, but also with society and people. Ethics, together with the various policies adopted, shape the moral and ethical standards Creta Maris follows.



## Fair Dealings

After 43 years of operation, all business dealings are based on the principles of fair competition with equal opportunities for all potential suppliers. Creta Maris maintains relationships of trust and cooperation through legitimate and transparent dealings.

The three areas of its focus are:

### 1. Equal opportunities

Offer of equal opportunities to all recognized companies that want to become its business partners.

### 2. Fair trading procedures

All business transactions are legitimate. The terms and stages of the transaction are adequately discussed between the parties involved.

### 3. Business partners' support

Support of the long-term development of its suppliers, by creating a healthy trading environment.

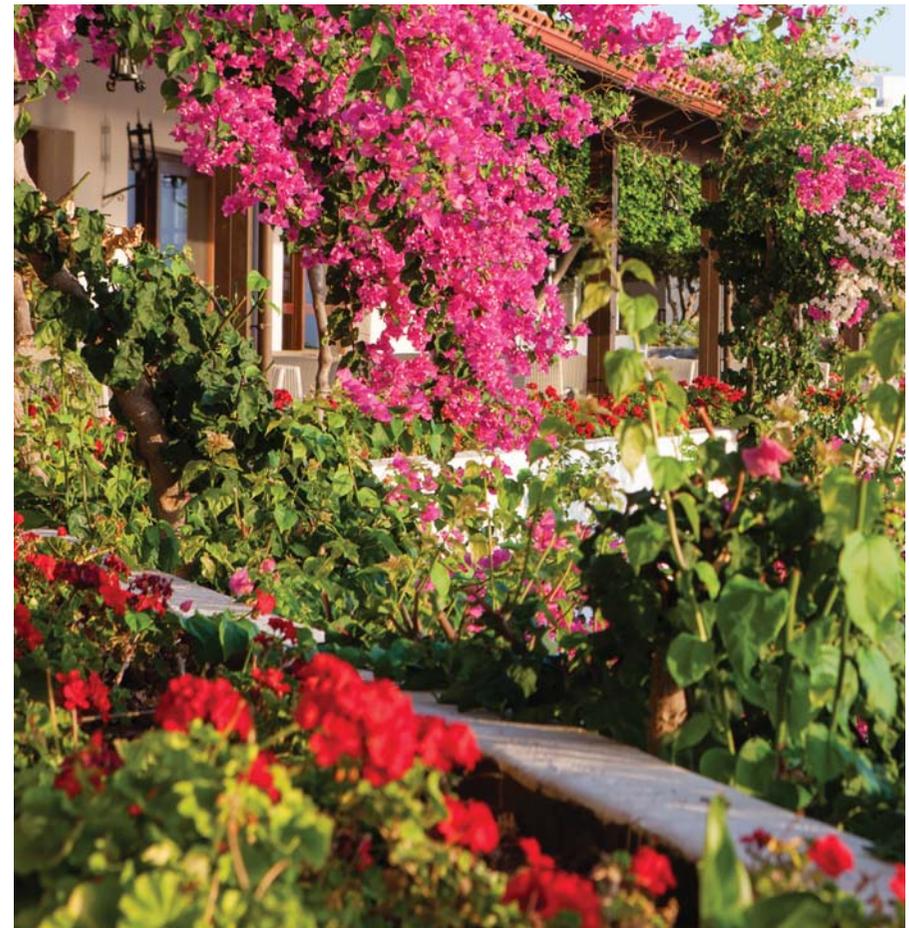
As Mr. Manos Kapetanakis, Purchasing and F&B Manager, reveals:

"At Creta Maris we follow twelve rules to conduct business and collaborations fairly and in good faith:

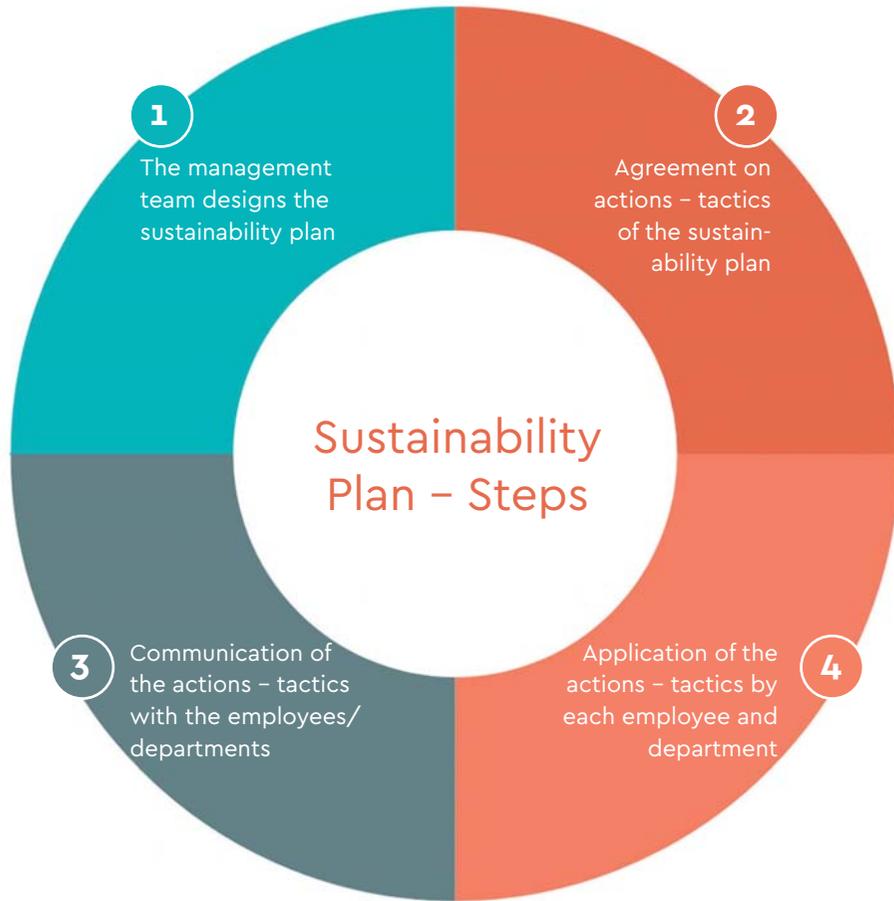
1. We are open to new partnerships with suppliers / producers who meet legal and quality criteria.
2. We meet and discuss with all suppliers / producers who are interested in working with us.
3. We visit exhibitions to extend our choices in products and suppliers while participating in professional synergies and local actions (i.e. chamber actions).
4. We prefer products: local or/and national, organic (for our certified restaurant Pithos), environmentally responsible (in terms of production, packaging, and / or transportation), of sustainable cultivation, with differentiations.
5. The resort's purchasing team is easily accessible. The same applies to the hotel manager and the CEO of the company. We are generally close to our partners, avoiding an impersonal and purely professional relationship.
6. With all suppliers, the conditions and methods of payment are clear and agreed from the outset.
7. We are solvent in complying with the agreed payment methods.
8. Our partnerships are long-lasting, and we appreciate the suppliers

that have supported us.

9. We meet with all our suppliers and visit their facilities whenever possible, always emphasizing the importance of energy, packaging, hygiene and safety, quality, and differentiation.
10. We urge our associates to claim certifications for their products and to evolve them continuously.
11. We share with our associates the annual Sustainability Report, informing them in detail about our policies and actions.
12. We transcend the We Do local philosophy we follow to other hoteliers opening the way to our suppliers to produce and offer innovative and distinctive products in the market created by this trend.
13. Of course, we do our best to progress, this is the reason we work on these 12 rules and try to establish even more."



# Designing a sustainable hotel product



## Keeping track of sustainability's impact

The monitoring of the sustainability plan takes place in real time, throughout its implementation. The process is performed by the manager of each department and its results are reported to the management team, which decides whether any amendment of the plan has to be done. At the end of the year an evaluation and analysis of the results are performed.

## Looking ahead | UN SDGs

With the view to contribute to the understanding, promotion, and support of the 17 goals set by the UN, Creta Maris has adopted them and aimed at ending poverty, protecting the planet, and ensuring prosperity for all.

In this context, the resort monitors the developments of the SDGs strategies, while it does its best to communicate the significance of implementing those goals to the local institutions and government. Also, it shares its good practices and their positive results to its guests, cooperators and other tourism companies, in order to support evidence-based decision-making in relation to Corporate Social Responsibility (CSR) activities that impact on the SDGs.

Specifically, in 2018, the resort continued to purchasing goods and services from local organizations and producers, while it has also developed its monitoring process related to the application of the SDGs strategies, so to enhance competitiveness and maximize positive local impact to the local economy.

It is worth mentioning that Creta Maris does its best in order to raise awareness of the sustainable operation a business must have and the benefits it offers both to the business itself and the community, the environment and the people.



For more information please visit: <https://www.globalgoals.org/>

## Reporting

With this report, the resort voluntarily pledges to sustainability goals without having as its main goal the certification by an institution, but the emergence of global challenges for the new generation, visitors, suppliers, a wide range of associates and the local society.

What we do for our guests & customers | 05



## Connecting with sustainable destination challenges

Creta Maris Beach Resort maintains an integrated Sustainability program that ensures the protection of natural beauty, biodiversity and social wellbeing, while at the same time attracts more tourists, increasing thereby the quality of life of the local population, while minimizing the negative environmental and social impact of tourism.

The resort does its utmost to inform the staff, the guests, its collaborators and the society of Hersonissos about Sustainability and the actions it undertakes in this direction, inviting them to do the same. In addition, Creta Maris monitors the technological development as well as new practices, which are being implemented with a view to its most sustainable operation.



## Dedication to service

The resort's management team continuously sets new goals in order to upgrade its services and astonish its repeat and new guests. The resort's dedication to service comes with the numerous certifications and awards it receives every year.



## Quality of product, service & experiences

Creta Maris is a traditional Cretan resort with environmentally responsible operation, and high quality All-Inclusive services, aiming at offering a comprehensive experience with nutrition, culture and tradition, to its guests. Its architecture contributes substantially to the overall experience: a small village with quaint twisting paths, small piazzas filled with the scents and colors of a wide variety of trees and flowers, as in an authentic Cretan village, which, along with the beautiful beach with its crystal clear waters, create a dreamlike coexistence between tradition and luxury.

In this dream like environment the guests come across things that they might have experienced in a typical Cretan village, as the eating habits of the locals, the dances, the sudden festivities and the stories told around the table. Guests also have the opportunity to take part in events such as sheep shearing, traditional harvest, and Cretan cooking classes and live like Cretans.



## Customer health & safety

As hygiene and food safety is always Creta Maris number one priority, it gets certified with HACCP on a yearly basis. In this context, the resort also conducts an annual evacuation exercise, which leads to the excellent organization of the resort's safety team and ensures the safety of guests and staff in case of emergency.

This year's exercise scenario included the implementation of the «Crisis Management Policy» in case of an earthquake. In this way the resort aimed at a high level of preparedness of the specialized emergency team that has been created for this reason. The exercise was carried out under the supervision of Mr. Efthimios Lekkas, professor of the Geology & Geoenvironment Department, of the National & Kapodistrian University of Athens, in cooperation with local authorities. In the context of the evacuation exercise, a lecture by Professor Lekkas was preceded with the title «Business planning for dealing with earthquakes and fires in a hotel's environment», thus enhancing the knowledge of Creta Maris' employees in terms of preparedness to deal with natural disasters.



A close-up photograph of a gourmet dish. The main component is a tall stack of several pieces of cooked meat, possibly lamb or beef, which are moist and glistening. The stack is garnished with fresh green herbs and a single, vibrant red cherry tomato. A thin, golden-brown, curved garnish, likely a fried vegetable or herb, arches over the top of the stack. The dish is served on a light-colored, possibly ceramic or stone, plate. In the foreground, there is a decorative sauce drizzle: a thick, dark purple or magenta sauce on the left and a lighter, white or cream-colored sauce on the right. The background is softly blurred, showing a dining table with a white tablecloth, a bunch of fresh green herbs, and a glass of olive oil. The overall lighting is bright and natural, highlighting the textures and colors of the food.

Connecting with  
Cretan sustainable food

The resort offers to its guests and customers the opportunity to experience the rich Cretan gastronomy, both in its restaurants and through the organization of actions and events.

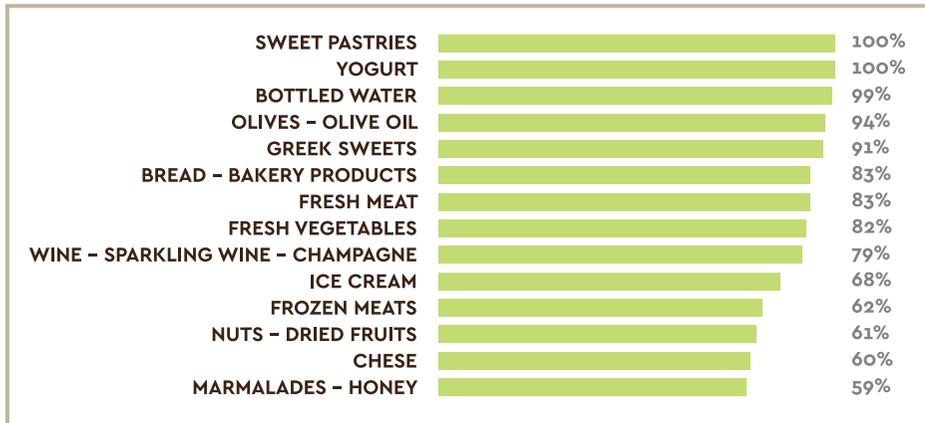
In the context of Creta Maris participation in **"TUI Care Foundation, FUTOURIS Project: Crete, First steps towards a sustainable food destination 2017-2019"**, the resort carried out a series of actions aiming to connect the sustainable wine production with hospitality services, so as to establish Crete as a winemaking destination and a destination for olive oil.

## Local supply chain

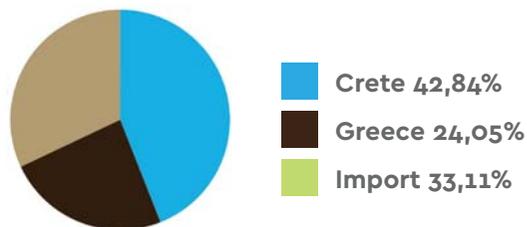
The functional use of Creta Maris Beach Resort for 2018 was designed, supported, and implemented under its constantly evolving relationship with national & local producers and suppliers and always according to our purchasing policy. With love and devotion to Crete, we contributed once again to the local economy of the island, by empowering local traders and shops, during a very difficult economic period.

The financial contribution to the local market is an integral part of Creta Maris philosophy. This way, we ensure that our guests enjoy local Cretan products, thus "tasting" the Cretan tradition and way of living.

During 2018, we contributed to Crete's local market by purchasing:

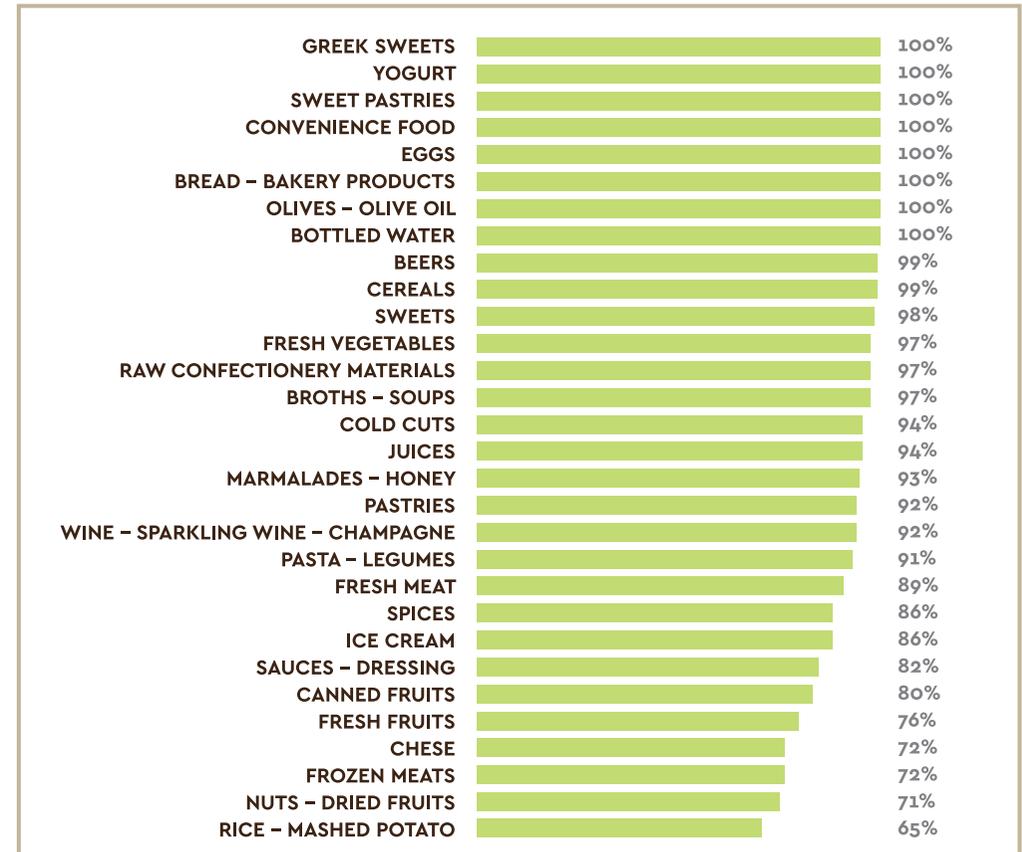


Generally its purchases' rates for the year 2018 were:



Which means that it has contributed to the national and local economies with **2.029.873,46** euros.

Below is presented the resort's contribution to Local and National market:



## Gastronomic experiences

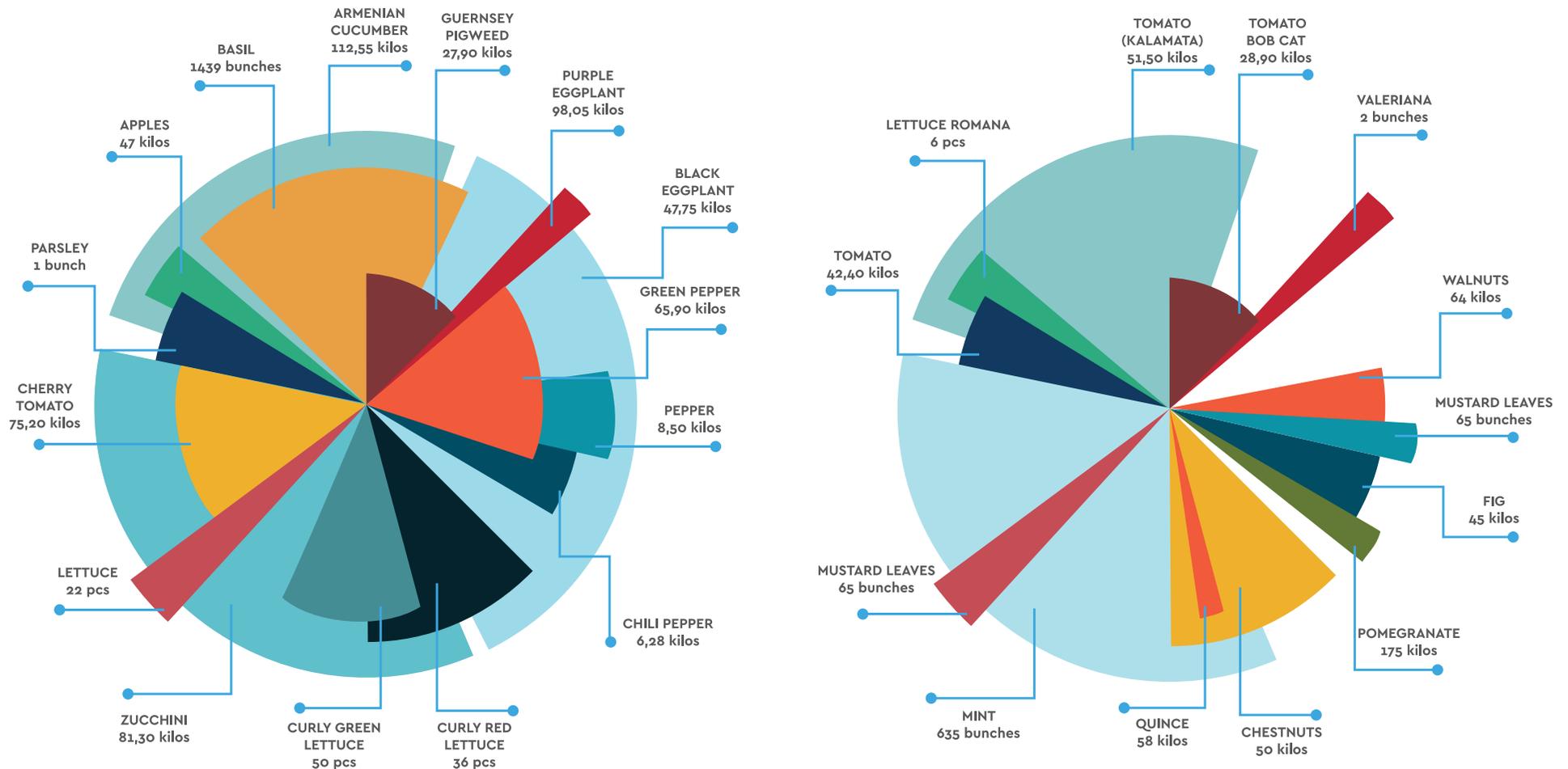
In 2018, the resort continued its own production of local products on its land, which has been included in the national and European system of certified organic crops [(EU) 2018/848]. Specifically, with the aim to offer the best possible services and products to its guests, Creta Maris produced large quantities of its products.

Its organic production consists of:

- 0,5 decares of outdoor, open-to-visitors vegetable garden
- 9,5 decares of arable crops [with local varieties of legumes and grains]
- 1.0 decares of citrus fruit [oranges, tangerines and lemons]
- 9,5 decares of local wines' varieties [kotsifali, mantilari]

It has offered to its food supply chain:

### SELF-PRODUCED ORGANIC PRODUCTS 2018



## Our organic meals

The guests of the resort have the exclusivity to taste its organic products and meals in "Pithos" Restaurant. During 2018, the restaurant offered approximately 12,500 meals of high nutritional value and quality.

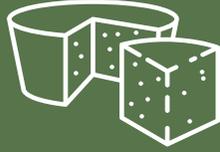


Below are presented meals with organic ingredients and entirely organic meals

LETTUCE



GUERNSEY PIGWEED

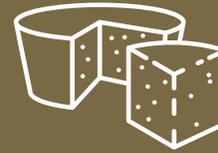


SHEEP AND GOAT'S CHEESE



GARLIC

KEFALOTYRI CHEESE



CURLY LETTUCE



COCK

DILL



MINCED BEEF MEAT

WHEAT



EGGS



HONEY



ICE CREAM



RUKOLA



ZUCCHINI



CAPPERS



RAISIN



BASIL



HOME MADE SPAGHETTI



OLIVE OIL



GRAPES MOLASSES



GOAT CHEESE



PEPPER

MUSHROOMS



GREEN PEPPER



WHOLEGRAIN SPAGHETTI



ALMOND

CORIANDER



TACHINI



SPLIT PEAS



FENNEL

SUNFLOWER SEEDS



BEANS

WHITE BEANS



EGGPLANT



CARROTS



FRESH ONION



CUCUMBERS



ONION

RAKI (TSIKOYDIA)



OLIVE PASTE



WALNUTS



MINT

BEETROOT



TOMATOES

WHEAT BARLEY FLOUR



SUNDRIED TOMATOES



PARSLEY

ORZO



PANSETE



POTATOES



OREGANO



CHERRY TOMATO



CINNAMON

BULGUR



## Organic Meals Of Pithos Restaurant

Cretan 'Dakos' topped with olive oil, fresh goat cheese and olives

Dip of Extra virgin organic olive oil with fresh organic coriander

Creamy organic tomato dip with olives and thyme

Organic smoked eggplant dip with organic mint and garlic

Cretan tomato soup with orzo pasta

Mashed yellow split peas, served with chopped fresh onions and capers

Traditional pie with zucchini, potatoes, goat cheese and milk cream "anthogalo"

Bulgur, cooked with home grown seasonal vegetables and mint

Marinated and grilled Fresh Mushrooms

Oven-cooked eggplant bites with fresh tomato and feta cheese

Cold salad of beans, wild rice, fresh fennel and chicory

Cretan potatoes fried in olive oil, topped with flakes of traditional Cretan cheese "kefalotiri" and oregano

Green salad with arugula, lettuce, dried sunflower seeds, goat cheese, dressing of sun-dried tomatoes, sesame paste, honey and basil

Greek salad with feta cheese and Cretan herbs  
Seasonal warm salad with fresh greens and seasonal vegetables with olive oil

Grilled pork belly caramelized with grape molasses and rosemary scented tsikoudia, garnished with oven baked potatoes with Cretan goat milk roux "staka" butter and sauce of feta cheese and beetroot

Local rooster cooked with onions and fresh tomato, accompanied by pasta "skioufikta" with sauce of sun-dried tomatoes, sea fennel and trimmed "anthotyros" cheese

Grilled beef burger served with fresh fried potatoes, tomato cream, sour cheese cream "xigalo" and pita bread

Traditional omelette with eggs, potatoes, and zucchini

Spaghetti ala Creta - Wholegrain spaghetti with sauce of fresh tomatoes

Warm beverage made from boiled wheat, cinnamon, walnut, sesame and almond

Vanilla ice cream, from fresh milk with white grape syrup

Traditional "karidopita" cake, made from walnuts and flour, covered in syrup.  
Accompanied by distilled carob beverage

Traditional pies, filled with "mizithra" cheese and served with sauce of honey

## Connecting with Cretan culture | Sustainable Excursions

The management of Creta Maris, believe that the resort is obliged to offer to its guests Cretan holidays experience, by presenting customs and traditions of the island. Therefore, it organizes activities inspired by the traditions of Crete that offer to the guests an unprecedented experience. These activities are always carried out with the assistance of local producers and the resort's employees.



**1st of May**  
May Day Celebration

**15th of May**  
We do local Day

**7th of June**  
Traditional Sheep Sheering

**4th of August**  
Traditional Harvest

**3rd of September**  
Interactive cooking class on "Soutzoukia" Cretan desserts

**5th of September**  
Revival of one of the oldest Cretan customs, "Opsigias" (traditional production of raisins)

Moreover, in the context of offering genuine Cretan holidays' experience, in 2018 the resort supported the "Sustainable Wine Excursion" organized by TUI Care Foundation and Futouris.

During the Sustainable Wine Excursion "From the Cretan Soil to your Glass: A TOUR IN SUSTAINABLE WINE GROWING" Creta Maris' guests had the chance to meet the locals of a small village, visit a sustainable vineyard together with the farmer, get to know the indigenous wine varieties of Crete, the cultivation practices and the importance of the terroir and discover their special character and taste in a private wine-tasting in the cellar of Michalakis & Lyrarakis Wineries.

By participating in this sustainable excursion Creta Maris Beach Resort managed to raise awareness of its guests about indigenous Cretan wines, support varietal preservation, promote Sustainability Development Goals, inform guests about sustainable practices in wine growing and to affect the expansion of sustainable farming on the island by generating interest to potential wine tourists.

What we do for our community | 06



## Social positioning

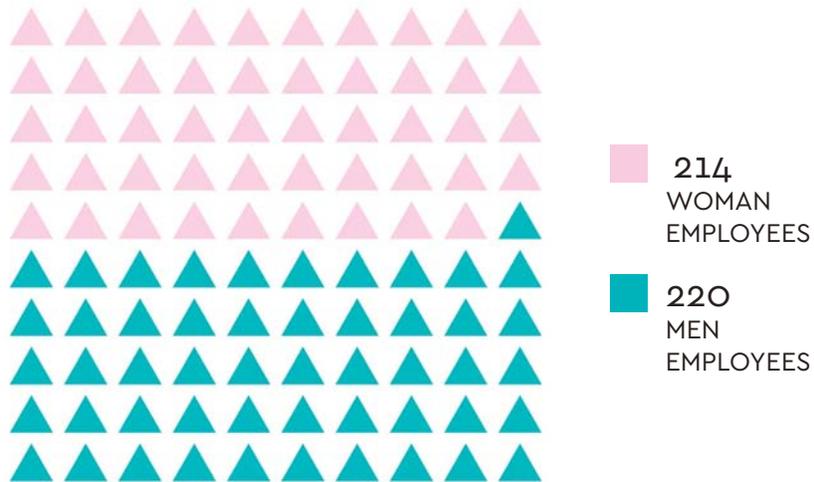
With the aim to support the local community and its people the resort has in the core of its operation the employment of Cretan workers, who are able to communicate the hotel's philosophy and the world-famous Greek hospitality. Through the employment of local employees, the resort also contributes financially to the local community of Crete and of Greece in general.

## Job creation

Creta Maris employed 434 employees in 2018. This number is divided almost equally to male (220) and female (214) employees, who are either of Cretan origin or live permanently on Crete (369), with the majority of them belonging to the age group of 18–29 years (173).

Data of its employees are listed in detail below:

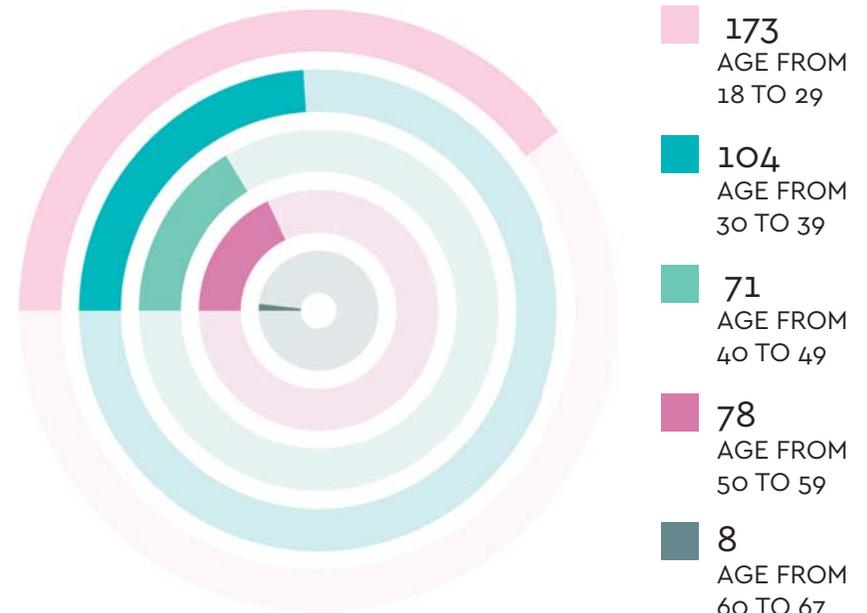
### EMPLOYEES' GENDER



GRAND TOTAL 434



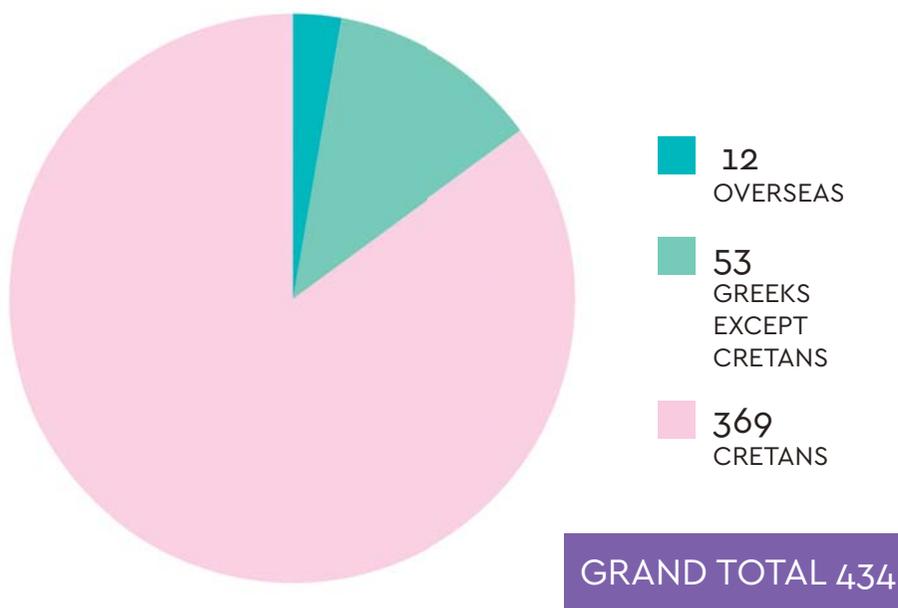
### EMPLOYEES' AGE



## Promote Local Hiring

Totally 369 local employees (85,02%) were employed and trained by the resort in 2018. In this way, the resort supported the local community and provided a total amount of **5,558,805.00** euros.

### EMPLOYEES ORIGIN



As regards the data of origin of employees:

- Those who live less than 11 months in Greece and are not taxed here were considered as foreigners.
- Greek employees who live permanently outside Crete and work for the hotel only during the hotel's operation period were considered as Greeks of origin other than Cretans.
- Those who were born and raised on Crete, and those who live in Crete for at least 11 months/ year were considered as Cretans.



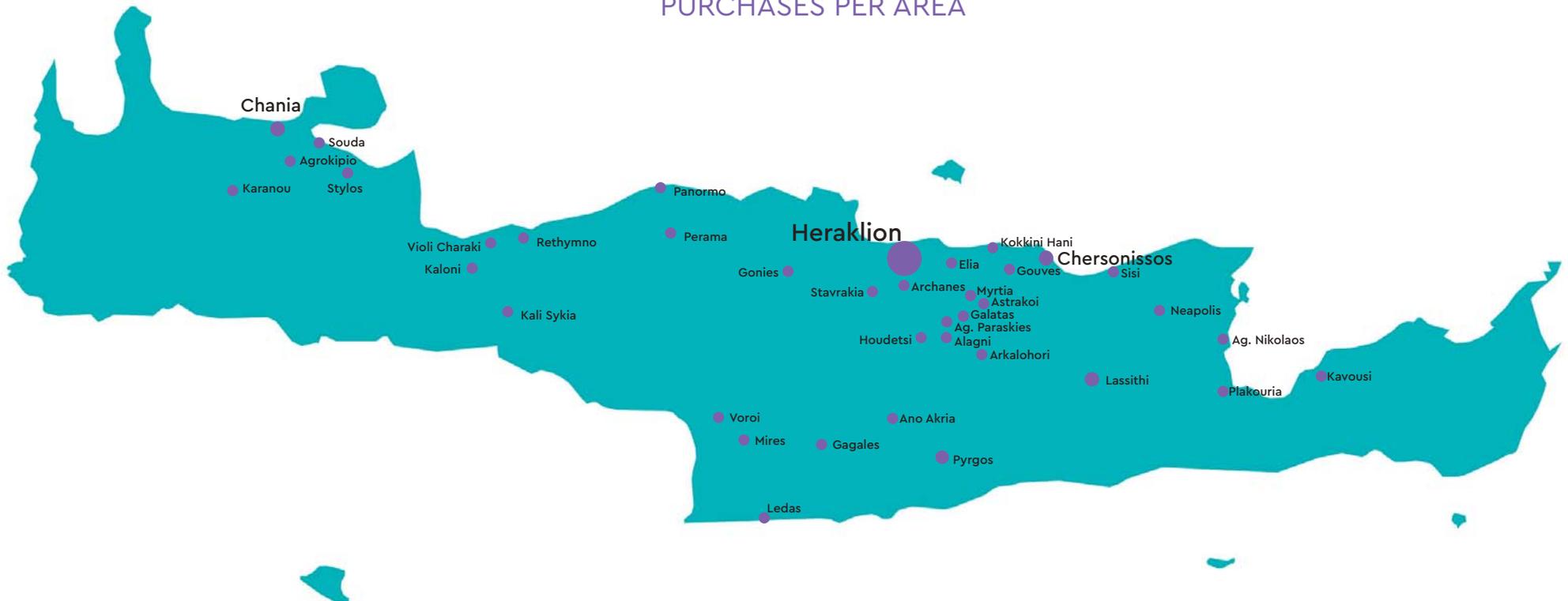
# Local sustainable sourcing for a better life in rural areas

In 2018, Creta Maris cooperated with 75 local producers, thus strengthening all four prefectures of Crete and contributing with more than 1 million euros. By operating in this way, the resort promoted the Cretan lifestyle, the local production and the Cretan traditions and contributed to the economic empowerment of the local community of Crete.

## PURCHASES PER PREFECTURE



## PURCHASES PER AREA



## Promoting the Cretan civilization

Creta Maris operates on the basis of We do local philosophy, promoting the Cretan way of living, the local production, and the customs of Crete. Apart from the leisure guests, the resort accommodates many international conventions and events that consequently promote the region of Crete world-wide.

In 2018 Creta Maris accommodated the following international events, presented according to their field.

### Science

Three great scientific conferences were held in Creta Maris, bringing more than 1200 scientists on Crete. Pulse Conference

- Pulse Conference
- Euronoise conference
- Clinical Neurophysiology Congress
- WASOG Conference
- Abbott Laboratories Hellas

### Sustainability

Creta Maris was glad to have the chance to accommodate "Accreditation Services International" and "ASI Group" two great groups promoting Sustainability issues, with more than 60 participants.

### Wellness groups

A Yoga group was also accommodated in the resort's premises, with more than 50 participants.

### Educational/ School Groups

In addition, it hosted EAWOP Summer school with more than 50 participants and ISA GROUP with 77 participants.

### Business

Creta Maris was happy to accommodate great groups that were promoting their business in Crete. Some of the groups that we accommodated on our premises were Tiveria group, OVB group, Worldventures, Youfirm group, Last-minute.com, Talend group, Mention group, bringing more than 1610 business people on Crete.



### Leisure

A leisure group from USA, with 230 participants was also accommodated in Creta Maris.

### Religion

In addition, the resort hosted a conference of religious interest with 235 participants.

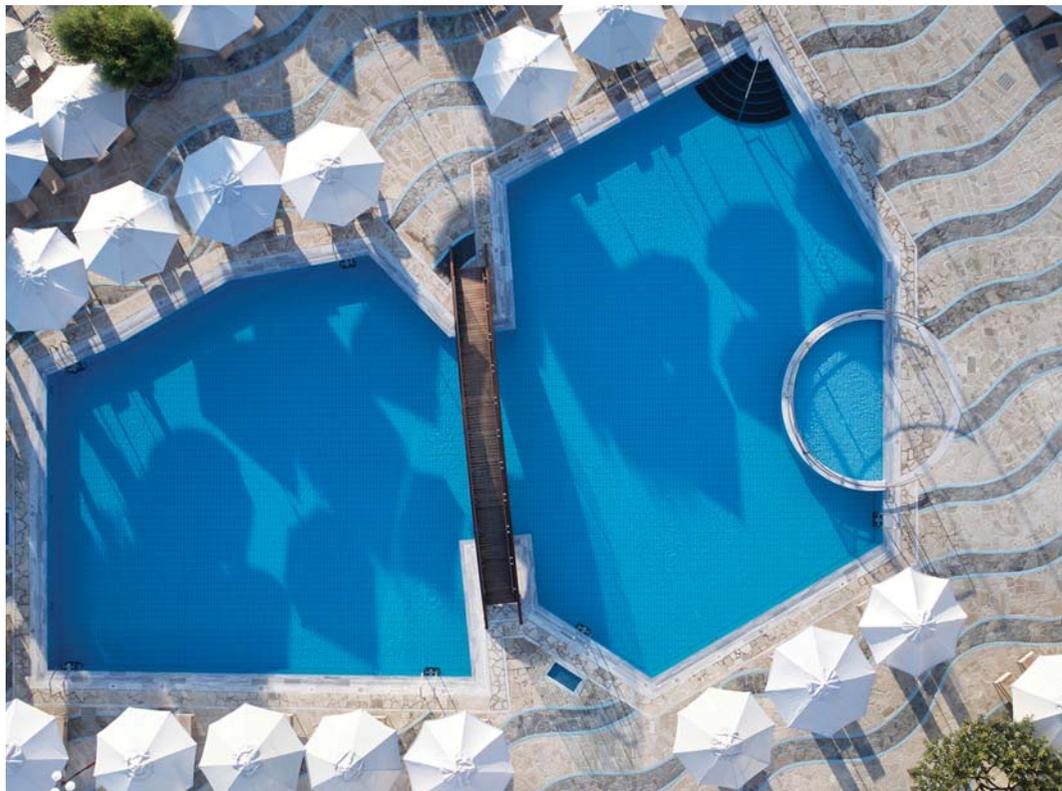
### Tournaments

Last but not least, was the Bridge group that Creta Maris hosted with 55 participants in total.

The events were held from April to October 2018. Creta Maris is a unit which accommodates more than 1500 guests per night, a size of a business that, understandably, influences the touristic operation of the whole Hersonissos village and, consequently, the economic factors of the region of Crete.

## Brand Architecture

Operating since 1975, the brand architecture of Creta Maris Beach Resort was always based on the truth, the logic and the harmony of the services provided. The resort clearly highlights Greece, Crete, locality, culture, quality, authenticity, and generosity, by visualizing these three characteristics on its brand.



## PRODUCTION OF SOCIAL PRODUCT

2018

Total income



**23.538.645**

Total expenses

**7.928.979**

Food and beverage consumption

**3.558.109**

Operating expenses

**4.326.006**

Irregular expenses and damages

**44.864**

TOTAL SOCIAL  
PRODUCT

**15.609.666**

## DISPOSAL OF SOCIAL PRODUCT

2019

WAGES



**3.973.925**

PUBLIC SECTOR



**515.198**

INSURANCE  
BODIES



**2.317.296**

LOCAL  
AUTHORITIES



**229.910**

IN-BUSINESS  
PARAMETERS



**8.573.338**

TOTAL SOCIAL  
PRODUCT 2018

**15.609.666**



What we do for the environment | 07



Various parameters were combined during the energy evaluation of Creta Maris Beach Resort, with the aim to achieve an objective result. The charts presented on the next pages, show measurements that start from April to September, with the occupancy, weather conditions and other factors to be considered as stable operating conditions.

Based on the Greek relevant legislation and statistics, there are three categories of hotels, based on the average energy consumption (gas consumption in liters per guest and energy consumption in kWh per night):

1. A hotel is considered an energy "diamond" for average consumption of up to 0.30 liters of gas per guest and up to 16 kWh of average electricity consumption per guest.
2. Very good to excellent for average energy consumption of up to 0.70 liters of gas per guest and 24 kWh of average electricity consumption per guest.
3. From 0.70 liters to 0.90 liters of average gas per guest and 25 – 30 kWh of average electricity consumption per guest, the hotel is considered energy-intensive and requires energy saving interventions.

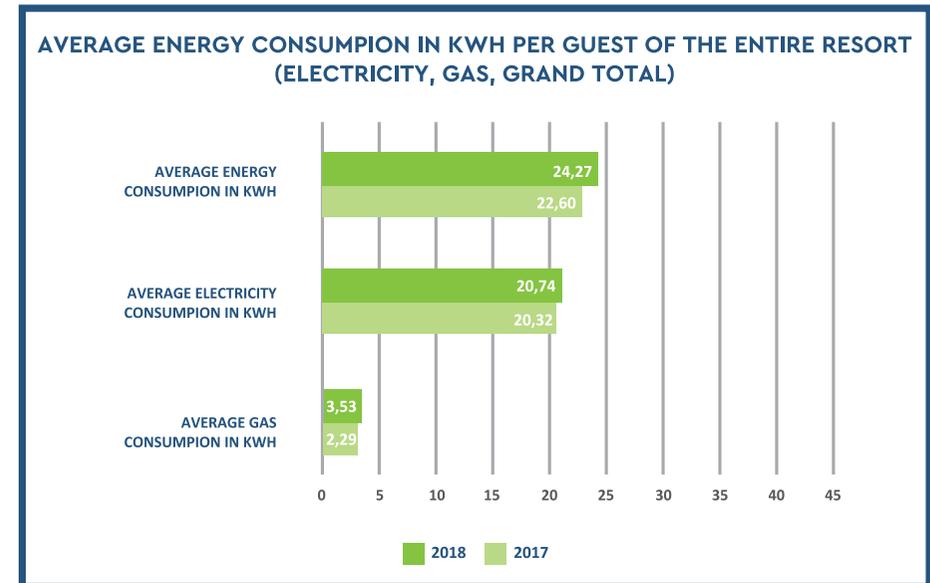
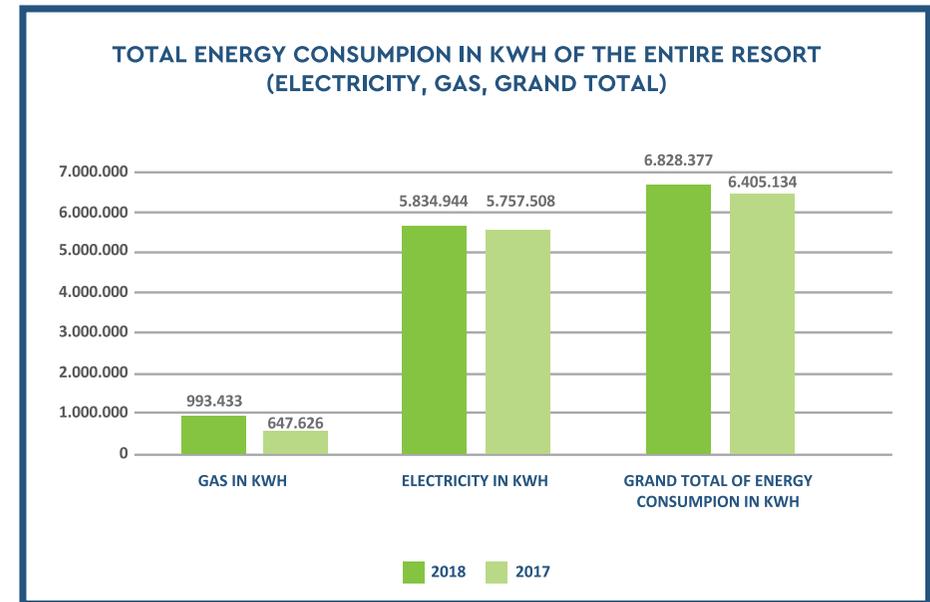
Creta Maris Beach Resort's energy consumption is 0.52 liters of average gas consumption per guest and 20.74 kWh of average electricity consumption per guest for the year 2018.

## Energy consumption reduction

### Actions:

- The Solar panels installed in order to heat the water have resulted in savings of 1,006,000 Kwh / year on average, during 6 months of the hotel's operation, which are equivalent to 153,000 lt of LPG.
- Currently, the liquid propane (gas) has replaced the electricity in all kitchens and main laundry stations.
- 95% of the incandescent and economy lamps have gradually been replaced by LED lamps, thus saving 40,397.00 Watt on average.
- Training and information is given to the staff so they can take energy saving measures (switch off lights and equipment when not in use, etc.) in their daily activities.

### Results of the above actions:



## Using Energy from Renewable Sources

It is widely known that renewable energy contributes to the quality improvement of the environment, as –unlike the energy sector- renewable energy does not pollute the environment. Moreover, the use of these sources leads the company to financial savings. Creta Maris has installed Solar panels in order to heat the water after taking into account all the above mentioned advantages. In this way, the annual savings amount to 1.006.000 Kwh / year, during 6 months of the hotel's operation, which are equivalent to 153.000 lt of LPG.

## Efficient use of energy

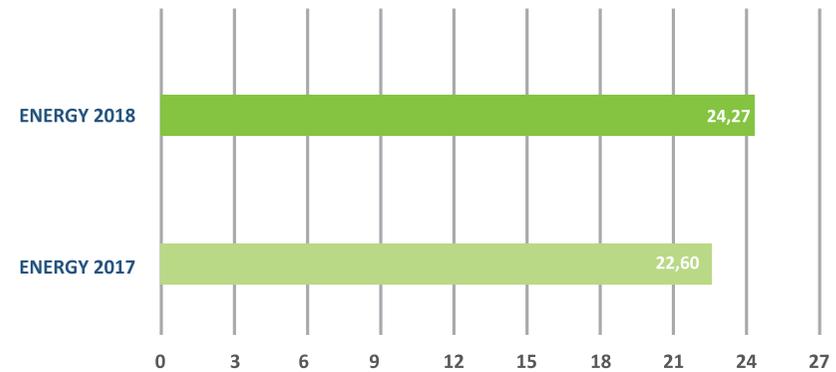
The measures adopted in order to ensure the efficient use of energy are classified into those that can be taken immediately, with minimal or no cost at all, and into those that require the performance of a remarkable investment.

Creta Maris has proceeded with investments, aiming to the efficient use of energy. Specifically, all rooms in Creta Maris are equipped with a magnetic card or key, which ensures that all electrical devices (with the exception of air condition and refrigerators) are switched off when the guest leaves the room.

- An additional switch has been installed in the bedrooms to disable the air condition every time someone opens a window or a door.
- A central temperature control of air conditioning has been installed in all bedrooms.
- Incandescent and economy bulbs have been changed to LED lamps.



AVERAGE ENERGY CONSUMPTION PER GUEST IN KWH OF THE ENTIRE RESORT (ELECTRICITY, GAS)



### Water consumption

Water is the basic element of life and development. Without it, our country would not be the same and our holiday destination would not be thriving. Realizing the importance of water and understanding the intense drought problem our country is facing, especially during the summer months, we skipped ahead to the following actions:

- Drilling.
- Desalination units.
- Units of reverse osmosis and filtration.
- Automatic night watering the green areas and the organic fields of the hotel.
- Application of drip irrigation systems and underground irrigation systems with reduced water evaporation.
- Change of the single drip line with netafim hose.
- Water reduction filters to all taps of the hotel.

The offered in our unit is produced directly on site, thus eliminating the transport chain, the times and places of storage. The water is free from harmful substances through reverse osmosis, followed by filtration and checked regularly through laboratory tests.

With the use of refillable glass bottles, we have dealt with the very dangerous phenomenon of bottled water overconsumption of All- Inclusive. In the past, guests used to open bottles of water, offered to them free of charge, and, without consuming the whole amount, they would throw them in the trash. With refillable bottles and coolers customers consume the water they really need.

### Economic benefits

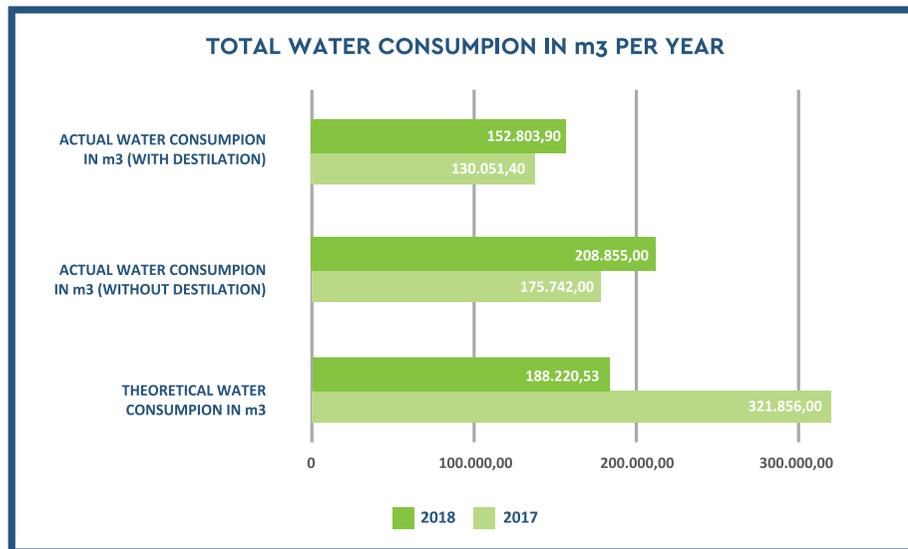
- Reduce cost of bottled water.
- The cost per liter of Creta Maris drinking water is much lower than the cost per liter of the municipal drinking water.

In conclusion, the abovementioned implemented actions, contributed to better management of existing resources, environmental protection and reduction of costs.

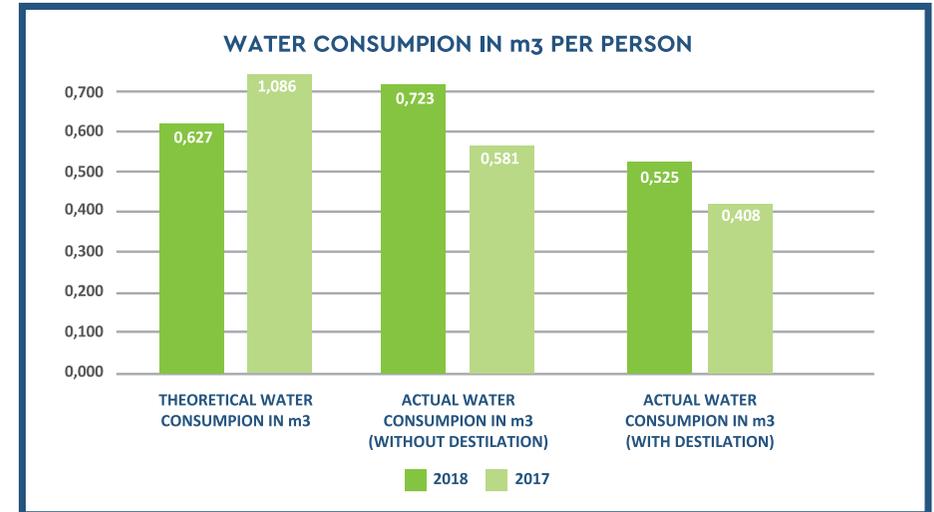


## Calculation of water consumption

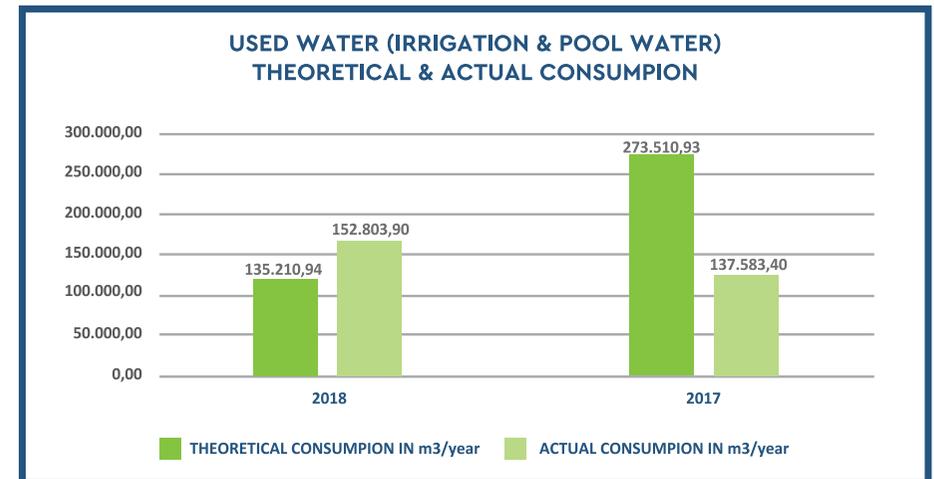
Aiming to the best possible presentation of the results of Creta Maris' water consumption, we take two constants into account: the Theoretical Water Consumption, which is the Maximum Allowable Water Consumption for 5\* Hotels according to the Greek Legislation and takes into account factors such as the resort's size, facilities and services (overnight stays, conferences, spa, non-residents) the hotel offers, and the Actual Water Consumption that the resort managed to have due to its sustainable operation. In order to calculate the Actual Water Consumption of Creta Maris, we gathered all the necessary data regarding the irrigation, the swimming pools and the total overnight stays recorded by the resort for the years 2017 and 2018. Finally, the presentation of water consumption, both with and without desalination, is also available.



\* Maximum Allowable Water Consumption for 5\* Hotels according to the Greek Legislation  
(MINISTERIAL DECISION 177/ Official Government Gazette B/319/14.2.2012)



\* Maximum Allowable Water Consumption for 5\* Hotels according to the Greek Legislation  
(MINISTERIAL DECISION 177/ Official Government Gazette B/319/14.2.2012)



### Professional, environmentally responsible cleaning detergents

In 2018 the amount of the environmentally responsible detergents of Creta Maris has been 21,92% of the total consumption of detergents of the entire hotel, rising to 6,265.00 liters. As regards the other sections, because of the lack of a complete line of green products on the market, Creta Maris has preferred to use the least harmful products to the environment.

### Recycling

Below are the results of recycling for 2018 season.



## Food Disposal policy

As Creta Maris operates on a seasonal basis and the quantities of raw materials purchased are specific so that there will be no leftovers, raw materials are never thrown away. At the end of the operating season, during the resort's closure process, all sealed packages that might have been left over are donated to food collection organizations for people in need.

Cooked meals that have been served on the buffet, based on food sanitation regulations, cannot be stored and served again. The greater part turns into organic fertilizer (compost). On a daily basis the food is stored in a designated area in the kitchens and transported by employees at the composting sites in the organic field.

Meals that have been cooked and have not been served on the buffet, while they are not in the next day's buffet program, following the correct preservation procedures, are served at the staff restaurants.



## Waste management

- Each purchase is a real need of the hotel. We do not make reckless purchases in order to get a better price; instead, we prefer to make purchases of the actual quantities that are needed (demand based).
- We purchase products in eco-packaging with the least possible packaging material used.
- The procurement department informs the seller, in every negotiation, that our company operates in an environmentally responsible manner and asks the supplier to present the various environmentally responsible products on offer.
- Priority is given to products that are locally produced.
- Priority is given to products with recyclable and returnable packaging, as well as those derived from recycled materials (mainly paper, aluminum, glass, plastic) without excessive multipack.
- The purchase of disposable items, such as cocktails' decorations, glasses, etc., is avoided, and when necessary, biodegradable products are preferred.
- For the purchase of equipment, priority is given to products that consume less water, energy and fuel and do not contain CFC.
- We avoid the use of materials containing substances hazardous to public health and the environment (such as organic solvents, asbestos, lead, polyurethane, etc.) in the construction of buildings, construction of furniture, insulation, and decoration during refurbishment.
- Recycling of materials in all parts of the hotel.
- We have reduced paper consumption by removing most of the printed information (Room Service Directory) and by creating electronic information programs via television.
- During 2018, we consumed environmentally responsible paper (FSC) for all the company's printings. FSC indication specifies that the products of wood are obtained from forests, based on the principle of sustainable development and are in line with the exact environmental, social and economic standards.



## Biodiversity



Crete, a unique place throughout Europe, is a paradise of biodiversity. A crossroad between three continents with favorable climate and environment, this island, in contrast to other areas, has concentrated cultural and biological elements. Indicatively, Crete has almost as many species and subspecies of plants (about 1750) as all the British Isles (1450), even though it is 35 times smaller in size. At the same time, there are thousands of species of fauna, with the endemic ones being estimated at around 1,000.

This enormous Biodiversity is a wealth for everyone! It is our own responsibility to protect and support this biodiversity. In order to do so, we use endemic species for the planting of outdoor areas, while we constantly aim to increase the variety of species and the number of plants.

At the same time, the maintenance and increase of the beneficial insects and microorganisms that are endemic in the gardens of the hotel is very important for us. Therefore, the resort has chosen to apply organic management to its gardens, thus favoring their presence. The hotel also strengthens its microbe, by releasing beneficial insects and micro-organisms.

## Landscape preservation



### Sustainable Landscape Practices

The anthropogenic landscape is a very important part of the hotel product. With an approach based on traditional architecture and the effort to maintain the continuity of this natural landscape, the goal of the hotel is to offer to the visitor a comprehensive experience of the country.

The following infographic presents the principles of Sustainable Management of the hotel Landscape of TEAV SA.

- 01 Principle in use: Precaution preservation, conservation and restoration
- 02 Use of native & indigenous plant varieties
- 03 Soil health
- 04 Principle in use: "Avoidance of Ecosystem damage"
- 05 Responsible water management
- 06 Managing pests, diseases & weeds based on the principles of EU reg.834/07 & 889/ 08 on organic production.
- 07 Principle in use: Low-Input Plant nutrition
- 08 Organic material recycling – Composting
- 09 Creating & conserving non-intervention zones | Biodiversity
- 10 Application of Hotel farming
- 11 Studying models for Measuring Sustainability of man-built landscapes.



[www.cretamaris.gr](http://www.cretamaris.gr)