



# Sustainability Report 2020



**creta maris**  
beach resort





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# Message from the CEO

Dear readers,

Over the past decade, Greece has been among the top 20 tourism destinations in the world, achieving significant increases in both international arrivals and revenues every year. Tourism is now recognised as the main pillar and driver of the country's growth. The continuous evolution of the new narrative of the country's tourism identity and the product offered, the implementation of innovation in businesses, the incorporation of new technologies, the promotion of the cultural heritage of destinations, the proper utilisation of environmental resources, and the activation of local communities are the pillars for the further development of the sector.

Since it started operating 46 years ago Creta Maris Beach Resort has operated based on the principles of Sustainable Development. This is a firm principle of our corporate governance, as it is more than a moral duty; it is also the main development tool based on which the sustainable hospitality product and the experiences we offer remain relevant, responding to the constantly changing needs of our visitors.

At the same time, we hope that it will be a forum for dialogue with all of our Stakeholders, that it will strengthen the relationship of trust we have established with them over the years, and that it will be a key tool for improving our performance in relation to the most important Sustainable Development issues that are part of our strategy's key pillars: sustainable hospitality, the environment, and people.

We understand the speed at which the Greek hospitality landscape is changing and being reshaped to face the post-Covid-19 era, and we feel secure and certain about the strategy we are implementing.

The strengthening of our commitment to greater and constant contribution to Sustainable Development, our different perspective, openness, and a philosophy focused on continuous growth are what we have set as our key priorities for the years to come.

I hope you enjoy this report,

**Andreas N. Metaxas**  
CEO, Metaxa Hospitality Group





# Message from the General Manager

Dear readers,

True to our vision and philosophy of our Group, we do our utmost every day at Creta Maris Beach Resort operating based on the principles of Sustainable Development.

Creta Maris Beach Resort has been preparing and presenting Sustainability Reports since 2013. This Sustainability Report reflects the responsible business practices as well as the results of the programs implemented at Creta Maris Beach Resort in the framework of the Sustainable Development Strategy of the Metaxa Hospitality Group, for the financial year 2020.

The goal of this Report is to outline the value the Creta Maris Beach Resort creates for our people, the market, society at large, and the natural environment.

At the Creta Maris Beach Resort, we remain optimistic about the progress of the tourism sector and the economy as a whole so the strengthening of our commitment to greater and constant contribution to Sustainable Development is our key priorities for the years to come.

**Nikos Vlassiadis**

General Manager of Creta Maris Beach Resort









# About the Report

This document is the annual Sustainable Development Report (the "Report") of Creta Maris Beach Resort that has continuously issued Sustainability Reports from 2013 onwards.

The main goal of producing the annual Sustainable Development Report is to provide comprehensive and transparent information to stakeholders, to present how the Creta Maris Beach Resort intends to respond to their expectations, and to promote an open dialogue with them.

The Report aims to present how we manage the impact of our practices on the economy, the environment, and society in the context of Sustainable Development. The data included in this Report present the Creta Maris Beach Resort's activity in providing services in the Tourism sector.

This publication has been reviewed internally by the Group's Sustainability Committee.

## Communication with Stakeholders

We would like to hear your thoughts regarding the initiatives we are taking in the sector of Sustainable Development.



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# Sustainable hospitality

## About the hotel

This is a 5 \* all-inclusive resort for families and couples in the Hersonissos of Crete, which combines tradition, elegance and Cretan hospitality in a safe and sustainable environment. The award-winning hotel with 46 years of history in the hospitality industry offers high quality services and a range from interesting activities and facilities for children and adults.

It has been certified with the "Covid-Shield" mark, applying all measures hygiene and safety for a safe and memorable holiday experience. Creta Maris is located in Hersonissos, just 24 km from the International Heraklion Airport and offers 680 rooms and suites, as well as 1 Villa.

It has 2 main and 4 themed restaurants (including 3 à la carte), 2 snack points and 9 bars, while it has organic farm whose products are used in one of the its themed restaurants. In addition, there are 10 on its premises outdoor pools, 1 indoor heated pool, 5 kids pools, gym, spa and a larger water park of 4,000 sq.m.

The hotel has the largest summer cinema area, at the European level, the summer cinema "Cine Creta Maris" while offering a variety of sports activities in places such as the 2 tennis courts, soccer field (5x5), mini golf, basketball 3x3, boccia court, beach volley while the children can be busy at: playground (for children up to 5 years old, July-August), Club for children (for children 4 to 11 years old) and Teen Club (for children 12 to 15 years old, July August).

There is also an open evening amphitheater performances, and there is an entertainment team for the entertainment and sports activities. High speed free wifi (100 Mbps) is provided in all rooms and public areas and there is an internet corner.



Creta Maris ★★★★★  
All Inclusive Beach Resort

					
<b>Location</b> Hersonissos Crete	<b>Rooms</b> 680	<b>Villa</b> 1	<b>Area</b> 170.000 m <sup>2</sup>	<b>Pool</b> 16	<b>Restaurant</b> 6













# Important facts







## Contribution to the national economy

The Creta Maris Beach Resort has a significant annual growth rate, while through its activities it steadily invests in helping and enhancing the progress of local communities and contributing to the domestic tourism product. 2020 was an exception, a year during which national and global tourism activity was dramatically affected, with economic performance in sector enterprises significantly reduced.

However, the Creta Maris Beach Resort decided to open, aiming to support its employees, business partners, and suppliers, as well as the local communities in which it operates.

### Financial data (€)

	2020
 Turnover	8.826.212
 Operating costs	8.319.403,00
 Taxes	2.660.102,00
 Income in total	9.030.803,00
 Expenses in total	8.319.404
 Food & drink consumption	1.628.254
 Operating costs	6.611.150
 Other expenses and losses	80.000




	2020
 Social product	711.399
 Payroll	2.724.677
 Public	566.083
 Insurance	1.670.700
 Municipal taxes	162.171
 Intra-business parameters	-4.412.232

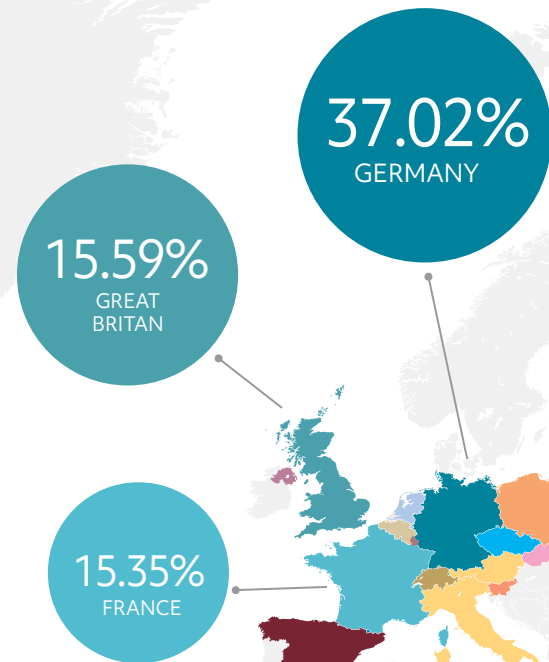
\* The last processing of the financial data of 2020 took place internally on 30/06/2021 and their finalization is pending in view of the issuance of the financial statements.



# Sales data

## Top 20 countries • 2020

 Country of origin	 Stays per person	 %
Germany	42,391	37.02%
Great Britain	17,855	15.59%
France	17,577	15.35%
Switzerland	9,805	8.56%
Belgium	4,009	3.50%
Austria	3,399	2.97%
Poland	2,556	2.23%
Israel	2,406	2.10%
Netherlands	1,695	1.48%
Romania	1,636	1.43%
Lithuania	1,525	1.33%
Sloenia	1,435	1.25%
Italy	1,400	1.22%
Greece	954	0.83%
Czech Republic	860	0.75%
Spain	641	0.56%
Luxembourg	514	0.45%
Estonia	487	0.43%
Russia	471	0.41%
Slovakia	388	0.34%
Ireland	382	0.33%

















**Overall data 2020**  
*\* total overnight per person stays in all countries*

		
Overnight stays per person	Overnight stays per room	Average daily room rate
114,518*	45,396	222.66 €













# Certifications

## Certifications 2020

Programme	
Blue flag	
Green Key	
Travelife Gold	
Greek Breakfast	
BIO Kouzina Gold	
We do local	
Costa Nostrum – Sustainable Beaches program	
Athinorama/ Alpha Guide Platia & Pithos /Best Restaurants	
Health First - Ministry of Tourism Hellenic Republic	
HACCP	
ECARF Quality Seal	
COSMOCERT organic products' certification	
Covid Shield-TUV Austria Hellas	

## Awards 2020

Organisation	
<b>World Travel Awards</b> Greece's Leading Beach Resort	
<b>World Travel Awards</b> Greece's Leading All Inclusive Resort	
<b>TUI</b> Environmental Champion	
<b>TUI</b> Top Quality Award	
<b>Booking.com</b> 9,2/10 - Traveller Review Awards	
<b>Holidaycheck Award</b>	
<b>KAYAK</b> Best Resort Traveller Favourite	
<b>Tripadvisor</b> Travellers' Choice	
<b>Hotels.com</b> Loved by Guests Award	





# Sustainable Development Strategy & Sustainable Development Goals (SDGs)

The UN's Sustainable Development Goals (SDG's, Agenda 2030) are the basis for achieving a better and more sustainable future for all. The 17 goals include areas such as climate change, economic growth, sustainable consumption and production, peace, and justice.

The Creta Maris Beach Resort supports the 17 Sustainable Development Goals set out in the UN's 2030 Agenda for Sustainable Development, and actively contributes to national and international efforts to implement them. We implement a business model that is oriented towards the sustainable economic development of the Creta Maris Beach Resort and is directly linked to the sustainable development of the sectors in which we are active.









# Sustainable operation

## Supply chain

The procurement policy of Creta Maris Beach Resort for 2020 was designed, financed, and implemented based on its constantly expanding relationship with national and local producers and suppliers. With love and dedication to our country, the Creta Maris Beach Resort once again contributed to strengthening the local economy of Crete, supporting local merchants and stores. Our preference for local products is the only path for the Creta Maris Beach Resort, as this ensures both contact between our visitors and the products and traditions of our land, and contributes to the financial support of local communities, without burdening the atmosphere with harmful gas emissions from international transport.



### Food department purchases 2020

#### Place of origin

**Crete**  
43%



**Greece**  
25%



**International**  
32%



## Local & domestic products from the Creta Maris sustainable supply chain

	Local & domestic	Local, domestic, and international	Percentage %
<b>Greek desserts</b>	8,399.54 €	8,399.54 €	100%
<b>Yoghurt</b>	6,981.87 €	6,981.87 €	100%
<b>Beer</b>	28,702.22 €	28,750.80 €	99.83%
<b>Cereals</b>	1,727.26 €	1,727.26 €	100%
<b>Eggs</b>	13,280.66 €	13,280.66 €	100%
<b>Olives / olive oil</b>	36,155.70 €	36,279.47 €	99.66%
<b>Bottled water</b>	11,397.50 €	11,411.82 €	99.87%
<b>Jams / honey</b>	12,717.41 €	12,896.33 €	98.61%
<b>Soft drinks</b>	28,353.26 €	32,095.61 €	88.34%
<b>Wine/sparkling/champagne</b>	55,756.96 €	59,130.81 €	94.29%
<b>Nuts &amp; fruits</b>	9,597.34 €	10,768.40 €	89.13%
<b>Cheese</b>	37,474.51 €	54,124.67 €	69.24%
<b>Pasta / legumes</b>	7,711.30 €	9,419.68 €	81.86%
<b>Bread / baked goods</b>	28,659.45 €	28,701.73 €	99.85%
<b>Spices</b>	3,147.35 €	3,623.51 €	86.86%
<b>Juices</b>	28,252.40 €	28,301.87 €	99.83%
<b>Ice cream</b>	8,382.20 €	8,382.20 €	100%
<b>Fresh meat</b>	12,752.86 €	12,752.86 €	100%
<b>Cold cuts</b>	21,607.72 €	21,624.44 €	99.92%
<b>Frozen meat</b>	129,294.56 €	167,972.35 €	76.97%
<b>Fresh vegetables</b>	41,749.45 €	42,293.17 €	98.71%
<b>Fresh fruit</b>	31,718.97 €	34,732.14 €	91.32%

# Personal data management

## Goal

To create an environment that exudes respect for privacy and protection of personal data.

Caring for our people is a key commitment at the Creta Maris Beach Resort.

Thus, respect and protection of personal data, which are fundamental human rights, are fully in line with our hotel's culture and philosophy.



Additionally, given the volume and nature of the data we process, we address personal data protection issues responsibly and as of primary importance, faithfully implementing the Personal Data Protection Regulation. Thus, the processing of personal data is governed by the provisions of the legislation in force and the decisions of the competent authorities. Good practices have been created and adopted in the context of the Group's policy, ensuring the protection of personal data and enhancing information security.

So, the Creta Maris Beach Resort has set up a management system aimed at continuously improving its structures, through which:

- It has drafted policies and procedures regarding the correct and lawful processing of personal data, and information security, and has communicated them to all staff members.
- It has taken appropriate technical and organisational measures to ensure a high level of information security, to the extent possible.
- It invests in continuous training of employees regarding the protection of personal data.
- It has prepared a Data Privacy Impact Assessment (DPIA) for all existing procedures required, and prepares DPIAs for every new procedure that requires it.
- It maintains a record of activities and implements a request and incident management system, as well as an information security management system.
- It conducts regular procedure and policy compliance inspections, as well as processor compliance checks on an annual basis.



# Health & safety

## The Creta Maris Beach Resort in the fight against COVID-19

2020 was a special year due to the Covid-19 pandemic, the conditions of which impacted the hotel's operations. In response to the pandemic, the Creta Maris Beach Resort adopted a number of measures to ensure the health of its employees and visitors. Specifically, the hotel implemented a specialised health and safety programme, which ensured the uninterrupted operation of the hotel in 2020 in a completely safe environment, and which is continuing in 2021.

The programme, titled 'Committed to Caring', is based on a targeted action plan, key points of which include:



## For the safety of employees and visitors

### Food hygiene and safety

Following all the Hygiene, Food, and Safety standards, the Creta Maris Beach Resort receives Hazard analysis and critical control points (HACCP) certification every year, which proves the high priority the hotel places on food hygiene and safety.

#### Committed to Caring



Full implementation of the special health protocols based on the guidelines of the official authorities



Collaboration with a medical team within the hotel



Staff training by the University of Crete



#### Certifications

Health First from the Hellenic Chamber of Hotels

'CoVid Shield' from TÜV AUSTRIA





<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>6</b> CLEAN WATER AND SANITATION 	<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION 	<b>13</b> CLIMATE ACTION 	<b>14</b> LIFE BELOW WATER 	<b>15</b> LIFE ON LAND 	<b>17</b> PARTNERSHIPS FOR THE GOALS 
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# For the Environment

## Climate change & energy efficiency

### Climate change

Climate change is already impacting the hospitality sector. Extreme weather conditions drive up business costs and reduce the number of visitors to certain destinations, while local and national environmental policies and sanctions are being introduced in cities and countries around the world. The hotel sector accounts for approximately 1% of global carbon emissions, and this is set to increase. Hospitality has a responsibility to manage its impact on our planet and correctly manage its ability to impact our way of life in the right direction.



### GHG emissions

At the Creta Maris Beach Resort, we implement monitoring systems for greenhouse gas emissions in order to steadily reduce these emissions.

	2020			
	kg CO <sub>2</sub> e	kg CO <sub>2</sub>	kg CH <sub>4</sub>	kg N <sub>2</sub> O
<b>Table of GHG Production</b> emissions per guest night	7.36	7.29	0.02	0.04
<b>Total</b>	<b>842,596.39</b>	<b>835,054.37</b>	<b>2,587.59</b>	<b>4,954.72</b>

	2020
<b>CO<sub>2</sub> emissions</b> per guest night	7.358
<b>Consumptions CO<sub>2</sub></b>	842,596.39










## Energy management

In order to reduce our energy consumption, we are implementing the following:

- Installation of an energy recovery system from air conditioning and ventilation of internal common areas, aiming at heating or cooling water for use.
- Replacement of electricity with liquid propane (gas) in all kitchens and main laundry facilities.
- Gradual replacement of incandescent and economy light bulbs with LED light bulbs.
- Installation of a modern Building Energy Management System (BEMS), which mainly controls the most important operating parameters in order to optimise operations and have better control over energy consumption.
- Adaptation of most of air conditions (FCUs) to a temperature that ensures maximum comfort and optimal energy consumption.
- Magnetic card in all rooms, ensuring that all electrical appliances (except radiators) are turned off when guests leave their rooms.

- Installation of energy-efficient electrical equipment in all sectors, such as A+++ air-conditioning systems, refrigerators, computers, photocopy machines.
- Established procedures for the maintenance and proper cleaning of all energy installations.

Creta Maris	2020
Annual energy consumption (kWh)	3,806,711.57
Average energy consumption (kWh/night)	33.24




## Renewable Energy Sources

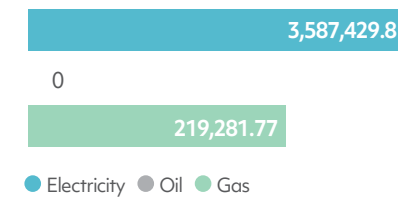
### Reducing energy consumption through RES

The use of renewable energy sources contributes to the improvement of the quality of the environment, as, unlike conventional energy sources, they have minimal environmental impacts, while, at the same time, their use leads to financial savings. Bearing in mind all the benefits, Creta Maris Beach Resort has installed solar panel fields for water heating. Thus, the annual energy savings, as regards a 6-month operating period, amount to 941.000 kWh/period, which corresponds to approximately 85,000 lt of LPG for 2020. The reduced performance in 2020 is due to the fact that the hotel operating period was shortened by the pandemic.

### Production of energy from RES

Since 2021, a Photovoltaic Power System has been installed and is in operation at the Creta Maris Beach Resort, which is expected to yield 15,000 KWh per month.

### Consumption analysis per energy source (kWh)









# Water

The Creta Maris Beach Resort consistently safeguards the precious resource of water following the below water management actions:

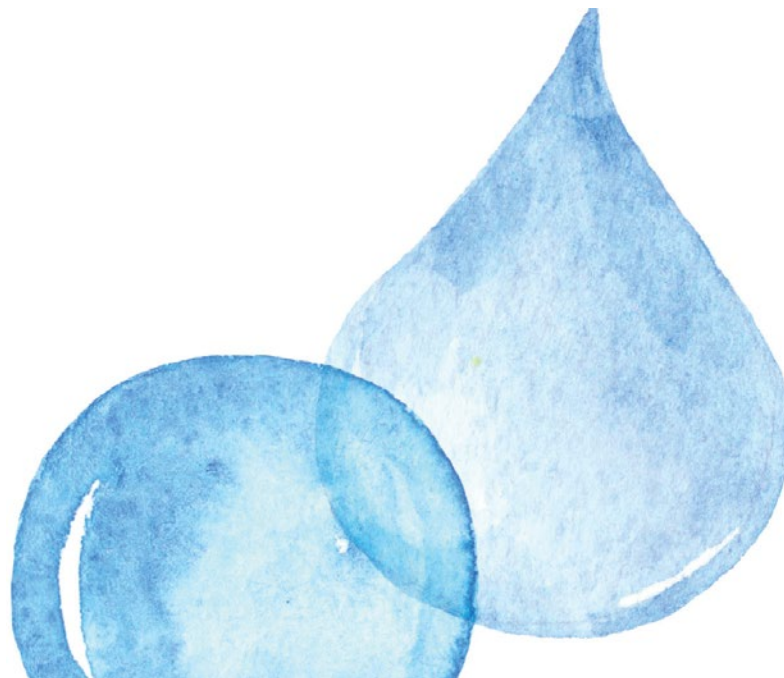
- Use of licensed water boreholes.
- Reverse osmosis and filtration units.
- Automated watering of hotel green areas at night, avoiding the morning sun, which results in about 30% water loss due to evaporation.
- Implementation of drip irrigation systems.
- Implementation of the 'Wash on Demand' policy regarding the hotel cleaning service. Guest towels are replaced only if they are left on the floor and sheets are washed if they are specifically labelled, thus helping to inform our guests regarding the need to reduce water consumption.
- Checking and maintenance of water quality wherever used (certified according to ISO: 22000).
- Swimming pool cleaning by hand or using swimming pool cleaning robots to avoid frequent replacement of fresh water.
- Installation of automatic leakage and damage detection system to ensure optimum performance and optimum operation of all plumbing systems.
- Training of personnel in water-saving techniques.



## Water consumption

The tables below break down the Creta Maris Beach Resort's water consumption according to the data collected on irrigation, swimming pools, and total overnight stays recorded for the year 2020.

Creta Maris	2020
Water consumption (m <sup>3</sup> )	71,682.89
Water consumption /per guest night	0.63



# Waste

## Food disposal policy

- Food management at the Creta Maris Beach Resort minimises surpluses and prevents raw ingredients from being discarded. At the end of the tourist season, all sealed packages that might be left over are donated to food collection organisations for those in need, such as through the 'Help at home' programme of the Municipality of Hersonissos.
- Buffet food that has been cooked and not consumed is offered to restaurant employees, following strict preservation procedures.
- Creta Maris Beach Resort participated in a European pilot project called F4F (Food for Feed), which converts all leftover food into animal feed/pet food. Every day, the food left over from the main restaurant was stored in a designated hotel warehouse and transported by an external partner to the F4F programme facilities in Heraklion. The leftover food collected in 2020 amounted to 29.05 tonnes.



## Paper

- Reduction of paper consumption by removing most printed information (indicatively: welcome card, list of rooms, notes page, folders, etc.) and creating electronic information programmes via television.
- Environmentally friendly paper (FSC) use for all Group printouts. The FSC label states that wood products derived from forests are based on the principle of sustainable development and have been produced in accordance with precise environmental, social, and economic.









# Recycling

The Creta Maris Beach Resort implements an integrated recycling programme, which has always been an integral part of its environmental policy.

The recycling results for 2020 are as follows:



	<b>Paper</b>	7,240 kg
	<b>Glass</b>	15,200 kg
	<b>Metal</b>	1,135 kg
	<b>Plastic</b>	-
	<b>Used cooking oils - Biofuels</b>	550 kg
	<b>Electrical appliances</b>	425 kg
	<b>Batteries</b>	26 kg
	<b>Light bulbs</b>	-
	<b>Soap</b>	-

\* In cases where quantities have not been recorded in the table, it means that sufficient quantities have not been collected this year and their recycling is carried out collectively next year. Specifically for soap, in 2020 no recycling was carried out due to the measures taken in the hotels against Covid-19.





Creta Maris Beach Resort sustainably manages its hotel outdoor spaces.

As a rule, endemic plants are in outdoor spaces, while a constant effort is made to increase the variety of species and the number of plants, beneficial insects, and microorganisms endemic to the local ecosystem.

In addition, there are ongoing gardening group training sessions for the hotel, which concern sustainable land management practices and soil health.



# Biodiversity

## Preserving the landscape

Sustainable management of the hotel landscape (management of human-made landscapes) is aimed at dealing with the fact that people use natural resources faster than they are regenerated by nature, and to mimic the natural processes of ecosystems.

To create a sustainable future, sustainable management includes environmental, social, and economic factors, while it also incorporates the goals of international sustainable development programmes.

The principles of sustainable landscape management are summarised below:

- Protection, maintenance, and restoration: with the aim of adopting the natural rhythms and processes of the local ecosystem, without exerting pressure on plant capital for the sake of high growth rates.
- Use of native and indigenous plant varieties: this reduces the need for constant care and, as a result, reduces energy consumption, as endemic species adapt to the local climate and geology. This supports populations of endemic birds, insects, and other animals that have evolved in the past, promoting a self-controlled and healthy community of organisms.
- Soil health: the goal is to increase the population of soil microorganisms and improve all parameters that demonstrate measurable soil health. The principles of Council Regulation 834/07 and Commission Regulation 889/08 of the EU on organic production are implemented meticulously.
- Prevention of damage to the ecosystem: use of the principle has been designed with nature playing the primary role.
- Responsible water management: reduction of water consumption without jeopardising the state of green areas, while plants and grass are selected for low water consumption. Water consumption is measured continuously, and thorough checks are carried out on water use in all outdoor areas.
- Pest, disease, and weed management, based on the principles of EU Regulations Nos 834/07 & 889/08 on organic production: population growth of useful organisms is predicted. The protocols and decision-making files on all interventions are stored. Visitors are notified of the application of preventive or therapeutic spray coatings with approved active substances.
- Low content plant nutrition: acceptable slow growth rates of plant capital, with selection of approved nutritional compositions, aiming at minimising the distance from which they originate. Soil minerals are incorporated into soil. Green fertilisation is applied to individual areas of hotel land where olives and vineyards are cultivated.
- Organic material recycling/composting: the vegetable compost is produced and returned to hotel premises.
- Creation and maintenance of zero interference zones / Biodiversity.
- Implementation of hotel agriculture: the hotel's indoor, outdoor, and food production areas are used. Cultivation includes: a small, outdoor, accessible organic vegetable garden, an olive grove, a vineyard, certified organic farming (reg. EE 834 | 07).
- Study of models for measuring the sustainability of human-made landscapes: studying and developing the methodology for measuring sustainable sites ('Oxford Sustainability Index 360' by the Oxford Sustainable Group in Scandinavia [www.oxfordsustainable.com/team.html](http://www.oxfordsustainable.com/team.html))







# Environmental education

## Employees

Hotel's employees are a critical factor for successfully achieving the sustainable development goals. To this end, the Creta Maris Beach Resort ensures that they are informed properly, adequately and in a timely manner regarding the decisions being made, and that they are immediately trained in order to correctly implement the agreed upon actions.

In addition, employees are trained in the use of local products and ingredients, in order to protect local biodiversity and contribute to waste minimisation.









# For the People

## Employees

Our people are the most essential factor for us to be able to provide the highest quality services of authentic Greek hospitality. Our goal is to create the conditions that ensure a healthy and stable working environment.

For that reason, we are steadily investing in the following initiatives:

- Voluntary benefits: free transportation, free meals, wedding gift, childbirth gift, special rates for friends and family, establishment of the 'Employee of the month' and 'Employee of the year' awards with additional benefits.
- Health programme: includes maintaining safe facilities, complying with strict standards, regular preventive checks and ongoing training of personnel on safety issues to prevent and avoid potential accidents and to correctly deal with emergencies that may endanger the health and welfare of staff and visitors.
- Career Days: these take place in November and February, and in 2020 they were held online due to the pandemic.
- Training seminars: these take place throughout the year.

## Contribution to employment

### Hiring locally

We contribute directly to local communities through our strategy of attracting employees from local communities in the areas in which we operate, through equitable staffing procedures.

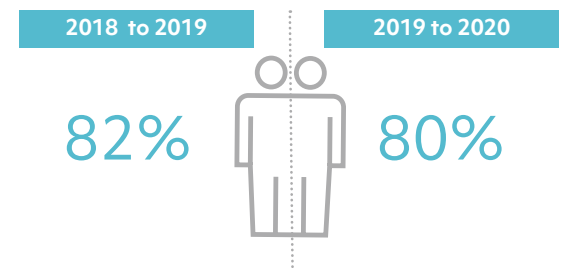
During 2020, the Creta Maris Beach Resort hired 401 employees, with a relatively balanced proportion of men (191) to women (210). Their background, another distinctive criterion, was mainly Greek (376 locals or permanent residents of Crete, and 21 locals or permanent residents of other parts of Greece), while most employees were aged between 30 and 39 (122).

## Employees

	2020
<b>Gender</b>	
Women	210
Men	191
<b>Age</b>	
18-29	102
30-39	122
40-49	73
50-59	85
60-67	19
<b>Place of origin</b>	
Crete	376
Rest of Greece	21
Foreigners	4
<b>Recruitments</b>	<b>401*</b>

\* Concerns overall recruitment, regardless of whether an employee was suspended during the season or worked normally (due to the particularity of the year).

## Employee satisfaction\*







# Education

## Education

In 2020 the Creta Maris Beach Resort continued to incorporate key principles of local employment, with the aim of strengthening the local economy and society. Over the year, the employees of the hotel enriched their knowledge and skills, and developed new ones, as they attended a total of 14 seminars, organised on the hotel's initiative.

In 2020, many seminars were cancelled or postponed due to the pandemic restrictions while a numerical limit was set for participants, that is why the number is small.

Moreover, in 2020, the Creta Maris Beach Resort collaborated with private schools, aiming at bringing young tourism professionals into contact with their profession so that they could gain work experience and the basis for a successful future career in the sector. Due to the limitations of the pandemic, a total of 3 students completed internships in the various hotel departments, because of the fact that most schools did not perform internship programs and because there was not a great need for apprentices.

## Seminars

### Participation in seminars (employees)

	2020
<b>Seminars (total)</b>	14
<b>Employees</b> who attended external seminars and training (number)	24 <sup>1</sup>
<b>Employees</b> who attended foreign language seminars (number)	14 <sup>1</sup>
<b>Employees</b> who received internal training <sup>2</sup>	6 <sup>2</sup>

<sup>1</sup> Due to the pandemic restrictions, a numerical limit was set for participants, while many seminars were postponed or cancelled and that is why the number is small.

<sup>2</sup> The internal trainings for the new employees are carried out every year by the Human Resources Department. (In 2020 the number of employees was reduced due to the specificity of the year so internal training was also reduced).



## Partner schools

	2020
<b>IEK AKMH</b>	2
<b>IEK KAPPA STUDIES</b>	1
<b>Total of students</b>	3*

\* Due to the limitations of the pandemic, a total of 3 students completed internships in the various hotel departments, because of the fact that most schools did not perform internship programs and because there was not a great need for apprentices.









## Social contribution

We stand by the local communities in which we operate, supporting those who need us the most. Thus, we take initiatives and support actions that promote social solidarity, culture, sports, volunteering, and education.



During the year 2020, clothing donations were made to social organizations structures in Crete such as the Pancretan Association of Parents and Friends of Children with cancer, EKAB, the General University Hospital Heraklion "PAGNI", the elderly care unit "Zesti Agkalia" while food was donated to the Municipality of Hersonissos, through the program "Help at home".





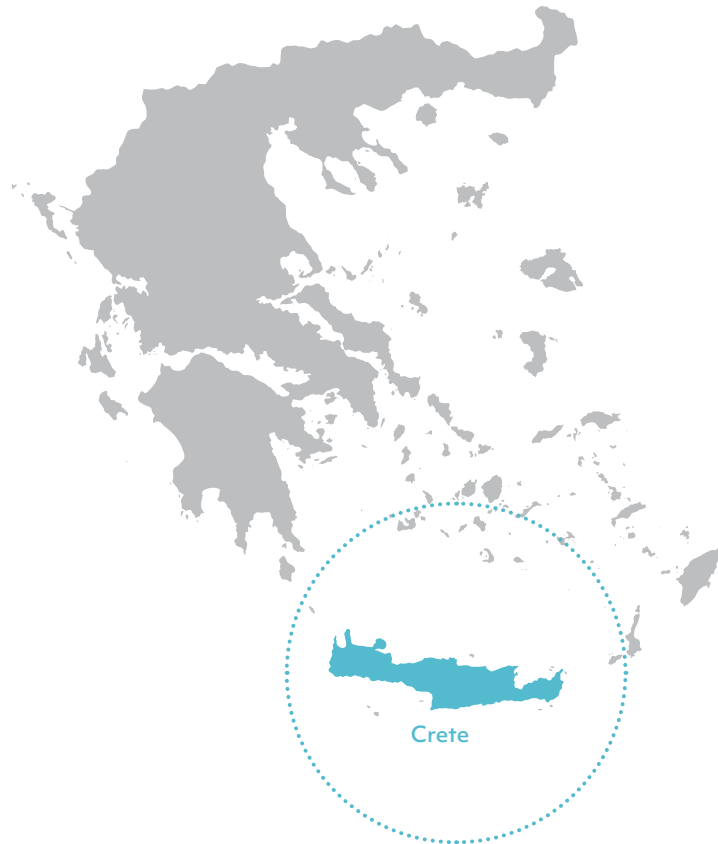




# Local suppliers

## Local suppliers

The Creta Maris Beach Resort supports the local communities in which it operates by choosing to collaborate with local suppliers for both the construction and renovation of its hotel units, and the purchase of products. With the slogan 'Local resources for a better life in rural areas', in 2020 collaborated with 54 local food producers, supporting the economies of Crete, and promoting Greek gastronomy.



## Local producers (per area)

Area	2020
Heraklion	43
Rethimno	2
Chania	5
Lasithi	4
Total	54





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