

# Sustainability report

2016

# SUNRISE BEACH HOTEL

- The Sunrise Beach Hotel is ideally situated on the finest stretch of golden sands and crystal blue waters in Protaras. Guests are a stone's throw away from this magnetic beach and just a short distance from the numerous shops, bars, cafes and restaurants.
- The Hotel has earned its status as a luxury accommodation by nurturing a holiday experience based on the basic principles of prime location, friendly service, modern facilities and great food. These principles have enabled us to build a loyal following of repeat guests who we hope to be able to host for many years to come.

# SUNRISE PEARL HOTEL & SPA

- ▶ The Sunrise Pearl Hotel & Spa has quickly established itself as the leading hotel in the resort of Protaras. With 146 elegantly furnished guest rooms and suites, 5 swimming pools and a world class spa, the Sunrise Pearl is the natural choice for luxury accommodation in Protaras.
- ▶ The Sunrise Pearl stands on what is regarded by many as the most beautiful beach on the island of Cyprus with calm, clear waters and gently sloping fine golden sand. The hotel is also conveniently located in the centre of the tourist resort of Protaras where all the amenities of the resort can be reached within a short walking distance.

*Quality of services and respect for the environment and the local community* ensure the healthy operation of the resorts for many years to come, with our primary goal being the protection of the area of our operation. We undertake in providing both social and economic benefits for the local community and also ensure that any negative effects which our operations may have on the environment are reduced. We aim to operate in a manner that is economically, socially and environmentally responsible because we believe that by taking our share of responsibility we motivate others.



1

We strive to meet success through the satisfaction of economical, ecological and social criteria by managing our business in a way that equally balances these three pillars of sustainable development. In order to achieve this goal, Sunrise Beach and Sunrise Pearl are committed towards a sustainable future but *without compromising the quality of our services and care for our employees and guests.*

The company runs Quality procedures, aiming to convert visions and commitments to reality. Therefore, to ensure continued suitability and effectiveness, the Management reviews all policies and the objectives of Quality periodically.

2

3

We make sure that our policies are communicated to all our stakeholders. Our policies are posted on the info-kiosk located in the lobby area for the information of our guests. Policies can also be accessed through our website for anyone interested.

We understand that our employees are the key to success with costumers.

1

We constantly motivate our employees in becoming better as individuals and as professionals and provide them with the opportunity to achieve their professional goals. This is achieved with yearly internal assessments on their work accompanied with suggestions for improvement. Our employees receive training every year on various aspects and records are being kept as a guide for their ongoing training.

J W Marriot once said: *“If you take care of your **employees** they will take care of your **costumers** and your **business** will take care of it’s self”.*

2



Our company believes in equal opportunities and fair treatment of employees. As a fair-treatment employer we do not tolerate discrimination and harassment of any kind and aim to provide an environment which is healthy and compatible with the current legal requirements. Our staff consists of both native and non-native team members and some of our members work at our hotels for many years.

We make sure that employees work within a safe and pleasant environment as we strongly believe that it helps them derive satisfaction from their job, the quality of services is improved and also it serves as a guarantee for our employees' welfare.

# 2015

## SUNRISE BEACH HOTEL

**259 employees**  
58.8% local people  
118 women  
141 men

## SUNRISE PEARL HOTEL & SPA

**216 employees**  
59% local people  
118 women  
98 men

We commit to protect and have respect for the local community and to achieve this we constantly encourage the employment of local staff as an attempt to help the community in our area of operation.



More women employees in total than 2015

# 2016

## SUNRISE BEACH HOTEL

**276 employees**  
51.7% local people  
127 women  
149 men

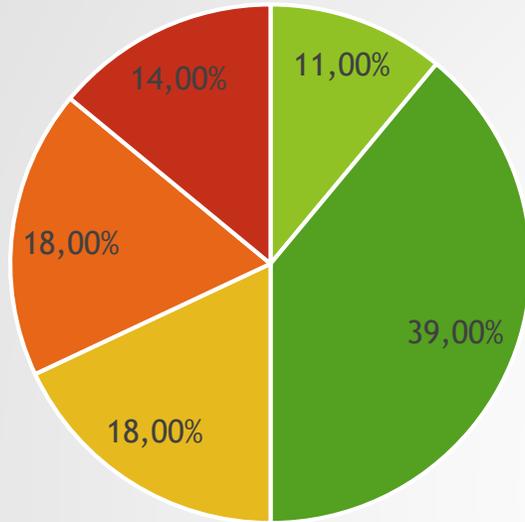
## SUNRISE PEARL HOTEL & SPA

**193 employees**  
52% local people  
102 women  
91 men



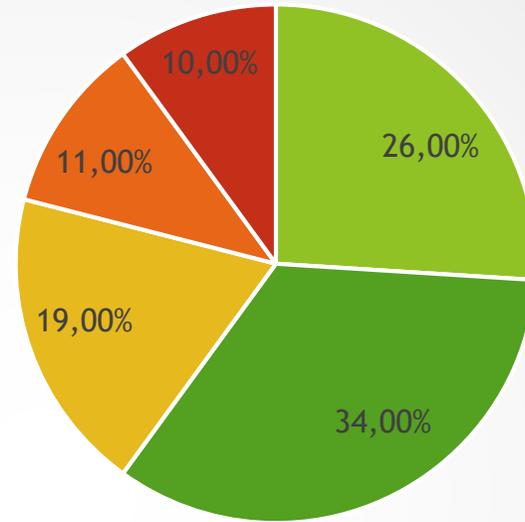
Less local people in relation with 2015\*

2015



■ 18-20 yo ■ 21-30 yo ■ 31-40 yo ■ 41-50 yo ■ 50+

2016



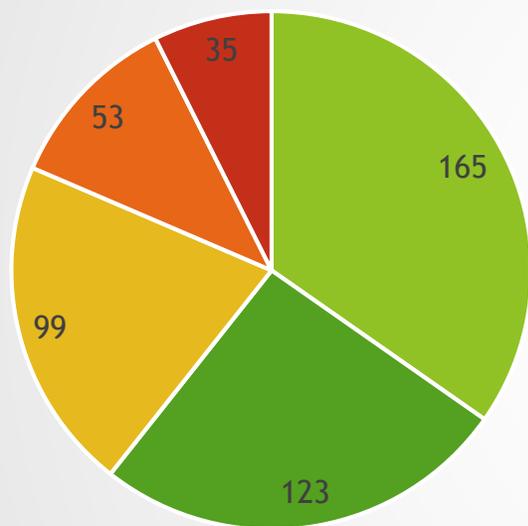
■ 18-20 yo ■ 21-30 yo ■ 31-40 yo ■ 41-50 yo ■ 50+

*We are committed to give same opportunities to different people regardless sex, age etc.*

# JOB Satisfaction

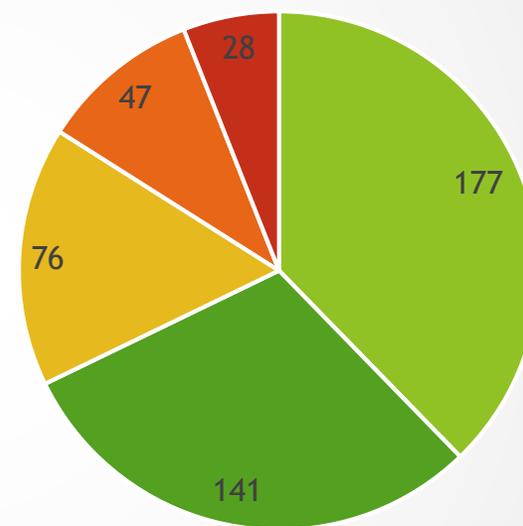
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2015



■ Excellent ■ Very Good ■ Good ■ Fair ■ Poor

2016



■ Excellent ■ Very Good ■ Good ■ Fair ■ Poor



# S U P P L I E R S

When purchasing decisions are made, we principally take environmental criteria into consideration. We are very careful in the selection of the products we use with the vast majority being local and seasonally available ingredients. We make sure that our guests are informed and educated on the local produce with the organization of fairs where local products are displayed and local suppliers informing our guests about the products and the process of preparation.

For us it is of vital importance where food comes from, therefore we try to work with suppliers who share the same values and ethical concerns.

35 per cent of our suppliers are local and most of them are ISO certified.

## 2016

Nearly 3 million euros were paid to local suppliers

We prefer local community-based suppliers and products not harmful to the environment. We also prefer locally produced products than imported. This is done as an effort on our behalf in promoting prosperity and development in the area.

## 2015

More than 1 million euros was paid in suppliers of our district

2015

26.3% of our suppliers were locals.

More than 50% of our annual turnover came from companies which were based in our province.

2016

23% of our suppliers were locals.

Also, around 48% of our annual turnover came from companies which were based in our province.

This year the whole company continued to use even more Cyprus traditional products. Our goal was on the one side to acquainted our customers with our tradition and on the other side to support smaller business of our place.

Although, we had a small decrease of the percentage of our local suppliers in general we managed to keep in high percentages the annual turnover. We are committed to permanently keep it at such high levels.

It is imperative for all businesses to understand the serious effects which their operations may have on the environment and make the effort to minimize those effects with the implementation of effective strategies. The serious consequences that human activity has brought on the environment make it crucial for all businesses to manage their operations in a way that helps protecting the environment.

## energy

We were committed to attain maximum levels of quality without compromising natural resources and with respect to the local community. Moreover, we informed our suppliers of our environmental policy and encouraged them to operate in an environmentally responsible manner as well. All members of our staff were informed of our environmental policy during meetings and with the use of an environmental board placed in the staff room.

We recognize the importance of protecting the environment. For us it is of paramount importance because it ensures that our business will operate in a healthy manner for many years to come giving us durability and ensuring that our success will be maintained.

## water

## waste

# ENERGY MANAGEMENT

SUNRISE HOTELS LTD				
ENERGY MANAGEMENT				
2016	Electricity	Petrol*	Gas	
	KWH/guest	LT/guest	KG/guest	
Target	13,73	0,21	0,12	
Actual	13,80	0,27	0,12	
* The average in Petrol is higher than our targets due to low occupancy during March.				

SUNRISE HOTELS LTD				
ENERGY MANAGEMENT				
Energy resources converted in kWh				
2016	Electricity	Petrol	Gas	
	per guest	per guest	per guest	
Actual	13,80	2,86	1,60	

# ENERGY MANAGEMENT

RISALA ESTATES LTD			
ENERGY MANAGEMENT			
2016	Electricity*	Petrol*	Gas
	KWH/guest	LT/guest	KG/guest
Actual	21,41	0,21	0,19
Target	20,4	0,222	0,203
* The average in Electricity and Petrol is slightly higher than our targets due to low occupancy at the beginning of the season.			

Energy resources converted in kWh			
2016	Electricity	Petrol	Gas
	per guest	per guest	per guest
Actual	21,41	2,26	2,45

# ENERGY

# MANAGEMENT

SUNRISE HOTELS LTD						
Total energy consumption in kWh per guest						
2016	Electricity	Petrol	Gas			
	per guest	per guest	per guest			
Actual	13,80	2,86	1,60	TOTAL	18,26	
	TOTAL KWH	TOTAL KWH	TOTAL KWH			
Actual	1335302	192745	130724	GENERAL TOTAL	1658771	

RISALA ESTATES LTD						
Total energy consumption in kWh per guest						
2016	Electricity	Petrol	Gas			
	per guest	per guest	per guest			
Actual	21,41	2,26	2,45	TOTAL	26,12	
	TOTAL KWH	TOTAL KWH	TOTAL KWH			
Actual	1542222	96461	172927	GENERAL TOTAL	1811610	

# WATER MANAGEMENT

## SUNRISE HOTELS LTD

### ENERGY MANAGEMENT

2016	Electricity	Petrol*	Gas	Water*
	KWH/guest	LT/guest	KG/guest	QM/guest
Target	13,73	0,21	0,12	0,30
Actual	13,80	0,27	0,12	0,37

\* The average in Petrol and Water is higher than our targets due to low occupancy during March.

## RISALA ESTATES LTD

### ENERGY MANAGEMENT

2016	Electricity*	Petrol*	Gas	Water
	KWH/guest	LT/guest	KG/guest	QM/guest
Actual	21,41	0,21	0,19	0,38
Target	20,4	0,222	0,203	0,425

\* The average in Electricity and Petrol is slightly higher than our targets due to low occupancy at the beginning of the season.

We constantly strive to offer and help with our actions our community.

## 2015 - 2016

Blood donations - increases the awareness of our employees

5000 € in 2015 and 5000 € in 2016 to our local football team

150 € to our Municipality regarding a Tastes of the World event in 2015

380 € to a charity organization of our community

300 € to Paralimni's Youth Council about "Summer Festival"

300 € Beach Volley organized by Paralimni Youth Council

Equipment and furniture given to charity organization in our district

2000 € sponsorship to "ΑΝΘΕΣΤΗΡΙΑ", a custom taken place in Protaras for the second time

More than 20 000 €  
given to charity, local  
events etc.

## Overview

Certainly, there are things we achieved and things which have been upgraded this season as well as some others we still need to improve.

Of course there is always room for improvement for a Company which is integrated into the whole of the local community.

However, this season was a very successful year in almost all terms.

The new season will find Sunrise Beach Hotel fully re-furbished with a new floor and 37 rooms and Sunrise Pearl prepared for once more to provide luxurious accommodation to it's guests.