



**creta maris**  
beach resort

# Annual Sustainability Report 2019



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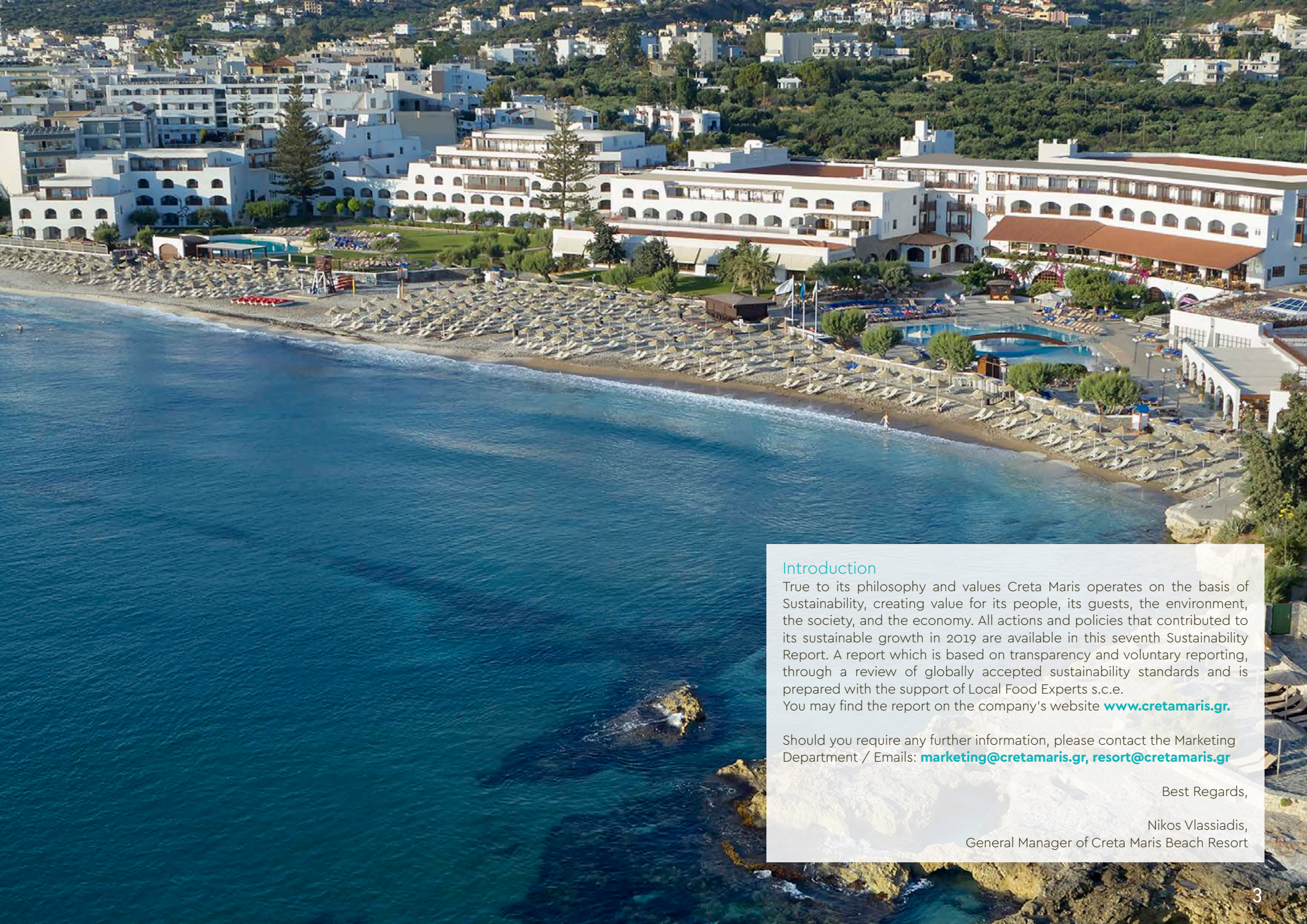
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## Introduction

True to its philosophy and values Creta Maris operates on the basis of Sustainability, creating value for its people, its guests, the environment, the society, and the economy. All actions and policies that contributed to its sustainable growth in 2019 are available in this seventh Sustainability Report. A report which is based on transparency and voluntary reporting, through a review of globally accepted sustainability standards and is prepared with the support of Local Food Experts s.c.e.

You may find the report on the company's website [www.cretamaris.gr](http://www.cretamaris.gr).

Should you require any further information, please contact the Marketing Department / Emails: [marketing@cretamaris.gr](mailto:marketing@cretamaris.gr), [resort@cretamaris.gr](mailto:resort@cretamaris.gr)

Best Regards,

Nikos Vlassiadis,  
General Manager of Creta Maris Beach Resort

Overview | 01



## Letter from CEO



### **"People power"**

With the challenges of the past years demanding a comprehensive sustainable business model and the customers being more educated than ever, the 'nice to have' for businesses, sustainability has now become a vital component of their social and economic strategies, in a global level.

The people now expect from the companies to address issues such as climate change, biodiversity protection, and pollution, while especially youth, appear to increasingly prefer companies they perceive to be acting on these issues.

In 2019, we, at Creta Maris Beach Resort, managed to exceed our guests' expectations regarding sustainability, as our comprehensive sustainable business model places sustainability at the core of our corporate strategy, business practices and operations since 2013. For one more year, we proved that we stand by the local community, the people we work with, and the environment!

In 2020, we will try to find even more ways to protect the natural and cultural landscape and to develop new solutions that will minimize the adverse effects of tourism.

Enjoy reading,

Andreas N. Metaxas  
CEO of Metaxa Hospitality Group

## Letter from General Manager



True to our vision and philosophy, we do our utmost every day to optimize our ecological and social footprint.

Our 2019 operation was consistent and transparent and aimed at offering value to the environment, the society and the people. Dozens of environmental and traditional actions that urged our guests to protect the environment and listen to our traditions were successfully organized.

This year, we continued supporting innovative ideas by participating in programs such as Food 4 Feed, which aims to transform our food waste into feed for animals and "Costa Nostrum-Sustainable Beaches" program, which certifies the "Creta Maris /Kastri" beach as a Sustainable Beach of the Mediterranean. Moreover, we continued to prefer cooperating with Cretan collaborators, whether our collaboration was about offering services or products. By our choice and not by the criterion of the most economical offer, we offered almost 7 million euros to the local market by employing Cretan employees, and more than 1 million euros by choosing products of Greek or Cretan production.

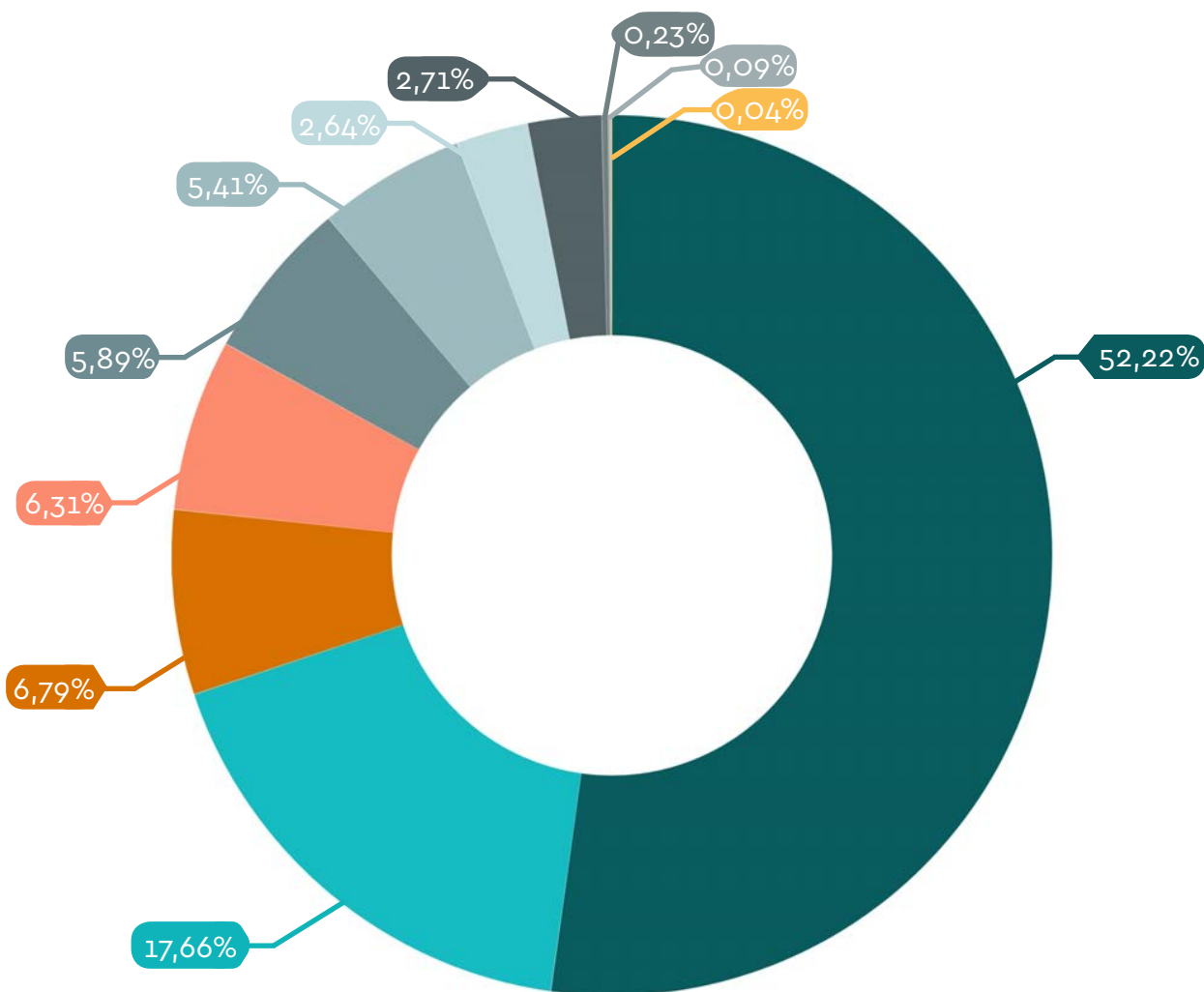
In this report, you may be informed not only about the above-mentioned actions that we took during 2019, but about our sustainable operation in total.

Nikos Vlassiadis,  
General Manager of Creta Maris Beach Resort



Creta Maris Beach Resort, in Hersonissos, Crete, belongs to Metaxa Hospitality Group, which has been active on Crete since 1975. During its 44 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 regarding 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)

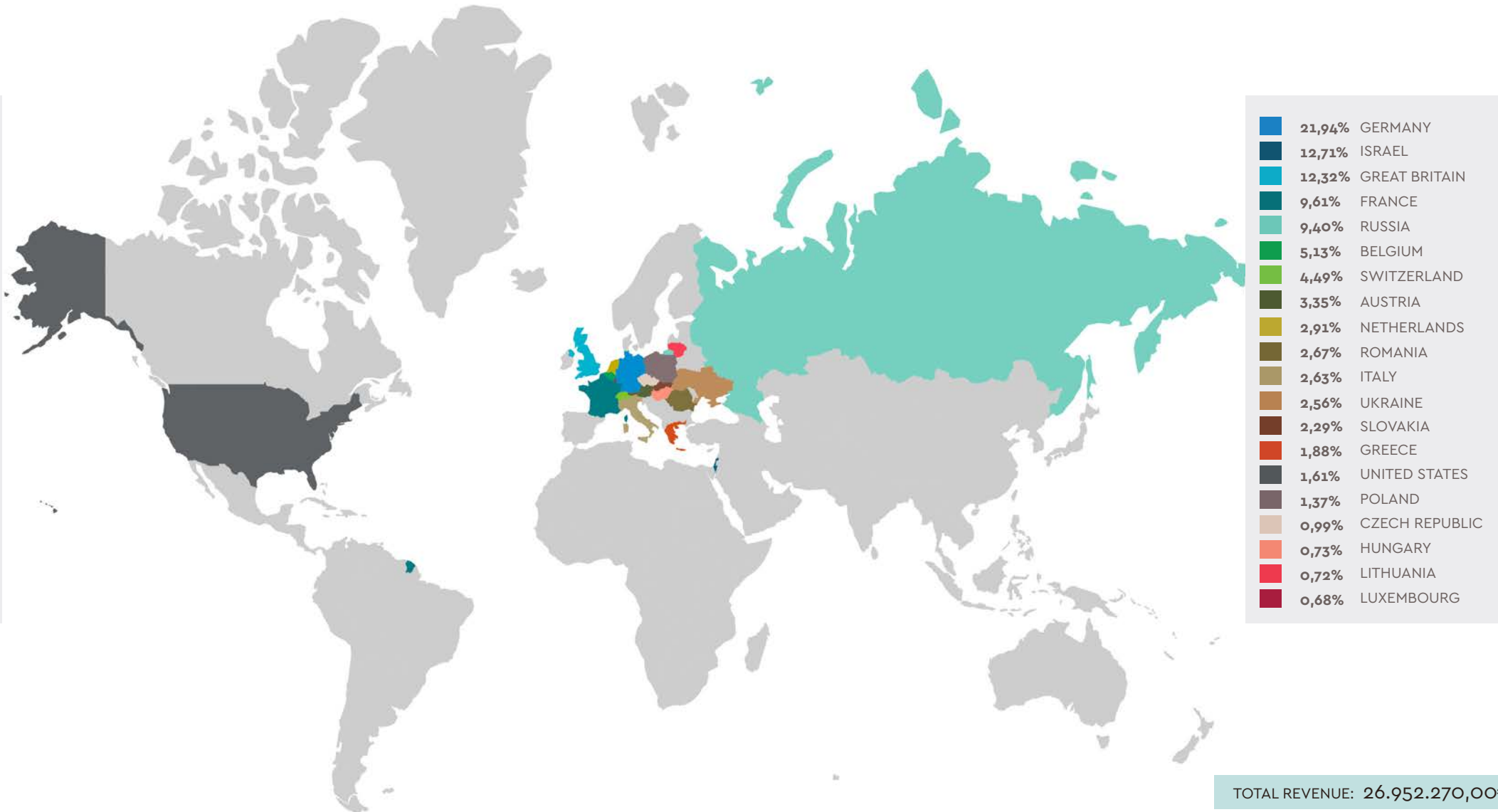
## Room Types offered in 2019



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



## Top 20 countries in 2019 (Based on total revenue)



TOTAL REVENUE: 26.952.270,00€

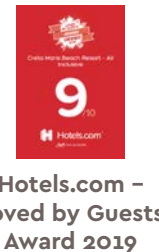
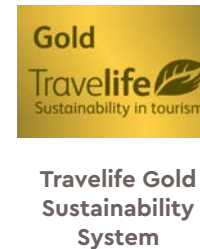
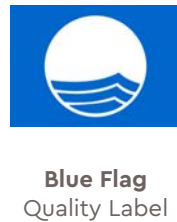
EMPLOYEES: **493**

# Responsible business model

Creta Maris is a responsible business model, which includes actions aiming at its responsible social and environmental operation that leads to its constant reward and certification by multiple organizations and partners.



## Certifications & Awards



Certifications

Awards

## INNOVATION

Creta Maris Beach Resort is an innovative hotel complex in the area of Hersonissos in 1975, the first year of its operation. Since then, the resort has continued to pioneer, as it has managed to develop its services and facilities until today. 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. Innovative Environment

- Use of electric vehicles for deliveries to the resort's departments.
- Use of electric forklift in the warehouse.
- Gradual change of fluorescent lamps to LEDs in the warehouse.
- Use of Eco-Friendly detergents.
- Elimination of all single-use plastic plates and utensils, by replacing them with biodegradable paper plates and wooden cutlery.
- Use of reusable polycarbonate cups and biodegradable straws in bars.
- Recycling.

### 2. Innovative Locality

- 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 which are located on the island.
- Purchase of products based on locality (Crete, Greece, abroad).
- Spa therapies with the use of Cretan products such as virgin olive oil, Cretan herbs and raki.

### 3. Innovative Services

- Innovative safe payment environment for online purchase of our services ([payment.cretamaris.gr](http://payment.cretamaris.gr)).
- 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).
- All-Inclusive package including Cinema, SPA, Waterpark & Minibar.
- Complimentary transfer service (with a taxi) for individual reservations, from/ to the airport.

### 4. Innovative Staff Incentives

- Children's painting competition (my parent at work) organized by the HR department for all employees' children.
- Cinema Day with employees' children.
- Mid-Season Interview with all the employees.
- Funding of fast-paced studies in Housekeeping and Kitchen departments.

- Award for the best influencer (person who brought the most candidates) to the CAREER DAYS organized by the HR department.

## SATISFACTION SURVEYS | ONLINE REPUTATION

With the aim to maintain a guest-centric culture and to deliver better experiences to the guests, Creta Maris seeks for their feedback, as it considers it the most important part of its communication with them and a key factor that indicates its strengths & weaknesses.

In this context, apart from the Guests' Service team, which is responsible for communicating with guests, the resort has also created "Questionnaires on-the-spot", which concern specific sections of the hotel's operation. As soon as the guests' replies are received, the operation is adjusted according to their opinion, ameliorating thereby the services offered, while guests are still "in house".

Furthermore, the resort also seeks for guests' feedback even when they have left the resort. This is possible by maintaining profiles on different online reviews' website/ platforms, where it communicates with guests and gathers important information on their stay. Moreover, an online intelligence platform "ReviewPro" is also used in order to receive guests' feedback and measure their satisfaction and the quality of the provided services.



# Our Company | 02



**Andreas N. Metaxas**  
CEO



**CENTRAL SERVICES**

**CRETA MARIS BEACH RESORT**



## Economic Performance

Below are presented Creta Maris' key financial data for 2019 in comparison with 2018. According to these data the resort operates with a growth year after year, re-investing but at the same time offering a great impact to the local community and to the government.



**TOTAL REVENUE**  
(AMOUNTS IN €)

2018	2019
23.538.645	26.952.270



**OPERATION COST**

(AMOUNTS IN €)

2018	2019
7.928.979	9.944.994



**PAYMENTS TO THE STATE**

(AMOUNTS IN €)

2018	2019
515.198	724.318

Our people | 03



## Our commitment to health & safety



Creta Maris has adopted and implements a Health & Safety Program which ensures a healthy work environment. The Health & Safety 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 our staff.

The existence of the Creta Maris Health & Safety Program in 2019, has led to the registration of only 2 accidents at work, which concerned light injuries, The rate of accidents at work (IR) in 2019, has been calculated at 0,59, while from 83.795 working days in total, 793 days were registered due to sick leave (0,95%).

## Employee training & talents

As a local progressive group, in 2019, 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.

In 2019, the resort's employees had the opportunity to attend educational seminars. Overall, 23 seminars were held (excluding department trainings):

1	ADVANCED PROJECT MANAGEMENT – PROFESSIONAL EDUCATION
2	HR METRICS
3	LEADERSHIP DEVELOPMENT PROGRAM
4	CURRENT LABOR ANALYSIS – APPLICATION IN PAYROLL
5	PAYMENT TERMS IN HOTEL BUSINESSES
6	UPDATED SEMINAR ON LABOR LEGISLATION
7	INTERPERSONAL COMMUNICATION, ATTITUDE AND BEHAVIOR
8	ISO 22000: 2018 – INSPECTORS OF FOOD SAFETY MANAGEMENT SYSTEM
9	BASIC PRINCIPLES OF FOOD SAFETY MANAGEMENT SYSTEMS ISO 22000: 2018
10	GREECE IN 3 DISHES
11	SEA FOOD MASTERCLASS
12	HOUSEKEEPING ESSENTIALS
13	SOCIAL MEDIA MARKETING MASTERCLASS
14	FERMENTATION ELEMENTS
15	QUICK COOKING SEMINAR
16	QUICK HOUSEKEEPING SEMINAR
17	ENGLISH LEARNING PROGRAM
18	GERMAN LEARNING PROGRAM
19	FRENCH LEARNING PROGRAM
20	INDUCTION TRAINING
21	ENVIRONMENTAL EDUCATION
22	HUMAN RIGHTS AND CHILD ABUSE
23	PERFORMANCE APPRAISALS TRAINING



Moreover, during 2019, Creta Maris cooperated once again with public and private schools and universities, thus, enabling young professionals to gain the requisite experience, in order to start their successful career.

Below are listed the cooperating schools and universities:

METAXA HOSPITALITY GROUP	
Schools/ Universities	Number of Students
IEK KAPPA STUDIES	4
IEK PRAXIS	1
IEK TASTE ACADEMY	1
IEK ACME	21
IEK ALFA	3
ASTEK OF CRETE	1
DIEK OF CRETE	2
OTEK OF CRETE	2
TEI OF WESTERN GREECE	1
TEI OF CRETE	1
<b>TOTAL</b>	<b>37</b>

A total of thirty-seven (37) students completed, their practical training in the various departments of the resort.

Finally, Creta Maris, continued offering free transportation to and from Heraklion city center, free meals, uniforms, and pension benefits, as well as some additional services as incentives (wedding gift, maternity gift, special rates for friends & family, and "employee of the month" & "employee of the year" award) to every employee.





How we manage sustainability | 04

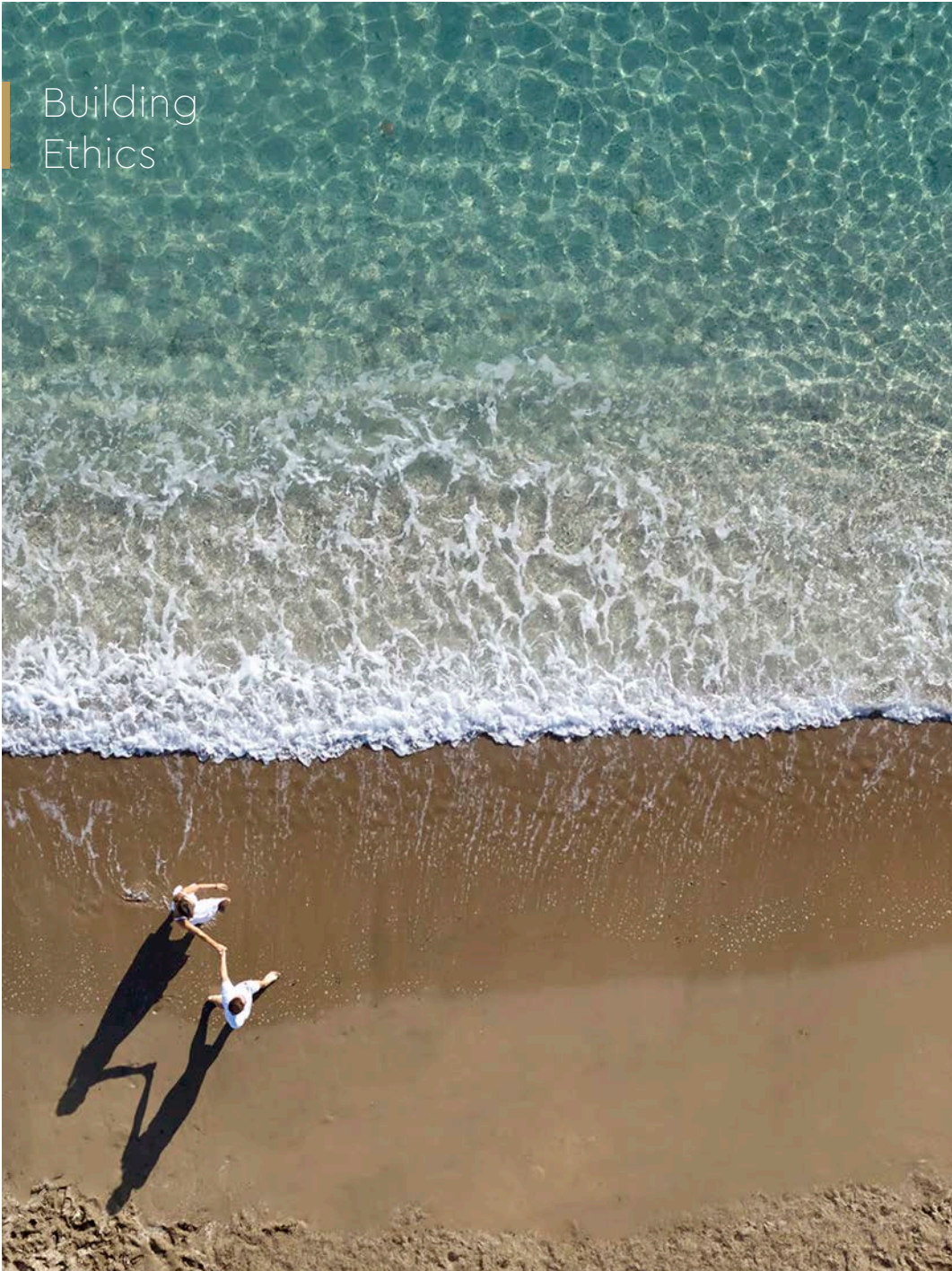
## Trying to make it understandable by everyone

With the aim to make its sustainable operation understandable by its employees, the resort ensures that they are adequately and promptly informed about the decisions made related to its sustainable operation and trained in order to implement correctly the actions agreed. In this way, the necessary harmony in operation and full involvement of the employees in sustainable actions are achieved.

As concerns the actions taken so to make the sustainable operation of the resort understandable by the guests, detailed information is offered on Creta Maris' website. As soon as the guests arrive 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 about sustainable operation through a leaflet they find in their room. This leaflet presents the sustainable actions of the resort, urge the guests to become part of the Green Team, protect the environment (the flora / fauna), and boost the local community.



## Building Ethics



The Global Code of Ethics for Tourism (GCET) is at the core of Creta Maris Beach Resort's operation. These comprehensive set of principles plays a key role in all the decisions the resort undertakes in order to be a responsible and sustainable tourism organization and distinguish it among the competition.

The Code's 10 principles applied, cover the economic, social, cultural and environmental components of travel and tourism:

- **Article 1:** Tourism's contribution to mutual understanding and respect between peoples and societies.
- **Article 2:** Tourism as a vehicle for individual and collective fulfilment.
- **Article 3:** Tourism, a factor of sustainable development.
- **Article 4:** Tourism, a user of the cultural heritage of mankind and contributor to its enhancement.
- **Article 5:** Tourism, a beneficial activity for host countries and communities.
- **Article 6:** Obligations of stakeholders in tourism development.
- **Article 7:** Right to tourism.
- **Article 8:** Liberty of tourist movements.
- **Article 9:** Rights of the workers and entrepreneurs in the tourism industry.
- **Article 10:** Implementation of the principles of the Global Code of Ethics for Tourism.

## Fair Dealings

After 44 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.

Through 11 basic rules we, at Creta Maris, perform business and collaborations fairly and in good faith:

- 1. We are always positive in meeting new suppliers / producers and possibly begin a collaboration. There are only two fundamental criteria: legality and quality.**
- 2. We attend events to extend our choices in products and suppliers while participating in professional synergies and local actions (i.e. chamber of commerce actions).**
- 3. We prioritize the products supplied based on the following criteria: 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.**
- 4. The resort's purchasing team as well as the top-level management team is easily approachable. Our target is to create personal, while professional, relationship with all our collaborators/suppliers.**
- 5. We set clear and agree to the conditions and methods of payment from the beginning with all our collaborators.**
- 6. We are trustworthy in complying with the agreed payment methods.**
- 7. We create collaborations that last through the years while both parties support each other in every way.**
- 8. We share our values while emphasizing the importance of energy, packaging, hygiene and safety, quality, and differentiation with our collaborators during our meetings or visits at their facilities.**
- 9. We share the importance of certifications for our collaborators' products while urge them to always stay up to date.**

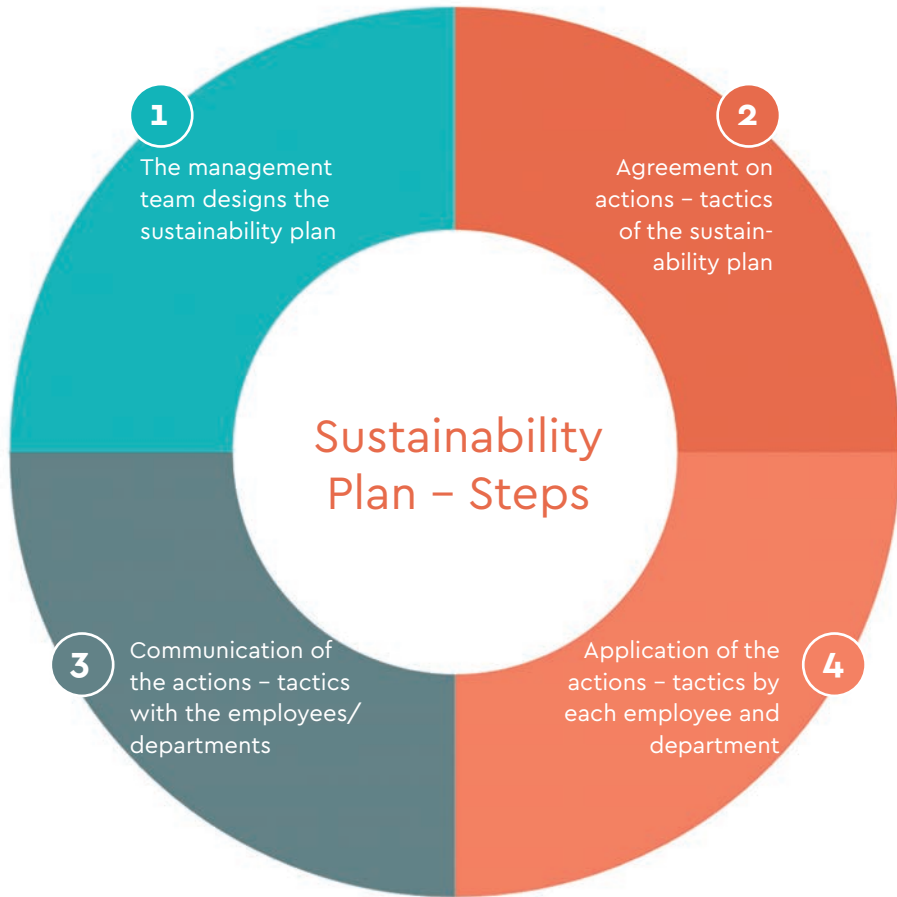
**10. We share our annual Sustainability Report, informing all collaborators in detail about our policies and actions.**

**11. We spread the "We do local" philosophy to other hoteliers, increasing the demand of local innovative and distinctive products.**

These eleven rules are the basis to establish strong collaborations, while we are always vigil to alter or extend them so to progress in the future.



# Designing a sustainable hotel product



## Keeping track of sustainability's impact

The manager of each department is responsible for keeping track of the resort's sustainable actions and their impact in its daily operation. The results of these actions are reported to the management team that decides whether is necessary to perform any crucial changes. Evaluation and analysis of these results are performed at the end of the year by the management team.

## Looking ahead | UN SDGs

In 2015, the UN adopted a set of goals to end poverty, protect the planet, and ensure prosperity for all, as part of a new sustainable development agenda. Creta Maris has adopted these 17 goals, as it was inspired by them and considered its obligation to contribute to the understanding, promotion and support of the related intangible assets.

Since then, 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. Furthermore, Creta Maris has been sharing its good practices and their positive results to its guests, cooperators but also to other tourism companies, to support evidence-based decision-making in relation to Corporate Social Responsibility (CSR) activities that impact on the SDGs.

Moreover, in 2019, the resort continued to enhance competitiveness and maximize positive local impact to the local economy by 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.

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

By reporting all its sustainable actions, Creta Maris voluntary commit to sustainability goals, while aiming to emerge the global challenges without having as its main goal the certification by an institution.

A close-up photograph of a woven basket filled with golden-brown, pan-fried dumplings (gyoza) topped with sesame seeds. In the background, a plate of more dumplings and a glass of water are visible on a dark wooden table. The text "What we do for our guests & customers | 05" is overlaid on a light green rectangular background in the upper middle section of the image.

What we do for our guests & customers | 05



## Connecting with sustainable destination challenges

There is a direct relation between sustainability of a destination and tourism. Areas with a natural beauty, such as Crete, are the ones that most tourists are looking for in Greece. 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 the resort attracts more tourists, increasing thereby the quality of life of the local population, while minimizing the negative environmental and social impact of tourism.

Maintaining a sustainable destination, such as Crete and specifically Hersonissos, where Creta Maris Beach Resort is located, requires a sustained process of sustainability improvement. For this reason, the hotel 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 then are being implemented with a view to its most sustainable operation.



## Dedication to service

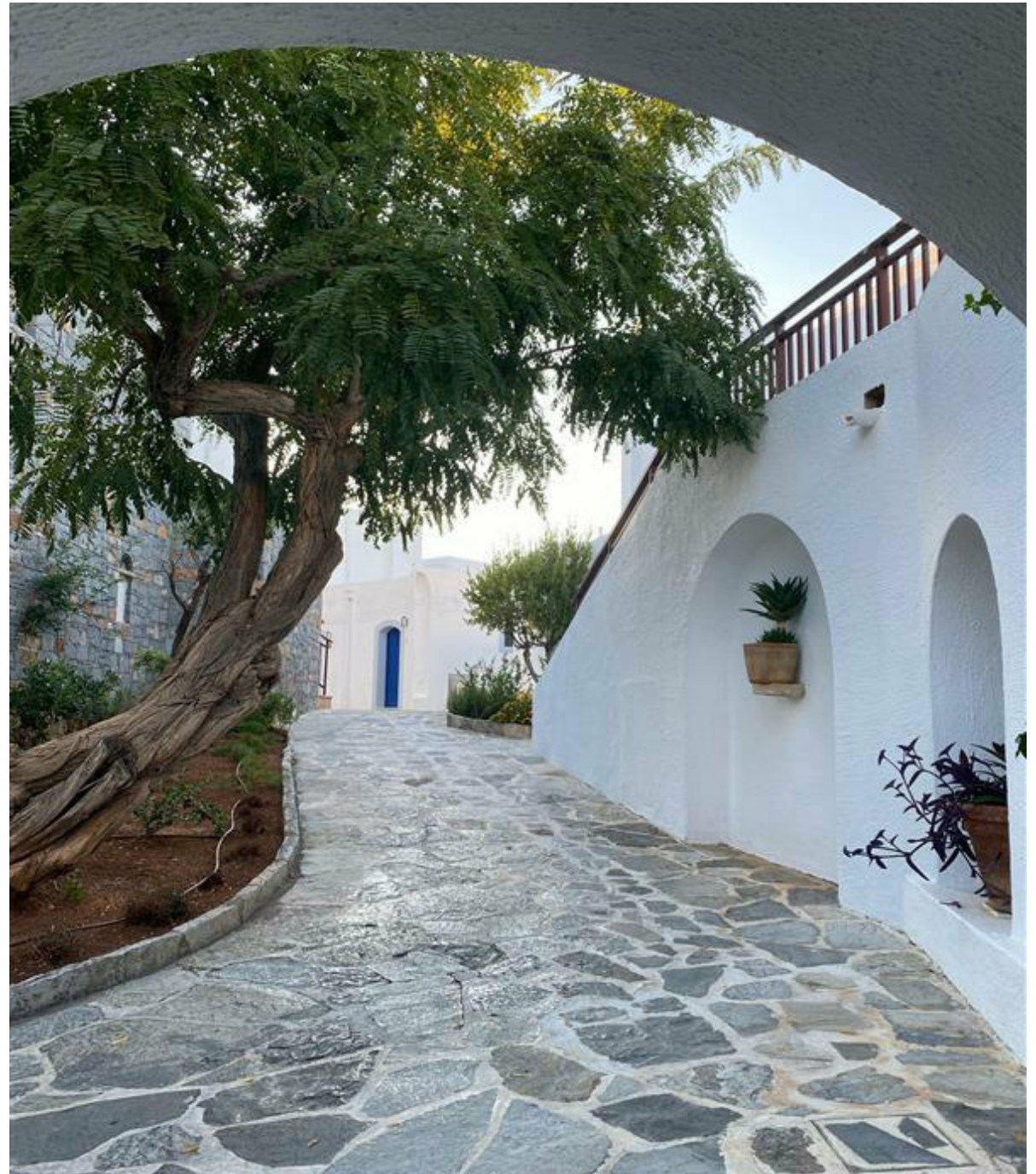
Over the past years, Creta Maris Beach Resort has proved its dedication to provide the best service to its guests. The resort's management team continuously sets new goals in order to upgrade its services and astonish its repeat and new guests year after year. The proof of the resort's dedication to service comes with the numerous certifications and awards yearly received.

## Quality of product, service & experiences

Creta Maris, a traditional Cretan resort with environmentally responsible operation, offers high quality All-Inclusive services.

The main goal of its operation is to exclusively offer a comprehensive experience with nutrition, culture and tradition, to the guests that will choose to spend their holidays in Creta Maris. 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. Apart from providing top-quality food and services, the resort organizes events such as sheep shearing, traditional harvest, and Cretan cooking classes offering the opportunity to its guests to connect and interact with the land and culture of Crete.

The architecture of Creta Maris Beach Resort 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 creates a dreamlike coexistence between tradition and luxury.



## Customer health & safety

Every year Creta Maris gets certified with HACCP as hygiene and food safety are one of the resort's priorities. In addition, the resort conducts an annual drill, 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. The goal was the maintenance of the high level of preparedness and the expansion of the resort's specialized emergency team's know-how. The participation of all major rescue teams, such as the Fire Department, the Hellenic Police Force and the Cretan Medical Center, aimed at the smooth and coordinated collaboration with Creta Maris staff to ensure the safe transition of all the resort's guests in a protected area.»

The evacuation exercise was carried out under the supervision of Dr. Efthimios Lekkas, professor of the Geology & Geoenvironment Department of the National and Kapodistrian University of Athens, in cooperation with local authorities. In the context of the exercise, Professor Lekkas gave a lecture under the theme "Management of natural disaster risks in a hotel environment – international and national cases", thus enhancing the knowledge of Creta Maris' employees in terms of preparedness to deal with natural disasters.





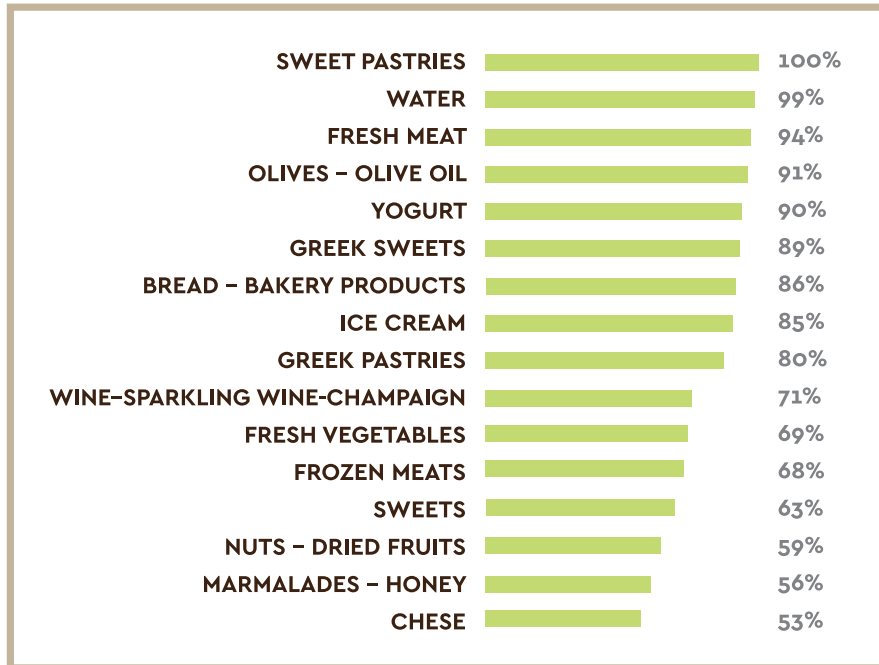
Connecting with  
Cretan sustainable food

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 offered to its guests and customers the opportunity to experience the Cretan gastronomy in its restaurants. Moreover, through the organization of series of actions, (wine tasting & olive oil tasting) it aimed at connecting the sustainable wine production with hospitality services, thus establishing Crete as a winemaking destination and a destination for olive oil.

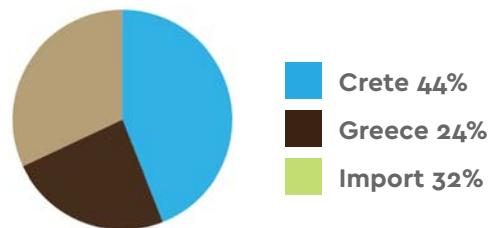
## Local supply chain

With the aim to offer the "real taste" of Crete to its guests, in 2019 the resort continued to prefer local products of Crete and Greece, contributing thereby to the local economy of Crete and the National economy of the country. Moreover, by implementing this purchasing policy, it succeeded to empower for one more year local traders and shops.

During 2019, Creta Maris contributed to Crete's local market by purchasing:

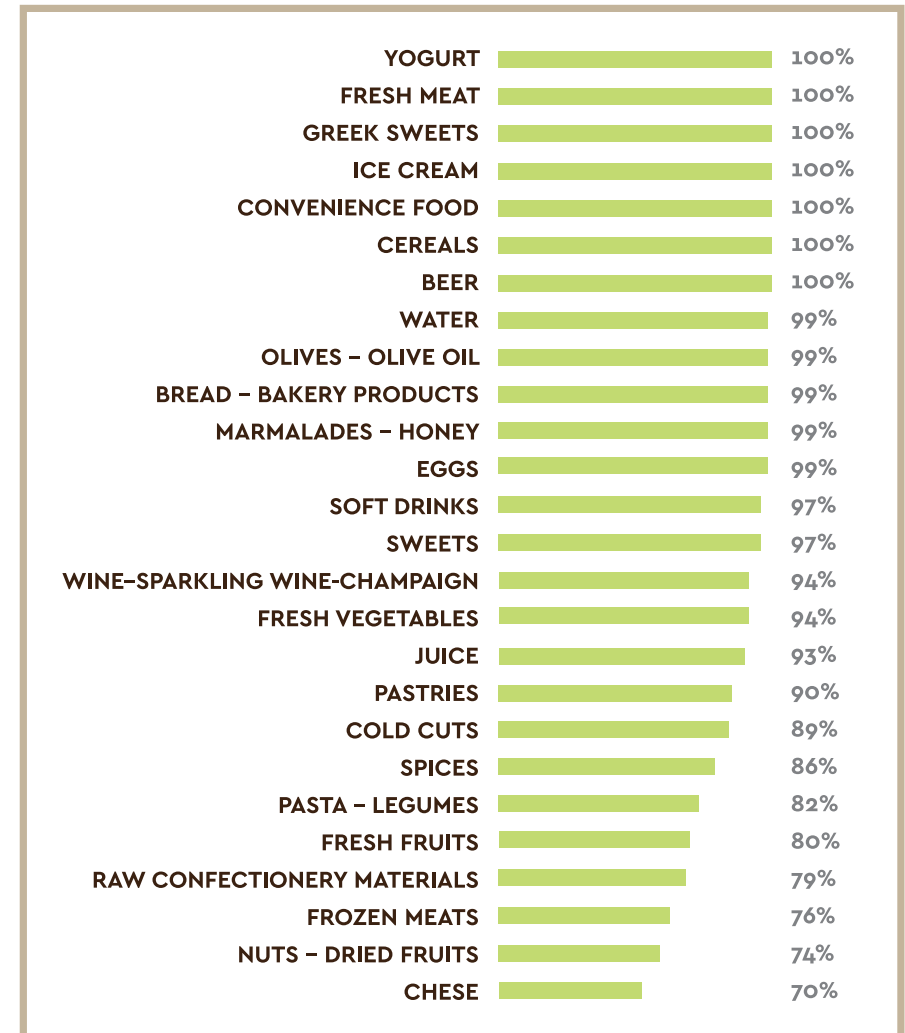


Generally, its purchases' rates for the year 2019 were:



Which means that it has contributed to the national and local economies with **2.214.669,30 euros**.

While below are presented its contribution to Local and National market:



# Gastronomic experiences

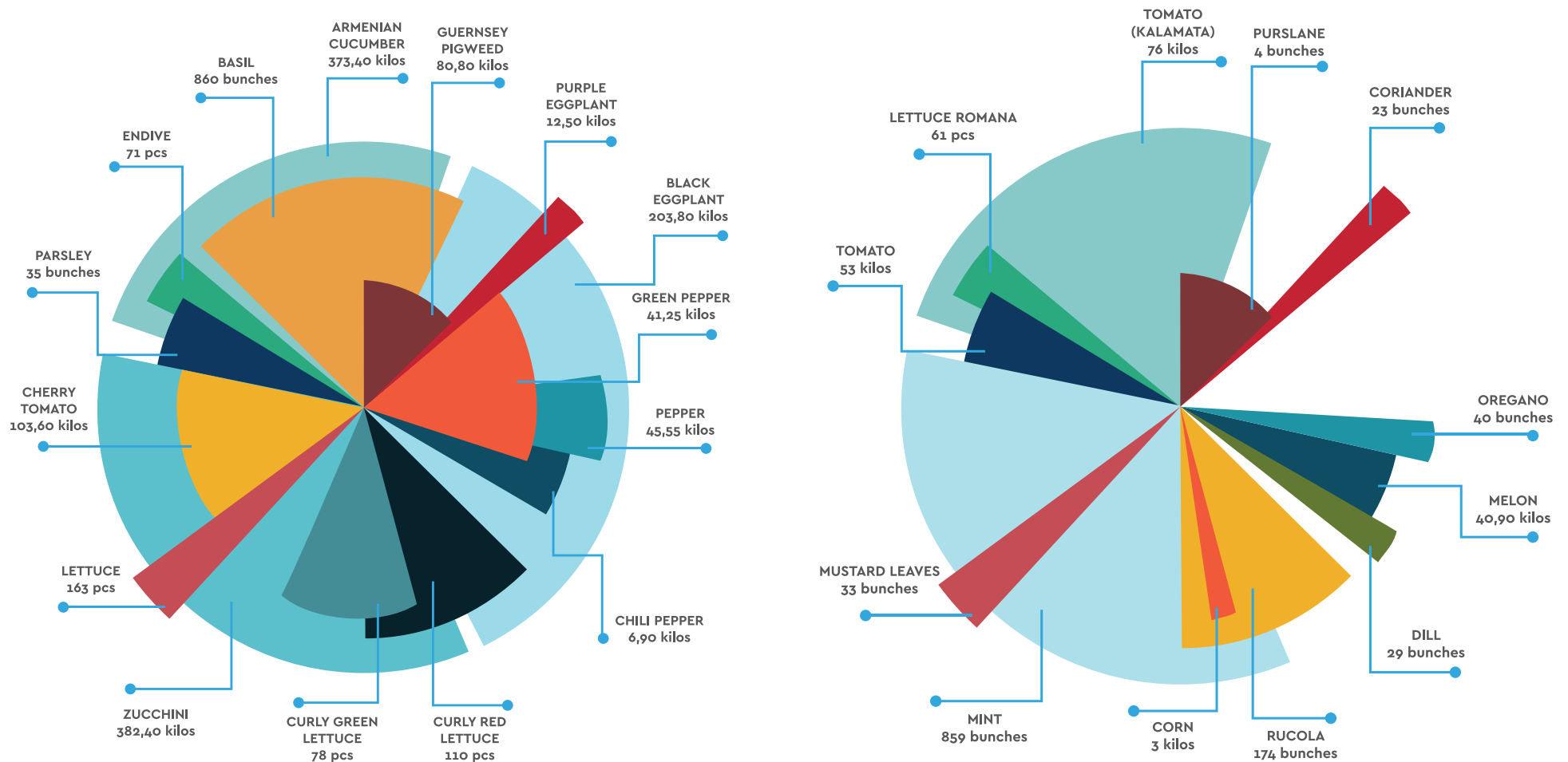
In an effort to offer the best possible services and products to its guests, in 2019, the hotel continued its own production of local products on its land, which has been included in the national and European system of certified organic crops [(EU) 2018/848]. Specifically, Creta Maris produced large quantities of its products, responding to the guests' growing need.

Its organic production consists of:

- 0,5 decares of outdoor, open-to-visitors vegetable garden
- 0,5 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 2019





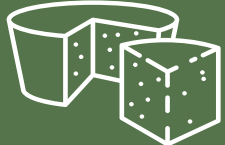




























## Our organic meals

Creta Maris' guests have the exclusivity to taste the resort's organic products and meals in "Pithos" Restaurant, which in 2019 offered approximately 15,379 meals of high nutritional value and quality.



Below are presented meals with organic ingredients and entirely organic meals

LETTUCE 	GUERNSEY PIGWEED	GARLIC 		LAMB 	LEMONS 	MINCED BEEF MEAT				
EGGS 	HONEY 	SHEEP AND GOAT'S CHEESE 		COCK 		DILL 				
ICE CREAM 	WHEAT 		RUKOLA 	ZUCCHINI 	RAISIN 	BASIL 				
OLIVE OIL 	GRAPES MOLASSES 	GOAT CHEESE 	PEPPER 	PORK "APAKI" 	WHOLEGRAIN SPAGHETTI 	HOME MADE SPAGHETTI 				
ALMOND 	CORIANDER 	TACHINI	SPLIT PEAS 	FENNEL 	BEANS 	WHITE BEANS 				
CARROTS 	BERGAMOT ORANGE SPOON SWEET 	SUNFLOWER SEEDS 	SHEEP YOGURT 	MILK 	EGGPLANT 	RAKI (TSIKOYDIA) 				
CUCUMBERS 		ONION 	OLIVE PASTE 	WALNUTS 	MINT 	BEETROOT 	TOMATOES 	WHEAT BARLEY FLOUR 	SUNDRIED TOMATOES 	PARSLEY 
ORZO 	PANSETE 	POTATOES 	OREGANO 	BARLEY RUSKS 	CINNAMON 	BULGUR 				



## Organic Meals Of Pithos Restaurant

Basket of bread and variety of traditional rusks  
Cretan "Dakos" made from barley flour topped with olive oil, fresh goat cheese and olives

Dip of extra virgin olive oil with fresh coriander

Dip of cream of tomatoes with olives and thyme

Dip of smoked eggplant spread with mint and garlic

Cretan Soup with organic vegetables, extra virgin olive oil and orzo pasta

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

Boureki of Chania with zucchini, potatoes, goat cheese and pichtogalo of Chania

Traditional Bulgur cooked with home grown seasonal vegetables and fresh mint

Fresh Mushrooms grilled, marinated with lime & wild leek aroma

Eggplant Bites oven cooked with pumpkin, potato and tomato sauce with garlic

Organic Baked Feta cooked with tomato and fresh oregano of Rethymnon

Minoan Salad with Legumes. Cold salad with beans, buckwheat, fresh fennel and chicory

Green Salad with arugula, lettuce, sunflower seeds, goat cheese and dressing with sun-dried tomato, tahini and honey

Cretan Salad with Cretan sheep and goat cheese, flavored with the Cretan way

Warm Salad with fresh greens and seasonal vegetables from our garden and light aroma of virgin olive oil

Grilled Pork Belly, caramelized with grape molasses and tsikoudia, rosemary flavor, garnished with Cretan goat milk roux "staka" butter and sauce of goat & sheep cheese and beetroot

Leg of Lamb. Casserole cooked with fresh greens in lemon sauce, local sheep yogurt and thyme honey

Rooster-Skiouficta cooked with fresh tomato, sea fennel, sun dried tomatoes and grated ricotta

Grilled Beef Burger with fresh fried potatoes, tomato cream, sour cheese cream "xigalo" and crispy pies

Traditional Sfougato with organic eggs, potatoes, and zucchini

Wholegrain Cretan spaghetti with sauce of fresh tomatoes

Fresh Ice-Cream from fresh milk with vanilla and white grape sauce

Traditional Walnut Cake "Karidopita" cake, made from walnuts. Accompanied by distilled carob beverage

Galaktompoureko cream with organic milk, crispy puff pastry leaves and thyme honey

Sheep Yogurt accompanied with spoon sweet

## Connecting with Cretan culture | Sustainable Excursions

Creta Maris aims to offer Cretan holidays experience, by presenting customs and traditions of the island. This is why, activities inspired by the traditions of Crete are being organized, offering to the guests an unprecedented experience. These activities are always carried out with the assistance of local producers and the resort's employees.



### 22nd of May – Biodiversity Week celebration

On the occasion of the International Day for Biological Diversity, Creta Maris' Green Team organized a series of events (guided tour in the resort's gardens, Creta Maris' stray animals initiative) during the last week of May, aiming to inform the resort's guests about Creta Maris' multi-level initiatives on environmental protection and the "We do local" standard.

### 25th of May

Traditional Sheep Sheering

### 23rd of August

Traditional Harvest Day

### 14th of September

Revival of one of the oldest Cretan customs, "Opsigias" (traditional production of raisins)

### 14th of September

"Xelykisma" the collection and cleaning of the raisins from opsigias (traditional production of raisins)

Moreover, in 2019, Creta Maris Beach Resort, as a member of Metaxa Hospitality Group, participated in the TUI Care Foundation | Futouris Project: "Crete | First steps towards a sustainable food destination, 2017-2019" and designed and implemented a series of actions, with the aim to build structures for the development of a sustainable holiday destination, address services and issues that expand beyond the Sun and the Sea and to protect & meet the needs of destination residents.

Wine Tasting and Olive Oil Tasting actions that are at the core of Creta Maris Beach Resort's Sustainability Program, were organized monthly and throughout the tourist season at the resort's premises in order to highlight Crete's long tradition of viticulture, winemaking and olive oil production, while at the same time, to offer the guests the opportunity to get acquainted with the special characteristics of the Cretan olive oil and wine.



What we do for our community | 06

## Social positioning

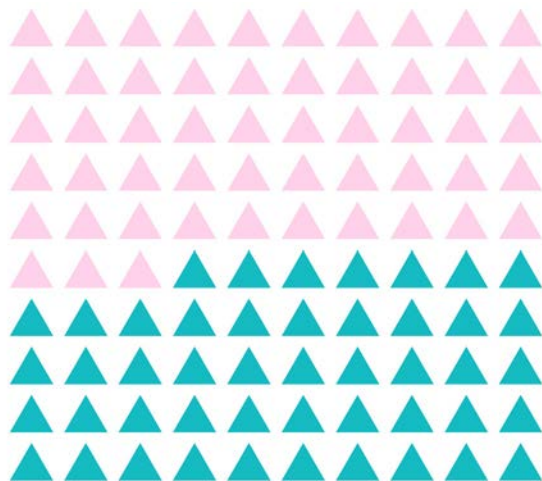
Creta Maris supports the local community and its people by employing Cretan workers, who can communicate in the most efficient way the hotel's philosophy and the world-famous Greek hospitality to the guests. Through the employment of local employees, the hotel also contributes financially to the local community of Crete and of Greece in general.

## Job creation

This year, Creta Maris employed 493 employees. This number is divided almost equally to male (231) and female (262) employees, who are either of Cretan origin or live permanently on Crete (429) with the majority of them belonging to the age group of 18–29 years (186).

Data of its employees are listed in detail below:

### EMPLOYEES' GENDER

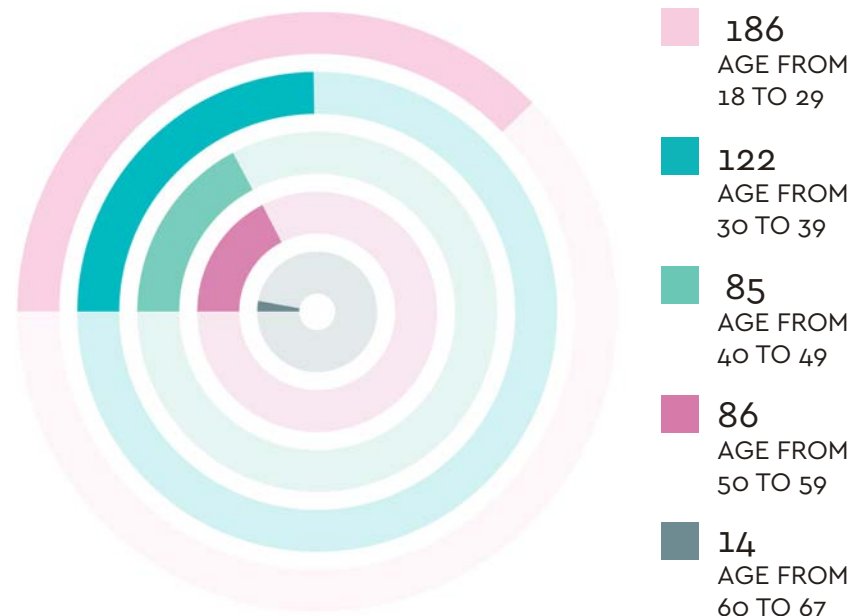


- ▲ 262 WOMAN EMPLOYEES
- ▲ 231 MEN EMPLOYEES

GRAND TOTAL 493



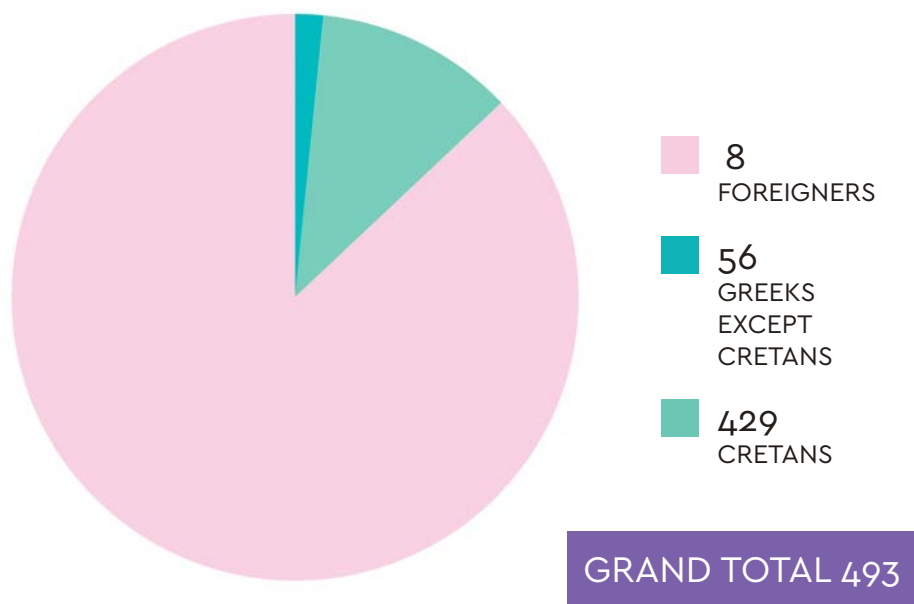
### EMPLOYEES' AGE



## Promote Local Hiring

Totally 429 local employees (87%) were employed and trained by the resort in 2019. In this way, the resort supported the local community and provided a total amount of **6.968.719,00 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.



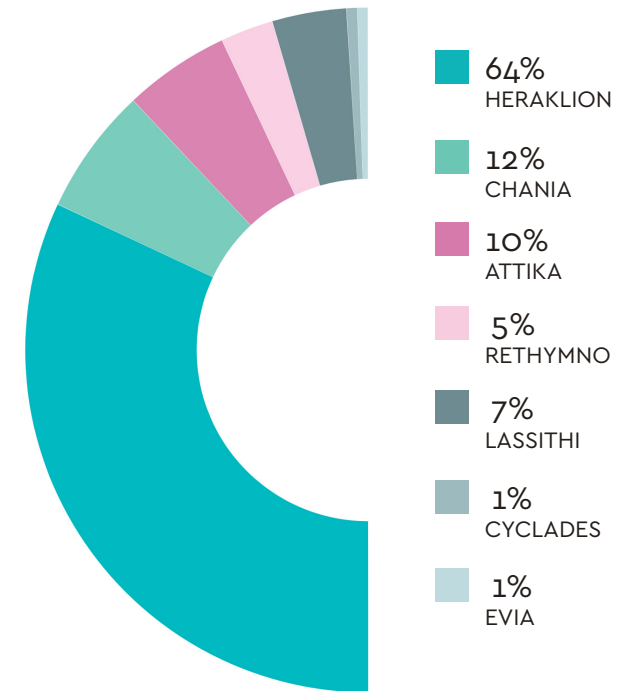
## Local sourcing for a better life in rural areas

As the hotel operates in the context of "We do local" philosophy it does its utmost to promote the Cretan lifestyle, the local production and the Cretan traditions, thus contributing to the economic empowerment of the local community of Crete.

Specifically, in 2019, it cooperated with 68 local producers, thus strengthening all four prefectures of Crete and contributing with more than 1,4 million euros.



## PURCHASES PREFECTURE



## PURCHASES PER AREA



## Promoting the Cretan civilization

Creta Maris operates by promoting the Cretan way of living, the local production, and the customs of Crete (We do local philosophy). Apart from the leisure guests, the resort accommodates many international conventions and events that consequently promote the region of Crete worldwide.

In 2019 Creta Maris accommodated the following international events, presented according to their field.

### Science

Five great scientific conferences were held in Creta Maris, bringing more than 1,800 scientists in Crete:

- RPP 10 Conference
- PULSE & CARDIOELECTRICS
- EPF (EUROPEAN POLYMER CONGRESS)
- COMPDYN & UNCECOMP CONFERENCE 2
- ICOVP CONFERENCE

### Sustainability

Creta Maris was glad to have the chance to accommodate "Accreditation Services International" with the conference "ASI Conference" that promotes Sustainability issues, with 60 participants.

### Pharmaceutical Conferences

Two major pharmaceutical conferences were also accommodated in the resort's premises. The conferences were organized by GSO and Horizon Travel and attracted 800 participants.

### Art & Culture Groups

In addition, the resort hosted Paradise festival with 200 participants and the production of the cinema movie "Mi Distasis" (do not hesitate) with 45 participants.

### Summit

Creta Maris' team was also happy to host the 3rd BERIC Summit with 120 participants.



### Business

Great groups either promoting their business or offering incentives to their team members, were accommodated in Creta Maris Beach Resort. These groups were Kapital Life Insurance Company, Zimmer Medizin system, OVB Group, Adama Meeting, Shaked Group, Quinscape Group, President Club Bottomline Technologies, VODAFONEZIGGO, Microsoft Meeting, a Korean Group "Star Rich Advisor", insight Company Meeting, Deloitte Seminar and Amway LTS, thus bringing more than 4,800 business people on Crete.

The above-mentioned events were held from March to October 2019. 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

Creta Maris Beach Resort opened its doors for the first time in 1975. Its brand architecture was always based on the truth, the logic and the harmony of the services provided.

Visualizing these three characteristics on its brand, Creta Maris clearly highlights Greece, Crete, locality, culture, quality, authenticity, and generosity.





## PRODUCTION OF SOCIAL PRODUCT

2019

Total income



26.952.270,00

Total expenses

9.944.994,00

Food and beverage consumption  
4.148.044,00

Operating expenses  
5.751.950,00

Irregular expenses and damages  
45.000,00

TOTAL SOCIAL  
PRODUCT

17.007.276,00

## DISPOSAL OF SOCIAL PRODUCT

2019

WAGES



4.694.558,00

PUBLIC SECTOR



724.318,00

INSURANCE  
BODIES



2.317.296,00

LOCAL  
AUTHORITIES



226.494,00

IN-BUSINESS  
PARAMETERS



9.044.611,00

TOTAL SOCIAL  
PRODUCT 2019

17.007.276,00

An aerial photograph of a large body of water, likely a lake or reservoir, with a grassy shoreline. The water is a deep blue-green color, and the grass is a vibrant green. The shoreline is visible as a thin line of vegetation separating the water from the land. The text "What we do for the environment| 07" is overlaid on the water in a white box.

What we do for the environment| 07



In order to achieve an objective result, during the energy evaluation of Creta Maris Beach Resort, various parameters were combined. On charts, presented on the next pages, some factors as occupancy, weather conditions, operating conditions and others were considered as stable, while all the measurements start from April to September.

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.

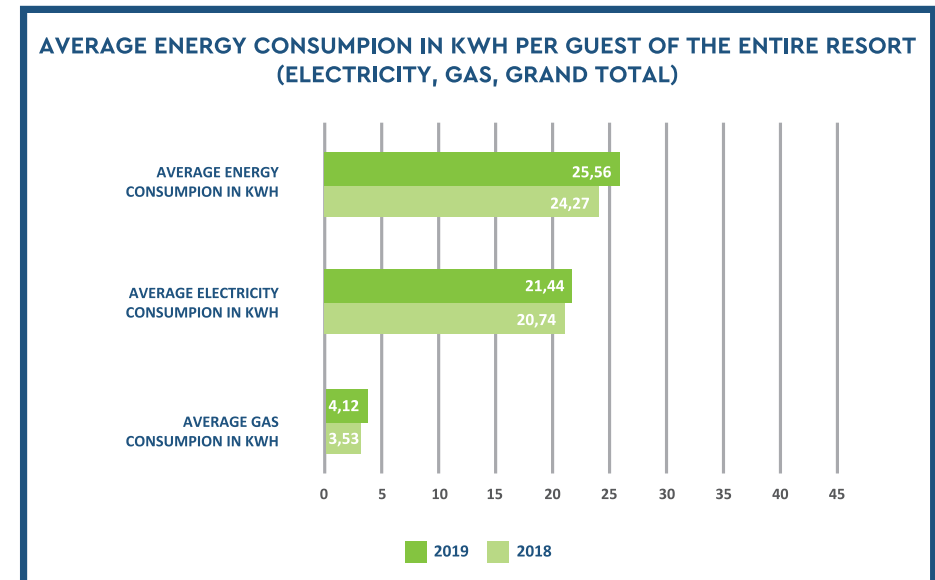
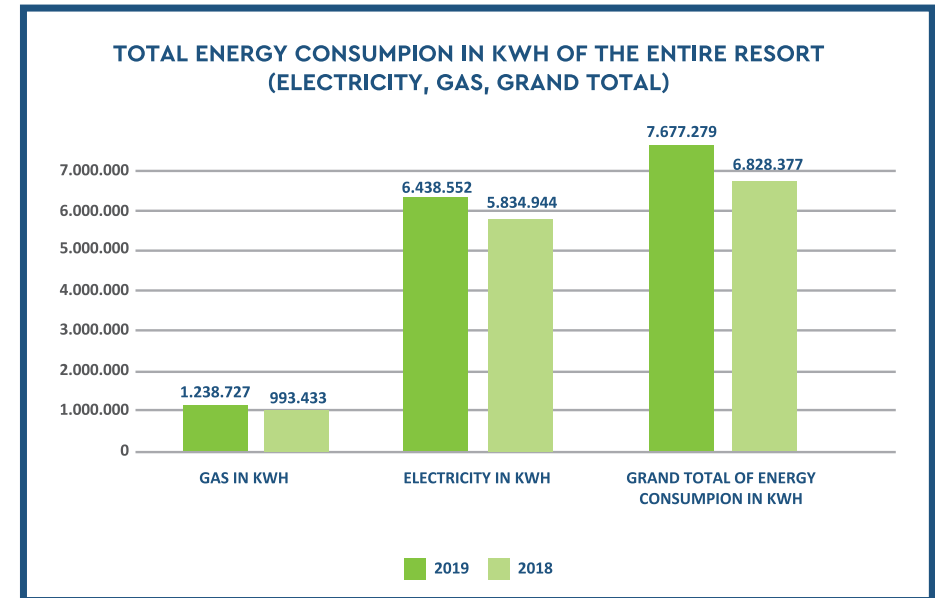
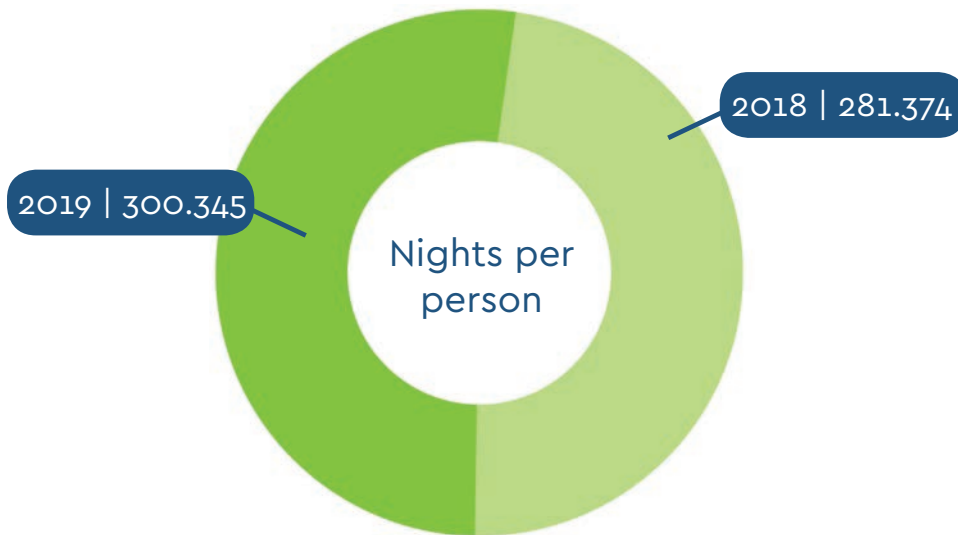
In 2019, Creta Maris Beach Resort's energy consumption was 0,58 liters of average gas consumption per guest and 21,44 kWh of average electricity consumption per guest.

## 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 on average 40.397 Watt.
- Training and information are 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

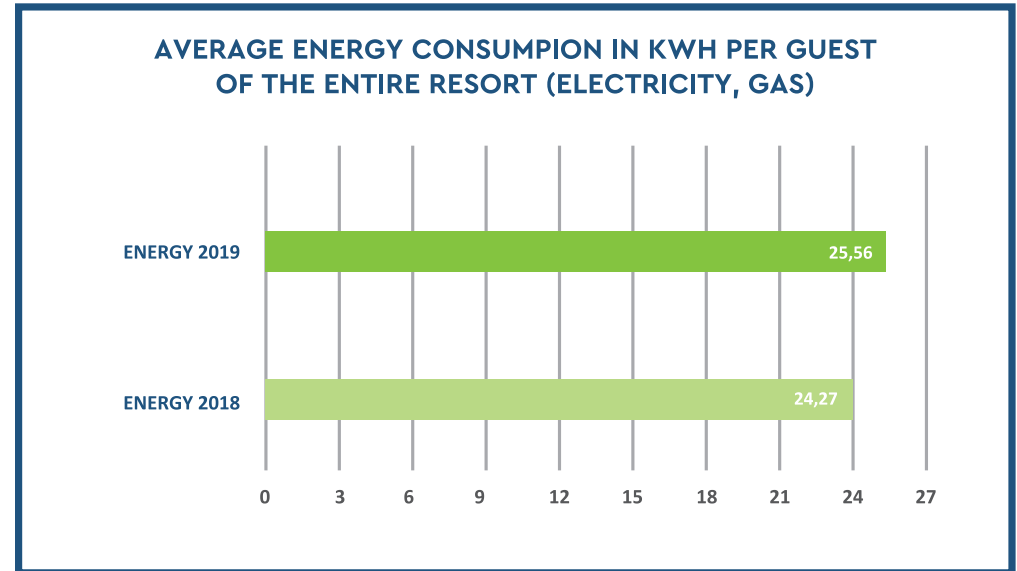
It is widely known that renewable energy contributes to the quality improvement of the environment, as –unlike the energy sector- renewable energy does not pollute the environment. Moreover, the use of these sources leads the company to financial savings. Creta Maris has installed Solar panels in order 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.



### Water consumption

Seventy one percent of the earth is covered in water, and many people wonder if there is any need to conserve. The answer to this question is simple: 97% of all water on the earth is salt water, 3% of it is fresh water, and only 0,5% is available for drinking, the other 2,5% of fresh water is locked in glaciers, soil or under the earth's surface, ice caps, the atmosphere, or is too polluted for consumption. Therefore, it makes sense that we must preserve and conserve this precious resource. Water conservation means using our limited water supply wisely and caring for it properly, this is why we skipped ahead to the following actions:

- Water reduction filters to all taps of the hotel.
- Water reduction info material in all rooms.
- Refillable water bottles in all restaurants as well as water self-serving water coolers.
- Linen & Towel policy in all guest rooms.
- Double tank toilet flushes.
- 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.
- Desalination/reverse osmosis and filtration units.
- Drilling.

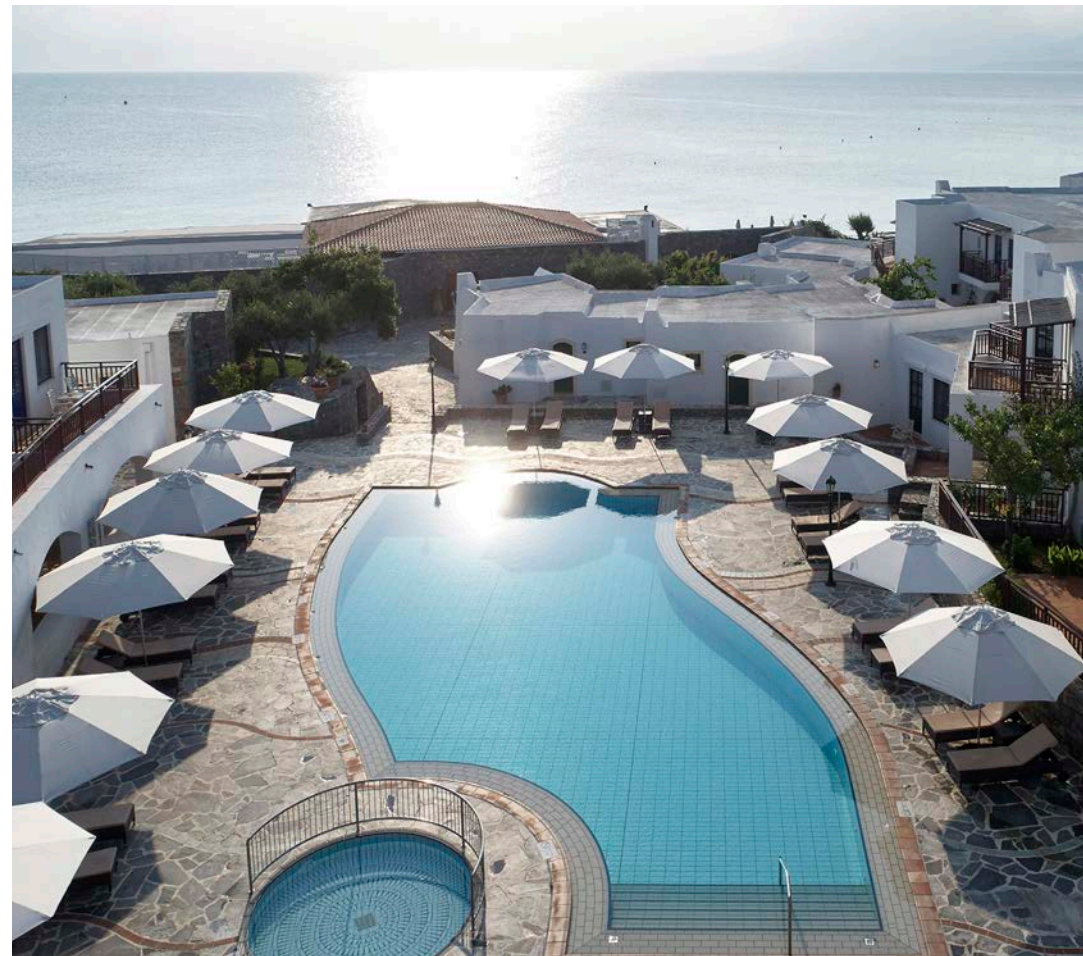
Moreover, with the aim to eliminate the transport chain, the times and places of storage we produce the offered water in our unit directly on site. The water produced is free from harmful substances through reverse osmosis, followed by filtration and checked regularly through laboratory tests.

During the past years, we noticed that 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 – the well-known, very dangerous phenomenon of bottled water overconsumption of All- Inclusive. This is why we proceeded with the installation of coolers and refillable bottles, which led to a reduction in water consumption.

### Economic benefits

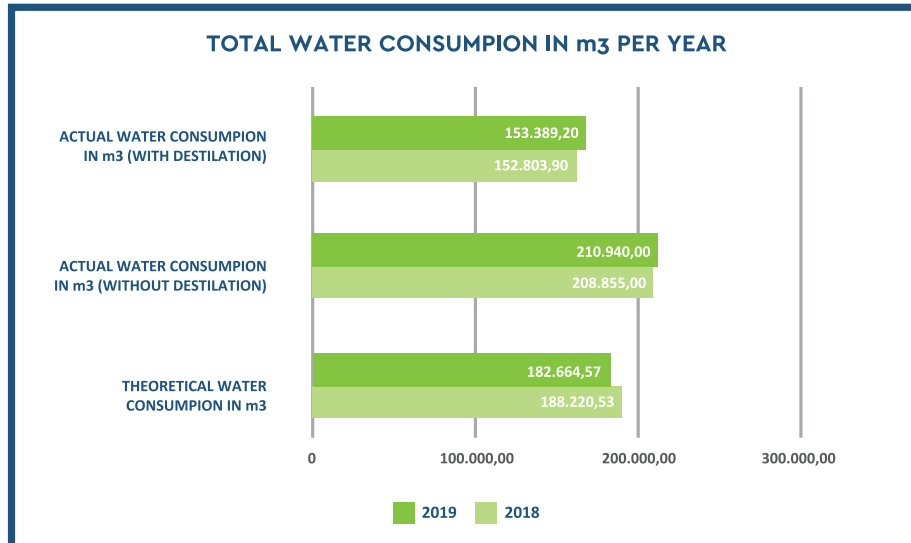
- The cost per liter of Creta Maris drinking water is much lower than the cost per liter of the municipal drinking water.
- Reduce cost of bottled water.

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

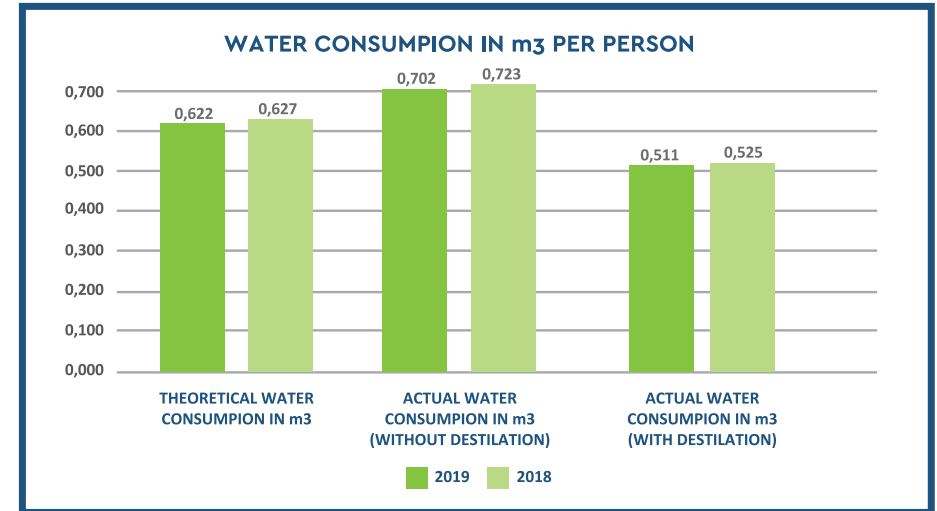


## Calculation of water consumption

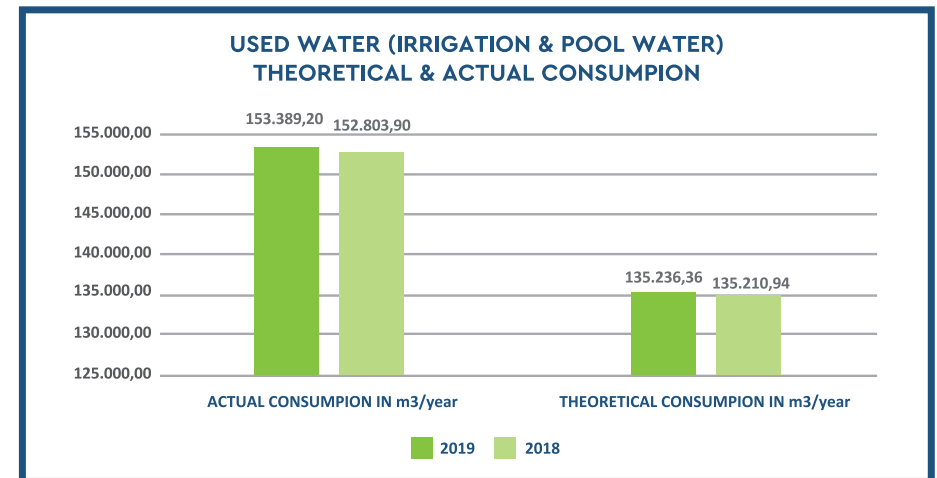
During the calculation of water consumption, and with the aim to present in the best possible way the results of our water consumption, we took two constants into account; the Theoretical Water Consumption and the Actual Water Consumption. The Theoretical Water Consumption is the Maximum Allowable Water Consumption for 5\* Hotels according to the Greek Legislation, while the Actual Water Consumption is the consumption that the resort managed to have due to its sustainable operation. The Theoretical Water Consumption takes into account factors such as the resort's size, facilities and services (overnight stays, conferences, spa, non-residents). For the calculation of 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 2018 and 2019, we also presented the water consumption, both with and without desalination.



\* 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)

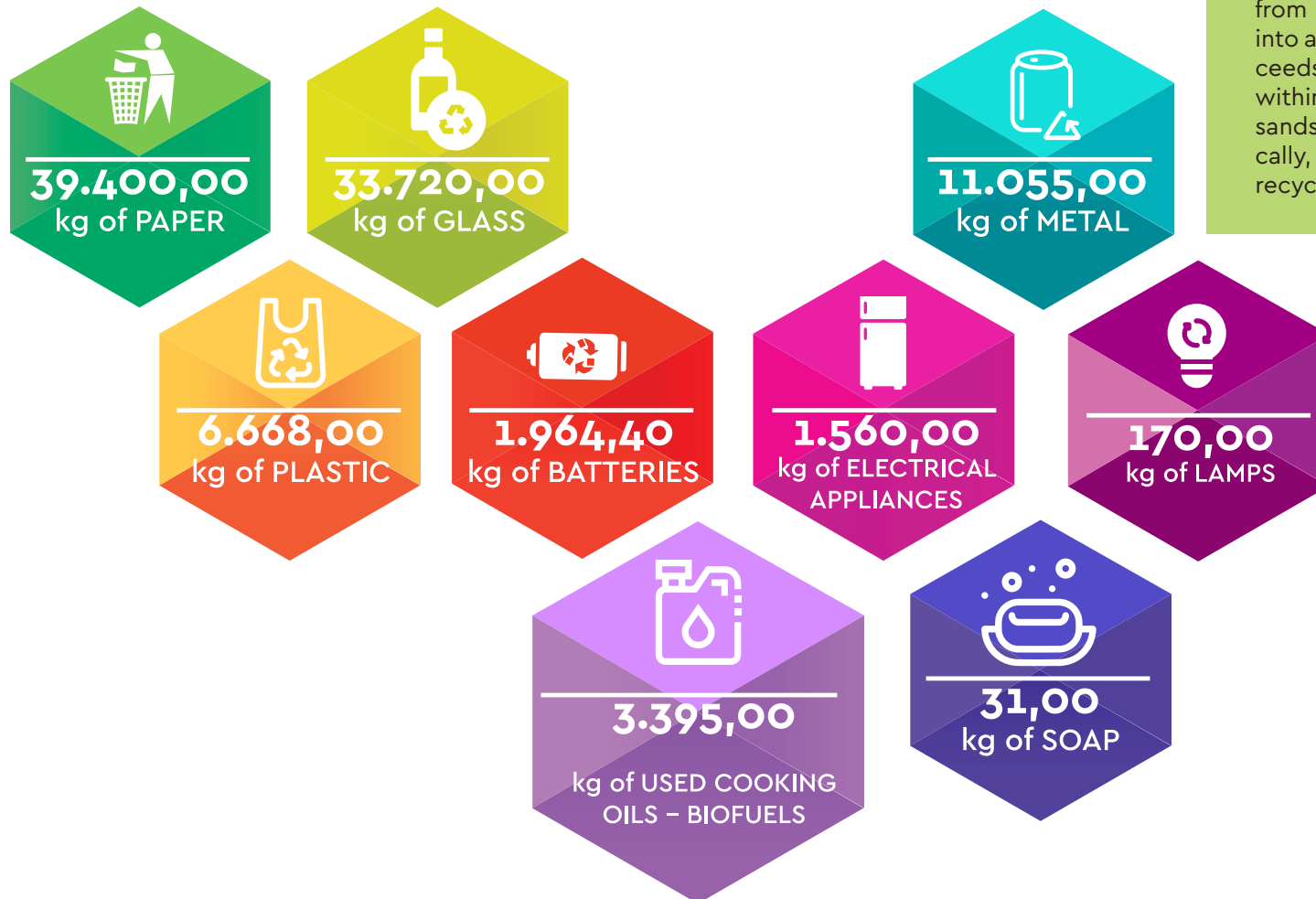


### Professional, environmentally responsible cleaning detergents

In 2019 the amount of the environmentally responsible detergents of Creta Maris has been 11% of the total consumption of detergents of the entire hotel, rising to 5.884,00 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 2019 season.



### Participation in Food for Feed (F4F) Program

With the view to become the first Zero Waste hotel in Greece, Creta Maris Beach Resort participates from 2017, in the LIFE-F4F (Food for Feed) project which goal is to evaluate, through a pilot-scale demonstration, an innovative and simple technology, and a low-emission process that enables the safe transformation of food waste, mainly from hotels (and more generally from the hospitality industry and restaurants), into animal feed. With this action the resort proceeds with recycling and waste management within the hotel facilities and recycles thousands of tons of food waste every year. Specifically, in 2019, 79,415 tons of food waste were recycled and transformed into animal feed.



## Food Management Policy

Creta Maris's food waste management policy is based on two pillars:

### 1) Reduction of Food Waste

- By food waste its meant either the residues from the processing of raw materials (peels etc.) or food that has been cooked, heated and offered without being consumed.
- Through the below sign, guests are encouraged to help the resort reducing food waste.



- Including of action & live cooking into buffet restaurants.
- Designing banquet menus with the aim to achieve the smallest possible food waste.
- Integration of production processes and staff training to reduce waste
- Annual evaluation of raw material quantities.
- Use of smaller dishes in buffet restaurants, in the beginning and at the end of service.
- Designing the menu and the portions according to the respective needs.
- Reducing the existence of damaged vegetables and fruits, through the daily order & delivery from the vegetable markets.
- Use of leftovers in staff restaurants.
- Return of packaged raw materials to suppliers at the end of the season and donation of food and beverages that expire before the next opening.

### 2) Disposal of Food Waste

- Participation in the Food 4 Feed (F4F) program.
- Cooperation with local farmers.
- In-company composting that is used in production and as fertilizer.

### Waste management

With the aim to become a Zero Waste Resort, Creta Maris, follows a waste management program, which includes the below procedures that are an integral part of its operation.

#### 1. Prevention

Disposable products and unnecessary packaging are avoided to be bought.

#### 2. Reduce

Products with excessive packaging are avoided to be bought  
Priority is given to more durable/long-lasting products  
Purchase of recyclable goods.  
Purchase of recyclable goods.

#### 3. Reuse

Reusing of paper that has been printed only on one side  
Reusing of glass bottles to serve water.  
Reusing of glass bottles to serve water.

#### 4. Recycle and Compost

Recycling of glass, cardboard, paper, cooking oil, soap, batteries and electric utilities, through private special waste contractors.  
Recycling of plastic, metal, aluminum and textiles, through the municipality waste system.  
Recycling of raw material residues & leftovers, through the F4F program.  
Composting of vegetables, fruits, grass cuttings and garden waste within the company's grounds.

#### 5. Monitoring

Performing of regular monitoring of waste in order to ensure that the waste minimization strategy results to reduced amounts of waste disposal each month.





## Biodiversity today

Despite international initiatives, biodiversity is declining rapidly.

Estimates of actual losses exceed the recorded losses of the historical past by several orders of magnitude.

International research institutes consider that there is no sign of slowing down.

In addition to climate change, the causes considered essential for the worsening of the situation include land usage change.

Like invasive species (favoured by climate change), over-exploitation of resources and the absence of international policies to protect endangered species.

## How much have our efforts so far paid to the small-scale ecosystem in Creta Maris?

In recent years we have been recording the increase in beneficial organisms living in the small anthropogenic ecosystem of the hotel's surroundings. We realize that insects & fungi's' infestations in the organic field and the whole landscape areas, exist but do not occur with severe flare-ups. To a certain extent, this performance is since beneficial organisms that coexist harmoniously within the landscape area live. Below we record the PREDATORS – beneficial species of insects | we have spotted active in the landscape areas.

### 1. *Coccinella septempunctata* | The seven-spot ladybird

They can consume up to 60 aphids a day. They have been active since the beginning of Spring, until the temperature drops below 12°C (ACTA- Les Auxiliaries).

### 2. *Scymnus*

They can consume up to 60 aphids a day. They have been active since the beginning of Spring, until the temperature drops below 15°C (ACTA- Les Auxiliaries).

### 3. *Syrphus*

They can consume small caterpillars, aphids and several fleas. They may experience up to 5 generations a year (data: biobestgroup.com)

### 4. *Chrysopa*

*Chrysopa* is a predator that does not only eat different kinds of aphids, but also other insects like red spider mites, thrips, whiteflies, etc. The larvae are very aggressive and very efficient in hot spots. One larva can eat up to 50 aphids per day. The activity of *Chrysopa carnea* hardly depends on temperature and does not depend on relative humidity. The larvae work from 12°C to 35°C (data: biobestgroup.com)

### 5. *Aphidoletes aphidimyza*

Adult midges are very efficient at locating aphid colonies. In one study, *A. aphidimyza* located the one infested plant out of 75. One larva needs a minimum of 7 aphids in order to complete the life cycle, but it may eat as many as 80. In addition, larvae kill more aphids than they consume.

(<https://biocontrol.entomology.cornell.edu/predators/Aphidoletes.php>)

### 6. *Orius*

A larva, during the 20 days it develops, can consume 300–600 mites and 100–200 aphids. The adult can consume up to 100 mites a day (ACTA- Les Auxiliaries).

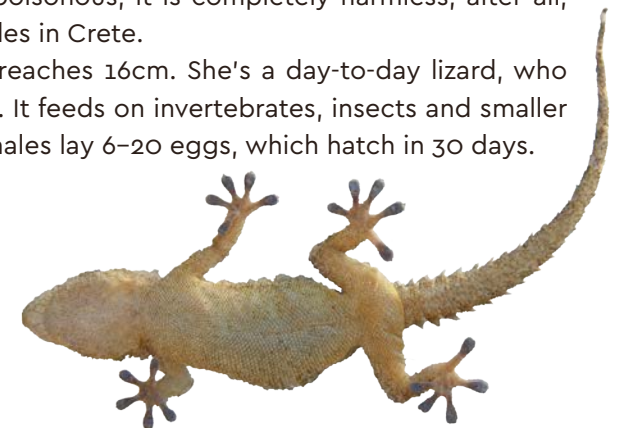
### 7. *Pelophylax cretensis* | The Cretan Frog

A day-long, shy frog that often melts out of the water and dives into it as soon as it feels in danger. The population of the Cretan frog in Lake Agia | Chania, has almost disappeared due to the introduction of the American bullfrog (*Lithobates catesbeianus*) from humans.

### 8. *Lacerta trilineata*

Although some consider it poisonous, it is completely harmless, after all, there are no poisonous reptiles in Crete.

Its length (without the tail) reaches 16cm. She's a day-to-day lizard, who likes to move on the ground. It feeds on invertebrates, insects and smaller lizards and small snakes. Females lay 6–20 eggs, which hatch in 30 days.





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