



WHITE
GRECOTEL LUX ME EDITION
SUSTAINABILITY
REPORT 2025

Timeless hospitality.
“Responsible choices in everything we do.”

WELCOME TO GRECOTEL

Grecotel is the leading Greek hospitality group, presenting a unique collection of luxury hotels and resorts across Greece, in iconic locations, intertwined with Greece's history and heritage. Its portfolio contains a spectrum of properties, acclaimed for its signature heartwarming hospitality spirit, its stellar service quality and authentic ethos.

Over five decades, the family-owned Group constantly evolves the art & craft of holidays in Greece. As we look to the future, our commitment extends beyond exceptional service, embracing sustainability as a core value in everything we do.



WELCOME



OUR VISION

The core of our vision lies on our deep Cretan roots and immense Greek pride. Our essence goes above and beyond hoteling. It's about emotional connections and spiritual qualities. And we aim continuously to leaving a lasting, positive impact everywhere we operate, driven by our commitment to creating sustainable environments. Grecotel's own growth is connected to that of the ecosystems in the regions where it is established – encompassing schools, local authorities, suppliers, and NGOs – and contributing to the economic, cultural and the social vitality of these regions.





No. 1 IN GREECE

GRECOTEL AT A GLANCE

A curated portfolio of hotels, resorts, villas and homes across Greece — united by authentic hospitality, destination heritage and a distinctive sense of belonging.

40

LUXURY HOTELS & RESORTS

15

DESTINATIONS AROUND GREECE

51

YEARS OF EXCELLENCE

6,700

EMPLOYEES

FIVE COLLECTIONS

- 01 ICONIC COLLECTION
- 02 LUXURY RESORTS
- 03 THE GRECOTEL LUXME EDITION
- 04 ALL INCLUSIVE RESORTS
- 05 YEAR ROUND ESCAPES

HOTELS & RESORTS

A curated collection of landmark resorts, beachfront escapes and year-round destinations across Greece.

Unique destinations
Luxury hotels & resorts
Authentic Greek hospitality



Grecotel brings together Greece's most distinctive hotels and resorts across 15 destinations—from iconic beachfront resorts and private villas to family escapes, city stays and boutique hideaways. Each property reflects the character of its location while sharing the same authentic Greek hospitality and sense of belonging.

ICONIC COLLECTION

THE DOLLI AT ACROPOLIS
CAPE SOUNIO
THE ROC CLUB
MYKONOS BLU
CORFU IMPERIAL
AMIRANDES
CAMEL
MANDOLA ROSA
MYKONOS LOLITA

Iconic hotels and resorts in landmark locations across Greece, each reflecting its destination's unique heritage while delivering authentic hospitality and a distinctive sense of luxury.

LUXURY RESORTS

CORFU IMPERIAL
CORFU IMPERIAL VILLAS
EVA PALACE
AMIRANDES
CAMEL
MANDOLA ROSA
FILOXENIA

Extraordinary beachfront resorts nestled in stunning landscapes, offering exceptional amenities, tailored services, and authentic Greek hospitality for every guest.

THE GRECOTEL LUXME EDITION

GRECOTEL LUXME WHITE
GRECOTEL CRETA PALACE
GRECOTEL LUXME COSTA
BOTANICA
GRECOTEL LUXME KOS
GRECOTEL LUXME DAMA
DAMA
GRECOTEL LUXME OASIS
GRECOTEL LA RIVIERA

Extraordinary beachfront resorts nestled in stunning landscapes, offering exceptional amenities, tailored services, and authentic Greek hospitality for every guest.

ALL INCLUSIVE RESORTS

GRECOTEL MARINE PALACE & AQUA PARK
GRECOTEL MELI PALACE
GRECOTEL DAPHNILA BAY
GRECOTEL CASA PARADISO
GRECOTEL CASA MARRON

Extraordinary beachfront resorts nestled in stunning landscapes, offering exceptional amenities, tailored services, and authentic Greek hospitality for every guest.

YEAR-ROUND ESCAPES

THE DOLLI AT ACROPOLIS
THE ROC CLUB
AMIRANDES
GRECOTEL PLAZA BEACH HOUSE
GRECOTEL LARISSA
IMPERIAL
GRECOTEL EGNATIA

Experience Greece your way, from sun-soaked islands to vibrant cities and hidden mainland gems—each Grecotel destination offering its own unique charm, all year round.

Each property has its own character; together, they express Grecotel's enduring sense of place, service and belonging.



DANILIA CORFU

Danilia, a picturesque traditional Corfiot village, with a museum, local shops and authentic Greek dining experiences. Offers an authentic setting with local culture and traditional Greek cuisine prepared with fresh, organic farm produce.

AGRECO FARM

A traditional Cretan farm near Rethymnon, offering agricultural experiences and authentic Cretan cuisine made with fresh, organic farm produce.



TRADITIONAL FARM & VILLAGE



RESPONSIBLE CHOICES IN EVERY STAY

RESPONSIBLE CHOICES

Grecotel was the first hotel group in the Mediterranean to link hospitality with environmental and cultural stewardship, long before sustainability became a global imperative.

VISION

We aim to offer authentic guest experiences that highlight Greece's natural beauty and cultural richness, while actively supporting a sustainable future for our destinations.

MISSION

Our mission is to deliver exceptional hospitality while preserving the natural beauty, biodiversity, and cultural heritage of our destinations. We are committed to empowering local communities, promoting equal opportunities, and continuously investing in the growth and development of our people-every step of the way.

INTEGRATING ESG INTO OUR OPERATIONS

- **Sustainable Operations:** Reducing energy, water, waste and emissions while protecting biodiversity.
- **Responsible Business:** Promoting ethics, transparency, responsible sourcing and respect for people.
- **People & Communities:** Supporting our employees, local communities, culture and destinations.

COMMITTED TO A SUSTAINABLE FUTURE

At Grecotel, sustainability is integrated into the way we operate, grow and create long-term value. As a member of the UN Global Compact Network Greece, we support its principles on human rights, labour, environmental protection and anti-corruption, while contributing to the UN Sustainable Development Goals across our operations, people, supply chain and communities. Each year, we report on our progress through the UN Global Compact Communication on Progress (CoP), reinforcing our commitment to transparency and accountability.

PEOPLE & RESPONSIBLE BUSINESS

Fair workplaces, employee development, human rights, responsible sourcing and ethical business conduct.

Linked SDGs

- 3
- 5
- 8
- 12
- 13

CLIMATE & RESOURCE EFFICIENCY

Energy and water efficiency, waste reduction, lower emissions and stronger operational resilience.

Linked SDGs

- 6
- 7
- 11
- 13
- 14

COMMUNITIES, NATURE & PARTNERSHIPS

Local engagement, cultural heritage, biodiversity protection and shared value for our destinations.

Linked SDGs

- 8
- 10
- 15
- 17

ABOUT THIS REPORT

The Greotel Luxme White Sustainability Report 2025 highlights our progress in responsible hospitality and the actions shaping a more sustainable future. It brings together our performance across environment, people, communities and responsible operations, supported by recognized certifications and continuous improvement.

This report takes into account the Group's materiality analysis, together with the relevant sustainability matters, to reflect the topics most significant to Greotel and its stakeholders. Our commitment to sustainability is not just a strategy, it's part of our culture. 2025 marked meaningful progress, with a clear focus on growth, integrity, exceptional guest experiences.

The reporting boundary covers the operations under the direct operational control of Greotel Luxme White, including accommodation, restaurants and bars, food and beverage operations, spa and wellness facilities, leisure and guest-service areas, retail activities within the property, administrative functions, and other hotel-related services operated on site.



This Sustainability Report is prepared on an annual basis and covers the period from 1 January to 31 December 2025, in line with Greotel's reporting cycle.

Beyond the numbers, the report reflects how sustainability is embedded in everyday decisions—protecting resources, supporting local communities and creating meaningful experiences for our guests.

Responsible hospitality, shaped with care.

01.

HOSPITALITY WITH PURPOSE

*Progress with purpose, rooted in
authentic Greek hospitality.*



WELCOME TO WHITE

GRECOTEL LUX®ME EDITION



WHITE

GRECOTEL LUXME EDITION



Respecting our
heritage.
Shaping a better
tomorrow.

WELCOME NOTE FROM THE GENERAL MANAGER

Dear Guests, Partners, and Friends,

At Greotel, our legacy is rooted in a deep respect for people, culture, and the natural beauty of Greece. As our industry evolves, we remain true to these values—shaping hospitality that is both luxurious and responsible.

In 2025, we strengthened our commitment to sustainability across multiple areas. At Luxme White we focused on reducing our energy and water use, protecting local biodiversity, and expanding partnerships that support our community and promote local sourcing. These efforts reflect not only operational improvements, but a culture of care and purpose.

Behind every initiative is the dedication of our people—from chefs designing seasonal menus with local producers to engineers implementing more efficient systems, and colleagues giving back through volunteering and awareness campaigns.

We know there is more to be done, and we remain committed to continuous improvement. Sustainability is an essential part of our long-term strategy and a key driver of how we create value for our guests, partners, and future generations.

Thank you for being part of this journey.
Together, we are building a more thoughtful and resilient future for hospitality.

Warm regards,
General Manager
Greotel Luxme White



WHITE

GRECOTEL LUX·ME EDITION

OVERVIEW & ACCOMMODATION

- **Resort Size:** 45,000 sq. m, centered around an expansive lagoon with tropical palm gardens cascading to the beach.
- **Atmosphere:** Family-friendly and ideal for guests of all ages, located on a serene stretch of coastline in Rethymno.
- **Surroundings:** Lush greenery offering a peaceful setting with convenient access to key locations:
 - 10 km from Rethymno Town
 - 77 km from Chania Town
 - 78 km from Heraklion AirportFor more information about transportation options, please contact Reception or visit our website.

Accommodation Options

Elegantly refreshed to suit every style and need:

- Suites: 57
- Villas: 27
- Rooms: 148
- Bungalows: 35

Total Units: 267



HOSPITALITY & EXPERIENCES

WHITE
GRECOTEL LUXME EDITION



Beachfront living, premium food & beverage, tailored activities, wellness and effortless service.

A RESORT TO LIVE®

THE LUXME WHITE EXPERIENCE

LUXME® EDITION

DINING & BARS

Grecotel LUXME White offers a rich culinary journey through its Lux All-In Living® concept, featuring lavish buffets, refined à la carte restaurants, a delightful pâtisserie, crêperie and gelateria, as well as premium beverages and attentive pool and beach service. Guests can savour Mediterranean, Italian, Asian and fine dining experiences, while younger visitors enjoy dedicated menus and family-friendly dining options.

WELLNESS, FITNESS & SPORTS

Guests can stay active with a variety of fitness and leisure activities, including yoga, aqua workouts, cycling and water sports. The Hippie Spa complements the experience with signature rituals, relaxing therapies, wellness treatments, massages and beauty services, creating a holistic sanctuary for rejuvenation and wellbeing.

BEACH & POOLS

Set along a beautiful beachfront, Grecotel LUXME White combines exotic tropical gardens with elegant poolscales, creating a relaxing setting for sunbathing and leisure. Spacious outdoor areas, stylish pools and selected accommodation with private pools provide an atmosphere of comfort, serenity and effortless luxury.

EXPERIENCES & LOCAL CULTURE

A curated programme of experiences connects guests with nature, creativity and adventure. From inspiring wellness activities to tailored leisure experiences, the resort offers both complimentary and premium options designed to enrich every stay and create lasting memories.

KIDS & FAMILY

Designed with families in mind, the resort offers Grecoland activities, Grecobaby services and convenient pre-order options for baby equipment and baby food. Children enjoy complimentary dining benefits, while those up to 14 years old stay free when sharing their parents' accommodation, making family holidays both comfortable and carefree.

FACILITIES & SERVICES

Grecotel LUXME White enhances every aspect of the guest experience through personalised concierge assistance, Guest Portal online services and WhatsApp communication. Complimentary Wi-Fi is available throughout the resort, while a selection of boutiques featuring jewellery, fashion and holiday essentials adds convenience and sophistication to the stay.



AWARDS & RECOGNITIONS

At LuxMe White, sustainability, safety and exceptional guest experiences guide everything we do. Our certifications and awards reflect our commitment to responsible hospitality, health & safety and continuous improvement.

CERTIFICATIONS



TRAVELIFE GOLD

Internationally recognised certification for responsible tourism and strong environmental and social performance.



BLUE FLAG

Blue Flag certifies excellence in water quality, safety, cleanliness and environmental management.



H.A.C.C.P.

Internationally recognised food safety system supporting safe handling, hygiene and risk prevention across food operations.

GUEST & TRAVEL RECOGNITION

BRITISH AIRWAYS HOLIDAYS

Customer Excellence Award

TUI QUALITY

Global Hotel Award

TRIPADVISOR

Travellers' Choice Award

Recognition that reflects how we operate with consistency, responsibility and a commitment to excellence.

GLOBAL GUESTS, LOCAL RESPONSIBILITY

Crete is Greece's largest island, shaped by thousands of years of history, from the Minoan civilisation to its rich traditions, gastronomy and cultural heritage.

Its landscapes, local character and deep sense of place attract guests from around the world and form an essential part of the White Palace experience.

In 2025, we recorded a notable increase in visitor numbers compared to 2024, highlighting the growing trust and recognition of Grecotel's exceptional hospitality.

GUEST DATA 2025

In 2025, Luxme White welcomed:

- 934 Greek guests
- 106736 European guests
- 4028 American guests



WHY IT MATTERS

Growing visitor numbers support the local economy, but they also increase demand for water, energy, food, transport and waste management, adding pressure to the destination.

HOW WE REDUCE OUR IMPACT

At Luxme White, we reduce the impact of every stay through practical actions across our operations. We focus on recycling, food waste reduction and composting, efficient water and energy use, and responsible sourcing from local producers and businesses. We also support the local community through local employment and the promotion of Cretan products, gastronomy and culture.

Our aim is to welcome the world to Crete while helping protect the culture, communities and natural environment that make the island unique.



02.

SUSTAINABLE GOVERNANCE





ADOPTED IN EVERY HOTEL

At Grecotel, we apply a common sustainability framework across the Group, while each hotel adapts its actions to its destination, facilities, guests, people and local community.



ONE GRECOTEL FRAMEWORK → LOCAL ACTION IN EVERY DESTINATION



SUSTAINABLE GOVERNANCE &TEAM LEADERSHIP

At Grecotel, sustainability is embedded in a structured, hotel-wide system. Each hotel has a dedicated Sustainability Coordinator, supported by on-site teams and guided by a Regional Sustainability Lead.

At Grecotel, sustainability isn't a program—it's our way of leading, operating, and inspiring.

Nikolaos Charalabakis
Regional Sustainability Lead



MEET OUR SUSTAINABILITY TEAM



Hotel Manager
Leads overall sustainability vision, partnerships, and community engagement.



Operations Manager
Aligns food & beverage sourcing and operations with sustainability priorities and waste reduction.



HR Manager
Ensures fair labor practices, employee well-being, and sustainability training.



Executive Chef
Minimizes food waste, designs low-impact menus, and supports local, seasonal sourcing.



Maintenance Manager
Improves energy and water efficiency; ensures responsible facility operations.



Housekeeping Manager
Implements sustainable housekeeping standards and resource-conscious practices.



Guest Services Supervisor
Engages and educates guests about Grecotel's sustainability initiatives.



Entertainment Manager
Creates programs and messaging that highlight sustainability and local culture.



Sustainability Coordinator
Oversees sustainability planning, coordinates actions, and ensures implementation of sustainability goals.

At Grecotel Luxme White, our sustainability governance is led by a cross-functional team that ensures the integration of environmental and social responsibility into every aspect of our operations. Regular internal audits, monthly performance monitoring, and active leadership engagement ensure continuous improvement and alignment with Group strategy.



MATERIAL TOPICS FOR GRECOTEL LUXME WHITE

The topics are presented above are classified into three categories: Environment (E), Social (S), and Governance (G). Detailed information on Grecotel Luxme White approach and performance for each of these material topics is presented and analyzed in the corresponding sections of this Report.

ESG Category	Material Issue	Main Impacts	Type of Impacts	Sustainable Development Goals
Governance	Creating shared value - Social product	Creating economic and non-economic value for the benefit of all stakeholders, such as employees, local communities, shareholders, the government, suppliers, the tourism sector, and others.	+	
Social	Contribution to Local Communities and Responsible Procurement Practices	Contribution to the prosperity and development of local communities and economies in the areas where Grecotel operates, through job creation and sourcing from local suppliers.	+	
Social	Employment and Work practices	Providing significant employment opportunities in various sectors and implementing responsible employment practices.	+	
Environment	Energy Management	Energy consumption to meet the needs of our Hotels, and actions for energy conservation and efficiency improvement.	+ / -	
Social	Training and Development	Providing opportunities for personal and professional development and training for employees.	+	
Social	Destination Promotion	Attracting visitors to the areas where Grecotel operates and contributing to the promotion of the tourism product.	+	
Environment	Emissions and climate change	Greenhouse gas emissions (GHG) due to the operation of our Hotels and the supply of products and services.	-	
Environment	Waste management and circular economy	Waste production and management of the entire activity of Grecotel.	+ / -	
Environment	Water consumption	Water consumption for the needs of our Hotels (including pools and irrigation). Implementation of desalination and water conservation practices.	+ / -	
Social	Health and safety of employees and guests	Protection of the health, safety, and well-being of workers and clients.	+ / -	
Governance	Compliance and business ethics	Smooth operation of the Group and creation of value for society through compliance with the applicable framework and regulations.	+	
Governance	Personal data and privacy	Implementation of practices and regulations for the protection of client's data privacy.	+	
Environment	Protection of biodiversity and ecosystems	Effects on ecosystems and biodiversity (protected species) at the local level and participation in biodiverse and ecosystem protection.	+ / -	
Social	Diversity, inclusion, and human rights	Shaping a work environment of equal opportunities for all and supporting diversity.	+	

We conducted a value chain analysis across our hospitality and food operations to identify key Impacts, Risks and Opportunities (IROs). The assessment combined external factors such as industry trends, peer practices, sustainability standards, regulation, ESG expectations and certifications, with internal insights from business strategy, operational performance, risk management, employee feedback and supplier assessments.

VALUE CREATION MODEL

Creating lasting value through responsible Greek hospitality

At Grecotel, sustainable governance is the foundation of our long-term success. We are committed to embedding responsibility, transparency, and ethical practices into every level of decision-making—from group strategy to daily hotel operations.

At LuxMe White, sustainable governance ensures that environmental, social, and ethical principles are embedded in our decision-making and daily operations. We operate within the Group’s sustainability framework, guided by internal policies, certified standards, and compliance with national and international regulations.

Our on-site Sustainability Coordinator works closely with hotel management to track performance, coordinate audits, and ensure alignment with group-wide ESG goals. Key focus areas include energy and water efficiency, biodiversity protection, waste reduction, health and safety, and staff engagement.



INTERESTS AND VIEWS OF STAKEHOLDERS

At Greotel, we engage with key internal and external stakeholder groups to understand their priorities, expectations and feedback, and to help shape responsible business decisions, guest experience and sustainability actions across the Group.

This ongoing dialogue helps us identify material topics, improve operations and strengthen long-term value creation across our hotels and destinations.

Stakeholder Group	Engagement Approach	Key Expectations & Interests	Greotel’s Response
Guests	Guest satisfaction surveys, online reviews, social media, in-stay feedback and direct interactions with hotel teams.	High-quality service, comfort and safety, authentic experiences, value for money, privacy and seamless guest journey.	Service excellence standards, staff training, health & safety practices, continuous improvement, data privacy safeguards and curated local experiences.
Employees	Employee surveys, appraisals, training sessions, town halls, regular internal communications and engagement activities.	Fair treatment, development opportunities, wellbeing, inclusion, safe working environment and career progression.	Learning & development, wellbeing initiatives, health & safety measures, inclusive workplace practices, talent and performance management.
Owners, Investors & Lenders	Business reviews, management meetings, reporting, investor discussions and regular performance updates.	Strong performance, resilience, effective governance, risk management, brand value and responsible growth.	Strategic planning, operational oversight, transparent reporting, governance processes, risk management and ESG integration.
Suppliers & Business Partners	Supplier meetings, procurement reviews, site visits, audits, contracts and performance evaluations.	Fair and transparent processes, clear requirements, long-term collaboration, timely communication and innovation.	Responsible procurement approach, supplier standards, transparent selection and review processes, collaboration on quality and sustainability improvements.
Local Communities	Local partnerships, community meetings, destination initiatives, volunteering and ongoing dialogue with local stakeholders.	Local employment, respect for culture and heritage, reduced negative impacts, support for local development and shared value.	Local hiring and sourcing, community partnerships, support for cultural heritage, volunteering and destination stewardship initiatives.
Authorities, NGOs & Industry Bodies	Regulatory engagement, tourism associations, certification processes, partnership meetings and sector dialogue.	Compliance, responsible tourism development, environmental and social progress, transparency and constructive collaboration.	Compliance programs, sustainability initiatives, collaboration with relevant partners, reporting and participation in destination-level efforts.



STAKEHOLDER GROUPS

- Employees - Frequency: daily
- Individual and Corporate Clients - Frequency: daily
- Management & Shareholders - Frequency: weekly
- Suppliers and Partners - Frequency: daily
- Tourism Partners - Frequency: daily
- Local Communities - Frequency: weekly
- Government Agencies & Institutions - Frequency: yearly
- Tourism Industry Associations - Frequency: yearly
- Public Media and communication - Frequency: weekly
- Academic institutions - Frequency: weekly
- NGOs - Frequency: monthly

GRECOTEL VALUE CHAIN & SHARED IMPACT

Value chain considered in materiality

The report considers the hotel’s own operations and the main upstream and downstream activities connected to the guest stay.

UPSTREAM

Procurement of goods and services, including food & beverage, amenities, energy and water utilities, equipment, contractors, local producers, suppliers and inbound logistics.

OWN OPERATIONS

Activities under the operational control of Grecotel Luxme White: accommodation, restaurants and bars, spa and wellness, leisure areas, guest services, administration, energy, water and waste management.

DOWNSTREAM

Guest use of services, excursions and transport linked to the stay, destination and community impacts, waste and recycling service providers, and other partners connected to the hospitality experience.

From strengths to shared value

OUR STRENGTHS

GREEK HERITAGE

Hospitality, culture and gastronomy

DESTINATIONS

Hotels connected to place and nature

PEOPLE

Experienced teams and continuous development

LOCAL ECOSYSTEM

Producers, suppliers, communities and authorities

OPERATIONAL EXPERTISE

Quality, safety, ESG and efficiency

GOVERNANCE

Group direction with hotel-level coordination

HOW WE CREATE VALUE

FOR GUESTS

Authentic Greek experiences, high service standards and sustainable choices across the guest journey.

FOR PEOPLE & COMMUNITIES

Jobs, skills, inclusive workplaces and initiatives that respond to local needs.

FOR PARTNERS & SUPPLIERS

Local sourcing and long-term relationships built on quality, trust and responsibility.

FOR THE ENVIRONMENT & DESTINATIONS

Energy, water, waste, climate and biodiversity actions protecting each destination.

FOR LONG-TERM RESILIENCE

Operational efficiency, risk management, reputation and competitiveness.

Creating value for guests, people, partners, destinations and long-term resilience.



POLICIES & RISK MANAGEMENT

POLICIES

At Grecotel, we recognize that the challenges of climate change, social equity, and responsible governance are deeply interconnected. Grecotel’s sustainability policies provide the framework for responsible operations, ethical conduct and environmental stewardship. They guide how we manage key ESG matters across the hotel, from compliance and risk prevention to resource efficiency, employee welfare, data protection and stakeholder accountability.

Our policies are publicly available on our website, reinforcing transparency and accountability.

BUSINESS CONDUCT & COMPLIANCE

Our BCC policies guide our people and partners in maintaining high standards of ethical conduct, aligned with applicable laws, international norms and Grecotel’s values. They cover key areas including anti-corruption, anti-bribery, data protection, human rights, labour standards and environmental responsibility, supporting integrity, transparency and accountability across our operations. Our Supplier Code of Conduct further sets expectations for responsible, ethical and sustainable practices across our supply chain. These policies are regularly reviewed to reflect evolving requirements and stakeholder expectations.

Our BCC policies are available on the official Grecotel website.

SUSTAINABILITY RISK MANAGEMENT

Sustainability-related risks are considered through the hotel’s risk management processes, including climate, environmental, operational, health & safety and social risks.

At Grecotel Luxme White, our Crisis Management Manual and Risk Assessment Study guide our approach to sustainability risk management.

- Crisis Management Manual:** Outlines procedures and protocols to prevent, respond to, and recover from incidents that could affect resort operations or the safety of guests and staff. It defines clear roles and responsibilities, communication flows, and measures to minimize potential impacts in the event of natural disasters, environmental events, or social crises.
- Risk Assessment Study:** Systematically evaluates potential threats and regulatory changes—while setting priorities and mitigation actions to ensure resilient and sustainable operations.

This approach enables proactive planning and effective risk management, reinforcing LuxMe White Imperial’s commitment to long-term sustainability and guest well-being.

- Climate & Environment
- Health & Safety
- Operational resilience



03.

**PRESERVING
WHAT
MATTERS**

CLIMATE CHANGE

How climate is integrated into the hotel’s operating model

Climate-related considerations are integrated into Greccotel LuxMe White’s daily operations and long-term planning, with a focus on reducing resource use, improving efficiency and strengthening resilience in a coastal destination.

SCOPE 1 & 2 | DIRECT OPERATIONS

- Energy efficiency through LED lighting, HVAC optimisation and efficient equipment.
- Monitoring of electricity and fuels to manage emissions.
- Water and energy-saving actions integrated into hotel operations.
- Preference for lower-impact refrigerants where equipment is renewed.

SCOPE 3 | VALUE CHAIN AND DESTINATION

- Responsible sourcing with emphasis on local producers and businesses.
- Food waste reduction, recycling and composting programs.
- Guest awareness to encourage responsible use of resources.
- Collaboration with partners to support destination stewardship.

IDENTIFYING CLIMATE-RELATED IROs

1

Group materiality analysis

Group-level sustainability priorities and material topics are considered in the preparation of the hotel report.

2

Hotel operational data

Energy, water, waste, procurement, guest activity and incidents are reviewed to understand hotel-level exposure.

3

Stakeholder input

Guests, employees, suppliers, local communities and authorities inform expectations and areas of concern.

4

Risk register & controls

Climate and environmental risks are reflected through operational controls, crisis management and mitigation actions.

Time horizons: Short term: 2026 | Medium term: 2027–2030 | Long term: 2050

These horizons help connect immediate operating risks with longer-term investment cycles, guest expectations and destination resilience.



CLIMATE RISK & OPPORTUNITY LANDSCAPE

For Greotel Luxme White, climate change is both an operational risk and a strategic opportunity: reducing resource intensity, strengthening preparedness and demonstrating responsible hospitality in a destination-led way.

PHYSICAL RISKS

Risks linked to weather and climate impacts affecting the destination and hotel operations.

- Acute: flooding, wildfires and extreme weather events
- Chronic: rising temperatures and higher cooling demand
- Water stress affecting operations, landscaping and guest amenities
- Sea-level rise and coastal erosion for seaside assets

TRANSITION RISKS

Risks arising from policy, market and reputation changes as the economy shifts toward lower-carbon tourism.

- New reporting requirements and environmental regulation
- Higher energy, water , waste and compliance costs
- Changing guest expectations toward more sustainable accommodation
- Reputation risk where claims are not supported by evidence

CLIMATE-RELATED OPPORTUNITIES

Actions that improve efficiency, resilience and differentiation.

- Energy and water efficiency reducing operating costs
- Food waste prevention, recycling and composting
- Local sourcing strengthening community value and supply resilience
- Destination stewardship supporting brand value and guest preference

SUMMARY OF MATERIAL CLIMATE-RELATED IROs

Category	Type	IRO	Potential Financial / Operational Impact	Time Horizon
Physical – Acute	Risk	Extreme weather / wildfires	Business interruption, asset damage, safety protocols, insurance and repair costs	Short–long
Physical – Chronic	Risk	Rising temperatures	Higher cooling demand, reduced comfort, additional efficiency investments	Medium–long
Physical – Chronic	Risk	Water stress	Higher water procurement costs, operational restrictions and pressure on amenities	Medium–long
Physical – Chronic	Risk	Sea-level rise / coastal erosion	Adaptation costs and potential impact on destination appeal	Long
Transition – Regulatory	Risk	New reporting and environmental requirements	Compliance cost, data needs, controls and investment requirements	Short–medium
Transition – Market	Risk	Changing guest preferences	Revenue risk where sustainability expectations are not met	Medium
Transition – Reputation	Risk	Unsupported sustainability claims	Brand credibility risk and stakeholder trust impacts	Short–medium
Opportunity	Opportunity	Resource efficiency	Lower operating costs through energy, water and waste reduction	Short–medium
Opportunity	Opportunity	Destination stewardship	Enhanced brand value, local partnerships and climate-conscious tourism appeal	Medium–long





ENVIRONMENT

Balancing luxury with ecological integrity

At Grecotel, our long-term resilience is closely connected to the health of the natural environments and destinations in which we operate. Our portfolio across Greece, from coastal and island resorts to urban hotels, is increasingly exposed to the effects of climate change, water scarcity, biodiversity loss and pressure on natural resources. At the same time, our operations contribute to these challenges through energy consumption, water use, emissions and waste generation.

Our environmental approach therefore focuses on the responsible management of climate change, water, biodiversity and ecosystems, pollution, resource use and circular economy. Across the Group, we monitor environmental performance, invest in efficiency measures, improve waste management and work to reduce our overall environmental footprint.

At Luxme White, these priorities are embedded in daily operations, supporting resource efficiency, environmental protection and the long-term resilience of both the hotel and its destination.



2030 Target Framework

Category	Indicator	2030 Target	Notes
Water	Avg. water use (L/guest-night)	-10% vs 2019	Use low-flow fixtures, smart irrigation etc.
Energy	Energy use (kWh/guest-night)	-10% vs 2019	Includes electricity, LPG, diesel, etc.
Energy	Renewable energy (%)	50 %	Expand solar or REC.
Emissions	CO ₂ e per guest-night	-10% vs 2019	Factor in Scope 1 & 2.
Waste	Recycling rate (%)	≥60%	Expand recycling programs and engage staff/guests.
Waste	Food waste (kg/guest-night)	-10% vs baseline	Portion control, food donation, composting.
Purchasing	Local/seasonal sourcing (%)	≥70%	Strengthen local supply chains.
Plastics	Single-use plastics eliminated	100% phase-out	Switch to reusables and compostables.
Employees	Sustainability training (%)	≥75%	Include onboarding + refreshers.
Community	Local engagement events/year	≥5	Beach clean-ups, cultural events, etc.



DECARBONIZATION &
CLIMATE RESILIENCE

OUR APPROACH

Carbon dioxide (CO₂) is one of the main greenhouse gases and is directly linked to global warming and climate change. Recognizing the critical role of carbon emissions in environmental degradation, we are committed to implementing sustainable practices that contribute meaningfully to their reduction.

Monthly monitoring

In our commitment to reducing our environmental impact, we have established a structured approach to monitoring and managing carbon emissions across our operations. Each month, we systematically record our Scope 1 and Scope 2 emissions, including direct emissions from fuel combustion and indirect emissions from purchased electricity.

Carbon conversion

Using internationally recognized emission factors, we convert energy consumption data into quantifiable carbon emissions. This allows us to accurately assess our carbon footprint and identify the most emission-intensive areas of our operations.

Targeted improvement

By analyzing trends and performance indicators, we can make targeted investments in energy - efficient technologies, operational upgrades and employees training. This data - driven approach supports transparency, accountability, net zero ambition and climate resilience.



REDUCING CARBON EMISSIONS

At Grecotel, we are working to reduce the carbon footprint of our hotels by transforming the way energy is used across our operations. Energy efficiency comes first — from smarter building management and efficient equipment to better control of heating, cooling and lighting — while we progressively increase the use of renewable and lower-carbon energy solutions. Our approach combines improvements to existing hotels with sustainability considerations in renovations and future developments.

Our direction is clear: use less energy, use cleaner energy and continuously improve the carbon performance of every hotel.

Carbon reduction is supported through cleaner mobility, operational efficiency, and more responsible guest and employee travel.



LOW-EMISSION MOBILITY

Provision of electric bicycles to support low-emission mobility for guests within and around the resort.



ELECTRIC CHARGING

Installation of charging points to encourage the use of electric bicycles and guests' electric vehicles.



EMPLOYEES TRANSPORT

Employee bus transfers that help reduce single-vehicle commuting and lower transport-related emissions.



GUEST AWARENESS

Guest awareness initiatives that encourage more sustainable mobility choices during travel.



CASE STUDY

This case study highlights how energy audits across Grecotel hotels are being used to identify energy-saving opportunities, improve operational efficiency and support decarbonization planning.

Specialized auditors assessed consumption patterns, equipment performance and building efficiency, identifying priority areas for improvement and ensuring compliance with EU energy-efficiency requirements.

The findings are now being translated into targeted actions across the portfolio to reduce energy use and emissions.



CLIMATE ACTION
THROUGH ENERGY
EFFICIENCY

By pairing innovation with accountability, Luxme White transforms energy savings into meaningful climate action; proving that comfort, elegance, and responsibility can thrive together.

ENERGY AT LUXME WHITE

Energy powers the experiences we create, but it also comes with a climate cost. Acknowledging this balance, we’ve made energy efficiency a cornerstone of our sustainability strategy. Energy consumption remains a leading contributor to greenhouse gas emissions, significantly impacting climate change.

By combining strategic investments with smart design and consistent action, Grecotel Lux Me White is advancing toward a low-carbon future, ensuring that sustainability enhances, not compromises, the guest experience.

Energy-saving measures implemented at Grecotel Luxme White

The energy-saving measures implemented at Grecotel LuxMe White demonstrate that smart monitoring, sensors, and daily operational practices can deliver significant energy savings without compromising guest comfort.

- 01

Motion Sensors & LED Lighting – Installed across the hotel, these upgrades reduced unnecessary energy consumption and improved lighting quality.
- 02

Solar Thermal Systems – Now supply a major share of the resort’s hot water needs, cutting fossil fuel use and emissions.
- 03

High-Efficiency Equipment – Kitchens, laundry facilities, and HVAC systems were modernized, replacing older models to ensure better performance with less energy.
- 04

Heat Pumps for Heating & Cooling – Deployed across the property, boosting heating and cooling efficiency while lowering operational costs.
- 05

Energy Monitoring & Dashboards – Monthly dashboards and real-time sensors track key energy indicators, enabling quick responses and data-driven decisions.
- 06

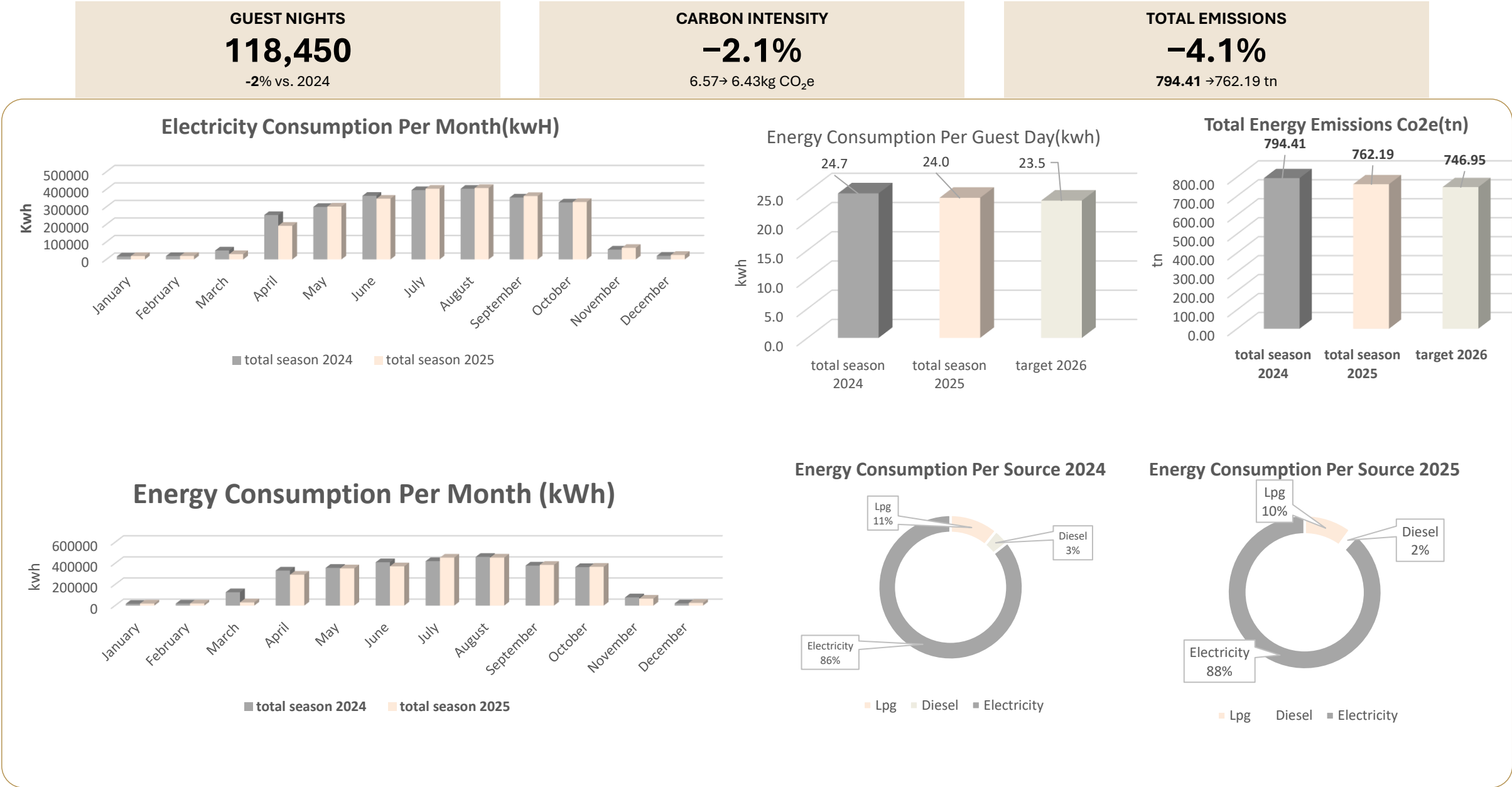
Employee Engagement & Training – All team members received energy training, reinforcing a culture of awareness and shared responsibility.
- 07

Smart Cooling Practices – Natural ventilation, night-time airflow strategies, and regular maintenance improved cooling efficiency and comfort.



ENERGY & EMISSIONS ANALYSIS (2025)

Luxme White improved efficiency even as it grew—investments in modern equipment and renewables are already reducing carbon intensity and positioning the hotel for a lower-carbon future.





RESPONSIBLE WATER MANAGEMENT

Protecting water resources, maintaining quality, and supporting resilient hospitality in Crete.

As part of Grecotel’s sustainability program, we track and share water quality and usage results to ensure accountability and transparency, supporting SDG 6 (Clean Water and Sanitation) and safeguarding local resources for every guest.

WATER QUALITY & RESPONSIBLE USE

Grecotel’s hotels and resorts rely on water across guest services, pools, spas, laundry, landscaping and food preparation. In water-stressed and island destinations, this can place pressure on local resources, making efficient water use and responsible wastewater management essential. As resort operations are generally more water-intensive, Grecotel focuses on reducing consumption, protecting water quality and strengthening water resilience across its properties.

WHY IT MATTERS

Located in Rethymno, where water scarcity can intensify during the summer season, responsible water management is essential for both the destination and our operations.

HOW WE MANAGE IT

Preventive maintenance, smart monitoring, and trained teams help us improve efficiency, reduce unnecessary water loss, and maintain guest comfort and safety.

ACCOUNTABILITY

We track, review, and communicate water-related performance as part of our wider sustainability approach, supporting transparency, accountability, and SDG 6: Clean Water and Sanitation.

KEY ACTIONS

- Continuous monitoring and reporting of water consumption and quality performance.
- Accredited laboratory testing for potable water, pools, spas, and seawater facilities.
- Low-flow fixtures, efficient irrigation, and water-saving equipment across operations.
- Preventive maintenance and rapid response to leaks and inefficiencies.
- Guest awareness and employee training to encourage daily water-saving practices.
- Optimized chemical dosing to reduce water and chemical consumption.
- Preference for products with lower impact on water quality and aquatic ecosystems.

WATER MANAGEMENT ANALYSIS

Responsible water management supports guest comfort and environmental stewardship. We monitor consumption, optimize use across the resort and ensure wastewater is treated in line with environmental requirements.



MATERIAL WATER-RELATED IROs

Category	Type	IRO	Key Financial Impacts	Time Horizon
Impact – Actual / Potential Negative	Impact	Water withdrawal in water-stressed destinations may reduce availability for local communities and ecosystems.	Higher water procurement costs, regulatory restrictions and reputational risk.	Short to long-term
Physical – Acute	Risk	Flooding and extreme rainfall affecting coastal and resort properties.	Business interruption, asset damage, repairs and higher insurance costs.	Short to long-term
Physical – Chronic	Risk	Increasing water stress and scarcity in Greek island and Mediterranean destinations.	Higher tariffs, supply constraints and potential restrictions on water-intensive activities.	Medium to long-term
Physical – Chronic	Risk	More frequent and prolonged drought conditions associated with climate change.	Increased operating costs and potential impacts on landscaping, pools and guest experience.	Medium to long-term
Transition – Regulatory	Risk	Stricter water-use, abstraction, wastewater and efficiency requirements.	Compliance costs and capital expenditure for monitoring, treatment and efficiency measures.	Short to medium-term
Opportunity	Opportunity	Investment in water efficiency, reuse and improved water-management systems.	Lower consumption and operating costs, reduced exposure to scarcity and greater operational resilience.	Short to medium-term

WATER-RELATED IMPACTS

Grecotel's main water-related impacts relate to pressure on local water resources and ecosystems, particularly in island and coastal destinations where water availability can be limited during peak tourism periods. Responsible water withdrawal and wastewater management are therefore key to reducing impacts on surrounding communities and the natural environment.

WATER-RELATED RISKS

Water stress and drought can lead to higher costs, supply constraints, usage restrictions and additional investment in efficiency, storage and treatment. Prolonged scarcity may also affect hotel operations and guest experience.

WATER CONSUMPTION (SEASON 2025):

Our water is sourced through both private drillings and the municipal water network. Due to increased reliance on municipal water, the associated emissions from water supply rose by 21.2 kg CO₂e. Despite this, total water consumption decreased from 2024 to 2025 as a result of enhanced efficiency measures, improved monitoring practices, and more effective resource management.

2025 SEASON PERFORMANCE

water consumption decreased by

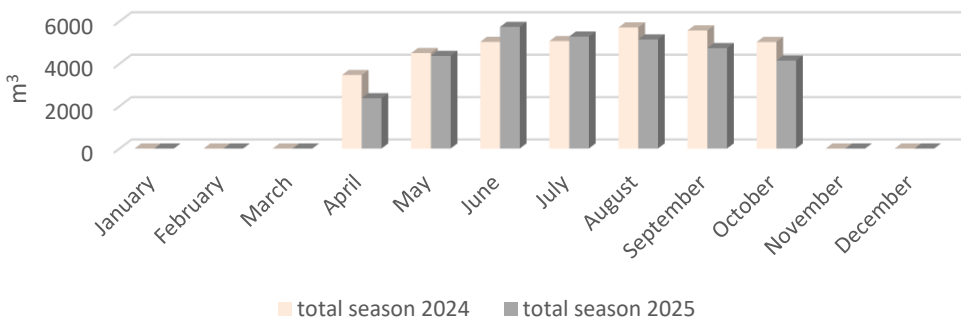
2,593 m³

year on year

34358 m³ → 31765m³

0.284m³ per guest night → 0.268m³per guest night (decreased by 5.6%)

Water Consumption(m³)per Month



SUSTAINABILITY PROGRAMS IN ACTION

Grecotel has identified biodiversity and ecosystems as a material sustainability topic. Our coastal and island resorts depend on healthy ecosystems that support local communities, destination appeal and the guest experience.



SUSTAINABLE SHORES

LuxMe White works with Archelon, the Sea Turtle Protection Society of Greece, to support endangered sea turtle conservation.

Weekly resort visits bring guest engagement, Grecoland workshops and family activities that explain sea turtle life cycles, the threats they face and simple actions guests can take.

This partnership strengthens environmental education, marine biodiversity and responsible tourism, with additional support through the TUI Turtle Aid program .

OPERATING WITH BLUE FLAG VALUES

White's beach proudly holds the Blue Flag certification, reflecting dedication to environ-mental excellence and sustainable tourism.

The team organizes regular beach clean-ups with staff and guests, conducts frequent water-quality analyses for safe swimming conditions, and supports awareness initiatives that build a culture of responsibility and care for the coastal environment.

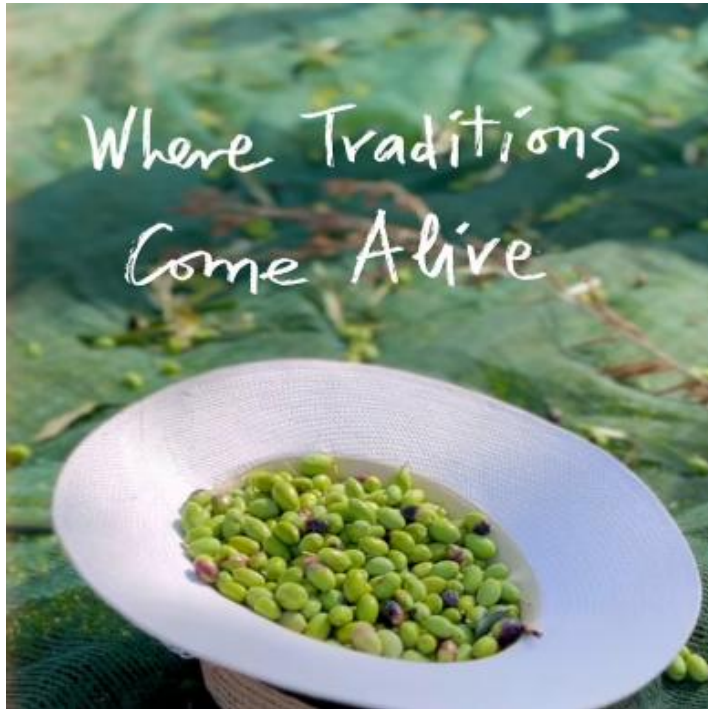


2026 FOCUS

Coastal care, biodiversity education and responsible procurement.

SUSTAINABILITY PROGRAMS IN ACTION

Our approach combines coastal protection, native planting, responsible purchasing and guest education, helping us reduce pressure on local habitats and foster a culture of care for all living creatures.



We conduct annual biodiversity audits across all Grecotel gardens to ensure no invasive species are present. Each property's dedicated garden team oversees this process, meeting Travelife's biodiversity standards and protecting our natural landscape.

BIODIVERSITY & ECOSYSTEMS PROTECTION

Grecotel Luxe White implements structured biodiversity management across all operations, including native-species landscaping, ecosystem monitoring, and marine-habitat protection. These actions align with international sustainability standards and reinforce our long-term commitment to environmental stewardship.

LIVING IN HARMONY WITH NATURE

Sea & Beach Protection

Daily clean-ups of the private beach and surrounding waters help keep the coastline clean, safe and free from pollution.

Native Flora & Landscaping

Annual landscaping investment supports native planting, irrigation upgrades, local species and chemical-free garden practices.

Children's Eco-Learning

Herb garden tours, green & blue days and hands-on activities teach children about pollinators and respect for living creatures.

Sustainable Practices

We avoid harmful pesticides, POPs, oxybenzone, octinoxate and microplastics, reducing harm to marine and land habitats.

Ethical Purchasing & Animal Welfare

Our supply chain excludes endangered species and harmful production, prioritizing ethical, sustainable suppliers.

CHEMICAL MANAGEMENT

The overall consumption of chemical substances in 2025 increased compared to 2024..

Specifically, the consumption of environmentally hazardous substances was increased by (6797kg) in solids chemicals and decreased by (1299lt) in liquids chemicals.



Ensuring Safety, Quality, and Environmental Responsibility

At Grecotel Luxme White chemical management is a mandatory requirement for guest and employee safety and a core element of our sustainability program. We comply with strict national and international standards to ensure all chemicals (whether used for cleaning, laundry, water treatment, or pool maintenance) are applied responsibly and efficiently.

Our Approach

- Trusted Partners: We carefully select certified suppliers who provide high-quality, sustainable products with verified safety data sheets and packaging.
- Rigorous Monitoring: Swimming pool chemicals and water treatment processes are regularly tested and recorded, guaranteeing compliance with safety regulations and maintaining premium water quality.
- Efficiency Measures: Low-water cleaning systems and precise dosing equipment reduce chemical consumption while maintaining hygiene standards.
- Employee Training: All relevant staff receive specialized training on chemical handling, storage, dosing, and water-saving practices to minimize use without compromising safety.
- Monitoring & Reporting: Chemical use is measured and reported, ensuring transparency and continuous improvement.



SUSTAINABLE PROCUREMENT

At Greotel, we are committed to building a sustainable value chain that reflects our dedication to responsible business practices. Through our Supplier Code of Conduct and ESG Evaluation Program, we ensure that our suppliers align with our standards and contribute to a better, more sustainable future.

SUPPLIER EVALUATION & MONITORING

We partner with suppliers who share our commitment to innovation, responsibility, and nature conservation:

- Sustainability Leadership:** Suppliers are evaluated on resource efficiency, circular solutions, and low-carbon innovations that push environmental performance forward.
- Community & Human Rights:** Fair labor, safe workplaces, and contributions to local well-being are non-negotiable standards.
- Ethics & Governance:** Transparent operations, anti-corruption practices, and compliance with international standards are strictly monitored.
- Rigorous Oversight:** Vendor screening, audits, and surprise checks ensure products are safe, responsible, and free from harmful substances.
- Biodiversity Action:** Collaboration on initiatives like reducing plastic use, sourcing certified sustainable seafood, and supporting habitat restoration.
- Awareness & Engagement:** Employee and partners are informed through campaigns and workshops that connect daily choices to global conservation goals.

WHITE

GRECOTEL LUXME EDITION

At Luxme White, sustainability extends from gardens to our guests' plates. Our menus feature eco-certified and locally sourced products, showcasing the rich flavors of Greece while reducing food miles and environmental impact.



AGRECOFARMS

We also produce our own AgrecoFarm products (organic oils, honey, herbs, and traditional delicacies) crafted with sustainable methods.

These items are not only enjoyed in our hotels but are also available at major airports and select outlets, allowing travelers to take a piece of authentic Greek tradition and sustainability with them wherever they go.

SUSTAINABLE GASTRONOMY

- 01

LOCAL & SEASONAL SOURCING

We work with regional farmers, fisheries and producers to celebrate authentic Greek flavors while reducing transport impacts.
- 02

SMARTER MENU PLANNING

Menus are aligned with guest occupancy, seasonality and dietary needs to improve freshness and minimize waste.
- 03

TRAINING & GUEST EXPERIENCE

Chefs and service teams receive ongoing training, while initiatives such as “Every Bite Counts” encourage mindful consumption.
- 04

WASTE TRACKING & ACTION

Group-wide food waste monitoring helps identify opportunities, improve purchasing and share best practices across our hotels.
- 04

WASTE TRACKING & ACTION

Group-wide food waste monitoring helps identify opportunities, improve purchasing and share best practices across our hotels.

At Greotel, gastronomy is our passion.

With thousands of restaurant meals served across our resorts, every menu is thoughtfully designed to celebrate Greek heritage, respect the planet, and delight our guests.



MEASURING
PROGRESS.
DRIVING IMPACT.

Fresh & frozen meat,
dairy and seafood
purchases

2025

107,330

kg

2024

111,881

kg



CHANGE

-4,550

kg | -1.9%

GUESTS

-4.1%

vs 2024

Sustainable gastronomy supports local producers, minimizes our environmental footprint and offers authentic culinary experiences.



EVERY BITE COUNTS!

Food waste is a major global challenge, with around 1.3 billion tonnes lost each year and a significant contribution to global emissions. At Grecotel, sustainable gastronomy is a priority, and reducing food waste is an important part of our approach.

At Grecotel, responsible consumption begins with awareness at every meal. Every Bite Counts encourages guests to choose portion sizes that match their appetite and return for seconds, rather than taking more than they will consume.

Clear messaging is displayed across buffet and dining areas, supported by discreet tips from culinary teams. This respects the value of food and the natural resources behind it.



FOOD WASTE PROGRAM

Reducing food waste starts with understanding where and why it occurs. Through our **Stop Waste Program**, we use real-time data to measure organic food waste, identify patterns and improve purchasing, preparation and kitchen operations.

Our F&B teams regularly review the data and adjust volumes based on actual occupancy and demand, helping reduce waste, related emissions and unnecessary resource use.

Together, **Every Bite Counts** and **Stop Waste** combine guest awareness with data-driven action, supporting Grecotel’s commitment to sustainable gastronomy and UN SDG 12: Responsible Consumption and Production.

CONTROLS ACROSS THE FOOD VALUE CHAIN

- 01

Forecast demand
Use occupancy and outlet data to plan volumes.
- 02

Purchase smartly
Align orders with expected demand and seasonality.
- 03

Prepare accurately
Adjust batch sizes and mise-en-place.
- 04

Serve responsibly
Use buffet messages and smaller replenishments.
- 05

Review & improve
Audit results and share actions with teams.

Food-waste prevention works best when embedded across daily operations — from forecasting and purchasing to buffet management, guest communication and post-service review.

IMPACT & RESULTS



Grecotel participates in the Food Saving Alliance – Boroume, contributing to Greece’s national effort to reduce food waste across the food value chain.

WASTE MANAGEMENT SYSTEM

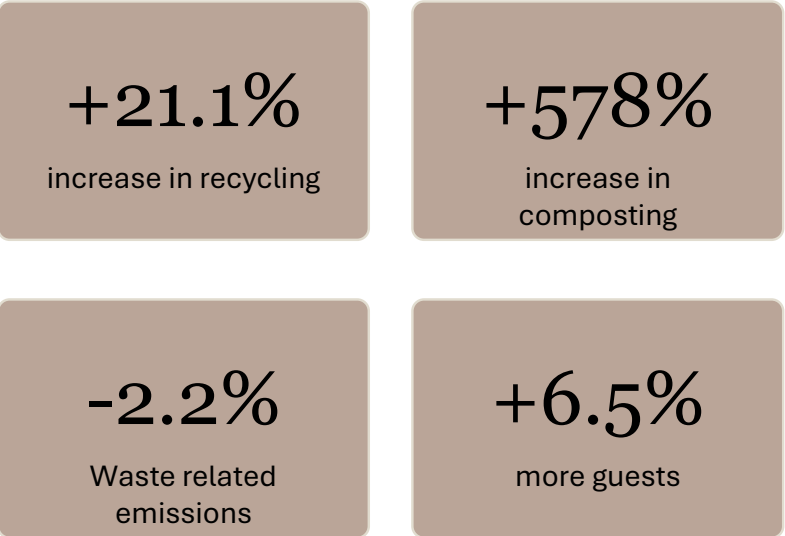
Prevention, separation and circular solutions in daily hotel operations

Grecotel’s hotel and restaurant operations generate waste streams, with organic waste and single-use plastics among the key areas of focus. These can contribute to emissions, resource use and environmental pollution if not managed effectively.

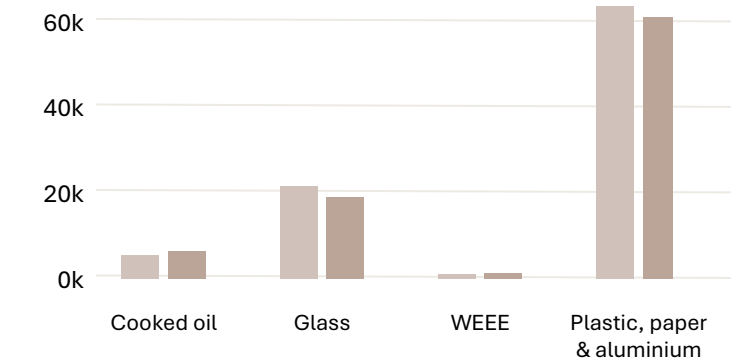
By strengthening waste prevention, separation, recycling and circular practices, Grecotel can reduce environmental impacts, improve efficiency, support compliance and respond to growing expectations around circularity.



Performance highlights



Waste stream comparison (kg)



2026 focus: further enhance separation processes to prevent larger quantities of waste from ending up in landfill.

- Prevent

Minimize waste at its source.
- Separate

Sort according to local authority guidelines.
- Report

Track progress annually and improve.
- Engage

Train employees on best practices.
- Partner

Work with recyclers and suppliers.

*The calculation are based on guest nights

TURNING WASTE STREAMS INTO VALUE



Grecotel’s hotels and resorts generate waste through daily operations, with single-use plastics and organic waste among the most material areas. Better prevention, segregation and recovery reduce environmental impact while strengthening compliance and cost control.

PLASTIC REDUCTION

Reduce single-use plastics in guest amenities, food service and operations through reusable and lower-impact alternatives.

FOOD WASTE PREVENTION

Improve planning, portioning and guest awareness to reduce avoidable food waste at source.

CIRCULAR OPERATIONS

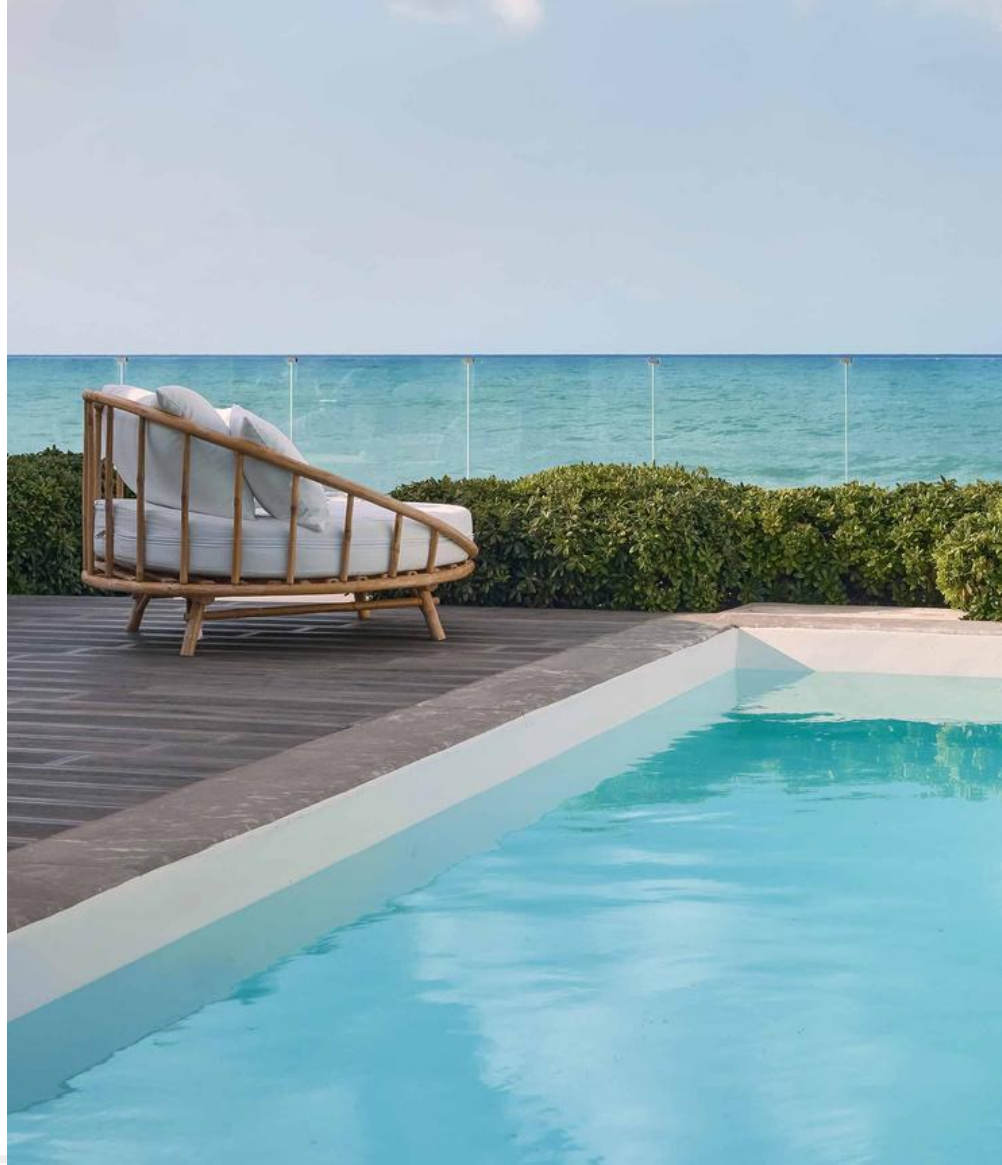
prevent • sort
recover • improve

ORGANIC WASTE RECOVERY

Divert organic waste from landfill through composting, recovery or approved treatment solutions where feasible.

SEGREGATI ON & DATA

Strengthen waste separation and data collection to support regulatory readiness and better decisions.



SUSTAINABLE ARCHITECTURE ECODESIGN



Aiming at the preservation and protection of our natural heritage, GRECOTEL focuses on integrating sustainable architecture into its hotels, so that they are fully harmonized with the landscape.

The renovated "third generation" hotel (such as White Palace) complexes follow the modern and sustainable architectural trends, while maintaining each destination's special local character, always in harmony and with respect for the local history and people.

The idea is that building, landscape and nature merge together causing as less impact on the environment as possible.



04.

People
First



A Future We
Build
Together

SUPPORTING OUR PEOPLE — GROWTH, CARE & BELONGING

From day one, new team members are supported through mentoring, onboarding and practical resources that help them integrate confidently into Grecotel.

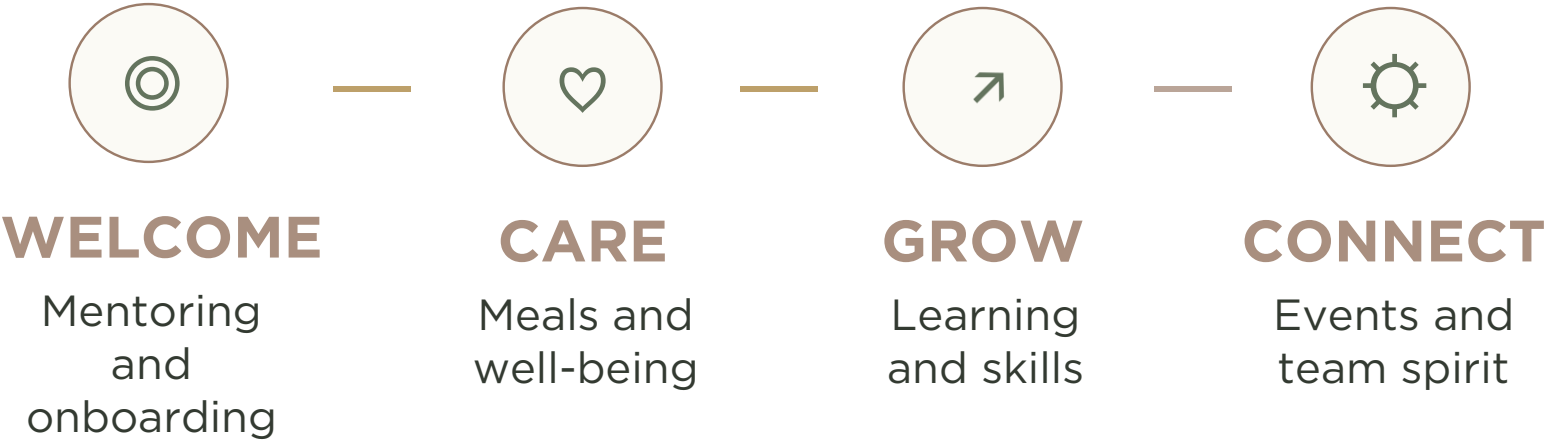
We support everyday well-being with a full meal program and welcome seasonal employees back year after year, strengthening continuity and team spirit.

We invest in long-term development through specialized training, including language courses, F&B and culinary training, wine education, barista skills and other professional development programs, while encouraging employee feedback and new ideas.

Our benefits include flexible working, job-sharing, pensions, free hotel-bus transport, medical support, accommodation, bonuses, special Grecotel hotel rates and loan assistance.



When our people feel supported, belonging becomes part of the service we offer.



FOCUS AREAS

- 01

FAIR EMPLOYMENT

Responsible contracting and working conditions
- 02

HEALTH & SAFETY

Prevention, risk assessment and safe operations
- 03

DEVELOPMENT

Training and career growth
- 04

EMPLOYEE VOICE

Feedback and grievance channels
- 05

HUMAN RIGHTS

Non-discrimination and protection
- 06

INCLUSION

Equal opportunities and respectful culture

Happy Team. Happy Guests



OUR PEOPLE

OWN WORKFORCE

PEOPLE-CENTRED HOSPITALITY

People are central to Greotel’s guest experience and long-term success. We are committed to a safe, inclusive and supportive working environment, with equal opportunities, development, well-being and respect for human rights.

To remain an attractive employer for talent, Greotel focuses on creating an inclusive and supportive workplace, grounded in real experiences, shared values and opportunities for growth.

Through a strong corporate culture, we aim to inspire our people, strengthen their sense of purpose and bring authentic Greek hospitality to life every day.

Our workforce spans hotels, resorts and corporate functions, combining permanent and seasonal employment to meet operational needs while maintaining consistent service standards.

ASSOCIATE EXPERIENCE

PEOPLE & CULTURE

At Greotel, we build an associate experience rooted in wellbeing, respect, belonging and growth. By investing in our people, we strengthen service excellence, loyalty and long-term value across our resorts.

OUR APPROACH

Wellbeing
Respect
Belonging
Growth

PEOPLE PRIORITIES

Three pillars shape how we support, protect and empower our associates.

01 HUMAN CAPITAL

Wellbeing & Belonging

Support physical, emotional, financial and social wellbeing; recognise contribution; and create learning pathways that build future leaders.

02 HUMAN RIGHTS

Dignity, Safety & Respect

Uphold equality and safe working conditions through annual human-rights and child-protection training, clear procedures and zero tolerance for harassment or abuse.

03 DIVERSITY, EQUITY & INCLUSION

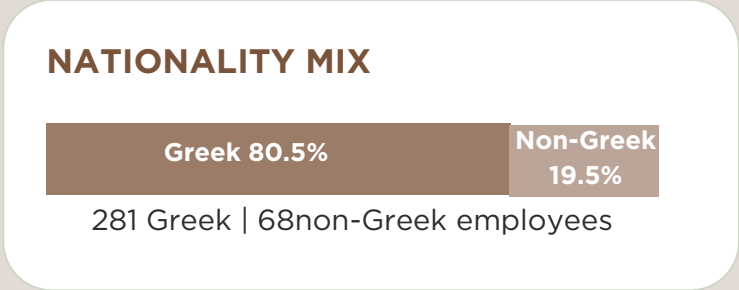
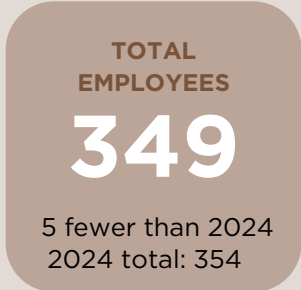
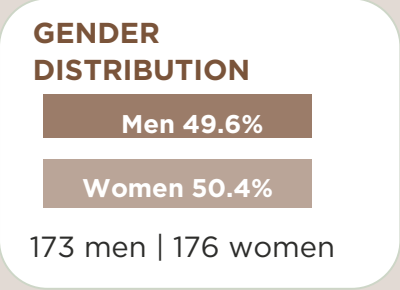
Inclusive Leadership & Awareness

Strengthen inclusion through DE&I leadership, awareness moments, associate stories, on-site events and active-bystander training across the workforce.



SOCIAL INDICATOR

At White Palace we uphold the values of equality and social inclusion, fostering a respectful, welcoming, and discrimination-free workplace for everyone. We are deeply committed to our local community, offering employment opportunities to residents and contributing to the social and economic growth of the Crete region.



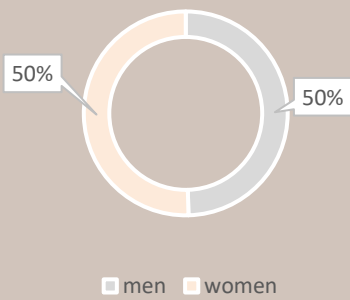
White continues to be supported by a diverse and balanced team, combining local knowledge with international experience.



At Grecotel, inclusion flows naturally from the Greek tradition of filoxenia — welcoming every person as part of our extended family.

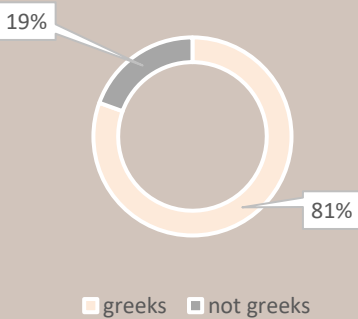
173 Women / 176 Men

Total Workforce by Gender 2025



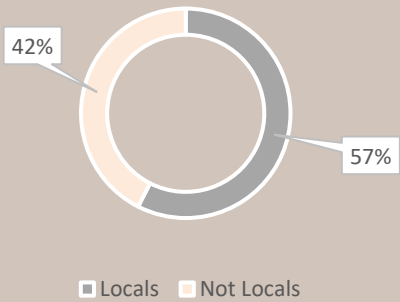
281 Greeks / 68 Not Greeks

Propotion of different Nationality



199 Locals / 147 Not Locals

Local Employees



GENDER PAY GAP

Our strategic approach

At Grecotel, gender equality is embedded in our people and ESG strategy. Our focus is on creating an inclusive workplace where people are valued, supported and able to progress, while promoting fair and consistent employment practices across the Group.

Gender pay gap ≠ equal pay

The gender pay gap reflects differences in average pay across the workforce and can be influenced by the distribution of women and men across roles and seniority. Equal pay concerns comparable pay for the same or equivalent work.



How we put the strategy into practice

FAIR & CONSISTENT REWARD	Support fair, consistent and transparent pay practices, with decisions based on role, responsibility, experience and performance.
INCLUSIVE RECRUITMENT & PROGRESSION	Promote equal opportunity in recruitment, development, promotion and succession, helping strengthen gender balance across levels and functions.
TALENT, LEADERSHIP & CULTURE	Build an environment where colleagues can grow through learning, leadership development, supportive workplace practices and a culture of respect and inclusion.
REVIEW, LEARN & IMPROVE	Monitor workforce patterns and representation over time, understand potential drivers of gaps and use the insight to inform future people actions — without treating one headline number as the whole story.

OUR OBJECTIVE: Sustained progress through fair practices, equal opportunity and stronger representation — supported by ongoing review and action.



ENGAGEMENT & CONCERN CHANNELS

Open dialogue is part of how we work.

Greotel encourages employees to share feedback, raise concerns and contribute ideas that strengthen both the employee and guest experience.

COMPLAIN POLICY

Continuous improvement in guest service is a key priority for Greotel. To support this commitment, the company operates a Complaints Management System certified to ISO 10002:2014, providing a structured approach to receiving, reviewing and addressing guest complaints. Effective complaints management also helps identify opportunities to improve services, policies and operational procedures.

Greotel's Complaints Management Policy sets out the principles for handling complaints consistently across the organization. All complaints are managed fairly, promptly, efficiently and confidentially, with appropriate investigation, follow-up and corrective action where required.

WAYS TO BE HEARD

EXIT INTERVIEWS

Departing employees can share feedback on working conditions, management practices and improvement areas, supporting action planning and retention.

EMPLOYEE MEETINGS

Hotel and departmental meetings provide regular operational updates and direct communication with management.

WHISTLEBLOWING

A confidential route for reporting suspected misconduct, discrimination, harassment, health & safety concerns or policy breaches.

FROM VOICE TO ACTION

We listen. We review. We act.

Concerns are handled confidentially and without retaliation.

1 RAISE

Manager / HR / grievance / whistleblowing

2 REVIEW

Confidential assessment by the relevant function

3 INVESTIGATE 4 ACT

Established procedures and no retaliation

Corrective or preventive measures



COMMITMENT TO

PRIVACY,
INTEGRITY &
SERVICE
EXCELLENCE

Designed for guest trust,
operational accountability and
responsible hospitality.

01

PERSONAL
DATA
PROTECTION

GDPR-aligned policies, secure
systems, restricted access,
employee training and incident-
response procedures safeguard
personal data.

At Luxme White, protecting
personal data is central to our
commitment to customer
satisfaction and trust.

0 personal data breach
incidents in 2025

02

CONFLICTS OF
INTEREST
& BUSINESS ETHICS

Employees are expected to disclose
potential conflicts, seek guidance and
report concerns through internal
channels.

Reports are reviewed by relevant
teams and followed by corrective
actions when required.

0 significant non-compliance
incidents in 2025

CORE TRAINING AREAS

Continuous learning helps Grecotel maintain service excellence, operational resilience and a skilled workforce. Training supports employees from onboarding and operational roles through to management and leadership development.

LEARNING FRAMEWORK

Where development happens

Guest Service hospitality excellence	Food Safety hygiene standards
Health & Safety safe working practices	Environment sustainability awareness
Leadership management development	Digital systems and capabilities
Technical role-specific skills	Career Growth professional development



At Luxme White, employee training is a key priority, ensuring alignment with the company’s values, service standards and standards of conduct. Learning initiatives include e-learning, virtual classrooms, simulations, podcasts and professional conferences, helping team members strengthen skills and expand career prospects.

Associates are informed about policies and participate in training on employment and non-discrimination, human rights and child protection, sustainability, safe chemical and equipment use, safety, first aid and many other topics.

Training priorities are shaped by

- Job responsibilities
- Operational requirements
- Health & safety needs
- Service standards
- Sustainability objectives
- Individual development needs

Internal development and succession planning strengthen the future leadership pipeline and give employees opportunities to grow within the Group.

Through close collaboration with local tourism schools, we create meaningful opportunities for learning and professional development, welcoming top students each year to begin their careers across Grecotel hotels.

Through the Nikos Daskalantonakis Foundation, we also support the academic development of our employees and high-achieving young people, primarily through scholarships in tourism studies.

CORE VALUE

Protecting people is part of everyday hospitality excellence.

DISCLOSURE METRICS TO INCLUDE

Training Completion | Risk Assessments | Emergency Drills | Incidents | Corrective Actions

HEALTH & SAFETY

A prevention-focused culture for employees, guests and operations.

Grecotel is committed to maintaining a strong health and safety culture, supported by risk assessment, training, employee participation and continuous improvement. Our approach focuses on preventing incidents, strengthening preparedness and promoting employee well-being across our operations.

Management system

Clear procedures and defined responsibilities guide safe operations.

Policies & roles

Risk monitoring

Hazards, incidents and improvement needs are reviewed proactively.

Review & action

Employee participation

Teams can raise concerns and contribute to safer decisions.

Speak-up culture

Open communication

Safety messages, alerts and learning are shared across operations.

Shared learning



At Luxme White, safety is a shared responsibility and a core priority. We protect guests, employees and local communities through rigorous standards, regular risk assessments and targeted preventive measures across all areas of the resort.

KEY MEASURES AND ACTIONS

EMPLOYEE TRAINING: Ongoing training in sustainability, health & safety, first aid, fire safety and emergency procedures.

QUALITY AUDITS: Regular internal and external audits, including TUI and SGS, support compliance and continuous improvement.

SAFETY EQUIPMENT: Modern safety equipment, multilingual signage and accessible emergency response kits across our hotels.

CRISIS MANAGEMENT: A Grecotel-wide Crisis Management Handbook ensures consistent protocols and coordinated incident response.

GUEST AWARENESS: Clear safety instructions, activity briefings and child-friendly guidance promote informed participation.

COMMUNITY COLLABORATION: Cooperation with local authorities and emergency services strengthens drills, preparedness and resilience.



01
Support
local
needs

02
Strengthen
local value
chains

03
Maintain
open
dialogue

Greccotel fosters a culture of social responsibility by empowering our teams to act as local ambassadors.



LOCAL COMMUNITY

At LuxMe White, our growth is directly linked to the prosperity of the destination. We aim to create shared value through local partnerships, support for community needs and ongoing dialogue.

Sustainable tourism supports inclusive economic development in Crete by connecting hospitality with local agriculture, services, infrastructure and employment.

We proactively build relationships through stakeholder engagement, gathering direct feedback from community members, local leaders and government agencies. This feedback informs our planning and helps ensure that resources for community initiatives respond to actual local needs.



SELECTED PARTNERS

A clearer, more concise structure for management-style review: partner, purpose and contribution.



THE SMILE OF THE CHILD

A trusted organisation supporting children's rights and well-being through continuous services and national emergency helplines, including 1056.



VISION OF HOPE ASSOCIATION

Raises awareness of voluntary bone marrow donor registration and the importance of donation for patients in need.



GRECOTEL | PARTNERSHIP

PARTNERSHIPS

Supporting people, communities and causes that matter

LuxMe White supports selected charitable and social initiatives that strengthen community well-being, children's protection, health awareness, culture, the environment and sports.

GRECOTEL LUXME WHITE | SUSTAINABILITY REPORT 2025

SUPPORTING THE LOCAL COMMUNITY

White Palace supports the local community of Rethymno through donations, partnerships and targeted social and cultural initiatives, helping preserve local heritage, support vulnerable groups and strengthen community well-being.

In 2025, the resort supported the Monastery of Agia Irini, the Folklore Museum of Rethymno, the archaeological site of Eleftherna, the "Agapi" Association, the 3rd Bioethics Conference of the Ecumenical Patriarchate, municipal initiatives and the "Lady of the Angels" charitable meal program of the Holy Metropolis of Rethymno and Avlopotamos.

Through these actions, LuxMe White reinforces Grecotel's commitment to responsible hospitality, social cohesion and meaningful local impact.



Garden & Flora

*48000,000 € to Enhance
Biodiversity*



Employee training

*88% trained online
from Greotel
Academy*



Green Activities

*Guest Engagement & Eco
Activities*



Plastic Free

*We have increaseed plastic use
by 2.6% but we target for 100%
elimination by 2030.*



Hazardous Waste

100% Recycled



Energy Efficiency

100% LED Lamps



Employees

71% of our Personnel are Locals



Food Waste

*Measurement & Reduction
Program*

RESPONSIBLE HOSPITALITY

A stay at Grecotel is more than a holiday. It is an opportunity to experience Greece with purpose — through authentic hospitality, local culture and responsible choices.

Delivering meaningful guest experiences

Our People

Creating opportunities for all

We build a culture where colleagues can grow, feel supported and take part in shaping more responsible hospitality.

SPOTLIGHT

Training, wellbeing and inclusion initiatives strengthen our teams and support meaningful careers across our hotels.



Team members help bring authentic Greek hospitality to life.

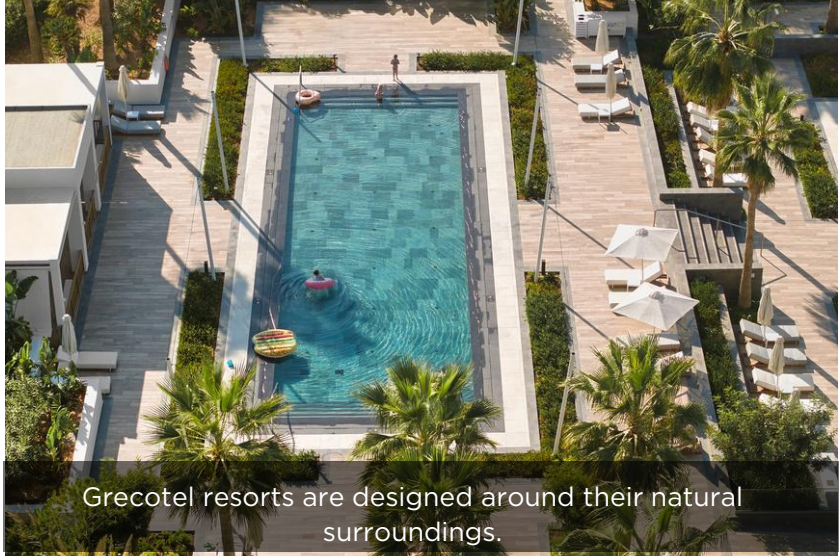
Our Hotels

Creating more sustainable stays

Across our operations, we focus on resource efficiency, waste reduction, responsible sourcing and protecting the places our guests come to experience.

SPOTLIGHT

Recycling, food waste reduction, composting, water and energy efficiency help reduce the footprint of each stay.



Grecotel resorts are designed around their natural surroundings.

Our Communities

Strengthening our destinations

We work with local producers, businesses and communities to create positive value for Crete and preserve its culture, gastronomy and heritage.

SPOTLIGHT

Local sourcing and guest awareness connect tourism with the people, culture and economy of the destination.



Guests discover Greece through culture, nature and local connection.

Responsible Business

Operating with accountability, integrity and transparency

We aim to build trust through responsible governance, clear policies, stakeholder engagement and practical actions that protect people, destinations and natural resources.

SUSTAINABILITY GOALS & TARGETS

CATEGORY	ENVIRONMENTAL TARGET	TARGET MEET	MONITORING METHOD	RESPONSIBLE
Electricity consumption	Reduce annual energy consumption per guest by 2% per season	YES	Meetings and on-site visits	Sustainability Coordinator & Maintenance Manager
Water consumption	Reduce annual water consumption per guest by 2% per season	YES	Meetings and on-site visits	Sustainability Coordinator & Maintenance Manager
Greenhouse gas emissions	Reduce the impacts of Air Emissions	YES	Meetings and on-site visits	Sustainability Coordinator & Maintenance Manager
Greenhouse gas emissions	Reduce Scope 1 and Scope 2 Greenhouse Gas Emissions by 30% by 2030 (Baseline Year: 2019)	ONGOING	Meetings and on-site visits	Sustainability Coordinator & Maintenance Manager
Biodiversity	Protection and support of biodiversity	YES	Meetings and on-site visits	Sustainability Coordinator & Hotel Manager
Local community	Support Local Community	YES	Meetings with local authorities	Sustainability Coordinator & Hotel Manager
Waste	Elimination of Single-Use Plastics by 2030	ONGOING	Meetings and on-site visits	Sustainability Coordinator & Hotel Manager

TAKE ACTION WITH US

Travel and lodging have the potential to transform our lives into something better. However, travelling results in environmental, social, and economic impacts.

All of us at Grecotel Luxme White are committed to reducing this impact as much as possible, but as we cannot do it alone, we would like to ask for your contribution in this challenging task

We welcome feedback from all stakeholders—guests, employees, and members of the local community—on our sustainability practices.

Your input helps us identify areas for improvement and continue building on the progress we've made. We look forward to working together to achieve even stronger results.

No act of kindness, no matter how small, is ever wasted.

During your holiday, **YOU may also help us make your vacation friendlier to our planet:**

- Try to consume energy responsibly and intelligently.
- Make sure to close the balcony door of your room when the air conditioning is working.
- Maintain your air conditioning unit's temperature 24°C (better system efficiency).
- Use water responsibly.
- Inform us in case of water leakage.
- Reuse body, face, and beach towels.
- Reduce the use of plastic as much as possible.
- Choose to recycle.
- Keep the beach clean.
- Protect animals and their ecosystems.
- Respect and protect the cultural heritage of the local area.



SUSTAINABILITY AS A WAY FORWARD

“Sustainability is not a goal to be reached,
but a way of thinking, a way of being —
a principle that guides every action.”

GRECOTEL LUXME WHITE | SUSTAINABILITY REPORT 2025



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*For another language, contact
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Department.*

