



# **HOTEL HOUSTON**

## **SUSTAINABILITY REPORT**

**YEAR 2024-2025**



# ABOUT THE REPORT

We act with the principle of being aware and raising awareness for a livable world, and we work to transfer the natural resources entrusted to us to future generations under the same conditions, or even in an improved way.

Our hotel aims for continuous development and improvement in all elements of sustainability management.

Our sustainability efforts that we have started as of 2024; By sharing it with our management, employees, guests, suppliers and all stakeholders, we aim to grow the awareness we have created with common goals and achievements.

Within the scope of this sustainability report;

Environmental, social and economic performance evaluations of our facilities,

Our goals to improve this performance are:

The strategies and processes we adopt to achieve the goals,

Our efforts to protect and support ecological balance,

Our approach to minimizing negative impacts and risks to the environment is included.

Unless otherwise stated, the data presented in the report covers performance results for the period 2024-2025.



# SUSTAINABILITY MESSAGE

For a Better World Together...

👋 Dear Guest,

We care about our nature and culture as much as your comfort. You can make a big difference with small steps during your stay.

## ✓ WITH YOUR CONTRIBUTION

💡 Turn off the lights and air conditioning when you leave your room.

🚿 Conserve water by taking short showers and reusing your towels.

🥤 Prefer alternatives at the hotel instead of disposable products. Use the water dispensers available in common areas when drinking water.

🌱 Support us to protect the environment by using our natural products.

🚶‍♀️ 🚲 Reduce your carbon footprint by walking or taking public transport to nearby places.

## 🧵 SUPPORT CULTURE AND LOCAL

🛍️ Contribute to the local community by shopping from local producers.

🎨 Keep our culture alive with handmade gifts.

♫ Meet people and create unforgettable memories by participating in local events

## 💬 YOUR OPINIONS ARE VALUABLE

📝 Inspire us by filling out our questionnaire and help us strengthen our sustainability steps.

❤️ Thank you!

Together for a greener, fairer, more livable world



## HOTEL HOUSTON – ANKARA

Comfort and Trust in the Heart of the City

Located in the center of Ankara, Hotel Houston offers a comfortable, safe and modern accommodation experience for business and city trips. With its service approach based on guest satisfaction, it is an ideal city hotel for both business trips and short-term stays.

### HOTEL INFORMATION

- 📍 Location: Ankara
- 🏨 Number of rooms: 59
- 🛏️ Bed Capacity: 118
- 🏢 Hotel Type: City Hotel

### ROOMS

Rooms at Hotel Houston; It is designed with comfort, hygiene and functionality in mind.

All rooms have standard equipment to meet the needs of the guests.

### WHO IS IT SUITABLE FOR?

- ✓ Business travellers
- ✓ Those looking for urban accommodation in Ankara
- ✓ Short and medium-term stays
- ✓ Those who prefer a quiet, organized and safe hotel



# HOTEL INTRODUCTION





### **Our Values**

Guest satisfaction is our most basic principle. We provide friendly and quality service and support environmentally friendly and sustainable practices. We create a fair and safe environment for our employees and adopt a respectful and inclusive approach to different cultures. With our innovative service approach, we make our guests feel at home.

### **Our Vision**

Pioneer in quality, trust and guest satisfaction; to be a preferred hotel nationally and internationally with its sustainable and innovative services.

### **Our Mission**

To provide accessible service that meets the needs of our guests, based on continuity in quality and unconditional guest satisfaction.

# **OUR VALUES, VISION AND MISSION**





# ORGANIZATION CHART



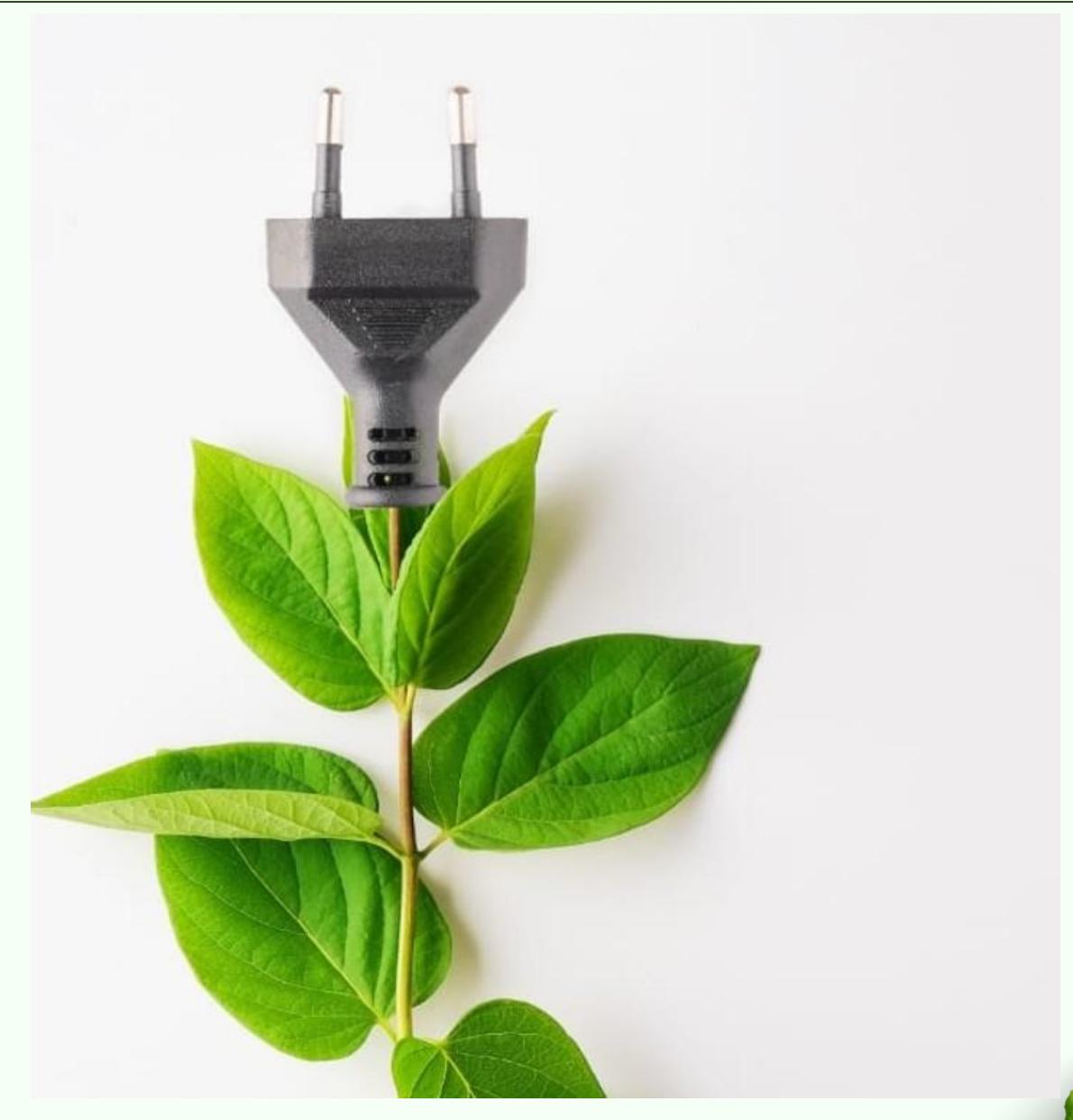


Our hotel; It has adopted the principle of responding to the expectations of its guests, employees, stakeholders and the applicable legislation in an effective and sustainable manner. In order to protect the environment and fulfill the requirements of sustainable tourism, the environmental impacts arising from its activities are regularly identified, and negative impacts and possible risks are controlled.

It is aimed to use natural resources efficiently, reduce energy consumption, minimize air, water and soil pollution; The monitoring and management of wastes generated within the facility are carried out systematically. Necessary information and guidance are provided to ensure that the environmental awareness and sustainability approach is adopted not only by employees but also by guests, suppliers and subcontractors.

In this context;

- Resource consumption amounts are regularly monitored and recorded.
- Energy-efficient LED lighting is used throughout the facility.
- Electronic equipment is selected from among products with high energy efficiency.
- Guest feedback is regularly evaluated and continuous improvement studies are carried out.
- Packaging waste is reduced by choosing large-packaged products in purchasing processes.
- Practices to reduce the amount of waste are implemented.



# ENVIRONMENTAL APPROACH





# RESOURCE CONSUMPTION

We act with the awareness that usable energy resources are limited in the world. It is important to provide the energy sources used in our hotels from renewable energy sources as much as possible. Efficient use of energy and natural resources, reducing environmental impacts and supporting sustainable tourism are among our main priorities.

In this direction;

- Energy and water consumption is monitored and recorded on a daily, monthly and annual basis.
- Staff and guests are made aware of the order to reduce resource consumption; water and energy conservation is encouraged through informative labels and directions.
- Regular trainings are given to the personnel on the efficient use of energy and natural resources.
- Photocell and timed lighting systems are used in areas with suitable infrastructure.
- Refillable liquid soap systems are preferred in public area sinks in order to reduce the use of chemicals.
- Priority is given to the use of electrical equipment and devices with high energy efficiency.
- Maintenance and controls are carried out regularly to prevent unnecessary energy losses.
- Space arrangements are made to make maximum use of natural lighting.
- Energy-saving practices that do not affect guest comfort are constantly reviewed and improved.

The main purpose of the Waste Management System implemented in our hotel; to reduce waste generation at the source, to minimize the negative effects on the environment by effectively managing the wastes generated, and to recycle recyclable wastes into the economy. In this context, hazardous and non-hazardous wastes are separated in accordance with the relevant legislation and collected through contracted, licensed recycling and disposal companies.

The waste management practices carried out in our hotel are as follows:

- Hazardous wastes are temporarily stored in hazardous waste storage areas determined in accordance with the legislation and delivered to companies with environmental licenses from the Ministry of Environment, Urbanization and Climate Change of the Republic of Turkey, and their disposal and recycling are ensured.
- In order to collect recyclable wastes separately, separation bins are available in all parts of the facility according to waste types, and personnel are informed about this issue through regular trainings.
- In order to reduce packaging waste, large-packaged products are preferred instead of single-use products.
- It is aimed to reduce the consumption of single-use plastic water with water dispensers in personnel usage areas.
- Vegetable waste oils generated in kitchens are collected in waste oil collection areas and disposed of by licensed companies.
- Waste separation equipment is available in common areas, offices and related departments in order to ensure the recycling of glass, paper, metal, plastic, organic wastes and waste oils.
- In order to reduce paper consumption, correspondence and announcements are carried out digitally as much as possible.
- Double-sided printouts are taken in prints made in compulsory situations, and



# WASTE MANAGEMENT



Safe use, storage and disposal of chemical substances are of great importance in our hotel. In order to manage chemical wastes without harming the environment and human health, authorized and licensed companies are worked with, and the chemical wastes generated are regularly monitored. The amount of chemical use is kept under control; Staff are regularly informed and trained to prevent misuse, unnecessary and excessive use.

In order to protect employee health, provide a safe working environment and minimize environmental impacts, the following practices are implemented in our hotel:

- Chemical usage amounts are monitored, and regular trainings are given to personnel to prevent wasted and incorrect use.
- We work with authorized companies with environmental licenses for the safe disposal of chemical wastes; chemical wastes are recorded and tracked.
- Necessary precautions are taken against the risks of hazardous chemicals, leaks and spills; Appropriate personal protective equipment is provided to personnel for potential spills, exposures, and emergencies, and regular training and drills are conducted.
- Chemical products are transferred from large packages to small containers in a controlled manner; In this way, it is aimed to reduce the amount of contaminated waste.
- When choosing the chemical products used, care is taken to ensure that the surfactants in their content are biodegradable.



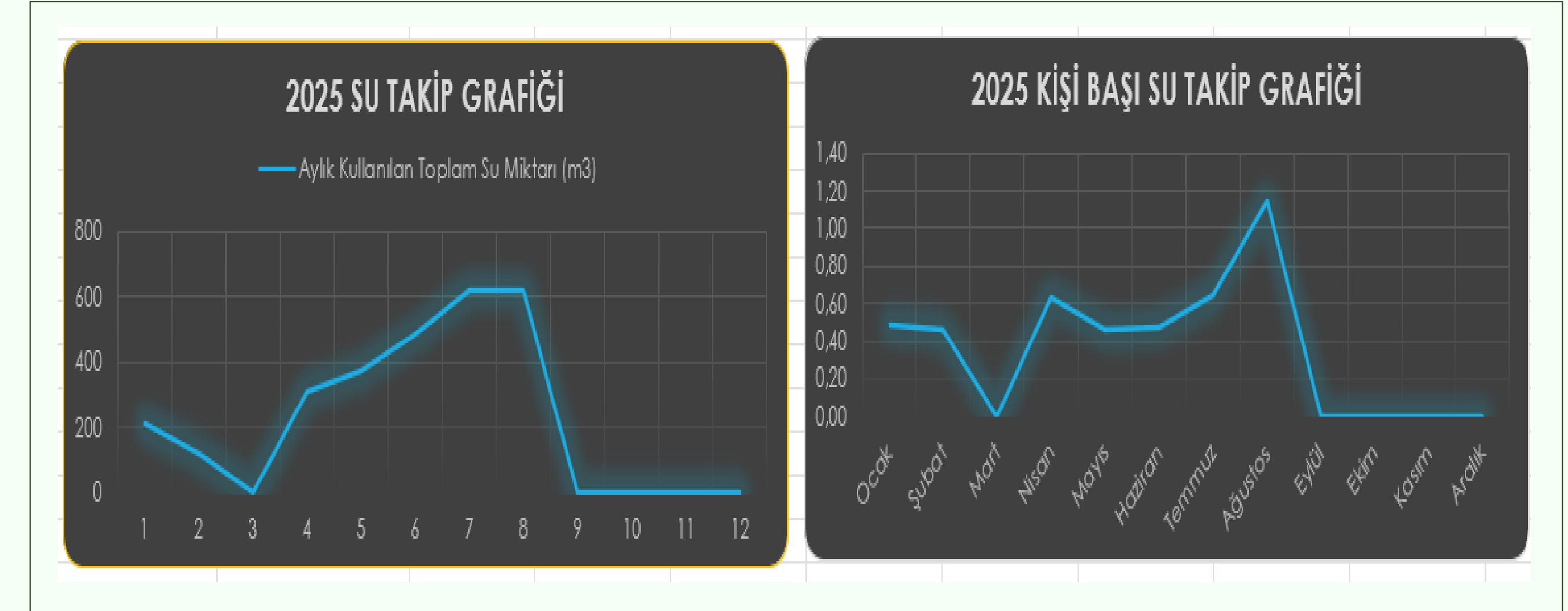
# CHEMICAL USE

# DATA ANALYTICS

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# WATER CONSUMPTION



- A double-stage flush system is used in the toilet cisterns in the bathrooms to save water.
- In 2025, it is aimed to save 2% in water consumption per capita.
- Existing faucets are gradually replaced with photocell faucets in line with the suitability of the infrastructure.
- In order to reduce water consumption in shower areas, energy-saving shower heads are preferred and are becoming widespread over time.



# ENERGY CONSUMPTION

2025 ENERJİ TAKİP GRAFİĞİ

— Aylık Tüketilen Elektrik Miktarı (kWh) — Aylık Tüketilen Doğalgaz(m<sup>3</sup>)



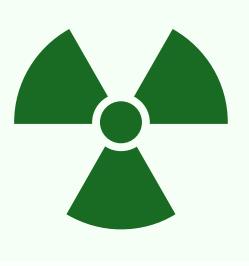
2025 KİŞİ BAŞI ELEKTRİK TAKİP GRAFİĞİ

— Misafir/gece başına kullanılan doğalgaz enerjisi  
— Misafir/gece başına kullanılan elektrik enerjisi



Sustainable energy management practices are implemented in our hotel to increase energy efficiency and reduce environmental impacts. In this context;

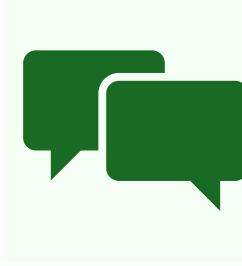
- By the end of 2025, it is aimed to save 2% in per capita energy consumption, and this savings rate is planned to be gradually increased in the coming years.
- Priority is given to the purchase of energy-efficient, environmentally friendly and economical devices.
- Devices that have reached the end of their useful life or have low efficiency are gradually replaced with new generation devices that save energy.
- Regular trainings are held every year to increase the awareness of the personnel on energy saving and efficient energy use.



In 2025, our primary goal is to take measures by reducing the amount of paper, plastic, glass and metal waste per overnight stay by 2% and to ensure that the waste generated is correctly separated and recycled.



We will continue to raise awareness of our personnel by increasing the number of participation in environmental trainings and training hours we provide every year.



Awareness will be raised by informing our guests and staff about waste through many communication methods.



# WASTE CONSUMPTION

# CARBON FOOTPRINT



## OUR 2025 GOALS

Reducing our carbon footprint by 1%

- Encouraging the use of public transportation
- Reducing waste production and strengthening the zero waste approach

Reducing electricity and water consumption

- Reducing paper consumption and increasing digitalization
- Prioritizing sustainable and local suppliers
- Using environmentally friendly raw materials

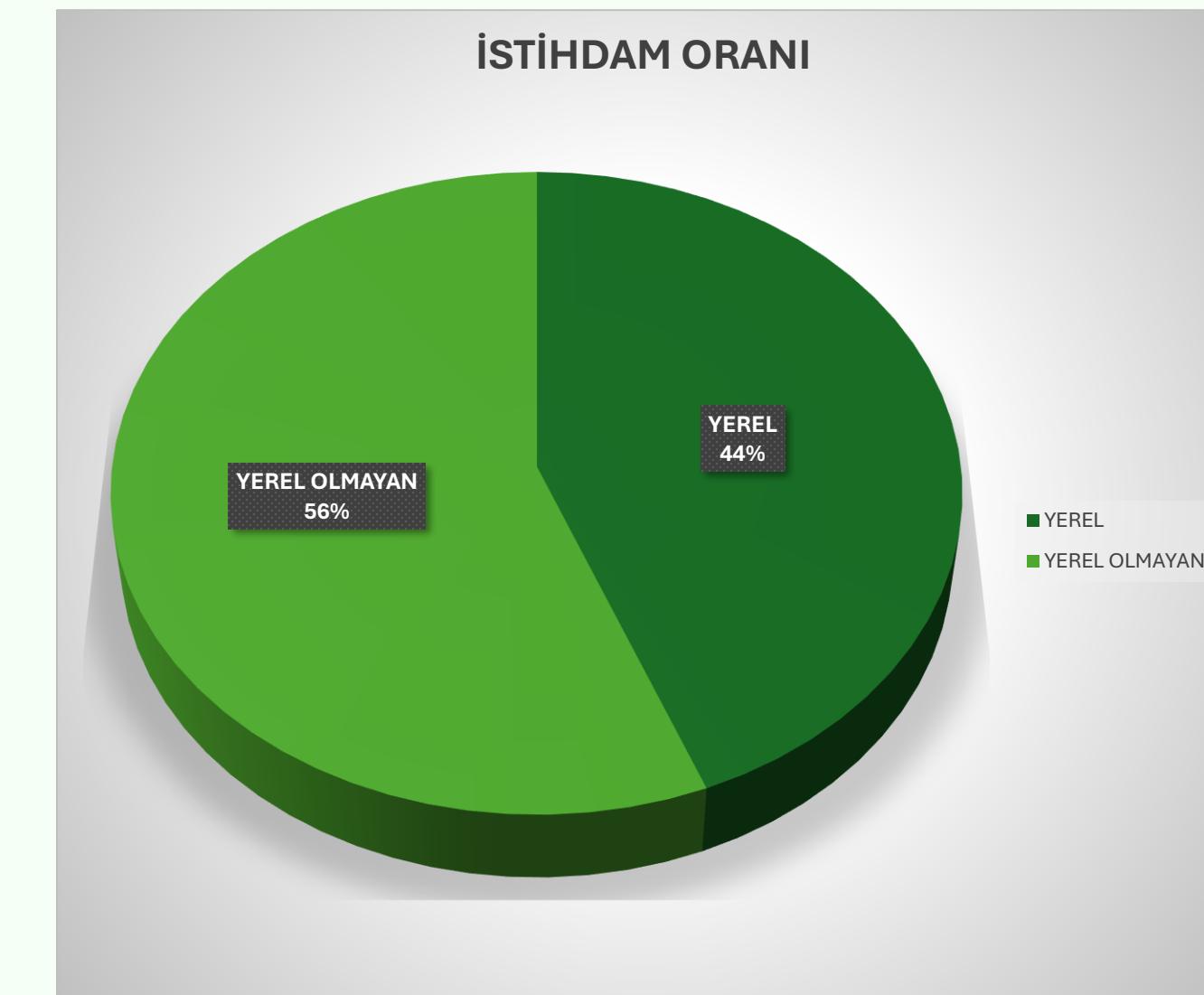
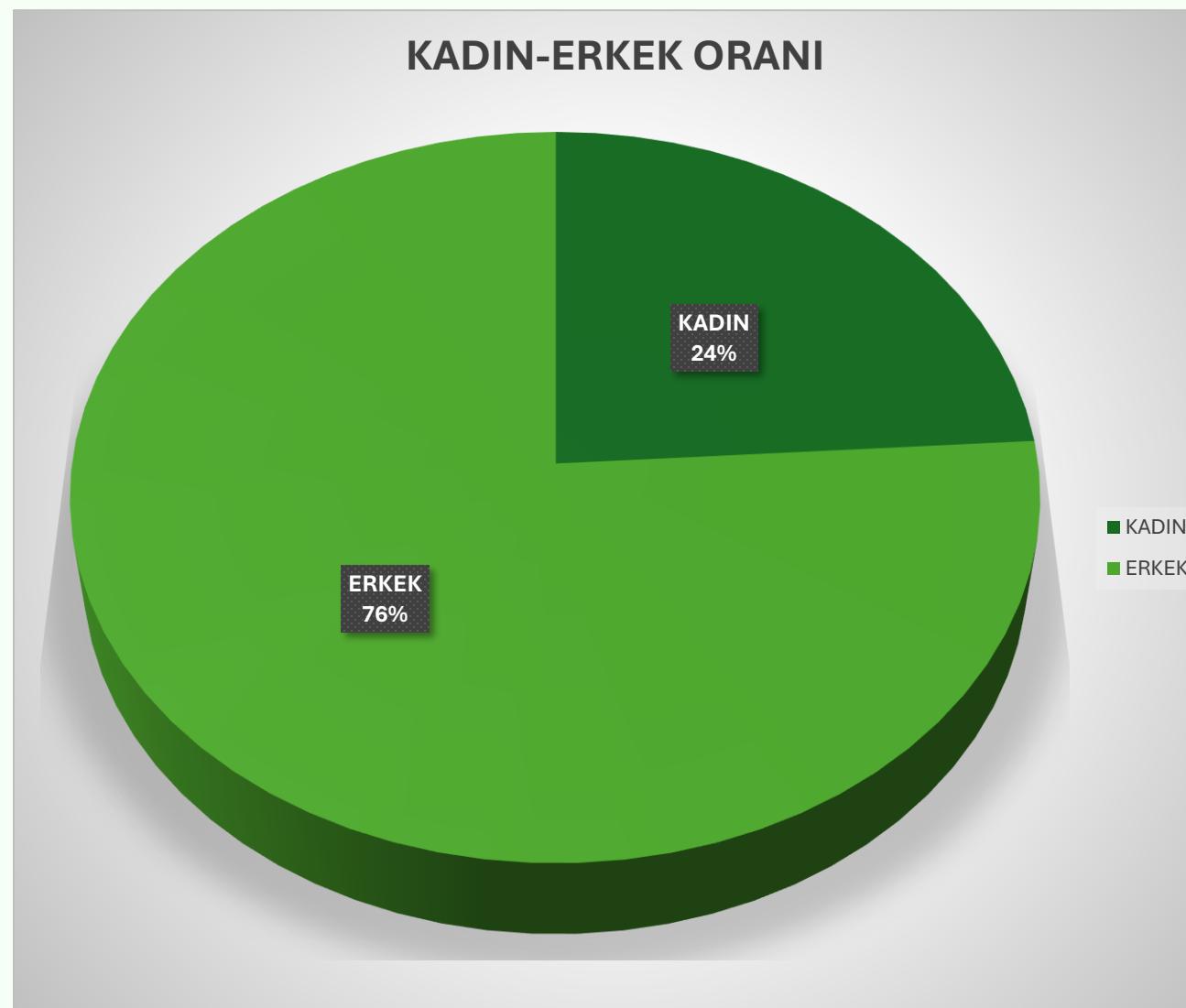


# CUSTOMER SATISFACTION

## CUSTOMER SATISFACTION GOALS

- It is aimed to keep the overall customer satisfaction score (surveys, online platforms, etc.) at an annual average of at least 95%.
- It is aimed to respond to 90% of guest complaints within 24 hours.
- It is aimed to increase the participation rate in guest satisfaction surveys on an annual basis.
- It is aimed to plan improvement actions by regularly analyzing guest feedback.
- It is aimed to increase the rate of repeat guests compared to the previous year.
- In order to increase the quality of service, it is aimed to carry out guest relations and communication trainings for employees at least once a year.
- It is aimed to reflect guest expectations and needs more effectively in service processes.
- It is aimed to prevent the recurrence of similar situations by identifying the causes of negative feedback.
- It is aimed to regularly monitor and report performance indicators for guest satisfaction.

# PERSONNEL DISTRIBUTION



We have a corporate culture that believes in teamwork, is egalitarian and supports employee development.

- We work with a sincere and quality service approach that takes into account guest expectations.
- Regular environmental trainings are given to our employees within the scope of the annual training program.
- In the trainings; efficient use of natural resources, reduction and correct separation of waste, and hazardous waste management are discussed.
- Occupational Health and Safety, Environmental Awareness and Waste Management trainings are given to our employees.
- Employee awareness is increased with Sustainable Tourism, Energy and Water Saving trainings.
- All our employees working in the food fields have hygiene training.
- Trainings on communication, gender equality and prevention of child abuse are organized.
- Trainings are carried out internally and externally.
- Thanks to the trainings, our employees consciously fulfill the sustainable tourism practices carried out in our facility and their contributions to these processes.



## PERSONNEL AND WORKING LIFE

# COMMUNICATION WITH STAKEHOLDERS

Continuous interaction with internal stakeholders (staff) is ensured through meetings, surveys and trainings.

Regular contacts are made with external stakeholders (NGOs, local governments, suppliers, guests) and information on sustainability efforts is shared.

Service quality is constantly improved by taking into account guest complaints and suggestions.



# LEGAL REGULATIONS AND COMPLIANCE

## Zero Waste Regulation

- Environmental Law and Water Pollution Control Regulation
  - Occupational Health and Safety Law
  - Personal Data Protection Law (KVKK)
  - Tourism Facilities Regulation and GSTC Criteria





- In cooperation with the TEMA Foundation, saplings are donated every year and contribute to nature.
- Donations are made to the Foundation for the Development of Cultural Awareness in order to support the protection of cultural heritage.
- Endemic plants around the hotel are introduced to increase the environmental and nature awareness of the guests.



## **BIODIVERSITY, WILDLIFE CONSERVATION AND DESTINATION PARTICIPATION**



# CONCLUSION



We see sustainability as an integral part of all our activities. We aim to set an example for the sector by acting with the awareness of our responsibilities in line with a business approach that is compatible with society, environment and economy. In this direction, we constantly monitor our environmental, social and economic impacts and carry out studies to improve them. We will continue to pursue our sustainability efforts with determination together with all our employees and stakeholders in order to leave a more livable world to future generations.