

AKRA FETHİYE SUSTAINABILITY REPORT 2024





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AKRA FETHIYE & AKRA RESIDENCE HISTORY

Akra Fethiye has been operating since 2015, and Akra Fethiye The Residence has been operating since 2019 in Kargı Neighborhood, Fethiye district of Muğla, on a total area of 78,210 m².

HISTORY



Akra Fethiye operates with a capacity of 418 rooms for 7 months of the year (April–October), and Akra Fethiye The Residence operates with a capacity of 164 rooms for 6 months of the year (May–October).



VISION – MISSION
– VALUES AND
PRINCIPLES

VISION

BHM Group continues to be an innovative and reputable company, drawing strength from local values.

MISSION

Adds value to its stakeholders with the principle of "**Happy Employee – Happy Guest.**"

VALUES

Fair, Reliable, Sensitive

PRINCIPLES

Corporate governance principles;

Justice, Responsibility, Transparency, Accountability, Consistency, Participation-Dissemination, Effectiveness and Efficiency



WHO WE ARE
AT AKRA



We stand by our words



We value the opinions of our guests and colleagues



We protect and improve the environment we are in



We show the same care to all our stakeholders



We make effective and fair decisions



MESSAGE
FROM THE
MANAGEMENT

As Akra Hotels, we address our Sustainability Strategies by taking into account the BHM Vision, our future-oriented development goals, and changing needs.

While meeting the needs of today, we aim to protect natural resources, leave a good environment for future generations, and balance between humans and nature in a way that allows the needs and development of future generations to be met, targeting the life and development of both today and the future.

We are determined to leave a better world for future generations.



Aslıhan ATIL
AKRA FETHİYE & AKRA FETHİYE
THE RESIDENCE GENEL MÜDÜRÜ



OUR POLICY

The primary goal of our hotels is to provide the highest quality service by placing guest satisfaction above all else, together with all our employees. In line with this goal;

Integrated Management System Policy

BHM Group, covering all its activities;

By implementing an effective Integrated Management System, aims to comply with and fulfill the requirements of the said integrated management system standards: Quality ISO 9001, Food Safety ISO 22000, Environment ISO 14001, Guest Satisfaction ISO 10002, Occupational Health and Safety ISO 45001, Energy ISO 50001, and Sustainability.

We commit to providing service without compromising on quality, prioritizing the satisfaction of all our employees, guests, and customers.

Our Strategic Management Approach

As BHM Group, we adopt as a fundamental principle to comply with legal requirements, standards, guest and customer conditions, and our set of rules in all product and service processes; to manage risks and opportunities effectively, set measurable objectives, and continuously improve all our processes. In this regard, we provide the necessary investment and employment.

In all our activities, we adopt the principle of achieving business results that create value for our stakeholders and maintaining long-term collaboration by providing a transparent and reliable environment.



Food Safety – Hygiene

By ensuring proper environmental conditions with good production and good hygiene practices; producing and serving healthy, tasty products that meet demands and expectations, and continuously improving, developing, and increasing the effectiveness of the food safety management system are our shared principles across all our facilities and brands.

Employee Safety and Investment in People

The primary goal of BHM Group is to be an employer that provides its employees with a fair, safe, peaceful, and dignified working environment with equal opportunities, where all employees are proud to be a part of and choose to work for.

Our employees are our most valuable asset. We continuously improve all our processes with the participation of our employees to minimize risks that could endanger the health and safety of our employees and business partners and to prevent workplace accidents.

By adopting the approach of trained and conscious employees at every level, we carry out continuous training activities to enhance employees' knowledge and skills and provide educational support.

Protecting human rights and ensuring equal opportunities regardless of language, religion, race, gender, sexual orientation, marital status, age, color, ancestry, national origin, disability, and other protected conditions is our non-negotiable rule.

We develop social projects and collaborate with various institutions to support local communities by giving priority to local employment.



Guest Satisfaction – Guest Safety – Guest-Centric Approach

Our guests are the reason for our existence. Our principle is to track all guest complaints from any source with confidentiality, resolve the complaints, inform our guests about the process, turn complaints into opportunities for improvement, and ensure compensation, provision of equivalent service, and redress for guests whose complaints are justified.

Respect for the Environment, Protecting Cultural Heritage – Wildlife, Endemic Species, and Sustainability

We aim to develop a corporate culture that is aware of the impact of sustainability on our existence and future.

We are committed to fulfilling our environmental obligations and to sustainable resource use, mitigating climate change, and protecting biodiversity and ecosystems.

Our main objectives are to prevent environmental pollution and protect nature by using our natural resources efficiently, to reduce the amount of our waste at the source, and to ensure its recycling or rendering it harmless.

We carry out our activities without harming our cultural heritage, aiming to promote, disseminate, and implement our cultural heritage and values, areas of spiritual significance, and traditions while preserving them. We take pleasure and pride in incorporating the authentic elements of our traditional and contemporary local culture into our operations, design, and cuisine.

OUR POLICY



Respect for the Environment, Protection of Cultural Heritage – Wildlife, Endemic Species, and Sustainability

We collaborate with NGOs and provide project support to protect cultural heritage, the environment, nature, endemic species, and wildlife.

In the procurement of our products and services, we aim to leave a cleaner carbon and water footprint on our planet by making environmentally friendly and sustainable purchasing choices that consume less energy and water and generate less waste.

OUR POLICY

Energy Efficiency and Management

As BHM Group, we consider ensuring energy efficiency as one of the most important steps toward sustainability. Across all our facilities, we first measure energy usage to identify issues and determine potential areas for savings. We achieve long-term improvement by using automation management and monitoring resources. Through maintenance, supervision, and monitoring, we continuously analyze energy savings.

We demonstrate our sensitivity to electricity consumption by ensuring that all electronic products and equipment we purchase are energy-efficient.

We utilize renewable energy sources, develop projects aimed at reducing energy consumption, and support design activities that consider improving energy performance. In our projects, we take into account factors such as technology, investment cost, global warming, and greenhouse gas emissions.



Support for the Local Economy

For the facilities and brands within BHM Group, we support the development of the region by sourcing services and products from local producers, women entrepreneurs, or organizations in a way that promotes the sustainability of raw materials and service-product suppliers. We help increase employment by enabling the local population to create new business areas. We monitor our local and environmentally friendly procurement rates.

OUR POLICY

Specially Protected / Vulnerable Groups / Human and Child Abuse, Harassment, and Exploitation

We believe that everyone has a responsibility to protect Specially Protected / Vulnerable Groups / Humans and Children. We recognize the importance of the welfare of Specially Protected / Vulnerable Groups / Humans and Children and their protection from all kinds of harm, and we consider safeguarding them from physical and emotional abuse, harassment, and exploitation as our fundamental duty.

Our company adopts sensitivity to the safety and well-being of Specially Protected / Vulnerable Groups / Humans and Children as a core ethical principle; we pursue a zero-tolerance policy against any form of exploitation or abuse towards Specially Protected / Vulnerable Groups / Humans and Children and regard reporting such cases to the relevant legal authorities as a corporate obligation.

Enhancing the living comfort of our disabled guests and employees in our facilities and ensuring accessibility in full compliance with legal regulations and making improvements are among our



As Akra Hotels, we consider it our primary responsibility not only to provide our guests with an excellent experience but also to establish positive relationships with our environment, community, and natural habitats. While minimizing our environmental and social impacts, we continuously work to ensure that these impacts provide positive benefits for the local population and the environment.

Respect for the Environment and Conservation of Natural Resources

In the regions where we operate and beyond, we undertake projects that create value to protect the environment and cultural heritage. Minimizing our environmental impacts, ensuring the conservation of natural resources, and reducing our carbon footprint are among our primary goals. We implement environmentally friendly practices not only in our hotel but across all our business processes and adopt the principles of sustainable tourism.

Contribution to the Regional Economy

Local employment is an important opportunity for the local population. With this awareness, we select a large portion of our employees from the local community. In this way, we contribute to the development of the regional economy and help increase employment at the local level. Additionally, by supporting our employees to remain in their regions, we stimulate the local economy and provide societal benefits.

Sustainable Tourism and Investment in Future Generations

Protecting natural resources, ensuring water and energy efficiency, supporting wildlife, and improving quality of life to meet the needs of our guests and the local community are the cornerstones of our sustainable tourism approach. At every step, we act with the aim of leaving a more livable world for future generations.

Providing Opportunities for Young Talents

We open our doors to young talents who want to pursue a career in the tourism sector, offering internship opportunities and professional development programs. Through the training programs and career development support we provide to our employees, we support their personal achievements. By utilizing internal resources whenever possible, we promote our employees and grow together with them.



As Akra Hotels, we are aware of the impact of the natural resources around us, the local community, and our employees on ecological, economic, and social sustainability. With this awareness, we shape our activities to build a more sustainable and fair future.

Economic Continuity and High Quality

We strive to maintain our service quality at a consistently high level to ensure economic continuity. In this process, by collaborating with local producers and service providers, we contribute to the revitalization of the regional economy.

Local Development and Employment

By rejecting discrimination based on race, gender, or disability, we support professional specialization and increase local employment opportunities. While adding value to our employees, we support their career development and expertise.

Social Participation and Gender Equality

By distributing opportunities fairly, we ensure that disadvantaged groups have a greater presence in economic and social life. We adopt the principle of gender equality and shape all our activities with this understanding.

Guest Satisfaction and Responsible Tourism

We provide our guests with a safe, sustainable, and satisfying experience. We reject discrimination, promote the concept of the “responsible tourist,” and offer our guests a conscious approach to environmental impact.

Local Governance and Community Engagement

By collaborating with local governments and civil society, we contribute to the development of the local population and communities.

We support tourism development in the region through processes that strengthen social welfare.



Cultural Heritage and Richness

We show respect for historical heritage and local cultures and work to preserve and enhance these values. At every step, we emphasize our respect for the cultural identity and traditions of the local community.

Physical Integrity and Environmental Protection

We preserve the quality of urban and rural areas and actively work to improve these areas and prevent environmental degradation. We continuously implement improvements to reduce the risks of environmental deterioration.

Biodiversity and Natural Areas

We support the protection of natural habitats and take necessary measures to preserve biodiversity. By safeguarding endemic species and wildlife, we maintain the balance of ecosystems.

Resource Efficiency and Responsibility

We use non-renewable resources at a minimum, encourage local stewardship for the protection of natural, cultural, and historical heritage, and raise awareness about the sustainable use of these resources.

Environmental Impact and Waste Management

We take steps to minimize air, water, and soil pollution, control waste generation, and promote environmentally responsible practices. We raise awareness among our employees, guests, and the community about environmental impacts and adopt a responsible business approach.

2015-2024

Our initial efforts at our facilities began during the construction phase to ensure compliance with National Environmental Legislation.

From this stage onwards, we initiated the acquisition of our environmental permits, the establishment of necessary procedures, waste management, chemical usage, wastewater treatment, sludge dewatering, soil pollution, greenhouse gas emission control, water usage, and air emissions monitoring. Measurement, analysis, and follow-up activities were implemented, training plans were prepared, and monthly audits/reporting were conducted to ensure the continuous application of these practices. These efforts are still ongoing.

Our operations hold the following permits issued by the Muğla Provincial Directorate of Environment, Urbanization, and Climate Change: the Environmental Impact Assessment (EIA) Not Required Certificate (13.03.2014/153) for 439 rooms; the EIA Positive Certificate obtained with the capacity increase decision (04.03.2019/5370); the Environmental Permit (30.07.2021/228754514); and the Treatment Plant Identity Certificate (14.01.2021/552).



WHAT ARE WE
DOING?

2015-2017-2019 -2021-2023-2024

As a member of TRAVELIFE, an internationally recognized sustainability certification organization that promotes and rewards businesses for implementing sustainability in the tourism sector, we have begun to direct our efforts according to the established criteria and have been awarded the TRAVELIFE GOLD CERTIFICATE in all years. We continue to take new actions and generate ideas to ensure the ongoing development and continuity of the structure we have established.



2023-2024

Since its inception, Akra Fethiye & Akra Residence has protected Fethiye's natural assets with its eco-friendly policy, and in 2023, took another step toward a more livable world. We engage in initiatives aimed at preserving Fethiye's historical and cultural heritage for future generations without degradation, and at addressing global issues such as the climate crisis and reducing our carbon footprint. For this purpose, in 2023, to promote increased knowledge, understanding, and the adoption of sustainable tourism practices, we obtained certification from the Global Sustainable Tourism Council (GSTC), established in 2007 by UNEP, the United Nations Environment Programme, and UNWTO, the United Nations World Tourism Organization.



WHAT ARE WE DOING?



2018

Our Akra Fethiye facility was awarded the Travelife Waste Champion in 2018 for its efforts to reduce the consumption of single-use plastic products, particularly plastic straws, and for its awareness-raising initiatives on the subject.



2023

Our Akra Fethiye facility was selected as the Hotel of the Month by Travelife in August 2021 for its community-supported initiatives.



WHAT ARE WE
DOING?



OUR ENVIRONMENTAL RESPONSIBILITY

We carry out all our activities that may consume natural resources, generate waste, or directly or indirectly affect air, water, and soil environments, as well as the cultural heritage and biodiversity of the regions in which we operate, in line with our sustainable tourism and environmental sustainability approach.

We understand that protecting the environment and transferring biodiversity to future generations requires conserving our natural resources, making low-waste choices during procurement, and managing the waste we generate—whether through treatment, recovery, or disposal—effectively. Within this scope, we conduct all our activities without compromising our guests' holiday comfort, and at times even involve them in our environmental initiatives.

We act with the awareness that protecting the planet, preventing environmental pollution, and leaving a clean, livable environment for all living beings is not an obligation but a responsibility.

Our world is changing rapidly, but while fulfilling our environmental responsibilities amid this change, we also uphold our social values. At both individual and corporate levels, we continuously strengthen our commitment to respecting the environment and using resources efficiently.

Below are the measures we have taken and the initiatives we have implemented in line with our environmental responsibility.



WASTE MANAGEMENT

RECYCLABLE WASTE

Waste management is a system that includes reducing waste at its source, sorting according to its characteristics, collection, storage, recovery, transportation, disposal, post-disposal monitoring, and similar processes.

At Akra Fethiye & Akra Residence, the primary aim of our Waste Management System is to reduce the amount of waste, manage the waste we generate to minimize environmental impact, and recover recyclable materials. At our hotels, our guests are informed and encouraged to support these initiatives through QR code applications, information channels, and info boards.



Our employees receive training on the importance of waste separation, and the process is monitored by the relevant departments. Additionally, in the restrooms of our common areas, we use labeled warning signs to remind guests that toilet paper should be disposed of in trash bins, not in the toilet, for the benefit of the environment and our facilities.

WASTE MANAGEMENT

Çocuklarımıza daha güzel bir dünya bırakmak için, atık kızartma yağlarımızı, ambalaj ve elektronik atıklarımızı çöpe atmıyoruz, topluyoruz.

Atık kızartma yağlarını toprağa, çöpe ve suya dökmeyin!

Kızartma yağları, ölçüm cihazı ile ölçülmeli ve 24 tpm değerini geçen kızartma yağları ayrılarak atık odasındaki özel bidonlarında saklanmalıdır.



GERİ DÖNÜŞÜM MUHTEŞEM OLACAK!

ÜRÜNLERİN DOĞADA YOK OLUŞ SÜRELERİ

CAM ŞİŞE 4000 yıl	CIKLET 5 yıl	KUTU KOLA 10 yıl	PET ŞİŞE 400 yıl	SIGARA FİLTRESİ 2 yıl	PLASTİK BALZEME 1000 yıl
PLASTİK ÇAŞMAK 100 yıl	KAĞIT, GAZETE 3 ay	ALÜMİNYUM 100 yıl	TELEFON KARTI 1000 yıl	POLİURETAN 1000 yıl	PLASTİK TABAK 500 yıl

atıklarımızı doğaya terk etmeyelim, ulusal ekonomiye kazandıralım...



Kullandıktan Sonra Attığımız Bazı Şeyler ÇÖP DEĞİLDİR!

Geri Kazanımın 7 Yararı:

- ❖ Ekonomimize katkıdır.
- ❖ Doğal kaynaklarımızı korumaktır.
- ❖ Enerji kaynaklarımızı korumaktır.
- ❖ Sosyal birliklilik oluşturmaktır.
- ❖ İş istihdam oluşturmaktır.
- ❖ Ülkemizin ekonomisine katkıdır.
- ❖ Çocuklarımızı güzel bir bache bırakmaktır.

Kaynağında Ayrı Toplama





Sufficient waste bins have been placed throughout the facility to enable our guests to separate their waste. We work with licensed companies authorized by the Ministry of Environment, Urbanization, and Climate Change for the recycling of the waste we collect, and we monitor the process.

Our employees also receive continuous training on proper waste separation and recycling, emphasizing the importance of their contribution to environmentally responsible practices. Each year, we aim to increase awareness by providing Environmental and Sustainability Training to at least 60% of our staff and to all newly hired employees.

WASTE MANAGEMENT





WASTE MANAGEMENT



We have started using filtered water dispensers at many points throughout our facility. This has reduced the consumption of plastic water bottles and also prevented the use of paper and plastic cups.

For this purpose, all our staff have been provided with stainless steel water bottles.

Our goal is to reduce plastic consumption and increase employee awareness.





ETHICAL TOURISM
Listen to the World

Dear Guests,

As a part of our sustainability practice, in line with our goal to minimize plastic consumption, we offer purified water by using high hygienic purification systems in common areas.

We wish you to enjoy it with health and pleasure.

Değerli Misafirlerimiz,

Sürdürülebilirlik uygulamalarımız kapsamında, plastik kullanımını en aza indirme hedefimiz doğrultusunda, ortak alanlarımızda su arıtma sistemlerimiz ile modern yöntemlerle arıtılmış, yüksek hijyen standartlarına uygun temiz su sunuyoruz.

Sağlıkla ve keyifle içmenizi dileriz.





WASTE MANAGEMENT



Instead of single-use breakfast products, we purchase items in large packaged boxes and containers, thereby reducing packaging waste.





In line with our sustainability goals, as of 2023, we have implemented eco-friendly practices in our guest rooms. All rooms now feature dispensers for shampoo, conditioner, shower gel, and soap made with vegan formulas and packaged in biodegradable materials derived from wheat straw. These products are designed with environmentally friendly materials to minimize our environmental impact. Additionally, we continue our sustainability approach in the packaging of in-room toiletries.

WASTE
MANAGEMENT





WASTE MANAGEMENT



By providing our guests with bags made from raw fabric for their use, we help conserve natural resources and reduce waste generation.



WASTE MANAGEMENT

OUR PENS MADE FROM BIODEGRADABLE MATERIALS

The pens used in our facility are made from biodegradable materials.



TEXTILE WASTE

All types of textile waste generated in our hotel are sent to organizations licensed by the Ministry of Environment, Urbanization, and Climate Change. At these facilities, textile waste is sorted by color and type and used in the production of yarn, felt, and cotton. This process allows yarn to be produced without using water or dyes, creating yarn without generating additional waste.

In 2024, a total of 3,950 kg of textile waste was recycled, contributing to the conservation of natural resources.



Tekstil Atığı



Geri Dönüştürülmüş İplik



Geri Dönüştürülmüş Keçe



Geri Dönüştürülmüş Pamuk

In every orientation training and in our annual in-house training plans, the importance and necessity of collecting waste oils are emphasized.

Employees are reminded that they can bring the frying oils they use at home to our facility to prevent environmental and water pollution caused by waste oils.



WASTE MANAGEMENT



In 2024, a total of 7,290 liters of vegetable waste oil from Akra Fethiye and Akra Residence Hotel was delivered to a recycling company for biodiesel fuel production.

In 2024, approximately 6.6 tons of biodiesel were produced from the waste oils collected from our Akra Fethiye and Akra Residence hotels.

Akra Hotels, which began operations in May 2015, has been sorting recyclable materials to this day. We are proud to share our recycling figures from 2015 to 2024.



Since 2015, approximately 277 tons of paper and cardboard waste have been recycled, and in 2024 this amount was 36,830 kg.

The gains achieved in 2024 include 6,519 kg less greenhouse gas emissions, 626 trees saved, 151,007 kWh of energy saved, and 92 m³ of storage space gained.

To reduce paper consumption, we conduct our correspondence and announcements via email whenever possible.



Since 2015, approximately 67 tons of metal waste have been recycled, and in 2024 this amount was 8,509 kg.

The gains achieved in 2024 include 808 kg less greenhouse gas emissions, 11 tons of raw material saved, 5,463 kWh of energy saved, and 26 m³ of storage space gained.



Since 2015, approximately 755 tons of glass waste have been recycled, and in 2024 this amount was 99,435 kg.

The gains achieved in 2024 include 2,983 kg less greenhouse gas emissions, 119 kg of raw material saved, 4,176 kWh of energy saved, and 149 m³ of storage space gained.



Since 2015, approximately 178 tons of plastic waste have been recycled, and in 2024 this amount was 25,719 kg.

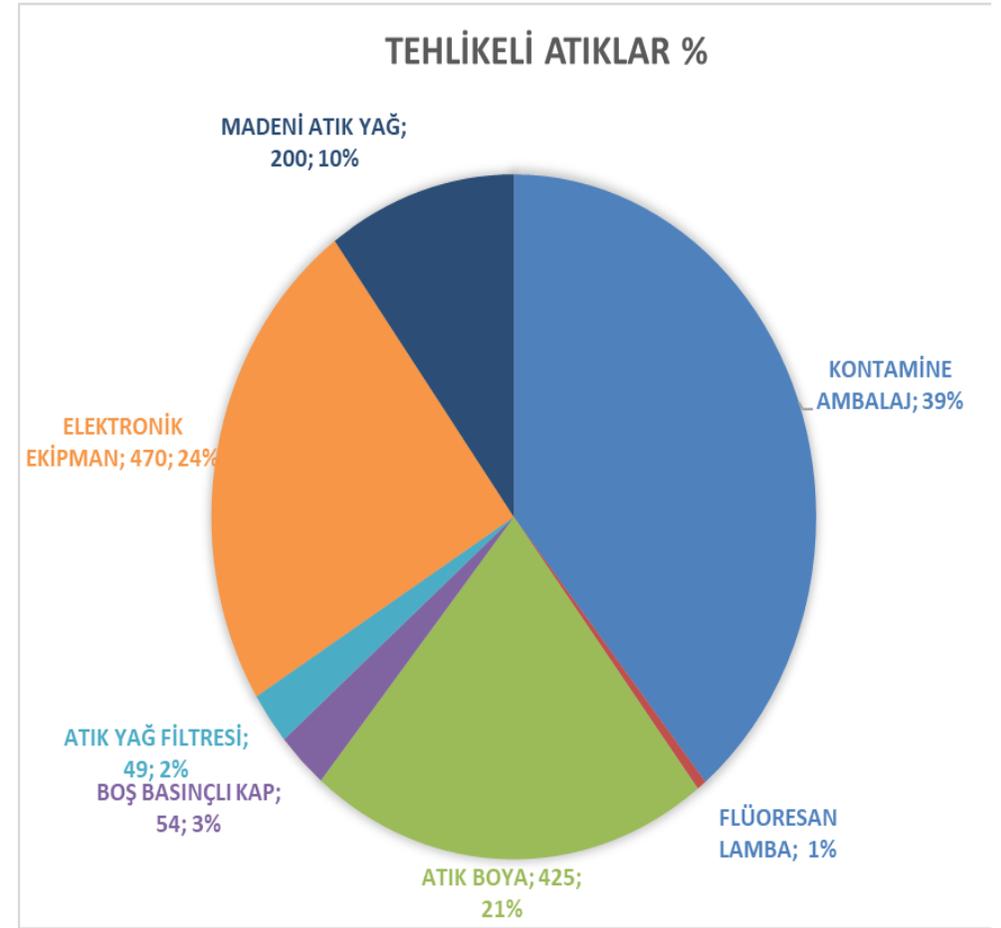
The gains achieved in 2024 include 1,055 kg less greenhouse gas emissions, 419 barrels of oil saved, 148,502 kWh of energy saved, and 59 m³ of storage space gained.

WASTE MANAGEMENT

HAZARDOUS WASTE

In our hotels, to ensure that hazardous wastes are disposed of without harming the environment, we collect hazardous wastes generated in our departments in our designated hazardous waste rooms under appropriate conditions, label them, and deliver them to licensed companies for legal disposal or evaluation.

In 2024, 1,983 kg of hazardous waste from Akra Fethiye and Akra Residence Hotels was delivered to licensed companies. We ensure the collection and delivery of these wastes to licensed companies for disposal, while providing training to our employees and raising awareness on this matter.



Within the hotel, we have battery collection boxes at various points to prevent environmental harm.

During all orientation trainings, employees are reminded to bring the used batteries from their homes to the facility.

HAZARDOUS
WASTE

CHEMICAL USAGE

Chemical substances are materials we use in many areas of life that make life easier, but can also cause negative effects due to their harmful properties. In our facilities, chemicals are used in maintenance-repair activities and cleaning operations.

Cleaning with environmental consideration means being able to clean hygienically while minimizing negative impacts on health and the environment. Environmental damage can be reduced not only by using environmentally friendly cleaning products but also by using these products efficiently and adjusting the dosage correctly. In this way, the overall harm of chemicals to the environment can be significantly reduced.

It is our priority that all chemicals we use are approved, labeled, and in appropriate packaging, and that SDS (Safety Data Sheets) are available to us. The department that purchases the chemicals provides training to the employees who will use them regarding the information in the SDS, usage amounts and methods, required personal protective equipment, and precautions according to the “Emergency Measures Instruction for Chemical Spills.”





CHEMICAL USAGE

Our chemical storage areas are arranged with necessary precautions against potential leaks, spills, or similar situations that could harm the environment. Chemical storage is carried out in accordance with the type of chemical, the manufacturer's storage instructions, and relevant regulations. Our employees receive periodic training on "Environmental Accidents" and practical drills are conducted.

We collaborate with relevant companies to ensure the safe disposal of chemicals and monitor chemical waste.

We control the amounts of chemicals used, provide staff training to prevent wasteful or incorrect usage, and prefer concentrated products whenever possible.

In our pools, we use automatic dosing systems that apply the minimum amount of chemicals necessary to maintain proper hygienic conditions.

We ensure that the products used by the external pest control company do not harm human health or the environment. We also make greater use of natural measures (such as fly traps, sticky paper, etc.).

In our chemical storage areas, we use leak-proof trays on all shelves for chemical containment.





ENERGY AND WATER MANAGEMENT

Energy efficiency, one of the fundamental elements of sustainability, has been set as a priority goal in all our operations. As Akra Hotels, we continuously monitor energy use, identify opportunities to increase efficiency, and aim to reduce our environmental impacts by using our resources more efficiently.

Energy Efficiency and Improvement Strategies

To ensure energy savings, we prefer low-consumption equipment and efficient systems. We implement long-term improvements through automation management systems and monitoring resources, and track energy savings via continuous maintenance and supervision. As of 2023, we took the necessary steps to manage our energy efficiency more effectively by establishing the **ISO 50001** Energy Management System and obtained certification. In 2024, we ensured the continuity of the system.





WATER MANAGEMENT

Water consumption and quality are monitored to ensure the proper use and management of water resources.

The wastewater generated is treated in our on-site treatment plant with a capacity of 750 m³/day and is then used as irrigation water for the gardens.

In 2024, 159,922 m³ of wastewater was treated and used for garden irrigation.

Thanks to its dissolved nitrogen and phosphorus content, it helps reduce the use of fertilizers in the gardens.





At Akra Fethiye and Akra Fethiye The Residence, our goal is to control the consumption of water, electricity, energy, chemicals, and solid waste while maintaining the comfort of our guests, and to minimize potential damage to the environment and natural resources.

In line with the principles of sustainable tourism, the measures we have implemented have reduced the use of natural resources, and practices have been updated to minimize, and where possible, eliminate harm to soil, water, and air. The practices are presented below:

- Thanks to the solar panels at the hotel, approximately 65% of the hot water demand is met, reducing natural gas consumption.
- Pool temperature values are monitored to control overheating and prevent unnecessary gas consumption.
- The operating times of the cooling units in the blocks are updated and activated according to need, ensuring energy savings.
- In our hotel, when a guest opens the balcony door of a room, the heating/cooling system automatically shuts off.

ENERGY AND WATER MANAGEMENT





ENERGY AND WATER MANAGEMENT

- A system is used to cut off electricity after guests leave the room.
- Compact fluorescent bulbs and LED lighting have been preferred in 95% of our lighting systems.
- Towel and linen changes in the rooms are carried out according to guest requests, and guests are informed about this. If there is no request from the guest, changes are made every two days.
- Double glazing has been preferred for windows used in rooms and common areas for thermal insulation purposes.
- The minibars and televisions in our hotel rooms are low-energy consuming.
- Minibars in guest rooms are positioned to avoid direct sunlight in order to prevent heating.
- Special low-flow (6 l/min) fixtures have been chosen for bathroom sinks in the rooms. All fixtures are equipped with aerators.
- Special low-flow (10 l/min) showerheads have been chosen for the room showers. All showerheads are equipped with aerators.





ENERGY AND WATER MANAGEMENT

- To save water, toilet cisterns are set to the lowest possible level.
- Sensor-operated urinals are available in the public restrooms.
- Guests are informed not to throw away books, magazines, or newspapers they have read, but to leave them in our hotel's reading area. Similarly, guests are guided to select the books, magazines, or newspapers they wish to read from our library.
- All types of waste generated during operations or after guest use are collected separately at the source.
- Backwash water from pools is recovered and recirculated.
- Copper and silver ions are used to reduce chemical consumption in pools, achieving 50%–75% savings.
- Timers are used for outdoor lighting. Lighting schedules are adjusted according to summer and winter hours.
- Electricity consumption is reduced through frequency inverters in heating system pumps, booster pumps, and main air conditioning units.





ENERGY AND WATER MANAGEMENT

- Garden irrigation at our hotels is carried out using scheduled irrigation systems. Drip irrigation is applied wherever possible in the gardens.
- Electronic communication channels (e-brochures, e-flyers, e-newsletters, e-cards, etc.) are preferred in our operations.
- Office staff at our hotel have the opportunity to perform most activities electronically using their assigned personal computers and the local network. Work and correspondence are carried out electronically, except for tasks requiring signatures.
- All electrical devices are maintained and cleaned at regular intervals to minimize potential energy losses.
- Gaskets and seals of cold units, freezers, ice machines, and ovens are periodically checked, and worn ones are replaced.
- Efforts are made to open cold unit doors as briefly and infrequently as possible, and hot foods are cooled in a Blast Chiller before being placed in cold units.
- Convection ovens are preferred instead of traditional stoves.





ENERGY AND WATER MANAGEMENT

- Operating instructions are provided next to the machines used in kitchens and laundries, and our staff are informed about machine usage.
- Electricity consumption is reduced through frequency inverters in heating system pumps, booster pumps, and main air conditioning units.
- Emails and documents are not printed unless necessary.
- Where possible, paper is used double-sided in suitable printers.
- All malfunctions observed within the hotel are reported electronically to the relevant department through the program.
- In offices, paper is placed in recycling bins instead of the trash.
- All printers have been replaced to reduce paper and cartridge consumption.
- Instead of making photocopies of guests' identification documents (passport – ID card), they are registered in the system using ID/passport readers at our reception.
- Announcements of activity programs at our facility are made electronically via Info TV.
- Employee payrolls are sent to their owners via email.





ENERGY AND WATER MANAGEMENT

- As part of our social responsibilities, “area cleaning” activities are organized at public beaches and forested areas with the participation of all our staff at the end and beginning of each season.
- In the industrial cold storage rooms used within our hotel, R404A gas is used instead of CFC (Chlorofluorocarbon) gases, which are harmful to the ozone layer.
- We are aware of our contribution to the local economy; therefore, nearly 95% of the products we procure are sourced from the local market.
- Low-energy devices are preferred for cooling units, A+. This helps reduce our carbon footprint.
- In the rooms of Akra Fethiye The Residence, energy savings are achieved through motion and presence sensors. The motion sensor is triggered by the first movement and keeps the lighting on as long as movement continues within the set duration. The presence sensor, after being triggered by the first movement, decides primarily based on the lighting conditions; if sufficient lighting exists, it turns off the connected lighting even if movement continues within its detection area.





SOLAR POWER PLANTS

With our 3,200 kWe capacity solar power plants located in Kışlaköy, Elmalı, Antalya, we meet the electricity needs of our facility from renewable sources.



Kışlaköy Solar Power Plant

In 2024, 3,320,637 kWh of electricity was supplied by our Solar Power Plants.



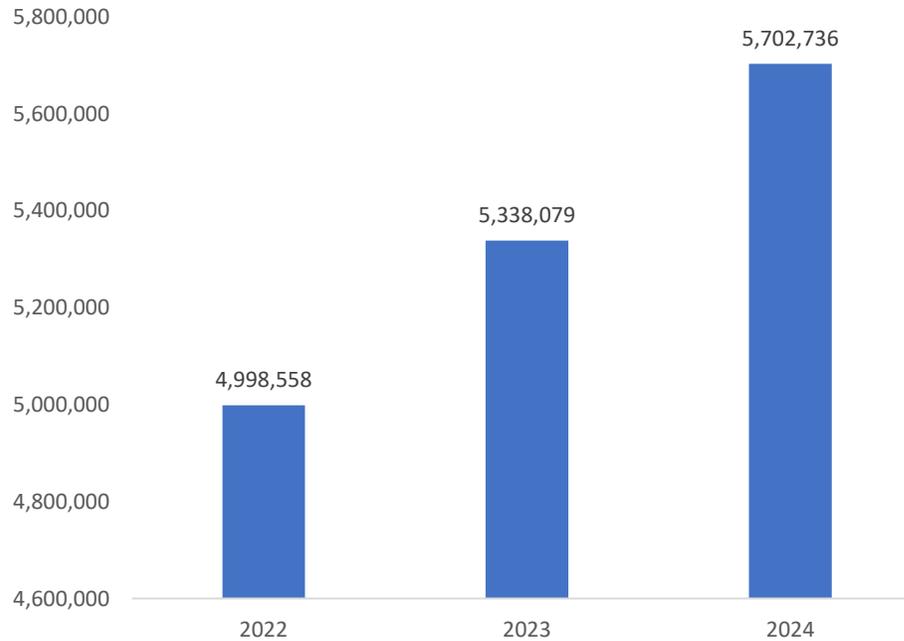


AKRA FETHİYE SENSATORI ELECTRICITY CONSUMPTION DATA

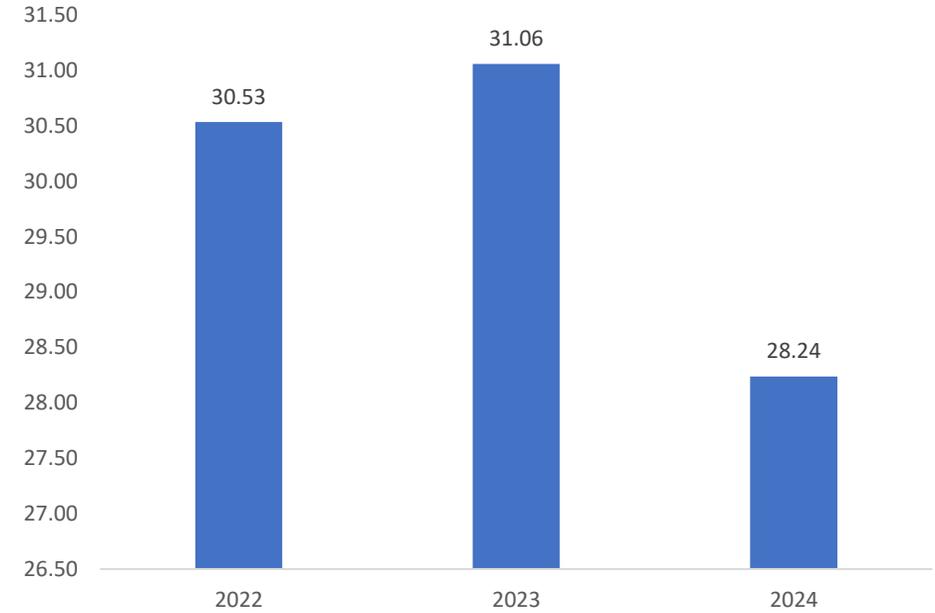
Compared to the previous year, electricity consumption increased by 6.8% and per capita overnight stays by 17.5%, resulting in the per capita overnight electricity consumption in 2024 decreasing from 31.06 kWh to 28.24 kWh.

ENERGY AND
WATER
MANAGEMENT

Akra Fethiye Sensatori Elektrik Tüketimi kwh/yıl



Akra Fethiye Sensatori Kişi Başı Elektrik Tüketimi kwh/kişi

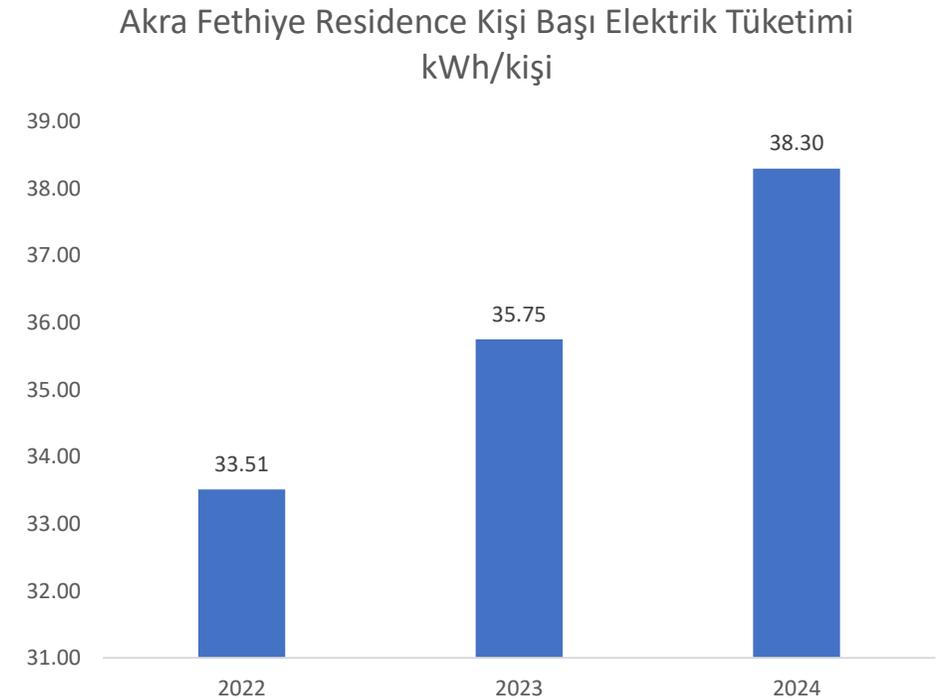
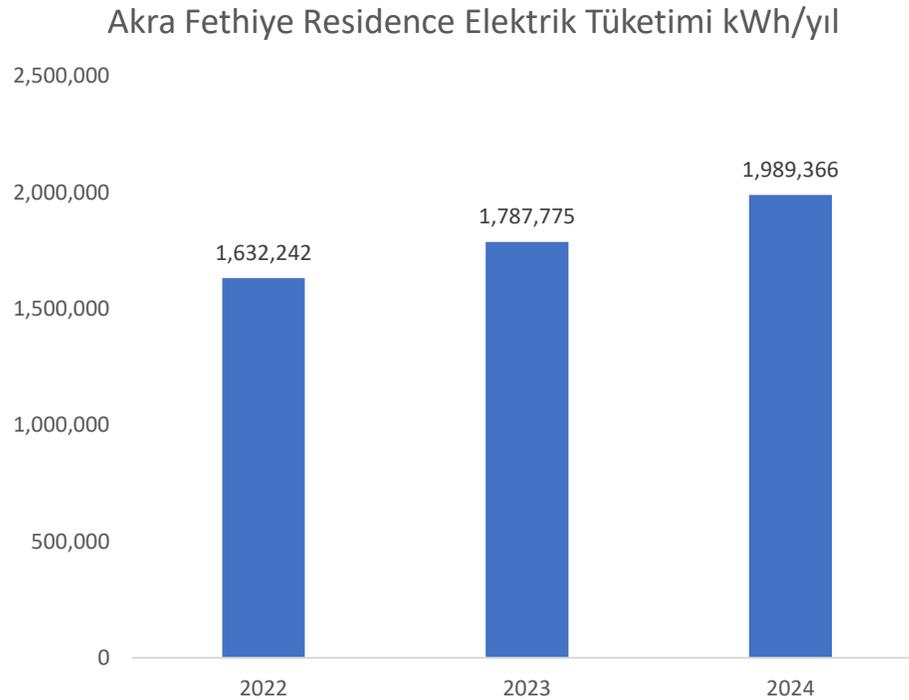




AKRA FETHİYE RESIDENCE ELECTRICITY CONSUMPTION DATA

Compared to the previous year, electricity consumption increased by 11% and per capita overnight stays by 3.9%, resulting in the per capita overnight electricity consumption in 2024 rising from 35.75 kWh to 38.3 kWh.

ENERGY AND
WATER
MANAGEMENT

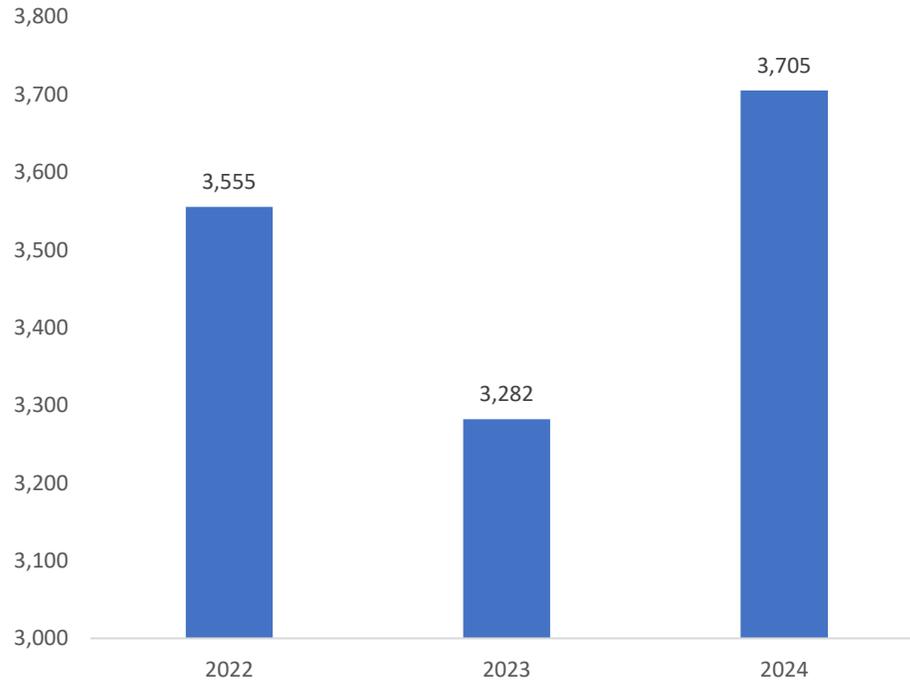




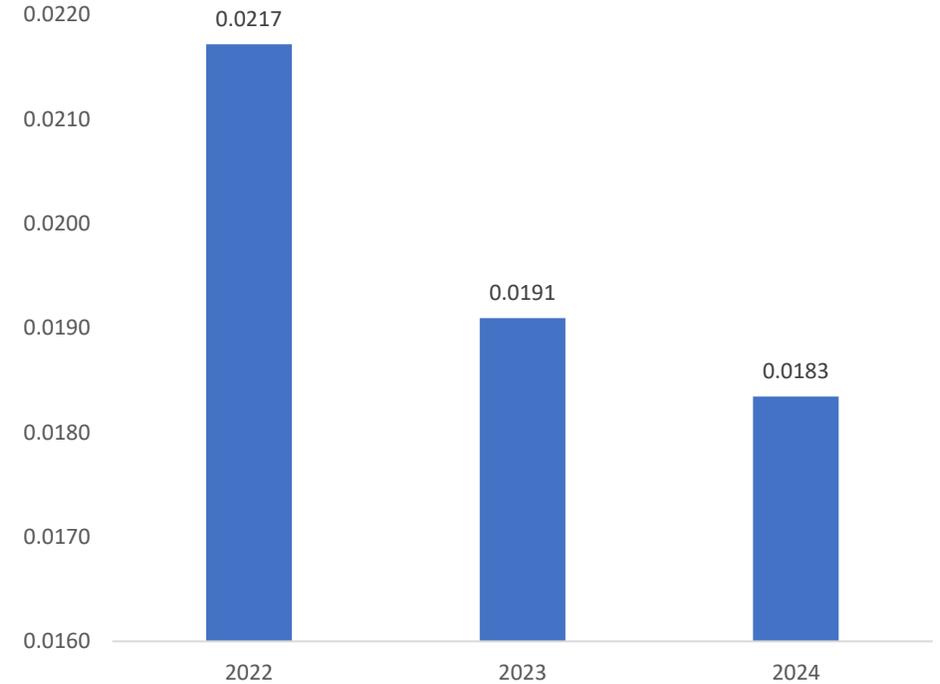
AKRA FETHİYE SENSATORI LNG CONSUMPTION DATA

In 2024, LNG consumption was 3,705 MW/year, and per capita consumption was 18.3 kW/person.

Akra Fethiye Sensatori Yıllık LNG Tüketimi
MWh/yıl



Akra Fethiye Sensatori Kişi Başı LNG tüketimi
MWh/kişi



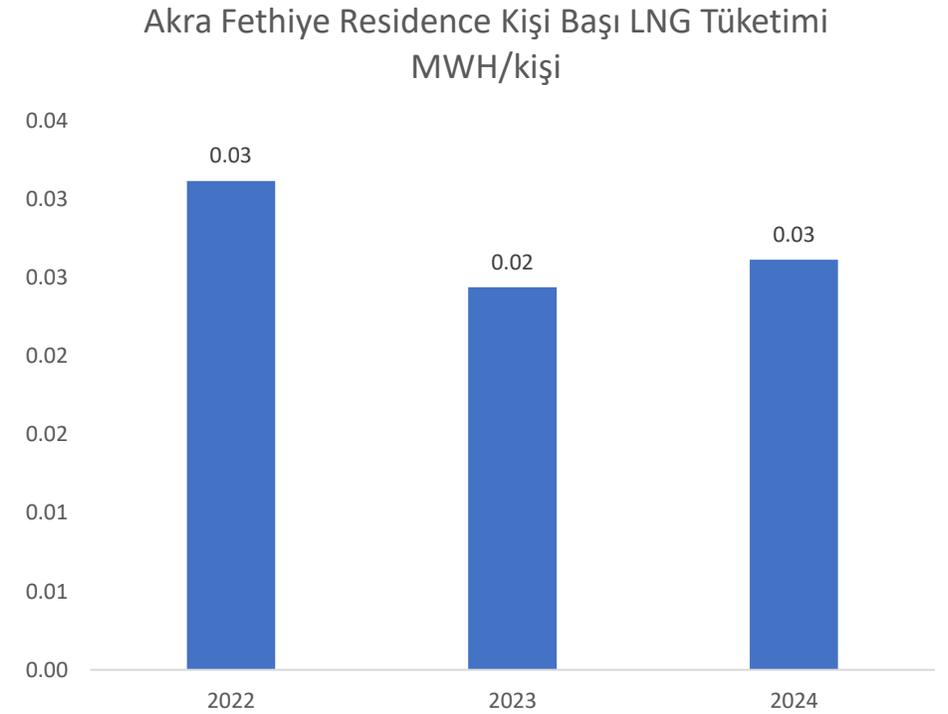
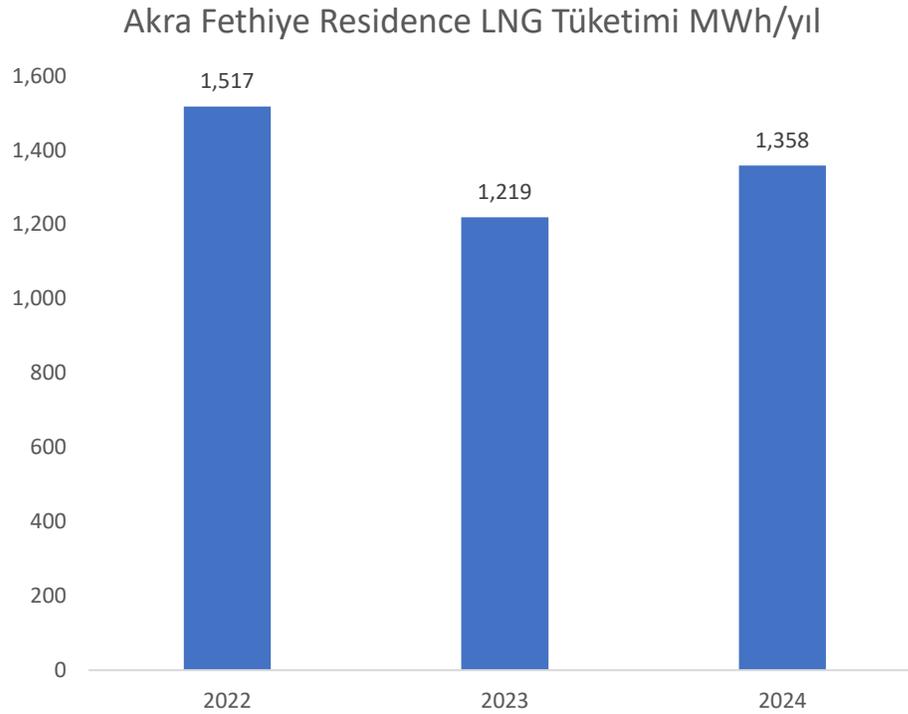
ENERGY AND
WATER
MANAGEMENT



AKRA FETHİYE RESIDENCE LNG CONSUMPTION DATA

In 2024, LNG consumption was 1,358 MW/year, and per capita consumption was 26.14 kW/person.

ENERGY AND
WATER
MANAGEMENT





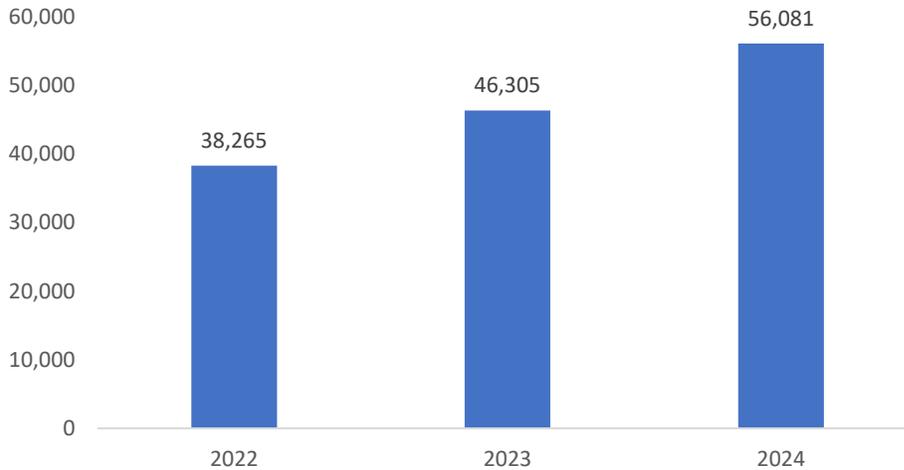
WATER MANAGEMENT

Water consumption is quite high in our facility due to daily activities, swimming pools, and living areas. Therefore, the use and control of water is important to us.

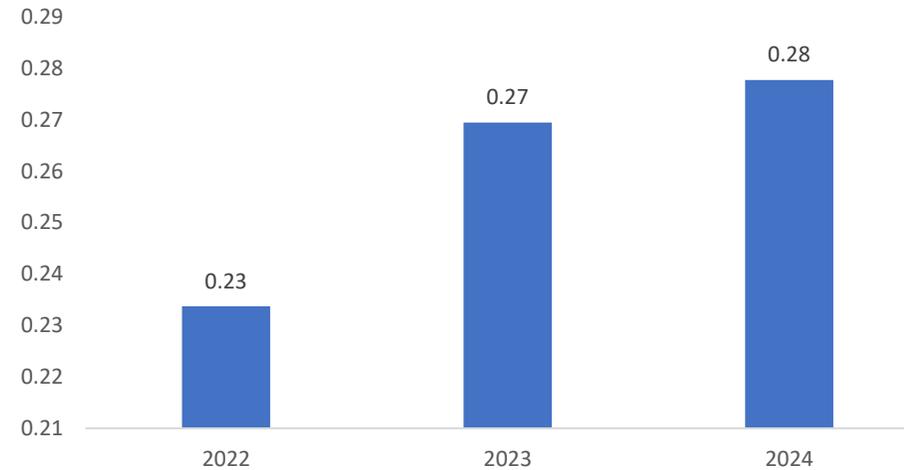
To reduce overall water consumption without compromising health, hygiene, and guest satisfaction, we use water-saving equipment, inform our guests to support us in this regard, and train our staff accordingly.

In 2024, water consumption at Akra Fethiye Sensatori was 56,081 m³/year, and per capita consumption was 0.28 m³/person.

Akra Fethiye Sensatori Su Tüketimi m³/yıl



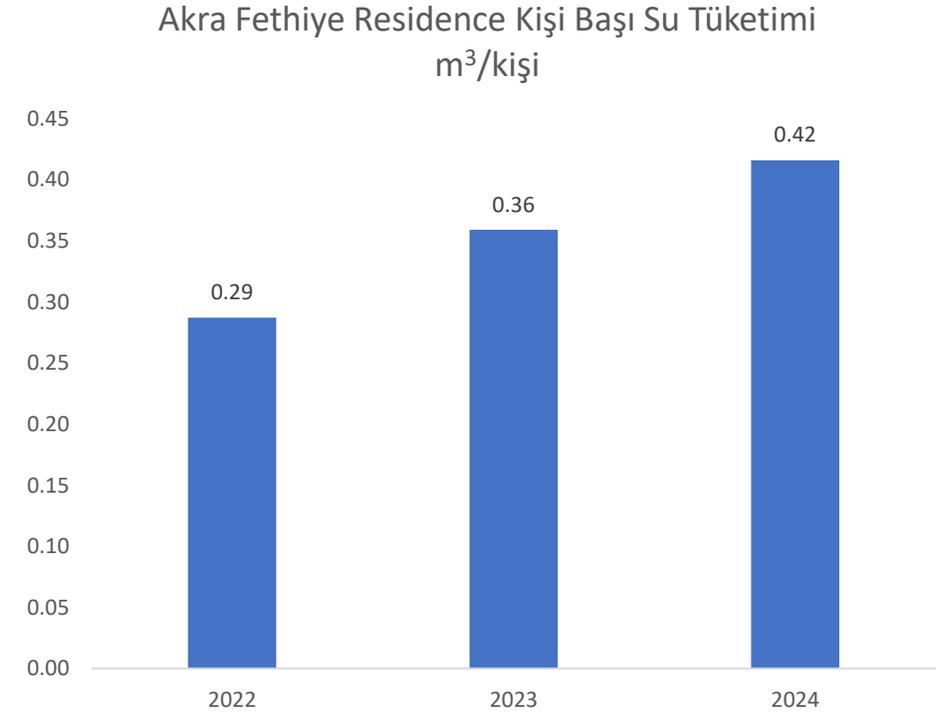
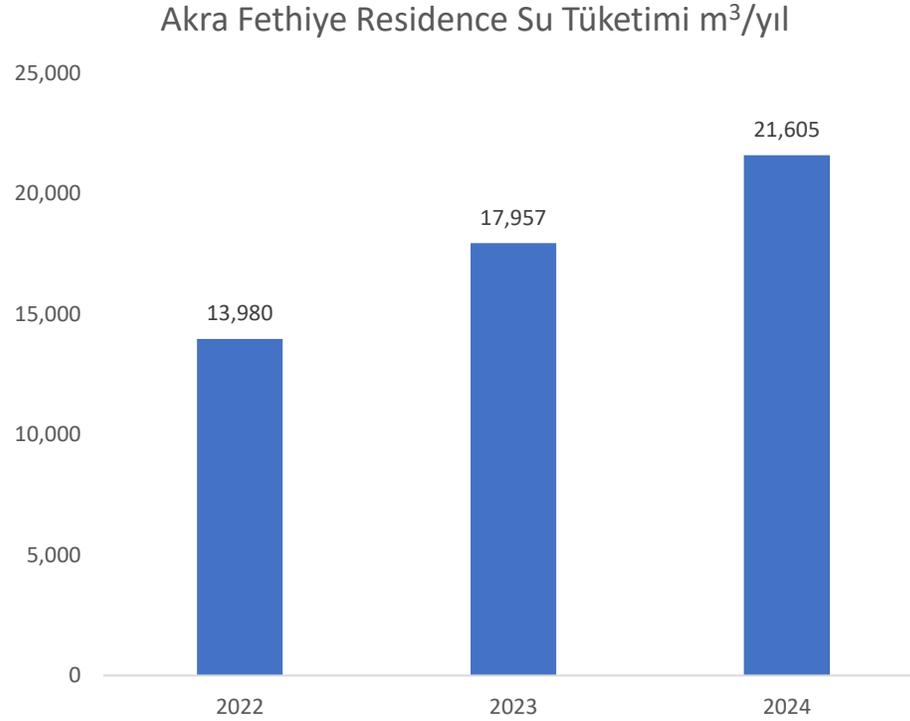
Akra Fethiye Sensatori Kişi Başı Su Tüketimi m³/yıl





In 2024, water consumption at Akra Fethiye Residence was 21,605 m³/year, and per capita consumption was 0.42 m³/person.

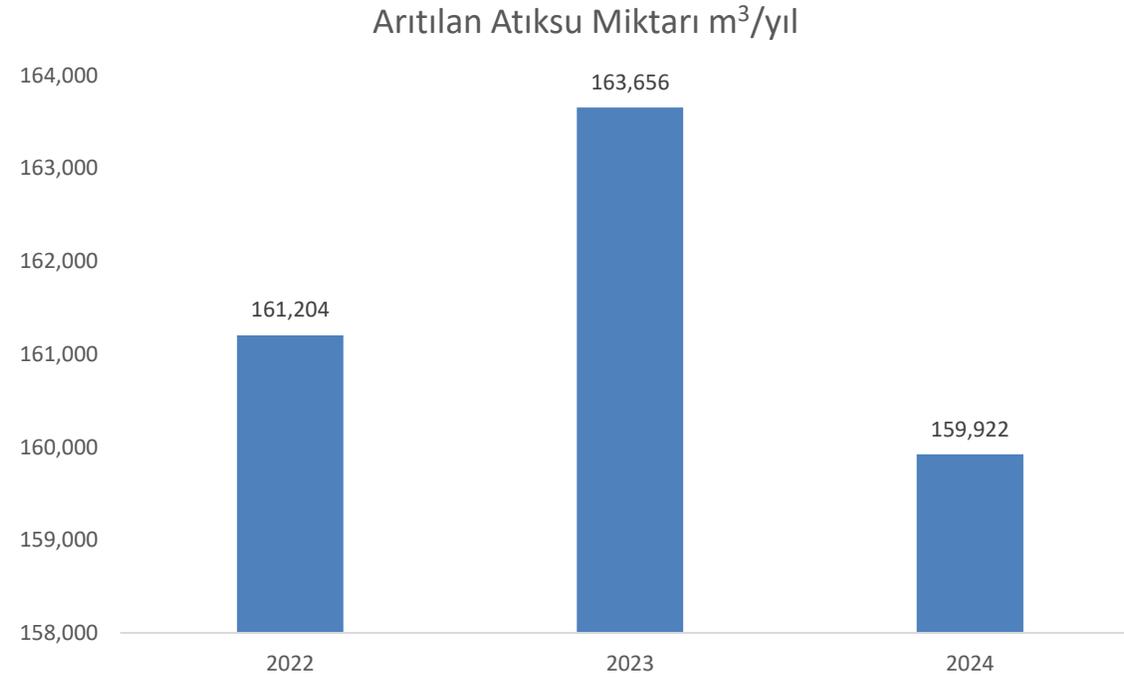
ENERGY AND
WATER
MANAGEMENT





WASTE WATER TREATMENT

In 2024, 159,922 m³ of wastewater was treated and used for garden irrigation, thereby contributing to the conservation of natural resources.





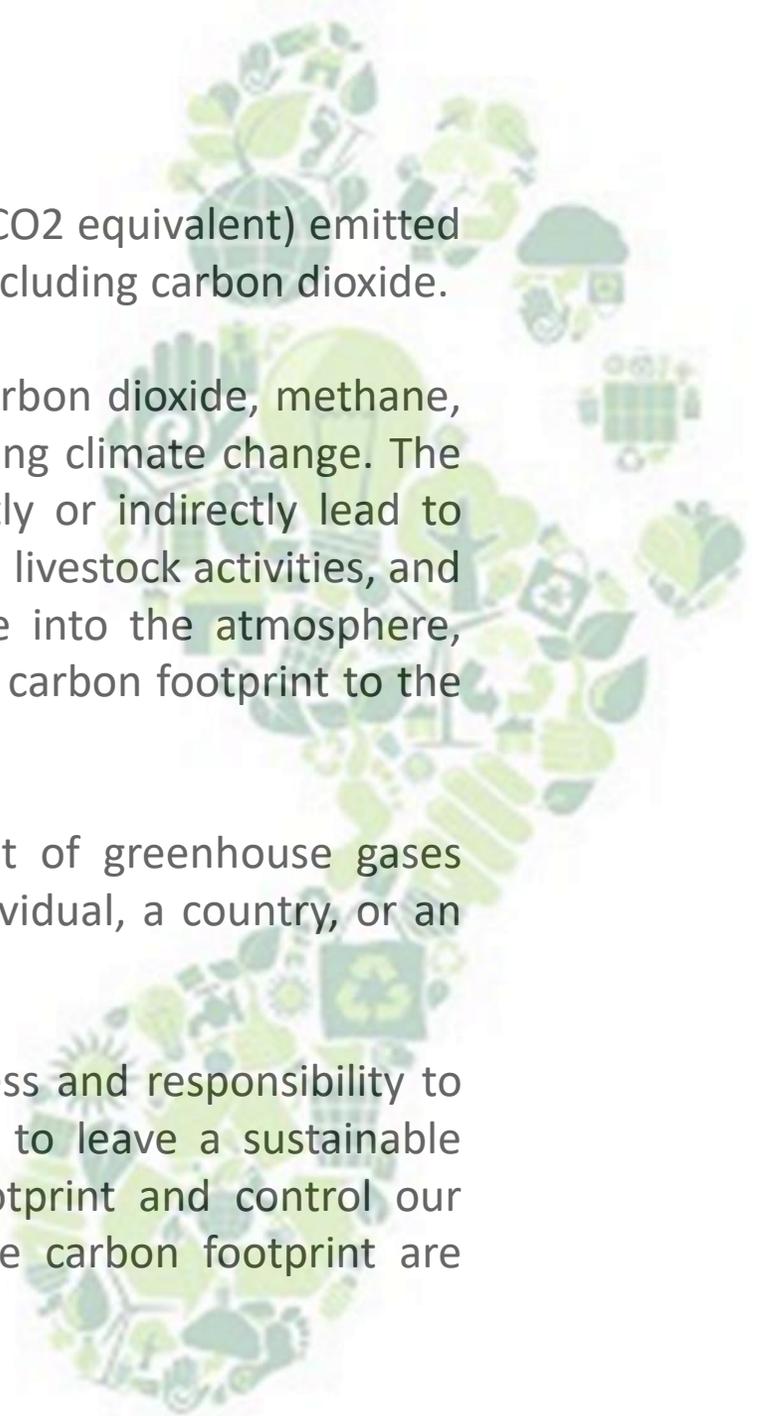
CARBON FOOTPRINT

The carbon footprint refers to the amount of all greenhouse gases (CO₂ equivalent) emitted into the atmosphere through our daily activities and consumption, including carbon dioxide.

As the amount of gases in the atmosphere, such as water vapor, carbon dioxide, methane, and nitrous oxide, increases, the Earth's surface warms more, causing climate change. The main cause of this is human activities. These activities can directly or indirectly lead to greenhouse gas emissions. Heating, lighting, cooking, transportation, livestock activities, and industrial processes release equivalent amounts of carbon dioxide into the atmosphere, increasing day by day. This situation has brought the concept of the carbon footprint to the forefront.

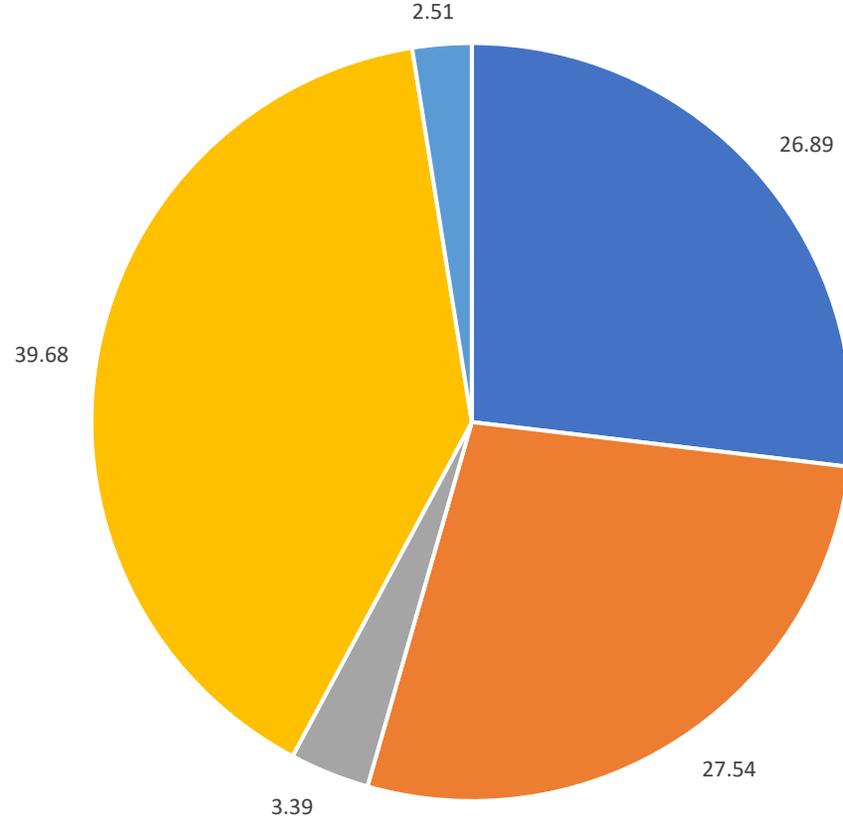
The carbon footprint is defined as the carbon dioxide equivalent of greenhouse gases emitted into the atmosphere as a result of the activities of an individual, a country, or an organization.

At Akra Fethiye and Akra Fethiye The Residence, with the awareness and responsibility to minimize our impact on climate change and global warming and to leave a sustainable environment for future generations, we calculate our carbon footprint and control our consumption at every stage. Our goals and efforts to reduce the carbon footprint are determined based on these calculations.





Akra Fethiye Sera Gazı Emisyonları %



- Doğrudan sera gazı emisyonları ve uzaklaştırmaları
- İthal edilen enerjiden kaynaklanan dolaylı sera gazı emisyonları
- Ulaşım kaynaklı dolaylı sera gazı emisyonları
- Kuruluş tarafından kullanılan ürünler kaynaklı dolaylı sera gazı emisyonları
- Diğer kaynaklardan ortaya çıkan dolaylı sera gazı emisyonları

In 2023, direct greenhouse gas emissions were 3,006.5 tons CO_{2e}/year, while indirect greenhouse gas emissions were 8,175.28 tons CO_{2e}/year.

SEA TURTLES (CARETTA CARETTA)



TESİSLERİMİZİN KIYI ŞERİDİ CARETTA CARETTA YUVALAMA ALANLARINDAN BİRİSİDİR. 1 MAYIS – 1 EKİM TARİHLERİ ARASINDA ÜREME MEVSİMİ OLAN DENİZ KAPLUMBAĞALARINI KORUMAK VE ONLARLA BİRLİKTE YAŞAMAK İÇİN SAHİLDE GEREKLİ DÜZENLEMELER YAPILMAKTADIR. SES SİSTEMLERİMİZ VE SAHİL AYDINLATMALARIMIZ CARETTA CARETTALARIN YAŞAMINA UYGUN YAPILMIŞTIR.

İŞLETMEMİZ KAPLUMBAĞA DOSTU İŞLETME BELGE'SİNE SAHİPTİR.

MİSAFİRLERİMİZ YUVALAMA ALANINA HAVLU SERMEME, ŞEZLONG KOYMAMA VE KUMU KAZMAMALARI KONUSUNDA UYARI LEVHALARI İLE BİLGİLENDİRİLMEKTE DİR. YUVA YAPTIKLARI ZAMAN DA YUVALARI KORUMAK AMAÇLI BİLGİLENDİRME YAZILI KAFESLER KOYULMAKTADIR.

DEKAMER İLE İŞBİRLİĞİ YAPILARAK HER SENE DENİZ KAPLUMBAĞALARI İLE İLGİLİ BİLGİLENDİRME TOPLANTISI DÜZENLENİR.



MEDITERRANEAN MONK SEALS

The Mediterranean monk seal (*Monachus monachus*) is currently classified under the Monachini (monk seals) subgroup of the Monachinae subfamily and is considered one of the oldest and most primitive forms of this lineage.

According to the International Union for Conservation of Nature (IUCN) Red List, the Mediterranean monk seal has been moved from the "Endangered" category to "Vulnerable (VU)" globally; however, in the Eastern Mediterranean, it is still classified as "Endangered (EN)." It is known that fewer than 1,000 Mediterranean monk seals exist worldwide today, with 400–600 individuals in the Eastern Mediterranean, approximately 350 individuals in the Cabo Blanco (Cap Blanc) colony, and fewer than 30 Mediterranean monk seals in the Madeira Archipelago.



BIODIVERSITY



MYRTLE (MYRTUS COMMUNIS) – MERSİN

- It is an evergreen shrub that is usually short, sometimes growing up to 4–5 meters. The upper surface of the trunk is shiny and leather-like, while the underside is matte. Its false grape-like fruits, about the size of a chickpea, turn bluish-black or white when ripe in autumn. They are sweet and spicy.
- Myrtle, an endemic plant, is grown in our hotels, and guests are guided to see this plant.





BIODIVERSITY



CYPRUS ACACIA (ACACIA SALIGNA)

Acacia cyanophylla,” notable for its bright yellow flowers, blooms in the Mediterranean Region from mid-March to mid-April. Its dense flowering in spring creates a spectacular appearance. The flowers are hermaphroditic. Acacia cyanophylla is a light-loving species that grows well in calcareous and poor sandy soils and is tolerant to soil salinity. It prefers neutral soils. It develops a very strong taproot system, allowing it to adapt well to semi-arid conditions. For this reason, it is widely used around the world for the stabilization and afforestation of sandy areas, as well as for erosion control. Being a fast-growing plant, it can be used to improve poor soils. This species is mainly used for the stabilization of problematic sandy areas and as a windbreak in coastal areas by reducing wind effects. It is particularly used elegantly for sand stabilization around Antalya and is also applied in the rehabilitation of problematic areas such as mining sites.

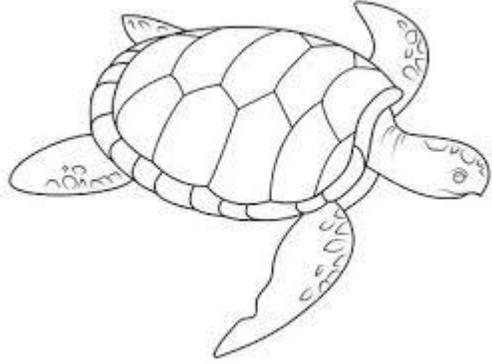


ANATOLIAN STORAX TREE (LIQUIDAMBAR ORIENTALIS MILLER)

BIODIVERSITY



- Today, the northern boundary of its natural distribution area extends along the Çine River south of Çine; the southern boundary is near the sea at the lower reaches of the Eşen River; the eastern boundary reaches Silifke, and the western boundary extends to the Bodrum region.
- It naturally occurs in groves, especially in the Köyceğiz and Dalaman deltas, as well as the coastal plains of the Marmaris and Fethiye districts.
- Due to the influence of the Mediterranean climate extending inland along the Dalaman Valley, which runs perpendicular to the sea, it reaches near Acipayam. The Acipayam region represents the species' furthest and highest natural distribution from the sea.
- The Anatolian Storax Tree is a broad-crowned, multi-branched tree that can grow up to 20 meters tall and can live for 200–300 years. Its branches are thick, and the bark is dark with deep fissures.
- Storax oil is a good antiseptic and parasite killer. It is beneficial in ointment and resin forms for skin diseases such as scabies and fungal infections. It is also used for healing stomach ulcers. For wounds on the body, storax oil is applied directly to the affected area, allowing the skin to heal without scarring. Within storax forests, its dense shade and fragrance provide a sense of peace to people.



Our staff received training from DEKAMER officials on the habitats, reproduction, feeding, and protection of Caretta Caretta turtles.



OUR SOCIAL RESPONSIBILITIES AND CONTRIBUTION TO THE COMMUNITY



Our staff received training on the Prevention of Violence Against Women from the Fethiye District Gendarmerie Command.





OUR SOCIAL RESPONSIBILITIES AND CONTRIBUTION TO THE COMMUNITY



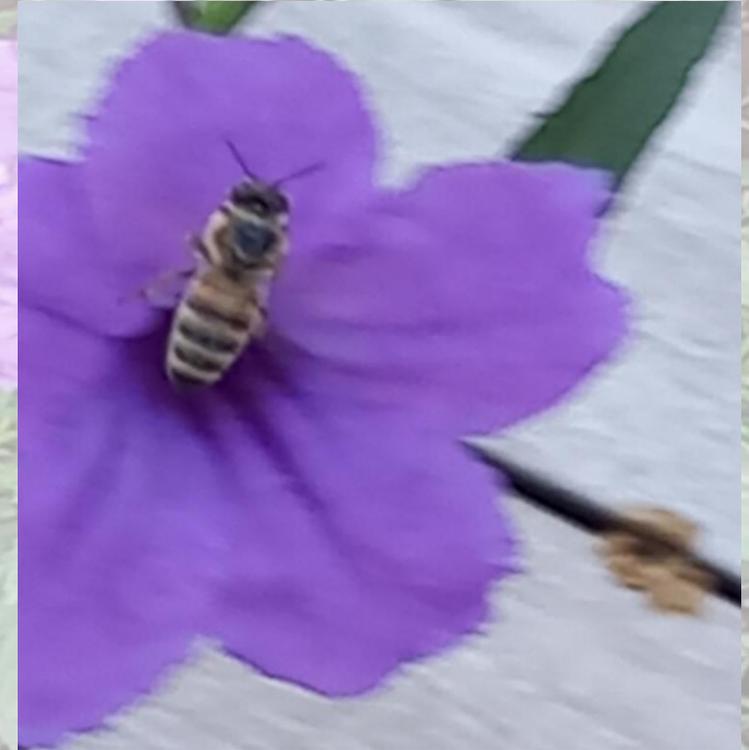
In 2024, we purchased 100 Anatolian Storax saplings and carried out new plantings within the facility. By planting the Anatolian Storax Tree, one of the endemic species of our region, we supported the conservation of biodiversity.





Bees see orange, yellow, green, violet, and purple colors better than other colors. The sustainability of biodiversity depends on the presence of bees and the pollination they perform. In our facility, purple flowers are frequently planted to facilitate pollination by bees.

**OUR SOCIAL RESPONSIBILITIES
AND CONTRIBUTION TO THE
COMMUNITY**





AKMAZ BEACH

We carry out all our activities with sustainable environmental practices that benefit nature and the local community.

For this purpose, the forested area including Akmaz Beach, located right next to our facility, has been leased from the Fethiye Forest Management Directorate and entrusted to the operation of Fethiye Municipality.

The infrastructure services are provided by our facility, and wastewater generated at the site is treated in our wastewater treatment plant to prevent environmental pollution.



OUR SOCIAL
RESPONSIBILITIES AND
CONTRIBUTION TO THE
COMMUNITY



Akdeniz keşiş foku, Uluslararası Doğu Koruma Birliği'nin yayınladığı Kırmızı Listeye göre dünya genelinde "Tehlike Altında (EN)" kategorisinde yer almaktadır.

Türün yaşam alanı olan kıyı mağaralarına yelkenlilerin, fotoğraflar kumarcılar ve çalınma tehlikesi bu kıyı mağaralarına kurulacak olan eş zamanlı uzaktan izleme sistemi aracılığıyla, izleme çalışmalarını gerçekleştirilecektir. İzleme çalışmalarıyla, türün mağara kullanım ve bu mağaraları kullanan bireyler hakkında veri elde edilmesi hedeflenmektedir. Bunun yanı sıra, proje çalınma tehlikesi olan Fehiş - Gücek bölgesinde gerçekleştirilecek farkındalık artırıcı çalışmalar ile Akdeniz keşiş fokunun neslinin devrimine umut olunması amaçlanmaktadır.

Bölgedeki sığın kumarcılar, tur teknesi ve otellece birliğine çalışarak çeşitli bilgilendirici aktiviteler ve dağıtılacak materyaller ile çocuk ve yetişkinleri, Akdeniz keşiş fokunu başta olmak üzere Akdeniz Hırcanlarındaki yaşayan türleri ve yaşam alanlarına dair bilgi sahibi olmaları ve korunmaları için neyer yapılması gerektiğinin aktarılması amaçlanmaktadır.

Akdeniz keşiş fokunu ile karşılaşmışsanız,
Karada ya da denizde bir Akdeniz keşiş fokunu ile karşılaşsanız bunlara dikkat edebilirsiniz:

- Sesiz olun ve yavaş hareket edin, onları strese sokabilecek davranışlardan kaçın.
- Onlara yaklaşmayın ve dokunmayın.
- Yemek vermeyin.
- Akdeniz keşiş fokunun kullanım alanı olan su altı veya su üstü girişli kıyı mağaralarına girmeyle, mağaraları yıkamaya yazmayın ya da dalaş yapmayın.

Akdeniz keşiş fokunu gördüğünüzde AKD Tır Gözetim İhtisas Birliği'ne bildirinizi ve neyi bildiğinizi paylaşın.

Tür Gözetim İhtisas Birliği
☎ +90 232 504 07 02
@www.akdenizkoruma.org.tr

TUI SEA THE CHANGE TÜRKİYE
Akdeniz Keşiş Foku İzleme ve Farkındalık Projesi

TUI Foundation Care ve Akdeniz Koruma Derneği, TUI Sea the Change Türkiye programı kapsamında 2023 yılından 2025 yılına kadar Sarıgerme bölgesinde, Akdeniz keşiş fokunu ve yaşam alanlarını yönelik izleme ve koruma çalışmaları yürütecektir. Bu kapsamda turizmin yoğun olduğu Türkiye'nin güneybatı kıyılarındaki yerel halk, yerli ve yabancı turistlerin yanı sıra işletmelere yönelik farkındalık artırıcı çalışmaların yapılması planlanmaktadır.

Deniz Çayırları

Küçükçe deniz içineki enjeksiyon emişleyen ve dipte gerçekleştirildiği işletmelerle denizden oluşan karayolu deniz çayırları, balık ve diğer deniz canlılarının barınma alanıdır ve korunması için büyük önem taşımaktadır. Bu alanların korunması için büyük önem taşımaktadır.

TUI Sea the Change Türkiye programı kapsamında Akdeniz Koruma Derneği Sarıgerme'de deniz çayırlarının durumu hakkında bilgi almak için bir izleme çalışması yapmayı planlamaktadır.

Dost Tekne Uygulaması

Deniz kurumu alanlarını ve neyden oluştuğunu korumak için sorumlu davranış sergileyen tekne sahiplerine, AKD Dost Tekne İyi Niyet Sözleşmesi imzalanarak, Dost Tekne unvanı verilecektir.

Dost Tekne olmayan uygun tekneler, Akdeniz keşiş fokunun yaşam alanı olan kıyı mağaralarına girilmez, yakınlarda yürülmez, dalaş yapılmaz veya yapılmaz gibi faaliyetlerde bulunmazlar, türün korunmasına yönelik çalışmalara destek verecekler.

TUI CARE FOUNDATION
AKDENİZ KORUMA DERNEĞİ

OUR SOCIAL RESPONSIBILITIES AND CONTRIBUTION TO THE COMMUNITY

MEDITERRANEAN MONK SEAL

We participated in the inauguration ceremony of the statue of the endangered MEDITERRANEAN MONK SEAL at Sarıgerme Beach, commissioned by the Ortaca Municipality.





OUR SOCIAL RESPONSIBILITIES AND CONTRIBUTION TO THE COMMUNITY



MEDITERRANEAN CONSERVATION ASSOCIATION

The Mediterranean Conservation Association provided training to our Water Sports and Play House staff on the Mediterranean Monk Seal and seagrass meadows. Play House staff were given game cards and coloring sheets introducing the creatures living in the Mediterranean, allowing our young guests to learn about them while having fun. A signboard featuring information and visuals about the Mediterranean Monk Seal, one of the hosts of the Mediterranean whose population is increasingly endangered, was placed on our beach to raise awareness among our guests.





MUĞLA SITKI KOÇMAN UNIVERSITY ORTACA VOCATIONAL SCHOOL

OUR SOCIAL RESPONSIBILITIES
AND CONTRIBUTION TO THE
COMMUNITY

On October 8–9, 2024, we held a meeting on the tourism sector with students and faculty members from Muğla Sitki Koçman University Ortaca Vocational School.

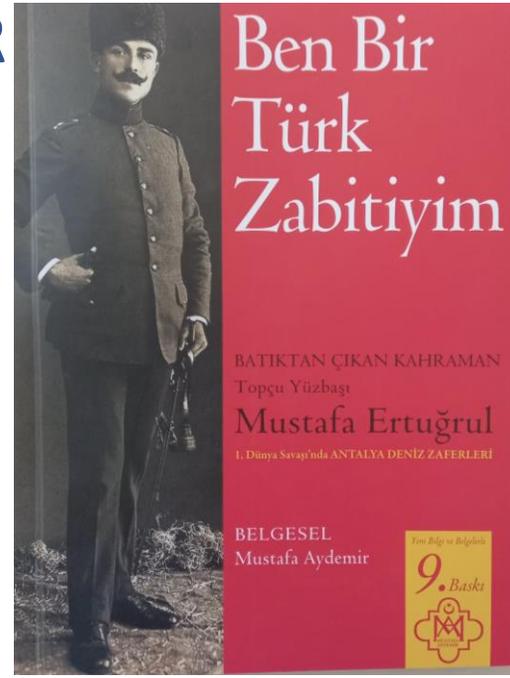




I AM A TURKISH OFFICER

This book, which tells the heroics of Artillery Captain Mustafa Ertuğrul, who made his name in the history of World Wars by sinking warships with artillery fire, was gifted to all our staff as a cultural heritage to honor and preserve our history.

OUR SOCIAL RESPONSIBILITIES AND CONTRIBUTION TO THE COMMUNITY



Ben Bir Türk Zabitiyim Mustafa Ertuğrul

O, dört küçük topu ve kocaman yüreği ile, İngilizler'in dev uçak gemisi Ben My Chree'yi Meis'te sulara gömdü. Bir diğerini savaş dışı bıraktı. Bir çok irili ufaklı tekneyi ve Fransız topçu tabyalarını top ateşi ile yaktı. Akdeniz'de sahillerimize ölüm kusan Fransız savaş gemileri, Paris II ve Alexandra'yı Kemir'de batırdı.

Çanakkale'den Kurtuluş Savaşı'na kadar her cephede savaştı.

I. Dünya Savaşı'nda yenilip silahlarımız elimizden alınırken İngiliz komutanlar bir tek bu şanlı bataryanın toplarını almayı askeri gerefe aykırı saydı. Bu dört top daha sonra onun ellerinde Kurtuluş Savaşımız'da Ege'de düşmanı hallaç pamuğu gibi attı.

O, denize döktüğü yaralı düşman askerleri ölümü beklerken, onların yaralarını sardı. O, sadece kahraman değil, zafer gecesini anlarına, "Zaferden mütevellit neş'emizi yaralı düşman askerlerinin acısına hüsrmeten izhar etmedik," diye yazabilecek kadar da insandı. Pierre Loti, onun Fransızlara verdiği insanlık dersi ile bütün Fransa'yı ayağa kaldırdı.

Savaşın sonra Büyük Mareşal'in teşvikiyle anılarını yazdı. Ama yayımlamadı. İçeride, sade ve mütevazı yaşadı.

Ta ki Mustafa Aydemir 1995 yılında Paris II batığına dalıp, yıllar süren bir araştırmanın ardından ona ulaşana kadar da kendini bizlerden sakladı... Ve onun inanılmaz anıları Fransız - İngiliz askeri arşivlerinden tek tek doğrulandı.

Bu kitap, bu batıktan çıkan, bu meşhurlu kahramanın kitabıdır. Bu kitap, onun barut kokulu, insanlık dolu inanılmaz destanıdır...





PHYSICAL DISABILITIES ART EDUCATION CENTER THEATER GROUP

We believe that everyone has a responsibility to protect specially protected/vulnerable groups. We are very pleased to support all activities that help individuals with disabilities gain a greater place in society, including providing ticket support for the performances of the BESEM Theater Group.



**OUR SOCIAL RESPONSIBILITIES AND
CONTRIBUTION TO THE COMMUNITY**

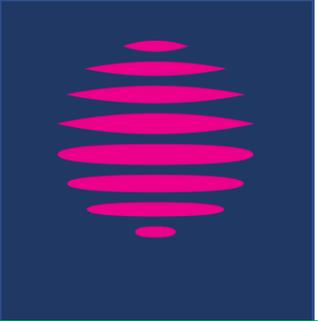


FETHIYE CHAMBER OF COMMERCE

We participated in the workshop organized by the Fethiye Chamber of Commerce, which included tourism business managers in our district and faculty members from Muğla Sıtkı Koçman University, focusing on the mediating role of environmental behavior in the effect of environmental knowledge and eco-leadership behavior on environmental performance.

OUR SOCIAL RESPONSIBILITIES AND
CONTRIBUTION TO THE COMMUNITY





OUR SOCIAL RESPONSIBILITIES AND CONTRIBUTION TO THE COMMUNITY

The Million Women Mentors Program is a mentorship initiative that brings together young girls aged 15–25 and industry leaders on a digital platform, supporting the career goals of the young girls.

As Akra Hotels, our corporate participation in the Million Women Mentors Program has been approved.



**Milyon Kadına
Mentor**



We provided service and financial support for the event organized by Fethiye Municipality at Akmaz Beach during Disability Week.



OUR SOCIAL RESPONSIBILITIES AND CONTRIBUTION TO THE COMMUNITY
www.akrahotels.com



WOMEN OF THE CENTURY IN TURKEY 'WOMEN EMPLOYMENT SYSTEM JOB-POSITIVE' PROMOTION PROGRAM

We attended the “Women of the Century in Turkey ‘Women Employment System Job-Positive’” promotion program held by the Ministry of Labor and Social Security at Muğla Sıtkı Koçman University as invited participants, and support was provided through the opening of a booth.



OUR SOCIAL
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COMMUNITY



OUR BLUE CAP PROJECT

We collect blue caps for the Spinal Cord Paralytics Association.

As **Akra Hotels**, we support the “*Plastic Cap Campaign*” organized by the **Turkish Spinal Cord Paralytics Association (TOFD)**, which carries out national and international activities aimed at addressing the medical, vocational, economic, and social challenges faced primarily by individuals with spinal cord injuries and all people with orthopedic disabilities, by collecting blue plastic caps.

OUR SOCIAL RESPONSIBILITIES AND CONTRIBUTION TO THE COMMUNITY



By setting up cap collection points in various areas of our hotel and with the strong volunteer participation of our employees, we support the **Turkish Spinal Cord Paralytics Association**.





OUR SOCIAL RESPONSIBILITIES AND CONTRIBUTION TO THE COMMUNITY



With every seed pen purchased by our guests, a donation is made to the **Fethiye Animal Shelter**.

In this way, our guests also become part of our **sustainability efforts**.

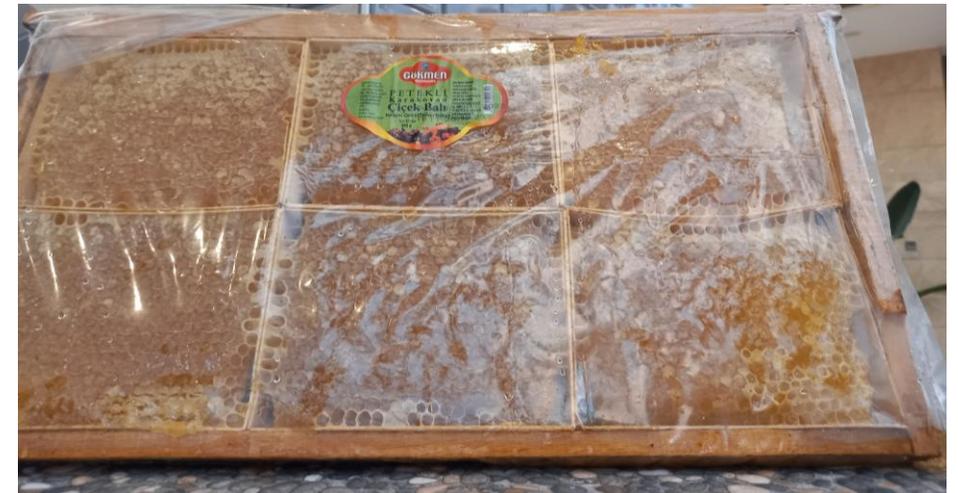




OUR SOCIAL RESPONSIBILITIES AND CONTRIBUTION TO THE COMMUNITY



Local values are transformed into business partners, and priority is given to the procurement of **local businesses** and **locally marked products**. We support the **development of the region**. We include **local products** in our breakfast buffet, adding strength to the **efforts of our local producers**.



OUR SOCIAL RESPONSIBILITIES AND CONTRIBUTION TO THE COMMUNITY

In line with our **sustainable gastronomy approach**, we highlight the **local products** sourced from regional producers in our menus with a **heart symbol**.

Through this practice, we both introduce our guests to local flavors and encourage them to make choices that support the local economy. This **visual labeling method** not only raises awareness but also demonstrates the importance we place on a **sustainable supply chain**.





UNDERWATER CLEAN-UP

We respect the sea and the right to life of marine creatures, and we regularly carry out **underwater clean-up dives** with our diving teams to protect them.

OUR SOCIAL
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COMMUNITY





ENVIRONMENTAL ACTIVITIES AND DRILLS



In line with the **annual training programs**, our employees receive **environmental training**. These trainings cover topics such as reducing natural resource consumption, minimizing and properly sorting waste, handling hazardous waste, and **wildlife conservation**.

Trainings are conducted using both internal and external resources. With periodic sessions provided by our **Environmental Officer**, all employees are made aware of environmental responsibilities. Additionally, chemical trainings are received from our supplier companies to standardize chemical usage and raise awareness among employees handling chemicals.

Measures are taken to protect the thousands of trees on our premises from potential fire damage. Employees have received **fire safety training**, **emergency response teams** have been established, and **fire drills** are regularly conducted.





WHY PRIORITIZE HUMAN VALUES RATHER THAN HUMAN RESOURCES?

Resources are depleted, value increases. Resources are budgeted, spent, and replaced, whereas value is **appreciated, developed, recognized, and enhanced.**

Seeing people as **value** means creating and nurturing the best environment for them to reach their maximum potential, allowing them to progress on the journey toward becoming the best they can be over time.

As **BHM Group**, we recognize that the most important value that defines us is our **employees**, and with the principle of “**Happy Employee, Happy Guest,**” we add value to our stakeholders.

The **social and additional benefits, reward systems, training and career management, and employee safety** are always our priorities.





WORKING LIFE

➤ Recruitment

Recruitment processes at our facilities are carried out within the framework set by the Group Human Values Directorate.

During recruitment, a fair, non-discriminatory, objective, and competency-based multi-stage interview process is applied.

➤ Fair Placement and Fair Compensation

Minimum qualifications are determined for each position. During recruitment and when new positions arise, fair placement, development, and career planning of employees are managed to have a developmental impact. Before starting work at our facilities, employees are informed about their salary, working conditions, working hours, and payment schedule.

➤ Training and Career Management

All of our employees have equal access to training opportunities. In addition to the legal and professional trainings required by the hospitality sector, employees are offered training in numerous areas that we believe will contribute to their personal development, awareness, leadership creation, and foreign language skills, helping to enhance their personal profiles and competencies.

Our group, which prioritizes investing in employees, especially in training, also places importance on promoting employees from within the facility or the group.



In 2024, 57 of our employees received promotions.

FOREIGN LANGUAGE SUPPORT

We provide our employees with training support in German, English, and Russian from **A1** to **C2** level.



WORKING LIFE

PATİKA
İnsan Kaynakları Yönetimi Eğitim & Danışmanlık

Sisteme giriş için SMS ile gelen kodu giriniz.

SMS kodu

[Yeniden SMS Gönder](#) ←

Ben robot değilim

reCAPTCHA
Gizlilik - Şartlar

We have an online platform that our employees can access at any time throughout the year. On this platform, employees can participate in satisfaction surveys, provide feedback, and share their suggestions, ideas, or concerns with senior management or the Human Values Management team.



DEVELOPMENT SUPPORT

In 2024, 74 of our employees benefited from educational support, while 94 employees benefited from foreign language support.

WORKING LIFE





SOCIAL AND ADDITIONAL BENEFITS

- One full Republic gold coin for employees with a child
- One full Republic gold coin for employees who get married
- Birthday celebrations
- Access to shuttle service, cafeteria, and housing facilities in some of our establishments

WORKING LIFE



WORKING LIFE

- One-night annual stay at the employee's own facility with their family
- Discounted vacation opportunities
- Advance payment right (twice a year)
- Additional contribution to the private pension system (monthly)
- Awards and social assistance
- Professional training support
- Educational support
- Foreign language training support

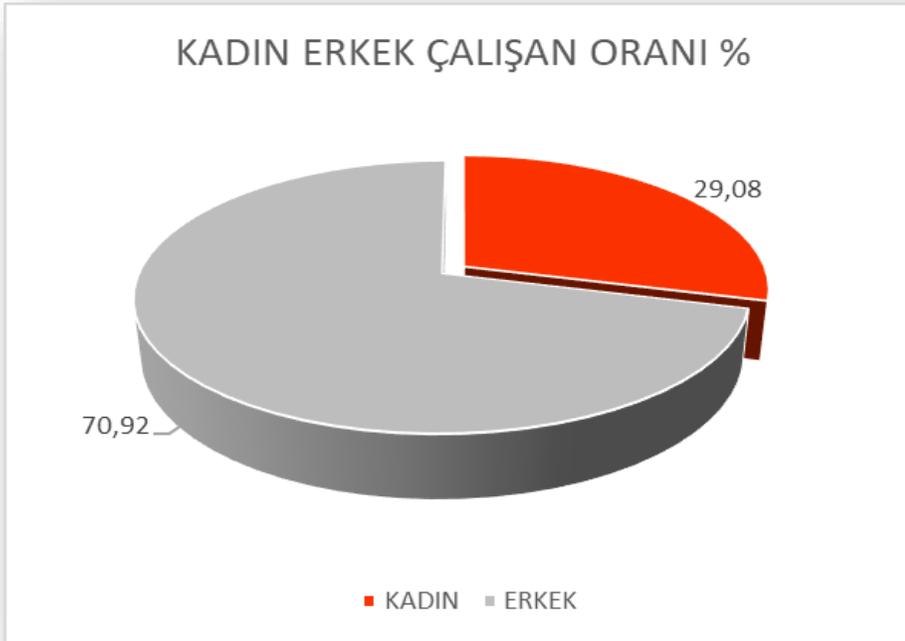




➤ EMPLOYEE AND HUMAN RIGHTS

BHM Group considers ensuring absolute employee satisfaction a top priority. With this perspective, it is the management's responsibility to ensure that employees' legal rights, as well as additional benefits provided by our organization, including work environment, psychological well-being, self-motivation, performance, and overall workplace comfort, are fully met.

In the hospitality sector, we strive to maintain gender balance in our work environments wherever possible. Adhering to the principle of equal pay for equal work, we do not discriminate in compensation between female and male employees.



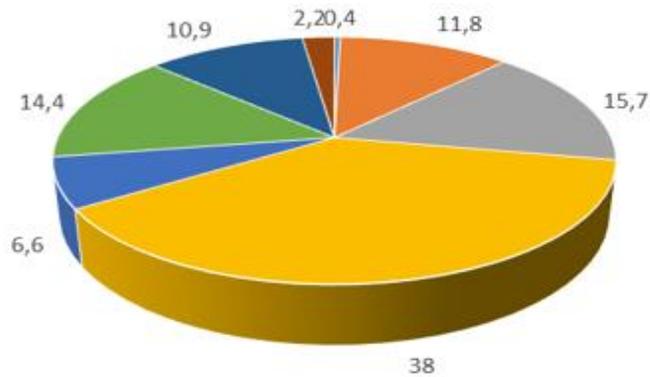


➤ EMPLOYEE AND HUMAN RIGHTS

In our hotels, making distinctions based on nationality, race, language, or similar factors is contrary to both our hospitality principles and our working standards. All personnel matters for our employees are handled with the same care by our Human Resources Departments in accordance with legal regulations and our corporate policies, and within the hotel, equal opportunities are provided to all employees without regard to any personal characteristics.

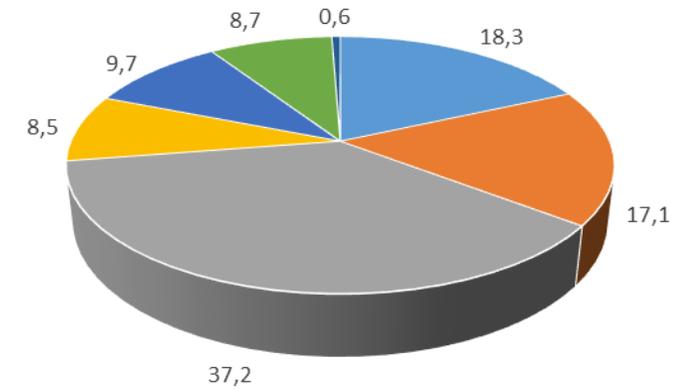
We recognize that a work environment approached with respect for our work, people, and society increases productivity. We believe it is crucial to ensure diversity and equality among employees within the organization. Therefore, we actively promote cultural diversity and equal opportunities.

SENSATORI ÖĞRENİM DURUMU %



■ Diplomasız ■ İlkokul ■ Ortaokul ■ Lise ■ Meslek Lisesi ■ Ön Lisans ■ Lisans ■ Y.Lisans

RESIDENCE ÖĞRENİM DURUMU %



■ İlkokul ■ Ortaokul ■ Lise ■ Meslek Lisesi ■ Ön Lisans ■ Lisans ■ Y.Lisans



This year, we once again celebrated International Women's Day on March 8th and Mother's Day by supporting women.

We selected gifts for our employees from the Likya Women's Cooperative and FSC-certified (Forest Stewardship Council) products, thereby supporting both nature and women.





We celebrated Mother's Day for our employees once again by purchasing products made by women, drawing strength from women supporting women.





TURKEY MOTORCYCLE PLATFORM TRAINING



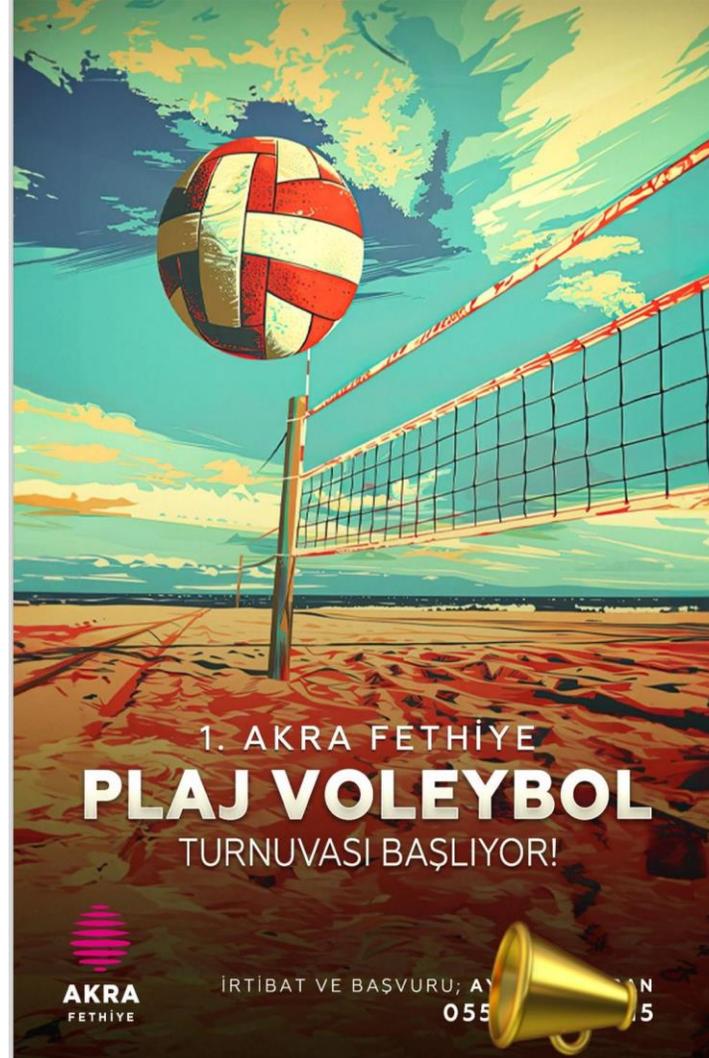
Our employees received training on safe riding techniques from Zafer Fatih Özsoy, Chairman of the Board of the Turkey Motorcycle Platform.





1. AKRA FETHIYE BEACH VOLLEYBALL TOURNAMENT

This year, we organized the Akra Fethiye Beach Volleyball Tournament, in which our employees participated for the first time.





We celebrated the New Year together with all our employees.



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ANNIVERSARY



We held a service anniversary celebration for our employees who completed their 5th year.

WORKING LIFE

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OUR AWARDS & CERTIFICATES

2018

- ✓ TUI Sensatori Hotel Room Condition SILVER
- ✓ The Sensatori Hotel Cleanliness SILVER
- ✓ The Sensatori Hotel Staff Service SILVER
- ✓ The Sensatori Dining Experience Buffet GOLD
- ✓ The Sensatori Food and Drink Overall GOLD
- ✓ The Sensatori Reception Desk GOLD
- ✓ TUI Umwelt
- ✓ Travelife Waste Champion
- ✓ Top Hotels Top 10 in Turkey
- ✓ Otel puan 9,2
- ✓ Tripadvisor
- ✓ Mavi Bayrak
- ✓ Travelife GOLD

2017

- ✓ TUI Sensatori Hotel Condition and Cleanliness GOLD
- ✓ The Sensatori Dining Experience Buffet GOLD
- ✓ The Sensatori Food and Beverage Overall GOLD
- ✓ The Sensatori Reception Desk GOLD
- ✓ The Sensatori Bedroom Overall GOLD
- ✓ TUI Holly
- ✓ TUI Top Quality
- ✓ Tui Nordic Award General Impression GOLD
- ✓ TUI BLUE Award Staff Service SILVER
- ✓ Top Hotels Top 10 in Turkey
- ✓ Otel puan Holiday Check
- ✓ Travelife GOLD

2016

- ✓ TUI Sensatori Hotel Condition and Cleanliness GOLD
- ✓ The Sensatori Dining Experience Buffet GOLD
- ✓ The Sensatori Food and Drink Overall GOLD
- ✓ The Sensatori Reception Desk GOLD
- ✓ Tghe Sensatori Bed Comfort GOLD
- ✓ TUI BLUE Award Hotel Cleaning GOLD
- ✓ TUI BLUE Award Staff Service GOLD
- ✓ TUI BLUE Award General Impression GOLD
- ✓ Top Hotels Top 10 in Turkey
- ✓ Mavi bayrak
- ✓ Travelife GOLD
- ✓ Travile Waste Champion



2021-2022

- ✓ BFR Food Safety Certificate
- ✓ BFR Hamam SPA Control Certificate
- ✓ BFR-HK Control Certificate
- ✓ BFR-Water Safety Certificate
- ✓ BFS Food Safety Certificate
- ✓ BFS Hamam SPA Control Certificate
- ✓ BFS-HK Control Certificate
- ✓ BFS-Water Safety Certificate
- ✓ BFR-BFS Room Check Certificate
- ✓ TUI Holly
- ✓ TUI Top Quality

2020

- ✓ BFR Food Safety Certificate
- ✓ BFR Hamam SPA Control Certificate
- ✓ BFR-HK Control Certificate
- ✓ BFR-Water Safety Certificate
- ✓ BFS Food Safety Certificate
- ✓ BFS Hamam SPA Control Certificate
- ✓ BFS-HK Control Certificate
- ✓ BFS-Water Safety Certificate
- ✓ TUI Holly
- ✓ TUI Top Quality
- ✓ Güvenli Turizm Sertifikası
- ✓ Holiday Check
- ✓ Mavi bayrak
- ✓ Travelife GOLD
- ✓ H&S Cristal POSI

2019

- ✓ The Sensatori Spa Facilities GOLD
- ✓ The Sensatori Dining Experience Buffet GOLD
- ✓ The Sensatori Food and Drink Overall GOLD
- ✓ The Sensatori Reception Desk SILVER
- ✓ The Sensatori Dining Experience A'la Carte SILVER
- ✓ TUI Holly
- ✓ Top Quality
- ✓ TUI Umwelt
- ✓ Top Hotels Top 10 in Turkey
- ✓ Otel puan 9,3
- ✓ Holiday Check 5,7
- ✓ Tripadvisor
- ✓ Mavi bayrak
- ✓ Travelife GOLD

OUR AWARDS &
CERTIFICATES

OUR AWARDS & CERTIFICATES

2024

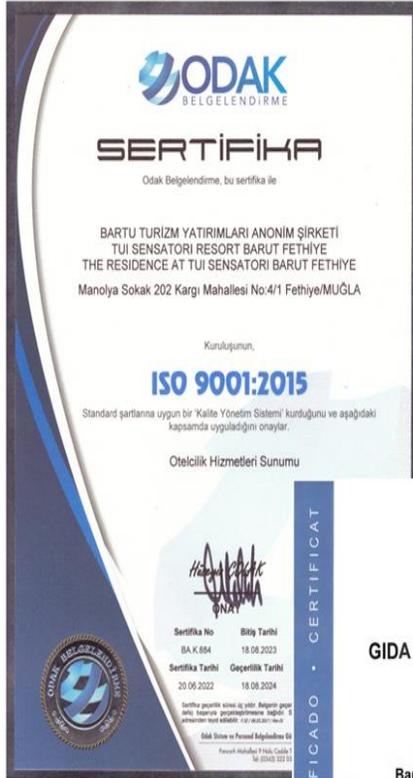
- ✓ Mavi Bayrak
- ✓ Travelife GOLD
- ✓ Great Place To Work 2024-En İyi İşveren
- ✓ Great Place To Work 2024- En İyi İşverenler-Kadın-2024
- ✓ Kadın Girişimciler Derneği_Fırsat Eşitliği Modeli
- ✓ Tripadvisor-traveller's Choice Awards Winner 2024
- ✓ Hotel.com Akra Fethiye TUI Blue Sensatori All Inclusive-8.8
- ✓ Booking.com Akra Fethiye TUI Blue Sensatori UltraAll Inclusive-8.8
- ✓ GSTC Sürdürülebilir Turizm Sertifikası
- ✓ AKF & ARF Food Safety Certificate
- ✓ AKF &ARF Hamam SPA Control Certificate
- ✓ AKF & ARF Water Safety Certificate
- ✓ AKF & ARF Housekeeping Control Certificate

2023

- ✓ Mavi Bayrak
- ✓ Travelife GOLD
- ✓ GSTC Sürdürülebilir Turizm Sertifikası
- ✓ AKF & ARF Food Safety Certificate
- ✓ AKF &ARF Hamam SPA Control Certificate
- ✓ AKF & ARF Water Safety Certificate
- ✓ AKF & ARF Housekeeping Control Certificate

2021-2022

- ✓ Güvenli Turizm Sertifikası
- ✓ Holiday Check
- ✓ Mavi Bayrak
- ✓ Travelife GOLD
- ✓ Travelife Ayın Oteli 08-2021 Toplum Desteği konulu
- ✓ Hotels.com
- ✓ Great Place to Work
- ✓ ARF UNESCO Sustainable Travel Pledge Certificate Expedia
- ✓ AKF UNESCO Sustainable Travel Pledge Certificate Expedia
- ✓ BFR-BFS Posi Check Certificate



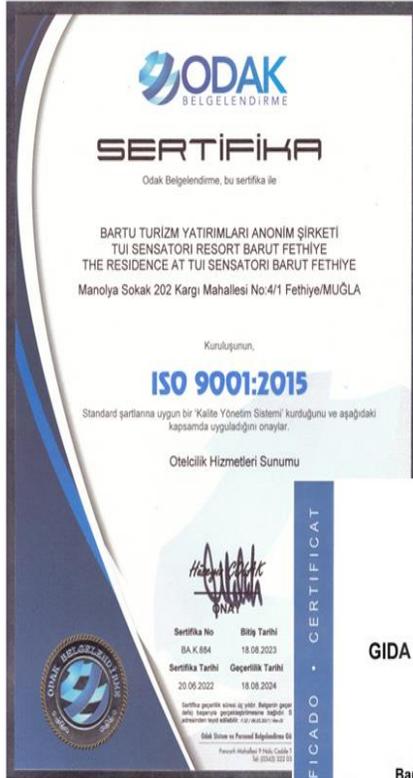
OUR CERTIFICATES

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The authority of this certificate can be confirmed online or by e-mail to the Head Office via: UNIVERSAL GmbH - Mittel-Dammern Str. 20b, 44338 Lünen Germany - T: +49 (0) 231 901 9500 - info@univ-cert.de - www.univ-cert.de

İzmirli, bu sertifika ile yukarıda bilgileri verilen kuruluşun ve ürünlerinin ilgili standartlara performansına uygunluğunu onaylar. Alimert approves that for the organization and its products comply with the requirements of relevant standards.

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OUR CERTIFICATES

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SUSTAINABILITY-FOCUSED OUR NEXT STEPS

- Continue using vegan shampoo, conditioner, shower gel, and soap dispensers in all rooms, presented in biodegradable packaging made from wheat straw, with the aim of reducing environmental impact.
- Continue utilizing energy produced entirely from 100% renewable sources.
- Maintain the internship and employment protocol provided to Tourism High School students in Fethiye, thereby continuing support for local education and employment.
- Continue awareness-raising activities through environmental and sustainability training.
- Contribute to stakeholder awareness by continuing to display informational boards about the Mediterranean Monk Seal and Seagrass meadows.
- Maintain collaboration with the DEKAMER association by taking necessary measures to protect and support Caretta Caretta nesting.
- Plan activities aimed at reducing single-use plastic waste.

FUTURE PLANS



FEEDBACK & CONTACT

You can share your opinions, suggestions, and questions regarding this report with us.

We prioritize transparency and continuous improvement in our sustainability efforts and value stakeholder feedback.

You can contact us to share your feedback.

CONTACT

+90 252 661 02 10