

SUSTAINABILITY REPORT 2024- 2025

1. Foreword

With the sustainable tourism management system we have established within our hotel, we aim to provide our guests with comfort in simplicity, quietness, and peace, without compromising their comfort, and to serve for a better world by focusing on environmental, social, cultural, economic, quality, human rights, health, and safety issues in environmental, cultural, and social activities.

2. Facility Information

Hotel Fiori is located in an old neighborhood in the heart of Urla, a five-minute walk from Artisans' Street and the Malgaca Market - Old Market Place. It is located at the intersection of roads leading to Urla's beautiful beaches, bays and the Urla Vineyard Route.

Hotel Fiori, named after Urla's flowers, trees, and grasses, is a small hotel designed for safety, ecology, and comfort. It features superior thermal and sound insulation. It consists of a two-story, three-separate steel-frame structures, 10 rooms in two accommodation units, and a separate structure, with a lobby-cafe, professional kitchen, breakfast terrace, and a large garden.

3. Sustainability System Progress

The various forms envisioned in our Sustainability Management System are organized as an electronic database (MS Excel lists and Summary Reports) for effective data collection, evaluation, and use. Lists of related data are combined so they can be evaluated together (SYS19 and 20).

4. Communication with Stakeholders

Since all the equipment and plumbing materials selected during the construction of our hotel were compatible with the latest technology and the most efficient, savings can only be achieved through environmental awareness and conscientious use by both the hotel staff and our guests.

Our sustainability efforts are shared with our guests through Room Information Bulletins, available in Turkish and English in each room. Reminders on the vital importance of water savings are placed at all water usage points, and labels on trash cans emphasize that waste is not trash.

5. Employee Participation

In addition to daily on-the-job briefings and training for our employees regarding our sustainability program, we also conducted operational reviews through meetings.

For employee trainings, we collaborate with Urla Hoteliers Association, of which we are a member.

6. Guest Satisfaction

A total of 622 guests stayed in our hotel for 1,522 nights between September 2024 and September 2025. Despite the unfavorable economic conditions, our occupancy rate increased by 9.57% compared to the same period last year.

While Guest Satisfaction and Complaint Survey Forms are published on our website as a part of our Sustainability Program, the voluntary effective use of social media and hotel reservation channels' review feedback systems by our guests reduces the need for these forms. Therefore, we avoid artificially insisting on requiring the majority of our guests to fill out forms, because they already provide spontaneous feedback themselves.

Our hotel has received satisfaction scores from the following online channels where we offer announcements and/or reservations: Google 4.9*/5 (132 reviews), Expedia 9.8/10 (103 reviews), ETS Tur - OtelPuan 9.9/10 (19 reviews), and TripAdvisor 5*/5 (14 reviews). Our guests' feedback reviews are carefully followed, monitored, complaints and suggestions are reviewed, and corrective measures are taken as quickly as possible to address the mentiond issues.

One very low Google rating was received, but because the review was maliciously written in response to our objection to unauthorized use of our garden by non-residents, no corrective action was deemed necessary.
Send feedback

7. Accessibility for All

Our hotel's gardens and terraces are accessible. However, due to architectural constraints, our rooms are not fully accessible. Ground-floor rooms are reserved for our elderly guests, as available and possible. Our stairs are 150 cm wide and have comfortable riser heights. Handrails are provided where necessary.

8. Local, Regional and Environmentally Responsible Purchasing

By individually evaluating all our vendors from which we have purchased for the 2024-2025 period (SYS-17), we estimate that 85.95% of our total purchases are from local producers and vendors that we know, 85.49% are environmentally friendly, and 92.94% are fair traders (SYS-18). We are also pleased to note that we utilize the products we purchase with 98.94% efficiency thanks to our waste reduction and increased recycling policies.

9. Sharing the Cultural Heritage Information for Urla

While researching our neighborhood's history, we chose the surname of the Fiori family, who lived here in the 19th century and whose name means "flowers" in Italian, perfectly suited our dream destinations. As a nod to Urla's vibrant and rich history, we gave our hotel this name.

We provide our guests with detailed information and recommendations on attractions, beaches, museums, and activities in Urla City Center, Port Area, and the surrounding villages (SYS-29).

To share events, we collaborate with the Urla Hoteliers Association, of which we are a member, to share posts under the banner #EverySeasonUrla and participate in joint promotional events.

10. Energy and Water Savings

With increasing occupancy rates, the overall operations has experienced relative increases in electricity, energy, and water consumption due to guest comfort needs brought on by rising temperatures stemming from global warming.

Electricity Consumption: A 29.63% increase in electricity consumption was 32.64 kWh/person-night during the September 2024-2025 period, compared to 25.16 kWh/person-night during the same period in 2023-2024. We believe this increase, excluding malfunctions, is due to increased occupancy rates and rising seasonal temperatures.

Water Consumption: Water consumption, which was 325.16 liters/person-night during the September 2024-2025 period, increased by 25.62% compared to the same period in 2023-2024 due to malfunctioning water treatment systems that we discovered and all were replaced with more reliable new models, and leaks were taken under control. Consumption figures for the last three months have decreased to 244 liters/person-night, and monthly monitoring continues.

To reduce our carbon and water footprint and reduce detergent consumption, a minimum of two nights stay was required during June and October, bringing the average annual stay to 2.37 nights/guest. Room linens are changed every two to three days, depending on the length of stay, except in cases of emergency.

Furthermore, high-power electrical appliances in guest rooms are not supported by the circuitry and temperature limits are set for energy savings in ventilation, heating, and cooling systems.

Our landscaping program features plants adapted to the local climate that require little water, and is irrigated cautiously with drip irrigation. Our olive trees and spice garden for culinary use cultivate products suitable for our consumption.

The gray water system, despite its existing infrastructure, was excluded from our investment plans due to economic reasons. Due to the limited area of southward roof areas of our buildings and double investment required for electricity generation on the eastern and western roof areas PV electricity generation is also not feasible in our facility.

11. Solid Waste Program

Our hotel participates in the Zero Waste Program of the Environmental Ministry. All recyclable waste is collected separately, bagged, and placed in recycling containers. In case of any service interruptions, the waste is delivered to waste collection agencies and/ or the Urla Municipal Cleaning Services, in exchange for documentation.

Our guests' rooms have two separate trash bins for recyclable and non-recyclable waste and the recycling bins are labeled with proper information.