



# ASTERIA

HOTELS & RESORTS

## “RESPECTFUL” IT’S HOW WE DO THINGS

At Asteria Hotels, every step we take is rooted in respect - for the Earth, for people, and for culture. Because our world is worth it.

### Asteria Hotels & Resorts Introduces the Concept of “Respectful Hospitality” with its 2025 Motto

Asteria Hotels & Resorts is launching the concept of “Respectful Hospitality” in the tourism industry for the 2025 season with its new motto “Respectful.” This approach, based on respect for nature, people, and society, is reflected in all aspects of the hotel’s services.

Asteria Hotels & Resorts acts responsibly not only toward its guests but also toward all its stakeholders. With properties such as Asteria Family Resort Belek, Asteria Family Resort Side, Asteria Bloom Side, and Asteria Collection Side, the group plays an active role in environmental preservation, safeguarding national and regional values, protecting cultural heritage, supporting social projects, and contributing to educational initiatives.



### Respect for Nature and Local Flora

Efforts include staff training, energy-saving practices, waste-reduction measures, and the use of eco-friendly technologies. The aim is to reduce environmental impact, particularly through lower detergent use and encouraging guests to avoid unnecessary consumption. A project involving guest participation through a loyalty program is underway to support nature conservation.

The resorts also work to protect endemic plant species and promote guest involvement in these efforts. Chef’s Gardens grow organic herbs and greens such as mint, basil, and rosemary, offering a “from nature to table” experience.



### Employee Safety and Satisfaction

The group values the contribution of its workforce and is committed to human rights, workplace safety, and personal development. Regular employee satisfaction assessments are carried out to maintain and improve working conditions.

### Respect for Animal Rights

Asteria supports street animals by providing food and creating dedicated cat shelters at its facilities. These spaces allowed stray animals to live safely and peacefully while also offering guests joyful interactions.

### Preserving Social and Cultural Heritage

Asteria contributes to preserving the cultural and historical legacy of its surroundings. For example, it supported the excavation and restoration of the Bath Structure in the Sacred Port Area of Side. Guests are encouraged to learn about the local culture and history. The brand also partners with local organizations to address social issues.

### Energy Efficiency

Recognizing that resources are finite, Asteria invests in renewable energy and eco-friendly systems, encouraging stakeholders and guests to join in these efforts.

### Conscious Procurement

From raw material sourcing to waste management, the group prioritizes environmentally and socially responsible practices. Local suppliers and certified eco-friendly products are favored over multinational corporations.

