

EUPHORIA
resort

OUR STORY OF SUSTAINABLE PRACTICE

Member of **EM** RESORTS





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MESSAGE FROM THE MANAGING DIRECTORS

Euphoria Resort stands on a 71,950m² beachside plot, surrounded by pure nature and crystal-clear waters. From the very beginning, sustainability has been at the heart of our vision. We chose certified eco-friendly materials for construction and energy efficiency was the defining factor in selecting all mechanical systems. Recognizing the abundant potential of solar power, we proudly launched The Photovoltaic Project, a cornerstone of EM Resorts' Green Vision Initiative, seamlessly combining luxury hospitality with deep respect for the environment.

Our journey towards sustainability is one we are deeply proud of. Though still young, it is a journey of great importance, reflecting our unwavering dedication to responsible development and embedded in every aspect of our resort's operations.

For us, sustainability is not a trend; it is a long-term commitment that inspires everything we do. It means evolving thoughtfully, caring for the environment, supporting social well-being and ensuring that the natural beauty surrounding us, thrives for generations to come.

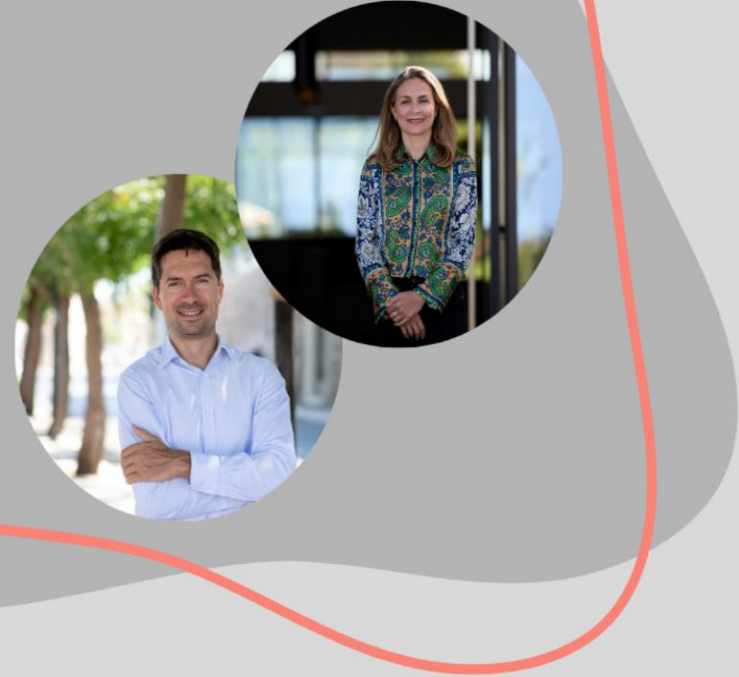
From day one, our dream was to design and build a 5-star resort in perfect harmony with its surroundings. That dream continues to guide us as we uphold the highest standards; not just in luxury and service, but in environmental stewardship and community responsibility. Our vision remains clear: to support our environment, society and economy by minimizing our energy footprint and reducing waste.

This is how we define luxury with purpose. This is Euphoria!

George Mathioulakis

Marietta Mathioulaki

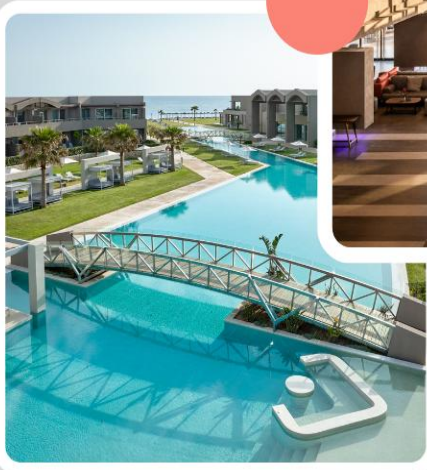
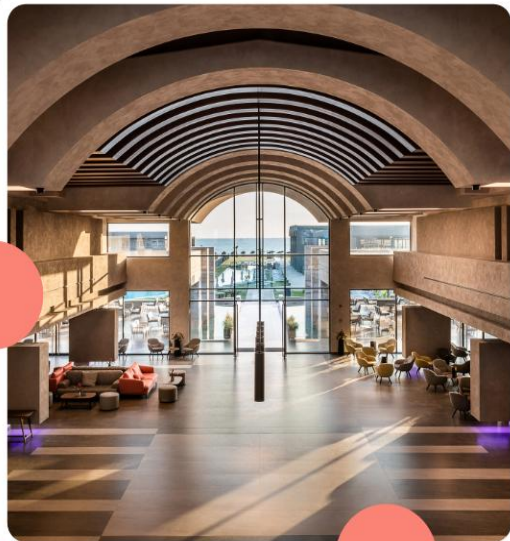
Managing Directors



OUR STORY

Euphoria Resort officially opened its doors to guests on May 11, 2018, marking the beginning of its journey as a haven of luxury and relaxation.

The name Euphoria, derived from the Greek language, embodies the essence of pure joy, balance and holistic well-being; values that are deeply woven into the resort's philosophy and guest experience.




Inspired by this concept and the renowned Greek hospitality, our design team envisioned a resort that offers guests a truly fulfilling and enriching experience.

For the ancient Greeks, the highest good was expressed by the term “**Eu Zin**”, meaning bliss and the good life. It represents a holistic approach to living that enhances the quality of life in every aspect and is deeply connected to the essence of wellbeing.

This philosophy is at the heart of Eu-living; our way of promoting harmony between body and mind: “a healthy mind in a healthy body”.

In 2022, Euphoria Resort grew to accommodate more guests by adding 57 rooms, while carefully preserving the resort's serene atmosphere and commitment to sustainability.

From our name to our values, Euphoria Resort is designed to bring joy, comfort, and a sense of balance; luxury in harmony with nature.



344 contemporary & spacious rooms & suites

an impressively extensive outdoor pool of 3300m²

an additional outdoor pool of 630m²


1900m² room sharing pools

a fascinating water-land with aqua towers, fast slides and a baby pool

6 restaurants & 4 bars

The total area of our resort is **72,000 sq.m.**, of which **15,200 sq.m** are covered by buildings. The planted areas within the hotel consist of **20,000 sq.m** grassland and **2,000 sq.m** trees, a total of **22 acres** of planted areas. The aim of the architectural design of the hotel was to create an ensemble, which is assimilated into the area's natural topography.

OUR HOTEL COMPLEX CONSISTS OF 14 BUILDINGS, AND OFFERS:



a 1.500m² spa & wellness center, including indoor heated pool and state of the art wet areas

a meeting & a conference room

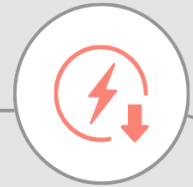
a Kids Club and an outdoor playground

a fully equipped fitness center, as well as four courts (two tennis courts, one beach volleyball & one 5x5 soccer field)

shopping areas

OUR ACCOMPLISHMENTS

As part of our continued commitment to sustainability and corporate responsibility, we are proud to have accomplished the following key goals in 2024:



Achieved a significant energy efficiency improvement of up to 1,100,000 kWh compared to 2023, thanks to our operational Photovoltaic Park.



Provided financial support to ELEPAP Chania, contributing to the valuable work of this local rehabilitation center.



Installed a larger waste press, enhancing our recycling efficiency and waste management processes.



Successfully launched a coffee grounds recycling program, promoting circular waste practices.



Reduced water consumption by up to 30 liters per person per day compared to 2023, through targeted conservation efforts.



Continued with regular operational audits across all departments, supporting the renewal of our TRAVELIFE GOLD certification.



Proudly obtained the Greek Breakfast certification, showcasing our commitment to promoting local culinary traditions.



Earned the Bike Friendly certification, encouraging sustainable mobility for guests and staff.



Awarded the prestigious Blue Flag 2024, reflecting our commitment to environmental responsibility, cleanliness, and safety at our beaches.

OUR PEOPLE



OUR PEOPLE

We are committed to:

At Euphoria Resort, we firmly believe that one of the key pillars of our success is our people; the true embodiment of Cretan hospitality. We take great pride in knowing that our guests' satisfaction is a direct reflection of our team's dedication, professionalism and care.

It is a fact that, many of our loyal employees have been with us since the very beginning, even during the pre-opening phase.

Our people's wellbeing, growth and engagement are vital to delivering memorable guest experiences and supporting our sustainable future.

Fully complying with Greek labor laws and promoting equal opportunities for all.

Hiring predominantly residents, strengthening our connection to the community.

Ensuring health, safety, and wellbeing in a respectful, inclusive and discrimination-free workplace.

Providing continuous training and development to empower a skilled and dynamic team.

Engaging all employees in our **Green Vision** sustainability initiatives.



OUR EMPLOYEE BENEFITS



**FREE
ACCOMMODATION IN
OUR OWN EMPLOYEE
RESIDENCES**

**FREE MEALS AND FREE
TRANSPORTATION TO
AND FROM THE HOTEL
PREMISES**

**TRAINING SEMINARS
& PROJECTS, SUCH AS
EM RESORTS
ACADEMY**

**CLEAR AND DETAILED
EMPLOYEE HANDBOOK**



**DEPARTMENTAL SKILL
TRAINING FOR TRAINEES**

**EMPLOYEE REWARD
AND RECOGNITION
PROGRAM**

OUR EMPLOYEE BENEFITS



**ANNUAL STAFF
EVALUATION**

**ACCESS TO THE
HOTEL'S DOCTOR**

**HEALTHY AND SAFE
WORKING
ENVIRONMENT**

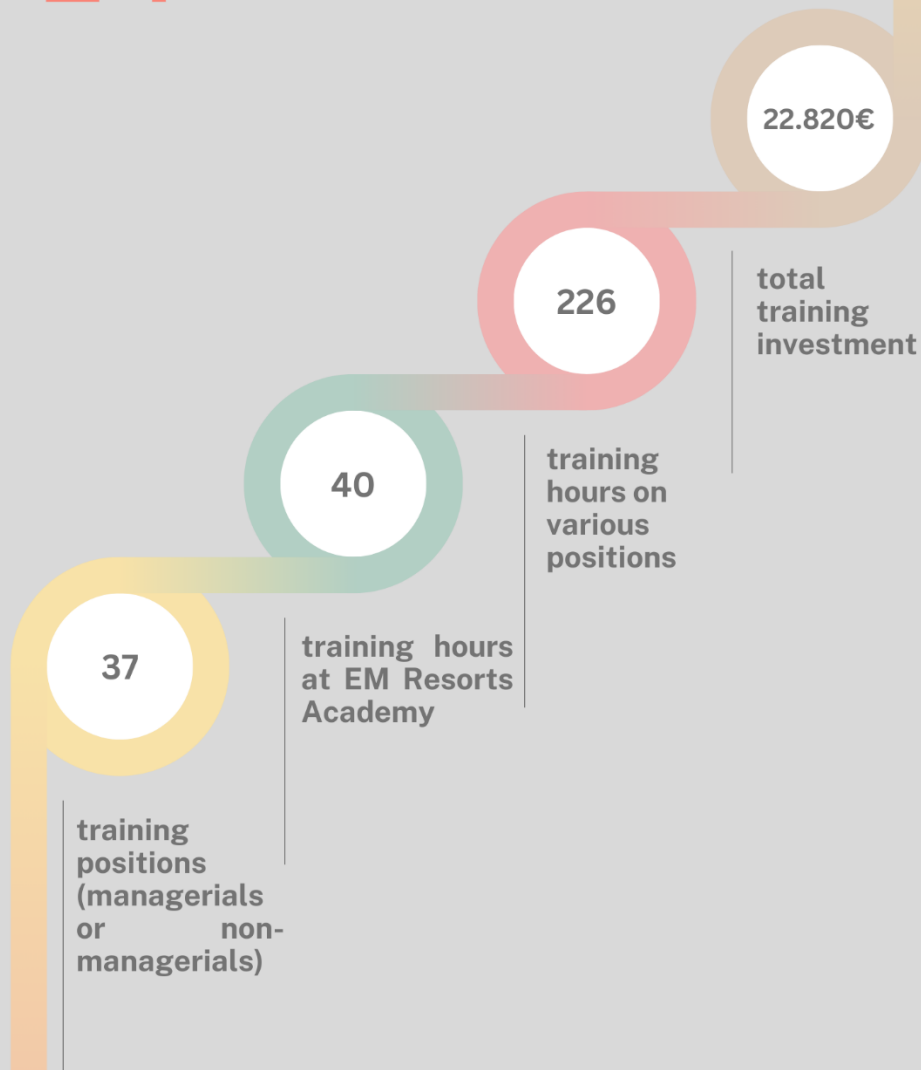
**SPECIAL RATES FOR HOTEL
FACILITIES, EXTENDED TO
EMPLOYEES' FAMILIES**



**ENCOURAGEMENT TO
JOIN OUR EMPLOYEES'
BLOOD BANK**

**SPORTS EVENTS
AMONG OUR STAFF**

20 STAFF 24 EDUCATION OVERVIEW



Our dedication to continuous learning not only nurtures individual development but also ensures that our guests consistently enjoy the highest levels of service and hospitality.

In 2023, Euphoria Resort launched a series of impactful initiatives designed to enhance employee career progression, support long-term professional growth and strengthen our workplace culture, reinforcing our commitment to excellence both within our team and towards our guests.

A cornerstone of these efforts was the introduction of the **EM Resorts Academy**, a strategic program providing structured learning pathways within the Food & Beverage Department. Combining theoretical modules with hands-on training, the Academy aligns with industry best practices and empowers employees to reach their full potential in a dynamic and supportive environment, while at the same time, we continue to actively attract new talent who share our values and vision, creating opportunities for collaboration, enriching our workforce with fresh perspectives and ensuring that Euphoria Resort remains a vibrant, forward-thinking workplace.

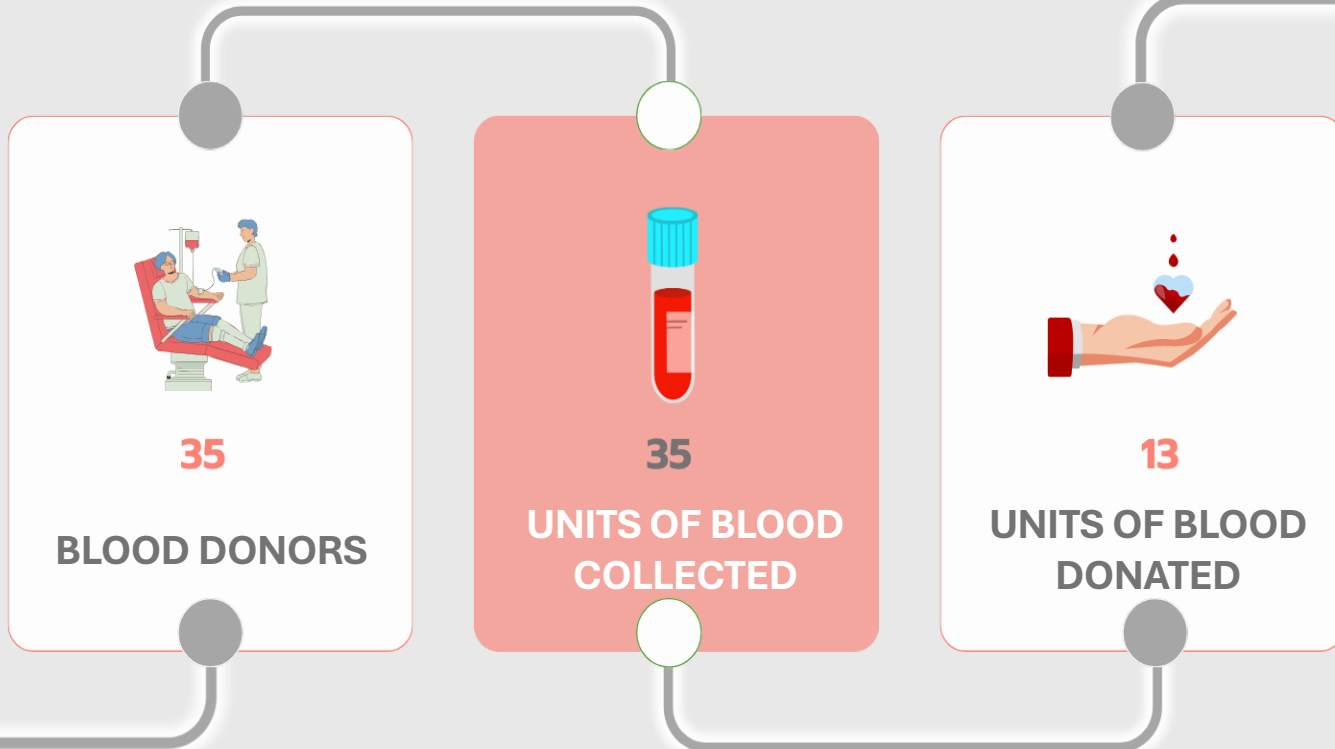
Moreover, in order to ensure knowledge is effectively transferred throughout the organization, we utilize our **"Train the Trainer"** seminars as part of a continuous education framework. This approach equips our in-house trainers to pass on their expertise with confidence, guiding staff through their daily professional routines and embedding best practices into every aspect of our operations.

RESPONSIBLE EMPLOYMENT

EMPLOYEE BLOOD BANK

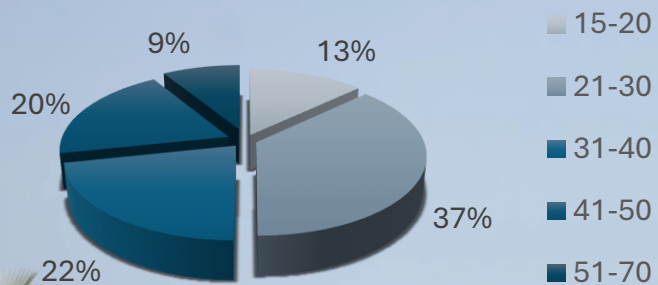
In 2023, we proudly launched our employee blood bank, enabling team members to contribute to a life-saving resource available to colleagues and their families in times of need. This initiative reflects our belief that true hospitality begins within our own team, ensuring we look after each other as we do our guests.

OVERVIEW 2024

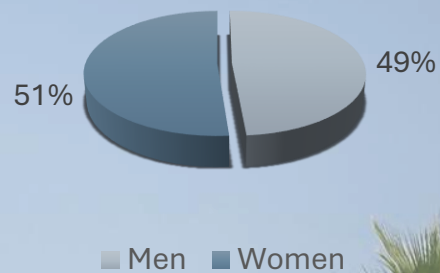


OUR EMPLOYEES' STATISTICS

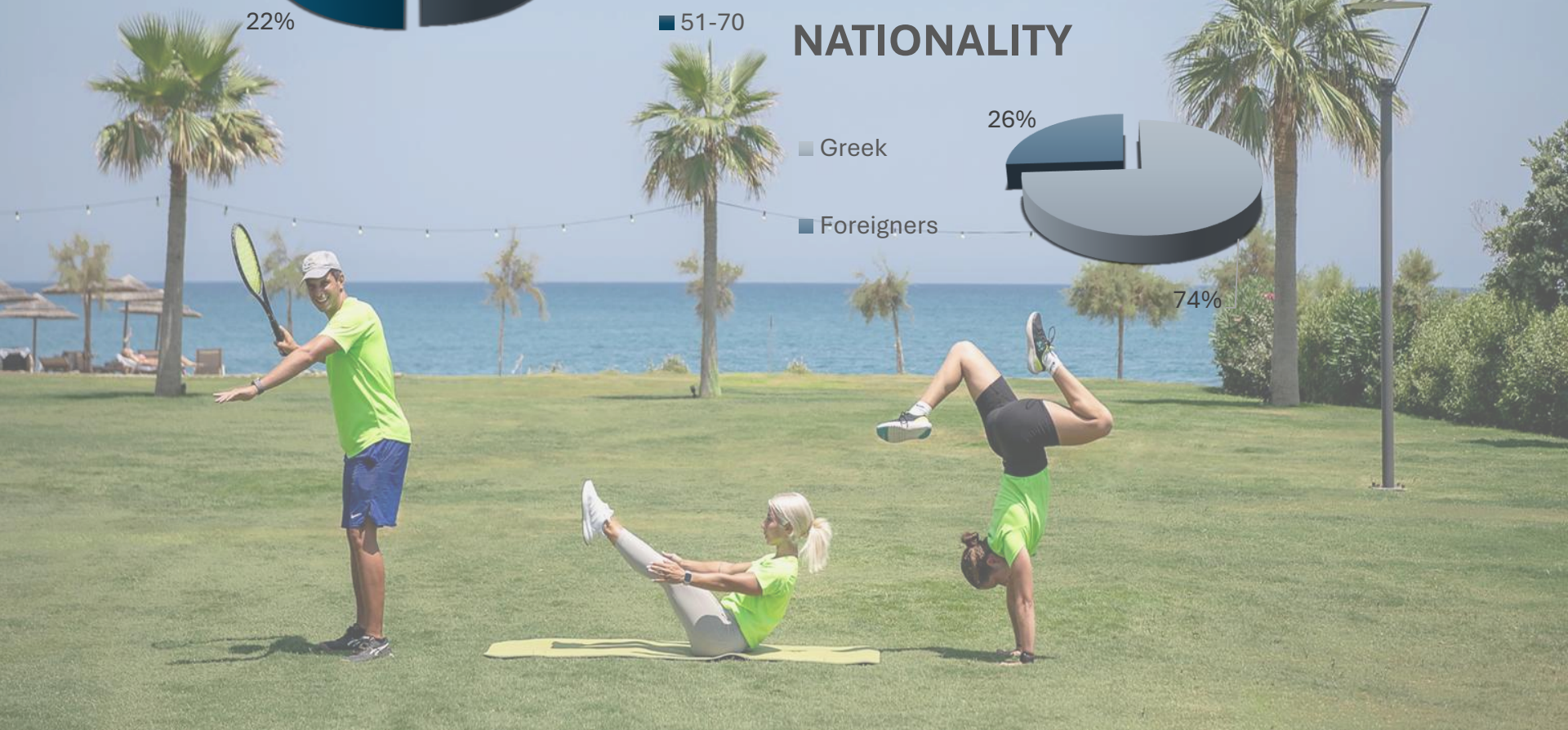
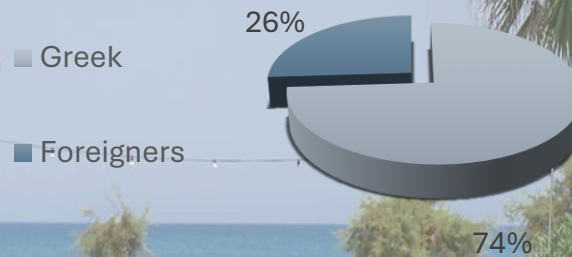
AGE GROUP



GENDER



NATIONALITY



our three **EU** Green pillars



We are committed in delivering an eco-chic experience, which combines both environmental responsibility and luxury experience for our guests.

We work together with our suppliers, business partners, and guests, to reduce our environmental impact, by focusing on critical areas concerning carbon emissions, food and beverage waste, indoor environmental quality, sustainable practices in the supply chain, waste and water management.

Sustainable hotel operations

Local Community Support

Environment & local Biodiversity

SUSTAINABLE HOTEL OPERATIONS

All resort buildings are classified as **energy class A+**, featuring certified thermal façade systems, wide solar control glass for natural lighting, and **eco-friendly LVT flooring** made from recycled and bio-based materials in guestrooms. **LED lighting** is used throughout the property.

Solar panels installed on the roofs cover nearly 10% of the hotel's electricity needs, significantly reducing reliance on conventional energy sources.

A **Building Management System (BMS)** continuously monitors energy production and consumption, providing daily reports to ensure optimal performance and efficiency.

A **KNX protocol** manages lighting and air conditioning based on demand and guest preferences, while smart room controllers monitor window status to prevent unnecessary energy loss.

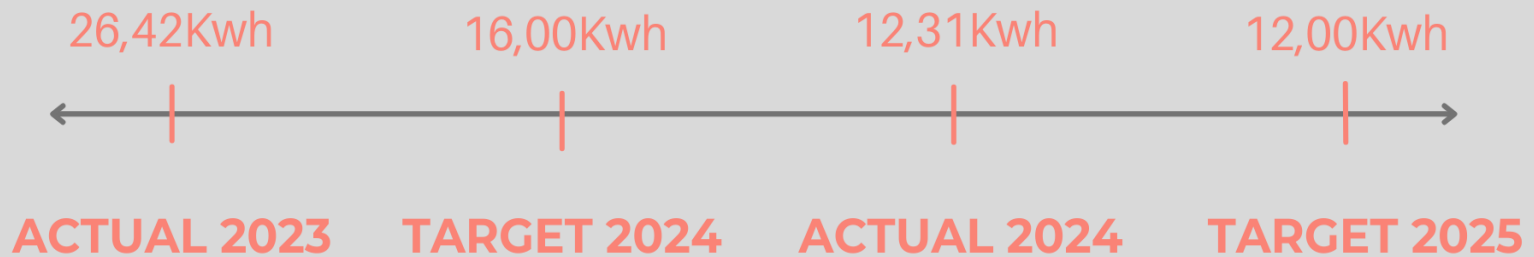
SUSTAINABLE HOTEL OPERATIONS

PHOTOVOLTAIC PARK

At Euphoria Resort, our commitment to sustainability extends far beyond infrastructure; it is reflected in how we track, measure, and continuously improve our energy performance. With advanced systems like our Building Management System (BMS) and KNX protocol, we are able to gather real-time data, optimize consumption and align operations with our environmental objectives.

Having already integrated high efficiency infrastructure, including solar panels, LED lighting, and eco-certified materials, we now focus on monitoring actual performance metrics to ensure these systems operate at their full potential.

TOTAL ENERGY EFFICIENCY per pax



This data-driven approach allows us to hold ourselves accountable, remain transparent and stay aligned with both our internal goals and broader environmental responsibilities.

SUSTAINABLE HOTEL OPERATIONS

PHOTOVOLTAIC PARK

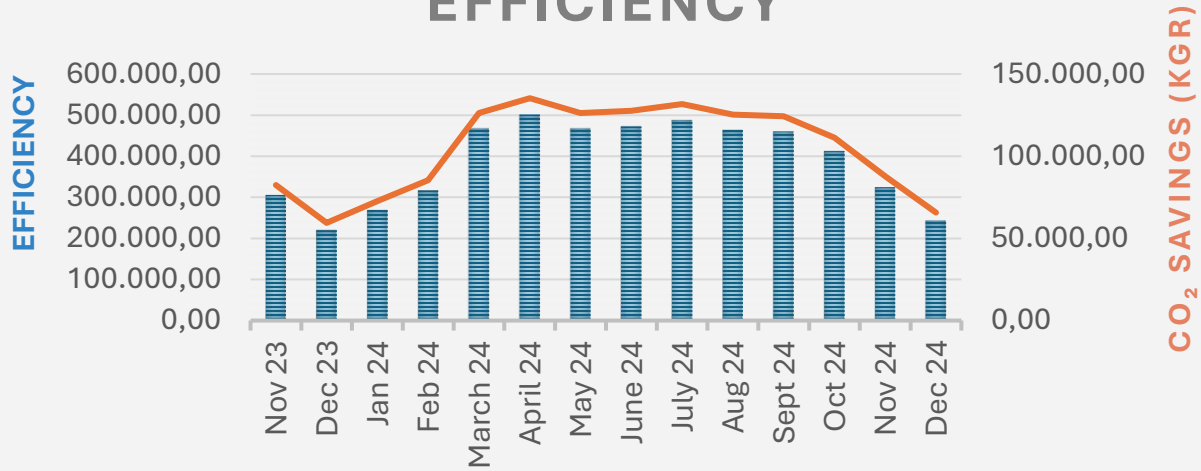
EM Resorts, comprising Minoa Palace Resort and Euphoria Resort, has taken a significant step toward reducing its carbon footprint through a “green” investment: the construction of a Photovoltaic Park, which has started operating in late October 2023. By generating our own renewable energy to power our resorts, we expect to offset approximately 2,000 tons of carbon dioxide (CO₂) annually.

Our solar park at a glance:

- 3 MW total capacity, the maximum allowance capacity for Crete
- 5,370 cutting-edge solar collectors installed across 43,500 square meters of extended land.
- The expected annual production was 5,000,000 kWh, intended to fully meet EM Resorts’ electricity needs. In 2024, actual production exceeded expectations, reaching 5,400,000 kWh.
- equipped with a remote telemetry system, allowing real-time monitoring of energy output at any time.



PHOTOVOLTAIC PARK EFFICIENCY



2.59K (tons) Standard coal saved



3.07K (tons) CO₂ avoided



4.20K Equivalent trees planted

SUSTAINABLE HOTEL OPERATIONS

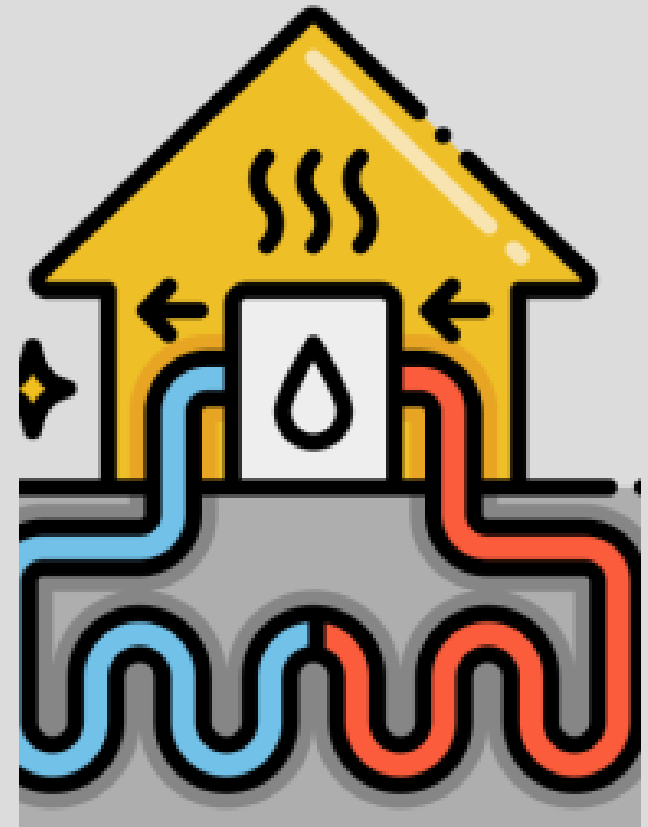
GEOTHERMAL ENERGY

In addition to utilizing solar energy, Crete's most abundant natural resource, Euphoria Resort has implemented a state-of-the-art geothermal cooling system to maximize energy efficiency in all indoor areas.

This system uses the earth's stable underground temperatures to cool the resort's premises, significantly reducing the energy required for traditional air-conditioning.

A key feature of this geothermal system is the recovery of excess heat generated during cooling. Instead of releasing this heat into the environment, it is captured and used to produce domestic hot water for the resort, further decreasing electricity consumption and enhancing overall energy performance.

Through these advanced technologies, Euphoria Resort significantly lowers its carbon footprint while maintaining guest comfort. Our dedicated team is deeply committed to environmental stewardship and actively encourages guests to support and participate in our sustainable management efforts throughout their stay.

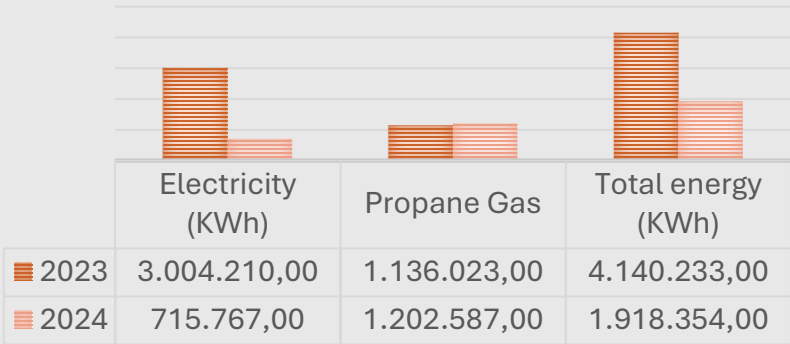


ENERGY CONSUMPTION

taken from the grid 

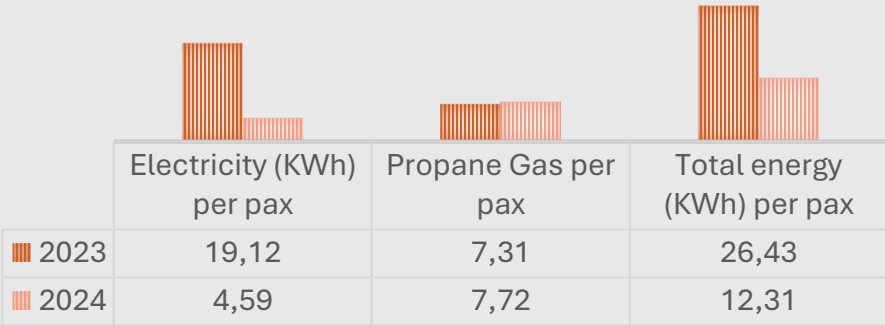
ENERGY CONSUMPTION

2023 2024

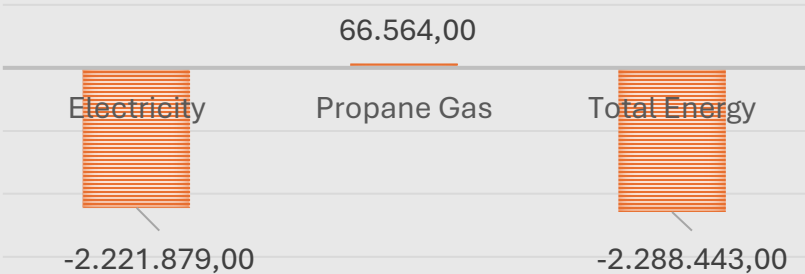


ENERGY CONSUMPTION PER PAX

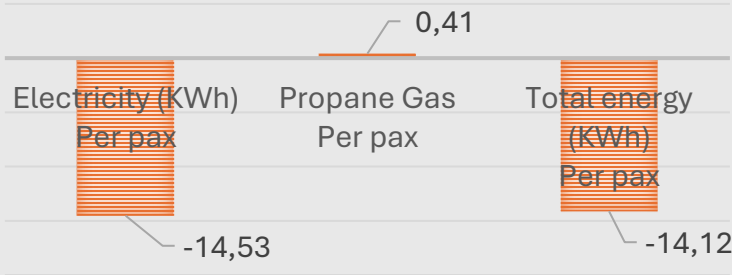
2023 2024



ENERGY CONSUMPTION KWH DIFFERENCE BETWEEN 2023-2024



ENERGY CONSUMPTION KWH/PAX DIFFERENCE BETWEEN 2023-2024

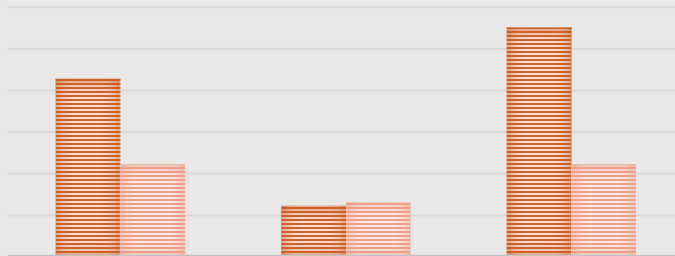


CO₂ SAVINGS (KGR)

WE REGULARLY MONITOR AND ANALYZE OUR CO₂ OUTPUT TO TRACK PROGRESS AND IDENTIFY NEW OPPORTUNITIES FOR CARBON REDUCTION. THESE EFFORTS ARE ALIGNED WITH GLOBAL ENVIRONMENTAL GOALS AND REFLECT OUR COMMITMENT TO CLIMATE-CONSCIOUS HOSPITALITY.

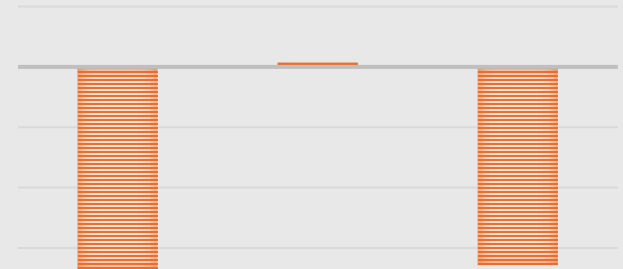
KGR CO₂ PER YEAR 2023-2024

■ 2023 ■ 2024



	Electricity	Propane Gas	Total
■ 2023	856.199,85	246.138,00	1.102.337,85
■ 2024	443.796,91	260.560,56	443.796,91

KGR CO₂ DIFFERENCE BETWEEN 2023-2024



	Electricity	Propane Gas	Total
■ Difference	-672.963,50	14.422,56	-658.540,94



**SUSTAINABLE HOTEL
OPERATIONS**

WATER EFFICIENCY

Our actions relate to:

**continuous
water saving**



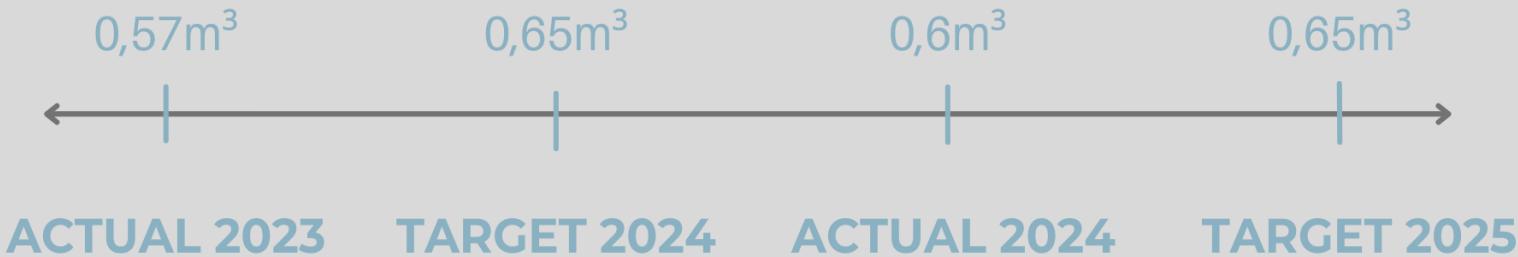
- 1** maintaining a fully automated underground watering system
- 2** minimum use of linen in all bars and restaurants
- 3** waterless system used while cleaning the rooms
- 4** water consumption monitoring at any moment
- 5** saving 2.5 tons of water per day in washing machines using detergents with environmentally friendly enzymes
- 6** maintaining a special cleaning system with mops, from the Housekeeping Team
- 7** use dosing pumps while placing pool chemicals

SUSTAINABLE HOTEL OPERATIONS

WATER EFFICIENCY

Water saving is amongst our biggest concerns. Within the ample surrounding areas of Euphoria Resort, watering such a vast surface is a great daily challenge for our operation.

WATER EFFICIENCY per pax



The projected rise in our 2025 target reflects unavoidable challenges, including climate-related high temperatures and the expansion of our à la carte services. However, we continue to strive for efficiency and sustainability in all operations.

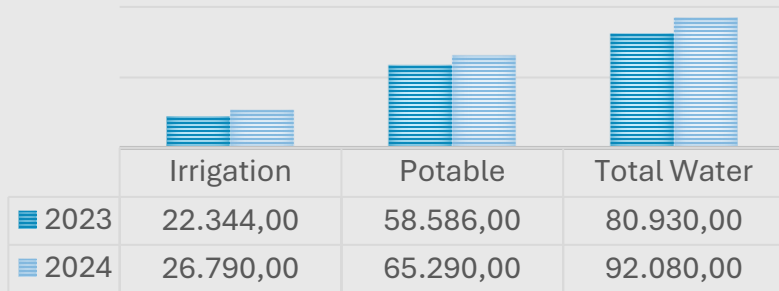
WATER CONSUMPTION

WE MONITOR WATER USAGE CLOSELY ACROSS ALL AREAS OF OPERATION, INCLUDING GUEST ROOMS, KITCHENS, POOLS, AND LANDSCAPING, TO ENSURE MAXIMUM EFFICIENCY WITHOUT COMPROMISING GUEST COMFORT OR SERVICE QUALITY. A SIGNIFICANT PORTION OF OUR CONSUMPTION IS ALLOCATED TO **IRRIGATION**, WHICH WE MANAGE WITH PRECISION USING SMART IRRIGATION SYSTEMS AND DROUGHT-RESISTANT NATIVE PLANTS TO REDUCE WATER DEMAND.

TO FURTHER REDUCE POTABLE WATER USE, WE'VE IMPLEMENTED REVERSE OSMOSIS TECHNOLOGY, WHICH PROVIDES HIGH-QUALITY DRINKING WATER WHILE MINIMIZING WASTE. WE ALSO ENCOURAGE WATER-SAVING BEHAVIOR AMONG STAFF AND GUESTS THROUGH ONGOING AWARENESS INITIATIVES.

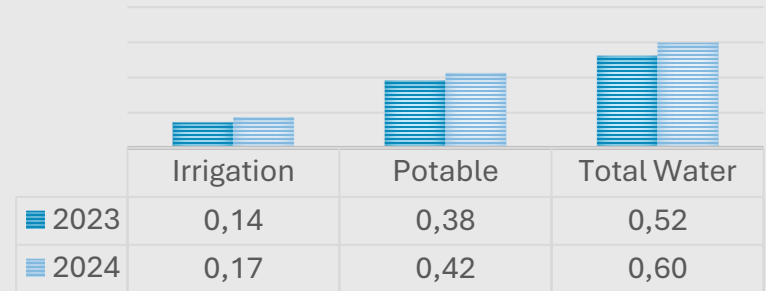
WATER CONSUMPTION M3

■ 2023 ■ 2024



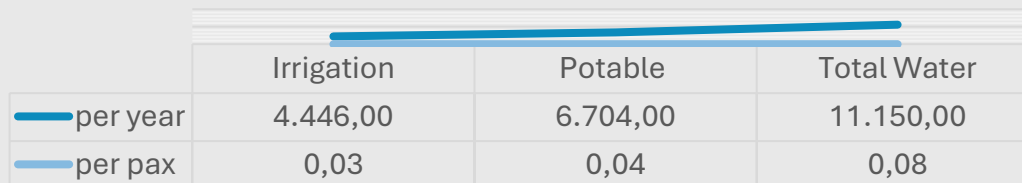
WATER CONSUMPTION M3 PER PAX

■ 2023 ■ 2024

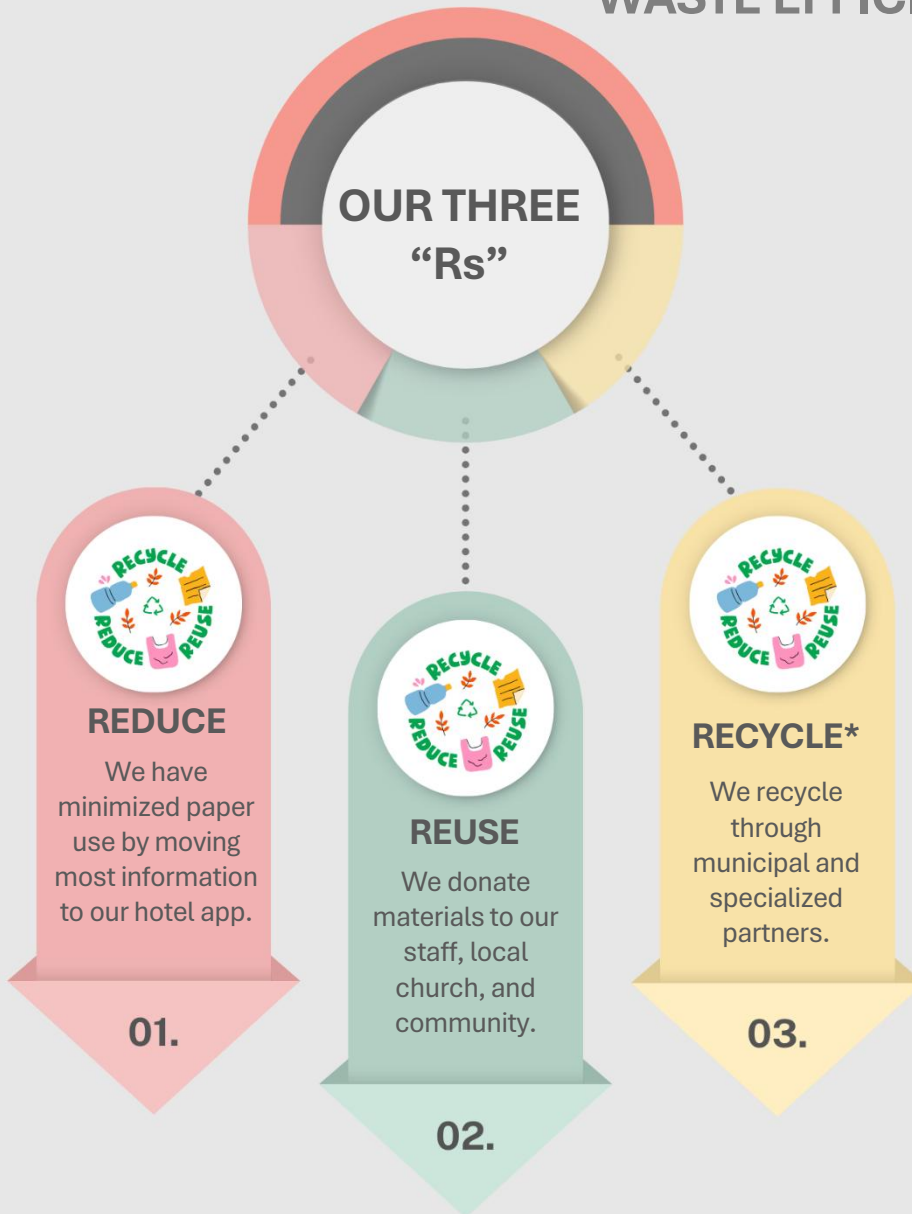


WATER CONSUMPTION DIFFERENCE BETWEEN 2023 & 2024

— per year — per pax



WASTE EFFICIENCY



27,25tn
of glass



17,5tn
of paper



21,68tn
of plastic



2,4tn
of used cooking oils/Biofuels



270kg
of used linen



59
ink cartridges

*Our recycling program covers paper, glass, plastic, cooking oils, lamps, ink cartridges, packaging materials, batteries, electronics and old uniforms/linen.

“WASTE LESS, RECYCLE MORE”

At Euphoria Resort, sustainability shapes everything we do. Through consistent efforts to reduce waste and improve how we manage materials, we have developed a comprehensive recycling program that reflects our commitment to the environment. We actively seek smarter ways to reuse and recycle, and we always invite our guests to join us in this shared responsibility.

In 2024, these efforts resulted in a total volume of recyclable materials that recorded a marginal decrease of 0.6% compared to 2023. This positive outcome is primarily attributed to proactive waste prevention measures at source and increased reuse of materials, both representing higher-value actions within our circular economy strategy.

Through targeted initiatives, we successfully reduced raw material consumption, thereby minimizing waste generation from the outset.

For plastics, we introduced refillable bottles and water refill stations, significantly reducing reliance on single-use plastics.

Coffee grounds are now collected and recycled to enrich our gardens, transforming 4.5tn of organic waste into valuable resources.

Despite the slight decline in core material streams such as glass, plastic, and paper, we achieved notable progress in specialized recycling categories, including an 80% increase in textile recovery and a 4.82% increase in used oil recycling.

These results demonstrate our strategic shift from focusing solely on the quantity of recycled materials to prioritizing **waste prevention, material reuse and improved quality of recyclable inputs**, ensuring a more sustainable future for our resort and our guests.

0,6



recyclable materials

4,82

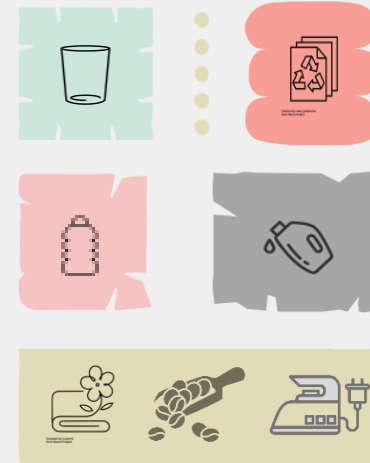


used oils

80

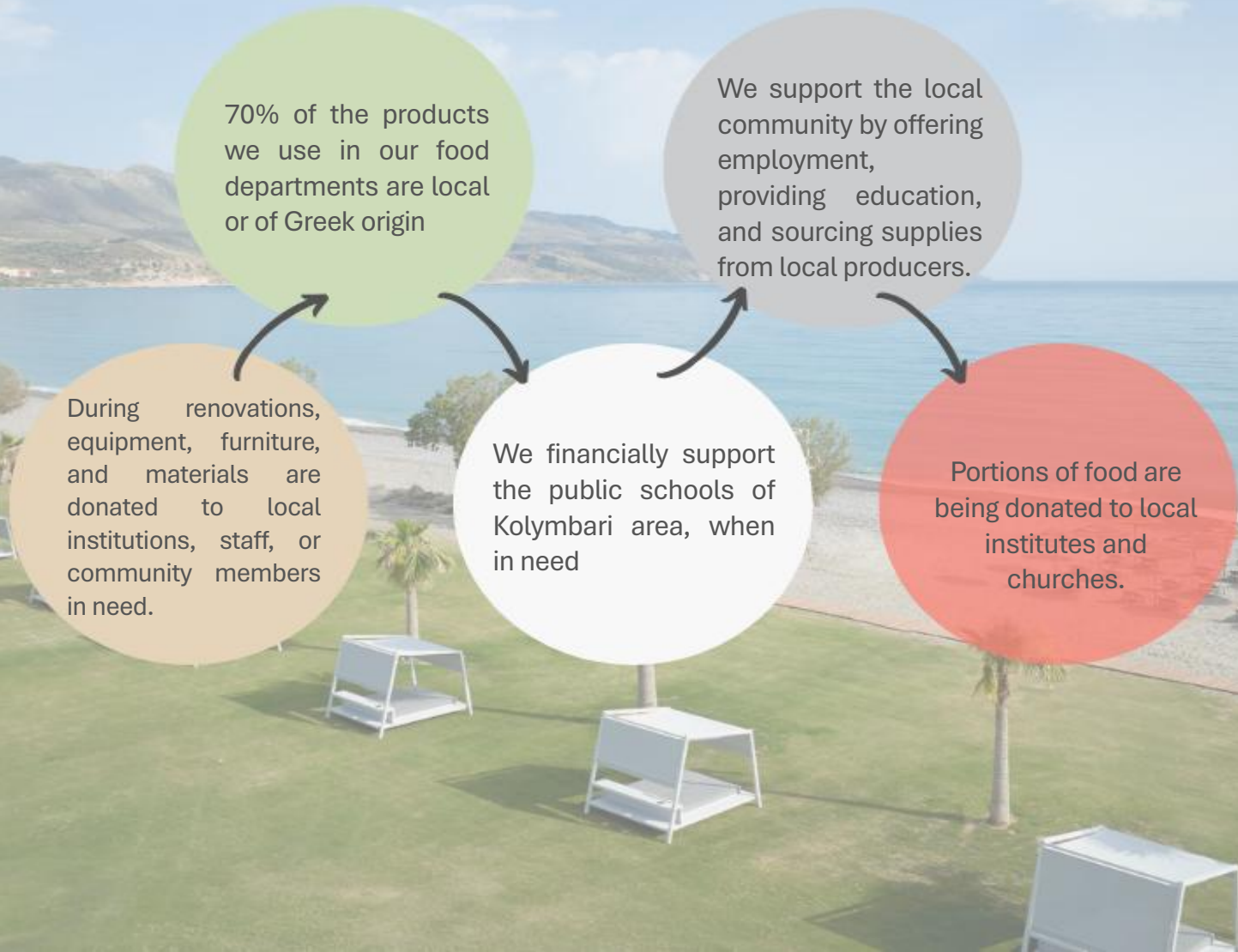


used linen



LOCAL COMMUNITY & SOCIAL RESPONSIBILITIES

Local Community Support

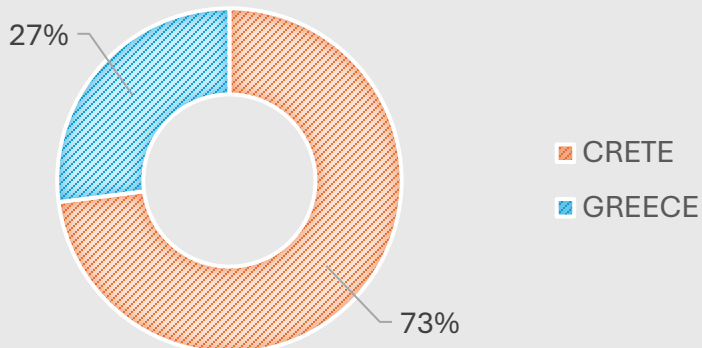


LOCAL COMMUNITY & SOCIAL RESPONSIBILITIES

Local Community Support

In addition to significantly reducing energy and water consumption and lowering our carbon footprint, we are deeply committed to supporting the local community and its producers, fostering sustainable growth and preserving traditional practices that enrich our region.

SUPPLIERS



To reinforce this commitment, 73% of our suppliers are coming from Crete, while an additional 27% come from other regions across Greece. By sourcing seasonal, local ingredients from these areas, we not only minimize transportation emissions but also promote economic development throughout Crete and the wider Greek economy, offering our guests a fresh and authentic experience rooted in local heritage.

LOCAL COMMUNITY & SOCIAL RESPONSIBILITIES

Promote Cretan Culture

Authentic Cretan cuisine is showcased across our restaurants, especially at “Kouzina”, with Mediterranean dishes served daily for breakfast, lunch, and dinner.

We organize visits to local wineries, offering a deep dive into Crete’s wine-making heritage.

We proudly use and promote local ingredients such as graviera and mizithra cheeses, olive oil, honey, and raki.

Weekly Cretan and Greek nights bring local music, dance, and tradition to life.

Evening entertainment features talented local musicians and performers, sharing the sounds and spirit of the island.

We support and display the works of acclaimed Greek artists, contributing to the promotion of modern Hellenic art.

Through our Euphoria section, we encourage guests to discover Chania’s top sights and connect with local producers.

We also arrange visits to olive oil pressing factories, where guests can observe traditional production methods.

In collaboration with the Terra Creta Olive Mill, we educate guests and staff on the nutritional and cultural value of Cretan olive oil.

Our Street Food Festival, taking place every week in the Euphoria Garden, in a lively open-air setting.

LOCAL COMMUNITY & SOCIAL RESPONSIBILITIES

Promote Cretan Culture



Investing on the various ways we promote Cretan culture, we take this commitment even further by producing our own olive oil directly from our fields. This initiative allows us to maintain the highest standards of quality and authenticity, ensuring that the rich, distinctive flavor of Cretan olive oil is a cornerstone of our culinary offerings.

By hiring local people to oversee and carry out the olive oil production, we not only create employment opportunities within the community but also help preserve valuable traditional agricultural practices that have been passed down through generations.

This commitment enables us to replace other types of cooking oils with our own pure, locally produced olive oil, enhancing both the flavor and nutritional value of our dishes.

Through this approach, we celebrate and sustain the island's heritage, honor the local economy, and foster a deeper connection between our guests and Crete's rich cultural identity.

LOCAL COMMUNITY & SOCIAL RESPONSIBILITIES

Social Responsibilities

At Euphoria Resort, we believe that **caring for our community**—especially children and vulnerable individuals—is as important as caring for our environment. As part of our social responsibility program, we proudly support two remarkable organizations : **“The Smile of the Child”** (*To Chamogelo tou Paidiou*) and **ELEPAP**. Both are dedicated to improving lives through compassion, specialized care and long-term impact.

“The Smile of the Child” – Protecting Children in Need

This leading non-governmental organization in Greece is committed to supporting children who face poverty, abuse, health challenges, or have gone missing. Its mission is to ensure every child experiences love, protection, care, and respect.

How Euphoria Resort supports:

- ✓ We raise awareness among guests through educational materials and activities.
- ✓ We organize fundraising and donation campaigns.
- ✓ A portion of our “Day Pass” ticket is donated to the organization. Each year, instead of buying corporate Christmas cards, we make a financial contribution to support their work.

“ELEPAP” – Rehabilitation for Children with Disabilities

ELEPAP provides early intervention and ongoing rehabilitation services to children with mobility and developmental challenges, helping them live more independent and fulfilling lives.

How Euphoria Resort supports:

- ✓ We purchase Christmas and Easter gifts for our staff directly from ELEPAP, supporting their fundraising efforts.
- ✓ We make financial donations throughout the year to assist in their continued operations.

Together with these organizations, we strive to build a future where every child is protected, included, and supported; because every smile and every step forward matters!



ENVIRONMENTAL ACTIONS & LOCAL BIODIVERSITY

Environmental Actions

Blue Flag

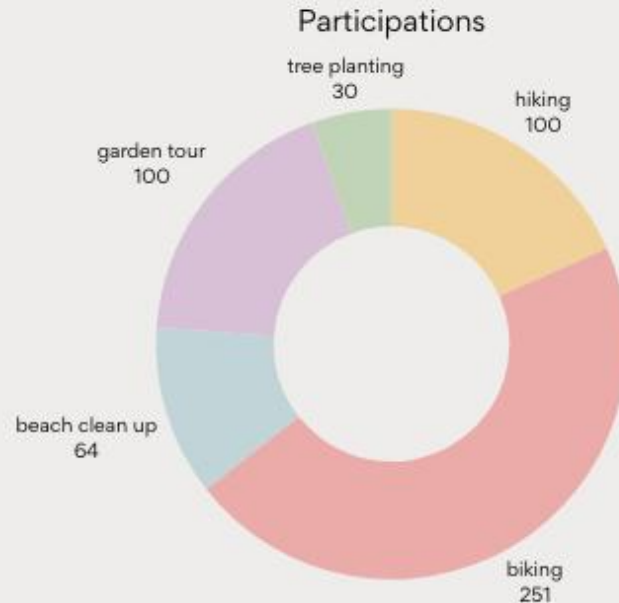
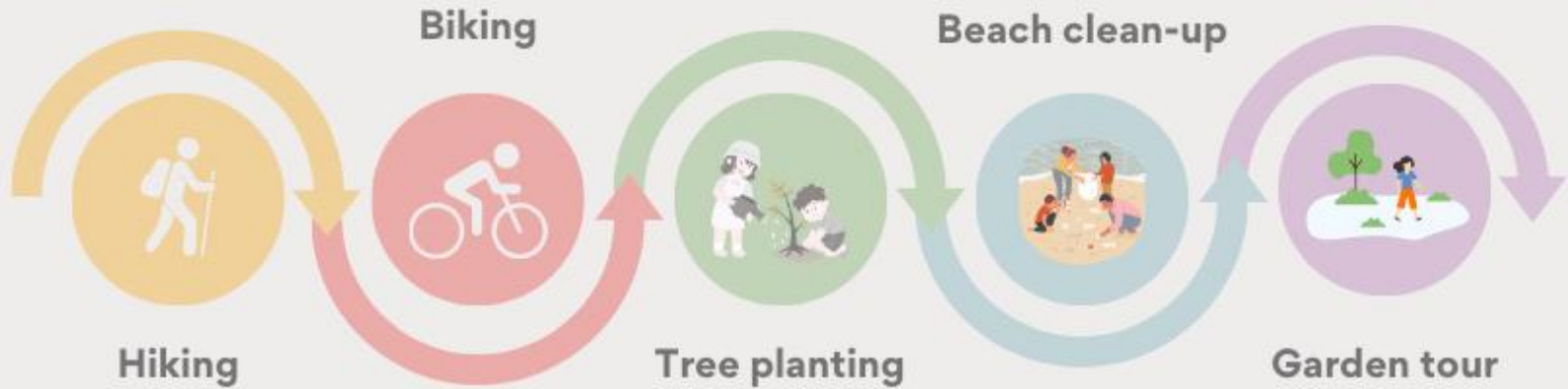
The Blue Flag is a prestigious, globally recognized program that promotes environmental awareness, sustainable practices, and the protection of coastal areas. Implemented annually across Europe and many regions worldwide, it stands as an international symbol of excellence—one of the most respected environmental labels in existence.

At Euphoria Resort, we are proud to be among the 625 Blue Flag holders in Greece, a distinction that reflects our commitment to exceptional seawater quality, pristine cleanliness, well-maintained beach facilities, guest safety, and the preservation of endangered species and their habitats.

ENVIRONMENTAL ACTIONS & LOCAL BIODIVERSITY

Environmental Actions

Statistics of our eco-activities



ENVIRONMENTAL ACTIONS & LOCAL BIODIVERSITY

Local Biodiversity

Animal Welfare



At Euphoria Resort, animal welfare is close to our heart. As part of our vision to support and protect local biodiversity, we actively rescue, support, and care for stray animals in collaboration with the Animal Welfare Group of Chania and a trusted local veterinary clinic. Several animals have already been rescued and are now being fostered within the resort. We provide them with nutritious food, medical care, vaccinations, and a safe, comfortable resting space. Our team ensures they live in a healthy and loving environment while waiting to be adopted into their forever homes.

In 2024, we adopted an elderly dog and named him Eupho, proudly reflecting the spirit of our resort. Our team collected him, brought him to the veterinarian for vaccinations and microchipping, and welcomed him into our resort family, where he now enjoys a safe and caring home.

Through these initiatives, we aim not only to improve the lives of these animals but also to raise awareness among our guests and the wider community about the importance of animal rescue and responsible adoption.

ENVIRONMENTAL ACTIONS & LOCAL BIODIVERSITY

Local Biodiversity

Protecting Caretta-Caretta sea turtle

Kolymbari, part of the NATURA 2000 network, is home to the endangered Loggerhead sea turtle (Caretta-Caretta), which nests on our pebbled beach during the summer. We are proud to be located in such a special environment and feel a strong responsibility to protect it. In cooperation with ARCHELON – The Sea Turtle Protection Society of Greece, we take active steps to preserve the turtles' habitat and raise awareness. To ensure undisturbed nesting, we remove all sunbeds from the beach each evening, avoid artificial lighting, and ensure outdoor lights are directed away from the shore.

Guests are kindly advised to inform Reception or local authorities if they spot a turtle, especially during nesting. Before each season, we carry out a gentle beach cleaning, maintaining a natural and clean environment throughout the summer, until nature takes over once again.



ENVIRONMENTAL ACTIONS & LOCAL BIODIVERSITY

Local Biodiversity

Protecting the wildflower, Sea Daffodil

The Sea Daffodil, or *Pancratium maritimum*—named from the Greek word “pancratium,” meaning “all strength” due to its resilience in harsh environments—is one of Crete’s most exquisite wildflowers. It has thrived in the island’s northwestern coastal areas since prehistoric times, often depicted in ancient Minoan artworks. This rare plant is protected under Greek and international law as part of the NATURA 2000 network, which safeguards ecologically important habitats across Europe.

Our Blue Flag-awarded beach is home to this endangered species. As part of our commitment to preserving local biodiversity, we have taken special measures to protect it by installing protective barriers and an informational board to educate and raise awareness among our guests.

Our Sustainability Strategy & Results

Strategy



Our Sustainability Strategy & Results

OUR 2024 GOALS

Improve energy efficiency up to 1.100.000kwh
Save up to 30L of water per guest/day

Installation of a larger waste press for improved recycling efficiency
Coffee grounds recycling program

Financial support to ELEPAP Chania
Earn Blue Flag 2024

Obtain Bike Friendly certification
Obtain Greek Breakfast certification

Ongoing regular operational audits throughout the hotel aimed at the renewal of the TRAVELIFE GOLD certificate

Saved 1.1M kWh via our Photovoltaic Park
Achieved daily water savings up to 30L per guest

Upgraded to a larger waste press
Started coffee grounds recycling

Supported ELEPAP Chania
Successfully received Blue Flag 2024

Certified as Bike Friendly Resort
Earned Greek Breakfast certification

Continued audits for TRAVELIFE GOLD

OUR 2024 ACCOMPLISHMENTS

Ongoing Commitments:

Partnership with “The Smile of the Child”
Animal welfare collaboration
Continuous staff education & sustainability training

OUR 2025 GOALS

ENVIRONMENT

1

Energy efficiency up to 1.800.000kwh compared to 2024

2

Water saving up to 30Lt per person/day

3

Integrating zero-waste products into operations

4

Reusable water glasses across all outlets

5

Water refill stations to reduce single-use plastics

COMMUNITY

1

Archelon trainings & awareness activities to protect sea turtles and engage our community

2

Ongoing staff trainings on sustainability practices

3

Organising a blood donation day open for everyone

4

Initiated procedures for building new staff residences

OPERATIONS

1

Ongoing regular operational audits throughout the hotel aimed at the renewal of the TRAVELIFE GOLD certificate

2

TUI “Turtle Friendly Hotel” Certificate in cooperation with Archelon

3

BLUE FLAG 2025

OUR AWARDS

 <p>TUVNORD TUV HELLAS S.A. ISO 22000 tuvhellas.gr</p>	<p>International standard ensuring food safety management and safe supply chain practices.</p>	<p>VALID SINCE 2018</p>
 <p>Travelife Gold Certified for Accommodation Sustainability</p>	<p>Global certification for hotels demonstrating sustainable and responsible practices.</p>	<p>VALID SINCE 2021</p>
 <p>BLUE FLAG</p>	<p>International eco-label for beaches/marinas meeting strict standards in water quality, safety, and environmental management.</p>	<p>VALID SINCE 2022</p>
 <p>greek breakfast www.greekbreakfast.gr H HOTELS PROMOTING COUNTRY IN HOTELS</p>	<p>Label promoting local products and traditional recipes in hotel breakfasts.</p>	<p>NEW</p>
 <p>BIKE FRIENDLY HOTEL Euphoria Resort MAY 2014-2018</p>	<p>Certification for accommodations supporting cycling tourism and sustainable mobility.</p>	<p>NEW</p>

OUR CERTIFICATIONS

	<p>Recognition for consistently high guest review scores and hospitality excellence.</p>	<p>VALID SINCE 2019</p>
	<p>Recognition awarded to top-performing hotels within the TUI Blue Star brand for exceptional quality, service, and guest satisfaction.</p>	<p>VALID SINCE 2020</p>
	<p>Distinction from TUI for outstanding customer satisfaction, quality, and sustainability.</p>	<p>VALID SINCE 2022</p>



As part of our commitment to responsible development and to making a positive impact on the environment and local community, we invite all our partners, suppliers, guests, staff and community members to join us on this shared journey.

By upholding our high environmental and social standards together, we can strengthen our collective efforts to save energy, reduce waste, protect biodiversity and support the local economy.

We also invite all stakeholders, including our guests, employees and the local community, to share their feedback on our sustainability initiatives and collaborate with us in achieving even better results and continuing this positive trend.

Every action counts! Let's continue to make sustainability a reality, together.

EM RESORTS

Released in May 2025

