



2025 SUSTAINABILITY REPORT

PRIME BEACH HOTEL



"As Prime Beach Hotel, we successfully reinforced our goal of transforming sustainability from a vision into an operational reality throughout our 2025 activities. This year, we took significant steps guided by the United Nations Sustainable Development Goals and the Global Sustainable Tourism Council (GSTC) Sustainable Tourism Program – Stage 3 criteria. Sustainability means not only reducing our environmental footprint, but also enhancing social inclusion, making accessibility a standard, and strengthening the local economy. This comprehensive report demonstrates our hotel's unwavering commitment to the principles of transparency, accountability, and participation. We extend our sincere thanks to all our guests, employees, and stakeholders for accompanying us on our journey toward building a greener and more equitable future.

Mehmet BiÇER
General Manager

Prime Beach Hotel's core sustainability policy is founded on the responsibility to protect and enhance the cultural, economic, and environmental values of the geography in which we operate. Our vision is to be a sector leader by delivering a tourism experience that adds value to the local community, respects the ecosystem, and is inclusive of all stakeholders. In 2025, our policy focuses on ensuring maximum efficiency in the use of energy and water resources, adopting circular economy principles in waste management, and implementing the highest standards for the protection of human rights, particularly those of women and children.

Ömer Osman YILDIZ
Quality Manager



ABOUT US

We are a five-star tourism facility located in the Marmaris region, where the unique nature of the Mediterranean meets, established on a spacious 20-decare site and comprising 632 rooms. We offer our guests a privileged seafront location at the point where the Aegean and Mediterranean Seas converge, providing unique sea and island views along with easy access to the beach.

With comfort as a priority, we have designed rooms equipped with modern amenities that cater to diverse tastes and needs across a wide range of accommodation options. Through our All-Inclusive concept, our guests enjoy rich dining experiences in our restaurants and bars offering distinguished selections from local and international cuisines, as well as a variety of entertainment and activity programs.

Taking a holistic approach to the guest experience, we feature a fully equipped SPA Center dedicated to relaxation and rejuvenation. We also provide meeting and event spaces for special occasions and organized events.

Alongside this comprehensive portfolio of luxury and comfort, we have placed strong emphasis on the protection of natural resources since our establishment. Through our 2025 Sustainability Report, we reaffirm our commitment to delivering an unforgettable holiday experience for our guests while fulfilling our responsibilities to the environment and the local community at the highest level.

SUSTAINABILITY MANAGEMENT SYSTEM AND CERTIFICATIONS

In 2025, our process of completing the requirements of the Sustainable Tourism Program – Stage 3 gained significant momentum. Our Quality and Sustainability Team continuously monitored our sustainability performance by conducting comprehensive risk and opportunity analyses across all departments.

As part of this process, Prime Beach Hotel holds the following certifications and awards:

ISO 22000:2018 – Food Safety Management System

ISO 45001:2018 – Occupational Health and Safety Management System

ISO 10002:2018 – Customer Satisfaction Management System

ISO 9001:2015 – Quality Management System

ISO 14001:2015 – Environmental Management System

Blue Flag

Clean Pool Certificate

Zero Waste Certificate

STAKEHOLDER ENGAGEMENT AND COMMUNICATION

We conducted regular consultations with our guests, employees, suppliers, industry peers, and local authorities. The feedback obtained through stakeholder surveys and meetings played a key role in defining our 2026 objectives.



OUR POLICIES

Environmental Policy

Child Protection Policy

Policy for the Protection of Women Traveling Alone

Sustainability Policy

Purchasing Policy

Energy Policy

Accessibility Policy

Food Waste Prevention Policy

Biodiversity Conservation Policy

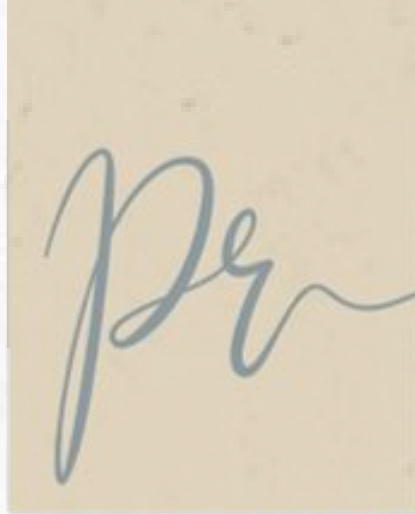


Scan the QR code to review our policies.



PLANT SPECIES AT OUR HOTEL AND SUSTAINABILITY RATIO

Bitki Adı	Kuraklığa / Zorlu Koşullara Dayanıklılık Durumu	Peyzaj Sürdürülebilirlik Açısından Değerlendirme
Limon Servi (<i>Cupressus Macrocarpa Goldcrest</i>)	Kara servi üzerine aşılınması sayesinde kuraklığa dayanıklı .	Yüksek Sürdürülebilir (Düşük su ihtiyacı)
Pitos (<i>Pittosporum</i>)	Dayanıklı bir çit bitkisidir.	Sürdürülebilir (Düşük bakım, dayanıklı)
Fırça Çalısı (<i>Callistemon Laevis</i>)	Kuraklığa ve su baskınlarına dayanıklı .	Yüksek Sürdürülebilir (Çok yönlü dayanıklılık)
Yeşil Taflan (<i>Euonymus Japonicus</i>)	Kuraklığa ve aşırı sıcaklara dayanıklılığı artar .	Yüksek Sürdürülebilir (İklim adaptasyonu)
Şimşir (<i>Buxus Sempervirens</i>)	Dayanıklı ve kent kirliliğine dayanıklı .	Yüksek Sürdürülebilir (Zorlu şehir koşullarına uyum)
Begonvil Sarmaş. (Bougainvillea Alexandra)	Kuraklığa dayanıklı .	Yüksek Sürdürülebilir (Düşük su ihtiyacı)
Palmiye (<i>Areca Dypsis Lutescens</i>)	Çoğu türü "Hardy Palms" ifadesiyle belirtildiği gibi zorluğa dayanıklı .	Sürdürülebilir (Dayanıklı tür seçimi)
Sikasya	Özellik belirtilmemiş.	Yorumsuz
Yılbaşı Ağacı/Salon Çamı (<i>Araucaria Heterophylla</i>)	Kuraklığa dayanıklı ve farklı toprak koşullarına adapte olur.	Yüksek Sürdürülebilir (Düşük su, yüksek adaptasyon)
Ficus Starlight Benjamin Bitkisi	Özellik belirtilmemiş (Genellikle iç mekanda ve nispeten daha hassas).	Nispeten Düşük Sürdürülebilir (Dış mekanda sürekli bakım gerektirebilir)
Arap Yasemini (<i>Jasminum Sambac</i>)	Sıcak havalara karşı dayanıklı .	Sürdürülebilir (Sıcak iklime uyum)
Gül (<i>Rosa</i>)	Sulama aksasa bile hemen kurumaz, kuraklığa dayanıklı .	Yüksek Sürdürülebilir (Su tasarrufu, dayanıklı yapı)
Mor Salkım Fidanı	Soğuğa dayanıklı ve çok uzun ömürlü .	Sürdürülebilir (Uzun ömürlü, soğuk iklime uyum)
Muz Ağacı	Soğuğa dayanıklı türleri mevcuttur.	Sürdürülebilir (Zorlu iklime dayanıklı tür seçimi)
Kuşkonmaz Bitkisi (<i>Asparagus Setaceus</i>)	Susuzluğa dayanıklı ve sığağa kurağa dayanıklı.	Yüksek Sürdürülebilir (Su tasarrufunda avantaj)
Gargat Ağacı	Kurak havaya ve hava kirliliğine dayanıklı .	Yüksek Sürdürülebilir (Şehir ortamı ve kuraklığa uyum)
Kauçuk Ağacı (<i>Ficus Elastica</i>)	Dayanıklı, kurak havaya ve hava kirliliğine dayanıklı .	Yüksek Sürdürülebilir (Çok yönlü dayanıklılık)
Horozibiği Çiçeği (<i>Balta püskülü</i>)	Kuraklığa karşı dayanıklı .	Yüksek Sürdürülebilir (Düşük su ihtiyacı)
Japon Şemsiyesi (<i>Cyperus alternifolius</i>)	Kurak, kayalık ya da çok sulak alanlarda gelişir; soğuğa dayanıklı .	Yüksek Sürdürülebilir (Ekstrem koşullara uyum)
Kartopu (<i>Viburnum Opolus</i>)	Soğuk ve sıcak havaya karşı çok dayanıklı .	Sürdürülebilir (Geniş iklim aralığına uyum)
Çim (Zoysia)	Kuraklığa, susuzluğa ve hastalıklara karşı son derece dayanıklı .	Yüksek Sürdürülebilir (Geleneksel çime göre çok az su tüketimi)
Sığıla Günlük Ağacı	Su altında kaldığı müddetçe fevkalade dayanıklı .	Nispeten Düşük Sürdürülebilir (Suya dayanıklılığı, sulak ortam ihtiyacını işaret eder)
Bodur Süs Narı Ağacı	Kuraklığa, sığağa ve soğuğa dayanıklı .	Yüksek Sürdürülebilir (Az bakım, zorlu iklime uyum)
Çınar Ağacı	Sulak alanları sevmesine rağmen kuraklık için de dayanıklı .	Sürdürülebilir (Dayanıklı, ancak tam kuraklık bitkisi değildir)



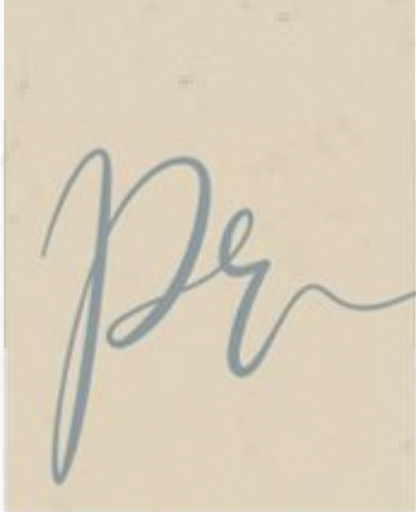
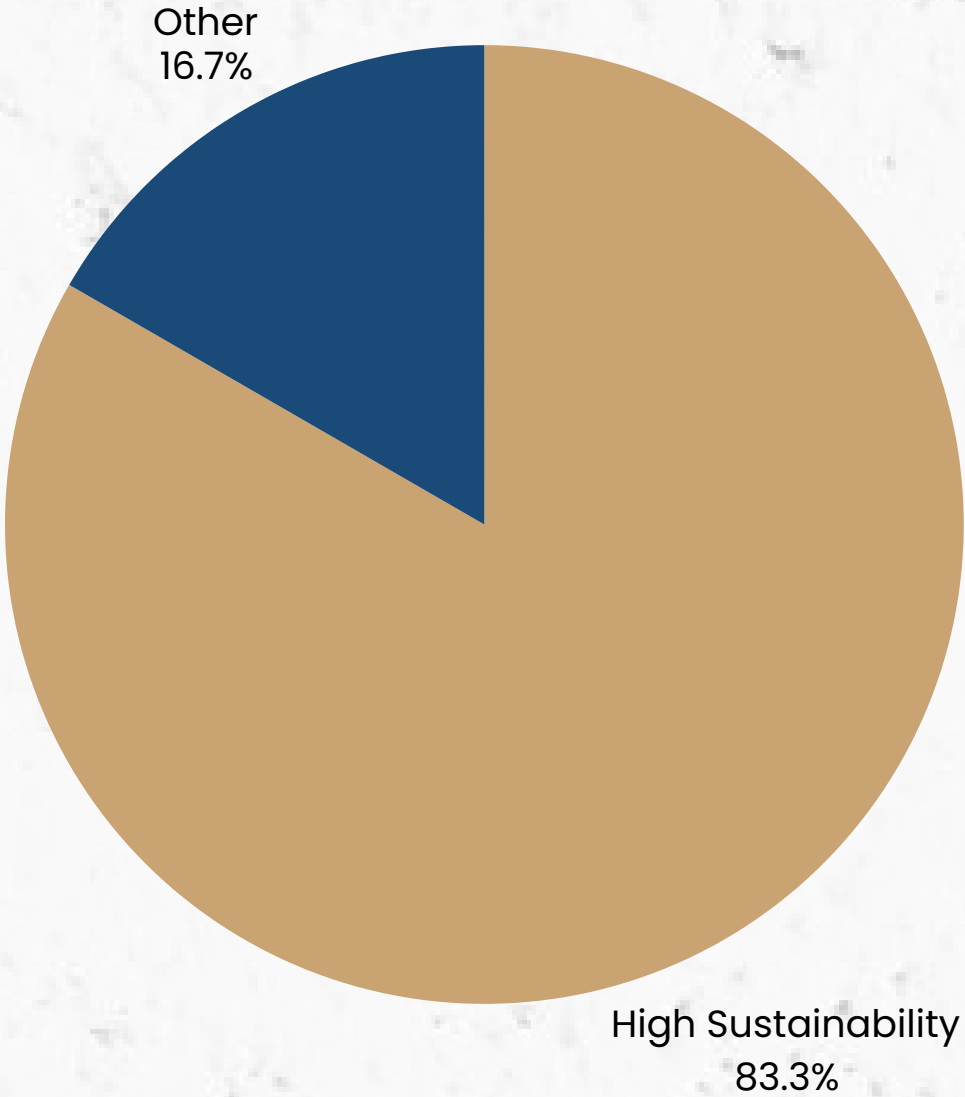
PRIME BEACH
— MARMARIS —



PLANT SPECIES AT OUR HOTEL AND SUSTAINABILITY RATIO

Category	Comment	Number Of Species	Ratio
High Sustainability	Species that are explicitly stated in the text as being resistant to drought/water scarcity, air pollution, or extreme temperatures.	20	%83,33
OTHER	Species that are described only as “resilient,” that require water (such as Sweetgum), or for which no specific resilience details are provided (such as Cycas and Ficus).	4	%16,67
Total		24	100%

Plant Species Sustainability Ratio



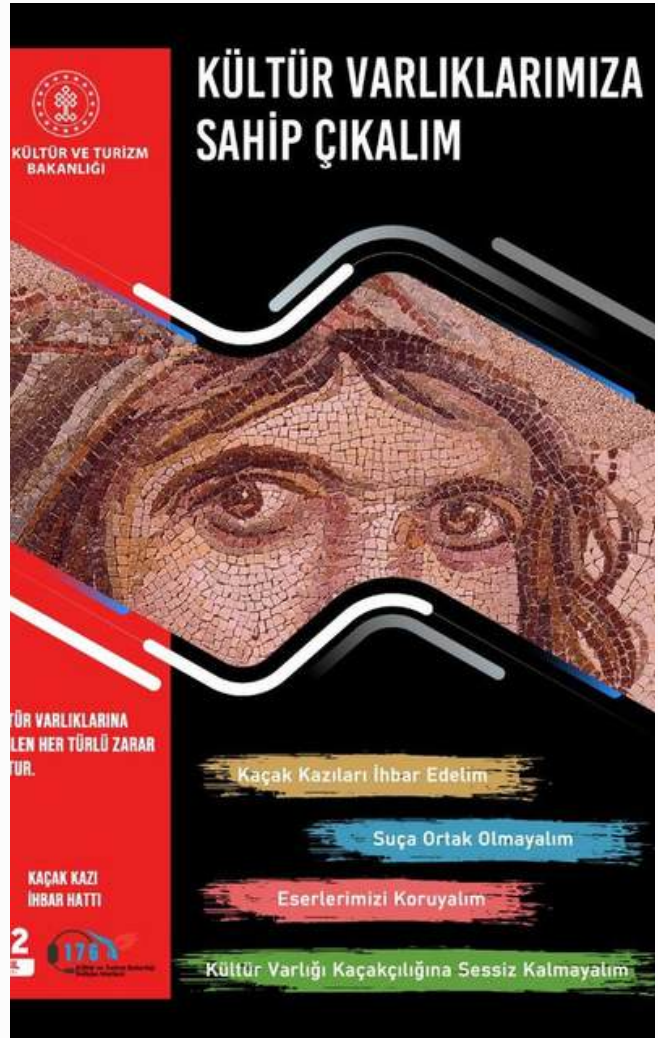
PRIME BEACH
— MARMARIS —



RESPONSIBLE VISITOR



SCAN ME!



BEHAVIOR IN HISTORICAL AND CULTURAL SITES



BEHAVIOR IN NATURAL AREAS



CHILDREN AND VULNERABLE GROUPS



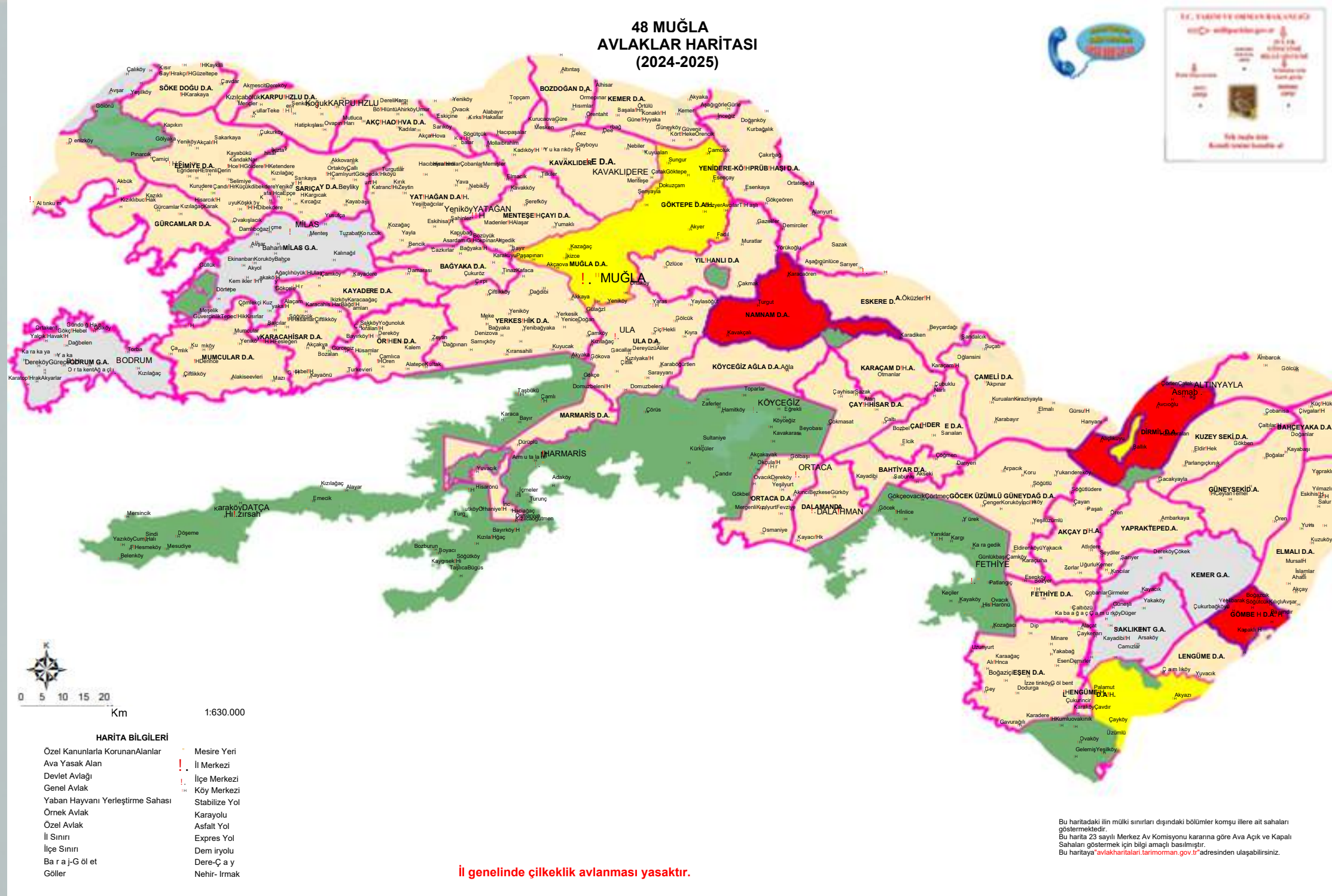
While Experiencing Turkish Culture



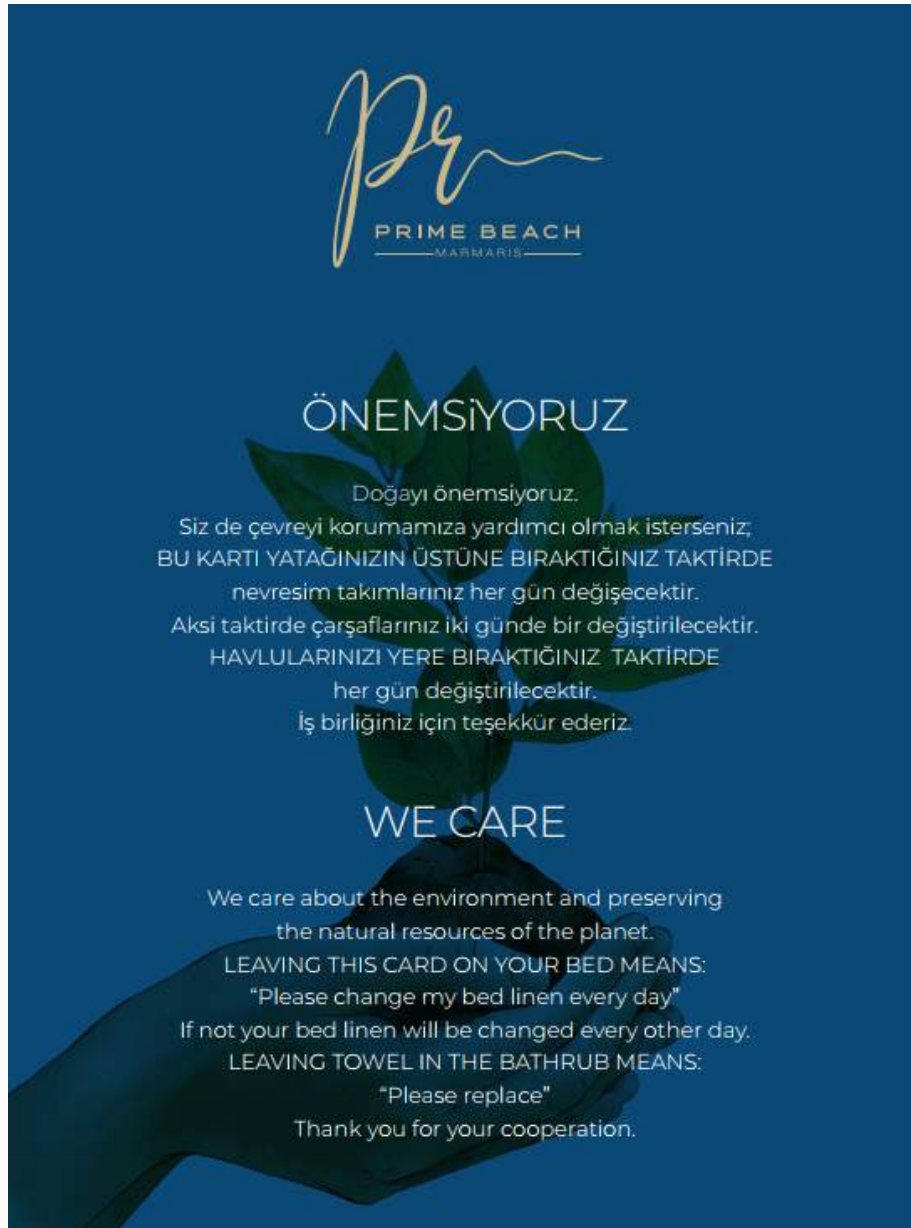
WILDLIFE AND BIODIVERSITY



48 MUĞLA AVLAKLAR HARİTASI (2024-2025)



MİSAFİRLERİMİZ BİZE NASIL DESTEK OLUYOR;



ENCOURAGING ENVIRONMENTALLY FRIENDLY BEHAVIOR:

Guests are encouraged to adopt small water-saving practices, such as not requesting daily towel and linen changes. Energy-saving practices are also promoted, including turning off room lights when not in use and using air conditioning at moderate temperature settings.

WASTE REDUCTION AND RECYCLING:

Recycling bins are placed throughout the hotel to enable guests to contribute to recycling efforts. Sustainable solutions, such as water refill stations, are provided to reduce the use of plastic bottles.

PREFERENCE FOR LOCAL AND ORGANIC PRODUCTS:

Guests are informed about local products and guided toward local producers. All purchasing activities are carried out in accordance with the requirements of the Purchasing Policy.

PARTICIPATION IN SUSTAINABILITY ACTIVITIES:

Sustainability trainings and activities are organized for guests and guest children. In addition, our dedicated “Sustainability Corner” in the guest area serves as an effective tool for communicating all sustainability-related messages.

PROTECTION OF CULTURAL HERITAGE:

Guests are informed about the cultural and historical heritage sites in the surrounding area, emphasizing the importance of preserving these cultural values. Before visiting such sites, guests receive guidance on appropriate behavior, including avoiding damage to natural and historical areas, respecting local traditions, and disposing of waste properly.

PRİME BEACH HOTEL

GoTürkiye

MARMARIS GO

SCAN ME!



İÇİNDEKİLER

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Marmaris için 10 his-Yerliler gibi

10 vibes for Marmaris Like locals

Marmaris'de Biyoçeşitlilik ve Vahşi

Yaşam

Biodiversity and Wildlife in Marmaris

48 Saatte Marmaris

Marmaris in 48 Hours

Marmaris Rotaları

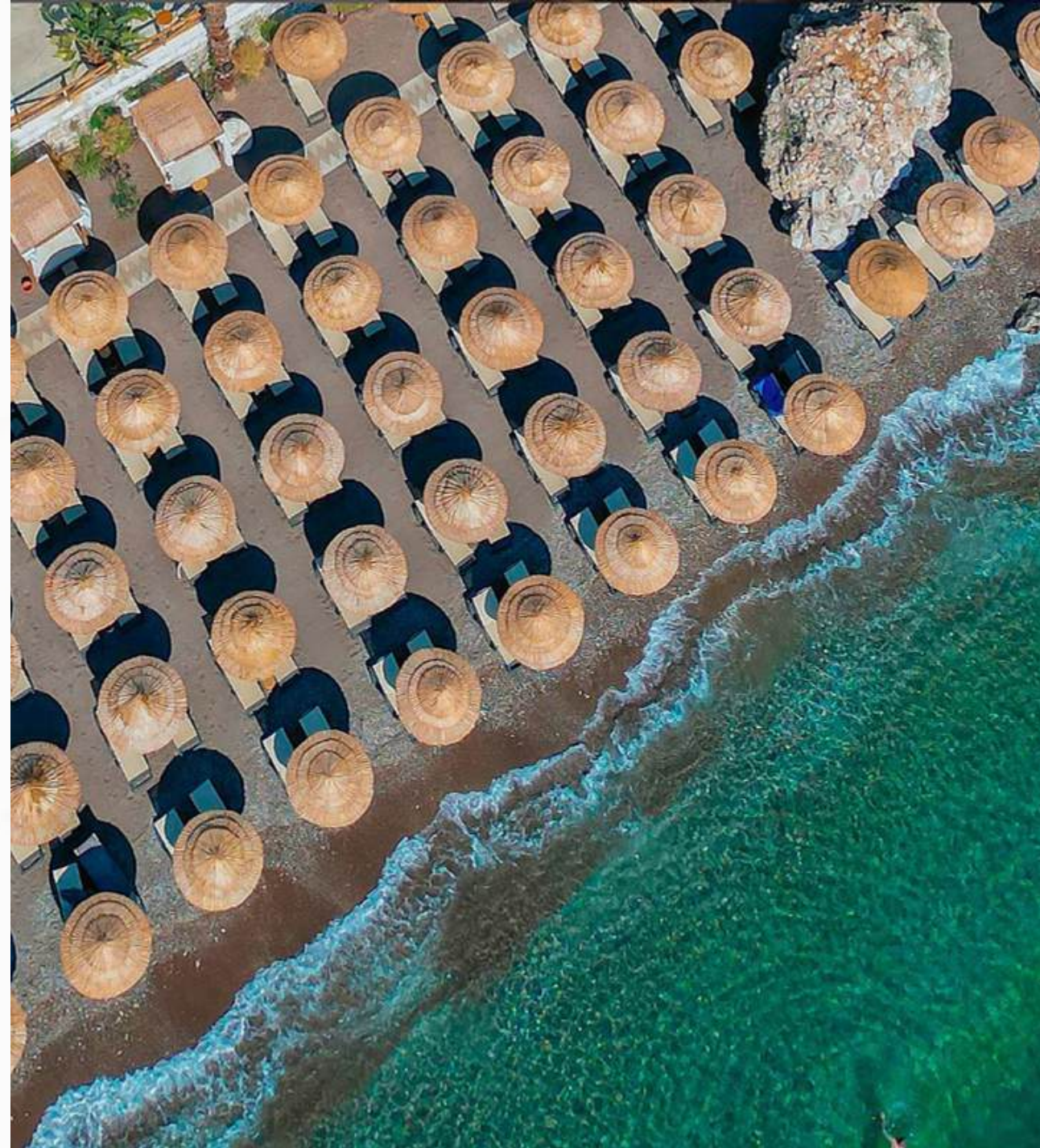
Marmaris Routes

Marmaris'de Gör, Tat, Kokla ve

Dokun

See, Taste, Smell and Touch in Marmaris





RESOURCE MANAGEMENT AND EFFICIENCY

Water Management

To encourage water conservation, we use low water-consumption fixtures throughout all areas of our hotel. We carry out regular maintenance to ensure water quality in swimming pools and develop strategies to prevent unnecessary water use.

Our 2026 target is to reduce per capita water consumption by 2%.

2024: 0.33 m³

2025: 0.28 m³



ENERGY MANAGEMENT

To minimize energy consumption, we use LED lighting and prefer energy-efficient equipment. In addition, we regularly monitor our energy consumption and develop projects aimed at improving energy efficiency.

Our 2026 target is to reduce per capita electricity consumption by 2%.

2024: 10,5 KWH

2025: 10,29 KWH



SCAN ME!



Scan the QR code to watch the video of our environmental clean-up event carried out in cooperation with the Ministry.
(For details of the environmental clean-up and nature walk conducted with the Republic of Türkiye Ministry of Agriculture and Forestry.)

SCAN ME!



Scan the QR code to learn more about our linen recycling initiative for a sustainable future.



WASTE MANAGEMENT

We separate our waste at the source and support recycling processes. We also plan to compost organic waste and utilize it in our hotel garden.

Our target is to reduce the amount of waste generated per capita by 2%.

2025:0,1163 kg

2024:0,1186 kg



SCAN ME!



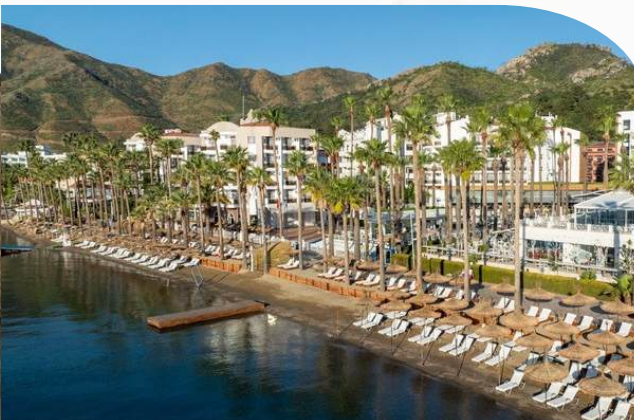
A New Standard in Hospitality: Erasing Footprints Instead of Leaving Them! To access the full carbon footprint measurement, sapling donation details, and the sustainable event report of the Marmaris Quality Teams Meeting, please scan the QR code. Discover our responsibility toward the future.



CARBON FOOTPRINT AND EMISSIONS MANAGEMENT

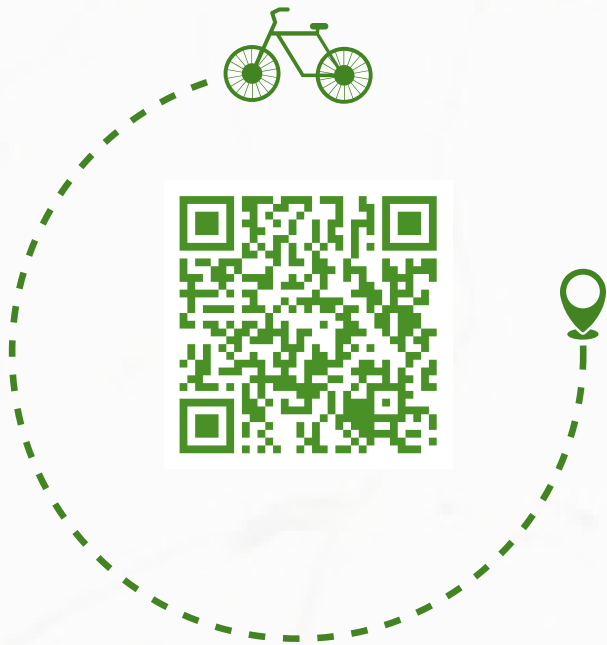
We adopt environmentally friendly practices to reduce greenhouse gas emissions. In order to minimize vehicle use and encourage alternative transportation methods, we provide our employees with accommodation, shuttle services, and public transportation cards..

In 2025, we offset 45% of our carbon footprint by planting saplings in various areas of Marmaris. Our 2026 target is to reduce our carbon footprint by 1% while increasing our offset rate to 60%.





SCAN THE QR CODE TO SEE THE CYCLING ROUTES
IN MARMARIS.



SCAN THE QR CODE TO VIEW THE WALKING TRAILS
IN MARMARIS.



Pr

PRIME BEACH
— MARMARIS —



MARMARIS MARINA – ICMELER LOVERS' HILL WALKING TRAIL

Scannez
moi



PRIME BEACH
— MARMARIS —



CONTRIBUTION TO THE LOCAL COMMUNITY AND ECONOMY

As Prime Beach Hotel, we prioritize selecting our suppliers from local businesses in order to support the local economy. In addition, we encourage our employees to take an active role in social responsibility projects and organize events aimed at promoting local cultures.



SOCIAL RESPONSIBILITY PROJECTS



As Prime Beach Hotel, we are fully aware of our responsibility toward the Marmaris destination where we operate. We consider actively contributing to the environment and society as an integral part of our corporate mission, and we invest in a sustainable future by collaborating with local authorities and developing various projects.

Environmental Protection and Awareness Activities

Beach Cleaning: By organizing weekly beach cleaning activities during the off-season, we actively contribute to keeping our regional beaches clean and protecting the ecosystem.

Nature Conservation Activities: We regularly participate in tree-planting events to fulfill our responsibility to nature and organize visits to destinations such as Günnücek National Park and Kapurcuk in order to preserve the unique beauty of Marmaris.

Nature-Friendly Meetings: We hold some of our weekly management meetings at Günnücek National Park, strengthening our staff's connection with nature while continuously reinforcing awareness and commitments toward conservation. In addition, we maintain our support through regular donations to and visits of national parks.

Local Support and Destination Management

Local Collaboration: We actively participate in destination-managed meetings and events, contributing to Marmaris's tourism and sustainability goals.

Community Support: When needed, we support emergency situations and community needs in the region by collaborating with local authorities (neighborhood head offices).

Animal Shelter Visits: We regularly visit animal shelters, providing food, medicine, and care to our animal friends in the region.

A Legacy for Future Generations

Children's Activities: By organizing special activities with guest children, we strive to raise awareness about protecting nature and local culture. Through these projects, we not only protect our environment but also contribute to encouraging our guests and employees to adopt environmentally responsible lifestyles.

WHAT WE HAVE DONE;

Prime Beach Hotel, acting with a sense of corporate responsibility, takes an active role in Environmental, Socio-Economic, and Cultural Sustainability and provides multifaceted contributions to the development of the Marmaris destination.

I. Environmental Sustainability and Biodiversity

Our hotel takes concrete steps in the preservation of natural resources and the support of biodiversity:

- Coastal and Marine Clean-Up: At the beginning of each season, we conduct comprehensive clean-up activities along the beach and marine areas within our property, ensuring the cleanliness of the coastal ecosystem.
- Wildlife Protection: In 2025, we provided immediate assistance to injured wildlife on site (e.g., a cat with a broken leg, an injured crow) by covering veterinary costs in cooperation with the municipality and National Parks, and released the recovered animals back into the wild. We also cover all treatment expenses for cats with chronic conditions.
- Fire Prevention Support: We delivered our safe waste barrels to the Marmaris National Parks Directorate to be filled with water and placed at designated points for forest fire prevention.
- Innovative Water and Landscape Management:
 - Drought-resistant (sustainable) plants were planted in areas along the 200-meter seafront.
 - A water-saving drip irrigation system was installed, integrating waste reduction and water efficiency through the use of buried safe waste barrels at the base of the plants.



WHAT WE HAVE DONE;

II. Socio-Economic Development and Education

Activities supporting the development of the local community and human resources:

- Local Employment and Education: We signed an internship protocol with Muğla Sıtkı Koçman University to contribute to the professional development of young people and support local employment.
- Community Support: We signed a sponsorship agreement with the Marmaris Municipality Sports Club, supporting local sports activities and community health.

III. Management and Cultural Awareness

Raising awareness among management and supporting local cultural values:

- Continuous Education: Through a nature walk and Sustainable Tourism training held in Fethiye with participation from department heads, we enhanced the environmental awareness and competencies of our management team.
- Local Culture Promotion: A visit to Marmaris Bal Evi was organized for our department heads, contributing to the promotion of local production and cultural values.
- Nature and Culture Exploration: We organized walks to local natural and historical sites, such as Nimara Cave, strengthening our staff's awareness of Marmaris' heritage.
- Support for Local Art: Paintings were purchased from our local Marmaris artist, Vedat Keskin, and an exhibition space was created in the hotel to support local artists.



SCAN ME!



Our Quality Journey: Supplier Evaluation Clip

Scan the QR code
for our special video
showcasing supplier
evaluation moments,
which form the
foundation of our
service quality.

LOCAL AND IMPACTFUL PROCUREMENT



LOCAL AND IMPACTFUL PROCUREMENT

At Prime Beach Hotel, we adopt local and impactful procurement practices in line with our sustainability strategy. In our 2025 procurement activities:

- **Prioritizing Local Suppliers:** 80% of our needs—including food, beverages, textiles, and cleaning materials—were sourced from local suppliers. This approach supports the regional economy and reduces our carbon footprint.
- **Selection Criteria:** We regularly evaluate our suppliers' compliance with environmental and social sustainability standards. For example, we collaborate with local producers offering organic or eco-friendly products.
- **Use of Seasonal and Traditional Products:** Most of the ingredients used in our kitchens are sourced from local farmers and cooperatives. By prioritizing seasonal products, we support local producers while ensuring freshness and quality.
- **Regional Partnerships:** We establish long-term agreements with local suppliers, supporting their economic stability and creating an effective value chain.

These practices not only provide economic benefits but also help us achieve our environmental sustainability goals.





WOMEN AND CHILDREN'S RIGHTS



Equal Opportunities and Monitoring for Female Employees

- **Equal Opportunities:** We provide equal opportunities for our female employees in line with gender equality principles and actively support their career development.
- **Employment Target:** We continuously monitor the proportion of female employees and implement active measures to increase this ratio.

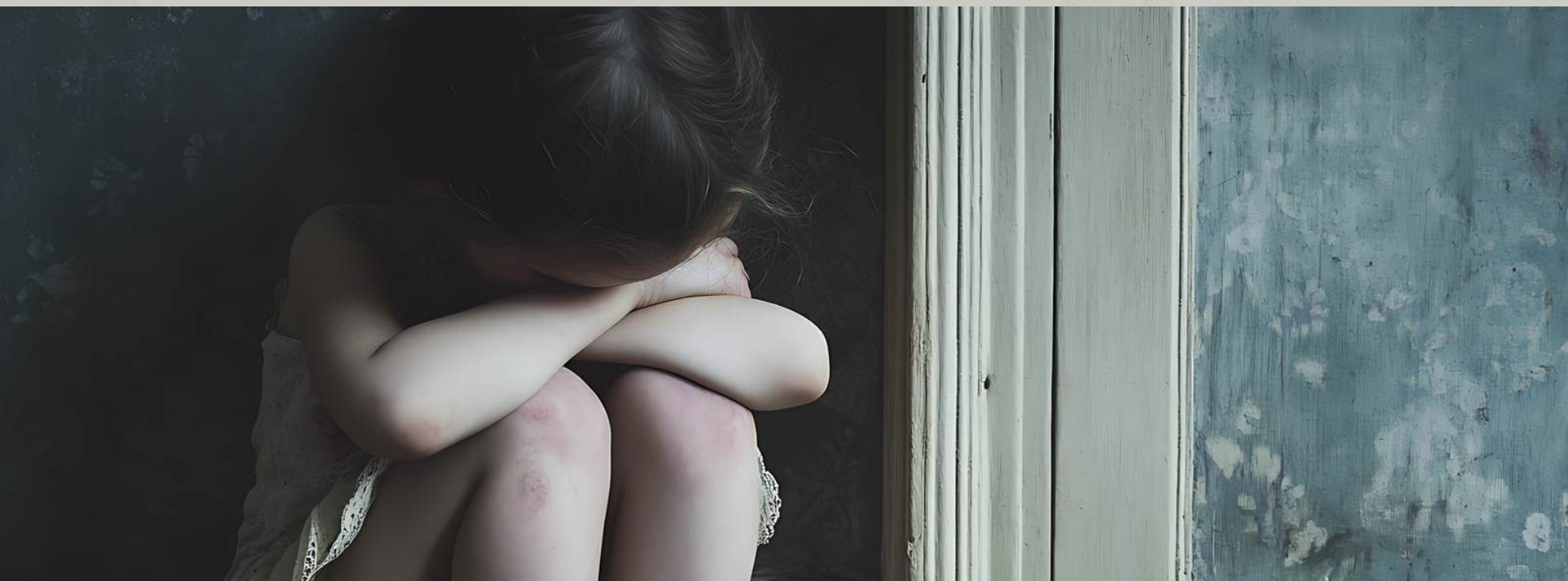
Safety and Protection Policies

- **Protection Policy for Women Guests Staying Alone:** To ensure that women guests staying alone feel safe and comfortable, we implement positive discrimination and special protection measures under the "Protection Policy for Women Guests Staying Alone."
- **Child Protection:** To prevent exploitation and abuse of children, we have developed uncompromising policies fully compliant with local and international laws and take all necessary precautions.

Continuous Training and Awareness

- **Comprehensive Training:** At the beginning and mid-season, all staff receive mandatory training on Women's and Children's Rights and Child Abuse, aiming to foster strong awareness among employees.
- **Local Collaboration:** We actively collaborate with local communities and relevant NGOs on gender equality and child protection to expand our impact.

Prime Beach Hotel remains committed to acting responsibly in building a safe, fair, and equitable society.



COMBATING SEXUAL ABUSE



At Prime Beach Hotel, we are committed to adhering to the fundamental principles of the Constitution of the Republic of Turkey in all our activities and pledge to protect human dignity at the highest level. Within the framework of the fundamental rights and freedoms guaranteed by our Constitution, a Zero Tolerance policy is applied against sexual abuse, harassment, and all forms of violence in our hotel. The foundation of this stance is Article 17 of the Constitution of the Republic of Turkey:

"Everyone has the right to life and to protect and develop their material and spiritual existence. No one shall be subjected to torture or ill-treatment; no one shall be subjected to any punishment or treatment incompatible with human dignity." (Constitution of the Republic of Turkey, Article 17)

Our Security and Protection Commitment

- Right to Life and Integrity: In line with this constitutional provision, protecting the physical and moral integrity of our guests and employees is our highest priority.
- Zero Tolerance Enforcement: Any act of sexual abuse, harassment, or violence incompatible with human dignity is addressed immediately and results in the strictest legal and administrative sanctions.
- Confidential Reporting Channels: All necessary channels are provided for victims or witnesses to report safely and confidentially, and all reports are promptly evaluated.

Prime Beach Hotel acts with the responsibility of providing a safe and human-rights-respecting environment.

**THROUGH OUR SUSTAINABILITY MANAGEMENT
SYSTEM, PRIME BEACH HOTEL IS COMMITTED TO
LEAVING A MORE LIVABLE WORLD FOR THE FUTURE.
IN THIS CONTEXT, WE WILL CONTINUE TO PURSUE
CONTINUOUS IMPROVEMENT BY ENGAGING THE
SUPPORT OF OUR GUESTS AND EMPLOYEES TO
FULFILL OUR ENVIRONMENTAL RESPONSIBILITIES IN
THE BEST POSSIBLE WAY.**

SOCIAL BENEFITS AND SUPPORTS PROVIDED TO OUR STAFF IN 2025



Our company has provided various social benefits and support to enhance employee motivation, celebrate special occasions, and support them during difficult times.



Support for Special Days and Life Events

- **Newborn Congratulations:** Three employees who had a child received a quarter-gold coin as a gift.
- **Education Achievement Reward:** A special congratulatory ceremony was organized for five employees or their children who were admitted to university, and they were gifted gold.
- **Birthday Celebrations:**
 - The birthdays of 217 employees were celebrated in their work areas with department heads and Human Values officers, accompanied by a photo session, and each received a perfume along with a commemorative photo.
 - Additionally, 48 employees used their birthday leave entitlement.
- **Emotional Support and Donations:** To share the grief of an employee whose father passed away, a donation of 3,000 TL was made to the Tema Foundation in the name of their father.



Social Activity and Motivation Programs

- **Boat Tour:** In September, a two-day boat tour was organized, attended by over 200 employees.
- Seasonal Events:
 - A motivation dinner was held before the hotel opening (evening of March 14, 2025).
 - Before the closing season (November 9, 2025), an entertainment night was organized with participation from all staff.
- Accommodation and Holiday Opportunity (Service Leave): 241 employees enjoyed a free one-night stay at our hotel with their family or friends.
- Prime Leave Usage: Our employees used Prime leave a total of 224 times.

Career Development and Management

- Promotion and Transfer: 29 employees were promoted or transferred and continued in their new positions as of May 1, 2025.



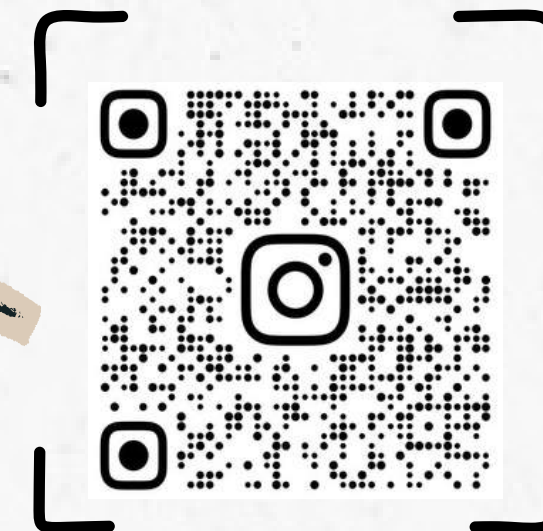
SCAN ME!



Scan the QR code now to watch our video and see all the details, smiles, and warm moments from the special event we organized in honor of our mothers.



SCAN ME!



As the Prime Beach Hotel family, scan the QR code to watch the joyful and heartfelt moments of our Eid al-Fitr (Ramazan Bayram) celebration event. Happy Eid!



Appointment of Local Community Communication Officer

Appointment of Local Community Communication Officer

As of 2024, Mr. Ömer Osman Yıldız, serving as Quality Manager at our hotel, has been appointed as the Local Community Communication Officer. This appointment reflects our hotel's commitment to establishing strong communication links with the local community and achieving our sustainability goals.






Mr. Yıldız's responsibilities in this role include:

- Professionally listening to and recording complaints and requests from the local community.
- Communicating complaints quickly and effectively to the relevant hotel departments.
- Taking the necessary actions to resolve complaints and actively monitoring the resolution process.
- Developing effective and lasting solutions to ensure local community satisfaction.

Through this role, Ömer Osman Yıldız plays a key part in establishing a sustainable hotel-community relationship and accurately addressing the needs of the local population.





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