

***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE HOSPITALITY  
SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Stademos Hotels PLC**



Source: <http://www.stademos.com.cy/>

**Country/region of operation: Limassol and Paphos, Cyprus**

**Sustainability dimension: environmental, social, economic**

**Description of the enterprise/initiative:** The principle activity of Stademos Hotels PLC is the ownership and operation of hotels with managing director Demos Demosthenous. In March 2000 Stademos Hotels was converted into a public company and its shares are listed on the Cyprus Stock Exchange. The company currently owns and operates two hotels in Cyprus, the superior 4-star 292-room Mediterranean Beach Hotel in Limassol and the luxury 5-star 250-room Elysium in Paphos. In September 2015, Stademos Hotels PLC, commenced works on its third hotel, a luxurious 200 room five star all sea view hotel in Limassol.

The Elysium is a five star deluxe hotel with a world class Spa, which offers leisure and business visitors to Cyprus an entirely unique experience. A sanctuary for body and soul, the Elysium, located adjacent to the ancient Tombs of the Kings, serenely awaits the guests' visit. A harmonious blend of luxury, tranquillity and seclusion. Colonnades, mosaics, waterfalls and pools form an elegance echoed by a discreet and gracious welcome. With its private beach, its unparalleled views and array of amenities, it is ideal for both a couple's romantic getaway, and as a desirable venue for Cyprus weddings and anniversaries.

The Mediterranean Beach Hotel, a superior 4 star hotel in Limassol, Cyprus, is a luxury escape that embodies the best qualities of island hospitality. Located on the Western coast of Cyprus in the stunning seaside town of Limassol, The Mediterranean boasts a calming, tranquil atmosphere with exquisite beaches on its doorstep and year-round sunshine that combine to make it a desirable destination.

The hotel offers several types of accommodation to suit every need and desire of its guests. A selection of restaurants and bars at the Mediterranean invite guests to enjoy a unique culinary experience. From sumptuous buffets at the Céleste Restaurant and the airy Nautica Bistro, to authentic Italian cuisine served at the elegant Ristorante Bacco and Japanese Fusion Cuisine at the stylish Shumi Sushi Bar, where guests savour flavours and aromas of exquisite dishes prepared by our team of award winning chefs.

**Social/ community impact sought:** The creation of meaningful opportunities, commitment to community services and human rights, the reduction of hotels' footprint, while at the same time offering the warmth of hospitality, are powerful and core values at STADEMOS HOTELS PLC.

**Stakeholders:** guests

**Approach applied:** Corporate social responsibility

**Innovation applied:** Implementing Employee Engagement program designed to ensure that employees are committed to the company's goals and values and are motivated to contribute to the business success but, most importantly, to enable them to enhance their own sense of wellbeing.

**Social impact and business results achieved:** The company increases its revenues by investing in energy-efficiency and resource-utilization as well as in employees' development. As an example, for the last year €124,000 was invested for both hotels in training and continuing education of the staff. This gave them the opportunity to further develop their potential and improve their skills, covering a wide range of training sessions relating to sales skills, customer care, hiring employees, health and safety issues and other courses for each department and specific groups. As a result the staff performance was improved and therefore the visitors' satisfaction and the hotels' rates have increased.

**Financial situation / sustainability of the business model:** The sustainability is ensured by implementation of the following:

- Ensuring that offer great value for the money paid by the guests,
- Offering a unique experience to the guests which will encourage them to visit the place again and again
- Ensuring the hotels' safety standards are fully met,

- Complying with the local legislation,
- Respecting the environment,
- Treating all individuals with respect.

Strengthening the local economy and introducing local products to the guests are interlinked and mutually beneficial. By supporting the local community the hotels create even better and more memorable holidays for the guests. This also contributes to portraying Cyprus as a quality destination. Enhancing the image of the destination is an important factor for the tourist industry. For this reason, all garden plants, vegetables, fruit and herbs are produced locally by producers in the neighbouring communities, while local wines produced in local wineries are promoted as well. Lastly, services such as maintenance works are carried out by local enterprises based in Cyprus. As a result, 99% of the products and services used at the hotels are purchased locally.

Waste reduction is the preferred approach to waste management because waste that is never created does not bring about waste management costs. Waste reduction also helps conserve resources for future generations and contributes to a cleaner environment.

Reduction is crucial to Stademios Hotels PLC's commitment to environmental sustainability. Measures taken include:

- Chlorine free paper
- Sorting and Recycling
- Biodegradable detergents
- Selection of eco-friendly suppliers

Reducing water consumption is essential to environmental stewardship and an important aspect of the company's sustainability strategy, especially due to the water shortages experienced on the island from time to time. The water management measures include the introduction of water limiters on wash basins and bath mixers.

Mixers and showers in both hotels are fitted with EcoSmart technology. This requires up to 60% less water than conventional products. Lower hot water consumption means lower energy requirements. This entails fewer CO<sub>2</sub> emissions and lower costs. As they are designed with a concentrated formula, biodegradable detergents require less water to be produced. They are effective and soluble in cold water and thus save energy. Biodegradable detergents are used both in the kitchens and laundries of the hotels.

Energy Management measures include:

- Heat recovery from chillers
- LED technology
- Class A electric appliances
- PIR sensors at toilet cubicles, stores, staircases
- Variable Frequency Drives on pumps and motors

**Key success factors:** Corporate social responsibility program, high quality of services

**Challenges and problems:** lack of qualified staff

**Year when the enterprise was created: n/a**

**References (web-site, intent links, video, etc.): <http://www.stademos.com.cy/>**