



CONSTANTINOU BROS
PIONEER BEACH HOTEL
PAFOS CYPRUS

SUSTAINABILITY REPORT

2022 - 2024



www.facebook.com/constantinoubroshotels



www.cbh-cyprus.com

COMPANY OVERVIEW

Established in 1989, Constantinou Bros Hotels is committed to crafting unforgettable experiences for every guest. Our legacy of excellence is built on warm hospitality, exceptional cuisine, and a team renowned for its genuine smiles and attentive service. Beyond our passion for guest satisfaction, we are deeply devoted to sustainable practices that protect the environment and support local producers.

Our four distinguished hotels are celebrated for their prime locations and thoughtfully tailored offerings. Whether guests seek relaxation, adventure, or a touch of luxury, each property is designed to meet the diverse needs of travelers from all walks of life.

Constantinou Bros Hotels is a well-established hospitality group with a reputation for delivering exceptional guest experiences and fostering meaningful relationships with communities and partners.

We focus on:

-  Customer Focus – Placing guests at the heart of everything we do
-  Personalised Service – Tailoring every stay to individual needs and preferences
-  Attention to Detail – Ensuring every aspect of the experience is thoughtfully curated
-  Value for Money – Offering high-quality services at competitive prices
-  Sustainability – Committing to responsible practices that protect the environment and support local communities

With decades of experience and a commitment to excellence, we aim to deliver the highest level of satisfaction while minimizing our impact on society and the environment.

Our approach is built on trust, long-term relationships, and collaboration—with guests, partners, and the wider community. In today’s dynamic landscape, we remain focused on balancing economic, social, and environmental priorities to create lasting value for all.

ABOUT HOTEL

Pioneer Beach Hotel – Where Sea Views Meet Culinary Excellence

Constantinou Bros Pioneer Beach Hotel is an adults-only, beachfront retreat located in Kato Paphos, Cyprus. Ideally positioned just moments from renowned archaeological sites, vibrant restaurants, charming bars, and boutique shops, it offers the perfect blend of relaxation and cultural exploration. The hotel is easily accessible—just 15 km from Paphos International Airport and 140 km from Larnaca International Airport.

Guests are invited to dine in one of the hotel’s four distinctive restaurants, offering a variety of cuisines from Mediterranean to Italian. Whether you prefer a beautifully prepared buffet, al fresco à la carte dining, or themed nights under the stars during the summer months, every meal is a celebration of flavor and atmosphere.

For a truly elevated experience, head to the St. Andrew’s Rooftop Bar, located on the 5th floor. This relaxed setting is perfect for sipping a refreshing drink while soaking in panoramic sea views. It’s the ideal spot to unwind and watch the sun set over the Mediterranean. Just steps from the pool lies the shimmering shoreline—perfect for a morning dip or sunset stroll. And for those seeking pure relaxation, our elite spa specializes in couples’ treatments, including soothing massages designed to rejuvenate body and mind.

As part of the TUI BLUE collection, Pioneer Beach Hotel blends best-in-class service, authentic local experiences, and curated activities tailored to your interests. With its Adults Only focus and Foodie highlight, this hotel is a haven for those who appreciate refined flavors, tranquil surroundings, and thoughtful hospitality.

Set directly on a sandy beach, the hotel is neighbored by a charming whitewashed, blue-domed church—one of Cyprus’ most iconic sunset-viewing spots. For a touch of adventure, Paphos Harbour is just five minutes away by bus, or a scenic 45-minute walk along the seafront promenade.

OUR COMMITMENT

At Pioneer Beach Hotel, our key objectives for success are:

Pioneer Beach Hotel is deeply committed to environmental responsibility and sustainability across all facets of its operations.

We recognize the vital importance of safeguarding the environment to ensure the wellbeing of both present and future generations.

Together with our employees, guests, associates, brand partners, suppliers, and business collaborators, we proudly uphold the highest standards of excellence and social responsibility.

Our collective commitment includes:

 Reducing greenhouse gas emissions

 Minimizing energy and water consumption

 Cutting down on waste

 Limiting the use of high-emission food products

Through these efforts, Pioneer Beach Hotel strives to create a more sustainable future—one thoughtful choice at a time.

At Pioneer Beach Hotel, we are committed to fostering a sustainable and socially responsible environment through the following key initiatives:

 Preserving biodiversity by actively reducing pollution and protecting natural habitats and wildlife.

 Upholding human rights by promoting fairness, inclusivity, and respect—while preventing discrimination, exploitation, and harassment.

 Safeguarding children by ensuring their protection from abuse or exploitation and taking immediate action in response to any concerns. Our publicly available sustainability documents reflect these commitments and reinforce our dedication to responsible practices across all areas of operation.

In addition, we have established measurable goals, including the reduction of greenhouse gas emissions and the achievement of at least one additional target aligned with our broader sustainability strategy.

An underwater photograph showing a sandy ocean floor. The water is a deep, murky green color. Numerous small, light-colored particles, possibly sand or organic matter, are suspended in the water column, creating a hazy effect. A few small, dark, indistinct shapes are visible on the sand near the surface.

"No water, no life. No blue, no green."

CERTIFICATIONS & AWARDS

Quality, Safety & Sustainability Commitment

At Pioneer Beach Hotel, our management and staff are dedicated to upholding the highest standards of quality, safety, and hygiene across all services and operations.

We continuously strive to exceed guest expectations, carefully manage our environmental footprint, and actively contribute to the protection and preservation of the natural surroundings. Safeguarding the health and safety of our employees, guests, partners, and all individuals affected by our activities is a core priority.

We operate in full compliance with applicable legal requirements, uphold human rights, and aim to make a positive contribution to the local residential and business community. Achieving these goals requires the active engagement and ongoing training of all team members.

As a result of our commitment to excellence and sustainability, Pioneer Beach Hotel has earned the following awards and certifications:

- TRAVELIFE GOLD AWARD
- TUI GLOBAL HOTEL AWARD - QUALITY HOTEL
- AWARD - HOLIDAYCHECK
- GOLD AWARD - HOLIDAYCHECK
- TRIP ADVISOR - TRAVELLERS CHOICE AWARD
- AWARDED THE TUI FOODIE LABEL FOR DINING EXCELLENCE
- TUI BLUE BRONZE AWARD - FOOD & DRINKS
- CYPRUS BREAKFAST KALIMERA - CERTIFICATE BY Deputy Minister of Tourism
- CYPRUS HOSPITALITY AWARD - ENTERTAINMENT/LEISURE/VITALITY EXPERIENCE

HOSPITALITY WITH HEART

Our values Are the HEART of our company:

-  **H** – Hospitality Treating everyone like family, with warmth and genuine care. Think cozy welcomes, heartfelt service, and smiles that say, “You belong here.”
-  **E** – Engagement Delivering our purpose through meaningful connections and dedicated service. It’s about genuine moments, attentive listening, and going beyond expectations with purpose.
-  **A** – Accountability Owning our impact and acting responsibly in all we do. We lead with integrity, take responsibility, and always step up to do what’s right.
-  **R** – Respect Considering the environment and others in every interaction. We honor nature, embrace diversity, and foster thoughtful, respectful connections.
-  **T** – Teamwork Succeeding together through collaboration and shared goals. Together, we achieve more through unity, support, and the magic of working as one.



ENVIRONMENTAL >

At Pioneer Beach Hotel, our Sustainability Team is dedicated to delivering exceptional guest satisfaction while minimizing our environmental and social impact.

This commitment is guided by the effective implementation of Travelife sustainability standards, ensuring responsible and ethical practices across all areas of operation.

As part of Constantinou Bros Hotels, Pioneer Beach Hotel has fully adopted a comprehensive set of corporate policies, including:

- ✓ Quality Management
- ✓ Sustainability
- ✓ Food Safety
- ✓ Health, Safety & Environment (HSE)
- ✓ Workplace Discrimination, Violence & Harassment

We have conducted a thorough assessment of our environmental and social footprint. In response, we have implemented a range of targeted actions and measures designed to reduce the impact of our activities—protecting natural resources, supporting local communities, and fostering a safe, inclusive workplace for all.

You can view our policies by visiting: **www.cbh-cyprus.com**



OUR COMMITMENT TO TRUST, SUSTAINABILITY, AND PROGRESS

As a leading hotel group in Paphos, customer trust is our most valuable business asset and the foundation of our future growth. We are dedicated to attracting, retaining, and deepening relationships with our guests by prioritizing their trust in everything we do.

We recognize that the well-being of people, the strength of communities, and the pursuit of quality, safety, and sustainability are essential to our long-term success. These values guide our operations and shape our vision for responsible hospitality.

Sustainability is a growing priority for our guests, and we have seamlessly integrated it into our daily practices. Our goal is to continuously improve our environmental and sustainable performance, year after year, reflecting our commitment to sustainable development and our contribution to the progress of the society in which we live and operate.

Our hotels proudly hold the internationally recognized Travelife certification for environmental and sustainable practices. This achievement reflects our ongoing efforts to implement a robust sustainability management system and to lead by example in the hospitality industry.

We believe that meaningful change begins with collective action. Together, we can make a difference—step by step, toward a greener and more sustainable future.



SUSTAINABLE WASTE PRACTICES

Paper Reduction

Reduction and reuse of paper consumption in offices is actively practiced to promote sustainability.

One-sided printed paper is reused as scrap before being recycled.

Email is extensively used for internal and external communication, minimizing paper usage.

Group messaging and coordination are maintained efficiently across all Heads of Department (HoDs).

Recycling

Other non-domestic waste is systematically separated for recycling. The categories include:

- Plastic
- PMD
- Paper
- Glass
- Batteries
- Bulbs
- Used Oil – (cooking oil)
- WEEE (Waste Electrical and Electronic Equipment)

The hotel provides large, color-coded recycling bins, which are placed in each department to facilitate proper waste separation and recycling.

Alternatives to Single-Use Plastics

Reusable polycarbonate glasses have replaced disposable plastic cups.

Paper straws, bags, plates, and cutlery are used instead of plastic alternatives.

Butter is increasingly purchased in bulk to reduce reliance on single-use portions, though some individual servings are still in use during the transition.

Refillable bath amenities in guest rooms are planned but not yet implemented.

Small plastic water bottles are no longer used in bars—only large water containers are provided.

Water dispensers are installed throughout the hotel, including kitchens and staff areas, to eliminate bottled water.

Suppliers

- We actively encourage suppliers to minimize packaging, especially for items such as fruits, vegetables, and other perishables.
- The Purchasing Department evaluates suppliers based on their packaging practices, giving preference to those who use recyclable or minimal packaging.
- Whenever possible, products are purchased in bulk to reduce packaging waste. This includes items such as chemicals, oil, water, spices, sugar, flour, salt, beer, feta cheese, olives, vinegar, sauces, and more.

SUSTAINABLE GROWTH & IMPROVEMENTS

CO2 emissions

Since 2024, CO₂ usage has been monitored and controlled on a monthly basis. Our data system has been updated with records from 2022 onward, providing a clear view of CO₂ emission trends over the past three years. By focusing on reducing energy consumption and minimizing waste production, we aim to achieve measurable progress in lowering emissions. Our targets are set at a 2% reduction by 2030 and a 5% reduction by 2050.

Electricity consumption

At the end of each year, we conduct a full inspection of all electrical equipment. In addition, a third-party specialist is engaged to verify the condition of the equipment and develop a maintenance plan. This process helps us assess the remaining service life of existing equipment and determine whether replacements are needed, ensuring efficiency and reliability.

WATER QUALITY AND ENVIROMNETAL

💧 Water Management at the Hotel

🏠 Water is sourced from the Local Municipality.

📋 We strictly adhere to all local legislation and regulatory standards.

🌿 The hotel implements efficient water management practices, ensuring responsible usage while safeguarding guest satisfaction, safety, and health.

🧪 Monthly pool testing: Swimming pools are tested monthly for microbiological and chemical safety.

📊 Daily monitoring: pH levels and chemical concentrations are checked daily, with most pools managed by automatic dosing systems.

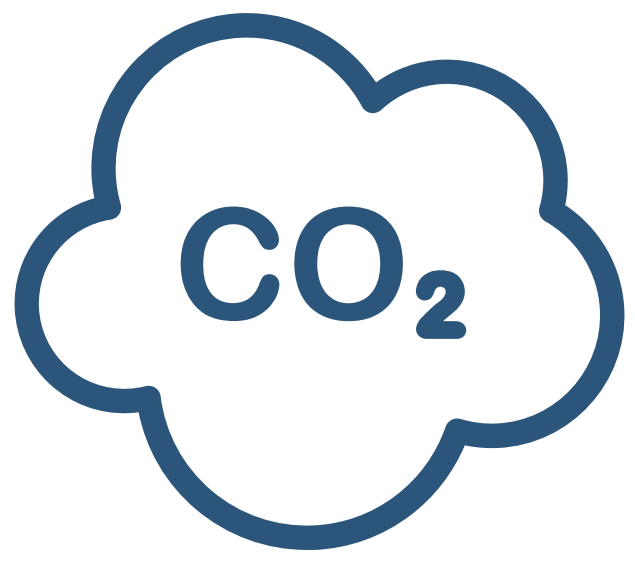
🏠 Potable water checks: Drinking water is tested monthly for microbiological safety.

🦠 Legionella control: Legionella testing is conducted at least twice per season across key hotel areas.

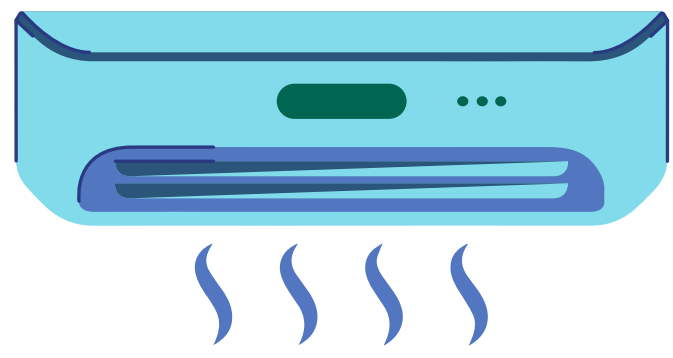


WASTE MANAGEMENT

How We Reduce CO₂ Emissions



Carbon dioxide (CO₂) is a key greenhouse gas that contributes to global warming. When present in excess, it forms a heat-trapping layer in the atmosphere, causing temperatures to rise across the planet and in the oceans. Elevated CO₂ levels disrupt Earth's climate systems, leading to shifts in weather patterns and increased climate instability.



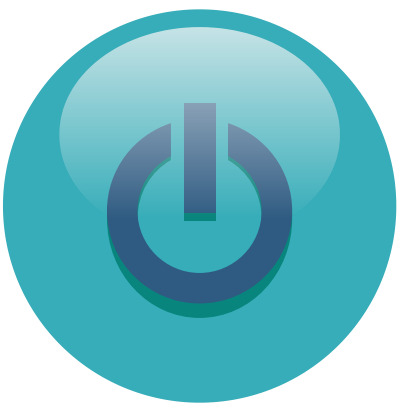
Seasonally adjusted air conditioning ensures optimal comfort across all public areas throughout the year.



Cyprus continues to increase its share of electricity generated from renewable sources like solar and wind power, contributing to a cleaner, more sustainable future for the island.



Efficient Lighting Over 75% of our lighting throughout the hotel is energy-efficient, helping us reduce our environmental footprint while maintaining a warm and welcoming atmosphere.



We operate with energy-efficient equipment and ensure regular maintenance to optimize performance, reduce consumption, and support our sustainability goals.

LIQUID WASTE MANAGEMENT INITIATIVES

At our hotel, we are deeply committed to sustainable hospitality. Our liquid waste management practices are designed to reduce environmental impact, conserve water, and promote responsible resource use — all while ensuring a comfortable and eco-conscious guest experience.

- **Public Sewage Connection** Our hotel is connected to the municipal sewage system, ensuring responsible waste disposal and full compliance with environmental regulations.
- **Water Conservation & Waste Reduction** We actively work to reduce water consumption and liquid waste generation through efficient fixtures, staff training, and guest awareness — helping to ease the burden on local infrastructure.
- **Used Cooking Oil Recycling** All used cooking oil is carefully collected and handed over to an approved supplier who transforms it into biodiesel. This process minimizes waste and contributes to the production of renewable energy — a key step in our commitment to sustainability.
- **Neural Cleaning Alternatives** In place of harsh chemical agents, we use vinegar to polish cutlery. This natural solution reduces the use of harmful substances, lowers our environmental footprint, and supports our eco-conscious operations
- **Eco-Friendly Laundry Practices** We use biodegradable detergents and operate high-efficiency washing machines to minimize water and energy use. Guests are encouraged to reuse towels and linens, and our staff is trained in optimal load management to avoid partial washes and maximize efficiency.
- **Guest Engagement & Education** Sustainability is a shared journey. Through our hotel info board and the TUI app, guests can:
 - Participate in our towel and linen reuse program.
 - Learn eco-tips and discover our green initiatives.
 - Report leaks or water waste directly to staff or via the app.
 - Explore how their stay contributes to a more sustainable future.

ENERGY MANAGEMENT

🌱 We remain committed to reducing energy consumption across electricity, gas, and water usage through ongoing efficiency initiatives. This can include:

- 🌳 Organizing events and outdoor dining to reduce indoor energy usage and promote sustainable practices.
- ⚡ Recently upgraded equipment with energy-efficient and environmentally friendly features, including the installation of two new energy-saving elevators.
- 🔧 Conducting routine maintenance to ensure equipment operates efficiently and reliably.
- 💡 Installing energy-efficient equipment such as LED lighting and low-consumption appliances
- ❄️ Seasonally adjusting air conditioning settings across all public areas to optimize energy efficiency and comfort.
- 📊 Monitoring utility usage to identify areas for improvement and implement corrective actions



SUSTAINABILITY REPORT: CHEMICAL USAGE REDUCTION 2022–2025

Summary of Chemical Consumption (2022–2025)

- 2022: Consumption was 0.22 pppd, the highest in the period.
- 2023: Dropped significantly to 0.15 pppd, showing improved efficiency.
- 2024: Slight increase to 0.16 pppd, but still well below 2022 levels.
- 2025: Decreased again to 0.14 pppd, marking the lowest point across the four years.

Extended Commentary

- Overall trend: A steady downward trajectory in chemical consumption per person per guest.
- Efficiency gains: The sharp reduction between 2022 and 2023 reflects improved operational practices and resource management.
- Consistency: Despite a minor uptick in 2024, consumption remained far below 2022, showing sustained progress.
- Record low: By 2025, consumption reached 0.14 pppd, a 36% reduction compared to 2022.
- Sustainability impact: This trend supports environmental goals, reduces waste, and enhances operational efficiency.

Future outlook: Continued monitoring, staff training, and reinforcement of best practices will be key to maintaining or further improving these results.

ENERGY SOURCES: USAGE AND DOCUMENTATION

Electricity

Source: Supplied by the Electricity Authority of Cyprus.

Primary Uses: Air conditioning systems, refrigeration units, water pumps, lighting, lifts, and various operational equipment.

Monitoring: Daily usage is recorded by the maintenance department to promote sensible and controlled consumption.

Liquefied Petroleum Gas (LPG)

Source: Supplied from Petrolina Ltd.

Primary Uses: Utilized for kitchen and laundry equipment

Monitoring: Daily usage is recorded by the maintenance department to promote sensible and controlled consumption.

Diesel Fuel

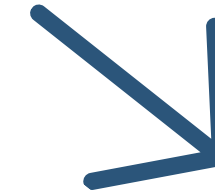
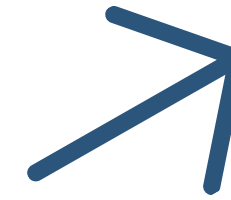
Source: Supplied by Petrolina Ltd.

Primary Uses: Diesel is used as fuel for the boilers that heat water and for powering the backup generator.

Monitoring: Daily usage is recorded by the maintenance department to promote sensible and controlled consumption.

IMPROVEMENTS

- Lighting: LED bulbs have been installed throughout most indoor and outdoor areas of the hotel to enhance energy efficiency. When fluorescent lamps require replacement, they are substituted with LED alternatives to further reduce energy consumption.
- Guest Awareness: Guests are informed about energy-saving practices through multiple channels, including:
 - Information kiosk
 - TUI app
 - Notice boards
 - TV Channel
 - Welcome letter provided at check-in
- Air Conditioning Control: Sensors installed on balcony sliding doors automatically deactivate the air conditioning system when the doors are opened, helping to prevent unnecessary energy use.



LPG CONSUMPTION YOY

(kWh) Per Guest Night



✓ 2025 LPG Consumption Target Statement

Our target for 2025 is to reduce LPG consumption to 0.65 liters per bed night, with an estimated 125,000 bed nights for the year. This sets our total projected LPG usage at 81,250 liters.

We are committed to implementing all necessary measures to reduce LPG consumption across hotel operations. These include optimizing equipment efficiency, staff training, and sustainable guest services.

It's important to note that although the hotel closes seasonally, our laundry operations remain active for 5–8 weeks after closure to process all linens and staff uniforms. This extended activity contributes to LPG usage beyond guest-related services and will be factored into our overall efficiency strategy.

FUEL CONSUMPTION YOY

Fuel Lit Per Guest Night



Why Fuel Consumption Changed

Guest Nights: More guests mean more demand for hot water, which increases fuel use.

Weather: Colder seasons require more heating, especially for the indoor pool, leading to higher fuel consumption.

These two factors explain the year-to-year changes in fuel per guest night.

🎯 2025 Target

With 125,000 guest nights, a reasonable fuel target is:

0.65–0.70 liters per guest night

Total Fuel Use: 81,250–87,500 liters

ELECTRICITY CONSUMPTION YOY

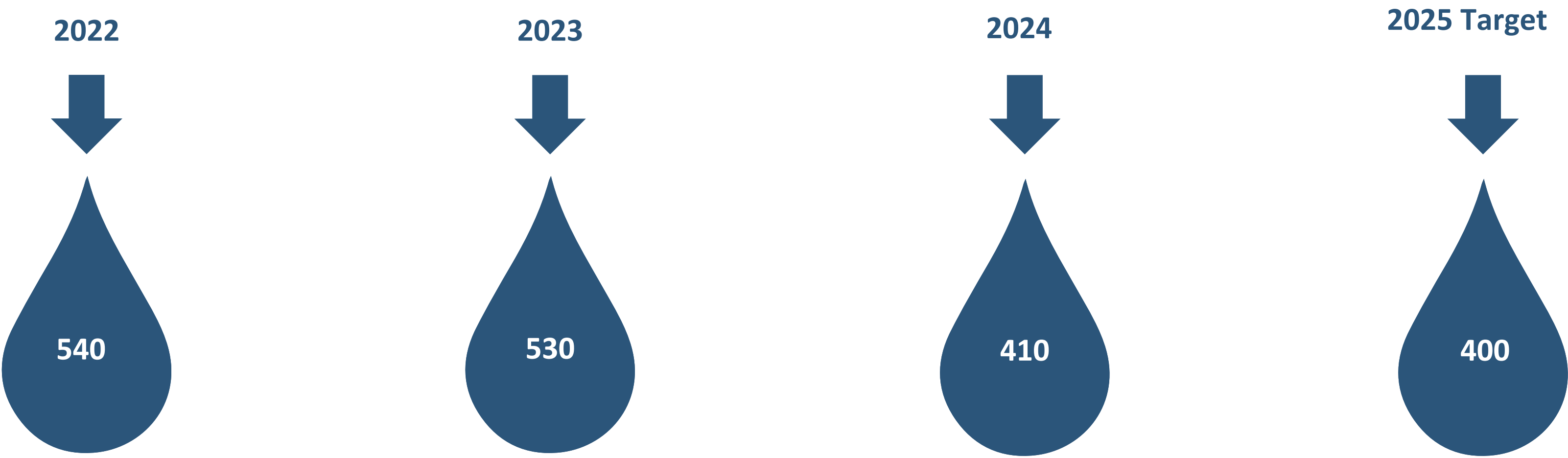
(kWh) Per Guest Night



This downward trend reflects a progressive reduction of 1.37 kWh per guest over four years. The hotel continues to implement energy-saving measures such as LED lighting upgrades, efficient HVAC systems, and guest awareness campaigns. Working towards the 2025 target of 20.65 kWh per guest will further reinforce the hotel’s commitment to sustainability and responsible resource management.

WATER CONSUMPTION YOY >

Lit Per Guest Night



💧 Water Consumption Overview & 2025 Target

From 2022 to 2024, water consumption per guest night dropped significantly—from 540 L in 2022 to 410 L in 2024—reflecting strong progress in efficiency. Despite increasing guest nights each year, total water usage decreased by over 12 million liters between 2023 and 2024. For 2025, with an estimated 125,000 guest nights, the hotel aims to further reduce consumption to 400 liters per guest night, targeting a total of 50,000,000 liters.

WATER SAVING MEASURES

- 🔧 Daily maintenance checks are conducted to promptly repair any faults or leaks.
- 🚰 Sensor taps are installed in all public toilets and staff areas to reduce water usage.
- 🌱 Drip irrigation systems are used throughout the hotel gardens for efficient watering.
- 🌿 Native and drought-resistant plants have been planted to minimize water demand.
- 📺 Guest information on water-saving practices is available via the in-room TV channel and info kiosk.
- 🧑 More than 90% of staff have received training on responsible water usage during their daily duties and are also encouraged to adopt these practices in their personal households.
- 📢 Staff are encouraged to report leaks from taps, pipes, or fixtures, which are addressed immediately by maintenance.
- 🕒 Daily water meter readings help us monitor usage, detect leaks early, and manage water efficiently.
- 🚿 Each guest room includes a booklet on our environmental program and a card promoting towel and linen reuse. Water-saving tips and sustainability information are also displayed in public areas to encourage responsible choices."



GIVING BACK: CHARITY AND VOLUNTEERING IN YEROSKIPOU, PAPHOS >

These initiatives reflect the heart of our community — built on compassion, solidarity, and active citizenship. Supported by volunteers, donors, and local organizations, including the Municipality of Yeroskipou, they serve people in need and promote a better future for all.

As part of our commitment to social responsibility, the hotel actively supports and participates in the following initiatives:

Health & Patient Support

- Cyprus Association of Cancer Patients and Friends (PASYKAF) Provides free palliative care, psychological support, and transportation for cancer patients and their families.
- Support for individuals with kidney problems Offers medical and financial assistance to those facing renal health challenges.
- Medical support for employees in need Assistance for staff members dealing with personal health issues or medical hardship.
- Blood Donation Drives Organized in collaboration with local health authorities to encourage voluntary blood donation among staff and guests, helping save lives and support hospitals in the region.
- Each year, we invite the Zinger Choir to perform and support our fundraising efforts for the Cancer Patients Support Group in Paphos. Our hotel guests also contribute generously to this important cause, and the hotel itself makes a donation to further strengthen the impact of these efforts.

Children & Youth

- Support for children in need Educational, emotional, and medical aid for disadvantaged or vulnerable youth.
- Nautical Club (Naygostikos Omilos) Promotes youth engagement through water sports, maritime education, and healthy recreation.

Humanitarian & Social Aid

Cypriot Red Cross (Kypriakos Erythros Stavros) Delivers emergency response, humanitarian aid, and support for vulnerable populations.
Help for community members in hardship Financial, emotional, and logistical support for individuals and families facing personal crises.

GIVING BACK: CHARITY AND VOLUNTEERING IN YEROSKIPOU, PAPHOS >

Religious & Cultural Contributions

Donations to local churches and community causes Supporting spiritual, cultural, and social initiatives in the region.

Holy Metropolis of Paphos (Iera Mitropolis Paphou) Engages in charitable outreach, cultural preservation, and community support.

National Heritage & Veterans

Melathron Agoniston (Home of Fighters)

Honors and supports veterans and national heroes through remembrance and care.

Environmental & Civic Engagement

Beach Cleaning Initiatives Volunteer-led efforts to clean and preserve local beaches, promoting environmental awareness and coastal pride.

World Tourism Day Participation In collaboration with the Municipality of Yeroskipou, our hotel team helped organize and operate a food station offering finger foods to over 600 attendees, showcasing hospitality, teamwork, and community spirit.

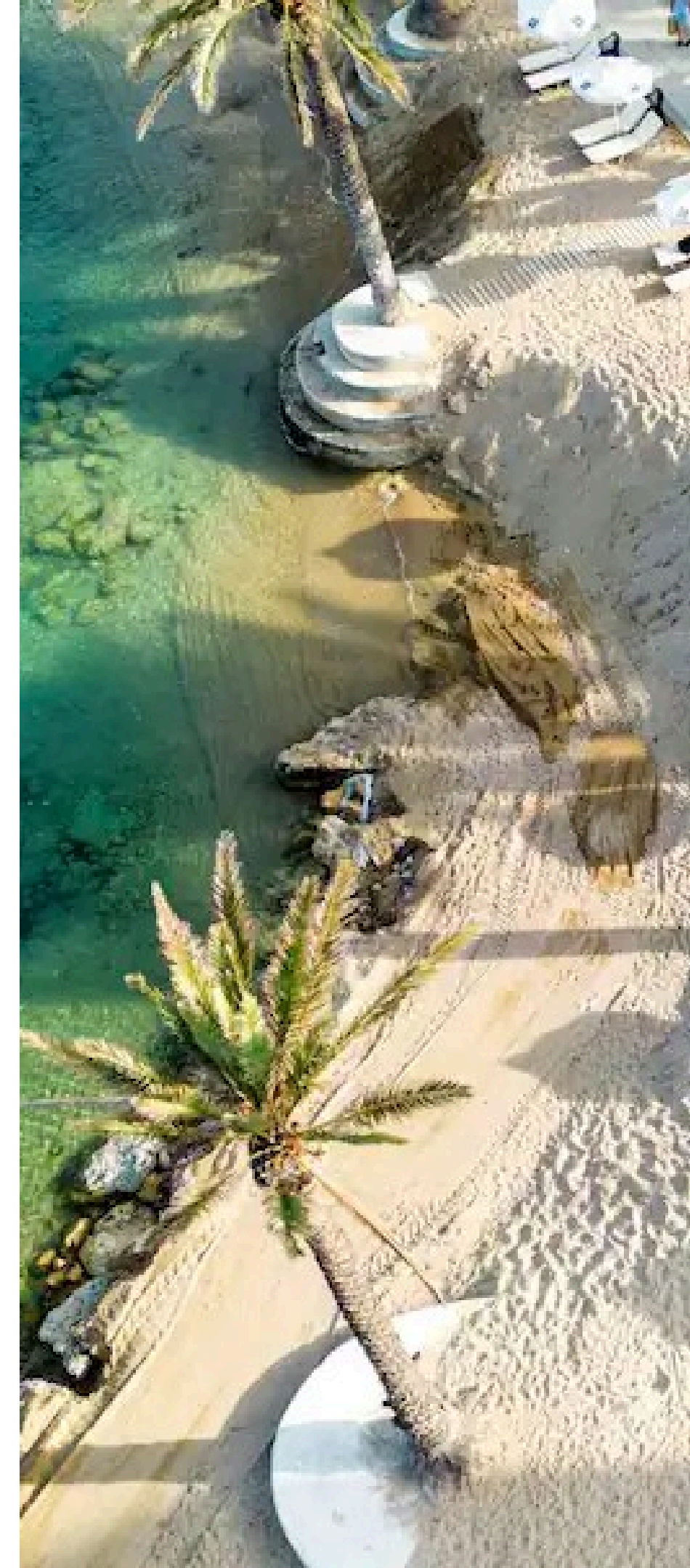
“The greatest challenge of
our time is to turn the
abstract concept of
sustainable development
into a reality for all the
world’s people.”

KOFI ANNAN



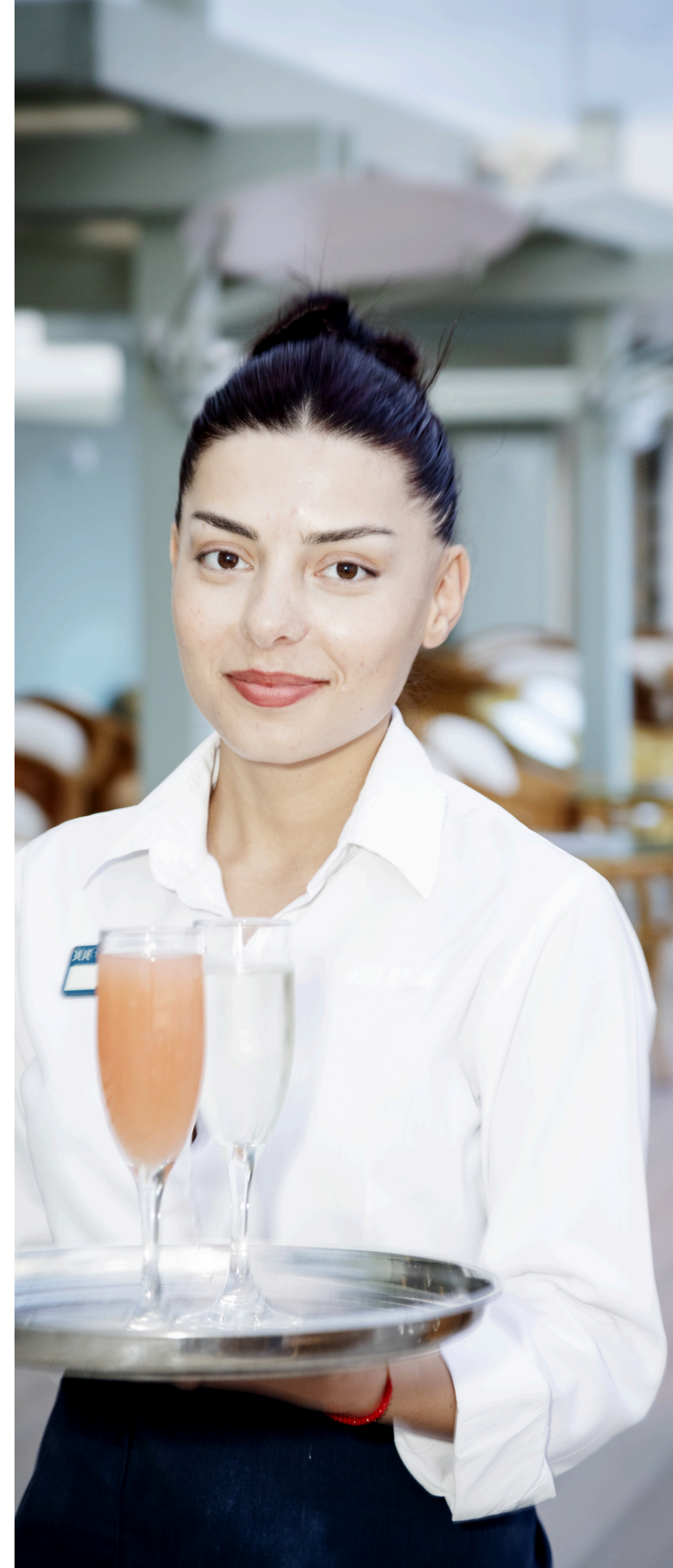
CRITICAL MATERIAL CHALLENGES AFFECTING HOTEL OPERATIONS

- 🔒 **Health & Safety** Ensuring a safe environment for employees and guests through accident prevention, hygiene protocols, fire safety, and legal compliance.
- 💧 **Water Availability & Management** Efficient water use, wastewater treatment, reuse systems, and conservation—especially vital in water-scarce regions.
- ⚡ **Energy Consumption & Emissions** Reducing energy use, adopting renewable sources, and minimizing carbon emissions to meet sustainability goals.
- ♻️ **Waste Generation & Reduction** Implementing recycling, composting, and waste minimization strategies to reduce environmental impact.
- ⚖️ **Diversity, Equal Opportunities & Fair Remuneration** Promoting inclusivity and ensuring fair pay regardless of gender, age, ethnicity, or ability.
- ☀️ **Talent Attraction, Development & Retention** Investing in training, career growth, and a positive work culture to attract and retain skilled staff.
- 🌱 **Sustainability Promotion & Environmental Stewardship** Embedding sustainable practices in operations, engaging guests and staff, and supporting green initiatives.
- 🛡️ **Risk Management, Compliance & Governance** Identifying and mitigating risks, ensuring regulatory compliance, and maintaining transparent governance.
- 💬 **Employee Motivation & Engagement** Fostering staff involvement through recognition, communication, and a collaborative workplace culture.
- 📅 **Seasonality & Workforce Planning** Managing seasonal demand shifts with strategic staffing to maintain service quality and efficiency.
- 😊 **Customer Satisfaction & Service Quality** Delivering exceptional guest experiences, handling feedback effectively, and continuously improving service standards.



OVERVIEW OF EMPLOYEE BENEFITS AND SUPPORT PROGRAMS

- 🌴 Annual Leave Paid vacation days .
- 🛡️ Social Insurance Contributions: payments to the national system, covering benefits like sickness, maternity, unemployment, and pensions.
- 🏥 General Healthcare System (YESY / GHS) Mandatory national health coverage providing access to medical services for all employees.
- 🤝 Union Contributions Support for employee representation and collective bargaining through registered unions.
- 📖 Training & Development Opportunities for professional growth through workshops, seminars, and on-the-job training.
- 💰 13th Salary An additional annual salary payment provided at the end of the year.
- 🕒 Extra Hours Compensation Employees are fairly compensated for any additional hours worked beyond their regular schedule.
- 🎄 Annual Christmas Family Event A joyful holiday gathering organized for employees and their children, celebrating the festive season with food, entertainment, and gifts. This event fosters team spirit, strengthens family bonds, and creates lasting memories within our workplace community.
- 🏠 Accommodation (if needed) Housing is provided for employees who require it, ensuring comfort and convenience during their employment.
- 🚌 Transportation for Staff with Accommodation Daily transfers are arranged for employees living in staff accommodation, making commuting easy and reliable.
- 👕 Uniform Care Employee uniforms are professionally washed and ironed by the hotel, maintaining a clean and polished appearance.
- 📈 Career Growth Opportunities We actively support internal development, offering employees the potential to grow within the company through training, promotion, and long-term career planning.
- 🍴 Meals During Working Hours All staff are entitled to enjoy meals at the hotel during their working hours, ensuring they are well-nourished and cared for throughout the day.



COMMITTED TO EQUAL OPPORTUNITY EMPLOYMENT

At Constantinou Bros Hotels, we proudly uphold our commitment as an equal opportunity employer. We are dedicated to promoting and protecting human rights across every facet of our operations. Our focus extends beyond compliance — we actively safeguard the dignity, well-being, and fair treatment of our employees, business partners, and the broader community we serve.

We ensure that all prospective team members receive clear, comprehensive information about their employment terms before joining us. This includes transparent communication regarding compensation, benefits, and workplace policies — fostering a culture of fairness, respect, and trust from the very beginning.

2022	2023	2024	2025
Male : 73	Male : 74	Male : 66	Male : 80
Under 30 : 20	Under 30 : 18	Under 30 :15	Under 30 : 14
30-50 : 41	30-50 : 41	30-50 : 42	30-50 : 42
over 50 : 12	over 50 : 15	over 50 : 9	over 50 : 24
2022	2023	2024	2025
Female : 93	Female : 91	Female : 81	Female : 78
Under 30 : 27	Under 30 : 24	Under 30 : 21	Under 30 : 18
30-50 : 58	30-50 : 57	30-50 : 50	30-50: 52
over 50: 10	over 50: 10	over 50 : 10	over 50 : 8



HUMAN RIGHTS

The company is deeply committed to protecting and promoting human rights across all aspects of its operations. This commitment is reflected in a comprehensive framework designed to uphold the dignity, safety, and well-being of every individual connected to the organization.

Key measures include:

- Developing a robust Code of Conduct that sets clear expectations for ethical behavior and respect. Implementing transparent and fair human resources procedures that support equal opportunity and non-discrimination.
- Establishing detailed policies and mechanisms to prevent and address harassment, ensuring a safe and respectful workplace.
- Creating accessible channels for employees, customers, and stakeholders to raise concerns or grievances related to human rights, with a focus on timely and effective resolution.

These initiatives demonstrate the company's dedication to fostering an inclusive, equitable, and respectful environment.

By aligning its practices with internationally recognized human rights standards, the company ensures that its values are embedded in everyday decision-making and long-term strategy



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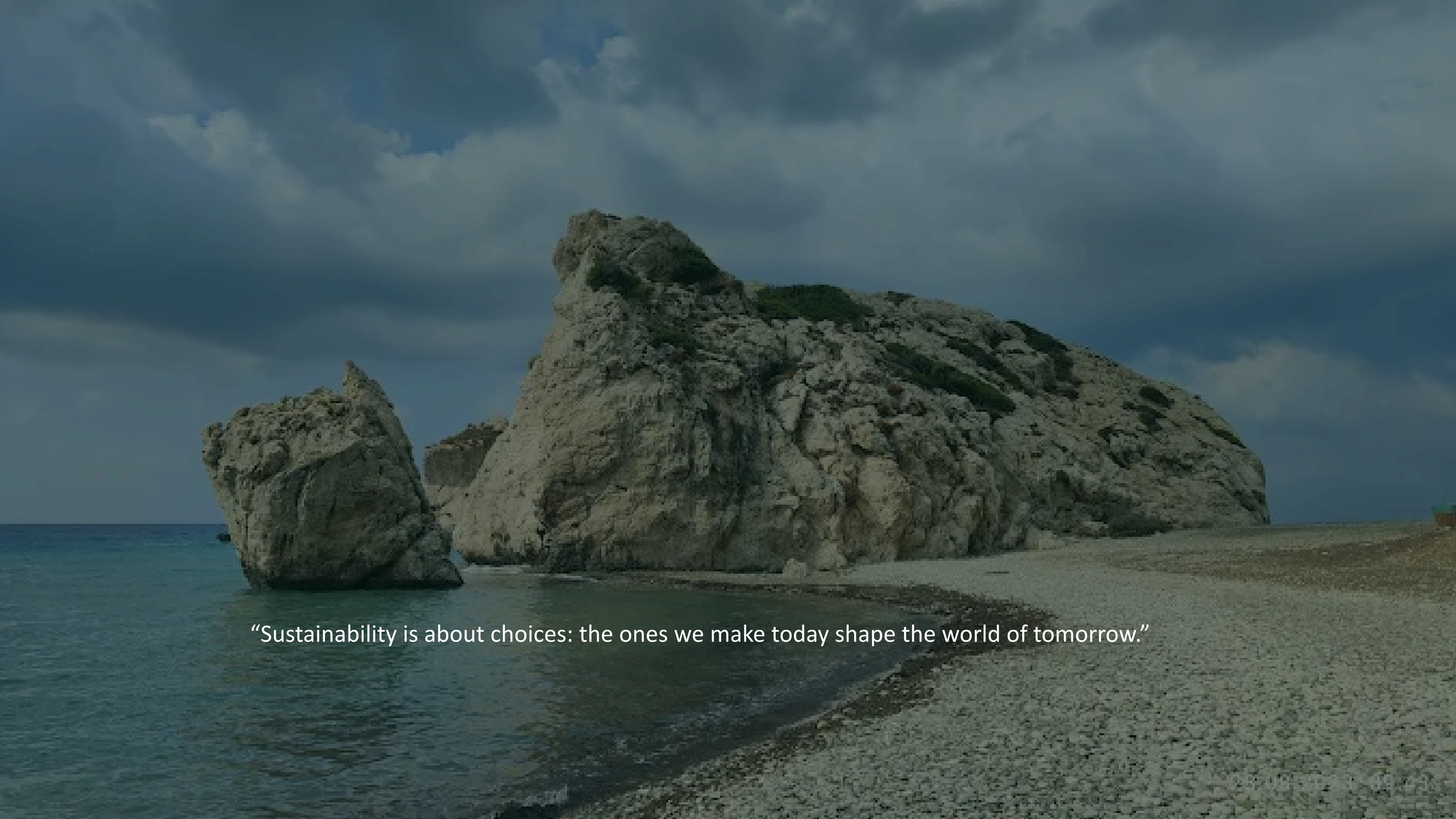
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- Establishing detailed policies and mechanisms to prevent and address harassment, ensuring a safe and respectful workplace.
- Creating accessible channels for employees, customers, and stakeholders to raise concerns or grievances related to human rights, with a focus on timely and effective resolution.

These initiatives demonstrate the company's dedication to fostering an inclusive, equitable, and respectful environment.

By aligning its practices with internationally recognized human rights standards, the company ensures that its values are embedded in everyday decision-making and long-term strategy



A wide-angle photograph of a rugged coastline. In the foreground, a wide, flat beach made of light-colored pebbles stretches across the frame. To the left, the calm, blue-grey water of the sea meets the shore. In the middle ground, a large, craggy rock formation dominates the view, with a smaller, pointed rock standing to its left. The sky above is filled with heavy, dark, and textured clouds, creating a somber and atmospheric mood. The overall lighting is soft and diffused, typical of an overcast day.

“Sustainability is about choices: the ones we make today shape the world of tomorrow.”

SUPPORT & PROMOTE LOCAL PRODUCTS, CUSTOMS & TRADITIONS.

🌿 THE INSPIRATION BEHIND MY CYPRIOT KITCHEN

At Pioneer Beach Hotel, we view travel as more than just sightseeing — it's about forging connections, embracing culture, and creating unforgettable memories. This philosophy led us to establish My Cypriot Kitchen: a weekly event aimed at immersing our guests in the heart of Cyprus through its most beloved tradition — food.

OUR VISION: HONOR CYPRIOT HERITAGE We aspire to highlight the richness and beauty of Cypriot culture in a manner that feels genuine, engaging, and unforgettable.

CRAFT MEANINGFUL GUEST EXPERIENCES Instead of merely serving local dishes, we encourage our guests to prepare them, fostering a deeper appreciation and personal link to the island.

REVIVE TRADITIONAL TECHNIQUES Our outdoor setting and wood-fired oven pay tribute to the cherished methods of Cypriot cooking — just as our grandparents practiced.

CULTIVATE COMMUNITY Cooking together ignites conversation, laughter, and shared stories, providing an opportunity for guests to connect with one another and our team.

🌞 A GUEST-FAVORITE EXPERIENCE

My Cypriot Kitchen has quickly become the most popular event at our hotel, celebrated across social media platforms where guests share their joy, photos, and heartfelt stories. Many speak about the experience as if it were an interview — describing the warmth, the flavors, and the unforgettable moments they created with us. Their enthusiasm and feedback have made this event a true highlight of their stay.



SUPPORT & PROMOTE LOCAL PRODUCTS, CUSTOMS & TRADITIONS.

LOCAL NIGHT

Each week, our outdoor space comes alive with:

- Traditional dishes made from local ingredients
- Live music by regional performers
- Folklore dances by schools including Yeroskipou
- A basket-weaving demo by a craftswoman from the area, showcasing Cypriot artisanal heritage

It's a joyful celebration of community and culture.

Cyprus Breakfast

We proudly serve a certified Traditional Cypriot Breakfast, featuring anari cheese, carob syrup, olives, and village bread — recognized by the Deputy Minister of Tourism.

Cultural Activities

Guests enjoy Greek language lessons and dance workshops, including the traditional Dance of the Sieve.

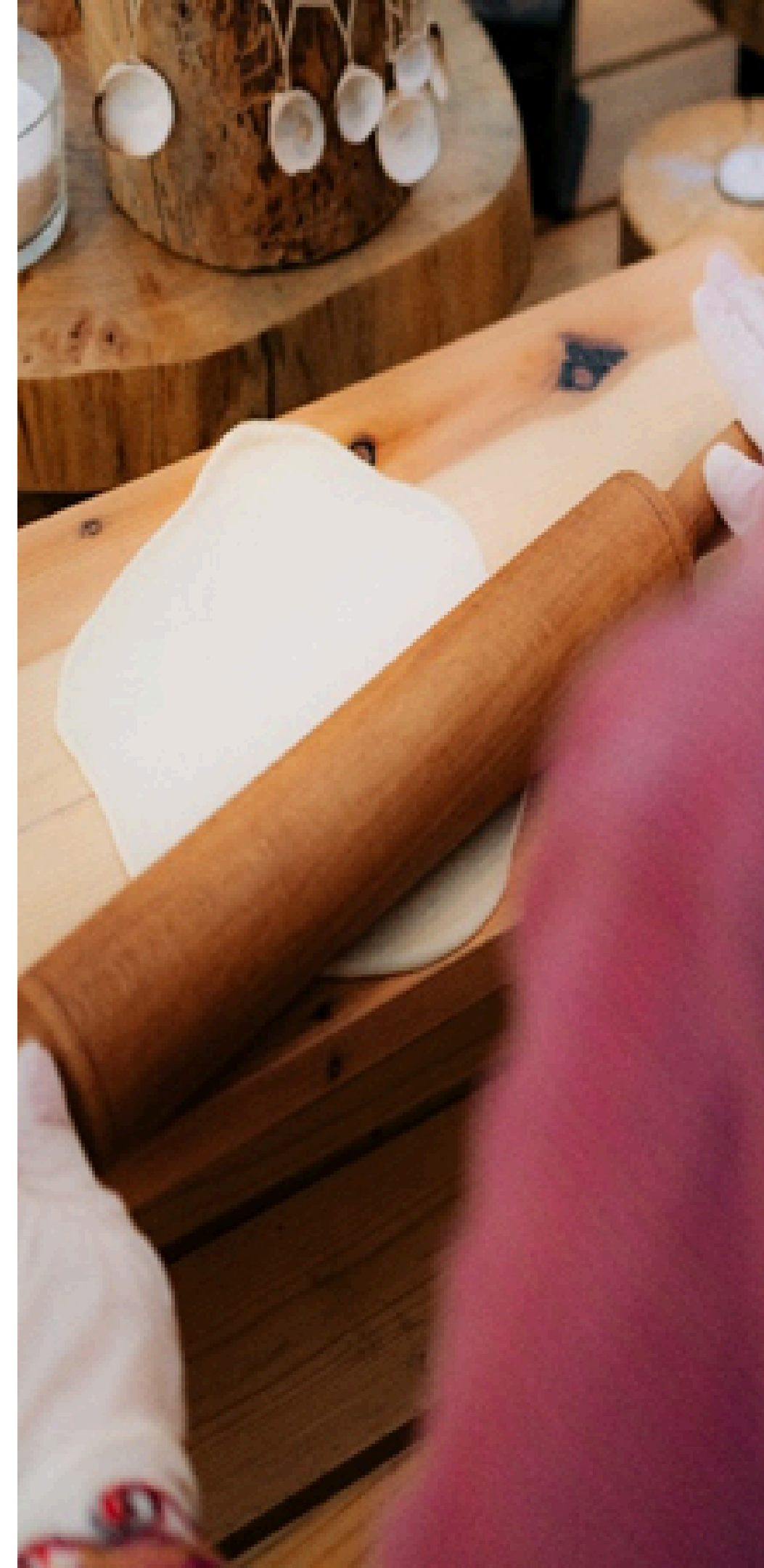
Storytelling Through Local Dishes

From koupepia to sheftalia and loukoumades, every dish reflects Cypriot tradition. We share the meaning behind each recipe, offering guests a deeper taste of our heritage.

Local Support

Since opening, we've supported Yeroskipou's community — sourcing fresh produce and inviting local artists, musicians, and dancers to share their talents.

At Pioneer Beach Hotel, culture is lived, shared, and celebrated — making every stay truly unforgettable.



SUPPORT & PROMOTE LOCAL PRODUCTS, CUSTOMS & TRADITIONS

SILENT EVENTS WITH PURPOSE

We've introduced Silent Disco Nights and Silent Movie Screenings—innovative experiences that combine guest enjoyment with environmental responsibility.

✓ Environmental Highlights:

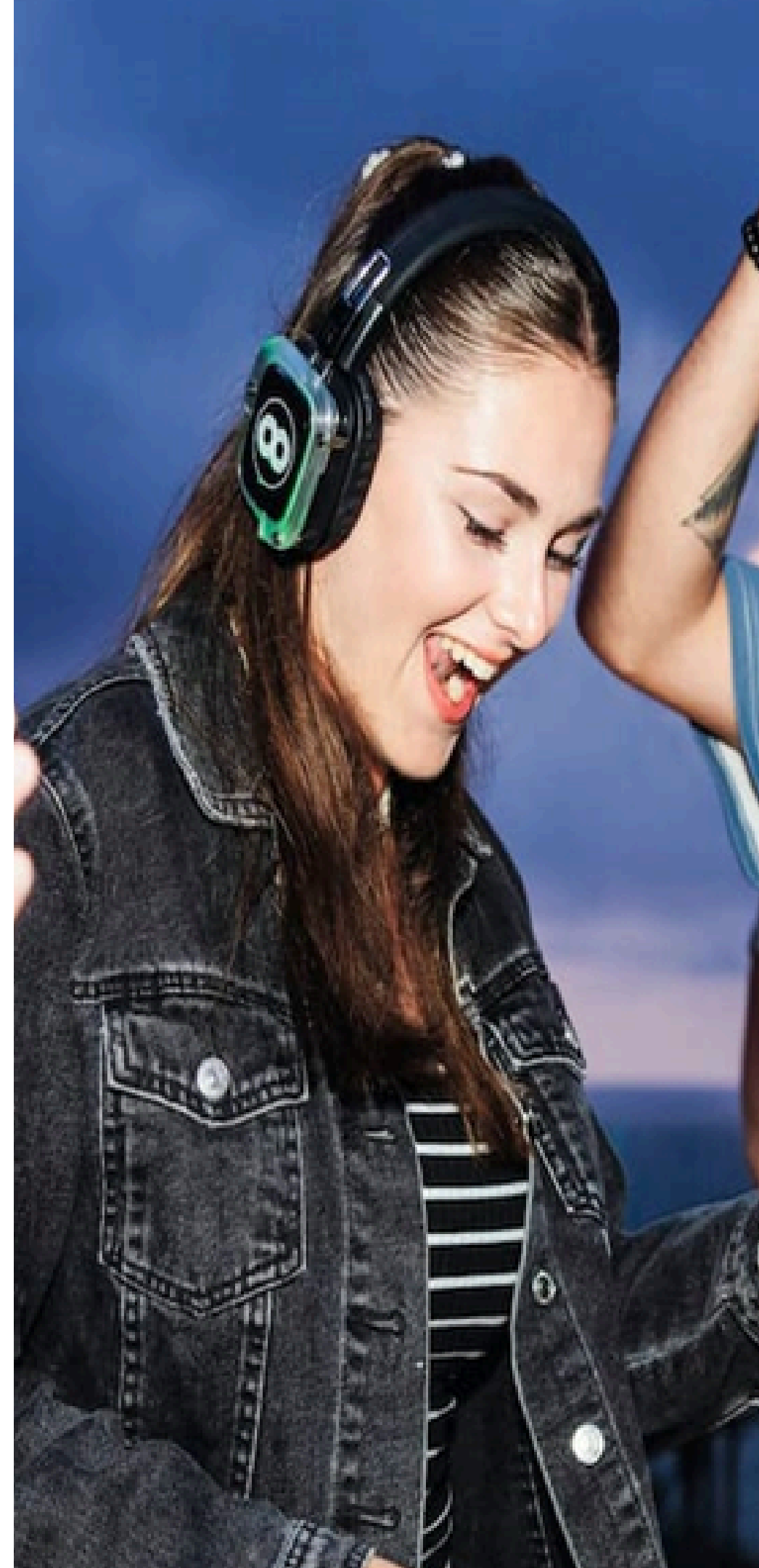
🔊 Noise Control: Wireless headphones eliminate sound pollution, ideal for outdoor and residential settings.

⚡ Energy Efficiency: Low-power heat sets and minimal lighting reduce energy consumption.

🧘♂️ Guest Comfort: Personalized audio and cozy setups promote relaxation and mindful engagement.

♻️ Waste Reduction: Reusable equipment and sustainable materials minimize waste.

🌍 Local Integration: Events utilize local resources and support eco-conscious operations.



STAKEHOLDER ENGAGEMENT: NEEDS, EXPECTATIONS & COMPLIANCE ALIGNMENT

Stakeholders	Needs & Expectations	Compliance Requirements	Communication Channels	Language
	Legal operation, public safety, environmental responsibility	Licensing, health & safety compliance, annual statutory review during management reviews	Official reports, audits, inspections, formal correspondence	Greek
Employees	Strategic leadership, effective collaboration, task execution knowledge, staff development	Adherence to quality and HR policies, monitored performance targets, annual training program, appraisal and promotion opportunities, equal opportunity	Group policy communication, daily interaction with management and HODs, meetings, events, trainings, staff handbook, emails	Clear / Supportive Greek / English
Management	Delivering strong business performance, honoring commitments to guests, and cultivating positive guest relationships.	Performance measurement and evaluation, staff training based on SOPs, achievement recognition through awards, and adherence to certification standards.	KPIs, strategy meetings, performance reviews	Strategic / Greek / English

STAKEHOLDER ENGAGEMENT: NEEDS, EXPECTATIONS & COMPLIANCE ALIGNMENT

Stakeholders	Needs & Expectations	Compliance Requirements	Communication Channels	Language
Certification bodies	Annual Certification and Surveillance Inspections	Regular policy updates and structured internal/external inspections ensure compliance and ongoing improvement.	Files are shared via email, discussed in meetings/inspections, and documented in the Annual & Sustainability Report.	English / Greek
Laboratories	Perform analyses and measurements using accredited methods in accordance with recognized laboratory standards.	Annual Plan, summary maintain annual agreements with GB Chemlaboratories (water) and Olympia K. Pavlidou Lab (food). Conduct monthly sampling for quality control. Perform annual equipment calibration with Globetech, including thermometer checks and other necessary tools. Use accredited lab methods for all procedures.	Email Communication, Team & Stakeholder meetings, annual and Sustainability development reports	English / Greek
insurance Company	Monitoring and evaluating insurance company and broker proposals to enhance policy effectiveness and minimize significant risks.	Liability and property insurance policies are reviewed annually through scheduled meetings prior to finalizing any group insurance agreements.	File sharing, email correspondence, scheduled meetings, and teleconferences are used to facilitate effective communication and coordination.	English / Greek

STAKEHOLDER ENGAGEMENT: NEEDS, EXPECTATIONS & COMPLIANCE ALIGNMENT

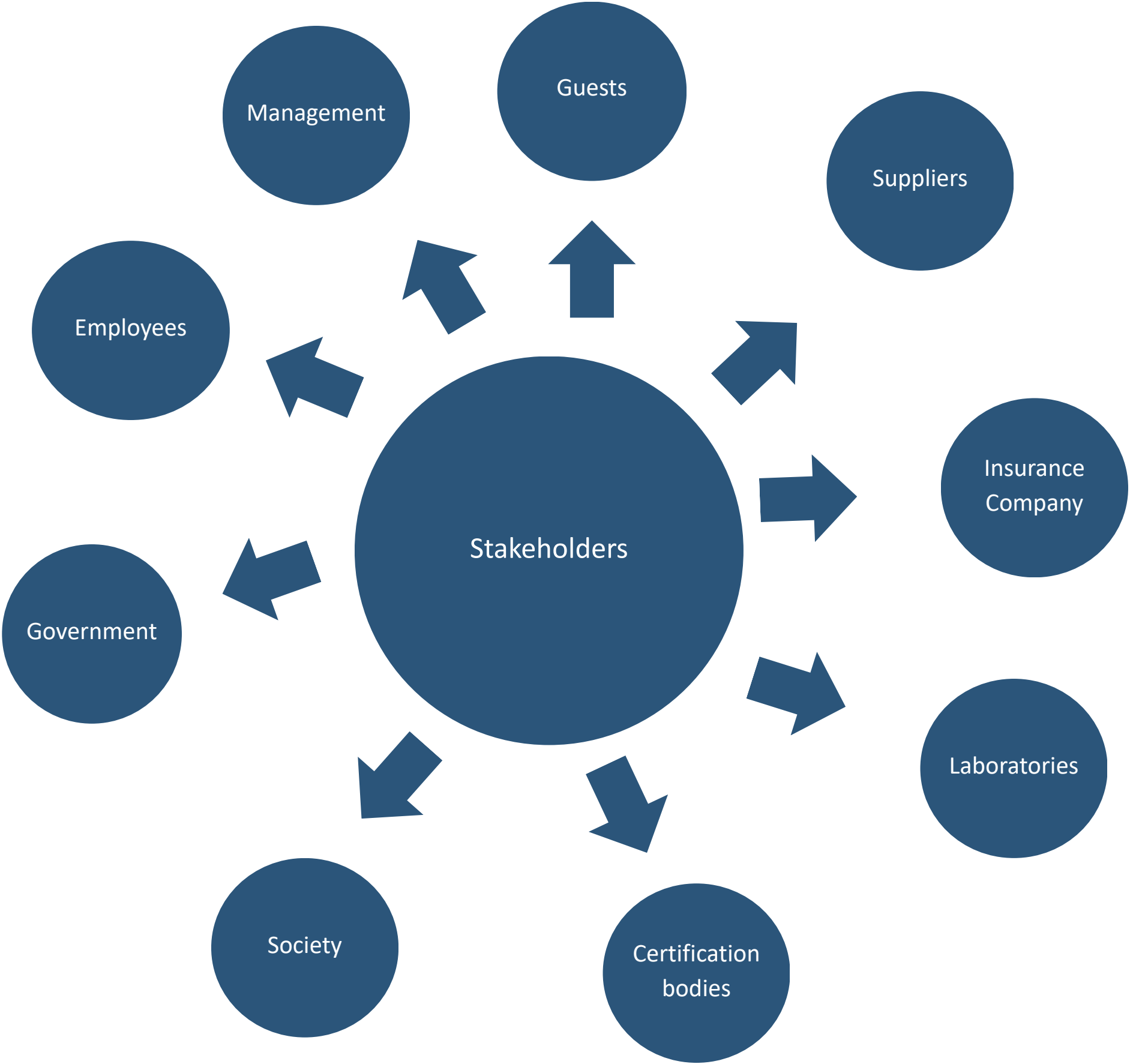
Stakeholders	Needs & Expectations	Compliance Requirements	Communication Channels	Language
Guests	High-quality services delivered with consistency, confidence, and full legal compliance on compensation.	Monitoring of evaluations through staff competence, strong internal procedures, regular audits, and monthly spot checks.	Communication is maintained via website, announcements, reports, guest relations, internal channels, events, emails, and apps.	Greek/ English/ German/ French
Suppliers / Partners	Fair contracts, timely payments, long-term collaboration	Ethical sourcing, anti-corruption policies, fair competition	Procurement systems, service-level agreements (SLAs), coordination meetings	Professional / Clear/ Greek/English
Local Community	Employment opportunities, cultural respect, environmental stewardship	Environmental impact assessments, zoning regulations, noise control	Community events, CSR programs, public consultations	Inclusive / Respectful / Greek

STAKEHOLDERS

Stakeholders are individuals or groups whose interests are directly or indirectly influenced by our operations, with particular emphasis on those located in the communities surrounding each hotel.

Maintaining ongoing, transparent communication with these stakeholders is essential.

The following section outlines the key communication channels established between the company and its stakeholders to ensure meaningful engagement and mutual understanding.



LOOKING AHEAD: CONSTANTINOU BROS HOTELS ENVISION ECO-CONSCIOUS FARM FOR SUSTAINABLE HOSPITALITY

At Constantinou Bros Hotels, our dedication to sustainability and authentic hospitality continues to shape our future. We are excited to share the early vision for a new eco-conscious farm—an initiative currently in its conceptual and preparatory phase.

This future farm, to be located near our hotel properties, is being designed as a source of fresh, seasonal produce that will eventually supply our kitchens. The goal is to enhance our culinary offerings with ingredients grown on-site, allowing our chefs to create traditional Greek Cypriot dishes with unmatched freshness and traceability.

Beyond its culinary benefits, the farm is envisioned as a guest experience hub—where visitors can engage with the land through guided tours, educational activities, and hands-on horticulture. It will be a place to learn, connect, and celebrate the journey from soil to plate.

While planting and administrative groundwork are still ahead, this initiative represents a bold step toward a more sustainable and immersive hospitality experience—one rooted in nature, culture, and care.





CONSTANTINOU BROS
PIONEER BEACH HOTEL
PAFOS CYPRUS

Thank you for helping us to
achieve our goals!

Issued 18/11/2025

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