

MANAGEMENT POLICY

Hotel Akelarre is an establishment committed to **sustainability, accessibility, innovation, technology and excellence in management.**

For this reason, we are committed to evolving towards a management model based on the principles of the **Smart Tourism Enterprise (Empresa Turística Inteligente – ETI)**, as a guiding framework for our daily operations.

The Management of Hotel Akelarre leads the implementation of this policy, ensuring its integration into the property's strategy and its periodic review, with the aim of establishing Hotel Akelarre as a **global benchmark in sustainable and smart gastronomic tourism and service excellence.**

➤ **Mission**

To create unique accommodation experiences, where excellence, comfort, authenticity and respect for the environment combine to create memorable stays.

➤ **Vision**

To be a benchmark in sustainable gastronomic tourism, recognised for excellence in service, care for the environment and the ability to create authentic experiences that inspire our guests.

➤ **Values**

1. Promotion of Basque gastronomic culture.
2. Sustainability
3. Authenticity
4. Excellence
5. Professional and warm hospitality
6. Tranquillity and wellbeing
7. Continuous improvement
8. Constant innovation

Our ETI Management Policy is based on the following commitments:

1. Responsible governance and management

We promote transparent, ethical and efficient management, geared towards data-driven decision-making and the continuous improvement of our processes.

Likewise, we regularly inform our guests, our team, and all interested parties about our management policy.

2. Guest focus and an excellent experience

We place the guest at the centre of our activity, supported by digital tools and effective communication channels between our different teams, to optimise their experience before, during and after their stay.

3. Innovation and digitalisation

We encourage the adoption of technological solutions that optimise management, improve operational efficiency and add value to the guest experience.

4. Comprehensive sustainability

We carry out our activity while minimising environmental impact, promoting energy efficiency, responsible consumption and the sustainable management of all resources, reducing pollutants released into the environment, promoting the conservation of the natural surroundings, and fostering cultural heritage and respect for the local community.

5. Accessibility and inclusion

We work to provide accessible and inclusive services, ensuring that everyone can enjoy our facilities on equal terms.

6. Safety, security and legal compliance

We ensure the safety and security of our guests and staff, as well as the protection of personal data, by applying appropriate prevention and control measures.

We ensure legal compliance in environmental management, occupational health and safety, and facility safety.

7. Connectivity and interoperability

We promote digital connectivity and integration with the destination's tourism ecosystem, facilitating collaboration with other stakeholders and platforms.

8. Development of our team

We promote continuous training and the active participation of our team in the ETI culture, fostering innovation and constant improvement.

9. Continuous improvement based on data

We measure and analyse our results through key indicators, and we audit the system annually, using this information for decision-making and process optimisation.

SIGNED:

13/04/2026

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