



Sustainability  
Report





Inspired by the philosophical concept of "Yin and Yang," which is the meaning behind the word "Duja"—a term of Hindi origin meaning "two equals"—Duja Hotels was established as a brand shaped around this principle. Just like the balance of Yin and Yang, the Duja Sun symbolizes the perfect harmony of luxury and comfort. Our brand embraces a philosophy of continuous renewal and growth, aiming to provide guests with unforgettable experiences.

Duja Hotels entered the hospitality industry in 2020 with Duja Bodrum, quickly securing a strong position in the sector and offering its guests a unique vacation experience through a commitment to high-quality service. Building on this success, the brand took confident steps toward expansion by adding Duja Didim to its portfolio.

In 2022, Duja Hotels made a significant move into winter tourism by opening the Duja Chalet Ski Center in Sarıkamış—one of the world's top regions for crystal-quality snow. In addition to its presence in popular coastal destinations where the sea, sun, and sand meet, the brand has also established a strong position in winter tourism. On its journey of growth and development, Duja Hotels continues to enhance guest satisfaction and its contribution to the industry through environmentally conscious policies and a sustainability-focused approach. By maintaining its commitment to delivering the highest quality experience to all guests, our brand is steadily progressing toward its goal of becoming a leading name in the hospitality sector.



**Sustainable Development Goals (SDGs), also known as the Global Goals, represent a global action plan designed to address the world's most pressing social, economic, and environmental challenges.** These goals call on all countries to work together in reducing poverty, protecting the planet, and ensuring better living conditions for all. The ultimate aim is to build a more just, healthy, and sustainable world.

Adopted by the United Nations in 2015, the 17 main goals were developed based on the previous Millennium Development Goals. In addition to fundamental issues such as poverty, hunger, health, and education, they also cover broader areas like climate change, inequality, innovation, and sustainable production and consumption.

One of the most important features of the SDGs is their universal structure that encompasses all of humanity. They are not just for developing countries but represent a shared responsibility for the entire world. The interlinked nature of each goal ensures that development progresses in a holistic and balanced way.

Bringing this vision to life requires governments to implement effective policies, manage resources efficiently, engage the private sector, and, most importantly, involve all segments of society in the process. Building a sustainable future is only possible if we act together.

By adopting these global goals, we as a company are committed to fulfilling our responsibilities toward sustainable development. We are developing strategies across all areas to reduce our environmental impact, contribute to our communities, and build a sustainable future. Through projects aligned with the SDGs—such as the use of renewable energy, waste management, collaboration with local communities, and promoting equality and equal opportunity—we are continuously improving not only our business processes but also our approach to social responsibility. Our aim is to contribute to a better world, both today and in the future.



## OUR SUSTAINABILITY GOALS



**Today, the global climate crisis and economic inequalities have led to significant changes in corporate management models and the development of sensitivity-based sustainable management practices.**

As Duja Hotels, operating in the tourism and travel agency sectors, we adopt a sustainable management model in which not only economic factors but also environmental and social values play a vital role in the decision-making process.

With this understanding, we consider environmental impacts in the planning of our business strategies and operations, while prioritizing our social responsibilities. By promoting sustainable tourism practices, we aim to contribute to the preservation of natural resources and the development of local communities.

At the same time, we develop various projects to support employee well-being and occupational health, promote diversity, and engage with local communities.

As part of this sustainable approach, we manage our business processes based on the principles of transparency, accountability, and continuous improvement. We are firmly committed to building a sustainable future by considering the needs of both present and future generations.

Our management practices, carried out through a multi-layered and participatory structure, are reinforced with long-term goals. In order to achieve these goals, we have established clear roles and responsibilities throughout our organizational structure.

Within this framework, and with the support of the Duja Hotels Board of Directors and central management, we have established a Sustainability Committee at each of our hotels to ensure the full integration of sustainability principles. These committees serve as a vital platform for defining and effectively implementing sustainability-related policies and approaches.

By including all department managers under the Operations Management in our committees, we ensure active participation from all of our staff in the process. The primary goal of our committees is to determine sustainability priorities, develop strategies, ensure effective communication with internal and external stakeholders, and manage performance monitoring processes towards sustainability goals.

With the principles of "**Protect Your Planet,**" "**Empower Your Life,**" and "**Transform Your Future,**" we are taking significant steps towards shaping the environment, society, and economy in a sustainable way. We are moving forward with determination to achieve sustainability in all areas, guided by these values.

# STAKEHOLDER ENGAGEMENT



At Duja Hotels, we believe that the foundation of sustainability is the philosophy of "**Protect Your Planet**," and we carry out all our efforts with this understanding for a better future.

We recognize that individual actions alone are not sufficient in the fight against the climate crisis and global issues, and we focus on developing strategic and collective solutions. Acting with the awareness that sustainability is only possible with the participation of all stakeholders, we emphasize co-creation at every step.

We share our sustainability reports with transparency and continue to improve by incorporating feedback received..

<b>Our Team Members</b>	Near-Miss Notification System, Suggestion System, Training Activities, Management Meetings, Communication Meetings, (In-house TV screens), Announcements and Notices (ongoing); OHS Committees, Working Groups and Committees (at varying intervals); Performance Management (once a year), Social Activities (at least twice a year), Sustainability Report, Email, WhatsApp, Work Life Evaluation Survey, Hotel Management System.
Our Management Team	Board of Directors Meeting, Opex-Capex Investment Meetings, Email
Our Suppliers	One-on-One Meetings (Upon Request); Supplier Code of Ethics (ongoing), Supplier Evaluation Platform (Seasonal and Annual), Email, Phone
Our Guests	Guest Satisfaction Surveys, MGB Reports, WhatsApp, Hotel Management System, Online Platform Reviews, Email, Phone, Call Center
Local Community	Social Media, Website (ongoing), Traditional Media
Local Authorities	Meetings and Discussions
Public Institutions and Organizations	Meetings and Discussions (Upon Request); Informational Reports (at various intervals); Public Audits (at various intervals/real-time))
NGOs (Non-Governmental Organizations)	Memberships (ongoing); Working Groups, Committees, and Board Memberships (periodic); Joint Projects and Initiatives, Meetings and Discussions (upon request)
Universities and Academics	Scholarships and Internship Opportunities, Sponsorships and Support; Support for Academic Research and Publications; Meetings and Discussions (upon request)
Media	Interviews and Conversations (upon request), Meetings and Discussions



DUJA

HOTELS

Protect Your Planet



# Our Meetings and Trainings



## Building a Conscious Future with the Goal of "Protect Your Planet"

- As Duja Hotels, in line with our "Protect Your Planet" goal, we begin our sustainability efforts primarily by raising awareness among our stakeholders. The first step of this process is ensuring the active participation of our management team and employees through training.
- Our Board of Directors and managers are regularly informed about sustainable tourism criteria, **water efficiency** environmental protection, efficient use of natural resources, energy conservation, waste management, greenhouse gas effects, and carbon footprint. Additionally, sustainability goals and investments are evaluated through meetings held at specific intervals.
- At Duja Hotels, the foundation of our sustainability approach is based on knowledge-driven awareness and continuous education. In this regard, training on topics such as **Sustainability and Energy Management, Conservation Measures, and Waste Management** are regularly conducted by our Quality and Training Departments.
- Additionally, in each of our hotels, environmental awareness training is provided by our Environmental Consultant. Our Hazardous Materials Consultant organizes general informational training on the safe storage, transportation, and disposal of chemicals.
- Through these trainings, we ensure that all our employees act with environmental responsibility awareness, taking collective steps toward a sustainable future.



# Environmental Responsibility and Conservation of Natural Resources

We undertake various initiatives to protect environmental integrity and reduce our carbon footprint in our hotels and the surrounding areas

We regularly carry out cleaning activities on public beaches, forested areas, and around the hotel. This contributes to the preservation of natural spaces, and we make a conscious effort to avoid polluting the environment.

Additionally, we involve our guests in eco-friendly activities. By organizing tree planting, beach clean-ups, and environmental awareness events, we encourage both our guests and employees to act with sustainable environmental consciousness. Through these activities, we aim to contribute to the conservation of natural resources and sustainable development by adopting an environmentally responsible tourism approach.



## Little Ambassadors: The Environmentally Conscious Individuals of the Future

In our Miniclubs, we organize various educational activities and events to raise children's environmental awareness. In these activities, we provide information about the importance of recycling, educate children on protecting nature, and encourage the development of eco-friendly behaviors. We also show environment-themed videos to children and promote nature-friendly habits through interactive games.

By organizing tree planting activities, we encourage our little ones to connect directly with nature. In this way, we contribute to instilling environmental awareness from an early age and help raise the environmentally conscious individuals of the future.



## Our Environmental Responsibility and Respect for Nature

We make significant efforts to protect environmental integrity and reduce our carbon footprint in and around our hotel. In this regard, we actively participate in environmental cleaning and awareness-raising events organized by public institutions, contributing to the spread of environmental consciousness. We both preserve natural habitats and instill environmental responsibility in our guests.

We participated in the "100th Anniversary of the Republic, 100 Teams for Sea Cleaning" event organized by the Muğla Provincial Directorate of Agriculture and Forestry. This event was held to support the cleaning and protection of our seas, and by fulfilling our environmental responsibility, we took action to protect our nature.

Similarly, we participated in the "Didim Environmental Festival" organized by the Didim Municipality, where we raised awareness about environmental consciousness and emphasized the importance of sustainable living, educating the community.

Additionally, we consistently participate in events organized to increase afforestation and green spaces, including National Tree Planting Day on November 11. With our responsibility towards the protection of nature, we take part in various tree planting projects to reinforce environmental awareness and contribute to sustainability.



At our facility's greenhouse, we have taken a step into plant production with a sustainable and environmentally friendly approach. By prioritizing local and drought-tolerant species, we reduce procurement-related waste and environmental burdens, while minimizing our carbon footprint and contributing to the conservation of biodiversity.



**Bodrum, tarih ve doğanın; begonvil ise duyguların ve estetiğin temsilcisidir.**  
**Biri olmadan diğeri eksik kalır.**

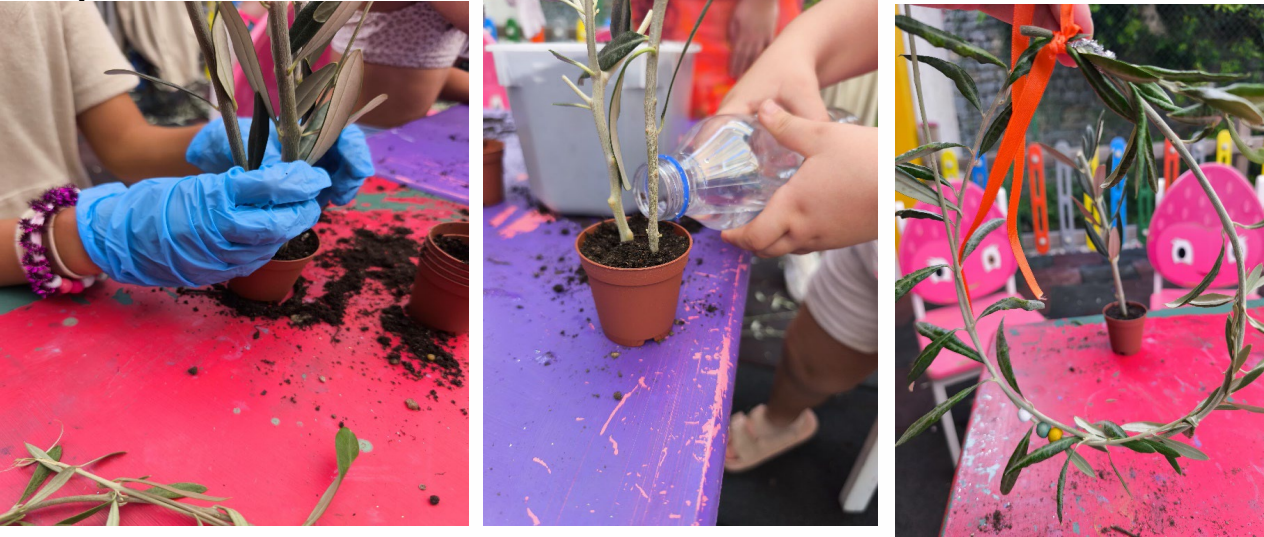
Sizleri Duja Bodrum Otelimize renk katan begonvillerimizin dikim ve üretim atölyesine davet etmek isteriz.  
Saksılarımız ve begonvillerimiz ile siz değerli misafirlerimiz ile buluşmaktan mutluluk duyarız.

 21.10.2025 Salı  
 Sera alanı  
 11.00

***Bodrum sadece bir yer değil, bir hayaldir.***

In this sustainable production area, we organized a bougainvillea cultivation workshop to share a special experience with our guests. Participants experienced the bougainvillea propagation process step by step through hands-on practice, and by taking home the bougainvilleas they nurtured with their own hands, they turned their connection with nature into a lasting memory.

At our facility, the harvest of olives grown on-site was carried out with the participation of our guests and staff, and the olive crushing and curing processes were explained through hands-on workshops. The olive oils obtained from the harvest and handmade soaps were gifted to our guests, allowing them to experience the natural production cycle.



This activity is an important part of our sustainability efforts that support local production and promote conscious use of natural resources. In addition, at the Mini Club, our young guests designed colorful crowns from olive branches; in a fun way, it was explained that these branches could grow into saplings and give life to new trees. The event aims to help children connect with nature, learn about sustainable living, and discover the importance of biodiversity.



## Zeytin Ağacı

Yunan mitolojisine göre zeytin ağacının yaratılışı bir yarışmaya dayanıyordu. Attika'da inşa edilen yeni şehrin koruyucusunun kim olacağına karar vermek için tanrılar arasında yarışma düzenlendi. İnsanlığa en kıymetli ve yararlı hediyeği sunan tanrının ismi, şehre verilecek ve o şehrin koruyucusu olacaktı. Deniz Tanrısı Poseidon, mızrağıyla bir kayaya vurdu. Kayadan tuzlu su çıktı. Bu su denizin gücünü sembolize ediyordu. Ardından Athena mızrağını bir kayaya vurdu ve kayadan barış ve bereketi simgeleyen zeytin ağacı çıktı. Şehrin vatandaşları akıllıca bir seçimle Athena'nın hediyeğini kabul etti ve Athena hem şehrin koruyucusu oldu hemde insanlığı en büyük hediyeği verdi.

## Barış ve umudun sembolü

Nuh Tufanı hikayesinde, tufan sona erdiğinde Nuh, suların çekilip çekilmediğini anlamak için bir güvercin gönderir. Güvercin, ağzında zeytin dalı ile geri döner. Bu, Tanrı'nın gazabının sona erdiğini ve barışın geldiğini simgeler. O günden bu yana zeytin dalı barış, umut ve yeni başlangıçların sembolü haline gelir.

## Zeytin Toplama Günü

Hikayenin devamını ağaçlardan öğrenmek ister misiniz?

Zeytin ağaçlarımızın huzurunda zeytinleri toplayıp, bu şifa dolu yağların nasıl yapıldığına öğrenmek isteyen tüm misafirlerimizi bekliyoruz.

RESEPSİYON ÖNÜ

15.10.2025 ÇARŞAMBA  
11.00

In all our hotels, afforestation projects are carried out with the aim of protecting flora and enhancing biodiversity. Priority is given to the preservation of endemic species in the region, and plant labeling efforts are implemented throughout the premises to raise awareness among both staff and guests.

To prevent uncontrolled fishing, it is clearly indicated that fishing is prohibited in swimming areas. By respecting the habitats of aquatic life, we contribute to the preservation of biodiversity. Additionally, guests are informed about the importance of using eco-friendly sunscreens, and notices are provided regarding the prohibition of shampoo use in shower areas.

Duja Bodrum is equipped with hydrants and sprinkler systems to ensure preparedness for emergencies such as forest fires within and around its wooded areas. These precautions enable rapid intervention in the event of a fire and help prevent its spread. Furthermore, flammable materials in forested areas are regularly cleared to minimize fire risk, ensuring the safety of both the environment and our guests.

To support the protection of endemic species, we actively participate in events organized by public institutions and non-governmental organizations. Our hotels also provide necessary information on this matter. Through these efforts, both our staff and guests are educated on the importance of preserving biodiversity and sustaining endemic species. Such initiatives are part of our environmental responsibility and aim to contribute to a sustainable future.



# Reduction in Chemical Use and Eco-Friendly Practices



At Duja Hotels, we are committed to minimizing environmental impact by replacing conventional cleaning and maintenance chemicals with more environmentally friendly, ecologically certified, and biodegradable alternatives. Chemical consumption across our facilities is regularly monitored, and systemic changes are being implemented to reduce usage. As part of this effort, we have transitioned to ozone and formulator systems, embracing a cleaning approach that prioritizes both human health and environmental safety. Through regular staff training, we ensure chemicals are used at the correct dosages, effectively minimizing risks of soil and water pollution. Our chemical storage areas comply with all legal regulations and are supported by emergency response plans to prevent potential leaks or spills. We also provide emergency response training to storage personnel to maintain a high level of environmental awareness and preparedness. In addition, bed linens and towels in guest rooms are replaced every three days unless otherwise requested by guests. This policy significantly reduces unnecessary water, energy, and chemical consumption—helping us conserve resources and lessen our ecological footprint.

	Per Capita Chemical Consumption in 2023 (kg)	Per Capita Chemical Consumption in 2024 (kg)	Per Capita Chemical Consumption in 2025 (kg)
Duja Bodrum	0,47	0,42	*0,45
Duja Didim	0,43	0,37	0,34
Duja Chalet	0,22	* 0,49	0,21
<b>Duja Hotels (Average of 3 Hotels)</b>	0,37	0,43	0,33

# Waste Reduction and Recycling for a Sustainable and Clean World



At Duja Hotels, we aim to prevent waste generation at its source in order to minimize our environmental impact. To achieve this, we continuously work on reducing the quantity of products we use and ensuring they are incorporated into the recycling process whenever possible.

Across all our hotels, we regularly monitor the use of PET-packaged products, glass containers (including water, soft drinks, and sauces), and paper-based materials (such as guest amenities, office supplies, and printed documents). Various measures have been implemented to reduce the use of these materials. For example:

We revised the contents of our in-room guest amenities and removed non-essential items.

We eliminated unnecessary printed documents from our lists and shifted to digital alternatives.

By switching to bulk-sized packaging for plastic products, we significantly reduced waste volume.

In staff areas, we replaced disposable bottles and cups with water dispensers and porcelain glasses.

Through our digitalization journey, we have drastically reduced paper consumption. Except for legally required documentation, paper usage has been nearly eliminated. Brochures and menus have been replaced by QR codes, supported by emails and hotel management systems.

Through these initiatives, we not only reduce our environmental footprint but also actively contribute to sustainable tourism.

Product Consumption / Waste Quantity	Duja Bodrum			Duja Didim			Duja Chalet		
	2023   Per Capita   Amount	2024   Per Capita   Amount	2025   Per Capita   Amount	2023   Per Capita   Amount	2024   Per Capita   Amount	2025   Per Capita   Amount	2023   Per Capita   Amount	2024   Per Capita   Amount	2025   Per Capita   Amount
Total single-use product consumption (Units)	4,59	2,85	1,83	7,42	2,89	2,66	11,26	6,97	4,28
Total PET waste (Units)	8,88	10,13	10,55	9,87	9,87	9,88	10,61	10,81	8,09
Total single-use product consumption (Units)	10,34	10,30	7,81	9,56	3,46	3,20	16,49	12,99	9,07
Total glass waste (Units)	0,56	*0,95	0,42	0,35	0,40	0,39	0,97	0,22	* 0,36
Total paper consumption (Packs)	0,01	0,01	0,01	0,01	0,01	0,01	0,01	0,01	0,01
Total cartridge usage (Units)	0,01	0,01	0,01	0,01	0,01	0,01	0,01	0,01	0,01

“\*” At the Duja Bodrum property in 2024 and the Duja Chalet property in 2025, there was an increase in glass waste as a result of reducing single-use consumption.

# Waste Management



- All our hotels have zero waste certification and continue their efforts to reduce environmental impacts in accordance with the Waste Disposal Directive. Our team members receive regular training on waste management.
- In our hotels, recycling bins are placed in all areas for recyclable waste, and appropriate warning signs are displayed on these bins. Our recyclable waste is regularly collected and disposed of properly through companies authorized by the local government.
- Hazardous waste is regularly monitored in designated temporary storage areas, and periodic deliveries are made under contracts with licensed companies. Vegetable waste oils are collected by specially assigned personnel and delivered to authorized companies. Additionally, our staff receive training on this matter, and reward programs are implemented to encourage them to bring vegetable waste oils from their homes.
- Our hotels have also established battery collection areas, which are sent to the TAP Association when full or at the end of the year.



- At Duja Hotels, medical waste is collected daily by contracted hospitals from the moment it leaves the infirmary. Scrap equipment and worn-out tires are regularly delivered to the relevant authorized companies and disposed of in a manner that does not harm the environment.
- In order to ensure sustainability and efficient use of resources, steps are being taken to reduce the amount of complimentary items and printed materials. Room standards have been revised to provide flexibility based on standard room and VIP room requests. Instead of disposable products used in rooms, permanent fixtures are preferred. Additionally, in an effort to reduce the use of plastic and printed materials, FSC-certified and bioplastic materials are being used to minimize environmental impacts.

Duja Hotels continuously makes improvements in waste management by regularly updating total consumption per person tables according to waste type. In this way, we aim to minimize our environmental impact.

Waste Type	Bodrum Per Capita Waste Amount (kg)			Duja Didim Per Capita Waste Amount (kg)			Duja Chalet Per Capita Waste Amount (kg)		
	2023	2024	2025	2023	2024	2025	2023	2024	2025
Recyclable Waste	0,20	0,16	0,20	0,02	0,01	0,01	***	0,01	** 0,05
vegetable waste oils	0,04	0,03	0,03	0,03	0,02	0,03	0,02	0,02	0,02
Hazardous Waste	0,01	0,01	*0,16	0,00	0,01	0,06	0,00	0,00	0,01

“\*” In 2025, at the Duja Bodrum facility, an increase in hazardous waste was recorded due to the rise in paint packaging and paint-contaminated materials resulting from interior and exterior painting works carried out during the year.

“\*\*\*” At the Duja Chalet facility, an increase in recyclable waste was observed due to the higher use of cardboard boxes and styrofoam materials to prevent damage to products transferred from our other group hotels.

“\*\*\*” At the Duja Chalet facility, data for the relevant period could not be generated due to the inability to obtain the required documents from the relevant official authorities.

# Water Conservation



At Duja Hotels, we are fully aware of the significant responsibility we bear regarding water conservation. Currently, 40% of the world's population is struggling with water scarcity, and this figure is expected to rise by 2050. Contributing to the solution of this global issue and making the planet's resources more equitable and sustainable is a crucial responsibility for all of us.

Water is the essential source of life, and the overuse of natural water resources can threaten the continuity of life itself. In this context, Duja Hotels is taking various steps to ensure the efficient use and conservation of water.

We regularly monitor daily water consumption and compare it with annual data to detect anomalies. This allows us to quickly identify and address water leaks, pipe bursts, or excessive usage. Additionally, we use technological solutions such as sensor-operated faucets, dual-flush toilets, and water-saving shower heads to increase water conservation.

To raise awareness among our guests and employees about the value of water, we conduct training sessions and highlight the importance of water conservation with informational posters. This helps in fostering an environmentally conscious hospitality approach.



At Duja Bodrum and Duja Didim, we use a reverse osmosis system to purify seawater and produce drinking water. Through this system, we supply all our water consumption needs from this purification process. Additionally, at Duja Bodrum, a biological treatment system is used to irrigate the gardens with water obtained from this purification system. To further increase water conservation, we develop special projects in areas with high water usage, such as housekeeping and the garden department. For example, pressurized water systems are preferred for cleaning public areas, and instead of washing, wiping is prioritized for balcony areas. Furthermore, we are expanding the landscape irrigation systems across all hotel areas and ensuring that irrigation is done during the night. In our landscaping efforts, we aim to minimize water consumption by using plants that are suitable for the local flora.

	2023 Per Capita Water Consumption Amount (m <sup>3</sup> )	2024 Per Capita Water Consumption Amount (m <sup>3</sup> )	2025 Per Capita Water Consumption Amount (m <sup>3</sup> )
Duja Bodrum	0,71	0,87	0,71
Duja Didim	1,11	0,80	0,74
Duja Chalet	0,72	0,67	0,65
<b>Duja Hotels (3 Hotels Average)</b>	0,85	0,78	0,70



STRENGTHEN  
YOUR LIFE



## **Sustainable Contribution to Society with the “Empower” Philosophy**

At Duja Hotels, we adopt the “Empower” philosophy as one of our core policy principles. We develop practices that contribute to the national economy, provide sustainable benefits to society, and support local communities.

In line with this approach, our priorities include:

Ensuring high satisfaction by engaging with all our stakeholders,

Implementing projects that enhance the well-being of the local population,

Creating equal opportunities while considering social equality,

Protecting the cultural values of the destinations we are located in and raising awareness about this,

Collaborating with local governments and non-governmental organizations.

In light of these principles, we act not only through tourism activities but also with a strong sense of social responsibility. We are committed to fulfilling our responsibilities to the society and environment we live in with determination.



# Support for Local Economy with Responsible Purchasing



At **Duja Hotels**, we view the support of local economies and the advancement of sustainable tourism as fundamental responsibilities. In this regard, we prioritize sourcing our suppliers and raw materials from local regions wherever possible—thereby fostering regional development while actively reducing our carbon footprint.

Aligned with our sustainability commitments:

We prioritize the use of environmentally friendly, recyclable products with reduced energy and water consumption.

Our target is to ensure that at least 85% of our suppliers are local businesses.

Regional enterprises are given precedence in all commercial areas within our hotel premises.

We adopt a fair trade approach throughout our procurement processes, working exclusively with approved suppliers who undergo a rigorous evaluation. All purchasing decisions are made transparently, based on a minimum of three proposals including pricing and contractual terms.

Through centralized procurement management, we emphasize bulk purchasing and consolidated shipments to optimize resource efficiency and minimize the environmental impact of logistics operations. Additionally, we give priority to recycled, eco-certified, MSC, FSC, fair trade, and geographically indicated products, and we strictly refrain from procuring any goods derived from endangered species.

Through this comprehensive approach, we are committed to building a supply chain model that not only upholds environmental integrity but also actively contributes to local economic development.

# Our Social Responsibility and Employment Policies



At **Duja Hotels**, we take pride in offering employment and internship opportunities to our team members from various cities across Türkiye, guided by our strong and esteemed corporate culture. We maintain ongoing collaboration with universities and high schools, actively participating in career days to create meaningful opportunities for young talents.

We are committed to the principle of equality throughout our recruitment process, upholding a zero-tolerance policy against all forms of discrimination. These values remain firmly embedded throughout every stage of employment. We strictly prohibit child labor and do not engage in any cooperation with firms that violate this principle.

As of today, we provide employment for nearly 2,000 valued staff members. Approximately **73%** of our workforce is composed of talents from the local regions where we operate. Women make up **30%** of our team, and the average employee age ranges between **26-30**. This diversity and the energy of young professionals allow us to establish and maintain a strong connection with the local community.

To ensure year-round employment in the tourism industry, we took a significant step in 2023 by launching our winter concept hotel, addressing the issue of seasonality in the sector. This initiative not only benefits the local population but also creates continuous employment opportunities for staff across our other hotels.

Our human resources practices are conducted in full compliance with legal regulations. We also provide comprehensive health services for both our guests and employees, supported by on-site medical personnel and occupational physicians 24 hours a day.

# Employee Development and Training Programs

In line with our understanding of social responsibility, every year in our Duja Bodrum facility with the cooperation of İŞKUR(The relevant organization of the Ministry of Labor and Social Security), "What is Violence? awareness training titled " is organized. With these trainings, we aim to raise awareness about the fight against violence not only in the workplace environment, but also throughout society and to support social equality. These studies, in which all our staff participate, ensure that our corporate culture is strengthened on the basis of social sensitivity and responsibility.

In cooperation with our education department and our human resources department, we carry out comprehensive training programs in order to increase the professional competence of our employees and support their personal development. In this context, we strengthen the development processes with the planned training collaborations we carry out with external professional companies and aim to increase our corporate competencies in a sustainable way.



## NİYEP Project in partnership with ISKUR



As Duja Hotels, we launched the Qualified Workforce Development Project (NİYEP) in collaboration with the Turkish Employment Agency (İŞKUR) to support the professional development of our employees.

Within the scope of the project, both theoretical and practical training programs were organized in areas such as food and beverage services, housekeeping, and hygiene.

This collaboration not only enhanced the competencies of our existing staff but also contributed to employment by introducing qualified new professionals to the sector. The effectiveness of the training was monitored through performance indicators and employee feedback.



# Employee Satisfaction and Corporate Loyalty

We organize various social and cultural events throughout the year in order to keep the motivation of the staff high and to strengthen the sense of corporate belonging. In order to appreciate the efforts and contributions of our employees, we give "Staff of the Month" awards; we strengthen both individual and team ties with the events we organize on special occasions such as birthday celebrations, picnic organizations, Women's Day and Mother's Day. We support internal solidarity with organizations that come together around common values, such as Decadal celebrations, and aim to create a positive working environment. In this way, we contribute to the sustainability of a strong corporate culture by increasing employee satisfaction.



# Regional Belonging and Cultural Awareness



In line with our sustainability approach, we consider increasing regional belonging and cultural awareness among our priorities, not only for our guests, but also for our employees. Dec. With this understanding, we organize destination trips for our staff; we enable them to experience the historical, cultural and natural riches of the region they are located in on site. While their contact with local values contributes to establishing a stronger connection with the region, it also makes it possible for them to add meaning to the service they offer. With such events, we aim to support both the professional and personal development of our employees and to strengthen their corporate belonging.



# We Took Our Place in the Turkish Century with Our Egalitarian Policies



The studies we have carried out in line with our policies encouraging women's participation in the labor force and our sustainable employment approach have been met with appreciation by the Ministry of Labor and Social Security. Thanks to our exemplary practices aimed at increasing women's employment, within the scope of the "Women of the Turkish Century" project, Dear Minister of Labor and Social Security Prof. Dr. We are very proud and honored to have been awarded by Vedat Işıkhan. This valuable award is a concrete indicator of the human resources policies we have established on the basis of gender equality and the equality of opportunity we provide to women. As Duja Hotels, we continue to take sustainable steps that support women's participation in economic life with determination.



# Sustainable Business Associations

We are in close cooperation with local governments, non-governmental organizations and related institutions in order to support local development in the regions where we operate and contribute to sectoral development. In this direction, we actively participate in tourism-oriented training, workshops and information meetings, and closely follow the current developments in the sector.

These events offer us important opportunities to follow the sectoral developments and learn about new trends. In the meetings we attend, we get information about the sustainability of tourism, regional development, new business opportunities and strategic cooperation areas. In addition, through these activities, we gain important insights on how we can contribute to our local development goals by better understanding the needs of local people in the regions where we operate. In this way, we contribute to sustainable tourism in a more effective way by shaping the strategic planning of our business in accordance with local dynamics.



# Achievements



As part of the collaborative efforts between Duja Hotels, Oxford SDG Impact Lab, and UN Tourism, we contributed to the research and development of the first harmonized Environmental, Social, and Governance (ESG) framework designed specifically for tourism enterprises.

This contribution has been formally recognized with a Participation Certificate signed by Professor Edward Brooks, Founder of Oxford SDG Impact Lab, and Clara van der Pol, Acting Director of Statistics, Standards, and Data at UN Tourism.

Duja Hotels continues to strengthen its sustainability initiatives through international partnerships.



As Duja Hotels, we were honored with an award at the III Sustainable Century Summit for our projects focused on reducing environmental impacts and supporting local development. This achievement is a tangible demonstration of our commitments to sustainability.



# Global Promotion with Local Values



By actively participating in national and international tourism fairs, we aim to promote the tourist values not only of our country, but also of the regions in which we operate worldwide. Through these fairs, we aim to increase the awareness of our brand on international platforms while also supporting the share of Turkish tourism in global Sundays. At the same time, by encouraging the realization of such sectoral organizations in our hotels, we contribute to the reaching of regional destinations to a wider audience. In this way, we support the disclosure of local tourism potential, the increase of regional economic vitality and the spread of tourism mobility throughout the year. As Duja Hotels, we attach importance to the role of tourism in sustainable development and we continue our promotional activities with a strong sense of responsibility in this direction.



# We are Shaping the Future with Young Talents

- We are actively participating in career days organized by universities and vocational high schools in order to meet with young talents who will shape the future of the tourism sector. In these events, as Duja Hotels, we introduce students to career opportunities in the field of tourism and aim to contribute to their professional development by sharing our knowledge and experiences about the sector. Thanks to this bridge we have established with young professionals, we both support the sustainability of the sector and encourage qualified human resources.
- In addition, we participate in “Young Talents” events organized for high school students in order to support young talents to gain professional awareness; we host competitions where they can demonstrate their imagination and talents by opening our hotel kitchens to these young people. With such collaborations, we aim to encourage young people who are interested in tourism and gastronomy fields and to bring qualified individuals to the sector.



As Duja Bodrum and Duja Chalet, we see promoting the natural, cultural and social riches of the regions where we operate as not only a responsibility, but also a mission. In this direction, we are actively supporting organizations that will promote the region on national and international platforms by acting in cooperation with local governments and non-governmental organizations (NGOs).

In this context, **the rally competition** organized every year is not only an exciting sports event, but also an important promotional tool that highlights the natural beauties, historical texture and cultural diversity of the region. As Duja brand, we contribute to the organization process of this event and also lead the way in reaching the tourism potential of the region to a wider audience with accommodation, logistics and promotional support provided during the competition.

While local and foreign participants have the opportunity to get to know the region closely thanks to the rally organization, we also contribute to both economic and cultural development by supporting sustainable tourism together with our local stakeholders.

**As Duja, we not only provide quality accommodation services, but also take an active role in the development and promotion of the region we are located in.**



As the Duja family, we consider contributing to the cultural and sporting development of the regions we are located in as an integral part of our sustainable tourism vision. In this context, we provide sponsorship support for the Sailing Races held in Didim every year on May 19, the Commemoration of Atatürk, Youth and Sports Day; while contributing to the development of young athletes, we also support the promotion of the region.

This special event, which reveals the natural beauties and potential of Didim, which lives intertwined with the sea, attracts the attention of local and foreign visitors; It plays an important role in increasing the brand value of the region as well as encouraging young people to participate in sports.

As Duja, we consider it our responsibility to be by the side of young people by taking part in such events, to work in cooperation with local governments and to contribute to the promotion of Didim. We are proud to take part in every project that brings together sports, youth and local values.



As Duja Hotels, we cooperate with local governments in order to contribute to the development of tourism and raise awareness of the local community in this area. We actively participate in important events such as Tourism Week and contribute to the promotion of tourism by supporting these organizations. At the same time, we provide participation and support to cultural events organized by local governments, activities that entertain the public and projects that support tourism. Through such events, we both increase the tourism awareness of the local population and help strengthen the tourist attraction of the region.



## Support to Nature and Culture with ÇEKÜL Foundation



We are aware of our responsibility for environmental sustainability and the protection of cultural heritage. We believe that not only natural beauties, but also historical and cultural values should be protected and carried to the future. With this understanding, we wholeheartedly support the work carried out by the ÇEKÜL Foundation, one of the respected organizations that take care of the nature, history and local texture of Turkey.

By contributing with regular donations to the projects carried out by ÇEKÜL in the field of environment and culture, we support the protection of natural areas, afforestation studies and the dissemination of cultural heritage awareness. We are honored to contribute to the protection of both today's and tomorrow's living spaces with this cooperation that we carry out in line with our corporate sustainability approach. With the aim of leaving a more livable world for future generations, we continue to adopt and disseminate an understanding of tourism that is compatible with nature.

## As Duja Hotels, we fulfill our responsibility with various projects in order to contribute to regional development and add value to society

In order to meet the needs of animal shelters, we regularly provide assistance such as food and textiles, and we aim to provide quick solutions to their demands by staying in constant communication with these valuable organizations.

We believe in the power of sports and contribute to the development of local sports by cooperating with Muğla Sports. In addition, by sponsoring our National Sailing team, we support the athletes in the region to achieve greater success.

We organize various activities in our hotels for our special children, while contributing to their development, we enable them to integrate more into social life. Our goal is to increase their quality of life by providing equal opportunities to every child and to give them meaningful experiences.

In addition, we support the schools in the regions we are located with education and social responsibility projects, and we take steps for a brighter future by contributing to the education of young people.

Duja Hotels also contributed to children's health and education during the year by providing support to LÖSEV. This support is part of our sustainability approach that values social benefit.



# Our Accessibility and Inclusiveness Approach



As Duja Hotels, with the understanding that every individual has the right to receive equal service, we have implemented regulations in accordance with the relevant legislation and standards in order to ensure accessibility in our hotels. While the regulations aimed at increasing physical access in public areas are meticulously implemented, our front office and guest experience teams provide one-on-one support to our guests who need it by taking special trainings on accessibility issues.

Special requirements related to guest profiles are monitored through the hotel management system and this information is regularly shared with all relevant departments. According to the availability status, it is possible to upgrade the rooms suitable for the needs of our guests with special needs during their stay.

We also take equality and inclusiveness as a basis in working life; we act in cooperation with IŞKUR (The relevant organization of the Ministry of Labor and Social Security) on the employment of individuals with physical disabilities. Our Human Resources Department determines the appropriate job descriptions for our team members with physical disabilities and makes the necessary arrangements within the framework of occupational health and safety. Our Business Directorates, on the other hand, are carrying out continuous improvement studies in order to facilitate the intra-hotel transportation of these employees and to make their working areas accessible.

## Our Cultural Values and Heritage

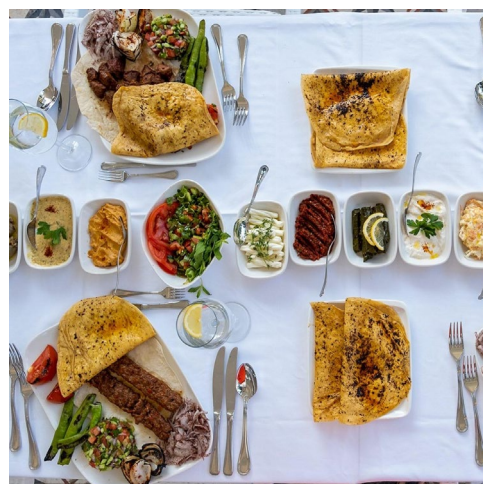
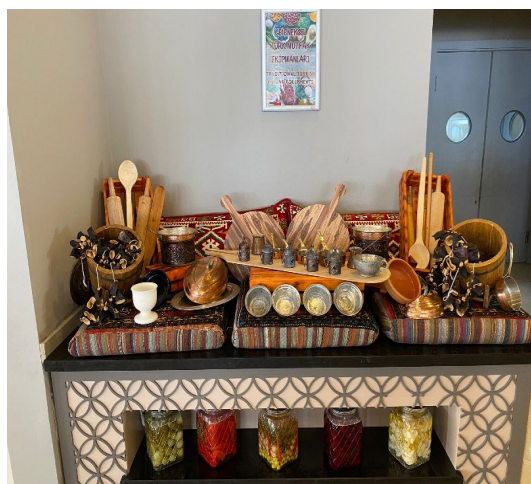
We have included our "Protection and Preservation of Cultural Values" policy in our corporate policy under the heading of "Our Values", which reflects the basic principles of our company. The main purpose of this policy is to keep our deep-rooted cultural heritage alive, to protect our social values, to deliver these values not only within the institution, but also to wider audiences and to transfer them to new generations, which are the guarantee of the future. In this direction, we are committed to organizing activities that increase cultural awareness, integrating traditional values into our business processes and acting with a sense of social responsibility."



- In order to Protect Social Values, visual presentations of the destination are made in our hotels and artistic works designed by our art expert and belonging to the destination are supported.
- While designing our architectural structures, we pay attention to developing solutions that are compatible with the cultural texture and natural environment of the region we are located in. By preserving the local architectural elements and taking into account environmental regulations, we both ensure aesthetic integrity and contribute to the sustainability of the regional identity.
- In line with our sustainable tourism approach, we support our guests to get to know the destinations they stay in more closely. In our hotels, we provide our guests with information about the historical, cultural and natural riches of the region through digital media such as QR codes, our website, social media channels and in-room Info TV broadcasts.

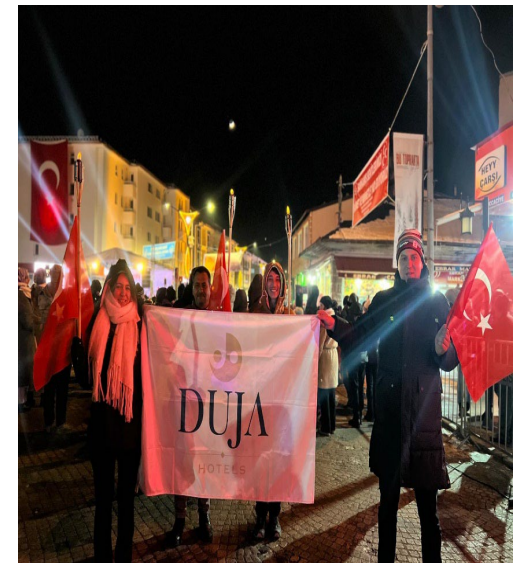


As Duja Hotels, in line with the importance we attach to cultural sustainability, we aim to offer our guests not only a physical accommodation, but also an original atmosphere in which they can experience the cultural riches of our country. In this context, we regularly introduce our regional flavors to our guests on our menus; we promote Turkish cuisine by blending traditional flavors with modern presentations. In addition, we provide an authentic experience to our guests with folk dances, music and traditional stage performances, which are an integral part of Turkish culture, on our special themed nights. With these presentations, we ensure both to keep the cultural heritage of our country alive and for our domestic and foreign guests to witness these values closely. We continue to contribute to the protection and promotion of local identity by keeping our regional traditions alive through gastronomy and performing arts.



In line with our sustainable tourism approach, we adopt a service approach that is not only respectful of nature, but also sensitive to local cultures and social values. Within this scope, we bring our guests together with local traditions with special events we organize on national and religious holidays, and contribute to the preservation of our cultural heritage by introducing them. In addition, by participating in holidays and memorial ceremonies, we support the preservation of social values and their transmission to future generations.

Thanks to the thematic decorations specially prepared for holidays in our hotels, menus enriched with traditional flavors, cultural presentations and educational activities for children, we offer our guests not only a comfortable holiday, but also a cultural experience. In this way, we contribute to the transmission of our social values to new generations and the sustainable protection of cultural diversity.



Duja Didim Hotel participated in the Aegean Gastronomy Festival's *Taste Stops* organized by the Municipality of Didim. The festival was an enjoyable and educational event that highlighted the region's cultural heritage, promoted geographically-indicated products, and emphasized local production.

Within the scope of the event, Duja Didim Hotel contributed to promoting the gastronomic values of the region by offering guests not only representative local flavors of the Aegean region but also geographically-indicated food products. This participation aligned with our sustainability approach as a meaningful step in supporting local producers and preserving the region's culinary heritage.



The Fisherman of Halicarnassus (Cevat Şakir Kabaağaçlı), who left deep traces in the cultural identity of Bodrum, is a pioneer who is known for his devotion to the sea, nature and human love, reflecting the Aegean spirit in literature and thought "Hello", which has become a symbol of his philosophy of life, is not only a greeting, but also an expression of peace Decently, tolerance and loving communication between people.

The "Hello Day", organized every year in memory of the Fisherman of Halicarnassus, is celebrated in Bodrum together with local people, artists, literati and those who follow in the footsteps of the Fisherman; poetry recitals, interviews, flower-dropping ceremonies and various cultural events are held to commemorate the moment. As our hotel, we also take part in this meaningful day, taking care of our cultural heritage in the footsteps of the Fisherman of Halicarnassus; we invite our guests to live this special moment together. With the "Hello Day" events we participate in every year, we contribute to keeping alive not only an idea, but also the spirit and history of Bodrum.



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17 Nisan 2025 tarihinde İnspera Bodrum'da gerçekleştirilen *Merhaba Günü programına destekleriniz için teşekkür ederiz.*





TRANSFORM  
YOUR FUTURE



## TO A SUSTAINABLE FUTURE WITH OUR "TRANSFORM" APPROACH



With our "Transform" approach; we aim to combat climate change by reducing our carbon footprint and greenhouse gas emissions, increase the use of renewable energy and implement innovative services by accelerating digitalization processes.

- In this direction, we are carrying out various projects to minimize carbon emissions and are constantly developing new methods. We invest in renewable energy sources in order to create sustainable solutions in energy production and consumption; we continue research and application processes in this field with determination.
- Digitalization is one of the main strategies of our institution in terms of efficiency and resource saving. Dec. We are constantly improving our business processes by using the opportunities offered by technology and contributing to both environmental and operational sustainability.
- With all these steps, we are increasing our sensitivity to the environment and continuing our transformation-oriented works for a sustainable future by taking into account the needs of not only today but also tomorrow.

## We Increase Guest Satisfaction and Operational Efficiency with Our Digital Infrastructure



As Duja Hotels, we place digitalization at the center of our operational processes and use technology effectively both to increase guest satisfaction and to manage our internal processes more efficiently. Guest requests and all notifications related to requests are recorded through our hotel management system and transmitted to the relevant units instantly. Thanks to this system, the tracking of requests is carried out faster and more transparently.



Fault and maintenance management processes are also carried out through the same system. Technical problems that occur are recorded digitally, details such as which personnel solved them in how long, how often the problem is repeated are systematically monitored. Thus, processes are optimized in line with our rapid intervention and continuous improvement goals.



Many Decisional processes, especially purchasing, human resources, front office and accounting operations, are carried out digitally through the hotel application program, data security and inter departmental coordination are moved to the highest level.



In addition, we follow all information, training and development processes for our staff through our common digital network application with the Duja Academy, which we have established to support employee development. Thus, we support the professional development of our employees regularly and sustainably, and we constantly raise our quality standards.

# Our Clean Energy and Environmentalist Purchasing Strategy Jul



Our Solar Power Plant (Güneş Enerjisi Santralimiz [GES]), which was established in Denizli in 2022, has an annual energy production capacity of 11.992.305 Kwh . With this investment, approximately 100% of the electricity needs of our three hotels in our portfolio are met from renewable energy sources. Our company, which adopts sustainable energy use as a long-term goal, has started feasibility studies for new GES projects as of 2024; it has taken concrete steps towards expanding environmentally friendly energy production.

We act with the awareness of environmental responsibility in all our purchasing processes; we prioritize solutions that provide energy efficiency and water saving in product and service purchases. In line with our goal of increasing the use of renewable energy, we have started to prefer A energy class electrical equipment instead of gas equipment as of this year. In this way, we both make our energy consumption more efficient and aim to keep our environmental impact to a minimum by reducing carbon emissions.

	2023 Per Capita Electricity Usage (kWh)	2024 Per Capita Electricity Usage (kWh)	2025 Per Capita Electricity Usage (kWh)
Duja Bodrum	29,52	28,56	27,26
Duja Didim	17,68	13,71	14,91
Duja Chalet	34,84	55,23	41,92
<b>Duja Hotels (Average of 3 Hotels)</b>	<b>27,35</b>	<b>32,50</b>	<b>28,03</b>

In 2024, at our Duja Chalet facility, the increase in per capita electricity and natural gas consumption was due to a 23% lower number of guests and colder weather conditions compared to previous years. Additionally, the rise in electricity consumption was also caused by the replacement of natural gas heaters with electric heaters in the general areas of the hotel

	2023 Per Capita LNG Consumption (kg)	2024 Per Capita LNG Consumption (kg)	2025 Per Capita LNG Consumption (kg)
Duja Bodrum	0,95	0,98	0,81
Duja Didim	0,50	0,41	0,90
Duja Chalet	8,48	25,58	18,67
<b>Duja Hotels (Average of 3 Hotels)</b>	<b>3,31</b>	<b>8,99</b>	<b>6,79</b>

In 2025, at our Duja Didim facility, the pool heating system was kept active for 30 days due to the hotel's early opening and low outside temperatures, resulting in an increase in natural gas consumption. Additionally, an increase in electricity consumption was observed following the commissioning of the reverse osmosis water treatment system.

- In order to reduce exhaust emissions and minimize our environmental impact, we take care to supply products locally and over short distances as much as possible in our procurement processes. In this way, we both reduce carbon emissions caused by logistics and support regional producers. At the same time, we reduce the frequency of transportation by making bulk purchases and make resource use more efficient. We also aim to reduce carbon emissions by choosing public transportation methods instead of individual vehicles in personnel transportation.
- We prefer energy-saving, sensor-based and solar-powered products in hotel-wide lighting systems. The lighting is automatically adjusted according to sunrise and sunset, thus preventing unnecessary energy consumption. During the periods when our hotel is closed, all lighting is turned off and unnecessary energy use is completely prevented.
- There are energy saving systems in most of our rooms and we aim to increase environmental awareness by informing our guests about this. In order to reduce energy consumption during cleaning and control processes, only the lights at the entrance to the room are left on, the faucets and shower heads are left in the cold water position, and the air conditioning systems are turned off during cleaning. Thanks to these applications, we both reduce resource use and contribute to sustainable tourism.

- We optimize energy consumption by automatically adjusting our air conditioning systems according to outdoor weather conditions both in public areas and in guest rooms. At the same time, we use the renewable energy obtained through solar panels for preheating hot water systems, thereby reducing dependence on fossil fuels.
- We prefer environmentally sensitive gases in cooling systems; we carry out maintenance and repairs regularly and in a controlled manner with gas collection devices in order to prevent the release of gases to the environment. In this way, while minimizing greenhouse gas emissions, we also keep the system performance at a sustainable level.
- We are also taking steps to reduce the environmental impact in our transportation solutions at the facility. We prefer electric models in our buggy vehicles, and we encourage the use of electric vehicles by installing charging stations for these vehicles in our hotels. In addition, we have also started converting our hotel vehicle fleet to electric models. as of 2023, charging stations that can also be used by guests for electric vehicles have started to serve in our hotels.
- We also act with environmental sensitivity in the field of waste management. We measure our waste regularly, follow the current practices in this field and provide regular training to our personnel on waste management. All our wastes are separated, disposed or recycled in accordance with the legal regulations.

## We Are Reducing Our Carbon Footprint and Acting in Harmony with Nature



As Duja Hotels, we are implementing comprehensive environmentally friendly practices in order to reduce our carbon footprint and balance our impact on nature.

We pay special attention to afforestation works in our hotels and support ecological balance by multiplying local plant species in our landscape areas. At the same time, we regularly follow tree donation campaigns and provide active support to these campaigns.

In line with our carbon emission reduction target, we prefer renewable energy sources, invest in energy efficient systems and carry out continuous research and development activities to integrate innovations in environmental technologies into our enterprises.

We also encourage staff participation in environmental events held throughout the country, such as National Afforestation Day, and we attach great importance to our employees taking an active role in this process.

By taking part as a team in such organizations, we contribute not only to nature, but also to increasing social awareness.

In addition, we regularly participate in tree planting activities organized in cooperation with the Environmental Protection Unit and give life to each sapling for a greener future.

As the Duja family, we work resolutely to contribute to a carbon-neutral future and adopt a tourism approach in harmony with nature.

