



**alex beach**  
hotel - bungalows

# **ALEX BEACH SUSTAINABILITY REPORT 2022**

**ALEXANDROS PASSALIS**





## **ABOUT ALEX BEACH**

ALEX BEACH lies on the clear, sandy bay of Theologos, just 1.5 km away from the traditional Rhodian village, 20km from the city of Rhodes and 5km from the international airport.

The hotel complex occupies an area of 40,000 square meters and can accommodate up to 600 guests. The result is an amiably-sized hotel, with low buildings and large, free, open areas where the guests can enjoy real freedom of space, a very highly appreciated characteristic of the hotel. The hotel was actually constructed on an old olive-grow, from which 300 olive-trees still remain, affluently providing natural shade and the olive-oil needs of the kitchen.

## **STAKEHOLDERS**

ALEX BEACH is a small medium sized enterprise owned by the Passalis family, a family with many ties to the local community as the starter of this family resort, Alexandros Passalis was born and raised in the farmers village of Theologos, and had the vision to develop entrepreneurship and tourism in the region.

The Passalis family has since continued to grow the small local hotel and has managed to create one of the best family resorts on the Island, with many alternative activities, while keeping guests in interaction with the local community, in order to create a unique experience that combines agriculture, sports and leisure.

## **VISION**

At the ALEX BEACH we are committed to continuously working on promoting alternative tourism, such as agricultural and marine. It is our belief that this can only be obtained with continuous effort from all the Passalis family which includes, employs and suppliers in collaboration with the local community.

One of the goals of our business is to obtain a high level of sustainability as well as a low level of environmental effects, therefore we try our best to reduce all the possible negative operational impacts on the environment.

At Alex Beach, sustainable, responsible behavior is a priority. By finding innovative ways to do more with less, we aim to drive sustainability efforts and build resilience into our properties in order to continue positively impacting the communities in which we operate.



## **EMPLOYEES**

Here, at the ALEX BEACH hotel, we take pride in our personal relationship with the hotel personnel. This leads to an increase of staff performance and happiness and this shows in our guest reviews where they constantly felicitate us on our employees.

In order to ensure safe and equal working conditions, we have written a Human resource policy as well as a Health and Safety policy for the Hotel, but also we make sure that employees are paid above the National minimum wage.

Also, to ensure good working relations between our personnel, as well as contributing to the local community we have made sure that a large amount of locals are working in the hotel.

**GOALS for 2022:** The Company needs to continue its efforts in making the ALEX BEACH a safe and secure working place for its employees. For this reason the company has agreed on writing an employ handbook that will be given to all personnel, as well as a quality assurance procedure handbook.

## **ENVIRONMENTAL IMPACTS**

A leading goal here at the Alex Beach is a constant effort to reduce the environmental impact of operating the hotel. In order to do so, at the end of 2013, management started working on the reduction of energy and water usage at the hotel as well as waste management. The company started monitoring monthly use of each energy source, therefore calculating the consumption per guest for each month as well as per year.

In order to minimize the environmental impact of the hotels operation, the Company has introduced a Sustainability policy. Also, signs have been put in all areas of the hotel to inform and remind guests and staff to be environmentally responsible.

During the year 2020 Alex Beach hotel hosted 39.546 guest compared with 63.144 during 2021.

### **Electricity**

During this year the energy consumption was 871.285,08 kwh for 2021 while 627.813,49 kwh for 2020. This comes to a total of 14,62 kwh per person regarding to 16,80 kw per person in 2020.

In order to reduce consumption, management has started the following:

1. We use solar energy for water heating purposes and reduce energy loss with full insulation of the transfer pipes.
2. We monitor and adjust the temperature of the central air conditioning system, according to the external weather conditions.



3. We close the central cooling system for some hours in the day in order to minimize energy consumption
4. We wholly replaced our lamps with new ones, providing reduced energy consumption
5. We use the magnetic key cards as in-room power enablers, so as to stop the operation of all electrical facilities, except the refrigerator and the red charger plug.

### **Propane**

During 2021 propane consumption was 7.510 lit while in 2020 consumption was 5.300 lit.

In order to reduce consumption, we will go through with the following:

1. Training employees to minimize usage
2. Better maintenance of our machines
3. Change of menu in order to use less propane for cooking purposes

### **Water**

During 2021 water consumption was 21.189 m<sup>3</sup> while in 2020 consumption was 15384 m<sup>3</sup>. This comes to a consumption of 0,34 m<sup>3</sup> per person per night, while the consumption in 2020 was 0,39.

In order to further reduce consumption, the management is going forward with the following.

1. The hotel has its own water well in order to reduce consumption of water
2. We install water flow restrictors in the taps and showers, lower water level in toilet flushes and monitor possible leaks.
3. We raise environmental awareness of our customers through room leaflets and reminders in the bathrooms and WC's.

### **Waste**

The amount of consumption in cans, paper, plastic and kitchen oil for the year 2021

is as follows

Cans: 891 kg

Paper: 2.190 kg

Plastic: 661 kg

Kitchen oil: 560kg



The amount of consumption in cans, paper, plastic and kitchen oil for the year 2020

is as follows

Cans: 560 kg

Paper: 1.106 kg

Plastic: 440 kg

Kitchen oil: 360kg

In order to reduce consumption, we have done the following:

- We recycle all possible waste, such as cartons, cans, paper, glass and plastic
- We use ecological toilet paper
- We compost a large amount of our food waste, that is used in the hotels farms in order to grow vegetables
- We continually communicate with our suppliers in order to minimize the waste in paper boxes and we prefer easily recyclable containers
- We have a food waste program in our kitchen, in order to prepare the right amount of food to match our guest number, as this minimizes waste

## **MISCELLANEOUS**

Regarding environmental procedures, management of Alex Beach do as much as possible to ensure a safe environment for their guests, reducing as much as possible their ecological footprint.

Some of the procedures used are the following

1. Return all used batteries and we recycle all electrical & electronic equipment.
2. Use LPG in the kitchen
3. Only select detergents that are eco –friendly for housekeeping as well as the swimming pools.
4. Follow all necessary regulations according the law towards sustainability.

## **GOALS FOR 2022**

By following the above adjustments, Alex Beach has set a goal of reducing energy consumption in 2022 by:

1. Electricity consumption will be reduced by 5%
2. Propane consumption will be reduced by 6%
3. Water consumption will be reduced by 6%
4. Waste consumption will be reduced by 3%

The following tables show the monthly consumption of electricity water and propane.



<b>HOTEL "ALEX BEACH"</b>										
<b>ENERGY MANAGEMENT (PROPANE GAS)</b>										
	<b>Occupancy</b>		<b>Totals</b>				<b>Energy Consumption per Guest</b>			
	<b>2020</b>	<b>2021</b>	<b>2020</b>		<b>2021</b>		<b>2020</b>		<b>2021</b>	
			<b>LIT</b>	<b>€</b>	<b>LIT</b>	<b>€</b>	<b>LIT</b>	<b>€</b>	<b>LIT</b>	<b>€</b>
January										
February										
March										
April										
May										
June		6574			1400	966			0,21296	0,15
July	7201	14382	1200	828	1650	1138,5	0,166644	0,11	0,114727	0,08
August	11506	16704	1350	931	1900	1339	0,11733	0,08	0,113745	0,08
September	10582	11720	2100	1449	1350	1060,5	0,19845	0,14	0,115188	0,09
October	10257	13764	650	461,50	1210	1080,52	0,063371	0,04	0,08791	0,08
November										
December										
<b>TOTAL</b>	<b>81.586,00</b>	<b>88.436,00</b>	<b>5300</b>	<b>3670</b>	<b>7510</b>	<b>5584,52</b>				



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<b>HOTEL "ALEX BEACH"</b>										
<b>ENERGY MANAGEMENT (ELECTRIC ENERGY)</b>										
	<b>Occupancy</b>		<b>Totals</b>				<b>Energy Consumption per Guest</b>			
	<b>2020</b>	<b>2021</b>	<b>2020</b>		<b>2021</b>		<b>2020</b>		<b>2021</b>	
			<b>kW</b>	<b>€</b>	<b>kW</b>	<b>€</b>	<b>kW</b>	<b>€</b>	<b>kW</b>	<b>€</b>
January										
February										
March										
April										
May										
June		6574			134704,22	18863,62			<b>21,96</b>	<b>3,02</b>
July	7201	14382	138058,55	17395,80	202934,72	26360,50	<b>20,32</b>	<b>2,53</b>	<b>14,90</b>	<b>1,91</b>
August	11506	16704	181023,62	22192,34	215465,72	28228,96	<b>16,54</b>	<b>2,01</b>	<b>13,68</b>	<b>1,77</b>
September	10582	11720	171875,34	21112,94	171113,28	23620,69	<b>17,61</b>	<b>2,13</b>	<b>15,39</b>	<b>2,11</b>
October	10257	13764	136855,98	16552,57	147067,14	20021,18	<b>13,78</b>	<b>1,66</b>	<b>11,29</b>	<b>1,53</b>
November										
December										
<b>TOTAL</b>	<b>39546</b>	<b>63144</b>	<b>627813,49</b>	<b>77.253,65 €</b>	<b>923104,08</b>	<b>117.094,95 €</b>	<b>16,80</b>	<b>1,95 €</b>	<b>923104,08</b>	<b>117.094,95</b>



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<b>HOTEL "ALEX BEACH"</b>										
<b>WATER MANAGEMENT</b>										
	<b>Occupancy</b>		<b>Totals</b>				<b>Water Consumption per Guest</b>			
	<b>2020</b>	<b>2021</b>	<b>2020</b>		<b>2021</b>		<b>2020</b>		<b>2021</b>	
			<b>m3</b>	<b>€</b>	<b>m3</b>	<b>€</b>	<b>m3</b>	<b>€</b>	<b>m3</b>	<b>€</b>
January										
February										
March										
April										
May										
June		6574			2595	22,32			0,39	0,00
July	7201	14382	2749	154,22	5451	221,04	0,38	0,02	0,38	0,02
August	11506	16704	5018	74,52	5128	558,72	0,44	0,01	0,31	0,03
September	10582	11720	4164	206,5	4257	273,96	0,39	0,02	0,36	0,02
October	10257	13764	3453	123,12	3758	246,24	0,34	0,01	0,27	0,02
November										
December										
<b>TOTAL</b>	<b>39546</b>	<b>63144</b>	<b>15384</b>	<b>558,36</b>	<b>21189</b>	<b>1322,28</b>	<b>1,55</b>	<b>0,06</b>	<b>1,71</b>	<b>0,09</b>





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<b>WASTE CONSUMPTION</b>										
<b>2020</b>										
	<b>Occupancy</b>	<b>Paper (kg)</b>	<b>Cans (kg)</b>	<b>Plastic (kg)</b>	<b>Kitchen oil (kg)</b>	<b>Waste1</b>	<b>Waste2</b>	<b>Waste3</b>	<b>Waste4</b>	<b>Waste5</b>
<b>January</b>										
<b>February</b>										
<b>March</b>										
<b>April</b>										
<b>May</b>										
<b>June</b>										
<b>July</b>	7201									
<b>August</b>	11506									
<b>September</b>	10582									
<b>October</b>	10257									
<b>November</b>										
<b>December</b>										
<b>TOTAL</b>		1106	560	440	360					



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<b>WASTE CONSUMPTION</b>										
<b>2021</b>										
	<b>Occupancy</b>	<b>Paper (kg)</b>	<b>Cans (kg)</b>	<b>Plastic (kg)</b>	<b>Kitchen oil (kg)</b>	<b>Waste1</b>	<b>Waste2</b>	<b>Waste3</b>	<b>Waste4</b>	<b>Waste5</b>
<b>January</b>										
<b>February</b>										
<b>March</b>										
<b>April</b>										
<b>May</b>										
<b>June</b>	6574									
<b>July</b>	14382									
<b>August</b>	16704									
<b>September</b>	11720									
<b>October</b>	13764									
<b>November</b>										
<b>December</b>										
<b>TOTAL</b>		2190	891	661	416					



## **LOCAL COMMUNITY**

One of the most important parts in obtaining a highly sustainable hotel is by making a positive social affect in the local community, as well as to the guests of the hotel.

In order to obtain a positive social effect the management has gone forward with the following within 2022:

1. Made a Local Community policy
2. Started growing our own vegetables on land close to the hotel, while employing local farmers and renting land
3. Have meetings with locals to obtain the best possible relationship
4. Organize volunteer days and clean beaches
5. Use local businesses in all aspects of the hotel
6. Has been promoting Local gastronomy through its own produced olive oil called ALEXANDROS, as well as the new restaurant called RODI PURE DELI

## **GOALS FOR 2023**

In order to obtain even better Social affects, management will be going forward with the following:

1. The Company will promote local products through daily special tasting events that will take place in the RODI PURE DELI
2. Collaborate with the local transport business in order to send hotel guests to the Valley of the Butterfly.
3. Promote the area through sponsoring the World Tourism Day that will take place in the village of Theologos for 2023
4. Try and employ a higher percentage of locals in the business



## **LOCAL CULTURE**

As local culture is a large part of obtaining high level tourism in our area, Alex Beach staff and management put a lot of work in being part of the Greek local culture and ensuring it remains pure to its traditional values.

To do this, Alex Beach management has done a number of things to ensure and promote cultural heritage.

1. The hotel started growing its own vegetables and fruit, all done with traditional farming techniques by locals. Guests can participate in parts of the procedure, making their stay as traditional and interesting as possible.
2. In addition to farming, the company has produced their own extra virgin olive oil, named Alexandros, which has had great reviews in the olive oil competition Eleoxenia.
3. The company has opened a restaurant next to the hotel, where guests can taste traditional food
4. To enhance the local cuisine culture, the hotel has Greek nights with national dances and local food is prepared.

## **GOALS FOR 2023**

In order to have an even better cultural affect towards the local culture as well as to the guests of the hotel, the company is intending to do the following

1. The company will try and support the local valley of the butterflies as well as local businesses associated to it, and so will have a train going from the hotel to the butterfly valley and back, at least twice in a day.
2. The hotel will try to introduce traditional Greek wine and products through seminars that will be held in its restaurant RODI PURE DELI.
3. They will introduce children to the benefits of consuming local fruits and vegetables, as well as farming by organizing the "KIDS GARDEN PROJECT" where children will be able to learn about local farming by our gardeners.