CAP 26: Our 3-year strategic plan

The group is committed to sustainable value creation and playing an active role in giving back to the planet and community. We aim to position ourselves as a trendsetter, contributing to a forward-looking hospitality industry, hence generating a positive impact for the company, the society at large, and our ecosystems.

Strategic priorities

Impact



Management of pollutants and waste

Implementing efficient waste management practices and actively reducing our carbon footprint; pollution is significantly reduced hence contributing to healthy ecosystems



Working conditions and community

Ensures the well-being of our team members, attracting top talent and fostering a culture of inclusivity. Contribution to the prosperity and vitality of the local community; youth and inhabitants enjoy better prospects and quality of life, while local communities benefit from improved integration and social equity



Enhancing the interaction of visitors with the natural and cultural landscape

Guests enjoy a unique and authentic experience through a regenerative and healthy stay, thanks to the enrichment of biodiversity, expansion of natural areas, and the preservation and enhancement of cultural heritage.



Moving towards a circular economy and short supply chain

A resilient value chain leading to optimised resource management, minimised waste and enhanced resource efficiency.

Recognition through certification, operational excellence, and transparency

Boosts market value by aligning with conscientious consumer preferences but also fosters customer loyalty through transparent and sustainable practices. Operational excellence ensures efficiency, cost savings, and seamless service delivery, solidifying our commitment to a sustainable and exceptional stay.