OUR SUSTAINABLE COMMITMENT

REV 2026



SMART HOTEL HOLIDAY



PREMISE

In the current context, sustainability is a key priority for the hotel industry, which must respond to increasingly pressing environmental and social challenges. Travelers' growing concern for the environment and local communities has prompted many accommodations to undertake a transformation aimed at reducing their environmental impact, improving energy efficiency, and supporting biodiversity.

With this sustainability report, we wish to illustrate our concrete commitment to responsible and transparent resource management. We have implemented targeted practices to reduce energy and water consumption, limit the use of single-use plastic, optimize waste management processes, and promote social initiatives that enhance the local area and its people. Every action is guided by principles of responsibility, with the aim of creating value for our guests, staff, the community, and the environment.

Claudio Caputo

SMART HOTEL HOLIDAY

MAIN FEATURES

The Smart Hotel Holiday in Mestre is a modern four-star hotel located just minutes from Venice. It stands out for its strategic location and a full range of services suitable for both tourists and business travelers.

The hotel offers a comfortable environment with 96 rooms spread across the main building and an annex, all modernly furnished and equipped with amenities such as free Wi-Fi, air conditioning and satellite TV.

Hotel amenities include ample free parking, an on-site restaurant serving breakfast and dinner, and bike-friendly facilities, such as a bike storage room and workshop, ideal for those who want to explore the surrounding area by bike.

The hotel is also accessible for guests with disabilities and accepts small pets.

The Smart Hotel Holiday also includes a paid shuttle service connecting the hotel to Venice city center, Venice and Treviso airports, and Mestre train station.





OUR IDENTITY

MISSION

"To make hospitality an engaging, participatory, and passionate project that can express and give value to those who experience it and that aims at the constant growth of the company and its employees."

CORPORATE VALUES WE BELIEVE IN

Love for work

Dedication: Putting the best of yourself into every activity.
Responsibilities: Complete tasks with care and attention to detail.
Continuous Commitment: Seeking constant improvement and exceeding expectations**.**

Passion

Motivation: Do your job with enthusiasm and positivity.
Proactivity: Seeking new opportunities for growth and contribution.
Creativity: Finding innovative solutions and inspiring positive change.

Trust

Transparency: Communicate clearly and honestly.
Integrity: Always act in compliance with company rules and values.
Mutual Respect: Creating an inclusive and collaborative work environment.

These values are at the heart of our work and help build a strong and positive corporate culture.



CODE OF ETHICS

We ensure equal treatment and fairness at all levels of the organization, through inclusive practices and policies that enhance human resources.

Smart Hotel Holiday condemns any form of exploitation, harassment, or discrimination based on gender, ethnicity, religion, or disability.

For this reason we have adopted a CODE OF ETHICS that expresses the values we believe in.

The Code of Ethics is a tool available to all our collaborators and stakeholders.

It can be viewed and made available on our website: www.hotelholidayvenice.com

SMART HOTEL HOLIDAY

OUR TERRITORY

GEOGRAPHICAL DESCRIPTION

The Venice and Mestre area is a unique and fascinating area that combines the historic Venice lagoon with the modern city of Mestre on the mainland.

Mestre: Located on the mainland, it is the main urban and economic center of the Venetian metropolitan area. Mestre serves as a gateway to Venice, thanks to the train station and the Ponte della Libertà bridge. It is a dynamic and constantly evolving city, with residential neighborhoods, commercial, and industrial areas that represent the modern and operational side of the region. Mestre offers a mix of services and connections to Venice, acting as a bridge between the region's tradition and modernity.



LOCAL HISTORY AND CULTURE

Mestre's history has ancient roots, dating back to Roman times, when the area was a strategic settlement due to its location between the mainland and the Venetian lagoon. In the Middle Ages, Mestre became an important commercial hub thanks to its river port and the routes connecting Venice to the hinterland.

In 1337, Mestre was annexed by the Republic of Venice, becoming a defensive outpost of the Serenissima. It was fortified with castles and walls to protect Venice from external threats. After the fall of the Venetian Republic in 1797, Mestre came under Napoleonic and then Austrian rule, until the unification of Italy in 1866.

With the industrialization of the twentieth century, Mestre began to grow rapidly, attracting workers and developing as an economic and residential center. In the 1920s, the Ponte della Libertà was built, connecting it directly to Venice, and in 1926, Mestre was officially incorporated into the municipality of Venice. Today, it is a modern urban and commercial center, a gateway for visitors to Venice and the beating heart of the metropolitan area.

SUSTAINABLE MANAGEMENT

Our passion for hospitality combines with our commitment to a sustainable future.
Our property has embarked on a journey toward sustainable management, an important step in our mission to offer a unique experience to our guests while respecting the environment and local communities.

We recognize the growing importance of sustainability in the hotel industry and the impact our actions can have on the planet and future generations. This is why we strongly desired to pursue certification from the Global Sustainable Tourism Council (GSTC), a leading organization promoting sustainable tourism practices worldwide.
We are proud to announce that in 2024 we obtained GSTC certification, a milestone that demonstrates our concrete commitment to responsible management, respectful of the environment, the local community, and the people who choose to stay with us.

The choice of GSTC is motivated by the fact that it is a globally recognized international language. The standards to which we have responded through our actions and commitment are common throughout the world.

Furthermore, it is a "third-party" certification, meaning a process through which an organization or product is assessed and verified by an independent entity external to the company or individual requesting certification. This entity, referred to as a "third party," is responsible for ensuring that specific requirements are met, thus providing impartial assurance regarding the quality, compliance, and safety of the product, service, or system in question. In short, third-party certification is a globally recognized and respected seal of quality and compliance, offering consumers and businesses tangible assurance of the seriousness and reliability of the certified product.

Through our commitment to the GSTC certification journey, we aim to adopt practices and policies that reduce the environmental impact of our operations.



OUR SUSTAINABLE PATH

This process began with the goal of strengthening and strengthening our operations and achieving GSTC certification. This decision has enabled our hotel to embark on a journey to develop and consolidate a structured and integrated sustainable management system over time. This system builds on our code of ethics and is based on well-defined operating procedures that are rigorously implemented within the hotel, with the active and informed involvement of all our employees. By sharing these practices, we are able to foster a corporate culture focused on sustainability, with the goal of creating value and continuously improving the environmental, social, and economic impact of our operations.

People at the center

Our commitment also extends to hiring local staff, thus helping to keep the community vibrant and ensuring fair and decent pay, in line with living wage principles, compliance with which is monitored annually. Our employees are our most valuable resource for ensuring a high-quality experience, and many of them have been with us for many years.

Employee data	2024	2025	2026
Number of employees	21	21	22
Lenght of service	Over 10 years: 7 6 to 10 years: 2 1 to 5 years: 12	over 10 years: 7 from 6 to 10 years: 3 from 1 to 5 years: 11	over 10 years: 7 from 6 to 10 years: 3 from 0 to 5 years: 12
Gender ratio	13 women 8 men	10 women 11 men	12 women 10 men
Local employees*	-	100%	100%

*Since 2025, we have identified a radius in km to define the local collaborator: these are those who live less than 30 km from the workplace.

CULTURAL AND SOCIAL SUSTAINABILITY

As part of our commitment to enhancing local culture and heritage, we support initiatives that contribute to the promotion of Venetian culture and the dissemination of artistic experiences accessible to the public.

With this in mind, we have renewed our support for the Querini Stampalia Foundation, contributing to the "The Dreamer" project and the production of the accompanying booklet, a tool designed to guide visitors through the exhibition and facilitate its enjoyment. The initiative proposes a dialogue between historical works, works by contemporary artists, and cinematic references, offering new perspectives on the Foundation's artistic heritage and intertwining past and present in a journey that invites reflection on the value of memory and the imagination of the future.

Our culinary offerings also contribute to this commitment: the hotel restaurant serves traditional local dishes, giving guests the opportunity to discover and appreciate the typical flavors of the region.

Supporting the local community is a central aspect of our sustainability policy. We believe that building strong relationships with the local community means actively contributing to its economic, social, and cultural growth. Therefore, we value the employment of local workers and promote collaboration with local suppliers, fostering the development of synergies that generate mutual benefits and strengthen community ties.

At the same time, the health, safety, and satisfaction of our guests are fundamental elements of our commitment to responsible and sustainable management of the facility.
We are committed to providing safe, welcoming, and accessible environments, paying particular attention to people with disabilities or special needs. To this end, we work to ensure the facility complies with applicable accessibility standards and that staff are adequately trained to provide attentive and qualified assistance, respecting the needs of each guest.

ASSOCIAZIONE ITALIANA
CONTRO LEUCEMIE
LINFOMI E MIELOMA

Our social commitment

We are actively involved in supporting social initiatives, contributing to the well-being of the local community and confirming our role as an integral part of the social fabric.

We have renewed our support for the Italian **Association Against Leukemia (AIL)**, which is committed to promoting and supporting scientific research for the treatment of leukemia, lymphoma, and myeloma. The association offers assistance to patients and their families throughout the various stages of the disease, helping to improve their quality of life and raise public awareness of blood diseases.

Starting in 2026, we will extend our support to **AVAPO Mestre (Association of Volunteer Assistance for Oncology Patients)**, which works to improve the quality of life of cancer patients and their families. The association offers free home care services, accompaniment to hospitals and treatment centers, and psychological support, providing concrete assistance to people coping with the disease and their loved ones.

SENTIMENT ANALYSIS

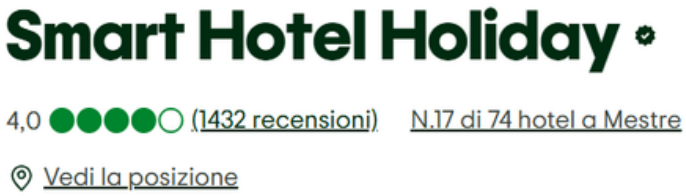
We have activated a guest monitoring process to capture and analyze satisfaction levels and have adopted a procedure to monitor corrective actions and specific interventions.

We also ask our guests what they think of our sustainability practices and efforts.

Booking.com →



Tripadvisor →



HolidayCheck →



Expedia →



SMART HOTEL HOLIDAY

Ratings updated as of October 29, 2026

LOCAL, SUSTAINABLE AND EFFICIENT PRODUCTS



Our commitment also includes the care and selection of the supply chain.
For example, in our proposal we try to give space to the local products by offering traditional dishes and using local products such as **Radicchio di Chioggia.**

We have adopted clear and shared procedures:

- **Purchase from local producers:** We partner with local suppliers to reduce transportation-related CO2 emissions and support the local economy. Since 2024, we've been purchasing local products from a bakery located about 1 km from our hotel.
- **Seasonality:** We educate our kitchen staff to plan menus based on seasonal ingredient availability, reducing environmental impact and ensuring food freshness.
- **Wholesome use of ingredients:** We strive to minimize food waste by carefully and responsibly preparing our breakfast buffet and carefully designing menus for group stays.

Green and efficient purchasing:
Eco-friendly, efficient, and short-supply chain purchasing is a key component of our overall sustainability strategy.

Progressive elimination of plastic and mono-products in general when possible
Since 2025, the water available in the minibars in the rooms has been available in aluminum cans, while at the bar we offer drinks in Tetra Pak packages, for those who want to take a drink with them during the day;

- Since 2025, we have installed a still and sparkling water dispenser for the restaurant and staff. Additionally, we have provided each employee with a reusable thermal water bottle, eliminating the use of plastic bottles within the hotel, both for guests and for internal use.
- Since 2026, for our breakfast service, we have replaced single-serving honey containers with a special dispenser and plastic yogurt pots with PEFC-certified recyclable paper containers.
- Gradual introduction of dispensers in bathrooms and replacement of remaining single-dose products with products in sustainable packaging;
- Since 2025, we have introduced refillable shampoo and soap dispensers to replace traditional disposable amenity kits. The few single-dose items still available, such as shower caps, vanity sets, or slippers, have been chosen in eco-friendly versions, with sustainable materials and packaging.
- Since 2026, we have replaced plastic cups in our guest bathrooms with bamboo paper cups.

Gradual purchase of certified paper products (toilet paper, napkins, printer paper, etc.)
Mapping of most cleaning products and progressive replacement with Ecolabel certified products or other ecological labels;
Be sure to purchase organic or fair trade products whenever possible. Currently, some of our teas are sourced responsibly.

SMART HOTEL HOLIDAY

COLLABORATION WITH OUR SUPPLIERS

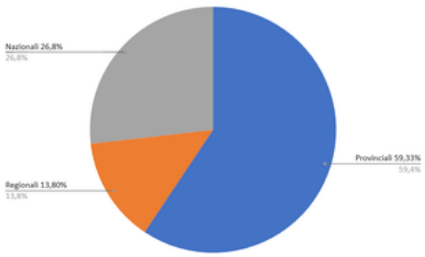
We seek out partners among our suppliers with whom we can share our work process.

For this reason, starting in 2025, in addition to sharing our Code of Ethics with them, we introduced a supplier evaluation process that includes a rating system based on the sustainability actions undertaken by each supplier. At the same time, our goal is also to initiate a process of raising awareness and engagement regarding sustainability.

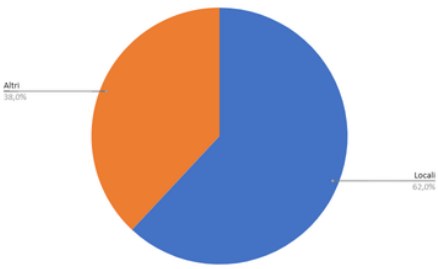
We also monitor our supply chain in terms of purchasing results to understand how we can improve collaboration with potential local suppliers.

2023

The 2023 analysis shows that 59.33% of the purchasing volume comes from the provincial supply chain.



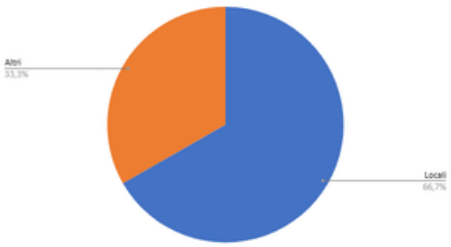
2024



We consider a local supplier to be a company whose production and operational headquarters are located within a 100 km radius. Based on a purchasing analysis conducted in 2024, 62% of suppliers fall into this category.

2025

Based on the purchasing analysis carried out in 2025, the percentage of local suppliers has increased, reaching 66.7% of total suppliers.



THE MONITORING

To ensure sustainable management, it is important to implement a monitoring system across different operational areas.

Energy monitoring

1) **Energy consumption:** We track electricity and heating consumption in both common areas and guest rooms. We continuously implement efficient solutions (LED lighting, motion sensors, awareness signs, remote room management) when needed. We have solar panels for water heating.

2) **Purchase of renewable energy:** as of December 1, 2024, we have purchased 100% of our energy from renewable sources.

Monitoring CO2 emissions

1) **Carbon footprint:** We calculated the hotel's carbon footprint, taking into account emissions from energy consumption, laundry services, and shuttle service. The hotel will begin purchasing energy from renewable sources at the end of 2024.

Data comparison	2023	2024	2025
Total Guestrooms Carbon Footprint	349 tCO2e	352 tCO2e	185 tCO2e
Carbon footprint per occupied room on a daily basis	11.15 kgCO2e/occ room	11.17 kgCO2e/occ room	5.91 kgCO2e/occ room

Emissions decreased by 45.7% compared to 2024 (from 352.04 to 184.54 tCO2e), thanks to the purchase of 348 Guarantees of Origin which brought the share of renewable electricity from **7.6% to 93.4%.**



Water monitoring

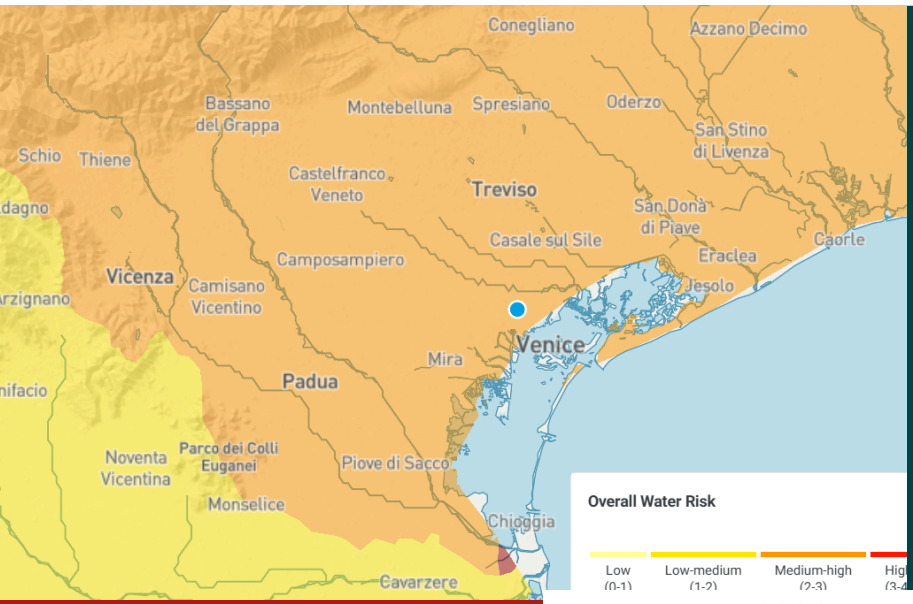
1) **Water consumption:** We track our consumption based on occupancy. We monitor water usage in guest rooms and common areas, identifying potential waste. We do not have any irrigation system in the small outdoor flowerbeds.
In **2025**, we increased the installation of **flow reducers** in our faucets. In the same year, water consumption further decreased compared to 2024, in line with our commitment to promoting more efficient use of water resources.

Water consumption by occupancy, 2023–2025

Year	Water consumption (m^3)	Water consumption per guest night (m^3/guest night)
2023	12.190	0,1992
2024	10.162	0,1689
2025	9.793	0,1664
Δ 2025 vs 2023	**-19,7%**	**-16,5%**

Note: Water consumption per guest is calculated by dividing total water consumption by the total number of guest nights recorded in the same year.
Δ indicates the percentage change compared to 2023, taken as the reference year.

2) **Analysis of the level of hydrogeological risk:** Every year, we verify the positioning of the level of hydrogeological risk in our territory through the Water Risk Atlas platform.
In October 2026 the estimated level was: **MEDIUM HIGH**

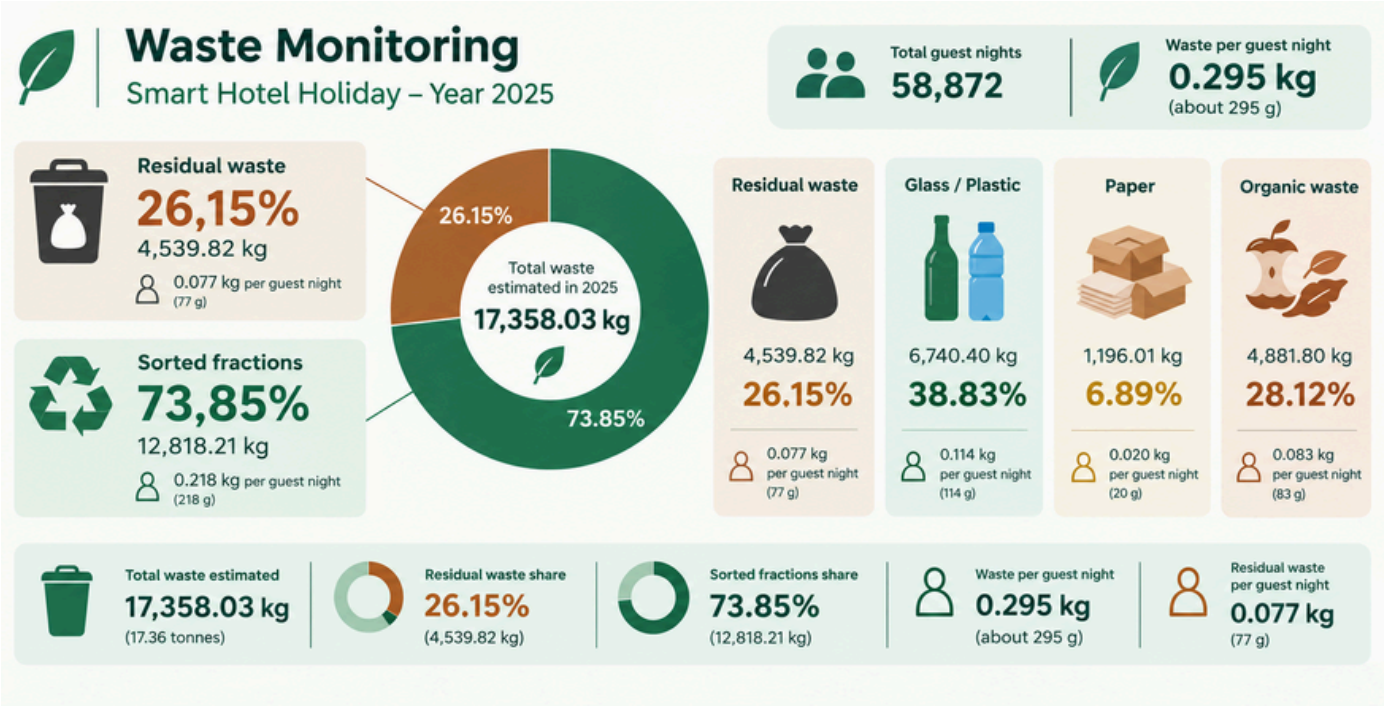


The climate crisis has increasingly begun to affect water availability. Our area is among the most fortunate compared to others, but we still believe it's important to commit to reducing consumption, including through awareness-raising activities for our employees and guests.
We implement good practices to keep our water cleaner. We purchase eco-friendly detergents to reduce the use of environmentally harmful substances and use the amount of chemicals necessary to ensure a high level of cleanliness, without waste.

Waste monitoring

1) Waste production:
We measure and monitor the quantity and type of waste produced (organic, plastic, glass, paper, etc.) in the hotel areas under our control, striving to raise awareness among our guests about proper waste management.

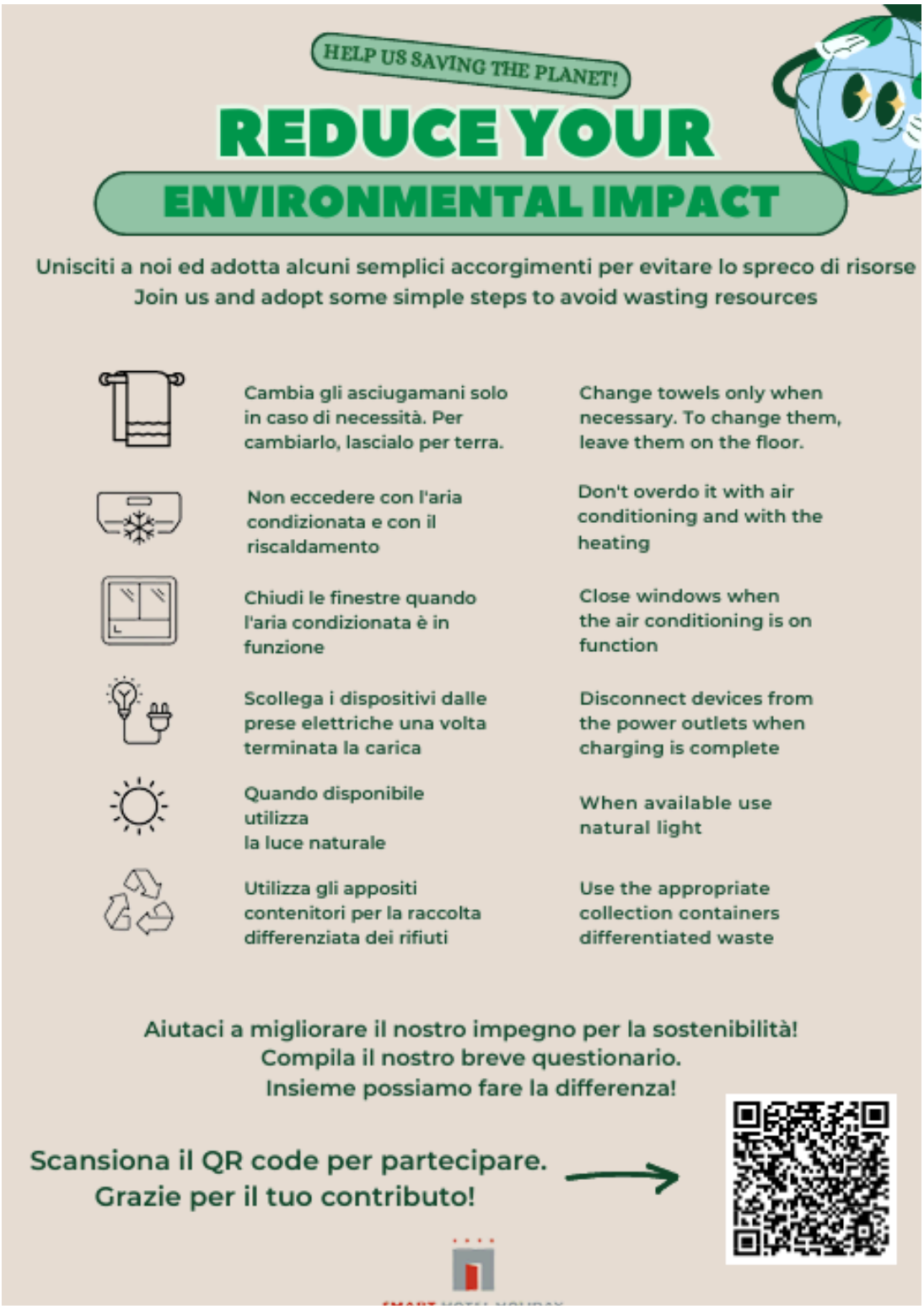
Monitoring began in May 2024 and will continue in 2026, allowing us to collect useful data to evaluate waste production trends and identify potential improvement actions.
In **2025**, Smart Hotel Holiday's total waste production is estimated at **17.36 tons**. **26.15%** consists of **unsorted waste**, while the remaining **73.85%** consists of **separately collected fractions**. The glass/plastic fraction accounts for the largest share of the total, followed by organic waste, unsorted dry waste, and paper.
By comparing the estimated quantity to the number of guests recorded in 2025, we obtain an average production of approximately **0.295 kg of waste per guest**, equal to approximately 295 grams per guest per night. The quantities are estimated based on the number of bags delivered and the relative average reference weights.



2) Recycling and disposal:
We monitor recycling effectiveness, ensuring that every area of the hotel follows waste separation and reduction policies.

At the hotel, we've installed recycling bins in common areas; we also produce communications aimed at raising guests' awareness of proper waste disposal and avoiding food waste.

GUEST INVOLVEMENT



SMART HOTEL HOLIDAY

SUSTAINABLE MOBILITY

Our guests often choose to travel by public transport, as Venice continues to be a major tourist destination.

We also welcome numerous groups travelling by coach.

We are committed to promoting alternative modes of transportation, encouraging the use of public transportation whenever possible, and we provide all the information you need to reach the hotel and get around the area.

For guests arriving by bicycle, we offer a bike room equipped with tools for minor maintenance. We also offer itineraries to explore the natural and cultural beauty of our area, which are also available on our website.

As part of our ongoing commitment to sustainable development, the Smart Hotel Holiday is currently undergoing a structural expansion project.
To ensure the safety of guests and staff during the work, the electric vehicle charging stations located within the facility will be temporarily unavailable. **The work is expected to be completed by April 2027.**
We apologize for any inconvenience and want to ensure your comfort during your stay. Upon check-in, our reception staff will be happy to provide you with a map showing the public charging stations near the hotel, including those offering fast and ultra-fast charging.



SMART HOTEL HOLIDAY

BIODIVERSITY

The province of Venice, in addition to its renowned architectural and cultural beauty, boasts natural areas of extraordinary ecological value. These green spaces provide refuge to a multitude of animal and plant species, creating a rich mosaic of biodiversity worthy of protection and enhancement.

Our hotel is committed to promoting sustainable practices not only internally, but also by encouraging visitors to discover and respect the nature that surrounds us.

Preserving local biodiversity is a shared responsibility to ensure healthy ecosystems and a greener future for all.





During your stay, we invite you, whenever possible, to explore these corners of nature in a respectful and conscious manner.

Walking along the trails, birdwatching, or cycling are all low-impact activities that allow you to appreciate local biodiversity without harming it.

As a hotel, we are also committed to reducing our environmental impact and raising awareness among our guests about the importance of sustainability.

CONCLUSION

Our journey towards sustainability represents a concrete commitment to the environment, the local community, and visitors to our area.
In recent months, we have launched important initiatives to reduce the impact of our activities, investing in eco-friendly solutions and more efficient resource management.
We understand that sustainability is an ever-evolving process that requires consistency, responsibility, and collaboration.

As part of our continuous improvement journey, we have defined a series of **concrete objectives for the next three years** aimed at strengthening our commitment to environmental, social, and economic sustainability:

- **Optimization of water consumption** through the progressive installation of flow reducers on all taps in the facility.
- **Developing new partnerships with local entrepreneurs and businesses**, enhancing the region's manufacturing base and promoting these partnerships among our customers.
- **Complete the expansion of the facility**, with the goal of increasing the number of rooms and expanding the breakfast room and restaurant spaces, improving comfort and the quality of the services offered.
- **Reduction in energy consumption**, thanks to the implementation of a green project that includes the installation of photovoltaic systems and the use of renewable energy, with an estimated improvement of three energy classes.
- **Increase the supply of local, sustainable, and fairtrade products** from local supply chains and local businesses to promote a responsible, circular economy.
- **Continuous supplier evaluation**, with greater attention to selecting partners who share our values and adopt concrete sustainability practices in their production processes.

We believe in the value of collaboration and awareness, and are committed to promoting a culture of sustainability that engages both our guests and staff.
Achieving our goals requires shared commitment, creativity, and a shared vision: for this, we thank our team, the partners who share our values, and the guests who choose to adopt responsible practices during their stay.
Together we can make a difference, leaving a positive impact and contributing to a more sustainable future for generations to come.

Smart Hotel Holiday

Mestre, November 2026

SMART HOTEL HOLIDAY

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