



SIIR BOUTIQUE HOTEL

SUSTAINABILITY REPORT

01.01.2025

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1. About the Report

We launched our sustainability efforts in 2024. In line with our progress, we aim to increase awareness at this point by sharing our management, employees, topics, suppliers and all our partners and thus we aim to turn these differences into common goals and successes.

This sustainability report includes the data for the period between 2024 – 2025.

2. Facility Introduction and Facility Features

Siir Boutique Hotel is a facility with 52 rooms, 2 meeting halls and 1 à la carte restaurant, and has been providing service approximately 14 years with a spa center. There are 85 of Turkey's most famous poets in the rooms and in common areas, 700 of the most beautiful poems, couplets, quatrains and tablatures. In addition, we have a library for lovers of poetry in the lobby, with special poetry books designed for our guests who love to listen to poems and read the poems in their own voices. In our library, we present a special poetry notebook to our guests who want to plant their own poems.

Siir Boutique Hotel plays an active role in various professional and sectoral organizations in order to support sustainable growth in the tourism sector and contribute to local development. In this context, we are members of the Denizli Chamber of Commerce, Denizli Union of Tourist Hoteliers and Operators. In addition, we are gradually establishing fast compliance with sectoral innovations in order to contribute to information and experience sharing, the development of the sector and the strengthening of regional tourism ecosystem. At the same time, we are reaching a wider audience by establishing ties with the local public; We are working on a more sustainable approach to tourism.

Our Business Units and Contributions in the Area of Social Responsibility

Siir Boutique Hotel, which adopts an approach that is sensitive to society and the environment, carries out long-term collaborations with NGOs and foundations. In this context, TEMA Foundation and Pamukkale Philharmonic Association, as well as supporting organizations such as the Mothers' Day and Fathers' Day, support social solidarity with donations to LÖSEV and DEKEV on special days. These studies aim to strengthen social solidarity through supporting the protection of ecosystems, education of children and youth, supporting disadvantaged groups and increasing overall social welfare.

Our Approach to Corporate Management and Sustainability

Siir Boutique Hotel demonstrates activity in line with sustainability principles; aims to create long-term value in the tourism sector and leave a livable world for future generations with an environmentally sensitive, socially responsible approach. Siir Boutique Hotel adopts the basic principles of sustainable tourism; activities are carried out within the framework of environmental, economic and social dimensions with an integrated sustainability strategy. Accordingly, we work to protect natural resources, support the local economy and move with social responsibility awareness.

We report our Environmental, Social and Governance (ESG) performance regularly and transparently. We aim to minimize our environmental impact by prioritizing energy efficiency, waste management and water conservation. At the same time, we implement social responsibility projects in collaboration with local communities; we implement awareness-raising programs for our employees to promote sustainability.

We plan and implement our Environmental, Social, and Governance (ESG) trainings as an important part of our sustainability strategy. These trainings aim to strengthen environmental and social responsibility awareness among our employees.

Within the scope of the sustainability strategy, 4 main principles are adopted; these principles are integrated into daily operations by hotel management, employees, suppliers, and all stakeholders.

Inclusive Working Culture and Strong Human Resources

Policies are implemented to support women's employment and leadership. Efforts are made to strengthen social gender equality. Programs that encourage women's participation in the workforce are implemented. Continuous training and development programs are provided to support employees' professional and personal growth. Diversity and equal opportunity are promoted, and inclusive policies are developed on topics such as social rights, career development, and work-life balance to increase employee satisfaction and commitment.

Local Development and Economic Resilience

In the tourism sector, long-term value creation is achieved through a financial sustainability-oriented management approach. Compliance with local and international markets contributes to economic development. Revenue sources are diversified and risks are minimized. Within the supply chain, local producers are prioritized, and carbon footprint is reduced through logistics processes. Local gastronomy, art and cultural values are supported, and regional tourism branding is promoted through activities that showcase these values.

Environmental Impact Management

Şiir Butik Hotel carries out its activities with environmental, social, and economic responsibility awareness. Reducing waste and pollution, increasing recycling, and eliminating the use of single-use plastics are prioritized. Energy and water resources are used efficiently. Nature-friendly architecture and landscape practices are implemented. Local suppliers are prioritized, and the local economy is supported. Awareness-raising activities for employees and guests contribute to sustainability awareness.

Guest Satisfaction

At Şiir Butik Hotel, we provide our guests with a sustainable, accessible and innovative accommodation experience. Accommodation and service processes are continuously improved to ensure the highest level of comfort for our guests. Guest feedback is analyzed and personalized service is strengthened. A respectful environment is created for local culture and nature, based on the zero waste principle.

Physical Integrity

Şiir Butik Hotel aims to protect the visual, structural and ecological integrity of the urban and rural areas in which it operates. The natural landscape, geological formations and maintenance practices of the area are preserved. Historical and cultural heritage is promoted with careful planning and aesthetic and ecological values are prioritized. Safe, well-designed and accessible areas are provided for guests, which increases the quality of life.

Cultural Heritage

Protecting the rich cultural heritage of Denizli and transferring it to the future is a priority. The history, culture and traditions of the region are promoted. Gastronomy, handicrafts and cultural production that reflect local values are supported. Education programs and activities are organized to raise awareness of cultural heritage among guests, local people and employees, enrich the tourism experience and increase cultural awareness.

3. Sustainability Team

The sustainability team consists of the Housekeeping Manager, Front Office Manager, Accounting Manager, Technical Services Manager, Kitchen Manager, Restaurant Manager and General Manager.



<p>Establishment of an Inclusive and Strong Employment Structure</p> <p>Ensuring a sustainable balance in the number of female and male employees</p> <p>Encouraging local people's participation in the workforce and strengthening their contribution to regional development</p>	<p>Dissemination of Education and Awareness Culture</p> <p>Increasing participation in sustainability-oriented training programs</p> <p>Increasing the participation rate in trainings on gender equality and child abuse awareness and strengthening societal awareness</p>	<p>Collaboration on Environmental Responsibility and Local Community</p> <p>Diversification and expansion of environmentally focused projects (tree planting, clean-up campaigns, etc.) in collaboration with municipalities, civil society organizations and local stakeholders</p> <p>Supporting local producers to promote economic and social sustainability</p>	<p>Efficiency in Natural Resources and Energy Consumption</p> <p>Measuring and reducing consumption in electricity and water</p> <p>Implementing innovative practices to reduce the use of coal, chemicals and agricultural pesticides and making them applicable in daily life</p>
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While providing our guests with high-quality service, sustainability and security principles are our main priorities. In order to enhance operational efficiency and fulfill legal obligations, all internal and external risks are identified through a holistic approach, and necessary action plans are implemented in a timely manner. Within this context, a comprehensive risk inventory and analysis were carried out in 2024.

While pursuing strategic objectives, risks are identified on a net basis; these risks are minimized or eliminated through preventive/corrective actions. Risk portfolios are reviewed periodically; the effectiveness of control measures is evaluated through early warning indicators and continuous improvement processes.

Basic Steps of the Risk Management Process

Our assessment approach; by identifying all potential risks that may affect our operations, guest experience, financial performance and service quality, we conduct a comprehensive assessment of their impact. From a financial risk perspective, we consider issues such as revenue losses, cost increases and investment returns; in terms of the environment, we pay attention to waste management, energy efficiency and the protection of natural resources. In addition, operational processes, personnel performance and supplier management are evaluated comprehensively; our goal is to provide a seamless and safe guest experience.

In this context, we assess the potential impacts of guest satisfaction, financial performance, environmental management systems and service quality, and develop effective strategies.

4. Environmental Approach

- Environmental and Climate Change Management
- Energy Efficiency and Management
- Emission Management
- Water Management
- Waste Management and Resource Efficiency
- Sustainable Food
- Nature-Friendly and Responsible Business Practices

Related SDGs



Environmental management is one of the core areas of our sustainability strategy. At our facility, we implement an environmental management system that includes increasing energy efficiency, optimizing waste management and protecting natural resources. Waste separation, increasing recycling rates and conserving water resources are supported through various innovative solutions. The protection of green areas and ecosystem-friendly landscaping practices support biodiversity.

We conduct regular training programs to raise environmental awareness among our employees and ensure their participation in sustainable practices. Therefore, concrete steps are taken to protect natural resources and reduce our carbon footprint.

In our environmental management activities, we ensure full compliance with legal regulations, and existing changes are monitored weekly by our quality experts. Environmental officer evaluates our legal obligations regularly within the scope of our business.

At our facility, effective methods are implemented to prevent the negative impacts of all activities, products and services that interact with the environment, and to minimize or keep under control. Environmental-friendly practices such as waste management, energy efficiency, efficient use of water resources and reduction of carbon emissions are implemented with determination.

Energy Efficiency and Management

By adopting an approach that focuses on the efficient use of natural and energy resources, we continuously develop efforts to reduce energy consumption and increase efficiency. Total energy consumption at the facility is measured regularly, monitored by energy type, and the energy usage data of different units are evaluated periodically. Thus, consumption trends are analyzed and necessary improvement actions are implemented quickly.

At our facility, where various energy sources such as electricity, natural gas and motor fuels are used, the majority of total energy consumption is generated from electricity and natural gas. At the same time, the hotel has established its own solar power plant (SOLAR POWER PLANT), which plays an important role in its renewable energy supply. The plant has an installed capacity of approximately 700,000 kWh and an annual electricity production capacity of 15,000m². Our technical service team analyzes energy consumption points daily, and maintenance and improvement activities are carried out to prevent losses in energy sources. In addition, high-efficiency products are preferred in all purchased equipment. Information about our GHG production and hotel energy consumption for 2024 and 2025 is presented below.

YEAR	MONTH	ENERGY PRODUCTION kWh	ENERGY CONSUMPTION kWh
2024	JANUARY	38,785.6	34,719.8
2024	FEBRUARY	56,990.1	25,551.6
2024	MARCH	65,382.7	23,610.4

2024	APRIL	74,450.9	18,069.7
2024	MAY	72,971.0	21,797.2
2024	JUNE	77,077.0	30,869.0
2024	JULY	78,264.9	36,091.4
2024	AUGUST	78,963.3	34,933.2
2024	SEPTEMBER	70,907.1	28,357.7
2024	OCTOBER	72,675.9	23,921.2
2024	NOVEMBER	27,237.0	26,345.0
2024	DECEMBER	29,829.0	28,834.0
TOTAL		743,535	333,100

YEAR	MONTH	ENERGY PRODUCTION kWh	ENERGY CONSUMPTION kWh
2025	JANUARY	40,962	29,826
2025	FEBRUARY	55,033	33,770
2025	MARCH	68,800	22,958
2025	APRIL	54,200	23,740
2025	MAY	73,542	23,533
2025	JUNE	77,911	28,889
2025	JULY	79,810	36,839
2025	AUGUST		
2025	SEPTEMBER		
2025	OCTOBER		
2025	NOVEMBER		
2025	DECEMBER		
		450,258	199,555

ENERGY MONITORING TABLE

ENERGY TYPE	January	February	March	April	May	June	July	August
Monthly Electricity Consumption (kWh) (Data can be provided from monthly invoices or from a smart meter)	29,826.2 4	33,770.0 0	22,958.0 0	23,740.0 0	23,532.8 4	28,888.5 6	36,389	38,558
Monthly Natural Gas Consumption (m3) (Data can be provided from monthly invoices or from a smart meter)	55,094	41,404	39,282	28,227	24,669	23,698	16,045	14,670
Monthly Motor Fuel Consumption (Liters) (Can be provided from the purchase unit)	200.95	138.61	202.31	124.45	149.52	329.27	201.5	15.3
Monthly Water Consumption (Can be provided from the purchase unit)	323	114	153	131	69	106	126	152
... (Any energy source used can be written)								
... (Any energy source used can be written)								
Total number of overnight guests (included in notes section of calculation)	838	840	643	852	1,346	966	1,136	1,275
Electricity consumption per overnight guest <i>(kWh/Overnight Guest)</i>	35.6	40.2	35.7	27.9	17.5	29.9	32.0	30.2
Natural gas consumption per overnight guest <i>(m3/Overnight Guest)</i>	65.7	49.3	61.1	33.1	18.3	24.5	14.1	11.5
Motor fuel consumption per overnight guest <i>(Liter/Overnight Guest)</i>	0.2	0.2	0.3	0.1	0.1	0.3	0.2	0.0
Water consumption per overnight guest <i>(Liter/Overnight Guest)</i>	0.4	0.1	0.2	0.2	0.1	0.1	0.1	0.1

Water Management

Water is one of the priority natural resources within the environmental sustainability goals of Şiir Butik Hotel. In response to climate change, increasing water demand and limited freshwater resources, it is essential to use water efficiently in all our operations. For this reason, water conservation practices are implemented in both operational processes and guest-use areas.

At the facility, water consumption is reduced by using water-efficient photocell faucets in lavatories, perlator faucets in general areas, and dual-flush toilets. Drip irrigation systems are preferred in our landscape areas. In this way, both water consumption is reduced and plant health is protected.

In order to prevent water losses, regular inspections are carried out on the facilities and any detected leaks are eliminated quickly. At the facility, employees and guests are informed and encouraged through information brochures and signs regarding water conservation.

Through environmental awareness trainings, awareness on the protection and efficient use of water resources is increased; both employees and guests are encouraged to adopt responsible water consumption habits.

Waste Management and Resource Efficiency

Şiir Butik Hotel's waste management approach is based on reducing the source of waste, increasing recycling rates and handling without harming the environment. Waste management is carried out in accordance with the Waste Management Procedure; wastes are collected separately as packaging wastes, organic wastes, hazardous wastes and other types of waste.

Zero Waste trainings organized for employees and guests increase awareness; used batteries are also collected in accordance with the Waste Battery and Accumulator Control Regulation.

Waste Management				*2025
Total Waste Amount (kg)				780
Total Hazardous Waste (kg)				230
Total Non-Hazardous Waste (kg)				550

Environmentally Responsible Operation

Şiir Butik Hotel adopts an approach that respects the balance of the ecosystem through practices and maintenance processes that contribute to the protection of local species.

Use of Environmentally Friendly Products in Garden Maintenance

- In landscaped areas, harmful control is carried out and, under the guidance of daily inspections, chemicals that are applied in minimum doses are used; in this way, soil, water, flora and fauna are kept to a minimum.

Landscape Design with Local Plant Species

- Climate-compatible, low-water-consuming landscape design with local plant species contributes to the protection of the natural balance.

Respect for Wildlife

- All necessary measures are taken in the facility to prevent any activity that may harm the wildlife; full compliance is ensured in this regard with all laws and regulations.

Control of Invasive Species

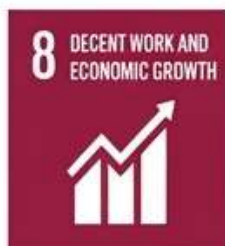
- Maintenance conducted daily on invasive species observed in hotel flora areas is taken under control without intervention with these species, and is protected by natural means in forested areas.

A donation has been made to the TURMEPA Association for the protection of biodiversity. A donation has been made to DEKAMER Association for the treatment and protection of sea turtles for the protection of the marine ecosystem.

5. Social Approach

- Our Human Rights and Ethical Principles
- Inclusiveness, Diversity and Gender Equality
- Employee Community, Engagement and Development
- Occupational Health and Safety
- Responsible Supply Chain Management

Related SDGs



Our Human Rights and Ethical Principles

Şiir Butik Hotel is committed to respecting human rights and ethical values and to placing sustainability at the center of its vision. We comply fully with international human rights declarations and the ethical standards of the sector; we adopt an inclusive approach based on justice, respect and transparency in all our activities. To this end, we provide regular trainings to all employees and encourage them to act in accordance with ethical rules while fulfilling their duties and responsibilities.

We have a zero-tolerance policy towards all forms of commercial, sexual or physical harassment, exploitation and abuse against children, youth, women, minorities and other vulnerable groups. In order to prevent child labor, employee age records are kept accurately; all recruitment processes are carried out in accordance with the legislation of this country. Furthermore, we actively participate in social responsibility projects aimed at protecting children's education, safety and right to shelter.

Diversity and inclusion are among the core values of our organization; gender, age, race, ethnic origin, religion, disability status or any other difference are not discriminated against, and equal employment opportunities are provided to all. We evaluate employees' qualifications, experience and potentials through a fair assessment process; in addition, we prioritize providing equal career opportunities in all positions, including management levels.

In the field of occupational health and safety, we fully comply with the standards in force and take all necessary measures to create a safe, healthy and respectful working environment. Regular training programs, emergency drills and comprehensive crisis management plans ensure the highest level of safety for employees and guests. We implement training and development programs to support the personal and professional improvement of our employees; we also encourage open communication with an innovative, inclusive and continuous improvement-oriented work culture.

We maintain continuous and transparent communication with our guests, employees and all stakeholders, prioritizing honesty, fairness and trust. We show respect for diversity and protect a respectful and trusting working environment. We value everyone's ideas through feedback mechanisms; we respond quickly, constructively and effectively to suggestions, complaints and improvement requests.

Inclusiveness, Diversity and Gender Equality

Our corporate culture is built on the principles of inclusiveness, diversity and gender equality, and these values are at the core of all our activities. Providing equal opportunities for all employees and guests is essential; all necessary measures are implemented to ensure that no one is discriminated against and that the health, safety and well-being of everyone are protected.

In the workplace, we aim to strengthen individuals' sense of belonging, increase their motivation and support their sense of compassion through practices that promote social and institutional inclusion. We empower employees' personal and professional development and help them improve their skills and competencies. We encourage our employees to express themselves freely and to advance in their careers in an environment where equal opportunities are offered to everyone.

We are committed to creating a work environment where the contributions of individuals from different backgrounds, experiences and perspectives are valued. This approach not only ensures a healthy working environment, but also contributes to a more inclusive and empathetic customer experience.

Number of Employees by Gender	2022	2023	2024	2025	Unit
Female	7	8	8	7	Person
Male	13	13	12	13	Person
Total	20	21	20	20	Person

Prevention of Discrimination and Harassment

In our Employee Handbook, there is a policy for preventing discrimination and harassment. All employees are informed about these policies, and confidential reporting channels are provided regarding Ethics.

Equal Opportunity and Diversity Monitoring

We regularly monitor the gender ratio and the number of local employees, and this information is included in our sustainability reports.

Safe and Inclusive Working Environment

We create accessible working areas that protect the health, safety and well-being of all employees, regardless of gender.

Fair Remuneration

- A fair salary policy in line with market averages is implemented. Employees are informed about wages, rights and working hours before starting their job.

Training and Development

Regular vocational and personal development trainings are provided, and special training programs are offered by the HR and F&B departments.

Employee Community, Engagement and Development

At Şiir Butik Hotel, full compliance with international labor standards and legal regulations is ensured. The health, safety, environmentally conscious practices, labor laws and related regulations are regularly audited and the necessary measures are taken accordingly. Wage levels, living conditions and all activities are regularly reviewed in accordance with national standards and updated when necessary.

In full compliance with Labor Law No. 4857, the Social Insurance and General Health Insurance Law No. 5510, and the Occupational Health and Safety Law No. 6331, employees' legal rights are protected without any deficiencies. Prior to employment, employees are provided with detailed information regarding working conditions, wages and all rights.

The remuneration policy is determined in parallel with market averages; employees' retirement benefits are provided fairly. Throughout the year, social activities and organizational arrangements are carried out to enhance employees' motivation and engagement; thereby, morale is improved and internal communication is strengthened.

Various practices are implemented to boost employee motivation and team spirit. By celebrating employees' special days with monthly birthday celebrations, they are shown appreciation, and a sense of belonging to the team is fostered.

Occupational Health and Safety

As Şiir Butik Hotel, full compliance with the Occupational Health and Safety (OHS) Law is ensured; all our activity areas are classified, and our OHS practices are implemented within this framework. In order to provide a safer working environment for our employees, we organize trainings, pay more attention during work processes and implement OHS measures to minimize possible risks. All our personnel are provided with training on working conditions, emergency procedures and OHS, and critical information is shared through orientation programs; existing employees, on the other hand, are provided with regular trainings to reinforce the OHS culture.

In the first 6 months of 2025, a total of 120 hours of OHS training was provided to our employees, and 17 employees participated in these trainings. This value, which was 90 hours in total in 2024, shows a significant increase at the end of the year.

Within the scope of occupational health and safety practices on our premises, comprehensive measures are taken against emergencies such as fire, earthquake and flood. The emergency exit guidance and emergency lighting systems are available, and non-flammable cable use is ensured throughout the facility. The facility is equipped with addressable fire alarm system, sprinkler system, BIM detector and 2 electric fire pumps, and dedicated 4-team fire extinguishing equipment is available.

Every year, visual and practical fire extinguishing training is provided to all employees, and necessary evacuation drills are conducted in emergency situations. Fire detectors, alarm systems and fire pumps are regularly maintained periodically; fire water tanks are tested daily, hydrant valves monthly and hose systems monthly.

Within the scope of earthquake safety, all strengthening works, including mechanical, electrical and installation works, are carried out in accordance with earthquake management. Interior architectural decoration elements have been designed to be resistant against possible risks during an earthquake and earthquake sensors automatically shut down the entire gas system of the facility in case of an earthquake.

For flood safety, rainwater drains are cleaned and controlled regularly, and drainage pumps are inspected continuously. In addition, sandbags are kept ready in the facility for emergency situations.

Thanks to the measures taken and the regular trainings carried out, both the safety of our employees and that of our guests are proactively protected and possible risks are minimized.

Responsible Supply Chain Management

In our supply chain management, we monitor our environmental and social responsibilities closely and establish long-term, sustainable partnerships with our suppliers. During procurement processes, preference is given to suppliers who hold sustainability certificates and use energy-efficient machinery and equipment. In order to reduce our carbon footprint from transportation, we encourage the preference of locally sourced, high-volume products (for example, 20 kg packages).

In order to contribute to local development, local suppliers are given priority. In line with our procurement policy, we expect our suppliers to act in accordance with environmental and ethical values, to use natural resources efficiently and to adopt sustainable production methods. Our basic principles for working with suppliers who respect animal rights and have environmentally friendly production are within this scope. In 2025, our local producer NovaVera was chosen as our business partner for sustainable agriculture and nature-friendly production initiatives, through which we supply our olive oil, olives, olive soap, olive oil soap, hand and face creams. This partnership contributes both to supporting local producers and to strengthen our environmental awareness.

6. Management Approach

- Guest Experience and Safety
- Quality Assurance in Products and Services
- Digitalization and Innovation
- Information Security and Data Privacy Policies
- Corporate Social Responsibility and Community Benefit

Related SDGs



As Şiir Butik Hotel, we support guest satisfaction and service quality at the center of our approach to providing a comfortable accommodation experience through the policies we implement every year. The number of guests, which was 11,198 in 2024, reached 8,961 in the first 6 months of 2025.

In order to increase our operational capacity, we plan to create a service model that responds to guest expectations by focusing solely on quality growth through investments rather than quantity.

<p>Feedback and Complaint Management</p> <p>Feedback from our guests is regularly monitored, controlled and evaluated. There are channels available for our guests to communicate their feedback and suggestions. Complaints received are evaluated promptly by the management, and feedback is provided to our guests.</p>	<p>Guest Satisfaction Measurement Program</p> <p>In order to measure guest satisfaction, we conduct continuous written and verbal evaluations by our Front Office team in coordination with the relevant departments.</p>	<p>Guest Information and Sustainable Tourism</p> <p>Our guests are informed and encouraged to experience Denizli's natural and cultural riches for a pleasant stay. In 2025, the information in our in-room directories was updated, new promotional materials, television channels and digital platforms were used to deliver information to our guests. During reservation and communication processes, information is shared accurately at every step.</p>
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Corporate Social Responsibility and Community Benefit

As Şiir Butik Hotel, we take further steps in various areas in line with our goal of creating social benefit by advancing our understanding of corporate social responsibility. In particular, the practices carried out to contribute to local development, build strong relationships with the local community and support sustainable social development continue this year as well.

The facility both reduces its carbon footprint by maintaining its procurement policy from local producers and contributes to the regional economy.

Community Contribution and Social Responsibility Projects

As Şiir Butik Hotel, we actively contribute to social responsibility projects in order to enhance social welfare in the region where we operate and to strengthen local communities.

In this context, we have carried out a wide range of activities supported by our training-based social aid program in 2025.

In the field of education, in 2025, we supported the education of children through a donation made to the Denizli Culture and Education Foundation (DEKEV) and by gifting thermos flasks provided by DEKEV to employees on Mother's Day and Father's Day, thereby creating social benefit.

These activities conducted in the first half of 2025 aim to contribute to the social and economic life of the local community, strengthen access to education, promote social solidarity, and create lasting benefits for disadvantaged groups.

SIIR BOUTIQUE HOTEL

**SUSTAINABILITY
REPORT**

01.01.2025