

ROBINSON® CLUB SOMA BAY

Community Policy Statement

The managers and owners of hotel ROBINSON CLUB Soma Bay share the commitment to ensure relationships between ROBINSON CLUB Soma Bay and the local community and its business.

ROBINSON CLUB Soma Bay ensures its social and economic impacts are positive and beneficial to the local community wherever possible. ROBINSON CLUB Soma Bay also strives to minimize and eliminates instances of negative impacts.

Our Community Policy and primary goals are therefore as follows:

1. Certification

In order to satisfy broader sustainability criteria including the socio-economic impacts and staff welfare, Travelife Gold have been achieved by ROBINSON Club Soma Bay 2012, 2014 as well as ISO 14001, ECO Resort and TUI Environmental Championship for several years.

2. Promotion of Responsible Tourism in the Area

ROBINSON CLUB Soma Bay is member of the HEPCA, Soma Bay Environmental Forum and Egypt Hotel Association. Through this forum we are able to promote and improve greater economic and social benefits for the residential and business community. The Hotel also works with local schools and colleges upon request to provide accommodation and where possible, work experience opportunities.

3. Purchasing

ROBINSON CLUB Soma Bay purchases and promotes produce from the local area, whilst ensuring that quality of food does not compromise the comfort of our guests. This will help reduce CO₂ emissions from transportation of products from international destinations. Wherever possible, we pay our suppliers within the credit terms they request. Whenever possible, we buy in bulk to avoid waste.

4. Employment

The hotel recognizes the importance of recruiting local people as preferred employees understanding that the majority of wages will therefore be spent locally, providing secondary economic benefit to other business in the community. Additionally, it encourages local residents to stay within the community, rather than seeking employment outside of the community. We believe this policy helps preserve the vital community fabric that forms part of our unique hospitality product in ROBINSON CLUB Soma Bay.

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5. Donations and Charity

It is policy of ROBINSON Club Soma Bay that whenever items such as furniture or linen that is no longer suitable for use within the hotel, to local organizations that may benefit from them (e.g. schools, local hospitals, community groups, etc). The hotel also carefully considers how it may help the local community by the provision of in-kind support such as auction prizes, etc.

Dr. Olli Oltrogge
General Manager