

ROBINSON® CLUB SOMA BAY

Social Policy

The Community Policy Statement and all his actions of ROBINSON Club Soma Bay share the commitment to ensure positive relationships between the hotel and the local community and its businesses.

ROBINSON Club Soma Bay ensures its social and economic impacts are positive and beneficial to the local community wherever possible. Hotel ROBINSON Club Soma Bay also strives to minimize and eliminates instances of negative impacts. Our Community Policy and primary goals are as follows:

1. Certification:

In order to satisfy broader sustainability criteria including the socio-economic impacts and staff welfare certifications like Travelife Gold, Gallup Award, ECO Resort, ISO 14001 are achieved, exposed and communicated to the employees and guests by us - ROBINSON Club Soma Bay.

2. Promotion of Responsible Tourism in the Area:

ROBINSON Club Soma Bay is a member of the "Soma Bay Environmental Forum" and member of the "Egypt Hotel Association", "Tourism Union" and HEPCA. Through these forums 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, common councils of Safaga and Hurghada, or the children orphanages in Qena and Nagaa' Hammadi and the relief organization for straying animals together. We provide these local organizations work experience opportunities, donations and invitations to our facilities.

3. Purchasing:

ROBINSON Club Soma Bay purchases and promotes products from the local area, whilst ensuring that quality of food does not compromise the comfort of our guests. This helps reducing CO₂ emissions from transportation of products from international providers. Wherever possible, we pay our suppliers within the credit terms they request. Whenever possible, we buy in bulks to avoid waste.

4. Employment:

ROBINSON Club Soma Bay recognizes the importance of recruiting local people as preferred employees. This increases the likelihood of money being spent in the local community.

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Additionally, it encourages local residents to stay within the community, rather than seeking employment outside of the community. This policy preserves our destination and makes it more attractive to our guests.

5. Donations and Charity:

ROBINSON Club Soma Bay donates items and equipment (like, computers, dishes, bed linens, clothing, and mattresses) that is no longer suitable for use within the hotel, to local organizations that may benefit from them.

6. Open for local communities:

ROBINSON Club Soma Bay aims to improve its local community relationships by selling local products in our shops and allowing use of our onsite sports ground to local people.

Dr. Olli Oltrogge
General Manager