PANORAMA
HOTEL

SUSTAINABILITY REPORT 2025



YAĞMUR TAMER

ABOUT US





Panorama Hotel was built in 1967 and is one of the oldest hotels in Alanya.
Our 4-star beachfront hotel features 224 modern-style Standard Rooms and 10 Family Rooms, with a total capacity of 480 beds. It is located 400 meters from Alanya city center, known for its shopping opportunities, historical sites, and natural beauty, 125 km from Antalya Airport, and 45 km from Gazipaşa Airport.
The 234 rooms are spread across a large garden area overlooking the sea and pool. On the seaside, the hotel offers a reception area (with free wireless internet access available in rooms and public areas), a main restaurant with a sea view, an à la carte restaurant, a beach snack bar, and the Panorama Bar with its unique scenery.

ABOUT US



As Panorama Hotel, transparent and effective communication with our stakeholders regarding our activities and their impacts is among our highest priorities. In this context, the sustainability reports that we aim to publish annually will serve as an important tool in reinforcing our commitment to transparency, accountability, and responsible business practices.

Since the beginning of our operations, we have continuously invested in both social and environmental initiatives to support the long-term sustainability of our business. Since 2017, we have been committed to strengthening our sustainability efforts and sharing our performance and progress transparently with all our stakeholders.

OUR MISSION

As Panorama Hotel, we aim to provide all our guests with a safe and welcoming environment, high-quality and continuously improving service standards, and a holiday experience with the comfort of home. Through our sustainable tourism approach, we strive to be a continuously preferred establishment while also offering our employees a family-oriented working environment where they can continuously develop themselves and work with confidence and security.

OUR VISION

Panorama Hotel aims to be your home away from home by providing the highest quality service to all our guests through continuously improving product and service standards, by following industry innovations, employing qualified and well-trained staff, and maintaining a strong commitment to sustainable tourism.

CORPORATE RESPONSIBILITY

While carrying out its activities, Panorama Hotel works to maintain positive relationships between the organization, the local community, institutions, and natural habitats. We aim to ensure that our social and economic impacts are as positive and beneficial as possible for both the environment and the local community, while minimizing and eliminating negative impacts.

Our Corporate Responsibilities:

Being Environmentally Friendly

Protecting the environment and cultural heritage in the region where we operate, and wherever possible beyond it, through initiatives that create positive value is one of our primary objectives. Controlling our environmental impacts remains a key priority.

Supporting the Local Community

We pay close attention to employing staff from the local community. In this way, through the multiplier effect of the economy, we contribute to economic vitality within the region by supporting local employment. At the same time, we help local residents remain in their region rather than seeking employment opportunities elsewhere.

Sustainable Tourism

Meeting the needs of our guests and the local community while considering future generations, protecting natural resources and wildlife, ensuring energy and water conservation, and improving quality of life form the foundation of our sustainability activities.

Creating Opportunities

We provide internship opportunities for tourism students to gain professional work experience. We support our employees through training programs and career development initiatives. By investing in the development of our own employees, we aim to promote internal growth, advance our staff to higher positions, and grow together as an organization.

COMMUNICATION WITH OUR STAKEHOLDERS

Our Employees: One-on-one meetings and group meetings, training sessions and workshops, performance evaluation and career development meetings, activity reports, and surveys.

Our Guests: Guest satisfaction surveys, request forms, communication forms, and social media.

Suppliers: Purchasing specifications, supplier audits, performance evaluation system, meetings, and consultations.

Local Communities: Social projects, information requests (when necessary), activity reports, meetings, and complaint systems.

Public Institutions: Meetings, information requests (when necessary), and activity reports.

RESPONSIBLE PROCUREMENT PRACTICES

At Panorama Hotel, procurement is carried out through two main processes: raw material supply and the procurement of other goods and services.

As part of our responsible procurement practices and Supplier Management approach, companies providing raw materials are evaluated by our purchasing, technology, and quality departments.

Our procurement contracts include our principles of responsible sourcing. We work exclusively with suppliers that comply with all legal regulations. Within the framework of our Integrated Quality Management System requirements, we encourage our suppliers to grow and develop together with us. In supplier selection, priority is given to companies holding ISO 14001 Environmental Management System certification, while for food suppliers, ISO 22000 Food Safety Management System certification is among our key preferences.

We strive to source our purchases from nearby regions whenever possible. In this way, we aim to minimize CO_2 emissions from supplier delivery vehicles, reduce environmental impacts, and support the local workforce and regional economy.

QUALITY POLICY

To deliver our services, hospitality, and guest satisfaction in the tourism sector at international standards, our principles are:

- To comply with laws and legal regulations.
- To make new investments in line with current conditions and evolving needs.
- To anticipate guest expectations, enhance satisfaction, and create added value through exceptional service.
- To establish the necessary conditions for developing qualified personnel and contributing to the growth of the national tourism sector.
- To foster team spirit, continuous improvement, workplace trust, and service standards that exceed guest expectations.
- To create value as a model hospitality facility for all businesses in the Alanya region.
- To promote environmental awareness together with our employees and leave a cleaner, healthier, and safer future for coming generations.
- To comply with occupational health and safety regulations, provide the necessary training to our employees, and take all required preventive measures.
- To ensure equal rights and fair treatment for all employees in line with labor laws and human rights principles.

In this direction:

For a sustainable world and sustainable tourism, we will continue taking new steps to reduce our environmental impact by monitoring resource consumption and increasing the efficient use of renewable resources.

With the philosophy of “Water is Life,” we will implement additional initiatives to reduce water consumption.

In employment and promotion processes, we will continue to ensure fairness and equality without discrimination based on religion, language, race, or regional background, while continuously improving working conditions.

By adopting the quality standards we have established together with all our employees and by including our suppliers and subcontractors in this process, we will continue our journey of continuous improvement.

FOR YOUR REQUESTS / FEEDBACK
kalite@panoramahotel.com.tr



SUSTAINABILITY APPROACH

At Panorama Hotel, sustainability goals are regularly established to ensure the protection of natural resources, the efficient use of energy and water consumption, the reduction of waste, and the control of environmental impacts. In line with these defined goals, processes are continuously monitored, improvement activities are carried out, and an environmentally responsible tourism approach is consistently enhanced.

AWARDS CERTIFICATES



TRAVELIFE



TUI GLOBAL AWARDS



ISO 9001 QUALITY MANAGEMENT SYSTEM



ENVIRONMENTALLY FRIENDLY ACCOMMODATION FACILITY CERTIFICATE



GREEN KEY



ANIMAL-FRIENDLY HOTEL

OUR ENVIRONMENTAL GOALS

Our primary goal is to carry out initiatives that create added value for the protection of the environment and cultural heritage in the region where we operate, and wherever possible beyond it, while maintaining control over our environmental impacts.

- Our environmental policy is shared on guest and staff notice boards.
- Within the scope of water and energy conservation, the frequency of bed linen and towel changes has been regulated, and information regarding air conditioning usage has been provided.
- To improve energy efficiency, inverter air conditioning systems are preferred, while water and electricity consumption are monitored daily.
- Through the waste separation system, paper, plastic, metal, and glass waste are directed to recycling processes.
- Necessary precautions are taken against hazardous waste, chemical spills, and environmental risks, and staff training is regularly provided.
- To ensure the efficient use of water resources, pool cleaning is carried out using a backwash system.
- Guests and employees are encouraged to develop environmental awareness, and environmental activities and training programs are regularly organized.
- Environmental awareness activities are also conducted within the children’s club.
- Environmental performance is continuously improved through surveys and feedback.
- Protecting natural resources and reducing environmental harm are among our highest priorities.



SUSTAINABLE

RESOURCE MANAGEMENT

Our sustainability approach is shaped by the efficient use of natural resources, the evaluation of recycling and reuse opportunities, the improvement of energy efficiency, and the minimization of environmental impacts.

Within the scope of our environmental and sustainability approach, efforts are carried out to reduce natural resource consumption, and progress toward achieving defined targets is regularly monitored through numerical data. In this context, changes in electricity, water, natural gas, LNG, and LPG consumption are analyzed to ensure the efficient use of resources and to reduce environmental impacts.

Targets are established in a measurable and trackable manner and are compared with the results of the previous year.





ELECTRICITY CONSUMPTION

Within the scope of our sustainability approach, environmentally friendly practices aimed at reducing electricity consumption are implemented to improve energy efficiency and contribute to the protection of natural resources.

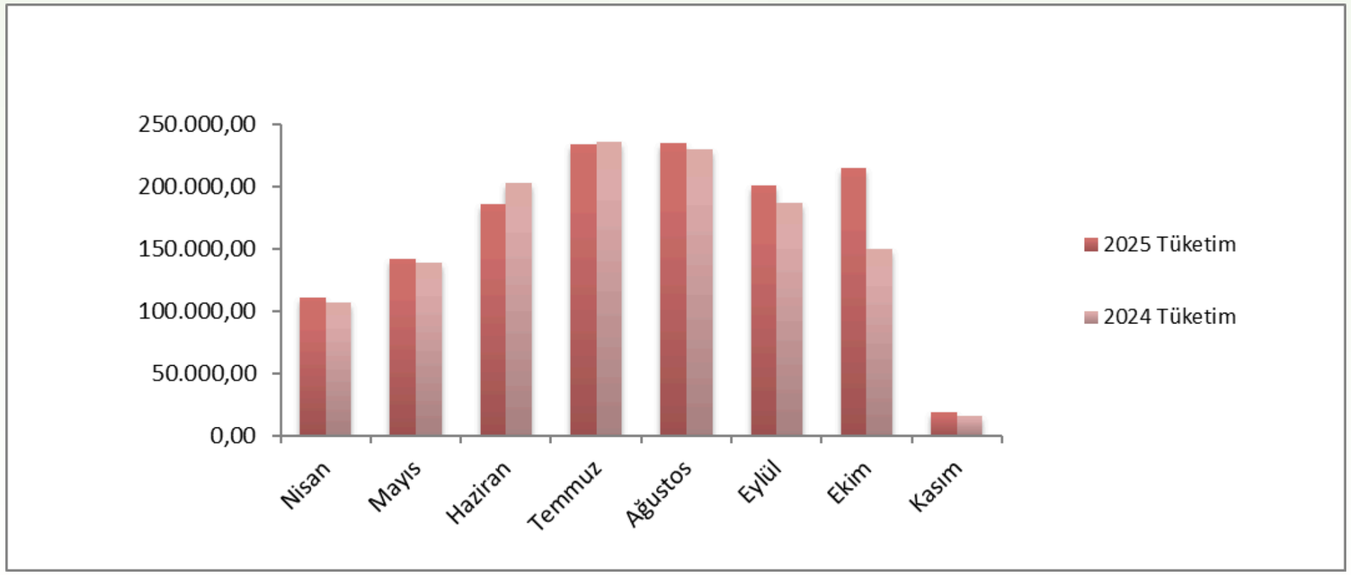
We aim to ensure that all electronic products we purchase are energy-efficient and that all our employees receive training on energy conservation.

ELECTRICITY CONSUMPTION

In line with the 2025 electricity consumption data, it is aimed to increase the number of solar panels used for hot water supply by 2% during the 2026 season in order to improve energy efficiency. In addition, by strengthening energy efficiency practices, effectively utilizing digital monitoring systems, and increasing staff awareness, the goal is to reduce energy consumption, ensure the efficient use of natural resources, and support sustainable environmental management.

A 3% reduction in electricity consumption is targeted for the 2026 season.

2024–2025 ELECTRICITY CONSUMPTION COMPARISON (KW)







ELECTRICITY CONSUMPTION REDUCTION

- Air conditioning systems in guest rooms are automatically deactivated when balcony doors are left open.
- Energy card systems in guest rooms are used to activate electricity usage.
- Key energy consumption points are monitored daily through metering systems.
- LED and energy-efficient lighting solutions are preferred throughout the facility.
- Sensor-based lighting systems are used in common areas.
- Inverter air conditioning units and high energy-efficiency class systems are preferred.

ELECTRICITY CONSUMPTION REDUCTION



- Outdoor lighting systems are controlled through timer-based systems.
- In common areas, climate control temperature settings are kept fixed during certain periods to improve energy efficiency.
- Each of our cold storage rooms is equipped with air curtains to prevent heat and energy loss.
- By monitoring cold room temperatures in real time through digital systems, energy efficiency is supported, unnecessary energy consumption is prevented, and sustainable resource use is ensured.
- To reduce our carbon footprint, solar energy systems are being installed, and the number of solar panels is increased annually.



WATER CONSUMPTION

Within the scope of our sustainability approach, environmentally friendly practices aimed at reducing water consumption are implemented to improve water efficiency and contribute to the protection of natural resources.

Without compromising health, hygiene, and guest satisfaction, we use water-saving equipment to reduce overall water consumption. In addition, we place water-saving awareness materials, including environmental cards and linen cards, in guest rooms and provide our employees with information and training on water conservation.



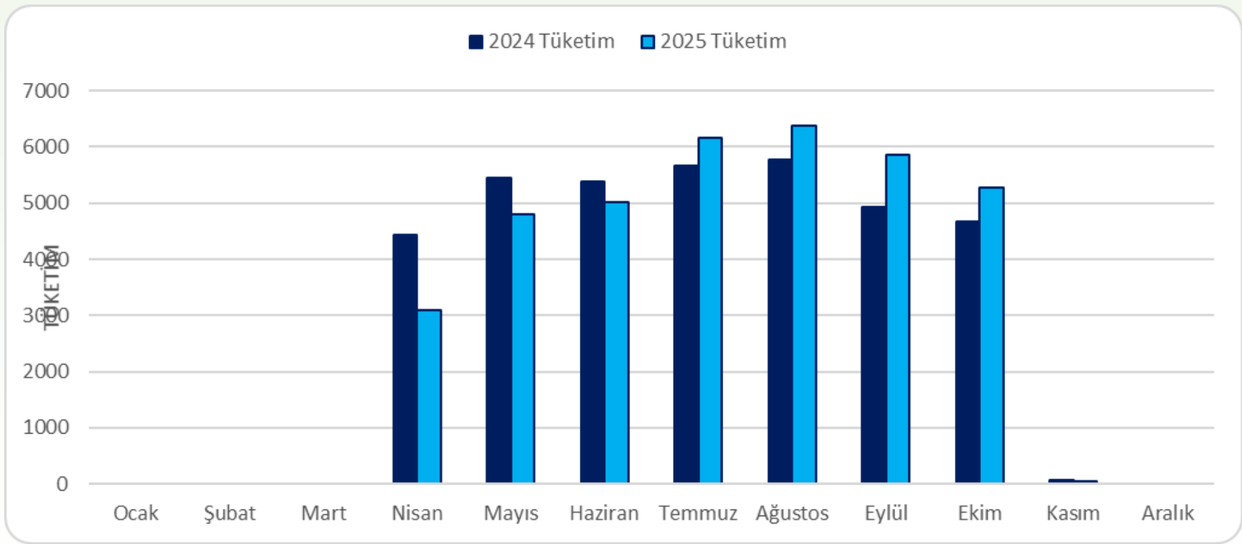


WATER CONSUMPTION

The 2025 water consumption data has been evaluated, and for the 2026 season, it is aimed to strengthen conservation-focused practices in order to improve water efficiency. Within this scope, regular monitoring of water leaks, the use of water-saving equipment, control of consumption points, and increased employee awareness initiatives are intended to support the protection of natural resources and sustainable water management.

We aim to reduce water consumption by 2% during the 2026 season.

2024–2025 WATER CONSUMPTION COMPARISON









WATER CONSUMPTION REDUCTION

- Water flow limiting devices are used in faucets and showers.
- Water-saving and/or dual-flush reservoir systems are used in toilets.
- Sensor-operated faucets and sensor-based urinals are used in toilets located in common areas.
- Showers are set to 10 liters/minute, sinks to 5 liters/minute, and reservoirs to 6 liters/minute.
- Reduced flow rates have been achieved through the use of aerators in faucets and bathrooms.
- Garden irrigation is carried out during hours with minimal evaporation, increasing water efficiency and supporting water conservation.
- Informative and awareness-raising visuals aimed at reducing water consumption are displayed in guest rooms and common areas.

RECYCLED WASTE MANAGEMENT



Within our implemented waste management system, our primary objectives are to reduce waste generation, ensure the effective management and environmentally responsible disposal of waste with minimal environmental impact, and recover recyclable waste to contribute back to the economy.

To support waste reduction, recycling practices are continuously expanded, and waste separation bins along with labeling systems are used to ensure the proper segregation of glass, paper, oil, plastic, and food waste. These wastes are delivered to licensed companies for proper disposal and recovery processes.

Sustainable waste management is further supported by encouraging the active participation of both guests and employees.

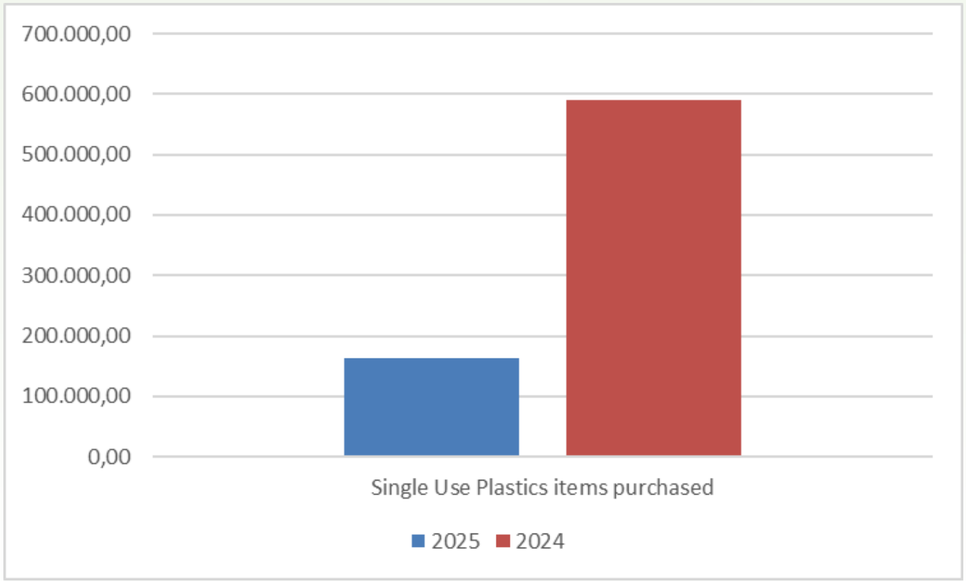
RECYCLED WASTE MANAGEMENT

In 2025, a reduction of approximately 72% was achieved in single-use product consumption compared to 2024. Additionally, the number of water dispensers was increased by 5% in 2025, contributing to the reduction of plastic usage. Within this scope, the protection of natural resources, the reduction of waste generation, and the strengthening of sustainable environmental management practices are targeted.

For the 2026 season, it is aimed to further reduce single-use product consumption by 5% compared to 2025 through the strengthening of sustainable procurement policies and waste reduction practices.

2024–2025 SINGLE-USE PRODUCT CONSUMPTION COMPARISON









WASTE REDUCTION

- Environmentally friendly practices aimed at reducing single-use product consumption are supported, and informative awareness posters are displayed.
- The use of draft paper in non-official documentation processes helps reduce paper waste.
- In guest and staff buffets, the transition from single-portion products such as packaged jam, honey, and butter to bulk products is encouraged to reduce waste generation.
- Water dispensers are provided throughout the facility to reduce single-use plastic consumption.
- Durable and reusable polycarbonate cups are preferred to support the reduction of single-use waste.

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Dear Valued Guests,

Choosing environmentally friendly and nature-safe alternatives for personal care products such as sprays, deodorants, perfumes, sunscreens, and insect repellents is one of the most valuable investments that can be made for the environment, which is the guarantee of our future. Let us take the first step together toward a sustainable environment.

CHEMICAL MANAGEMENT

Within the scope of our sustainability approach, priority is given to the use of environmentally friendly chemicals that cause less harm to nature during operational processes.

Through dosing systems used in the laundry, dishwashing, bar, and related operational areas, chemical consumption is kept under control, preventing unnecessary and improper use.

Every year, chemical handling training is organized for all departments to increase awareness regarding safe usage, the selection of environmentally friendly products, and correct dosing methods.

In procurement processes, importance is placed on selecting products with low environmental impact, high biodegradability, and eco-label certifications.

Chemical consumption amounts are regularly monitored and analyzed to ensure the efficient use of resources, reduce environmental impacts, and support sustainable environmental management.

Chemical Reduction Practices:

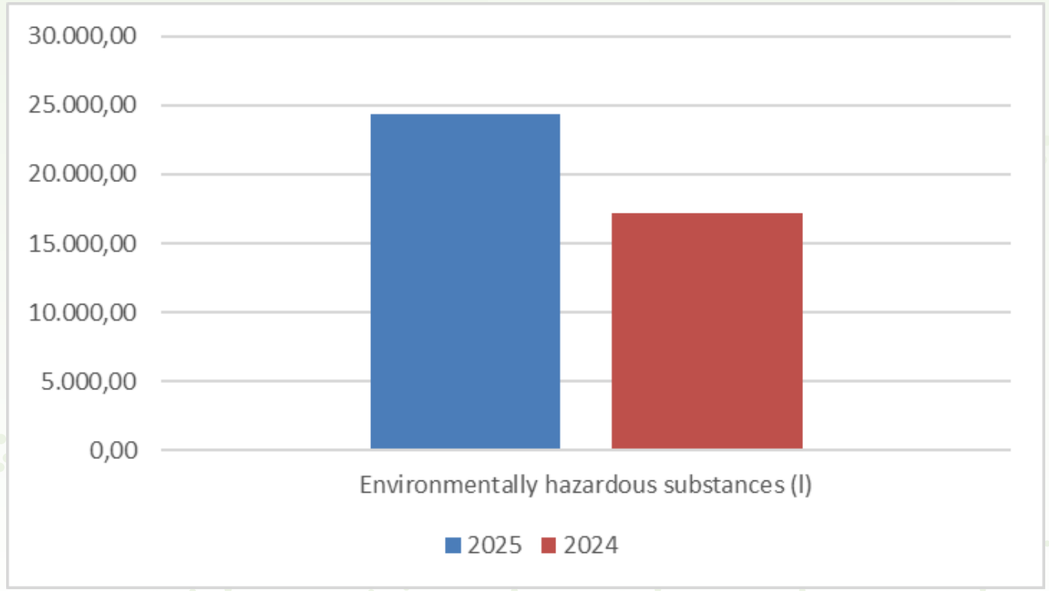
- Dosing pumps are used in dishwashing machines located in the kitchen.
- Dosing pumps are used for chemicals in the laundry department.
- Chemical handling training is provided to our employees at the beginning of each operating season.



CHEMICAL MANAGEMENT

In line with the 2025 chemical consumption data, a 5% reduction in chemical consumption is targeted for the 2026 season through the effective use of dosing systems, increased employee awareness training, and the strengthening of controlled usage practices. In this context, the aim is to reduce environmental impacts, improve resource efficiency, and support sustainable environmental management.

2024–2025 CHEMICAL CONSUMPTION COMPARISON



ENVIRONMENT AND SUSTAINABILITY

INTRODUCTION

In order to achieve our sustainability goals, both our guests and employees are encouraged to participate in awareness initiatives. Informative materials and sustainability boards are displayed in the reception area to support environmental awareness and promote sustainable lifestyle practices.





For our employees, the necessary guidance and awareness activities are provided through information boards located at the entrance of the staff dining area. Through these practices, sustainable environmental management, conscious resource use, and increased environmental awareness are continuously supported.

WILDLIFE PROTECTION

The protection of wildlife is of great importance for the sustainability of biodiversity and the continuity of natural ecosystems. In this context, environmentally friendly practices are implemented to avoid damage to natural habitats, minimize environmental impacts, and support the local ecosystem.

Our guests and employees are encouraged to raise awareness regarding the protection of natural life, with the aim of promoting respect for wildlife and supporting a sustainable environmental approach. Through these practices, we aim to preserve biodiversity and leave a more livable environment for future generations.







OUR WILDLIFE PROTECTION EFFORTS

- Compliance with legal regulations related to wildlife protection is ensured, and the protection of species prohibited from hunting is supported.
- Special attention is given to the protection of endangered species and natural habitats.
- It is aimed to report injured or animals in need of assistance to the relevant authorities and ensure the necessary support is provided.
- Care is taken not to damage the habitats of living creatures located around the facility.
- Cooperation is established with relevant institutions and organizations to support wildlife protection and biodiversity conservation.
- Suitable surplus food waste is evaluated, and support is provided to animal shelters when needed.
- Communication with local authorities and relevant departments is encouraged to report adverse situations when necessary.
- Sensitivity is shown against the sale, trade, and activities that threaten wildlife and natural habitats.
- Our guests and employees are made aware of environmentally responsible behaviors and respect for wildlife.



OUR WILDLIFE PROTECTION EFFORTS





At our hotel, feeding bowls and shelters are provided for our cats, and with the support of our guests, we ensure the care and veterinary check-ups of our small animal companions.

We regularly monitor our cats’ health records, vaccinations, and sterilization procedures.

The cleanliness of seawater is one of our highest priorities, both in terms of protecting natural life and supporting sustainable tourism.

We conduct monthly seawater quality checks through an authorized laboratory with which we have an official agreement. Within this scope, sufficient numbers of waste bins and disposal containers are provided on the beach, regularly emptied, and maintained in clean condition. To ensure cleaner beaches, we provide training to our beach staff and continuously monitor beach cleanliness.

OUR TRAININGS

At Panorama Hotel, employee development is of great importance. Newly recruited employees are first provided with orientation and information regarding the company’s operations, rules, and procedures. Following this, department-based training programs are implemented to enhance professional knowledge and competencies, thereby supporting the sustainability of service quality.





ENVIRONMENT AND SUSTAINABILITY TRAINING

At Panorama Hotel, within the scope of environmental training, our employees are informed about waste management, energy and water conservation, the efficient use of natural resources, and environmentally responsible practices in order to support a sustainable environmental awareness.





FIRE SAFETY TRAINING AND DRILL

Fire safety training and drills are of great importance to ensure that our employees can respond quickly and correctly in emergency situations, protect life and property safety, and minimize risks. Through regular practices, a safe working environment is continuously supported.





CHEMICAL SAFETY TRAINING AND DRILL

Chemical safety training and drills are of great importance in raising awareness among our employees regarding the safe handling of hazardous chemicals, proper response to potential spills or leakages, and minimizing associated risks. Through these practices, we also aim to contribute to the reduction of unnecessary chemical consumption.





FOOD SAFETY AND HYGIENE TRAINING

Food safety and hygiene training is of great importance in raising awareness among our employees regarding compliance with hygiene standards, safe food production, and the prevention of potential risks. Through face-to-face training sessions conducted at regular intervals, along with informative poster initiatives, food safety standards and hygiene awareness are continuously supported.



OCCUPATIONAL HEALTH AND SAFETY TRAINING

Occupational Health and Safety training is of great importance in enabling our employees to recognize potential risks in the workplace, prevent occupational accidents, and act in accordance with safe working practices. These trainings are provided to every newly recruited employee, while regular awareness and information sessions help strengthen workplace safety consciousness and support a healthy and safe working environment.





WORKING AT HEIGHT TRAINING

Through working at height training, the awareness of safe working practices among our employees is enhanced, helping to prevent potential occupational accidents and ensure the correct implementation of necessary safety measures. In this way, occupational health and safety processes are further strengthened.





OUR DONATIONS AND SUPPORT INITIATIVES

In line with our sustainability and social responsibility approach, donations made to TEMA Foundation, Alanya Women's Solidarity Association, and the Association for Supporting Contemporary Life contribute to environmental awareness, women's solidarity, educational support, and social development. In addition, scholarship support is provided to support our employees' educational journey and contribute to their individual development.







OUR ACTIVITIES

In order to support the protection of water resources and promote conscious consumption, participation was ensured in the event organized in cooperation with Alanya Municipality on March 22, World Water Day, and awareness initiatives were supported through the distribution of water-saving devices.



OUR ACTIVITIES

Various initiatives are implemented to enhance employee satisfaction, motivation, and corporate commitment. Within this scope, employee performance is encouraged through the selection of the Employee of the Week, while birthday celebrations are organized to support staff motivation and strengthen their sense of belonging.





OUR ACTIVITIES

Through the season-end closing dinner and various gifts provided to employees, it is aimed to strengthen team spirit, increase employee satisfaction, and support corporate commitment.



OUR ACTIVITIES

In order to support local development and women’s entrepreneurship, dedicated stand areas have been created for women producers and entrepreneurs, contributing to the promotion and sale of their products. Through this initiative, it is aimed to support women entrepreneurs’ participation in economic life, encourage local production, and strengthen social solidarity.



OUR ACTIVITIES

On special occasions such as Mother’s Day and International Women’s Day, carnations are distributed to our employees and guests to support staff motivation while also fostering warm and value-oriented communication with our guests. Through this practice, social awareness and corporate commitment are further strengthened.



OUR ACTIVITIES

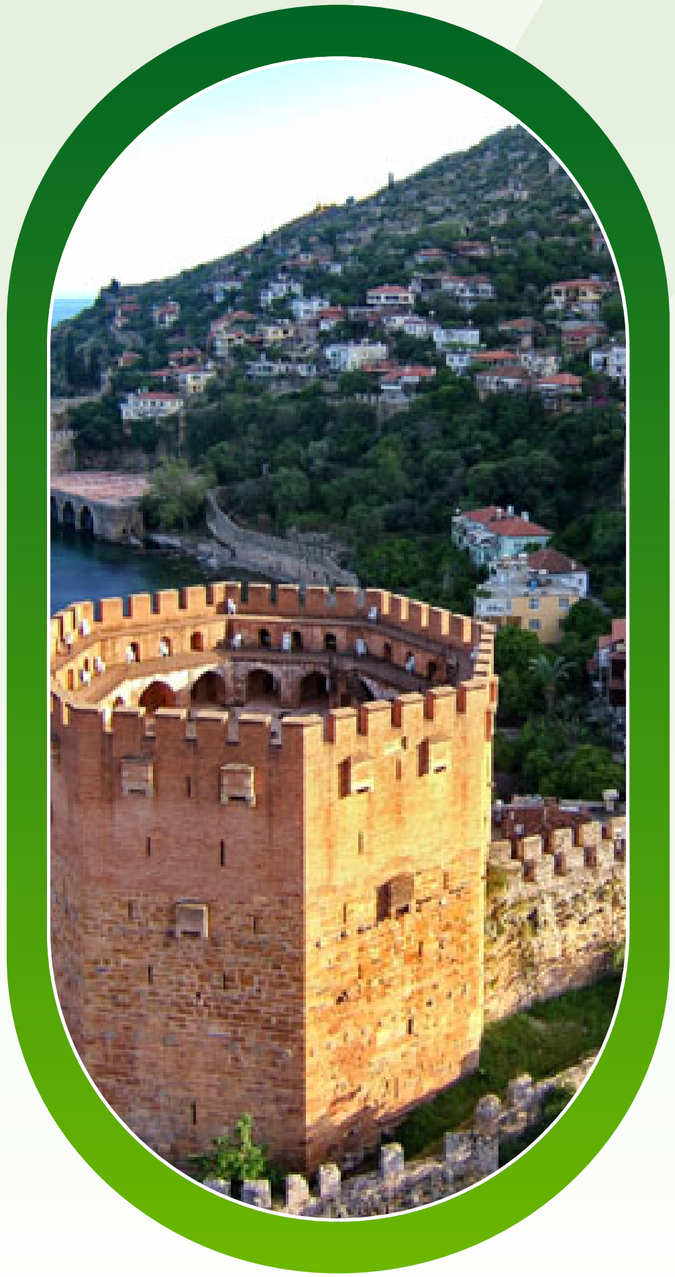
Species identification labels have been placed on the trees located around the facility in order to raise awareness about plant diversity. Through this initiative, the awareness of our guests and employees regarding natural life, biodiversity, and environmental consciousness has been supported.





OUR ACTIVITIES

Bitter oranges collected from our garden have been utilized and processed into marmalade during the winter season, which has then been offered to our guests at the open buffet. Through this initiative, the use of natural products, the reduction of food waste, and the support of sustainable resource management are promoted.



ALANYA MUSEUMS AND HISTORICAL SITES LIST

During your stay, you can explore the cultural and historical richness of the region by visiting museums and historical sites around Panorama Hotel. These places offer you an enjoyable, educational, and unforgettable experience.

ALANYA CASTLE



Surrounded by 6 km long walls and located on a 10-hectare peninsula, Alanya Castle has hosted the Hellenistic, Roman, Byzantine, Seljuk, and Ottoman civilizations.

During spring and summer, visiting hours are between 08:30 and 19:30.

During autumn and winter, visiting hours are between 08:30 and 17:30.

On the first day of religious holidays, the castle is closed to visitors until 13:00.

RED TOWER



The Red Tower, a unique example of 13th-century medieval Mediterranean defense architecture, was built to protect the harbor, shipyard, and Alanya Castle against attacks coming from the sea.
The door located in the northwest of the floor, which is now used as an exhibition area, opens to the outer walls. A large ship graffiti can be seen on the wall to the right. In the center of the open terrace is the opening of a cistern, surrounded by a total of 16 ventilation chimneys arranged in pairs.
Alanya Red Tower can be visited every day of the week between 09:00 and 17:00.

SHIPYARD



At the narrow, round-arched entrance of the shipyard, which is accessed from the old harbor in the northwest direction, a five-line embossed inscription located 4 meters above the entrance attracts attention.

Walking along the wooden pathway from the entrance, you can see an ancient crane in the first chamber; in the second chamber, a fast-moving Ottoman sailing boat used for logistics and supply, one mizzen and one yard; in the third chamber, a main mast, shipbuilding tools, and a freshwater well; in the fourth chamber, ancient anchors; and in the fifth chamber, navigation tools used for determining direction on ships.

Alanya Shipyard can be visited every day of the week between 09:00 and 17:00.

DAMLATAS CAVE



Damlataş Cave was discovered in 1948 during quarry excavation for stone to be used in harbor construction. The cave is located on the western coast of the historic Alanya Castle.

The air inside the cave contains 71% nitrogen, 20.5% oxygen, 0.25% carbon dioxide, along with a small amount of radioactivity and ions. It is the first cave in Türkiye opened to tourism.

Alanya Damlataş Cave can be visited every day of the week between 09:00 and 19:00.

ALANYA ARCHAEOLOGY MUSEUM



The museum, which has 14 indoor exhibition halls and one open exhibition area, was opened in 1967 with artifacts from the Bronze Age, Urartian, Phrygian, and Lydian periods brought from the Ankara Museum of Anatolian Civilizations. Turkish-Islamic works from the Seljuk and Ottoman periods also hold an important place in the museum’s collection. Alanya Archaeology Museum visiting hours are 08:30–19:30 between April 15 and October 2, and 08:30–17:30 between October 3 and April 14.





CARBON FOOTPRINT REDUCTION

- In order to reduce our carbon footprint and become a more environmentally responsible facility, we encourage both our guests and employees to use public transportation.
- Informative awareness posters are available for both our guests and employees.
- Within our facility, there are various types of trees, including lemon, kumquat, avocado, and olive trees, contributing to biodiversity and supporting a greener environment.

THANK YOU

As Panorama Hotel, we consider our sustainability approach to be an important responsibility toward future generations. By continuously improving our practices in environmental, social, and cultural areas, we aim to contribute to the protection of natural resources, enhance social benefit, and promote the widespread adoption of sustainable living awareness. Together with our guests, employees, and business partners, we will continue our efforts with determination for a more sustainable future.







“Sustainable Steps, Livable Tomorrows.”

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