



OUR COMMITMENT TO SUSTAINABILITY

2025



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★★★★★



PREMISE

In a context where sustainability is regarded as a fundamental objective, the hotel industry is urged to address urgent environmental and social challenges. The increasing concern among travelers for the preservation of ecosystems and communities has prompted numerous establishments to initiate changes aimed at minimizing environmental impact, enhancing energy efficiency, and safeguarding biodiversity.

Through this sustainability document, we aim to illustrate our steadfast commitment to the ethical and transparent management of resources. We have implemented initiatives to decrease water and energy consumption, minimize single-use plastics, optimize waste management, and support social projects that benefit the local community and its residents. Each initiative is grounded in principles of responsibility, with the objective of fostering a positive impact for our guests, employees, the community, and the environment.

Paola, Mattia, and Marco

KEY FEATURES

The Best Western Plus Hotel Bologna, situated directly across from the Venezia Mestre train station, is a 4-star establishment ideal for exploring Venice with ease. It features 127 contemporary and well-appointed rooms, each equipped with complimentary Wi-Fi, air conditioning, satellite television, a private bathroom, and options for additional space in the superior accommodations. Amenities include a fully equipped fitness center, three meeting rooms accommodating up to 150 guests, and a restaurant, "Da Tura," which serves authentic Venetian cuisine.

The hotel features private parking, which is also accessible for bicycles and electric vehicles equipped with charging stations. Additionally, there is a breakfast room and an airport shuttle service available upon request. Family rooms and accessible accommodations for individuals with disabilities are offered.

History of the Hotel Bologna in Mestre

Founded in 1911, Hotel Bologna stands as a historic emblem of hospitality in Mestre. The Tura family, now in its fourth generation, has consistently managed the establishment, upholding a tradition of hospitality and professionalism for over a century. Conveniently located for visitors to Venice and the Veneto region, the hotel has continually evolved its services to address contemporary needs while preserving the historic essence that defines its ambiance.



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OUR IDENTITY

MISSION

We are dedicated, from generation to generation, to offering our guests a memorable, sustainable, and eco-friendly experience. Our aim is to inspire positive change within our industry, fostering a better, more responsible, and sustainable future for all.

CORPORATE VALUES IN WHICH WE BELIEVE

The fundamental values that have guided our work for over a century:

Respect: We are dedicated to treating our employees with respect, fairness, and dignity, while ensuring safety and equality within the workplace.

Social Responsibility: We are dedicated to enhancing societal well-being through support for local communities and the adoption of ethical business practices.

Environmental Sustainability: The company is dedicated to reducing its environmental impact by implementing sustainable practices in its daily operations.

These values are fundamental to our efforts and contribute to the development of a robust and positive corporate culture.



Ethics

CODE OF ETHICS

We ensure equitable treatment and fairness at every level of the organization through inclusive practices and policies that strengthen human resources.

Best Western Plus Hotel Bologna denounces all forms of exploitation, harassment, and discrimination based on gender, ethnicity, religion, or disability.

For this reason, we have adopted a CODE OF ETHICS that articulates the values in which we hold.

The code of ethics serves as a resource for all our collaborators and stakeholders.

It is accessible and can be viewed on our website.

OUR TERRITORY

GEOGRAPHICAL DESCRIPTION

Venice boasts a captivating history that traces back to the 5th century, when initial communities established themselves on the islands of the lagoon to evade barbarian invasions. Over the course of a few centuries, Venice evolved into a formidable naval and commercial power, commanding the trade routes between East and West. From the 13th to the 15th centuries, the Republic of Venice, referred to as "La Serenissima," attained its zenith, amassing wealth through the trade of spices, silk, and artistic masterpieces.

The city experienced a flourishing of its architecture and cultural traditions, solidifying its artistic and cultural significance. However, in the 18th century, it began to decline, and in 1797, it was conquered by Napoleon, signaling the end of the Republic. Venice subsequently fell under Austrian control and, in 1866, became a part of the Kingdom of Italy.

Today, Venice is renowned globally for its distinctive beauty, intricate canals, Gothic and Renaissance architecture, and remarkable cultural heritage, continuing to serve as a symbol of art, history, and resilience through the ages.

HISTORICAL CONTEXT AND REGIONAL CULTURE

Venetian culture is exceptionally rich and unique, molded by centuries of history, commerce, art, and local traditions. Venice has cultivated a distinct cultural identity, marked by artisanal craftsmanship, vibrant festivals, traditional cuisine, and a recognizable dialect. Below are some of the key elements:

Art and Architecture

Venice is a genuine open-air museum, featuring structures that amalgamate Gothic, Byzantine, and Renaissance architectural styles.

Artisanal Heritage

Murano Glass and Burano Lace

Festivals and Celebrations Venice Carnival Redentore Festival Historical Regatta

Venetian Cuisine

Some traditional dishes encompass risotto with cuttlefish ink, sardines in saor, bigoli in sauce, creamed cod, cicchetti, fritole, and baicoli.

Language and Dialect

The Venetian dialect continues to be spoken, particularly among the older residents.

Music and Theater

The Teatro La Fenice, comedic performances, and popular theater, characters including Harlequin and Pantalone.

SUSTAINABLE MANAGEMENT

A passion for hospitality aligns with our dedication to a sustainable future.

Our property embarked on a journey toward sustainable management in 2023, a significant milestone in our mission to provide a distinctive experience for our guests while honoring the environment and local communities.

We acknowledge the increasing significance of sustainability within the hotel industry and the influence our actions can exert on the planet and future generations. We are pleased to have received recognition from the Global Sustainable Tourism Council (GSTC), a prominent organization dedicated to advancing sustainable tourism practices globally, and we have successfully attained certification.



The selection of GSTC is driven by its status as a globally recognized international language. The standards to which we have adhered through our actions and commitment are universally acknowledged.

Furthermore, it constitutes a “third party” certification, representing a process through which an organization or product undergoes assessment and verification by an independent entity external to the company or individual seeking certification. This entity, identified as a “third party,” is tasked with ensuring that specific requirements are fulfilled, thereby providing impartial assurance regarding the quality, compliance, and safety of the product, service, or system in question. In summary, third party certification serves as a seal of quality and compliance that is recognized and respected worldwide, offering consumers and companies a concrete guarantee of the integrity and reliability of what is certified.

Through our dedication to the GSTC certification process, we strive to implement practices and policies that mitigate the environmental impact of our operations.

OUR SUSTAINABLE PATH

Our journey began with the aim of giving solidity and authority to our actions. This decision has enabled our organization to embark on a journey to build and strengthen a sustainable, organized, and integrated management system for the long term. This approach begins with a code of ethics and is based on well-defined operating procedures, rigorously applied within the hotel, with the active and informed contribution of our entire team. By sharing these practices, we foster a corporate culture focused on sustainability, aiming to create value and continuously improve the environmental, social, and economic impact of our operations.

People at the center

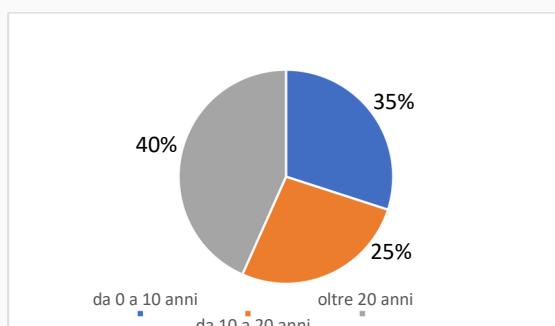
We're also committed to hiring local staff, thus helping to keep the local community vibrant. Our employees are an invaluable resource in providing a high-quality experience, and many of them have been part of our team for many years.

Collaborators (with permanent contracts)	2023	2024
Number	34	42
Type	53% women 47% men	43% women 57% men
Local collaborators*	100%	100%

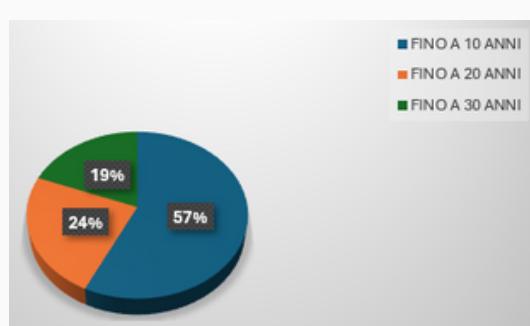
*Local collaborators are defined as employees living within a 30 km radius of their workplace. This distance allows employees to easily reach the facility, including via public or sustainable transportation.

DURATION OF PERMANENT CONTRACTS

2023



2024



CULTURAL AND SOCIAL SUSTAINABILITY

Our hotel serves as a pivotal hub for the city's service clubs, hosting their conventions and providing financial support for the annual cultural and social initiatives. Notable examples include the Walter Tobagi Club, the Centro Studi Storici di Mestre, and the Circolo Veneto, which presents the Pittura Mestre award.



Giovedì 13 Dicembre 2024, ore 19,00
Hotel Bologna – Piazzale Stazione
Su prenotazione: mestreracconta@gmail.com

In collaborazione con



Gruppo Bancario Cooperativo Iccrea

SENTIMENT ANALYSIS

We have implemented a monitoring process for guests to assess and analyze their level of satisfaction, and we have established a procedure to oversee corrective actions and targeted interventions.

We also solicit feedback from our guests regarding the sustainability practices and measures implemented (data from Medallia Best Western).

MY SCORES 01/01/2024 - 31/12/2024

%8-10*

Net Promoter Score* (NPS %9-10 minus %6 and lower)	75.18
Overall GSS	93.09
Overall Experience	92.15
Overall Service	91.04
Overall Breakfast	80.93
Working Order of Room Amenities	90.34
Cleanliness of Guest Room	93.56
Elite Recognition	91.92
Caring, helpful staff	92.99

*All scores reflect %8-10 unless otherwise noted.

LOCAL, SUSTAINABLE, AND EFFICIENT PRODUCTS



Our commitment also encompasses the management and selection of the supply chain.

In our proposal, we aim to highlight the region's offerings by featuring traditional dishes and utilizing local products sourced from certified supply chains and zero-kilometer initiatives. Notable examples include Dobbiaco cheese and Caciotta.

We have established transparent and collaborative procedures:

Purchases from local producers: we partner with local suppliers to minimize CO2 emissions associated with transportation and bolster the local economy.

Seasonality: Our breakfast team is encouraged to strategize the utilization of ingredients based on their seasonal availability, thereby minimizing environmental impact and ensuring product freshness.

Comprehensive utilization of ingredients: we prioritize minimizing food waste through meticulous and responsible preparation for the breakfast buffet.

Green and efficient purchasing:

Eco-friendly, efficient, and short-supply chain purchasing are a key component of our overall sustainability strategy. This includes purchasing practices that consider not only product cost and quality, but also their environmental impact:

What are the actions:

- Reduction of single-use plastic, with the aim of eliminating it.
- Insertion of dispensers in the bathrooms.
- Purchase of certified paper products (toilet paper, napkins, printer paper, etc.).
- Mapping most cleaning products and replacing them, where possible, with eco-labeled or other environmentally friendly products.
- Be careful to buy organic or fair trade products whenever possible.

COLLABORATION WITH OUR SUPPLIERS

We seek out our suppliers as true partners with whom we can share our operational approach.

For this reason, in addition to presenting them with our Code of Ethics, we have initiated a specific mapping process to better understand who we collaborate with and verify their commitment to sustainability.

At the same time, we have initiated a process to evaluate our suppliers based on sustainability criteria.

We regularly analyze our supply chain, including purchasing performance, to identify opportunities for improvement and potential collaborations with local suppliers.

From 2024, according to our definition, local suppliers are those located within an 80 km radius of the facility.

Suppliers	2023	2024
Locals	Provincial: 29% Regional: 17% National: 45%	61%

THE MONITORING

To ensure sustainable management, it is essential to establish a monitoring system across various operational domains.

Energy oversight

- 1) **Energy consumption:** We monitor electricity and heating usage in both common areas and individual rooms. We consistently implement efficient solutions, such as LED lighting, motion sensors, awareness signage, and remote room management, whenever we identify a need.
- 2) **Acquisition of renewable energy:** starting in September 2024, we will procure 100% of our energy from renewable sources via green certificates issued directly by the supplier. Additionally, we are investing in the internal thermoregulation of common areas to decrease gas consumption during the off-peak season.

Monitoring CO2 emissions

- 1) **Carbon footprint:** We calculated the hotel's carbon footprint, taking into account emissions from energy consumption and laundry services using the HCMI calculation of the World Sustainable Hospitality Alliance platform.

CO2	2023	2024
Total Guestrooms Carbon Footprint	690,01 tCO2e	460,72 tCO2e
Total Meetings Carbon Footprint	45,49 tCO2e	30,37 tCO2e
Carbon footprint per occupied room on daily basis	27,36 kgCO2e/occ room	8,61 kgCO2e/occ room

Water monitoring

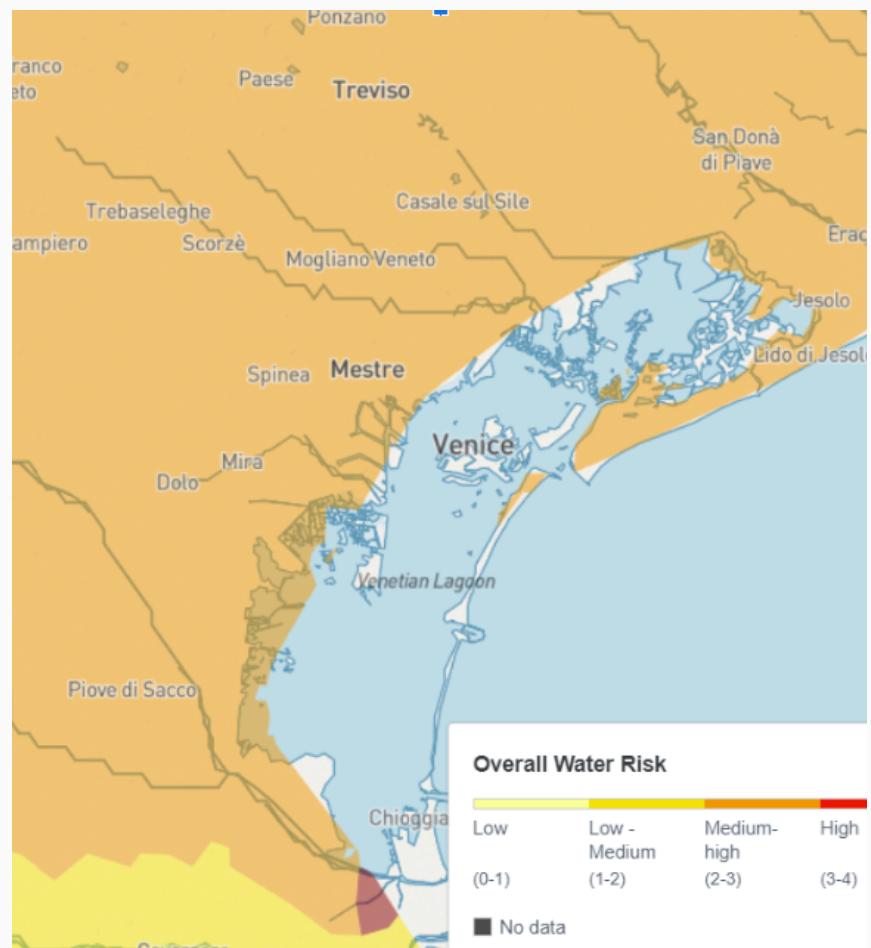
1) Water consumption: We track our consumption based on occupancy. We monitor water usage in guest rooms and common areas, identifying potential waste. We periodically replace and clean shower heads to maintain water delivery within established standards.

	2023	2024
Water consumption	23.239 mc	11.265 mc

We educate our customers on how to reduce water waste during their stay.

2) Analysis of the level of hydrogeological risk: We verified the positioning of the level of hydrogeological risk of our territory through the Water Risk Atlas platform.

**In December 2025 the estimated level is:
MEDIUM HIGH**



Waste Monitoring

We assess and track the volume and categories of waste generated (residual waste, plastic, glass, paper, etc.) throughout all areas of the hotel under our oversight, while also striving to educate our guests on the proper management of their waste.

2023	INDIFFERENZIATA	PLASTICA	CARTA
tot sacchi	814	305	162
tot m3	65,12	24,4	12,96

2024	INDIFFERENZIATA	PLASTICA	CARTA
tot sacchi	1415	573	285
tot m3	113,2	45,84	22,8
tot m3 per cliente	0,0024	0,0010	0,0005
tot m3 per camera	0,0042	0,0017	0,0008

Recycling and disposal:

We guarantee the effectiveness of our recycling efforts by ensuring that every area of the hotel adheres to waste separation and reduction policies. Our housekeeping staff conducts separate waste collection at checkout to facilitate proper disposal. Customer awareness is enhanced through internal communications at the reception desk and subsequently in the guest rooms via a dedicated channel.

GUEST ENGAGEMENT



**DECIDI TU
YOU CHOOSE**

INSIEME POSSIAMO FARE LA DIFFERENZA.
POSSIAMO EVITARE CHE MILIONI DI LITRI
D'ACQUA VENGANO CONTAMINATI DA
CLORO E DETERGENTI CHE FINISCONO NEI
NOSTRI MARI.
CAMBIEREMO LE LENZUOLA SOLO QUANDO
LASCI QUESTA CARD SUL LETTO.
LASCIA SUL LAVELLO GLI ASCIUGAMANI CHE
VUOI CAMBIARE.

L'AMBIENTE E' UN BENE PER TUTTI.

YOU CAN HELP US MAKE THE DIFFERENCE.
TOGETHER WE CAN SAVE MILLIONS OF GALLONS
OF WATER FROM CHLORINE AND DETERGENTS
THAT WILL CONTAMINATE OUR OCEANS.
YOUR LINEN WILL BE CHANGED ONLY WHEN THIS
CARD IS PLACED ON YOUR BED IN THE MORNING.
YOUR TOWELS WILL BE CHANGED WHEN PLACED
IN YOUR SINK.

CONSERVATION TAKES CARE OF EVERYONE.

hotelbologna

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SUSTAINABLE TRANSPORT

We have already implemented various initiatives to promote sustainable mobility, which is especially significant in a well-connected city like Mestre, where the majority of visitors arrive by train.

To promote the use of eco-friendly vehicles, we provide customers with a secure bicycle storage area, perfect for those traveling with their own bikes or wishing to explore the surrounding area on two wheels. Furthermore, to support the adoption of electric vehicles, we have installed charging stations in the parking lot, offering a convenient solution for those arriving in electric cars.

To enhance awareness among guests, we have implemented an information program focused on sustainable mobility, offering a comprehensive guide to cycling and walking routes, as well as maps for eco-friendly itineraries.

We also encourage our customers to utilize public transportation to explore the city of Venice by providing the option to purchase bus and vaporetto tickets directly in the lobby.

These initiatives seek to demonstrate to guests that sustainable mobility represents an accessible and eco-friendly option, contributing to the reduction of their stay's environmental impact and fostering a more mindful travel experience.



BIODIVERSITY

Hotel Bologna encourages its guests to explore and honor the distinctive biodiversity of the region surrounding Mestre and the Venetian lagoon.

The lagoon area indeed supports an exceptional diversity of animal and plant species that inhabit fragile ecosystems requiring preservation.

To safeguard biodiversity, visitors may opt for sustainable modes of transportation, such as bicycles or walking, to explore the region in an environmentally conscious manner.

The hotel provides bicycle storage and recommendations for nature trails and parks, enabling guests to explore the beauty of the lagoon and surrounding green spaces.

A modest action, such as minimizing the use of plastic and disposable materials, can create a significant difference, particularly in a region like the lagoon, where each effort can influence the surrounding ecosystem.

Guests have the opportunity to explore local species: the Venetian lagoon serves as a crucial stopover for migratory birds, including flamingos and herons, and boasts a diverse marine fauna and indigenous flora. Engaging in guided tours and birdwatching activities not only facilitates the discovery of these natural habitats but also aids in their conservation.

The dedication of each individual, alongside the sustainable practices advocated by the hotel, contributes to preserving the ecosystem's balance and safeguarding this natural heritage for future generations.



CONCLUSION

The sustainability journey undertaken represents a concrete and ongoing commitment to more responsible management, attentive to the environment, people, and the community. The report illustrates the key results achieved in areas such as energy efficiency, sustainable resource management, guest awareness, and collaboration with local suppliers, recognizing that sustainability requires a process of constant improvement and ongoing innovation.

The goal is to reduce the environmental impact of daily operations while creating value for guests, offering a stay experience consistent with the principles of environmental respect and well-being. By reducing consumption and waste and supporting the local economy, we strengthen our connection with the local area and protect its natural and cultural resources.

In the Mestre area, just minutes from Venice, this commitment translates into the promotion of conscious and respectful tourism, combining quality hospitality with local development, contributing to a sustainable and shared hospitality model.

Our improvement objectives for the next three years are:

- reduction of plastic use within the service provided and along the value chain with the suppliers involved;
- reducing carbon impact by using environmentally friendly natural resources while still pursuing business profitability;
- reducing water waste through customer awareness policies and pursuing the modernization of the facility;
- Raising awareness among employed personnel through training activities in the sustainable field.

This report, therefore, is not only a testament to what we've accomplished so far, but a promise of what we intend to do yet. It is an invitation to our guests, collaborators, and the entire community to walk with us in this direction. Sustainability is a journey that requires everyone's participation, and we believe that each of us, through small and large gestures, can be part of this positive change.

Together, we can build a future where tourism is an opportunity for sustainable growth, where people feel closer to nature, and where our impact is minimized. For us at Hotel Bologna, respect and care for the environment and people are not only ethical principles, but also at the heart of our identity. We are committed to doing our best to ensure that every stay is not only a moment of relaxation and discovery, but also a concrete contribution to a greener and more just world for all.

Mestre, dicembre 2025



Best
Western
PLUS.

hotelbologna



Best Western Plus Hotel Bologna
Via Piave, 214 - 30171 - Mestre (VE)
Telephone: +39 041 931000
E-mail: bologna.ve@bestwestern.it

