



SUSTAINABILITY MANAGEMENT PLAN 2018

Mövenpick Hotel Beirut



As a member of Mövenpick Hotels & Resorts, Mövenpick Hotel Beirut aims to promote, support and incorporate environmentally sustainable practices for a management that responsibly sustains the environment, with an aim of reducing pollution and safeguarding the long-term existence of its businesses.

We support environment-friendly measures practiced in the hospitality industry and take into account the nation's economic interest as a whole. We encourage our employees to undergo trainings and engage in continuous learning in order to protect the environment whilst keeping our guests, customers and stakeholders well-informed about our environmental protection initiatives.

Mövenpick Hotel Beirut is committed to environmental, social and employee sustainability. Our hotel strives to implement sustainable initiatives that will have a long-lasting impact on the community, with high regard to key operational aspects in safeguarding our environment, society and employees.

Environmental Sustainability

At Mövenpick Hotel Beirut, we are committed to conducting our business in a sustainable way from an environmental perspective, taking care of the planet and making it a better place for future generations. We also believe that our collective actions do make a difference.

Social Sustainability

Mövenpick Hotel Beirut continuously seeks ways and engages with initiatives that aim to improve the local community where we belong. Part of our CSR programme includes monthly SOS visits, acceptance of trainees from local vocational schools, the #AKiloOfKindness campaign and career talks for students. Our Social Sustainability drive highly supports the worldwide SHINE programme of Mövenpick Hotels & Resorts.

Employee Sustainability

Mövenpick Hotel Beirut believes that employees are the key factor for its success, and therefore finds ways to take care of them. The resort is always aiming for development and provides an avenue in any way possible to promote career growth. Ample trainings, employee engagement and feedback, as well as further education sponsorships, are always upheld and given attention to in the resort.



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1.0 Analysis

Tourism is one of the world's largest industries supporting employment, infrastructure growth and development.

Lebanon's economic freedom score is 59.5.

Lebanon ranked 10th out of 15 countries in the Middle East/North Africa region.

The weakness and potential volatility of many currencies against the US dollar and a deep recession in Russia, a key outbound market, slowed down outbound spending in line with a slower world trade overall in 2015. Hence, regional and domestic tourism became a major business source in 2015, which is seen to continue in the coming year.

Green Globe Partnership

Mövenpick Hotels & Resorts is one of the largest hotel groups to commit to Green Globe certification for all its properties worldwide. With the new partnership, we underpin our ambition to set an example for the industry. The strategy is part of a company-wide programme to establish a common and global approach to environmental, social and employee sustainability.

Mövenpick Hotels & Resorts aims to set a new benchmark for sustainability by committing to a certification partnership with the internationally acclaimed Green Globe.

Our aim at Mövenpick Hotel Beirut is to maintain our compliance with the Green Globe indicators.

About Green Globe

The origin of Green Globe can be traced back to the United Nations Rio de Janeiro Earth Summit in 1992, where 182 heads of state from around the world endorsed the Agenda 21 principles of sustainable development. Two years later, the Green Globe membership was established. The Green Globe brand represents the best in sustainable practice within the travel and tourism sector, and provides certification, training and marketing services in 83 countries.

For more information, visit www.greenglobe.com.



2.0 Sustainability Criteria

A. Environmental – To minimise any damage to the environment, i.e., plants, animals, water, soil, energy use, contamination and such, to benefit the environment through protection and conservation, and running a business in a way that does not destroy the natural resources – natural, cultural or economic – on which it depends.

B. Social – To not cause harm and instead revitalise the social structure or culture of the community where it is located.

C. Employee – Mövenpick Hotel Beirut hires talents with good personality; people with room to grow in the hospitality industry. We promote and actively embrace diversity, culture, generations, backgrounds and thoughts. Our growth offers many career opportunities to talents who live our company values and core behaviours.

3.0 Policy

Mövenpick Hotel Beirut is committed to conducting our business in a sustainable way from environmental, employer and social perspectives. We are committed to carrying out our business practices in the most sustainable manner possible. With sustainability, we demonstrate how we behave toward the environment, as an employer and from a social perspective to make a better place for future generations.

Our General Environmental Objectives are:

- To ensure a healthy and safe environment for our guests and employees;
- To comply with all local and national environmental legislations and regulations, and continuously improve the environmental management of the resort, as well as to prevent ecological pollution caused directly or indirectly by the company;
- To set objectives and targets according to the identified environmental impacts, and to implement and maintain an environmental management system to meet international standards and achieve identified and agreed-upon objectives;
- To constantly monitor environmental impact and improve quality assurance management;
- To save freshwater using efficient management and consumption controls;
- To improve energy efficiency, conservation and management by regular controls, staff training and implementing modern and regenerative or other best available technologies wherever reasonably possible and feasible;
- To reduce, reuse and recycle waste materials and avoid any hazardous substances in order to minimise risk of harming the environment;



- To reinforce our employees' ecological and social sensitivity, and ensure environmentally safe and sound working conditions with motivation, information and training;
- To take into account ecological and social aspects in our relationship with investors, suppliers and subcontractors, and strive for the most environmentally sound solutions;
- To cooperate with environment-friendly organisations;
- To influence authorities and support special projects in the local community in order to keep the economic, social, environmental and cultural situation intact, or improve existing conditions. It is the policy of the hotel to operate in an environment-friendly manner, protecting resources, the environment and cultural heritage in which it is located; and
- To ensure the implementation of WWF and wildlife species guidelines on the protection of rare species.

Our aim is to:

- Reduce energy consumption through the implementation of energy-efficient lighting and reduce electricity consumption by 2%;
- Reduce water consumption by 5%;
- Implement an effective waste management programme promoting recycling and reducing the unnecessary use of products by 4%;
- Reduce usage of Diesel Fuel by 5%;
- Introduce green products in our operations;
- Continuously celebrate our diverse work force and provide equal opportunities to learn, develop and make promotions from within;
- Improve employee engagement and job security;
- Ensure fairness and transparency in terms of hiring and promotions, as well as compensation and benefits;
- Encourage communication and a sense of entrepreneurship;
- Positively contribute to the countries and communities in which we operate;
- Work closely with registered local and global charity partners;
- Organise and support fundraising initiatives;
- Promote local products; and
- Keep our guests, customers and employees informed about our environmental protection initiatives whenever they are worth reporting.



4.0 Strategy and Tools

A. Design and Structure

Mövenpick Hotel Beirut is located in Beirut, which is the capital of Lebanon. It is a residential area located across the Mediterranean Sea that includes a marina, various residential hotel accommodations, restaurants, retail shops and a wonderful nightlife.

The resort provides 292 comfortable guest rooms, 78 chalets, 1,010 cabins, 3 main restaurants, 1 pool bar, 1 rooftop, an Olympic pool, another pool, a kids pool, an onsite diving centre, Essential Spa and Health Club with its own indoor pool, and 11 meetings and event venues.

Located just 15 minutes away from Rafic Harriri International Airport with easy access to Lebanon's main roads, the resort is ideal for business, leisure and long-staying guests.

- 61 Classic Rooms offering 32 sqm of space and courtyard view with double or two single beds
- 123 Deluxe Sea View Rooms offering 35 sqm of space, a balcony and a sea view of the Mediterranean along with the Hotel's three pools. Each features two twin beds.
- 78 Executive Rooms, each offering a total of 35 sqm. It features either two twin beds, a king-size bed or a queen-size bed. The room overlooks either the hotel's courtyard or city view.
- 6 Junior Suites overlooking the hotel's courtyard. It offers a generous 42-sqm space with an intimate living room and a distinct master's bedroom with a king-size bed and another room with two single beds.
- 5 City View Suites are perfectly designed and decorated. It occupies 68-sqm space and includes a separate living room, private terrace and a king-size bed for two. The view of the sparkling waters of the Mediterranean Sea will bedazzle you.
- 13 Executive View suites occupying 68 sqm, including a separate living room, private terrace, and a king-size bed for two guests. They are furnished with natural wood and warm colors to create an environment of tranquility and peace.
- 3 Diplomatic Suites comprising a separate salon and dining area, along with a master's bedroom. It covers an area of 103 sqm with a spectacular sea view and a spacious walk-in closet along with a connecting room.



- 2 Ambassador Suites covering 144-sqm space with a wonderful sea view along with access to the Executive floor and a private balcony. It offers an imaginative master's bedroom and an indulgent walk-in closet with a living room, dining room, kitchenette and a separate guest bathroom.
- One Royal Suite covering 280 sqm of space. It boasts a comfortable, yet modern interior. It features a sitting area, dining room, walk-in closet and Jacuzzi as well as a king-size bed. It also has two spacious bathrooms, a kitchenette, a separate bedroom, private sauna and spectacular views of the Mediterranean from its private balcony.
- An environment adapted for physically challenged guests with two handicapped rooms available and ramps in the resort for ease in mobility
- Complimentary Wi-Fi connection in all rooms and public areas
- 24-hour room service
- Business Centre
- Ten indoor Meetings & Events rooms
- Five restaurants and bars
- A full-fledged spa with 10 treatment rooms
- Onsite Diving Centre
- Kids Club
- Three outdoor pools, one indoor pool, one sauna, one steam room, one indoor Jacuzzi and 10 waterbeds

B. Resort's Key Strategic Objectives

The management team, along with the owning company, has mutually agreed to align their efforts towards achieving the strategic objectives of the resort, which include but are not limited to the following key major areas:

1. To achieve financial results for the resort;
2. To re-position the property for other market segments;
3. To consistently exert the best efforts in order to enhance overall guest experience;
4. To align our training efforts for each associate with an expected performance in order to achieve qualitative and business targets;
5. To protect profit by making all efforts possible to reduce any related costs to certain areas, for instance, in energy consumption, actual energy bills for 2016 will be minimised as a result of using LED bulbs; and
6. To ensure the quality standards of the resort are met, as per the standards set by the Area Office.



C. Effective Sustainable Management

- The resort has implemented a sustainability management system that is suitable to its reality and scale, and that considers environmental, socio-cultural, quality and safety issues.
- The resort is in compliance with all relevant legislations and regulations (including, amongst others, the areas of health, safety, labour and environment).
- The resort conducts employee training on environmental and socio-cultural management issues.
- Customer satisfaction is measured and corrective action taken where necessary.
- Promotional materials are truthful and do not promise more than can be reasonably expected by customers.
- Design and construction of buildings and infrastructure comply with local zoning and protected or heritage area requirements; the resort respects the surrounding natural or cultural heritage in its design and impact, and uses locally appropriate principles of sustainable construction; provides access to the handicapped.

D. Maximising Economic Benefits to the Community

- The resort contributes to community development and infrastructure.
- Locals are employed, even in management positions.
- Local services and goods are purchased by the business.
- The resort helps local small entrepreneurs develop and sell products that build on the areas of nature, history and culture (including food and drinks, crafts, performing arts, agricultural products and others).

E. Minimising Socio-Cultural Harm

- There is an appropriate code of behaviour with respect to activities in indigenous and local communities, as well as in culturally sensitive sites, established by mutual consent or following established guidelines.
- Cultural interpretation or education is provided to customers.
- The resort is equitable in hiring women, even in management positions.
- Historical and archaeological artefacts are not sold, traded or displayed, except as permitted by law.
- The business contributes to the protection of local historical, archaeological and cultural properties, and permits access to them by local residents.



CORPORATE SOCIAL RESPONSIBILITY PROGRAMME (CSR) – SHINE

Shine is the CSR programme of Mövenpick Hotels & Resorts that guides all of the team members to take part in the company's initiatives in social responsibility. There are certain activities that engage our associates with the local community in terms of assistance, volunteering, awareness raising, charity and supporting noble causes of other organisations on a large scale.

1. The resort identified SOS Children's Village as its main charity to support. We conduct regular visits, giving books and inviting the children to the resort during iftar.
2. The resort also supports Children's Cancer Center through the employees' initiative by donating a specific amount each month from their salary.
4. The resort also collaborates with the Braveheart Organization to participate in the marathon.
5. We hosted a Kif from Tamanna Organization to make his dream come true as he was battling skin cancer.
8. We collect bottle caps to give to the "Arc en Ciel" Organization, which trades them for wheelchairs.
9. The resort implements the "A Kilo of Kindness" campaign, wherein guests and employees are encouraged to donate clothes in exchange for one scoop of ice cream for every kilo donated.

F. Minimising Environmental Harm

- Incorporating green initiatives in daily operations to conserve energy;
- Implementing a purchasing policy that favours environment-friendly products for building materials, capital goods, food and consumables;
- Measuring non-renewable energy consumption and implementing procedures to reduce use and consumption;
- Measuring potable water consumption and implementing procedures to reduce it;



- Reducing contamination;
- Measuring greenhouse gases and working on ways to reduce them;
- Implementing a solid waste management plan with quantitative goals to minimise waste that is not reused or recycled;
- Minimising the use of hazardous substances including pesticides, paints, swimming pool disinfectants and cleaning materials, or substituting them with safe products;
- Implementing policies to reduce noise, light pollution, runoffs, ozone depletion, air pollution and soil contamination;
- Using local plant species/varieties for landscaping and green areas;
- Implementing a contingency plan;
- Providing environmental training or education to employees and customers; and
- Strictly implementing the No Endangered Species Purchasing Policy.

G. Quality Assurance

The Mövenpick brand has certain tools for ensuring quality in services and product delivery for the properties. Some major tools include:

- Hotel IQ Audit, which is a third-party audit, conducted twice a year to evaluate overall guest experience in Rooms and Food & Beverages.
- Guests' responses through certain channels, such as TrustYou, VEOS, TripAdvisor and Booking.com, amongst others, give an indication of the areas that need attention on a daily basis and the enhancement of existing procedures.
- Regular quality assurance meetings engage all department heads with the GM to evaluate all issues related to quality and proactively address them to prevent their re-occurrence.
- Mystery Shopper-IFH is an outsourced company doing audits to check the quality of Reservations department assistance, as well as Meeting & Events assistance.
- The Area Office conducts operational and departmental audits to gauge the performance of the hotel on the aspects of quality, as set by the brand.
- Certain government entities and the Ministry of Tourism conduct quality assurance by making regular visits.
- Accreditations, such as Green Globe and HACCP, assist in maintaining the quality standards of designated areas.

5.0 Procedures

Guided by our objectives and our strong desire of becoming a benchmark for sustainable practices, Mövenpick Hotel Beirut was able to identify the actions below, which were/will be incorporated in the resort's daily operations at the resort and employee levels.

- A. Resort level
- B. Employee level



A. Resort level

Mövenpick Hotel Beirut will take the following approach:

- Identify and secure affiliations and memberships to environmental organisations and Comply with membership rules and regulations (Green Globe, HACCP, ISO22000);
- Identify individuals/specific committees to spearhead the resort's campaign in promoting sustainability initiatives and establishing a Sustainable Committee;
- Carry out projects and activities that are in line with the environmental objectives of reducing energy, water and waste;
- Source out sustainable suppliers for the resort's operation requirements;
- Encourage communication and community awareness on environmental sustainable efforts of the resort to campaign for sustainability;
- Continuously support and participate in environmental activities and involve guests through effective PR initiatives;
- Use only environmentally sound guest supplies and amenities;
- Consider purchasing only from certified suppliers if the process is comparable/acceptable;
- Set development cooperation with local green and environment-friendly farms and inform guests about it;
- Use, whenever possible, only organically grown vegetables and fruits in the hotel kitchen, and support suppliers/farmers who organically grow vegetables and fruits; and
- Use recycled papers, tissues, toilet papers and printed materials whenever available at competitive prices.

B. Employee level

We have almost 276 associates working at the property, 26 of whom are part of management (Levels 1, 2, 3) whilst 125 (Levels 4, 5, 6, 7) are non-management.

- Establish well-defined "Green Duties" for employees;
- Engage in regular committee meetings to brainstorm for green initiatives;
- Ensure efficient flow of communication related to green initiatives in respective departments;
- Encourage employees to influence community decisions towards an environment-friendly approach;
- Support community programmes to raise awareness promoting green initiatives;
- Spread information about the necessity of collecting rubbish separately;
- Support the community in its efforts to restore/preserve historical sites; and
- Encourage employees to adopt an environment-friendly approach that extends to the employees' accommodation and households.



6.0 Environment Plans & Actions

A. Ensure Environmentally Responsible Management

Environmental protection is the responsibility of management. If business management is environmentally committed, it motivates employees, business partners, customers and suppliers to think and act in a more environmentally responsible manner. This process requires the time, conviction and commitment of managers and leaders at all levels of management.

Actions

- Inform employees about all the measures and aspects of environmental protection we implement.
- Provide employees with further training in environmental matters, encouraging them to identify more strongly with and be more sensitive towards environmental protection goals.
- Include our customers and guests in our environmental protection measures as they are our conscience, involving them if need be, in the development of the environmental concept within our business, as well as examining and implementing their ideas and suggestions.

B. We want to achieve measurable results

Environmentally aware business management is a prerequisite for future business growth. Over the next few years, we want to achieve tangible success in the following areas:

Actions

- Reduce energy consumption through the implementation of energy-efficient lighting (LED bulbs), installation of Variable Frequency Drive for pool pumps and utilisation of solar energy through the installed solar panels. A clear goal of energy saving is set and properly communicated to all concerned. Efforts were made to achieve 21% savings.
- Reduce water consumption by installing water-saving aerators in guest rooms, practicing backwash process that re-uses pool water for irrigation and efficient scheduling of laundry operations.
- Improve waste management through an efficient recycling programme.



C. Providing reliable information

By providing concise and reliable information to our guests, suppliers and the general public, we intend to report our environmental initiatives when these are worth mentioning because they are over and above the usually expected measures.

Actions

- Regular updates for our website and internal and external collaterals
- Regular updates for local newspapers, magazines and social media accounts

7.0 Waste Management Plan

The hospitality industry, the hotel sector in particular, generates various kinds and large quantities of waste daily that require adequate, efficient and proper management.

Solid wastes

Hazardous and non-hazardous solid wastes are normally generated during construction and operational phases. Non-hazardous waste materials normally include paper and cardboard items, glass and aluminium products, plastic items, organic wastes, building materials and furniture, and used oils and fats. Hazardous wastes, on the other hand, may include batteries, solvents, paints, antifouling agents and some packaging wastes. Several principles of waste reduction in resort facilities shall be considered as part of a formal waste management plan, which includes but not limited to the following:

- Buying in bulk quantities whenever possible;
- Using refillable bulk dispensers (e.g. toiletries) rather than individually packaged products;
- Working with suppliers to limit use of, and establish recycling for, product packaging;
- Avoiding use of polystyrene foam in all operations;
- Providing in-room recycling procedures and appropriate receptacles;
- Using glass or durable plastics instead of disposable plastic items (e.g. straws, cups); and
- Disposing of waste materials only after all waste prevention and recycling strategies have been explored and maximised. The waste management plan includes the role of each and every employee of the resort in carrying out the prescribed recycling practices in their work area whenever possible.

7. a. Garbage category

- Dry waste (paper, plastic and aluminium)
- Wet garbage
- Glass garbage
- Waste oil (kitchen and engineering)



- Metal garbage
- Wood garbage
- Hazardous waste
 - Electrical and electronic waste
 - IT scrap
 - Tube light and bulbs
 - Expired chemicals
 - Empty containers
 - Cleaning waste
 - Clinical wastes

7. b. Departmental responsibility

Housekeeping:

- Waste segregation in every guest floor
- Reuse of paper
- Garbage segregation on floors

Stewarding:

- Use of biodegradable garbage bags
- Keeping track of wastage
- Recycling of paper and cardboards
- Recycling of glass
- Recycling of aluminium
- Recycling of plastic
- Recycling of used kitchen oil

Offices and administration:

- Recycling of papers
- Printing on both sides of a paper
- Garbage segregation in respective offices

Engineering and technical services:

- Controlling and measuring of emissions and effluents from the property
- Hazardous waste recycling and disposal
- Grease trap cleaning twice a month

7. c. Details on the waste removal companies:

- General waste and recycling: Sukleen and Proshred



7. d. Interesting facts about recycling

- Recycling one ton of paper saves 17 mature trees, 7,000 gallons of water, three cubic yards of landfill space, two barrels of oil and 4,100 kilowatt hours of electricity – enough energy to power the average American home for five months.
- Recycling paper instead of making it from new materials generates 74% less air pollution and uses 50% less water.
- Producing recycled paper requires about 60% of the energy used to make paper from virgin wood pulp.

8.0 Major Projects Completed & KPIs Per Department

Waste Segregation

All resort wastes are separated as follows:

1. Red: metal and glass
2. Blue: paper and plastic

Electrical Savings – to ensure the reduction of power consumption

1. All technical equipment are maintained regularly; inspections are documented through our Dynawin System (in progress).
2. Energy consumption is calculated in relation to turnover and number of guests, through the online optimiser.
3. Energy consumption is recorded every day by the Engineering department and shared in the daily management meeting.
4. An automatic switch on/off air-conditioning system is in place in the guest rooms.
5. Laundry operations are properly scheduled.
6. LED lights are currently being installed to replace ordinary light bulbs.

Water Conservation – to reduce water consumption

1. Water consumption is recorded daily by the Engineering department.
2. All water taps are fitted with flow regulators.
3. Bathrooms are fitted with low-consumption shower heads.
4. Water-saving aerators are installed to reduce consumption.
5. Laundry operations are scheduled efficiently.
6. Leaks are immediately repaired.



Housekeeping and Stewarding – to maintain waste diversion

1. Johnson Diversey Company supplies our resort with ECO cleaning materials.
2. Employees are trained to optimise usage of materials.
3. A hygiene concept will be set up in the entire resort.
4. All the cleaning chemicals in use have environmental certificates.
5. All the chemicals are kept locked in a separate room.
6. All product descriptions are available for all the cleaning materials used.

Food & Beverage, Kitchen and Purchasing – to ensure compliance with IUCN Red List

1. All items are purchased from environmentally certified suppliers.
2. Ensure no endangered species are included in the menus.

Guest Rooms

1. Non-smoking rooms are available.
2. The AC unit automatically turns off when balcony doors are open.
3. Energy-saving lamps and light bulbs are in place.
5. Motion-detector switches and motion detectors are installed in certain areas

Food & Beverages Management

This procedure establishes the guidelines for an ecologically sound operation. This helps the Food and Beverages manager and assistants in reviewing their operations with a view towards reaching the essential food safety and environmental tasks.

The Food and Beverages manager is responsible for carrying out environment-friendly operations in his area of accountability, as well as encouraging the staff to participate in activities and trainings to protect people and the environment on the following topics:

Food Hygiene and Safety
Food Waste Management



9.0 Landscape

- Use of automatic irrigation system and programme in the most efficient schedule.
- Use a drip irrigation system with low volume irrigation.
- Adjust sprinkler times and/or durations according to season; water during non-daylight hours to limit evaporation.
- Group plants with similar water requirements together on the same irrigation line, and separate plants with different water requirements on separate irrigation lines.
- Landscape with trees and plants that tolerate the climate, soil and water availability.
- Use organic fertilisers and soil amendments.

Precautionary Statements:

A. If spilt on eyes or skin, immediately flush with plenty of water for at least 15 minutes whilst removing contaminated clothing and shoes. Wash clothes before reusing. If victim ingests the material but remains conscious and alert, give two to four capfuls of milk or water. Never give anything by mouth to an unconscious person. Get medical aid.

B. Company policy prohibits the use of invasive alien species in gardens, landscapes and other areas of operation.

Also used by the company are certified seeds and other products that are non-hazardous to the environment.



10. Environment Committee

- A. It is the policy of the resort to have a sustainability team headed by the general manager within its organisation. This committee establishes an environmental, employee and social concept for the resort and implements this concept through the tool of a detailed action plan; therefore, a quarterly meeting is called for.
- B. The environmental team is headed by a chief engineer, who reports on a regular basis in writing about the status of implementation of the action plans within the different departments. The Environmental Concept and the Yearly Action Plan will be shared accordingly to all concerned.

Environment Committee:

Mr. Chadi Gedeon	General Manager
Mr. Nizar El Lakkis	Director of Operation
Mr. Jihad El Khouri	Chief Engineer
Mr. Imad Anka	Chief Security
Ms. Hicham Zougheib	Executive Housekeeper
Ms. Charbel Maalouf	Front Office Manager
Mr. Assaad Jaafar	Food & Beverage Manager
Mrs. Roula haddad	Director of Human Resources and Learning & Development
Mrs. Cynthia Flouty	Director of Sales and Marketing
Ms. Nour Haidar	Communications Manager

Approved by:

Chadi Gedeon
General Manager