

Sustainability Policy



YURBBAN
HOSPITALITY GROUP



**Our philosophy is customer-focused.
We strive to meet their needs and create
memorable experiences.**



We **conceptualize** and create unique accommodations where our guests can have **new experiences** and **moments** to craft **unforgettable memories**. We believe in people, we like to listen, and continuous improvement allows us to carry out our ideas with courage, fostered by creativity.

Mission and Vision



Mission:

“Make our stakeholders (clients, investors, teams) happy through quality management that exceeds expectations and with social responsibility

Vision:

“To become an international leader in our industry, recognized for the quality of our service.”



WOW! Original.

We seek creativity, surprise, staying up to date, differentiating ourselves, and gaining notoriety and prestige through active marketing, continuous feedback, and constant innovation.

PASSION. Passionate.

We love what we do and have a proactive attitude. We take initiative and enjoy contributing our best to meet every challenge.

CONSCIOUS. Responsible.

We want to improve the world we live in by contributing to socially responsible and sustainable initiatives, and actively collaborating with causes aligned with this vision.

HONEST. Transparent.

We build trust by acting with integrity, communicating transparently, and always making decisions that are consistent with our mission and values.

TEAM. Collaborative.

We love people and building together. We work as a team toward a common goal through collaboration methods and systems where all opinions are important without hierarchies.

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Conscious: A Conscious Mind for a Better World



At **YURBBAN HOSPITALITY GROUP**, we are committed to working towards adopting the best environmental and social sustainability practices related to our businesses' operations.

We have the **honest** will to go above and beyond to improve the quality of life of the local community and the natural environment where each of our establishments is located.

We aim to **surprise** both those who visit us and those who welcome us into their own living spaces.

We understand that by adopting commitments focused on preventing, eliminating, or reducing the impact of our facilities and activities, both internal and external, we responsibly contribute to the conservation, preservation, and regeneration of the ecosystem we belong to.

We are **passionate** about people, actively fostering collaboration, cooperation, co-creation, and coordination through teams, and the individual and collective awareness of the principles of responsible tourism.



We are **motivated** by promoting good social, cultural, and environmental practices in our surroundings and participating in external activities, as well as sharing progress and actions that encourage considering our **journey** toward a more sustainable future for all guests, suppliers, collaborators, and the local community.

As a result, at YHG, **we are united in our purpose to consciously shape a better world.**

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