



# Hotel Parco Paglia – Chieti



OUR SUSTAINABLE  
COMMITMENT

# Premise

In recent years, sustainability has become a key component for the success and reputation of tourism businesses. Hotel Parco Paglia has embarked on a significant journey toward responsible management, recognizing that respect for the environment and the well-being of the local community is not only a moral duty, but also an opportunity to create long-term value.



This report outlines the policies and initiatives we've implemented to reduce our environmental impact, promote sustainable tourism, and positively contribute to our region. We've focused on innovative solutions, staff training, and guest engagement to integrate sustainability into every aspect of our business.

Gina Primavera CEO  
Hotel Parco Paglia

We share the results of this journey with you and reaffirm our commitment to continuous improvement, inspiring us towards a future where hospitality and sustainability can thrive together.

Happy reading!





# The corporate values that guide us

Professionalism, Loyalty, Correctness, Honesty

Since we opened, we have always been committed to taking care of our guests, striving to always be a reliable partner and a point of reference for them.

All this while seeking to have a positive impact on the environment and enhancing our community and the areas in which we operate.

We want to be part of this change by sharing our values with all our staff, our guests, the community, and our stakeholders.

# The Code of Ethics

Hotel Parco Paglia has chosen to adopt a Code of Ethics to clearly state the values and principles that guide every aspect of our business. In an increasingly focused environment on sustainability, social responsibility, and transparency, the Code of Ethics represents a fundamental tool for:

**Fostering Trust:** Providing customers, employees, and business partners with a clear reference to our standards of integrity and fairness.

**Environmental Protection:** Formalize our commitment to sustainable practices, reducing our environmental impact and contributing to responsible tourism.

**Valuing People:** Define the principles of respect, equity, and inclusion that guide relationships with employees, guests, and suppliers.

**Preventing misconduct:** Providing rules and guidelines to address ethical dilemmas and preventing any actions that might compromise our reputation or values.

**Setting an example for the sector:** Demonstrating that a transparent, responsible, and sustainability-oriented management model can be a path to success for tourism businesses.

By adopting the Code of Ethics, Hotel Parco Paglia reaffirms its commitment to operating in harmony with the environment, the local community, and its guests' expectations, contributing to a more equitable and sustainable tourism system.





## L'Hotel

Hotel Parco Paglia was born from the desire to offer modern and sustainable hospitality, in line with the needs of a contemporary traveler attentive to comfort and the environment.

Located in the heart of Chieti Scalo's industrial and commercial district, the hotel was opened to meet the needs of business travelers as well as those wishing to explore the historical, cultural, and natural beauty of Abruzzo.

Since its opening, Hotel Parco Paglia has stood out for its attention to quality services, warm hospitality, and strong commitment to environmental sustainability, adopting green policies that embrace every aspect of management.

# What we offer

## ROOMS AND COMMON AREAS

88 rooms furnished with contemporary taste and equipped with all comforts, including ergonomic beds, air conditioning, high-speed Wi-Fi, flat-screen TVs, minibars, and safes. Rooms for guests with limited mobility are also available. A spacious lobby with lounge areas is ideal for informal meetings or relaxing moments.

## BUSINESS & MEETING

Modern and well-equipped conference room, capable of hosting up to 180 people. Smaller meeting rooms, ideal for workshops and business meetings. High-speed Wi-Fi.

## SUSTAINABILITY

Energy-saving systems using motion sensors in some areas of the hotel, and LED lighting covering approximately 55% of the building.

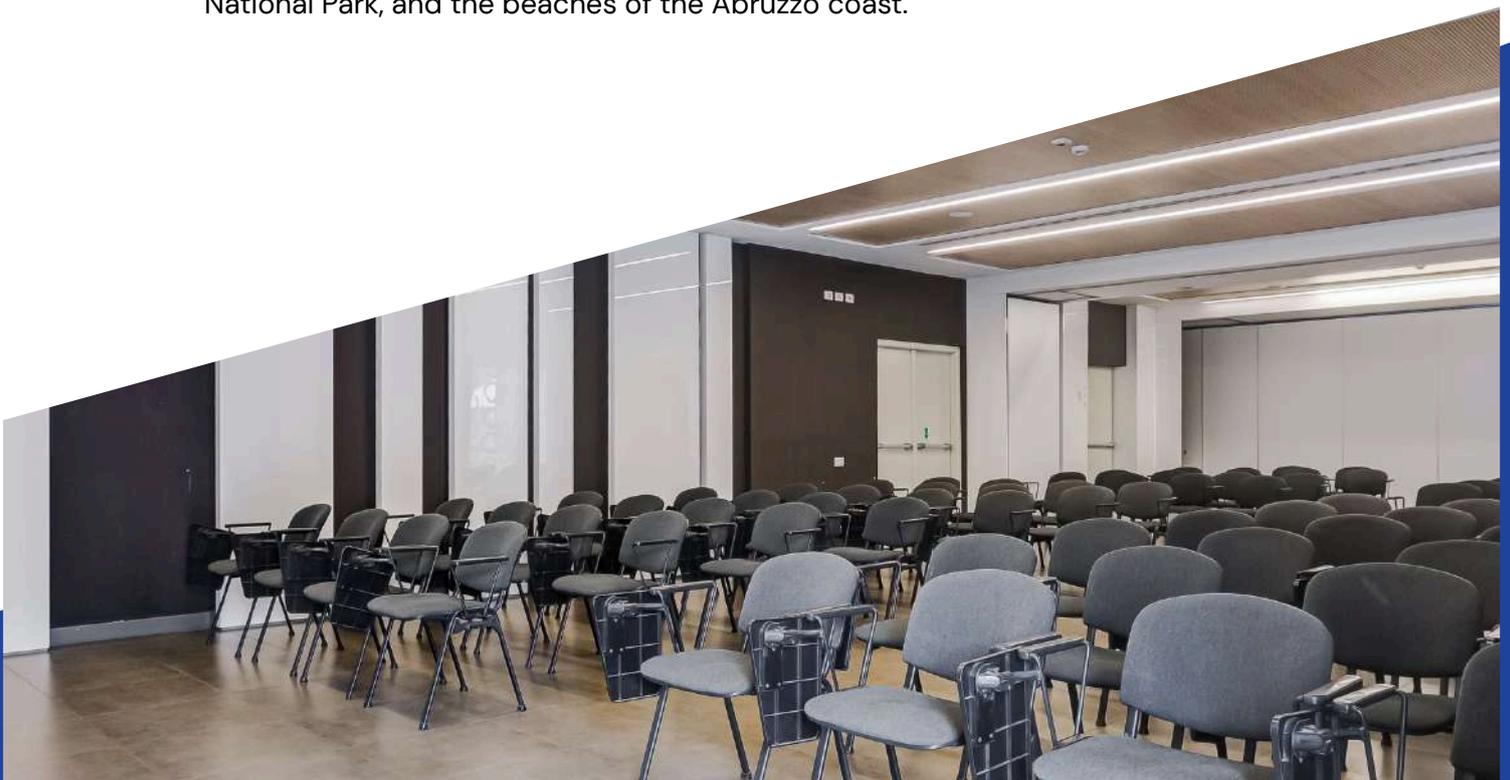
Waste reduction programs and recycling when possible.

Charging stations for electric vehicles.

## STRATEGIC POSITION

Close to Chieti Scalo train station, Pescara airport, and the A14 and A24 motorways.

Easy access to major local attractions, such as Chieti's historic center, the Majella National Park, and the beaches of the Abruzzo coast.



# Sustainable management

Hotel Parco Paglia has consolidated a hotel management model that deeply integrates environmental, social, and economic sustainability into every operational decision.

This commitment to responsibility and transparency reached its highest level in 2025 with the achievement of the prestigious international GSTC certification. This achievement officially certifies compliance with rigorous standards ranging from corporate governance to the enhancement of the Abruzzo region, including the protection of cultural heritage and the efficient management of natural resources.

The adoption of this model is not only a success for the hotel's image, but also translates into a concrete commitment to the local community by reducing environmental impacts and actively supporting the local supplier supply chain. For the hotel, GSTC certification is not a static achievement, but rather the driving force behind a process of continuous improvement aimed at creating value for future generations and setting a positive example for the entire tourism sector.



# People at the center

At Hotel Parco Paglia, we firmly believe that our success comes from our people. We put our employees at the center, especially those from the local area, because we know that their talent, passion, and connection to the community are what make our hospitality unique.

## Local Collaborators: Our Strength.

### A Bond with the Territory.

Working with local collaborators allows us to maintain a strong connection with the region. Our employees not only know the culture and traditions of the Chieti province, but are also authentic ambassadors of its excellence. This connection translates into genuine and warm hospitality, which enriches every guest's experience.

All our employees live within a 30 km radius.

## Valorization of Local Human Capital

Providing job opportunities to the community means contributing to the economic development of the area, creating jobs and encouraging the personal and professional growth of our employees. For us, investing in people means investing in the future of our land.

## Growth and Continuous Training

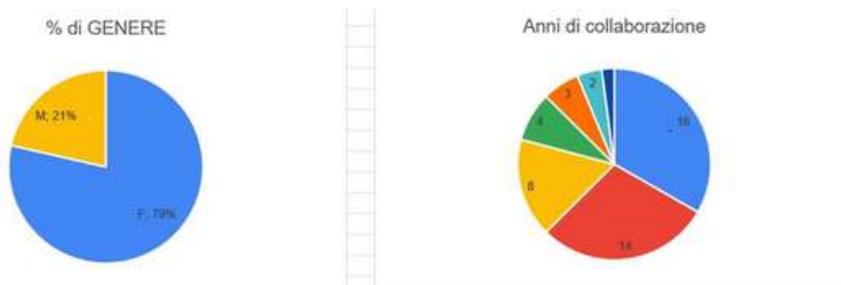
We believe in training as a tool to enhance the talent of our employees. We organize courses and refresher courses to ensure that each member of our team is not only competent, but also aware of the value of sustainable practices and their role in welcoming guests.

## Inclusion and Wellbeing

We work every day to create an inclusive, equitable, and stimulating work environment. We listen to our employees, recognize their successes, and foster a culture of mutual respect and collaboration.

**Some quick facts:** average age 40 years

2025 data



# Our Commitment to Social, Cultural and Environmental Projects

We have adopted a GSTC-compliant management system to integrate sustainability into every aspect of our business. This approach reduces environmental impact, supports the local economy, and improves the quality of services. We collaborate with local suppliers and promote responsible tourism.

## Commitment to the territory

Hotel Parco Paglia integrates social, cultural, and environmental sustainability into its development strategy. The initiatives implemented in 2025 strengthen our ties with the local community and contribute to the creation of shared value, in line with our principles of responsibility and inclusion.

## Social projects

In 2025, we renewed our support for the "Città ad Impatto Positivo project", an initiative that promotes a collaborative network between citizens, businesses, and institutions to improve quality of life and foster social inclusion.

Areas of impact:

- Support for young people, families, and vulnerable individuals.
- Valorizing diversity and promoting inclusion.
- Strengthening social cohesion in the area.
- Our participation represents a concrete commitment to a more equitable, accessible, and supportive community.

## Cultural projects

Over the course of the year, we hosted an exhibition dedicated to the paper flowers used for the traditional baskets of the Festa dei Banderesi in Bucchianico, one of the most representative celebrations of Abruzzo's identity.

Results obtained:

- Disseminating and promoting a historic tradition among our guests.
- Support the artisans and volunteers who preserve this art.
- Strengthening the link between hotels and the local community.
- Transformation of the hotel spaces into a cultural meeting place.

## Environmental projects

In 2025, we supported the "Luigi Cagnolaro" Sea Turtle Rescue Center in Pescara and adopted a sea turtle rescued after an accident with an atmospheric probe. The animal, seriously injured and with a limb amputated, was entrusted to the Center's care for optimal rehabilitation with the aim of releasing her back into the sea.

Benefits generated:

- Contribution to the protection of local marine fauna.
- Support for the activities of recovery and research centers.
- Raising awareness among guests and collaborators about the impact of human activities on ecosystems.
- Promoting a culture of environmental responsibility.

This initiative represents a symbolic yet concrete gesture, reflecting our commitment to protecting the environment and raising environmental awareness.

# Our guests

We believe that listening is the first step to offering a truly unforgettable stay. For this reason, we always listen to our guests' suggestions and constantly monitor the reviews we receive. Every piece of feedback is a valuable opportunity for us to grow, improve, and ensure a welcome that exceeds expectations.

## How We Do It

**Constant Monitoring:** We analyze reviews on the main travel portals and on our official channels daily to gather valuable feedback.

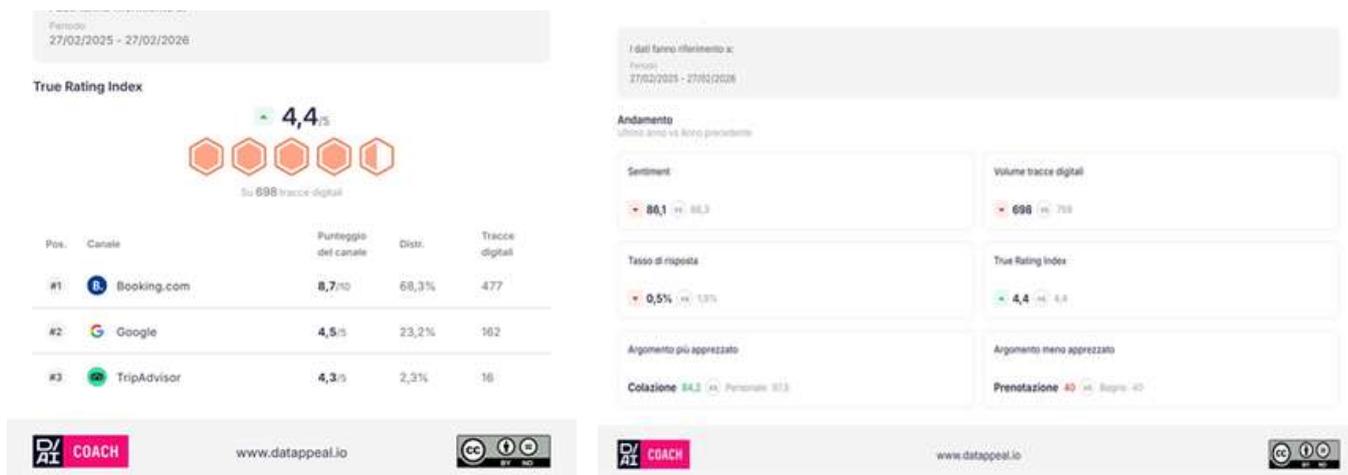
**Active Listening:** Our guests can share their suggestions directly during their stay or via the feedback forms available in the hotel and online.

**Concrete Actions:** Every review is taken into consideration and, when necessary, we commit to implementing changes or improvements as quickly as possible.

**Transparency and Response:** We take care to personally respond to reviews, showing our gratitude for the compliments and our commitment to resolving any critical issues.

Paying attention to guests' suggestions is not only a sign of respect, but also a key element in ensuring continuous improvement. In a competitive industry like hospitality, innovation and the ability to adapt are essential to delivering a service that meets expectations.

Above all, we believe that the success of Hotel Parco Paglia depends not only on the quality of the facility, but also on the satisfaction of the guests who choose us. Every review helps us grow, strengthening our commitment to increasingly authentic, attentive, and personalized hospitality.



# Our suppliers and the local supply chain

We seek out our supplier partners who share our values and approach to work. Therefore, in addition to sharing our Code of Ethics, we have implemented a mapping process aimed at better understanding our partners and assessing their commitment to sustainability.

At the same time, our goal is to start a process of raising awareness and engaging people towards sustainable practices.

We have begun to carefully analyze our supply chain, evaluating purchasing performance, to identify opportunities for improvement and strengthen collaboration with both local suppliers and committed suppliers like ourselves.

Informazioni Generali sul Fornitore	Nome dell'azienda
	Contatto principale
	Indirizzo email
	Settore di attività
	Data compilazione
Politiche di Sostenibilità	Il fornitore ha una politica di sostenibilità formalizzata?
	Esiste un team dedicato alla gestione della sostenibilità? L'azienda è certificata per norme ambientali o sociali (es. ISO 14001, SA8000, BCORP...)?
Gestione delle Emissioni e dei Rifiuti	L'azienda monitora e riduce le emissioni di CO2?
	Misure per ridurre i rifiuti e migliorare il riciclo?
Efficienza Energetica	L'azienda utilizza fonti di energia rinnovabile?
	Azioni per migliorare l'efficienza energetica?
Sostenibilità Sociale	L'azienda ha politiche per la parità e l'inclusività?
	Azioni per il benessere dei dipendenti?
Impegni Futuri	Quali obiettivi di sostenibilità a breve e lungo termine ha l'azienda?

By 2025, 95% of our purchases will come from local supply chains

# Eco-friendly and efficient purchasing

We have adopted clear and shared procedures:

**Buy from local producers:** We partner with local suppliers to reduce transportation-related CO2 emissions and support the local economy.

**Promoting local varieties and seasonality:** We promote a virtuous mechanism that allows us to offer local and locally sourced products at breakfast, while also prioritizing seasonality.

**Full utilization of ingredients:** We strive to minimize food waste by carefully and responsibly preparing our breakfast buffet.

We strive daily to integrate sustainability into our choices, focusing on eco-friendly and efficient purchases.

We carefully select products that minimize environmental impact and promote **responsible use of resources**.

We prefer **eco-friendly, biodegradable, or recycled materials**, avoiding disposable items in favor of long-lasting, environmentally friendly solutions.

In our work, we choose recycled or low-impact stationery and office supplies, such as **certified paper**.

We mapped our cleaning products to initiate a process of transition towards the use of biodegradable and certified products.

To ensure maximum comfort for our guests, we use sustainable courtesy products, such as **refillable dispensers**.

Every choice we make helps reduce the ecological footprint of our operations, making sustainability an integral part of the experience we offer.

Our commitment also includes careful selection of our supply chain. For example, in our breakfast menu, we try to highlight local produce, offering traditional dishes and using local products such as pecorino cheese, sugared almonds, ventricina, and salami from L' Aquila.



# The monitoring

To ensure sustainable management, it is important to implement a monitoring system across different operational areas.

## ENERGY CONSUMPTION

	2023	2024	2025
Energia	453597	458352	437417
Gas	32861	32301	34678

We constantly monitor our electricity and gas consumption, recording it and trying to reduce it as much as possible. We have replaced 55% of the light bulbs with LED lighting. Purchase of renewable energy: 50% of our needs

## CO2 FOOTPRINT RESULTING FROM ENERGY CONSUMPTION

Our footprint in 2025 (Scope 1 and 2): **212.90 tCO2**

We have started a process of analysis and research to understand how to offset the CO2 we emit and therefore reduce our impact.

## WATER

	2023	2024	2025
Acqua	4859	4966	4966

We track our consumption based on occupancy and monitor water usage in rooms and common areas, identifying potential waste. We have installed flow reducers on all faucets throughout the hotel and implemented water-saving practices.

## HYDROGEOLOGICAL RISK ANALYSIS

Every year, we use the "Water Risk Atlas" platform to assess the hydrogeological risk level of our territory. The estimated level is: **MEDIUM LOW**.





# The waste

At Hotel Parco Paglia, we believe that responsible waste management is an essential component of our commitment to sustainability. For this reason, we have adopted a waste monitoring system that allows us to measure, analyze, and continuously improve our waste disposal and reduction practices.

**We measure and monitor** the quantity and type of waste produced (organic, plastic, glass, paper, etc.) in all areas of the hotel under our control and strive to educate our guests on proper waste management.

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Monitoring waste allows us to identify areas where we can intervene to reduce the amount of waste produced, thus limiting our environmental impact. Less waste generated means fewer natural resources consumed and less pollution for our environment.

**Recycling and disposal:** We monitor effective recycling, ensuring that every area of the hotel follows waste separation and reduction policies.

Through monitoring, we can optimize waste sorting, ensuring that recyclable materials are properly separated and reintroduced into the production cycle. This fosters a circular economy model that minimizes waste.

Effective waste management not only reduces environmental impact but also brings economic benefits. By monitoring waste flows, we can identify avoidable waste and optimize processes, reducing disposal costs.

# Our Voice: Hotel Parco Paglia's Commitment to Raising Awareness among Guests and Staff

At Hotel Parco Paglia, we believe that sustainability is a value to be shared and lived every day. Therefore, our commitment isn't limited to adopting green policies, but extends to raising awareness among those around us: our guests, who are an integral part of our journey, and our staff, the beating heart of our hotel.

## **Our Commitment to Guests**

We want every guest who stays with us to feel involved in our sustainability journey. How do we do it?

### **Communicate to Share:**

We share our initiatives through informational materials visible throughout the hotel. We explain the small actions that can make a big difference, such as limiting water waste or participating in recycling.

We invite our guests to discover the natural beauty of the province of Chieti

We offer incentives to guests who choose sustainable behaviors through the Best Western Hotels Go Get Green program.

We encourage guests to reuse their bathroom linens.

### **Our Commitment to Our Collaborators:**

Our staff is the primary ambassador of our green philosophy. Here's how we engage them:

**Training for the Future:** We organize training courses to convey best sustainable practices and to make employees aware of their crucial role in promoting sustainability.

**Daily Green Practices:** From reducing paper usage in the office to using eco-friendly cleaning products, every action our staff takes daily is geared toward respecting the environment. We also ensure everyone is aware of and follows recycling and energy-saving practices.

**Cultivating a Green Culture:** We share our progress and achievements with our employees, making them an active participant in our sustainability journey. This way, everyone feels they're contributing to a common goal.

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# Conclusion

We know that our commitment has a value that goes beyond the walls of our hotel. Raising awareness among guests and collaborators means bringing about a cultural change that has a positive impact on the local area.

**Let's protect the environment:** Every sustainable action helps preserve the biodiversity and natural resources of our beloved province of Chieti.

**We Support the Local Economy:** By promoting local products and collaborating with local businesses, we strengthen the economy of the communities in which we operate.

**We enhance the territory:** We make Chieti a responsible tourist destination, capable of attracting environmentally aware and respectful visitors.

Every guest we welcome and every employee who works with us is an integral part of this mission. We want to be more than just a place to stay: we want to be a concrete example of how sustainability can become a driver of positive change, for us, for the local area, and for future generations.

**Together, we can make a difference.**



[www.parcopagliahotel.it](http://www.parcopagliahotel.it)



[info@parcopagliahotel.com](mailto:info@parcopagliahotel.com)



0871 5743001