

As the leading tourist company in Croatia, with 10 high quality hotels, 8 tourist resorts and 6 camps situated at prestigious locations in Rovinj and Vrsar with over 50 years of work experience in the tourism industry, being aware of its role and responsibilities in the environment in which it operates, Maistra PLC., as a part of Adris Group brings the following

COMMUNITY POLICY STATEMENT

Corporate Vision (Adris Group)

The Adris Group was one of the first among leading Croatian companies to establish a corporate foundation, which, according to available funds, diversity of programs that it supports and the involvement of the leading Croatian intellectuals and scientists, has become the leading philanthropic organization in Croatia and the region. Annually Adris Group donations exceed one million Euro. The aims of foundation activities are: promoting and encouraging innovativeness and quality in scientific and artistic work, supporting talented students and young scientists, protecting and promoting Croatian authenticity and strengthening environmental awareness, as well as helping the neediest in Croatian society. To finance the foundation, the Adris Group sets aside one percent of its operating profit.

Company Policy (Maistra PLC.)

Maistra is one of the leading tourism companies in Croatia. With a capacity of over 30,000 overnights, exclusively located in Rovinj and Vrsar it is the driving force behind sustainable development and investment in the tourism sector in Istria. Maistra is partner to various government and non-government organizations involved in almost all cultural and social projects in Rovinj and Vrsar and sponsor of most charitable events, strengthening the connection to the local community.

Every Maistra's Property Mission Statement

As all charitable donations and sponsorships are coordinated on a corporate level, main focus of the every Maistra's Property team is education and development as well as the use of local/regional products in order to strengthen and develop smaller suppliers and producers creating a pool of future employees, managers and companies with a vision for responsible and sustainable business practices.

1. Promotion of responsible tourism in the area

As member of all local, regional and national tourism organizations Maistra PLC. Continues to use its strong influence to support and improve greater economic and social benefits for the residential and business community of Istria in particular and of Croatia in general.

2. Purchasing

Using products and services from the region is seen as top priority and through the purchasing power of Maistra PLC., Maistra encourages all local suppliers to continuously improve quality and environmental practices of their operation.

Most medium sized regional food and beverage suppliers and producers (fish, vegetable, cheese, meat, wine, beer, etc.) are in close cooperation with us and continue to develop their products and services with our input. As a pilot project, our first 100% locally supplied Restaurant, „Kantinton“ opened in 2013 and following its success, we continue step by step to roll-out a completely regional approach through all of our restaurants.

Furthermore, Maistra seeks, whenever possible, to utilize the services of local suppliers in realizing the vision and mission of the Company, aware of the fact that thus encourages comprehensive, high-quality and sturdy economic growth and community development.

3. Employment

Maistra is a modern company with a strong sense of corporate responsibility at all levels, committed to human resource development through continuous improvement and motivating employee incentive programs

Our goal is to attract local employees with knowledge and skills that make them prepared to take on new responsibilities and challenges in creating appealing destination images, building new destination brands and offering the original Istrian, Croatian and Mediterranean experience. That also includes approaching guests with personalized service and innovative and competitive offerings that will exceed the expectations of even the most demanding modern travellers.

4. Donation and charity

Maistra is actively supporting all charitable events coordinated through our Head Office and continues to be host of many benefit galas and supports local initiatives with resources, venues and accommodation.

5. Training and development

We strongly believe in training of young employees in order to become future leaders in the tourism sector and ensure their understanding of local culture and responsibilities, combined with international know-how which will enable them to take on future responsibilities within or outside of our company.

Besides having implemented various training programs for all level employees, managers and experts of Every Maistra's Property continue to be involved in various development programs of local schools and organizations, including training classes, seminars and presentations to school children of all ages, Hospitality schools and industry workshops.


In the quality implementation of the requirements listed in the Community Policy Statement we have support from all our employees, whose personal accountability is a link in the chain of quality and successfulness of the system as a whole.

The Policy is available to the public and shall apply from the date of signing.

In Rovinj, 20 August 2018

Chairman of the Board, Maistra PLC.


Tomislav Popović

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