



Mission Statement of Best Western Plus Hotel Willingen

Living responsibility.
Shaping the future.
Rethinking hospitality sustainably.

1. Our Self-Understanding

As hosts, we take responsibility - for our guests, our employees, our region, and future generations. Sustainability is not an add-on for us, but an integral part of our corporate strategy and our daily actions.

We view economic success, environmental responsibility, and social fairness as equally important pillars of everything we do.



2. Our Environmental Goals

We are committed to operating in a resource-efficient and climate-conscious manner.

Our objectives:

- Continuous reduction of our energy consumption per overnight stay
- Increasing the share of renewable energy
- Reducing our CO₂ emissions
- Lowering water consumption through efficient technologies
- Systematic avoidance and separation of waste
- Gradual reduction of single-use products

+

•

O

3. Regional Responsibility

We strengthen regional value creation and promote sustainable supply chains.

Our commitments:

- Preference for regional and seasonal products
- Increasing the share of organic and fairly traded goods
- Collaboration with local producers and service providers





5. Sustainable mobility



We support climate-friendly forms of travel and mobility.



Our measures:



Information for our guests about environmentally friendly travel options



Promotion of cycling and demobility

6. Economic sustainability

Long-term stability and responsible growth secure the future of our company.

Our guidelines:

Sustainable investment decisions

Long-term partnerships

Continuous quality improvement



7. Transparency & Continuous Improvement

- Sustainability is an ongoing process.

We are committed to:

- Regularly reviewing our goals
- Open communication with guests, partners, and employees

Our claim



```
graph TD; A[Our claim] --> B[We want to be a place where guests can not only relax, but also consciously enjoy themselves – in harmony with the environment, society and the region.]; B --> C[For us, sustainability means acting responsibly today so that hospitality is still possible tomorrow.];
```

We want to be a place where guests can not only relax, but also consciously enjoy themselves – in harmony with the environment, society and the region.

For us, sustainability means acting responsibly today so that hospitality is still possible tomorrow.