

HÔTEL  MARTINEZ

2025 SUSTAINABILITY REPORT



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Michel Cottray
General Manager



CSR is not a one-time action;
it's an ongoing commitment,
and we'll continue to make
progress, step by step.



A WORD FROM THE GENERAL MANAGER

What does the Hôtel Martinez mean to you?
The Hôtel Martinez is an iconic, Art Deco-style hotel that opened in 1929 and has kept pace with the times. Since undergoing major renovations in 2018, it has savvily combined its historic heritage with contemporary styling to offer modern luxury to its guests. Today, it sets new standards with its responsible approach to hospitality, service, and operations, serving as a benchmark for luxury hotels in Cannes.

What role have CSR-related topics played in the strategic choices for 2025?

Corporate Social Responsibility has had a major role in our strategic choices in 2025, both socially and environmentally. We've focused on environmental responsibility, social inclusion, staff development, and supporting and promoting local know-how. We wanted to make it clear that our hotel is more than just a luxury destination – it's a proactive, positive member of the community. These initiatives are essential components of our strategy and are ways for us to have a tangible impact as we put our values into practice.

What would you identify as the key CSR initiatives of 2025?

There are several key initiatives I would like to mention. First, for International Women's Day, in collaboration with the Parcours de Femmes non-profit organization, we held a group culinary event on preparing healthy meals, attended by women supported by that organization and members of our hotel staff. Next, we hosted persons being aided by the charitable food bank Les Restos du Cœur and served them a festive meal in what was, for them, an uncommon setting, giving us a chance to enjoy time together and share experiences. We also continued our support of the Sourire et Partage charity, helping young people facing illness to enjoy very special experiences, such as the Cannes Film Festival.

On the environmental front, we discontinued distribution of miniature toiletries in the guest rooms and were the first hotel in Cannes to sign on to the Thalassothermie (thermal sea power) project. This energy plan will become operational in May 2027 and allow us to harness the power of the sea – just a stone's throw from the property – to produce hot water in the winter to heat the hotel and cold water in the summer to cool it. As soon as we're connected to that grid, we'll reduce our annual CO₂ emissions and energy consumption.

What are your intentions in this realm for 2026?

For 2026, our intentions are clear. We plan to earn the European Ecolabel, which imposes even stricter environmental standards than those we currently honor. We also want to earn official recognition for our savoir-faire and living heritage by being designated a French Entreprise du Patrimoine Vivant (Living Heritage Company), promoting French hospitality services. We'll also be looking out for opportunities to develop social and environmental initiatives, because every initiative counts and contributes positively to our broader commitment.

Any final words?

I would like to thank everyone involved in our sustainability efforts, especially the members of our Green Team, who are very committed to that work and keep our projects moving forward day after day. My message is simple: Let's seize every opportunity, big or small, because each one has an impact. We've come a long way and, though the road ahead is long, we're on the right track. CSR is not a one-time action; it's an ongoing commitment, and we'll continue to make progress, step by step.

PURPOSE AND VISION

The iconic Hôtel Martinez inspires its teams by being true to its values and history, delivering unparalleled service and carrying on its tradition of excellence.

Combine the pursuit of excellence, employee well-being, environmental commitment, and meaningful community involvement to preserve and promote its heritage and have a lasting positive impact on La Croisette.

MISSIONS

Deliver an excellent, unique, and innovative experience and exceptional service in our accommodation and dining.

Care for and inspire our teams, providing them with the means to make this unique establishment shine.

Root our activities locally and actively contribute to the Cannes community.

Embrace our purpose fully by working collectively and continuously to reduce the environmental footprint of our operations.

EXCEPTIONAL SERVICE

History of a legendary hotel

The history of Cannes, as it is known today, began in 1834. That year, Lord Brougham undertook a long journey from England to Italy and found it necessary to stay over in a small fishing village: Cannes. He was enchanted by the site and eventually brought with him many English aristocrats who came to enjoy the mild winter weather.

Beautiful homes began being built all over the city. At 73 boulevard de La Croisette, the former villa La Coquette, purchased in 1874 by the exiled King of Naples, Francis II, King of the Two Sicilies, was transformed into the Villa Marie-Thérèse. A haven for socialites under the Third Republic (1870-1914), the Villa was given new life by Palermo-born businessman Emmanuel Martinez, who forever changed its destiny.

Born into a Spanish noble family on his mother's side and the son of an Italian baron, Emmanuel Martinez, who built his entire fortune in the luxury hotel business, launched his career by taking over the management of a superb hotel on Piccadilly Circus in London. In 1909, he left the banks of the Thames for Nice and Cannes, where he became President of the Société des Grands Hôtels de Cannes.

After acquiring the Villa Marie-Thérèse, he set out to create the grandest luxury hotel on the Côte d'Azur. On December 1, 1927, work began on the Martinez. The 14-month project, overseen by architect Charles Palmero, required 490 piles to be installed and 450 cubic meters of reinforced concrete to be poured to erect a seven-story building with a façade stretching for nearly hundred meters. Despite the challenges facing the world in that day, Emmanuel Martinez was delighted to announce, on February 17, 1929, the opening of one of the largest luxury hotels on the Côte d'Azur: the Martinez.

1929: Emmanuel Martinez opens the hotel bearing his name, the Martinez, after 14 months of colossal renovations.

2013: A management agreement is signed between Constellation Hotels Holdings Ltd, the hotel's new owner, and Hyatt Hotels & Corporation. The Martinez becomes the Grand Hyatt Cannes Hôtel Martinez.

2018: Following a major renovation project, the Hôtel Martinez becomes part of The Unbound Collection by Hyatt

2022: Creation of L'Oasis du Martinez, a lush garden of tranquility

The Hôtel Martinez in 1934



DELIVER AN EXCELLENT, UNIQUE,
AND INNOVATIVE EXPERIENCE AND
EXCEPTIONAL SERVICE

410

rooms and suites

12

accessible rooms

1

lush garden,
L'Oasis du Martinez

6

restaurants and bars

12

modular meeting rooms

1

well-being area with spa &
fitness center

Our facilities, services, and restaurants

The Hôtel Martinez lifestyle

In 2018, almost a century after its opening, the Hôtel Martinez revived its glamorous origins and penned a new chapter in its history. After a year and a half of major renovation work, the hotel, as vast as it is sumptuous, offered a new experience in 40,000m² dedicated to luxury and the Riviera lifestyle. The Hôtel Martinez now has 410 rooms and suites, all spacious, bathed in natural light, and decorated with an Art Deco ambiance. Some also offer breathtaking sea views.

L'Oasis du Martinez

Since 2022, the Hôtel Martinez has been showcasing its new space devoted to well-being: a peaceful, 2,800-square-meter haven with luxuriant vegetation, designed for an immersive sensory experience. This botanical garden, a true natural masterpiece, invites guests to take a rejuvenating journey along its stone and wood paths, traversing spaces of shade and sunshine.

L'Oasis has a number of different sections, including Le Jardin d'Ombre, a lush relaxation area with a misting system and wooden decks for yoga and body therapy sessions.

Le Jardin de Lumière, displaying all the beauty of Mediterranean flora, is a garden with flourishing lavender, star jasmine, verbena, and other fragrant species, a veritable symphony of scents. For a vigorous workout, the L'Oasis fitness center offers a modern, 200m² space equipped with state-of-the-art Technogym machines. Being entirely glass-enclosed, it provides an unimpeded view of the vegetation, creating the sensation of exercising outdoors. L'Oasis du Martinez also has the L'Oasis Bar, serving cocktails and light meals to enhance guests' moments of relaxation. Lastly, there are the Oasis Suites: In the spring of 2023, the legendary La Croisette hotel unveiled its 16 new suites on the first floor, each opening onto L'Oasis du Martinez and designed by the Pierre Yves Rochon agency. The Oasis Suites range in size from 42m² to 55m² for those with a terrace, and consist of a bedroom area and a furnished living area arranged in a veranda opening onto L'Oasis du Martinez, a peaceful, verdant paradise on La Croisette, surrounded by lush vegetation.

Oasis du Martinez



“This haven immerses visitors in an atmosphere of absolute tranquility”



The Martinez Bar

In March 2025, the Hôtel Martinez introduced the Martinez Bar, an emblematic La Croisette establishment designed to provide a timeless experience. The sumptuous venue is open to hotel guests, visitors, and locals alike, surrounding them with vibrant reds and darker hues warmed with touches of gold. The bar opens grandly onto La Croisette, with a more discreet entrance in the hotel lobby. The Martinez Bar ambiance fires the imagination; it is a place for feeling free, daring to dream, and swaying to a retro-glam soundtrack. A carefully curated collection of carefree music from a New York record store provides the perfect sound experience.

On weekends and four evenings a week in July and August, the bar pulsates to the beat of exhilarating DJ sets; when the warm weather arrives, the terrace looking out on the garden is a relaxed, stylish atmosphere and the place to watch the sun set over the red rocks of the Esterel mountains. At the helm is Delphine Grossmann, who is elegance and creativity personified. Having been recruited to manage the bar, she has crafted a sleek and bewitching cocktail menu. Her creations are subtle, harmonious blends of meticulously selected spirits and balanced bitters, house infusions, and aromatic touches of herbs and fruits, ensuring every sip is authentic and unforgettable.

Delphine Grossmann

Cocktails are served in crystal glasses or other original containers, bringing elegance and singularity to the refreshments.

Delphine's talent and dedication have been recognized outside the hotel's walls, as well, for the City of Cannes chose her to represent the "Cannes Talents" program, a testament to her excellence and influence in the world of mixology.

These cocktail creations can be enjoyed with a number of sophisticated dishes meant to be shared and featuring botanical and sea-sourced wonders served with daring and delicacy.





La Palme d'Or

While the restaurant's cuisine is certainly gourmet, it is, above all, relaxed and instinctive, with a focus on fish, either sublimely raw or grilled over a wood fire, along with the rich flavors of the Mediterranean. It offers a more casual, sunlit, and "Riviera" ambiance and experience. Guests can choose from à la carte dishes tailored to their preferences or opt for a tasting menu designed for the more curious. The décor, inspired by a vintage yacht, is crafted by Rémi Tessier and enriched with a collection of film-themed antiques.

La Plage

La Plage du Martinez welcomes you to an elegant setting inspired by a chic and timeless boat deck, with a breathtaking view of the sea. Savor refined Mediterranean cuisine in an exceptional setting that is sophisticated yet easy-going, for an unforgettable experience.

Starting in April, La Plage du Martinez provides a marvelous seaside experience of relaxed elegance. Bordered by the azure waters of the Mediterranean, it is dotted with its distinctive deckchairs in striped fabrics, symbols of Riviera chic. In this stylish setting, the soft sand and the murmur of the waves create an atmosphere that is perfect for relaxing, the very embodiment of the Cannes lifestyle.

In 2025, the famed La Plage du Martinez pontoon was given a whole new look. Before designing the new platform, designer Rémi Tessier spent time soaking up the site's unique atmosphere. "I believe that the Cannes seafront of La Croisette is unlike any other place on earth, just like the Hôtel Martinez and its beach restaurant."

"The idea was to bring its elegantly relaxed atmosphere out onto the water," he explains. The result is a brand-new pontoon, proudly bearing the hotel's Art Deco signature and blending seamlessly into the Mediterranean landscape. This new pier features nine private cabanas looking out onto the azure horizon, for an exclusive guest experience surrounded by the Riviera's irresistible magic.

Le Sud

Le Sud, centrally located in the hotel, exudes the lively spirit of the Roaring Twenties in an elegant, contemporary setting. The terrace, surrounded by a lush garden, and the Art Deco scheme create a unique atmosphere in which to savor the impeccably presented Mediterranean cuisine.

La Palme d'Or



Three illustrations of our excellence

Clefs d'Or concierges

The Hôtel Martinez, an emblem of refinement and elegance, enjoys the prestige of having eight Clefs d'Or concierges, a rare distinction that is testament to its commitment to impeccable service. This presence reinforces the hotel's image of excellence, providing guests with unmatched expertise and special access to the most exclusive experiences. One of these very concierges was named France's Best Young Clefs d'Or Concierge at the 23rd Pierre Quentin Trophy, further solidifying the Hôtel Martinez's status as a role model in luxury hospitality.

Clefs d'Or concierges can be identified by their distinctive insignia: two crossed golden keys worn on the lapel of their uniform. Earning these emblems requires several years' experience, passing rigorous tests, and demonstrating exceptional expertise in hospitality and service. Their in-depth knowledge, their network of contacts, and their unrivaled flair for service means they are able to respond to requests of every kind, from the simplest to the most extraordinary. They are true ambassadors of their hotel and their city, embodying the excellence of luxury hospitality.



Architect and interior designer

In 2018, Pierre-Yves Rochon, the celebrated French designer, oversaw the first phase of a vast renovation project for the Hôtel Martinez. His objective was to restore the full splendor of this emblem of Cannes' luxury hotel industry, subtly blending the original Art Deco style with the timeless elegance of the Riviera.

This was not Pierre-Yves Rochon's first contribution to this iconic hotel. Back in 1985, he designed the initial plans for the La Palme d'Or restaurant, when chef Christian Willer was at the helm. Thirty years on, the story continues with this new project, as ambitious as it is inspiring.

The Art Deco style, the very essence of the Hôtel Martinez, was carefully preserved throughout the renovation. Top-quality materials, clean lines, and refined details reaffirm the hotel's identity while infusing it with subtle modernity.

Some of the project's most remarkable aspects are the redesigned spaces, created to maximize natural light and showcase the surrounding landscape. The expansive terrace, with its panoramic view, is a breathtaking paradise with large bay windows looking out over the Mediterranean.

Rémi Tessier, a designer renowned for his refined approach to luxury, has created a setting for the restaurants La Plage du Martinez and La Palme d'Or in which glamour and timelessness are expressed with exquisite subtlety. Inspired by the unique atmosphere of vintage yachts from the 1930s to the 1960s, he has instilled a unique and unforgettable elegance that transcends time. This vision resonates completely with the identity of the Martinez, where the sea and cinema are central to the hotel experience.





Pastry with Pastry Chef Loic Voron

Having worked for several years at superb hotels in exquisite locations like French Polynesia – where he embraced new management methods and more responsible product and purchasing practices –, Loic Voron’s professional adventure brought him to the Riviera. In March 2024, he joined the Hôtel Martinez as Pastry Chef, overseeing all of the property’s pastry outlets.

Today, his people skills, commensurate with his pastry craft, guide his day-to-day professional undertakings with his team.

“We make every day count in our teamwork – it’s very important to us. I try to stay tuned to the staff and listen to them as much as possible, to better understand them, their needs and expectations. We hone their awareness on quite a number of topics. These interpersonal relationships have become a big part of my working world”

Loic pays particular attention to resource management. Every recipe and action is designed to limit waste and combine creative energy with more sustainable techniques.

“There’s a lot of waste in the restaurant business; people just aren’t that careful. But that’s not the case here. We do everything we can to avoid waste by optimizing our recipes, using leftover mixes or fruit that are still fresh to avoid throwing things away. We also sort our waste as much as possible, especially by using compost.”

His vision of pastry-making is founded on respect for the seasons and locally sourced ingredients: Each choice of ingredient reflects a commitment to consistency and values put into practice, without compromising on quality.

“When it comes to pastry, it’s important that we use in-season fruit and ingredients from local producers. You can also see this in the room-service menu. Berries are only served to guests when they’re in season. In the fall, our fruit baskets are composed of apples, pears, and plums. We don’t have anything on the menu made with pineapple, banana, or passion fruit. And for chocolate and vanilla – two key ingredients in our work –, as often as we can, we use a sustainable supplier throughout the entire production chain.”

Driven by his high standards and desire to fully oversee his output, Loic went so far as to rethink one of the pillars of pastry-making: chocolate.

“I’ve now completed a project that I’ve been working on for six months: our own chocolate recipe, in collaboration with our chocolate supplier. It took six months of sourcing to pinpoint the right origin for the chocolate, the recipe ratios, the origin of the beans, and the roasting process. Now we have a protected, proprietary recipe, and this chocolate has replaced all the others we were using.”

Iced Lemon by Loic Voron



2025 Guest Reviews

“

We sincerely want to thank you and the entire Hôtel Martinez staff for making our wedding a dream come true. It exceeded all our expectations and was a magical moment for us from start to finish. We were very touched by the warmth and kindness of every member of the Martinez staff.

”

“

Amazing five-star hotel with a superb beach club in Cannes. The room was better than we expected. The staff were incredibly helpful and friendly. The culinary experiences at breakfast and lunch exceeded our expectations.

”

“

From the moment we arrived at the Hôtel Martinez in Cannes, we knew this stay would be special. The check-in was seamless and personalized and we were immediately recognized as regular guests, which set the tone for the entire experience. To our delight, the General Manager himself came to greet us—a thoughtful extra that made us feel both valued and right at home. But the highlight of our stay was the concierge service. I cannot overstate how extraordinary this team was. No matter how large, small, unusual, or seemingly unreasonable the request, their response was always the same: ‘Of course, we’ll take care of it.’ Their ability to make the impossible possible was simply unparalleled and turned our stay into something truly unforgettable. The evenings at the hotel were equally memorable. The atmosphere at the bar is simply perfect: elegant, vibrant, with flawless service. While we were there, a DJ played sets that made every night a party. Her great music and the bar’s lively yet relaxed ambiance had us eager to go back every night. There was absolutely nothing to criticize— from the service to the atmosphere, everything surpassed our expectations. The Hôtel Martinez is the very essence of five-star hospitality, and it’s a place we’ll unhesitatingly return to again and again.

”

“

We had the most incredible honeymoon at this hotel. First of all, the place smells so amazing as soon as you walk in, which I always find to be a wonderful touch. The guest arrival experience was perfectly smooth! The staff brought us coffee and water, our room wasn’t quite ready yet, so they shared some restaurant recommendations and called us as soon as the room was prepared. They gave us a tour of the hotel – the food was amazing! I had flowers with me and they took them from me to put them in a vase in our room, which was really lovely. They even knew we were on our honeymoon and surprised us with champagne and chocolates. So very kind! The concierges were incredible, the beach club was fantastic – in short, it was a perfect stay, 10 out of 10!

”

“

Everything is perfect. Excellent breakfast, beautiful beach, fantastic location. The terrace of Le Sud restaurant is very pleasant. Superb room. Excellent staff. In short, an idyllic establishment.

”

“

We could easily live in this hotel. The staff were exceptional and beyond all expectations! The housekeeping service was flawless! Magnificent property! Central location. Our stay was fabulous! Thank you! I cannot recommend the Hôtel Martinez highly enough! Superb views from our balcony. And we had a front-row seat on the balcony for the Bastille Day fireworks!

”

EMPLOYEE BENEFITS

As part of our commitment to the well-being and satisfaction of our staff, the Hôtel Martinez has implemented an advantageous policy of employee benefits designed to foster an attractive working environment, in keeping with our values and commitments.

Coverage of transportation costs

The company covers 70% of employees' public transportation passes, making it easier to get to work and encouraging more sustainable mobility.

Enhanced health coverage

The Hôtel Martinez covers 60% of the cost of supplementary private health insurance (beyond the national coverage), to provide employees with comprehensive protection at an attractive price.

Profit-sharing agreement

A profit-sharing agreement gives staff a share in the hotel's financial earnings.

Works Council

The hotel's Works Council, known in French as a Comité Social et Economique, arranges many benefits and extras for staff, such as gift certificates for birthdays and Christmas, digital entertainment subscriptions, special reduced prices on movie tickets, fragrances, various children's activities, and more. It also covers cultural and sports activities. All such offers are available to all Hôtel Martinez employees and their families.

2025 rewards program

A rewards program was created in the summer of 2025 to shine a spotlight on staff members who work hard every day to create unforgettable experiences for our guests. From July to September 2025, this program honored the employees most frequently mentioned in guest comments and reviews on various platforms such as Medallia, TripAdvisor, Google, and Booking.com. Each month, the top three most-mentioned employees were announced.



**CARE FOR AND INSPIRE OUR TEAMS,
PROVIDING THEM WITH THE MEANS TO
MAKE THIS UNIQUE ESTABLISHMENT SHINE**

CAREER DEVELOPMENT

Career development is a vital facet of the Hôtel Martinez's human resources policy, reflecting our commitment to supporting each employee in their professional development. By offering opportunities for training, internal mobility, and skills development, we help our staff to flourish while ensuring we provide our guests with excellent service.

Annual performance review

Every year, Hôtel Martinez employees have a performance review to take stock of their career path and professional objectives. This structured interview provides an opportunity to discuss successes and challenges encountered, as well as training needs and career prospects, thereby encouraging personalized support and skills development.



End-of-season performance review

At the end of each season, seasonal staff take part in a performance review to look back on their experience at the Hôtel Martinez and discuss their plans for the future.

Mobility and transfer

Our mobility policy supports our employees' development by considering their potential and career aspirations, along with the opportunities available on our internal platform across more than 1,500 Hyatt hotels worldwide. Employees enjoy personalized guidance provided by the Human Resources Department to facilitate their career advancement.



3,038

hours of training provided in
2025

€102K

allocated to training in 2025

1,328

training session attendees in
2025

20+

training courses



Training

Our staff can take advantage of training opportunities throughout their careers to develop their skills. The My Learning in-house training program on HyStar provides employees with a variety of modules tailored to their individual needs and aspirations. Furthermore, a training plan is regularly updated to respond to changes in the industry and the hotel's strategic objectives. This plan includes specialized training, helping each employee to advance in their career and reach their full potential. Training areas include orientation, health and safety, profession-specific technical skills, classifications and standards, and management.

Hystar of the Month and Year

Each department head nominates an employee they would like to see designated as the Hystar of the Month, based on specific criteria. The Hystar of the Month award then leads to the Hystar of the Year award.

Corporate Management Training Program

The Hôtel Martinez offers a fast-tracked, 18-month training program for employees and students with a Master's degree (Master 2) or MBA in Hospitality Management, Hotel Management, or Business Administration: Corporate Management Training (CMT). This program covers all the hotel's departments, including Human Resources, Accommodations, Sales and Marketing, Food & Beverage, and Finance. CMT participants are fully immersed in the hotel's services to develop their skills in a hands-on environment. Each participant is supported by a mentor during their CMT, with regular progress reviews to guide them. This program can lead to a permanent contract in one of the specializations.

“When you commit to this program, you’re invested a hundred percent. A tremendous number of things happen in the space of 18 months. I had the opportunity to work in every hospitality-related department: butler, concierge, reception, housekeeping, guest relations, guest services. Such diverse experiences gave me the chance to get familiar with each department’s specific procedures and then to see which ones I preferred and to go deeper with those. I had everything I needed to feel confident and comfortable, like I belonged.”

Charlotte Rousset



A FOUNDATION OF COLLECTIVE STRENGTH

Promoting equity and inclusion

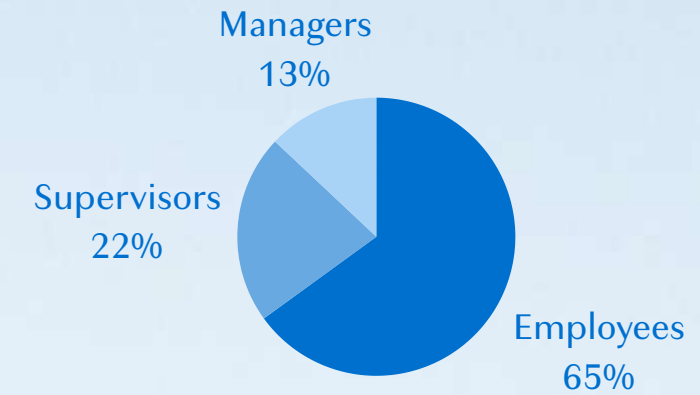
We are actively committed to promoting equity and inclusion in our working environment. We firmly believe that diversity is an asset and that it contributes to creating an environment in which everyone feels respected, valued, and supported.

We implement initiatives and meaningful actions to ensure that every employee, whatever their origin, gender, beliefs, or background, can thrive in a fair and inclusive environment. This includes diversity-awareness programs, anti-discrimination training, and promoting equal opportunities.

Moreover, we ensure that our recruitment, training, and career-development processes are transparent and fair, giving everyone the opportunity to grow and flourish in their work at the Hôtel Martinez. We are committed to building a united, respectful, and cohesive team.

Women@Hyatt

This program was established in 2022 and is designed to support our female colleagues in achieving their professional and personal goals, providing them with guidance along the way. This is accomplished through holding inter-hotel discussion groups in which women can talk about their concerns, learn, and help one another, while being guided in their interactions by Hyatt executive coaches. This initiative has led to the creation of a truly supportive and inspiring network, fostering the emergence of an actively involved and united community. In 2025, the Hôtel Martinez hosted a special gathering of Women@Hyatt France members for a day of activities, discussions, and sharing.



15

staff members are
persons with disabilities



% of genders in 2025

International Women's Day

For International Women's Day on March 8, 2025, the Hôtel Martinez partnered with the Parcours de Femmes non-profit organization, which actively promotes the social and professional integration of women facing significant hardship, including those who have been victims of violence. On this special day, Executive Chef Alexandre Elia led an educational workshop on exploring and preparing new ingredients, using produce from the Parcours de Femmes private vegetable garden in the nearby Siagne Valley. It was the chance for an enriching discussion between the gardener and the workshop participants to promote healthy eating, raise awareness about overconsumption, and encourage environmental responsibility. The harvested vegetables, herbs, and wild plants formed the basis of a menu that participants helped craft in a cooking workshop in the hotel kitchens, followed by a fun group tasting session. To conclude the day, hotel employees took part in an awareness-raising session led by two professionals from Parcours de Femmes, strengthening the bonds between the hotel staff and the women receiving the non-profit's support.



Cooking workshop at the Martinez



Sous-chef Cécilia Castillon and Executive Chef Alexandre Elia at the Parcours de Femmes vegetable garden

DuoDay Program

DuoDay is an annual event held as part of European Disability Employment Week. The initiative is sponsored by Hyatt France in its commitment to inclusion and diversity. For one day, a person with a disability is paired with a non-disabled employee at the hotel to help them learn about the employee's job, work environment, and daily tasks, but also for the employee to learn more about the challenges their DuoDay partner faces. This DuoDay encounter is a fulfilling experience for both parties. For the person with a disability, it is an opportunity to showcase their skills and professional potential. For the hotel, it is a valuable opportunity to increase awareness, foster openness, and promote inclusive values. Hyatt France collaborates directly with the official DuoDay partners, without going through a specific non-profit organization.

Fostering communication



Birthday celebrations

This is a unique monthly gathering especially for staff members celebrating their birthday during that month. For this event, the employees, interns, and apprentices whose birthdays are that month are invited to a friendly, one-hour private meeting with the hotel's General Manager. This exceptional encounter is not only a memorable moment, but also an opportunity for dialogue, listening, and sharing their thoughts about their experience at the hotel. The birthday celebration is one way for upper management to stay in tune with the staff, further building team spirit, strengthening the family feeling and corporate culture that are so vital to the Hôtel Martinez's reputation and success.

Sharing time together

At the Hôtel Martinez, sharing time together is an essential value that guides the day-to-day life of the staff. Throughout the year, the teams have a number of opportunities to gather together in a warm, fun, welcoming atmosphere.

One of these wonderful traditions is World Gratitude Day. This initiative is a way to boost team spirit and give everyone a chance to express their gratitude to their coworkers.



There are a number of activities during La Semaine du Bien-Être (Wellness Week) that promote employees' physical and mental well-being, giving employees time to get to know one another better and raising awareness about the importance of maintaining well-being on a daily basis. Every year there is a special barbecue party, the Soirée BBQ, held at La Plage du Martinez to celebrate the beginning or end of the season. At water's edge, employees enjoy buffets, show cooking, and a DJ for a festive mood.

Another key event is the annual staff party, a special festive get-together when all employees celebrate the commitment and hard work they have put in all year long. These times of togetherness are essential to maintaining a strong culture at the Hôtel Martinez, one founded on close-knit, caring teams and a fulfilling environment in which everyone can thrive.



Building team spirit

Crunch Team

The Crunch Team initiative exemplifies the Hôtel Martinez's spirit of caring cooperation. It focuses on teamwork to actively support coworkers and better encourage collaboration in challenging times. Everyone contributes their skills and energy to ensure that this mutual assistance is effective. The Crunch Team is a way for the Hôtel Martinez to foster a supportive work environment, in which caring cooperation and team spirit are central to everyone's experience.

Hyatt Task Force

During peak seasons, the Hôtel Martinez can count on the Hyatt Task Force, a support system that fortifies teams in direct response to increased activity. The HTF is a mobilization system whereby employees from other Hyatt properties come to the hotel to share their expertise and help the existing staff. This targeted cooperation ensures that guests consistently receive the finest service while employees benefit from experience-sharing among Hyatt Group professionals.

LOCAL ROOTS

We believe it is important to have firm roots in our region, and so we fully integrate our business into the local ecosystem. This commitment can be seen in our close collaborations with local suppliers that we carefully selected for their product quality and respect for our shared values.

Working with these partners reflects our desire to promote regional know-how and support the local economy. These initiatives are governed by the Hyatt Supplier Code of Conduct, which guarantees ethical, environmentally friendly, and socially responsible practices. Our commitment goes beyond sourcing: We promote experiential tourism, featuring products and experiences that reflect the true character of the region. Each product provided to our guests tells a story about local heritage and traditions, ensuring a uniquely memorable cultural immersion. By fostering these ties with our region, we actively contribute to its development while giving our guests an authentic, top-quality experience.

Balicco

The Hôtel Martinez sources its products from Balicco, a food wholesaler in the Alpes-Maritimes department that is well-known for its commitment to sustainability. Balicco is certified as an *Engagé RSE* (“CSR-committed”) company and prioritizes quality products sourced from short, eco-friendly supply chains. This partnership is in keeping with our intentions to support the local economy while ensuring our guests enjoy fresh, responsibly produced foods, aligned with our exacting standards and values.

Verrerie de Biot

The Verrerie de Biot, or Biot Glassworks, is famed for its exceptional craftsmanship, embodying the beauty of the South of France’s glassmaking traditions. Each hand-blown piece is a testament to the long-preserved savoir-faire of master glassmakers. The Verrerie de Biot adds a touch of elegance and authenticity to the Hôtel Martinez: At La Plage restaurant, its creations enhance the dining experience with beautiful, artistic glasswork in an incomparable setting.

Maison Herbin

Maison Herbin, an artisanal producer of exceptional jams, is proud to be an official French *Entreprise du Patrimoine Vivant* (Living Heritage Company), a seal of distinction that honors its unique expertise and commitment to tradition. For more than 40 years, the company has been selecting the finest fruits to create superb jams with authentic flavor. Maison Herbin is one of the Hôtel Martinez’s regular suppliers, making their jams a delicious part of the breakfast experience for our guests every morning.

Bob Carlton

This brand is the Hôtel Martinez’s supplier of handcrafted leather goods, producing a luggage collection of superb bags in the hotel’s signature colors. All the top-quality articles are the work of French Riviera artisans located near the hotel, between Cannes and Nice. The Bob Carlton brand is an authorized “Côte d’Azur France” supplier, promoting local craftspeople.

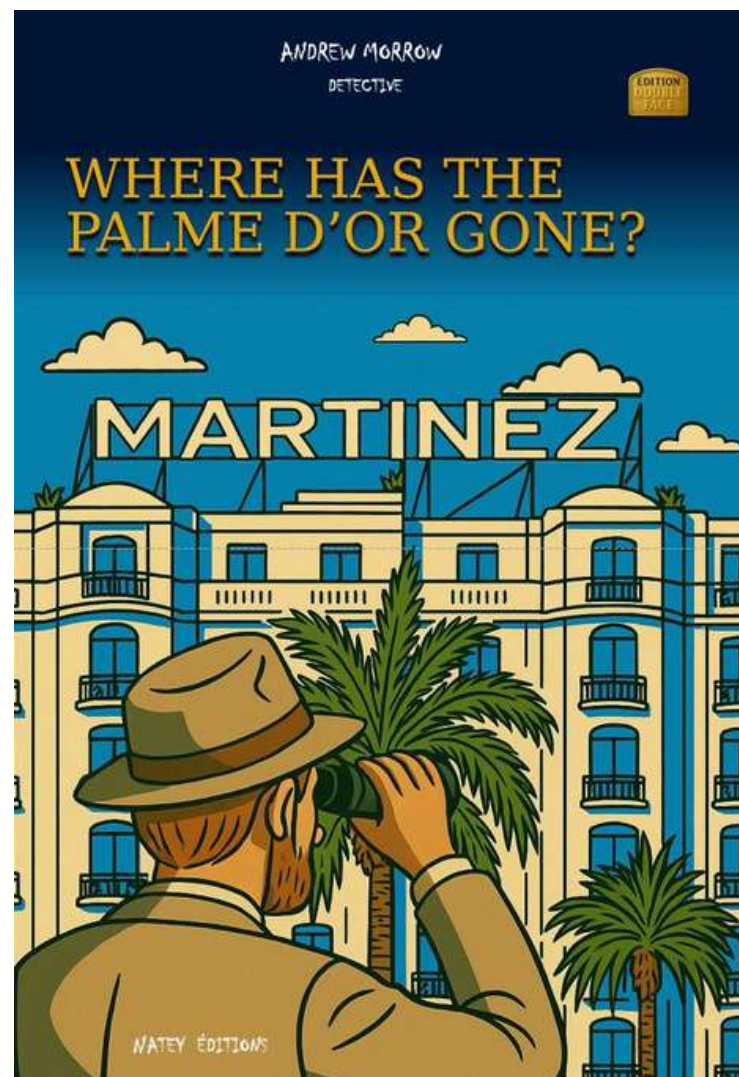
**ROOT OUR ACTIVITIES LOCALLY AND
ACTIVELY CONTRIBUTE TO THE CANNES
COMMUNITY**

The Theft of the Palme d'Or comic book

The Hôtel Martinez serves as the central setting for a new literary adventure entitled *VolCan(nes) de solitude*. The author, Natalia Bissey, was awarded the First Jury Prize at the “Écrire Cannes” competition in September 2024. This work has since found a new life through an original graphic novel adaptation: *Le Vol de la Palme d'Or* (The Theft of the Palme d'Or).

The disappearance of this emblem of the Cannes Film Festival leads to a thrilling investigation that takes the reader across the city of Cannes, through the picturesque streets of Le Suquet, beneath the opulent chandeliers of the Hôtel Martinez, and finally to the sparkling ambiance of the Palais des Festivals. Page after page, they stay hot on the trail of a Palme d'Or that mysteriously vanished in this story of intrigue and imagination, rich with local color.

This graphic novel was designed to be a participatory cultural experience and is offered to hotel guests to invite everyone to become part of the story. The content entertains, surprises, sparks curiosity, and pleases all ages. But most of all, it inspires an irresistible desire to dive into the fascinating world of Cannes, a place of glamour, mystery, and legend, much like the iconic Hôtel Martinez itself.



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The Hôtel Martinez and its management graciously opened their doors and hosted us so we could hold our raffle. I was deeply moved and very grateful for this warm reception. The Hôtel Martinez also provided us with financial support with their donation in 2025. A strong bond of solidarity has developed between us, and their commitment to our charity is invaluable.

René Molines

Founder of the Association Adrien and La Maison Adrien

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CANNES COMMUNITY LIFE

2025 Initiatives

The Hôtel Martinez remains deeply committed to Cannes' community life, as it has for many years, forging strong ties and partnerships with 18 local non-profit organizations to support social and environmental initiatives.

This commitment is reflected in a wide variety of initiatives: food and financial donations, fundraising, organizing and hosting charity events, and taking part in community activities.

18

non-profit organizations
supported in 2025

€5,000

raised for La Maison d'Adrien

Cheque to SOS Cancer du sein

The Hôtel Martinez also hosts an annual charity gala, donating the proceeds to a different charity each year. In 2025, the Association Adrien and its La Maison d'Adrien project received a donation thanks to the hotel's annual staff raffle. These events are a way for us to remain committed to local causes and strengthen our role in – and impact on – the Cannes community. During Breast Cancer Awareness Month, or Pink October, a check was presented to the SOS Cancer du Sein non-profit organization to support the fight against breast cancer.

In another initiative, the hotel continues its daily donations of unsold pastries and bread to local non-profits such as Les Restos du Cœur in Cannes, La Croix Rouge, and Une Soupe, Un Sourire pour Tous, thereby helping to fight food waste while supporting local people in need.





Christmas Lunch with Les Restos du Cœur

This community-support event brought together around one hundred people supported by the French charity food bank Les Restos du Cœur, for whom Chef Alexandre Elia prepared a copious, refined holiday menu, serving the guests in one of the hotel's magnificent event rooms. It was a fun, festive moment of togetherness and giving that expressed the Hôtel Martinez's values of hospitality and solidarity.

Children's Christmas

Every year, the Hôtel Martinez Human Resources Department hosts a magical afternoon for the children of the hotel's employees. The program includes entertainment, games, refreshments, and gifts handed out to one and all.





Hosting Event Pianist Yuliia

This year, the Hôtel Martinez hosted pianist Yuliia in the hotel's elegant Le Festival event room to film a promotional video showcasing talented Ukrainian artists. The management was moved by the spirit of the project and offered use of the premises free of charge.

Orchestre National de Cannes

The Hôtel Martinez once again hosted the prestigious Cannes National Orchestra gala. This important event celebrated the Orchestra's 50th anniversary in the company of the ensemble's devoted patrons' circle. The glittering evening was both festive and refined, surrounded by the hotel's magnificent décor, with the highpoint being a concert performed by the Orchestra's artists, giving guests a musical experience of exceptional quality. Music was followed by a gourmet dinner prepared especially for the occasion, giving guests more time to share and celebrate in the superb setting of the Hôtel Martinez.



Racing Club de Cannes Volleyball

In another community connection, the Hôtel Martinez has been a partner of the Racing Club de Cannes Women's and Men's Volleyball organization for several years. For each game, the club provides eight VIP seats for hotel employees. These seats provide a great view of the game, and the game is followed by exclusive admission to the buffet and a meet-and-greet with the coach and players. All employees are eligible to take advantage of these free seats. During this year of sponsorship, the Hôtel Martinez offered two dinners for 30 people as well as free nights in its guest rooms.

Fondation de Cannes

The Syndicat des Plagistes de Cannes (Cannes Beach Operators' Association) joined forces with the Hôtel Martinez during the city's Pyrotechnic Art Festival to support the Fondation de Cannes. Over the course of the festival's six evenings, charitable contributions were solicited at the various beach facilities: €1 per person at lunchtime and €2 per person in the evening. The raised funds supported development of local community projects for children's well-being, women's rights, education, and environmental protection.



Aiding non-profit organizations

Our commitment to the community means we forge strong ties with local charities, believing we have a responsibility to share our success by supporting those in need in our region.

Association Adrien

For several years, the Hôtel Martinez has been providing support to the Association Adrien, a charitable organization that helps sick children and their families. Founded as a way to put an end to the isolation these children can experience and, instead, provide sources of well-being, Association Adrien works through various concrete initiatives: organizing field trips and longer journeys, visiting hospitalized children, and hosting charity events and activities.

One of its flagship projects is La Maison d'Adrien, which was officially unveiled on October 24, 2023, after a ten-year effort. This enchantingly decorated house was designed to provide a peaceful, welcoming haven for families, giving them a moment of respite and happiness in a beautiful setting not far from Cannes.

The Hôtel Martinez is proud to support the Association Adrien through several initiatives. In 2025, the hotel's staff raffle generated proceeds for the non-profit to help fund its continued work in supporting sick children. In November 2025, the hotel also provided a reception hall and technical support so that the Association Adrien could hold its own annual raffle.



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René Molines

Founder of the Association Adrien and La Maison Adrien

Sourire & Partage

The Sourire & Partage charity, founded in June 2014, was created to provide moral and material aid to seriously ill children and their families. Its name (Smile and Sharing) symbolizes the spirit of support and solidarity that guides each member of the team. Since its founding, the non-profit organization has been involved in numerous charitable initiatives to improve the lives of these children and provide comfort to their families, who often experience major challenges.

Through its partnership with this non-profit, which began a number of years ago, the Hôtel Martinez actively supports these initiatives, such as by hosting charity events and meetings. The hotel plays its part by contributing its know-how and resources to help bring to fruition projects that directly benefit the sick children.



In 2025, the Hôtel Martinez was proud to support this charity at two key events: the *Opération Tapis Rouge* (Operation Red Carpet) event at the Cannes Film Festival and the NRJ Music Awards. These events gave the children the unforgettable experiences of meeting famous figures from the movie and music worlds. The Hôtel Martinez's commitment to Sourire et Partage is founded on shared values of community solidarity and generosity. The continued support the hotel provides means the non-profit can undertake new projects and offer these sick children and their families a ray of light in what are very difficult times.

ENERGY

Energy plays a vital role in our establishment's operations, yet we are taking a number of steps at the hotel to limit our energy consumption while ensuring we provide the comfort and top-quality service our guests expect and deserve.

Energy-efficient lighting

Throughout the establishment, we are progressively installing occupancy sensors to adapt lighting to actual needs. The hotel also uses low-energy LED bulbs to reduce energy consumption.

Improved insulation

Windows have been replaced to limit energy losses and improve our interior thermal comfort.

Optimized equipment maintenance

We ensure that all of our equipment is regularly maintained with help from our in-house HotSOS platform, a cloud-based hotel management software. This maintenance ensures the energy efficiency of the hotel's various apparatuses.

New refrigeration units

The refrigeration units were replaced over the summer, an operation that involved installing new equipment while awaiting the future connection to the municipal seawater heating and cooling system.

The old units had been in service for ten to fifteen years, presenting an increased risk of failure, including leaks and the release of fluids that are particularly harmful to the environment. The replacement operation means we now have safer machinery, reducing potential environmental pollution.

The new refrigeration units also rely on more efficient technologies and fluids with a lower environmental impact, in keeping with our commitment to ecological transition and equipment modernization.

EMBRACE OUR PURPOSE FULLY BY WORKING COLLECTIVELY AND CONTINUOUSLY TO REDUCE THE ENVIRONMENTAL FOOTPRINT OF OUR OPERATIONS



WATER



Water is a precious resource and conserving it is a core element of our sustainability initiatives. Throughout our hotel, we are implementing concrete measures to reduce our water consumption while maintaining quality service.

One of the most essential measures we have implemented is the management of bed and bath linens. Rather than replacing them daily, we have adopted a policy of linen changes every three days, unless otherwise requested by guests. This initiative limits the amount of laundry to be washed, thereby significantly reducing the consumption of water, energy, and detergent needed for bed and bath linen maintenance.

We have also optimized our bathroom installations to minimize water waste. All faucets in the guest rooms and common areas are now equipped with flow reducers, halving water consumption from an average of 12 liters (3.17 US gallons) per minute to just 6 liters (1.58 US gallons) per minute. This simple but effective measure results in significant water savings throughout the hotel, without compromising user comfort.

We have also redesigned the operation of our restrooms by installing dual-flush toilets. This system has led to a significantly reduced water consumption, dropping from an average of about 10 liters (2.64 US gallons) to just 4 liters (1.05 US gallons) per use. This responsible solution means the amount of water used is adapted to actual needs, thereby avoiding water waste.

By making changes in these key areas, we are reducing our water consumption while ensuring our guests have a comfortable and responsible stay.

CIRCULAR ECONOMY

We are keenly aware of the environmental impact of waste production and waste management and have therefore implemented a series of measures to reduce, recycle, and recover our waste as much as possible to incorporate circular-economy principals.

Waste sorting

First, we have implemented rigorous waste-sorting procedures in all parts of the establishment. Whether it is in the kitchens or common areas, every type of trash is carefully sorted, from plastic to cardboard, from organic waste to glass, to be recycled or reused appropriately. This helps reduce the volume of collected waste and increase the proportion of reused or recycled materials.

Orbisk

Another major focus of our waste-reduction policy is food waste. We now use smart Orbisk trash bins in the restaurant kitchens, which automatically recognize and measure discarded foods, helping us track trends and identify sources of waste in our restaurants and buffets. This helps change behaviors, optimize prepared quantities, and minimize food loss, to proactively combat waste.

Food donations

We also make daily food donations to local charities. All surplus food that meets hygiene standards and cannot be used on-site is carefully collected and redistributed to charitable organizations, supporting those in need and reducing waste.

Returnable or reusable packaging

Another facet of our environmental commitment is, whenever possible, using returnable or reusable packaging, such as for water bottles. This helps reduce our plastic waste production and results in a more ethical supply chain with our suppliers.

Elimination of individual packaging

We have decided to eliminate individual packaging for toiletry items such as shampoo, conditioner, shower gel, and body lotion in the guest rooms. Breakfast jams, jellies, and maple syrup, which have been in small plastic packets in the past, are now in larger, reusable containers, which means we can reduce single-use plastics.

Soap collection

Used soap bars from our hotel are collected and recycled by the socially responsible enterprise Clean the World. This initiative helps reduce waste and supplies recycled soap to communities in need.

Product dosing and dilution

Lastly, in our cleaning-product management efforts, we use a dosing and dilution system. This significantly reduces plastic packaging because we can purchase concentrated cleaning products in larger-sized containers. The products can then be diluted as needed. This reduces our environmental impact while maintaining our high standards of cleanliness and hygiene throughout the establishment.

PROTECTING BIODIVERSITY



Oasis du Martinez

One of our proudest achievements is the greening of the hotel with the L'Oasis botanical garden, a truly unique natural wonder.

The garden was designed to create a natural ecosystem within the confines of the hotel while enriching our guests' experience during their stay with us. It is home to a wide variety of local and exotic vegetation, forming a space that promotes biodiversity. This greening of the property helps regulate temperatures, reduce urban heat islands, and improve air quality, all while serving as a place of relaxation and serenity. L'Oasis won first prize – *La Victoire d'Or* – in the 2024 *Victoires du Paysage* national landscaping competition. This award shines a spotlight on how our botanical garden serves as an important example of harmoniously incorporating nature into an urban environment.

The Hôtel Martinez also supports an initiative to protect bees, creatures that are essential to our ecosystem. We have established a beehive sponsorship program in collaboration with the non-profit organization Un Toit pour les Abeilles (A Roof for the Bees), which works to protect these vital pollinating insects.

The beehives we sponsor are located in the Alpes-Maritimes, in an environment conducive to their health and development: the Gorges de Daluis, at the gateway to the Mercantour National Park. It is a well-preserved and biodiversity-rich site that provides an ideal home for bees, giving them a place to thrive while increasing the pollination of local plants.

The Hôtel Martinez is also proactive in preserving the marine environment and restores the seabed near its beach every year.

Beehive sponsored by the Hôtel Martinez



AWARENESS

We believe that raising awareness is an essential springboard in promoting responsible and sustainable behavior at our establishment. To this end, we have established several training and awareness initiatives for our staff to educate and support them in practicing sustainability principles in everything we do at the Hôtel Martinez.

75.5

hours of awareness training on environmental and eco-friendly practices in the workplace

115

employees trained in environmental and eco-friendly practices in the workplace

We hold training and awareness sessions on environmental awareness and eco-friendly practices in the workplace. These sessions give our employees a deeper understanding of the importance of these issues and how to proactively apply the principles on the job. Thanks to our dynamic Green Team, we continued to raise employee awareness every day, in every department of the Hôtel Martinez. To raise guests' awareness about our sustainability efforts and how they can contribute, we have included such information in the room directory displayed on the in-room televisions. This feature is a way for them to learn about our commitments and efforts and adopt our recommended best practices for energy, water, and waste management.

Lastly, raising awareness among suppliers is an essential component of our sustainability commitment. We have adopted the Hyatt Supplier Code of Conduct, which includes CSR criteria.



Commitment to sustainable tourism

The hotel's Green Globe certification was renewed on Wednesday[U1] , July 9, 2025. The Hôtel Martinez was the first hotel in France to obtain this international certification for sustainable tourism, which it did in 2010. Represented in more than 83 countries, Green Globe is an affiliate member of the United Nations World Tourism Organization (UNWTO) and recognized by the Global Sustainable Tourism Council (GSTC). Green Globe certification is based on strict, internationally recognized criteria for the sustainable operations and management of travel and tourism businesses. The regular renewal of our certification over the past 15 years demonstrates our staff's ceaseless commitment and never-ending pursuit of sustainable practices that are both consistent and continuously improved. For the past five years, the Hôtel Martinez has been awarded Green Globe Platinum certification, which is earned after 10 years of renewed certification. In addition to Green Globe, as part of the same initiative, the Hôtel Martinez has been committed to the United Nations Global Compact since 2010. This non-binding United Nations pact encourages businesses worldwide to go beyond international laws and standards by adopting proactive sustainable and socially responsible policies – and to report on their implementation – for a more positive impact on society and the planet.



Sustainable & Innovative Destination certification

The Hôtel Martinez is an active party to the City of Cannes' Sustainable & Innovative Destination (*Destination Innovante Durable* or *DID*) initiative, a national seal of approval earned through successfully reaching a number of sustainable-tourism benchmarks. The hotel is particularly committed to working on two of the eight DID benchmarks. First, DID Challenge 3: Promoting responsible consumption and fighting waste; then DID Challenge 4: Making tourism a catalyst for inclusion. Involvement in this certification pursuit once again demonstrates the Hôtel Martinez's intention to actively contribute to more responsible tourism in the Cannes region.



Verified Responsible Hospitality by Forbes Travel Guide

In 2025, the Hôtel Martinez was awarded the VERIFIED Responsible Hospitality badge from Forbes Travel Guide. This international status was achieved by meeting over 100 clearly defined best practices to protect the environment and support the well-being of employees, guests and the community — without compromising guest experience.

Hyatt Objective 2025

Hyatt annually sets objectives for all its hotels that are to be met within a specific timeframe. These objectives address both economic performance and social responsibility initiatives that align with Hyatt's 2030 strategy. A document was sent to the General Manager of the Hôtel Martinez with a list of objectives to be met and the requirement of fulfilling at least one criterion. The hotel's management chose to set the bar higher, choosing to replace three major property purchases with more responsible alternatives. First, bottled water for staff in plastic containers was eliminated and replaced with water dispensers. Next, two electric scooters were acquired for getting around locally. Lastly, the frozen pastries served at breakfast were replaced with fresh, locally produced baked goods, which also made it possible to adjust quantities and minimize food waste.

PUTTING OUR CSR POLICIES INTO
PRACTICE

Green Team

The Green Team is the hotel's Corporate Social Responsibility committee, composed of approximately fifteen staff members from various departments, including department heads, and overseen by Michel Cottray, the hotel's General Manager. Green Team meetings are held monthly.

The Green Team's objective is to promote sustainability at the hotel by assigning responsibilities and help each staff member actively do their part. This special unit encourages employees to share ideas, plans concrete initiatives, monitors the action plan, and raises awareness on specific topics. Green Team membership is on a volunteer basis. The members not only have a strong ethical commitment, but their involvement in this unit increases their knowledge, helps them gain recognition throughout the hotel, and allows them to experience new CSR-related activities. Their mission is to embody the hotel's CSR policy, drive it forward, and ensure its long-term success. In 2025, the Green Team carried out several major initiatives, such as renewing the Green Globe certification and setting up collection points, one for clothing, another for office equipment and supplies.

Members of the Green Team



Our initiatives for 2026

1

Earn the European Ecolabel

2

Make the adaptations needed to connect to the City of Cannes' thermal sea power network

3

Increase the proportion of organic, local, and certified products we use

4

Follow the objectives set by Hyatt through its World of Care - Caring for our Planet program

5

Be designated a French *Entreprise du Patrimoine Vivant* (Living Heritage Company)

6

Implement and optimize a Building Management System (BMS)

The Hôtel Martinez warmly thanks The Swarm, our consulting partner, for its support in structuring our CSR policy. The partnership continues this year with the creation and publication of our 2025 Sustainability Report. The Swarm will continue working at our side in 2026 to improve our environmental commitments through implementation of the European Ecolabel.



THE SWARM

The Swarm is your strategic partner for embedding impact at the heart of your sustainable transformation

76 rue Beaubourg, 75003 Paris

contact@the-swarm.eu

+ 33 6 64 06 84 86

the-swarm.eu



H Ô T E L
M A R T I N E Z
C A N N E S

73 La Croisette, 06400 Cannes - France T +33(0)4 93 90 1234 - hotel-martinez.com

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