



HOTEL ETH MANAGEMENT POLICY

The mission of Hotel ETH Irun is to provide high-quality, comfortable, friendly and efficient accommodation services, aimed at meeting the needs of its guests, while contributing to the tourism and economic development of Irun and its surrounding area, with particular attention to its strategic role as a cross-border connection point between Spain and France.

To achieve this, the hotel operates from a perspective of continuous improvement, hospitality, sustainability and adaptation to the evolving demands of the tourism sector, basing its decision-making on data analysis and on a deep understanding of both customers and the environment. Hotel ETH Irun is made up of a professional team committed to making guests feel at home. We have a stable and experienced workforce, with a long track record within the hotel, which represents a fundamental pillar in decision-making, providing key operational and customer knowledge for the continuous improvement of the service. We promote an approach based on active participation and responsibility, directing our efforts towards understanding the current and future needs of our guests, while also caring for the environment and ensuring workplace safety.

This management policy is established as the guiding framework for all hotel activities and is based on five main strategic pillars, aligned with the Smart Tourism Company methodology:

Responsible and customer-oriented management

We promote a structured, results-oriented management approach based on defined processes that cover all hotel operations. Management leads the system, allocates resources, and regularly monitors performance through indicators, reviews, and control of key processes. The context, stakeholders and risks are continuously analysed, and this analysis is translated into concrete objectives and actions, supported by internal and external data for decision-making. Continuous improvement is embedded in daily operations through the identification and correction of deviations, ensuring service quality and compliance with



established standards, with the active involvement of the team in identifying improvements and resolving incidents.

Environmental, social and economic sustainability

Hotel ETH Irun prioritises sustainable management that minimises the environmental impact of its activities, promotes the efficient use of resources, fosters a suitable working environment for its team, and contributes positively to local development, encouraging collaboration with local suppliers and the surrounding economic network. Sustainability is understood as a cross-cutting principle guiding the hotel's activities across its environmental, social and economic dimensions, promoting awareness and active participation of the team in responsible practices.

Accessibility, equality and inclusive service

The hotel is committed to accessibility and to providing an inclusive, respectful and equal service for all individuals. A welcoming, non-discriminatory environment is promoted, working to ensure access, stay and enjoyment of facilities and services under conditions of equality, comfort and dignity, both in physical spaces and in digital communication and booking channels, supported by a trained and aware team capable of meeting diverse customer needs.

Technology applied to management and guest experience

The use of technological tools is encouraged to support both more agile and efficient management and an improved guest experience. The digitalisation of processes, optimisation of communication and booking channels, and responsible use of information are part of this commitment, always from a practical, secure and service-oriented



perspective. Progressive implementation of solutions that enable analysis of customer behaviour and enhance service personalisation is promoted, combining technology with the knowledge and experience of the human team.

Culture of improvement and innovation in service

The hotel is committed to continuous improvement and the incorporation of innovative solutions that enhance customer experience, modernise internal processes and strengthen competitiveness. This focus on innovation is reflected in the ongoing review of procedures, services and facilities, adapting them to new market demands and customer expectations, as well as in the active participation of the team in generating improvement proposals and identifying innovation opportunities.

This management policy is reviewed periodically to ensure its alignment with the context, the hotel's objectives and the evolution of the sector. Its effective implementation involves the entire Hotel ETH Irun team, who commit to carrying out their duties in accordance with these principles, promoting continuous staff training, process improvement and monitoring of results, as well as alignment with the principles of the Smart Tourism Company.

In Irun, March 27, 2026

A handwritten signature in black ink, consisting of several fluid, overlapping strokes that form a stylized, abstract shape.