

## Our goals

1. We develop the best potential for hospitality: people.
2. We want to help the hotel achieve the desired results.
3. Our vocation is to dedicate ourselves to only a few hotel projects, giving each hospitality entrepreneur a considerable part of our time and attention.
4. **Transmit knowledge and experience:** we want the hotel to be able to do it alone. We want the hotelier to manage his hotel with total autonomy and awareness. We want to be able to be useful... *but up to a certain point*. To the point where there will be no need for us anymore *because the hotel, with its staff, will know more than us!* This is our essential goal.
5. We are first and foremost “Ambassadors”. We categorically avoid expressing negative opinions about other hotel consulting firms, colleagues and professionals. We never discredit or put anyone in a bad light.

## Integrity, Honesty and Transparency.

- Integrity and fairness are a constant commitment and duty of all Suite 24 people and characterize the behaviour of the entire organization.
- The management of consulting, mentoring and support activities for hotels must be carried out by Suite 24 within a framework of transparency, clarity, honesty, correctness and efficiency.
- Commitment and professional rigour distinguish the work of Suite 24.

## Relationships with hotels and third-party suppliers

- Suite 24 is committed to seeking out suitable professionalism and commitment to sharing the principles and contents of the Code among its suppliers and external collaborators.
- Favors, corrupt practices, collusive behavior, and solicitations by third-party suppliers to Suite 24 to influence hotels to purchase “sponsored” products are, without exception, prohibited.
- The relationship between Suite 24 and third-party suppliers is regulated on a cost/benefit basis exclusively in favor of the hotel and the hotelier, never to the economic advantage.

# CODE OF ETHICS

## Conflicts of interest

- Suite 24 never carries out support and consultancy activities for directly competing hotels simultaneously, in the same period.
- Suite 24 avoids all situations and activities where conflicts of interest may arise between competing hotels operating in the same target markets.

## Confidentiality and Protection of Business Secrets

- 24 's activities constantly require acquiring and sharing documents and other data relating to performance indicators, business operations, financial statements and economic reports (commercial contracts, reports, studies, analyses, etc.), belonging to the hotels followed in consultancy. The information, knowledge and data acquired or processed during the consultancy relationship between Suite 24 and the hotel cannot be used or communicated to third parties or disclosed.
- Suite 24 is aware that the inappropriate disclosure of data, documents, and information belonging to the hotel followed in consultancy could cause damage to the interests of the hotelier.
- Suite 24 guarantees the hotelier the total confidentiality required by the circumstances.