



VALUES CHARTER

IDENTITY STATEMENT

The Hotel Margherita project is rooted in the history and experience of two families deeply connected to the Amalfi Coast, with the aim of offering an authentic, relational, and sustainable form of hospitality, capable of creating value for guests, employees, and the local community.

1. People-Centered Approach

Hotel Margherita bases its management model on relationships and the enhancement of people. The centrality of the individual is a guiding principle that shapes decision-making processes, interactions, and the overall experience.

GUEST

The relationship with guests is based on listening and availability. Interaction develops through dialogue, exchange, and support throughout the entire stay.

Attention is focused not only on what is offered, but also on how it is offered, by delivering an authentic Mediterranean experience that avoids standardized models and prioritizes relationships and proposals consistent with local identity.

The frequent mention of staff members in guest reviews reflects a relational model that is both recognized and perceived.

EMPLOYEES

The centrality of people is also reflected in internal management. The working environment is based on collaboration and continuous dialogue between management and team members.

The quality of the guest experience is considered directly proportional to the quality of internal relationships. For this reason, care for people extends beyond the final customer to the entire organizational structure.



2. Integrated Experience and Service Personalization

At Hotel Margherita, hospitality is conceived as an integrated system of interconnected services. The offering is developed through an integration logic in which each element contributes to building a unified experience.

The services provided, including two distinct restaurant concepts, activities, experiences, and logistical support, are organized flexibly to create stay configurations tailored to different profiles and needs: couples, families, guests traveling with pets, travelers interested in gastronomic experiences, relaxation-oriented guests, or those seeking to explore the territory.

Our goal is to extend the experience beyond conventional Amalfi Coast tourism by proposing a hospitality model that does not rely solely on the beauty of the landscape, but generates value through tailored experiences.





3. Responsibility and Care for the Territory

Operating on the Amalfi Coast entails significant responsibility toward an environmental, cultural, and social context of high value, but also high fragility.

For this reason, Hotel Margherita integrates sustainability practices and territorial protection into its decisions to preserve and enhance the area.

ENVIRONMENTAL RESPONSIBILITY

This responsibility translates into concrete practices, including:

- Reduction of single-use plastic
- Energy efficiency improvements
- Collaboration with local suppliers
- Guest education on responsible behavior and awareness of local identity and values
- Conscious water resource management
- Advanced waste separation systems

LANDSCAPE AND BIODIVERSITY CARE

Preserving the natural identity of the Amalfi Coast means protecting the ecosystem that represents its distinctive value.

The hotel promotes practices and initiatives aimed at safeguarding biodiversity and spreading a shared environmental culture, maintaining a balance between tourism development and conservation.

COMMUNITY

Hotel Margherita operates as an active part of the local community, building relationships with suppliers, professionals, and local stakeholders.

Enhancing local expertise and participating in territorial projects and initiatives represent a strategic choice: strengthening a tourism model capable of generating shared and long-term value.

In this sense, responsibility is not limited to the environment but extends to the economic and social dimensions of the context in which the hotel operates.



4. Open Organizational Culture

Hotel Margherita recognizes that hospitality quality stems from a healthy internal culture and therefore promotes openness, shared responsibility, and the enhancement of competencies.

Operational decisions are supported by continuous dialogue between management and team, fostering an environment where skills, ideas, and perspectives contribute to continuous improvement.

The organization is characterized by a dynamic and intergenerational team, with diverse professional backgrounds and a significant presence of women in key roles. These elements are naturally integrated into a context where rigid hierarchy does not prevail and professional recognition is linked to individual contribution, competence, and merit.

The hotel invests in training and resource development, promoting an environment where people can grow, take responsibility, and actively contribute to the evolution of the project.

FUTURE VISION

Hotel Margherita aims to consolidate a model of responsible hospitality that combines quality, sustainability, and strong territorial roots, contributing to the development of a balanced and conscious tourism destination.

