



LA SULTANA IMPACT ASSESSMENT 2024

The annual assessment report summarizes the quantitative impacts of our operations on sustainability and complements our Conservation & Sustainability philosophy brochure.

We strive to be transparent about the weight of our operations and challenge ourselves to improve our practices, minimize and gradually offset the impact of our operational activities.



1. 2024'S SUSTAINABLE ACHIEVEMENTS



Organic Garden

To offer the best flavor in every dish and to reduce our carbon footprint, we produce our own organic vegetables on our land at La Sultana Oualidia. In 2024, we produced 4850 kg of vegetables and herbs representing 49% of our needs (in comparison with 4 637 kg in 2023). We produced large quantities of zucchinis, carrots, lettuces, tomatoes, and a wide variety of crops with over 50 references grown in the garden.

Cultural celebrations & Nature protection

When staying at La Sultana, each guest receives a complimentary *Architectural Heritage tour* in Marrakech and an *Introduction to local Flora & Fauna* in Oualidia. It gives our guests the keys to embark upon a journey of initiation to the Morocco of today. Through a wide range of experiences, guests are understanding the country they visit and learn from their journey. We are very proud to have taught Moroccan cuisine tricks to 616 cooks in progress and to have guided over 34 guests to a private bird watching safari in the lagoon.

Living Architecture Heritage as an audio journey

In 2025, our *Living Architectural Heritage tour* is now available in audio format for guests wishing to discover and learn about the Moroccan Architecture. The soundtrack is a journey in itself, taking you from the intimacy of the Riad to the incredible views from the rooftop terrace. Moroccan cultural heritage has never been so easy to uncover.

Forbes Travel Guide Responsible Hospitality  **RESPONSIBLE HOSPITALITY VERIFIED**

We are very proud that both La Sultana Marrakech & La Sultana Oualidia have been recognized by Forbes Travel Guide for being in some of the first representatives of their Responsible Hospitality program in Morocco.

2. CARBON FOOTPRINT SUMMARY



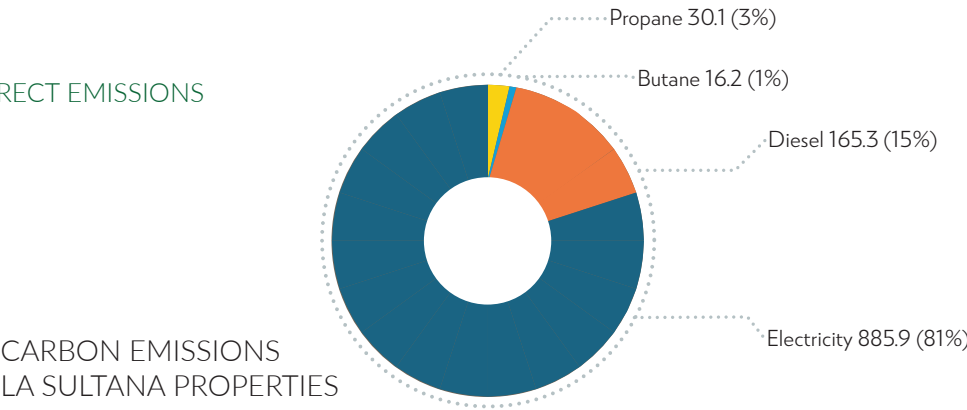
Carbon Footprint

In 2024, our total carbon footprint was 1,098 TCO₂, a slight decrease from 1,130 TCO₂ in 2023. However, due to a lower occupancy and strong performance in other areas like restaurants and the Spa, emissions per room night increased. Compared to last year, per room-night emissions rose by almost 10%, reaching 94 kgCO₂ in Marrakech and 231 kgCO₂ in Oualidia. The management of our carbon footprint is a key component of our commitment. We collect and report data on all our properties' activities and equipment that emit greenhouse gases.

TABLE 1: DIRECT EMISSIONS

La Sultana properties 2024		Electricity «A»			Diesel (Stationary) «B»			Propane «C»			Butane «D»			Total A+B+C+D
		Kw/h	cost/MAD	TCo2	L	cost/MAD	TCo2	Kg	cost/MAD	TCo2	Kg	cost/MAD	TCo2	TCo2
La Sultana Marrakech		640 203	737 945	447,5	32 000	396 940	91,7	5256	64 340	164	4968	18 103	14,9	571
La Sultana Oualidia		627 190	711 832	438,4	25 656	320 056	73,6	4386	54 472	13,7	432	1 489	1,3	527
	Total	1 267 393	1 449 777	885,9	57 656	716 996	165,3	9642	118 812	30,1	5400	19 592	16,2	1 098

TABLE 2: TYPE OF DIRECT EMISSIONS



Per room-night comparisons

Another useful approach for comparing the carbon footprints of each property is to interpret the emissions through a measure of ‘per-unit’ emissions such as per occupied rooms. This is defined as:

$$\frac{\text{Total carbon footprint}}{\text{Total occupied rooms}}$$

In 2024, the carbon footprint per occupied room of La Sultana Marrakech was 94KgCo2 and 231KgCo2 at La Sultana Oualidia, compared respectively to 87kg and 204kg in 2023. On a ‘per room-night’ basis, emissions were up 10% compared to last year which can be explain by increased activity in areas such as restaurants and the Spa.
La Sultana Oualidia records higher per room-night emissions (231 kgCO₂) compared to La Sultana Marrakech (94 kgCO₂), largely due to its remote location requiring on-site seawater desalination, as well as its unique configuration — a small number of rooms (12) relative to its extensive facilities, including three restaurants and a spa.

Water

La Sultana Marrakech used 7,500 cubic meters of water in 2024.
At the same time, La Sultana Oualidia utilizes solely desalinated sea water which is, once used, 100% recycled below ground and as such the impact of this natural resource is nil.

Water in M3		2024	2023	2022
La Sultana Marrakech		7 500	9 663	11 232
La Sultana Oualidia		-	-	
	Total	7 500	9 663	11 232



Creation of a Positive Impact for La Sultana

We have converted our CO2 emissions to a Dirham value using a conversion factor of MAD350 per ton of CO2¹. We pledge to allocate 50% of our carbon emissions evaluation to a Positive Impact fund to finance earth-friendly projects and charities. Our financial contribution fosters activities that have positive impacts for Moroccan people and communities.

^[1] We, at La Sultana, decided to set a long-term internal price on carbon to invest in sustainable development projects. The cost of 350 MAD per ton of carbon emissions, in line with yearly report on carbon credit pricing, is used to better understand the impact of our operations and incentivize low carbon innovations within each property, cutting our company’s energy use and carbon pollution. Sources: Gold Standard, “Carbon pricing: setting internal price on carbon” & 8 Billion trees, “Carbon credit pricing”, January 2023

In 2024, our initial budget for our Positive Impact fund represents 192 000 MAD (50% of 1098t *350 MAD). We have exceeded our expenses to reach 226 650 MAD spent on regenerative projects and financial contributions (+34 650 MAD compared to our initial commitment).

in MAD	Positive Impact Fund	2024
Company's financial support to team members		100 000
Charity financial support in addition to guests' contributions		
Les enfants Dar Boudiar		56 650
Education for All		40 000
Biodiversity regenerative project		
Beach clean-ups (Oualidia)		30 000
Total expenses on regenerative projects and third parties		226 650



Financial contributions

In 2024, La Sultana continued its contribution to help team members affected by unforeseen circumstances as well as two charities close to our hearts to continue their helpful operations almost two years after the earthquake.

Les Enfants Dar Boudiar

The Charity "Les Enfants de Dar Boudiar" created by Hansjörg Huber supports over 100 abandoned children to provide them with a new home, health check-up and an education.

www.atlas-kinder.org/

Education For All

Education For All (EFA) give girls the chance of a college education in Morocco because they believe that if you educate a girl, you educate the next generation as well.

EFA was established to help provide the opportunity for girls from the High Atlas mountain region.

They build and run high-quality boarding houses for girls from 12–18. Everything is provided for free. The overall environment makes it easy for the girls to settle in and thrive in their studies.

<https://www.efamorocco.org/>

Biodiversity regenerative project

Beach clean-ups

La Sultana invests in the natural reserve of Oualidia, working on the protection of birds and on cleaning of the shores. As well as the daily clean-up near the property, each year, the whole team allocates one full day to clean the lagoon. This represents a budget of MAD 30 000 in wages & equipment to make a significant impact for the natural reserve and the population of Oualidia. Thanks to the team efforts, we collected 4,7 tons of trash in 2024.



PLANS FOR 2025

We are anticipating the following projects for 2025

- Creation of an organic garden near Marrakech to provide the hotel with the freshest and tastiest produce
- Electric car charging unit in Oualidia
- Electricity consulting to diminish our consumption



Thank you for reading our progress in our Sustainability journey.