

CORPORATE QUALITY POLICY

The management of S.E.A. Spa, Hilton Sorrento Palace, is fully aware that in order to provide its customers with a flawlessly high-quality service, it is essential for the organization's strategic directions to be defined with the aim of achieving the highest level of user satisfaction.

It acknowledges that, although the organization has operated based on a Quality Management System compliant with the international ISO 9001 standard for twenty years, only continuous improvement can lead to significant commercial and economic advantages while simultaneously meeting the expectations of its customers and those of the prestigious hotel brand to which it belongs.

To this end, the organization is committed to providing services that meet the needs expressed by its stakeholders at an ever-higher quality level, continuously striving to improve its business processes. This commitment extends to processes with no direct interaction with users, as failure to meet the required quality standards could jeopardize the overall quality of the service offered to its customers.

The customer therefore assumes a central role in achieving the organization's quality objectives. This highlights the importance of understanding customers deeply to deliver services that meet their explicit and implicit needs, ensuring a consistently high level of satisfaction.

The primary and general objectives that hotel management aims to achieve through this policy include:

- Active participation of internal staff in the operation and improvement of the Quality Management System, which this document represents, and the continuous improvement of the organization's performance, including its image and reputation in the hotel and conference market.
- Satisfaction of all stakeholders, including through compliance with contractual commitments and careful communication management.
- Compliance, with an aim toward continuous improvement, with the requirements of current legislation, particularly concerning workplace safety, information security, and environmental protection.
- Analysis of the organization's business processes through the definition of performance indicators and their continuous monitoring to achieve the objectives of individual functions.
- Risk mitigation through the analysis of probability and impacts, as well as the adoption of appropriate countermeasures.
- The ability to make strategic decisions based on objective information and data.
- Collaboration with professionals and consultants who contribute to achieving increasingly higher quality standards for the organization.

Achieving these objectives enhances the effectiveness of the services provided and makes customer satisfaction the differentiating factor in an increasingly competitive international market.

The QMS is subject to continuous and systematic reviews and improvements, and the company is committed to maintaining the certification of its system effectively, according to the UNI EN ISO 9001:2015 standard.

Gian Mario Russo
Chief Executive Officer

Sorrento, September 1, 2023