

# MISSION, VISION & VALUES

## Mission

To provide accessible, transformative experiences in a natural environment, enabling our guests to flourish.

## Vision

A society where everyone can unlock their potential.

## Values

The following values will underpin everything we do.

## Sustainability

We work in a unique and beautiful part of the world, without Lough Erne and its' environs we have no product to market. As such we aim to be stewards of the environment and to operate responsible business practices. We aim to educate and encourage our guests and staff to do likewise.

## Hospitality

Hospitality is a core value that defines our commitment to providing exceptional customer service and creating a warm and welcoming environment at Share Discovery Village. We believe that every guest deserves to feel valued, cared for, and attended to with genuine hospitality.

## Accountability

We believe accountability is a fundamental value that fosters trust among our stakeholders. We are committed to upholding the highest standards of accountability throughout our organisation.

## Respect

Respect is a cornerstone value that underpins our interactions, relationships, and approach to business. We recognise that embedding a culture of respect is essential for creating a positive and inclusive environment for all.

## Equality

Equality is a fundamental value that drives our commitment to creating a fair and inclusive environment. We believe that every individual should be treated with dignity and provided with equal opportunities, regardless of their abilities, background or characteristics. We are dedicated to ensuring that all our team members, guests, and customers have an equal voice, access to resources, opportunities and experiences regardless of their ability, background or any other characteristics.

