



Informe de Sostenibilidad 2016-2017



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WELCOME

Med Playa is a friendly, family company, with ample tradition and experience, specialised in holidays by the sea. We offer an excellent quality-price ratio with great facilities, a working team with a calling towards service and commitment to the company and environmental protection.

Here at the Med Playa group hotels, we are aware that the tourism industry has many impacts on destination areas, both positive (generation of income, employment and business opportunities, etc.) and negative (exploitation of natural resources, environment and landscape degradation, creation of pollution, etc.). As such, it is our responsibility to promote the protection of our employees and the environment around us.

Through the policies on sustainability, guests, employees, providers, shareholders and the company in general, actively collaborate with us with the aim of minimising any negative impacts.

VISION

Ensure the efficiency, good operation of the sustainability procedures and good practices at all the hotels of the Med Playa group.

MISSION

Provide all of our clients, suppliers and employees with the services, products and experiences of our hotels using environmental responsibility and innovation.

SUSTAINABILITY POLICY

Our environmental policy is focused on defining the actions carried out in our establishments in order to improve how our management functions with regards to the community, as well as fair treatment of employees and the environment, aimed at guests and clients, workers in the establishment and providers.

1. Make efficient use of our facilities and equipment with the active participation of the staff and the guests in order to reduce the consumption of water and power, as well as CO2 emissions.
2. Achieve a reduction in waste creation at our hotels by following a series of ecological initiatives to reduce waste.
3. Encourage recycling by promoting the selective collection of waste.
4. Develop a purchasing policy specifying environmental and social objectives and obligations.
5. Conserve biodiversity in our environment through participation in different activities.
6. Optimise the use of chemical products.
7. Promote the societal benefits of our employees encouraging well-being and healthy living, improving our employment policies with training programmes, and defending equal opportunities for all.
8. Contribute in the development of our community by contracting local providers and distributors.
9. Make our local culture known, promoting the use of tourist attractions, excursions and other activities in our community, and enhancing our cuisine including typical dishes in our menus.
10. Participate actively in environmental and societal projects taking place in our community in the form of cooperation or donations.

QUALITY POLICY

Constant improvement and quality control are part of the company's culture, always aimed at meeting the needs and expectations of our clients and involved in all connected processes and with the active participation of all staff in the organisation.

PURCHASING POLICY

The objective of Med Playa is to achieve the best efficiency throughout the purchasing process, guaranteeing the delivery of quality products and services to its clients, demanding that its providers comply with current regulations, and promoting values in sustainability.

HEALTH AND SAFETY POLICY

Med Playa Management has full responsibility for the definition, development, structuring, reviewing, dissemination and compliance with our pre-emptive policy, and as such, providing the material and human resources necessary for its implementation. In order to exercise its responsibility, the company's management will have the support of middle management and the worker(s) assigned to prevention matters. Additionally, we will have the collaboration and consultancy at our disposal from leading companies in the prevention service sector, while applying the prevention plan to all activities within the company.

CHILD PROTECTION POLICY

We at Med Playa are committed to child protection and doing everything we can to defend it. The staff accepts and acknowledges our responsibilities in developing social awareness of problems that are damaging to minors.

HUMAN RIGHTS PROTECTION POLICY

Med Playa has the responsibility to protect, support and promote fundamental human rights in the impacts of influence and activity, providing the necessary framework for striving to freely improve working conditions.

COMMUNITY PARTICIPATION POLICY

Med Playa participates actively wherever it carries out its activities and contributes to the improvement and progress of its social surroundings, and in doing so, creates opportunities for the social and economic development of the community.

APPLICABLE LEGISLATION

Med Playa adheres to current legislation on international and national environmental matters as well as legislation from different autonomous and local communities.

PARTNERS

- Med Playa forms part of Travelife, a leading initiative in training, management and certification for those tourism companies committed to achieving sustainability. Recognised by numerous tour operators and travel associations. Year after year, Med Playa has received several gold awards for its hotels.
- Hospitality Award "A Real commitment to sustainability" and certificate of the 'Efficient Sustainable Hotel', awarded by the ISTUR Group (Institute of Tourism Sustainability) at FITUR 2015.
- Award for Sustainability and Energy Efficiency awarded by Endesa at the Hotel Rio Park in Benidorm.

OBJECTIVES 2016-2017



- Reduce water consumption by 2% vs 2014 -2015. ✓
- Reduce energy consumption by 3% vs 2014-2016. ✓
- Record the collection of glass 2016 -2017 ✓
- Increase customer satisfaction with Booking.com scores by two percentage points ✓
- Creation of an Environmental Sustainability leaflet for all the hotels in the Med Playa chain in 5 languages in 2017. ✓

ENVIRONMENTAL ASPECTS

Energy Consumption

KWh of ELECTRICITY / STAY

2014	2015	2016	2017
6.57 kWh	5.92 kWh	5.99 kWh	5.81 kWh
206,622	208,661	206,404	210,510



KWh PROPANE / STAY

2014	2015	2016	2017
0.72 kWh	0.97 kWh	0.98 kWh	0.88 kWh
1,679	2,562	2,524	2,377



1kg propane = 13.385 kWh

KWh DIESEL OIL / STAY

2014	2015	2016	2017
3.58 kWh	3.20 kWh	4.14 kWh	2.88 kWh

10,489	10,503	13,275	9,696
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WATER litres / STAY

2014	2015	2016	2017
144.38 LTS	132.95 LTS	139.75 LTS	125.01 LTS

4,537	4,686	4,810	4,524
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Other consumption

LINEN Kgs / STAY

2014	2015	2016	2017
0.76 Kgs	0.85 Kgs	0.91 Kgs	0/92 Kgs

23,806	30,941	31,247	33,232
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Previously, reservations were for 7, 10 and 14 days.

Currently reservations are for 3, 5 and days. This creates a larger volume of linen

SOCIAL ASPECTS

Local Activities

1. Continuing the annual collaboration, since 2011, in the “Dinar de Germanor” (Companionship Lunch) on Celebrating the Elderly Day.
2. Offering the use of the restaurant, kitchen and the staff for the provision of: 110 diners in 2015 -115 diners in 2016 -105 diners in 2017- 120 diners in 2018.
3. Promoting local gastronomy with information on GASTRONOMIC EVENTS
4. From 17th February to 3rd March with the “LA CUINA DEL BACALLA” campaign
5. From 1st to 30th June with the “ELS FIDEUS A LA CAÇOLA” gastronomic campaign
6. From 1st to 30th September with the “LA CUINA DEL CIM I TOMBA” campaign
7. First weekend in June “SARDINADA --DIA DEL PESCADOR”
8. New “TOSSA DOLÇA” campaign with traditional products from “Llepar-se els dits”.
9. Promoting the local fiestas, co-financing the production of the fiesta programmes for the FESTA DE SANT PERE SUMMER FIESTA 2014 -2015-2016-2017-2018
10. Corpus Christi procession and the carpets of flowers
11. Provide clients with information about train and bus timetables, cultural activities, excursions, local leisure facilities, etc.

ECONOMIC ASPECTS

Med Playa is a hotel group based in Girona, which specialises in the management of tourist establishments located on the coast. Founded in 1967 on the Costa Brava, its expansion began in Benidorm and continued along the Costa del Sol, Salou and Maresme with the purchase of several already built hotels, including the historic Pez Espada in Torremolinos (Málaga). Currently the group has sixteen establishments, thirteen of which it owns. It has an annual turnover of more than € 79 M (in 2015) and a workforce of 1,630 staff in high season.




Aparthotel Esmeraldas

Category 2 star

Capacity 107 Apartments

Location Costa Brava - Spain

Certification Travelife Gold in 2016 –

	PARKING		PISCINA EXTERIOR		RESTAURANTE
	INTERNET CORNER / INTERNET CENTRE		FACILIDADES PARA MINUSVÁLIDOS		RECEPCIÓN 24H.
	CAFETERÍA		INTERNET		BAR
	SALÓN		WIFI		MALETERO
	TELEVISIÓN CON PANTALLA GIGANTE		APARCAMIENTO EXTERIOR NO		PING PONG
	PARQUE INFANTIL		VENTA DE EXCURSIONES		ALQUILER DE COCHES
	CAMBIO DE DIVISAS		SALÓN DE JUEGOS		NO SE ADMITEN ANIMALES

STAKEHOLDERS

Shareholders

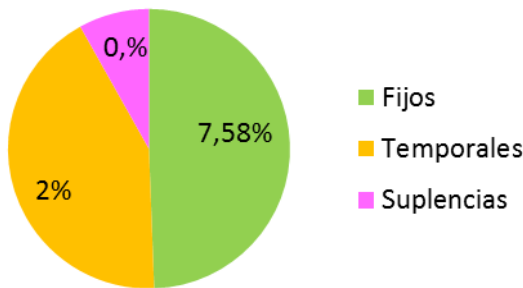
All the members of the Med Playa board of directors and those with management responsibilities maintain a relationship with its shareholders based on reciprocal, sustainable benefit, governed by the principles of trust, transparency and ethics.

Employees

One of the main objectives of the Med Playa Group is to promote a working environment that facilitates the professional and human development of all employees. The diversity of abilities, experiences and the integration of different people and cultures is one of the foundations of the success of Med Playa.

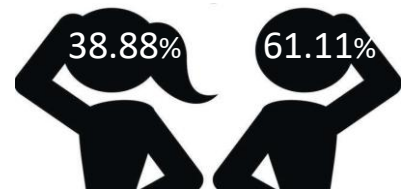
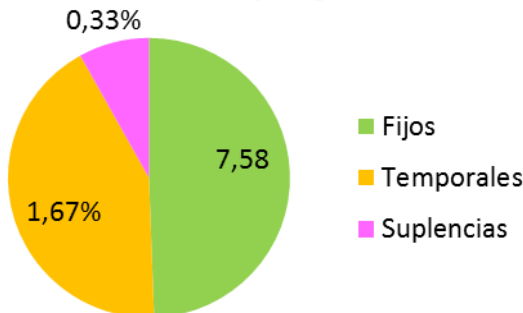
The average annual workforce for 2016 was 9.58 employees

Tipología de contratos



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Tipología de contratos



Internal Promotions

In 2017 Angeles Fernandez Ruiz was promoted from chambermaid at the Hotel Sam Eloy in Tossa de Mar to the position of Housekeeper.

Employee Welfare Benefits

- Discounts on reservations for hotels in the chain.
- Discounts at local businesses: Gym, Swimming Pool, Theme Parks.
- Advertising for local businesses, promotions, offers, discounts, etc. are increased.

Training

Over the last four years, training courses have been delivered in various areas:

- Prevention and Control of the Norovirus.
- HACCP Food Safety Management.
- Prevention of Legionella.
- Prevention of Occupational Hazards.
- Management of Food Allergens.

“To make the hotel staff aware of the importance and treatment of such cases and the compliance with the new European Union regulations in this area, to satisfy and meet the demand of those customers with food allergies.”

- Environmental Sustainability

“To provide the knowledge, skills and attitudes necessary to ensure that, in compliance with the Travelife Sustainability programme, the correct environmental management practices are implemented and contribute to corporate social responsibility policies.”

- Seducing the Client

“To transform those employees within a reactive demand-led marketplace into genuine host-salespeople within a complex supply-led marketplace so that they know how to and have the willingness to act as a single pro-active and multi-skilled team of host-salespeople.”

Others

The hotel participates in an Innovation* Ideas competition for each establishment and for the chain as a whole.

In 2015, the winner was:

1. Jose Antonio Del Rio Rubio. Light on the stairs to the staff dining room.

In 2016, the two winners were:

2. Juan Antonio Hervias Moreno. Winter employment centre.
3. Alicia Marquez Muñoz. Free Wifi for all Hotel clients.

In 2017, the three winners were:

4. Juan Antonio Hervias Moreno. Ramp for unloading goods.
5. Jose Antonio Del Rio Rubio. Plastic curtains in coldstores.
6. Carlos Lopez Lopez. Offering excursions as packages on our website.

Customers

The satisfaction of our customers is a fundamental principal for the Med Playa group and they are treated with honesty, professional responsibility, confidentiality, privacy and proper use is made of their data.

Customers can give their opinions by contacting the Med Playa Call Centre or leaving a comment on medplaya.com.

Another tool used to find out about customer satisfaction is



which analyses online opinions and allows the reputation and online presence to be aggregated, organised and effectively managed on the main online travel agencies, opinion websites and social networks.

Amigo Card Loyalty Programme

Our repeat customers are rewarded through a system of accumulating points which can be exchanged for services, gifts and discounts on their reservations.

In 2016, they were accounted for within the Med Playa Group.

65,857 loyal
customers



In 2017, thanks to the hard work of Laura, 113 new Hotel Esmeraldas clients were registered on the Customer Loyalty scheme.

113 loyal customers for Hotel Esmeraldas

Suppliers

The Med Playa Group applies a strict and detailed procedure for the evaluation and selection of suppliers based on social, ethical and environmental criteria. Standards for codes of conduct and sustainability policies can be accessed on the website at www.medplaya.com.