



Informe de Sostenibilidad 2016-2017



Contents

03	Introduction- Welcome
	Mission
	Visión
04	Sustainability Policy
	Quality Policy
05	Purchasing Policy
	Health and Safety Policy
06	Child Protection Policy
	Human Rights Protection Policy
	Community Participation Policy
	Applicable Legislation
08	Partners
10	Objetives
11	Environmental Aspects
16	Social Aspects
18	Economic Aspects
18	Interest Groups
19	Employees
24	Clients
25	Providers

WELCOME

Med Playa is a family owned company, with a wealth of experience in offering beach Holidays to our customers. We pride ourselves in offering excellent value for Money with comfortable hotels in great locations, a team of hotel staff dedicated to giving great service, and a dedication to our local environment and sustainable tourism.

In all the hotels of the Med Playa chain, we are very aware of the variety of ways in which tourism can impact the destination – both positive (increase in businesses for the area, resulting in more work for local people etc) and negative (impact on the natural environment of the destination, waste and pollution generation), therefore our responsibility is to create an environment that protects both our staff and our surrounding environment.

We have created and put into place a sustainable policy in which both our guests and staff participate and contribute actively with us with the clear aim of minimising any negative impact created by our business

VISION

To ensure the efficiency and correct execution of our Sustainable procedures, and to ensure all our hotels in the Med Playa chain work with good environmental practices.

MISION

To provide all our customers, suppliers and staff with services, products and experiences in our hotels, respecting our responsibility to the environment and showing initiative.

ENVIRONMENTAL POLICY

Our Environmental policy has a principal objective, which is to define the actions we will take in our hotel establishments, with the aim of improving how we work with the local environment, our staff, guests and suppliers.

1. Ensure an efficient use of our installations and team, by actively working towards the objective of reducing water and energy consumption, and also CO2 emissions.
2. Achieve in our hotels a reduction in the generation of waste by following a series of ecological initiatives relating to waste reduction.
3. Encourage Recycling by promoting selective collection of waste.
4. Develop a purchasing policy which specifies the objectives and needs coherent with environmental sustainability.
5. Conserve the biodiversity of our environment by participating in different activities.
6. Optimise the use of chemical products.
7. Maximise the social benefits of our staff by ensuring their well-being, their health, and improving our staff policies with training programmes and ensuring equal opportunities exist for every team member.
8. Contribute to the development of our community by hiring local suppliers and distributors.
9. Promote our local culture and environment by providing information on tourist attractions, excursions and other activities, and at the same time maximizing our gastronomic offering in hotels by introducing typical local dishes to our menus.
10. Actively participate in environmental and social projects which take place in our destinations by either actively taking part or by financial donations.

QUALITY POLICY

Quality Control and a continued desire to improve, is a integral part of the culture of our company, and always with the aim of meeting the needs and expectations of our customers. All members of the Med Playa team take an active part in all the procedures and processes related to Quality Control.

PURCHASING POLICY

The objective of Med Playa is to achieve the best efficiency possible related to our purchasing process, ensuring we provide our customers with products and services of a good quality, thereby requiring our suppliers to make sure they meet all current legal requirements and respecting the values related with the sustainability of the environment.

HEALTH & SAFETY POLICY

The Management of Med Playa takes total responsibility for the definition, development, creation, review and putting into action all the preventative procedures and policies related to Health & Safety. In order to carry out this responsibility, the Management of the company relies on the support and help of suppliers and staff who are assigned to participate in this policy, and also counts on the cooperation and assistance of leading companies related to this subject thereby applying a Plan of Prevention of Risks to all activities carried out by the company.

CHILD PROTECTION POLICY

At Med Playa we are committed to Child Protection and doing everything possible to ensure children are protected from any risks. The whole team of staff understands and follows our responsibilities to make sure we have a social conscience with regard to any problems that could occur and put children at risk.

POLICY FOR PROTECTION OF HUMAN RIGHTS

Med Playa has the responsibility to protect, support and promote basic human rights within our area of influence and activity, thereby providing the required framework to improve working conditions.

POLICY FOR PARTICIPATION IN OUR LOCAL AREA

Med Playa actively participates in the community of all the destinations we have hotels in, and we contribute to the improvement and progress of the environment thereby creating opportunities for social and economic development.

LEGAL REFERENCES

Med Playa uses the current legislation with regard to the environment at all levels; international, country, regional and local.

COLLABORATORS – PARTNERS

Med Playa renews its Sustainability certifications through Travelife, an organisation recognised by numerous tour operators and Travel associations, an Enterprise leading in training, management and certification for tourism companies based on comprehensive, universal principles and criteria for Sustainable Tourism. These principles are aimed at ensuring responsible management in the area of Sustainability for tourist destinations. Med Playa has achieved several Gold certifications for its hotels for each two year period.

Hospitality Award "A Royal commitment to sustainability" and certificate of the "Efficient Sustainable Hotel", awarded by the ISTUR Group (Institute of Tourism Sustainability) at FITUR 2015.

Endesa awarded the prize for Sustainability and energy efficiency to the Med Playa hotel chain for the measures implemented at the Hotel Rio Park in Benidorm.

Member of Unicef with its "Hotles Amigos" programme for protection against child exploitation.

In 2017, Med Playa celebrated its 50th Anniversary with various activities, notable among which were:

Photo contests with gifts and free stays for clients.

Choice of Star staff member, most valued through online comments

Special services for clients

Exclusive fest at all Med Playa Hotels



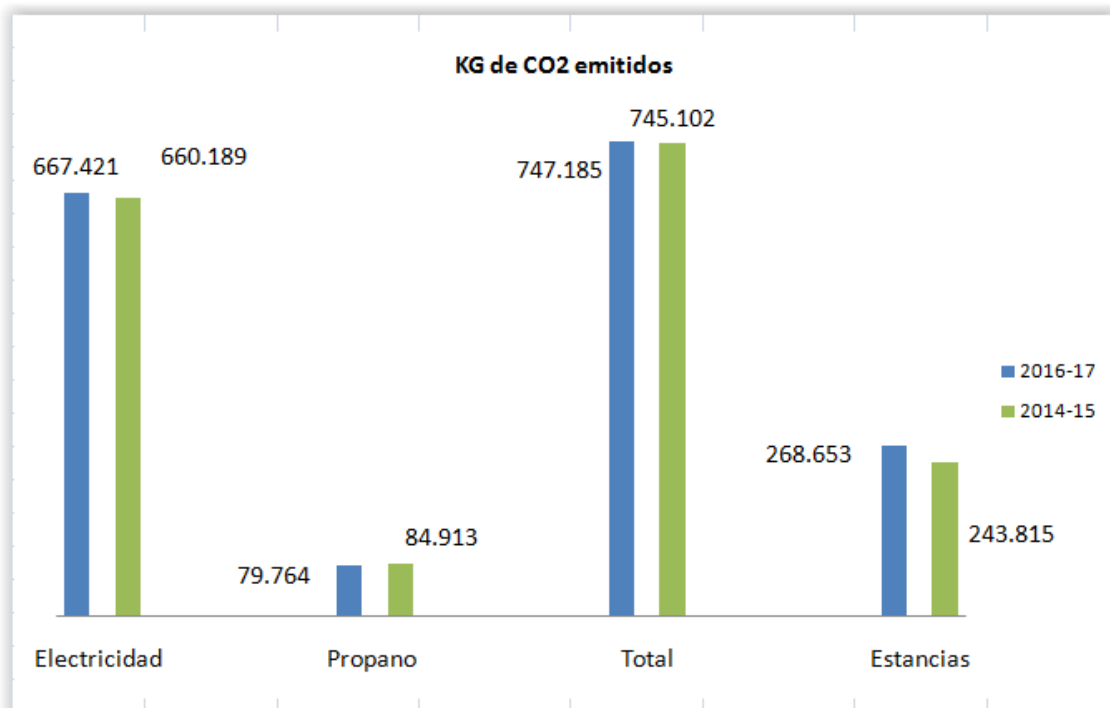
OBJECTIVES HOTEL REGENTE 2016-17



- Reduce -2% Co2 emmissions vs 2014-15.
- Reduce energy consumption by 2% vs 2014-15.
- Reduce cardboard / paper and glass waste by 5% vs 2014-15
- Carry out 1000 solidarity meals.

Environmental aspects

CO2 Emissions



3,06 kg of CO2 emitted per stay 2014-15

2,78 kg of CO2 emitted per stay 2016-17



Renewable energy



198.000 Kwh produced 2014-15

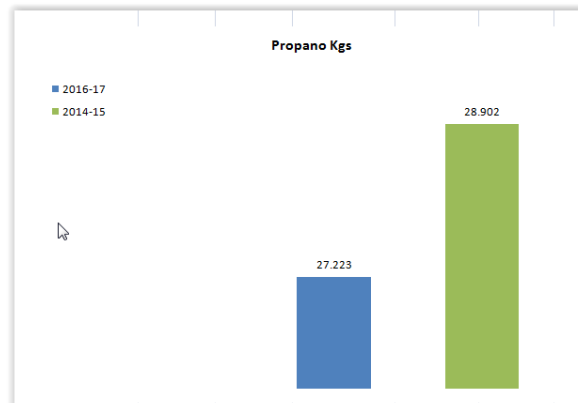
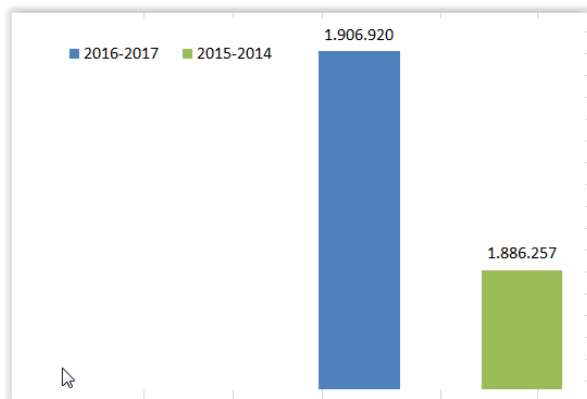
200.000 Kwh produced 2016-17



It has managed to reduce CO2 emissions from the main sources of energy used, making greater use of renewable energy, introducing technological innovation and modifying consumption habits.

Energy Consumption

Electricity Kwh



1kg propano = 13,385 Kwh

9,31 Kwh consumed per stay 2014-15



8,45 Kwh consumed per stay 2016-17

It is possible to reduce energy consumption by performing preventive maintenance actions in the facilities, acquiring more efficient materials and machinery, optimizing consumption schedules, installing low consumption lighting, consolidating environmental management programs and improving work procedures.

GRÁFICO DE AGUA FRIA
AGUA FRIA
AÑO: 2014

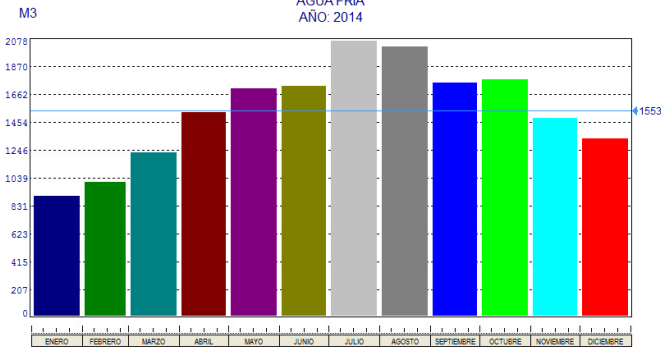
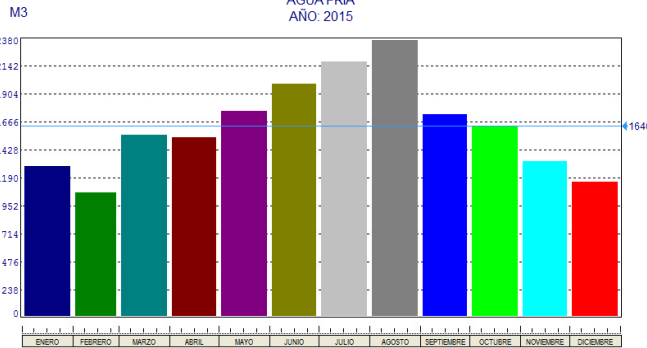
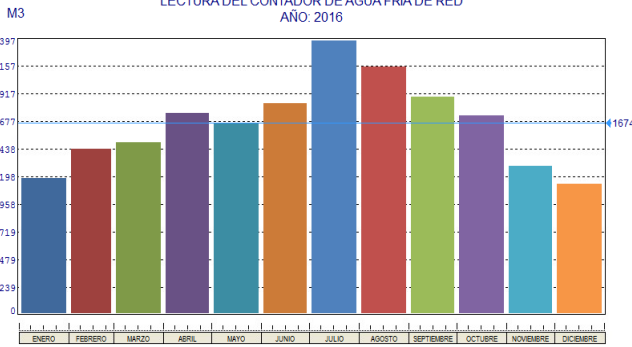


GRÁFICO DE AGUA FRIA
AGUA FRIA
AÑO: 2015



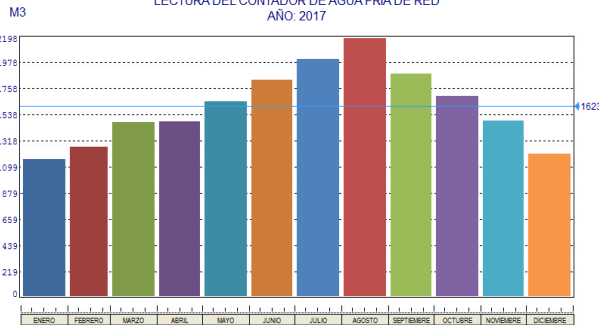
157 Lts of water per stay and day 2014-15

GRÁFICO DE AGUA FRIA
LECTURA DEL CONTADOR DE AGUA FRIA DE RED
AÑO: 2016



147 Lts of water per stay and day 2016-17

GRÁFICO DE AGUA FRIA
LECTURA DEL CONTADOR DE AGUA FRIA DE RED
AÑO: 2017



10 Lts of water saving per stay and day



For an efficient use of water, a preventive maintenance control is maintained in the facilities, comparisons of consumption with other hotels and products are made, as well as a work of sensitization of the personnel.

Other Consumptions

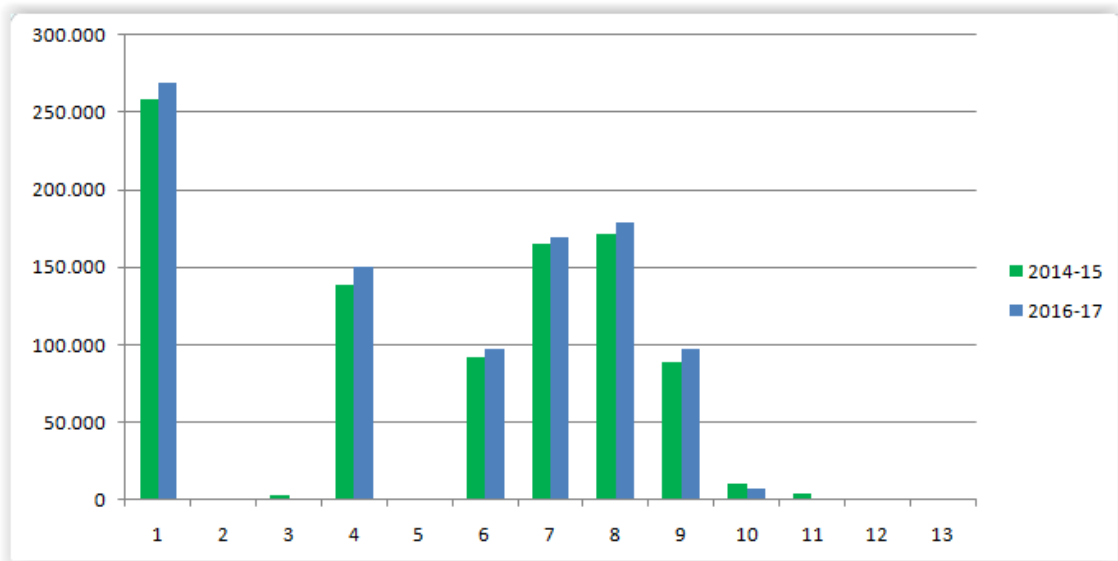
Even with an increase of 11000 stays vs 2014-15, laundry consumption has remained very controlled.

5,90 days of average stay 2014-15



6,14 days of average stay 2016-17

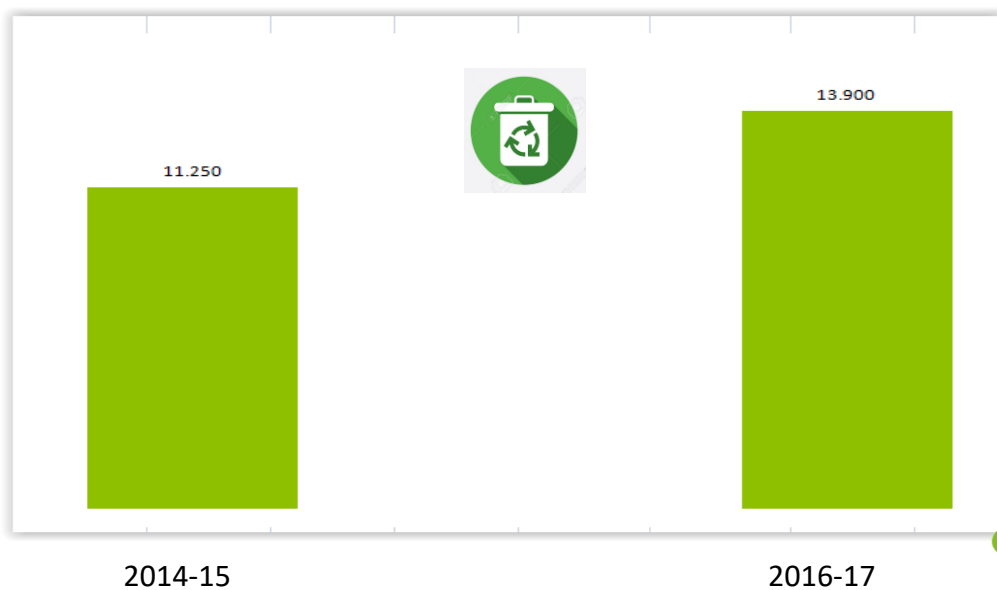
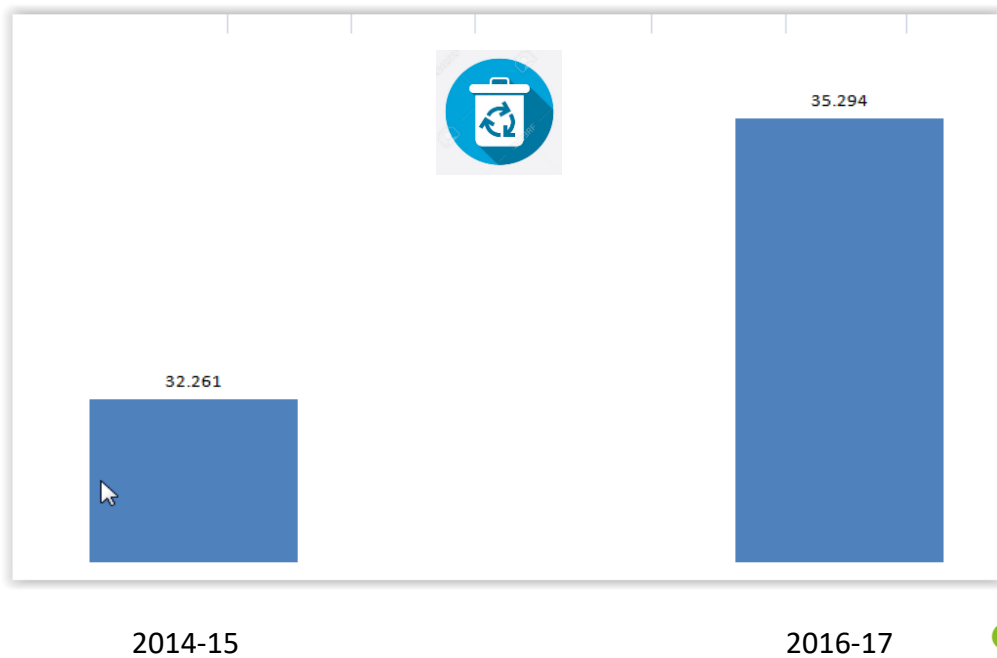
Laundry consumption units 2016-17 vs 2014-15



1 Stays- 2 Several - 3 Cubres - 4 Sheet - 5 S. Crib -6 Carpet - 7 T Basin - 8 T Shower - 9 Pillow
10 Napkins -11 Tablecloths -12 Blankets -13 Mattress lining

Waste

Although the consumption of waste in cartons has increased due to the increase in stays, the ratio per stay in cardboard consumption has been maintained at 0.13 x stay. The cartonage and packaging of merchandise has been eliminated, electronic communication is encouraged, office paper is reused and awareness of rational use is made. In reduction of glass has occurred a similar case has increased the generation of glass but equaling the ratio x stay 0.05 by using concentrated products, bag in box, barrels and large formats.



SOCIAL ASPECTS

Local Actions

700 meals to people at risk of social exclusion through Cáritas Benidorm association.

300 meals to Benidorm Club of Basketball.

1000 solidarity meals



The intended objective is achieved and other different actions are carried out:

- Collaborate with the Doble Amor association to help people with intellectual disabilities by making charitable raffles for economic contributions.
- Encourage local cuisine in the menus of the buffet with dishes such as Paella Valenciana, Fideua, Fish, desserts or other products from the area.
- Encourage local festivals by co-financing the elaboration of the festival and penya commission books. Likewise participation with La Falla El Rincon contribution to the Llibret de Fallas, several donations for raffles.
- Provide information to customers about schedules, bus trains, cultural activities, excursions, local leisure, etc.
- Collaborate with Emaus. It is an international association that works for geriatric centers and schools.
- Collaborate with children's preventive of Children in Gandía with free hotel nights for their subsequent draw in raffle.
- Collaborate with Forcal, a training center specialized in practical labor education.
- Participate in the UNICEF HOTELES AMIGOS program for the protection of child exploitation. Raising funds and making donations.

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 (Malaga). Currently the group has sixteen establishments, thirteen of which are owned. It has an annual turnover of € 80 million and a workforce of 1,398 employees.

Interest Groups

Shareholders

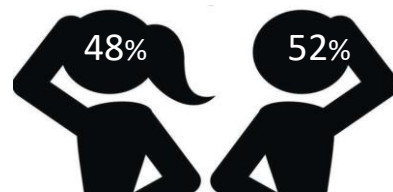
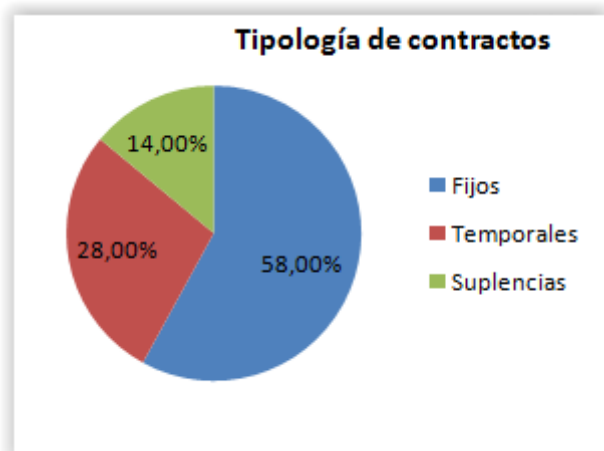
All the members of the Med Playa board of directors and those with management responsibilities maintain a relationship with its shareholders based on reciprocal, sustainable benefit, governed by the principles of trust, transparency and ethics.



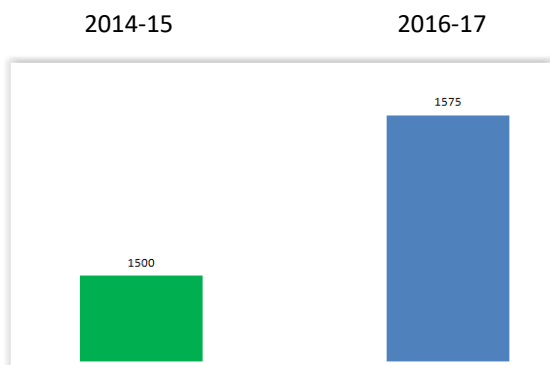
Employees

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 workforce for 2016-17 was 56,67 employees



Extra Hours



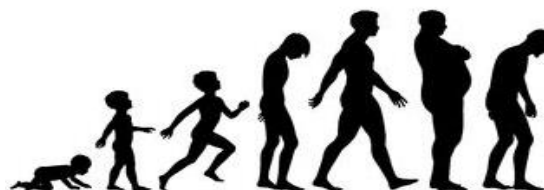
5% More than overtime but taking into account an increase of 11,000 stays

0,15 Accident Rate

43,25 Average age

9,40 Years of Service

10 Different Nationalities



Vs 2014-15 increased the workforce by 10%, fixed staff increased by 11%, the workforce was rejuvenated and seniority was shortened slightly. The extra hours are simply increased by 5% taking into account 11,000 increment stays and there is hardly any accident rate.

Social Benefits for employees

- Discounts on reservations for Hotels in the chain
- Discounts at local companies: gyms, opticians, dental clinics, amusement parks.
- Access to publicity of local businesses, promotions, offers, discounts, etc...

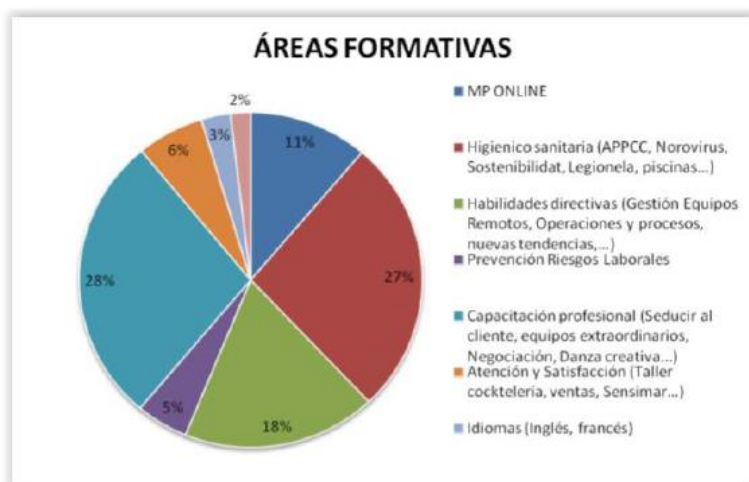
Training

Attendees in 2016-17 106 employees This figure corresponds to **93,07%**

Total Hours of Training

745 hours have been spent on training, of which 65% corresponds to face-to-face training, 30% to distance learning and 5% to mixed.

Activities **42** training activities.




Improvement Competition

Each year, We continue to hold the “Improvement Contest” in which prizes are awarded in various categories – “IMPROVEMENTS FOR THE WORKER”, “IMPROVEMENTS FOR THE CUSTOMER” AND “IMPROVEMENT IN SAVINGS FOR THE COMPANY” - for each business area, the winners of which participate in a company-wide Grand Final.

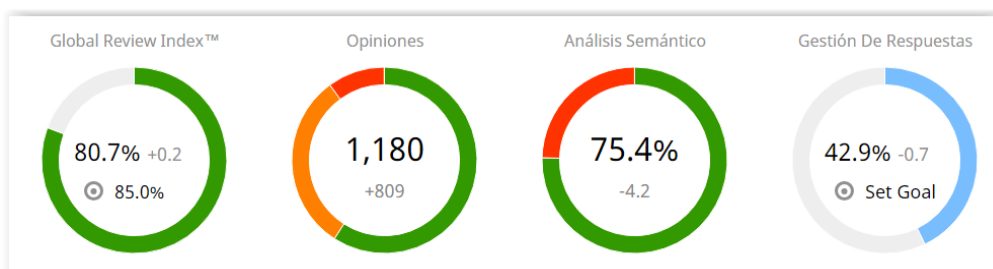
Customers

Each year, the number of customers registered in the “Amigo Card” Loyalty Programme has continued to increase. With this programme, our repeat clients are rewarded through a point accumulation system, obtaining various benefits in terms of services, gifts and discounts on bookings. Currently, across the Med Beach group there a the total of **73,998** loyalty card members.

The client could contact the Call Center Med Playa to leave an opinion or send a comment on medplaya.com.

Another tool used to learn about customer satisfaction is  to analyze online opinions and to add, organize and effectively manage the reputation and online presence in the main online travel agencies, opinion websites and social networks.

2016



2017

