



## SUSTAINABILIBY REPORT 2018-2019-2020



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## 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 in the Med Playa chain, we are very aware of the variety of ways in which tourism can impact the destination – both positive (increase in business 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 and Green environmental practices.

## MISSION

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 stablshments, with the aim of improving how we work with the local environment, our staff, Guest and suppliers.

1. Ensure an efficient use of our installations and team, by actively working toward the objective of reducing wáter 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. Develope a purchasing policy with 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 actitivies, 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 with take place in our destinations by either actively taking part of by financial donations.

## **QUALITY POLICY**

Quality Control and a continued desire to improve, is an 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 REFERENCE**

Med Playa uses the current legislation with regard to the environment at all levels; International, Country, Regional and Local

This Sustainability report includes the activities and main results of the Hotel Ruidor, managed by the Med Playa group in the field of Sustainability during the years 2018 – 2020. At the group level, CO2 emissions have been reduced mainly due to the incorporation of less polluting fuels in the production systems of sanitary hot water and cooking in kitchens, placing them at 4.75kg per customer per day and the consumption of drinking water has been reduced through the most rational use reaching a consumption of 187.05 litre per customer per day.

1263 workers have been trained in different training subjects, representing 91% of the average workforce. 12.570 hours have been invested in training and 83 training actions have been carried out, assuming an investment of 107.620€

At the group level, 5.8 million pieces of plastic have been removed due to the elimination of packaging for cleaning products, glasses, plates, cutlery and single-use utensils.

Management strategies are established for all the hotel in the group with the aim of reducing food waste from the buffets with which a reduction of surpluses' of 27.000kg of food per year is intended.

12 Travelife Gold Sustainability accreditations have been renewed and The Endesa award of Sustainability and Energy Efficiency was received at the Calypso Hotel in Salou for boiler room updating, and the CaixaBank Corporate Social Responsibility award was also received for the elimination of single-use plastics and the food waste reduction.

In the Social Action area, different actions have been carried out; premises aimed at treating diseases, promoting festivals, sports, culture or caring for flora and fauna and at the national and international level aimed at helping disasters, poverty or child protection, such as Caritas, Red Cross and Unicef. In other lines of action, they have focused on the training and employment of people with disabilities or risks of social inclusion, collaborating with social programs such as INCORPORA de La Caixa, Red Cross, OSCOBE and vocational training schools.



## CERTIFICATIONS AND AWARDS

Med Playa renews its Sustainability certifications through Travelife, an organisation recognised by numerous Tours 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 12 Gold certifications for its hotels.



12



**Pez Espada**  
Torremolinos

**Riviera**  
Benalmádena

**Bali**  
Benalmádena

**Balmoral**  
Benalmádena

**Flamingo Oasis**  
Benidorm

**Riudor**  
Benidorm

**Regente**  
Benidorm

**Rio Park**  
Benidorm

**San Eloy**  
Tossa de Mar

**Esmeraldas**  
Tossa de Mar

**Santa Mònica**  
Calella

**Calypso**  
Salou



The Med Playa group obtains the ENDESA Award for sustainability and energy efficiency for the energy efficiency measures implemented in Hotel Calypso in Salou, consisting of a modernization of the boiler room, replacing one of them with diesel oil with natural gas, achieving 19% CO2 reduction in emissions.



Ellen Lluens, Deputy Manager at Hotel Calypso receives the award

CAIXABANK awards Med Playa the Corporate Social Responsibility award for the elimination of 5.8 million single-use pieces and the reduction of food waste from its buffets.



Agustí Codina President – Med Playa General Manager & Jordi Avellí – CEO receive the award.

## COMMITMENTS MEDPLAYA 2018-2019

Estos son los compromisos para el Desarrollo Sostenible realizados en 2018 - 2019 y que servirán también de guía en el futuro.



## OBJECTIVES 2018-2019-2020



- Reduce the CO2 emissions by 3% vs 2016-17.
- Reduce Energy Consumption by 3% vs 2016-17.
- Reduce 5% of Paper, carton and glass vs 2016-17.
- Substitute propane gas used in the kitchen and diesel that is used in the Boilers, with Natural Gas, a cleaner gas, which is more environmentally friendly.
- Installation of a Grease separator.
- Plan of Action for 2019 was the main objective of eliminating the consumption of elements that generate waste, such as single use plastics, which can be substituted by bulk formats with much less impact on the environment.

- Eliminate plastic spoons and straws for drinks January 2019, Reduction of 50% of use against 2018.
- Jams: Elimination of de mono dose, substitution for jams in a bulk format, Reduction of 50% use against 2018.
- Amenities, eliminated in 2018 single bath gels and shampoo bedrooms. Reduction of 75% of use against 2018.

## ENVIRONMENTAL ASPECTS

### CO2 Consumptions and Emissions

#### FACTOR DE EMISIÓN DE CONSUMO ELÉCTRICO

	Consumo anual	Unidades de medida física	Factor de emisión (Kg de CO2 eq/kWh)		Kg de CO2 eq	Estancias	Total/estancia
Electricidad 2018	956.167	kWh	0,385	Kg de CO2 eq/kWh	368.124,30	138.201	2,66
Electricidad 2019	936.383	kWh	0,385	Kg de CO2 eq/kWh	360.507,46	135.797	2,65
Electricidad 2020	294.634	kWh	0,385	Kg de CO2 eq/kWh	113.434,09	20.674	5,49

#### FACTORES DE EMISIÓN COMBUSTIBLES

Combustible	Consumo anual	Unidades de medida física	Factor de conversión	kWh	Factor de emisión (Kg de CO2 eq/kWh)	Kg de CO2 eq	Estancias	Total/estancia	
Gas natural 2020	1.695,84	Nm3	10,7056 kWh/Nm3	18.154,98	0,2016	Kg de CO2 eq/kWh	3.660,04	20.674	0,18
Propano 2018	15.001,00	Nº de bombonas o Kg	12,4389 kWh/Kg	186.595,94	0,2383	Kg de CO2 eq/kWh	44.465,81	138.201	0,32
Propano 2019	13.184,00	Nº de bombonas o Kg	12,4389 kWh/Kg	163.994,46	0,2383	Kg de CO2 eq/kWh	39.079,88	135.797	0,29

#### FACTORES DE EMISIÓN DE OTROS

Producto	Consumo anual	Unidades de medida física	Factor de emisión (Kg CO2 eq/ud)		Kg de CO2 eq	Estancias	Total/estancia
Agua 18	19.941	m3	0,788	Kg de CO2 eq/m3 de agua	15.713,51	138.201	0,11
Agua 19	21.680	m4	0,788	Kg de CO2 eq/m3 de agua	17.083,84	135.797	0,13
Agua 20	7.140	m5	0,788	Kg de CO2 eq/m3 de agua	5.626,32	20.674	0,27

	Kg de CO2 eq	Estancias	Total/estancia
2018	428.303,62	138.201	3,10
2019	416.671,17	135.797	3,07
2020	122.720,45	20.674	5,94
PERIODO	967.695,24	294.674,00	3,28

- Propane consumption has decreased due to the incorporation of Natural Gas since 2019.
- Electricity consumption has decreased, but the cost per stay increases due to the existing consumption during times of closure due to the pandemic and when the hotel remains open consuming energy, but without any guests.

## Emisiones CO2



**2,78 kg** de CO2/ estancia emitidos 2016-17

**3,28 kg** de CO2/ estancia emitidos 2018 - 20



The emissions of CO2 have increased in **0,50 kg** per stay conditioned data due to the times that the hotel has been closed that increase the existing consumption and no stays.

**TARGET:** Reduce emissions de CO2 a 1% during years 2021 - 2022

## Energetic consumptions

	Año 2018			Año 2019			Año 2020		
Mes	Ocupación	Consumo total (m³)	Consumo por Estancia (m3/estancia)	Ocupación	Consumo total (m³)	Consumo por Estancia (m3/estancia)	Ocupación	Consumo total (m³)	Consumo por Estancia (m3/estancia)
Enero	9.305	1.469	0,158	8.708	1.069	0,123	1.488	854	0,000
Febrero	9.891	1.517	0,153	9.700	1.404	0,145		409	0,000
Marzo	10.893	1.706	0,157	10.900	1.320	0,121		734	0,000
Abril	11.736	1.720	0,147	11.362	1.614	0,142		296	0,000
Mayo	12.111	1.735	0,143	12.015	1.621	0,135		259	0,000
Junio	12.501	1.756	0,140	12.332	1.880	0,152		410	0,000
Julio	13.618	1.882	0,138	13.818	2.033	0,147	5.843	1.471	0,252
Agosto	15.199	2.286	0,150	15.238	2.349	0,154	10.491	1.855	1,000
Septiembre	12.455	1.806	0,145	12.367	2.219	0,179	2.852	541	0,000
Octubre	12.068	1.654	0,137	12.006	2.008	0,167		104	0,000
Noviembre	9.781	1.387	0,142	9.686	2.098	0,217		106	0,000
Diciembre	8.245	1.023	0,124	7.825	2.065	0,264		101	0,000
Total	138.201	19.941	0,144	135.797	20.791	0,153	20.674	7.140	0,345

**Electricity,**  y  from July 2019

In 2016-2017 there was a consumption of 8.5 Kwh/ stay, reducing in the analysis period to 7.1 Kwh/stay, which represents a saving of 1.04 Kwh/stay. To take into account that said consumption is determined by the year 2020 with consumption, but only with stays between July and the beginning of September. With the change of company, the use of 100% renewable energy is certified.

**7,88** KWh consumidos en 2014-2015

**7,96** KWh consumidos en 2016-2017

**8,43** KWh consumidos en 2017 – 2018

**7,41** KWh consumidos en 2018 – 2020

- In 2020 all Hotel rooms and common areas, such as the restaurant, bar, reception, evacuation staircases and façade were renovated with a change of lights, providing the facility with 100% LED.
- Presence detectors and shutdown timers were installed in the bathrooms in communal areas to optimize consumption, as well as in changing rooms and the employees 'dining room.

➤ **OBJECTIVE:** Reduce electricity consumption by 2% in 2021-2022.



## Consume Gas Natural

In 2020 takes place the installation of natural gas so we don't use propane gas no more.

The Gas Natural es considered as the friendliest energy to environment.

- El consumption de Gasoil y Propane has been totally eliminated and we introduce the use of Gas Natural.
- This has been done during the reforms in 2020.
  
- target: Reduce the consumption of gas 2% in 2021 - 2022.

## WATER CONSUMPTION: SUPPLY COMPANY (REGIONAL)

Total consumption of water in m3

	Año 2018			Año 2019			Año 2020		
Mes	Ocupación	Consumo total (m³)	Consumo por Estancia (m3/estancia)	Ocupación	Consumo total (m³)	Consumo por Estancia (m3/estancia)	Ocupación	Consumo total (m³)	Consumo por Estancia (m3/estancia)
Enero	9.305	1.469	0,158	8.708	1.069	0,123	1.488	854	0,000
Febrero	9.891	1.517	0,153	9.700	1.404	0,145		409	0,000
Marzo	10.893	1.706	0,157	10.900	1.320	0,121		734	0,000
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Julio	13.618	1.882	0,138	13.818	2.033	0,147	5.843	1.471	0,252
Agosto	15.199	2.286	0,150	15.238	2.349	0,154	10.491	1.855	1,000
Septiembre	12.455	1.806	0,145	12.367	2.219	0,179	2.852	541	0,000
Octubre	12.068	1.654	0,137	12.006	2.008	0,167		104	0,000
Noviembre	9.781	1.387	0,142	9.686	2.098	0,217		106	0,000
Diciembre	8.245	1.023	0,124	7.825	2.065	0,264		101	0,000
Total	138.201	19.941	0,144	135.797	20.791	0,153	20.674	7.140	0,345

Water consumption had increased in the 2018-2020 period to 162.46 L/stay compared to 147L/stay in 2016-17, influenced by the closure and water consumption during the maintenance works, excluding 2020, the consumption is 148L/stay, a figure slightly higher than the previous one due to a lower number of stays.

- In the new renovated rooms, the bathtubs have been replaced by shower trays to increase water savings.
- A water softener has been installed.

Objective: Reduce water consumption by 2% in 2021-2022

## Residuos sólidos

	2018		2019		2020		TOTAL	
	kg	Kg/estancia	kg	Kg/estancia	kg	Kg/estancia	kg	Kg/estancia
CARTON	13.678	0,099	13.450	0,099	2.059	0,100	29.187	0,099
ENSERES	70	0,001					70	0,000
CHATARRA			20	0,000			20	0,000
BASURA	290	0,002					290	0,001
PLASTICOS	6.681	0,048	2.281	0,017	60	0,003	9.022	0,031
PILAS	33	0,000					33	0,000
TUBOS FLUORESCENTES	24	0,000	28	0,000			52	0,000

The consumption of cardboard has been reduced to 0,13 Kg/stay to 0,099 Kg/stay, same as consumption of plastic with a ratio 0,031 per stay.

The use of plastic glasses has been reduced changing for polycarbonates, getting rid of absorbents eliminate mono dose in different formats also packaging and cardboard is reduced. we encourage electronic communication; reuse used office paper and try that everybody takes conscience of a rational use.



## Laundry Service

	2018		2019		2020	
	Unid.	Unid/esta	Unid.	Unid/esta	Unid.	Unid/esta
ESTANCIAS	138.201		135.797		20.674	
VARIOS GRANDES	4.061,00	0,10	2.261,00	0,06		
VARIOS MEDIANOS			17,00	0,00		
VARIOS PEQUEÑOS	154,00	0,00	381,00	0,01		
ALFOMBRÍN BLANCO 45X60	44.238,00	1,14	46.747,00	1,20	7.463,00	0,36
TOALLA LAVABO BLANCO 50X100 -	76.812,00	1,97	80.828,00	2,07	14.070,00	0,68
TOALLA DUCHA BLANCO 80X140 -	80.242,00	2,06	73.299,00	1,88	13.600,00	0,66
CUBRE BLANCO 130X130	132,00	0,00				
MANTEL BLANCO 130X130						
MANTEL BLANCO 160X160	2.696,00	0,07	7.189,00	0,18		
MANTEL SALMON 160X160	2.539,00	0,07	448,00	0,01		
SERVILLETA BLANCO 60X60	10.114,00	0,26	21.291,00	0,55	833,00	0,04
FUNDA ALMOHADA BLANCO 90X140	45.969,00	1,18			7.762,00	0,38
SÁBANA INDIVIDUAL BLANCO 160X30	67.914,00	1,74			9.317,00	0,45
SABANA CUNA BLANCO 100X170	314,00	0,01			166,00	0,01
FORRO COLCHON BLANCO	243,00	0,01				
Albornoz					1.132,00	0,05
total prendas	335.428,00	2,43	232.461,00	1,71	54.343,00	2,63

There is a decrease in the washing of garments per stay until 2019, in 2020 this figure increases due to the situation of the pandemic due to the fact that the average stay is considerably reduced, directly affecting the increase in units washed per client.

## S O C I A L   A S P E C T S

### Local Actions

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

- Collaborate with the local association Doble Amor in helping people with intellectual disabilities with special education and offering job.
- Help Huminite, Association of disable people, by buying their products.
- Promote local cuisine in the buffet menus with dishes such as Paelle Valenciana, Fideua, Fish, desserts or other products in the area.
- Promote local festivities by co-financing the preparation of the Commissions for parties and club books, collaboration with the purchase of artisanal products.
- Provide information to customers about schedules, train buses, cultural activities, excursions, local leisure, etc.
- Collaborate with the Pre-social Workshop of Social Insertion (T.A.P.I.S): It is a service offered by the Department of Social Welfare of the City of Benidorm for people with special Difficulties of social or employment, especially people with disabilities.
- Collaborate with Forcal, a training centre specialized in practical labour education.
- Participate in the UNICEF HOTELES AMIGOS program for the protection of child exploitation. Raising funds and Makung donations.
- Collaborates in special parties such as Christmas, Med Summer Fest, Halloween with non-profit associations in the form of collection of donations or extraordinary raffles (Bussy Bees, Gandia Children preventorio, Double Love Association...).



## ECONOMICAL ASPECTS

During the years 2018-2019 in its commitment to quality, the Med Playa Group has made various investments and operations to improve the hotels.

5.3 million euros in Hotel Calypso, Salou, in the renovations of rooms with the aim of improving them through geometry, lighting and colour, their energy efficiency, accessibility and security and also improvements in common areas.

1.3 million euros in Aparthotel Sant Eloi, Tossa de Mar. Improve 38 rooms and the pool area, games & leisure areas with priority for children's activities.

8.9 million euros in the renovation of the Rio Park, Benidorm, which together with the 3.3 million euros invested in previous phases represent 12.2 million euros of investment to improve the comfort, quality, safety and accessibility of the clients.

1.8 million euros in the renovation of Santa Monica Hotel, Calella. All rooms have been updated and decorated in a modern style, keeping your comfort and energy efficiency in mind.

## ALLIANCES

The Azora Group acquired seven hotels from the Med Playa group in 2019; Pez Espada Hotel in Torremolinos, Riviera Hotel in Benalmadena and Flamingo Oasis, Rio Park, Riudor, Regente and Agir located in Benidorm. Azora will carry out the reform and repositioning of the hotels, mainly to category 4\* hotels, for a total cost of 30 million euros, while the Med Playa Group will continue to manage them.

	PARKING		SOLARIUM		PISCINA EXTERIOR
	RESTAURANTE		INTERNET CORNER / INTERNET CENTRE		FACILIDADES PARA MINUSVÁLIDOS
	RECEPCIÓN 24H.		CAFETERÍA		BAR
	SALÓN		MALETERO		TELEVISIÓN CON PANTALLA GIGANTE
	VENTA DE EXCURSIONES		ALQUILER DE COCHES		CAMBIO DE DIVISAS
	NO SE ADMITEN ANIMALES		TODO INCLUIDO		WIFI GRATIS
	MEDKIDS ANIMACION TEMP ALTA				

Hotel Regente

Categoría 4 estrellas

Capacidad 182 habitaciones

Zona costera Benidorm – Alicante - España

Acreditación Travelife Oro

% plazas vs Benidorm.

2,61 %

% pernoctaciones vs Benidorm.

2,82 %

Gastos destinados a medidas energéticas y modernización de instalaciones, accesibilidad y sostenibilidad (nivel de grupo)

30.000.000 €

Donaciones recaudadas para Unicef (nivel de grupo)

3.344,0 €



# INTEREST GROUPS

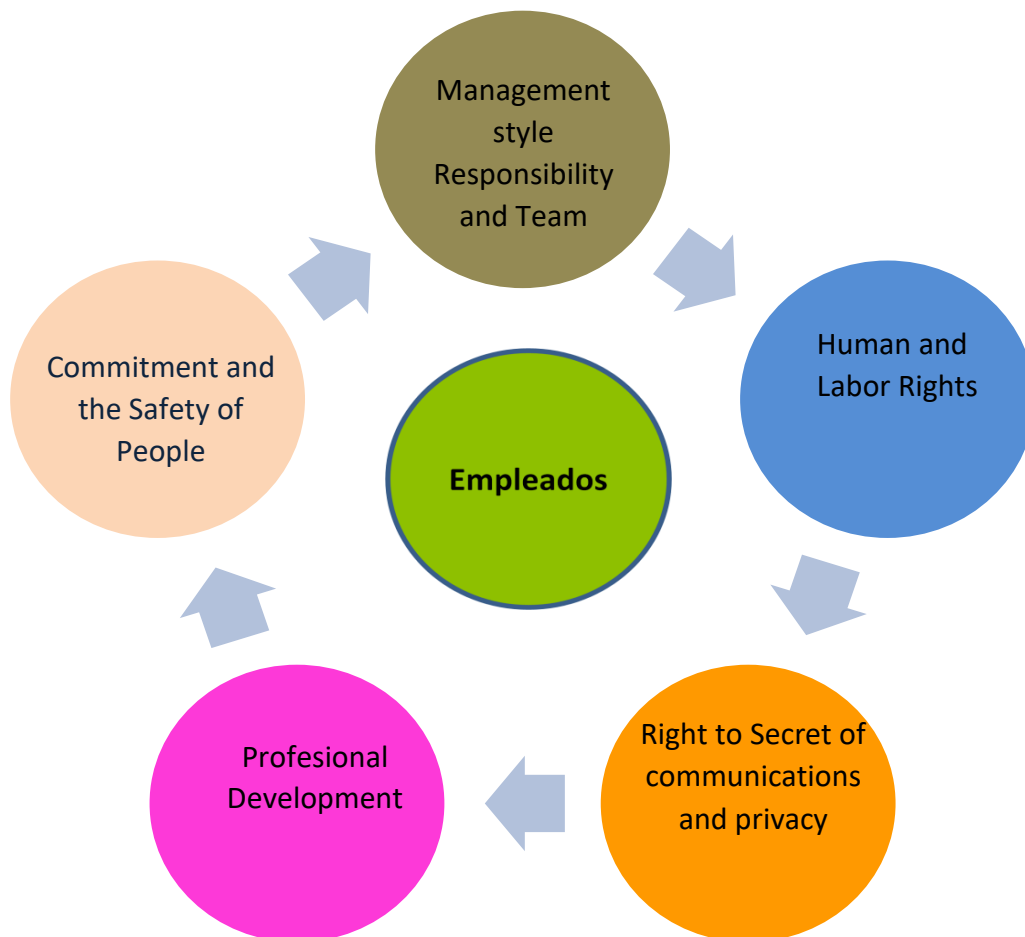
## Shareholders

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.

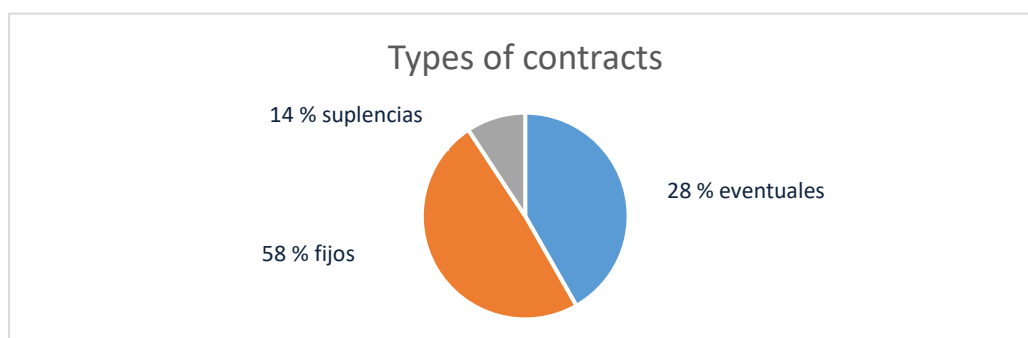
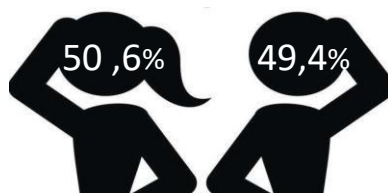


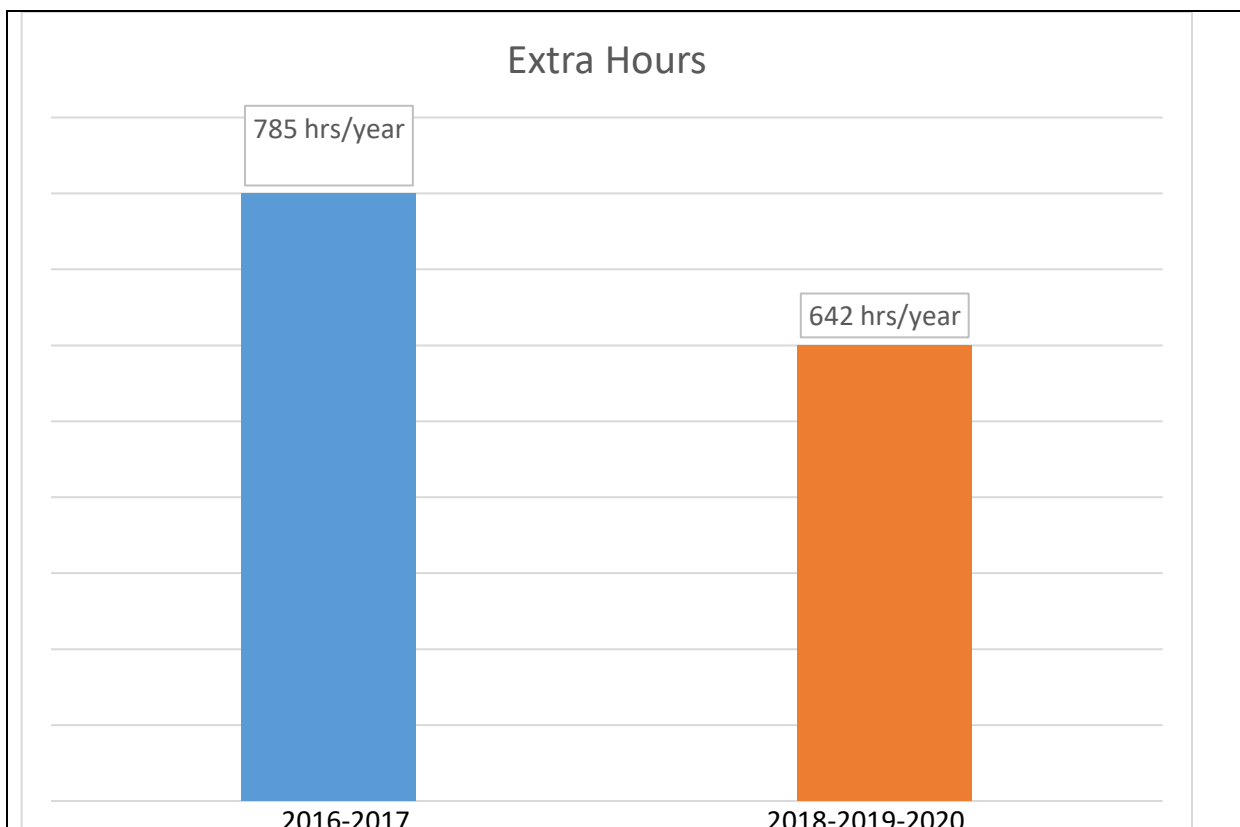
## Employees

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 integrations of different people and cultures is one of the foundations of the success of Med Playa.



The average workforce for 2016-17-18 was **41,72** employees

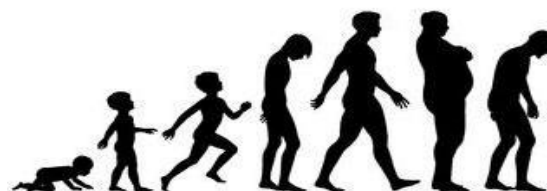
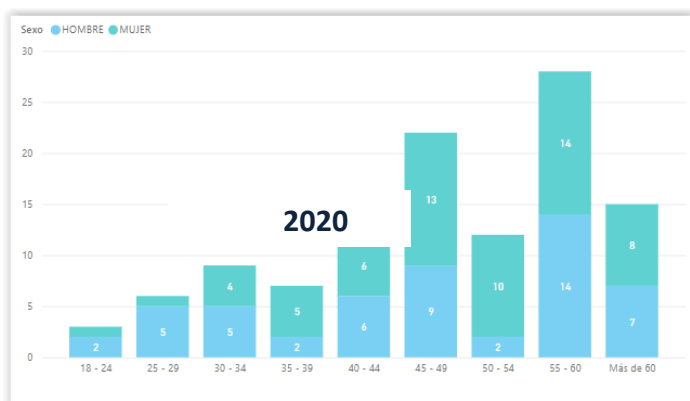
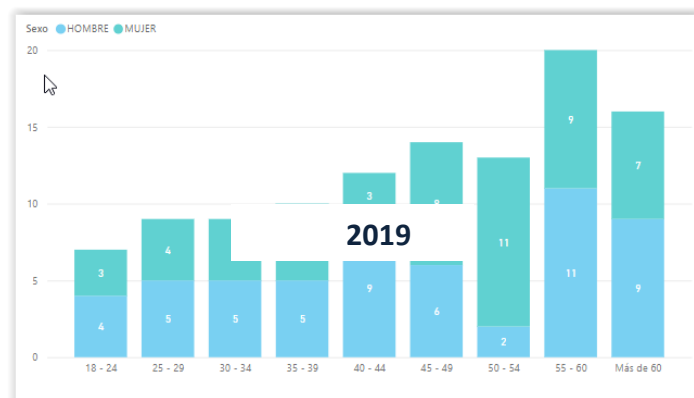
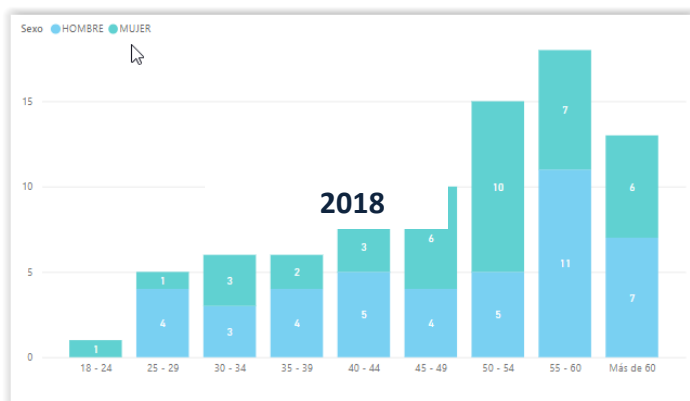




Overtime reduction Trend.

25% overtime less vs 2016-2017

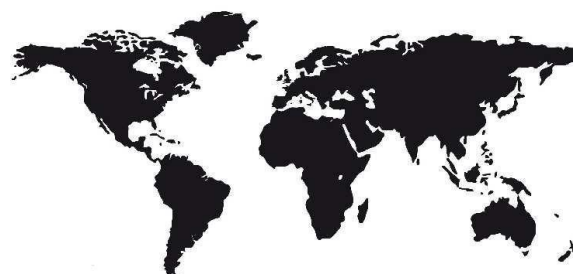
2020 without extra hours



0,85 Accident rate

9,15 Average age

10 Different nationalities



In comparison with years 2016-17, the total number of staff has remained even with less rooms now. Accident rate maintains low similar as before. The percentage of female staff has increased a little bit now is practically even with men. Permanent staff is 58% and eventual 28%. staff rejuvenate age between 35 y 49 years, more from different countries. Overtime disappears since the year 2020.

## Social benefits for Employees

- Discounts of hotel reservations for the chain.
- Discounts at local companies: Gym, opticians, dentists, amusement Parks.
- Advertising of local businesses, promotions, offers, discounts, etc.
- Possibility of obtaining surplus food.

### Promotions:

- Conxa Martinez is promoted to Housekeeping Manager at the Flamingo Oasis.
- Marta Mañas goes to the Regente hotel as the Housekeeping Manager from her position as Housekeeping Assistant at the Flamingo Oasis.
- Miguel Correa is promoted as the Director of the Rio Park Hotel.
- Daniel Arpón is promoted as the Director of the Regente Hotel.



## Training

During these years, various training courses have been given in different areas:

- **Norovirus. Guidelines for action against viral outbreaks**
  - Objective: Provide all the knowledge, skills and attitudes to apply correct cleaning and disinfection practices in the different areas of a tourist establishment and to help the company to ensure that our clients stay is safe.
- **HACCP. Hygiene applied to food handling.**
  - Objective: Provide food handlers with all the knowledge, skills and attitudes so that, in compliance with Regulation (EC) 852/2004, apply correct food handling practices and help the company guaranteed that food cooked is safe.
- **Prevention of Legionella.**
  - Objective: Enable maintenance personnel to carry out the operations necessary to maintain the establishment's facilities, following the required frequency and methodology.
- **Basic life support and use of the defibrillator.**
  - Objective: Provide the knowledge and skills to be able to carry out a first qualified attention to a victim.
- **Prevention of occupational hazards.**
  - Objective: Know and treat the most frequent occupational risks according to the job position.
- **Environmental Sustainability**

Objective: Provide the knowledge, skills and attitudes necessary so that, in compliance with the Travelife sustainability program, apply the correct environmental management practices and contribute to corporate social responsibility policies.



## Otros

Desde el 2007 el Hotel realiza un concurso para la innovación





## Customers

Customer's satisfaction is the main base of the Med Playa Group and a deal of honesty, professional responsibility, confidentiality, privacy and proper use of your data is maintained with them.

Clients can contact our Call Center Med Playa to leave their opinion or send a comment through our website medplaya.com. Also, they can do it through TripAdvisor, Booking.com, Expedia and Google.



Another tool used to know customer satisfaction is



Analyses online opinions and allows you to add, organize and effectively manage online reputation and presence in the main online travel agencies, opinion websites and social networks.

### 2019



### 2020



Loyalty and Community Manager department manages the response of all the opinions made by our customers in every channel linked to ReviewPro.

## Loyalty program Amigo Card

Our repeat customers are rewarded through a point accumulation system and are exchanged for services, gifts and discounts on their reservations.

Currently in the Med Playa Group they are accounted for.



## Suppliers

The Med Playa Group applies a strict and detailed procedure on the evaluation and selection of supplier's based on social, ethical and environmental criteria. Standards code of conduct and sustainability policies are provided with access to the website [www.medplaya.com](http://www.medplaya.com).