




*Sustainability Report
and Our Policies.*



Passion for Society and Planet
at

LANDMAR

H O T E L S

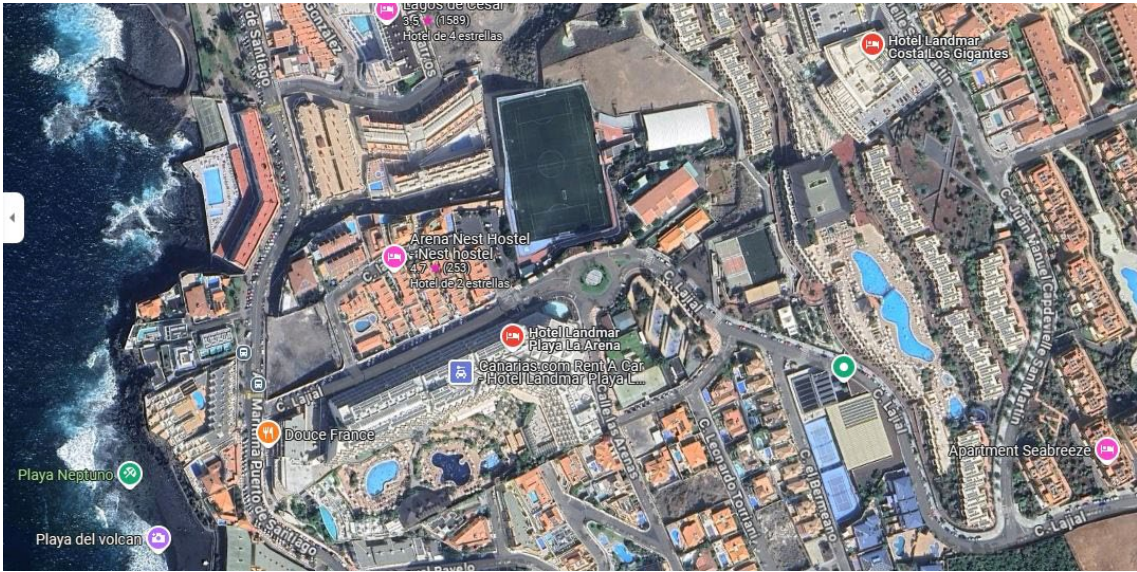
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LANDMAR PLAYA LA ARENA

It is a hotel designed to offer you a unique experience where quality, intimacy and tranquillity come together to surprise your senses.


If you want to add an extra level of exclusivity to your holiday, we recommend Platinum. This superior category is exclusively for adults, where you can enjoy exclusive areas and the best views of the Atlantic Ocean.

Start your day with wonderful sea views from our beachfront rooms, designed to give you a unique experience and are equipped with all the amenities you need to make your stay perfect.



OUR ENVIRONMENT

The location of LANDMAR PLAYA LA ARENA is one of the features that make it a special place. It is situated near the Los Gigantes cliffs, which are part of the Parque Rural del Teno.

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These cliffs are a must-see for scuba diving enthusiasts. The seabed of Los Gigantes is just 30 metres deep and is quite difficult to access, making it home to a rich diversity of marine life: calcareous algae, black coral, sponges and much more.

SUSTAINABILITY

LANDMAR PLAYA LA ARENA is committed to quality tourism in TENERIFE and is conscious of the environment. As such, it bases its values on sustainable development. These values are expressed in this sustainability management policy, which covers all areas of our business activity.

The measures implemented in our establishment in pursuit of continuous improvement and in support of our sustainability policy include the following:


- Reducing greenhouse gas emissions
- Protecting and supporting biodiversity
- Protecting and respecting human rights
- Protecting children

Our goals for 2024 are:

- Reduction in total CO₂e per customer per day compared to 2023 levels
- Reduction in the amount of chemicals consumed compared to 2023 levels
- Reduction in the liters of water consumed per customer per day compared to 2023 levels
- Support the preservation of endangered species
- Helping the community with a specific social or economic problem they are facing.

REDUCING GREENHOUSE GAS EMISSIONS

At LANDMAR PLAYA LA ARENA, we analyse greenhouse gas emissions per guest, calculated based on the consumption of electricity, water, diesel, gas, chemicals and high-emission food in our menus.

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	2022	2023	DIF
Greenhouse gas emissions per customer/day	5.39	4.39	-1

As shown in the summary table, this year we have reduced one point compared to the previous year. This was mainly due to the actions taken in our sustainability plan.

PROTECTING AND SUPPORTING BIODIVERSITY

At LANDMAR PLAYA LA ARENA, we are aware of the importance of conserving our environment and protecting and supporting biodiversity. Given that we are in a privileged area we need to take care of it.

We believe it is a key priority to help preserve and/or restore species in our environment that are at risk of extinction. As such, we give our guests information about these species and explain how to avoid damaging the flora and fauna of our environment when they are visiting.


PROTECTING AND RESPECTING HUMAN RIGHTS

At LANDMAR PLAYA LA ARENA, we believe it is essential to protect and respect human rights and workers’ rights. We believe that human resources are the basis of our business and we want our employees to be fully recognised within our organisation. To this end, we guarantee a fair and equal labour policy, as well as a decent treatment and respect for human and labour rights.

LANDMAR PLAYA LA ARENA is committed to honouring employment contracts in accordance with current legislation, promoting the integration of the local community in a high percentage of the jobs we offer and giving priority to aspects such as internal promotion, conversion of temporary staff to permanent roles, recruitment of local staff, and so on.

We also ensure compliance with these same premises in all our subcontracted companies and collaborators.

PROTECTING CHILDREN

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At LANDMAR PLAYA LA ARENA, we have an internal protocol to protect minors and prevent their exploitation or abuse. Therefore, we report any suspicion or incident that occurs in our environment.

SOCIAL RESPONSIBILITY

At LANDMAR PLAYA LA ARENA, we are perfectly integrated into the social fabric of TENERIFE, so we are committed to adopting social measures aimed at the most vulnerable groups, providing them with our accommodation in case of emergencies or natural disasters.


- Collaboration with social welfare bodies and organisations: Make a wish
- Promotion of local products: local gastronomy, Canary Islands products in shops, and so on.
- Promotion of cultural events at the destination: Tenerife carnival, Canary Islands Day, and so on.

WE NEED YOUR COLLABORATION

At LANDMAR, we invite all our stakeholders to join us in supporting the achievement of our objectives by sending us their proposals or suggestions in pursuit of continuous improvement.

Tenerife, 5 November 2024

General Manager

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FIND ATTACHED OUR POLICIES

QUALITY POLICY

The main objective of **LANDMAR HOTELS** is to raise awareness of the environment by adopting the highest standards of quality in all of its services.


The way it is designed makes it the ideal place to enjoy the tranquillity and amenities offered by the hotel. It is the perfect destination for anyone looking for a pleasant and relaxing stay.

The friendliness of the staff and the service make this hotel a perfect place to spend a relaxing and stress-free holiday.

To consolidate our commitment to quality, we have adopted the concept of **continuous improvement**. This means we seek to perfect our service by paying special attention to the needs of our guests. To achieve this:

- We retain our customers by ensuring their maximum **satisfaction** with each visit to our establishments.
- We guarantee **compliance with the current regulations** on basic tourism legislation, health and safety, as well as other Spanish and regional laws and regulations that are applicable to us.
- We promote **teamwork** and interdepartmental communication.
- We **train** our staff to improve their skillset via internal and external methods.
- We **encourage** all staff to participate in improving the system and achieving the objectives for which the interdepartmental improvement teams have been created.

In order to carry out our policy and achieve the objective, it is absolutely necessary to have the unconditional support of all company staff, which is manifested through their firm and constant commitment to the quality of the organisation.

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CRISIS MANAGEMENT POLICY

The complex nature and international dimension of the tourism sector are factors that mean the industry is highly exposed to various types of crises. This not only relates to financial crises, but also the various risks the tourism industry faces due to public health crises (e.g. Covid-19), natural disasters (e.g. floods, volcanic eruptions, hurricanes), security crises (e.g. theft, cyber-attacks), reputational attacks online, and so on.

LANDMAR HOTELS has defined its response to a crisis in order to minimise negative effects and restore service as quickly as possible.


Our commitment to crisis management is guided by the following principles:

- Planning and early preparation. Definition of the crisis management manual
- Clear and rapid communication. Establishing communication channels with staff and guests.
- Strategic adaptability. Being flexible in approach and willing to adjust operations according to circumstances.
- Protection of reputation. It is crucial to monitor online presence during a crisis and respond to criticism and comments in a professional and thoughtful manner.
- Post-crisis assessment and continuous learning.

In order to carry out our policy and achieve the objective, it is absolutely necessary to have the unconditional support of all company staff, which is manifested through their firm and constant commitment to the quality management of the organisation.

ENVIRONMENTAL POLICY

LANDMAR HOTELS is aware of the impact that the activities of its hotel complexes have on the environment. Therefore, it has implemented a sustainable management system based on the **TRAVELIFE and BIOSPHERE HOTELS** standard. As such, it is

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committed to complying with the requirements and continuously improving efficiency as a result.

Our environmental policy is committed to:

- **Protecting the environment.** This is one of our main objectives and we see it as a responsibility of both management and all staff.
- It entails carrying out all activities with the maximum respect for the environment in order to **prevent pollution** in all activities and meet other specific commitments relevant to the organisation, **conserve the biodiversity and wildlife** of the island and, specifically, the **Los Gigantes cliffs**. In doing so, we identify the potential impacts of our activities and the opportunities to contribute to environmental protection and conservation.
- **Continuously improving** the efficiency of our processes. We optimise human and material resources in order to permanently improve environmental protection.
- Develop a **training plan** for staff to achieve greater awareness and motivation regarding environmental issues.
- Complying with current **environmental legislation** that applies to our specific activity.
- Promoting **reduced consumption** and also planning waste management by facilitating recycling and reuse.


The management of **LANDMAR HOTELS** expresses its commitment to the environment through this Environmental Policy and is committed to disseminating it at all levels and to providing the necessary resources for compliance.

HUMAN RESOURCES POLICY

The kindness of the staff and the service make **LANDMAR HOTELS** perfect places to spend a relaxing and stress-free holiday.

Our commitment to human resources is guided by the following principles:

- **Equality** of access to employment and recruitment between men and women, ensuring equality in professional qualifications,

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promotion, training and equal pay, work-life balance and prevention of sexual harassment and discrimination.

- We prefer hiring **personnel living on the island** and, if possible, residents living in the municipality where the hotel is located in order to support the local development of the area and becoming a tool for creating local jobs in doing so.
- We guarantee **compliance with current regulations** and adopt a code of good practices in our labour relations that is based on respect for the dignity of people in the workplace, recognition of individual merit, fostering a pleasant working environment, **rejecting any form of discrimination** based on sex, race, nationality and any kind of harassment at work.
- **Continuous training** that promotes the qualification and professional development of our workers.
- We encourage the recruitment of people with **functional diversity** by ensuring that the work is adapted to their functional needs.


In order to carry out our policy and achieve the objective, it is absolutely necessary to have the unconditional support of all company staff, which is manifested through their firm and constant commitment to the human resources of the organisation.

HEALTH AND SAFETY POLICY

The most valuable asset at **LANDMAR HOTELS** is its employees, so we make great efforts to guarantee their health and safety at work.

Our commitment to health and safety is guided by the following principles:

- Promoting a **preventive culture** in Occupational Health and Safety throughout all our staff.
- Ensuring the **safety** of our employees. Identifying and evaluating the risks present in their processes, operations, and projects, in order to implement the necessary control measures to adequately protect workers in their respective tasks.
- Adopting measures that place **collective protection** before individual protection.

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- Complying with **legal requirements** and any other requirements related to Occupational Health and Safety to which the company subscribes.

In order to carry out our policy and achieve the objective, it is absolutely necessary to have the unconditional support of all company staff, which is manifested through their firm and constant commitment to the occupational health and safety of the organisation.

SOCIAL POLICY

LANDMAR HOTELS contributes to improving the well-being of its social environment by generating opportunities for economic and social development.

Our commitment to the local community is guided by the following principles:

- Seeking ways to generate prosperity and **sustainable development** at the destination, therefore respecting and promoting culture, traditions and values.
- Prioritising the recruitment of **local staff** and the acquisition of local products and/or services.
- Collaborating, wherever possible, with **social entities** through donations and other initiatives.
- Promoting human rights and, in particular, the rights of children, by rejecting, reporting and condemning any kind of exploitation, especially sexual exploitation, particularly when it affects minors.

In order to carry out our policy and achieve the objective, it is absolutely necessary to have the unconditional support of all company staff, which is manifested through their firm and constant commitment to the local community of the organisation.