

**play  
itas**

*Free your mind*

PLAYITAS  
PHILOSOPHY

- Playitas Resort is a unique concept which combines sports and active vacation with a healthy lifestyle for our guests. It's based on offering high quality facilities for practicing sports, gastronomy with the concept of "Healthy Food by PLAYITAS" and an exclusive offer for fitness and wellness programs.
- The guests can find space for individuality, either for practicing activities in company or alone or enjoy relaxing moments. Playitas represents a positive approach to life, offering our guests unique experiences every time they visit us.
- The employees are the company's image; they are responsible for transmitting the feeling of being welcome to the guests and creating a suitable sporty atmosphere for them to feel comfortable throughout their stay.
- We are an innovative, dynamic and efficient company that works with prestigious partners. At the same time we represent the values of sustainability in a globalized world, promoting the use of regional products and the development of the local community.
- We do business with respect and openness to a diversity of cultures and traditions, from both our guests as well as our employees and partners, whilst maintaining fidelity to the values and principles of Playitas.

## OUR OBJECTIVES AND STRATEGIES

**play  
itas**

*Free your mind*

- To consolidate ourselves as the “Best Sport Resort in Europe”, being a reference for athletes with a spirit of improvement.
- To develop the brand Playitas and its lifestyle in other destinations around the world.
- To be a great place to work, in which the staff feel respected and valued.
- To develop a safe, open and common motivated work environment, in which people feel inspired every day to give the best of them and realize their full potential.
- To be a serious and respectable company with a good reputation.
- To build relationships with our suppliers and partners based on trust and commitment to strong work and business ethics.
- To promote the development of the region with the use of regional and/or local products, services and employment in the area.
- To encourage sports and support local sports teams and Institutions.

## OUR PROMISES

**play  
itas**

*Free your mind*

- We love our profession. We work to give the best service to our guests every day and to provide an unforgettable vacation experience. We live the PLAYITAS philosophy together. With utmost dedication and sportsmanship, we will give our best to achieve the highest levels of quality in all our services.
- We are hosts and service providers at the same time. With our unique and personalized service, we always try to surprise our guests, starting with their first impression until the end of their stay. We want that, when our clients leave from Playitas Resort they already think about their next visit.
- We establish an open, honest and direct communication, creating a work environment for our staff, in which they feel appreciated and valued. We interact vividly, with respect, honesty, loyalty and good companionship. Whenever we can, we support each other.
- We are committed to the professional development of our staff. To achieve this, we use a system based on performance evaluation and training plans, enhanced by tutors to maximize the capabilities of our staff and achieve long-term emotional commitment.
- We are committed to be an effective, dynamic and innovative organization. We apply environmentally sustainable business procedures, in order to align with the goals and strategies by our shareholders, Apollo and DER Touristik. We want to protect future generations and enhance the development of the area, emphasizing the use of local and regional products and cooperating with local sports teams and Institutions.
- We are strongly involved in the protection of children against sexual abuse in tourism as well as against any violation of human rights, harassment or discrimination, whether on grounds of sex, race, religion or any other reason.
- We believe in continuous improvement as a path that leads to excellence.

## OUR PRINCIPLES



*Free your mind*

1. We know and we live the philosophy, the objectives and strategies and the principles of Playitas. These are the basis for our actions. We are aware of the fact that the distinctive atmosphere at Playitas creates a great brand engagement for both employees and collaborators.
2. We like being hosts and Service providers. We try to exceed the expectations of our guests every day and proactively anticipate all needs and wishes.
3. We are contact persons all the time and suppliers of the wide range of possibilities of Playitas. We know the services of our catalog and we are able to explain and offer these to the guests. We have a culture of permanent sale; each and every one of us is a salesman of Playitas.
4. The interaction and cooperation between all hierarchies is based on respect, transparency and fairness for everybody. We pay special attention to challenging work situations and always respect the work of all our colleagues.
5. We are responsible for a fast and transparent communication to reach agreements. We are aware of the importance of personal communication and its use for coordination, agreements and exchanges. We respect appointments and meeting deadlines.
6. We support the comprehensive cooperation between departments as a key part for creating a distinctive atmosphere at Playitas.
7. We offer our guests an atmosphere of open, warm and positive communication.
8. We are responsible for a safe, clean and accident-free environment. We know how to act in case of fire, emergency or any crisis situations.
9. The staff of every department is responsible for the adherence of the norms of Playitas. Every staff member is competent to answer any questions about their department.
10. Together we are responsible for the success and the economic result of Playitas. We know the goals of our department and contribute to fulfill the objectives of Playitas. We get involved in the budget of our department or area to achieve both income goals as well as assisting in the proper management of costs.

**play  
itas**

*Free your mind*

WE ARE EUROPE'S  
BEST SPORTS RESORT