

play itas

Free your mind

2023

Annual Sustainability Report

1. Playitas Resort presentation

Playitas Resort is an international Sports & Fitness Resort where Sports enthusiasts, professionals and amateurs enjoy training camps and their individual active holidays within a healthy lifestyle. Highly dedicated Teams of professionals make your sports holiday a second home, where weekly sports program, adapted to children and adults, are organized with the perfect sports facilities, events, and camps throughout the year. Healthy food powered by Playitas and our environment initiative PLAYITAS NATURE are an important part of Playitas Resort's values and philosophy.

Is composed of 3 complexes, the Playitas Aparthotel which opened on 30th November 2005 (renovated in 2022), the Playitas Villas, also opened in November 2005 and the Playitas Hotel which opened on 28th April 2006 (renovated in 2021).

1.1. Direction & Playitas Nature Team



Marc Hoffman

Managing Director



Seima Suárez

Financial Manager



Mario Valle

Accommodation & HR Operations Manager



Juana Hernández

Comercial Manager



Gabriela Martell

HR Manager



Cristina Amador

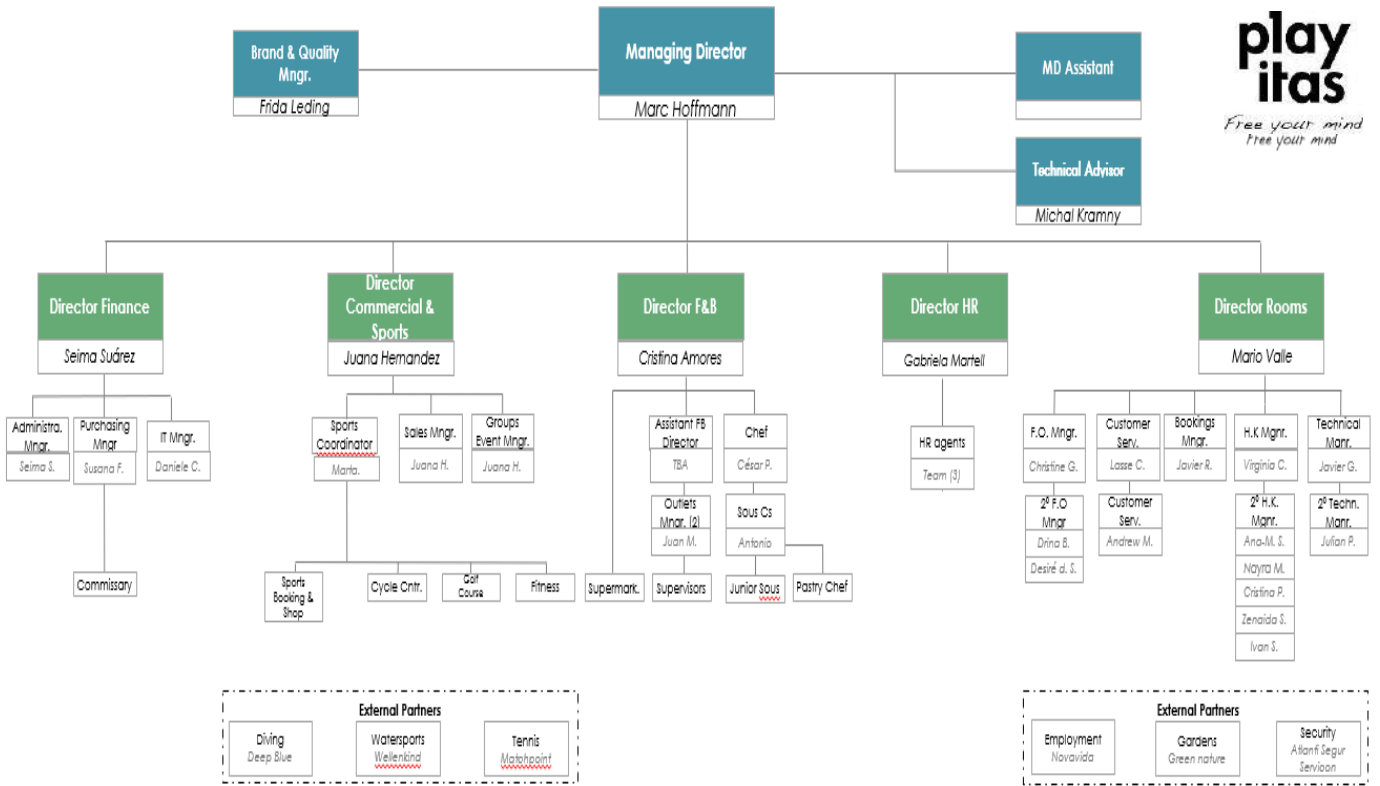
F&B Manager

“Sustainability – it concerns all of us”

Playitas Nature Team



1.2. Company organigramme



Playitas Resorts is a unique concept that combines sports and active vacations with a healthy lifestyle.

It is based on offering high-quality facilities for the practice of sports activities, combining the experience with an exclusive offer of gastronomy, relaxation and well-being.

Playitas Resorts represents a positive approach to life offering our guests a unique experience every time they visit us.

It is an innovative, dynamic and efficient company that works with prestigious collaborators. At the same time Playitas Resorts represent the values of sustainability in a globalized world.

Fundamental keypoints of Playitas Concept:

Lifestyle

Sport & Active Holidays

Nutrition

Healthy Food by Playitas

Sustainability

Playitas Nature

Human Resources

Playitas Team & Philosophy





is a proud part of



and



The accommodation facilities, located in Urbanización Las Playitas s/n, 35629 Las Playitas, Tuineje, Las Palmas, consist of:

- **Playitas Hotel:** 167 double rooms, 52 junior suites and 4 suites with private pool. Accommodation capacity of 446 beds.
- **Playitas Aparthotel:** 114 studios and 96 apartments distributed in 7 individual buildings. Accommodation capacity 630 beds.
- **Playitas Villas:** 24 villas with a private swimming pool located near the golf course. Accommodation capacity of 96 beds.

The overall accommodation capacity is 1,172 beds, which would allow a total of 427,780 overnight stays per year (bednights) at 100% occupancy.

	2021	2022	2023
Room nights	90.979	124.974	146.113
% room nights	54,54%	74,92%	87,60%
Bed nights	198.861	269.241	324.375
Guests	25.453	34.681	43.913
Rooms available	166.805	166.805	166.805



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

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

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.

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 on 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 catalogue 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 meet 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.

WE ARE EUROPE'S BEST SPORT RESORT

SUSTAINABILITY POLICY

At Playitas we promote active and healthy tourism, assuming the commitment to adopt the necessary measures for the progressive reduction of the environmental and social impacts generated by our activity, through hotel eco-efficiency, good environmental practices, the wellbeing and development of our employees, and integration with the community.

To this end, we present our Sustainability Policy based on the following principles:

Environmental policy

- Rational use of resources; minimising the consumption of energy, water, plastic and paper; reducing the generation of waste and favouring recycling.
- Promote good environmental practices among our suppliers, customers and employees.
- To constantly improve our environmental performance and evaluate it periodically.
- To provide environmental information on our activities and disseminate our environmental policy to employees, customers and the general public.
- To comply with the applicable environmental, health and safety legislation and regulations, as well as with the rest of the commitments that we may acquire in environmental matters.

Social policy

- To guarantee the welfare of workers, respecting the basic principles of equal opportunities, non-harassment and non-discrimination and fair treatment of staff.
- To support the professional and personal development of employees through a process of continuous training.
- To strengthen relations with the community by preferably hiring local employees and suppliers and supporting sporting events or local activities with charitable causes.
- To defend human rights in general and in particular the fight against sexual exploitation of minors or any kind of exploitation of human beings.
- Provide social information on our activities and disseminate our social policy to employees, customers, the community and the general public.

In order to ensure the implementation and maintenance of the environmental management system, integrated with our Quality management system, the General Management of Playitas will allocate all those human and material means necessary to establish and review the fulfilment of the environmental and social objectives in accordance with our commitment.

2.1. Energy and Emissions

Investment in energy efficiency

LED lights & Consumption reduction :

Reduce of energy consumption by 5% in common areas with the change to LED.

- All the corridors of the Hotel and Aparthotel blocks
- LED Sports bells
- LED Gym bells
- Service corridors
- Terrace of Da Luigi and La Bodega
- Pool, Olympic pool and 24 villas spotlights

Because of the closure of our facilities (03/20 - 10/20) and the decrease in occupancy, the overall consumption of the Resort has decreased. Due to the closure (renovation) of the hotel (04/21 - 07/21) and aparthotel (04/22 - 08/22) the consumption has been reduced during these years.

consumption kwh/year

2020	2021	2022	2023
5466857	7809856	8651810	9533687



- Between 2018 and 2023, electric vehicles saved approximately 18.992 kg of CO2 emissions over a distance of 103.653 km
- Installation of 212 photovoltaic panels at the hotel in December 2023. In this month, the photovoltaic plant produced 8.36 MWh, resulting in a savings of 2218.97 kg of CO2 emissions, equivalent to planting 97.82 trees

Sustainability concepts for 2024

- Installation of photovoltaic panels at the aparthotel
- Continue with the change of fleet cars to electric; 6 electric vehicles are already incorporated, another electric car is ordered
- Installation of a biodigestor

Recycling Policy

In Playitas we like to promote recycling; making a commitment to take the necessary measures for the progressive reduction of the environmental impact generated by our activities. Here we present our recycling policy based on the following principles:

Recycling policy for customers and staff at Playitas:

- Recycling points for customers and workers in the Hotel, Apart Hotel and Villas, behind the restaurants, kitchen areas, buffets, staff canteen, staff housing and management accommodation:
 - **Yellow Containers:** polystyrene trays, plastic bags, plastic containers, transparent film, cans, beverage cans, foil and metal lids.
 - **Green containers:** glass bottles, glasses, glass jars.
 - **Blue bins:** paper bags, cardboard boxes, cartons, egg cartons, books, paper towels, newspapers, magazines and envelopes.
 - **Black bins:** organic waste.
- Containers for used batteries are available in both receptions.
- Recycling plastic bottle tops in special containers "plugs for a new life" (Reception, Golf, Swimming Pool, etc.)
- In the kitchen's cooking oil is recycled by an authorized company.
- Playitas Resort is registered in the Register of Small Producers of Toxic and Hazardous Waste Directorate General for Nature Protection, as provided in Decree 51/1995 of 24 March 1995. We are registered for the following hazardous wastes:
 - Waste paint and varnish containing organic solvents or other dangerous substances
 - Packaging containing residues of hazardous substances or contaminated by them
 - Chemicals consisting of or containing dangerous substances
 - Solvents
 - Fluorescent tubes and other mercury-containing waste
 - Batteries and accumulators (Lead Batteries, Ni-Cd Batteries or batteries containing mercury)

For the collection and subsequent treatment of this hazardous waste there are cooperation agreements and appropriate contracts between Playitas and duly authorized companies who specialize in the management of such waste. These activities are well logged and archives from each transaction are available.

- For different types of residues from the above mentioned which cannot be deposited in the usual containers for light packaging, paper and glass we have a service contract with a licensed waste separation and recycling of solid waste company who offer and maintain a storage box which is collected as required.

In order to ensure the implementation and maintenance of an efficient environmental management system the General Director of Playitas has assigned the human and material resources necessary for establishing and reviewing compliance with environmental objectives in accordance with our commitment. In particular we have a process of continuous training of personnel on key aspects contained in this policy.



- Use of DF Server document manager in the administration area with the aim of reducing paper consumption
- Introduction of shopping trolleys and baskets in the Playitas Supermarket, made from recycled plastics from marine litter.
- In cooperation with the manufacturer RETULP, the Playitas shops offer a selection of reusable packaging to replace single-use plastic, such as water bottles.
- A total of 16,263 single-use plastic items have been reduced in 2023, along with a cumulative reduction of 332,392 single-use plastic items since 2021.
- The rubbish bags used in our facilities are 100% recycled. Reusable recycled cloth bags with the Playitas Nature logo are available in the Resort shops.
- Collection of 77 kg waste; cleaning of the area around the resort and beach <https://www.facebook.com/photo/?fbid=733150725514706&set=pcb.733150838848028> (9/11/23)
- Heart of Solidarity ❤️. Here at Playitas we are collecting caps from plastic bottles for a good cause. For every ton of caps which is around 500,000 units, they are being sold for an average of 200 Euros. The foundation SEUR will be collecting the caps and will donate all the money to charity. Seur will sell the caps to a recycling center where they are being washed, sorted, crushed and melted. The resulting material is called a pellet, which is then worth 400 Euros per ton.
- Control, reduction and investment in the improvement of organic waste treatment. Investment in an industrial scale for the Playitas Hotel kitchen in order to control and reduce the organic waste generated in the buffet.
- Compost Project; Currently, the coffee waste from our restaurants is used as compost for our crops.
- Our staff has been equipped in 2023 with refillable bottles to reduce the use of plastic bottles

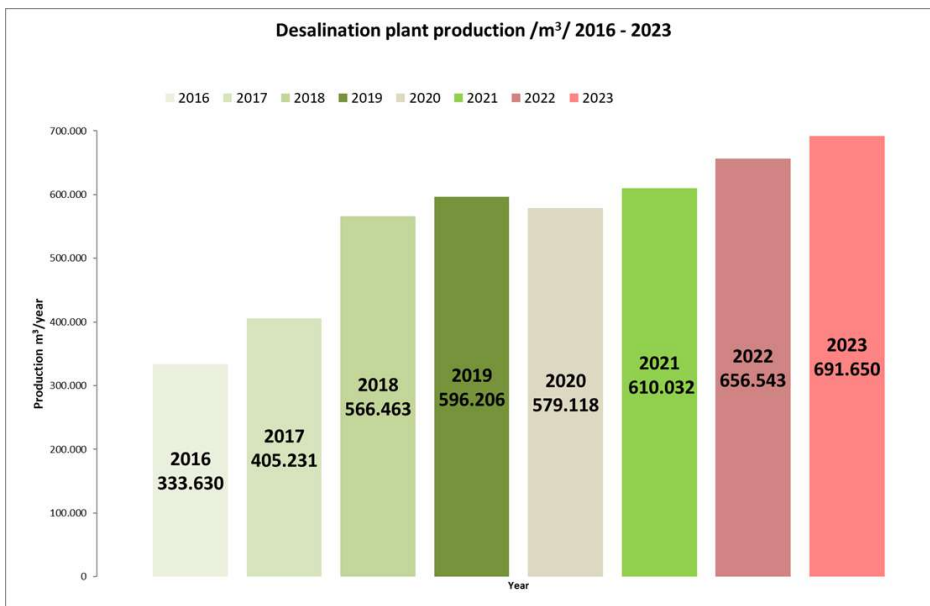


Self-supply: avoiding external consumption and transport CO2 emissions

- 100% of the potable water in Fuerteventura comes from the desalination process
- In total about 90 installations; with production from 25 m³/day to 36.500 m³/day
- Las Playitas works with its own desalination plant since 25th of May 2017 – max. production 3.000 m³/day



Desalination plant



In line with the commitment to improve environmental performance, Playitas has set a target for **2023-2024** to install smart meters to automate water readings, controlling possible leaks.

2.4. Biodiversity

Playitas Resort has his own eco garden.

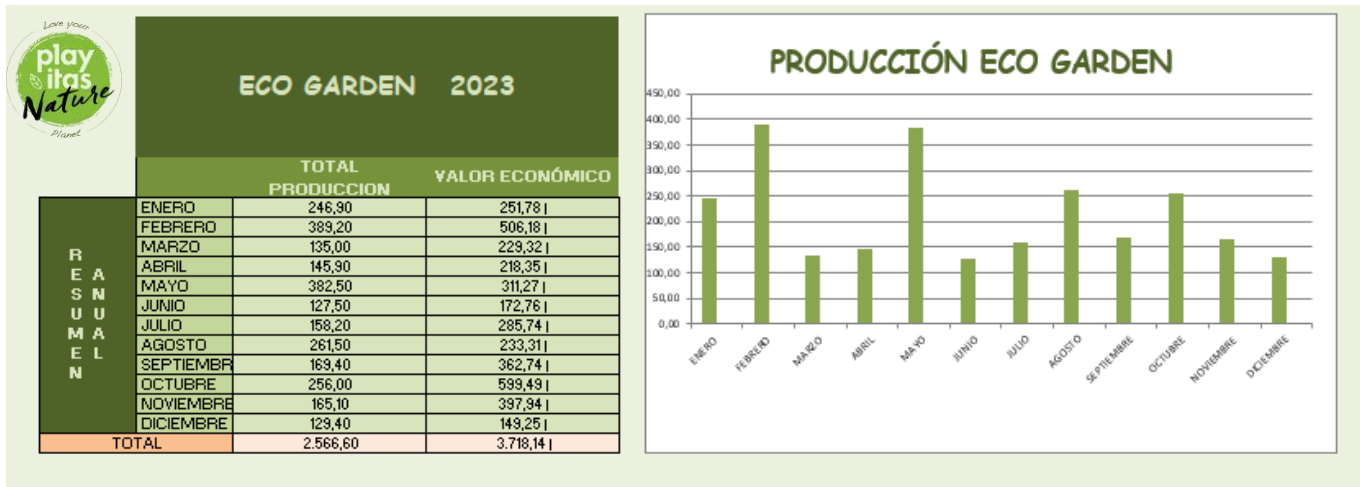
The eco garden is a sustainable initiative aimed at promoting organic and healthy food while reducing the resort's carbon footprint. The garden is located on the resort's premises and covers an area of approximately 10.000 square meters.

The eco garden at Playitas Resort follows strict organic farming practices, which means that no chemical fertilizers, pesticides, or herbicides are used in the cultivation process



Thanks to the constantly warm weather conditions on Fuerteventura, we can provide our guests with fruits and vegetables from our own Eco Garden all year long. A healthy and well-balanced nutrition is an important part of the Playitas philosophy.

The production of Ecogarden in 2023:



In 2023, the following actions were carried out:

- About 20 volunteers took part in a great initiative to make our planet a better place! The Playitas Nature Team organized a nature cleaning event. With this cleaning they collected 77 kg of waste. During the event, the volunteers focused on cleaning up the waste around Playitas Resort, including the beach, streets, and other areas around the resort. (9.11.2023)
- Planting 500 lettuce plants, 60 cherry tomatoes, 100 leeks, 200 onions and 10 olive trees
- Actions with school: Purpose and main focus of their visit was to give the children not only a better understanding of nature and environment, but also of the importance of sustainability, recycling and composting
- Our efforts to enrich biodiversity involve several initiatives, such as establishing a butterfly garden and installing a second insect hotel.
- Playitas Resort has also implemented an initiative to support bee conservation and promote the important role bees play in our ecosystem. 6 beehives are kept in our facilities. The bees play a crucial role in pollinating the plants and trees in the resort's eco garden, which helps to increase the yield of fruits and vegetables
- The maintenance of the Resort's gardens is also a biodiversity protection activity, as the indigenous species are treated with care. In recent years, the maintenance of the golf course has also been improved, professionalizing its care by contracting the external specialist company GREEN NATUR, which has led to an improvement in the landscaping of the entire Resort. The golf course lake is a point of attraction for the birds of the area.
- Instalation of new recycling points
- Christmas gift box for our employees featuring locally sourced products - We prioritize 0km products, sourcing a selection of regional items from the Canary Islands, not only benefiting our employees but also supporting local suppliers and promoting sustainable practices at Playitas and Playitas Nature.



3. Clients

3.1. guest satisfaction

Guest experience is of paramount importance to our business, and we have well-designed quality assurance procedures in place to ensure that we continue to exceed guests' expectations before, during and after their stay.

We encourage our guests to let us know immediately if something does not meet their expectations, so that we can resolve any issues quickly and guests can continue to enjoy their holidays.

Where necessary, areas for improvement are discussed with department managers and changes are implemented on the ground where necessary.




Also, through our web app, our guests can rate us and write a review.

Internal procedures are reviewed regularly, and our quality objectives are communicated to all staff through team meetings and additional training when necessary.

All staff have a copy of the "Good Practice Guidelines" for their department.

Feedback and communication from guests are responded to through digital channels and social media. Likewise, we respond to our guests who comment online on platforms such as Tripadvisor, Holidaycheck, Booking.com etc.

The TRUST YOU Tool analyses the ratings of TripAdvisor, Google, Booking, Holidaycheck, Expedia, etc. Our average score for Playitas Resort on these three platforms since 2006 remains high.

	Número
Hotel P Layitas	
Aparthotel Playitas	
Villas Playitas	

4. Employees

There were 288 employees working at Playitas Resort in 2023. A priority for us is to create a safe, healthy, enjoyable and rewarding environment for all our staff. Our Human Resources Department plays a key role in ensuring that we continue to comply with increasingly stringent legislation on welfare and human rights in the workplace. Naturally, contracts working hours, pay structures, disciplinary and grievance procedures are in line with national legislation and all employees are free to join the local union.

Playitas Resort has joined the Las Palmas hotel and catering collective bargaining agreement to guarantee its commitment to equal opportunities, which includes, among other considerations, gender and age equality.

Women represent 56% of the total workforce. More than 42% of our staff is represented by staff over 45 years of age.

Our longest serving employees at Playitas Resort are two gentlemen who have been with us since November 2005, Francisco Cabrera Blanco working at reception as bellboy and Jose Luis Garcia Falcon working as lifeguard.



Francisco Cabrera Blanco



Jose Luis Garcia Falcon

4.1. Health, safety and training

A total of 15 different courses were delivered in 2023 in the following areas:

- First aid and AED
- Fire extinguishing
- Languages
- Office automation
- Risk prevention
- Marketing Digital
- Sustainability
- Human rights
- Food hygiene (food handling) and food waste
- Prevention of child exploitation
- Excel

5. Purchases

At Playitas Resort we give priority to purchasing local products. More than 60% of the products is sourced directly from the Canary Island. We work together with 75 local and regional suppliers like Carniceria y Charcuteria Rafael S.L., Sociedad Cooperativa Agricola Gran Tarajal, Cofradia de Pescadores de Gran Tarajal, Inver Pescatron Lanzarote S.L., Ahumados Canarios S.A. and Quesos Flor Valsequillo.

The most common locally sourced products are fruits, vegetable, meat and fish.

“People who have not been part of the Playitas team have also recognized the advantages of the Resort for local commerce. As it is a company that does not work, the well-known “all-inclusive” regime allows small local businesses to benefit from the Resort's activity. 89% of those surveyed define the activity of Playitas as more than favorable for the economic development of Tuineje.

[“https://ondafuerteventura.es/playitas-resort-considerado-por-un-94-beneficioso-para-la-comunidad/](https://ondafuerteventura.es/playitas-resort-considerado-por-un-94-beneficioso-para-la-comunidad/)

Various reports have found that a vegan diet has the greatest potential for reducing greenhouse gas emissions. For this reason, year after year we have increased the variety of vegan dishes offering our guests healthy and KMO products.

Playitas Resort also offers its facilities as a showcase for local artisans, promoting local commerce and promoting the sale of typical island products one time per week at the Night Market.



6. Community Involvement

Food bank and clothing donation

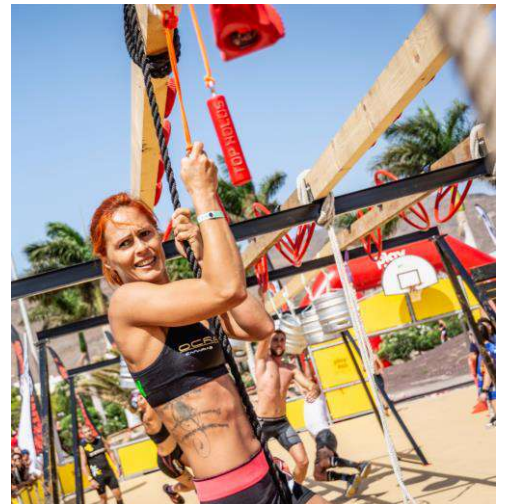
December 12th, the 10th "Maratón Solidario" took place in Fuerteventura. At this event, donations in the form of food and goods were collected for local families in need. Playitas was also in attendance, contributing e. g. clothes, fresh water and ambient food products such as rice.



Collaborations with cultural & sustainable events

Playitas Resort collaborates throughout the year with cultural and sporting events on the island of Fuerteventura like Night Run, Lighthouse Run, Coast to Coast, Bestial Race, Gran Tarajal Deep Sea Fishing Open etc.

Up to the date there has been 80 collaborations (excluding the promotion of local athletes).



Contributions to charities, NGOs and research

The most relevant charitable activities and donations in 2023 are presented below, in line with the company's strategy and social responsibility, which is strongly oriented towards health and sport.

Kilómetros por Sonrisas	aims to promote support and raise funds for families with children suffering from cancer and other pathologies.	5 x 2 nights for 2 adults and 2 children with half board in low season (01.05. - 14.07.)
Adisfuer	Association for the Disabled on Fuerteventura	3 x 2 nights for 2 adults and 2 children with half board in low season (01.05. - 14.07.)
Association Andryala	work with children (families) who have ADHD, ADD	2 nights for 2 adults with breakfast in Playitas Hotel, 2 nights for 2 adults with breakfast in Hotel La Pared
Charity Golf Tournament Fuerteventura association against cancer	fight against cancer	2.800,00 €
SOS Villages	the largest non-governmental organisation focused on supporting children without parental care and families at risk	7 nights at Playitas Hotel for 2 people with BB 2 x 2 green fee de 18 hoyos en Golf Club Playitas 2 noches en Playitas Hotel para 2 personas en una habitación estándar con desayuno
AFFA	Fuerteventura Association of people with Alzheimer's and other dementias	1 night at Playitas Hotel for 2 people with BB

7. Certification

We are proud to announce the renewal of our Travelife Gold certification! It stands for minimizing environmental impacts, improving economic and social impacts for people in our community, respecting and protecting human rights and fair labour practices as well as safeguarding animal welfare and biodiversity.

In addition to this certification, the Playitas team continues to commit itself even more to the environment, quality sustainable tourism and support for social development.

<https://www.facebook.com/photo?fbid=766378118858633&set=a.559333452896435>



8. Goals 2024

At Playitas Resort, our commitment to sustainability remains steadfast as we enter 2024. Building upon our previous goals, we have outlined the following objectives for the year:

1.Promote Biodiversity: We will continue to prioritize initiatives that support biodiversity within our community and ecosystem.

2.Reduce Waste: We aim to further decrease waste generation through improved waste management practices and initiatives.

3.Raise Awareness of Sustainability: We will enhance our efforts to educate both guests and employees about sustainability practices and their importance.

4.Promote Local Production: We seek to strengthen our support for local producers and businesses by expanding our KMO zone and sourcing more products locally.

5.Reduce Energy Consumption: We will intensify our focus on energy conservation by implementing additional measures such as installing solar panels and expanding our fleet of electric vehicles.

6.Enhance Educational Initiatives: We plan to introduce new educational opportunities for guests and local schools, including Playitas Nature Walks and sustainability training programs.

7.Community Involvement: We will continue to engage with the local community through events like the Plogging Run and other environmental activities.

8.Support Charitable Causes: We remain dedicated to supporting local charities and participating in initiatives with organizations such as WWF to contribute to broader environmental conservation efforts.

Through these efforts, Playitas remains committed to promoting sustainability, preserving our local ecosystem, and fostering a sense of environmental responsibility within our community and beyond.





Short summary of Playitas Nature

Playitas Nature is a dynamic and enthusiastic sustainability committee comprised of team members who embody a sustainable lifestyle both personally and professionally. Each member represents a different department and shares equal responsibility within the group. As volunteers, we invest a significant amount of personal time into this project.

Our overarching goal is to establish Playitas as a model of sustainable tourism, focusing on environmental, social, and economic actions. We ensure that our objectives align with national and international laws, as well as the guidelines set forth by DER Touristik & Apollo.

In our initial year, we held weekly meetings to brainstorm ideas and set goals for 2018. These goals were collectively discussed and assigned among Playitas Nature members, who were responsible for their development with support from the entire team and other resort departments.

As Playitas Nature has grown more established, we now convene monthly meetings. We remain open to new proposals and welcome new members to join our cause.

Our efforts have extended beyond the resort, as we actively participate in sustainable and beneficial events throughout the island. In 2023 alone, we collaborated with over 80 local events and traditions (excluding athlete promotions). We've also delivered speeches and presentations to both guests and colleagues at the resort. Additionally, we had the opportunity to introduce Playitas Nature to the Touristic Business Association of Fuerteventura "Excelfuert," where representatives from various hotels attended.

Through Playitas Nature, Playitas Resort has achieved two significant quality certifications: SICTED (National) and Travelife Gold (International). These certifications underscore our commitment to sustainability and further validate our efforts in promoting responsible tourism practices.