

The background of the slide is an aerial photograph of a desert landscape. A winding road or path cuts through the terrain, which is dotted with small, dark green shrubs and trees. The overall color palette is muted, with a blue tint applied to the entire image.

2025 ANNUAL SUSTAINABILITY REPORT

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Meet the Team



Meet the Team

The Playitas Nature Team is a multidisciplinary committee formed by colleagues from different departments across the resort. By combining their experience, ideas and daily operational knowledge, the team develops initiatives that promote environmental responsibility, social awareness and more sustainable resort operations.

Our shared values are collaboration, responsibility, respect for the environment, continuous improvement and commitment to the local community. Although the core committee consists of 9 members, Playitas Nature involves employees from across the resort, because sustainability is a shared responsibility and depends on the participation of every department.

Alberto — Purchasing & Storeroom

Abraham — Marketing

Jesús — Gardens

Aroa & Elena — Sports Booking

Desiree — Head of Reception

Marialuisa — Assistant Manager

Michal — Engineering

Iván — Housekeeping / Rooms

PLAYITAS RESORT

FUERTEVENTURA - ORGANIGRAM

Managing Director

IT Manager

Technical
Advisor

Executive Personal Assistant

Financial Director

Manager Financial Controlling

Administration Team

Purchasing Manager

Catering Team

HR Director

HR Team

Sales & Marketing Director

Commercial Director

Marketing Assistant Manager

Marketing Team

Groups & Events Manager

Groups & Events Team

Sales Manager

Revenue Manager

Bookings Manager

Bookings Team

Sports Director

Sports Coordinator

Fitness Manager

Instruction Team

Sports Shop & Bookings Manager

2nd Sports Shop & Bookings

Sports Shop & Bookings Team

Cycle Manager

Cycle Team

Golf Manager

F&B Director

F&B Manager

Barra

Bar Chef

Executive Kitchen Chef

Executive Sous Chef

Sous Chefs

Kitchen Team

Supermarket Manager

Supermarket Team

Rooms Director

Housekeeping Manager

2nd Housekeeping

Housekeeping Team

Front Desk Manager

2nd Front Desk

Front Desk Team

Maintenance Manager

2nd Maintenance

Maintenance Team

Beach & Quality Manager

Beach Relations Team

EXTERNAL PARTNERS

Animation Team

Gasolin
(Station Operator)

Security
(Alarm System
Service)

Swim Area
(Swimming School)

Waterparks
(Waterland)

Spa
(Spa & Wellness Team)

Introduction

Playitas Resort is an International Sports and Fitness Resort where sports enthusiasts, professionals, and amateurs enjoy training camps and active holidays within a healthy lifestyle. Our highly dedicated professional teams create a home away from home for your sports holidays, organizing weekly programs tailored to both children and adults, with outstanding sports facilities, events, and camps throughout the year. Playitas Resort represents a positive approach to life, offering guests a unique and memorable experience every time they visit. Healthy food, promoted by Playitas, and our environmental initiative, PLAYITAS NATURE, are key pillars of our values and philosophy.

Our mission has always been to promote active and healthy tourism, supported by a strong commitment to environmental, social, and economic sustainability. This report summarizes our achievements, goals, and initiatives to remain a benchmark in sustainable tourism.

Company details

The accommodation facilities, located at Urbanización Las Playitas s/n, 35629 Las Playitas, Tuineje, Las Palmas, include:

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

The total accommodation capacity is 1,172 beds, allowing for up to 427,780 overnight stays per year at 100% occupancy.

	2021	2022	2023	2024	2025
Room nights	90.979	124.974	146.113	147.943	150.578
% room nights	55.54%	74.92%	87.60%	88.45%	90.27%
Bed nights	198.861	269.241	324.375	330.407	332.136
Guests	25.453	34.681	43.913	44.935	43.291
Rooms available	166.805	166.805	166.805	166.805	166.808

Playitas philosophy

Playitas Resort combines sports, active holidays, and a healthy lifestyle in a unique environment. It offers high-quality sports facilities, gastronomy based on the "Healthy Food by Playitas" concept, and exclusive fitness and wellness programs.

Our guests enjoy experiences tailored to each individual, whether through sports, relaxation, or shared activities. Playitas promotes a positive attitude towards life and creates unique moments in every visit.

Our team is key to providing a warm welcome, a sporty atmosphere, and a comfortable stay. We are an innovative and dynamic company committed to sustainability, local products, the community, and respect for cultural diversity, always upholding Playitas values.





“ WE CELEBRATE
SUSTAINABILITY
WITH COMMITMENT.

Strategies and objectives

To become the “Best Sports Resort in Europe,” serving as a benchmark for athletes with a spirit of self-improvement.

To expand the Playitas brand and its lifestyle to other destinations worldwide, while being an excellent place to work where employees feel respected and valued.

To foster a safe, open, and motivating work environment where people feel inspired every day to give their best and reach their full potential, maintaining a strong and reputable company image.

To build relationships with suppliers and partners based on trust and a solid work ethic, while promoting regional development through the use of local products, services, and employment, and supporting local sports teams and institutions.



Promises

We love our profession. We work every day to provide the best service to our guests and deliver an unforgettable holiday experience. We live the PLAYITAS philosophy together, and with maximum dedication and sportsmanship, we strive to achieve the highest quality standards in all our services.

We are committed to being an efficient, dynamic, and innovative organization. We implement environmentally sustainable business practices to align with the goals and strategies of our shareholders, Apollo and DER Touristik. We aim to protect future generations and support regional development by prioritizing local and regional products and collaborating with local sports teams and institutions.

We are both hosts and service providers at the same time. Through our unique and personalized service, we always strive to surprise our guests, from their first impression to the end of their stay. Our goal is that when our guests leave Playitas Resort, they are already thinking about their next visit.

We are strongly committed to protecting children from sexual exploitation in tourism, as well as preventing any violations of human rights, harassment, or discrimination based on gender, race, religion, or any other reason.



Principles

We know and live the philosophy, objectives, strategies, and principles of Playitas. These form the foundation of our actions. We are aware that the distinctive Playitas environment creates a strong commitment to the brand among both employees and partners.

We enjoy being hosts and service providers. We strive to exceed our guests' expectations every day and proactively anticipate all their needs and wishes.

We are responsible for a safe, clean, and accident-free environment. We know how to act in case of fire, emergency, or any crisis situation.

We are always points of contact and providers of the wide range of opportunities that Playitas offers. We are familiar with our services and able to explain and present them to our guests. We maintain a strong sales culture each and every one of us is a representative of Playitas.



Principles

Interaction and cooperation across all levels are based on respect, transparency, and fairness for everyone. We pay special attention to challenging work situations and always respect the work of all our colleagues.

Staff in each department is responsible for complying with Playitas standards. All team members are trained to answer any questions related to their department.

We support strong cooperation between departments as a key element in creating a distinctive environment at Playitas.

We are responsible for clear and timely communication to reach agreements. We recognize the importance of personal communication for coordination, decision-making, and collaboration. We respect appointments and meet deadlines.



Sustainability policy



Environmental policy

Responsible use of resources by reducing the consumption of energy, water, plastic, and paper, as well as minimizing waste generation and promoting recycling.

We promote good environmental practices among suppliers, guests, and employees, continuously improving and evaluating our environmental performance.

In addition, we communicate our environmental policy transparently and comply with current regulations on the environment, health, and safety.

Social policy

We ensure the well-being of our employees by promoting equal opportunities, respect, non-discrimination, and fair treatment, while encouraging their professional and personal development through continuous training. We strengthen our connection with the community by prioritizing local employment and suppliers and supporting social and sports initiatives.

We uphold human rights and reject any form of exploitation, and we communicate our social policy transparently to employees, guests, and society as a whole.

Waste management

Playitas Resort actively promotes recycling as part of its commitment to reducing the environmental impact generated by its activities. To support this, it provides various recycling points for guests and employees, where waste can be sorted according to type: yellow containers for lightweight packaging (plastics, cans, aluminum), green containers for glass, blue containers for paper and cardboard, and black containers for organic waste. Additionally, there are specific containers for used batteries and for the collection of plastic bottle caps for charitable purposes.

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Energy and emissions

Playitas Resort is a challenge in itself due to its size and the complexity of its facilities. We use electricity and liquefied gas (propane) as energy sources, with propane mainly used for water heating and kitchen appliances. Our key focus is on reducing overall energy demands while expanding renewable energy generation, primarily through photovoltaic energy.

Investment in energy efficiency

LED lighting and reduced consumption:

We use energy-efficient bulbs, and 90% of our lighting consists of LED lamps, resulting in significant energy savings.

Environmental performance

Consumo de energía	Total kWh	Promedio kWh por noche de huésped	Total kg CO ₂ e	Promedio kg CO ₂ e por noche de huésped
2025	8.790.000	2,590	1.045.000	308
2024	9.055.693	2,741	1.147.687,84	347
2023	9.391.142	29	1.413.421,69	436

Between 2018 and 2025, electric vehicles saved approximately 30,198 kg of CO₂ emissions over a distance of 167,559 km, equivalent to planting 1,373 trees. Additionally, between 2023 and 2024, diesel consumption was reduced by 51% thanks to the use of the electric vehicle fleet.

Playitas has 212 solar panels, and in 2025, its photovoltaic plant generated 162,633 MWh of clean energy. This resulted in a reduction of 47,769 kg of CO₂ emissions, equivalent to planting 2,120 trees.

Water

100% of Fuerteventura's drinking water comes from desalination processes. In total, there are around 90 facilities, with production ranging from 25 m³/day to 36,500 m³/day. Playitas has had its own desalination plant since May 25, 2017, with a maximum production capacity of 3,000 m³/day.

In line with its commitment to improving environmental performance, Playitas has set a goal for 2026 to install smart meters to automate water readings and detect potential leaks.



Water consumption	Total m ³	Average m ³ per guest night
2024	639.021	193
2023	691.65	213

Ecogarden

Playitas Resort has its own organic garden, a sustainable initiative aimed at promoting healthy eating and reducing the resort's carbon footprint. Located within the resort and covering approximately 10,000 m², the garden follows organic farming practices without the use of chemical fertilizers, pesticides, or herbicides. Thanks to Fuerteventura's warm climate, fresh fruits and vegetables are available to guests all year round, reinforcing Playitas' wellness philosophy.

In 2025, the garden maintained steady production through continuous planting and harvesting, reducing reliance on imports. On February 1, 2025, the year began with the planting of approximately 2,000 seeds, reaffirming the resort's commitment to sustainability and responsible consumption.

RESUMEN ANUAL	TOTAL PRODUCCION		VALOR ECONÓMICO
	ENERO	110,00	152,84 €
	FEBRERO	253,00	275,23 €
	MARZO	253,60	294,22 €
	ABRIL	36,60	69,44 €
	MAYO	75,40	75,18 €
	JUNIO	117,20	203,40 €
	JULIO	62,50	52,60 €
	AGOSTO	151,10	246,03 €
	SEPTIEMBRE	19,00	27,46 €
	OCTUBRE	266,40	265,02 €
	NOVIEMBRE	101,10	130,82 €
	DICIEMBRE	328,40	352,76 €
TOTAL		1.774,30	2.145,01 €

“

WE CARE FOR THE PLANET
WITH ACTIONS
AND COMMITMENT.



Purchasing

At Playitas Resort, we prioritize local products, with more than 60% sourced from the Canary Islands and partnerships with 75 suppliers; mainly fruits, vegetables, meat, and fish, ensuring freshness and supporting the local economy.

Various reports have shown that a vegan diet has the greatest potential to reduce greenhouse gas emissions. For this reason, year after year we have increased the variety of vegan dishes offered to our guests, featuring healthy and locally sourced (KM0) products.

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

	Number of suppliers	Purchases 2024	Purchases 2025
International	16 (5.05%)	€140,279.68 (2.18%)	€102,522.53 (2.22%)
Local / Regional	233 (73.50%)	€5,544,534.23 (86.35%)	€3,974,550.46 (86.19%)
National	68 (21.45%)	€735,868.97 (11.46%)	€534,318.82 (11.59%)
Grand Total	317	€6,420,682.88	€4,611,391.81

Customer satisfaction

We regularly review our internal procedures to maintain high standards, and our quality objectives are communicated to all staff through team meetings and additional training when necessary. Each team member receives "Best Practice Guidelines" tailored to their department.

We engage with guest feedback through digital channels and social media, responding to questions and comments, as well as reviews on platforms such as TripAdvisor, HolidayCheck, and Booking.com to maintain open communication and uphold excellence.

The TRUST YOU tool analyzes reviews from platforms like TripAdvisor, Google, Booking, HolidayCheck, and Expedia. Our average rating for Playitas Resort across these platforms has remained consistently high since 2006.

Areas:	Bar	Food	Wifi	Pool	Service	Room	Ambience	Grounds	Cleanliness	Price
HOTEL (N=)1121	7.8	8	8.6	8.8	8.8	8.5	8.8	8.8	8.8	7.9
APARTHOTEL (N=)1565	7.8	7.8	8.4	8.9	8.9	8.7	8.8	8.9	8.8	7.8
VILLAS (N=)76	7.4	7.7	8.8	8.6	8.5	8.7	8.9	8.6	8.5	7.6





Employees

In 2025, Playitas Resort had an average of 316 employees, prioritizing a safe, healthy, and fair working environment. The Human Resources Department ensures compliance with labor legislation, guaranteeing fair conditions, equal opportunities, and freedom of association.

We are part of the Las Palmas hospitality collective agreement, with a diverse workforce where 48.42% are women and more than 51.58% are aged 45 or older. We also highlight the loyalty of employees such as Francisco Cabrera Blanco and José Luis García Falcón, who have been working at the resort since 2005.

Health, safety and training

In 2025, we provided training to more than 130 employees in key areas such as first aid, sustainability, child protection, tax management, Excel, Microsoft tools, and fire safety, including both prevention and the use of extinguishers. These initiatives reflect our commitment to continuous learning, workplace safety, and environmental responsibility.



General sustainability actions

- Use of the DF Server document management system to reduce paper consumption.
- Shopping carts and baskets made from recycled marine plastic waste.
- Reusable containers in shops in collaboration with RETULP to replace single-use plastics.
- 100% recycled garbage bags and availability of reusable shopping bags.
- Charitable collection of plastic bottle caps in collaboration with the SEUR Foundation.
- Control and reduction of organic waste through investment in kitchen processes.
- Composting project using coffee waste.
- Christmas gift boxes with local products for employees.
- Support for biodiversity through Canarian black bee hives.
- Conservation of native species in gardens and on the golf course.



2025 Actions

Seaqual Initiative transforms marine waste into a sustainable material called SEAQUAL® MARINE PLASTIC. At Playitas, it is used to create exclusive swimwear designed locally.

On May 2, 2024, employees and guests took part in a clean-up day, collecting 80 kg of waste in the resort and its surroundings.

Green Buddies promotes sustainability by reducing water and chemical consumption. At Playitas, it includes a symbolic goat that guests can purchase to support local causes.

The Playitas Nature Walk, held every Thursday, allows guests to explore the golf course, the desalination plant, and the organic gardens, helping to raise environmental awareness.





2026 Goals

Content and visibility

Continuously improve and update Playitas Nature content, enhancing its quality, reach, and stock management, while increasing visibility through products such as VIP T-shirts.

Environment and biodiversity

Optimize irrigation in lavender and bee areas, enhance access with green spaces, strengthen the butterfly garden, and develop a greenhouse to promote sustainable agriculture.

Recycling and internal sustainability

Implement new recycling points, evaluate sustainable merchandising such as recycled microfiber towels, and promote practical initiatives like sustainability-focused team building.

Experiences and communication

Develop initiatives such as the Playitas Nature short film and Aloe Vera workshops, engaging guests, employees, and partners in a shared commitment to responsible and sustainable tourism.



Certifications

We are proud of our Travelife Gold certification! This certification reflects our commitment to minimizing environmental impact, improving the economic and social well-being of our local community, respecting and protecting human rights, and ensuring fair labor practices, as well as safeguarding animal welfare and biodiversity. In addition to this recognition, the Playitas team remains dedicated to further strengthening its commitment to environmental protection, high-quality sustainable tourism, and social development.



Certified for
Accommodation Sustainability

Following an independent audit against the Travelife Certification Requirements
(Version 1.10)

Playitas Resort

Urbanización Las Playitas s/n, Tuineje, Fuerteventura, Canarias, Spain
has achieved Travelife Certification

They have shown Travelife evidence that they are
taking action in the following areas:



Minimising their environmental impacts



Improving the economic and social impacts
for people in their community



Respecting and protecting human rights
and fair labour practices



Safeguarding animal welfare and biodiversity

Managing Director



Valid from 16/10/2025 to 16/10/2027
Certificate number – 103699

Get in Touch!

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