

# HUMAN DEVELOPMENT

CORPORATE | 2022  
BIENNIAL REPORT | 2023





# CONTENTS

Introduction	3
<b>THB hotels</b>	<b>4</b>
THB hotels key figures	6
 <b>WITH PEOPLE</b>	 8
Cuida-T Project	9
Bed-lifting mechanisms. Inmentum Programme	10
Gender equality and anti-sexual violence awareness.	11
Physical activity and injury prevention workshops	
THB College	12
Dual Training Programmes	13
Talents Programme	18
TECH Project	21
Challenges for the future	25



# INTRODUCTION

We are entering a new era in which **innovation, sustainability and talent** drive the company's strategy towards **sustainable development**.

New thinking and creative ideas call for greater **awareness and engagement** from both our teams and our guests. We seek their **full commitment** to boldly tackling the new challenges of the future.

As we **transition towards a circular economy**, we approach all our projects with the aim of **preserving** products and materials, **eliminating** waste at the design stage and **regenerating** the natural systems within our reach.

**Resource efficiency and climate neutrality**, approached and monitored from a fully innovative perspective, are central to our commitment to limiting the global temperature rise.

People development **is the cornerstone of the humanisation** of THB hotels and our pursuit of **excellence**. We aim to be a place to grow – a place to believe.

We are witnessing a **shift in priorities**, aligned with the 2030 Agenda: a time to unleash all our creativity to create a new way of hosting, operating and delivering sustainable experiences. And we firmly believe we must rise to the occasion – for the planet and for society.

*The THB hotels biennial report compiles the initiatives we implement to ensure that the evolution of our business and its improvements support social, economic and environmental balance, in pursuit of sustainable development across these areas.*

# SUSTAINABLE DEVELOPMENT GOALS



# THB hotels

THB hotels offers **hotels specialising in family and adults-only tourism**, as well as options for travellers seeking **active holidays** or **rest and wellness**, along with hotels featuring facilities suitable for hosting all kinds of **events** – all located in prime settings with stunning sea views.

Key milestones in 2022 and 2023 include the **addition of THB San Fermín** (Benalmádena – Costa del Sol), **THB Niágara** (Playa de Palma – Mallorca) and **THB Bamboo Alcudia** (Alcudia – Mallorca).

## Certifications and recognition



Since 2007, **THB hotels** has adhered to **ISO 9001** and **ISO 14001** standards for quality and environmental management across its properties. Annual follow-up audits are conducted by an accredited organisation.



Since 2017, we have **calculated and recorded the carbon footprint** of all our establishments. We have renewed the “calculo” (calculate) label for each of them and have also obtained the additional “reduzco” (reduce) label awarded by the Spanish Ministry for Ecological Transition.



We currently verify the greenhouse gas emissions report, prepared in accordance with the **GHG Protocol**, through an accredited entity.

## Key figures

Data as at 31/12/2023

✈ 18 hotels | 4 destinations

✈ 3.254 rooms

✈ 6.397 beds

✈ 1.411.954 stays in 2022  
161 nationalities

✈ 1.542.883 stays in 2023  
194 nationalities

### Mallorca



THB Gran Playa\*\*\*\*



THB Gran Bahía\*\*\*\*



THB Guya Playa\*\*\*\*



THB Cala Lliteras\*\*\*\*



THB Dos Playas\*\*\*



THB Felip\*\*\*\*

## Key figures

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194 nationalities



THB Sa Coma Platja\*\*\*\*



THB María Isabel\*\*\*\*



THB El Cid\*\*\*\*

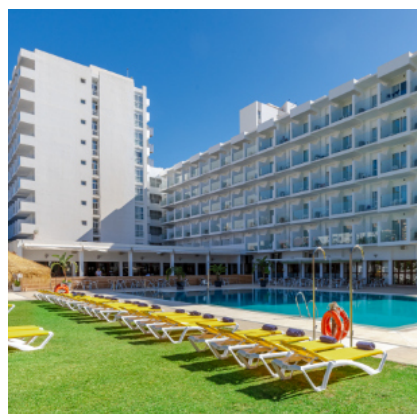
Costa del Sol



THB Niágara\*\*\*\*



THB Bamboo Alcudia\*\*\*\*



THB San Fermín\*\*\*

## Key figures

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### Ibiza



THB Los Molinos\*\*\*\*

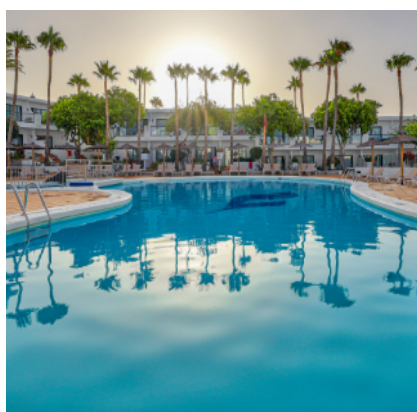


THB Ocean Beach\*\*\*\*

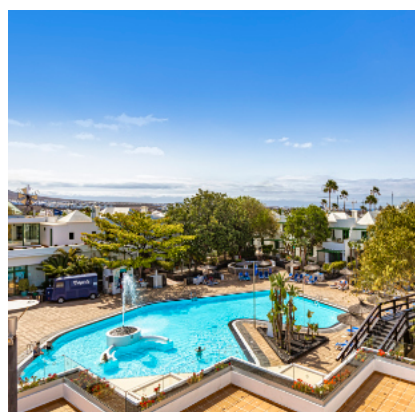


THB Naeco Ibiza\*\*\*\*

### Lanzarote



THB Flora\*\*\*



THB Royal\*\*\*\*



THB Tropical Island\*\*\*\*



COMMITTED TO PEOPLE

## With people

**We believe in people, in their talent and in nurturing their skills, competencies, training and continuous development.**

**To this end, we have a Talent Plan aimed at unlocking the full potential of our teams. We also run a Human Development Programme with proposals to strengthen professional skills while prioritising employee well-being and occupational health.**



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## Cuida-T Project

Through its strategic CUIDA-T project, THB hotels is aligned with SDG 3 – ensuring healthy lives and promoting well-being at all ages – helping to build a thriving workforce and support sustainable development. Conscious of our corporate responsibility, we have defined the strategy to be pursued in the coming years and allocated the necessary resources to achieve it.



OBJETIVOS DE DESARROLLO SOSTENIBLE



PROYECTO  
**CUIDA-T**  
ODS 3 | SALUD Y BIENESTAR  
Garantizar una vida sana y promover el bienestar para todos en todas las edades.

**TALLER:**

**Por el Corazón**  
Prevención de enfermedades



Aprende a adoptar posturas de trabajo que minimicen o reduzcan el dolor de espalda de tus tareas.

**DÍA:** 28 Y 29 DE ABRIL

**LUGAR:** THB SUR MALLORCA



PROYECTO  
**CUIDA-T**  
ODS 3 | SALUD Y BIENESTAR  
Garantizar una vida sana y promover el bienestar para todos en todas las edades.

↓

**SENSIBILIZACIÓN Y COMUNICACIÓN INTERNA**

↓

**PLAN DE IGUALDAD**

↓

**CUIDAMOS DE TI**

**BIENESTAR EMOCIONAL**

↓

**PLAN DE IGUALDAD**

↓

**CUIDAMOS DE TI**

**Higiene Postural:**  
Actividad física y prevención de lesiones



**Sensibilización:**  
Entorno sano y seguro



**Bienestar emocional:**  
Energía y felicidad







## Bed-lifting mechanisms

In 2023, we launched a project to replace all hotel beds with models featuring lifting mechanisms to support housekeeping teams.

This improves working conditions and occupational health by preventing awkward postures, reducing strain-related injuries and streamlining cleaning processes.



## Inmentum Programme

The INMENTUM PROGRAMME is designed to support employees through training, tools, resources, advice and best practices that create a safe space to talk about mental health in the workplace. Launched in 2023, the programme promotes emotional education as a protective factor in preventing mental health issues. It also encourages early detection of symptoms, teaches interpersonal and intrapersonal skills and supports healthy lifestyle habits.





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## Gender equality and anti-sexual violence awareness

We have delivered workshops to raise awareness among our teams on topics such as formal and real equality, equal opportunities, gender-based discrimination, horizontal and vertical segregation, the glass ceiling, the gender pay gap, work-life balance and shared responsibility, and the integration of the gender perspective.



## Physical activity and injury prevention workshops

### Your health, our priority

This initiative, part of the CUIDA-T Project, aims to train and raise awareness among participants to adopt working postures that minimise pain and reduce risks across the different tasks and activities carried out in the hotels. It also emphasises the importance of adopting healthy habits.

The foundation of this project is a culture of prevention – a proactive attitude towards risk, and a consistent way of thinking and acting.

Ultimately, it's about instilling values that promote healthy living.





COMMITTED TO PEOPLE

## **THB** College

THB College was created to spread and share the company's values philosophy. It responds to the need for a platform that helps us raise awareness, promote understanding and drive organisational transformation and change.

We wanted something that would truly “take root” and reach every corner of THB hotels.

***We believe in the power of education to transform society – and what better way to realise this than through a school that embodies these principles?***





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## Dual Training Programmes



The Dual Training Programme at THB College aims to foster education, employability and job opportunities for young people. It is a pioneering project to develop new talent, combining academic training – provided by THB College – with practical experience at THB hotels establishments.

### EXPERT PROGRAMME IN HOTEL MANAGEMENT





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# Dual Training Programmes



EXPERT PROGRAMME IN HOTEL MANAGEMENT



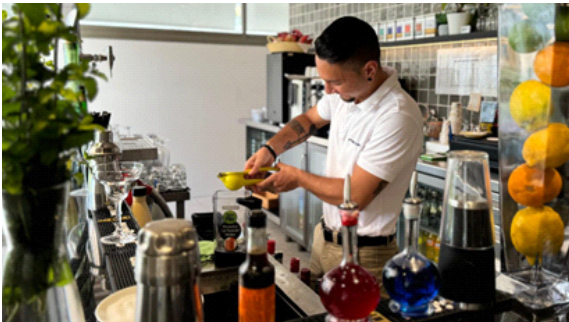


COMMITTED TO PEOPLE

# Dual Training Programmes



## RESTAURANT PROGRAMMES





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## Dual Training Programmes

**THB** College

### COOKING AND GASTROCULTURE PROGRAMME



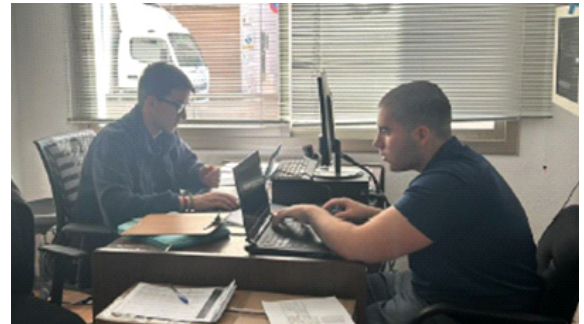


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## Dual Training Programmes

**THB** College

### HOTEL MAINTENANCE PROGRAMME



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## Talents Programme

**THB** College

**Our people make the difference.** Employees – and the value they bring – are the driving force behind companies and what truly sets them apart.

The Talents Programme **allows THB hotels employees to gain experience in the hospitality sector through cross-disciplinary training pathways based on their area of specialisation.** Our aim is to offer a broad understanding of the company and its various departments, providing essential knowledge and tools for the professional development of future talent.

### EL PROGRAMA “TALENTS”

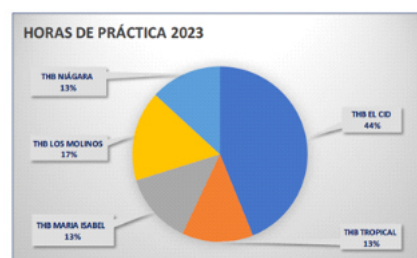
En el 2023 continuamos con el programa “Talents”, cuya finalidad es proveer a los participantes de una visión global de la empresa y de las funciones de las diferentes áreas, brindando conocimiento y herramientas indispensables para su desarrollo y crecimiento profesional.

PROGRAMA DE DIRECCIÓN HOTELERA Y SERVICIOS TÉCNICOS “TALENTS” 2023		
ÁREA DE GESTIÓN	DEPARTAMENTO	PROGRAMA CON DIRECCIÓN
ALOJAMIENTO	RECEPCIÓN	GESTIÓN DE DIRECCIÓN
	PISOS	GESTIÓN DE PISOS
	MANTENIMIENTO	GESTIÓN DE SSTT
	RECEPCIÓN	GESTIÓN DE DIRECCIÓN
FOOD AND BEVERAGE	BAR Y RESTAURANTE	GESTIÓN DE RESTAURACIÓN
	COCINA	GESTIÓN DE COCINA

2022 - TOTAL HORAS DE PRÁCTICA OFRECIDAS	
HOTEL	HORAS DE PRÁCTICA
THB SUR MALLORCA	1200
THB EL CID	560
THB FELIP	240
	2000

2023 - TOTAL HORAS DE PRÁCTICA OFRECIDAS	
HOTEL	HORAS DE PRÁCTICA
THB EL CID	1000
THB TROPICAL	300
THB MARIA ISABEL	300
THB LOS MOLINOS	380
THB NIÁGARA	300
	2280

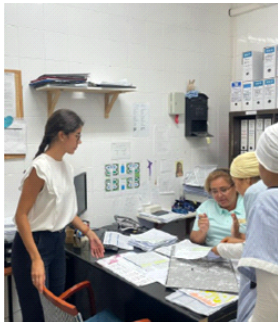
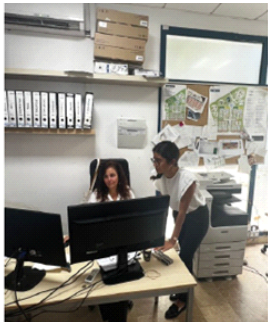
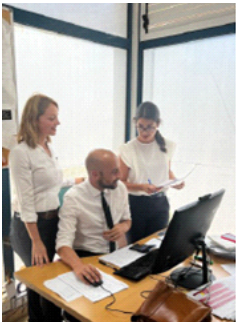
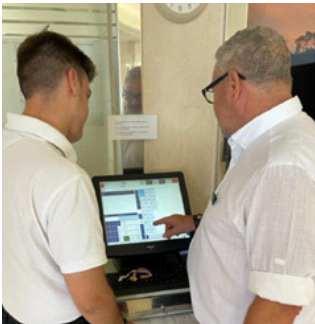
In 2023, in addition to greater participation from more hotels in the chain, THB hotels’ central offices also began offering placements.





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# Talents Programme



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**THB** College



1580

PEOPLE TRAINED



1050

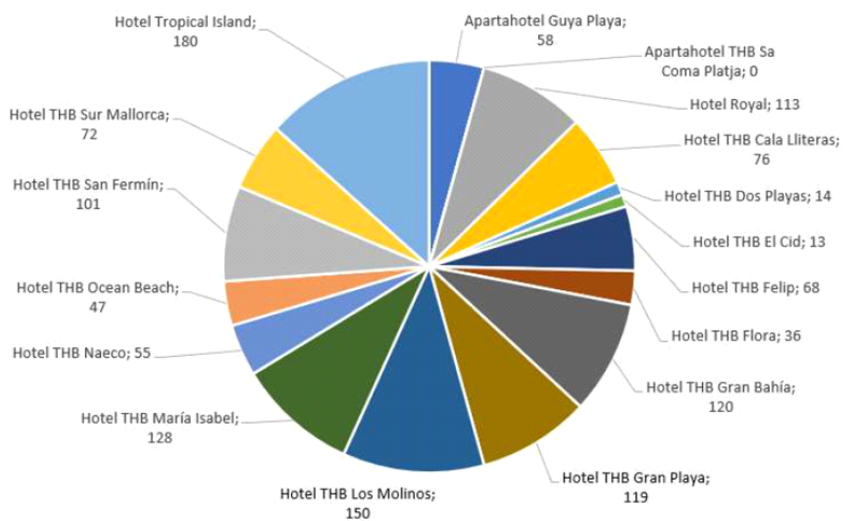
COURSES DELIVERED



305

CROSS-CUTTING MODULES  
(FOCUSED ON SUSTAINABILITY)

TODOS - TOTAL FORMACIONES, TODOS LOS DEPARTAMENTOS



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## TECH Project



Our platform is focused on supporting the organisation in managing, transforming and developing its business processes.

Our goal is to drive the company's digital transformation by improving and expanding process monitoring to meet defined objectives.

We understand that data and analysis are nothing new – what has changed is the paradigm of technologies and tools used to interpret them.

By analysing trends and patterns in the data we collect, we can make visionary, highly effective decisions.

Between 2022 and 2023, as well as continuing to develop management KPIs and corporate dashboards, we redefined our strategy with internal and external partners through the integrated **COMPETENCY MANAGEMENT** application.

### EVALUACION ANUAL DE PROVEEDORES Y DESARROLLO PLAN DE ACCION

Nº	Categoría	Nombre
A001410	Proveedores de Producto	1880 OCEANICIA DE BE
A000023	Proveedores de Servicio	ADALMOS L
A002367	Proveedores de Servicio	AGROVER LEGUMINOSAS
A000014	Proveedores de Servicio	AGROVER LEGUMINOSAS CON
A002367	Proveedores de Servicio	AGOSTER HOTELERÍA S.L.
A000031	Proveedores de Producto	ALDEUSA
A002017	Proveedores de Servicio	ALFONSO GARCIA COND
A000473	Proveedores de Producto	ALPANI ALIMENTACION
A000653	Proveedores de Servicio	ALVAREZ EQUIPAMENT
A002185	Proveedores de Servicio	JOSE SERVICIO DE POMA
A001814	Proveedores de Servicio	ARQUICASA S.L.
A000119	Proveedores de Servicio	ARQUITECTOS DE MAJOR
A001368	Proveedores de Producto	ARQUITECTOS DE MAJOR
A002358	Proveedores de Servicio	AQUILLO TRATAMIENTOS DE AGUA S.L.
A001772	Proveedores de Producto	ARQUILLO TRATAMIENTOS DE AGUA S.L.



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## EVALUACION ANUAL DE PERSONAS Y DESARROLLO PLAN DE ACCION

**THB hotels** Inicio COMERCIAL PRODUCCIONES PERSONAS SUMINISTROS RESIDUOS SSTT PROVEEDORES PRODUCTOS ENCUESTAS CURRÍCULUMS GRÁFICOS APPCC GESTIÓN DE ALERTAS SISTEMAS DE GESTIÓN

Atlas/Segs-Promogras Horarios Laborales Empleados Evaluaciones Cuadro mando Prevención de Riesgos Plantillas Documentos Reporting Laboral Payflow Nivel Profesional

Inicio Personas Análisis Competencias **EXPORTAR**

Search:

						2023			2022		
Departamento	Categoría	Tipo Contrato	Cont. Programa	Promoción	Desplazo	Puntuación	Media 2023	Estado	Puntuación	Media 2022	Estado
Recepción & servicio al cliente	Conserje de noche	Indefinido tiempo Parcial Rpto Discordinaria	-	No	No			No Promocion	7.86	No Promocion	Evaluación 2022
Recepción & servicio al cliente	Conserje de noche	Indefinido tiempo Parcial Rpto Discordinaria	-	Si	No	6.43		No Promocion		No Promocion	Evaluación 2022
Cocina & buffet	Jefe de cocina	Indefinido tiempo Parcial Rpto Discordinaria	-	Si	No			No Promocion	7.86	Revisión Temporal	Evaluación 2022
Cocina & buffet	Jefe de cocina	Indefinido tiempo Parcial Rpto Discordinaria	-	No	No	4.17		No Promocion		Revisión Temporal	Evaluación 2022
Mantenimiento genl zona comestener	Jefe servs.servicios	Indefinido tiempo Parcial Rpto Discordinaria	-	No	No			No Promocion	3.76	Revisión Temporal	Evaluación 2022
Limpieza general	Guasanta	Indefinido tiempo Parcial Rpto Discordinaria	-	No	Si			No Promocion	2.29	Revisión Temporal	Evaluación 2022
Cocina & buffet	Ayudante cocinero	Indefinido tiempo Parcial Rpto Discordinaria	-	No	No			No Promocion	3.00	No Promocion	Evaluación 2022
Cocina & buffet	Ayudante cocinero	Indefinido tiempo Parcial Rpto Discordinaria	-	Si	No	8.21		No Promocion		No Promocion	Evaluación 2022
Recepción & servicio al cliente	Recepcionista	Indefinido tiempo Parcial Rpto Discordinaria	-	No	No			No Promocion	7.14	No Promocion	Evaluación 2022
Recepción & servicio al cliente	Recepcionista	Indefinido tiempo Parcial Rpto Discordinaria	-	No	No	3.00		No Promocion		No Promocion	Evaluación 2022
Limpieza general	Camarero de piso	Indefinido tiempo Parcial Rpto Discordinaria	-	No	Si			No Promocion	0	Revisión Temporal	Evaluación 2022
Recepción & servicio al cliente	Jefe recepcion	Indefinido tiempo Completo transaccion	-	No	No			No Promocion	8.17	No Promocion	Evaluación 2022

## REPORTE DE NIVEL PROFESIONAL DE TRABAJADORES (PERSPECTIVA GENERO)

**THB hotels** Inicio COMERCIAL PRODUCCIONES PERSONAS SUMINISTROS RESIDUOS SSTT PROVEEDORES PRODUCTOS ENCUESTAS CURRÍCULUMS GRÁFICOS APPCC GESTIÓN DE ALERTAS SISTEMAS DE GESTIÓN

Atlas/Segs-Promogras Horarios Laborales Empleados Evaluaciones Cuadro mando Prevención de Riesgos Plantillas Documentos Reporting Laboral Payflow Nivel Profesional

Inicio Personas Formulario Nivel Profesional Nivel Profesional **EXPORTAR**

Nivel Profesional

Hotel: Todos Año: 2023 Mes: Todos Actualizado: 17-11-2023 10:58:52

Sociedad	Gaya Playa	San Costa	Bambuco	Costa Llanera	Don Pies	El Cid	Felpo	Gran Bahia	Gran Plaza	María Isabel	Niagara	San Mallorca	Los Molinos	Nauco	Conan Beach	Royal	Flore	Tropical Island	San Fermín
Total Empleados Alta	57	80	121	65	20	187	49	83	73	65	0	67	116	39	33	133	128	304	57
Total Hombres Alta	24	34	62	39	10	51	21	35	28	25	0	27	56	12	12	52	56	156	29
Total Mujeres Alta	33	46	59	26	10	56	28	48	45	40	0	40	60	27	21	81	72	148	28
% Hombres Alta	42.11%	42.50%	51.24%	46.15%	50.00%	47.66%	42.86%	42.17%	38.26%	38.46%	0.00%	40.30%	48.28%	30.77%	36.36%	39.10%	43.75%	51.32%	50.9%
% Mujeres Alta	57.89%	57.50%	48.76%	53.85%	50.00%	52.34%	57.14%	57.83%	61.64%	61.54%	0.00%	59.70%	51.72%	69.23%	63.64%	60.90%	56.25%	48.68%	49.1%

We also worked on migrating applicable legal requirements in the different destinations, particularly in the environmental field, enabling real-time diagnostics of each property and of the company as a whole.



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## IMPLEMENTACION COMPLETA DE MIGRACION AL NUEVO DESARROLLO DE REQUISITOS LEGALES

**THB hotels**

Documento ID 277 - at-declaracion-responsable-inicio-act-20220825100811-20230824103425.pdf

Fecha	Usuario	Observaciones
24-08-2023 10:34:30	Marga Nagre	Documento Subido
24-08-2023 10:37:36	Marga Nagre	No se dispone de Licencia de Actividad porque el Ayuntamiento ha indicado que la licencia del hotel tiene que tener una pendiente del 2% lo cual está previsto hacerla este invierno con el hotel cerrado. Además se tendrá que Manual de uso elaborado por el arquitecto responsable

☐ Solventado

**Actividades Clasificadas**

Actividad	Verificado	Historial	Descargar	Expiración	Usado	Creado
Plan Circularidad HOTEL THB UARLA (54025_Mayo2023 (1))	✓	✗	DESCARGAR	10-10-2024	Marga Nagre	21-09-2023
at-declaracion-responsable-inicio-act-20220825100811	✗	✗	DESCARGAR		Marga Nagre	24-08-2023
certificado-financiero-4-grebo2022023102837	✓	✗	DESCARGAR		Marga Nagre	24-09-2023
matrícula-actividad-Formación-en-hotel-20230419112000	✓	✗	DESCARGAR		Marga Nagre	24-09-2023
licencia-turismo-ugencia-2023-20230712123290	✓	✗	DESCARGAR		Marga Nagre	24-08-2023
mapa-plan-4-estrellas-y-145-nab-tacones-	✓	✗	DESCARGAR		Marga Nagre	21-09-2023





COMMITTED TO PEOPLE



*"At THB hotels, we are committed to sustainability through a comprehensive and transparent approach to managing our resources and business relationships. To achieve this, we use the Workspace digital tool, which allows us to monitor the essential supplies in our hotels – such as water, electricity and gas – on a daily basis, **ensuring efficient and responsible energy consumption.**"*

*Additionally, Workspace enables us to track and monitor urban waste generated in our establishments, supporting sustainable waste management and reducing our environmental impact.*

*As part of our commitment to sustainability, we conduct an annual evaluation of our suppliers. This process allows us to select partners who share our values and align with our sustainability policies, ensuring that our collaborations support our objective of reducing environmental impact and promoting responsible practices throughout our supply chain."*

**Sergi Raventós**  
**Operations**



## CHALLENGES FOR THE FUTURE

✦ **Promoting professional development:** We are expanding the number of placements available for dual vocational training students, offering them the opportunity to complete their internships in our hotels and central offices, thereby contributing to their training and supporting talent development within the hospitality sector.

✦ **Expansion of the Talents Programme:** We will increase the number of training opportunities for our staff through the Talents Programme, with the aim of strengthening team skills and encouraging professional growth within THB hotels.

✦ **Improving accessibility and comfort:** Introduction of bed-lifting mechanisms in all hotels in the Balearic Islands to support the housekeeping department and ease their workload.

✦ **Improvements at central offices:** Due to the growth of THB hotels and the resulting increase in staff numbers, we will undertake renovations to create new workspaces and improve the façade, adapting to our current and future needs.



#### **MALLORCA**

THB GRAN PLAYA\*\*\*\*  
THB GRAN BAHÍA\*\*\*\*  
THB GUYA PLAYA\*\*\*\*  
THB CALA LLITERAS \*\*\*\*  
THB DOS PLAYAS\*\*\*  
THB SA COMA PLATJA\*\*\*\*  
THB FELIP \*\*\*\*  
THB NIÁGARA \*\*\*\*  
THB MARÍA ISABEL\*\*\*\*  
THB EL CID \*\*\*\*  
THB BAMBOO ALCUDIA\*\*\*\*

#### **IBIZA**

THB LOS MOLINOS\*\*\*\*  
THB OCEAN BEACH\*\*\*\*  
THB NAECO IBIZA\*\*\*\*

#### **COSTA DEL SOL**

THB SAN FERMÍN\*\*\*

#### **LANZAROTE**

THB FLORA\*\*\*  
THB ROYAL\*\*\*\*  
THB TROPICAL ISLAND\*\*\*\*

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