

SOCIAL RESPONSIBILITY

CORPORATE | 2022
BIENNIAL REPORT | 2023





CONTENTS

Introduction	3
THB hotels	4
THB hotels key figures	5
 WITH SOCIETY	 8
Collaboration in sporting events	9
Collaboration on social and employment initiatives	12
Collaboration on environmental initiatives	14
Challenges for the future	15

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

Data 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



THB Sa Coma Platja****



THB María Isabel****



THB El Cid****

Costa del Sol



THB Niágara****



THB Bamboo Alcudia****



THB San Fermín***



Key figures

Data 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

Ibiza



THB Los Molinos****



THB Ocean Beach****



THB Naeco Ibiza****

Lanzarote



THB Flora***



THB Royal****



THB Tropical Island****



With society

We firmly believe in partnerships with organisations as a bridge between the needs of the third sector and THB hotels' corporate social responsibility strategy. We build on these synergies to provide meaningful support and establish relationships based on trust, resulting in long-term collaboration. This approach allows us to plan long-term objectives and strengthen the bonds between all participants in the various initiatives to ensure greater effectiveness of the actions taken.



Collaboration in sporting events

At THB hotels, we strongly believe that **sport is a powerful driver of inspiration, self-improvement and well-being for individuals and communities**. Supporting sporting events and sponsoring local teams and competitions not only allows us to promote an active, healthy lifestyle, but also helps strengthen ties with the communities where we operate. From team sponsorship to participation in major competitions, our commitment to sport reflects our dedication to **encouraging effort, teamwork and perseverance** – values we see as fundamental both in sport and in our company culture.

- ✦ Participation in the Spartan Race Mallorca
- ✦ Sponsorship of the Fundació Palma Futsal and its sports team
- ✦ Sponsorship of the Endurance – THB hotels running team
- ✦ Sponsorship of the Rafa Nadal Academy padel ranking
- ✦ Sponsorship of the 3 Días Trail Ibiza race
- ✦ Sponsors of the Azul Marino and Palmer Basket basketball teams
- ✦ Sponsors of the THB San Fermín darts tournament (2023)
- ✦ Sponsors of the PROA GROUP charity golf tournament for ADAA (Patients' Companions Support Association)
- ✦ Sponsors of the Llevant Padel Tour Portocristo tournament
- ✦ Sponsors of the Balearic Islands Football Federation (2023)
- ✦ Sponsorship of the Padel Indoor Manacor tournament
- ✦ Sponsors of the Volvo Golf Cup
- ✦ Participation in the summer swimming tournament organised by Club Natación Voltor, contributing to the purchase of medals for the winners
- ✦ Sponsorship of the women's football team at Club Futbol GOIRE Lanzarote, including the provision of training facilities at THB Tropical Island Hotel
- ✦ Donations for various golf tournaments (Piña Club AECC Golf Tournament, H Cup Golf Tournament)

COMMITTED WITH SOCIETY

Collaboration in sporting events



Sponsorship of the Rafa Nadal Academy padel ranking



Sponsorship of the 3 Días Trail Ibiza race



Sponsorship of Palmer Basket basketball team



Sponsorship of Azul Marino basketball team



Collaboration in sporting events



Participation in the Spartan Race Mallorca



Sponsorship of the Endurance – THB hotels Sport Club running team



Sponsorship of the PROA GROUP charity golf tournament for ADAA



Sponsorship of the Fundació Palma Futsal and its sports team

Collaboration on social and employment initiatives

Social responsibility is a cornerstone of our identity at THB hotels, and our work with social organisations reflects our deep commitment to the community. **We support initiatives that improve the lives of vulnerable groups and promote social and labour inclusion**, as we are convinced that business success must go hand in hand with the well-being of our surroundings. With every project and partnership, **we aim to create value for society**, actively contributing to key areas such as inclusion, **education and support** for those most in need.

- ✦ Sponsorship of the Shambhala Talks organised by the Shambhala Foundation
- ✦ Toy collection campaign for the Social Services of Can Picafort (Ca Ses Monges)
- ✦ Donation of textiles (sheets and towels) from THB Gran Bahía to Fundació Deixalles
- ✦ Collaboration with Fundació Deixalles to provide internship placements in our establishments
- ✦ Sponsorship of the Ibiza Inclusion Awards event
- ✦ Collection of reusable goods in good condition for Fundació Deixalles – Ibiza
- ✦ Clothing donation partnership with the Association for the Disabled of Lanzarote (Adislan)
- ✦ Collaboration with the Red Cross employment plan, serving as a bridge between unemployed individuals and companies
- ✦ Toy collection campaign for the Red Cross at our central offices in Can Picafort
- ✦ Participation in the “Companies that Help” programme led by the Spanish Confederation of Business Associations (CEOE) through its Foundation, coordinating solidarity initiatives
- ✦ Solidarity room in support of Cáritas at the THB Gran Playa hotel
- ✦ Donation of furniture for Ukrainian refugees
- ✦ Labour inclusion of vulnerable young people through collaboration with Fundación Diagrama and our THB College Dual Programme
- ✦ Participation in the Hotel Management Talent programme and hospitality internships with the Hospitality School of the Balearic Islands

Collaboration on social and employment initiatives

- ✦ We have formed an alliance to promote the labour integration of groups at risk of social exclusion as part of our development plan, in collaboration with Fundación Incorpora
- ✦ Catering internships carried out by users of Aproscm
- ✦ Toy collection campaign in support of the Red Cross at our central offices in Can Picafort
- ✦ Collaboration with the Spanish Association Against Cancer through its charity concert
- ✦ Partnership with Orfeo Balear
- ✦ Collaboration with Fundación Rana and Fundación Nazaret
- ✦ Donation of surplus food at the end of the season by THB San Fermín Hotel to the Málaga Social Dining Hall
- ✦ Donation to AMSUDAN
- ✦ Participation in the HABECU charity tournament
- ✦ Donation of materials for reuse, in collaboration with Fundació Deixalles



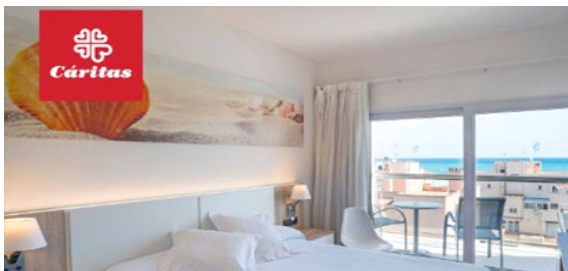
Sponsorship of the Shambhala Talks organised by the Shambhala Foundation



Sponsorship of the Ibiza Inclusion Awards event



Clothing donation partnership with the Association for the Disabled of Lanzarote (Adislan)



Solidarity room in support of Cáritas at the THB Gran Playa hotel



Partnership with Orfeo Balear



Donation of furniture for Ukrainian refugees

Collaboration on environmental initiatives

Reaffirming our **commitment to environmental care**, over the past two years we have actively participated in several initiatives that support the preservation and sustainability of our surroundings. These actions reflect our desire to collaborate with organisations dedicated to **ecosystem protection and resource reuse**.

✍ Tursiops: Donation of 5% of Boxing Day campaign proceeds towards sperm whale research in 2022 and 2023

✍ Fundació Deixalles: Donation of materials for reuse, promoting a more circular economy

✍ Ibiza Sostenible: Participation in a seagrass recovery project – key to marine biodiversity



Tursiops 2022



Tursiops 2023



Fundació Deixalles



Ibiza Sostenible



CHALLENGES FOR THE FUTURE

✦ **Promoting solidarity:** We are committed to strengthening our solidarity initiatives, encouraging cooperation and mutual support to help improve quality of life in the communities where we operate.

✦ **Encouraging sport and physical activity:** We will continue to support the development of sport through sponsorships and programmes that promote physical well-being and values such as discipline and teamwork.

✦ **Cultural promotion:** We aim to enhance our cultural initiatives by supporting art, music and other cultural expressions that enrich our guests' experiences and contribute to the development of the destinations where we are present.

✦ **Expanding and strengthening our environmental partnerships:** In the coming years, our goal is to continue supporting innovative projects that promote sustainability and the conservation of ecosystems. We will keep working alongside organisations and communities to drive initiatives that generate a positive and lasting impact on our environment.





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 ****

#thbhotels | thbhotels.com