



# ANNUAL REPORT 2023

## CORPORATE SOCIAL RESPONSIBILITY REPORT

**FUERTE  
GRÔUP**  
HOTELS



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# Letter from the honorary president

If I had to put together an album of my life, there is one photo that I would place in a very prominent place. Those who know me will surely know which one it is: the one of **the presentation in 2023 of the renovated 5-star hotel El Fuerte Marbella**, after its spectacular renovation, surrounded by all my children and grandchildren, and accompanied by authorities from the central, regional, provincial and local governments. The city that welcomed us 67 years ago, and that has become our home. That photo sums up some of the values of our family business.

The vocation of service to the community, investing in the improvement of hotels that generate wealth and employment in the destinations in which they are located. In this regard, I would like to highlight that 5-star establishments such as **El Fuerte Marbella**, and the future **DAIA Conil**, which will open its doors in 2024, require more staff, because luxury is almost always synonymous with a much more personalised service with more training, another important aspect that will be discussed throughout this report.

The commitment to innovation and to always be at the forefront, as my husband José Luque Manzano was when he opened the first luxury hotel in the centre of Marbella town, when tourism was barely existent in the area. And that we have developed today by incorporating cutting-edge environmental management systems and modern materials into its rehabilitation project, to make El Fuerte Marbella one of the most sustainable and efficient hotels in Andalusia.

Unity in the face of all adversities is important, and in the Luque García family we are all united, and we respect the opinions of each of its members, also taking the opinions of the third generation into consideration, such as those of my granddaughters Marta Álvarez Luque and Carmen Cominges Luque, who in 2023 joined the Board of Directors.

And the necessary relationship that private companies must maintain with the entire sector and with public administrations, because tourism has never worked, and will never succeed, if companies and public administrations do not work hand in hand, sharing the same objectives and contributing their different strengths.

I hope that 2024 will be another decisive year and that our family album, which is also a business album, will continue to include images as decisive as this one, which I will forever carry in my heart.

Many thanks.



**Doña Isabel García Bardón**  
Honorary president of Fuerte Group Hotels



The image features a light green, textured background with a fine, grainy pattern. In the top-left and top-right corners, there are clusters of vibrant green leaves, likely from a tree or shrub, with visible veins and natural lighting. The leaves are partially cut off by the edges of the frame.

01.

OUR  
COMMITMENT  
IS STRONG

**8** TRABAJO DECENTE  
Y CRECIMIENTO  
ECONÓMICO



**9** INDUSTRIA,  
INNOVACIÓN E  
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# 1.1.

## Commitments

### Reach and limitations of the information

In this **Corporate Social Responsibility** report for **2023**, Fuerte Group Hotels presents a detailed overview of the actions undertaken to address various challenges, as well as the initiatives aimed at strengthening long-term resilience and sustainability. This commitment is complemented by transparency in business management and its contribution to society, always seeking synergies with the surroundings and the stakeholders to achieve a more responsible and promising future.

What is particularly noteworthy is the progress made in relation to the **ten principles of the United Nations Global Compact** and the alignment of the company's objectives with the **17 Sustainable Development Goals (SDG)**. Through this commitment, the company contributes significantly to the well-being of local communities and caring for the environment.

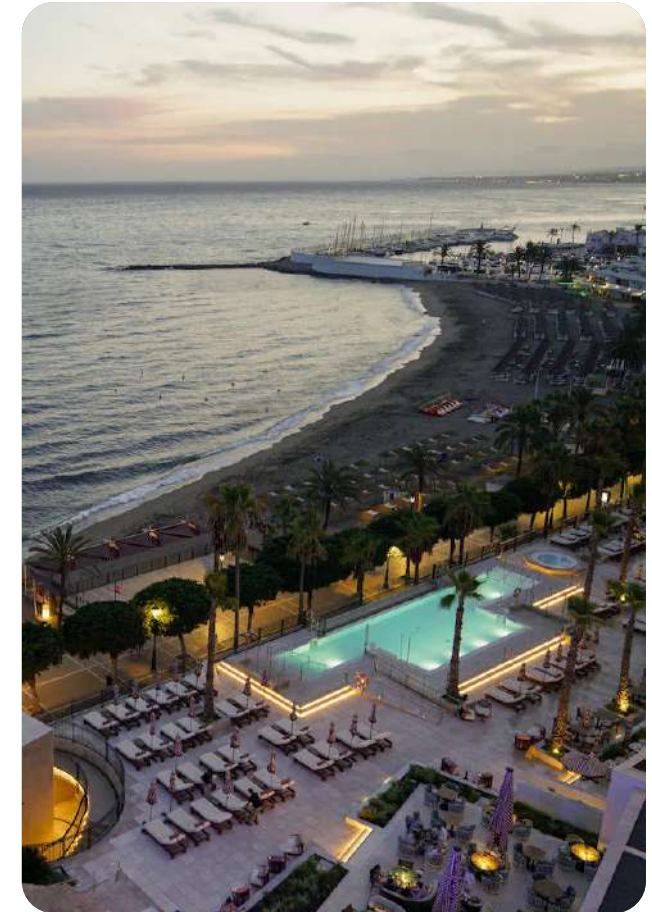
The following sections provide a detailed description of the distribution and main characteristics of these actions. Additionally, the current strategy and measures adopted to overcome the challenges facing the tourism industry and society in general are presented throughout the document, with a constant focus on sustainability and the achievements made to date.

For the making of this report, a prior consulting period has been established, based on data collection and meetings with different departments, with Human Resources, Communication, Quality, Administration and General Management being the most active participants and collaborators in providing content.

This year, measuring sustainability through various KPIs (performance indicators) has become very important in the context in which the company operates. The new features of this report reflect this trend, proposing integrative projects with clear and measurable objectives. In line with this approach, Fuerte Group Hotels has adopted a firm commitment to sustainability, deciding to focus its efforts, both currently and in the future, on action and management policies that are more respectful of the environment.

### International standards

The **GRI** and **SASB** sustainability reporting frameworks have been used. The intention is to use indicators from both systems together to present both qualitative and quantitative data, thus improving communication with stakeholders and facilitating more informed decision-making.



El Fuerte Hotel Marbella



# 1.2.

## Governance structure

The **Board of Directors** is the highest governing body of the El Fuerte Group, on which the Fuerte Group Hotels hotel division depends, made up of the brands El Fuerte Marbella, DAIA Slow Beach Hotels, Fuerte Hoteles, Amàre Beach Hotels and Olée Holiday Rentals

It is made up of Mrs. Isabel García Bardón, who holds the position of Honorary President, and her 5 children. In 2023, two additional members of the third generation joined as listeners: her granddaughters Marta Álvarez Luque and Carmen Cominges Luque.

Chaired by Francisco Javier Luque García and made up of of himself and his brothers José and Salvador, the Delegate Commission reports directly to the board.

At an operational level, the Hotel Management Committee is the body responsible for implementing the strategic plan of Fuerte Group Hotels in all its areas. The following are part of this:



From left to right: José and Isabel Luque García, Carmen Cominges, Ms. Isabel María García, Marta Álvarez and Javier, Victoria and Salvador Luque.

### General Management

Mr. José Luque García

### Director of Information Technology

Mr. José Luis Bachiller Moreno

### Director of Finance, Legal and Tax Services

Mr. Antonio Fernández Henares

### Director of Human Resources

Ms. María Ceballos Domínguez

### Commercial Director

Mr. Martín Aleixandre Contelles

### Director of Corporate Multi-Brand Operations

Mr. Héctor Abuín Bermúdez

# 1.3.

## We create value

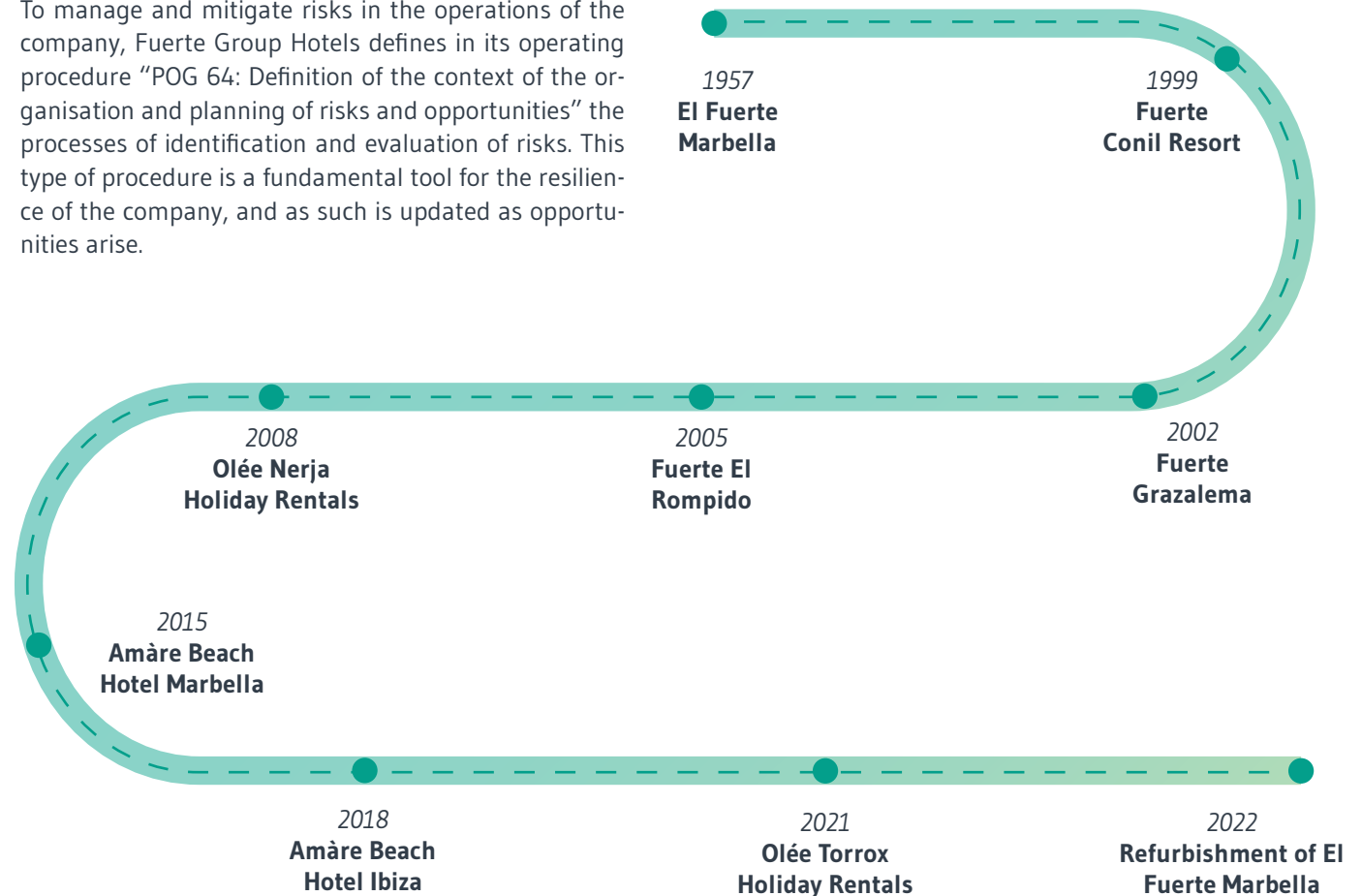
**Fuerte Group Hotels** was born with the vocation of creating value, positively impacting its surroundings. Over time, the desire to create value by generating wealth and employment in a Spain that saw how tourism could lift the country out of poverty was combined with the desire to grow while respecting the privileged landscape of our unique territory. Both challenges are still part of the group's mission and vision today, confirming the crucial importance that they both have for the Andalusian group.

**MISSION** "To be a family business with a vocation for development and a fundamental orientation towards profitable hotel and real estate businesses, committed to the responsible development of people and their environment. We strive for coherence between the business, management team, professional coexistence (policies) on a day-to-day basis and institutional configuration (Government)."

**VISION** "To be a company with leading brands in responsible hospitality, understood as an attitude of sensitivity towards people (shareholder, customer and employee satisfaction) and towards the surroundings (local community and environment), with a presence in Spain."

### Risk management

To manage and mitigate risks in the operations of the company, Fuerte Group Hotels defines in its operating procedure "POG 64: Definition of the context of the organisation and planning of risks and opportunities" the processes of identification and evaluation of risks. This type of procedure is a fundamental tool for the resilience of the company, and as such is updated as opportunities arise.





# 1.4.

## Strategic plan and sustainability

Sustainability is rooted in the very essence of **Fuerte Group Hotels** and, without a doubt, stands out as one of the elements at the forefront of companies today. In the governance of the group, directing strategies based on a solid foundation and with a deep environmental awareness is presented as a wise and prosperous decision.

The successes and recognitions achieved throughout the process have been diverse and scaled, updated annually on the sustainability and reporting website.

It highlights the importance of integrating all the goals and actions that are intended to be followed at group level into a single system. This is based on the proven ability to adapt to the regulations and laws, both state and regional, that make up the legal framework, as well as to the demands of a sector in constant growth and need for innovation. The most up-to-date legal framework is constantly present, supporting our firm commitment to **comply with the laws**. This plan is also governed by the following laws and decrees:

**Law 1/2005, of the 9th of March**, on the regulation of the greenhouse gas emission rights trading regime.

**Royal Decree 163/2014, of the 14th of March**, in which the Registry of carbon footprint, compensation and carbon dioxide absorption projects is created.

**Law 7/2021, of the 20th of May**, on climate change and energy transition.

**Decree 48/2021 of the 13th of December**, regulator of the Balearic Carbon Footprint Registry.

**Law 3/2023, of the 30th of March**, on the Circular Economy of Andalusia.

**Draft Bill on the Prevention of Food Loss and Waste** (awaiting publication).

Therefore, this document includes information on sustainability in the **environmental sector** (circular economy, use of resources and adaptation to climate change), **social** (equality measures, working conditions or inclusion) and **governance** (ethical values, control system and risk management).



El Fuerte Hotel Marbella

Achieving the established objectives requires the effective coordination of **multidisciplinary teams**, a task facilitated by the **Energy Efficiency Committee** and the **Sustainability Committee**. The latter offers a space where the different departments collaborate to propose comprehensive solutions that align with the group's global objectives. In collaboration with the sustainability consultancy, the committee assumes the responsibility of leading the company's sustainability strategies and implementing the corresponding procedures in the hotels.

The main **departments** involved are:



Considering that the plan's duration will be four years, the final objectives should be achieved by 2028. Below are those set for 2024, which will be the first year of implementation. The data available from 2023, as published in this sustainability report, have been used as a reference.

The fulfillment of these objectives will be reviewed in each annual monitoring report and may be adjusted to be more ambitious if they are met before the expected date. Additionally, along with the objectives described for ESG (Environmental, Social, and Governance), the following global commitment is made:

1. Involve the workforce in the **Strategic Sustainability Plan**, for which specific activities and actions directed at workers will be detailed.
2. Report every year publicly on the **progress made** towards achieving the proposed objectives.

We express our desire to encourage our collaborators and clients to join forces to achieve these objectives and to take action in their own individual efforts.

The **objectives** on which the **Fuerte Group Hotels' sustainability strategy** will be based are the following:

### Objective 1

#### Commitment to the fight against climate change

It is more than evident that there is significant potential for reducing greenhouse gas emissions associated with the tourism sector, which must be worked on by all involved. For this reason, our group continues to further its contribution to the knowledge and improvement of this area, mainly associated with initiatives on energy efficiency.

### Objective 2

#### Reduce waste produced by activity

This objective is aligned with the most recent directives and regulations, which intend to implement measures aimed at preserving the environment and human health by preventing or reducing waste, as well as mitigating the negative impacts associated with the production and management of it. These aspects are essential to facilitate the transition towards a circular economy that strengthens business competitiveness.

### Objective 3

#### Efficient use of water

Efficient water use is crucial for businesses, not only from an environmental perspective, but also from an economic and social perspective. Reducing water consumption not only contributes to environmental sustainability, but also results in significant savings in operating costs and resources. Furthermore, making water efficiency an objective demonstrates the

company's commitment to social responsibility and sustainable resource management. This not only enhances the company's reputation, but can also attract customers and partners who also value environmental responsibility. In a global context of water scarcity, adopting efficient practices is essential to ensure the long-term viability of business operations and contribute to the well-being of local communities

### Objective 4

#### Action against food waste

These actions are subject to modification, especially pending the Law on food waste, currently in the process of being published in the BOE, which will make it mandatory to have a Plan Against Food Waste. Thus, within this line of action, it is of particular interest to reduce the amount of food waste generated, applying the hierarchy in waste management to food and collaborating with organisations.

### Objective 5

#### Workplace wellbeing

Without a doubt, people are what make a service successful. One of the essentials is the commitment to the improvement of the Fuerte team's working environment, following different lines of improvement annually.

### Objective 6

#### Customer satisfaction

Sustainability is indicative of quality, even more so, being an attraction for committed consumers, which is why it is a priority to carry out metrics in this regard.

### Objetivo 7

#### Contribution to local organisations

Every year, the Group and the Fuerte Foundation are involved in numerous social, cultural and environmental projects to ensure a good relationship with their surroundings. A key element of the long-term sustainability approach is to take care of the relationship with the environment in which the company's activity is carried out, and the people within it. One of the most notable projects is the Clean Seas Project, which carries out different actions in hotels to raise awareness among clients and workers about the importance of actively caring for marine spaces and their diversity.

### Objective 8

#### Control over investment in sustainability

Measuring in economic terms is essential to understand the impact of sustainability strategies and calculate the economic implications annually, implementing the Plan in all areas through investment.



El Fuerte Hotel Conil

The objectives will be defined in the short and medium term, with the short-term objectives being those we aspire to achieve in 2024, listed below:

SDG	Principle of the Global Compact	ESG category	Commitment	2024 objective (short term)
	7, 8 and 9	E1	Commitment to the fight against climate change	Reduce GHG per customer by 1% (kg CO2 per customer per year)
	7, 8 and 9	E2	Reduce wasted generated by activity	Set out a general procedure for measuring waste in more hotels
	7, 8 and 9	E3	Efficient water use	Reduce water consumption per customer by 1%
	1, 7, 8 and 9	E4	Action against food waste	Define actions to reduce food waste, and seek support technology
	3, 4, 5 and 6	S1	Workplace wellbeing	Alignment with KPIs and objectives of the Well-being Plan
	1 and 2	S2	Customer satisfaction	0.5% increase in overall customer satisfaction (average across all hotels)
	1, 7, 8 and 9	S3	Contribution to local organisations	Maintain partnerships with environmental, cultural and social organisations
	7, 8 and 9	G1	Control over investment in sustainability	Understand the investment and increase it if necessary

# 1.5.

## Recognitions and certifications

For this company, looking back and seeing how our environment supports our quality and progress is incredibly satisfying. Since 1998, we have accumulated a large number of **recognitions and certifications**, which can be viewed on our corporate social responsibility website, created in 2022 to highlight our transparency. The last 5 years are listed below:

*Amàre Marbella* is awarded the Trip Advisor certificate of excellence.

*Fuerte El Rompido* achieves the Travelife Gold Sustainability certification.

*Amàre Marbella* receives the British Airways Holidays Customer Excellence Award.

*Fuerte Conil Resort* wins the HolidayCheck Award 2023.

*Fuerte Conil Resort y Fuerte El Rompido* are recognised by the tour operator TUI as one of the best hotels in its catalogue worldwide based on the comments and satisfaction scores of its customers.

*Fuerte El Rompido y Fuerte Conil Resort* renew their Travelife Gold distinction Sustainability System.

2019

2021

2023



2020

2022

*Amàre Marbella e Ibiza* are awarded with the British Airways Holidays Customer Excellence Awards.

*Amàre Marbella e Ibiza* win TripAdvisor's Choice 2020.

We receive the ReThink award for the "Clean Seas" campaign.

*Fuerte Group Hotels* wins the recognition for Best Corporate Social Responsibility at the Hotel Initiative Awards - We are water.

*Amàre Beach Hotel Ibiza* is awarded the 2022 Quality Award by Jet2holidays reconocimiento Quality Award and the Customer Excellence Award by British Airways Holidays.

The **Amàre Beach Hotel Ibiza** has taken an important step towards sustainability by certifying its carbon footprint and registering in the **Balearic Carbon Footprint Registry**. This hotel has become the first Fuerte Group establishment to officially register its carbon footprint. All of this has involved an audit process to verify the calculation of the footprint, which has been certified with the prestigious **ISO 14064** certification.

This achievement not only demonstrates its commitment to decarbonisation, but also demonstrates itself as a leader in sustainability within the hotel sector. This way of thinking has been evident for many years, as shown in the **ISO 14001** certifications – Environmental management systems held by **Fuerte Grazalesa** (located in the Sierra de Grazalesa Natural Park), **Fuerte Conil-Resort** and **Fuerte El Rompido** (next to the La Flecha Natural Site). These last two have also renewed their **Travelife Sustainability System** certification in 2023, within the Gold category, a symbol of years of commitment to its rigorous system.



Amàre Beach Hotel Ibiza



02.

PROGRESS  
AND GOALS

**1** FIN DE LA POBREZA



**2** HAMBRE CERO



**5** IGUALDAD DE GÉNERO



**6** AGUA LIMPIA Y SANEAMIENTO



**7** ENERGÍA ASEQUIBLE Y NO CONTAMINANTE



**10** REDUCCIÓN DE LAS DESIGUALDADES



**11** CIUDADES Y COMUNIDADES SOSTENIBLES



**12** PRODUCCIÓN Y CONSUMO RESPONSABLES



**13** ACCIÓN POR EL CLIMA



**14** VIDA SUBMARINA



**15** VIDA DE ECOSISTEMAS TERRESTRES



**17** ALIANZAS PARA LOGRAR LOS OBJETIVOS





# 2.1.

## Championing the Global Compact

Following the tradition of recent years, we have aligned our initiatives with the most recent guidelines, using the **ten principles of the Global Compact** and the **UN Sustainable Development Goals** as references. Our approach is to meticulously measure, analyse and manage, allowing us to progress at each stage, and identifying areas for improvement and strengths. This process is essential to continue progressing and innovating in our commitment to protect the environment and the well-being of the community around us.

In addition to the annual progress report, the company has actively collaborated in **The 4th Meeting of the Expert Group on Measuring Tourism Sustainability (MST)**, which took place in Marbella at the end of the year. This pioneering project strives to standardise the indicators used by tourism companies in order to establish a consensus and homogeneous guidelines within the diversity of companies.



**SUSTAINABLE  
DEVELOPMENT  
GOALS**














The 4th Meeting of the Expert Group on Measuring Tourism Sustainability (MST)

## 2.2.

# 2023 Objectives

Fuerte Group Hotels implements various actions aligned with different objectives. The correlation of these actions with commitments such as the Global Compact and the Sustainable Development Goals (SDG) is presented in the following table, which details the analysis of its performance throughout the 2023 financial year:

Related SDGs	Proposed objectives for 2023	Evaluation of achievement
<b>1</b> 	Maintain the objective of reducing the carbon footprint by 1% per customer, guiding and reviewing this objective annually according to the actions implemented in the hotels.	Achieved. Greenhouse gases emitted per customer have been reduced by 8.4% in all our hotels.
<b>2</b> 	Raising awareness about plastic pollution in the seas and oceans and promoting alternatives to alleviate and contribute to its reduction, through cooperation with organisations and the circular economy.	Achieved. Collaborations have been made with The Gravity Wave to remove more than 2 and a half tons of plastic from the Mediterranean Sea. In addition, our Clean Seas project continues to be promoted.
<b>3</b> 	Training in CSR and Circularity within the staff training campus, addressing the need for savings in consumption and good practices in the separation of different fraction waste.	Achieved. CSR and Circularity content has been updated, especially prepared for the employees of Amàre Beach Hotel Ibiza, aligned with one of the objectives of its Circularity Plan, a company pioneer.
<b>4</b> 	Improve the waste measurement system by updating the corresponding procedure, supporting this action through staff training.	Achieved. Thanks to Amàre Beach Hotel Ibiza's Circularity Plan, a pilot procedure has been developed in this hotel, which will be transferred to the rest of the hotels if operations allow..

	ODS relacionados	Objetivos propuestos para 2023	Evaluación de su cumplimiento
5		<p>Review the continuous improvement plan and identify any improvement points to increase customer satisfaction. The 2023 quality objectives are aligned with the company's strategic objectives and in line with the purpose of generating experiences that exceed customer expectations.</p>	<p>Achieved. Our brands have surpassed themselves in the majority of indicators, and for El Fuerte Marbella an intermediate satisfaction survey has been established to know the customer's opinion halfway through their stay, thus making it easier to meet expectations.</p>
6		<p>Study methods to reduce water consumption within improvement proposals, taking this point into account when remodeling and improving facilities.</p>	<p>Achieved. In El Fuerte Marbella the grassland area has been reduced, with the appliance of xeriscaping, and our irrigation water saving procedure is maintained.</p>
7		<p>Actively collaborate in the conservation of the surrounding hotel centres, and of the seabed specifically, as part of the Clean Seas Project.</p>	<p>Achieved. We have collaborated with the association Equilibrio Marino as part of our Clean Seas project, and with The Gravity Wave for the elimination of plastics from the bottom of the Mediterranean Sea.</p>
8		<p>Continue strengthening the initiatives of the company's Equality Plan and the development of its initiatives, related to SDG5 (on gender equality).</p>	<p>Achieved. The company has begun its certification process by the Más Familia Association, in order to gain recognition as a Family Responsible Company.</p>
9		<p>Inform our stakeholders about our Corporate Social Responsibility and circularity policies, and urge them to set out good environmental practices in their own companies.</p>	<p>Achieved. Our progress report is published and actively communicated annually, and distributed in electronic format to all our stakeholders. It is also available to view in our hotels in 2 languages.</p>
10		<p>Make experiences with customers that value the traditions of where the hotel centres are located.</p>	<p>Achieved. Fuerte Live offers a wide range of possibilities for unique experiences. View at <a href="https://www.fuertehoteles.com/fuerte-live/">https://www.fuertehoteles.com/fuerte-live/</a></p>
11		<p>Develop new initiatives to continue with the talent development policy.</p>	<p>Achieved. Our Crece "Grow" program has promoted the careers of 83 workers, as broken down in the corresponding section.</p>

## 2.3. Communication and campaigns

In 2023, **Fuerte Group Hotels** maintained its commitment to the transparency of its business through intense communication with its respective stakeholders.

Some of the methods used for this were sending press releases, arranging interviews, managing information requests via questionnaires, maintaining relationships with the main local and national media, and organising events such as the one that took place on September the 15th 2023 to officially inaugurate the new **El Fuerte Marbella**.

Apart from that, which has been a usual occurrence in recent years, social media has been used to disseminate news, events and relevant visits to the hotels.

In this sense, it is worth highlighting the campaigns carried out by the establishments of the **Amàre Hotels**, associating themselves with well-known profiles in the main source markets of their establishments in Ibiza and Marbella, including **Emma Walsh, Rachel Holland, Sara Fructuoso, Laetitia Viola, Polina and Lulouisaa, among others**.

As for **Fuerte Hoteles**, they made national alliances, selecting well-known Spanish influencers as brand ambassadors such as **Natalia, Noelia López and María José Suárez, among others**.

The results of both campaigns were a complete success, as they achieved a total of more than **20 million impressions on Instagram**.

These actions were complemented by others that sought primarily to promote the new 5-star hotel **El Fuerte Marbella**. In this respect, the impressions achieved exceeded the figure of **26 million**.

Thanks to this intense communication, the social profiles of the **Fuerte Hoteles, Amàre Hotels and El Fuerte Marbella** brands grew significantly, showing the following number of followers at the end of 2023:

### Social media followers

BRAND	Instagram	Facebook	X	YouTube
<b>Fuerte</b>	31.902	62.925	7.726	1.614
<b>Amàre</b>	65.997	35.472	1.164	3.874
<b>El Fuerte</b>	8.486	1.202	-	50

Regarding the dissemination of **Fuerte Group Hotels'** progress in sustainability, a large part of the projects carried out appear on the website that the group created in 2022 to explain its Corporate Social Responsibility policies: <https://www.fuerte-group.com/rsc/>.



It includes the most notable sustainable initiatives carried out by the hotels, as well as the milestones, results and awards that support the current positioning of **Fuerte Group Hotels** as one of the most sustainable hotel chains in Andalusia.

## 2.4.

# Relationships with our stakeholders

Fuerte Group Hotels' day-to-day involves maintaining excellent relationships with its main stakeholders, including local, national and international tourism companies, as well as the private and public groups with which it operates throughout the country

### In the social sphere:

The collaborations with institutions, associations and training centres in the tourism sector stand out, some of them very long-standing, demonstrating the involvement that Fuerte Group Hotels has always maintained with the development of the tourist destinations in which the establishments are located:



ASOCIACIÓN  
ANDALUZA  
DE LA EMPRESA  
FAMILIAR

START OF RELATIONSHIP	ENTITY
1977	Member of HORECA, employers' association of the hospitality sector in Cádiz
1977	Member of AEHCOS, Association of Hotel Entrepreneurs of the Costa del Sol. In 2021 José Luque García became president
1989	Member of CIT Marbella, Marbella Tourism Initiatives Centre
2000	Member of the Family Business Chair (San Telmo)
2005	Member of the Provincial Hospitality Association of Huelva
2018	Member of ADEFAM, Association of Family Businesses of Madrid
2020	Member of EXCELTUR, Alliance for Tourism Excellence
2021	Member of CEM, Confederation of Entrepreneurs of Malaga José Luque García is part of the Executive Committee, and acts as representative of the CEM in the Assembly of the CEA, Confederation of Entrepreneurs of Andalusia
2022	Member of AAEF, Andalusian Association of Family Businesses

### In the economic sphere

At a business level, Fuerte Group Hotels has also made the fluidity of its contacts with the financial sector and with the business network involved in the hotel business a priority, such as tour operators, travel agencies, airlines, incoming services and, in recent years, OTAs, among many other companies.

It has also promoted the signing of agreements with suppliers, who where possible, have been local, thus fulfilling its premise of supporting the development of the local economic environment of the places where its establishments are present.

All of them have been asked to adhere to **sustainable practices and respect for the environment, which is practically a mandatory requirement** when collaborating with Fuerte Group Hotels.

### In the environmental sphere:

Fuerte Groups Hotels takes advantage of all its relationships with its respective stakeholders to advocate respect for the environment. Its commitment to the **United Nations Global Compact** is such that it takes advantage of its relationship with suppliers, customers and employees to encourage them to incorporate sustainable practices in their daily lives and, above all, in all those actions that involve their establishments.

Some of them are related to the projects that Fuerte Group Hotels periodically launches with the collaboration of important companies and NGOs such as WWF Spain, with which it collaborates on 'La Hora del Planeta' ('Earth Hour'); Equilibrio Marino (Marine Balance) and The Gravity Wave, among others.



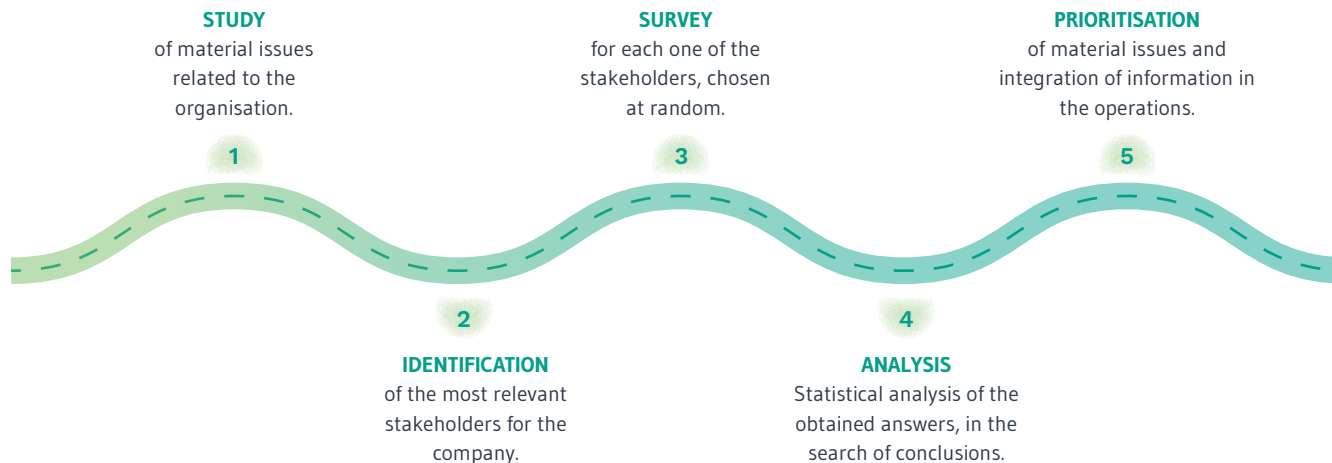
Fuerte Group Hotels has teamed up with Gravity Wave to combat plastic pollution in seas and oceans.

## Materiality analysis

Understanding the opinions and concerns of our key collaborators helps us direct our strategy and goals toward high-impact areas. It is essential to renew and maintain dialogue with our stakeholders to strengthen transparency and commitment. By identifying the most important issues for each sector, we can adjust practices that do not align with these interests and our **Corporate Social Responsibility** policy. This also is key to anticipate any potential problem that may influence our company or its context.

Through **materiality analysis** based on double materiality, we are committed to understanding, evaluating and managing **ESG impacts** relevant to both our organisation and our stakeholders. This allows us to make informed strategic decisions, develop concrete actions and communicate our performance in corporate responsibility and sustainability transparently and effectively

**The consultation methodology is defined by the following points:**



Hotel Forte Conil-Resort

This methodology integrates the concept of double materiality, in line with the new requirements of international standards. This approach takes into account two elements:



**Financial materiality**

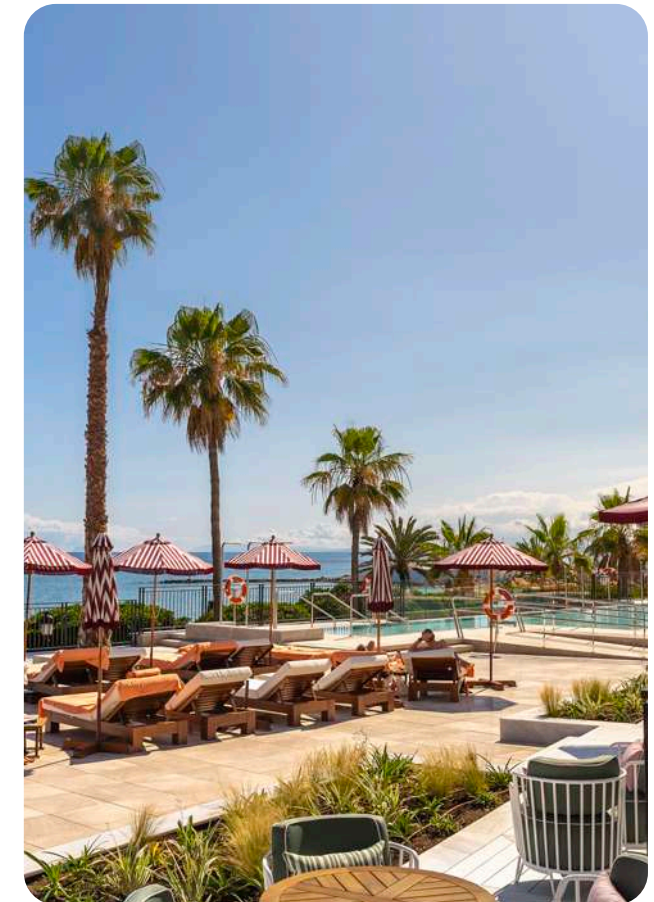
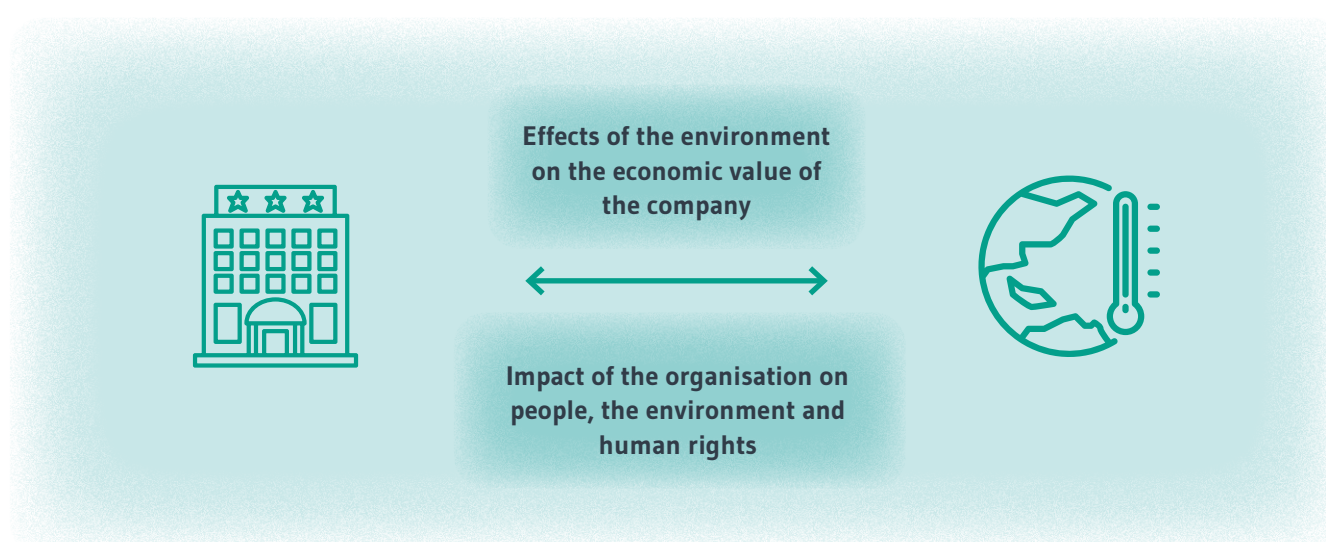
We take into account the current or potential impact of sustainability-related issues on the value of our company. This involves understanding how ESG aspects can affect our financial results and how to manage them appropriately.



**Environmental and social materiality  
(or impact materiality)**

This refers to the current or potential effect of our activities on the environment, society and people. We meticulously analyse how our actions can influence these areas and evaluate their relevance for making strategic decisions.

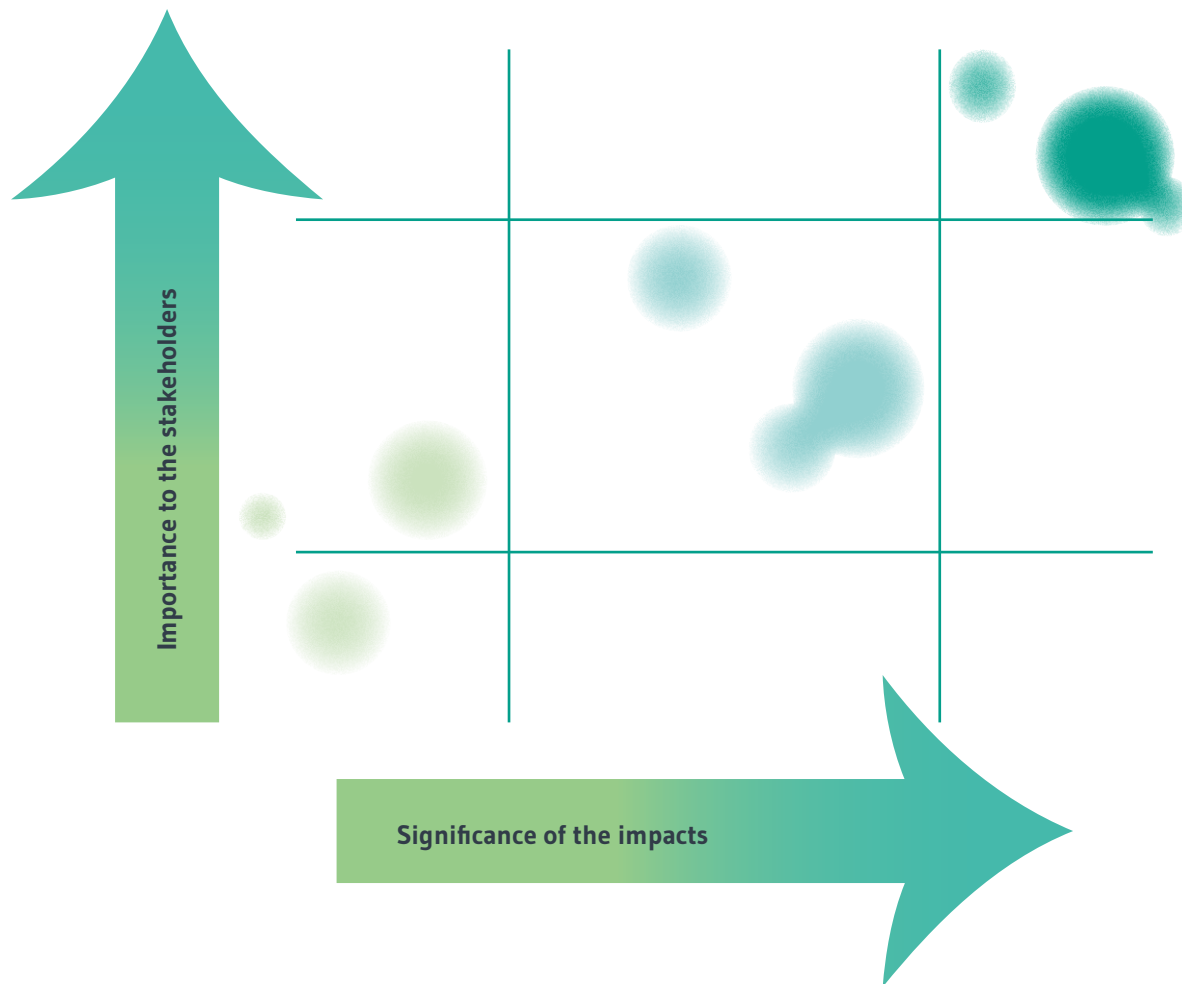
Through this materiality analysis, we seek to fully understand the most critical challenges in terms of sustainability and value for Forte Group Hotels. This allows us to prioritise our actions, establish solid strategies and effectively communicate our corporate responsibility efforts.



El Fuerte Marbella



Taking this feedback into account, we prioritise the aspects and issues identified based on how important they are to the stakeholders. This prioritisation allows us to focus our efforts and resources on the issues that are considered material and of greatest relevance to them. This information will be derived to the sustainability strategy as essential feedback:



It is essential to be aware of the benefits that come with carrying out a study of the material aspects, as has been shown so far. Some of the stand-out benefits include:

#### Strategic focus:

The materiality analysis helps us focus our strategy and objectives on the most important issues. By identifying and prioritising these key aspects, we allocate resources more effectively, achieving significant results in sustainability and corporate responsibility.

#### Dialogue with stakeholders:

The materiality analysis facilitates communication with our stakeholders. Involving them in this process allows us to better understand their perspectives and expectations, promoting transparency and strengthening relationships and trust in our strategic decisions.

#### Turning our attention to customers and consumers:

This analysis allows us to identify and respond to the needs of our customers and consumers, adjusting our business strategy to remain relevant and competitive in the market.

Subsequently, after obtaining the responses from the stakeholders, the scores they have given to the proposed material topics are sorted and analysed. In this case, the topics followed the key point identification scheme of the new directive:

CATEGORY	NOMENCLATURE	DESCRIPTION
<b>TRANSVERSAL STANDARDS</b>	ESRS 1	Main principles
	ESRS 2	General evaluation, strategy, governance and materiality
<b>SOCIAL STANDARDS</b>	ESRS E1	Climate change (mitigation and adaptation)
	ESRS E2	Contamination
	ESRS E3	Water and marine resources
	ESRS E4	Biodiversity and ecosystems
	ESRS E5	Use of resources and circular economy
<b>ESTÁNDARES SOCIALES</b>	ESRS S1	General evaluation, strategy, governance and materiality
	ESRS S2	Workers in the value chain
	ESRS S3	Affected communities
	ESRS S4	Consumers
<b>ESTÁNDARES DE GOBERNANZA</b>	ESRS G1	Governance, risk management and internal control
	ESRS G2	Company conduct



Workers of Fuerte Conil Resort cleaning the environment.

## Results

### Survey characteristics

#### Translated to 3 languages:

- Spanish
- English
- German

#### Sent to the main stakeholders:

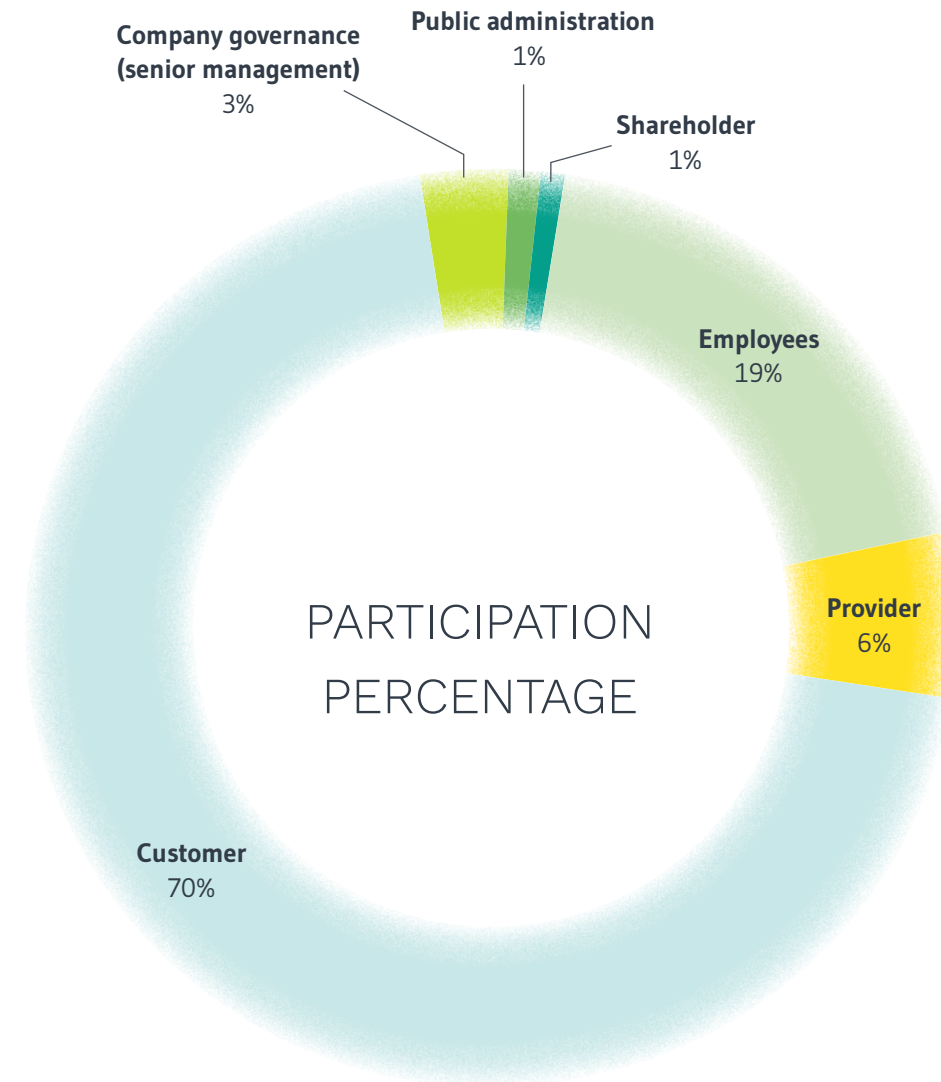
- Customers
- Employees
- Providers
- Public administrations

#### 3 main sections:

- Social section: good working practices and development together with the local community
- Environmental and fight against climate change section.
- Governance and transversal issues section

#### Nationalities of the participants:

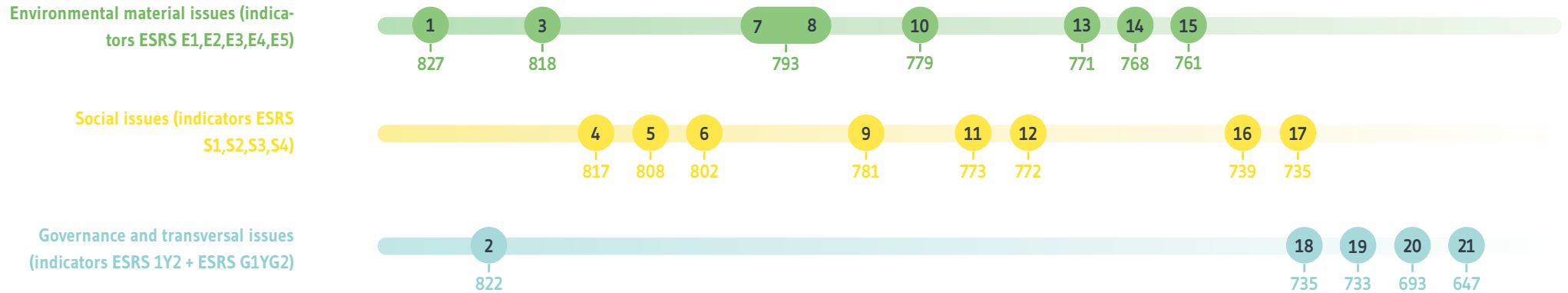
The survey was sent to more than 10,000 email addresses in our databases, with nationalities selected at random. However, the response rates of Spanish and German were higher than in English.



The percentage of responses was highest from customers (70 %) in all languages, followed by hotel employees at 19%, with suppliers and public administration participating less.

The reception was greater for the Spanish, followed by the participation of German stakeholders, with the United Kingdom being third.

After making the calculations, the scores for the material topics, in descending order of importance, were as follows:



1. Sustainable waste management, recycling and the war on plastic.
2. Excellence in service quality levels.
3. Good practices in the use of water, having protocols and saving measures.
4. Good work environment. Employment policies and work practices in place.
5. Equal opportunities for staff. No discrimination (gender, race, etc.).
6. Respect for human rights.
7. Energy efficiency and reduction of the carbon footprint.
8. Use of sustainable materials (ecological wood, biodegradable shampoo, etc.).

9. Positive impact on the local community where the hotels are located. Purchases from local suppliers, local contracting, etc.
10. Food waste prevention plan.
11. Positive impact on the local community. Social projects, selection of local suppliers and small producers, etc.
12. Investment in staff training and education.
13. Environmental protection initiatives and campaigns (biodiversity, protected natural spaces, etc...).
14. Mitigation of environmental impact through a policy based on circular economy.
15. Have environmental certifications or seals that ensure sustainable performance of the company at all levels (efficiency, energy savings, renewable energies, recycling...).

16. Professional talent retention and local hiring programs.
17. Search for authentic and representative experiences of local culture.
18. Good governance and transparency in results and processes.
19. Have a transversal sustainability strategy that involves all departments and levels of the company.
20. Innovate and offer different brands with own identity.
21. Good financial results.



03.

RESPECT  
FOR THE  
ENVIRONMENT

**6** AGUA LIMPIA  
Y SANEAMIENTO



**7** ENERGÍA ASEQUIBLE  
Y NO CONTAMINANTE



**10** REDUCCIÓN DE LAS  
DESIGUALDADES



**11** CIUDADES Y  
COMUNIDADES  
SOSTENIBLES



**12** PRODUCCIÓN  
Y CONSUMO  
RESPONSABLES



**13** ACCIÓN  
POR EL CLIMA



**14** VIDA  
SUBMARINA

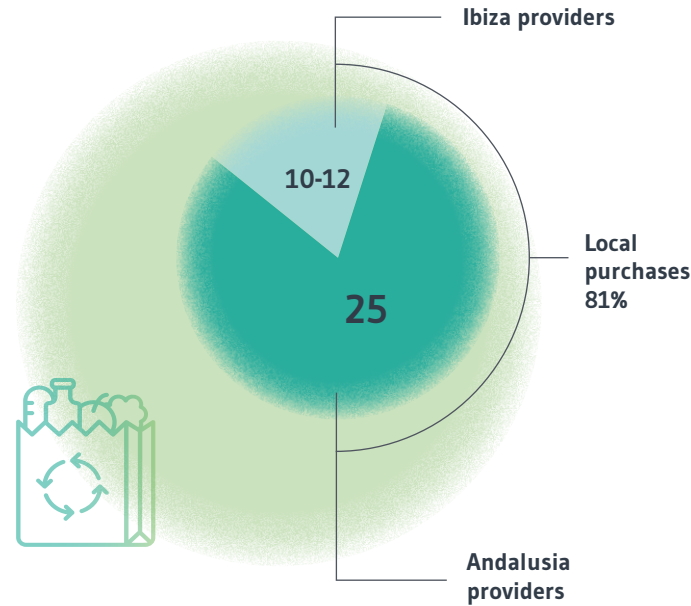


**15** VIDA  
DE ECOSISTEMAS  
TERRESTRES

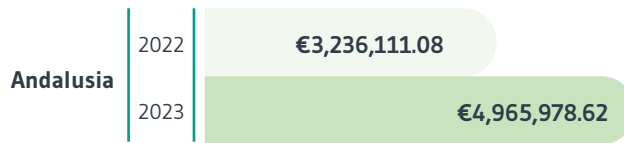


# 3.1. Responsible purchases

The use of native raw materials constitutes a fundamental basis for the success of local gastronomy, which includes typical dishes of the region and flavours that represent the identity of the place where our hotels are located, in a physical and cultural context. In this way, each hotel establishes a close and direct relationship with local suppliers, offering visitors authentic and genuine experiences.



## Purchases of local origin



The **increase in purchases of local origin** is substantially significant (**45%**) compared to the previous year. 2023 has been a year with higher occupations in general, and the need to purchase has been greater. **56%** of the total purchases at Group level are local, resulting in **81%** of local purchases in **Andalusia being made with 25 suppliers** while those in **Ibiza** would be made with between **10-12 suppliers**.

These data show our commitment to the **local product** approach, with less involvement in transport (and its associated carbon footprint) and the promotion of economic growth in local environments.



Bodegas Sancha Pérez

## 3.2.

# Waste and circularity

Taking advantage of the **Covid 19** situation, shared elements disappeared, favouring the reduction of the use of paper for communications, giving way to much more **efficient, respectful and technological communication** with our clients and with the team. Restaurant menus, reception documents, receipts, etc. were replaced.

With the aim of **minimising the use of plastic**, we have implemented measures to offer sustainable alternatives in our buffet breakfasts. For example, we offer the option of unbottled water and natural juices in larger, refillable glass bottles.

Furthermore, we have introduced the availability of bulk products, such as fruit and delicatessen, to reduce the use of individual packaging. In this way, we seek to promote more responsible practices and contribute to the reduction of plastic waste.

It is essential to highlight that adequate waste management and progress in its reduction are key elements to promote a **circular economy and low GHG**, objectives closely linked to the values of our group. For this reason, a waste self-measurement protocol was implemented this year in **Amàre Beach Hotel Ibiza**, with the aim of using it as a **pilot project** and extending this methodology to the entire hotel chain.

In addition, we have implemented measures to minimise wasted perishable products, carrying out more rigorous control of reserves and short-term needs, in order to reduce the percentage of food waste. In the future, in compliance with upcoming laws, a **Plan for the Prevention and Reduction of Food Losses and Waste** will be implemented to establish improvements where the system can be optimised, and with the aim of reducing food waste and promoting the hierarchy of priorities, prioritising that the purpose of the products is human consumption

The **cooking oil** used in our hotels is a highly polluting waste, which is why, for years, we have been committed to avoiding its environmental impact by transforming it into **biofuel** through authorised managers. This practice exemplifies our actions related to the Circular Economy, of which we promote at **Fuerte Group Hotels**. In this way, we not only reduce the negative impact of waste, but we also contribute to the responsible use of resources and environmental sustainability.



Mare Nostrum - Amàre Beach Hotel Ibiza



In 2023, recycled waste was represented in the following table:

Recycling 2023	Glass (kg)	Paper and cardboard (kg)	Lightweight packaging (kg)	Cooking oil (L)
Fuerte El Rompido	9,415.00	30,000.00	3,498.50	1,132.50
Fuerte Conil Resort	48,300.00	5,550.00	2,960.00	450.00
El Fuerte Marbella	13,200.00	6,600.00	4,620.00	1,762.50
Fuerte Grazalema	2,570.00	4,330.00	1,250.00	479.00
Amàre Beach Hotel Marbella	26,900.00	15,100.00	3,900.00	1,500.00
Amàre Beach Hotel Ibiza	58,000.00	59,711.00	49,630.00	2,596.00
<b>TOTAL</b>	<b>158,385.00</b>	<b>121,291.00</b>	<b>65,858.50</b>	<b>7,920.00</b>

As for hazardous waste, this was properly managed with specialised managers and under strict legal compliance.



Amàre Beach Hotel Ibiza

## 3.3. Symbiosis with organisations

**Fuerte Group Hotels** collaborates with various non-profit organisations, all of which are committed to respecting natural environments and protecting them. In 2023, it carried out several awareness-raising activities for employees, customers and citizens in collaboration with the following associations and entities:

**WWF España: 'La Hora del Planeta'**  
**Pacto Mundial de la ONU**  
**Equilibrio Marino**  
**The Gravity Wave**



**Pacto Mundial**  
 Red Española



As a sign of support for the **WWF initiative, Fuerte Grazalema, Fuerte Conil Resort and Amàre Beach Hotel Marbella** participated in **"Earth Hour"** by turning off their exterior and interior decorative lights from 8:30 p.m. to 9:30 p.m. In this way we join in demanding urgent actions against climate change. In addition, information posters were placed to raise awareness among guests about the importance of saving energy and restoring ecosystems.

Our partnerships with NGOs reflect our strong commitment to environmental respect and animal welfare. We also encourage our clients to be responsible by choosing activities that protect and respect animals.



Amàre Beach Hotel Marbella

In line with this, in response to the concern of our stakeholders about the war on plastic, and outlined in our **Clean Seas Project**, we have carried out a large-scale plastic removal action. This has been possible thanks to **The Gravity Wave** in collaboration with our hotel in Ibiza. To do this, for each reservation at **Amàre Beach Hotel Ibiza** carried out through the call centre and the corpo-

rate website, **1 kilo of plastic** has been collected from the **Mediterranean**. Finally, expectations were greatly exceeded, removing more than **2 and a half tons** after only 1 month of the campaign. 40% of the plastic collected comes from ghost nets, dangerous for marine fauna. Of the remaining **60%**, **30% are packaging, 10% metal and aluminium, and 20% other plastics.**

This year, in collaboration with **Equilibrio Marino**, we have launched an awareness campaign about the **Placer de Bóvedas**, a natural space of great ecological value and beauty in the province of Málaga.



## 3.4.

# More efficiency, less consumption

### CONSUMPTION

To improve efficiency, throughout 2023, we have continued with the supervision of fuel consumption indicators and other significant raw materials by the “**energy controller**”, designated as responsible for this task within our another company. This work includes the exhaustive monitoring of all energy disbursements that concern the hotel centres that make up our chain, and will be facilitated in the future with the implementation of the **Energy Dashboard**.

This Energy Dashboard project will be essential to monitor consumption in real time by different company agents, such as managers and maintenance managers, making the immediate response to possible deviations much more effective.

The following table compares the progress in consumption between 2023 and 2022:

	Fuerte El Rompido	Fuerte Conil Resort	Fuerte Grazalema	Amàre Beach Hotel Marbella	Amàre Beach Hotel Ibiza
Electricity KWH	↑ 10,33%	↑ 1,09%	↑ 4,18%	↓ 9,63%	↓ 0,85%
Propane (KG)	↑ 7,81%	↓ 7,92%	↓ 9,92%	↓ 3,31%	*
Natural Gas (KWH)	*	*	*	*	↓ 3,79%
Water m <sup>3</sup>	↑ 15,48%	↓ 7,54%	↑ 13,66%	↓ 24,04%	↓ 19,55%
C Diesel (L)	*	↓ 6,77%	↑ 10,84%	↓ 7,34%	

\*Hotels that eliminate the use of natural gas or heating oil (type C) in their facilities

Since El Fuerte Marbella was closed during the 2022 season, there is no consumption data for that period. Therefore, its progress will be reflected in the next sustainability report.



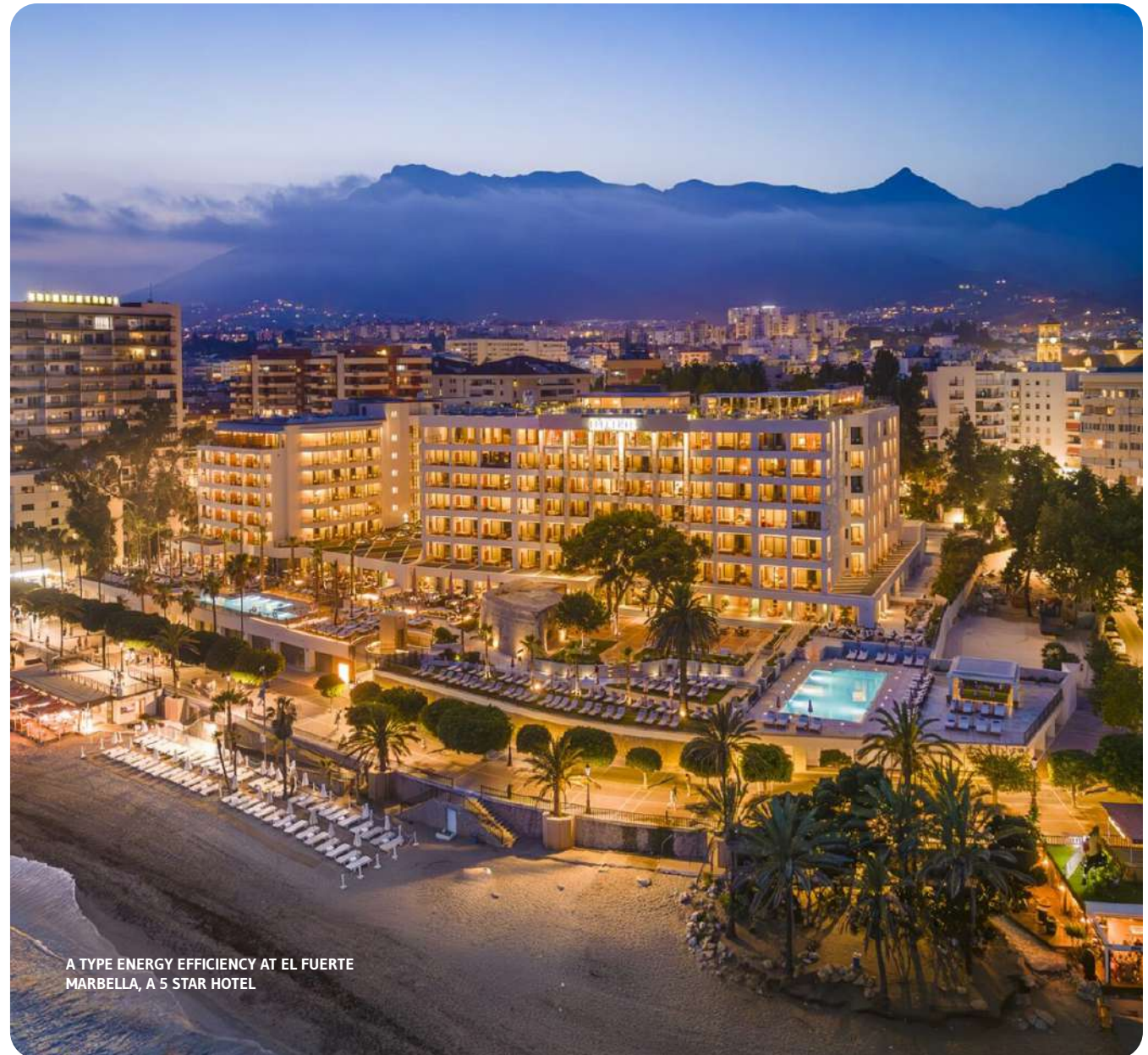
**El Fuerte Marbella** remained closed in 2022, and in 2023 it opened after a comprehensive renovation, among other reasons, in search of implementation of **improvements in energy efficiency**, adding measures to alleviate climate change and the fight against water waste. The result is a **5-star hotel** with energy **efficiency category A**, the maximum that can be achieved.

For the entire Fuerte Group, economising on consumption of course brings economic benefits, but it also means a differentiation when choosing the company to which our customers entrust their stay, providing guarantees of tourist sustainability.

For **Olée Holiday Rentals**, consumption is the responsibility of individuals, which is why they are not the subject of this report.



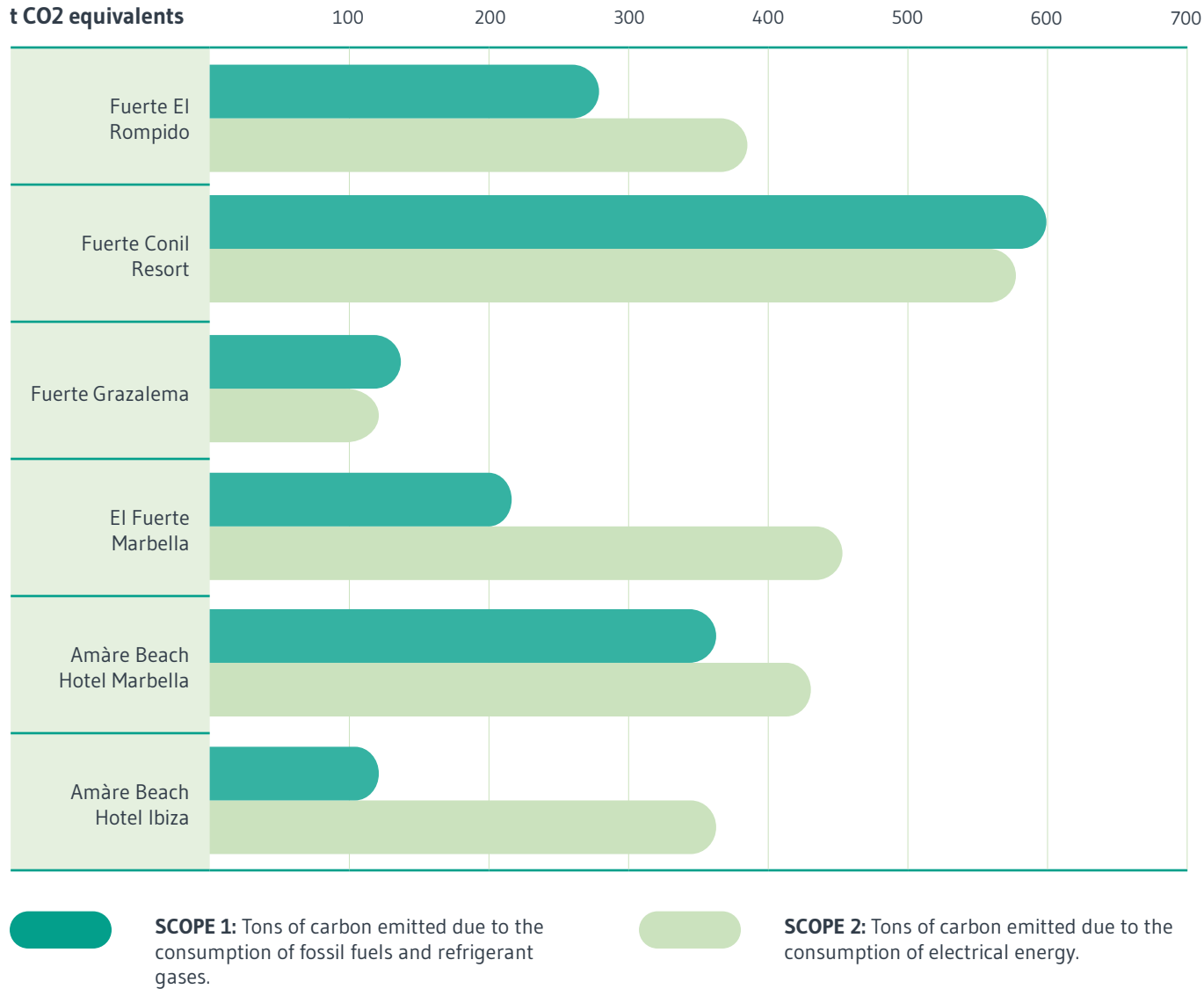
Olée Nerja Holiday Rentals



A TYPE ENERGY EFFICIENCY AT EL FUERTE MARBELLA, A 5 STAR HOTEL

El Fuerte Marbella

### CARBON FOOTPRINT



The objective of 1% has been exceeded with 8.4% kg CO2 equivalent per global customer and overnight stay, so therefore it is considered a successful year in sustainability management.



Since the previous year, the **Carbon footprint** calculations have been maintained using refrigerant gases 10 (fugitive emissions) within our scope 1.

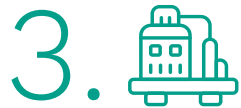
Likewise, various actions have been carried out in line with the **Sustainable Development Goal** (SDG) number 7, focused on energy consumption, with the aim of improving energy efficiency in our hotels. Among the notable actions are:



1. Replacement of conventional lights with low-consumption LED lights.

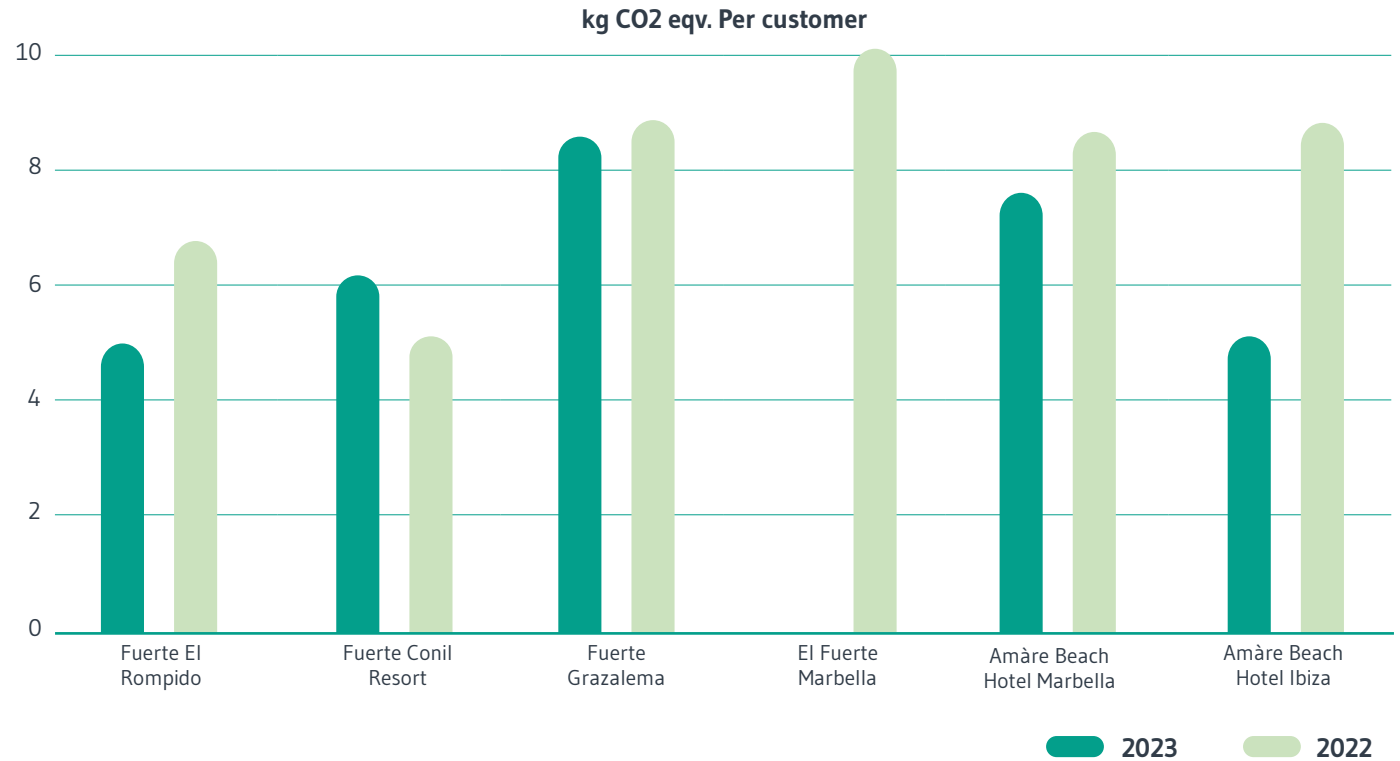


2. Replacement of industrial machinery with more efficient ones.



3. Implementation of timers to turn off lights in different areas of the hotels.

This has also been the year in which **Amàre Beach Hotel Ibiza** has registered its greenhouse gas emissions in the **Balearic Carbon Footprint Registry**, for its 2021 emissions. To do so, it had to pass the audit to the ISO 14064 certification, for verification of the **Carbon Footprint Calculation**, with the purpose of complying with regional regulations and our sustainable values. Added to this feat is the implementation of an Emissions Reduction Plan, aligned with our Strategic Sustainability Plan, and the Amàre Beach Hotel Ibiza **Circularity Plan**.



The graph shown above shows the indicator used in our group (**kg CO2 per customer**) to make a comparison of greenhouse gas emissions per customer in each hotel. It can be seen that the hotel that stands out the most in emissions per customer is **El Fuerte Marbella**, because the occupancy has not been during all the usual months, and the **GHG** generation "is distributed among fewer people", making it an anomalous figure that we hope to see improve in 2024.

For the rest of the hotels, emissions have been similar or lower, due to the actions undertaken by employees and technical services to meet the reduction objectives, as well as the incessant work of the **Energy Efficiency and Sustainability Committees**.

# 3.5.

## DAIA, our new slow and sustainable brand

**DAIA Slow Beach Hotel Conil**, the first of this brand, is a **five-star resort for adults**.

Its idealistic location on Fontanilla beach, one of the most beautiful in Spain, offers impressive views of the Atlantic Ocean and unforgettable sunsets. Here, tranquillity and exclusivity are combined with a natural and well-kept aesthetic, creating a perfect environment to disconnect and enjoy as a couple. The gastronomy is inspired by the local essence, using healthy ingredients and local products. At DAIA, every detail is designed to offer a complete sensory experience, from the soft sand of the beach to the authentic flavours of the region.



# DAIA

SLOW BEACH HOTEL

DAIA takes you on a gastronomic journey through the sea, more authentic, conscious and sustainable.



DAIA Slow Beach Hotel Conil



Slow is a cultural and philosophical movement that promotes living more calmly, with a focus on health and fulfilment. It is based on the following principles:

## SLOW LIFE

Promotes a modern/traditional balance. It embraces technology and the advances of the modern era, whilst still always seeking to maintain the tradition of good work, taking care of the environment.

## SLOW FOOD

It was the pioneering movement of this new trend that seeks to achieve a slower lifestyle and that was generated as a contrast to the first fast food establishment that opened in Italy. Our hotel will have a varied menu, with great focus on local and seasonal products, local quality, and the offer of dishes for all types of needs and tastes: **Lactose and gluten intolerant, vegan and vegetarian.**



DAIA Slow Beach Hotel Conil

Sustainability actions will be strictly monitored through a specific control panel, with which compliance, needs and objectives for this new brand can be evaluated. This design takes care of each regulation, certification and requirement of both the current legal framework and the environmental and **ESG** certifications with which Fuerte Group works, with the added value of the attributes of a Slow philosophy.

The **DAIA** brand has been designed with sustainability in mind and will receive the **Travelife Sustainability System** certification. This commitment will be especially valuable to customers who value protecting the socio-economic environment and ecosystems.

Thus, the actions included have been divided into the following sections:



**Waste and circular economy**



**Food and providers**



**Water**



**Energy**



**Carbon footprint**



**Socio-cultural equality**



**Sustainable management**



**Certifications and other commitments**



DAIA Slow Beach Hotel Conil

The operation's strategy is based on these pillars:

**a) Design for circularity:**

- Consider durability and ease of recycling when selecting furniture, equipment and products for the hotel.
- Promote the use of recycled or recyclable materials in the construction and renovation of facilities.

**b) Reduction of food waste:**

- Implement strategies to reduce food waste in the kitchen and food service.
- Donate unused food to local charities if feasible.

**c) Recycling and composting:**

- Establish recycling and composting programs throughout the whole hotel.
- Ensure that guests and staff are informed about where and how to properly separate waste.

**d) Reuse and repair:**

- Encourage guests to reuse items such as towels and sheets instead of washing them daily.
- Preventive maintenance of equipment and furniture instead of replacing them when possible.

**e) Efficient water and energy management:**

- Implement water and energy saving technologies, such as efficient lighting systems and water-saving taps.
- Train staff to carry out efficient resource management practices.
- Establish strategies to reduce the carbon footprint.

**f) Collaboration with sustainable providers:**

- Work with suppliers who share a commitment to the circular economy and offer sustainable products and services.
- Promote local purchases and support for community suppliers.



DAIA Slow Beach Hotel Conil

**g) Educate guests:**

- Provide information to guests about the hotel's sustainable practices and how they can contribute during their stay.
- Offer incentives, such as discounts, to guests who opt for sustainable practices, such as reusing towels.
- Facilitate and increase the visibility of sustainable actions: communication in different media (posters, website, etc.).

**h) Monitoring and measuring:**

- Regularly monitor resource consumption and waste generation.
- Use data to identify opportunities for improvement and assess progress towards the circular economy.

**i) Innovation and experimentation:**

- Begin making innovations in resource management and the adoption of more sustainable technologies (study of new renewable energy options, reduction of carbon footprint, etc.).
- Be open to experimenting with new and creative approaches to reduce waste and promote circularity.

**j) Collaboration with the community:**

- Participate in community initiatives related to the circular economy.
- Collaborate with other local companies and organisations to promote circular solutions regionally and improve the local economy.

Applying these circular economy principles to a hotel can not only reduce long-term operating costs, but will also improve the hotel's reputation and its contribution to environmental sustainability.

Its opening will take place in the 2024 season.



DAIA Slow Beach Hotel Conil

04.

OUR IMPACT  
ON SOCIETY



**1** FIN DE LA POBREZA



**2** HAMBRE CERO



**3** SALUD Y BIENESTAR



**4** EDUCACIÓN DE CALIDAD



**5** IGUALDAD DE GÉNERO



**6** AGUA LIMPIA Y SANEAMIENTO



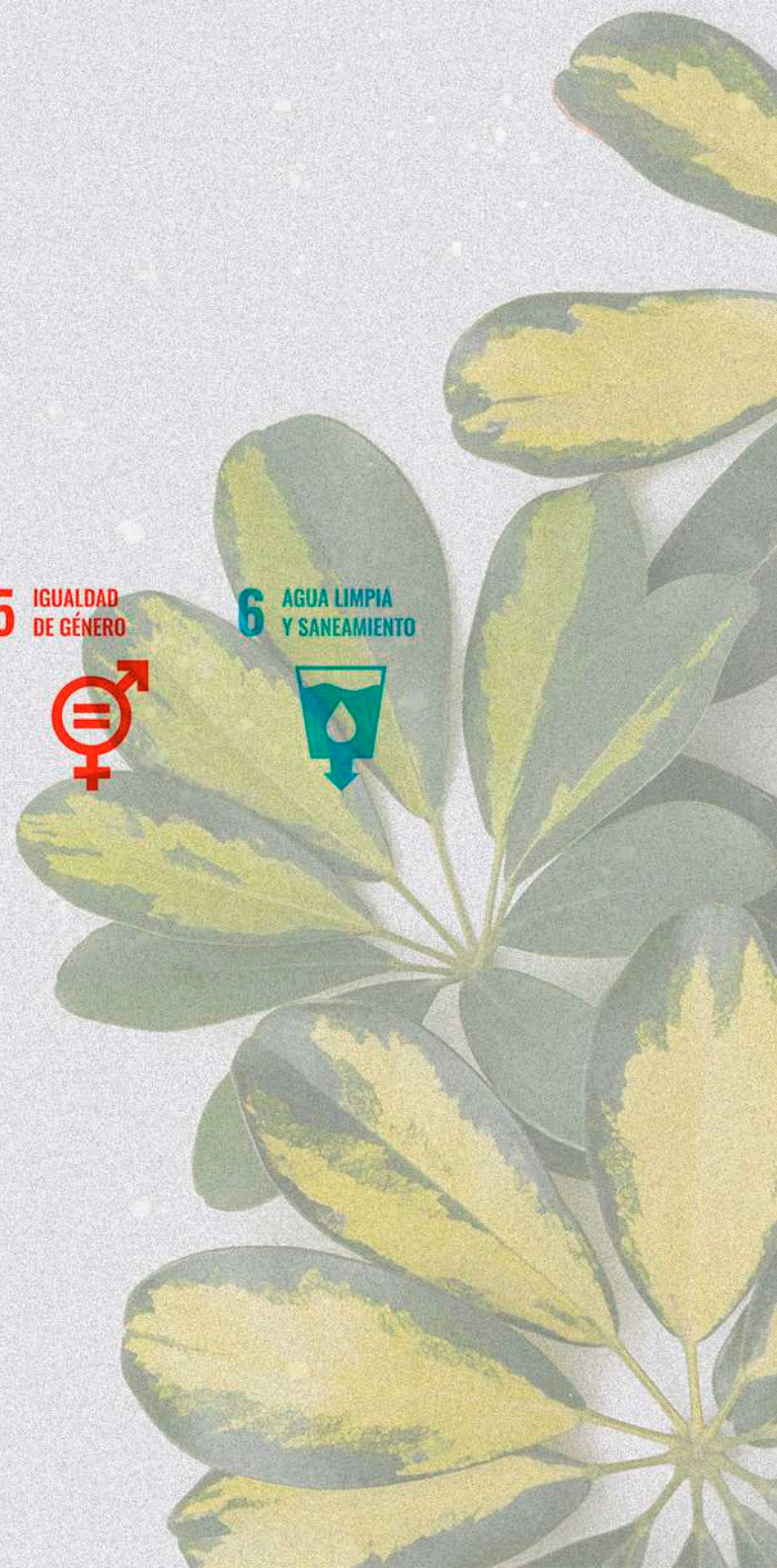
**14** VIDA SUBMARINA



**16** PAZ, JUSTICIA E INSTITUCIONES SÓLIDAS



**17** ALIANZAS PARA LOGRAR LOS OBJETIVOS



# 4.1.

## Excellent service

The secret of **Fuerte Group Hotels** being one of the longest-standing Andalusian chains lies mainly in its concern for customer satisfaction and its efforts for continuous improvement.


Another unique aspect is that this concern affects all the establishments in the group, since quality is a non-negotiable premise for each and every one of them.

In order to analyse the evolution on a case-by-case basis, in 2023 the evaluation of the results obtained at the end of the season was separated by brand. Thanks to this, it is now possible to evaluate the data individually, taking into account the particularities, and the expect-

tations that each of the respective clienteles have of the **Fuerte (4 stars), Amàre (4 stars recommended for adults) and El Fuerte (5 stars) hotels.**

In this regard, at the end of the last financial year, all of them were rated between 90% and 95% in terms of cleanliness, gastronomy and service, with only Fuerte Hoteles' gastronomy slightly lower with 85.40%.

Furthermore, except for this indicator, which was slightly lower compared to the 87% of the previous year, in all the others, and for all brands, the percentages achieved were an improvement in 2022.

	Fuerte Hoteles	Amàre Hotels	El Fuerte Marbella
Cleanliness	92.80%	94.20%	95.70%
Gastronomy	85.40%	91.90%	No results
Service	93.80%	94.00%	92.60%



Service - El Fuerte Marbella

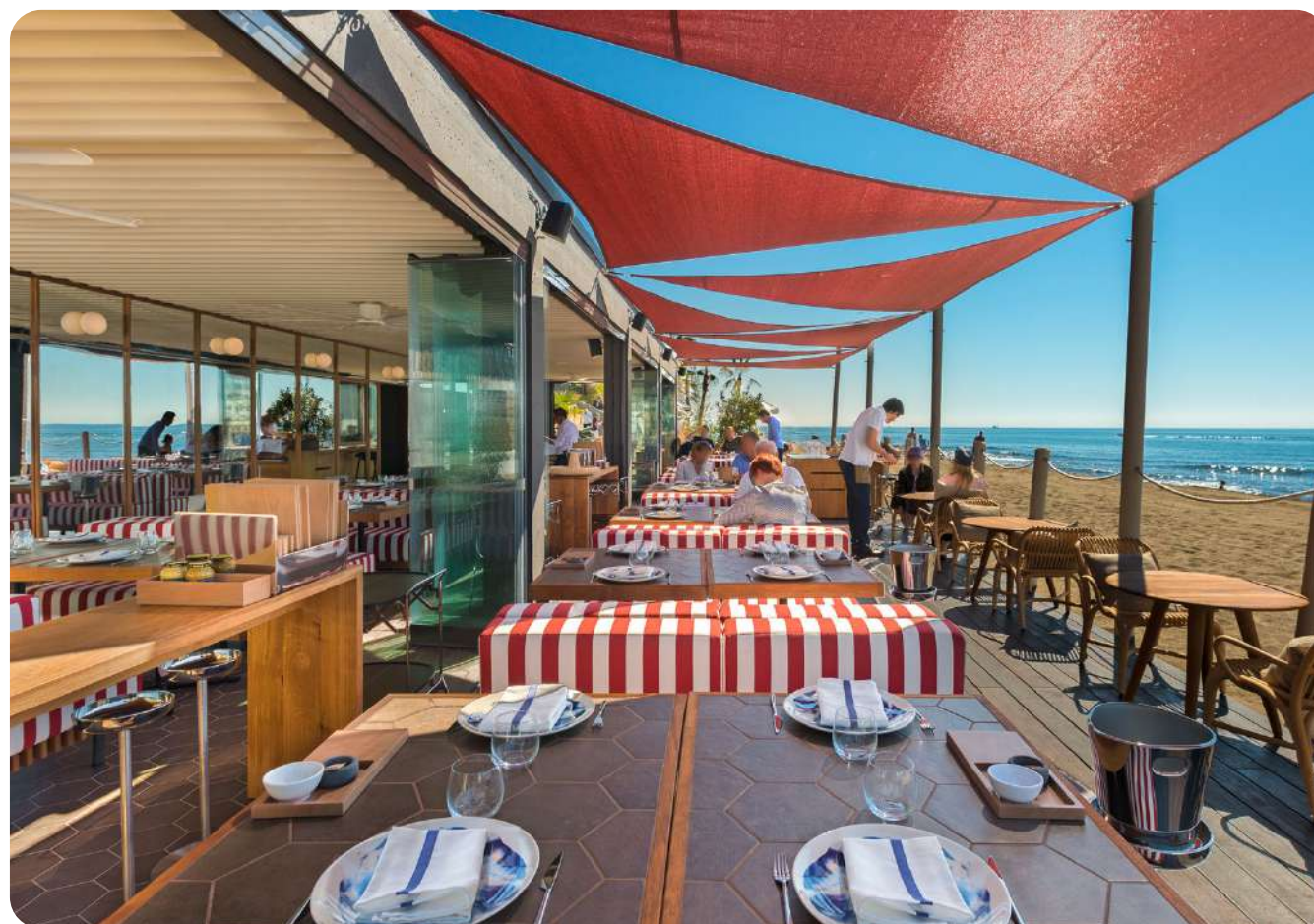
The high reliability of these figures is due to their origin. Most of them come from **Reviewpro**, a program that has become the main tool for measuring customer satisfaction for many hotel companies, as it brings together comments from internal surveys and those left by customers on **OTAs**.

Based on this exhaustive analysis, the tool calculates online reputation indices, which, in the case of all Fuerte Group Hotels establishments in 2023, exceeded **90%**.

QUALITY	Fuerte Hoteles	Amàre Hotels	El Fuerte Marbella
Nº of opinions analysed:	3816	2598	596
Online reputation index (GRI):	90.80%	91.50%	91.50%
NPS (Net Promoter Score)	94.50%	96.00%	87.50%

As a novelty last season, and as a result of **Fuerte Group Hotels** becoming a **5-star** establishment, in 2023 El Fuerte Marbella incorporated a new process, which has proven to be very useful in improving the perception of the hotel's quality by its guests.

It involves conducting a survey halfway through a guest's stay to ensure that they are happy with their stay and to encourage guests to contact the operational managers if there is anything that can be improved.



Soleo Restaurant - El Fuerte Marbella



## 4.2.

# Ethics and corporate performance

### Code of conduct

Fuerte Group Hotels has a code of conduct that is mandatory for all those who are part of the company, including owners, managers and employees. The principles established in this code, which include the promotion of equality between men and women and respect for human rights, are as follows:

“67 years on from the founding of Fuerte Group Hotels in 1957, the values that my father implemented when opening El Fuerte Marbella are still reflected in this code of conduct to which we are absolutely committed.

#### Mr. José Luque García

General director of Fuerte Group Hotels

1/ We are dedicated to providing satisfaction to our customers.

2/ The fundamental value of our company is the people.

3/ Respecting the environment demonstrates our respect for one another.

4/ Good employees exist when there are good bosses.

5/ We all have the capacity to improve as people and as professionals, and in doing so, our work will also improve.

6/ Participation and fair treatment foster commitment to the company.

7/ Being responsible means complying with rules, procedures and objectives.

8/ Diversity is one of the main sources of wealth; respect for it fosters healthy and mature relationships.

9/ Good conduct must be recognised publicly, in an exemplary manner and using all available means.

10/ La discreción eleva la confianza, mejora las relaciones y fortalece nuestra imagen.

11/ Discretion increases confidence, improves relationships and strengthens our image.

12/ Separating personal and professional matters within the company will help with the development of our work.

This commitment is firmly embedded within our teams through sustainability training and specific procedures addressing harassment, sexual tourism, and child protection in our establishments. These behaviors are

unacceptable in our facilities and will not be tolerated in our supply chain, with any suspected incidents being promptly reported.

### Anti-corruption

Fuerte Group Hotels also has all the necessary mechanisms in place to ensure the prevention of money laundering in payment management, and maintains total transparency in terms of data related to anti-corruption, the environment, social action and various financial issues, which are compiled and audited once a year by the international company **UHY Fay & Co.**

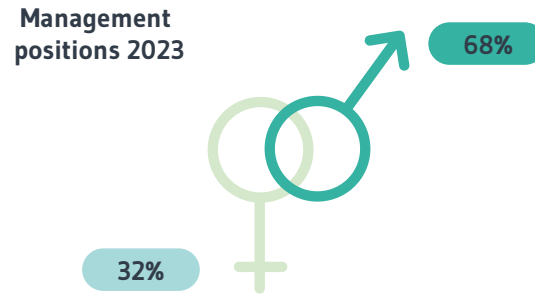
### Equality

Regarding equality, the chain continues to implement actions that seek to comply with **SDG 5** on gender equality.

These are part of the Andalusian group’s **Equality Plan**, created in 2022, with which Fuerte Group Hotels encourages a business culture committed to equality, raising awareness among all staff of the need to act and work together and globally on equal opportunities.

Something that is attempted to be applied, whenever the market allows it, in the field of selection and hiring processes; promotion and career development; continuous training; remuneration and the reconciliation of work and personal life.

However, in 2023 there was a slight deviation, resulting in a slight decline in the percentage of women occupying management or middle management positions, standing at 32% compared to 68% for men. To correct this, a series of actions are set to be carried out in 2024.



	Women	Men
2020	56%	44%
2021	57%	43%
2022	40%	60%
2023	32%	68%



Desiree Bruña - 2nd maitre



Javier Santos - Maitre

### Corporate performance

As already mentioned in several sections of this **Corporate Social Responsibility Report**, Fuerte Group Hotels is committed to the **economic development** of the towns in which it is present.

This responsibility involves corporate performance that guarantees the viability of the business, the creation of jobs and the creation of wealth that reaches the greatest possible number of citizens.

After the pandemic, and taking into account that in 2023 El Fuerte Marbella was not operating for the entire season, Fuerte Group Hotels was able to close the year outstandingly, returning to the historic path that 2019 marked in the world of tourism with record numbers of visitors and revenue.

Thus, the income obtained by Fuerte Group Hotels at the end of the year was **80.5 million euros**, 26.7% more than in 2022, and with fewer rooms available, since El Fuerte Marbella remained closed for several months.

The increase in RevPar, which the entire industry implemented after years of standstill due to the pandemic, and the opening of new niches and markets, contributed to achieving a corporate performance that has been noted in all the provinces in which Fuerte Group Hotels have a presence.

At the end of 2023, Fuerte Group Hotels establishments received more than **157,000 visitors** of 163 nationalities, with an average stay of 5 days.

The most important source markets for the group's hotels were, by brand and in order of significance, the following:



At national level, the autonomous communities that generated the most clients were the following:



# 4.3.

## Our team

### Employees

In 2023, the Fuerte Group Hotels workforce, including all hotel and corporate staff, reached a historic number of **863.6 people**, compared to 649.19 in 2022.

Un aspecto a resaltar, ya que confirma el efecto multiplicador que la actividad turística tiene sobre el empleo, es que el aumento de las plantillas fue general, y benefició a todos los establecimientos, e incluso al corporativo, que en sólo un año incorporó a 13 nuevos profesionales. El mayor crecimiento se dio, como era de esperar, en

El Fuerte Marbella, que al convertirse en un 5 estrellas pasó de tener una plantilla de 124,4 personas en 2021 (en 2022 estuvo cerrado parte de la temporada), cuando era un 4 estrellas, a contratar a 213,49 profesionales en 2023, y sin todavía permanecer abierto todo el año.

YEAR	EMPLOYEES
2020	455.9
2021	550.2
2022	649.19
2023	863.6

	F Marbella	A Marbella	A Ibiza	F Conil Rest	F Grazalema	F Rompido	Olée Nerja	Oficinas Cent
2020	111	66.5	41.2	92.4	16.7	42.7	4.1	81.2
2021	124.4	86.1	97.6	87.5	15.1	46.1	4.4	89
2022	72.7	126.4	126.6	136.1	19.7	64.3	4.99	98.4
2023	213.49	132.84	134.21	160.40	22.86	82.86	5.49	111.44



Fuerte Grazalema employees

Después de que parte del personal local optase por abandonar el turismo durante la pandemia, en 2023 Fuerte Group Hotels vio incrementado el número de trabajadores originarios de las zonas donde opera, que se situó en un **62,7 %**, lejos ya del 50,6 % registrado en 2022; pero con margen de mejora respecto al 84 % alcanzado en 2018 y 2019.

Workplace Population	
2018	84.0%
2019	84.0%
2020	75.0%
2021	66.3%
2022	50.6%
2023	62.7%

### Workforce stability

The most notable aspect, apart from the number of jobs created, was their quality. In 2023, **97.5%** of jobs were **permanent contracts**, compared to only 2.5% temporary contracts.

	PERMANENT STAFF	TEMPORARY STAFF
2016	68.2%	31.8%
2018	71.6%	28.4%
2019	70.2%	29.8%
2020	74.0%	26.0%
2021	93.0%	7.0%
2022	96.0%	4.0%
2023	97.5%	2.5%

This commitment to employment and stability also seeks to reduce the high turnover of staff in the tourism sector.

On the one hand, because the pandemic caused many professionals to leave the tourism sector; and, on the other, because the opening of new establishments, as a result of the boom that the tourism sector is experiencing again, sometimes generates a transfer of experienced staff.

As a result, in 2023, except for **Fuerte Grazalema**, of which **60%** of employees have been working there for more than 5 years, this percentage ranges between **16% at Amàre Beach Hotel Ibiza** and **51% at Fuerte Conil Resort**. In the corporate sector, stability is greater at **64%**.

	2020	2021	2022	2023
El Fuerte Marbella	84%	75%	49%	30%
Amàre Marbella	36%	41%	38%	37%
Amàre Ibiza	18%	22%	19%	16%
Fuerte Conil Rest	64%	51%	55%	51%
Fuerte Grazalema	12%	10%	69%	60%
Fuerte El Rompido	26%	24%	52%	45%
Fuerte Group	51%	66%	71%	64%

### Work climate

The most important thing is that this transfer of staff has nothing to do with the work environment in both hotels and the corporate environment. In all workplaces, satisfaction exceeds **80%**, and is around or above **85%** in half of them.

	2021	2022	2023
El Fuerte Marbella	84.10	89.10	81.80
Fuerte Conil Rest	75.10	80.90	85.70
Fuerte Grazalema	90.10	90.30	92.20
Fuerte El Rompido	84.30	83.40	84.00
Amàre Marbella	81.10	84.50	81.50
Amàre Ibiza	72.30	83.40	81.90
Oficinas Centrales	83.80	86.40	85.70

This data comes from surveys carried out during the months of May, July and September, a very useful tool since with these employees can officially express their opinions and ideas for improvement.

### Training

Training continues to be an important pillar within Fuerte Group Hotels' **Human Resources** strategy. In 2023, the chain invested a total of **167,452.96 euros** in providing 20,843 hours of training to a total of **1,172 employees**, of which **44.9%** were men and **55.1%** women.

	Presupuesto	Horas	Hombres	Mujeres	Total beneficiarios
2020	€112,828.85	22,575	139	194	333
2021	€66,658.34	15,073	425	550	975
2022	€106,146.16	14,799	315	357	672
2023	€167,452.96	20,843	526	646	1.172
			44.9%	55.1%	



Esther Cortijo - Guest Relations at Amàre Beach Hotel Marbella



Javier Martín Hermoso - 2nd Head Chef at Amàre Beach Hotel Marbella

On this occasion, the hotel that has benefited from the most training hours has been El Fuerte Marbella, which following its conversion into a 5-star hotel required an increase in the quality of its services and, therefore, an improvement in the training of all its staff.



El Fuerte Marbella

Company	Post	2021	TOTAL 2021	2022	TOTAL 2022	2023	Total 2023
F Marbella	Direct. E interm.	459	2,441	44	74	642	5,703
	Personal base	1,982		30		5,061	
A Marbella	Direct. E interm.	516	2,778	1.216	3,510	1,088	3,948
	Personal base	2,262		2.294		2,861	
A Ibiza	Direct. E interm.	231	2,486	295	4,307	750	2,358
	Personal base	2,255		4.012		1,608	
F Conil Rest	Direct. E interm.	428	3,331	899	3,033	1,289	4,306
	Personal base	2,903		2.134		3,017	
F Grazalema	Direct. E interm.	279	689	60	290	198	334
	Personal base	410		230		136	
F Rompido	Direct. E interm.	334	1,273	697	1,843	790	2,170
	Personal base	939		1.146		1,380	
Fuerte Group	Direct. E interm.	578	1,985	1.130	1,730	498	2,009
	Personal base	1,407		600		1,511	
Olée Nerja	Direct. E interm.	9	91	8	12	14	16
	Personal base	82		4		2	
<b>TOTAL</b>			<b>15,074</b>		<b>14,799</b>		<b>20,843</b>

The courses taught were in:

- **Training courses**, which promote the professionalisation and qualification of employees by acquiring or updating knowledge, skills and competencies.
- **Internal training**, aimed at newly hired personnel.
- **Regulatory training**, which is aimed at obtaining the appropriate authorisations and certifications for products and services offered by El Fuerte Group, guaranteeing that work processes are carried out in accordance with current legislation on occupational safety, food hygiene and technical certifications. This includes mandatory courses on occupational risk prevention, food hygiene and maintenance, as well as others related to equality, data protection and work-life balance management.
- **Development programs**, aimed at Management and Base Staff that allow promoting personal growth and retaining talent in the company, influencing the development of competencies, and organisational and managerial skills.



Teresa Ramírez - Room Attendant at Amàre Beach Hotel Marbella



## Interns

Fuerte Group Hotels carries out important work to promote **practical training** in companies for hospitality students and the approach to the professional environment and post graduate jobs, through the different agreements and collaboration programs with universities, schools and institutions, both nationally and internationally.

In 2023, it maintained agreements with a total of 35 schools, associations and institutions, and offered internships to **77 students**, of which **12%** were hired at the end of the training.

Among the collaborating companies, institutes and schools close to hotels and work centres stand out, where intermediate or higher-level training cycles are taken. The most relevant are:

- Les Roches
- Hotel Management School of Galicia
- Hotel Management School of Seville
- Hotel Management School Benahavís
- IES Hotel Management School San Roque
- Higher School of Hotel Management of Madrid
- Hotel Management and Tourism School of Granada (CPIFP Hurtado de Mendoza)
- Hotel Management School of the Balearic Islands
- Vatel International School of Hotel Administration Málaga and Madrid
- Hotel Management School of Málaga (La Cónsula)
- Hotel Management School of Islantilla
- Fernando Quiñones Hotel Management School
- Virgen de Belén Hotel Management School
- Higher School of Tourism and Marine Technology, Portugal

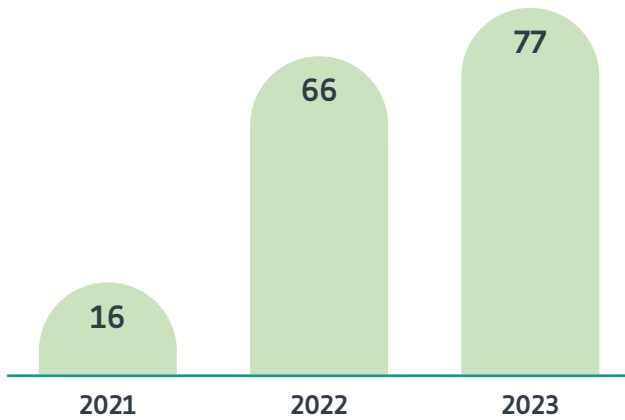


Les Roches Marbella

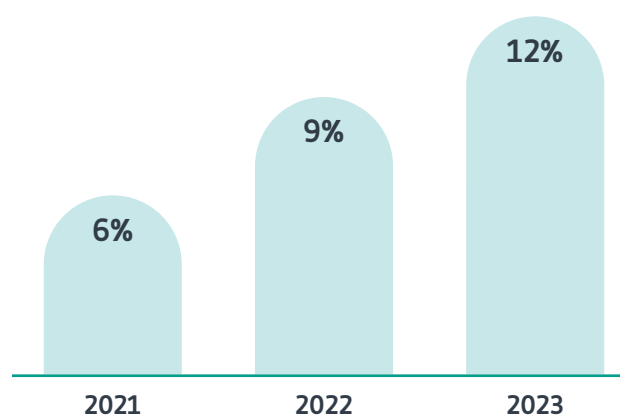


Higher school of hotel management of Madrid

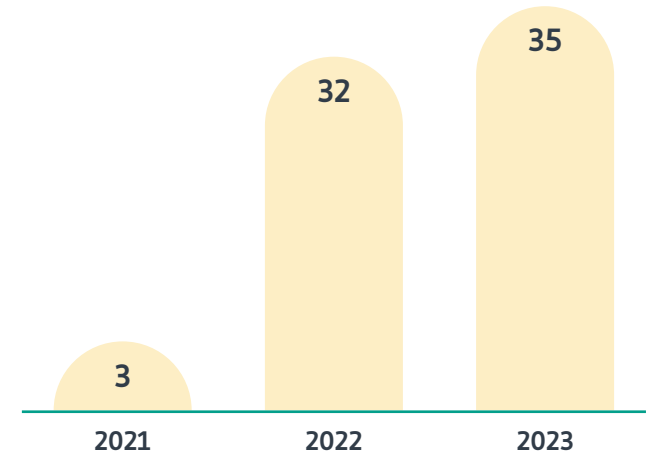
**TOTAL NUMBER OF STUDENTS WHO HAVE DONE AN INTERNSHIP AT THE CENTRES**



**PERCENTAGE OF HIRED STUDENTS:**



**NUMBER OF SCHOOLS, UNIVERSITIES, INSTITUTES, ASSOCIATIONS ETC WITH WHICH WE HAVE COLLABORATED**



Levante - El Fuerte Marbella



Benahavis Hotel Management School

### Integration of people at risk of social exclusion

In support of the social and cultural projects that Forte Group Hotels carries out through the Forte Foundation, some of the group's hotels collaborate with associations and foundations, facilitating the integration of **people at risk of social exclusion** into the working world.

These programs are aimed at vulnerable groups, for whom a training program is developed and an internship period is defined.

During 2023, **3** hotels in the group welcomed **12 students at risk of social exclusion**, to train them for a period, of which **1** was hired.



Deixalles Ibiza Foundation

PROJECT	ORGANISATION	HOTEL	2022		2023	
			No. of STUDENTS	HIRED	No. of STUDENTS	HIRED
"APRENDER TRABAJANDO", PLAN DE EMPLEO INTEGRACION COLECTIVOS VULNERABLES O EN RIESGO DE EXCLUSION SOCIAL	Secretariado Gitano	FUERTE EL ROMPIDO	12	5	9	0
"APRENDER TRABAJANDO", PLAN DE EMPLEO INTEGRACION COLECTIVOS VULNERABLES O EN RIESGO DE EXCLUSION SOCIAL	Red Cross Chiclana	FUERTE CONIL-COSTA LUZ	1	1	1	0
FUNDACION DEIXALLES IBIZA		AMARE BEACH HOTEL IBIZA			2	1
			13	6	12	1
PORCENTAJE DE ALUMN@S CONTRATADOS de colectivos en riesgos de exclusión:			46%		8%	

## Performance evaluation

Performance evaluation is a periodic process of **qualitative assessment** of the performance of the people who are part of the different companies that make up Fuerte Group Hotels, in the performance of the activities that have been assigned based on the strategic lines of the organisation.

The chain has a dictionary of competencies that includes a series of homogeneous criteria linked to people's behaviours and takes into account the organisations strategies. These criteria are defined as competencies that are linked to both the group's values and the structure's occupations. The dictionary is completed with the leadership competency that applies to occupations with people in charge.

**80%** of the hired staff participates in the performance evaluation, and the information obtained is used by the **Human Resources Department** to improve other human resources management systems such as training, remuneration, mobility, professional career and selection, among others.

### Crece, a plan for retaining talent

In 2023, a total of **83 people** were selected to participate in the internal promotion programs that, under the names **"Crece"** and **"Crece Manager"**, identify and promote collaborators with the necessary skills and knowledge to acquire new responsibilities.

Program	AIB	AMB	EF	FCR	FER	TOTAL
CRECE MANAGER	3		1	4	3	11
CRECE	13	14	6	25	14	72
<b>Total</b>	<b>16</b>	<b>14</b>	<b>7</b>	<b>29</b>	<b>17</b>	<b>83</b>

Esta iniciativa les da la oportunidad de avanzar en su carrera, fomentando e impulsando el desarrollo profesional; ayuda a construir una cultura de confianza; y logra retener el talento. De hecho, durante 2023, 26 de los participantes, lo que supone el 31 % del total, lograron ocupar ya el puesto para el que se estaban formando.

	AIB	AMB	EF	FCR	FER	TOTAL
HOMBRES	4		2	3	2	11
MUJERES	4	1	2	6	2	15
<b>Total</b>	<b>8</b>	<b>1</b>	<b>4</b>	<b>9</b>	<b>4</b>	<b>26</b>

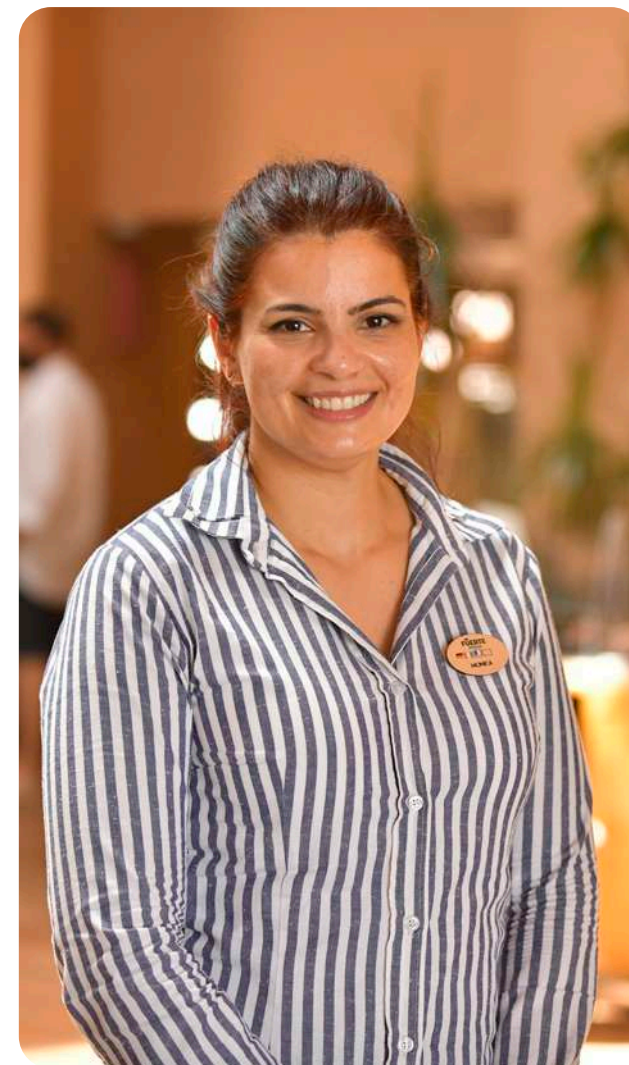
La ejecución de este proyecto supuso una inversión de 48.493,40 euros, de los cuáles el 77 % fue bonificado.

	AIB	AMB	EF	FCR	FER	TOTAL
<b>TOTAL COST</b>	€6,166.02	€12,868.85	€1,895.58	€18,088.88	€9,474.07	€48,493.40

**Actual expenditure** €11,244.55 Diff. Total Expense - Subsidised

In total, the 83 participants received 8,597 hours of training.

DEPARTAMENT	AIB	AMB	EF	FCR	FER	TOTAL
CUSTOMER SERVICE	300			55	155	510
SPA CENTRE		70				70
KITCHEN	550	1,07		1,001	16	2,637
MANAGEMENT					66	66
COMPANY STORE	140					140
HOUSEKEEPING	130	650	200	435	500	1,915
RECEPTION				25		25
RESTAURANT	112	272	150	1,95	750	3,234
<b>Total</b>	<b>1,232</b>	<b>2,062</b>	<b>350</b>	<b>3,466</b>	<b>1,487</b>	<b>8,597</b>



Mónica Rivas - Fuerte El Rompido Public Relations

## Occupational Risk Prevention Plan

As usual, in 2023 the Fuerte Group Hotel's Human Resources Department reviewed the risk assessment and held coordination meetings with the management and the heads of department of each hotel to convey the results of the assessment and the preventive measures to be applied.

In this regard the following actions were taken:

- 1/ Planning of periodic controls and technical measures in all hotel centres.
- 2/ Adaptation of the facilities according to the indications defined in the Contingency Plan and in the Risk Assessment, with specific measures deriving from the risk assessment.
- 3/ Update on the delivery of individual and collective protective equipment to all workplaces at the start of the season.
- 4/ Specific training for basic level performance for all new positions joining the group, since their duties include supervising and organising other workers.
- 5/ Specific training for each new worker based on the risks assessed for each position, as they must be aware of the specific risks associated with their position and learn to avoid these. Refresher training is provided every 4 years.
- 6/ Emergency and evacuation training in accordance with the self-protection plans
- 7/ Constitutions of the CSS in those centres where changes in the social/business area were necessary.
- 8/ Ergonomic assessment of the Housekeeping department at Amare Beach Hotel Ibiza, in order to adapt the infrastructure to the Balearic regulations that outline the obligation for four and five star hotels on the islands to have elevating beds, whether they be mechanical or electrical.



Julia Ramírez Morato - Fuerte Grazelema Reception

### Well-being Plan

In 2023, Fuerte Groups Hotels began outlining a **Well-being Plan**, the implementation of which will take place in 2024, being one of the most important chapters of the year. The objective is for Fuerte Group Hotels to become certified as a **Family Responsible Company**.

This plan aims to improve the work/life balance of all employees, maintaining existing measures and incorporating new ones. These include discounts on accommodation in group hotels and other services provided by partner companies, training, advance payments on salaries, flexible hours, the development of inclusion policies at all levels, the promotion of healthy practices and social improvements, among others.



## Social improvements

In 2023, Fuerte Group Hotels continued to drive its social improvements plan, with a total investment of 36,427.46 euros in daycare help, buying schoolbooks, and marriages, in addition to a total of 115,867.76 euros in advances and loans.

	2020	2021	2022	2023
<b>DAYCARE</b>	€7,772.27	€8,443.77	€18,607.33	€12,941.46
<b>SCHOOL BOOKS</b>	-	-	€6,628.96	€15,360.00
<b>MARRIAGE</b>	-	-	€782.00	€8,126.00
<b>TOTAL HELP GRANTED</b>	<b>€7,772.27</b>	<b>€8,443.77</b>	<b>€26,018.29</b>	<b>€36,427.46</b>
<b>ADVANCES AND LOANS</b>	€72,480.69	€30,738.73	€130,519.69	€115,867.76



## SOCIAL IMPROVEMENTS PLAN 2023



**€12,941.46**  
Daycare



**€15,360.00**  
School books



**€8,126.00**  
Marriage



**€115,867.76**  
Advances and loans

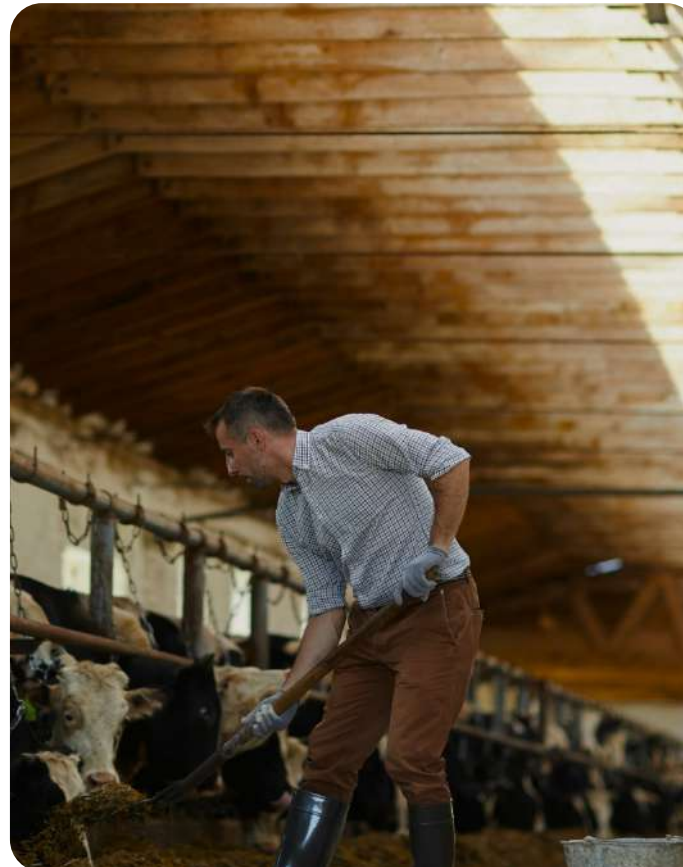


## 4.4. Promoting authenticity

Fuerte Group Hotels is a chain that is very proud of its **Andalusian roots**, and of the destinations where it has established itself, such as the island of **Ibiza**. For this reason, many of its actions seek to promote its authenticity, and preserve its respective **customs, cultures and traditions**.

To fulfil these objectives, local personnel have been hired, which we have already mentioned above; and there has been collaboration with local companies that promote authenticity, especially through **local gastronomy** and **native crafts**.

In this regard, the new **Daia Slow Beach Hotel** brand has been created with the aim of promoting this aspect, fostering a harmonious fusion between the rich cultural heritage of the destination and avant-garde comforts.



# 4.5.

## Fuerte Foundation

Fuerte is a non-profit organisation based in Marbella, whose purpose is to channel the **solidarity activities of El Fuerte Group** towards helping those at risk of social exclusion, organising cultural events and carrying out environmental awareness campaigns. During 2023, it carried out a large number of projects within the cultural, educational and social sectors, which required a global investment of **141.178 euros**. These are some of the most notable initiatives:



**FUNDACIONFUERTE**  
[www.fundacionfuerte.org](http://www.fundacionfuerte.org)

### CULTURAL SECTOR

**1. Marbella Activa Association:** award ceremony for the X Short Story Competition.

**2. Amigos del Órgano del Sol Mayor Association:** programming of concerts in the Parish of Nuestra Señora de la Encarnación and maintenance of the Sol Mayor organ, which is located there.

**3. Brotherhood of Nuestro Padre Jesús Cautivo, Nuestra Sra. de la Encarnación, Sta. Marta, San Lázaro and M<sup>ra</sup> de Marbella:** transmission of the traditions and cultures of Holy Week.

### SOCIAL SECTOR

**1. Cáritas Diocesana de Ibiza:** support for a social educational centre. "Betania, a colourful neighbourhood".

**2. NGO Construye Mundo:** support for the rehabilitation of the St. Jean Baptiste School primary school (Senegal). Renovation of school furniture.

**3. Solidaria Luna Nueva Foundation:** scholarship for a student from the Linguere region (Senegal) to study for a school year.

**4. Ciudad de la Alegría Foundation:** educational programme aimed at helping children with limited resources in the northern area of Benito Juárez (Mexico) to continue with their studies.



NGO Construye Mundo. St. Jean Baptiste (Senegal) Primary School.

**5. Centro Español de Solidaridad de Málaga**

**Foundation:** brand positioning and activation. Strategic consultancy which has assessed the current state of the brand and given it a stronger personality.

**6. Horizonte Proyecto Hombre Marbella Association:**

mortgage payment for flat to support treatment.

**7. Horizonte Proyecto Hombre Marbella Association:**

treatment support flat.

**8. Horizonte Proyecto Hombre Marbella Association:**

Anniversary dinner.

**9. Horizonte Proyecto Hombre Marbella Association:**

charity jumble sales.

**10. Horizonte Proyecto Hombre Marbella Association:**

PIVESCHOOL, universal prevention programme in the classroom, in which two technicians from the Prevention Team of Horizonte Proyecto Hombre Marbella give workshops to students from 1st to 6th grade of Primary Education, in educational centres in the municipalities of the Western Costa del Sol.

**11. Promotion of “Euro Responsible” campaign:**

the company Fuerte Group Hotels, as part of its Corporate Social Responsibility and through Fundación Fuerte, has been carrying out a fundraising campaign since 2013 called “Euro Responsible”. This initiative suggests that each guest, upon checkout, voluntarily donates one euro added to their bill. Fuerte Foundation has commissioned a company to create a video showcasing images of various entities which have received the help. This video is shown in all rooms of the hotel brands so the guests can watch it.

**12. WeResolve technical assistance to Horizonte**

**Association:** coordination and execution of the agreement for the free provision of maintenance services (up to a maximum of 1,500 euros) signed with the company We Resolve.

**13. C.E.S. Jerez Foundation (Horizonte Proyecto**

**Hombre Cádiz Association):** preventive activities within the school, family and work environment. “Creciendo Fuerte” (Growing strong).

**14. C.E.S.MA. Foundation to Proyecto Hombre Málaga**

**Association:** technical assistance for the sizing of resources for the different programmes.

**15. Hermanitas de los Pobres, Retirement Home of**

**Ronda:** help to cover basic needs. “The light”.

**16. Friendship Home Father Luis Amigo, Inc.:**

Building a sustainable society through education, empowerment and holistic development of Filipino children and youth (SEED Project).

**17. Rey de la Misericordia Montego Bay Children’s**

**Home and Apostolate Centre (Jamaica):** help for the construction of an excellent, properly equipped professional residential care centre, an orphanage for children with special needs and a smaller component for elderly women in collaboration with Compassionate Sisters of the Poor.

**18. Grazalema Basketball Sports Club:**

project to promote the practice of this sport in the area.

**19. VIFAC (life and family of Quintana Roo, México):**

strengthen pregnant women in a vulnerable state through training and comprehensive care.

**20. Fuerte Foundation:**

giving vouchers for hotel stays to collaborating charities that have requested them so they can carry out their fundraising activities (AVOI, Hermandad Santa Marta, Cudeca, Soñar Despierto Foundation and Horizonte Proyecto Hombre Marbella Association).

## ENVIRONMENTAL SECTOR

**1. The importance of coastal wetlands, Future Socio-ecosystems:** organisation of a conference on “The importance of coastal wetlands”.

**2. Saving Our Sharks Foundation (Mexico):** training for a successful transition from a shark fishing cooperative to having their own shark ecotourism businesses.

## EMERGING PROJECTS

1. Alcer
2. Charity lunch of Horizonte volunteers
3. Vouchers of Debra Piel de Mariposa
4. Vouchers of Harena Foundation
5. Vouchers of Santa Marta Sisterhood
6. Vouchers of Horizonte Proyecto Hombre Marbella
7. Lunch of Directors from Proyecto Hombre
8. Mr. Michael Reckling’s stay at Amàre Marbella
9. Art exhibition at El Fuerte Marbella on the 6th of July 2023 by the artist Eli Martin
10. Art exhibition at El Fuerte Marbella on the 16th of November 2023 by the artist Tatiana Blanqué
11. Gavi Alliance
12. Proemasa SA - Attendis Talks Málaga
13. CESMA Meeting

For more info, please go to [www.fundacionfuerte.org](http://www.fundacionfuerte.org)



Conference ‘The importance of coastal wetlands, socio-ecosystems of the future’.



## Letter from the chief executive

presence in this category by creating a new 5-star adults recommended brand, which we named DAIA Slow Beach Hotels.

A brand whose first representative, DAIA Conil, we created in 2023, and whose design project has been awarded even before its launch in 2024 with the Rethink Award in the category of project to be executed on sustainability and hotel rehabilitation.

This issue of sustainability is the other element that has undergone a major change within Fuerte Group Hotels in 2023.

Although we have been implementing measures to respect the environment in all our establishments for many years, and we are considered one of the most sustainable chains in Andalusia, we have never until now established specific, measurable and truly ambitious objectives.

However, at the end of 2023 we designed a 4-year Strategic Sustainability Plan, which includes sustainability and energy efficiency parameters, and is regularly supervised by an interdisciplinary committee that evaluates its compliance and acts immediately in the event of possible deviations.

And the ultimate challenge of this project is to, by the end of 2024, achieve a 1% reduction in the emission of kilos of CO<sub>2</sub> that the stay of each of the clients staying in our hotels generates.

This is figure that will continue to increase as we decarbonise our company by taking advantage of the conscious renovations we have carried out at El Fuerte Marbella and at DAIA Slow Beach Hotel Conil, and other initiatives carried out such as the one at Amàre Beach Hotel Ibiza Ibiza that has allowed us to obtain ISO 14064, making it the first hotel in the chain to officially certify and record the calculation of its carbon footprint.

Quality and sustainability. This is the new Fuerte Group Hotels of the 21st century. Many thanks.

A handwritten signature in black ink, appearing to read 'José Luque García'. The signature is fluid and cursive, with a large initial 'J' and 'L'.

Mr. José Luque García  
Chief executive of Fuerte Group Hotels

2023 has been one of those years that mark the future of a family business like ours. After analysing the effects that the pandemic had on tourism, and especially on our company, we saw the need to change course to face the challenges of the future.

On the one hand, we found that the hotel segment most resilient to the crisis had been, once again, that of 5-star hotels, a niche in which Fuerte Group Hotels did not yet have a presence.

Hence our decision to completely renovate our flagship, El Fuerte Marbella, and turn it once again into one of the highest quality hotels in the centre of Marbella town, entering the hotel Olympus through the front door.

In addition, we are committed to increasing our

# GRI and SASB indicators

102 GRI/ SASB general content		Location	Comment
<b>Governance</b>			
102-23	President of the highest governing body	2.2. Governance structure	
102-29	Identification and management of economic, environmental and social impacts	3.2. 2023 Objectives	
102-30	Effectiveness of risk management processes	1.3. We create value	Operating procedure "POG 64 Definition of the context of the organisation and planning of risks and opportunities"
102-35 / SV-HL-450a.1	Assessment of economic, environmental and social issues / Number of accommodation facilities located in 100-year flood zones	3.2. 2023 Objectives	Operating procedure "POG 64 Definition of the context of the organisation and planning of risks and opportunities"
102-32	Remuneration policies	5.2. Ethics and corporate performance	
SV-HL-000.A	Number of available accommodation spaces	1.3. We create value	
<b>Participation of stakeholders</b>			
102-40	List of stakeholders	3.4. Relationships with our stakeholders	
102-42	Identification and selection of stakeholders	3.4. Relationships with our stakeholders	
102-45	Entities included in the consolidated financial statements	5.2. Ethics and corporate performance	All the detailed information on the organisation's economic performance has been attached as an annex to this report in two specialised technical documents: The Non-Financial Information Status Report (which contains all the information related to compliance with the contents established in Law 11/2018 on Non-Financial Information and Diversity) and the Consolidated Management Report of El Fuerte Group

102-46	Definition of the contents of the reports and the coverage of the topic about this report	2.1. Commitments	
102-47	List of material issues	3.4. Relationships with our stakeholders	
<b>Practices for the elaboration of reports</b>			
102-50	Reporting period	2.1. Commitments	
102-53	Point of contact for questions regarding the report	Provided below	E-mail (press): <a href="mailto:communication@fuerte-group.com">communication@fuerte-group.com</a>
102-55	GRI and SASB table of contents	2.1. Commitments	
<b>103 Management approach</b>		<b>Location</b>	<b>Comment</b>
103-1	Explanation of the material issue and its coverage	3.4. Relationships with our stakeholder	
103-2	Management approach and it's components	1.3. We create value	
<b>200 Economic</b>			
<b>201 Economic management</b>		<b>Location</b>	<b>Comment</b>
201-1	Direct economic value generated and distributed	5.2. Ethics and corporate performance	
201-2	Financial implications and other risks and opportunities arising from them	1.3. We create value	
<b>300 Environmental</b>			
<b>301 Materials</b>		<b>Location</b>	<b>Comment</b>
301-2	Recycled supplies	4.2. Waste and circularity	
<b>302</b>		<b>Energy</b>	<b>Location</b>
102-16 / SV-HL-130a.1	Energy consumption within the organisation / Energy management	4.4. More efficiency, less consumption	
102-17	Reduction of energy consumption	4.4. More efficiency, less consumption	
303 / SV-HL-140a.1	Water consumption / Water management	4.4. More efficiency, less consumption	

304	Biodiversity	Location	Comment
304-3	Protected and restored habitats	4.3. Symbiosis with organisations	CLEANING SEAS PROJECT: <a href="https://www.fuertehoteles.com/corporate/turismo-responsable/">https://www.fuertehoteles.com/corporate/turismo-responsable/</a>
SV-HL-160a.1	Number of accommodation facilities located in or near protected conservation status areas or habitat of endangered species	2.5. Recognitions and certifications	Fuerte Grazalema and Fuerte El Rompido
305	Emissions	Location	Comment
305-1	GEI direct emissions (scope 1)	4.4. More efficiency, less consumption	
305-2	GEI indirect emissions (scope 2)	4.4. More efficiency, less consumption	
307	Environmental compliance	Location	Comment
307-1	Non-compliance with environmental legislation and regulations	No non-compliances have been recorded in this financial year. The assessment of compliance with environmental legislation and updating it according to current regulations is a point that is reviewed annually and is also verified in ISO 14001 audits.	
SV-HL-160a.2	Description of environmental management policies and practices to preserve ecosystem services	2.4. Strategic plan and sustainability	Throughout the chapter, various environmental management indicators are evaluated, providing objectives and actions for their compliance, and following the ISO 14001 standard as a reference. They can also be viewed in chapter 3.1. 2022 Self-analysis of this report
308	Environmental assessment of suppliers		
308-1	Suppliers that have passed evaluation and selection filters according to environmental criteria	4.1. Responsible purchases	



400	Social	
401	Employment	Location: 2.4 people
401-1	New employee hires and staff turnover	5.2. Ethics and corporate performance
401-2	Benefits for full-time employees that are not given to part-time or temporary employees	5.2. Ethics and corporate performance
403	Health and safety	Location
403-1	Representation of workers in formal company health and safety committees	5.2. Ethics and corporate performance
404	Training	Location
404-2	Employee skills enhancement programs and transition assistance programs	5.2. Ethics and corporate performance
404-3	Percentage of employees receiving regular performance and career development reviews	5.2. Ethics and corporate performance
405	Biodiversity	Location
405-1	Diversity in governing bodies and employees	5.2. Ethics and corporate performance
406	Anti-discrimination	Location
406-1	Cases of discrimination and corrective actions taken	<p>Fuerte Group Hotels maintains an anti-discrimination policy (regarding sex, religion, nationality, etc.), both in job offers and throughout the selection process. It also complies with the General Law on Disability in all its centres, contracting services through a Special Employment Centre.</p> <p>Fuerte Group Hotels mantiene una política de no discriminación (en cuanto a sexo, religión, nacionalidad...), tanto en las ofertas de empleo como durante todo el proceso de selección. También cumple con la Ley General de Discapacidad en todos sus centros, contratando los servicios a través de un Centro Especial de Empleo</p>
408	Child labour	Location

408-1	Operations and suppliers with significant risk of child labour cases	Not detected in 2023	Notes: There is a specific internal and corporate procedure whose scope covers this aspect in particular: POG 50: Preventive code of conduct against child exploitation
409	Forced labour		Notes: There is a specific internal and corporate procedure whose scope covers this aspect in particular: POG 50: Preventive code of conduct against child exploitation
409-1	Operations and suppliers with significant risk of forced or compulsory labour cases	Not detected in 2023	
SV-HL-310a.2	Total amount of monetary losses as a result of legal proceedings related to violations of labour legislation	Not detected in 2023	
412	Human rights assessment	Location	
412-2 / SV-HL-310a.4	Employee training on human rights policies or procedures / Description of workplace harassment prevention policies and programs	5.2. Ethics and corporate performance	
413	Social communities	Location	
413-1	Operations involving the community, impact assessments and development programmes	5.5. Fuerte Foundation	



## ANNUAL REPORT 2023

### CORPORATE SOCIAL RESPONSIBILITY REPORT

**FUERTE  
GRÔUP**  
HOTELS