



**SEASIDE PALM BEACH\*\*\*\*\* | SUSTAINABILITY REPORT**





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# CORPORATE | SOCIAL RESPONSIBILITY

## MISSION & VISION

**Theo Gerlach**, the owner of Seaside Hotels first established himself on the island of Gran Canaria after visiting in 1970. His fundamental values lie in the development of sustainable tourism on the Canary Islands and he has remained true to his beliefs that the future of tourism depends on continually investing to improve what the islands have to offer in order to maintain high standards and to continue to attract tourism. His philosophy of providing a holiday experience that guest's will want to repeat secures the continued prosperity of future generations. Theo Gerlach has dedicated his career to satisfying his guests' needs by offering them exceptional locations, specialized services, carefully selected cuisine and facilities that are constantly being updated to ensure the highest levels of quality. He firmly believes that sustainable development will permit tourism to be the driving force behind economic prosperity.

The ongoing initiatives in each individual hotel on the islands of Gran Canaria and Lanzarote encompass these principles and remain his legacy to future generations.

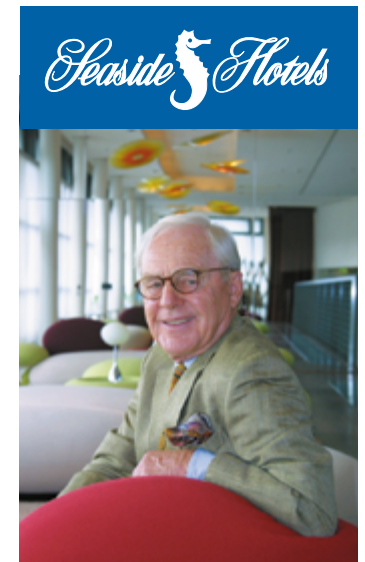
## CORE VALUES

- Remain a family owned company with financial stability
- Sharing with employees, customers and suppliers his vision for the future and working alongside them in order to protect the environment.
- Support the local community.
- Provide consistent levels of service, quality and gastronomy assuring guest loyalty.
- Investment plan incorporates refurbishments to maintain the hotels at an optimal standard together with the introduction of new sustainability initiatives to ensure a continued reduction in environmental impacts encouraging sustainable development.
- Ethical and transparent hotel management: Communicating the results of our customers' satisfaction and the working environment of our employees.
- Innovative future projects ensure a stable model of growth, professionalism and service to our guests.

## HOTELS CANARY ISLANDS

HOTEL	STARS	ROOMS	ISLAND   DESTINATION	MEMBERSHIP
Seaside Grand Hotel Residencia GL	★★★★★	94	Gran Canaria   Maspalomas	
Seaside Palm Beach	★★★★★	328	Gran Canaria   Maspalomas	
Seaside Sandy Beach	★★★★	256	Gran Canaria   Playa del Inglés	
Seaside Los Jameos Playa	★★★★	530	Lanzarote   Puerto del Carmen	

Total number of employees: **700**





# CORPORATE | COMMITMENT TO THE ENVIRONMENT

## REDUCE, REUSE AND RECYCLE

Tourism brings enormous benefits to destinations, but if managed incorrectly can also have a negative impact on the environment, with this in mind, Seaside hotels are determined to ensure that this negative impact is minimized by undertaking the following commitments within their daily operations:

**Reuse Towels and Bed-linen.** A voluntary towel reuse programme is in place in all hotels. Bed linen is changed 2 or 3 times per week to reduce the impact on the environment caused by laundering; (energy, water and chemicals). Staff is requested to respect this procedure.

**Waste** From February 2012 a new purchasing programme has been implemented to ensure better product control. Each hotel will be assigned with the correct size of each product to be ordered depending on the size of the hotel and the occupancy level, which will prevent waste. It is also possible with this programme to stipulate from which supplier goods must be purchased and which products, hence ensuring goods are purchased from local suppliers and local produce is chosen above imported goods to support the local economy.



- **Refillable** soap dispensers are used in the two four star hotels and in the communal bathrooms of all hotels.
- **Plastic** bottles and glass bottles are collected for recycling
- **Paper** is recycled in the reception and offices of the hotels
- **Used** oil is collected from the kitchens to be recycled and utilized for bio-energies
- **Lighting** in the hotels is controlled by timer switches in the following areas: gardens, stairways, corridors, pools and exterior sign illuminations. Exterior lighting in the gardens and pools is switched off at 00.00h to save energy
- **All lighting** is controlled in guests' rooms by means of energy saver switches, activated with key-cards located by the door
- **Air-conditioning** is either switched off or reduced to minimum during the winter months
- **Energy consumption** is monitored to achieve year on year reduction and reduce carbon emissions
- **Water Massage** jets are all operated by a manual control button alongside the pool
- **Decorative fountains** are switched off at night to save energy and water
- **Low-flow shower** heads have been fitted
- **Aerators** have been fitted in taps
- **Short and long flush** toilet options are in place
- **Water consumption** is monitored to achieve year on year reduction.



## CORPORATE | COMMITMENT TO THE ENVIRONMENT - PAGE 2

All prohibited chemicals in Spain are totally eliminated from usage in the Seaside Hotels. Empty containers from chemicals used for the maintenance of swimming pools are collected by the company that supplies the chemicals.

### List of Toxic Products in use:

- Hypochlorite
- Hydrochloric Acid
- CTX 15 PH reducer
- CTX 500 Algicide
- CTX 370 Compact trichlorine
- CTX 300 Trichlorine granulated
- CTX 42 Flocculant tablets
- CTX 130 Bromine tablets
- Cleaning solvent
- Enamel paints
- Synthetic paints
- Low consumption light bulbs
- Fluorescent bulbs
- Batteries
- Toner
- Computer components
- Telephone antennas
- Mobile phones



## CORPORATE | RESPONSIBILITY TO EMPLOYEES

We respect the fundamental human rights of each and every individual. Based on the solid values of a family company, employees are considered our most important asset. We ensure employees are treated fairly and not discriminated against irrespective of religion, belief, gender, nationality, ethnicity, sexual orientation, age, culture or disability.

**Randstad Foundation.** Since 2013, Seaside Hotels has an established collaboration with the Randstad Foundation hence consolidating their commitment for the improvement of services for employees and their family members with disabilities. A variety of awareness campaigns have taken place such as lectures, group visits and specialized work dynamics (Pages 06 -08)

**Seaside** is strengthening its commitment in the fight for the inclusion of the most disadvantaged in the labour market in line with its policy of social responsibility as a leader on the Islands, employing more than 700 people on the Canary Islands.

- **Contracts**, working hours, pay structures, disciplinary and grievance procedures are all in line with national legislation.
- **Senior Management** is accessible to resolve employment issues.
- **Trade Union** representatives are available to assist with disciplinary action and grievances. Employees are free to join.
- **Employment:** High percentages of employees are recruited from the local community in order to afford economic stability for the island, provide income for families and stability for future generations to prosper.
- **Staff levels** are maintained to ensure the working conditions are optimal and the service is outstanding for clients.
- **Care** is provided for employees in compliance with all national legislation.
- **Safety in the work place:** Yearly courses are imparted to train employees regarding what they should and should not do and working conditions are checked to prevent accidents and ensure the well being of staff.
- **Health control:** Yearly medical checks for all employees
- **Industrial hygiene:** Assessments are made to ensure that working conditions are maintained optimal
- **Ergonomic and psycho-sociological issues:** Assessments are made to ensure employees are provided with adequate work areas, seating, lighting and the emotional wellbeing of employees is monitored.
- **Interior Promotion and Financial support** for relevant courses can be applied for, to enable employees to advance and improve in their specific areas.
- **Flexible working hours** are made accessible whenever possible to assist employees to adapt their working hours to be compatible with their personal lives.
- **Additionally** employees are provided with uniforms, meals and transport where relevant.



# RANDSTAD | SEASIDE HOTELS 2014

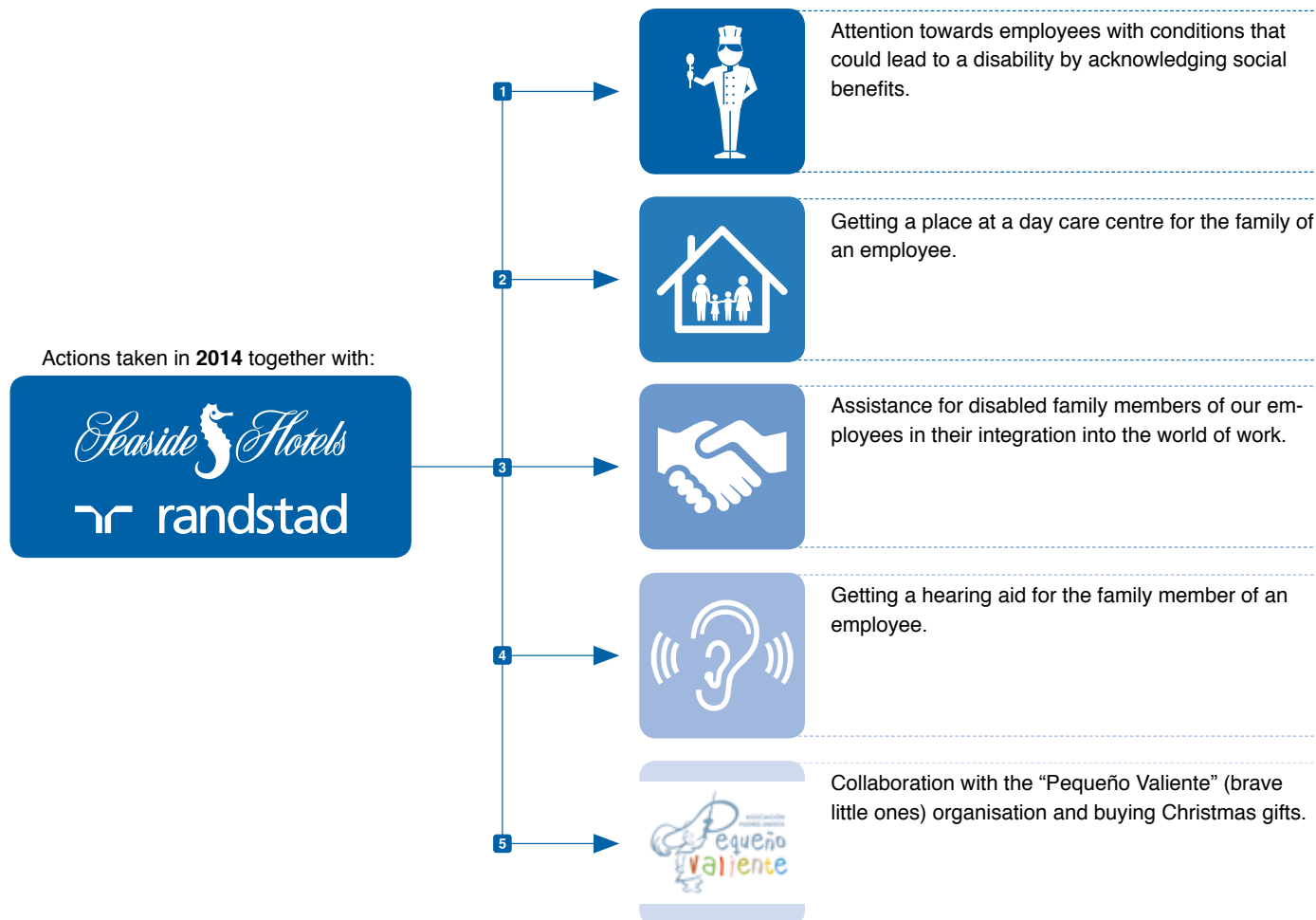
**Randstad** initiative printed and displayed in staff rooms.

**Seaside Hotels Sustainability Statement** is available in clients' library and in staff rooms.

Clients receive short information with welcome letter regarding **Seaside Hotels commitments to sustainability** in all areas.

Sustainability statement on hotel webpage.

Staff receive manual of a good practice related to their department.



# RANDSTAD | SEASIDE HOTELS 2015

## Volunteering

Introduce us to your work



Show us your work

Volunteers from **Seaside Hotels** show the facilities and way of working at Seaside hotels to people with disabilities from the organisation „**Down’s Las Palmas**“ who are currently taking part in apprenticeship programmes.

Getting first-hand knowledge of the working environment provides the participants with a realistic overview.

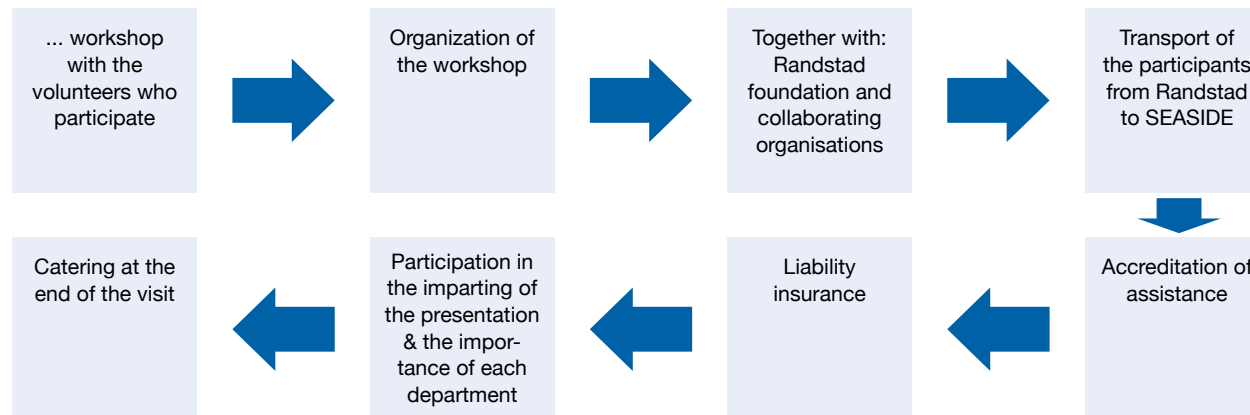
In each department there is a person responsible for explaining what they do, how they do it and of the part they play within the workings of the company.

The explanations need to be adapted to fit the needs of the audience using an entertaining and friendly tone.



## Volunteering

Introduce us to your work: What does it include?

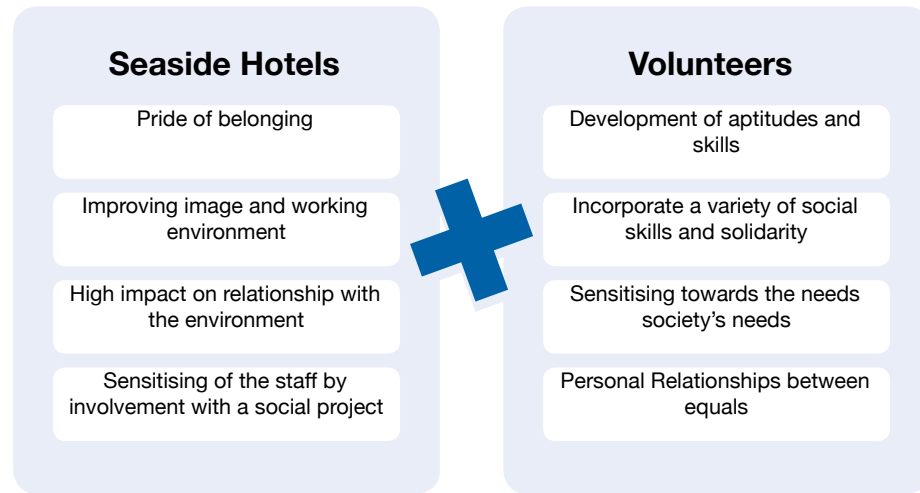




# RANDSTAD | SEASIDE HOTELS 2015

## Volunteer Programme

Multiple benefits, multiple beneficiaries



For equal opportunities  
in the work place.  
[www.fundacionrandstad.org](http://www.fundacionrandstad.org)



## Sensibilisation Programme

Exchange of values

- + Exchange** Exchange of values & experiences that affirmatively influence the understanding of disabilities and the communication of these values by **Seaside Hotels**.
- + Reality** This exchange between the assistants favours a realistic and positive knowledge of the possibilities for people with disabilities on a social and work related level.
- + Integration** The regularizing of these positive impressions and the elimination of prejudices is the primary path towards the integration of people with disability at **Seaside Hotels**.
- + Dialogue** Sensitising society allows an open dialogue regarding the real life experiences of people who have overcome the limitations of their disability, saturating the discussion with values such as team work, motivation and hard work as examples of being one of life's achievers.



## CORPORATE | RESPONSIBILITY TO THE LOCAL COMMUNITY

Seaside Hotels work closely with the local community maximizing their resources to generate economic development and aid growth.

**HECANSA:** A close collaboration with the official hotel training school on the Canary Islands; providing work experience which is essential to assisting students with their initiation in their chosen profession and a greater possibility of finding employment on completion of their studies.

**Trainee Programme** collaborating with a wide range of international tourism schools providing students with the opportunity to gain work experience at the highest level.

**Purchasing:** Seaside hotels are committed to supporting the local economy by the purchasing of local produce. A new purchasing programme has been introduced in 2013 to facilitate the ordering of products, prevent waste and ensure the smooth functioning of all departments. Suppliers are carefully chosen to comply with the highest levels of quality and environmental policies in keeping with the requirements of the ISO9001.

### The following produce is purchased locally:

- Local wines are purchased, recommended and available on the wine list.
- Canarian cheeses made by artisans.
- Canarian honeys, marmalade, jams and preserves.
- Mineral water produced on the island.
- Fresh fish and meat sourced locally.
- Fresh fruit and vegetables sourced locally.
- Serviettes and plastics sourced locally.



**Donations and Charity:** Each individual hotel is committed to supporting the local charity of its choice and participating in charities in underdeveloped countries. Food is given to local organizations for distribution to underprivileged members of the community. Local charities are sponsored and receive donations at different events throughout the year.

**La Fundación Randstad** and **Seaside Hotels** signed collaboration in 2013. The objectives of this organization is to ensure equal opportunities in the employment sector for persons at risk of social exclusion: people with disabilities, women at risk of social exclusion, victims of domestic violence, long term unemployment and over 45's [www.fundacionrandstad.es](http://www.fundacionrandstad.es)

**Seaside Hotels** are associate members of “**Gran Canaria Golf**” and “**Gran Canaria Spa, Wellness and Health**”; organizations committed to promoting leisure tourism for the island of Gran Canaria in Europe and organizing press trips in which Seaside Hotels participate by providing: accommodation, hotel visits, dinners and treatments in the Spa and Wellness centres. Seaside Hotels also collaborate with the Tourist Boards of Gran Canaria and Lanzarote supporting external promotions, providing accommodation, dinners and hotel visits for press trips in addition to providing support for new and existing collaborations with the Tour Operators. The Seaside Hotel group has a large commercial department dedicated to the promotion of its hotels and the destination via the Tour Operators and a variety of International Events. The local business community and economy of Gran Canaria and Lanzarote benefit from the tourism that these actions generate.



# SEASIDE HOTELS | COMMITMENT TO CHILD PROTECTION

## Children have rights!

Seaside Hotels are working towards raising awareness of child abuse and the correct procedure to raise the alarm of a potential case of child abuse within the hotels. Seaside Hotels do not use child labour and respect the minimum legal working age.

The hotel management is aware of the dangers of crimes being committed by the misuse of tourist travel facilities and as a consequence feels a responsibility towards minors staying in the hotels. Employees are sensitized to report any inappropriate behavior or interaction between an adult and child that is perceived suspicious,

Personnel and staff members must report any inappropriate behavior to a superior who will take the action they consider necessary – reporting to the local police or corresponding tour operator.

We request guests to report any behavior that could be considered inappropriate towards a minor to a member of management who will take steps to investigate accordingly.

**The hotels General Manager Nicole Schaffers is the responsible person for all issues relating to child protection.**

**Signed: Nicole Schaffers  
General Manager Seaside Palm Beach\*\*\*\*\***





## SEASIDE HOTELS | QUALITY ASSURANCE

**Seaside Hotel Palm Beach** opened in November 1975 to provide accommodation and leisure services to our guests. We are based in Maspalomas and employ 250 persons.

Quality is important to our business because we value our guests. We strive to provide our guests with the services that meet and even exceed their expectations. We are committed to continuous improvement and have established quality assurance procedures that provide a way for us to measure and improve our performance.

To support us in our aim of total customer satisfaction and continuous improvement throughout our business each hotel has “Client Questionnaires” which are sent at the end of each month to the Comercial Department who prepare the monthly statistics from which we are able to identify areas that are in need of improvement, on some occasions we also respond individually to clients regarding their stay, and the General Manager of each hotel communicates the results of the questionnaires with the heads of departments.

A customer complaints procedure is in place in accordance with the Spanish tourism legislation and the requirements of the corresponding tour operators.

Employees receive training to develop in their roles.

The **Social Media department** is managing the hotels on-line reputation: Monitoring comments on tripadvisor, holidaycheck. booking.com and Zoover; communicating with guests via Facebook posts and responding to comments; regular mailings to an extensive client database.

**Internal procedures** are reviewed regularly and our quality objectives are communicated to all our employees through team meetings.

### Certification

ISO9001: All four hotels belonging to the Seaside Hotel chain on the Canary Islands have achieved the certification of the **ISO9001**, an internationally recognized certification which recognizes the “Quality Management System” of the hotels.

**The Seaside hotel group considers these awards to be vital recognition of their initiatives in all areas of sustainability and client satisfaction hence facilitating the diffusion of the message to the end consumer of the importance of choosing businesses that are working to achieve a better future.**

### 2014 Awards

- Holiday Check Top Hotel 2014 category Gran Canaria
- TUI Holly,
- Zoover 4th Top Hotel in Spain
- Holidaycheck Quality Selection Award 2014
- TUI Umwelt Champion 2014
- Best Thomson A la Carte Accommodation
- Booking.com 2014 Award of Excellence (8,9)

### 2015/ 2016 Awards

- Conde Nast Award for Excellence “Best Destination Hotel”
- Sunway Certificate of Excellence 2015
- Silver Award lastminute.de - 2nd top 5\* Hotel
- Thomas Cook Proven Quality 2015
- Eco-Leader Trip Advisor

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## SEASIDE HOTELS | DEPARTMENT OF SOCIAL MEDIA

**Seaside Hotels Philosophy** of providing clients with a personalized service is also conveyed via social networks leveraging our presence to strengthen our image as an approachable and family orientated brand. By means of a direct contact and a more informal approach we endeavour to establish and strengthen relations with our guests. This direct contact is of utmost importance to us as it assists in our understanding of our customers' needs and desires and enables us to act accordingly.

**Seaside Hotels** is committed to remaining ahead with new media trends and developments as it considers this essential to remaining at the forefront with consumer communications. The journey began in 2012 with the creation of four face-book pages which still remain our core social network. Currently there are approximately 10.000 followers a number which is steadily rising. By means of photographs of the hotels, employees and behind the scenes together with island insights and client communications we remain closely connected with our guests irrelevant of the distance between us.

The recent incorporation of **Google+** has increased the on-line presence of Seaside Hotels and generated more visibility, in addition to YouTube channel sharing videos of the hotels facilities, events and employees and participating in viral campaigns such as #IceBucketChallenge.

The latest project being undertaken is **Pinterest** in which the Social Media department presents an array of high quality photography from the different areas of the hotels. Under the name of Seaside Hotels and Resorts this new focus of attention allows us to create inspirational boards displaying images which invite prospective guests to interact and provides inspiration for dream holidays.

For the future there are several planned projects, such as the incorporation of LinkedIn, providing access to job offers and interesting news relating to the tourist industry. This collaboration will not only provide a window when searching for new incorporations but also manage potential professional relationships with other companies and suppliers.

Additionally, other social networks such as Instagram or Twitter have a very strong presence, and it is clear that although equally important, the hotels participation in all channels should be managed efficiently and with the same high standards for which Seaside Hotels are renowned – hence the growth in all areas of Social Media forms an integral part of the hotels strategic planning.





## PROTECTING | THE MASPALOMAS NATURAL DUNE RESERVE

**Seaside hotels Palm Beach** and **Grand Hotel Residencia** are situated alongside the protected Maspalomas Natural Dune reserve comprising of three eco systems: The palm grove “La Palmeral”, the lagoon known as “La Charca” and sand dunes in Maspalomas all form part of the BIOSPHERE RESERVE of Gran Canaria as designated by UNESCO in 2005. This desert landscape is home to many indigenous flora and fauna and is the resting place for migrating and nesting birds. The **Seaside Sandy Beach** is located within walking distance of this protected area along the **7km golden sand beach** commencing in **Playa del Inglés**.

The “Centro de Interpretación de las Dunas de Maspalomas” is located together with the viewpoint of the sand dunes on the Avenida de Tirajana in Playa del Inglés. A guided tour of the area can be pre-booked and is free of charge or alternatively you can follow one of the four marked routes and enjoy the scenery at your leisure.

The conservation and protection of this rural and natural environment to ensure its longevity is essential and simple:

- Always walk along the sign-posted paths
- Refrain from building refuges with stones or plants as this alters the dynamics of the dunes
- Respecting the vegetation is crucial to the formation and development of the dunes eco-system.
- Avoid making unnecessary noise which can disturb the wildlife.
- Do not feed the animals in the Nature Reserve as this can damage the natural cycle.
- Do not leave behind rubbish; collaborate by using the appropriate containers located in the area.
- Nudism is permitted in the designated areas outside the reserve.

Be sure to visit the “Centro de Interpretación” to learn as much as possible about the reserve.

**Please assist us with the protection of this area by reporting any irregularities that you find to the authorized surveillance personnel in the area.**



## SEASIDE HOTELS | INVESTMENTS AND IMPROVEMENTS

In May 2014 an additional high efficiency hot water pump with energy recovery system has been installed resulting in a significant reduction in electric consumption.

- A cardboard baler has been installed to recycle cardboard with the corresponding maintenance contract.
- In a variety of communal client areas light sensors have been installed.
- A sensor has been installed to detect nightfall for the garden lighting to turn on when it goes dark.
- In November/December 2014 45 standard rooms have been refurbished.

## Objectives | 2015 - 2016

Equality in the Workplace: Seaside Hotels are working on a policy to protect and increase awareness of employees rights in the workplace.

## Charity of Choice | Seaside Palm Beach

San Juan de Dios is our local charity of choice. If you would like to collaborate with a donation please contact a member of the management team.

For more information: [www.sjd.es](http://www.sjd.es)