



# ANNUAL REPORT 2023

CORPORATE SOCIAL RESPONSIBILITY

# Introduction

2023 is a landmark year in the history of Hotels VIVA, marking the company's first quarter of a century—25 years since its early dreams took shape—but also coinciding with the passing of its founder. Pedro Pascual was not only a visionary in the hotel industry but also distinguished by many admirable qualities. Under his leadership, Hotels VIVA became known for its ethical and responsible management, implementing sustainable practices and contributing to the local economy of Mallorca.

He was a strong advocate for environmental care and social responsibility, principles that have guided the company for the past 25 years. Pedro Pascual recognised the importance of balancing tourism development with preserving the natural environment. He championed a hospitality model centred on quality and customer experience, with an emphasis on family and holiday tourism.

Today, Pedro Pascual's legacy is more present than ever; his ideals, embodied in the company's sustainability principles, continue to guide the company's mission to ensure guests enjoy a truly unique experience during their stay in Mallorca.



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1.  
**BUSINESS  
MODEL**

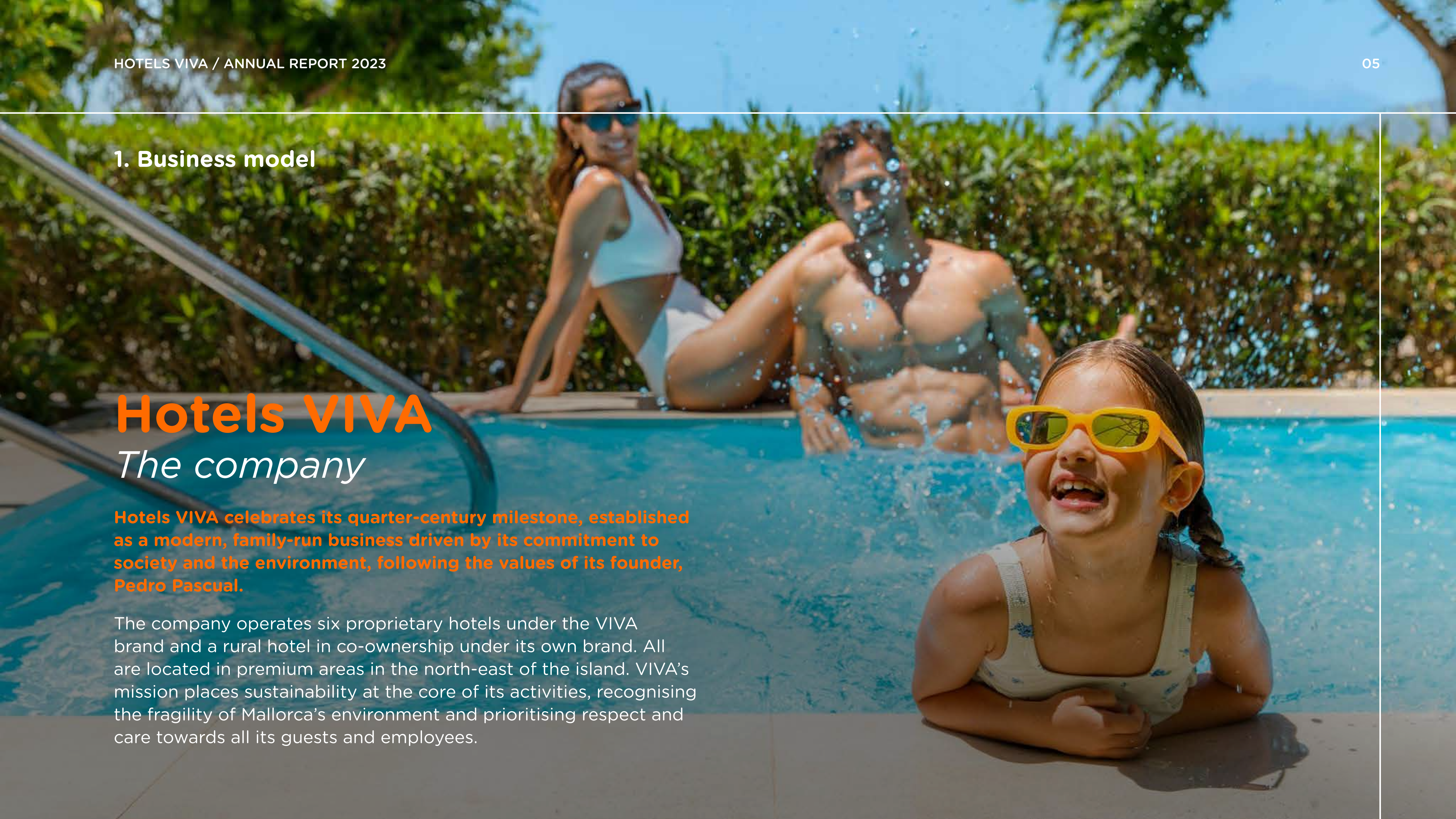
## 1. Business model

# Hotels VIVA

## *The company*

**Hotels VIVA celebrates its quarter-century milestone, established as a modern, family-run business driven by its commitment to society and the environment, following the values of its founder, Pedro Pascual.**

The company operates six proprietary hotels under the VIVA brand and a rural hotel in co-ownership under its own brand. All are located in premium areas in the north-east of the island. VIVA's mission places sustainability at the core of its activities, recognising the fragility of Mallorca's environment and prioritising respect and care towards all its guests and employees.



## 1. Business model



“

*The future depends on what we are able to achieve in the present. Our commitment to reducing our footprint on the land remains unwavering. By raising awareness among our employees and guests, we show that sustainability is not only possible but also the only path forward.*

Xavier Català  
CEO AND GENERAL MANAGER

## 1. Business model

# Hotels VIVA

## Product

The six Hotels VIVA properties are set in areas of exceptional natural beauty, offering guests the opportunity to immerse themselves in Mallorca's unique landscapes and environment. **All hotels are rated either 4-star or 4-star superior, located in the northern part of the island.** Each hotel is designed to meet a range of traveller needs, from tranquil, idyllic beaches to sport-friendly settings, family-oriented spaces and ideal locations for outdoor sports.

This portfolio is enhanced by Predi de Son Jaumell, an exceptional agritourism destination within historic 14th-century houses on a heritage estate in Capdepera, surrounded by ancient oak trees. Son Jaumell also shines for its **gourmet cuisine by Michelin-starred chef Andreu Genestra.** At Bistró Senzill, local ingredients are combined with refined culinary techniques in an atmosphere that blends tradition, cultural heritage, modernity, comfort and sustainability.

	Number of hotels	<b>6 hotels + Predi Son Jaumell</b>
	Total stays	<b>666,813 (+1.5%)</b>
	Number of rooms	<b>1,387</b>
	Number of beds	<b>2,676</b>

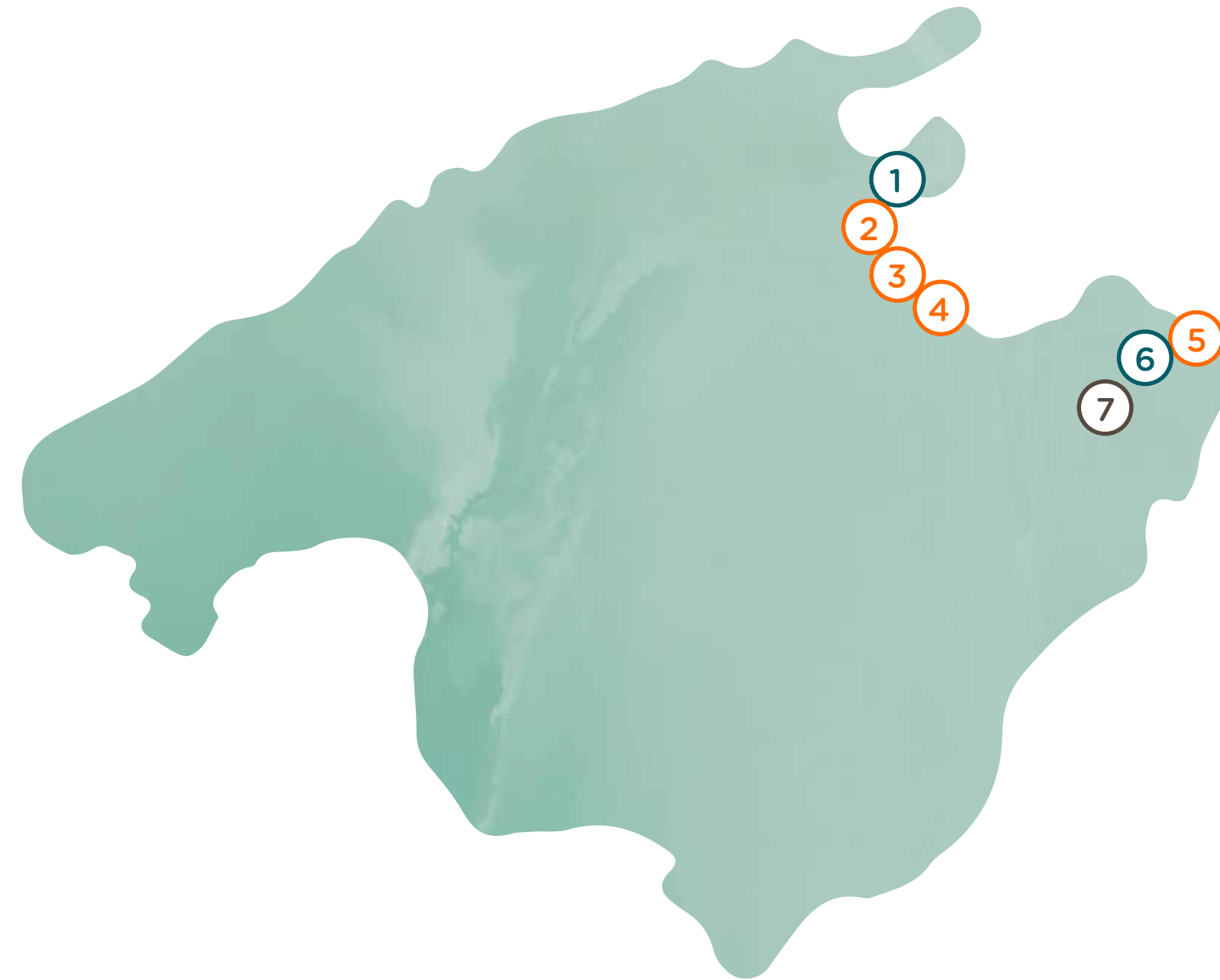
### OCCUPANCY

↑ +3%

2023  
**81%**

2022  
**78%**

## 1. Business model



# Hotels VIVA

## Locations

Seven prime locations across Mallorca. Each Hotels VIVA property serves as a unique vantage point from which to enjoy a distinctive environment.

- |   |  |
|---|--|
| ① | <b>VIVA HOTEL GOLF **** SUP</b><br>Adults only 18+                           |
| ② | <b>VIVA HOTEL SUNRISE ****</b>   |
| ③ | <b>VIVA EDEN LAGO ****</b>   |
| ④ | <b>VIVA HOTEL BLUE &amp; SPA ****</b>  |
| ⑤ | <b>VIVA HOTEL CALA MESQUIDA RESORT &amp; SPA ****</b>                        |
| ⑥ | <b>VIVA HOTEL CALA MESQUIDA SUITES &amp; SPA **** SUP</b><br>Adults only 16+ |
| ⑦ | <b>PREDI SON JAUMELL RURAL HOTEL</b>   |

Family hotels / Adults-only hotels



A close-up photograph of a hand holding a single, vibrant green leaf. The hand is positioned in the lower-left quadrant, with fingers gently gripping the leaf. The leaf is bright green with visible veins and a slightly serrated edge. The background is a soft, out-of-focus bokeh of green and yellow light, suggesting a sunlit forest or garden. The overall mood is natural and sustainable.

## 2. ENVIRONMENTAL SUSTAINABILITY

## 2. Environmental sustainability

“

*To deepen our commitment to the environment, we have implemented carbon-neutral data centres and equipment, digital signage to reduce paper usage and solar-powered electric vehicles for our technical teams.*

**Bernat Real**  
IT DIRECTOR



## 02. Environmental sustainability

# Caring for our surroundings

VIVA is a hotel chain dedicated to quality and environmental care in all aspects of our daily operations. This commitment arises from the need for sustainable tourism development that minimises the negative environmental impacts of tourism. We strive to ensure that employees, suppliers, guests and the wider community are mindful of the unique challenges and characteristics of our region.

All hotels adhere to five-year circularity plans, in compliance with Law 3/2022, of 15 June, which mandates urgent measures for sustainable and circular tourism in the Balearic Islands.

Our commitment to the environment keeps us vigilant, continuously focusing on core areas to enhance the sustainability of our hotels.

### INITIATIVES



A. Efficient water management and usage



B. Waste management



C. Energy savings



D. Emission reduction



E. Sustainable purchasing

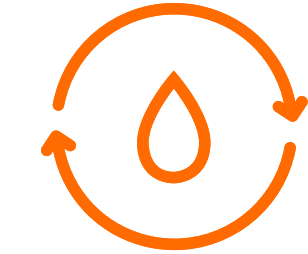


F. Circularity plans



## 2. Environmental sustainability

### A. Efficient water management and usage



“

*Through continuous preventive measures and the innovations we have implemented, we have achieved a 10% reduction in average water consumption per stay.*

Xisco Figuerola  
MAINTENANCE MANAGER



## 2. Environmental sustainability

### A. Efficient water management and usage



We continue to raise awareness among employees and guests on the importance of managing and reducing water consumption. To support this goal, we have implemented targeted technologies and protocols.

### IMPLEMENTED IMPROVEMENTS



**Daily meter readings in service areas**



**Sensor taps in communal bathrooms**



**Reduced water tank capacity in toilets**



**Volcanic rock in gardens to reduce water evaporation**  
and retain moisture for plants



**Timed, night-time irrigation**



**Preventive maintenance** to detect water leaks



**Installation of new water-saving taps**  
in apartments



**Notices reminding guests and staff** of responsible water use and to turn off taps



**Staff training** to report any potential water leaks promptly



**Option to change towels** only upon specific request



**Water quality analysis**  
and maintenance of water tanks and storage units



**Regular checks to prevent Legionella**



**Daily quality control of swimming pool water**

## 2. Environmental sustainability

### A. Efficient water management and usage

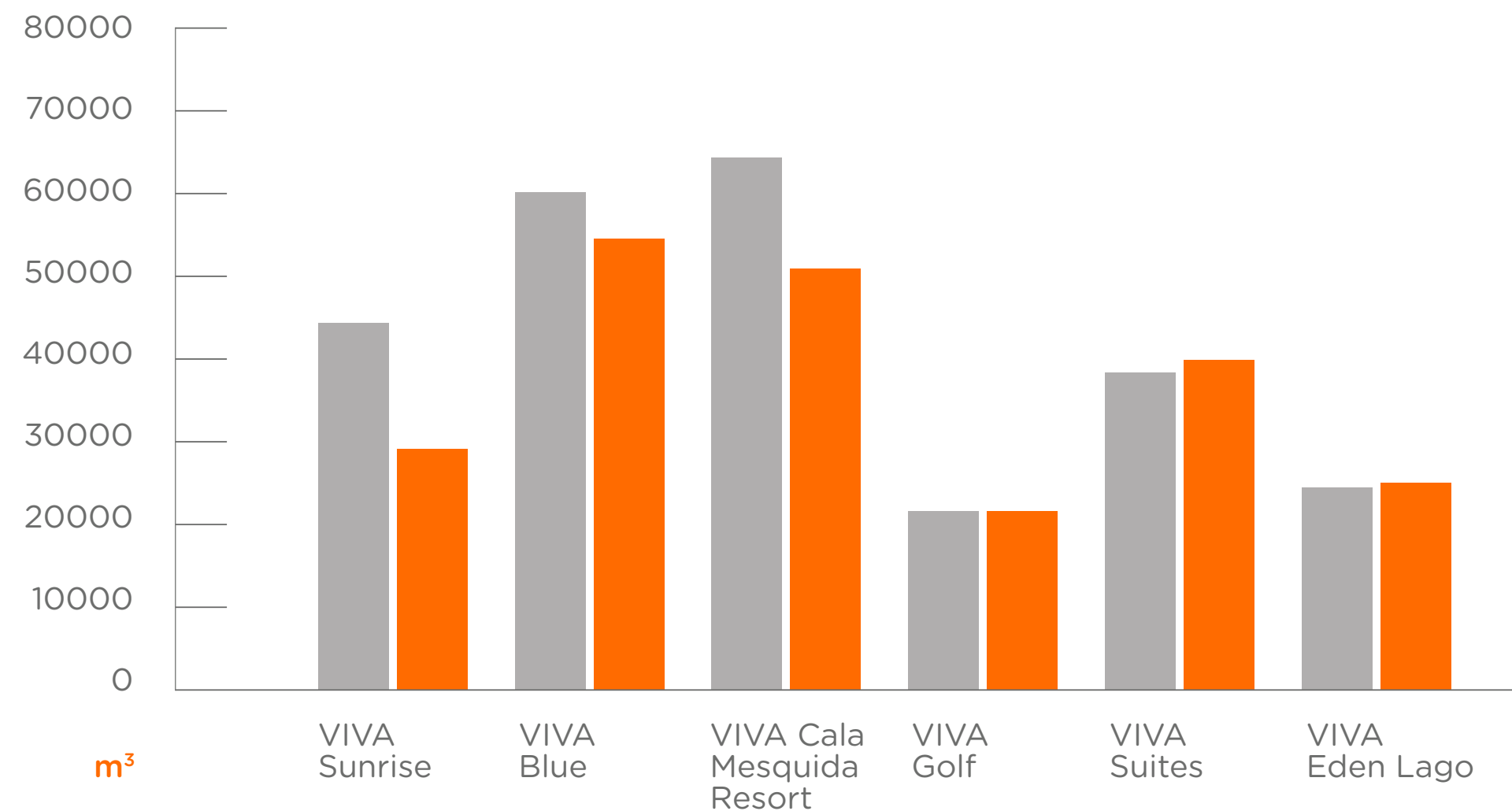
Despite an increase in overnight stays in 2023, total water consumption in cubic metres decreased from the previous year, as did the per-stay consumption ratio. **Overall, there was a 10% reduction year-on-year, with the average per-stay consumption decreasing from 0.41 m<sup>3</sup> in 2022 to 0.37 m<sup>3</sup> in 2023.**



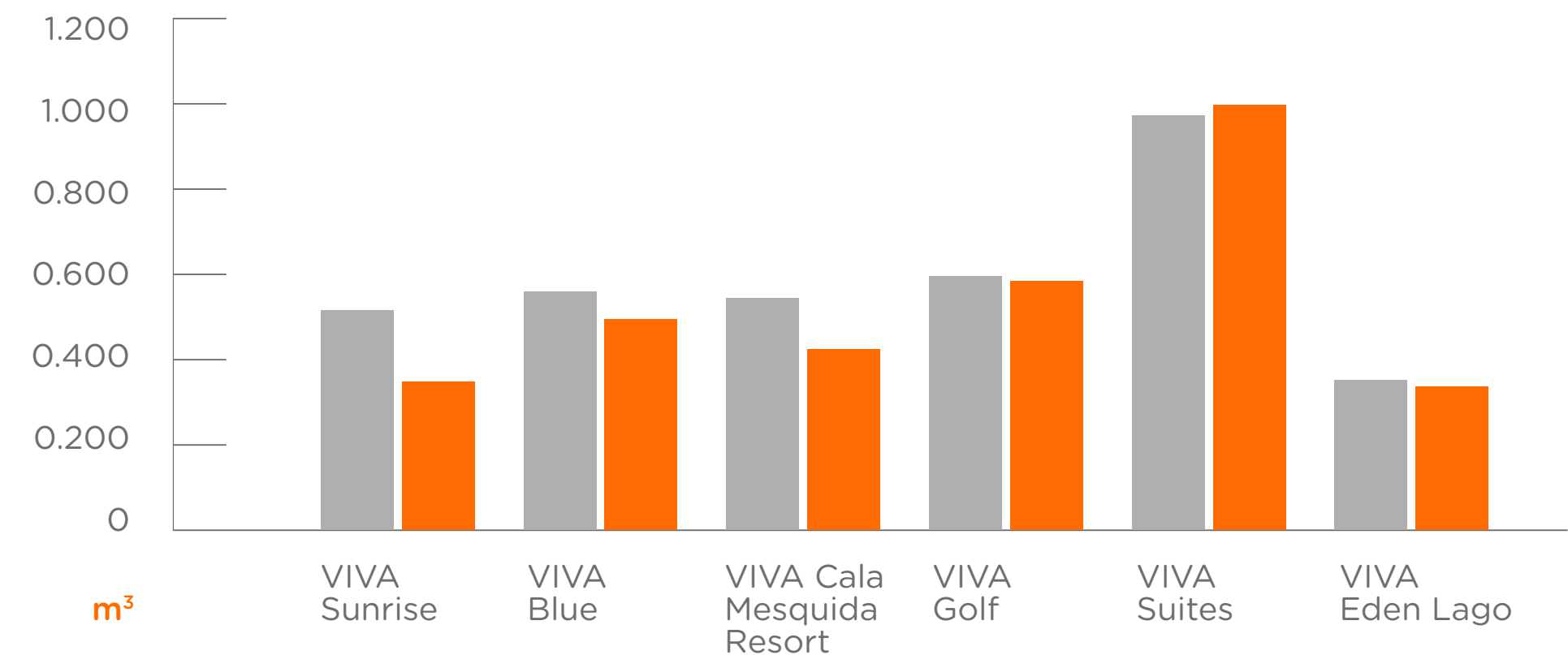
WATER CONSUMPTION PER STAY

● 2022  
● 2023

### WATER CONSUMPTION



### WATER CONSUMPTION PER STAY



## 2. Environmental sustainability

### B. Waste management



“

*Removing stationery from all rooms is a crucial step towards sustainability.*

**Yolanda Afán**

HOUSEKEEPING MANAGER, VIVA CALA MESQUIDA SUITES & SPA

## 2. Environmental sustainability

### B. Waste management

**Hotels VIVA has implemented a plan to gradually phase out single-use plastic items from its standards.**

To this end, steps have already been taken to replace all plastic cups with alternatives made from other materials and removing stationery from guest rooms. The hotels also have selective waste collection systems in place, involving staff, suppliers, subcontractors and guests.

**With a 1.5% increase in stays in 2023, urban waste collection saw significant improvements.**



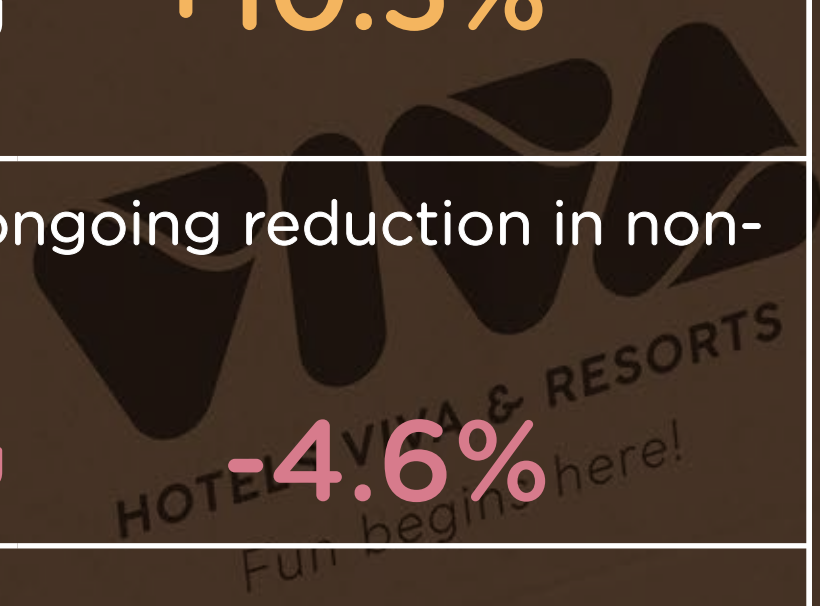
<b>PAPER AND CARDBOARD</b>	181,825kg	<b>+6.2%</b>
<b>GLASS</b>	262,018 kg	<b>+4.5%</b>
<b>LIGHT PACKAGING</b>	81,106 kg	<b>+10.5%</b>

These efforts have contributed to an ongoing reduction in non-recyclable waste:

<b>NON-RECYCLABLE WASTE</b>	524,917 kg	<b>-4.6%</b>
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Regarding green waste, **clippings and lawn trimmings** are processed for reuse as biomass and compost, achieving a 97% reduction in carbon footprint.

Additionally, a total of 1,351 kilograms of textiles were donated to the Fundació Deixalles for reuse, resulting in a saving of over 11 tonnes of CO<sub>2</sub>.












## 2. Environmental sustainability

### B. Waste management



#### ADDITIONAL IMPROVEMENTS

-  **Collection of used batteries and medications**
-  **Special protocol for hazardous waste disposal**
-  **Use of designated containers and bins for recycling in building entrances, kitchens, bars and restaurants**
-  **Use of recycled paper with a policy to utilise both sides before disposal**
-  **Supplier protocol for container returns**
-  **Integrated management system (AMBILAMP) for fluorescent tubes and bulbs**
-  **Management of used vegetable oil for conversion into biodiesel**



## 2. Environmental sustainability

### B. Waste management



# RENETAS PROJECT

## A key initiative is our participation in the Project for the Recovery and Re-purposing of Mattress Toppers in the Hospitality Sector (RENETAS)

with the Playa de Muro Hotel Association. This project aims to recover mattress toppers and re-purpose this challenging-to-recycle material. In 2023, the goal was to recover between 60% and 80% of discarded toppers (equivalent to 110-146 tonnes of material), with the aim of achieving 100% recovery in the coming years.



## 2. Environmental sustainability

### C. Energy saving



Improve, replace, modernise... These principles guide our efforts to conserve energy.

### IMPLEMENTED MEASURES



Replacement of equipment with more efficient models at the end of their life cycle



Enhanced insulation during renovations



Installation of photovoltaic panels



Biomass boiler at VIVA Cala Mesquida Resort



Energy-saving and LED bulbs in guest rooms



Door and window sensors to pause air conditioning when open



Installation of dichroic bulbs in guest bathrooms, communal customer service areas, public spaces, bars and restaurants



Frequency converters in water pressure systems (savings on heating and domestic hot water)



Reduction in total electricity consumption and consumption per stay



Ha sido posible gracias a las placas fotovoltaicas instaladas en los últimos años

## Hotels VIVA reduce en 150 toneladas su emisión anual de CO2

## 2. Environmental sustainability

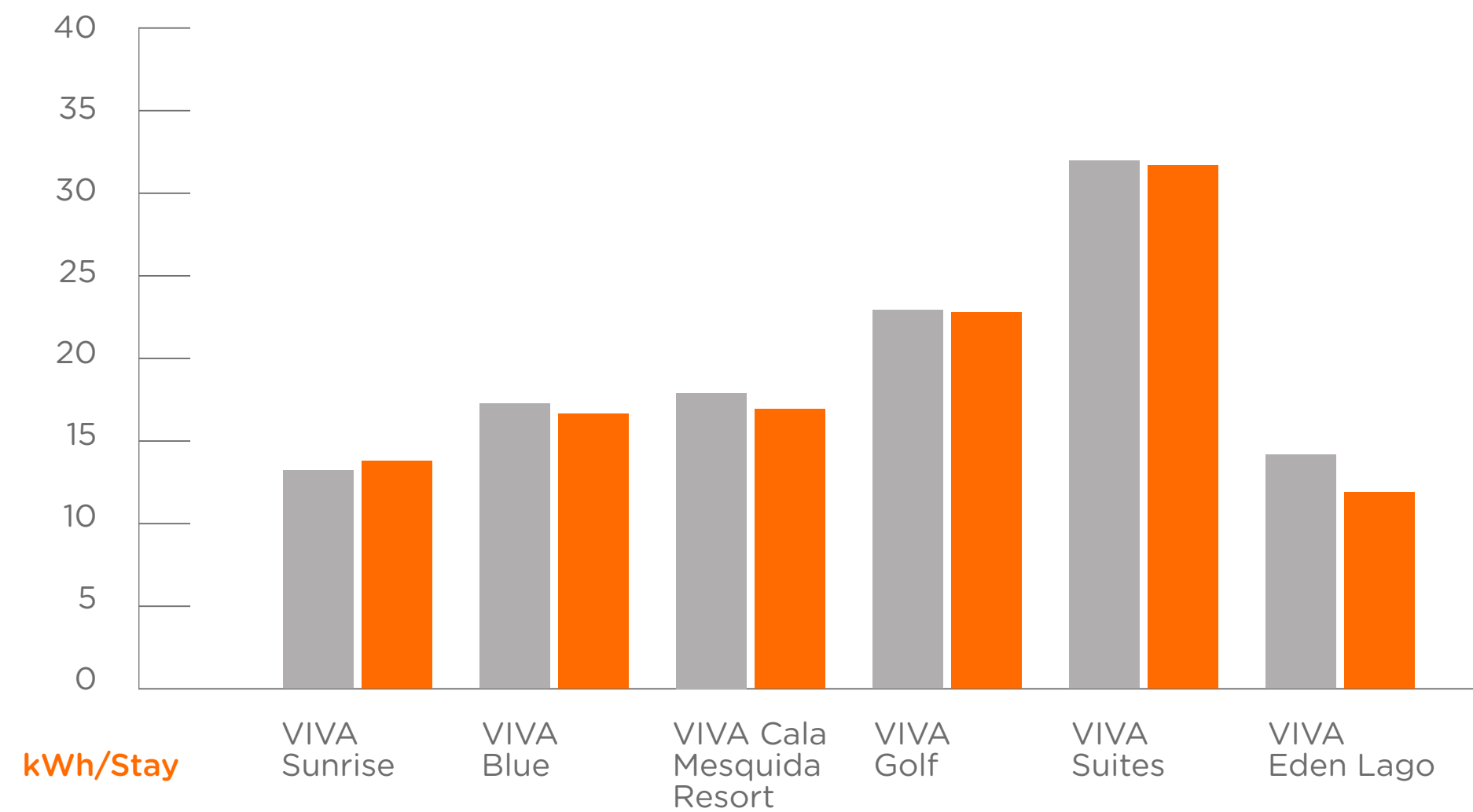
### C. Energy saving



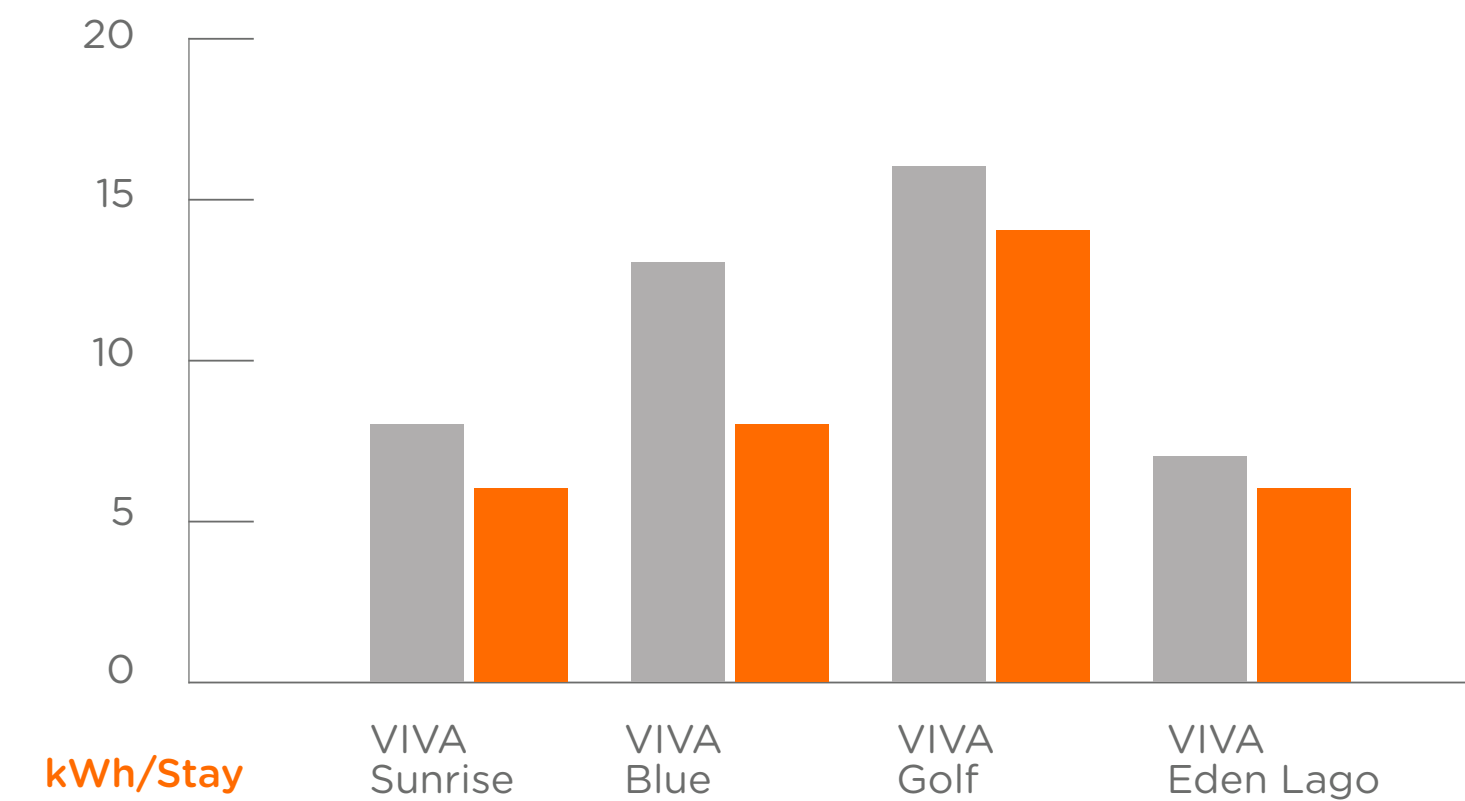
- **Electricity consumption per stay has decreased** across all hotels.
- **Hotels VIVA achieved an overall reduction of 3.2% in electricity** per stay.
- Additionally, **gas consumption decreased in all hotels with piped gas**, with an overall reduction of 21.6% across the four hotels using this energy source.

● 2022  
● 2023

### ELECTRICITY CONSUMPTION INDICATOR



### PIPED GAS CONSUMPTION INDICATOR



## 2. Environmental sustainability

### C. Energy saving

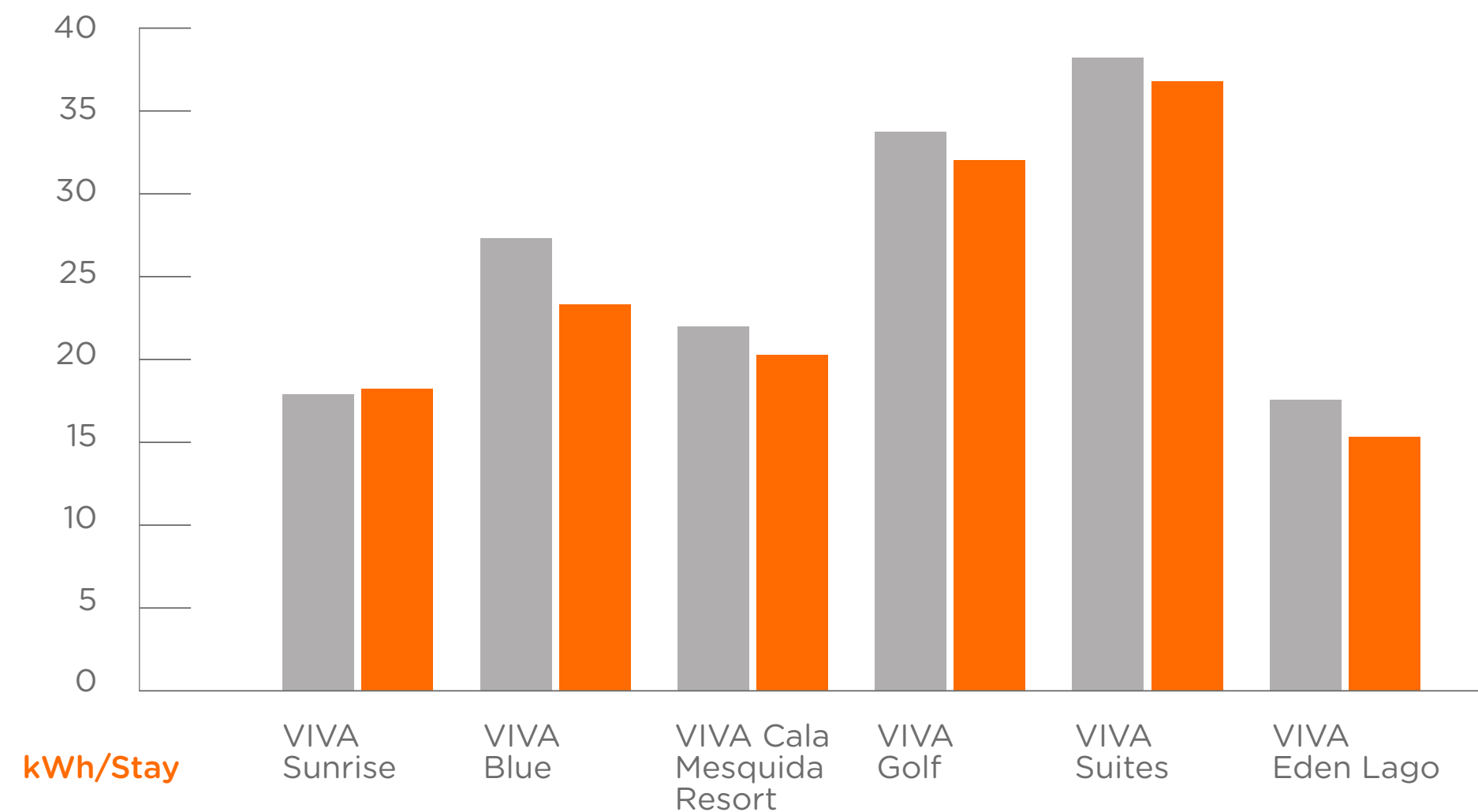


In five of the six Hotels VIVA properties, a **significant decrease in total energy consumption per stay was recorded.**

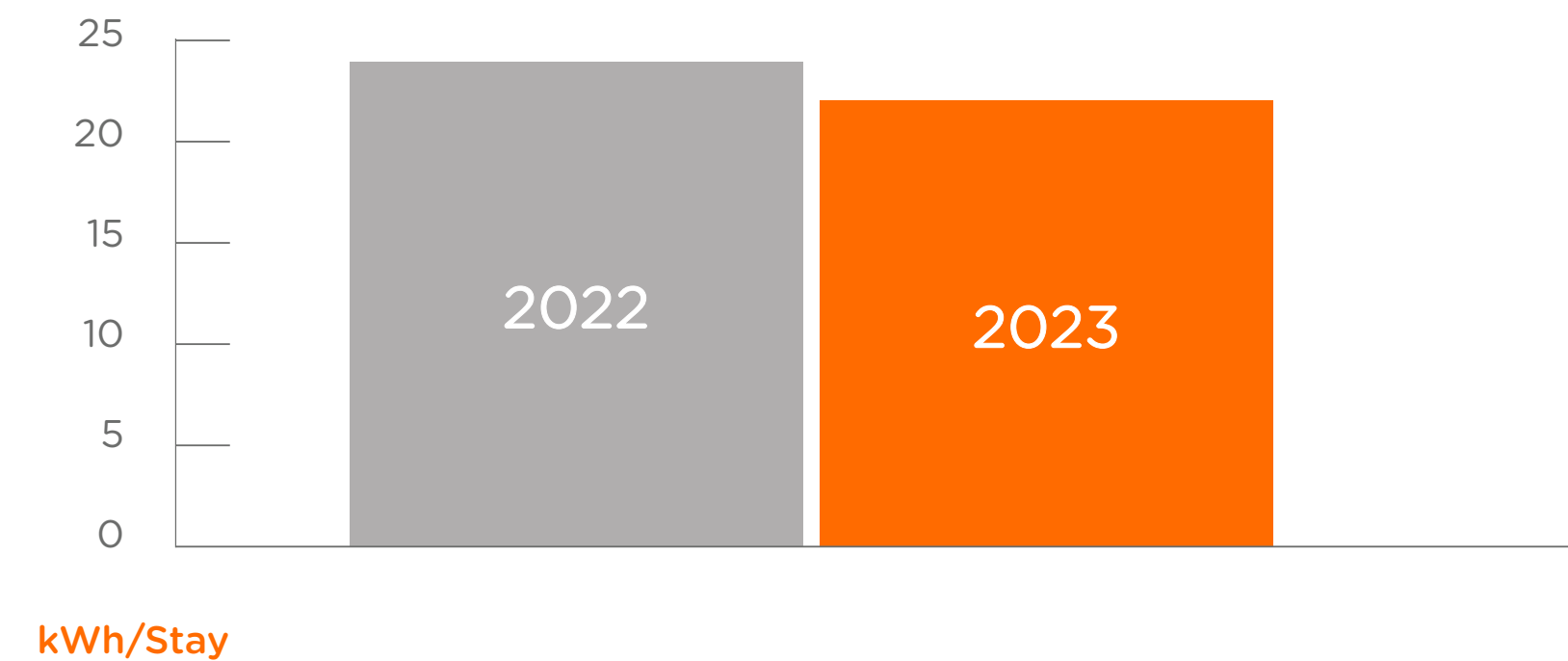
This resulted in an **8% reduction in total energy consumption per stay in 2023**

● 2022  
● 2023

### TOTAL ENERGY CONSUMPTION INDICATOR PER HOTEL

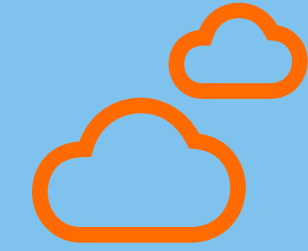


### TOTAL ENERGY CONSUMPTION INDICATOR FOR HOTELS VIVA

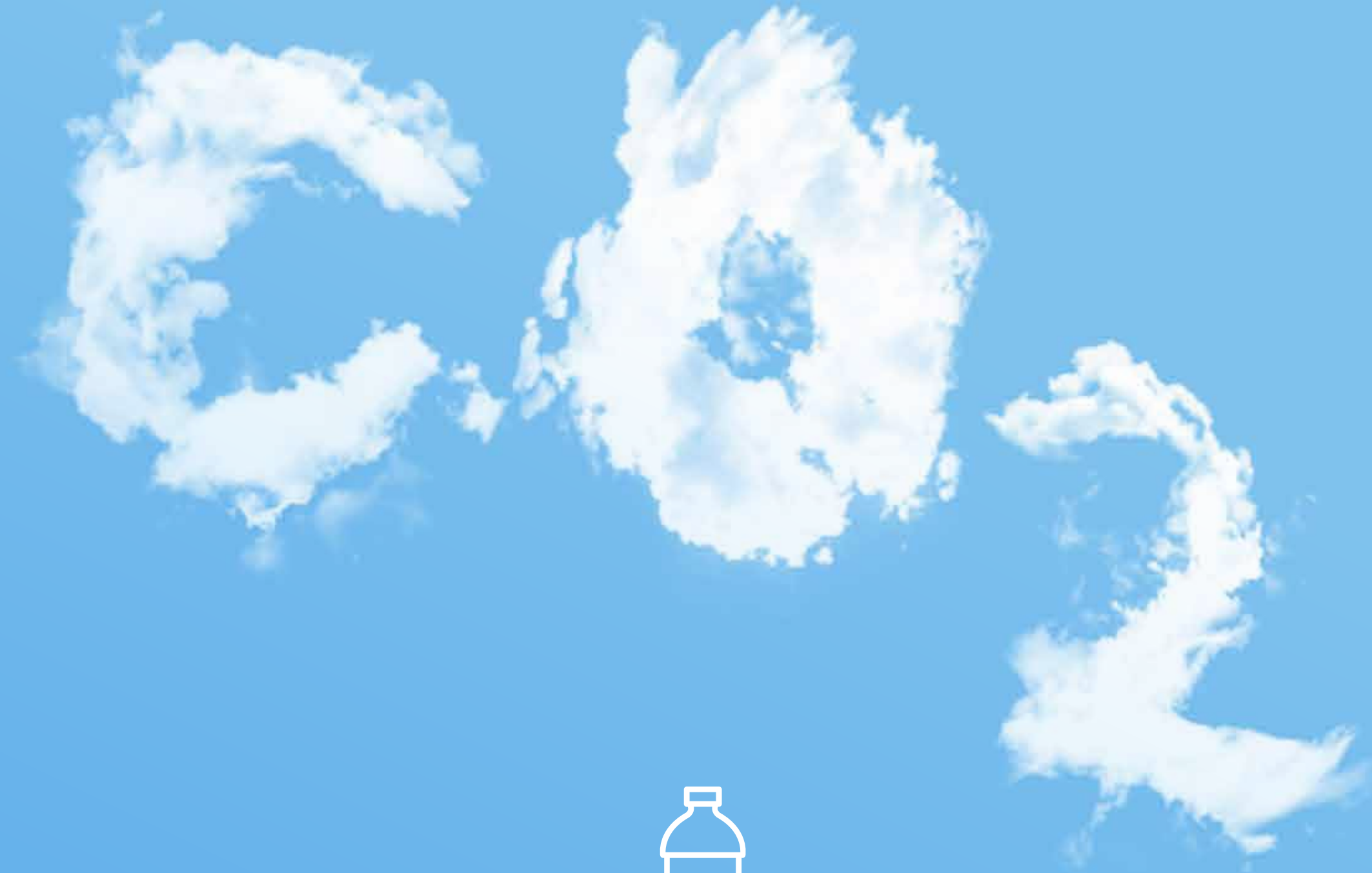


## 2. Environmental sustainability

### D. Emission reduction



We are fully committed to **managing emissions, primarily those generated by boilers.** This includes gradually replacing refrigerant gases with options that have a lower global warming potential.



**Scheduling preferred hours** for supplier deliveries to reduce noise levels.



Using **less aggressive cleaning products.**

## 2. Environmental sustainability

### D. Emission reduction



All six properties are equipped with photovoltaic solar panels for electricity production. Thanks to this self-consumption, CO<sub>2</sub> emissions have been reduced. Based on production data and the 2023 electricity emission factor (0.259 kg CO<sub>2</sub>/kWh), the CO<sub>2</sub> emissions avoided are as follows:

HOTEL	SOLAR PANEL PRODUCTION (kWh)	AVOIDED CO <sub>2</sub> EMISSIONS (Tn CO <sub>2</sub> )
VIVA HOTEL SUNRISE ****	80,878	20.95
VIVA HOTEL BLUE ****	116,889	30.27
VIVA HOTEL CALA MESQUIDA RESORT ****	120,040	31.09
VIVA HOTEL EDEN LAGO ****	73,602	19.06
VIVA HOTEL GOLF **** SUP Adults Only 18+	26,779	6.94
VIVA CALA MESQUIDA SUITES & SPA **** SUP Adults Only 16+	73,561	19.05
<b>TOTAL</b>	<b>491,749</b>	<b>127.36</b>

## 2. Environmental sustainability

### E. Sustainable purchasing



**Hotels VIVA was the first hotel chain to implement 100% sustainable cellulose paper.**

In other words, cellulose paper that is fully carbon-neutral throughout its production. This initiative has enabled the company to achieve sustainability and carbon-neutral certifications both as a chain and individually for each hotel. By using this paper, distributed by Lladopol, the following savings have been achieved:



4.2 tonnes  
of CO<sub>2</sub>



21,220 litres  
of water



38.2 kilograms  
of plastic

**Sourcing fruits and vegetables from local suppliers.**

Reflecting our strong commitment to supporting local businesses and reducing pollution, Hotels VIVA's proximity purchasing thresholds exceed the minimums set by Balearic regulations, as outlined in each hotel's circularity plan.

**All 58 food and beverage suppliers are local.**



## 2. Environmental sustainability

### F. Circularity plans



### Each hotel has developed its own circularity plan

valid until 2028, to meet general legal requirements covering circularity, energy efficiency, thermal installations, waste management and more.

The main priorities within these circularity plans are:

- » **Eliminating plastics**
- » **Enhancing energy efficiency**
- » **Selective waste separation**
- » **Reducing consumption**
- » **Lowering the carbon footprint**

Aligned with these goals, we actively work to raise awareness among guests, employees and suppliers; reduce paper usage; use recycled or sustainable materials; digitise processes; and promote electric mobility.

## 2. Environmental sustainability



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### ADDITIONAL MEASURES

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Member of the **Marilles Blue Pact**



Participation in **'Earth Hour'** organised by WWF



Involvement in **World Environment Day activities**



Sponsorship of the **eMallorca Experience**, a week of events **focused on sustainability**. Participation in the eChallenge, an electric car circuit across Mallorca



Ongoing calculation and monitoring of the **carbon footprint**, achieving a continued annual reduction in carbon footprint per stay: -11.8%

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## 2. Environmental sustainability

### F. Circularity plans



# Carbon footprint

Hotels VIVA has made significant progress in lowering its carbon footprint. Both direct emissions and emissions from energy consumption have decreased. Despite an increase in the number of stays, emissions per stay have declined, reflecting more efficient resource use and a reduced overall environmental impact.

	2022	2023
Scope 1	1,970,587.51	1,715,678.74
Scope 2	2,420,876.43	2,225,628.96
<b>TOTAL</b>	<b>4,319,463.94</b>	<b>3,941,307.70</b>
Stays	648,283	660,134*
Emissions per stay	6.77	5.97

\*Excludes Predi Son Jaumell Rural Hotel

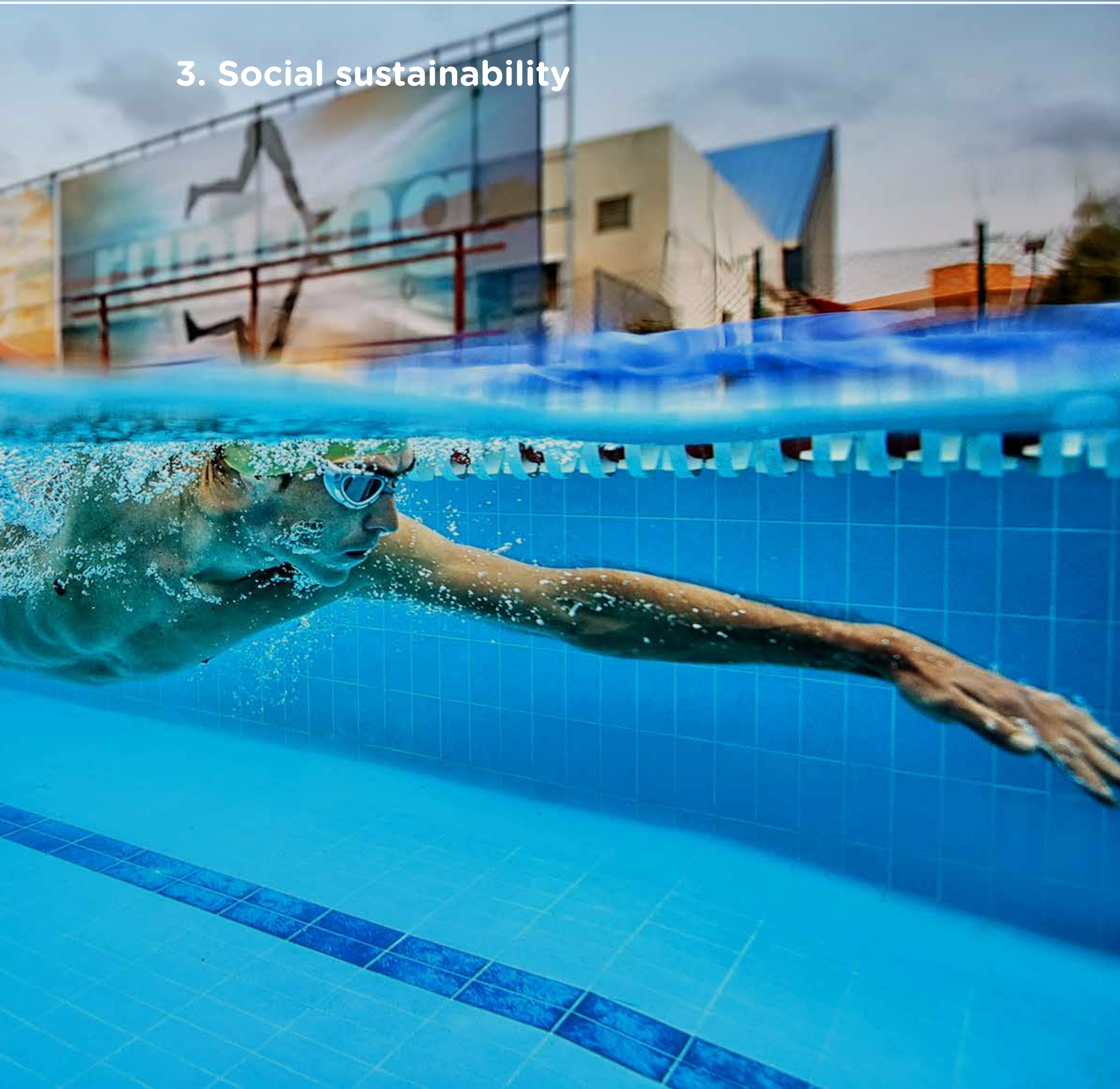




3.

**SOCIAL  
SUSTAINABILITY**

### 3. Social sustainability



“

*Our environment and the natural surroundings require us to remain vigilant and continually strive to elevate our standards of protection.*

**Matías Togo**

HOTEL DIRECTOR, VIVA BLUE & SPA

### 3. Social sustainability



Hotels VIVA is dedicated to sustainability and social well-being through various initiatives that include environmental protection, educational support and the promotion of local culture.

#### INITIATIVES



A. Environmental protection and conservation



B. Sports sponsorships



C. Support for those in need and at risk of exclusion



D. Senegal South Project



E. Support for quality education for the underprivileged



F. Promotion of culture and support for the local economy

### 3. Social sustainability

#### A. Environmental protection and conservation



**Hotels VIVA believes that sustainable tourism is essential for preserving our environmental wealth.**

Achieving high-quality tourism naturally requires minimising human impact on ecosystems.

To promote awareness, we organised a coastal clean-up day at the beautiful Cala Mesquida, in partnership with Inca Mallorca Solidaria, the Fundació Patronato Joan XXIII and Amadip Esment. This experience underscored the importance of keeping natural spaces free from pollution and the challenges involved in maintaining them.



### 3. Social sustainability

#### B. Sports sponsorships



“

*Sports and outdoor activities are core to the identity of Hotels VIVA. It is a privilege to support athletes and sports clubs in realising their ambitions.*

**Yauheni Bely**  
COMMERCIAL DIRECTOR



### 3. Social sustainability

#### B. Sports sponsorships

Year after year, Hotels VIVA sponsors athletes and clubs, helping them train and compete across various disciplines. We also support significant sporting events and welcome athletes and teams at our facilities as they prepare for competition.



#### PARTNERSHIPS

Alcúdia Table Tennis Club  
 Alcúdia Volleyball Club  
 Inca Cycling Club  
 Alcúdia Football Union  
 Balearic Golf Federation  
 C.E. Constància  
 Es Raiguer Athletics Club of Mallorca  
 Mallorca Golf Course Association

#### ATHLETES

Pau Medina García  
 Iván Torres Vico  
 Mario Mola Díaz  
 Joan Reinoso

#### EVENTS

Sa Milla Ciutat d'Inca  
 Mallorca 312  
 Rolex Challenge Tour Grand Final 23  
 Mallorca 5000 Skyrunning  
 Kill the Hill

#### ACCOMMODATIONS FOR ATHLETES AND TEAMS

UCI INEOS Grenadiers Cycling Team  
 Mario Mola



### 3. Social sustainability

#### B. Sports sponsorships



### 3. Social sustainability

C. Support for those in need and at risk of exclusion



### 3. Social sustainability

#### C. Support for those in need and at risk of exclusion





### 3. Social sustainability

D. Senegal South Project



## Senegal South Project

In partnership with *Inca Mallorca Solidaria*, Hotels VIVA continues its support and collaboration in the Kolda region of Senegal.

#### FOUR FOCUS AREAS

##### EDUCATION

Provision of IT equipment and educational resources to schools, donation of bicycles and construction of a nursery.

##### HEALTH AND SPORT

Support for maternity unit renovations and donation of sports equipment.

##### WOMEN'S EMPOWERMENT

Support in establishing a women's cooperative.

##### INFRASTRUCTURE AND ECONOMIC DEVELOPMENT

Assistance with well construction and optimisation of natural resources.



### 3. Social sustainability

#### E. Support for quality education for the underprivileged



INTERNATIONAL MOBILITY SCHOLARSHIP  
TOURISM FACULTY (UIB)



### 3. Social sustainability

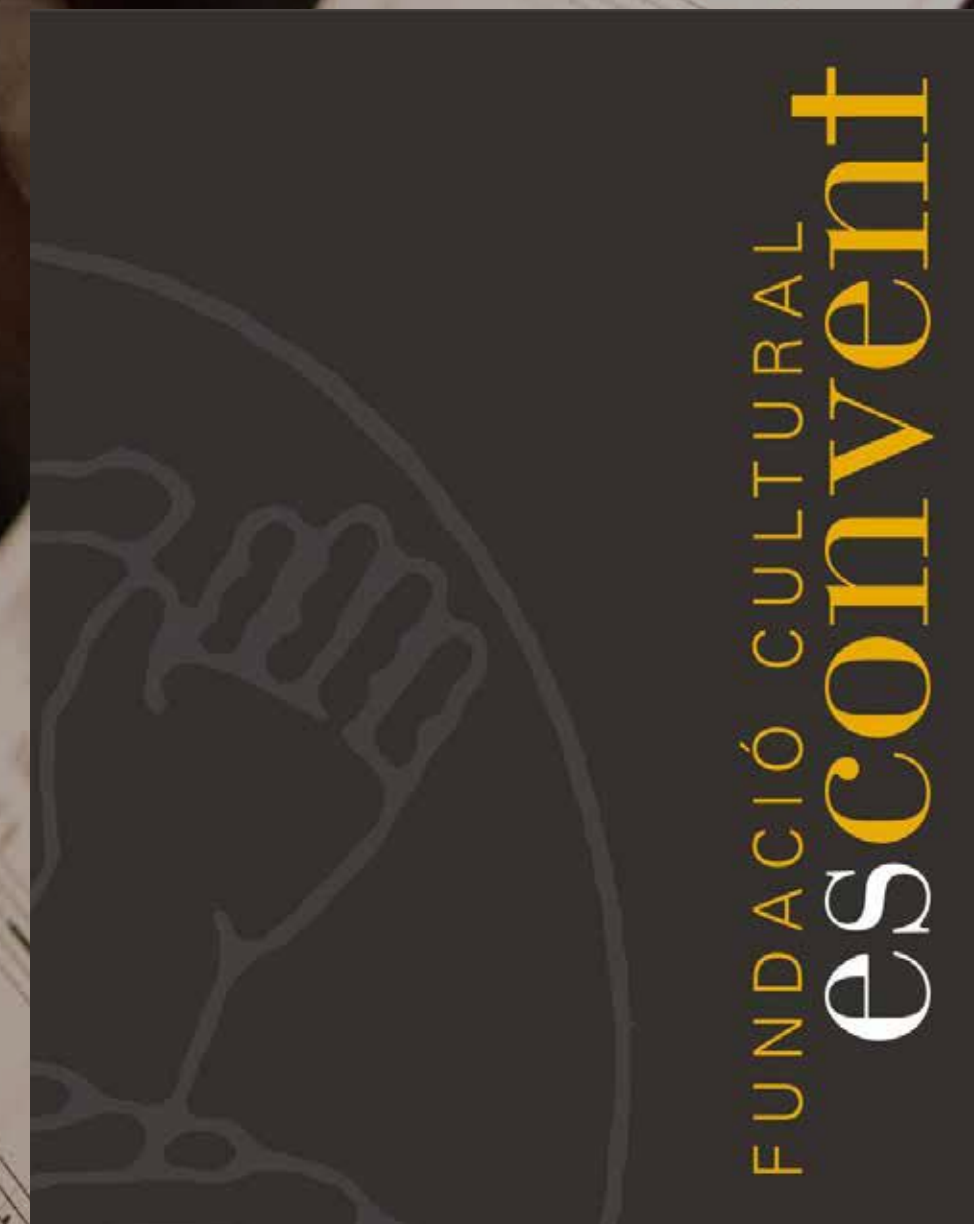
#### F. Promotion of culture and support for the local economy



**ORQUESTRA CAMBRA MALLORCA**  
Teatre Inca



**ART VOCAL ENSEMBLE**



**FUNDACIÓ CULTURAL ES CONVENT INCA**



**SPONSORSHIP OF ALCUDIA'S 'CIRCAIRE' CIRCUS FESTIVAL**

# 4. CORPORATE GOOD PRACTICES





#### 4. Corporate good practices



“

*A fantastic family hotel with good service, everything clean both inside and around the hotel. Friendly and helpful staff. We consider it our second home, always feeling welcomed and part of the family.*

*VIVA Sunrise has been part of our lives for 32 years!*

Alina Huijskens  
RETURNING GUEST

## 4. Corporate good practices

Throughout 2023, we have continued to elevate our internal and external standards



Our aim is for each of our employees, suppliers, guests and partners to feel valued, with their well-being prioritised as we move forwards together. Here are the key areas we have focused on:

### STRATEGIC AREAS



A. Guest satisfaction and comfort



B. Employee satisfaction and well-being



C. Strengthening supplier relations



D. Expanding best practices, protocols and certifications



E. Public communication policies

## 4. Corporate good practices

### A. Guest satisfaction and comfort

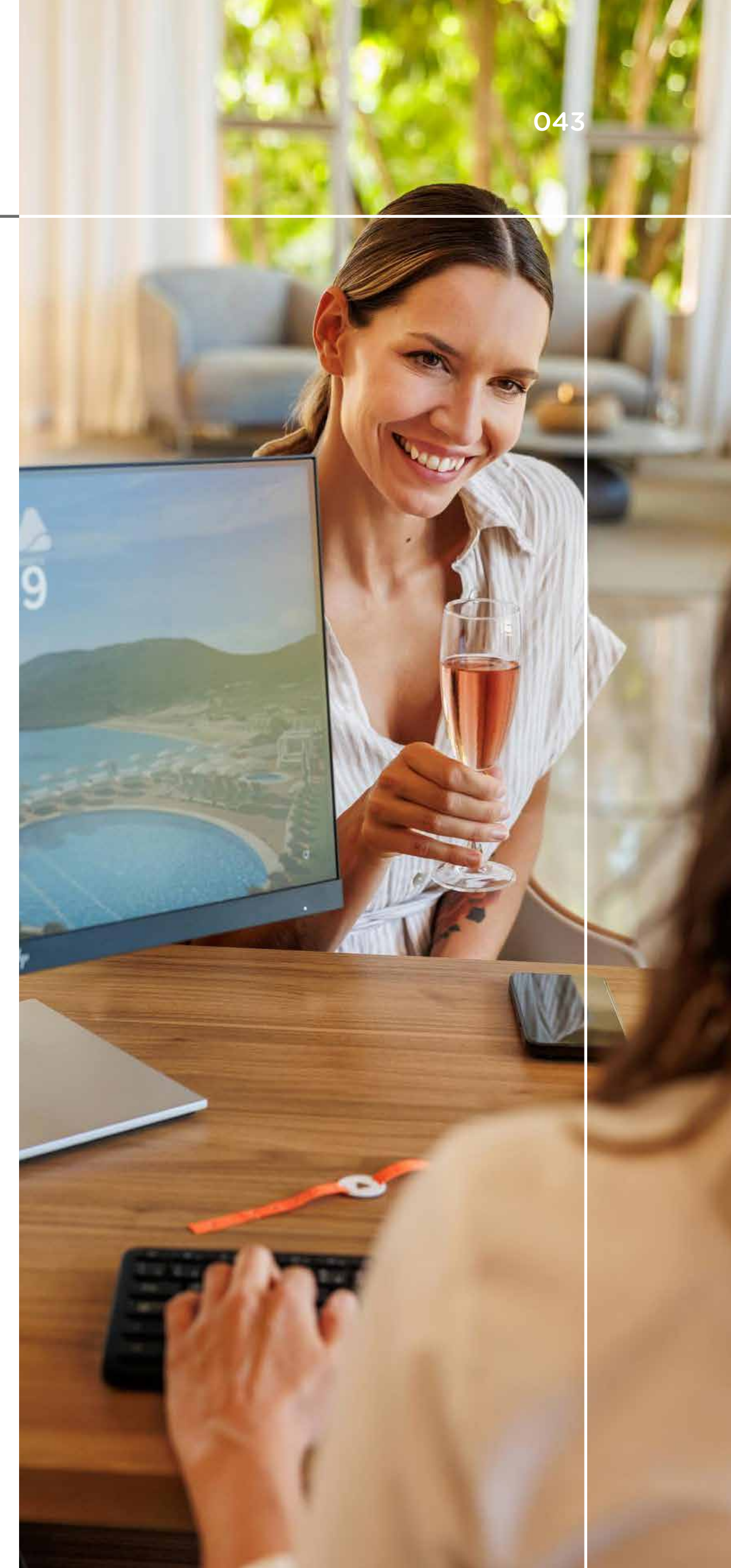
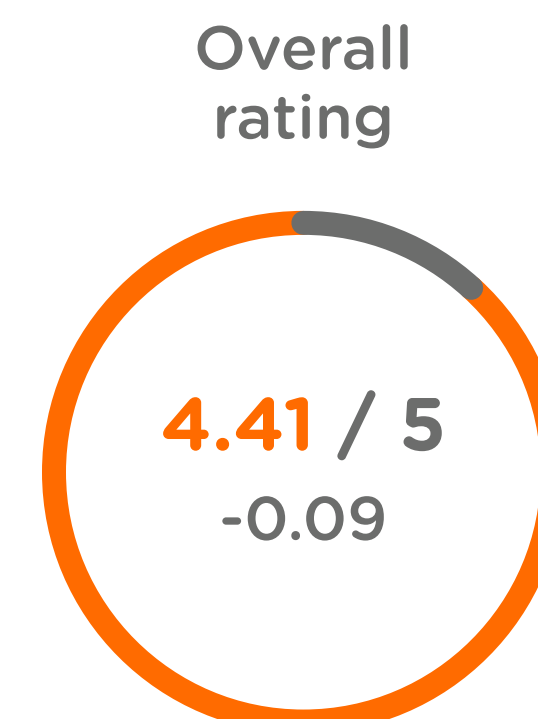
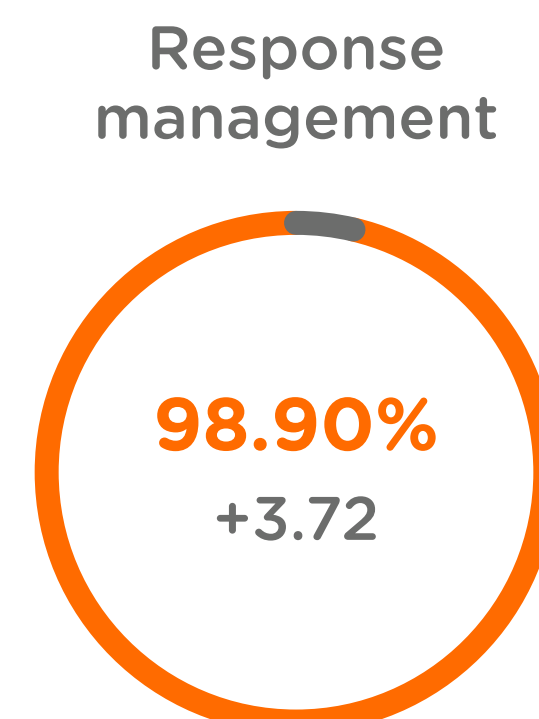
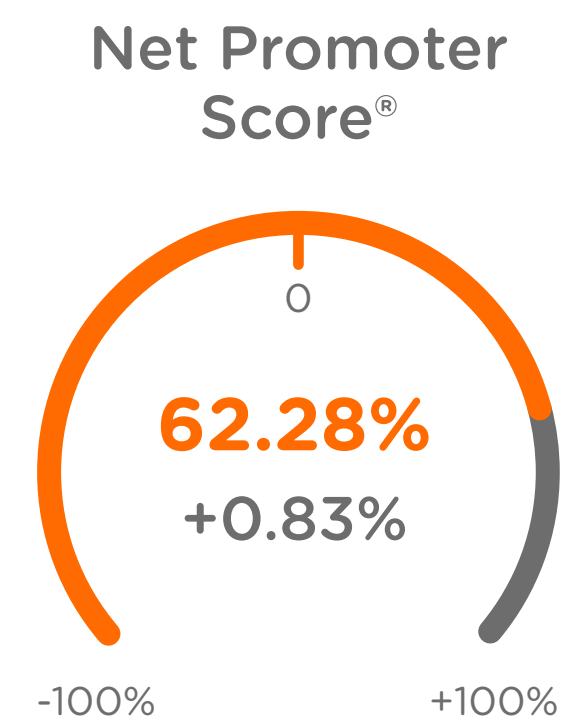


### Hotels VIVA conducted satisfaction surveys

throughout the season to gather immediate, first-hand impressions from guests, resulting in an improvement in the overall stay rating compared to the previous year.

**Returning guests accounted for 20%**, with notable peaks in March (34%), April (27%) and October (22%).

In **post-stay surveys**, 23,127 emails were sent in 2023, receiving **4,984 responses**—a conversion rate of nearly 22%.

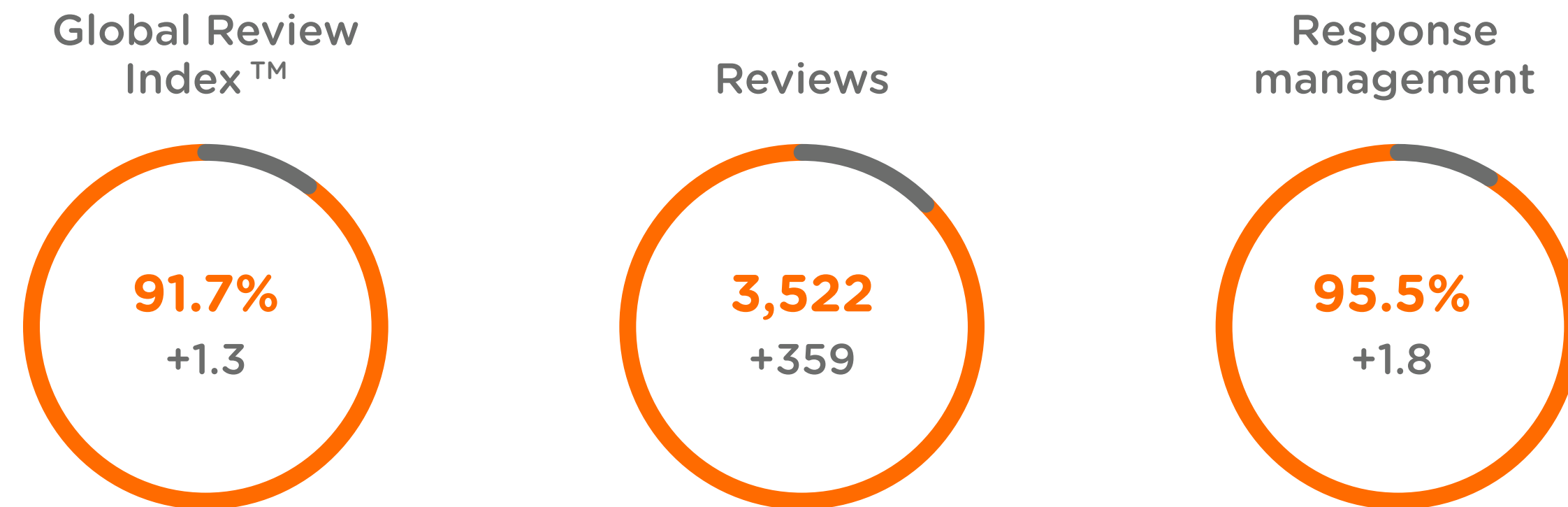


## 4. Corporate good practices

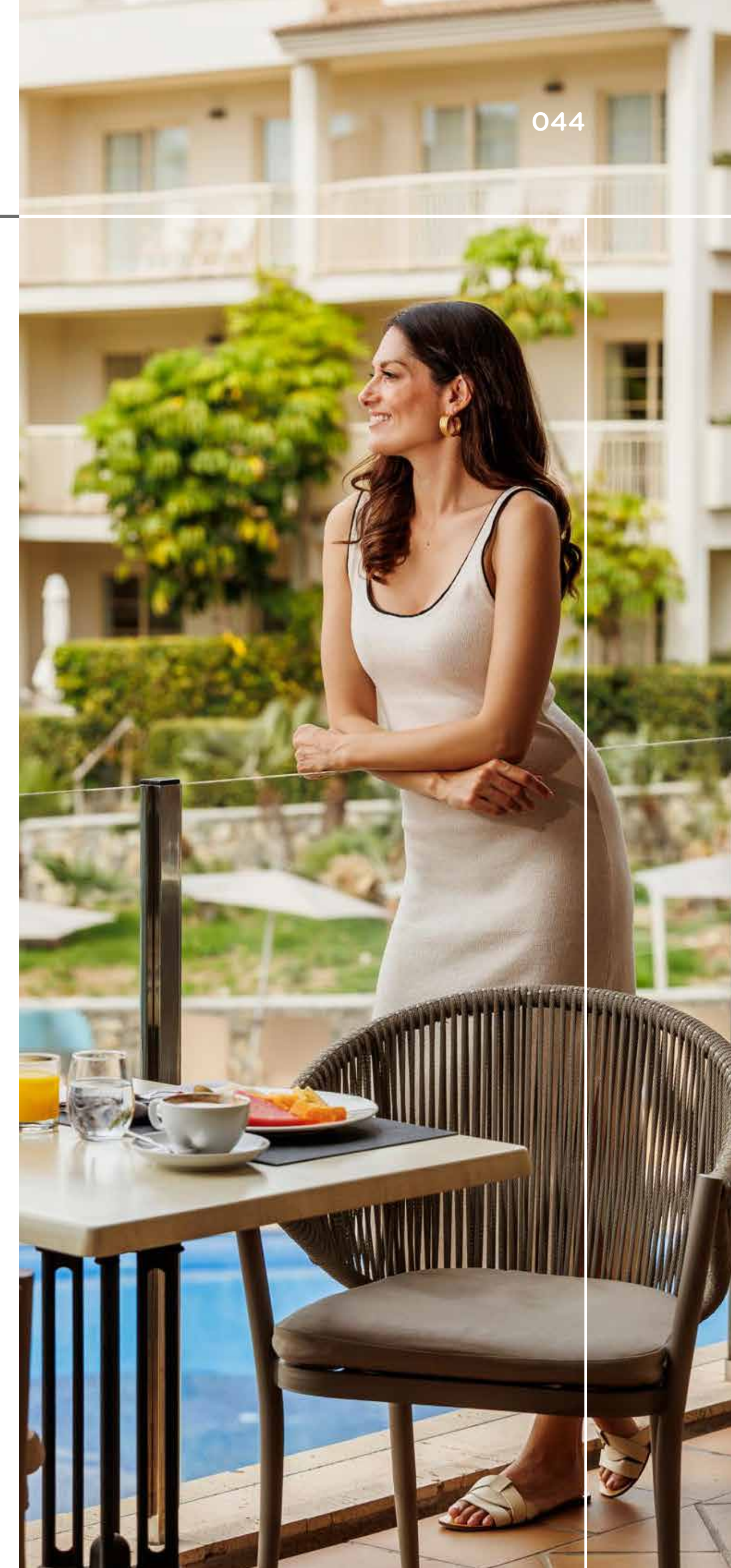
### A. Guest satisfaction and comfort



Building the reputation of a hotel chain is a daily commitment, crafted guest by guest. Every gesture, every service moment and every request shape the overall impression that visitors carry back with them. For this reason, it is particularly rewarding to witness the rise in Hotels VIVA's online reputation, marked by a notable increase in positive guest reviews.



The online reputation increased by 1.3 points in 2023, reaching 91.7%.



## 4. Corporate good practices

### B. Employee satisfaction and well-being



**The company maintains internal communication policies and regularly assesses workplace satisfaction through anonymous surveys.**

In 2023, 643 employees participated in these surveys, with the percentage of employees expressing satisfaction with working at Hotels VIVA increasing by 17% compared to the previous year.

**Training sessions included 753 in risk prevention, 505 induction courses, 121 in workplace ergonomics, 65 refresher courses and 62 fire response sessions.**

The training programme is essential for keeping employees' knowledge and skills current and for supporting their professional development. In 2023, a total of 30,375 training hours were completed—an increase of 87% from 2022—distributed as follows:

Position	Training hours
Senior Management	34
Other Management Staff	332
Administrative Employees	153
Sales, Vendors and Similar Roles	261
Other Qualified Staff	13,642
Non-qualified Workers	15,953

## 4. Corporate good practices

### B. Employee satisfaction and well-being



### General workforce data

Employees form the backbone of the Hotels VIVA family. Their stability and well-being are key to ensuring the quality service our guests enjoy. They are our best ambassadors.

<b>NO. OF EMPLOYEES</b>	<b>1,146</b>
<b>WORKFORCE COMPOSITION</b>	
- Permanent contracts	<b>94.4%</b>
- Temporary contracts	<b>5.6%</b>
<b>NATIONALITIES</b>	<b>42</b> 75% Spanish nationals
<b>AGE</b>	<b>76%</b> Aged between 25 and 60

## 4. Corporate good practices

### B. Employee satisfaction and well-being



## Occupational risk prevention is integral to our policies at every level.

A **Safety and Health Committee**, with equal representation from employees and management, addresses workplace risk prevention across all locations.

Hotels VIVA promotes **policies to support work-life balance**, acknowledging the challenges unique to our operations. **The company maintains an equality plan** to further strengthens these work-life policies.

For roles not directly tied to hotel operations, **flexible scheduling enables employees to structure their work hours around personal needs.**

Employees are encouraged to request **reduced hours for family care.** Those with dependants are prioritised for continuous shifts or preferred shift times without the need to reduce hours.

**In 2023, no workplace accidents** classified as “serious” or “very serious” were reported, and no cases of occupational illness were recorded.

**March also saw the fourth Hotels VIVA Employment Fair**, creating opportunities for those interested in working or interning with the company.

## 4. Corporate good practices

### C. Strengthening supplier relations



**Suppliers are essential partners to our company, with some relationships spanning 25 years.**

Fostering high-quality, trust-based partnerships is a priority, as we work together to provide a unique experience that meets Hotels VIVA guests' expectations.

Examples include:

- » **Amadip Esment:** Responsible for printing all restaurant menus.
- » **58 local product suppliers,** well above regulatory requirements.
- » Sourcing sustainable cellulose with partner **Lladopol.**



## 4. Corporate good practices

D. Expanding best practices, protocols and certifications



### Best practices

At Hotels VIVA, daily operations are guided by a commitment to continuous improvement, best practices and raising standards, aiming to deliver an enhanced experience for both guests and partners.

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**Technological Enhancements**

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**Certifications and Recognitions**

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**Awards**

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**Additional Initiatives**

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## 4. Corporate good practices

D. Expanding best practices, protocols and certifications

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*Investing in cutting-edge software supports talent acquisition and staff management, helping us achieve high levels of engagement and satisfaction.*

**Josep Damià Horrach**

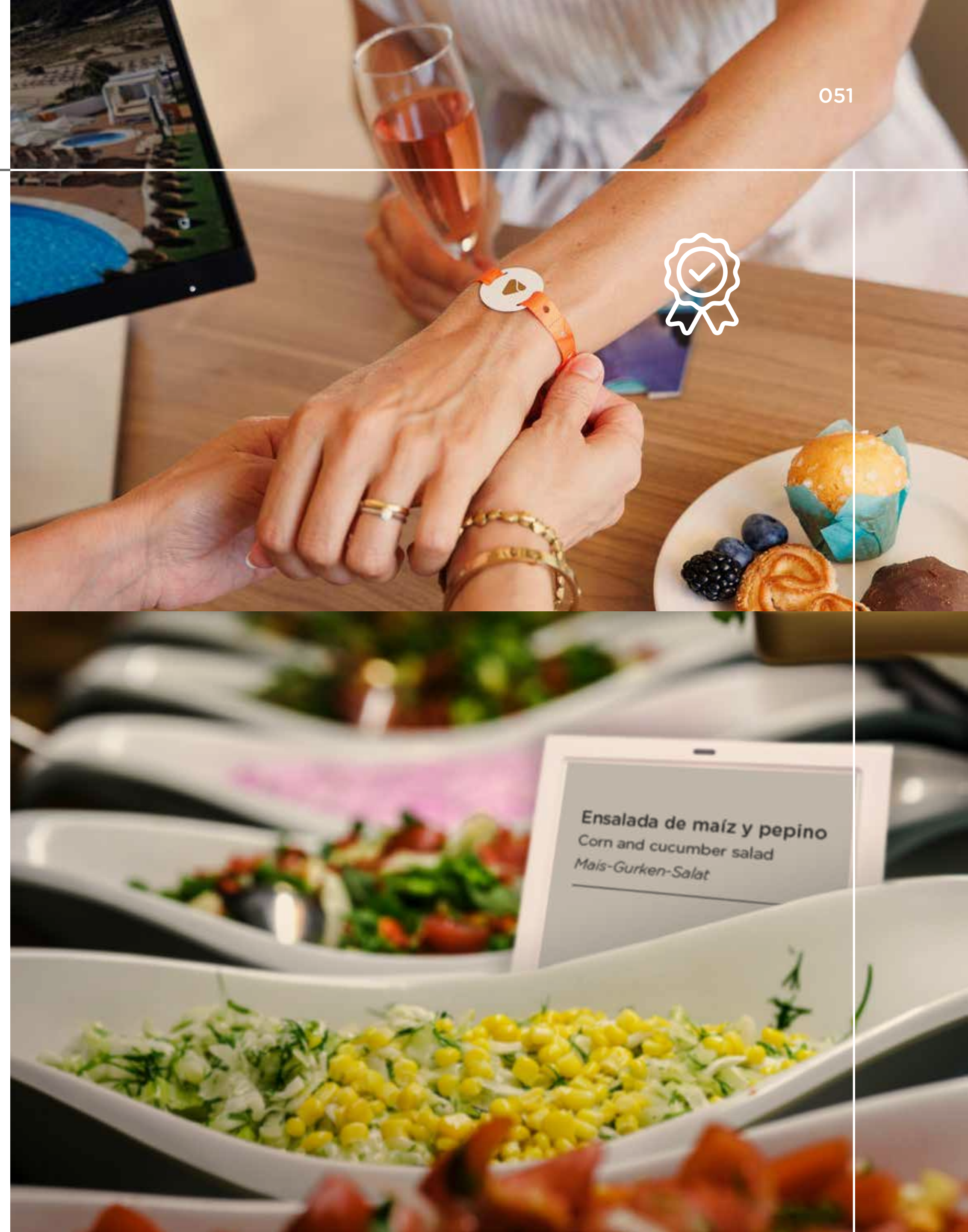
HEAD OF TALENT ACQUISITION AND DEVELOPMENT

## 4. Corporate good practices

D. Expanding best practices, protocols and certifications

### Technological Enhancements

- » **Electronic labels in buffets:** These time- and cost-saving labels provide a tech-driven solution for displaying dishes and allergen information, enhancing the guest experience.
- » **Electronic labels in supermarkets:** These labels boost supermarket efficiency by supporting inventory management and enabling dynamic pricing.
- » **Recruitment chat bot:** This platform streamlines candidate selection, enabling us to focus on what truly matters—people.
- » **Chip bracelets in hotels:** Hotel guests receive a durable, waterproof bracelet at check-in, allowing them to unlock their room and charge expenses directly to their account, eliminating the need to carry cash or cards around the resort.
- » **Incident management software in the maintenance department:** This tool digitises and optimises hotel operational processes.



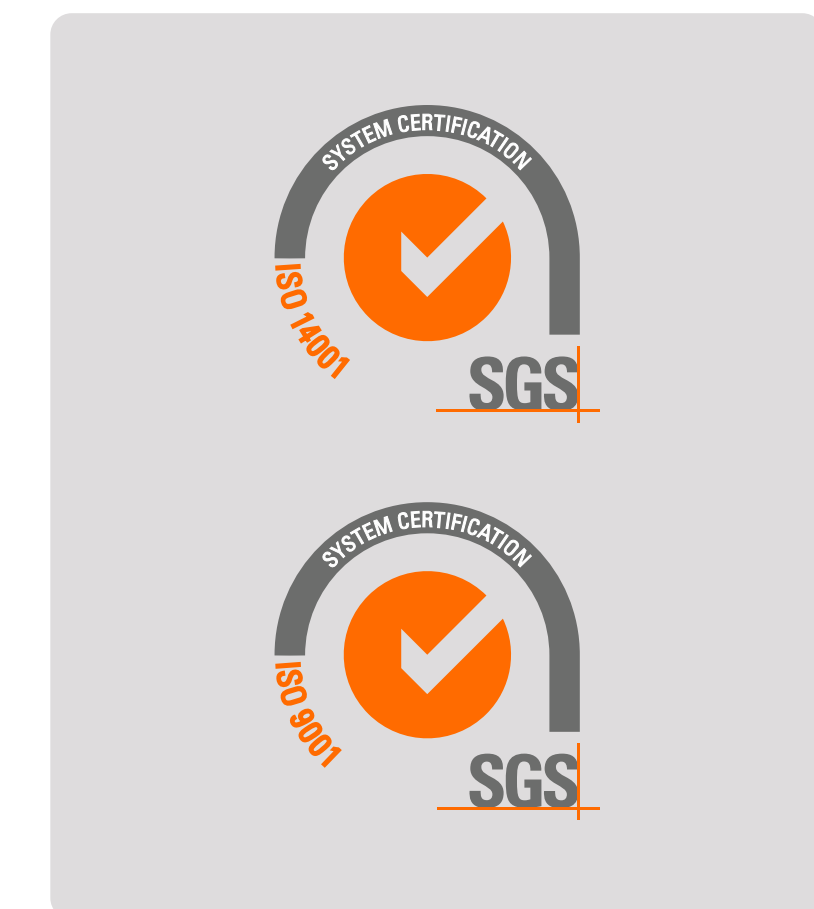
## 4. Corporate good practices

### D. Expanding best practices, protocols and certifications



## Certifications and Recognitions

- » **TUI Survey:** Ranks VIVA Blue highly for environmental responsibility.
- » Individual recognition by **Booking.com:** Acknowledges all seven properties.
- » **ISO 9001:2015 Quality Management Certification:** Confirms our company's processes, procedures and responsibilities.
- » **ISO 14001:2015 Environmental Management Certification:** Integrates environmental management within our company operations.
- » **EMAS Certification** (Eco-Management and Audit Scheme). A European tool for promoting sustainability and environmental management excellence.
- » **Accessible rooms:** Rooms adapted for guests with reduced mobility.



## 4. Corporate good practices

### D. Expanding best practices, protocols and certifications



### Awards

- » Coral Travel
- » Ving
- » Recommended on Holiday Check 23



### Other initiatives

- » **Whistleblower channel:** Allows employees and third parties to report actions and behaviours that breach ethics and integrity.
- » **Privacy and data protection:** A core commitment by the Legal Department to protect personal data of users, collaborators and suppliers.
- » **Workload assessment teams:** Established within the Housekeeping Department.
- » **Implementation of the PayFlow app:** Allows employees early access to a portion of their earned wages, deducted from their end-of-month salary.



## 4. Corporate good practices

D. Expanding best practices, protocols and certifications



## 4. Corporate good practices

### E. Public communication



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*Growing and thriving sustainably would be impossible without a strong, consistent online communications strategy. Our reputation is built daily, and our guests are undoubtedly our best ambassadors.*

**Antonia Martorell**

HEAD OF SOCIAL MEDIA AND SOCIAL REPUTATION

## 4. Corporate good practices

### E. Public communication



## Hotels VIVA continues to increase its presence on major social media platforms,

growing its follower base across all platforms while adding new networks to its routine management. Daily follower engagement offers a direct gauge of effective practices and areas for improvement. Social media serves as the best showcase to project an image aligned with corporate objectives.





## 4. Corporate good practices

### E. Public communication



### SOCIAL MEDIA FIGURES 2023

	Followers	Change
 Facebook	61,532	+0.1%
 Instagram	17,215	+1.6%
 X (Twitter)	3,208	+0.3%
 LinkedIn	7,422	+0.7%
 TikTok Created in July 2023	154	-
<b>Total followers</b>	<b>89,531</b>	<b>+0.6%</b>

# Commitments

Hotels VIVA remains committed to the 17 Sustainable Development Goals, striving daily to further environmental care and the well-being of individuals.



## OBJETIVOS DE DESARROLLO SOSTENIBLE





2023 has been a landmark year for Hotels VIVA for many reasons. Our guiding light remains, as always, our dedication to people and our environment.



HOTELS VIVA & RESORTS

ANNUAL REPORT

**CORPORATE SOCIAL RESPONSIBILITY 2023**