



SEASIDE COLLECTION



LOS JAMEOS PLAYA

Sustainability Report

INTRODUCTION

The inspiration for Seaside Hotels accommodation portfolio in the Canary Islands dates all the way back to 1970 when Theo Gerlach, the owner of the company first visited Gran Canaria and saw the potential to create exceptional holiday experiences that would celebrate the cultures and traditions of the islands. Accommodating guests where luxury is celebrated in an unobtrusive and casual way, a place where he himself would love to spend to time.

Determined that tourism can be a force for good and drive economic prosperity, Seaside Hotels is dedicated to providing the highest standards of accommodation, service and cuisine, in turn driving a high percentage of loyal guests to consistently return to the islands to enjoy their holidays.

Whilst Seaside Hotels history goes back almost 50 years, the company never fails to look forward. A continued programme of refurbishment of rooms and facilities ensure that hotels are maintained to optimal standards, investment in the latest technologies and equipment enables a continued reduction in environmental impacts, work/life balance is a priority for staff and local partnerships are driving increased community engagement and contribution to local economies.

In 2019 we were extremely excited to launch our new brand identity confirming our passion as hosts and the effortless luxury of our accommodation portfolio. Appealing to discerning individuals with high ethics, ecological ideas and social responsibility, our hotels offer space for reflection and relaxation, promoting the opportunity to slow down and find relief from every day stresses. Exceptional service is underpinned by an exacting attention to detail, positioning Seaside Hotels as the brand of choice with current guests and attracting a new generation of travellers to the Seaside Family for decades to come.

'It is our great desire that the ongoing initiatives in each individual hotel on the islands of Gran Canaria and Lanzarote encompass our founding principles and values, therefore remaining our legacy to future generations'

Theo Gerlach
Owner, Seaside Hotels.





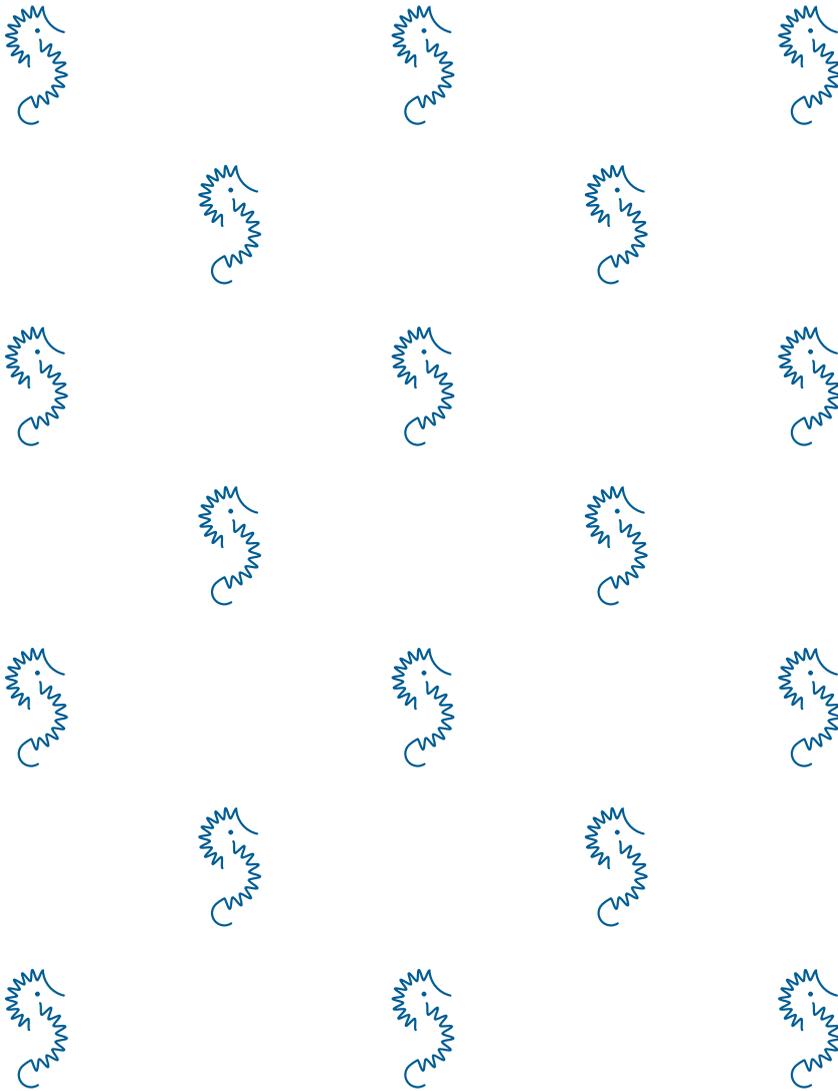
HOTEL BEDS GRAN CANARIA

Seaside Hotel Sandy Beach****	256 rooms
Seaside Hotel Palm Beach*****	328 rooms
Seaside Grand Hotel Residencia*****	94 rooms

HOTEL BEDS LANZAROTE

Seaside Los Jameos Playa****	530 rooms
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TOTAL NUMBER OF EMPLOYEES	900
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COMPANY REBRANDING

As of June 2019, Seaside Hotels began operating as Seaside Collection. The new “Seaside Collection” brand image and seahorse emblem act as a qualitative symbol to unite the individuality of the hotels within the collection.

There are no name changes to the group’s four-star hotels, the Seaside Sandy Beach on Gran Canaria and Seaside Los Jameos on Lanzarote, continue to integrate the brand name “Seaside”.

The five-star hotels Palm Beach***** and Grand Hotel Residencia***** GL on Gran Canaria, will continue to keep their own individual corporate identity.

SUSTAINABILITY HIGHLIGHTS

Every year we work hard to make continuous improvements across a range of environmental and social indicators. We collect, analyse and review hundreds of pieces of data from water and energy use through to customer satisfaction scores, and we hold regular meetings with our staff to discuss opportunities and challenges.

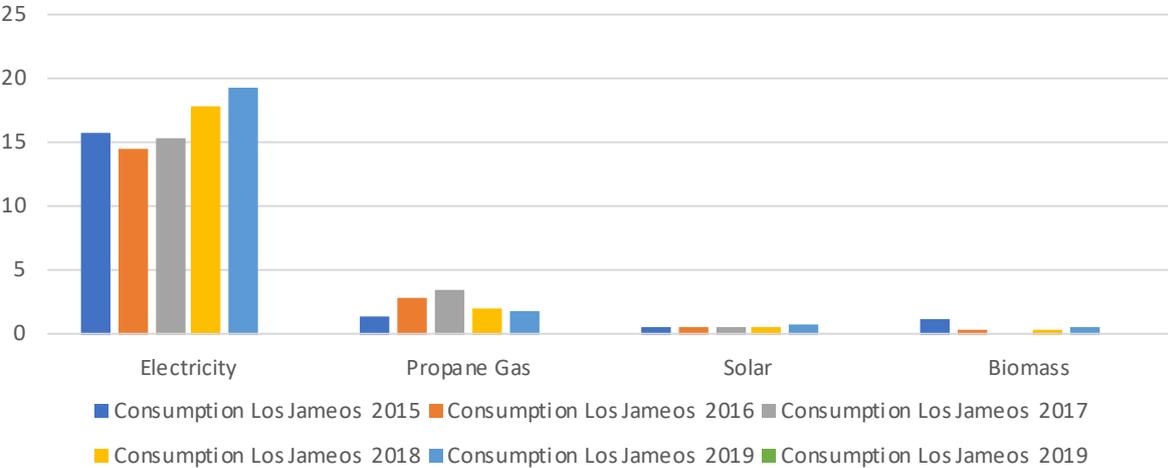
So much of this work takes place behind the scenes and often goes unnoticed by guests, however as a management team we consistently recognise the efforts and achievements of all our staff and the annual sustainability report is a great place to bring their work to life.

We'd like to share some of the highlights of our sustainability journey this year as well as reflecting on how far we've come since 2015.

OUR ENVIRONMENT

Hotels can use significant amounts of natural resources and in turn produce significant amounts of waste. It is our responsibility to help our guests to tread more lightly upon environment. We implement a range of technical initiatives, encourage staff to identify new opportunities and innovations, and we let our guests know how they can help.

Energy Consumption per Guest Night in k/w Hours



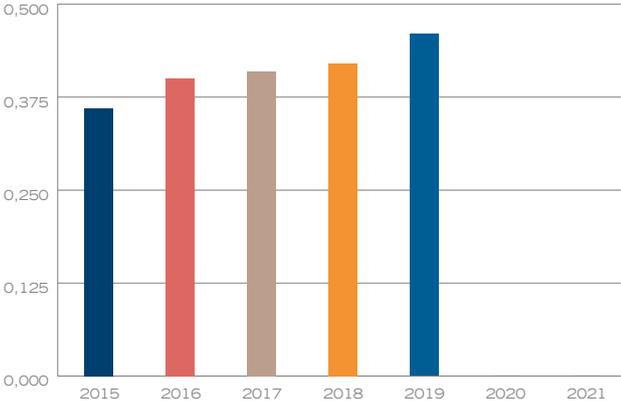
Total energy consumption at the hotel in 2019 has been reduced by -5.5% compared to 2018, but there is also a sharp decrease in occupancy of -13.6%, so the average consumption per guest is up compared to 2018. Both consumption and occupancy in 2019 are the lowest recorded in the last 10 years.

The largest decreases in energy consumption are in boilers and laundry, these being the services most directly affected by occupancy. However, the rest of the services mainly have a fixed consumption component that does not allow for a proportional reduction to the decrease in occupancy

Key Energy Saving Steps Include:

- Air conditioning is either switched off or reduced in winter months.
- All guest room are installed with sensors to ensure air conditioning is not functional when doors and windows are open.
- Back of house lighting is operated by motion sensors
- Decorative lighting is switched off overnight.
- Where practical, all lighting is provided by LED Lights to significantly reduce consumption.
- Heat generated from air conditioning units is recovered to heat water for our swimming pools.

Water Consumption per Guest Night in Cubic Metres



Key Water Saving Steps Include:

- 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.
- Swimming pool filters are monitored throughout the backwash process rather than being set to a specific time, this usually results in a backwash time of less than two minutes per filter, significantly reducing water consumption.
- Gardens are watered late at night or first thing in the morning and use drip feed irrigation systems to minimise waste through evaporation.
- Throughout the hotel, indigenous plants are preferred as they are well adapted to the climate and require minimal watering.
- Laundry is done in site, our machines are specifically programmed to use optimal amounts of water, energy and detergents to minimise waste.

Key Waste Reduction Steps include:

- Requirements for the buffet are ordered weekly, strictly in line with guest numbers to avoid unnecessary food waste.
- Some food waste and garden waste are taken to our own composting facility near to the hotel in order to make effective use of this important resource.
- A single-use plastic audit that will help us to identify key areas for reduction.

Key Chemical Reduction Steps Include:

- Laundry machines being specifically programmed to avoid unnecessary overuse of detergents.
- Trialling alternative to acidic cleaners by using natural bacteria cultivated on site that thrive on digesting fat, oil and organic waste from water pipes, significantly reducing toxic chemical use.
- BIOMASS – A new installation of Biomass (pellets) has substituted the propane gas system to heat water for sanitation (together with solar energy) throughout the hotel thus accomplishing a significant reduction in gas consumption; which is now only used in the kitchen and one dryer.



PROTECTING LOCAL ENVIRONMENTS

The entire island of Lanzarote was declared to be a biosphere reserve in October 1993, including all of its towns and villages. The objective of a Biosphere Reserve can be summarised as 'preserving and generating natural and cultural values through management that is scientifically appropriate, respectful of society, creative at a cultural level, and operationally sustainable'.

The Biosphere Reserve status of Lanzarote owes a lot to one man; local and environmental hero César Manrique. Manrique's vision and quest to champion and encourage the relationship between nature and humans, helped to prevent his island from being ravaged by the demands of mass tourism. His legacy is visible in architecture all across the island and we strongly encourage our guests to visit the spectacular house which is now the Cesar Manrique Foundation headquarters.

We actively promote the concept of slow exploring to our guests, there are a good range of cycling and trekking routes that incorporate unique volcanic landscapes and natural pools. We firmly believe that the island inspires deeper relationships with nature which in turn encourages its preservation.

Our guest information sheets provide advice on being a responsible tourist both within and outside of the hotel with a view to preserving natural resources.



OUR COMMUNITY

THE SEASIDE FAMILY

The Los Jameos Playa Hotel is home to 205 members of the Seaside Family. Providing a safe, healthy, friendly and rewarding environment for all of our staff is a top priority.

Our Human Resources Department plays a key role in ensuring that we continue to meet increasingly discerning legislation around well-being and human rights in the workplace. Naturally, contracts, working hours, pay structures, disciplinary and grievance procedures are all in line with national legislation and all employees are free to join the local Trade Union which offers assistance with disciplinary action and grievances should it be required. Our Senior Management team maintains an open-door policy and is accessible to resolve employment issues.

A high percentage of Seaside employees are recruited from the island, not only is this important in terms of local employment, but our guests benefit too - our staff are a great source of local knowledge for guests interested in learning more about Canarian culture and the islands.

We think of our staff as family and this is reflected in our low turnover rates. We maintain steady levels of employment to ensure optimal working conditions for our staff and outstanding, prompt and courteous service for our guests.

In 2017 Seaside Hotels Senior Management developed and signed a collective agreement to ensure their commitment to equal opportunities which includes amongst other considerations, gender equality and age. Across the Seaside Hotels and Head Office in the Canary Islands, women represent 48% of the total workforce. At 'Heads of Department' level the ratio is slightly different with 34% of the management team being women. Over half of our workforce is represented by staff over the age of 45.

Our longest serving staff were here even before the hotel opened, cleaning, putting furniture into place before taking on their roles, with some of them climbing the career ladder to lead their departments.



Image: José Manuel De León Brito: Technical Department since October 1997

“I have been with the hotel for almost 24 years as I consider it a secure job that gives me stability. I have become accustomed to working in the hotel industry and feel comfortable at the hotel with my knowledge of the facilities, the procedures: I feel at home. It has never entered my head to change hotels, the working climate is very pleasant and I feel I am part of a great team.”

José Manuel de León Brito.

The Seaside Jobs Website was developed to provide equal opportunities for men and women in the workplace and enables employees to apply for a specific position corresponding to their skill set and experience. Our extremely low level of turnover limits the number of promotion opportunities available however, in preparation for the opening of our newest hotel in Pasito Blanco, Gran Canaria we will internally promote a number of staff to supervisory and management posts in 2020.

Seaside Hotels are keen to be considered an employer of choice. Going beyond legislation in terms of well-being for staff is key to our success.

We understand that life does not always go according to plan and we offer our employees flexible working hours whenever possible to enable compatibility with other personal responsibilities. We have contracted special rates on private medical insurance, enjoyed by around 70 of our employees and we take steps to ensure that the emotional well-being of staff is monitored in addition to providing comfortable and suitable work areas.

We truly want our employees to succeed and often provide financial support for them to undertake relevant courses to enable their advancement in specific areas of their choice. In 2017 we introduced a Competency Assessment, enabling heads of departments to build on strengths and support staff in areas of weakness. This assessment helps us to identify if specific training would benefit employees such as language courses or correct lifting. In some cases where the focus has been on safety and well-being in the workplace this has reduced accidents and illness at work by 61% and reduced work days lost to accidents or illness by 48% taking us way under the average in the sector.

Internally, we have delivered 47 training courses during 2019, attended by 283 employees across the four hotels. Topics range from well-being, food handling and accident prevention to cyber security and social media, both of which are of increasing importance to our business.

In addition to course opportunities, we recognise that many of Seaside employees in the Canary Islands have been with us since leaving school and in some cases do not hold academic qualifications which in turn, could prevent their opportunities for promotion. To counter this, we offer our employees the chance to undertake the Certificado de Profesionalidad – a system created by local authorities for hospitality staff to demonstrate their professional skills, undertake ‘work activities’ in the business that currently employs them and obtain references qualifying them for the Professional Certificate that is accepted should they wish to apply for new roles or for promotion.

SUPPORTING LOCAL ECONOMIES

Seaside Hotels are committed to being part of a vibrant Canarian economy. Buying local is an absolute priority and on average 90% of fresh produce used throughout all of our hotels is sourced directly from the Canary Islands. The most common locally sourced products are fruits and vegetables, thanks to our temperate climate.

We are very proud to serve local wines and make efforts to recommend these on our wine list. The Canary Islands are also home to superb quality artisan products such as cheese, honey, jams, marmalades and other preserves, all of which are served at our hotel buffets and restaurants.

“At Seaside Hotels we give priority to purchasing local products wherever possible. We always look for traditionally made products that help us to contribute to the local economy, therefore supporting local artisans and acquiring excellent quality products that our guests love. What better way is there to reflect the marvellous and unique products of our islands.”

Eugenio Rivero
Director of Purchasing

We are very proud to be involved in a project here in Lanzarote which focusses on supporting the organic and traditional wine growing in order to preserve the natural resources and cultural heritage of La Geria. Simultaneously the local wine producers are being linked to the hotel industry so that new distribution channels are created and guests can taste the unique character of La Geria.

“We are very glad that Seaside Hotel Los Jameos Playa has joined our project. The wine tasting events they organize for their guests are fantastic and helps us to achieve our common goal: supporting the organic and traditional wine growing in La Geria in order to preserve the natural resources and cultural heritage!”

Tatjana Peters
Futouris





Seaside Los Jameos Playa has supported the project from the very beginning. Our managers and staff are all familiar with the vision of the project and the connection between sustainability and organic wine making. In order to be involved in the project, the Los Jameos Playa is committed to including the ecological project wines in our wine list and to offering wine tastings on a regular basis.

“I personally am a strong supporter of Lanzarote’s cultural heritage and feels it is important that local knowledge is passed on to my clients during their stay. The incorporation of people with disabilities into the project’s workforce is a cause that is very close to my heart.”

Beate Sekula
General Manager Los Jameos

Seaside Hotels is passionate about the success of the Canary Islands as a sustainable destination. It is important to our business and vital for the prolonged economic prosperity of the islands that the tourism industry continues to adapt to new, discerning guests looking for a more immersive experience.

We offer ongoing collaboration with the Tourist Boards of Gran Canaria and Lanzarote supporting external promotions that target a wider customer demographic, providing accommodation, dinners and hotel visits for press trips and by building upon new and existing collaborations with Tour Operators.

The Seaside Hotel group has a large commercial department dedicated to the promotion of its hotels and the destinations via our great relationships with Tour Operators and our attendance at International Events. In destinations, we encourage our guests to explore the islands, taste local foods and enjoy local festivals, all of which are communicated through our information books, guest sheets and by our reception and animation teams who are fountains of local knowledge. The local business community and economies of Gran Canaria and Lanzarote benefit from the impacts that these actions generate.

TOURISM OF TOMORROW

The future of sustainable tourism depends as much on our actions today as the actions of future generations. We want to inspire young people to see the tourism industry as a great career choice that widens horizons, embraces diversity, celebrates destination cultures and protects environments, so that everything we have enjoyed throughout Seaside's history can continue to be enjoyed by others.

The head chef at the Seaside Los Jameos, Vicente Rodríguez, supports the continual development of kitchen staff enabling them to develop new skills and advance in their careers. He collaborates with the training centre Esacan's Pastry Chef course; with the Department of Tourism vocational training courses at Zonzamas, who offer professional certification for kitchen staff. Students are welcomed at Seaside Los Jameos to complete their internship studies.

In addition, Vicente actively participates whenever the opportunity arises to promote the gastronomy from the island of Lanzarote: Lanzarote Cocina is a yearly event that gives Lanzarote Locals the possibility to sample dishes prepared by chefs of the island incorporating local produce. Saborea Lanzarote is a digital platform and yearly event to raise perception and support and promote local producers to assure the preservation of the gastronomy of Lanzarote.



“We give great importance to the consumption of local produce, we buy crops directly from farmers whenever possible, we give priority to purchasing from local supplier’s products that are elaborated and produced on the island such as jams; our eggs come from local poultry and we work together with a bakery who supply us with the breads of our choice according to our clients’ preferences.”

Vicente Félix Rodríguez
Jefe de Cocina



COMMUNITY OUTREACH

In any global community there will always be members of society who are less fortunate than others and this is no different in the Canary Islands. We are very proud to support extremely hardworking organisations that strive to create greater opportunities for others. Since 2013 we have worked with the Randstad Foundation whose objective 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 those over 45.

Financial donations from Seaside Hotels to the Randstad Foundation have reached a total of €86,458.43 since we began our support for the organisation.

In line with Seaside Hotels employment opportunities, work experience days are organized at the Seaside Palm Beach. Coordinated by the Randstad Foundation, young trainees of the “Asociación Down Las Palmas” are welcomed by the hotel and given an introductory training into the theory and practice of the different departments from the hotel: Housekeeping, Maintenance, Restaurant, Bar and Kitchen.

We are very excited that Seaside’s newest hotel in Pasito Blanco will feature a range of support services on site, including a large laundry. The laundry will be designed to accommodate a range of disabilities in order that we can provide employment opportunities for a wider society. Our new offices will also be suitable for people with disabilities and will include a number of training rooms that we will be very happy to offer to our friends at the Randstad Foundation.

Aside from the group approach to community outreach, each individual hotel is committed to supporting the local charity of its choice and participating in charities in underdeveloped countries. The Seaside Los Jameos collaborates with three local charities SARA Animal Protection Lanzarote, A.F.A. Lanzarote and Adislan.

Members of staff from Seaside Los Jameos regularly spend time helping at the animal rescue centre SARA Animal Protection Lanzarote. The hotel host events and raffles to raise money for this charity throughout the year, and there is a collection box located at reception.

A.F.A. Lanzarote – Association for families living with Alzheimers and ADISLAN – Association dedicated to the support of people with intellectual disabilities. Both charities of choice for donations and fundraising events throughout the year.

Guests are informed about our charitable work in our information books in the reception area and they are of course welcome to support us. Guests wishing to make a donation are encouraged to contact a member of the hotel management team.

OUR GUESTS

The guest experience is of utmost importance to our business and we have well-established quality assurance procedures that to ensure that we continue to go above and beyond guest expectations before, during and after their stay. We encourage our guests to let us know immediately if something falls short of their expectations, giving us the opportunity to rectify any issues promptly so that they can continue to enjoy their holiday.

Client Questionnaires inviting guests to provide feedback are distributed during their stay and reviewed by our Commercial Team. Where applicable, areas for improvement are discussed with heads of departments and changes to practices are implemented if necessary. An example of this is the increasing concern our customers demonstrate around the use of single use plastic bottles in guest rooms. In response to this, we are currently researching the best available options to minimise waste whilst still providing excellent quality drinking water for our guests.

Internal procedures are reviewed regularly, and our quality objectives are communicated to all our employees through team meetings and additional training if required. All staff members are in possession of “the guidelines of good practice” documentation corresponding to their department.

We also respond to guest feedback and communications through digital channels and via social media. The Social Media department manages the hotels’ on-line reputation, responding to all client comments on platforms such as Tripadvisor, Holidaycheck, Booking.com and Zoover.

Our average score at the Hotel Los Jameos Playa across these three platforms since 2015 continues to be high:

Holiday check	5.5 out of 6.0
Trip Advisor	4.5 out of 5.0
Booking.com	9.0 out of 10



“It is extremely satisfying to see that our clients are also aware of the importance of caring for the environment and are taking more of an interest in what the hotels are doing. They question the use of plastic bottles, amenities in small sizes and plastic straws, all of which supports our efforts to accelerate our already well-established sustainability programme.”

Lisa Tuckman
Commercial Department

AN EXCEPTIONAL STAY

Seaside Hotels philosophy is to consistently reinvest in the portfolio to keep standards high and to meet guest expectations. The Los Jameos Playa is committed exceptional service, standards and attention to detail are at the very core of our product. In 2019, we made major improvements to our wifi services, investing in fibre optic broadband and additional antenna to ensure that our guests can stay connected during their stay. Whether a guest joins us for the first time or is a valued returning customer, our staff are dedicated to providing the highest quality experience every time.



SOCIAL MEDIA STRATEGY

Seaside Hotels have been active on social media channels since 2012. The range of channels enables us to maintain a more personalised yet informal service with our guests whilst at the same time strengthening our brand and our values.

We maintain professional relationships on social media via our LinkedIn Page, this is a useful means to keep our tour operators partners and suppliers informed of business developments and important for the dissemination of our sustainability messages. It also enables us to keep up to date with the latest global trends in the travel industry.

Our customer facing social media content is designed to inspire current and potential new guests to take their holidays at one of our hotels in the Canary Islands. In addition to featuring our hotel services, we can bring the destinations to life with stories and images that convey the beauty of the landscapes, traditions, gastronomy and climate, motivating people to travel for reasons that are important to them.

Keeping up to date with social media trends to attract new guests is important to the long-term success of our business. The Seaside Collection on Pinterest has proven a great place for us to provide inspiration for dream holidays. Since its inception in 2015, we've built up our unique monthly visitors to over 4,700 and intend to continue building on this success in the years to come.

Seaside Los Jameos Playa



Seaside Collection



CERTIFICATION AND AWARDS

All four of our Canary Island Hotels regularly go through environmental and quality certification processes.

ISO 9001 is an internationally recognized certification which recognizes the “Quality Management System” of hotels and businesses.

Travelife for Hotels is a sustainability certification recognised by the Global Sustainable Tourism Council (GSTC). Criteria include resource and waste management, social impacts, local sourcing, child protection, health and safety, wellbeing of staff and our compliance is audited every two years. The Los Jameos Playa has been a Travelife GOLD awarded property since 2012.

Undertaking the certification process is extremely rewarding and useful. Not only do these certifications provide written assurance by an independent third party of the conformity of our hotels to these standards, the process itself is an opportunity for continued learning and development and the awards are a visual representation for our guests.

In addition to certification, we are the proud recipients of many Tour Operator awards including:

- The TUI Umwelt Champion – The TUI Group’s own sustainability awards.
- The TUI Holly – Awarded to businesses with consistently exceptional service scores.
- TripAdvisor Certificate of Excellence – awarded to businesses that consistently receive great reviews.

Achieving these levels of recognition is a testament to the dedication of our staff and management teams who work hard every day to provide the best possible experiences and to consistently improve the impacts upon local environments and communities where we are based. We proudly display our awards publicly in reception areas and provide more detailed information about them in our guest information books.



LOOKING AHEAD

As referenced at the beginning of the sustainability report, Seaside Hotels is a forward-thinking company. We are committed to building on a solid foundation of quality and sustainability and set ourselves stretching targets for the years ahead.

At the Los Jameos Playa, our objectives for 2020 are to:

- To significantly reduce single-use plastic across all areas of the operation.
- To change contents of amenity kits for bamboo or other alternatives such as aloe vera products from Lanzarote.
- To destine all food waste for biogas generation to create residual CO2 to maintain swimming pool pH without chemicals.
- To grow our following on social media channels.

INTELLIGENT AND ECO-FRIENDLY OFFICE IN THE CANARY ISLANDS

One of the most exciting projects at the moment is the design and build of the new Seaside Head Offices in Gran Canaria. We will see an intelligent building that is designed with sustainability and accessibility in mind. It is anticipated to open during 2020.

SEASIDE HOTELS IN THE MALDIVES

Having spent a number of years at the Seaside Group, Carolina Del Toro is now the regional sales and marketing manager for Finolhu in the Maldives, the recent incorporation into the Seaside Hotels portfolio.

On a recent visit, she was particularly impressed to find that the hotel works with a local organisation Parley at Male to support the collection of plastic items which are in turn upcycled into Adidas sport shoes.

For information on our Modern Slavery, Corruption and Bribery, Child Protection and Health and Safety policies, please see our Seaside Collection Sustainability Policy available on each hotel's website.

