

# SUSTAINABILITY REPORT 2024

GREEN AND SMART

# Introduction

*Coral Hotels' 2024 Sustainability Report represents an important milestone in our ongoing commitment to corporate responsibility and environmental stewardship. In a world increasingly aware of the importance of sustainability, we have dedicated significant resources to evaluating and improving our performance in key areas that impact both our company and the community in which we operate.*

In this report, we will share the achievements, challenges, and goals we have reached throughout 2024 in our pursuit of promoting more sustainable business practices. Through this document, we invite our stakeholders — from guests to employees, suppliers, and more — to learn about and assess our progress in terms of sustainability.

Throughout 2024, we have worked on multiple fronts to reduce our environmental impact, promote the well-being of our community, and enhance the experience of our guests. From initiatives to reduce energy and water consumption in our facilities, to training programs for our staff on sustainable practices, we have remained committed to doing our part for a more sustainable future.

This report also provides information on our long-term sustainability strategies and how we plan to address emerging challenges in this field. We recognize that sustainability is an ongoing journey, and we are committed to staying at the forefront of best practices in the hospitality industry.

Coral Hotels is not only about providing memorable experiences to our guests, but also about doing so in a responsible and sustainable way.

This year, we introduced our “Green & Smart” program, which reflects Coral Hotels' commitment to the environment, to responsible tourism, and to innovation.



# Welcome to Coral Hotels

Coral Hotels is a family-owned hotel chain with 35 years of experience in the Canary Islands' tourism sector. Its founder, **Mr. José Barreiro Vilacoba**, who possesses extensive experience in the tourism industry both nationally and internationally, and a strong entrepreneurial spirit, began in 1986 with the operation of a single establishment.

This hotel project has grown progressively and now includes 11 tourist complexes: 10 on the island of Tenerife and 1 on the island of Fuerteventura. Over these 35 years of history, the chain has experienced continuous growth, the result of numerous initiatives aimed at improving competitiveness, which have enabled CORAL HOTELS to position itself at the forefront of the Canary Islands hospitality industry.



## 35 years with a long-standing presence in the tourism

"I'm the conductor of the orchestra, but the ones who truly play the instruments well are all those around me."

In 2023, it was honored with the prestigious Mencey Futurista Award for the hotel career of a family-run business, recognizing its 35-year trajectory.



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# 1. Mision, vision and value



1.

Fully aware of the impact generated by our daily operations, we are committed to actively contributing to Sustainable Development across all our activities, while always ensuring customer satisfaction and the profitability of our business units.



2.

We continuously strive to position ourselves at the forefront of the Canary Islands hospitality sector, always guided by strict criteria of profitability, environmental protection, and social commitment to the communities where we operate.

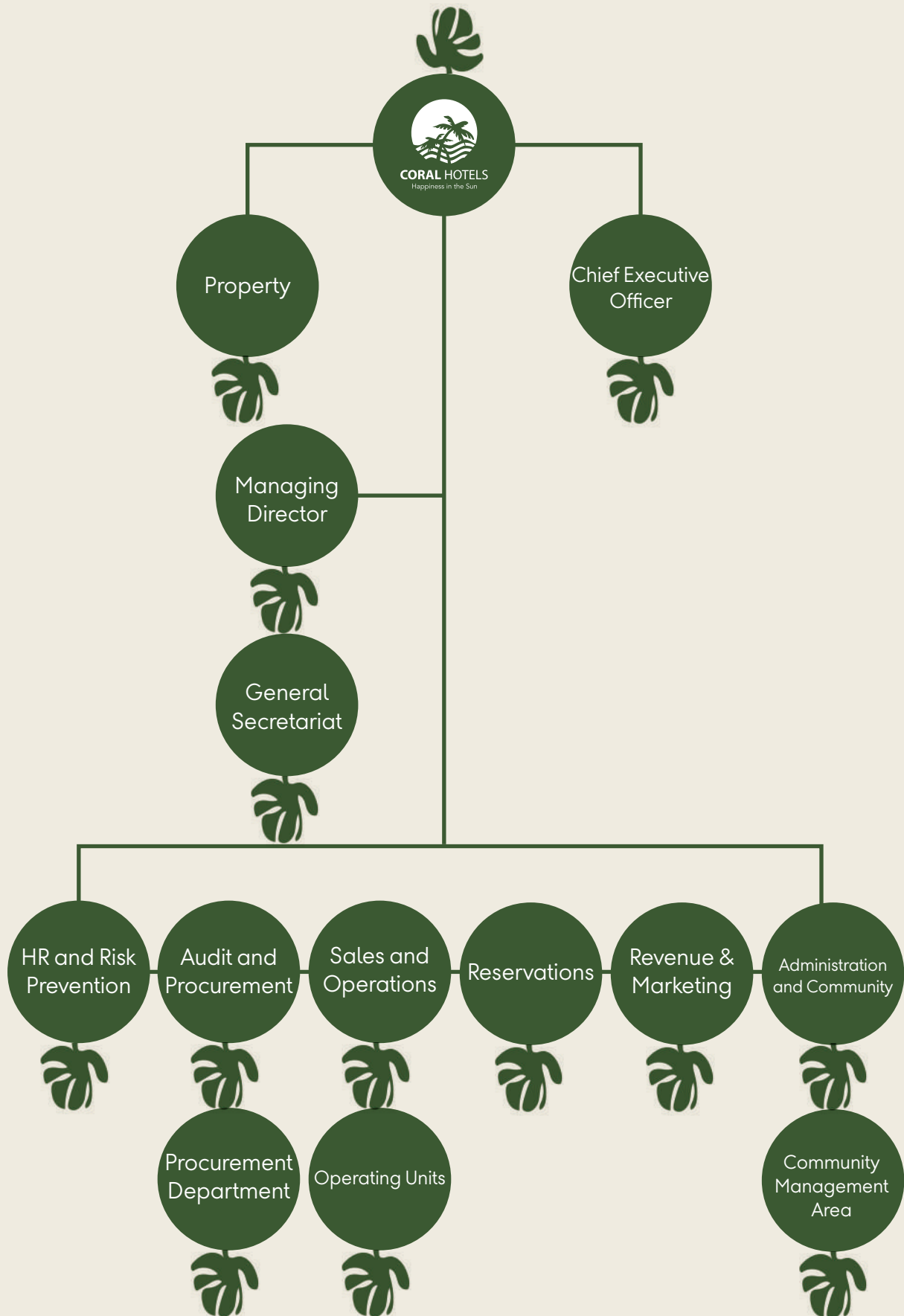
3.

Among the values that guide us daily in our activities, we highlight a people-oriented approach (towards our employees, customers, and suppliers) and environmental responsibility (caring for and respecting the environment by minimizing negative impacts on the surroundings).





## 2. Structure of the organization



### 3. Committee for the Coordination of the Sustainability

Our hotel chain has a dedicated team for coordinating the sustainability area, whose mission is to ensure proper alignment among the various departments of the Group. This coordination guarantees that all resources and efforts are directed toward achieving our objectives and supporting effective decision-making.

Rosi Morales  
General Secretariat

Sandra García  
Revenue & Marketing Direction

Manuel Rodríguez  
Commercial and Operations Management

### 4. Key Milestones of the Coral Hotels Chain in 2024

#### January

- FITUR 2024: Coral Hotels’ participation in the Madrid Tourism Fair.
- Holiday World Show 2024: Coral Hotels’ participation in the Dublin Tourism Fair.

#### February

- We attended the Madrid Fusión Gastronomy Fair with the presentation of “Paladea Fuerteventura.”

#### March

- We celebrated 11 years of collaboration with the Red Cross.
- We spoke on Antena 3 about the labor shortage issues in the tourism sector.
- We announced a new job portal on our website.
- Collaboration with the Oliva Carnival, representing the youth children’s troupe “Sabor a Corumba.”

#### April

- We became official sponsors of the Serfay Canarias Futevolei Tenerife Sports Club.
- We support the Canary Islands Love Tourism initiative.
- We attended the Travel Trade Roadshow Baltic.
- Collaboration with the Bodega Cumbres de Abona cooperative.



#### May

- We completed the CAPonLITTER project at Coral Cotillo Beach.
- We welcomed our mascot Cori to our Coral Families hotels.
- We attended the 30th anniversary celebration of Canaria Travel CZ in Prague.
- We celebrated a decade of innovation with Roiback.







## June

- Coral Villas La Quinta appeared in a special episode of the program "Una Hora Menos."
- We sponsored the women's football league in the WEURO 2025 on Atlántico Radio, where we also gave an exclusive interview.
- We welcomed Agua Nea to our facilities.
- Collaboration with the AMATE Association.
- Collaboration in a beach cleanup in Arona.



## July

- Coral Dreams Time to Smile was once again awarded the TUI Global Hotel Award Quality Hotel 2024.
- We participated in the Neckermann Winter Schooling Workshop.



## September

- We attended the charity dinner for the 30th anniversary of Loro Parque Fundación at Hotel Botánico in Puerto de la Cruz.
- We presented the 24/25 season with the CN Martiánez Swimming Club.

## October

- We celebrated 10 years of TIME TO SMILE together with our partner TUI at Coral Dreams Time to Smile.
- We participated in the AnexTour Workshop in Düsseldorf, Germany, where we introduced the latest updates of our properties to 86 international travel agents.
- Coral Hotels was an official sponsor of Segalim 2024.



## November

- We expressed our support and solidarity with the families and victims of the floods caused by the Dana storm in Valencia.
- We implemented a buffet waste management system in our hotels to regulate our food waste.
- We participated once again in the "El Primer Viaje" initiative.
- Participation in the charity festival organized by FAST.

## December

- 7th Recognition of Hotel Sector Workers by Ashotel.
- We participated in the 6th Bocha Silva Tournament.
- We celebrated Christmas with a Green and Smart Party.



## 5. Our brands

*Our establishments are designed to offer maximum comfort and rest to the most demanding guests.*

The Coral Hotels chain consists of 11 establishments located in various parts of the beautiful island of Tenerife, and starting this year, also in Fuerteventura, following the acquisition of a new complex, Coral Cotillo Beach. Situated in different locations across Tenerife, our hotels offer all kinds of amenities to enjoy the destination and every minute of your vacation without having to worry about a thing. We offer four tourism experiences tailored to each hotel concept: Coral Families, Nature & Adventure, Adults Only, and Exclusive Experience.



### Nature

Coral Cotillo Beach  
Coral Teide Mar  
Coral Los Silos



### Adults Only

Coral Suites and Spa  
Coral California  
Coral Ocean View



### Families

Coral Compostela Beach  
Coral Compostela Beach Golf  
Coral Los Alisios  
Coral Dreams



### Exclusive Experience

Coral Villas la Quinta



Our establishments are divided according to the experience that best suits the needs of our guests:

#### NATURE

For an active and unique vacation in contact with nature and under the vibrant sun of the islands of Tenerife and Fuerteventura, we offer our Nature & Adventure experience. At our Nature & Adventure establishments, you can enjoy a variety of sports activities such as hiking, trail running, cycling, golf, or take part in water sports like windsurfing, kitesurfing, kayaking, and diving.

##### Coral Cotillo Beach

Located just thirty-five minutes from Fuerteventura Airport, the unique surroundings of El Coto are felt as soon as you cross the doors of Coral Coto Beach. Only 200 meters from the hotel lies one of the most beautiful and unexplored coastal areas in Europe. This unique landscape has been granted the status of a UNESCO World Biosphere Reserve. The charm of a small, traditional fishing village combined with the relaxed and tropical lifestyle of the area offers guests a unique opportunity: to feel time stand still and give way to absolute relaxation.

**Rooms** 152      **Beds** 299  
**Occupation** 2022 81,01%   2023 80,66%   2024 84,53%

##### Coral Teide Mar

A comfortable studio complex in Puerto de la Cruz, where you will find thousands of options to explore the spectacular island of Tenerife. Located in Puerto de la Cruz, just a few meters from a wide range of dining and entertainment options, Coral Teide Mar features its own fully equipped Cycling Center, where you can store, wash, or even repair your bicycle. It's the perfect starting point for your routes around northern Tenerife.

**Rooms** 166      **Beds** 332  
**Occupation** 2019 82,00%   2022 88,18%   2023 89,58%   2024 92,15%

##### Coral los Silos

For hikers and nature lovers, Los Silos is the perfect starting point to visit the area's Natural Parks. Its coast is also famous for its stunning natural pools. Ideal for relaxation and active vacations in groups, with children, or as a couple, our apartments in Villa de Los Silos offer the perfect combination of services, location, tranquility, and price.

**Rooms** 14      **Beds** 56  
**Occupation** 2019 33,05%   2022 39,02%   2023 48,07%   2024 58,84%

#### ADULTS ONLY

Located in privileged spots, very close to the sea and the most popular leisure areas in the South of Tenerife, our Adults-Only (+16 years) hotels stand out for providing a warm and personalized service where you are the main focus.

##### Coral Suites and Spa

Located in the heart of Playa de las Américas, with exclusive spaces specially designed for a getaway with your partner or friends in the South of Tenerife. Price, comfort, and the best services come together in this hotel near Troya and Las Vistas beaches.

**Rooms** 191      **Beds** 382  
**Occupation** 2019 81,65%   2022 93,31%   2023 97,11%   2024 94,96%

##### Coral California

A complex of studios and apartments in the south of Tenerife with excellent services. Located next to the island's most important beaches, between Las Américas, Costa Adeje, and Los Cristianos,

the studios and apartments at Coral California stand out for their careful design and modern facilities.

**Rooms** 96      **Beds** 200  
**Occupation** 2019 95,66%   2022 93,89%   2023 85,42%   2024 93,24%

##### Coral Ocean View

A unique Adults-Only (+16) concept hotel in its category, thanks to its avant-garde design and panoramic views. Coral Ocean View includes facilities such as a spacious gym, yoga deck, treatment center, and a solarium on the top floor with a jacuzzi.

**Rooms** 143      **Beds** 299  
**Occupación** 2019 98,36%   2022 92,34%   2023 95,81%   2024 96,89%

#### FAMILIES

Because we know that family vacations last in the memory and are the sweetest memories, in our cozy family hotels under the "Coral Families" brand, we offer unforgettable family experiences through facilities and services specially designed for the whole family.

##### Coral Compostela Beach

Located right on the beachfront of Playa Las Vistas, Coral Compostela Beach offers newly renovated apartments with a modern design and direct beach access. A complex tailor-made for family vacations. Just 50 meters from Playa de las Vistas, it includes activities and entertainment specifically for the little ones, along with the mascots Lollo & Bernie.

**Rooms** 242      **Beds** 836  
**Occupation** 2019 94,80%   2022 94,86%   2023 95,73%   2024 94,95%

##### Coral Compostela Beach Golf

Located next to Golf Las Américas and opposite a large shopping center, this two-story complex is ideal for families. It offers seven solariums, a play area, and spacious apartments.

**Rooms** 156      **Beds** 326  
**Occupation** 2019 92,76%   2022 92,00%   2023 87,21%   2024 92,31%

##### Coral Los Alisios

With easy access to the center of Los Cristianos and the beach, the complex features a modern and exclusive Splash Park with a variety of state-of-the-art water elements. Comfortable and stylishly renovated with a minimalist, modern design yet very cozy, and offering excellent value for money, Coral Los Alisios provides hotel-like services combined with the freedom of suite apartments, as it includes a fully equipped kitchen.

**Rooms** 117      **Beds** 266  
**Occupation** 2019 92,62%   2022 91,33%   2023 91,47%   2024 90,38%

##### Coral Dreams

Coral Dreams Time to Smile offers the most relaxing and welcoming atmosphere. The complex consists of bungalows and apartments, surrounded by beautiful private gardens. With a perfect location very close to Playa de Troya and the incredible Siam Park, guests can enjoy a wide range of leisure and dining options.

**Rooms** 49      **Beds** 98  
**Occupation** 2019 82,72%   2022 90,30%   2023 92,48%   2024 91,91%

#### EXCLUSIVE EXPERIENCE

Our Exclusive Experience has been created to meet the expectations of those who want an intimate and exclusive vacation by offering them a sophisticated space for rest and comfort.



**Coral Villas la Quinta**

At Coral Villas La Quinta, you can relax and enjoy the sun in a private villa featuring modern, minimalist design, a private pool, spacious terraces, and exclusive-use gardens. Located in the privileged residential area of La Quinta, perched atop a cliff, they offer a unique landscape setting with spectacular views over the Atlantic Ocean, La Orotava Valley, and Mount Teide.

Villas 4

Beds 24

Ocupation 2019 32,18% 2022 41,93% 2023 44,49% 2024 59,79%

## 6. Our Commitments

### SUSTAINABILITY COMMITMENT

#### ETHICS AND INTEGRITY

##### Culture of Compliance

*Coral Hotels complies with all current legislation regarding sustainability, which is essential to promote responsible business practices and to address the environmental and social challenges faced by society.*

- 1. Environmental Regulations:** Comply with environmental laws and regulations to minimize the environmental impact of our activities. This includes proper waste management, reducing greenhouse gas emissions, and adhering to biodiversity conservation regulations.
- 4. Labor Regulations:** We guarantee fair and safe working conditions by complying with laws regarding minimum wage, working hours limits, workplace safety, and other aspects related to labor rights.
- 5. Human Rights Regulations:** We comply with regulations related to human rights to ensure that no human rights abuses occur within our facilities.
- 6. Business Ethics Regulations:** Complying with laws and regulations governing business ethics is important to prevent corrupt practices and ensure transparency in the company's operations.
- 7. Government Incentives and Policies:** We support tax incentives and other policies that promote sustainability.
- 8. Certifications and Voluntary Standards:** We comply with mandatory regulations and voluntary sustainability standards, and we hold environmental certifications that demonstrate our commitment to sustainability.

*Compliance with sustainability legislation is not only a legal obligation but can also bring benefits in terms of reputation, access to international markets, risk reduction, and long-term sustainability. We stay informed about the laws and regulations applicable to our industry and location, and we work to ensure that our operations meet these requirements. Moreover, we strive to go beyond legal obligations to promote a positive impact on our environment and community.*

## 7. Our policies

*Since 2011, Coral Hotels has had policies that establish the set of principles and guidelines for the chain's commitment to sustainability in its operations and business practices.*

These policies help us establish a framework for the company's actions in environmental, social, and economic areas, ensuring that sustainability is an integral part of the business strategy. They are communicated and promoted throughout the organization so that all employees are aligned with the company's sustainability values and goals. Sustainability Policies adopted by the chain:

### **Environmental Policy:**

- Commitment to reducing the carbon footprint and sustainable management of natural resources.
- Energy efficiency goals and reduction of greenhouse gas emissions.
- Responsible waste management and promotion of recycling.
- Encouragement of biodiversity conservation in areas of influence.
- Commitment to disclosing sustainability reports and relevant data.
- Open communication about progress and challenges in sustainability.

### **Human Resources and Occupational Risk Prevention Policy:**

- Commitment to respecting human rights in all operations and throughout the supply chain.
- Promotion of diversity and inclusion in the workplace.
- Gender equality and non-discrimination policies.
- Investment in community development programs in the areas where the company operates.
- Whistleblowing channel.
- Disciplinary system.
- Promotion of employee and collaborator training and awareness on sustainability topics.
- Participation in educational and awareness programs within the community.
- Protection of children and reporting of any child exploitation or abuse.

### **Economic Policy:**

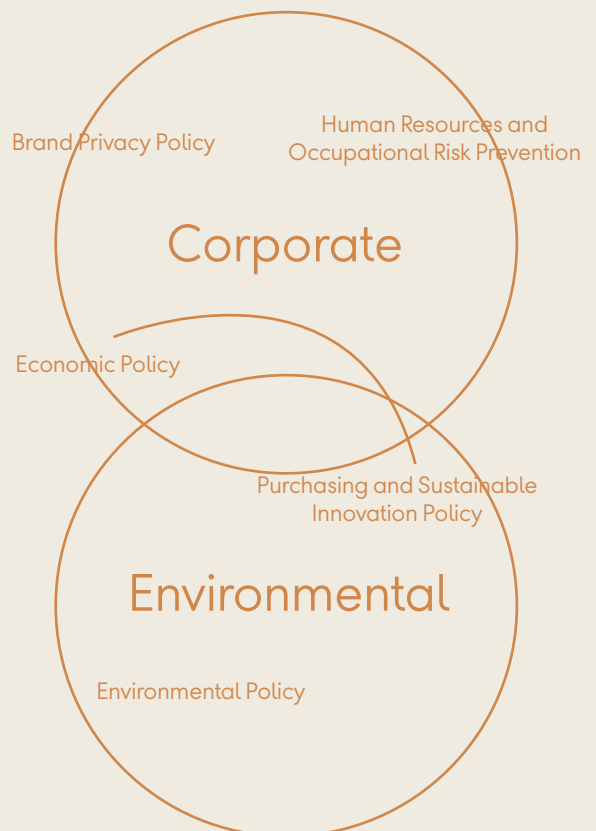
- Promotion of ethical and anti-corruption business practices.
- Encouragement of fair commercial relationships with suppliers and partners.
- Compliance with fiscal and financial regulations.
- Support for local entrepreneurs and SMEs.

### **Purchasing and Sustainable Innovation Policy:**

- Commitment to research and development of sustainable products and services.
- Encouragement of adopting clean technologies and eco-efficient practices.
- Collaboration with other organizations on sustainable innovation projects.

### **Coral Hotels Brand Privacy Policy:**

- Compliance with regulations ensuring the protection of personal data for any user accessing our website, as well as our employees, clients, suppliers, etc.



## 8. Goals and Targets 2025

### Goals

#### Environmental Sustainability

1. First phase of photovoltaic panel installation for self-consumption in all properties to promote the use of renewable energy and reduce dependency on non-sustainable sources. Coral Cotillo Beach already has a photovoltaic plant, with plans for expansion. (SDG 7: Affordable and Clean Energy). The goal is to reach 100% of the properties by 2030.

2. Second phase of saline chlorinator installation in hotel pools to eliminate the use of chemical products and reduce handling risks for staff. (SDG 6: Clean Water and Sanitation)

3. Second phase of phasing out diesel boilers in favor of new propane systems, starting with Coral Cotillo Beach. (SDG 7: Affordable and Clean Energy). The goal is full implementation across all properties by 2030.

4. Lighting replacement program: 98% completion of the transition to LED lighting across all properties.

5. Second phase of installing smart sensor water taps in public restrooms, helping save up to 70% of water and associated energy.

6. Commitment to environmental initiatives, including beach clean-ups.

#### Local Economic and Social Development

1. Renewal of sports sponsorship agreements in the Canary Islands, specifically in Fuerteventura and Tenerife.

2. Increase in local business partnerships, to promote economic growth within the community and generate employment opportunities. Currently, 89.01% of our suppliers are local.

3. Collaboration with public and private organizations to mobilize financial resources, share knowledge, and drive innovation in sustainable solutions. (SDG 17: Partnerships for the Goals) Renewed partnerships include: Ataretaco, Ashotel, Asofer, CitSur, local municipalities (Arona, Adeje, Puerto de la Cruz), Tourism Boards, Island Councils, among others.

#### Education, Awareness, and Sustainability Culture

1. Digital tracking of food waste through a buffet waste weighing system. This initiative helps classify and analyze waste, monitor consumption trends, and reduce procurement and production costs through data analysis.

2. Digital monitoring of resource consumption (energy and water) across all properties, including the use of AI and smart management systems to optimize operations and reduce waste.

3. Ongoing support for the "ESG Framework for Tourism Businesses" initiative led by the UNWTO and Oxford University. This project aims to standardize ESG (Environmental, Social, and Governance) performance reporting in the tourism sector. It includes pilot testing with lodging and booking companies and partners like EasyJet Holidays, aligning with global standards such as the UN Sustainable Development Goals.

4. Renewal of support for the 2024 "El Primer Viaje" project, an initiative supporting biodiversity in the Canary Islands through

conservation of local species and ecosystems.

#### Promoting Wellbeing and Social Equity

1. Renewal and expansion of donation agreements with nonprofit foundations in Tenerife and Fuerteventura, including new collaborations with organizations such as SOS Children's Villages, AMATE, and local animal shelters.

2. Sourcing new eco-design products with our suppliers, including sustainable guest amenities.

3. Environmental training and awareness for 100% of employees.

4. Formal agreement with a single authorized waste management company for the entire hotel chain.

### 8.1 Goals 2030

#### Environmental Sustainability

1. 100% reduction of fossil fuel emissions across all properties.

2. 100% photovoltaic installation in all properties.

3. 25% reduction in water consumption per guest.

4. 25% reduction in energy consumption per guest.

### Achievements

#### Environmental Sustainability

1. Use of cleaning materials that respect the ecosystem and do not harm biodiversity.

2. Progressive implementation of water-saving filters in bathrooms and kitchens of the rooms.

3. Provision of reusable water bottles to all our staff to refill at filtered water fountains, and in dining areas, water will be served to customers in reusable glass bottles.

4. Participation in the pilot project of Circular Tourist Communities (CTC) for compost production, including one of our complexes, Coral Ocean View. During the year, organic waste has been recycled for composting. Additionally, pruning waste from all chain hotels is contributed.

5. First phase of photovoltaic solar panel installation at Coral Cotillo Beach Hotel, with a total of 248 panels for self-consumption, representing 38% of the energy used. The installation of solar panels for self-consumption contributes to the production of clean, renewable energy, reducing dependence on non-renewable energy sources and lowering greenhouse gas emissions, thus promoting energy and environmental sustainability.

6. Improvement in waste management by installing signs in apartment kitchens to encourage guests to participate in waste separation. Involving guests in waste separation promotes responsible practices and helps reduce the environmental impact of tourism activities.



7. Creation of ecological gardens in all establishments, with fruit trees and aromatic herbs for use by our guests, employees, and bars/restaurants.

### **Local Economic and Social Development**

1. Regular collaboration with local producers and artists to create original and exclusive songs for Coral Hotels, including the corporate song and the 2021 Christmas song.

2. The implementation of an employee portal and continuous employee training is an initiative through which we contribute to providing quality education opportunities for staff, improving their skills and capabilities. This, in turn, promotes a more productive and satisfying work environment, fostering economic growth and sustainable development at both individual and organizational levels.

3. Obtaining the Biosphere certification for all our complexes since 2020. This new Biosphere certification allows us to promote sustainable practices in natural resource management, environmental conservation, and biodiversity protection, directly contributing to the promotion of responsible production and consumption, as well as the preservation of terrestrial and marine ecosystems. Achieving this certification demonstrates a commitment to sustainability and respect for the environment.

4. Creation of the new Green and Smart program and its corresponding logo.

5. The Green and Smart program promotes sustainable practices in resource management, carbon emission reduction, and biodiversity conservation. By developing a specific logo for this program, its visual identity is strengthened, effectively communicating the hotel chain's commitment to environmental sustainability and technological innovation.

6. Opening of three new Cycling Centers in 2022: Coral Compostela Beach Golf, Coral California, Coral Cotillo Beach, and Coral Teidemar in 2021.

7. Collaboration with the Oliva Town Hall and the El Cotillo Youth Association for the cleaning of Cotillo beaches.

8. Participation in Tourism Fairs such as Fitur (Madrid), World Travel Market (WTM London), ITB Berlin, and Holiday World Show Dublin.

### **Education, Awareness, and Culture of Sustainability**

1. Installation of filtered water fountains to eliminate 100% of plastic packaging in both dining areas and employee zones.

2. Replacement with more efficient appliances in all hotel renovations carried out up to 2023.

3. Implementation of a new CRM and creation of customized Business Intelligence.

4. Launch of a new professional program for travel agencies and agents through our website.

5. Digitalization to eliminate paper signage on all our sustainability panels.

6. Digitalization of processes to eliminate paper signage in all receptions and rooms, including online check-in, removal of paper signage from all sustainability panels, implementation of QR codes, and a corporate TV channel in rooms that includes all

hotel information the guest may need.

### **Promotion of Well-being and Social Equity**

1. Implementation of the Coral Hotels chain Gender Equality Plan. Staff training on gender equality awareness, sexual harassment, and harassment based on sex.

2. Creation of a sustainability video to educate and raise awareness among employees and customers about the achievements reached by the chain, aligned with several Sustainable Development Goals (SDGs).

3. Waste reduction management through an agreement with the beverage supplier for returnable bottles for soft drinks and beers since 2023. This agreement promotes a shift toward a more sustainable consumption model that can contribute to mitigating climate change by reducing greenhouse gas emissions associated with the production and disposal of disposable packaging.

4. Application of eco-design principles to our products, made with sustainable and recycled materials.

5. Installation of defibrillators at Coral Los Alisios, Villas La Quinta, and Teidemar to help promote a safer and healthier environment for guests and staff.

6. Sustainable design and construction. At Coral Hotels, we have firmly committed to innovation and modernization of our establishments, always combined with a sustainable and efficient approach in all renovations we carry out. In our renovation projects, we integrate elements such as indoor vegetation, decoration made from eco-friendly wood and natural fibers, acquisition of 100% recycled furniture, and, whenever feasible, the reuse of existing furniture. All this is done while maintaining the unique personality of each hotel, adapting to the surrounding environment and local culture.

# This 2024 we...



Coral Hotels present at the Vakantiebeurs Travel Fair in Utrecht (Netherlands)



We participated in FITUR 2024.



Coral Cotillo Beach, sponsor of the "Sabor a Corumba" group (Fuerteventura)



We celebrate Carnival at Coral Hotels.







ITB Berlin 2024 kicks off!  
Our team is here once again at ITB Berlin!



We appeared on Antena 3 discussing the hiring challenges in the tourism sector.



New sponsorship by Coral Hotels – Club Deportivo Serfay Canarias Futevolei Tenerife



The Club Natación Martíáñez Coral Hotels shone at the III RCNT Lifesaving and Rescue Trophy.



At Coral, we support the initiative #CanaryIslandsLoveTourism





Coral Hotels is present at the Travel Trade Roadshow Baltic workshop held at the Artis Centrum Hotel in Vilnius.



We support the rich winemaking tradition of our region by collaborating with wineries such as Sociedad Cooperativa Cumbres de Abona.



We kick off the summer with our mascot Cori.



We welcomed spring.





Coral Hotels had the pleasure of joining the 30th anniversary celebration of Canaria Travel in Prague.



Celebrating a decade of innovation and success with Roiback!



Our Marketing and Purchasing team actively participated in the Callao Beach cleanup in Arona, an initiative led by El Primer Viaje.



We warmly welcome Agua Nea to our facilities!



Coral Hotels collaborates with the Amate Association in its great work providing assistance and support to women and families affected by breast cancer, as well as its campaigns for early detection.



Coral Dreams Time to Smile has been awarded once again with the TUI Global Hotel Award Quality Hotel 2024!





Coral Hotels expresses its support and solidarity with the families and victims affected by the flooding caused by the Dana in Valencia.



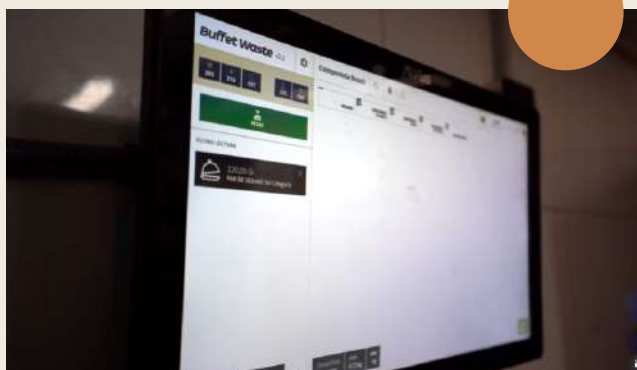
Once again, El Primer Viaje has given us the opportunity to participate and learn about this release project.



Proud to be part of the Bocha Silva VI Tournament!



7th Recognition of Workers in the Hotel Sector by Ashotel



We demonstrate the organic waste recycling process with our new Buffer Waste system, making it easy and practical to manage our food waste



We participated in and hosted a FamTrip for travel agents from Germany Coral Travel/Ferien Touristik at the wonderful Coral Cotillo Beach Hotel.





We ended the year with a Green and Smart style party. The decoration, made with local and sustainable materials, reflected our commitment to the environment, and the menu, prepared with locally sourced products, highlighted the flavors of our region while supporting local producers.



## 9. Green and Smart Sustainability Program

Aware of the importance of maintaining sustainable tourism development and embracing the principles and objectives specifically adopted at the [2015 World Summit on Sustainable Development](#), COP 21, and the [Global Sustainable Tourism Charter +20](#), CORAL HOTELS commits to managing its activities sustainably by adopting measures aimed at preventing, eliminating, or reducing the impact of our facilities and operations, both internally and externally, as well as improving our sustainability and environmental behavior.

Environmental certifications are an effective way to demonstrate an organization's commitment to sustainability, enhance its reputation, comply with regulations and market requirements, reduce costs, and ultimately contribute to global environmental protection. This enables us to develop and implement a more sustainable action plan, including specific measures and the [United Nations Sustainable Development Goals \(SDGs\)](#) to which we contribute through good practices, ensuring continuous improvement.

Since 2011, Coral Hotels has held the Travelife environmental certification, following environmental requirements based on the [Global Sustainable Tourism Council \(GSTC\)](#) criteria for hotels. These criteria focus on four key areas: effective sustainability planning, maximizing social and economic benefits for the local community, strengthening cultural heritage, and minimizing negative environmental impacts.

Starting in 2020, Coral Hotels also obtained the Biosphere Standards certification. By adhering to its Responsible Tourism Policy, Coral Hotels commits to fulfilling the requirements established in this Biosphere membership, which includes compliance with legal regulations governing the effects generated by tourism activities. The Biosphere Sustainable seal is coordinated by the Institute of Responsible Tourism (ITR).

These internationally recognized certifications support us in achieving the sustainability principles outlined in the 17 SDGs and the 169 targets included in the 2030 Agenda.







## QUALITY

Analyze the satisfaction of our customers, work teams, and suppliers to continue improving continuously. Our greatest challenge is to exceed the expectations of the customers who visit us.

## ENVIRONMENTAL PROTECTION

Raise awareness among our customers and employees about sustainability through various training activities. Apply sustainable criteria in renovations and future works. Renew environmental certifications with Travelife and Biosphere. Develop the new sustainability program "Green & Smart."

## GOOD PRACTICES

Promote good environmental practices in hotels: water consumption, energy consumption, waste management, pollution reduction, paper consumption.

## SAFETY AND HEALTH

Implement safety and prevention programs in our establishments to guarantee the safety of customers and workers, creating a safer and more reliable environment. Additionally, we stay updated through authorized external companies on regulations and best practices in each area to ensure the effectiveness of our safety and health programs.

## DIGITALIZATION

The digitalization of the chain's departments and the implementation of advanced systems and technologies are important steps to improve operational efficiency and customer experience.

## NEW INVESTMENTS

Investments in the renovation of complexes are carried out by adapting them to new trends in ecology, sustainability, and respect for the environment.

## HUMAN RIGHTS

We are committed to respecting and protecting human rights and equality throughout our chain. This commitment requires constant efforts and collaboration with local communities. By working closely with local entities and maintaining a people-centered approach, we aim to achieve a positive and sustainable impact on the communities where we operate. This commitment also includes regular training for our staff on preventing discrimination.

## FUTURE

Coral Hotels is committed to implementing the Sustainable Development Goals (SDGs) and reducing environmental impact, working on short- and long-term initiatives to achieve global goals that address a wide range of issues, including environmental sustainability, equality, poverty eradication, and many others.

Fig.1: Representación de la relación entre las metas de Green Smart y nuestro compromiso con los 17 Objetivos de Desarrollo Sostenible.



## 10. Commitments with our suppliers and subcontractors

Coral Hotels, in line with our environmental policies, has adopted a strategy that, despite the challenges of being located on an archipelago, prioritizes collaboration with local suppliers and the promotion of sustainability throughout its supply chain. This strategy not only has a positive impact on the local economy but also encourages responsible business practices and improves environmental impact within the community.

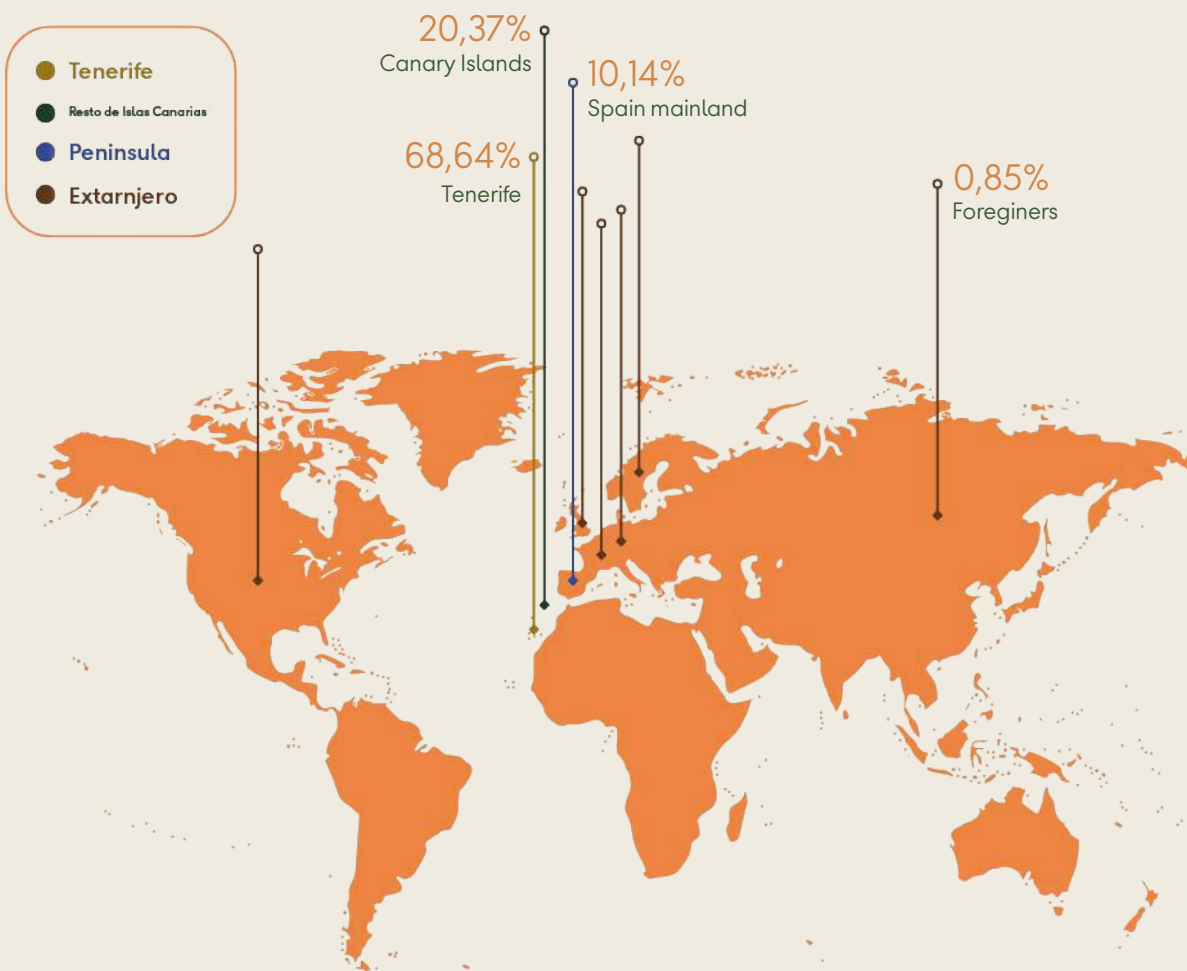
With this initiative, we support the local economy (Km0), reduce our carbon footprint, and promote sustainable practices in our supply chain, which is fundamental to our corporate social responsibility. Additionally, we carefully select all our suppliers and promote ecological criteria. By working closely with local suppliers and encouraging them to adopt sustainability measures, we contribute to the sustainable development of the community and a positive environmental impact.

Currently, Coral Hotels maintains close collaboration with local suppliers, with 89.01% of our suppliers coming from the Canary Islands, and a significant presence of 68.63% located on the island of Tenerife.

Our sustainability policy is shared with all our suppliers, and we encourage them to implement sustainable measures within their organizations, thus fostering their commitment both to the environment and the well-being of their employees.

More than **50%** of our suppliers are local.

Our suppliers have signed to align themselves with our Sustainability and Human Rights requirements.



# 11. Environmental Management

## 11.1 SUSTAINABLE DESIGN AND CONSTRUCTION

At Coral Hotels, we are firmly committed to innovation and modernization of our establishments, always combining this with a sustainable and efficient approach in all the renovations we undertake. In our renovation projects, we integrate elements such as indoor vegetation, decorations made from eco-friendly wood and natural fibers, the purchase of 100% recycled furniture, and, whenever feasible, the reuse of existing furniture. All of this is done while preserving the unique personality of each hotel, adapting to the surrounding environment and local culture

## 11.2 ENVIRONMENTAL CERTIFICATION

Since 2011, Coral Hotels has embarked on the path of sustainability, obtaining a certification granted to companies in the travel and tourism industry that meet specific sustainability and social responsibility standards and criteria. This reflects a renewed commitment to sustainability and a willingness to operate responsibly from both environmental and social perspectives. Since then, we have maintained the certification by complying with the criteria and indicators of the Global Sustainable Tourism Council (GSTC), internationally recognized, which address sustainable management of energy and water, promotion of fair labor practices, biodiversity conservation, waste reduction, and the promotion of responsible tourism. Currently, we hold the Travelife Gold certification for nine hotels.

Starting in 2020, and as pioneers in the Canary Islands, we obtained the Biosphere Standards certification for the entire chain. The RTC Biosphere Certification focuses on sustainability as a whole, encompassing environmental, social, and economic aspects. This certification is based on a set of criteria and standards aimed at continuous improvement, aligned with the principles and goals of the United Nations.

With these certifications, we strive to progressively advance toward the fulfillment of the 2030 Agenda, the 17 Sustainable Development Goals, and the 169 targets of the United Nations.

## 11.3 SICTED QUALITY DISTINCTION IN DIFFERENT DESTINATIONS

At Coral Cotillo Beach, we have joined the SICTED project (Integral System of Tourist Quality in Destinations), promoted by the Spanish Secretary of State for Tourism (SETUR), with support from the Spanish Federation of Municipalities and Provinces (FEMP). After successfully passing the evaluation processes, we obtained the 2023 tourist quality seal from the Tourism Department of the Fuerteventura Island Council.

All our hotels have environmental certification.

 Travelife 9

 Biosphere 11

## 12. Circular Economy and Waste Management

At CORAL HOTELS, we are aware of the impact our activity has on the environment, so we work continuously and with commitment in the responsible management of all aspects related to the Environment, with a special focus on the regions where we operate.

We carry out a thorough analysis of our purchases, strictly control our consumption, and manage waste in the most efficient way possible, all aligned with our Quality and Environmental policies.

In 2022, we took an important step towards integration into the circular economy with the launch of the pilot project TENERIFE KM 0: Circular Tourist Communities, in which one of our complexes, Coral Ocean View, participates. This project involves the classification and collection of organic waste generated in hotel kitchens in containers, which are then transported to a farm for separation and transformation into compost. This compost is used by farmers in Tenerife for their crops and, in our case, for the organic gardens we have set up in all our complexes.



The Government and the Tenerife Island Council reaffirm their commitment to the Circular Tourist Communities (CTC) project, led by Ashotel and Asaga Canarias-Asaja.



# 12.1 Main types of waste generated in our hotels

In 2024, we successfully collected a total of 14,902.56 kg of organic waste, resulting in a reduction of 133.39 kg of CO2e, actively contributing to the reduction of our carbon footprint and the development of a more sustainable tourism model.

At Coral Hotels, we have implemented strict waste management practices aimed at minimizing the amount of waste generated by our operations. We take a responsible approach to waste separation and management, which means meticulously categorizing and separating waste across all our properties.

We have strategically placed recycling points throughout the hotels to facilitate and encourage responsible use of these resources by our guests, suppliers, and staff.

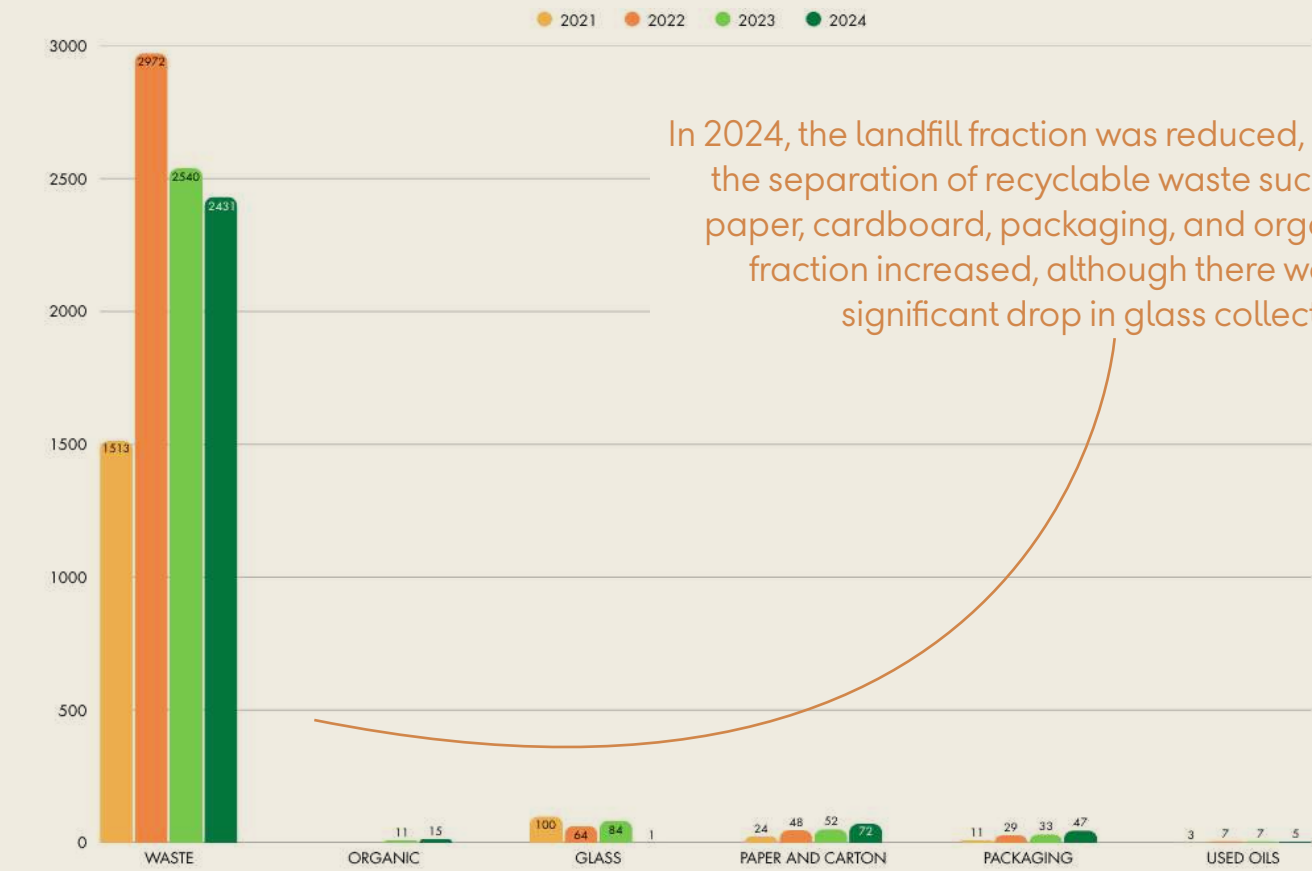
## Comparison of Waste (Tn)

	2021	2022	2023	2024
RESIDUAL WASTE FRACTION	1512,9	2971,92	2540,17	2430,54
ORGANIC FRACTION*	0	0	10,64	14,9
GLASS	99,81	63,6	83,73	1,01
PAPER AND CARDBOARD	24,49	48,21	51,86	72,26
PACKAGING	10,79	29,24	33,36	46,60
USED OILS	2,77	7,04	6,87	5

We have achieved a 4.33% reduction in landfill waste and a 20.38% increase in recycling, reflecting our continued commitment

## Average Kg/guest

	2022	2023	2024
LANDFILL	2,75	2,37	2,27
RECYCLING	0,19	0,21	0,25



# Comparison of waste generated per kg/stay at each establishment.

	CORAL SUITES & SPA				CALIFORNIA				CORAL DREAMS		
	2022	2023	2024		2022	2023	2024		2022	2023	2024
Vertidos	3,99	4,04	3,90		2,985	3,219	3,16		2,83	2,89	2,91
Reciclaje	0,52	0,53	0,57		0,146	0,12	0,106		0,28	0,28	0,38
	OCEAN VIEW				COTILLO BEACH				TEIDEMAR		
	2022	2023	2024		2022	2023	2024		2022	2023	2024
Vertidos	2,98	3,22	3,12		7,00	4,96	4,77		2,19	1,78	1,43
Reciclaje	0,16	0,33	0,33		0,24	0,23	0,36		0,22	0,35	0,35
	LOS ALISIOS				COMPOSTELA BEACH				LOS SILOS		
	2022	2023	2024		2022	2023	2024		2022	2023	2024
Vertidos	1,77	1,79	1,53		2,43	2,29	2,37		0,21	0,18	0,17
Reciclaje	0,08	0,04	0,13		0,26	0,267	0,219		0,02	0,02	0,02
	CB GOLF				LA QUINTA				Media CORAL HOTELS		
	2022	2023	2024		2022	2023	2024		2022	2023	2024
Vertidos	3,72	1,58	1,45		0,14	0,12	0,12		2,75	2,37	2,27
Reciclaje	0,14	0,11	0,29		0,03	0,03	0,03		0,19	0,21	0,25

## MEASURES IMPLEMENTED FOR WASTE MANAGEMENT

Bulk Product Purchasing: We choose to purchase products in bulk to minimize packaging waste generation.

Sustainable Packaging: We prioritize packaging made from recycled or biodegradable materials, helping reduce plastic waste.

Waste Separation in Hotels: Our hotels are equipped with facilities for the proper segregation of waste, facilitating recycling and responsible disposal. Waste removal is handled by authorized agents.

Management of Chemical and Hazardous Waste: The disposal of chemical and hazardous waste such as batteries, bulbs, and other toxic materials is managed by authorized entities for appropriate recycling and treatment.

Recycling in Common Areas: Recycling bins for paper, glass, plastic, and organic waste are provided in the common areas of our hotels to promote proper separation and recycling.

Elimination of Single-Use Plastics: We have completely eliminated single-use plastic cups and straws, replacing them with reusable polycarbonate cups and biodegradable straws. We also use refillable shampoo and shower gel dispensers in rooms and common areas.

Recyclable Amenities: Our guest amenities are made from 100% recyclable materials, promoting sustainability throughout our supply chain.

Digitalization and QR Code Use: We have implemented a QR



code system to eliminate paper use in brochures, menus, and hotel information. We've also digitized systems such as billing and reservations, significantly reducing paper consumption.

**Organic Waste Composting:** We promote composting of organic waste, including food scraps and gardening materials, to reduce landfill waste.

**100% Elimination of Bottled Water:** Filtered water fountains are proposed for installation in both guest and staff areas to eliminate plastic bottle use. Staff are provided with reusable bottles, and customers are served filtered water in reusable glass bottles in dining areas.

#### NEW PROJECTS FOR 2024

**Replacement of Plastic Wristbands:** Transition to reusable fabric wristbands.

**Installation of Totems at Reception:** Digital information points to eliminate the use of paper.

**Second Phase of Saline Chlorinator Installation:** For pool filtration systems.

**Reduction of Food Waste:** Implementation of a digitized food waste management system, including the weighing and classification of buffet waste. This system enables detailed data analysis of unused food, consumption patterns, and food rotation, aiming to reduce waste, optimize purchasing processes, adjust production, and ultimately reduce operational costs.



# 13. Water

Fully aware of the importance of water as an essential resource for human consumption, irrigation of green areas, and pool maintenance, CORAL HOTELS remains committed to implementing effective water consumption management measures. We reaffirm our unwavering commitment to promoting the responsible use of this resource among both our guests and employees.

Our actions for responsible water use and management include:

- Installation of dual-flush toilet buttons.
- Adoption of single-lever faucets in showers for optimal temperature control.
- Incorporation of efficient showers and sinks equipped with flow reducers and timers.
- Replacement of bathtubs with showers in our hotels.
- Introduction of xerophytic plants (drought-resistant) in our garden landscapes.
- Implementation of drip and sprinkler irrigation systems with pressure limiters, programmed to operate during hours of lower sunlight to minimize evaporation.
- Promotion of awareness among staff and guests about responsible water use in their daily routines, among other initiatives.

## Total water consume (thousands m3)

2022	2023	2024
240,01	243,02	225,72



### Comparison of water consumption in m³ per stay at each property

CORAL SUITES & SPA			CALIFORNIA			CORAL DREAMS		
2022	2023	2024	2022	2023	2024	2022	2023	2024
0,243	0,259	0,295	0,341	0,204	0,205	0,298	0,311	0,329
OCEAN VIEW			COTILLO BEACH			TEIDEMAR		
2022	2023	2024	2022	2023	2024	2022	2023	2024
0,318	0,345	0,251	0,379	0,430	0,405	0,436	0,411	0,329
LOS ALISIOS			COMPOSTELA BEACH			LOS SILOS		
2022	2023	2024	2022	2023	2024	2022	2023	2024
0,200	0,195	0,194	0,154	0,166	0,163	0,200	0,201	0,195
CB GOLF			LA QUINTA			Media CORAL HOTELS		
2022	2023	2024	2022	2023	2024	2022	2023	2024
0,176	0,171	0,168	0,163	0,160	0,161	0,264	0,259	0,245

# 14. Electricity

At CORAL HOTELS, we are fully aware of the importance of energy consumption and are committed to energy efficiency. We carry out a thorough analysis of our energy use with the goal of reducing it as much as possible.

With the implementation of renovations and new installations, we estimate and assess the potential savings in line with these changes. Our measures for managing and using electricity efficiently include:

- The implementation of photovoltaic energy systems.

- The incorporation of energy-efficient appliances, such as refrigerators and microwaves, in all rooms and bar/restaurant areas, according to specific needs.

- The installation of low-consumption induction cooktops in all guest rooms, tailored to individual requirements.  
The promotion of energy-saving awareness through informational materials placed in our guests' rooms.

- A new energy management company is responsible for analyzing consumption.

- Our dedication to energy efficiency and the implementation of these measures demonstrate our commitment to sustainability and reducing environmental impact.

## Total electricity consumption (MWh)

2022	2023	2024
5124,09	5331,78	5620,640

### Comparison of electricity consumption in kWh per stay at each property.

CORAL SUITES & SPA			CALIFORNIA			CORAL DREAMS		
2022	2023	2024	2022	2023	2024	2022	2023	2024
8,32	8,82	9,23	2,51	2,81	2,67	4,99	5,51	4,85
OCEAN VIEW			COTILLO BEACH			TEIDEMAR		
2022	2023	2024	2022	2023	2024	2022	2023	2024
7,31	7,76	8,00	8,33	8,90	8,89	3,54	3,26	3,25
LOS ALISIOS			COMPOSTELA BEACH			LOS SILOS		
2022	2023	2024	2022	2023	2024	2022	2023	2024
3,76	4,09	4,83	4,33	4,31	4,38	1,92	1,83	1,8
CB GOLF			LA QUINTA			Media CORAL HOTELS		
2022	2023	2024	2022	2023	2024	2022	2023	2024
5,38	5,40	5,68	1,39	1,22	1,25	4,71	4,90	4,98

## 14.1. Diesel

At CORAL HOTELS, we analyze the consumption of all our energy sources, including diesel fuel, which is occasionally used in three of our facilities. Our commitment lies in addressing the environmental and climate challenges associated with fossil fuels and advancing toward a more sustainable energy future. This requires a combination of research efforts, investment in clean technologies, and the implementation of changes in energy practices and policies.

## Energy savings of 23.81% compared to 2023 Total Diesel Consumption (MWh)

2022	2023	2024
1883,28	1866,30	1421,93

### Comparison of Diesel Consumption in kWh per Stay by Establishment

CORAL SUITES & SPA			CALIFORNIA		
2022	2023	2024	2022	2023	2024
3,73	3,94	1,29	4,17	4,55	4,01
LOS ALISIOS			TEIDEMAR		
2022	2023	2024	2022	2023	2024
0,81	0,09	0	5,99	5,69	5,66

## 14.2. Propane

At CORAL HOTELS, we conduct a thorough analysis of the consumption of all our energy sources, including a comprehensive review of propane usage at three of our properties. This reflects our ongoing commitment to the responsible management of energy resources and environmental sustainability within our sector.

Our commitment includes the continuous pursuit of more efficient practices, clean technologies, and the consideration of sustainable alternatives whenever possible. Additionally, we remain attentive to relevant regulations and standards to ensure the responsible use of resources such as propane. Sustainability and responsible energy management are key elements of our strategy to provide high-quality services that respect the environment.

### Total propane consumption

2022	2023	2024
690,14	623,19	815,08

### Comparison of propane consumption in kWh per stay by establishment.

CORAL SUITES & SPA			GOLF		
2022	2023	2024	2022	2023	2024
2,91	2,34	4,65	0,30	0,27	0,16
TEIDEMAR			LOS ALISIOS		
2022	2023	2024	2022	2023	2024
	0,23	0,09	0,71	0,78	0,20

## 14.3. Pellets

At CORAL HOTELS, we are committed to adopting sustainable and environmentally friendly energy sources. As part of this initiative, we have implemented biomass boilers in three of our establishments, with the purpose of heating water for buildings and pools in a more eco-friendly and efficient manner. This focus on renewable energy reflects our ongoing commitment to sustainability and our desire to reduce our environmental footprint every step of the way.

### Total pellet consumption

2022	2023	2024
788,16	892,88	735,93

17.58% savings compared to 2023

### Comparison of pellet consumption in kWh per stay at each establishment.

COMPOSTELA BEACH			LOS ALISIOS			GOLF		
2022	2023	2024	2022	2023	2024	2022	2023	2024
0,84	1,15	0,62	3,65	4,08	4,31	1,57	1,46	1,03



# 14.4. Natural gas

Since 2016, at our establishment Coral Ocean View, we have chosen natural gas as an energy source, recognizing its environmental benefits and high energy efficiency. This decision reflects our commitment to sustainability and the use of cleaner, more efficient energy sources to contribute to environmental well-being and improve our operations.

## Total natural gas consumption (MWh)

2022	2023	2024
480,33	403,06	362,77

# 15. Energy Savings

At CORAL HOTELS, we work with energy-efficient equipment to reduce energy consumption, both in electricity and fuels, choosing a rational use of energy, making responsible use of natural resources, and focusing on pollution reduction.

Measures implemented for energy savings:

- LED and low-consumption lighting in our hotels. 100% of the bulbs in our properties have been replaced with LED lighting.
- Installation of motion sensor lighting and timers in common areas.
- Photovoltaic energy at our Coral Cotillo Beach property, which generated a total of 181,444 kWh in 2024, resulting in a reduction of 36,288.8 Kg CO2e.
- Incorporation of low-energy appliances (refrigerators, microwaves, etc.) in all rooms and bar/restaurant areas, according to specific needs.
- Installation of low-consumption induction cooktops in all rooms, as required.
- Raising awareness among our staff and guests about responsible energy use in their daily routines and activities.
- Use of solar thermal energy for domestic hot water.
- Scheduled lighting controls, aligned with natural daylight hours.

## Photovoltaic energy consumption (MWh)

2022	2023	2024
92,03	164,06	181,44

COTILLO BEACH		
2022	2023	2024
1,05	1,90	1,95



## Total Energy Consumption Comparison in kWh per Stay at Each Property

CORAL SUITES & SPA			CALIFORNIA			CORAL DREAMS		
2022	2023	2024	2022	2023	2024	2022	2023	2024
16,58	15,1	15,19	6,68	7,36	6,69	4,99	5,51	4,85
OCEAN VIEW			COTILLO BEACH			TEIDEMAR		
2022	2023	2024	2022	2023	2024	2022	2023	2024
12,97	12,29	12,03	15,61	16,27	15,58	9,53	9,18	9,01
LOS ALISIOS			COMPOSTELA BEACH			LOS SILOS		
2022	2023	2024	2022	2023	2024	2022	2023	2024
8,94	9,05	9,35	6,187	6,27	5,75	4,96	5,52	2,8
CB GOLF			Media CORAL HOTELS			LA QUINTA		
2022	2023	2024	2022	2023	2024	2022	2023	2024
7,26	7,14	6,62	8,97	8,93	8,41	4,92	4,52	4,66

# 16. Carbon footprint

Here are the Carbon Footprint data for Coral Hotels in 2024.

CORAL SUITES & SPA			CALIFORNIA			CORAL DREAMS		
2022	2023	2024	2022	2023	2024	2022	2023	2024
1,89	1,55	3,36	1,26	1,59	1,42	4,99	5,51	4,85
OCEAN VIEW			COTILLO BEACH			TEIDEMAR		
2022	2023	2024	2022	2023	2024	2022	2023	2024
12,97	12,29	12,03	15,61	16,27	15,58	9,53	9,18	9,01
LOS ALISIOS			COMPOSTELA BEACH			LOS SILOS		
2022	2023	2024	2022	2023	2024	2022	2023	2024
0,68	0,80	0,82	6,18	6,27	5,76	4,96	4,69	4,52
CB GOLF			Media CORAL HOTELS			LA QUINTA		
2022	2023	2024	2022	2023	2024	2022	2023	2024
7,26	7,14	6,67	6,39	6,35	6,24	4,92	4,52	4,66

Our commitments to emission reduction for the year 2025:

Installation of photovoltaic panels:  
We are committed to continuing the installation of photovoltaic panels in all our establishments to complete their implementation by 2030.

Replacement of fossil fuel boilers:  
We commit to replacing fossil fuel boilers in all our establishments by 2030. For 2024, we plan to start this process at Coral Cotillo Beach.

Replacement of existing lighting with LED lighting:  
We will continue our program to replace traditional lighting with LED lighting. Currently, we have reached 98% implementation.

## Total Emissions Consumption (thousands of tons CO2e)

2022	2023	2024
3146,01	3061,69	3235,36



# 17. Our clients

## 17.1 ORIGIN

The year 2024 has been very positive for the tourism industry in the Canary Islands, with occupancy levels reaching pre-pandemic figures — a promising sign for the resilience of the tourism sector in the Canary Islands and the confidence of our travelers.

As a result of this recovery, Coral Hotels has experienced an increase in tourist occupancy, highlighting its participation in international fairs such as Fitur, World Travel Market, ITB Berlin, and Holiday World Show in Dublin, among others, which have been crucial for promoting the hotel chain.

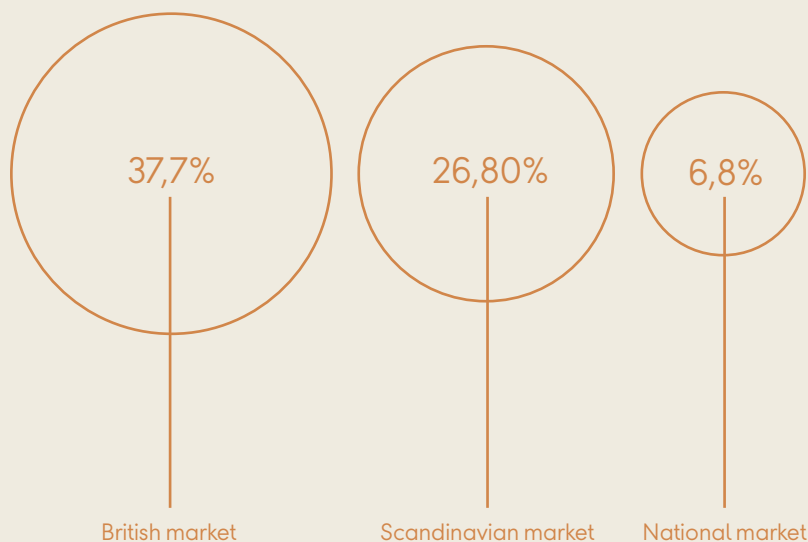
Products like “Workation” (working while on vacation) have been launched, representing an interesting trend, especially in a world where more and more people can work remotely, attracting a segment of travelers who seek to combine work and leisure in an attractive environment.

It is also worth highlighting the constant improvements in sustainability, such as the launch of our environmental program “Green & Smart,” with environmental responsibility becoming an increasingly important factor in the choice of tourist destinations. This allows us to differentiate ourselves from other hotel chains and attract travelers who seek destinations known for their commitment to sustainability.

In summary, the combination of adapting to current trends, promoting at international fairs, and focusing on sustainability demonstrates a solid strategy for our chain.

In 2024, British tourism represents 37.7% of the total tourists staying at our establishments. The United Kingdom has historically been an important market for Coral Hotels, and this figure reflects the confidence of British tourists, especially during the summer months.

Scandinavian tourism, accounting for 26.80%, mostly from countries such as Sweden, Norway, Denmark, and Finland, has been our second-largest market, particularly in the winter season. The third largest national market (Spanish) represents 6.8%, which is a smaller percentage compared to the British and Scandinavian markets.

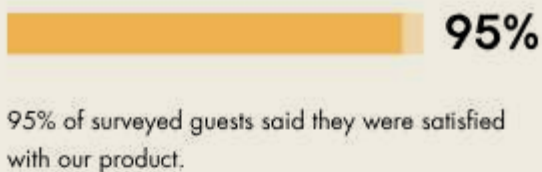


## 18. Satisfaction level

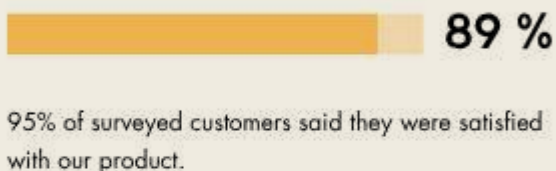
Coral Hotels, in its digitalization process, conducts online surveys among other sources to calculate customer satisfaction indices by department. Data is collected from the following sources:

- Online surveys sent to the customer's email during their stay and after check-out, allowing us to interact personally with the client and note any comments regarding reported issues to expedite their resolution.
- Comments through the website, received via the email account [info@coral-hotels.com](mailto:info@coral-hotels.com), with personalized one-on-one responses.
- Additionally, comments and reported issues are forwarded to the relevant department or hotel management for awareness and resolution.
- Online hotel reputation, analyzing indices gathered from traveler communities, specialized websites, social media, and other channels.
- Monthly statistics from tour operators.
- Mystery Guest audits.

We use the "Guests Intelligence" tool, ReviewPro, which consolidates all online reputation data and direct customer survey information, enabling our teams to generate indices that reflect customer satisfaction levels. Most importantly, as data is received continuously, we can act immediately to resolve any problematic situations.



**Cleanliness and Comfort:** Guests praise the cleanliness of the rooms and the comfort of the facilities. For example, at Coral Los Silos Apartments, cleanliness received a score of 9.5 out of 10.



**Staff Friendliness:** The service provided by the staff is frequently highlighted in reviews. At Coral Suites & Spa, guests rated the staff 8.9 out of 10.



**Location:** The hotels' locations in destinations such as Tenerife and Fuerteventura are appreciated for their proximity to beaches and points of interest.

Overall, Coral Hotels' guests positively value the cleanliness, comfort, and friendliness of the staff.

# 19. Reporting Channel

## New Informative Channel "Internal Information Systems"

The Coral Hotels informational circular aims to comply with Law 2/2023 and Directive (EU) 2019/1937, which protect individuals who report regulatory violations and fight against corruption. An "Informative Channel" has been implemented so that employees and stakeholders of the Coral Hotels group can report violations safely and confidentially. This system allows the submission of anonymous or confidential reports, guaranteeing protection against retaliation. The management of reports will be carried out with principles of impartiality, confidentiality, and security, in compliance with current regulations.

The following violations can be reported:

- Workplace harassment
- Sexual harassment or harassment based on sex
- Public procurement
- Financial matters and anti-money laundering
- Serious or very serious administrative offenses
- Criminal offenses
- Others
- Privacy and Personal Data
- Consumer protection
- Environmental protection
- Protection against radiation and nuclear safety
- Public health
- Health and Welfare
- Product safety and compliance
- Transport safety
- Occupational health and safety





## 20. Service Quality

To ensure that our guests' stay at our hotels, as well as their visit, knowledge, and enjoyment of our archipelago, is unforgettable and meets all their expectations, at CORAL HOTELS we continuously work to keep all our facilities in perfect condition. We also ensure that our staff is trained and qualified to respond not only to the demands of our clients but also to those of suppliers, companies, and facilities in our working area.

The actions we carry out to achieve these objectives, in collaboration with our external companies, include:

QUALITY AND HEALTH CONTROL

POOL QUALITY CONTROL

FIRE SAFETY

EMERGENCY PERSONNEL TRAINING

HYGIENE AND SANITATION AUDITS:

ROOM AUDIT

HEALTH AUDIT

FOOD AUDIT

LEGIONELLA AUDIT

POOL AUDIT



## 21. Feedback

We want to stay in continuous contact with all our customers, collaborators, and employees; at CORAL HOTELS, we trust and invest in new technologies as an effective way to interact, improve, and learn from their comments and opinions/suggestions. You can follow us on:



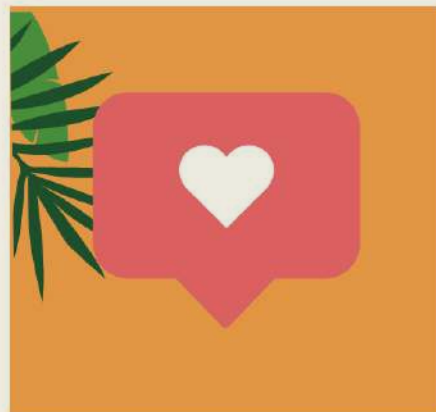
### FOLLOWERS

2985

INSTAGRAM

2733

FACEBOOK



### COMMON INTEREST

SOCIAL EVENTS WE PARTICIPATE IN  
OUR SERVICES AND FACILITIES



65,9%

OF OUR FOLLOWERS ARE WOMEN

34,1%

OF OUR FOLLOWERS ARE MEN



TRIP ADVISOR

4/5



TUI

4/5



BOOKING

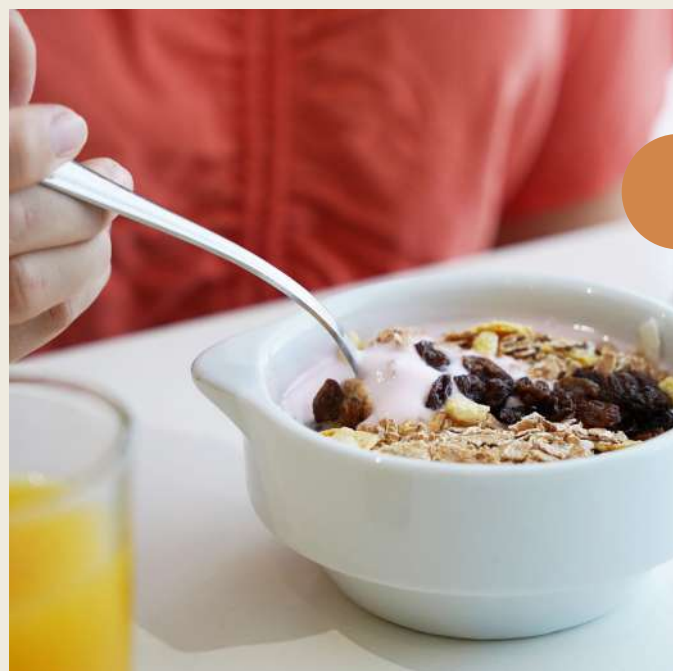
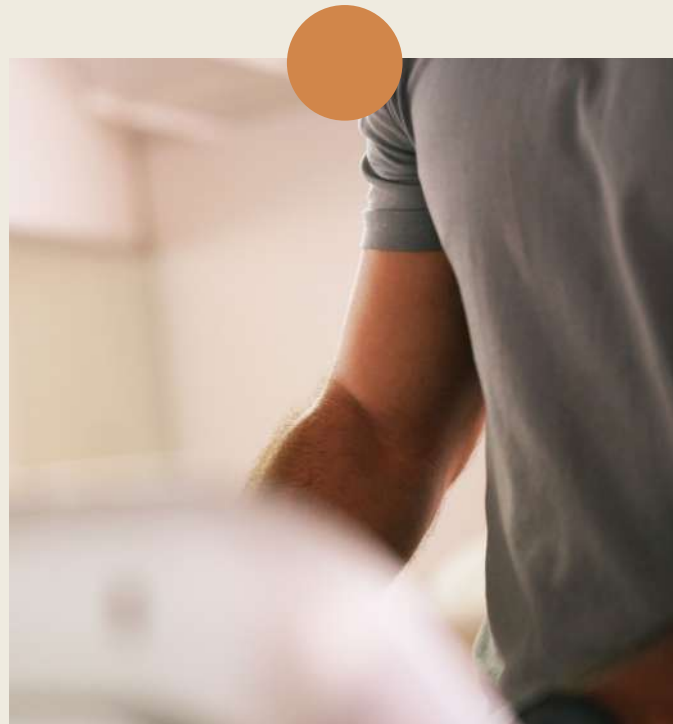
8.2



## 22. Healthy practices

At CORAL HOTELS, we are committed to promoting healthy habits among our employees and guests, as reflected in our “Healthy Practices Day by Day” policy. Some of the recommendations and actions we are implementing among our employees and guests include:

- Physical exercise promotion. We have signed a collaboration agreement with the sports center “Nexsport Club Adeje” to offer discounts for employees and guests.
- Encouragement of public transport and bicycle use (collaboration contract with “Bike-Xpress” for bicycle rental).
- Preparation of healthy menus for both guests and staff.
- Healthy eating habits (eating fruit daily, drinking at least 1 liter of water per day, avoiding high-fat foods, reducing salt intake...) and balanced diets (planning weekly menus, eating 5 meals a day, moderating portion sizes...).
- Yoga classes offered to guests at two of our establishments: Coral Beach Suites & SPA and Coral Ocean View.
- Gym facilities available at Coral Suites & SPA, Coral Los Alisios, Coral Compostela Beach, Coral Cotillo Beach, and Coral Ocean View.
- Tennis courts available at Coral Los Alisios and Coral Teidemar, and a paddle tennis court at Coral Ocean View. At Cotillo, there is also a climbing wall, calisthenics area, crossfit zone, football field, and paddle courts.
- Agreement with Seeway, a tour company offering fun, different, and eco-friendly excursions.
- Opening of three new Cycling Club Packages at Compostela Beach Golf, California, and Cotillo Beach. Coral Teide Mar launched this last year. In total, four complexes offer this package for cycling enthusiasts. This package provides guided tours, bike rental, parking, and a workshop at the hotel so guests can enjoy their sport during their vacation.



## 23. Incorporation of defibrillators in various establishments

CORAL HOTELS has committed to the safety of its clients and employees by installing defibrillators in nine of its establishments, with plans to implement them in the remaining locations during 2024. We have trained our staff in “Basic First Aid, CPR, and Authorized AED Use” to ensure they can operate them when necessary.

We have acquired modern and technologically advanced devices tailored to our needs (easy to use and with a language selection option in Spanish and English); specifically, the Powerheart G5 model from the company “Cardiac Science.”



The first few minutes after a cardiac arrest are crucial; each passing minute reduces the chance of survival by 10%. Unfortunately, Spain is still behind other countries in terms of workplace cardioprotection—that is, the implementation of these devices in work centers.

Healthcare personnel and police forces have automated external defibrillators (AEDs), but what happens if a cardiac arrest occurs at the workplace? Usually, the chain of survival must be activated, and one must wait for these professionals to arrive, losing valuable time that could affect the victim's chances of recovery.

Whether in a factory, supermarket, or office, it is important to raise awareness about this issue and ensure that a cardioprotected space is always available to users, along with basic training for all employees. The goal? To give the victim the greatest chance of survival.

One defining characteristic of cardiac arrest is that it occurs without warning. Therefore, it is not surprising that it could happen on any ordinary day to you or a coworker, where having a defibrillator nearby could mean the difference between life and death. In occupational health and safety, the employer is responsible for guaranteeing the safety of all workers during their working hours.

For these reasons, purchasing defibrillators is an option that is increasingly being adopted in our country.

Work-related stress can increase the risk of cardiac arrests. It is estimated that 2% of cardiac arrests occur in the workplace, so having an automated or semi-automated external defibrillator could save over 3,000 lives annually.



## 24. Protection and Support of Biodiversity

### Our Commitment to the Protection and Support of Biodiversity

At CORAL HOTELS, we are committed to protecting biodiversity to reduce pollution, preserve nature, and safeguard wildlife.

#### 24.1 Animal Welfare and Biodiversity Protection

We pledge to promote animal welfare through respectful and responsible practices. At our facilities, we ensure conditions that favor the well-being of species inhabiting the surroundings, avoiding any form of mistreatment or exploitation.

We work in collaboration with suppliers who guarantee high standards of animal welfare and foster a harmonious relationship between animals and the natural environment.

In 2023, we participated in the Canary Islands project “El Primer Viaje” (The First Journey). CORAL HOTELS joined this initiative aimed at protecting the Cory’s shearwater (*Calonectris diomedea borealis*) and other seabirds native to the Canary Islands. Our commitment to sustainability drives us to act in areas such as reducing atmospheric emissions, waste, water consumption, and chemical use. Now, we also address one of the specific biodiversity challenges in our region.

The Cory’s shearwater, a protected species listed in the Wild Species List and the Canary Islands Catalogue of Protected Species, is the most abundant seabird in the Canary Islands. These birds access our coasts to reproduce, nesting on cliffs, ravines, and mid-altitude zones. When the chicks have matured, their parents leave the nest and the young must make their first flight to their natural habitat, the sea. Guided by the moon and stars, their flight can be disrupted by artificial lighting along the coast, which causes disorientation and leads them to fall to the ground. Being seabirds, they cannot take off from land and become vulnerable to threats like traffic accidents or predation.

Our involvement includes raising awareness among our guests and carrying out concrete actions to mitigate the impact of our activities on their nesting areas.

#### 24.2 Flora and Fauna Protection

We promote the planting of native species that protect the local ecosystem and require less water. In hotels with gardens and organic vegetable patches, we use ecological products for plant care and treatment.



3254

Number of Cory’s shearwater specimens collected in Tenerife during the 2023 campaign

97%

Of the specimens collected in Tenerife were released back into the sea

64%

The birds were rescued in the coastal areas of Adeje and Arona. costas de Adeje y Arona



# 25. Huam team

At Coral Hotels, we believe that the foundation for delivering high-quality service lies in having a team composed of the most qualified professionals. These are the individuals who interact directly with our guests and, as such, represent the image of our company.

Coral Hotels firmly rejects any form of child or forced labor, as well as any violation of human rights and labor laws. We also adhere to regulations regarding workplace safety, freedom of association, fair compensation, and equal treatment.

Therefore, our strategy focuses on internal employee training, promoting job stability, supporting work-life balance, encouraging diversity, and ensuring equal opportunities. These actions reflect our commitment to service excellence and to the core values of our organization. We strongly believe in fair inclusion between men and women and are also committed to the employment integration of individuals with different special characteristics, such as people with disabilities, women affected by gender-based violence, individuals in vulnerable economic situations, and the long-term unemployed.

We are firmly committed to local talent. We recognize the importance of hiring individuals from our surrounding areas—not only to support local economic growth and development, but also to incorporate cultural and culinary contributions that we share with our guests, both directly and indirectly.

We also offer a new job portal on our website, designed to promote both internal and external career opportunities. New vacancies will be published regularly.

Job Portal Link: <https://www.coral-hotels.com/portal-de-empleo/>



Permanent contracts account for 81%, and full-time positions for 85%.



Year 2024	Quantity	%
TOTAL WORKFORCE	493	
Women	311	63%
Men	182	37%
People with Disabilities	9	
MANAGEMENT POSITIONS		56%
Women	5	44%
Men	4	
BY NATIONALITY		68%
Spanish	345	32%
Local	163	
BY TYPE OF CONTRACT		81%
Permanent	399	19%
Temporary	95	85%
Full-time	418	15%
Part-time	76	

## 26. Internship Program

Aware of the challenges young people face when entering the workforce, at CORAL HOTELS we have committed to an internship program that enables students from our partner educational institutions to gain first-hand experience of how each department in our facilities operates.

In 2024, our internship program was carried out in collaboration with the following institutions:

- Tenerife:
- Adeje Town Hall
- IES Manuel Martín González (Guía de Isora)
- IES Granadilla
- ULL (University of La Laguna)
- Fuerteventura:
- IES La Oliva (Fuerteventura)



### 26.1 EDUCATIONAL PROJECTS

We participate in educational projects with schools focused on sustainable development, aimed at students of all ages and in all educational environments, with the goal of transforming both themselves and the society they live in.

Collaboration with CEIP Tostón in Cotillo as part of their Erasmus+ Project, by providing the facilities of Coral Cotillo Beach for training sessions on sustainability applied to the hotel industry, and donating t-shirts featuring artwork by Mauro Martins for Cotillo.

Collaboration with the Cotillo Joven Association to organize beach cleanup volunteer events involving hotel guests and employees.

## 27. Occupational health and safety

CORAL HOTELS' greatest asset is its workforce; that is why we have developed an active and inclusive Occupational Risk Prevention Programme, involving all new employees and managers to ensure the safety, health, psychosocial well-being, and ergonomic conditions of everyone, in accordance with current regulations.

Below, we outline some of the actions carried out in this area:

- Occupational Risk Assessment
- Update of Safety Data Sheets for chemical products
- Update of Work Equipment and Machinery at the facilities
- Implementation of the Protocol for Prevention and Action against Sexual Harassment, Gender-Based Harassment, and Moral Harassment
- Update of Work Procedures
- Development of Work Procedures
- Initial Medical Check-ups
- Monitoring and Analysis of Accident Rates
- Ergonomic and Psychosocial Studies
- Initial and Ongoing Occupational Health and Safety Training
- Coordination of Business Activities with External Companies
- Execution of Emergency Drills
- Update of Individual and Collective Protective Equipment
- Implementation of the Mobility Plan

### 27.1 TRAINING AND DEVELOPMENT

At Coral Hotels, we are strongly committed to the professional development of our staff, taking into account their needs and in line with the strategic objectives defined by the company.

In 2020, we implemented an online training platform for our employees through an accredited external provider, offering unlimited training access for all staff members. Digitalization has become a key factor in training through an Online Training Portal, including online content and webinars, essential for ensuring continuous learning for our employees.

In 2024, the total number of voluntary training hours completed by our staff amounted to 1,787 hours, representing an investment of €15,872.34.

The training focus areas during 2024 included:

- Job-specific courses designed to improve employees' performance in their respective roles.
- Mandatory continuous training in conjunction with Occupational Risk Prevention, aimed at ensuring employees' safety and well-being.
- Sustainability: training on sustainability and environmental best practices in the hospitality sector.
- Implementation of an unlimited access Training Portal for all staff members.
- Language training as a fundamental tool to achieve high levels





## 28. Social

### 28.1 COMMITMENT TO SOCIETY AND LOCAL COMMUNITIES

At CORAL HOTELS, we understand that collaborating with our immediate environment makes us stronger. For this reason, we actively participate in numerous social and/or cultural projects, programs, and campaigns.

As part of our Policy of Commitment to the Local Community, CORAL HOTELS considers it essential to contribute to the improvement and greater well-being of the areas where we operate, generating opportunities for economic and social development. To achieve this, it is essential to:

Work daily on maintaining the TRAVELIFE and BIOSPHERE Sustainability Systems.

Ensure strict respect for the local culture by promoting knowledge of the destination through thematic and promotional activities.

Hire personnel, whenever possible, from the local population in our surrounding area.

Some of the Social Actions carried out in 2024 in collaboration with various organizations on different social and public health projects:

Collaborations and Food Donations:

Collaboration with CRUZ ROJA (Red Cross) in the 2024 Christmas Food Collection Campaign, delivering non-perishable food and hygiene products to families in need in Tenerife and Fuerteventura.

Participation in the Gold Raffle, held on July 23, 2024.

Collaboration with CRUZ ROJA to collect food for migrants arriving on our coasts and various actions such as the 2024 Christmas Food Collection Campaign, delivering non-perishable food, hygiene products, clothing, and essentials; donation of bedding, pillows, and furniture.

### 28.2 SPORTS SPONSORSHIPS

Committed to Canarian sports due to its great social importance, Coral Hotels maintains several sponsorship and collaboration agreements with:

Collaboration and sponsorship of the Martiánez Swimming Club of Puerto de la Cruz, Tenerife, since 2021, with the aim that the historic club from Puerto de la Cruz can continue to cover the financial costs of its activities and championships. This is the second year sponsoring the "Martiánez Swimming Club - Coral Hotels," with this year being very successful for our young Canarian athletes who have achieved many victories.

Sponsorship agreement with the Agrupación Unión Norte Canary Wrestling Club in Fuerteventura. Founded in 1982, Agrupación Unión Norte has become one of the most prominent Canary wrestling clubs in Fuerteventura. It has a strong team of wrestlers in the senior, youth, junior, and children's categories (alevín, benjamín, and pre-benjamín). Additionally, its senior team was a semifinalist in this year's island and regional league



Recogida de alimentos navideña anual en colaboración de Cruz Roja como parte de nuestro compromiso social.

in the first category. For Coral Hotels, this new sports sponsorship is another demonstration of its commitment to promoting a healthy lifestyle and supporting native sports.

Second year of sponsorship in collaboration with the Honorable Town Hall of La Oliva for the CD Cotillo Football Team since 2022 in Fuerteventura, with the aim that the historic club from Puerto de la Cruz can continue to face the economic costs of its activities and championships.

New sponsorship by Coral Hotels for the Serfay Futevolei Canarias Tenerife Sports Club starting in 2024, with the goal of helping to promote this new sport in the Canary Islands.

### 28.3 PARTNERSHIPS TO ACHIEVE GOALS

Coral Hotels has partnered with the Sociedad Cooperativa Cumbres de Abona wineries to promote the rich wine variety of Tenerife. Through this collaboration, we support local suppliers and reduce carbon emissions.

Coral Hotels provided aid to the victims of the Dana floods in Valencia. As a sign of our commitment, donation boxes have been placed in all our establishments to collect contributions from our clients and employees. Additionally, Coral Hotels made a financial donation.

Collaboration with associations such as CÁRITAS DIOCESANA DE TENERIFE, ÁMATE (Breast Cancer Association of Tenerife), and UNICEF.

Annual contribution to the AEGC MAGAZINE (Spanish Association of Civil Guards) and beverage donations for the National Day (October 12, 2024).

Sponsorship and collaboration of Coral Hotels with SEGALIM 2024 (Food Safety, Biology, and Environment), which hosted sessions on food safety and hygiene from a biological perspective. Held at one of our establishments, Teidemar, reaffirming our local and sustainable commitment.

Second year sponsoring the Carnival of La Oliva, with our support to the local children and youth group "Sabor a Corumba."

Second year celebrating Carnival Day at our establishments, where our staff actively participate by dressing up to share this festivity with our clients.

Donation of T-shirts for the uniform of students at the Public Infant and Primary School in El Tostón, Cotillo, for the second consecutive year.

Collaboration with the project "Educating in Sustainability", with Coral Cotillo Beach and the CEIP El Tostón School in El Cotillo participating in the Erasmus Program.

Coral Hotels' collaboration in the Job Dating Employment Fair. On April 30, 2024, the #JobDating event was held at Siam Mall, organized by Gehocan and the Adeje Town Hall. Like previous years, this fair aims to connect job seekers directly with companies.



Waste collection and environmental awareness day with the project El primer Viaje.



Coral Hotels took part in the Job Dating employment fair at Siam Mall.



Participation in the 6th Ashotel Recognition to the Hotel Sector 2024, honoring Coral Hotels employees, among others, for their dedication and daily work, held on December 4, 2024, in Costa Adeje.

Collaboration in the Solidarity Gala organized by FAST (Friends of South Tenerife Forum) on November 9, 2024, benefiting oncological physiotherapy with the Spanish Association Against Cancer (AECC) and the Breast Cancer Association of Tenerife (AMATE).

Christmas Lunch 2024 for Coral Hotels staff, held annually at Coral Compostela Beach and Cotillo Beach under the theme "Green & Smart Party" for our teams in Tenerife and El Cotillo, respectively. The materials used were local and sustainable, and the menu was prepared with locally sourced products. During the event, management distributed many gifts as a token of appreciation for the effort and dedication of the whole team. The marketing team set up a photocall inspired by magical destinations and decorated with travel-themed details. The party ended with a performance by a local orchestra followed by a DJ.

Participation of our Executive Chef in MADRID FUSIÓN presenting "Paladea Fuerteventura," where he explored the latest culinary trends and stayed updated on innovations in the culinary field.



Sponsorship of the swimming teams C.N. Martiánez - Coral Hotels and Club Deportivo El Cotillo as part of our commitment to promoting health and sports.



Collaboration with the University of Oxford (The Oxford SDG Impact Lab) and the tour operator EasyJet Holidays to participate in an environmental impact project.

## 28.4 PARTICIPATION IN CONSERVATION PROJECTS

Collaboration agreement with ATARETACO, a Canarian foundation of public interest, private, independent, and non-profit, which focuses its activities on Comprehensive Training, Socio-occupational Inclusion, and Environmental Protection.

Circular Economy Project – Circular Tourism Communities (CTC): One of our resorts, Coral Ocean View, is participating in the second phase of this initiative, supporting local agriculture. This is a project led by Ashotel in collaboration with Asaga and the municipalities of Adeje and Guía de Isora.

Collaboration with Excelencia Turística in the cleanup of Callao Beach in Arona, aimed at minimizing coastal pollution, which poses a threat to our native seabirds such as the Cory's shearwater.

Collaboration with Excelencia Turística and the Tenerife Island Council in the project "El Primer Viaje" for the protection of the Cory's shearwater. For the second consecutive year, our establishments have participated by dimming exterior lighting and



Solidarity Donation Boxes to raise funds with the participation of our guests and staff.



Organic gardens and zero-kilometre products in our hotels as part of our Green and Smart policy.



In the words of our General Manager, Roberto Barreiro, upon receiving the Environmental Commitment Award for Coral Hotels' Green & Smart project:

"For nearly 40 years, Coral Hotels has been a cornerstone of hospitality and community commitment in the Canary Islands. From supporting local consumption with over €272,000 annually in Canarian products to actively participating in sports and social sponsorships, the hotel chain continues to play a crucial role in the sustainable development of the region."

#CoralHotels #HappinessInTheSun #Atlanticoradio