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## Letter from the Honorary Chairwoman

When the time comes each year to take stock and draft this report, I always look for a significant event that has left its mark on the development of Fuerte Group Hotels. And in 2024, that event was the first hotel opened under the new Daia Slow Beach Hotel Conil brand.

The launch of Daia Conil has marked the full entry of our group into the 21st century with the construction of a new hotel model that promotes a completely different style of luxury from that which existed when my husband founded Fuerte Group Hotels in 1957.

As such, the sparkle and gold that were once synonymous with an upper upper upscale standard have been replaced by a discreet and natural style, associating luxury with a return to origins.

For today's travellers, quality is synonymous with authenticity. That is why they like to stay in hotels that respect their surroundings, even going so far as to emulate them by using natural materials such as wood, stone and straw. They especially like hotels that allow them to immerse themselves in the local culture.

Beyond the change that the creation of this new brand represents for our chain's customers, I also note how it will mark a turning point in the history of Fuerte Group Hotels.

In this regard, I feel that 2024 has been similar to what our family experienced in 1999, when the second generation was inspired to continue the legacy created by my husband. At that time, the opening of Fuerte Conil Resort paved the way for the group's subsequent expansion. The opening of Daia Conil has marked the beginning of a new period of growth within our company, which this time will take place through our distinct brands of Daia and Amare.

This report will inform you about the developments of this promising future.

Thank you very much.



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



The Lugue family





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## 1.1. Committed

#### Scope and limits of the information

In 2024, Fuerte Group Hotels faced new challenges and initiatives and made decisions that have strengthened the business model's commitment to sustainability in society, both in terms of environmental management and transparency, governance and engagement with its immediate social environment. We continue to foster synergies and listen to the interests of our stakeholders in order to build business strategies and clearly identify how we can contribute to market needs while also being responsible towards the environment and society.

This **2024 Corporate Social Responsibility** report highlights the initiatives undertaken during this year, especially the launch of a new brand based on a sustainable model and a philosophy that promotes quality of life and prioritises quality over quantity. The brand also promotes the benefits of peaceful stays, connection with the environment and a meaningful travel experience. The Daia experience is a new brand launched by Fuerte Group Hotels in 2024

that aims to slow things down and encourage people to pause and enjoy the present moment. All of this is undertaken with a commitment to fulfilling the Sustainable Development Goals and the principles of the United Nations Global Compact.

The sections outlined in this Corporate Social Responsibility Report describe the unique actions carried out by the **Fuerte Group Hotels in 2024**, the strategy and measures adopted to address the current challenges faced by the tourism industry in a sustainable manner, and the achievements attained.

A prior consultation period was established for the preparation of this report, based on data collection and the exchange of opinions with various departments: Human Resources, Communication, Quality, Sustainability, Administration and General Management.

In addition, the international **GRI and SASB** standards have been used to compile, analyse and present data or information on sustainability in a structured and comprehensible manner, both qualitatively and quantitatively. This enables improved communication with all stakeholders in the Fuerte Group Hotels value chain and facilitates decision-making.

Estimating achievements in sustainability involves relying on metrics and indicators of progress in key processes, which is of great importance to the company. This report also reflects the progress of these indicators, demonstrating how innovative projects and a firm commitment to sustainability enable the Fuerte Group Hotels to move towards a future that is increasingly respectful of the environment and responsible towards society.



Daia Slow Beach Hotel Coni





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## 1.2.

## Governance structure

The **Board of Directors** is the highest governing body of the Fuerte Group Hotels. The hotel division Fuerte Group Hotels belongs to this group and comprises the brands Fuerte Hoteles, Amare Hotels, Olée Holiday Rentals, El Fuerte Marbella and Daia Slow Beach Hotel Conil.

The board is composed of Isabel García Bardón, who holds the position of honorary chairwoman, and her five children. In addition, two more members of the third generation joined as observers in 2024. Her granddaughters Marta Álvarez Luque and Carmen Cominges Luque were joined by Agustín Cominges Luque and Cristina Álvarez Luque.

Reporting directly to the Board is the Executive Committee, composed of Francisco Javier Luque García, who serves as Chairman, and his brothers José and Salvador.

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

#### **General Management**

D. José Luque García

#### **IT Director**

D. José Luis Bachiller Moreno



## and Tax Services

D. Antonio Fernández Henares

#### **Human Resources** Director

Dª María Ceballos Domínguez

#### **Commercial Director**

D. Martín Aleixandre Contelles

#### **Corporate Multi-Brand Operations Director**

D. Héctor Abuín Bermúdez



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

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## 1.3.

## We create value

Since its founding in 1957, **Fuerte Group Hotels** has maintained a firm commitment to generating sustainable value in the environments where it operates. Initially focused on contributing to the economic and social development of an emerging Spain, the group soon adopted a core principle that still defines its identity today: to grow in a way that respects the natural and social environment. This integrated vision of progress and sustainability remains one of the pillars of the group's strategy and is reflected both in its hotel operations and in its corporate culture.

**MISSION** "To be a family business with a vocation for development and a primary focus on profitable hotel and real estate businesses, while committing to the responsible development of people and their environment. We seek coherence between the business, management team, day-to-day professional relations (policies) and institutional structure (governance). "

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



El Fuerte Marbella

## 1.4.

## Strategic plan and sustainability

Sustainability is one of the key principles of **Fuerte Group Hotels**, something we have promoted almost since our beginnings, with the company being a pioneer in fostering business strategies that respect the environment and are integrated into the local culture. Corporate sustainability is currently considered an essential aspect both at a social level and within the policies promoted by the European Union itself.

The awards received by Fuerte Group Hotels are updated annually on its sustainability website. It is worth highlighting the integration of targets and actions into a common group-wide system, as well as the demonstrated resilience and adaptability to a constantly evolving legal framework. The adoption of a group-level **Strategic Sustainability Plan** helps us meet the demands of the sector and regulatory requirements. Fuerte Group Hotels' commitment to sustainability is firm and is demonstrated through legal compliance and the adoption of bold decisions aligned with the Sustainable Development Goals.

The **Strategic Sustainability Plan** is updated in accordance with the most recent regulations, at both national and regional level:

**Royal Decree 314/2025** - 18 March, which creates the register of carbon footprint, offsetting and carbon dioxide absorption projects, and establishes the obligation

to calculate the carbon footprint and to draw up plans for the reduction of greenhouse gas emissions.

Act 1/2025 - 1 April, on the prevention of food loss and food waste.

**Royal Decree 91/2025** - 11 February, on establishing the governance mechanism for energy, climate change and air quality.

We also comply with the reference regulations already in force:

Act 1/2005 - 9 March, on regulating the scheme for the trading of greenhouse gas emission allowances.

Act 8/2018 - 8 October, on measures against climate change and for the transition towards an energy model in Andalusia.

**Act 7/2021** - 20 May, on climate change and energy transition.

**Decree 48/2021** - 13 December, on regulating the Balearic Carbon Footprint Register.

Act 3/2023 - 30 March, on the Circular Economy of Andalusia.

Nor do we leave aside the provisions that in the near future will be derived from the Directives on sustainability that the European Union plans to approve and/or the Spanish government will transpose into the Spanish legal framework, and which will entail new obligations and aspects to be considered, and on which we are already working:

**Directive (EU) 2022/2464** of the European Parliament and of the Council of 14 December 2022 as regards corporate sustainability reporting (CSRD).

**Omnibus Package -** 26 February 2025, of the European Parliament, which proposes a series of reforms that complement the CSRD.

Therefore, this report provides information on sustainability at the environmental level (circular economy, resource use, energy efficiency, use of renewable energies and adaptation to climate change), social level (equality measures, working conditions or inclusion), and governance (ethical values, control system and risk management).

The achievement of the objectives set out in the Strategic Plan is made possible by coordinating multidisciplinary teams comprising Fuerte Group Hotels staff and external experts, which are represented in the Energy

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Efficiency and Sustainability Committees. In the meetings held within the scope of these committees, the various departments collaborate and propose solutions aligned with the group's global objectives, which are subsequently implemented in the different hotels.

The Strategic Plan is valid for four years and its implementation is reviewed annually, with ongoing monitoring that allows objectives and targets to be adjusted according to circumstances, based on objective criteria and consultation with experts. Furthermore, in line with **ESG criteria**, staff are involved in the plan and are informed about activities and actions aimed at employees. They also receive annual updates on the progress made towards achieving the proposed objectives.

#### These objectives are as follows:

#### OBJECTIVE 1

#### Commitment to combating climate change

Contribute to the reduction of greenhouse gas emissions in the tourism sector. Fuerte Group Hotels is strongly committed to this area, investing in improvements and initiatives related to energy efficiency and the reduction of the carbon footprint of its establishments.

#### **OBJECTIVE 2**

#### Reduce waste generated by activity

Integrate the circular economy into the business model and implement measures aimed at preserving the environment and human health by preventing or reducing waste generation and promoting recycling. These are essential aspects for improving our business competitiveness.

#### **OBJECTIVE 3**

#### **Efficient use of water**

The efficient use of water is essential in both environmental and social contexts, especially in a Mediterranean setting where it is an increasingly scarce resource. Achieving greater water efficiency demonstrates the company's commitment to social responsibility and sustainable resource management, and is essential for ensuring the long-term viability of business operations and contributing to the well-being of local communities.

#### **OBJECTIVE** 4

#### Action against food waste

Fuerte Group Hotels already has a Food Waste Action Plan in place, which includes specific measures to control losses, monitors food waste through the implementation of digital systems in kitchens, adjusts purchasing, encourages more responsible consumption, and donates surplus food to local charities in compliance with current health regulations.

#### **OBJECTIVE** 5

#### **Customer satisfaction**

People are one of the key factors in the group's success. The commitment to improving working conditions is reviewed annually, enhancing benefits and offering quality to the team providing services in our hotels.

#### **OBJECTIVE** 6

#### **Customer satisfaction**

Our customers are as committed to sustainability as the group strives to be. Sustainability is synonymous with quality and is a factor that attracts people when choosing destinations and establishments, which is why we pay close attention to the opinions and expectations of quests staying at our hotels.

#### **OBJECTIVE 7**

#### **Contribution to local organisations**

Every year, both the group and the Fuerte Foundation are involved in numerous social, cultural and environmental projects that ensure a smooth relationship with their surroundings. In the long term, it is clear that it is necessary to take care of the relationship with the environment in which the company's activity takes place, and to maintain a good relationship with the people nearby. They are key aspects of success.

#### **OBJECTIVE** 8

#### Control of investment in sustainability

Sustainability is not separate from economic commitment, which is essential for a company. Measuring the economic impact of sustainability measures and investments allows us to assess the annual economic commitment involved in the plan.



Le Marché Breakfast at Hotel El Fuerte Marbella

These objectives are defined both in the short and medium term. For 2025, the short-term objectives are as follows:

	ODS	UN Global Compact Principle	ESRS	Commitment	Short-term objective for 2025
1	7 STREET, AND ASSESSED TO STRE	7, 8 and 9	E1	Commitment to tackling climate change	Reduce GHG emissions by at least 1 $\%$ (kg of CO2 equivalents per customer).
2	11 Sectional City 12 Servicing 17 Manageurs 18 references 18 references 19 references	7, 8 and 9	E2	Reduce the waste generated by the activity	Maintain the self-monitoring protocols for waste production already established in the hotels and strengthen recycling in accordance with the new regulations in force.
3	6 SAD LINE STORM 12 THE STORM	7, 8 and 9	E3	Make efficient use of water	Reduce water consumption per guest by at least 1 %.
4	2 12 12	1, 7, 8 and 9	E4	Action against food waste	Maintain the commitment to reducing food waste by implementing the Plan in hotels that have not yet implemented it and encouraging collaboration with NGOs for surplus donations.
5	4 mounts 5 mounts 8 mount open and 10 mounts    10 mounts   10 mou	3, 4, 5 and 6	S1	Employee well-being	Monitoring and fulfilment of the labour objectives of the employee well-being plan.
6	8 Indications 17 Institutions to the total Section 17 Institutions (Section 17 Institutions)	1 and 2	S2	Customer satisfaction	Increase overall customer satisfaction by at least 0.5 %.
7	1 mur 2 man 13 mm 14 mm um 17 mmanus 17 mmanus 18 mm man 14 mm um 18 mm man	1, 7, 8 and 9	S3	Contribution to local organisations	Maintain collaborations with environmental, cultural and social organisations.
8	8 minutes. 9 minutes. 11 minutes. 13 min	7, 8 and 9	G1	Control over investment in sustainability	Measure the investment and increase it progressively if feasible.

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## 1.5.

### Awards and certifications

Looking back allows us to reflect on our progress – the strongest proof of our professional performance. Since 1998, we have received numerous awards and certifications. Most of them can be found on our corporate social responsibility website, which is a portal of transparency and a reflection of what we do. The last five years are listed below:



Fuerte El Rompido obtained the Travelife Gold Sustainability

Amare Marbella received the British Airways Holidays Customer Excellence Award.



certification.

2022



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

Fuerte Group Hotels received the Best Corporate Social Responsibility award "We Are Water" at the Hotel Initiative Awards.

Amare Beach Hotel Ibiza recognised by Jet2holidays with the Quality Award 2022 and by British Airways Holidays with the Customer Excellence Award.



Fuerte Conil Resort won the HolidayCheck Award 2023.

Fuerte Conil Resort and Fuerte El Rompido are recognised by the tour operator TUI as two of the best hotels in their global programme, based on quest feedback and satisfaction scores.

Fuerte El Rompido and Fuerte Conil Resort received the Gold distinction awarded by the Travelife Sustainability System again.

Daia Conil received the Re Think Hotel award for the best hotel project for its implementation in sustainability and hotel refurbishment.

2024



Fuerte El Rompido and Fuerte Conil Resort received the Gold distinction awarded by the Travelife Sustainability System again.

> Daia Conil received its Gold certification in the Travelife Sustainability System.

Fuerte Conil Resort received the HolidayCheck Award.

Daia Conil is once again recognised with the Re Think Hotel award for the best sustainable hotel project executed.

Fuerte Conil Resort is recognised as one of the best hotels, having received the TUI Global Hotel Awards 2024.

Studiosus Intensiverleben named Fuerte Conil Resort as one of the hotels with an exceptional level of customer satisfaction worldwide with its Quality Award 2023.

Amare Beach Hotel Marbella and Amare Beach Hotel Ibiza awarded the British Airways Holidays Customer Excellence Award.

Fuerte Group obtained the EFR certificate for work-life balance.

Fuerte Hoteles received the Alma award.

Amare Marbella and Ibiza awarded

the British Airways Holidays Customer Excellence Awards.

Amàre Marbella and Ibiza awarded the TripAdvisor Traveller's Choice 2020.

The **Amàre Beach Hotel Ibiza** maintains its commitment to sustainability by certifying and registering its carbon footprint in the Balearic Register, which involves a verification audit process of the footprint calculation through ISO 14064 certification.

**Decarbonisation** is a medium- and long-term commitment taken on by more than just the Amàre Beach Hotel Ibiza. The commitment to progressive decarbonisation is strong throughout the group, as evidenced by efforts to reduce the carbon footprint, the focus on renewable energy and the purchase of green energy with a quarantee of origin during 2024. We therefore maintain our commitment to sustainability within the hotel sector. Evidence of this is that we continue to obtain the ISO 14001 Environmental Management System certification, held by the Fuerte Grazalema Hotel (located in the Sierra de Grazalema Natural Park), as well as the Travelife Sustainability **System** certifications, with Gold category, at the hotels in El Rompido and Conil. The group has recently joined the **Huella Zero Costa del Sol** initiative, a sustainability label that will soon endorse the management of hotels in the province of Málaga.





Amàre Beach Hotel Ibiza





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## 2.1.

## Leading the Global Compact

We maintain the tradition of recent years by aligning our initiatives with the latest guidelines, taking as our reference the ten principles of the Global Compact and the UN Sustainable Development Goals. We measure, analyse and make objective decisions based on this, which allows us to progress by identifying areas for improvement and strengths. This process is fundamental to innovating and maintaining our commitment to protecting the environment and the well-being of the local community in which we conduct our business. Each year we draft the annual progress report and register the sustainability report in the Global Compact records, an example of transparency and commitment.

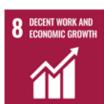






13 CLIMATE ACTION





























# 2.2.2024 Objectives

Fuerte Group Hotels has undertaken various sustainability actions during 2024, all focused on meeting the objectives of our Strategic Plan and aligned with the commitments of the Global Compact and the Sustainable Development Goals.

	Proposed objectives for 2024	Assessment of achievement
1	Maintain the target of reducing the equivalent carbon footprint by 1% per customer.	Achieved. We have reduced our carbon footprint by 10.3% compared to emissions from the previous year.
2	Reduce the waste generated by the activity.	Achieved. We are using less and less plastic, and we are now separating compostable organic waste from the non-recyclable residual fraction.
3	Training in CSR and circularity and increased efforts in the separation of different waste fractions.	Achieved. For the first time, in-person sustainability training is being provided for staff, in addition to improving and promoting the online campus. We have also carried out internal audits to improve the waste separation system.
4	Maintain the waste measurement system, supporting the staff responsible for it through training.	Achieved. All hotels are implementing the self-measurement plan, which enables us to assess and better understand the effectiveness of the waste management system and to intervene when issues arise.
5	Review of the customer satisfaction improvement plan in order to generate experiences that exceed customer expectations.	Achieved. Our brands have outperformed in most indicators. El Fuerte Marbella and Daia Conil are at the forefront in terms of satisfied guests and in meeting their expectations.

6	Implement methods for reducing water consumption that can be extrapolated to improvements and new facilities.	Achieved. Xeriscaping and the introduction of plant species with low water consumption are already a reality in most hotels and are planned for the group's new establishments. We strive to raise guests' awareness about the sustainable use of water during their stay.
7	Actively collaborate in the conservation of the environment surrounding the hotel centres, including marine seabeds, coastal areas and terrestrial ecosystems.	Achieved. We continue to collaborate on initiatives for coastal cleaning, the removal of exotic species, the planting of native vegetation, and the reforestation of degraded soils and areas, which also contribute to the sequestration of atmospheric carbon.
8	Consolidate the company's equality plan initiatives and the development of gender equality initiatives.	Achieved. The company is already recognised as a family-responsible company.
9	Inform our stakeholders about our corporate social responsibility and circularity policies, and encourage them to implement their own good environmental practices.	Achieved. We conduct our materiality survey annually and publish our progress report, which is available to the public and to stakeholders in our value chain.
10	Offer experiences to guests that allow them to immerse themselves in the local environment and the traditions nearest to the establishments where they are staying.	Achieved. The Fuerte Live program offers a wide range of unique experiences, as well as the artisanal and culinary workshops of Daia Conil.
11	Develop initiatives to continue with the policy of talent promotion and development.	Achieved. The Crece programme continues to drive the careers of a significant part of the workforce.

## 2.3.

## Communications and campaigns

In 2024, **Fuerte Group Hotels** maintained its commitment to business transparency through intensive communication with its respective stakeholders.

Some of the tools used for this purpose included the distribution of press releases, the scheduling of interviews, the handling of information requests via questionnaires, the maintenance of relationships with key local and national media outlets, the organisation of press trips and the organisation of campaigns and events.

In 2024, many of these actions focused on the launch of the new Daia Slow Beach Hotel Conil brand and the opening of the Daia Conil hotel, which took place on 7 July, following an investment of €6.5 million (€4.5 million in construction and facilities and €2 million in equipment).

As it is a new brand positioned within the **upper upscale segment**, which is relatively new for Fuerte Group Hotels, activities to raise its profile were intensified.

Especially those aimed at promoting its most significant attributes, such as its sustainable design, which is fully environmentally friendly, and its commitment to locally sourced cuisine, also known as slow food. In this regard,

Daia Conil has implemented an exceptional programme of collaboration with local suppliers, aiming to support more than **25 local artisans and farmers** who provide the hotel with unique, high-quality products.

This is one of the CSR actions carried out by all Fuerte Group Hotels, for which the group provides up-to-date information through a corporate website dedicated exclusively to this purpose, as well as in the CSR sections included on the official websites of each of the brands.

In other matters, in 2024 Fuerte Group Hotels continued to consolidate their communication efforts through social media, a channel that continues to grow in value and in number of followers every year.

BRAND	INSTAGRAM	FACEBOOK	х	YOUTUBE	
FUERTE HOTELES	40.873	62.854	7.581	1.630	
AMÀRE HOTELS	86.365	35.511	1.160	4.840	
EL FUERTE MARBELLA	20.843	1.576	-	75	
DAIA HOTELS	7.238	2.439	-	21	

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The most significant changes compared to the previous year have been the creation of a new profile for the **Daia Slow Beach Hotel Conil** brand and the substantial increase recorded by the Instagram profiles, especially in the case of the Amare brand, which gained 20,368 followers in one year. In the case of Fuerte Hoteles and El Fuerte Marbella, the increase was 8,971 and 12,357 followers, respectively.

The rise in audience numbers was greatly influenced by campaigns carried out with influencers throughout the year. This is an initiative that has been carried out for several years, and its results have always been very notable.

During the 2024 season, Amare Hotels establishments collaborated with celebrities from their main source markets, such as **Anna Nooshin**, **Emily Miller**, **Estela Grande and Jessica Errero**, while Fuerte Hoteles opted for ambassadors such as **Alejandra Rubio**, **Soraya Arnelas**, and **Noor Ben Yessef from the Spanish market**.

The results generated by these promotions were of high quality, with a total of 22 million and 7 million views, respectively.

Meanwhile, the campaigns conducted by El Fuerte Marbella with Freya Killin, Samie Elishi or Sara Alwari, as well as those carried out by Daia Slow Beach Hotel Conil with Ariadne Artiles, also achieved excellent figures, with 16 million and 8 million views, respectively.



Tavira Rooftop Bar at Daia Slow Beach Hotel Conil

## 2.4.

## Relationships with our stakeholders

Fuerte Group Hotels is a company that is open to collaboration and that has always demonstrated its commitment to partnerships and the development of public-private initiatives. This is evidenced by the numerous alliances it has entered into at both local and national levels.

#### In the social sphere:

Notable among these are the agreements that have been established for many years with institutions, associations and training centres in the tourism sector, including the following:

Beyond these agreements, the executives of Fuerte Group Hotels, especially José Luque, participate in numerous forums and meetings organised by various universities such as the University of Málaga, and by the Peñarroya chairs in tourism and women's studies at San Telmo Business School, among others.

BEGINNING OF THE RELATIONSHIP	ENTITY
1977	Member of HORECA, employers' association for the hospitality sector in Cádiz
1977	Member of AEHCOS, Association of Hotel Business Owners of the Costa del Sol. In 2021, José Luque García assumed the presidency of the entity.
1989	Member of CIT Marbella, Marbella Centre for Tourism Initiatives
2000	Member of the Family Business Chair (San Telmo)
2005	Member of the Provincial Hospitality Association of Huelva
2018	Member of ADEFAM, Association of Family Businesses of Madrid
2020	Member of EXCELTUR, Alliance for Tourism Excellence
2021	Member of CEM, Confederation of Employers of Málaga. José Luque García is a member of the Executive Committee and serves as the representative of the CEM at the Assembly of the CEA, Confederation of Employers of Andalusia.
2022	Members of AAEF, Andalusian Family Business Association

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#### In the economic sphere:

In the business sphere, Fuerte Group Hotels has prioritised the establishment of smooth and effective relationships with the financial sector and with all key stakeholders involved in the hotel business. These include tour operators, travel agencies, airlines, inbound operators and, in recent years, OTA platforms, as well as numerous other companies in the sector.

Furthermore, the company has promoted the signing of strategic agreements with suppliers, always opting for local ones whenever possible, in order to support and strengthen the economic development of the communities where its hotels are located.

In this regard, 2024 saw Daia Slow Beach Hotel Conil establish collaborations with more than 25 small local **producers** that share the same philosophy of quality and sustainability. This has enabled the hotel to enhance its offering with exceptional and unique products within the agri-food sector.

These include producers of dairy products, preserves, meat and fish, fruit and vegetables, confectionery, eggs, wines and coffee.

Fuerte Group Hotels requires all its partners and collaborators to adopt sustainable practices and demonstrate a firm commitment to environmental preservation—conditions that have become fundamental requirements for any collaboration with the group.

#### In the environmental sphere:

When Fuerte Group Hotels signed the United Nations Global Compact in 2016, it committed to integrating the ten fundamental principles into its business strategy and to aligning its policies with the Sustainable Development Goals (SDGs), promoting responsible and sustainable practices across all its operations.

Since then, this has been its top priority. In addition to communicating its importance to the suppliers, customers and employees it works with, and collaborating with major companies and NGOs that share its interest.

In 2024, it carried out various environmental actions and campaigns with organisations such as WWF Spain, organiser of 'Earth Hour', Ecoherencia and Foliapro**ject**, among others.









Hotel Fuerte Grazalema

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#### Materiality analysis

As every year, we have undertaken an **analysis of the most relevant material topics** for our value chain and our stakeholders. This type of analysis enables us to prioritise strategies, assess and understand the concerns of our stakeholders, and seek to address the **risks**, **opportunities and environmental impacts of our activity**.

We conduct a **double materiality analysis**, which considers an inside-out assessment to evaluate impacts and an outside-in assessment to evaluate risks and opportunities. Basically, we conduct a survey among the members of our value chain, having previously identified the stakeholders,

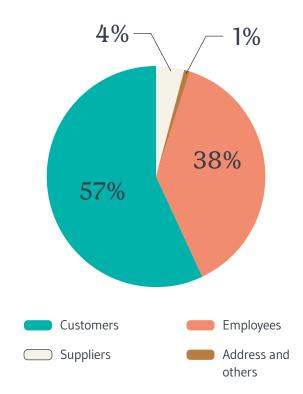
and we apply a scale based on objective criteria to prioritise the material topics proposed for their assessment.

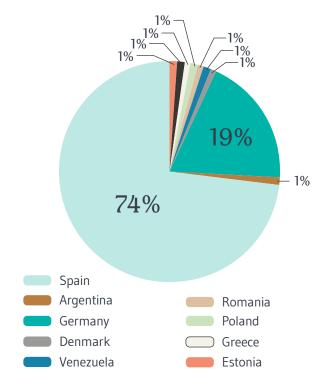
This approach allows us to consider material topics from three areas (social, environmental, cross-cutting and governance) that are consistent with matters of financial materiality and matters of environmental and social impact materiality. The proposed material topics arise from a consensus among the group's departments and are approved by the **Sustainability Committee**.

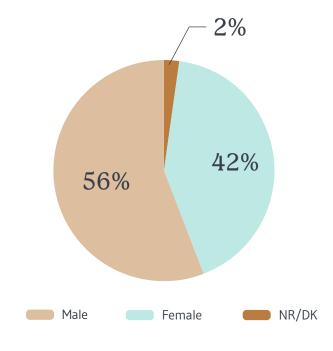
In addition, they are aligned with the different internatio-

nal standards proposed for the assessment of ESG issues.

This year, 21 material topics were proposed to be assessed by 13,550 people, including customers, suppliers, executives, shareholders and public administration personnel. The survey was conducted in three languages (Spanish, English and German). The response obtained has made it possible to prioritise the most relevant topics for the company's stakeholder groups. The majority of respondents were employees and customers, predominantly of Spanish nationality, and with an almost equal gender distribution.







The most relevant material topics have proved to be of a social and governance nature, with environmental issues ranking fifth and sixth.

## Environmental area

## Social area

## Cross-cutting and governance area

14

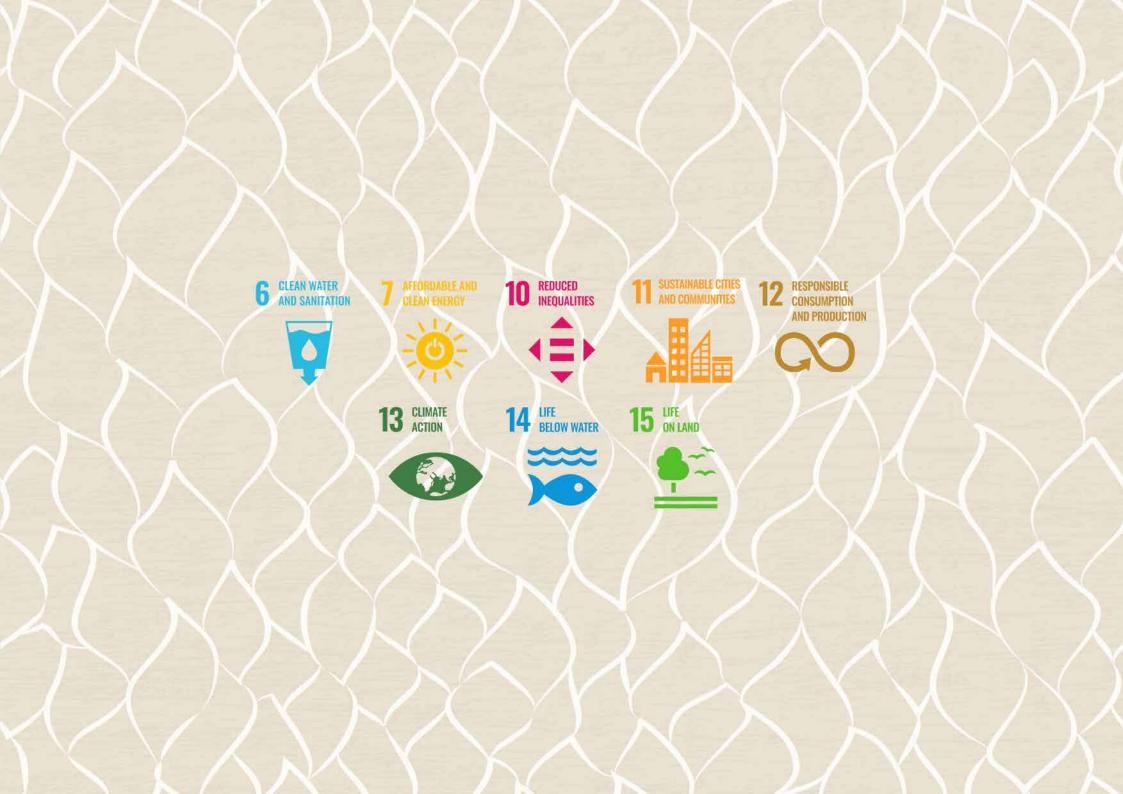
21

- **1.** Respect for human rights.
- 2. Good working environment. Existence of employment policies and labour practices.
- **3.** Excellence in service quality standards.
- 4. Equal opportunities for staff. Non-discrimination (gender, race, etc.).
- 5. Sustainable waste management, recycling and reduction of plastic use.
- **6.** Good practices in water use, having protocols and saving measures in place.
- 7. Investment in staff training and education.
- 8. Positive impact on the local community. Social projects, selection of local suppliers and small-scale producers, etc.

- 9. Prevention of food waste.
- **10.** Use of sustainable and biodegradable materials.
- 11. Professional talent retention programmes and local recruitment.
- **12.** Energy efficiency and efforts to reduce the carbon footprint.
- 13. Have a cross-cutting sustainability strategy that involves all departments and levels of the company.
- 14. Positive impact on the local community in which the hotels are located. Procurement from local suppliers, local contracting, etc.
- 15. Mitigation of environmental impact through a policy based on the circular economy.

- **16.** Seeking authentic and representative experiences of the local culture.
- 17. Having environmental certifications or seals that ensure the company's sustainable performance at all levels (efficiency, energy savings, renewable energy, recycling, etc.)...
- **18.** Environmental protection initiatives and campaigns (biodiversity, protected natural areas, etc.).
- 19. Innovate and offer different brands with their own identity.
- 20. Good governance and transparency in results and processes.
- 21. Good financial results.





## 3.1.

## Responsible purchasing

The use of raw materials from the local area forms the basis of the success of a local and sustainable food offering. This promotes traditional dishes and flavours that represent the identity of the place where guests are staying. Each Fuerte Group Hotels establishment promotes and establishes a close, direct relationship with local suppliers, offering visitors authentic and local experiences.

During 2024, investment in locally sourced purchases in Andalusia increased by 10.6 % compared to the previous year. 80 % of these purchases are concentrated among 29 suppliers, four more than in 2023, which demonstrates Fuerte Group Hotels' commitment to ESG policies and its support for local initiatives. In the case of lbiza, 82 % of purchases are concentrated among eight suppliers, with local sourcing focused on 2–3 fewer suppliers than in 2023, as overall purchases for this hotel also decreased in 2024.

Our commitment to locally sourced products also results in lower transport costs, which leads to a reduced carbon footprint (Scope 3), promotes economic growth in the immediate area and represents a firm commitment to mitigating the effects of climate change.

INVESTMENT PURCHASES (EUR)	2023	2024	% CHANGE
Andalusia	4.965.978,62	5.492.201,07	<b>1</b> +10,6 %
lbiza	975.580,15	740.380,00	<b>↓</b> -24,1 %

LOCAL SUPPLIERS	2023	2024	% CHANGE
Andalusia	25	29	<b>↑</b> +16 %
Ibiza	10 a 12	8	<b>↓</b> -20 % a 33 %

## 3.2.

## Waste and circularity

We continue to focus on minimising the use of plastics by implementing measures to offer sustainable alternatives at our buffet breakfasts. This includes, for example, cut-to-size butter portions without packaging, unbottled water and natural juices in refillable glass bottles.

We continue to offer customers bulk products, both inroom amenities and items such as fruit and cold meats at the buffet, with the aim of reducing the use of individual packaging. We are more responsible and strive to convey these good practices to our customers, who express their interest in contributing to the reduction of plastic waste year after year.

The implementation of the **Food Waste Reduction Plan**, which is already in force, helps us to minimise the use of perishable products by carrying out more rigorous control of wastage and stock in the storeroom. The digital tool Winnow, which has now been implemented in all our hotel kitchens, helps chefs to be aware of which products are being underused and which are being wasted, as well as the impact this has in terms of carbon footprint and economic cost. It also contributes to the effective separation of compostable organic waste, one of the legal obligations already in force under the **Andalusian Circular Economy Act** (LECA) and the national regulations on waste and the prevention of food waste.

Thanks to the involvement of authorised waste managers,

our hotels have reduced waste production and recycle light packaging, paper and cardboard, glass, and used oil (a highly polluting waste). In line with the principles of the circular economy, this waste is given a new life as material used in the production of new products. The challenge for 2025 will be to ensure that the organic fraction, the biowaste, is also differentiated and that we are able to estimate the amount of compost produced in our hotels.

During 2024, Fuerte Group Hotels managed to recycle the following quantities of waste:

RECYCLING 2024 GLASS (KG)		PAPER AND CARDBOARD LIGHTWEIGHT (KG) PACKAGING (KG)		COOKING OIL (L)	
FER	2.410,00	26.320,00	3.413,71	1.212,00	
FCR	20 200 00	3.890,00	2.238,00	4 24 5 00	
DAIA	38.300,00	2.970,00	1.840,00	1.216,00	
FM	16.500,00	8.700,00	4.920,00	3.175,00	
FG	3.400,00	4.425,00	1.420,00	625,00	
Amare Marbella	38.154,96	18.550,00	6.181,50	2.162,50	
Amare Ibiza	59.375,00	55.339,04	46.444,71	3.440,00	
	158.139,96	120.194,04	66.457,92	11.830,50	
% change compared to 2023	-0,15 %	-0,9 %	+0,91 %	+49,37 %	

The data show that the amount of waste recycled in the group's various hotels remains more or less constant, with the exception of used oil—the most hazardous waste. The volume of oil recycled as biofuel has increased significantly compared to 2023.

It should also be noted that hazardous waste is properly managed by specialised handlers and in strict compliance with the law.





Hotel Fuerte Conil - Resort

1. We are committed to Fuerte 2. Progress and goals 4. Our impact on society

## 3.3.

## Symbiosis with organisations

**Fuerte Group Hotels** continues to collaborate with various non-profit organisations, all of which are committed to respecting natural environments and protecting the environment. Throughout 2024, **awareness-raising** activities have continued to be carried out **for employees, customers and citizens.** 

Information posters to raise guests' awareness of the importance of saving water and energy, and the value of ecosystems, are present in all our hotels.

We also support NGOs and organisations that carry out activities respecting the environment and animal welfare. We encourage our customers to act responsibly by choosing activities that protect and respect the environment, while at the same time seeking to convey the importance of conserving ecosystems and the ecosystem benefits this brings to society.

On behalf of **Fuerte Grazalema** and as a sign of support for the WWF initiative, we participated in **"Earth Hour"** by switching off exterior and decorative interior lights for a set period of time, thereby calling for urgent action against climate change.

**Native trees were also planted** on degraded land in the municipality of **Teba**, Málaga, in collaboration with the organisation Folia Project. This initiative will not only enable the regeneration of that ecosystem, but also protect the soil and sequester atmospheric carbon.







Fuerte Group Hotels planting project in Teba

A similar initiative, on behalf of **Daia**, has made it possible to plant a selection of carob trees, a native species of significant ecosystem value, in the **mountains of Marbella and Ojén**. This planting will help to preserve the soil from erosion in a fire-affected area and provide resources and shelter for local biodiversity.

With the participation of **Daia Hotels and Fuerte Conil – Resort**, and in collaboration with the environmental organization **Ecoherencia**, we carried out an ecosystem restoration project in the **Bahía de Cádiz Natural Park**. The project involved the removal of areas affected by invasive plant species

such as ice plant (Carpobrotus edulis), and the replanting of native vegetation that helps preserve the dune ecosystems.

For its part, **Amàre Hotels** remains committed to responsible tourism through initiatives that promote local culture, such as the **Amàre Loves Art** program. **Amàre Ibiza** supports culture and artistic activities by improving the facilities and expanding the equipment of the Ibiza School of Art to encourage the patronage of future artists. Meanwhile, **Amàre Marbella** collaborates with the Ateneo de Málaga in the preservation of its artworks and the promotion of art.



Bay of Cádiz Natural Park



Facilities of the Ateneo de Málaga



Reforestation of carob trees in the Sierra de Ojén

## 3.4.

## Greater efficiency, lower consumption

#### **CONSUMPTION**

Throughout 2024, consumption continued to be monitored and the **Energy Management Dashboard** was implemented, which now enables real-time tracking of the different uses of energy sources. In this way, we have increased our effectiveness in identifying potential deviations and the immediacy of our response.

The following table shows the annual variation (2024 compared to 2023) in the equivalent consumption of each hotel according to occupancy.

% VARIATION	FUERTE EL ROMPIDO	FUERTE CONIL - RESORT	DAIA CONIL	FUERTE GRAZALEMA	EL FUERTE MARBELLA	AMÀRE MARBELLA	AMÀRE IBIZA
Marbella	↓-19,1	<b>1</b> +21,4		<b>↓</b> -4,2	<b>↓</b> -14,1	<b>↓</b> -6,5	<b>↓</b> -3,8
Ibiza	<b>1</b> +15,3	<b>1</b> +38,6		<b>↓</b> -0,8		<b>↓</b> -2,7	
Electricity (kWh)					<b>1</b> -20,4		<b>1</b> +6,2
Propane (kg)	<b>↓</b> -12,9	<b>↓</b> -8,8		<b>↓</b> -0,2	<b>↓</b> -13,5	<b>1</b> +41,4	<b>1</b> +6,7
Natural gas (kWh)		<b>1</b> +4,7		<b>↑</b> +5,1		<b>1</b> +1,9	
Water (m3)	<b>↓</b> -12,9	<b>↓</b> -8,8		<b>↓</b> -0,2	<b>↓</b> -13,5	<b>1</b> +41,4	<b>1</b> +6,7
Diesel (L)		<b>1</b> +4,7		<b>1</b> +5,1		<b>1</b> +1,9	

Daia Conil's consumption figures are not yet comparable as there is no data for 2023. Meanwhile, the increases at Fuerte Conil Resort are due to the full incorporation of Costa Conil in 2024. During 2023, Costa Conil operated only partially. A similar situation occurs with El Fuerte Marbella, whose comparison is not significant as this hotel was only operational for a few months in 2023. The rest of the consumption falls within a normal range of variation, with decreases in some resources and slight increases in others, with the exception of propane at Fuerte El Rompido and water at Amàre Marbella. In the first case, the increase is also due to a 15 % rise in guests, while in the second it was caused by an issue with one of the hotel's DHW supply sources.

One of the contributions to sustainability in 2024 has been the production of **photovoltaic energy** at some of the group's hotels. In El Rompido, 254,559 kWh have been produced, equivalent to 18.2 % of the electricity consumed. In Conil, renewable energy production has reached 122,720 kWh, which is equivalent to 11.1 % of the electricity consumed. For 2025, we expect to increase the performance and production of photovoltaic energy. Furthermore, Fuerte Group Hotels has committed to purchasing 10 % green **energy with a guarantee of origin**, which will make a significant contribution to reducing the carbon footprint.

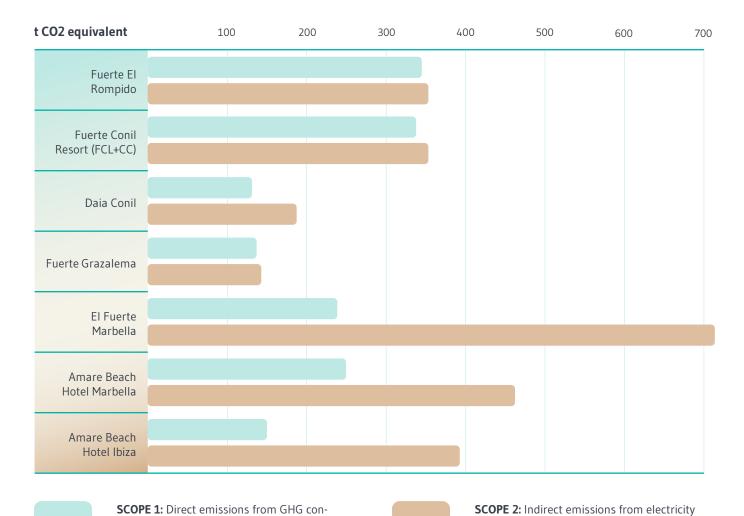
1. We are committed to Fuerte — 2. Progress and goals — 3. Respect for the environment — 4. Our impact on society

#### **CARBON FOOTPRINT**

sumption.

In terms of carbon footprint, almost all hotels in the group have succeeded in individually reducing CO2 emissions, both in scope 1 (direct emissions from GHG consumption) and in scope 2 (indirect emissions from electricity consumption), during 2024.

This has led to an estimated reduction in the group's overall carbon footprint of 1.5 % compared to 2023, a figure slightly above the annual target of 1 %.

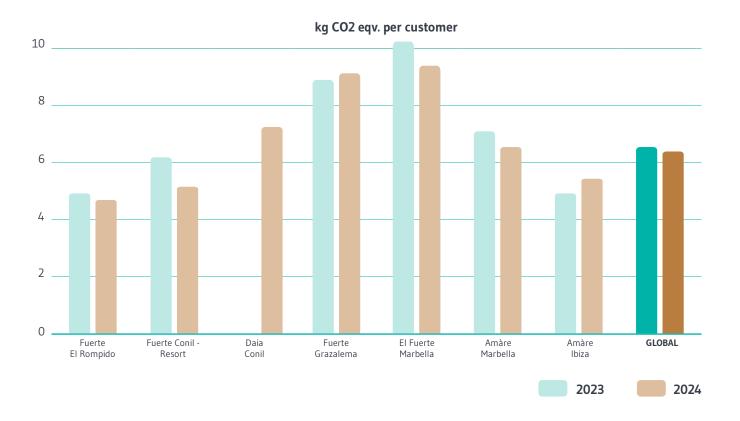




Hotel Fuerte El Rompido

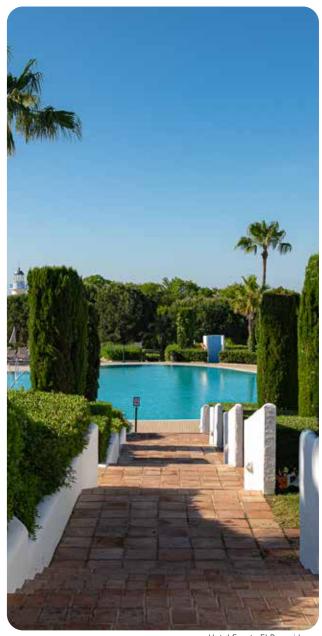
consumption during 2024.

The following table shows the downward trend in kilograms of CO2 equivalent per guest for each hotel and for the group as a whole.



Some of the factors that have helped us achieve our objectives include the use of increasingly efficient refrigerant gases with a lower emission factor (resulting in reduced fugitive emissions), the implementation of LED lighting in areas where it had not yet been installed in 2023, the generation of photovoltaic renewable energy, and the gradual replacement of machinery with ever more efficient equipment.

\*Calculations made in accordance with the provisions of Articles 1.4, 6.4 and 6.5 of Royal Decree 214/2025, of 18 March.



Hotel Fuerte El Rompido





### 4.1

### Service excellence

The main development in 2024 regarding the analysis of the quality of Fuerte Group Hotels has been the inclusion, for the first time, of the **Daia Slow Beach Hotel Conil**, which opened its doors in July of that year.

Despite the small sample size compared to that obtained from the other hotels, its results are quite representative.

On the other hand, it should be noted that in 2024 it was possible to obtain a sufficient number of reviews for El Fuerte Marbella as it remained open for considerably more months than in the previous year. Therefore, the conclusions are more significant.

#### **CARBON FOOTPRINT**

QUALITY	Fuerte Hoteles	Fuerte Hoteles Amàre Hotels		Daia Conil	
Number of reviews analysed	2.839	2.348	1.062	510	
Online reputation index (GRI)	88,80 %	91,90 %	92,70 %	90,80 %	
Net promoter score (NPS)	100 %	100 %	100 %	100 %	



Tavira Rooftop Bar en Daia Slow Beach Hotel Conil

The figures are very reliable because the majority come from **Reviewpro**, which is a programme that has become the main tool for measuring customer satisfaction for many hotel companies. This is because it brings together comments from internal surveys and those left by customers on OTAs.

Based on this thorough analysis, in 2024 the tool made it possible to draw conclusions that have been taken into account when planning improvement actions to be implemented in all establishments in 2025.

The most positive aspect has been a clear improvement in the **net promoter score (NPS)**, which measures customer loyalty and the likelihood that customers will recommend a brand or company to others. In 2024, this reached 100 % across all of the hotel group's brands.

With regard to the **online reputation index (ORI)**, which measures the overall perception of a brand or company on the internet based on the analysis of mentions, opinions and user-generated content across various online platforms, this has increased in all hotels compared to the 2023 figures, except for Fuerte Hoteles, which has seen a slight decrease. It also achieved an excellent 90.80 % at the newly opened Daia Slow Beach Hotel Conil.

#### 2024 SERVICE EXCELLENCE DATA

	Fuerte Hoteles	Amare Hotels	El Fuerte Marbella	Daia Conil
Cleaning	92,50 %	94,40 %	95,50 %	96,40 %
Cuisine	82,40 %	94,00 %	98,10 %	
Service	93,40 %	93,5 %	93,50 %	93,90 %

In a more detailed analysis of specific areas of the hotels, such as cleanliness, gastronomy and service, the excellent performance of the company's new upper upscale brands is noteworthy: El Fuerte Marbella and Daia Conil.

Despite targeting a more demanding luxury sector, the figures are outstanding, especially in the food at El Fuerte Marbella, which came close to 100 % satisfaction with a remarkable 98.10 %.

In the case of Amère Hotels, it also improved, reaching 94 %, and it was not recorded at Daia because less than 100 % of its dining options were

available. Meanwhile, at Fuerte Hoteles, the figure dropped from 85.40 % in 2023 to 82.40 % in 2024 due to the removal of a gourmet restaurant from Fuerte Conil - Resort, which was incorporated into the Daia Slow Beach Hotel Conil, located right next door.

Except for these indications, satisfaction rates remain very high, above 90 % and close to 95 %, in almost all of the chain's establishments, both in the upper upscale segment (4 stars) and in the upper upscale segment (5 stars).

1. We are committed to Fuerte \_\_\_\_\_\_\_\_ 2. Progress and goals \_\_\_\_\_\_\_\_ 3. Respect for the environment \_\_\_\_\_\_\_ 4. Our impact on society

### 4.2

### Ethics and corporate performance

#### **CODE OF ETHICS**

**Fuerte Group Hotels** has a code of ethics that is mandatory for everyone who is part of the company, including owners, executives and employees. The principles it establishes, which include the promotion of equality between men and women and respect for human rights, are as follows:



El Fuerte Marbel

- We exist to provide satisfaction to our customers.
- The fundamental value of our company is people.
- By respecting the environment, we demonstrate our respect for others.
- There are good employees when there are good bosses.
- We all have the ability to improve as individuals and as professionals and, if we do so, it will be beneficial for our work.
- Participation and fair treatment foster commitment to the company.
- Being responsible means complying with rules, procedures and objectives.
- B Diversity is one of the main sources of wealth; respect for it fosters healthy and mature relationships.

- Good conduct should be recognised publicly, in an exemplary manner, and by using all available means.
- Discretion enhances trust, improves relationships and strengthens our image.
- The strength of an organisation depends largely on the loyalty of its staff.
- The separation of personal and professional matters within the company will facilitate the development of our work.

These commitments are firmly established within our teams through **sustainability training** and **specific procedures** against harassment, sexual tourism and the protection of children in our establishments. These behaviours are unacceptable in our establishments and are also not tolerated in our supply chain, with any suspected incident being reported.

#### **ANTI-CORRUPTION**

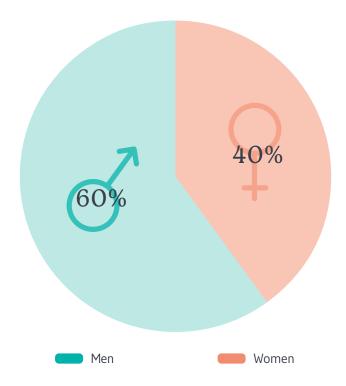
In economic matters, Fuerte Group Hotels has the necessary mechanisms in place to ensure the prevention of money laundering in payment management and maintains complete transparency regarding data related to anti-corruption, the environment, social action and various financial matters, which are collected and audited once a year by the international firm **UHY Fay & Co.** 

#### **EQUALITY**

Thanks to the measures implemented in 2024 to comply with SDG 5 on gender equality, the deviation recorded in 2023 in this percentage was rectified in the past financial year, restoring parity to 40 % women and 60 % men. Fuerte Group Hotels continues to encourage the incorporation of more women into management positions through measures that primarily seek to balance professional and personal life.

Leadership positions	Women	Men
2021	57 %	43 %
2022	40 %	60 %
2023	32 %	68 %
2024	40 %	60 %

#### **LEADERSHIP POSITIONS 2024**





Jesus Figueredo, sector manager at Amare Marbella



Gema Flores, sector manager at Fuerte Conil - Resort



Daia Slow Beach Hotel Con

#### **CORPORATE PERFORMANCE**

At the close of 2024, Fuerte Group Hotels consolidated a major strategic shift with the addition of two upper-upscale properties: El Fuerte Marbella and Daia Slow Beach Hotel Conil. This move towards a more exclusive offering has provided a significant boost to both job creation and the local economic fabric.

MARBELLA

In terms of personnel, the group's total workforce — including hotels and corporate structure — reached 938 employees, representing an increase of 74.4 people compared to 2023. As in the previous year, El Fuerte Marbella stood out due to its premium service offering, which is particularly labor-intensive. Additionally, the opening of Daia Conil has required a reinforced operational structure since its launch.

This repositioning in the luxury segment has driven an increase in rates, which in turn has had a positive effect on both the group's revenue and the activity of local suppliers, who are aligned with the quality standards demanded by this new category of hotels. As a result, the total turnover of the 7 hotels and 2 tourist apart-





Country	% customers		
UNITED KINGDOM	17,73 %		
IRELAND	9,90 %		
SPAIN	9,06 %		
NETHERLANDS	7,56 %		
GERMANY	7,52 %		
USA	7,38 %		
BELGIUM	5,70 %		
FRANCE	3,74 %		
SAUDI ARABIA	2,64 %		
SWITZERLAND	2,22 %		
OTHER	26,55 %		

Country	% customers
UNITED KINGDOM	23,52 %
IRELAND	13,84 %
NETHERLANDS	8,82 %
GERMANY	7,79 %
BELGIUM	7,30 %
USA	5,28 %
SPAIN	4,89 %
SWITZERLAND	3,08 %
FRANCE	2,59 %
CANADA	2,01 %
OTHER	20,89 %

AMÂRE
BEACH HOTEL
IBIZA

Country	% customers			
UNITED KINGDOM	49,52 %			
GERMANY	6,63 %			
IRELAND	5,37 %			
BELGIUM	5,33 %			
NETHERLANDS	4,92 %			
FRANCE	4,18 %			
USA	3,54 %			
SPAIN	3,36 %			
SWITZERLAND	3,12 %			
ITALY	2,90 %			
OTHER	11,13 %			







Country	% customers		
SPAIN	52,53 %		
UNITED KINGDOM	18,29 %		
GERMANY	17,93 %		
PORTUGAL	4,32 %		
POLAND	1,06 %		
NO COUNTRY	0,84 %		
BELGIUM	0,77 %		
FRANCE	0,62 %		
IRELAND	0,54 %		
NETHERLANDS	0,52 %		
OTHER	2,59 %		

Country	% customers
SPAIN	53,87 %
GERMANY	36,60 %
UNITED KINGDOM	1,84 %
NETHERLANDS	1,67 %
SWITZERLAND	1,23 %
FRANCE	0,67 %
AUSTRIA	0,56 %
IRELAND	0,50 %
BELGIUM	0,46 %
PORTUGAL	0,35 %
OTHER	2,25 %

Country	% customers
SPAIN	67,35 %
GERMANY	10,57 %
UNITED KINGDOM	4,12 %
NO COUNTRY	3,31 %
NETHERLANDS	2,20 %
FRANCE	1,76 %
SWITZERLAND	1,46 %
BELGIUM	1,13 %
USA	1,13 %
IRELAND	1,00 %
OTHER	5,96 %

ment complexes reached € 96.5 million, compared to € 80.5 million recorded in 2023. The generally positive performance of the tourism sector in 2024 was also reflected in the group's business activity. Throughout the year, Fuerte Group Hotels welcomed a total of 168,207 guests from 205 different nationalities, up from 157,000 from 163 countries the

previous year. The average stay across all locations was 4.34 days, while the predominant nationalities varied by brand (Daia is excluded as it was not open for the full season).

In summary, Spain remains the leading nationality in Fuerte Hoteles properties, while the British market is dominant in the other hotels, and the German market in the vacation rental complexes. Nationally, the autonomous community of Madrid continues to generate the highest number of bookings, except at Fuerte Grazalema, where guests from Cádiz predominate, and at Amàre Ibiza, where visitors from Málaga are most common.



Country	% customers	
GERMANY	27,31 %	
NETHERLANDS	22,13 %	
SPAIN	18,26 %	
BELGIUM	5,91 %	
CANADA	4,65 %	
UNITED KINGDOM	4,41 %	
FRANCE	4,21 %	
SWEDEN	1,76 %	
SWITZERLAND	1,42 %	
DENMARK	1,33 %	
OTHER	8,62 %	



Olée Holiday Rentals

# 4.3 Our team

#### **EMPLOYEES**

At the end of 2024, the workforce of Fuerte Group Hotels, including all hotel and corporate staff, continued to grow compared to the previous year, reaching a total of **938 employees**, which meant the hiring of 74.4 more people than in the previous year. As in 2023, it is worth noting the high number of additional contracts generated by El Fuerte Marbella, as well as the opening of Daia Conil, whose respective service offerings for the upper upper upscale segment are much more labour-intensive.

Team	Employees	El Fuerte Marbella	Amàre Marbella	Amàre Ibiza	Fuerte Conil - Resort/ Daia Conil	Fuerte Grazalema	Fuerte El Rompido	Olée Holiday Rentals	Central Services
2021	550,2	124,4	86,1	97,6	87,5	15,1	46,1	4,4	89
2022	649,2	72,7	126,4	126,6	136,1	19,7	64,3	4,9	98,4
2023	863,6	213,5	132,8	134,2	160,4	22,9	82,9	5,5	111,4
2024	938,0	237,0	135,2	128,8	193,7	22,1	96,3	5,8	119,1

The most noteworthy aspect of this increase is that the percentage of permanent contracts remains very high, reaching **96.9%** in 2024, just half point less than in 2023.

	Permanent	Temporary
2021	93 %	7 %
2022	96 %	4 %
2023	97,50 %	2,50 %
2024	96,90 %	4,60 %

The strong performance of the tourism sector in all the destinations where Fuerte Group Hotels operates is making it increasingly difficult to hire local staff due to the high rate of staff turnover. For this reason, some of the new contracts made in 2024 were for employees from other regions or countries, which reduced the percentage of local workers in the chain from 62.7 % in 2023 to 57 % in 2024.

Workplace population					
2021	66,30 %				
2022	50,60 %				
2023	62,70 %				
2024	57 %				



Javier Mateo, Bartender at Daia Slow Beach Hotel Conil

#### **WORKFORCE STABILITY**

Despite what was mentioned previously, the number of employees who have been working at Fuerte Group Hotels for **more than five years** continues to rise year after year, demonstrating the high stability of the chain's workforce. This loyalty is particularly notable in the group's central services, where **69.60** % of employees have been with the company for over five years. This is also the case for **59.40** % of employees at Fuerte Grazalema and **46.50** % at Fuerte El Rompido, two of the chain's longest-standing establishments.

#### **EMPLOYEES WORKING FOR MORE THAN FIVE YEARS**

	2021	2022	2023	2024
EFM - El Fuerte Marbella	75 %	49 %	30 %	30,90 %
AMB - Amàre Marbella	41 %	38 %	37 %	42,90 %
AIB - Amàre Ibiza	22 %	19 %	16 %	21,60 %
FCR/DC - Fuerte Conil - Resort/Daia Conil	51 %	55 %	51 %	31,10 %
FG - Fuerte Grazalema	10 %	69 %	60 %	59,40 %
FER - Fuerte El Rompido	24 %	52 %	45 %	46,50 %
SSCC	66 %	71 %	64 %	69,60 %

#### **WORKING ENVIRONMENT**

In some cases, such as that of the central services, the increase in stability is directly related to the improvement in the working environment, with staff satisfaction rising from 85.7 % in 2023 to 88.50 % in 2024. In the other hotels of the group, the surveys carried out showed figures above 80 % in all cases, with notable increases recorded at the two Amare brand establishments.

At **Amàre Ibiza**, one of the aspects most appreciated by staff has been the provision of accommodation for staff members who do not reside on the island. In this regard, the hotel has 58 rooms with capacity for 111 people.

In addition, to improve their stay and living experience, the complex has communal areas such as changing rooms, a staff dining room where breakfast, lunch and dinner are provided, a common room with a TV, entertainment facilities and a laundry area with free washing machines and dryers for employees. The rooms are for use during the period of the employee's employment with the company and do not constitute a binding commitment. The use of these rooms is subject to the signing of an addendum to the employment contract and to compliance with the rules on the proper use of the facilities and appropriate behaviour within them.

#### **WORKING ENVIRONMENT SURVEY (SATISFACTION)**

	20210	2022	2023	2024
El Fuerte Marbella	84,10 %	89,10 %	81,80 %	80,20 %
Fuerte Conil - Resort	75,10 %	80,90 %	85,70 %	85,90 %
Daia Conil				81,10 %
Fuerte Grazalema	90,10 %	90,30 %	92,20 %	90,10 %
Fuerte El Rompido	84,30 %	83,40 %	84 %	82,40 %
Amàre Marbella	81,10 %	84,50 %	81,50 %	85,60 %
Amàre Ibiza	72,30 %	83,40 %	81,90 %	83,80 %
Central services	83,80 %	86,40 %	85,70 %	88,50 %



Amàre Beach Hotel Ibiza

#### **TRAINING**

In 2024, investment in training courses amounted to €164,928.35, with an increase in training hours, which rose from 20,843 in 2023 to 23,826 in 2024; similarly, the total number of beneficiaries increased from 1,172 people in 2023 to 1,419 in 2024.

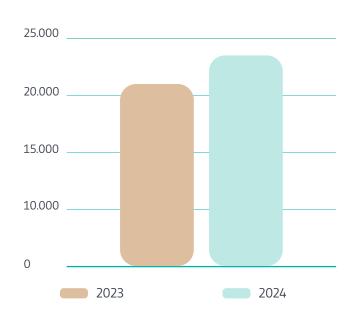
The hotels that benefited from the most training hours were **Daia Conil** and **El Fuerte Marbella**, followed by Amare Marbella.

In terms of equality, near parity was achieved in 2024, with **50.20 %** of beneficiaries being men and **49.80 %** women.

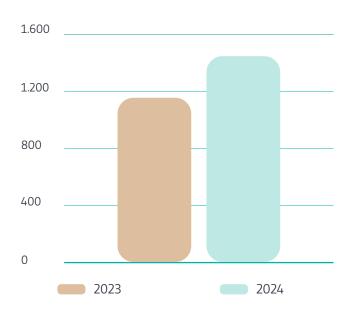
#### TOTAL INVESTMENT, HOURS AND BENEFICIARIES BY GENDER

Training	Investment	Hours	Men	Women	Total beneficiaries
2021	66.658,34	15.073	425	550	975
2022	106.146,16	14.799	315	357	672
2023	167.452,96	20.843	526	646	1.172
2024	164.928,35	23.826	712	707	1.419
			50,20 %	49,80 %	

#### **TRAINING HOURS**



#### **BENEFICIARIES**





Naira Cuesta, Bartender at Amare Beach Hotel Marbella

#### TOTAL TRAINING HOURS DISTRIBUTED BY WORK CENTRE AND JOB LEVEL

	Position	2024	Total
El Esserto Marchalla	Direct/interm.	1.331	2.001
El Fuerte Marbella	Entry	2.559	3.891
Amàna Manhalla	Direct/interm.	1.699	/ 070
Amàre Marbella	Entry	3.270	4.970
Am Sura Hater	Direct/interm.	1.184	- 2.450
Amàre Ibiza	Entry	1.266	2.450
Fuerte Conil - Resort / Daia Conil	Direct/interm.	1.599	7.339
	Entry	5.740	7.339
	Direct/interm.	54	<del>-</del> 783
Fuerte Grazalema	Entry	729	/83
Evento El Benevido	Direct/interm.	753	2055
Fuerte El Rompido	Entry	2.202	2.955
Control comices	Direct/interm.	224	- 1.432
Central services	Entry	1.208	1.432
	Direct/interm.	2	- 8
Olée Holiday Rentals		6	δ
TOTAL			23.826



Olée Holiday Rentals

#### **INTERNS**

At Fuerte Group Hotels, the importance of internships is recognised, and efforts are made to offer students an exciting experience, creating an excellent pool of junior talent for the group's establishments.

The company plays an important role in promoting **practical training** for students in the tourism sector and facilitating the transition to the professional environment and first employment for graduates through various agreements and collaboration programmes with universities, schools and institutions, both nationally and internationally.

In 2024, agreements were maintained with a total of **40 schools, associations and institutions**, and internships were offered to **87 students**, of whom **21%** were hired at the end of their training.

Students	Interns	Hired	Partner centres
2021	16	6%	3
2022	66	9%	32
2023	77	12%	35
2024	87	21%	52

Among the **partner organisations**, local institutes and schools near the hotels and workplaces stand out as places where **intermediate or higher-level vocational training courses** are offered. The most notable are:

Les Roches.

Galicia School of Hospitality.

Seville Hospitality School.

Benahavís School of Hospitality.

IES San Roque School of Hospitality.

Madrid Higher School of Hospitality.

Granada School of Hospitality and Tourism (CPI-FP Hurtado de Mendoza).

School of Hospitality of the Balearic Islands.

International School of Hotel Management Vatel Malaga and Madrid.

Málaga School of Hospitality (La Cónsula).

Islantilla School of Hospitality.

Fernando Quiñones School of Hospitality.

Virgen de Belén School of Hospitality.

Higher School of Tourism and Marine Technology, Portugal.

Likewise, collaboration was maintained with other international centres and with several leading national universities, among which the following stand out:

René Cassin Institute, France.

School of Tourism and Marine Technology, Portugal.

Lycée Français.

San Valero Centre.

Valencia Tourism Training Centre.

CESAE Business School Madrid.

European University Miquel de Cervantes.

University of Navarra.

University of Extremadura.

International University of La Rioja (UNIR).

#### INCLUSION OF PEOPLE AT RISK OF SOCIAL EXCLUSION

On another note, it is worth highlighting the work carried out by Fuerte Group Hotels, through Fundación Fuerte, to support associations and foundations that facilitate the **employment integration** of people at risk of social exclusion.

These programmes are aimed at vulnerable groups, for whom a training programme is developed and a work placement period is defined.

During 2024, two hotels in the group hosted four students at risk of social exclusion, providing them with training for a period of time. Two of these students were subsequently employed by the **Amàre Marbella hotel**.



Amàre Beach Hotel Marbella

2	O	2	4

Hotel	Students	Hired	Project	Organisation
Fuerte El Rompido			Learning by working, plan for the integration of vulnerable groups	Gypsy Secretariat
Fuerte Conil - Resort			Learning by working, plan for the integration of vulnerable groups	Chiclana Red Cross
Amàre Ibiza			Deixalles Ibiza Foundation	Deixalles Ibiza Foun- dation
Amàre Marbella	3	2	EMPLOYMENT GUIDANCE AND INCLUSION	Bancosol
Fuerte Conil - Resort	1		RED CROSS EMPLOYMENT PLAN	Conil Red Cross
TOTAL	4	2		
Hired	š	50 %		

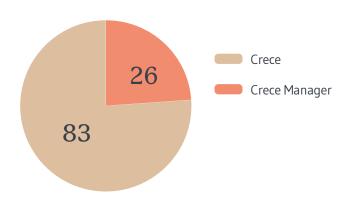
#### **CRECE, A PLAN TO RETAIN TALENT**

For Fuerte Group Hotels, **internal promotion** is a tool to select employees with the skills and knowledge necessary to take on new responsibilities. Once they have been identified, they are given the opportunity to advance in their careers, fostering and promoting professional development and helping to build a culture of trust and retain talent.

As such, the **Crece programme** is aimed at two clearly defined groups:

#### **CRECE**

This version includes key collaborators in the company with potential and/or those interested in professional development, who take part in development programmes according to the training models defined for each position.



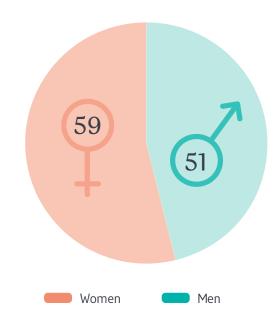
Of those 109 people, 83 participated in the Grow programme and 26 in Crece Manager.

#### **CRECE MANAGER**

This programme is intended for entry-level staff applying for **supervisor or deputy supervisor** positions, as well as department heads seeking promotion to roles with greater responsibility, especially management and deputy management positions.

Hotel	NO. PAX	DURATION (hours)
Amàre Ibiza	16	410
Amàre Marbella	18	1.625
El Fuerte Marbella	14	986
Fuerte Conil - Resort/ Daia Conil	40	1.167
Fuerte El Rompido	19	1.480
Fuerte Grazalema	2	55
Total general	109	5.723

In 2024, a total of **109 people**, 51 men and 59 women, were included in the programme and were able to participate in **105 external courses**, which amounted to a total of **5,723 training hours**.



2024 Programme	Amàre Ibiza	Amàre Marbella	El Fuerte Marbella	Fuerte Conil - Resort/Daia Conil	Fuerte El Rompido	Fuerte Grazalema	Total
Men	8	10	7	16	9	1	51
Women	8	8	7	24	10	1	58
Total	16	18	14	40	19	2	109

2024 Programme	Amàre Ibiza	Amàre Marbella	El Fuerte Marbella	Fuerte Conil - Resort/Daia Conil	Fuerte El Rompido	Fuerte Grazalema	Total
Crece Manager	4	4	3	9	5	1	26
Crece	12	14	11	31	14	1	83
Total	16	18	14	40	19	2	109

The implementation of the two modalities of the Crece programme entailed a cost of € 26,806.22, of which 84 % was subsidised by state programmes supporting training and improving the quality of the sector. The actual expenditure amounted to a total of € 4,232.28.

Cost (EUR)	Amàre Ibiza	Amàre Marbella	El Fuerte Marbella	Fuerte Conil - Resort/Daia Conil	Fuerte El Rompido	Fuerte Grazalema	Total
	2.563,87	7.601,38	4.644,22	5.490,42	6.356,32	150,00	26.806,22
Subsidised amount							22.573,94
Subsidised expenditure	e						84 %
Actual expenditure (tot	tal subsidised	)					4.232,28

#### PERFORMANCE EVALUATION

Performance evaluation is a periodic process of qualitative assessment of the work carried out by individuals within the various companies that make up Fuerte Group Hotels. It assesses the execution of activities assigned to them based on the organisation's strategic quidelines.

The company has a competency dictionary that includes a series of standardised criteria linked to people's behaviours and takes into account the organisation's strategies. These criteria are defined as the competencies that are linked both to the group's values and to the occupations within the structure. The dictionary is completed with the leadership competency, which applies to positions with people under their charge.

#### **INTERNAL PROMOTION**

Thanks to the Crece programme, out of a total of 110 key vacancies in 2024, 52 were filled through internal promotion, resulting in an **internal promotion rate of 47 %**, much higher than the 32 % recorded in 2023.

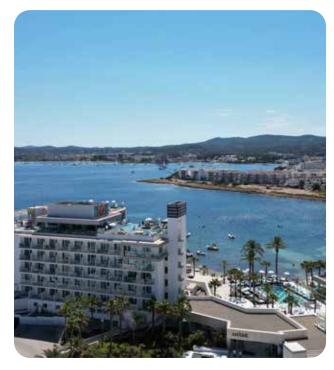
	2023	2024
Total vacant key positions	113	110
No. positions filled through internal promotion	36	52
Internal promotion rate	32 %	47 %
No. positions filled by Crece programme	15	20
% positions filled by Crece programme	13 %	18 %
FG	2	55
Total	109	5.723

**80 %** of the employed workforce participate in the performance evaluation, and the information obtained is used by the Human Resources Department to improve other human resource management systems such as training, remuneration, mobility, career development and recruitment.

#### OCCUPATIONAL RISK PREVENTION PLAN

As is customary, in 2024 the Human Resources Department of Fuerte Group Hotels reviewed the **risk assessment** and held coordination meetings with management and department heads at each hotel to communicate the results of the assessment and the preventive measures to be implemented.

In addition, a series of **additional** occupational risk prevention **measures** were carried out in certain establishments, including the following:



Amàre Beach Hotel Ibiza

An ergonomic assessment resulting from physical workloads in the Food & Beverage, Kitchen, and Housekeeping departments at Amàre Marbella, as well as in the Housekeeping department at Fuerte Conil Resort.

As an initiative to improve team health, warming-up videos were created and made available to teams via the chain's intranet in 2024. Similarly, some hotels have hired specialised personnel to assist the various departments in the implementation of these warm-up exercises at the start of the working day. Specific training has also been provided to the departments with the heaviest physical workload, mainly Housekeeping, Kitchen and Restaurant.

3 El Fuerte Marbella decided to consider a preventive activity related to the **assessment of psychosocial factors** that may affect the well-being and health of its workforce. This initiative will be implemented during the 2025 season.



Beach Club at Amàre Beach Hotel Marbella

#### **WELL-BEING PLAN**

After becoming a benchmark in sustainability and environmental responsibility, Fuerte Group Hotels has focused part of its efforts on implementing workplace improvements with the aim of advancing its policies to support the work-life, family-life and personal-life balance of all its employees.

Within this framework, the **Másfamilia Foundation awarded the efr Certification** to Fuerte Group Hotels in June 2024. This accreditation is based on an international work-life balance management model which, as part of CSR and Excellence Management, aims to make progress and provide solutions regarding responsibility and respect for the reconciliation of personal, family and working life.

To achieve excellence in this area, Fuerte Group Hotels has a **Well-being Plan** that provided assistance to its employees totalling € **71,655.40** in 2024, a figure that is almost double that of 2023, which was € 36,427.46. It is worth noting that almost half of this amount, € 33,401.28, was allocated to assistance for nursery expenses, and € 23,374.12 went towards gym expenses, a heal-th-related benefit that did not exist in previous years. Spending on schoolbooks was slightly lower than in 2023, with a total of € 14,880.



From left to right: Cristina Álvarez (3rd generation member), Mayte Fernández (efr certification manager), María Ceballos (Human Resources Director), José Luque García (General Manager of Fuerte Group Hotels), Rafael Fuertes (General Manager of Másfamilia), Mrs.

Isabel García (Honorary President of Fuerte Group Hotels) and Victoria Luque (Board Member)

	2021	2022	2023	2024
Nursery	8.443,77	18.607,33	12.941,46	33.401,28
Gym	-	-	-	23.374,12
School books	-	6.628,96	15.360,00	14.880,00
Marriage	-	782,00	8.126,00	-
Total aid	8.443,77	26.018,29	36.427,46	71.655,40
Advances and loans	30.738,73	130.519,69	115.867,76	426.019,00
Total general	109	5.723		

In addition to the aforementioned assistance, 2024 saw the introduction of new improvements, such as those aimed at employees with disabled children, which did not exist in previous years, as well as the use of the "Paylow" app, which has facilitated employees' access to larger amounts in the form of advances. This has resulted in a significant increase in this item, rising from €36,217.76 in 2023 to €275,619 in 2024.

	2023	2024
Total advances and loans	115.867,76	426.019,00
Advances	36.217,76	275.619,00
Loans	79.650,00	150.400,00
Marriage	-	782,00
Total aid	8.443,77	26.018,29

In addition, the **Well-being Plan** has introduced non-financial incentives that have been highly valued by the chain's employees, such as the awards for **Best Colleague, Innovation, and The Voice of the Customer**, which highlights the importance of customer feedback regarding staff and rewards their good work.

Finally, in 2024, Fuerte Group Hotels conducted a survey of all staff in order to assess the level of satisfaction with all the measures included in the Well-being Plan, as well as to evaluate new proposals or improvements for 2025, taking into account people's real needs.

Its analysis has enabled the consideration of new initiatives that are being implemented through the Well-being Plan 2025.



Hotel Fuerte Grazalema

### 4.4

### Promoting authenticity



The sustainable management implemented at Fuerte Group Hotels establishments for over 25 years has always given a significant role to **local suppliers**. The reason is to harness the wealth-generating capacity of tourism to encourage the social and economic development of the communities in which they are located.

For this reason, whenever possible, the hotels prioritise working with local businesses. The main requirements are those related to **product quality** and to their commitment to sustainable policies, respect for the environment and the SDGs. As already detailed in the section on responsible purchasing, we are proud to centralise a large percentage of our purchases with local suppliers.

In this regard, it is worth highlighting, as mentioned in other sections of this report, the efforts made by the new brand **Daia Slow Beach Hotel Conil** to boost the economic activity of local companies, especially those in the agri-food sector.

Indeed, this link is essential to guarantee local and zero-kilometre gastronomy, which forms part of the very DNA of the brand's identity.

Maam breakfast with products from local suppliers at Daia Slow Beach Hotel Conil

### 4.5

### Fuerte Foundation

The Fuerte Foundation is a **non-profit organisation** based in Marbella, whose aim is to channel the solidarity activities of the Fuerte Group towards helping **people at risk of social exclusion**, organising cultural events and carrying out environmental awareness campaigns.

These are some of the most notable initiatives:

#### **CULTURAL SPHERE**

- **1. Marbella Activa Association:** awards ceremony for the 11th Short Story Competition.
- 2. Brotherhood of Nuestro Padre Jesús Cautivo, María Santísima de la Encarnación, Santa Marta, San Lázaro and María: passing on the traditions and cultures of Holy Week to the children of the CIS centres of La Patera and El Ángel.
- **3. Fuerte Foundation.** Conference held at the Hotel El Fuerte Marbella. An event in which the well-known journalist Amparo de la Gama interviewed Isabel García Bardón and her daughter, Isabel Luque García, about the lesser-known aspects of the living history of El Fuerte Marbella.

- **4. Fuerte Foundation:** organisation, together with the gallerist Marifé Nuñez, of four art exhibitions and a quided tour at Hotel El Fuerte Marbella.
- **5. Friends of the Sol Mayor Organ Association:** concert schedule at the Parish of Our Lady. Our Lady of the Incarnation and maintenance of the Sol Mayor organ, which is located there.
- **6. Brotherhood of Our Father Jesus of Mercy at His Entry into Jerusalem and Most Holy Mary of Peace and Hope of Marbella.** Organisation of the concert by the Sevilla Red Cross Music Band for the 25th Anniversary of Our Father Jesus of Mercy on His Entry into Jerusalem.

#### **EDUCATIONAL FIELD**

- **1. Cáritas Diocesana of Ibiza:** support for a socio-educational centre. Bethany, a neighbourhood of colours.
- **2. Ciudad de la Alegría Foundation:** educational programme aimed at helping girls and boys from low-income backgrounds in the northern area of Benito Juárez (Mexico) to continue their studies. Awarding of scholarships to students at Colegio Mano Amiga.
- **3. Universidad Católica del Este (Dominican Republic):** awarding of scholarships to students from the Miches area to pursue higher education at this university.
- **4. Tropicalia Foundation (Dominican Republic):** Improvement of the facilities and educational environment of "Los Cuatro Caminos" Primary School (Miches).



Los Cuatro Caminos Primary School

#### **SOCIAL SCOPE**

- 1. Fundación Centro Español de Solidaridad de Málaga (CESMA): drug use prevention programme for adolescents and young people, "Juego de llaves", implemented among pupils aged 6 to 16. It focuses on emotional management, cognitive strategies, social interaction, healthy leisure, health education and values.
- 2. Horizonte Proyecto Hombre Marbella Association: treatment support.
- 3. Horizonte Proyecto Hombre Marbella Association: anniversary dinner.
- **4.** Horizonte Proyecto Hombre Marbella Association: Six charity fairs.
- **5. NGO Construye Mundo:** strengthening of technical resources to support the women's group in the agricultural product processing unit in the village of Guía, Podor Region (Senegal).
- **6.** Hermanitas de los Pobres de Ronda nursing home: assistance to pay some electricity bills in order to cover the centre's basic needs.
- 7. Asociación Horizonte Proyecto Hombre Marbella: universal prevention programme in the PIVES-CHOOL classroom, in which two technicians from the Prevention Team of Horizonte Proyecto Hombre Marbella deliver workshops to students from Year 1 to Year 6 of Primary Education, in schools in the municipalities of the Western Costa del Sol.

- **8. Luis Amigo Children's Home:** daily comprehensive services, scholarships, multisensory learning and support campaigns for children and adolescents in need in the Philippines.
- 9. Collaboration agreement between the company We Resolve, Asociación Horizonte Proyecto Hombre Marbella and the Fuerte Foundation: coordination and implementation of the agreement for the free provision of maintenance services (up to a maximum of 1,500 euros) entered into with the company We Resolve.
- **10.** Horizonte Proyecto Hombre Marbella Association: Support from Fuerte Foundation for breakfast and lunch for the meeting of the directors of the various Proyecto Hombre centres and programmes in the province of Málaga, which took place in Marbella.
- **11.** Horizonte Proyecto Hombre Cádiz Association: preventive activities within the school, family and work environments organised by the C.E.S. Jerez Foundation, within the framework of the "Creciendo fuerte" programme.
- **12. Provision of hotel stay vouchers** to partner organisations (Asociación Horizonte Proyecto Hombre Marbella, Fundación Harena, Fundación Soñar Despierto, Overlap, Piel de Mariposa, Cudeca, Hermandad Santa Marta, Santa Clara Golf Marbella, AVOI, Asociación Benéfica Luna Nueva and Colegio Monseñor Rodrigo Bocanegra) for the activities

they carry out in order to raise funds.

- **13. Grazalema Basketball Sports Club:** a project that promotes the practice of this sport among local boys and girls, with the aim of teaching them to take on responsibilities and to develop attitudes of respect.
- **14. VIFAC (life and family of Quintana Roo, Mexico):** support for a shelter for vulnerable pregnant women.
- 15. Compassionate Sisters of the Poor. King of Mercy Children's Home and Apostolate Centre in Montego Bay (Jamaica): support for the construction of a properly equipped professional residential care centre, an orphanage for children with special needs and a smaller component for elderly women.
- **16. Friends of Jesus:** operating expenses of a children's home and a bilingual school in rural Honduras. They provide a safe haven for vulnerable children and adolescents and support young adults on their path towards productive independence.
- **17. Horizonte Proyecto Hombre Marbella Association:** design of posters and promotional videos required to promote events organised jointly with the Fuerte Foundation.
- **18. Fundación Solidaria Luna Nueva:** implementation of a healthcare project carried out in the region of Linguere (Senegal).

#### **ENVIRONMENTAL SCOPE**

**1. Saving Our Sharks Foundation (Mexico):** training to support the successful transition of a shark fishing cooperative to running its own shark ecotourism businesses.

#### **EMERGING PROJECTS**

**Alcer:** collaboration with the Association for the Fight Against Kidney Diseases.

**Miches Nursing Home (Dominican Republic):** Christmas lunch for elderly residents.

Horizonte Proyecto Hombre Marbella Association: lunch at Hotel El Fuerte Marbella for volunteer members.

**Friends of Jesus:** donation for the "Obtoberfest" event organised by Friends of Jesus at Donegal Farm, Berwyn (Pennsylvania, United States).

**Attendis Talks Málaga Proemasa:** donation for the event "Building an inspiring future" held at the Torremolinos Auditorium, with the participation of motivational expert Luis Galindo.

**Diocesan Caritas of Malaga:** donation for those affected by the DANA suffered in the province of Malaga.

**Diocesan Caritas of Valencia:** donation for those affected by the DANA in the Valencian Community.

**Grazalema Town Council:** sponsorship of the second prize in the outdoor painting competition organised by the council.

**Trilema Foundation:** donation for those affected by the DANA in the Valencian Community.

**Gavi Alliance Caixabank:** donation aimed at child-hood vaccination around the world.

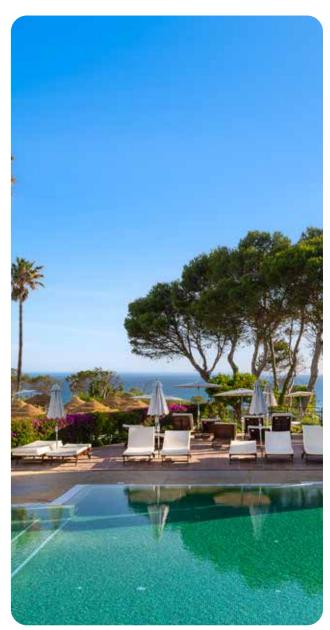
Hogar Infantil Corazón de Jesús Project in Santo Domingo (Dominican Republic): donation for the installation of 43 lamps with individual switches.

**CESMA Meeting:** provision of space for the meeting held at Hotel EI Fuerte Marbella by the members of the Board of Directors of Proyecto Hombre Málaga.

Horizonte Proyecto Hombre Marbella Association: organisation of the charity golf tournament in aid of the Horizonte Proyecto Hombre Marbella Association, held at the Aloha Golf Club, with all proceeds donated to the NGO.



ALCER Málaga



Hotel Fuerte Conil - Resort

## Letter from the Chief Executive Officer



Throughout this report, we have highlighted how 2024 will shape the future of Fuerte Group Hotels due to the new path of growth that the Board of Directors has decided to embark on through two of our distinct brands: Amàre Hotels and the newly created Daia Slow Beach Hotels.

In the case of the latter, its significance is much greater as it also constitutes a clear statement of intent regarding what we want to do in the future: to minimise the environmental impact generated by the tourist activity of our hotels.

Daia Conil has been a hotel that was conceived and executed 100% with sustainability in mind. From the choice of materials to the design of the areas and the installation of the water and electricity systems, everything has been conceived with a single purpose: to ensure that its future management has as neutral an impact as possible on its surroundings.

But beyond constructive and operational sustainability, Daia Slow Beach Conil represents a broader concept, based on a slow, conscious lifestyle and a strong commitment to local producers.

In this regard, Daia Conil is committed to Mediterranean cuisine that is healthy, organic and wholesome, prepared using zero-kilometre products supplied by the more than 25 local suppliers with whom the hotel works closely. A fact that not only strengthens the local economy but also reduces the carbon footprint associated with the transport of food.

For those who know us, this statement will not come as a surprise as it has been our main objective for the past 25 years. But the truth is that our commitment has never been as strong and dedicated as it is in 2024.

Firstly, because it confirms that this will be the standard for all the establishments we incorporate into the chain in the future. Their respective designs will take sustainability into account from the outset, unlike before, when improvements were incorporated retrospectively, once the hotel had already been built.

That will undoubtedly accelerate our progress in reducing our emissions. And that is another of the reasons why 2024 has been a special year. And indeed, this has been the first time that we have put a figure on the reduction of the carbon footprint across our entire chain. And the challenge, which we announced in 2023, was ambitious: to reduce it by 1% over the course of the entire year.

If you have read the environmental report accompanying this statement carefully, you will have seen that this ambitious objective has been achieved, and at Fuerte Group Hotels we would like to sincerely thank all the teams of men and women who have participated in this milestone.

Achieving sustainability involves significant financial investment, but also considerable human effort. But thanks to the work carried out over many years, our team is the first to be obsessed with caring for the environment in which they practise their profession, which in many cases is also where they were born.

Encouraged by this genuine support and by the results demonstrated by the actions we have been implementing in recent years, I am announcing a new challenge. The moment when Fuerte Group Hotels will achieve zero emissions from all its establishments.

An achievement that will require us to maximise our dedication, to make continuous investments, such as those carried out in 2024 with the installation of 619 new solar panels at Fuerte Conil Resort and Fuerte El Rompido, which will enable an annual production equivalent to 570,986 kWh, and to continue with the awareness campaigns that we conduct each year among our employees, our partners and, especially, our guests.

Without their participation, none of this would have been possible. Therefore, I conclude this report by expressing our most sincere gratitude to all of them.

Thank you very much.

Don José Luque García Chief Executive Officer of Fuerte Group Hotels

### Annex. GRI and SASB Indicators

102 General GRI/SASB Contents		Location	Comment
Governance			
102-23	Chair of the highest governance body	2.2. Governance structure	
102-29	Identifying and managing economic, envi- ronmental, and social impacts	3.2. 2023 Objectives	
102-30	Effectiveness of risk management processes	1.3. We create value	Operating procedure "POG 64 Definition of the Organisational Context and Planning of Risks and Opportunities"
102-35 / SV-HL-450a.1	Assessment of economic, environmental and social issues/Number of accommodation facilities located in 100-year flood zones	3.2. 2023 Objectives	Operating procedure "POG 64 Definition of the Organisational Context and Planning of Risks and Opportunities"
102-32	Remuneration policies	5.2. Ethics and corporate performance	
SV-HL-000.A	Number of available accommodation places	1.3. We create value	
Stakeholder engagement			
102-40	List of stakeholder groups	3.4. Relationships with our stakeholders	
102-42	ldentifying and selecting stakeholders	3.4. Relationships with our stakeholders	
102-45	Entities included in the consolidated financial statements	5.2. Ethics and corporate performance	All detailed information on the organisation's economic performance has been included as an annex to this report in two specialised technical documents: The Non-Financial Information Statement (which contains all information relating to compliance with the requirements established in Act 11/2018 on Non-Financial Information and Diversity) and the Consolidated Management Report of the Fuerte Group

- 1. We are committed to Fuerte	2. Progress and goals	3. Respect for the environment	4. Our impact on society

102-46	Defining report content and topic boundaries	2.1. Committed	
102-47	List of material topics	3.4. Relationships with our stakeholders	
Reporting practices			
102-50	Reporting period	2.1. Committed	
102-53	Contact point for questions regarding the report	Provided below	E-mail (press): communication@fuerte-group.com
102-55	GRI and SASB Content Index	2.1. Committed	
103 Management Approach		Location	Comment
103-1	Explanation of the material topic and its coverage	3.4. Relationships with our stakeholders	
103-2	The management approach and its components	1.3. We create value	
200 Economic			
201 Economic performance		Location	Comment
		E2 Ethics and cornerate nerformance	
201-1	Direct economic value generated and distributed	5.2. Ethics and corporate performance	
201-1	•	1.3. We create value	
	distributed  Financial implications and other	<u> </u>	
201-2	distributed  Financial implications and other	<u> </u>	Comment
201-2  300 Environmental	distributed  Financial implications and other	1.3. We create value	Comment
300 Environmental 301 Materials	distributed  Financial implications and other risks and opportunities	1.3. We create value  Location	Comment
300 Environmental 301 Materials 301-2	distributed  Financial implications and other risks and opportunities  Recycled inputs	1.3. We create value  Location  4.2. Waste and circularity	
201-2  300 Environmental  301 Materials  301-2  302	distributed  Financial implications and other risks and opportunities  Recycled inputs  Energy  Energy consumption within the	1.3. We create value  Location  4.2. Waste and circularity  Location	
201-2  300 Environmental  301 Materials  301-2  302  102-16 / SV-HL-130a.1	distributed  Financial implications and other risks and opportunities  Recycled inputs  Energy  Energy consumption within the organisation/Energy management	1.3. We create value  Location  4.2. Waste and circularity  Location  4.4. Greater efficiency, lower consumption	

304	Biodiversidad	Localización	Comentario
304-3	Protected or restored habitats	4.3. Symbiosis with organisations	CLEAN SEAS project: https://www.fuertehoteles.com/corporate/turismo-responsable/
SV-HL-160a.1	Number of accommodation facilities located in or near protected conservation areas or the habitats of endangered species	2.5. Awards and certifications	Fuerte Grazalema and Fuerte El Rompido
305	Emissions	Location	Comment
305-1	Direct GHG emissions (scope 1)	4.4. Greater efficiency, lower consumption	
305-2	Indirect GHG emissions (scope 2)	4.4. Greater efficiency, lower consumption	
307	Environmental compliance	Location	Comment
307-1	Non-compliance with environmental legisla- tion and regulations	No breaches have been recorded during this period. The assessment of compliance with environmental legislation and updates in accordance with current regulations is a point that is reviewed annually and is also verified during ISO 14001 audits	
SV-HL-160a.2	Description of environmental management policies and practices to preserve ecosystem services	2.4. Strategic plan and sustainability	This chapter evaluates various environmental management indicators, with objectives and actions provided for their achievement, and the ISO 14001 standard used as a reference. They can also be observed in chapter 3.1. 2022 self-assessment of this report
308	Environmental assessment of suppliers		
308-1	New suppliers that were screened using environmental criteria	4.1. Responsible purchasing	

400	Social		
401	Employment	Location: 2.4 People	
401-1	New employee hires and employee turnover	5.2. Ethics and corporate performance	
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	5.2. Ethics and corporate performance	
403	Health and safety	Location	
403-1	Representación de los trabajadores en comités formales trabajador empresa de salud y seguridad	5.2. Ética y desempeño corporativo	
404	Training	Location	
404-2	Programas para mejorar las aptitudes de los empleados y programas de ayuda a la transición	5.2. Ética y desempeño corporativo	
404-3	Porcentaje de empleados que reciben evaluaciones periódicas del desempeño y desarrollo profesional	5.2. Ética y desempeño corporativo	
405	Biodiversity	Location	
405-1	Diversidad en órganos de gobierno y empleados	5.2. Ética y desempeño corporativo	
406	Non-discrimination	Location	
406-1	Casos de discriminación y acciones correctivas emprendidas		Fuerte Group Hotels mantiene una política de no discriminación (en cuanto a sexo, religión, nacionalidad), tanto en las ofertas de empleo como durante todo el proceso de selección. También cumple con la Ley General de Discapacidad en todos sus centros, contratando los servicios a través de un Centro Especial de Empleo
408	Child labour	Location	

1. We are committed to Fuerte ————	2. Progress and goals	3. Respect for the environment	4. Our impact on society
408-1	Operations and suppliers at significant risk for incidents of child labour	None detected in 2023	Notes: There is a specific internal and corporate procedure whose scope covers this particular aspect. POG 50: Preventive code of conduct against child exploitation
409	Forced labour		Notes: There is a specific internal and corporate procedure whose scope covers this particular aspect. POG 50: Preventive code of conduct against child exploitation
409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labour	None detected in 2023	
SV-HL-310a.2	Total amount of monetary losses resulting from legal proceedings related to infringements of labour legislation	None detected in 2023	
412	Human rights assessment	Location	
412-2 / SV-HL-310a.4	Employee training on human rights policies or procedures/Description of workplace harassment prevention policies and programmes	5.2. Ethics and corporate performance	
413	Social communities	Location	
413-1	Operations with local community engagement, impact assessments and development programmes	5.5. Fuerte Foundation	

### **2024 ANNUAL REPORT**

FUERTE GRÔUP