



CSR**MEMORY**

CORPORATE SOCIAL RESPONSIBILITY REPORT 2018
FUERTE GROUP HOTELS

FUERTE GRÔUP
HOTELS

1. ABOUT THIS REPORT	03	5. FUERTE GROUP HOTELS AS PART OF SOCIETY	38
2. LETTER FROM THE CHAIR	06	5.1. Always quality first	39
3. OUR FUERTE STYLE COMMITMENT	09	5.2. Ethics and corporate performance	40
3.1. Committed	10	5.3. Our team	42
3.2. Organisational chart and governing bodies	13	5.4. Support for local development	55
3.3. We create value	18	5.5. Our projects	62
3.4. Strategic objectives for 2019	19	6. PROTECTING THE ENVIRONMENT	67
3.5. Commitment to sustainability	21	6.1. Local purchases and environmental assessment of suppliers	68
3.6. Strengths and recognitions	23	6.2. Waste management	70
4. CURRENT SUSTAINABLE PERFORMANCE	24	6.3. Energy efficiency and decreasing pollution	72
4.1. Our involvement with the Global Compact	25	Natural conservation: Glaucal Project	
4.2. Global goals, local actions	26	6.4. Aimed at slowing climate change	75
4.3. Associated communication campaigns	30	7. LETTER FROM THE CEO	79
4.4. Stakeholder relationships	33	8. GRI STANDARDS TABLE	81



1. ABOUT THIS REPORT



SCOPE

This edition of the Corporate Social Responsibility report, referring to 2018, contains a significant analysis of the achievements, commitments and progress that **Fuerte Group Hotels** has made with social, economic and environmental performance.

This compilation, re-training and “self-analysis” exercise is of vital importance to the company, because the degree of implementation of initiatives, incidents, and their success or aspects for improvement need to be known in order to make progress within the philosophy of continuous improvement.

An element shared by the content of all of its chapters is a philosophy based on the principles of **Responsible Tourism**, which has formed part of the core values of the Fuerte Group Hotels family for over 60 years.

Emphasis should be placed on the initiative run in partnership with the **Glaucal de la Nava association** - an event of particular relevance to this analysis -, involving environmental conservation activities in the very special area of the **Sierra de las Nieves Natural Park**. In addition, relationships with the **Sustainable Development Goals (SDG)** and **the principles of the Global Compact** have been included for this and all of the other initiatives.

This report is published annually and the scope of the published data is limited to Fuerte Group Hotels brand establishments.





METHODOLOGY AND REPORTING SYSTEM

A consultancy period was available for writing, consisting of the compilation of quantitative and qualitative data and meetings with representatives of the company's different departments; Human Resources, Communication, Quality, Administration and General Management were the departments that most actively participated in and collaborated by contributing content.

Subsequently, the data were processed and some were represented on graphs and tables. The explanatory texts for each section were drafted in order to provide an easily understandable overview to all of the stakeholders to whom this report is addressed.

The report has been prepared according to GRI standard guidelines (GRI STANDARDS version) for sustainability reporting. Each section has been supplemented by the indicators proposed by this methodology for the processing of qualitative and quantitative data.





2. LETTER FROM THE CHAIR



Some people think that family businesses are companies that, due to their smaller size and well-defined personality, focus their interest on maintaining their status quo. In the case of **Fuerte Group Hotels**, we have always wanted to look after the business that my husband founded more than 60 years ago, and this is why we weigh up the risks that we take on with every operation.

The arrival of new generations in the group, especially my children, has meant that new and exciting goals have been set at decisive moments of our history. The first was in 1999, when they completed their studies and took on the challenge of following the dream their father had created in 1957. It was then that **the expansion** of our chain began. It progressively expanded from just one hotel - Fuerte Marbella -, to a total of six hotels owned by the group, and a leased apartment complex in privileged destinations in Malaga, Huelva and Cadiz.

After overcoming the recent crisis, which we were able to deal with by slowing down our growth, applying a strict cost policy, opening up new markets and splitting our services up into segments, through the creation of products that are more specialised and that generate experiences, in 2018 we decided to return to our dynamic personality in two areas: the first in terms of numbers of geography, with the purchase of the Costa Conil Hotel (Cadiz), and the leap into other top tourist destinations such as Ibiza, where we acquired a spectacular seafront establishment, which we have converted into our second hotel recommended for adults: Amàre Beach Hotel Ibiza, which will open its doors in July 2019.





And all this has taken place with the main objective of developing **our business in a sustainable way** and respecting the wonderful surroundings where our hotels are located. This premise is also very much our trademark, thanks to which today we have become one of the Spanish hotel brands that shows most concern for caring for the environment.

This year, in particular, we have worked on an **initiative to protect and rehabilitate** a specific area of the **Sierra de las Nieves Natural Park**. Details of this project are provided later in this report. In addition, looking ahead to next year, we are continuing with our commitment to reducing our carbon footprint related to our energy consumption, and we have once again achieved a milestone compared to last year's figures.

Another significant aspect in 2018 was related to the marketing of our products, with the idea of enhancing their uniqueness through three brands with very different attributes.

Therefore, following the launch a few years ago of the Amàre Hotels brand, to set apart our hotels that are mainly aimed at adults; last year we redefined Fuerte hotels to focus on holidaymakers who visit us because of their Andalusian and southern Spanish character, which is now our **main hallmark**; we also launched the new brand Olée Holiday Rentals, which has since been used to promote the holiday rental apartments that we run.

Having laid the foundations for this new brand architecture, it is now time to continue consolidating each one of them and, by doing this, contributing to the expansion of Fuerte Group Hotels both inside and outside our borders.

Finally, we would not like to miss the opportunity to reiterate our firm commitment to the Ten Principles of the Global Compact, an alliance that we established in 2016 and in which we actively work to develop sustainable activities that reinforce, year after year, this important work, which we also connect with the support to the 17 Sustainable Development Goals of the United Nations.

Best Wishes,
Dª Isabel García Bardón,
Chair from Fuerte Group Hotels





3. OUR FUERTE STYLE COMMITMENT



3.1. COMMITTED

3.1.1. COMPANY PROFILE

Fuerte Group Hotels is the hotel division of El Fuerte Group, an Andalusian family business group founded in 1957 by José Luque Manzano. The group also includes We Company and the Fuerte Foundation. It currently runs eight 4 star holiday hotels and one rental apartment complex, all located in Andalusia (in Malaga, Cadiz and Huelva), and 1 in Ibiza. Of these, Amàre Beach Hotel Marbella and Amàre Beach Hotel Ibiza specialise in the segment of hotels recommended for adults.



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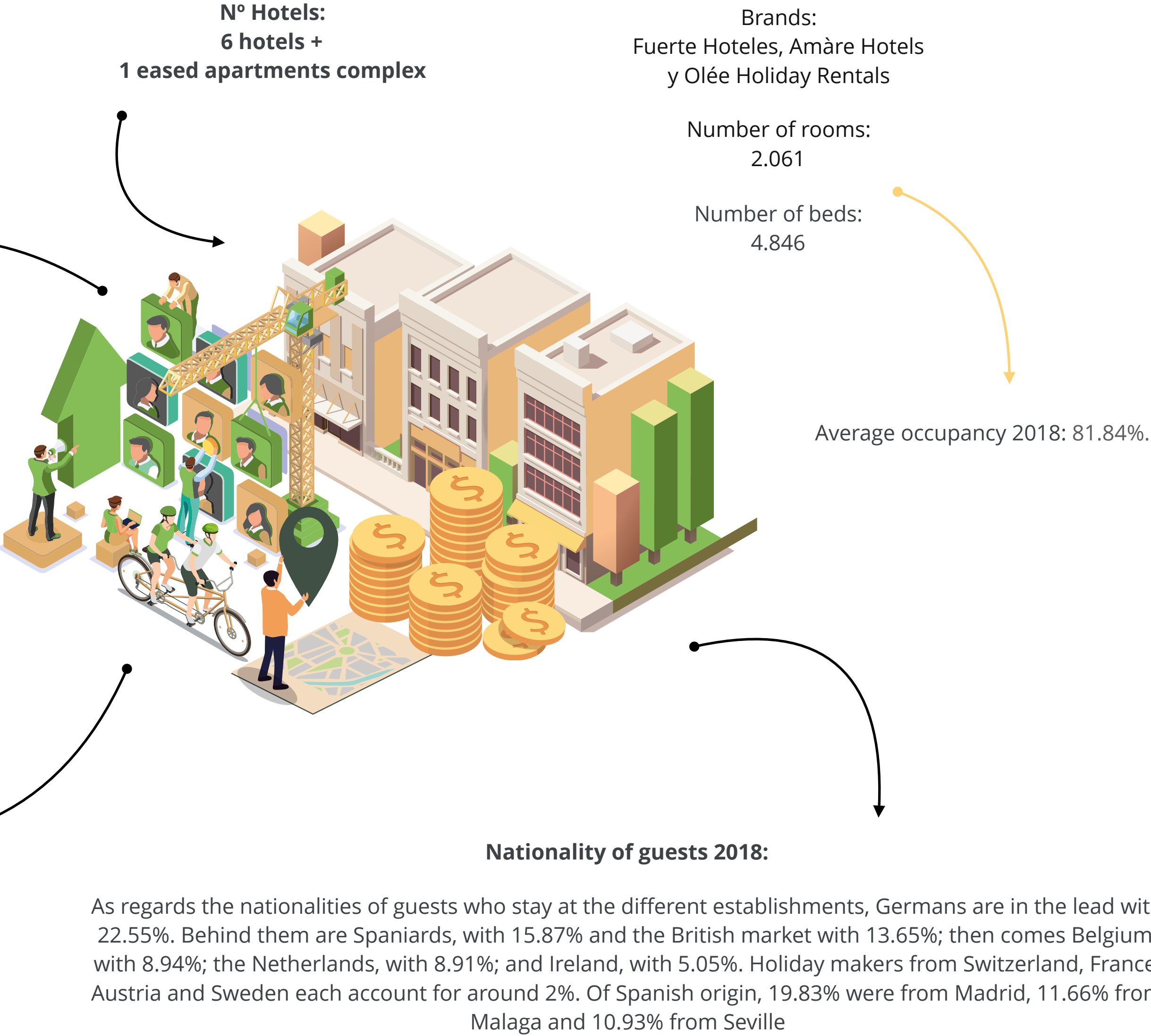
3.1. COMMITTED

3.1.2. DESCRIPTION OF THE MANAGEMENT APPROACH

Motto:
'Caring for people and the environment'

Average hotel workforce 2018:
648.9 people (of whom 84%
are from the provinces where the
hotels are located),
6% more than in 2017.

Commitment to the SDGs:
Fuerte Group Hotels is a member of the Spanish
Network of the United Nations Global Compact,
which promotes the application of a series of
ethical principles related to sustainability and the
responsible development of tourism practices; and
the alignment of all its actions with meeting the
Sustainable Development Goals (SDGs) promoted
by the UN in its 2030 Agenda.





3.1. COMMITTED

3.1.2. DESCRIPTION OF THE MANAGEMENT APPROACH

Nationality of guests 2018:



PROVENANCE BY COUNTRY*

- Germany: 22.55%
- Spain: 15.87%
- United Kingdom: 13.65%
- Belgium: 8.94%
- The Netherlands: 8.91%
- Ireland: 5.05%
- Switzerland: 2.85%
- France: 2.76%
- Austria: 2.35%
- Sweden: 2.06%

PROVENANCE BY PROVINCE*

- Madrid: 19.83%
- Malaga: 11.66%
- Seville: 10.93%
- Cadiz: 7.83%
- Biscay: 5.48%
- Asturias: 5.22%
- Guipúzcoa: 3%
- Barcelona: 2.51%
- Huelva: 2.33%
- Alava: 2.24%

*FH JAN-DEC 2018

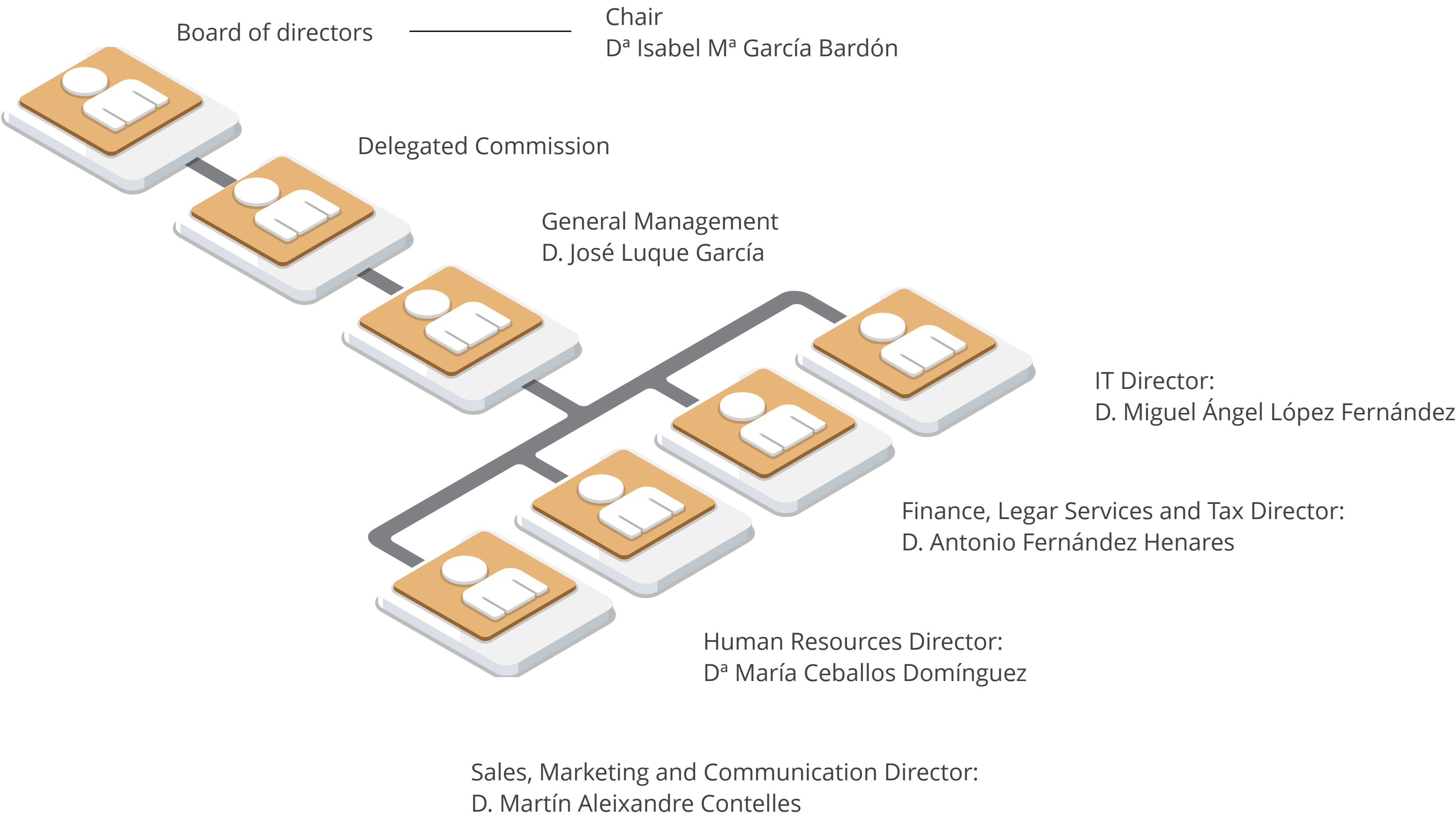


3.2. ORGANISATIONAL CHART AND GOVERNING BODIES

The Board of Directors is the highest governing body of the El Fuerte Group, of which Fuerte Group Hotels forms a part, and is made up of the Luque-García family, specifically Mrs. Isabel Mª García Bardón and her five children.

Under the Board of Directors is an Executive Committee made up of three of the children: José, Salvador and Francisco Javier, the chair. It meets on a weekly basis to take major decisions for the El Fuerte Group.

Similarly, the Hotel Management Committee, made up of the directors of each area of Fuerte Group Hotels, is in charge of executing the general guidelines of the strategic plan.





3.2. ORGANISATIONAL CHART
AND GOVERNING BODIES

3.2.1. HISTORY OF FUERTE
GROUP HOTELS

THE CHAIN'S FIRST HOTEL:

Fuerte Marbella: 1957 (IT CELEBRATED ITS 60th ANNIVERSARY IN 2017)
Location: Centre of Marbella (Málaga)
263 rooms
4 stars
Clientes: 151,151 people stayed at the hotel in 2018





3.2. ORGANISATIONAL CHART
AND GOVERNING BODIES

3.2.1. HISTORY OF FUERTE
GROUP HOTELS

THE FIRS HOTEL RECOMMENDED FOR ADULTS

Amàre Beach Hotel Marbella 2015
Marbella (Málaga)
236 rooms
4 stars
Guests: 103.485 people stayed at the hotel in 2018





3.2. ORGANISATIONAL CHART
AND GOVERNING BODIES

3.2.1. HISTORY OF FUERTE
GROUP HOTELS

EVOLUTION OF FUERTE GROUP HOTELS

Fuerte Conil: 1999
Conil de la Fra. (Cádiz)
250 rooms
4 stars
Guests: 124.262 people stayed at the hotel in 2018

Fuerte Grazalema: 2002
Grazalema (Cádiz)
77 rooms
4 stars
Guests: 37.761 people stayed at the hotel in 2018

Fuerte Costa Luz: 2004
Conil de la Fra. (Cádiz)
219 rooms
4 stars
Guests: 96.044 people stayed at the hotel in 2018

Fuerte El Rompido: 2005
El Rompido (Huelva)
298 rooms
4 stars
Guests: 154.184 people stayed at the hotel in 2018

Olée Nerja Holiday Rentals: 2008
Between Torrox and Nerja (Málaga)
83 apartments
Guests: 9.458 people stayed at the hotel in 2018

Fuerte Estepona: 2010
Estepona (Málaga)
210 rooms
4 stars
Guests: 101.468 people stayed at the hotel in 2018





3.2. ORGANISATIONAL CHART
AND GOVERNING BODIES

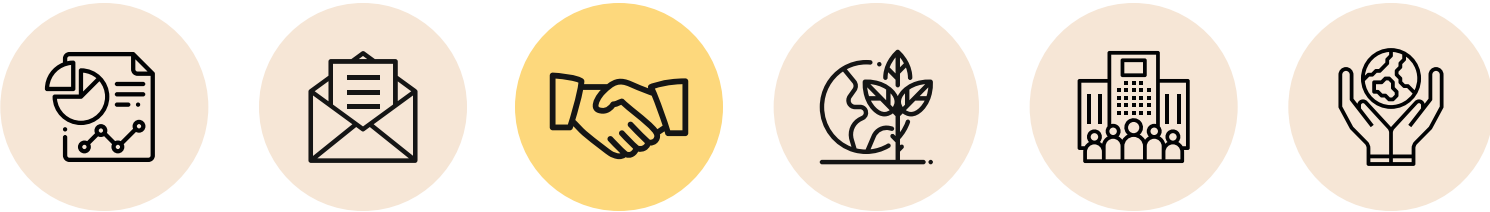
3.2.1. HISTORY OF FUERTE
GROUP HOTELS

NEW ADDITIONS IN 2018:

Costa Conil: 2018
Conil de la Fra. (Cádiz)
63 rooms
4 stars
Opening: April 2019

Amàre Beach Hotel Ibiza: 2018
Ibiza (Islas Baleares)
366 rooms
4 stars
Opening: July 2019





3.3. WE CREATE VALUE

VISION

“To be a company with renowned brands in the responsible accommodation sector, understood as an attitude of sensitivity towards people (shareholder, guest and employee satisfaction) and the surroundings (local community and the environment), with a presence in Spain”.

MISSION

“To be a family company with a vocation for development, fundamentally oriented towards profitable hotel and property businesses, and committed to the responsible development of people and their surroundings. We strive for coherence between the business, the management team, and professionalism (policies) in the day-to-day running of the business and configuration of the institution”.





3.4. STRATEGIC OBJECTIVES
FOR 2019

ORIENTATION
TOWARDS PROFITS

This line will contain those objectives and issues related to cost reductions via greater efficiency in operating and structural expenses, as well as increasing revenue.

- 1. Objectives related to price management (in all channels) and competitive intelligence.
- 2. Objectives relating to increases in all sales (rooms and extras), particular sales through our direct channels.
- 3. Objectives relating to improving the efficiency of our structural expenses and hotel operating expenses.



GUEST
ORIENTATION

This line will contain those objectives related to striving for an experience in our hotels that meets expectations in terms of aspects that guests really value.

- 1. Objectives related to levels of service, serving and communicating with guests by all means at our disposal
- 2. Objectives relating to guest acquisition, loyalty and recommendations.
- 3. Objective relating to gaining a good knowledge of aspects that current guests actually value.





3.4. STRATEGIC OBJECTIVES
FOR 2019

REPORT ON AND PROMOTE
OUR UNIQUE IDENTITY
AND CSR

This line will contain all the objectives that ensure that all of the unique attributes of Fuerte Hoteles and Amàre are communicated (both on- and offline), such that the company receives more traffic and conversion (on- and offline) and maintains the loyalty of its guests. It will also contain objectives relating to its positioning in the field of Corporate Social Responsibility.

- 1. Objectives related to the internal and external communication of these issues to our “stakeholders”.
- 2. Objectives relating to online visibility (reputation+positioning)
- 3. Objectives related to brand recognition and CSR.



TALENT
DEVELOPMENT

This line will contain objectives that allow the capturing, development and retention of talent through active measures to search for, promote and place moral and economic value on the intellectual and psychological capital of the company's employees and managers.

- 1. Objectives aimed at discovering talent and facilitating greater fulfilment and personal involvement through the expansion of means of participation and their impact on decision making.
- 2. Objectives that enhance the role of the performance assessment as a reference when making decisions on personnel management.
- 3. Objectives related to the improvement of leadership, teamwork and the improvement of ethical and responsible behaviour.
- 4. Objectives that seek to strengthen and stimulate the role of the leader as a creator of standards of excellence and as a model of ethical conduct.





3.5. COMMITMENT TO SUSTAINABILITY

The corporate vision of Fuerte Group Hotels is based on understanding and maintaining the mutual benefit of its relationships with the community and its surroundings, as well as the services and resources provided by the environment.

As a result of this understanding and integration, all of the chain's hotels have sustainability as a guiding principle. They incorporate management systems that ensure the promotion of culture and the local economy and guarantee a minimum impact o the environment. The Fuerte Foundation also does important work for underprivileged groups. The efforts of this foundation are highlighted in the social part of this report.

TRANSPARENCY AND ACCOUNTABILITY

Back to the roots, maintaining the essence of the locations where our establishments are located and collaborating with the development of their communities.

Reduction in pollution, by integrating our ISO 14001 Environmental Management System into all levels of our day-to-day management.

Ethical and transparent management, based on our corporate code of ethics, consultation processes and active listening to both guests and employees, and on projects that promote an inclusive society.





3.5. COMMITMENT TO SUSTAINABILITY

As we have been doing over recent years, we have brought our actions into line with the most up-to-date guidelines, using as a basis the 10 principles of the Global Compact and the Sustainable Development Goals proposed by the United Nations. We measure, analyse and manage, allowing us to move forward in each period knowing our aspects for improvement and our strengths. This is key to continuing improving and innovating in such a wide-ranging field as commitment to conserving our environment and society around us.

ISO 14001 ENVIRONMENTAL MANAGEMENT SYSTEM CERTIFICATION

GOLD TRAVELIFE SUSTAINABILITY SYSTEM CERTIFICATION

COMMITTED TO THE 10 PRINCIPLES OF THE GLOBAL COMPACT

COMMITTED TO THE 17 SUSTAINABLE DEVELOPMENT GOALS

SIGNATORIES OF THE WTO’S CHARTER FOR SUSTAINABLE TOURISM

FUERTE CONIL, FUERTE MARBELLA AND FUERTE EL ROMPIDO, AMONG THE HOTELS WITH THE BEST ENVIRONMENTAL MANAGEMENT IN THE WORLD, ACCORDING TO TUI UMWELT CHAMPION





3.6. STRENGTHS AND RECOGNITIONS

In 2018, 4 of Fuerte Group Hotels' best-known establishments won a total of 13 awards, many of them environmental, thus helping to strengthen the company's image as one of Spain's most sustainable hotel chains.

CERTIFICACIONES

Travelife Gold, Sustainability Tourism Certification.

In Fuerte Marbella, Fuerte Conil Costa Luz, Fuerte el Rompido

In addition, during 2018 FUERTE GROUP, S.L. (FUERTE HOTELS) 2001/0088/GA/01renewed its ISO 14001:2015 certificate.

13 AWARDS for 4 HOTELS

Fuerte Marbella (Málaga)	TUI Environmental Champion Travelife Gold, Sustainability Tourism Certification Best Costa hotel, awarded by the Malaga Gastronomic Academy Holiday Check
Fuerte Conil Costa Luz (Cádiz)	Fuerte Conil: TUI Environmental Champion Travelife Gold, Sustainability Tourism Certification Holiday Check Award 2018 TUI Family Champion Award TUI Holly Awards TUI Top Quality
Fuerte El Rompido (Huelva)	TUI Environmental Champion. Travelife Gold, Sustainability Tourism Certification.
Fuerte Estepona (Málaga)	Fundatul Award for Corporate Social Responsibility





4. CURRENT SUSTAINABLE PERFORMANCE 2018



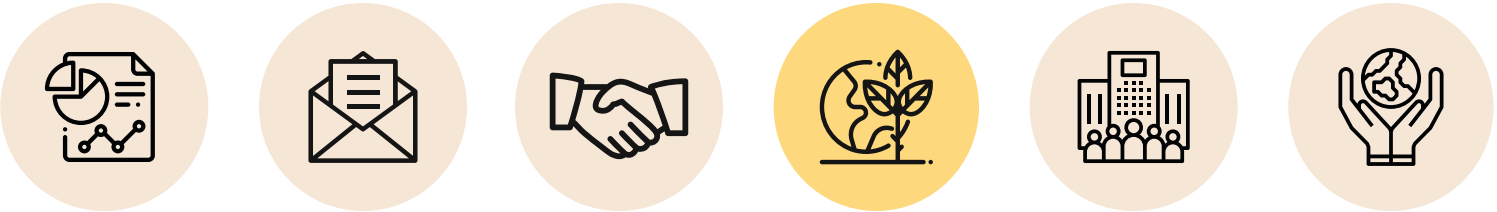
4.1. OUR INVOLVEMENT WITH THE GLOBAL COMPACT

2018 was an important year in terms of involvement with the United Nations Global Compact. So much so, that there has been intense collaboration with the specific Tourism work group that has been created, involving contributing ideas, attending proposed seminars and training sessions, alongside very prominent companies in the sector.

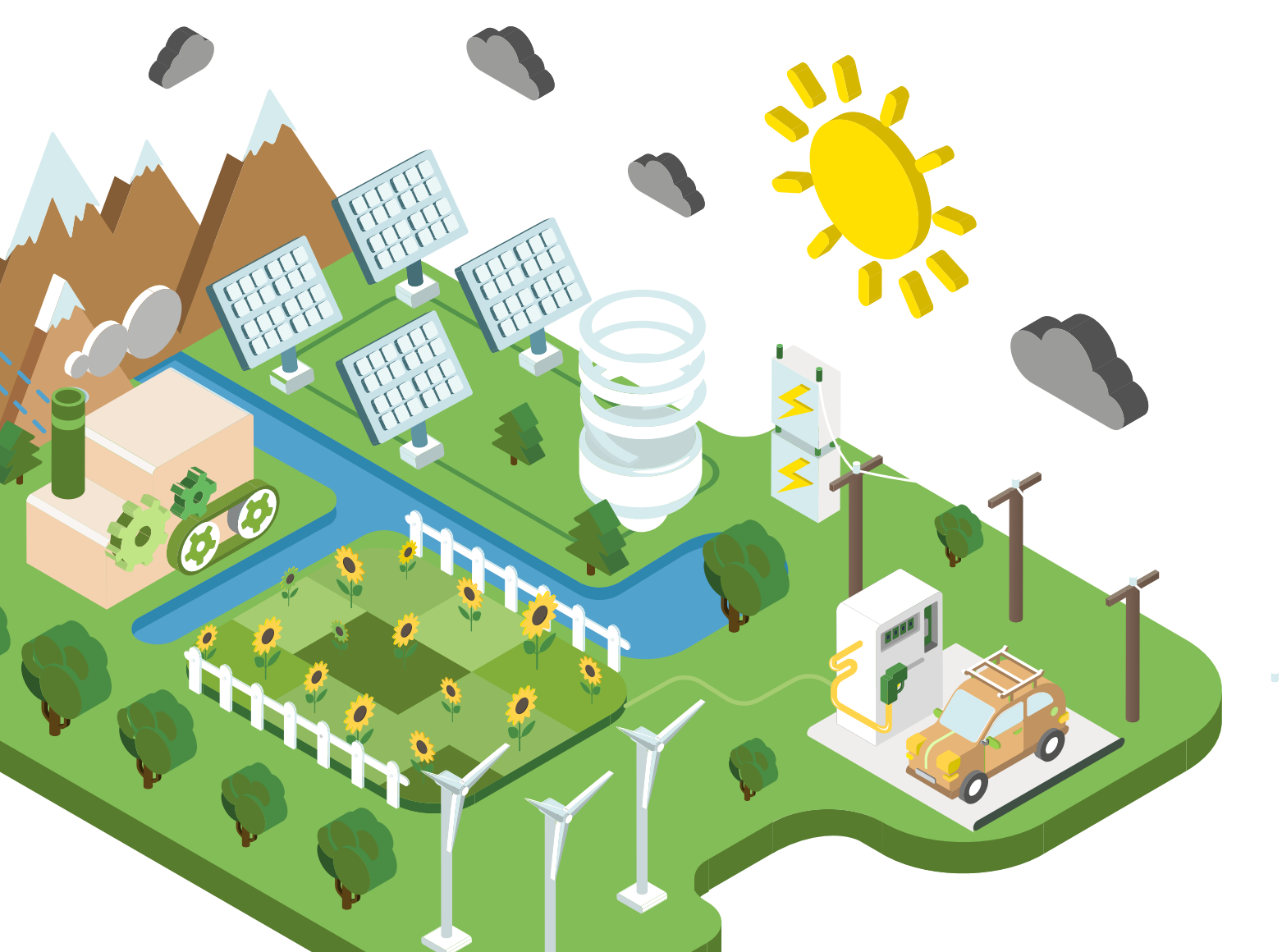
Without a doubt, not only has this allowed Fuerte Group Hotels to contribute its vision and experience to this group in terms of Corporate Social Responsibility, best practices and adaptation to the Sustainable Development Goals; but the enrichment has been mutual, as a large amount of useful management and sustainable performance information has been received from both the Spanish Network of the Global Compact and from the other professionals, making this participation a perfect symbiosis.

In the next edition of FITUR (2019), Fuerte Group Hotels will also participate in a Forum for tourism companies that are members of the Global Compact, where the Spanish fir conservation project in the Sierra de las Nieves Natural Park will be explained as an example of Responsible Tourism. Further information about this project can be found in item 3.4 of this report.





4.2. GLOBAL GOALS,
LOCAL ACTIONS



Raise awareness: develop campaigns and communication tools to allow people to identify with the goals proposed by the United Nations in their SDGs.

Complete. An awareness campaign has been run, mainly through Twitter, using the 17 SDGs as the central axis of the campaign.



Climate change: reduction in the corporate carbon footprint by 1% when compared to the previous year. SDG 13

Proposed objective achieved. Carbon footprint reduction achieved, compared to the previous year: 1.025%.



Partnerships: SDG 17. Creation of partnerships with public-private entities such as NGOs, universities, the public sector and other companies to contribute to protecting the environment, diminishing inequalities and reducing poverty.

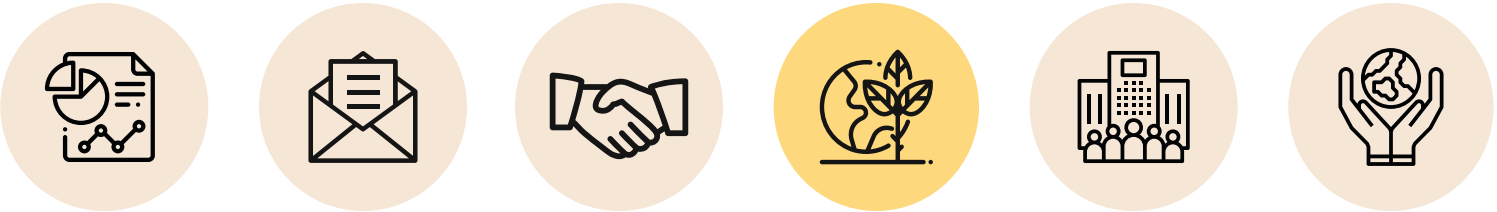
Complete. This year we place an emphasis on our collaboration with the Costa del Sol Tourism Forum, in addition to the partnerships listed in the "interest groups" section.

In addition, we have been part of the Tourism working group of the Spanish Global Compact Network.



Promotion of high quality employment and improved indicators to use employment as an integrating element. SDG 8

Complete. Indicators in this regard are detailed in item 4 of this report



4.2. GLOBAL GOALS,
LOCAL ACTIONS



Publication of the 2018 Global Compact Progress Report (forming part of the annual Sustainability Report).

Complete.

Continue publicising the United Nations Sustainable Development Goals through the chain’s different channels of communication.

Done through social networks, e-cards for staff, blog, collaborations with the Global Compact, etc.



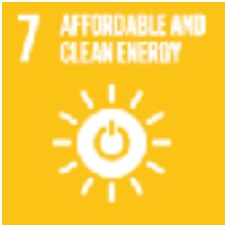
Continue with the One Responsible Euro Programme to support Pivesport in 2018.SDG 4

Complete.



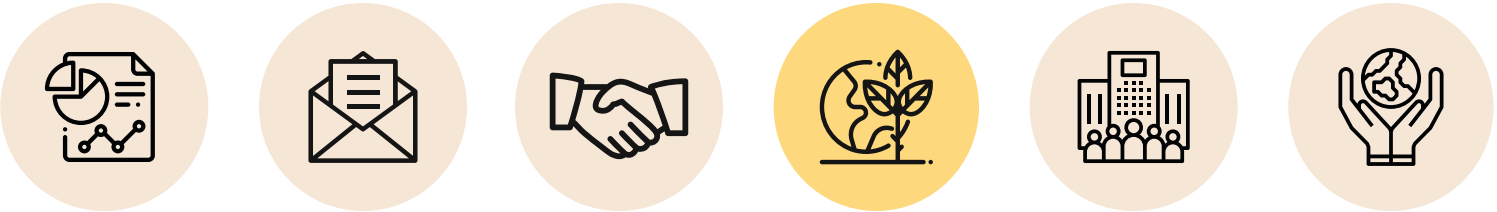
Improve the local purchasing rate when compared to the previous year. SDG 2

Complete.



Contract a 100% green energy electricity supply for all hotels. SDG 7

Complete.



4.2. GLOBAL GOALS,
LOCAL ACTIONS



**PROYECTO
DE CONSERVACIÓN DEL
PINSAPAR DEL PARQUE
NATURAL SIERRA DE LAS NIEVES**

Continue with the range of training provided to employees on CSR measures implemented at the hotels, as well as with the commitment to meet the Sustainable Development Goals. (continue the e-card campaign).

Complete. Distribution of e-cards on sustainability to raise employee awareness. See description on page 32.

In addition, this year we once again collaborated with WWF on Earth Hour with average savings per hotel of - 247 Kw/h, which represented 6.5% of total daily consumption.



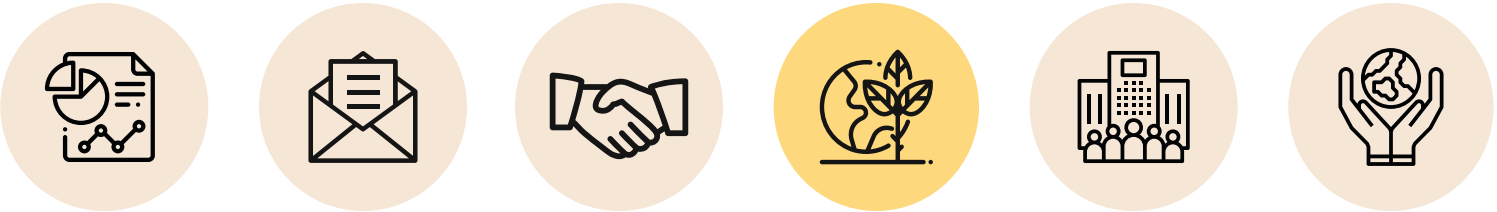
Continue efforts to combat inequality in society: the Fuerte Foundation ran projects in this sense, in line with SDG 5 (gender equality) and SDG 10 (reduction of inequalities).

Complete. These actions and projects are described in item 4.5 of this report.

Launch the project entitled “Spanish Fir Improvement and Conservation Partnership” to protect the Spanish fir. SDG15 The aim of this initiative is to improve and conserve the Spanish fir and all elements in its ecosystem; to prevent the risk of fire in the area and physically provide information about it through videos that will be screened at the chain's hotels to raise awareness among visitors and promote the sort of tourism that respects nature

Complete. See project description on page 72





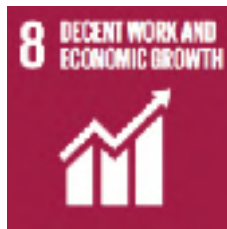
4.2. GLOBAL GOALS,
LOCAL ACTIONS

As a result of the above analysis and the opportunities for improvement that we wish to achieve, the following sustainability goals have been set for 2019

Continue to work on raising the awareness of our *stakeholders* so that they can identify with the goals proposed by the United Nations in its SDGs, as well as with the 10 principles of the Global Compact.



Climate change: reduction in the corporate carbon footprint by 1% when compared to the previous year. **SDG 13**



Promotion of high quality employment and improved indicators to use employment as an integrating element. **SDG 8**



Contribution to **SDG 5** on gender equality, for the purpose of providing objective indicators to analyse the extent to which this goal is met and to work on improvements if needs are detected in this regard.

Publication of the 2019 Global Compact Progress Report (forming part of the annual Sustainability Report).



Partnerships: **SDG 17** creation of partnerships with public-private entities such as NGOs, universities, the public sector and other companies to contribute to protecting the environment, diminishing inequalities and reducing poverty.



Continue the One Responsible Euro programme to support Pivesport in 2019, or another similar integration programme for the local community. **(SDG 4)**



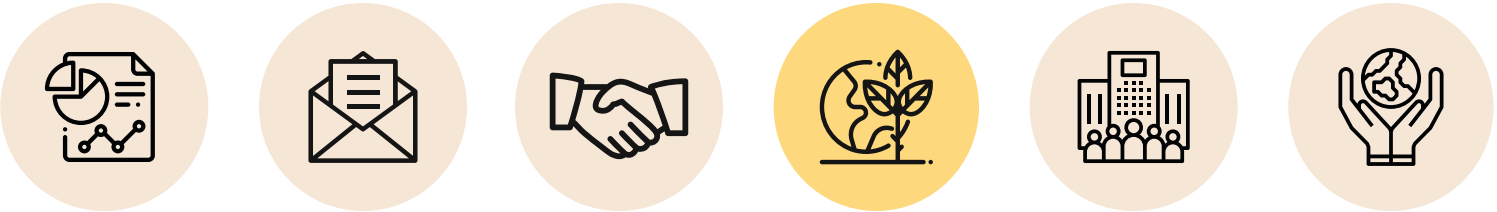
Improve the ratio of local and seasonal products purchased when compared to the previous year. **SDG 2**

Continue providing training to employees on CSR measures implemented at the hotels, as well as with the commitment to meet the Sustainable Development Goals.



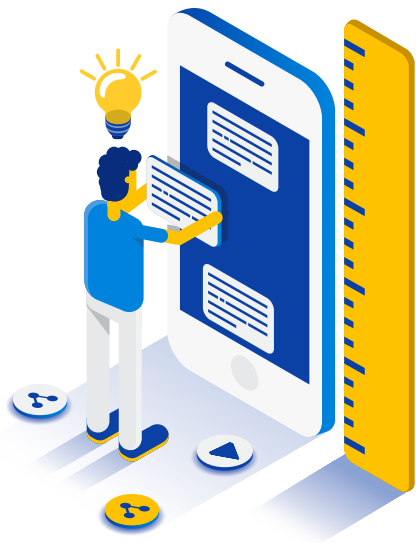
Continue efforts to combat **inequality** in society: run projects through the Fuerte Foundation in this sense, in line with **SDG 5** (gender equality) and **SDG 10** (reduction of inequalities).





4.3. RELATED COMMUNICATION CAMPAIGNS

In 2018, Fuerte Group Hotels continued to use social networks to promote its commitment to the 17 SDGs promoted by the Global Compact. In this sense, it proposed to its followers that major events related to sustainable themes such as World Environment Day or the Global Recycling Day, among others, which were widely accepted:



NUMBER OF INTERACTIONS
5.316 in Spanish
1.157 in English

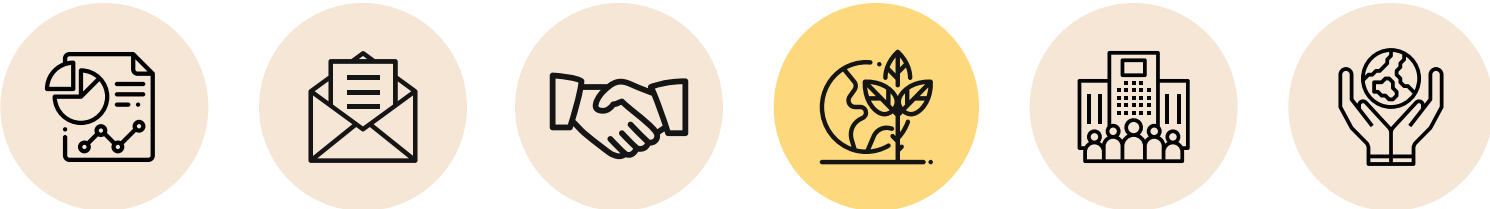


TOTAL REACH
108.037 Spanish speaking people
24.135 English Speakers



VIEWS
129.674 views in Spanish
28.703 views in English

Interactions: actions taken by a user with the post, in this case shares + likes + comments.
Reach: number of people who viewed the post.
Views: number of times that the post appears and is shown.



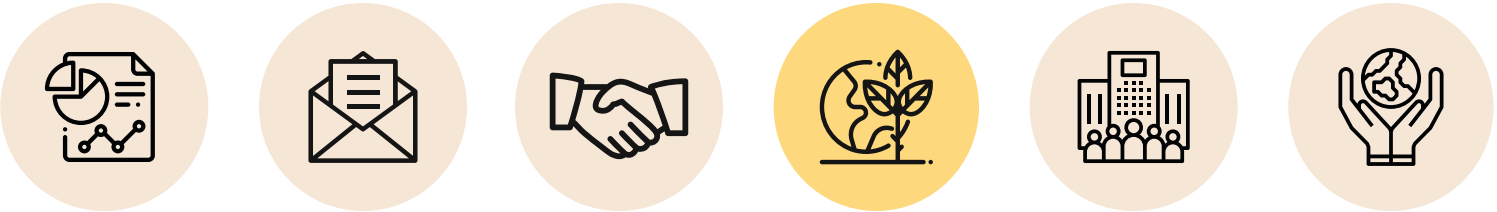
4.3. RELATED COMMUNICATION CAMPAIGNS

Similarly, worthy of mention is the **#nuestrocompromisoefuerte** campaign, run with the aim of raising awareness among the chain’s personnel, through training and providing information, about the importance of sustainability.

To do this, attractive and easy-to-understand content was developed, which took the form of a total of 12 e-cards. Each image referred to different sustainable best practices, which explained in an interactive way how to apply environmental friendliness to the chain’s different work roles.

Employees received one e-card a month by email, and clicking on it led to a website with an interactive scenario providing information and explanatory videos.





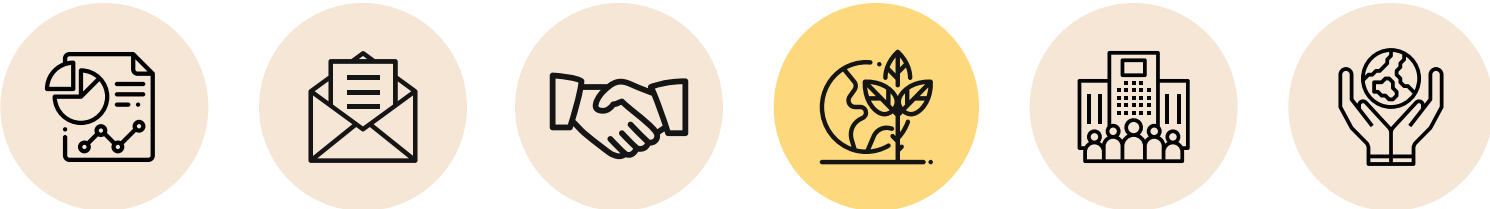
4.3. RELATED COMMUNICATION CAMPAIGNS

- GOALS**
- To raise awareness and sensitivity
 - Improve the environmental culture of Forte Group Hotels employees
 - Improve their sustainable performance
 - Promote a change in behaviour that leads to a better environmental balance, both inside and outside the company
 - Transmission of best practices

#NUESTROCOMPROMISOESFUERTE
CAMPAIGN



- TOOLS**
- E-CARDS:** he specific theme is represented through simple messages and an attractive graphic scenario.
 - INTERACTIVE SCENARIOS:** the link contained in each card sent by email gives access to a web page, which displays an interactive scenarios offering a range of options with sustainable information and advice for day-to-day management in each working role, and improvements in daily life. In this scenario, the worker can click on moving elements or pass the cursor over them to get information, or view embedded videos with extra information.



4.4. STAKEHOLDER RELATIONSHIPS

Throughout 2018, Fuerte Group Hotels maintained a close relationship with its different stakeholders. An honest, transparent, sustainable and demanding partnership including:



SOCIAL RELATIONSHIPS

1. BUSINESS RELATIONSHIPS

HORECA: the chain has been part of the Cadiz province hospitality sector trust since 1977.

AEHCOS: Fuerte Group Hotels is a member of the Costa del Sol Association of Hotel Businesses, created in 1977.

CIT Marbella: the group has been a member of the Marbella Centre for Tourism Initiatives since it was founded in 1989.

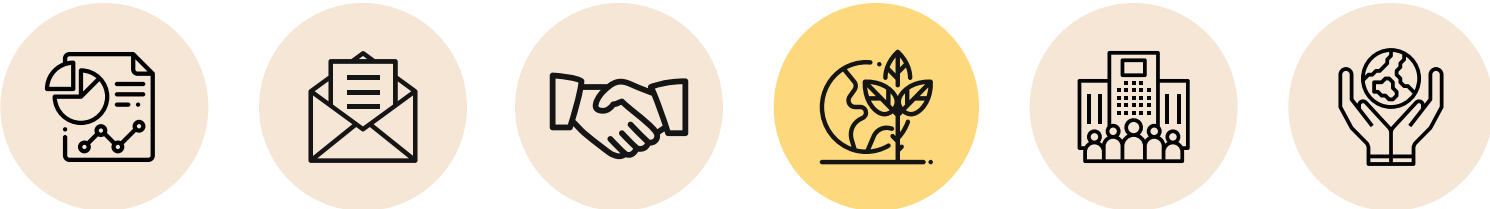
Founding member of the Andalusian Family Business Association, since 2001.

Member of the Family Business Professorship (San Telmo) since the year 2000.

Members of the Huelva Hotel Owners' Association since 2005.

2. SPECIALISED FORUMS, UNIVERSITIES AND TECHNOLOGY CENTRES:

Fuerte Group Hotels has participated in different specialist forums throughout 2018 on quality management, the environment, marketing, energy efficiency and tourism, among other topics. It has also collaborated by giving lectures at different universities such as Malaga, and it has held professorships such as the Peñarroya Costa del Sol Tourism and the Women's Professorship, both run by San Telmo.



4.4. STAKEHOLDER RELATIONSHIPS

3. LOCAL COMMUNITY:

Citizens: Fuerte Group Hotels ensures the development of inhabitants of the places where its hotels are located, by attempting to promote their cultural values.

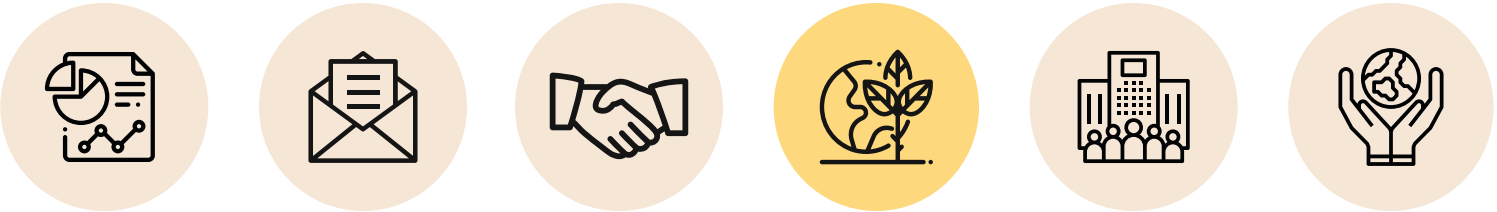
Employees: the chain’s employment policy gives priority to hiring people from the areas around where the hotels are located. In 2018, 84% of the workforce was made up of local personnel.

Regarding the new data protection regulations:
During 2018, the company Fuerte Group Hotels has implemented a process of adaptation to the new European Data Protection Regulation, (GDPR) 2016/679, taking into account the roadmap published by the Spanish Data Protection Agency and the three key principles of the new legislation: the principle of proactive responsibility, the focus on risk and the Data Protection Officer, DPO. This officer has been appointed by an external consultant specializing in the field. The DPO has remote access to the systems, the new Mantis GDPR, access to Alfresco (the intranet and corporate documentation network) and corporate email.

All the information clauses have been reviewed to adapt them to the GDPR, in terms of guests (web, call centre, reception, groups, WiFi, etc.), as well as suppliers (especially purchases and the human resources and IT areas), personnel (HR) and video surveillance. A CRM data protection impact assessment has been conducted, along with a risk analysis of all group areas and assets. In addition, Cyber-risk insurance has been taken out.

A new supplier management protocol has been established to provide us with GDPR compliance guarantees. A new Register of Processing Activities has also been drawn up and the privacy policies have been adapted





ECONOMIC RELATIONSHIPS

4.4. STAKEHOLDER RELATIONSHIPS

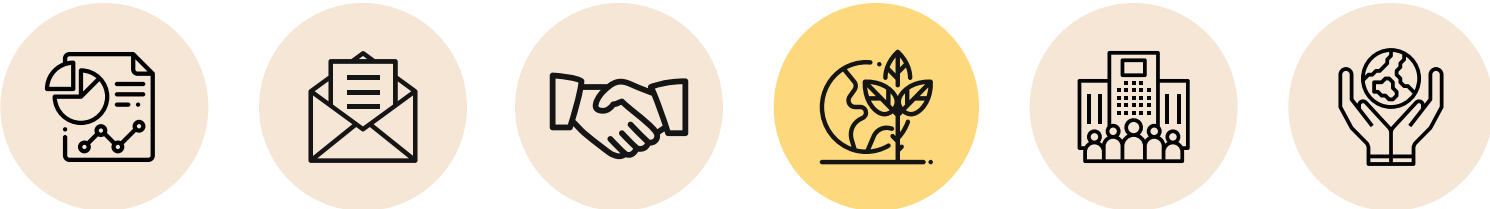
Government: Fuerte Group Hotels is committed to good relationships with public and private institutions, and it maintains contacts with local governments, councils, Andalusia’s regional government and central government.

Partner companies: right from the start, Fuerte Group Hotels has worked very intensely with different agents in the sector, such as tour operators and Spanish and international travel agencies, as well as with other suppliers of services and products necessary to carry out tourism activities.

Shareholders.

Suppliers: With the aim of promoting the development of areas where its hotels are located, Fuerte Group Hotels gives priority to local suppliers when it comes to commercial relations.





ENVIRONMENTAL RELATIONSHIPS

4.4. STAKEHOLDER RELATIONSHIPS

Not-for-profit associations: Fuerte Group Hotels works closely with environmental NGOs such as WWF Spain, with which it has participated in several awareness campaigns such as the “Earth Hour”, and with others such as the +Árboles Foundation.

Citizens and guests: Fuerte Group Hotels acts as an advisor to guests and surrounding communities when it comes to promoting environmentally friendly activities.

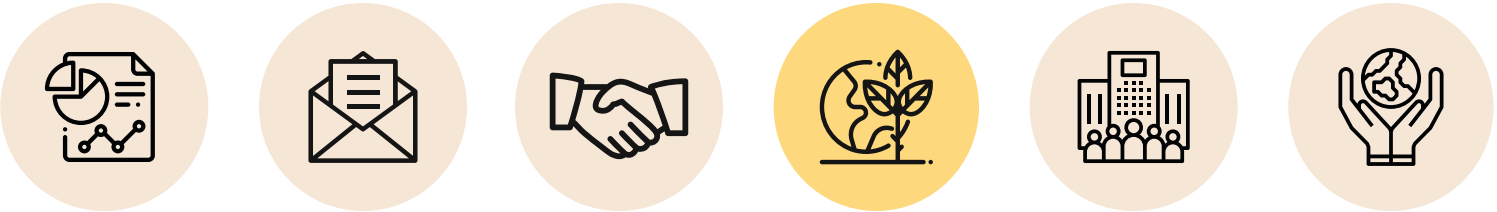
Workers: all company employees are involved in the company's sustainability policies.

Suppliers: before being able to work with Fuerte Group Hotels, the company requires all of its suppliers to sign a statement that they will follow environmental best practices. This is a small action that has a knock-on effect on local economies and their environmental policies.





5. FUERTE GROUP HOTELS AS A PART OF SOCIETY



5.1. QUALITY, ALWAYS FIRST

For Fuerte Group Hotels, people lie at the centre of the organisation - both guests and the company's employees.

One of the reasons why guests choose to stay at Fuerte Group Hotels every year is the quality of its product. This is something that that the company verifies by measuring its guests’ satisfaction in different ways:

Comments during the stay and online surveys sent to the guest's e-mail after *check out*.

Through the online reputation of the hotels: analyses of ratings collected from travel communities, specialist websites and social networks, among other channels.

Through 'Mystery Guest' audits.

Guest comments and ratings substantiate the slight increase in the chain's online satisfaction rate, which stands at 90.30%, among other results:

QUALITY	2014	2015	2016	2017	2018
No. of opinions about the chain: Data source: Review Pro	7.341	9.531	10.975	7.475	18.485
Online reputation index: Data source: Review Pro	88,30 %	89,20 %	90,00 %	90,00 %	90,30 %
NPS (Net Promoter Score)*	47,04 %	53,76 %	95,30 %	92,40 %	60,66 %



5.1. QUALITY, ALWAYS FIRST

As far as specific aspects of hotels are concerned, service and cleanliness stand out:

Cleanliness (%)	92,10 %
Service (%)	89,90 %
Restaurants (%)	82, 20 %
Experiences (%)	81,70 %

Aside from the systems mentioned above, Fuerte Group Hotels uses social networks to stay in close contact with its guests and society in general, allowing it to learn more about their tastes and identify trends at any given time. In this sense, Facebook is still the network in which the chain has the most followers, but Instagram is the one where it has seen most growth during 2018. Interactions through content in both cases improved by 33% and 36%, respectively, while visits to the corporate website from social networks increased by 12% when compared to the previous year.

Social networks	2014	2015	2016	2017	2018
Facebook	89,90 %	22.776	29.231	38.685	44.372
Twitter	82, 20 %	6.135	7.161	7.564	7.676
YouTube	200	260			
Instagram	49*	1.004	1.948	2.614	7.351

The most noteworthy figure is the conversion rate, which in 2018 was 170% higher than in 2017.

Guest participation in social networks has been promoted through “Influfuertes”. This is a competition in which 60 people participated by sending videos of their respective holidays at the chain's hotels.



5.2. ETHICS AND CORPORATE PERFORMANCE

Fuerte Group Hotels has a code of ethics that must be followed by all employees who form part of the company.

Fuerte Group Hotels has a code of ethics that sets out the behavioural rules that must be followed during our day-to-day work, in our dealings with others in our Company, and that in general can help us to coexist better in the community where we live and in the world that we inhabit.

Following these rules is a matter of principle for us, because firstly they constitute a moral commitment and, secondly, they are a matter on which the survival of our company depends.

1. We exist to satisfy our guests.
2. People are the fundamental value of our company.
3. By being environmentally friendly, we show our respect for others.
4. There are good employees and good managers.
5. We all have the ability to become better people and professionals. If this happens it will be good for our work.
6. Participation and fair treatment encourage commitment to the company.
7. Being responsible means following standards, procedures and objectives.
8. Diversity is one of the main sources of richness; respect for diversity leads to healthy and mature relationships.
9. Good conduct must be recognised publicly and held up as an example using all available means.
10. Discretion increases trust, improves relationships and strengthens our image.
11. An organisation's strength depends to a great extent on the loyalty of its personnel.
12. The separation of personal and professional matters within the company will allow us to carry out our work.





5.2. ETHICS AND CORPORATE PERFORMANCE

In cases where the employee might feel their rights violated, there is a "complaint channel" in the company, an email that is directly received by the Group President, who would be responsible for evaluating the incident and deciding the procedure to be followed. This email is defensaetica@fuerte-group.com

In relation to the **fight against corruption**, a number of factors have led the business community to take a stronger position to curb it. The trust of public investors and other stakeholders is vital for companies and Fuerte Group Hotels places particular emphasis on this matter.

Although it has not really been necessary to put major measures in place, due to the low level of possibilities for corruption identified in this company, the following actions have been put in place:

The group's purchasing policy prohibits accepting gifts or invitations from suppliers who may gain an unfair advantage over another supplier with similar characteristics.

Management responsibilities over purchasing and monitoring the execution of orders and contracts are duly established in internal procedures.

The Quality department constantly evaluates guest opinions based on studies of their satisfaction through surveys and other online media, independently of the management and other company personnel to ensure completely impartial results.





5.3. OUR TEAM

In order to take good care of guests, you have to start by caring for yourself. This is why the chain places such an emphasis on employee well-being and training. All of the company's human resources policies are aimed at attracting, analysing, improving and retaining talent in the company.

With the aim of preventing risks of violating human rights, a **Harassment Protocol** has been put in place at the workplaces, which sets out how to act in the event that this type of situation arises. In addition, specific training on this protocol has been given to the management teams at all our centres, as well as to the employee teams at some of them.

5.3.1. WORKING ENVIRONMENT

Three working environment and confidence surveys were run in 2018. The objective was to achieve and maintain employee satisfaction at 80%, a challenge that was achieved in 2 hotels and in the corporate department. The objective was nearly met at the other 3 hotels.

	2017	2018
FUERTE MARBELLA	77,77	76,10
AMÀRE MARBELLA	84,17	77,90
FUERTE CONIL-COSTA LUZ	80,23	80,60
FUERTE GRAZALEMA	91,87	91,50
FUERTE EL ROMPIDO	81,10	76,30
FUERTE ESTEPONA	76,40	70,80
CENTRAL OFFICES	85,70	85,80

As a curious fact in this regard, and in order to involve more staff in the management of the company, the chain organized a competition among employees and department managers for their participation in coming up with initiatives that could have an influence on reducing costs, increasing revenue, improving the amount of time dedicated to work, improving the quality of results and increasing guest satisfaction rates. The winners received €300 in their pay packets and two nights of accommodation for two people.



5.3.2. PERFORMANCE ASSESSMENT

The performance assessment is an annual qualitative assessment process of the activities of the people who form part of the different companies that make up Fuerte Group Hotels, and the way in which they perform the activities assigned to them based on the organisation’s strategic lines.

In this regard, there is a Dictionary of Competences that includes a series of homogeneous criteria linked to people's behaviour and company strategies, and which are linked both to the **VALUES of the group** and roles in the structure. The dictionary is supplemented with the competence of **LEADERSHIP**, which applies to roles with people working under them.

The aim of the evaluation is to serve as a guide for the professional development of people, in addition to allowing the Human Resources Department to improve human resource management systems in areas such as training, remuneration, mobility, professional careers and recruitment, among other aspects.

In 2018, 80% of the workforce hired by Fuerte Group Hotels participated in the performance assessment.

5.3.3. STABILITY AND OTHER ASPECTS OF THE WORKFORCE

In 2018, Fuerte Group Hotels’ workforce increased by 6% when compared to 2017, with an average of 648.9 employees and as many as 1,098 during the month of July. This was possible thanks to an increase in services provided at some hotels, and services offered for a longer period of time. Another highlight is the **increase in permanent contracts**, which in 2018 stood at nearly 72% compared to 65% the previous year.

In addition, all hotel employees are subject to the collective bargaining agreement that applies to them according to location (Cádiz, Huelva and Málaga). This aspect contributes to the objectives pursued by Principle 3 of the Global Compact and SDG 8 on Decent Work and Economic Growth.

	2017	2018
Permanent Staff	65 %	71,6 %
Temporary Staff	35 %	24,8 %





In terms of length of service of employees, Fuerte Marbella continues to lead the ranking within the chain with an average of close to 12 years, followed by Olée Nerja Holiday Rentals, with almost 11.5 years and the corporate offices with just over 8 years.

AVERAGE LENGTH OF STAY IN YEARS IN THE COMPANY OF PEOPLE HIRED DURING 2018

	2016	2017	2018
FM	9,1	11,86	11,76
FC	7,56	10,89	11,41
AMB	7,22	8,38	7,64
FG	7,4	7,80	7,72
FER	7,65	7,80	7,85
FES	2,02	4,25	4,78
FGROUP	7,65	8,74	8,02

Finally, although the chain maintains a policy of non-discrimination (in terms of sex, religion, nationality, etc.) both in job offers and throughout the recruitment process, there are still more male than female employees in managerial and middle management positions:

% OF MEN AND WOMEN IN MANAGERIAL AND MIDDLE MANAGEMENT POSITIONS

	WOMEN	MEN
TOTAL FUERTE GROUP	42 %	58 %





5.3.4. OCCUPATIONAL RISK PREVENTION

Fuerte Group Hotels has a well defined **Occupational Risk Prevention Policy**, the aim of which is to avoid damaging the health and safety of workers and third parties staying at the group’s different facilities. Within this framework, the company carried out the following actions during 2018:

Review of the risk assessment of Fuerte Marbella, to carry out an ergonomic assessment of work roles in the housekeeping department.

Reminder about the health care procedure in the event of an accident in the workplace, in order to improve reaction time and provide information about the health centres to go to in each case.

Reminder of occupational risk prevention obligations when a service provision contract is signed with a contractor or subcontractor company.

Measurement of heat stress in the kitchen of Soleo Marbella, at the request of the workers. The result improved the situation when compared to the previous period, and new measures were defined to help to improve conditions in the workplace.

Review of the procedure for reporting accidents in the workplace and the importance of carrying out a correct investigation, including the completion of the corresponding report, with the aim of preventing future accidents in the workplace.

Periodic meetings between the occupational risk prevention technician and coordinator with the centre management to analyse the accident rates of each centre.

Every year, the Risk Prevention technician, with collaboration from the designated prevention officers at each centre, visits the facilities to review the risk assessment. As a result of this visit, he/she issues a report planning the actions necessary to reduce the risks that may arise.

In 2016, a **protocol was defined and implemented for dealing with situations of harassment in the workplace** at Amàre Beach Hotel Marbella. Between 2017 and 2018, the same text has been drafted and implemented at the rest of the group's work centres. The objective of this protocol is to avoid situations which, on the one hand, are not covered by the company's Occupational Risk Prevention policy and, on the other, are damaging to the working environment, with undesirable effects on the health and dignity of all those who provide services at Fuerte Group Hotels.

During 2018, a total of 567 people have participated in these types of training activities, with 1,540 teaching hours.

Update of all personal and collective protection equipment at all work centres at the start of the season. In order to ensure employee health and safety, they are provided with this personal protective equipment that is suitable for performing their duties, and its effective use is ensured.

Meetings with **the health and safety committees** (with the same number of company prevention officers and corporate managers) which examine accident rates and the preventive actions that can be taken to reduce these rates.

Basic-level performance training for all managers and middle managers. All the new managers that join the group receive specific training, as their functions involve supervising and organising other workers.

Specific training for each employee, based on the risk assessment of each position. Everyone who starts working for the group must be aware of the specific risks relating to their position and learn to avoid those risks.



OCCUPATIONAL RISK PREVENTION TRAINING 2018

TRAINING ACTIVITY	BASIC LEVEL PERFORMANCE TRAINING	EMERGENCIES AND EVACUATION DRILL	SPECIFIC RISKS OF EACH POSITION	BASIC LIFE SUPPORT AND DEFIBRILLATOR OPERATION	HARASSMENT AT WORK PROTOCOL	INFORMATION OPEN DAYS
Nº ASISTENTES	5	174	113	52	41	55
TOTAL HOURS	150	174	441,5	416	123	83

TRAINING ACTIVITY	BASIC LEVEL PERFORMANCE TRAINING	EMERGENCIES AND EVACUATION DRILL	SPECIFIC RISKS OF EACH POSITION	BASIC LIFE SUPPORT AND DEFIBRILLATOR OPERATION	HARASSMENT AT WORK PROTOCOL	INFORMATION OPEN DAYS
Nº ASISTENTES	5	255	157	54	41	55
TOTAL HOURS	150	266	486	432	123	83



5.3.5. TRAINING PLAN

Employee needs arising from the occupational profiles of their respective positions are taken into account when drawing up Fuerte Group Hotels’ annual training plan, depending on the strategic objectives that are defined. In this sense, the annual performance assessment allows the Human Resources Department to detect training needs aimed at making improvements. All of the group's human resources policies are aimed at attracting, analysing, improving and retaining talent in the company.

In 2018, the company invested 102,885.06 euros in training 1,087 people, of which 50% were men and 50% women. In terms of time, there was a total of 12,957 teaching hours, which is equivalent to an average of 20 hours of training per employee.

TOTAL INVESTMENT
102.885,06 €
* Total amount posted in the group's training accounts during the year

COMPANY	2018	S+MM	RE
APFC	14	14	
FCCL	1.706	540	1.166
FER	1.392	521	872
FES	974	489	485
FG	514	211	303
FGROUP	2.469	969	1.500
FM	1.404	355	1.049
AMB	4.484	826	3.658
TOTAL	12.957	3.925	9.033

*S+MM: Senior and Middle Management

Nº OF PEOPLE WHO ACCESSED TRAINING

TOTAL	WOMEN	MEN
1.087	50 %	50 %

AVERAGE ANNUAL HOURS OF TRAINING PER EMPLOYEE, BROKEN DOWN BY SEX

ANNUAL AVERAGE	HOURS	Nº EMPLOYEES
20	12.957	645



FORMATIVE TYPOLOGY

By type, the training activities run by Fuerte Group Hotels in 2018 fall into four different categories:

01
TRAINING PROGRAMMES

The purpose of this programme is to promote the professionalism and qualifications of employees, by improving training given to employees at their workplace, giving them new knowledge, skills and competences and updating existing ones.

- PERSONAL INCOME TAX UPDATE 2017
- WEB ANALYTICS AND GOOGLE ANALYTICS CERTIFICATION
- DEALING WITH ONLINE COMPLAINTS
- BARISTA
- WINE LIST AND CULINARY OPTIONS 2018
- WINE TASTING
- CERTIFICATE IN HOTEL REVENUE MANAGEMENT
- SOUS VIDE COOKERY
- PROFESSIONAL CHEF - INTRODUCTION
- COCKTAIL MAKING
- COMMUNITY MANAGMENT
- TAX CONSOLIDATION
- ADVANCED COURSE IN POWER BI AND DAX
- BASIC, INTERMEDIATE AND ADVANCED EXCEL
- FOOD AND BEVERAGE MANAGEMENT EXPERT
- SALES TECHNIQUES EXPERT
- FOOD AND BEVERAGE MANAGEMENT
- PHOTOGRAPHY WITH MOBILE DEVICES FOR SOCIAL NETWORKS
- GASTROMARKETING
- HOTEL HOUSEKEEPER
- DEGREE IN MARKETING AND MARKET RESEARCH
- LEAN MANUFACTURING



- PARTY-BRIDE MAKEUP
- DIGITAL MARKETING, SOCIAL NETWORKS AND ANALYTICS
- CULINARY MARKETING
- MASTER IN HOTEL MANAGEMENT
- CLEANING CHEMICALS
- DIGITAL TRANSFORMATION EXECUTIVE PROGRAMME
- DEVELOPING AND EDITING WITH LIGHTROOM
- REVENUE MANAGEMENT
- BEAUTY TREATMENTS AND MESSAGES
- HEALTH AND WELLNESS TOURISM



FORMATIVE TYPOLOGY

- LEADERSHIP AND PEOPLE MANAGEMENT
- TRANSFORMATIVE LEADERSHIP: COMMUNICATE, INSPIRE AND MOTIVATE
- CONSTRUCTIVE AND COLLABORATIVE WORKING RELATIONSHIPS
- PERSONAL DEVELOPMENT PROGRAMMES
- LEADERSHIP TOOLS
- SAN TELMO INSTITUTE CONTINUITY PROGRAMME
- OUR VALUES
- PERSONAL GROWTH IN WORK TEAMS



Training given by the Jerez Hombre Project at the Conil and Grazalema hotels, aimed at improving self-esteem, assertiveness, negotiation, autonomy and communication. This training is part of the partnership agreement between Proyecto Hombre and the Fuerte Foundation.

02
DEVELOPMENT PROGRAMMES

Development programmes consist of a group of initiatives aimed at management personnel and employees, which encourage personal/ professional growth and talent in the company. These programmes cover the development of competences, and organisational and management skills, which are a necessary part of team management.





03

STATUTORY TRAINING

Statutory training is aimed at obtaining appropriate authorisations and certificates for the products and services offered by the El Fuerte Group, guaranteeing that work processes are carried out according to current legislation on occupational safety, food hygiene and technical certifications, among other legislation.

- TRAINING FOR PERFORMING BASIC LEVEL FUNCTIONS (ORP)
- EMERGENCIES AND EVACUATION DRILL
- FOOD HYGIENE
- SPECIFIC RISKS OF EACH POSITION (ORP)
- FOOD SELF-CONTROL SYSTEMS
- BASIC LIFE SUPPORT AND DEFIBRILLATOR OPERATION
- HARASSMENT AT WORK PROTOCOL
- MEASURES TO PREVENT ACCIDENTS IN THE WORKPLACE





04

STAGING AND CRITICAL PROCESS PROJECT

This is a **training project** to train and supervise all hotel staff on service standards, through online courses available on the Human Resources Platform and face-to-face refresher training to assist Department Heads in training their staff, through role-playing techniques and improvements in communication skills.

- PLATFORM:
- STAGING
 - GENERAL AND SPECIFIC CRITICAL PROCESSES

- IN PERSON:
- ROLE PLAYING TECHNIQUE
 - COMMUNICATION SKILLS AND STRATEGIES





5.3.6. AGREEMENTS WITH EDUCATION CENTRES

Fuerte Group Hotels does important work to promote practical training in companies for hospitality students, to offer an approach to the professional environment and to give university graduates their first jobs, through different agreements and partnership programmes with universities, schools and institutions, both in Spain and overseas. In 2018 **the chain worked with 50 education centres and awarded internships to 142 students, of whom 15% were hired at the end of the training period**, thanks to the policy of attracting talent.

	2018
TOTAL NUMBER OF STUDENTS WHO HAVE COMPLETED TRAINEESHIPS AT OUR CENTRES	142
PERCENTAGE OF STUDENTS HIRED	15 %
NUMBER OF SCHOOLS, UNIVERSITIES, INSTITUTES, ASSOCIATIONS, ETC... WITH WHICH WE'VE COLLABORATED	50

These practices are one of the main sources of recruitment, so we select people with good academic profiles, talents and personal values related to our culture.





5.3.7. INTEGRATION OF PEOPLE AT RISK OF SOCIAL EXCLUSION INTO THE JOBS MARKET

In support of the social and cultural projects that Fuerte Group Hotels runs, mainly through the Fuerte Foundation, the chain collaborates with associations and foundations to facilitate the insertion into the labour market of people at risk of social exclusion. These programmes are aimed at vulnerable groups, for whom a training programme is developed and an internship period is defined. These students are taken in and trained during this period. In 2018 a total of 28 students participated in this project, 21% of whom were hired at the centre for the high season.

Percentage of students hired from groups at risk of exclusion: 21%

PROJECT	ORGANISATION	HOTEL	Nº OF STUDENTS	NºOF STUDENTS EMPLOYEE
“LEARN BY WORKING”, EMPLOYMENT INTEGRATION PLAN FOR VULNERABLE GROUPS, AND GROUPS AT RISK OF SOCIAL EXCLUSION	Romany Secretariat	Fuerte el Rompido	16	3
“LEARN BY WORKING”, EMPLOYMENT INTEGRATION PLAN FOR VULNERABLE GROUPS, AND GROUPS AT RISK OF SOCIAL EXCLUSION	Chiclana Red Cross	Fuerte Conil - Costa Luz	2	2
SOCIAL AND OCCUPATIONAL INCLUSION OF WOMEN WITH SPECIAL NEEDS	Gades Women	Fuerte Conil - Costa Luz		
DON BOSCO “YOUNG INCLUSION” PROJECT	Valdocco Foundation	Fuerte el Rompido		
PROGRAMME FOR THE “EMPOWERMENT AND MONITORING OF EMPLOYMENT FOR WOMEN IN SOCIAL DIFFICULTY, EMPLOYMENT PLAN”	Huelva Red Cross	Fuete el Rompido		
BANCOSOL MARBELLA_FEMALE EXCLUSION	Bancosol Marbella	Fuerte Marbella	2	1
BANCOSOL MARBELLA_FEMALE EXCLUSION	Bancosol Marbella	Fuerte Marbella	2	
BANCOSOL MARBELLA_FEMALE EXCLUSION	Bancosol Marbella	Amàre Beach Hotel Marbella	5	
HUELVA RED CROSS: “CORPORATE SOCIAL CHALLENGE: JOB PLACEMENT ALLIANCES”	Huelva Red Cross	Fuete el Rompido	1	
HUELVA LOCAL GOVERNMENT: HEBE PLAN: 1ST OPPORTUNITY	Huelva local government	Fuete el Rompido	28	6



5.3.8. SOCIAL IMPROVEMENTS PLAN

The social improvement plan is aimed at people who form part of the workforce of Fuerte Group companies. In addition to aid for nurseries, school books, marriage and advances and loans, another of the advantages that all group workers can benefit from, regardless of the type of contract they have, is being able to enjoy the services offered by the hotels at a significant discount.



	2016	2017	2018
DAYCARE	16.144,08 €	20.652,62	21.360,99 €
SCHOOL BOOKS	4.494,98 €	5.184,94 €	8.282,22 €
MARRIAGE	2.208,00 €	3.417,24 €	1.492,00 €
ADVANCES AND LOANS	64.522,99 €	95.080,18 €	119,409,98 €
TOTAL	87.370,05	124.334,98 €	150.545,19 €

In 2018, Fuerte Group Hotels assigned a total of 150,545.19 euros to its social improvement plan, 21% more than in 2017



5.4. SUPPORT FOR LOCAL DEVELOPMENT

5.4.1. PROJECTS DEVELOPED BY FUERTE GROUP HOTELS AND ITS HOTELS

As part of its objective to forge closer relationships with local communities where the group’s hotels are located, and for the purpose of partnering with other types of cultural, educational and social projects related to the chain's principles and values, Fuerte Group Hotels and its establishments participated in the following events that took place throughout 2018.

CULTURAL AREA

During the month of August, Fuerte Conil - Costa Luz organised a tuna carving session so that its guests could learn more about the secrets of blue fin tuna, one of Cadiz's best known products.

In the month of April, coinciding with the almadraba tuna fishing season, Conil de la Frontera held an attractive Tapas Festival that the Fuerte Conil Costa Luz Hotel participated in to support the promotion of local cuisine.

A month earlier, in March, in continuation of its support for local cuisine, Fuerte Conil - Costa Luz participated in the fun “Conil Kitchen Garden” contest, to which it submitted several dishes.

Another of the attractions of the province of Cadiz is wine. To promote this industry, the Fuerte Conil - Costa Luz hotel offered its guests the opportunity to visit the Sancha Pérez winery, one of the best known in the area.

Another hotel that is very interested in promoting local wine making is Fuerte Grazalema, which during the summer hosted some tastings to let its guests into some of the secrets of the wines from Ronda.

Fuerte Estepona and Fuerte Marbella also supported the promotion of Andalusian specialities by hosting a fun themed party featuring one of southern Spain’s best known products: the anchovy.

Many destinations such as Huelva are promoting sporting options as a tourist attraction. To support this synergy, the Fuerte El Rompido hotel was present at the VII Cartaya Hotels Route half marathon, held on 3 June.

Also with an interest in promoting sports, Fuerte Estepona hotel organised a fun Forti Olympics, during which young and old alike gave their all to try to win the competition.

The Fuerte Grazalema hotel arranged something similar in June, with more of a focus on the world of adventure and kids, with fun activities such as archery and climbing, among others.

Throughout the 2018 season, Amàre Beach Hotel Marbella hosted two art exhibitions at its facilities, as part of the Amàre Art concept, in which the corridors, staircases, lifts and other spaces of the hotel were turned into a museum by hosting the works of different local artist. The works of two artists were exhibited in 2018: Alejandro Hermann and photographer Jesús Chacón.



5.4. SUPPORT FOR LOCAL DEVELOPMENT

EDUCATIONAL AREA

As part of the training courses for people at risk of social exclusion, the Fuerte El Rompido hotel organised a ham carving workshop in September, which was very well received by the students.

Taking advantage of the high season, a team of professionals from the Fuerte El Rompido hotel organised an interesting educational open day to introduce the hotel's guests to the important work of the lifeguard. It is a good thing for people to be aware of, as a quick and correct intervention can save many lives.

During the summer, Fuerte Grazalema took advantage of the number of children staying at the hotel to run a great activity to raise awareness of healthy habits and organic food. It consisted of tidying up the hotel's ecological kitchen garden, sowing seeds for new seasonal products and collecting other ones that had ripened.





5.4. SUPPORT FOR LOCAL DEVELOPMENT



SOCIAL AREA

Fuerte Marbella was the hotel chosen to host the lunch CIT Marbella association of Entrepreneurs and Professionals, an entity to which Fuerte Group Hotels belongs.

A total of 19 students of the workshops organised by the AONES Down Huelva association celebrated their end-of-course party at the facilities of the Fuerte El Rompido hotel. AONES Down Huelva and Fuerte El Rompido are looking at the possibility of consolidating their partnership for these types of meetings, by signing an agreement to allow students from the entity to attend non-occupational internships at the establishment.

Amàre Marbella participated in the charity event that was organized to raise funds to refurbish the Palevlas animal shelter (Monda), which had been seriously affected by flooding.



5.4. SUPPORT FOR LOCAL DEVELOPMENT

For another year running, Fuerte Conil - Costa Luz organized an activity to clean up Fontanilla Beach, in which guests from the Fuerte Conil Costa Luz Hotel participated. A total of 82kg of waste was collected, of which 70% was plastic.

Fuerte Group Hotels participated as a speaker at the 5th Edition of the ReThink Hotel Competition, held on May 17 at Andalucía Lab. The aim of the initiative was to recognise the best sustainability and sustainable hotel refurbishment projects in Spain.

During 2018, Fuerte Group Hotels was present at several conferences related to sustainability and respect for the environment, such as "Corporate sustainability and competitiveness, a strategic vision for tackling climate change", which was held in March at the headquarters of the Cajasol Studies Institute, among others.





5.4. SUPPORT FOR LOCAL DEVELOPMENT

5.4.2. PROJECTS CHANNELLED THROUGH THE FUERTE FOUNDATION

Most of the social and cultural projects organised by Fuerte Group Hotels during 2018 were channelled through the Fuerte Foundation, a not-for-profit entity that focuses on helping people at risk of social exclusion, organising cultural events and environmental awareness campaigns. In 2018 it invested 147,151.2 euros in the following projects:



CULTURAL AREA

Contemporary Spanish Engraving Museum
Foundation: donating accommodation to celebrities and artists invited by the museum. Donation: 2,478.97 euros.

Friends of the Sol Mayor Organ Association:
organising 3 concerts per year at Christmas, Easter and summer, at the Parish of Ntra Sra. de la Encaración, and maintenance of the Sol Mayor organ that is located inside the parish church. Donation: 7,963.90 euros.

Santa María de la Victoria Diocesan Teaching
Foundation: Victoria Foundation Music School (Child Singers Málaga). Donation: 4,500 euros.

Art exhibition by Antonia López and Enar Cruz at Fuerte Marbella. Donation: 937.43 euros.

Active Marbella: V Active Marbella Story Contest. Donation: 2,373.54 euros.

Art exhibition by Adrián Marmolejo Clarhed at Fuerte Marbella. Donation: 575.25 euros.

Active Marbella: sponsorship of the book "The birds of Marbella". Donation: 6,251.40 euros.

Brotherhood of Ntro. P. Jesús Cautivo, Ntra. Sra. de la Encarnación Sta. Marta San Lázaro and Mª de Marbella: project to publicise the cultural significance of Easter Week in Marbella. Donation: 2,000 euros.



5.4. SUPPORT FOR LOCAL DEVELOPMENT

EDUCATIONAL AREA

Hermana Anne School in Kingston (Jamaica): support provided to teachers by purchasing tablets for the school’s children. Donation: 2,512 euros.

San Telmo Foundation: Women's Professorship. Business and Society. Donation: 2,500 euros.





Torrox Hombre Project: drug addiction prevention programme with primary school students from the municipality of Torrox. Donation: 3,000 euros.

CES Jerez Foundation - Cádiz Hombre Project: programme to prevent addictions and the problematic use or abuse of technologies in the school, family, community and work environments, with Fuerte Group personnel. Donation: 5,328.59 euros.

Malaga Hombre Project: sponsorship of the Miguel Ángel Jiménez PRO-AM charity golf tournament held at the Guadalhorce Golf Club in Malaga. Donation: 3,000 euros.

Horizonte Association: Horizonte Marbella Social and Educational Integration Centre. Donation: 10,000 euros.

Horizonte Association: contribution to organising the anniversary dinner that the association holds every year to celebrate its anniversary and raise funds for its operation. Donation: 6,399.26 euros.

Horizonte Association: help with setting up several charity flea markets that the association hosted in Marbella during 2018. Donation: 3,600 euros.

Horizonte Association: mortgage payment for a department used by the association to take in drug addicts in the early stages of the therapy and reinsertion programme, who lack financial means and family support. Donation: 3,972.60 euros.

Horizonte Association: donation of the use of Fuerte Marbella's halls to allow the association's directors to hold year-round meetings to monitor the different projects that are underway. Donation: 326.90 euros.

“Hermanitas de los pobres” old people's home in Ronda: help covering bills for bread eaten during the year. Donation: 500 euros.

Good Shepherd Foundation: contribution to the funding of the Hope Health Clinic in Montego Bay (Jamaica). Donation: 4,000 euros.

Horizonte Association: assistance with the “PIVESPORT” Programme to Integrate Ethical and Social Values through Sport”, run at sport schools and clubs to instil positive values and healthy habits among children, teenagers and young people. Fuerte Group Hotels funds its participation through the “Responsible Euro” campaign, consisting of a voluntary donation of 1 euro per stay at the chain's hotels. Donation: 17,000 euros.

Luis Amigo home: help to between 100 and 125 children in need from District V in the City of Manila (Philippines) who live in very difficult circumstances, to give them a chance at a better future. Donation: 5,000 euros.

Horizonte Association: CIS and VAT Association Programs. Donation: 5,136.30 euros.

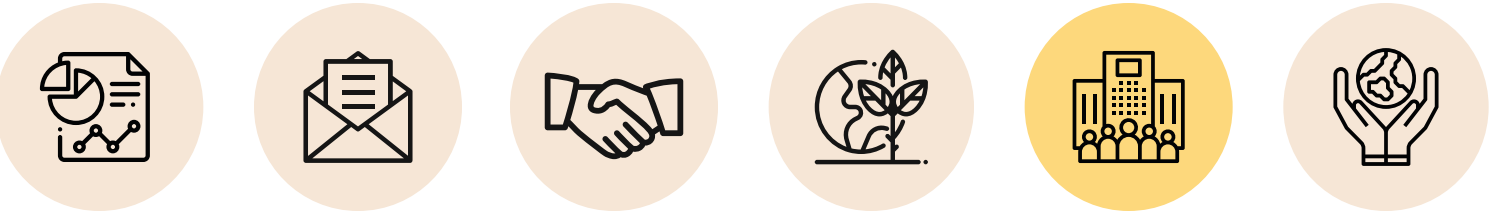
“What really matters” foundation: help with the II Youth Congress. Donation: 12,000 euros.

Grazalema Basketball Sporting Club: a project that promotes women's basketball. Donation: 2,000 euros.

San Telmo International Institute: contribution to the new alumni events room. Donation: 500 euros.

Horizonte Association: painting of the facilities of the El Ángel and La Patera Socio-Educational Integration Centres. Donation: 1,800, 53 euros.

5.5. OUR PROJECTS





5.5. OUR PROJECTS



FUNDACIONFUERTE
www.fundacionfuerte.org



5.5. OUR PROJECTS



FUNDACIONFUERTE
www.fundacionfuerte.org





5.5. OUR PROJECTS



#GREENLOVERS

invitación Fundación

Lo que de Verdad Importa

MIRIAM FERNÁNDEZ
Conjunte con discapacidad ganadora del programa "Tal y como soy"

JAIME GARRASTAZU
Co-fundador y CEO de Emprendiendo, revista dedicada a la venta de regalos online

JUAN PABLO ESCOBAR
Hijo del escritor más conocido de la historia. Pacifista dedicado a la recuperación de los valores humanos perdidos por causa del nacionalismo

2ª edición MALAGA
05/10/2018
AUDITORIO
Palacio de Fiestas y Congresos de Málaga

EXPOSICIÓN PERSONAL E INTERACTIVA DE LAS OBRAS DE MIRIAM FERNÁNDEZ
En formato interactivo se presentará en la mesa de exposiciones en el sal del auditorio.

IMPRESCIONABLES CON FUNDACIÓN
Con los Espacios durante la noche de verdad importa.org

AGENDA
8:30 - Apertura de puertas
9:15 - 1ª ponencia
MIRIAM FERNÁNDEZ
11:00 - Descanso
11:30 - 2ª ponencia
JAIME GARRASTAZU
13:00 - 3ª ponencia
JUAN PABLO ESCOBAR
14:15 - Clausura

El programa de Radio 50.50
Con la colaboración de Radio 50.50 y la Fundación Fuerte se presentará en la mesa de exposiciones en el sal del auditorio.

logosdeverdadimporta.org

en proyecto de

Impulsados por

cantabria labs

Bankia

Intermediario tecnológico

movistar

Patrocinadores

Participación local

Colaboradores

Medios de comunicación

LA ARBELL DE CADA DÍA

CONCURSO DE RELATOS MARBELLA ACTIVA

DESDE 20 DE DICIEMBRE HASTA 31 DE MARZO

CONSULTA LAS BASES EN WWW.MARBELLAACTIVA.ES





5.5. OUR PROJECTS



ART EXHIBITION PRESENCE & ABSENCE



Enar Cruz



Antonia López Luque

Exhibition from September 29th to November 28th, 2018
Salón Ensenada - Hotel FUERTE Marbella



FUERTE GROUP

AMARE



Exposición: del 7 de Julio al 7 de Septiembre de 2018
Salón Ensenada Hotel El Fuerte
Calle El Fuerte S/N 29602 Marbella (Málaga)



FUERTE GROUP

AMARE



Fundación Fuerte se complace en invitarles
el próximo 26 de noviembre de 2018 a las 20:00h
en el Hotel Fuerte Marbella (Salón Sevilla)

Presentación del libro
*las AVES
de MARBELLA*





6. ENVIRONMENTAL PROJECTION



6.1. LOCAL PURCHASES,
ENVIRONMENTAL ASSESSMENT OF
SUPPLIERS



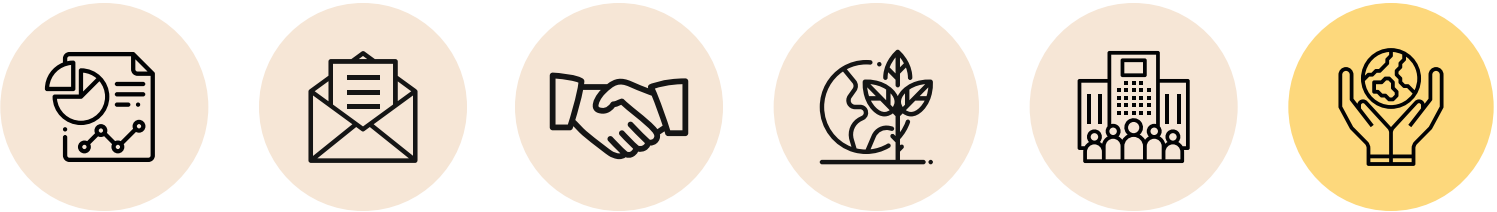
Based on the location of each Fuerte Group Hotels facility, **suppliers are selected from the local area** to minimise the impact of transportation - primarily emissions - to supply the products that we need to run our business from within a radius that we try to make sure is not too large.

In addition to this, it should be noted that the company follows a purchasing policy that **always prioritises local and seasonal products** in what it offers to guests. Furthermore, native species form a basis for guaranteeing the success of local culinary offerings, of typical dishes from the zone and, in short, of flavours that identify with the place where these hotels are located.

Delivering the highest quality is key to our standards. For this reason, it is essential to maintain beneficial relationships with the suppliers that work with Fuerte Group Hotels.

The general purchasing policy and procedures to be followed are centralised at the company's headquarters in Marbella. This subsequently allows each purchasing manager at each specific hotel, taking these directives into account, to apply the local purchasing policy in question to the hotel's specific case.

This allows us to streamline work while at the same time achieving a more direct relationship with the local suppliers in each area.



6.1. LOCAL PURCHASES,
ENVIRONMENTAL ASSESSMENT OF
SUPPLIERS

2.893.101,93 €

Volume of local purchases
by the chain in 2018



80% of the volume of purchases is concentrated in 15 suppliers (Different product families; Fruit and Vegetables; Fresh and Frozen Fish, Bakery, Alcoholic beverages, Printed Stationery, Cheeses and Charcuterie, etc.).

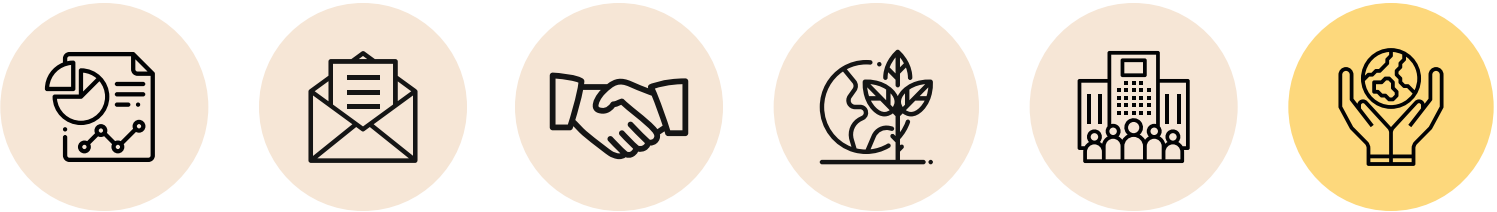
New suppliers have been added. Although they do not have high purchase volumes, they provide interesting local products.

A corner has been included at the Fuerte El Rompido hotel for products from Huelva, and a **new menu of local products** has been launched. Here you can find products ranging from local mushrooms, such as boletus Edulis that is endemic to Huelva, ecological sea salt, preserves, liquors, local chestnut mousse, and so on. All of these delicacies are promoted through the “It must be from Huelva” campaign.

Activities have been run such as the tuna carving at the Soleo restaurant at Fuerte Marbella, El Buche restaurant in Fuerte Conil and Dos Faros restaurant at Fuerte El Rompido.

Fuerte Conil took part in a local tapas festival and culinary open days were held at Soleo - Fuerte Marbella, both with the main aim of promoting products and venues.

For all these events, products were purchased from local suppliers and an attempt was made to publicise and promote the area’s traditional gastronomy.

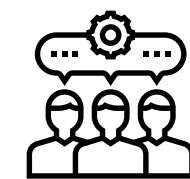


6.2. WASTE MANAGEMENT

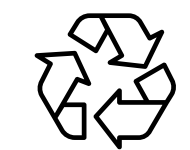
In awareness of the fact that protecting the environment is a shared responsibility, a commitment to renewable energies, energy saving and waste management form the basis of our sustainability policy.

Hotel waste management requires the coordinated work of many links in a solid chain. Waste is mainly generated when guests stay in the hotel, during maintenance work on the establishments and in kitchens where all the food is prepared.

In short, the success of proper waste management depends on a number of factors, all of which are indispensable:



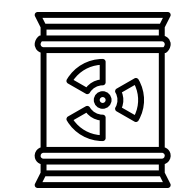
Employees who know the company's waste management procedure and execute it.



Guests who collaborate by separating their waste.



Authorised urban waste management companies working with Fuerte Group Hotels.

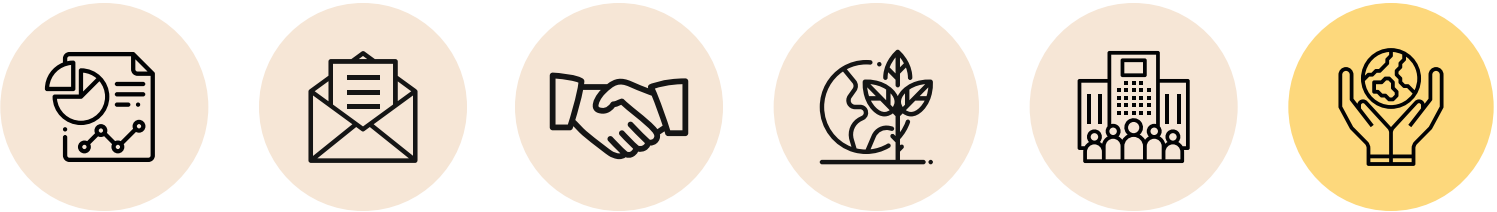


Management of hazardous waste by the hotel's specialised personnel using a specific procedure for this type of waste.



Internal and external audits that control the operability and efficiency of the process.

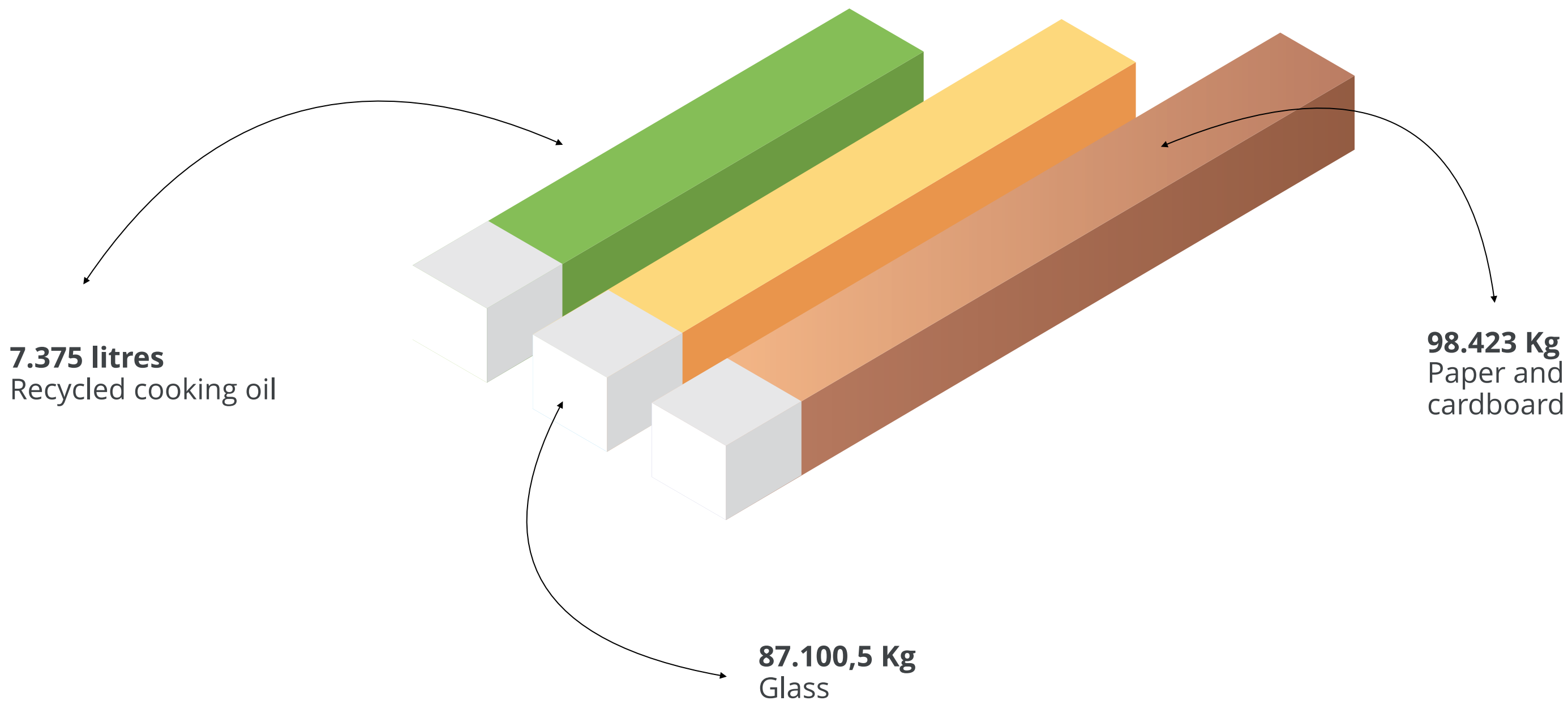


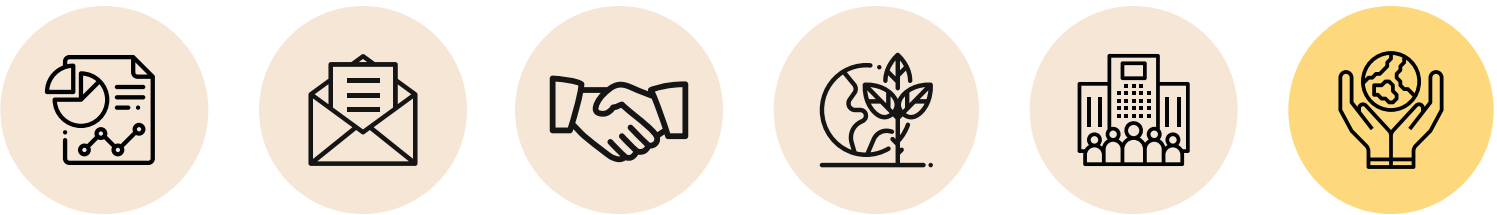


6.2. WASTE MANAGEMENT

In terms of discharges, Fuerte Group Hotels takes great care to ensure that they are made in accordance with current legislation. Thus, all sewage discharges are channelled into the municipal sewage network corresponding to each hotel, and also undergo a degreasing treatment before being discharged into that network.

The current legislation is checked every year and the discharge applications are renewed by submitting analytics and data on average flows, peak flows, bacteria and other statutory measurements to the authorities that control these matters.





6.3. SPANISH FIR CONSERVATION PROJECT IN THE SIERRA DE LAS NIEVES NATURAL PARK IN MALAGA

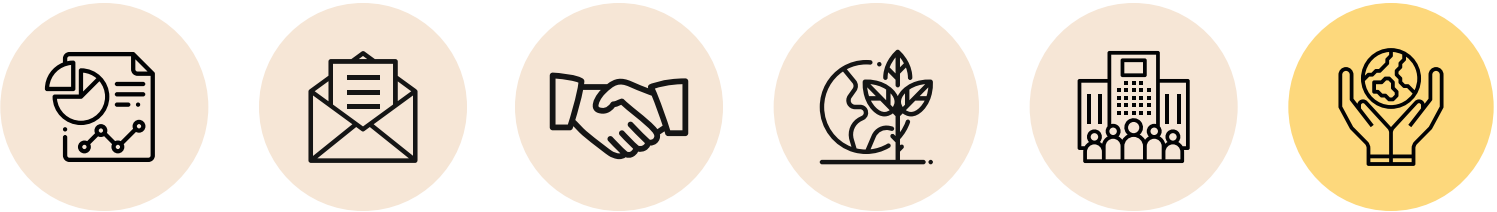
As a starting point, data and goals proposed by the United Nations, as part of the UN Development Programme were taken as a premise. Emphasis should be placed on the goal that served as motivation for carrying out this project:

"Take urgent and meaningful measures to reduce the degradation of natural habitats, halt the loss of biological diversity and, by 2020, protect endangered species and prevent their extinction".

The initiative run in collaboration with the Glaucal de la Nava association, is a NATURAL CONSERVATION commitment in an enormously fragile place located in an area very close to several of the chain's hotels: **the Sierra de las Nieves Natural Park and biosphere reserve.**

This natural paradise shelters a valuable forest of Spanish firs where intense work is being done to ensure that it does not disappear.





IT IS ONE OF THE LAST REMAINING SPANISH FIR FORESTS IN THE WORLD.

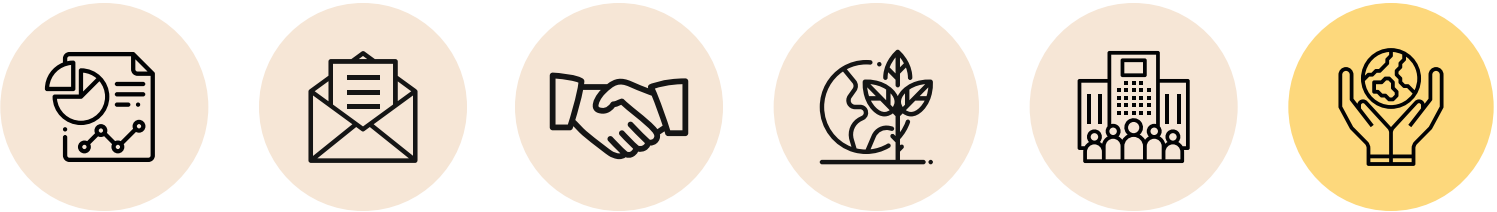
The Spanish fir is a species listed as endangered and is also native to this area. Due to the special humidity and temperature conditions that it needs, Spanish fir populations are only found in this part of Andalusia (and it seems that there are some small areas in Morocco).

ACTIONS:

A significant number of Spanish fir had died in the work area, killed by a pathogenic fungus (*Heterobasidion abietinum* sp.). The dead trees had been left in the same place, damaging their healthy neighbours in gusty wind and snowfall situations. This resulted in a large amount of dead wood at the site, creating optimal conditions for the spreading of pests and diseases, and representing an ideal fuel for large fires.

For this reason, the work basically consisted of forestry engineering, technically called "preventive forestry", on one of the plots of land in worst condition, which was in an alarming situation:

- Dead trees were removed, and usable pieces taken away for fuel. The rest was chipped to facilitate its decomposition and serve as nutrients returned to the soil.
- Cleaning and pruning of dead low branches of live Spanish firs, thus reducing the likelihood of the flame rising to the top of the tree in the event of a fire.



Goal 15: sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

This project contributed to SDG number 15, focused on the protection of terrestrial ecosystems, as well as to SDG 17 as a result of the partnership with the Glaucal de la Nava Association, which made it possible to successfully carry out the project.



GOALS ACHIEVED

Reduced risk of forest fire.

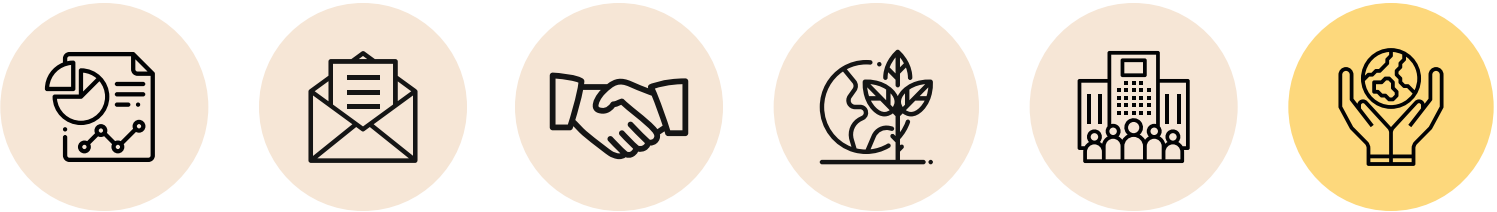
Acceleration of the natural dynamics of the Spanish fir. By opening up clearings, we encouraged the natural regeneration of the mass.

Improved biodiversity. By opening clearings in the mass, previously occupied by standing dead individuals, other forest species appear naturally. By doing this, we also created a natural barrier to prevent the spread of the fungus *Heterobasidion abietinum*.

The fine waste will form a multifunctional protective mantle. It will help and protect future regeneration, providing shelter and nutrients. In addition, this mantle will retain the soil, significantly decreasing water surface run-off and erosion.

In relation to climate change: forests represent a large CO2 sink. We find that the Spanish fir specifically has a high capacity to fix this gas, so increase carbon dioxide absorption capacity has been achieved on the plot of land where the activity has been carried out.

Communication and awareness in society, get the message across to our stakeholders (not just to our guests) that a more sustainable world is only possible if everybody makes an effort. For this purpose, awareness-raising campaigns were run on social networks and a video with explanatory content about the project was edited and distributed by all means available to the company. VIEW video:<https://youtu.be/229emIzDhFE>



6.4. AIMED AT CURBING POLLUTION AND CLIMATE CHANGE

ENERGY EFFICIENCY AND CARBON FOOTPRINT REDUCTION

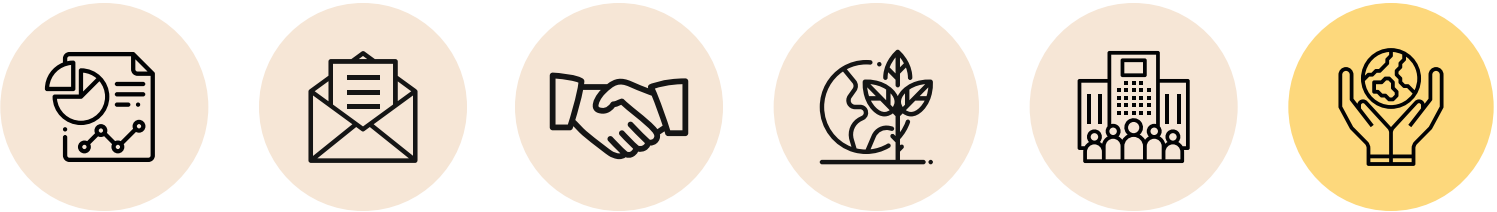
An analysis of the impact data shown in the calculation of our carbon footprint makes it easier to identify sources and opportunities for improvements in order to propose reduction plans that are suitable for each hotel, and control direct energy consumption (mainly diesel, propane and electricity), to allow quick actions to be taken in the event of any deviations that may arise and to achieve the proposed savings targets.

The focus on achieving these results is a business commitment, the achievement of which would be unthinkable without the involvement of all personnel forming part of Fuerte Group Hotels. Therefore, their training and participation in the development of measures and best practices is a fundamental part of our external recognitions, as well as an essential link in the strengthening of the corporate environmental management policy.

THEREFORE, THE ENERGY SAVING TARGETS IMPOSED FOR THE FORTHCOMING YEAR WHEN COMPARED WITH THIS ONE (ELECTRICITY, PROPANE AND WATER)

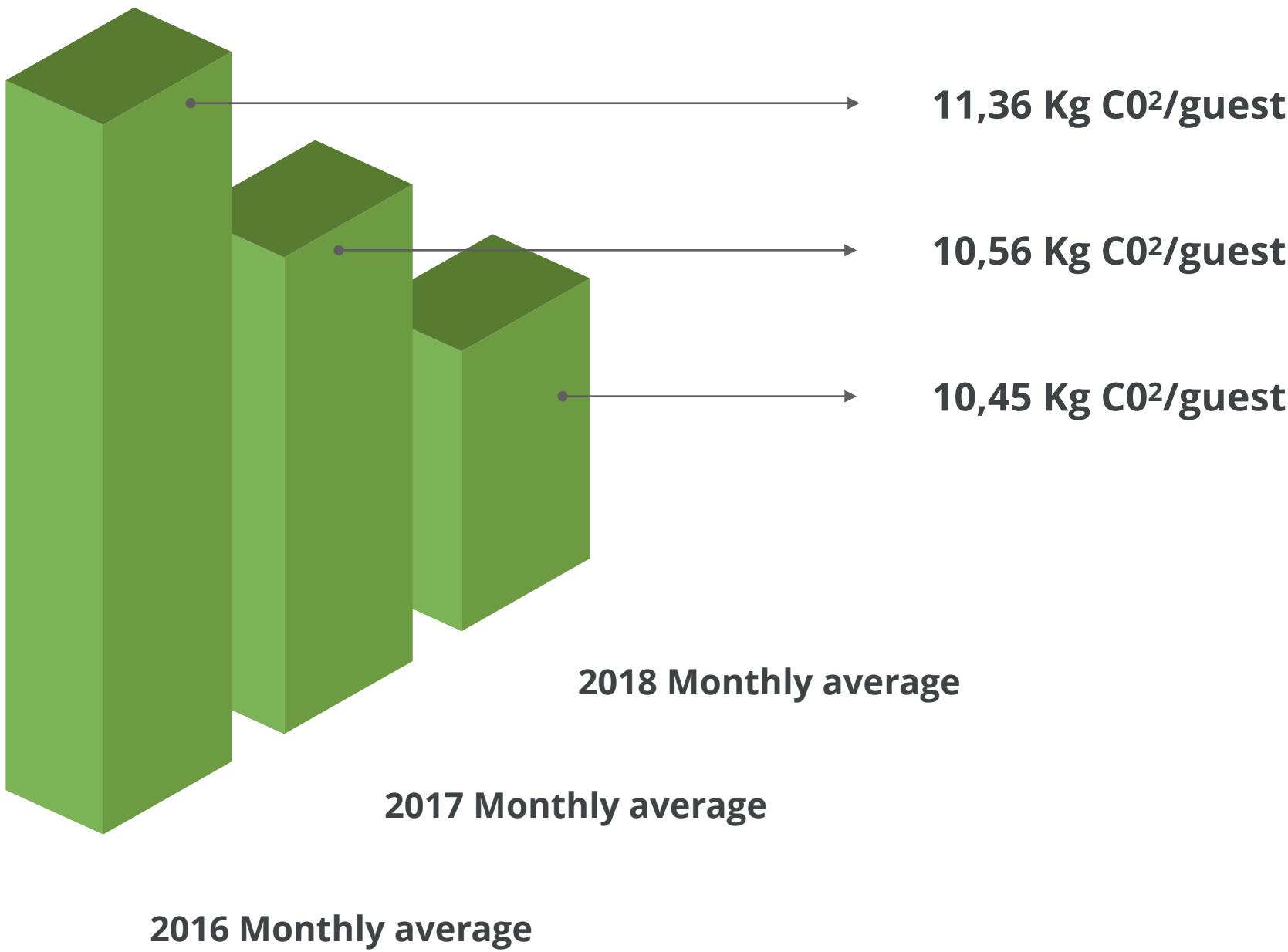
- ELECTRICITY: -1%
- DIESEL: -0,5%
- PROPANE: -0,5%
- WATER: -0,5%

This year we achieved an 8.62% reduction in the indicator of electricity consumption per guest compared to last year, which has had a notable influence on the reduction of our carbon footprint and, consequently, on achieving our savings target set at the beginning of the year.



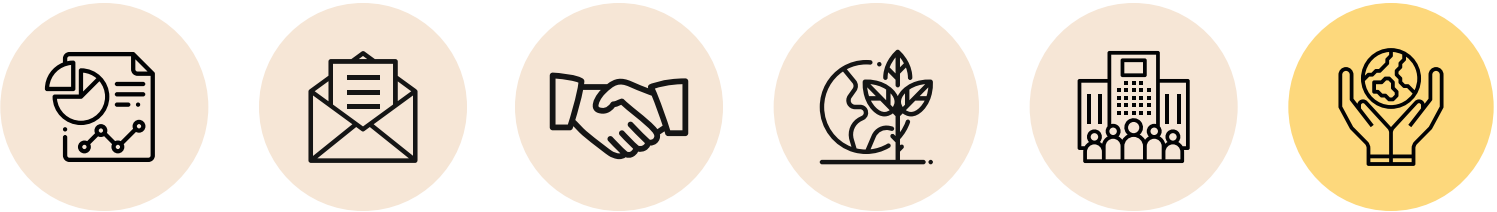
6.4. AIMED AT CURBING POLLUTION AND CLIMATE CHANGE

EVOLUTION OF THE CARBON FOOTPRINT AT FUERTE GROUP HOTELS



The downward trend of the company's carbon footprint over the last three years can be seen on the graph above. A reduction in the footprint has once again been achieved during this current year, standing at 10.45 kilos of carbon dioxide per guest. It was possible to reduce the indicator by 1.025%, meeting the target set by the chain to reduce this indicator by 1%.

Carbon footprint reduction achieved when compared to the previous year: 1.025%. Proposed objective achieved.



6.4. AIMED AT CURBING POLLUTION AND CLIMATE CHANGE

SUSTAINABLE MEASURES TO BE HIGHLIGHTED IN 2018:

An exhaustive analysis carried out daily by the energy controller in conjunction with the maintenance department of each hotel, to detect daily deviations from planned electricity consumption. The controller permanently analyses deviations and looks at ways of correcting them.

New features at Fuerte Grazalema:

The installation of air curtains at the restaurant entrance leading out onto the terrace, which prevents temperature transfers, achieving significant energy savings in this area when compared to last year.

New energy saving features at Fuerte El Rompido:

Lights marking outside roadways have been replaced by markers with LED bulbs.

Direct lighting in gardens is also of an LED type. The hotel logo has also been replaced with LED lights at three different points: reception, exit to the beach and entrance gate.

Separate air conditioning has been installed in the gym to prevent the cooling units from being started.

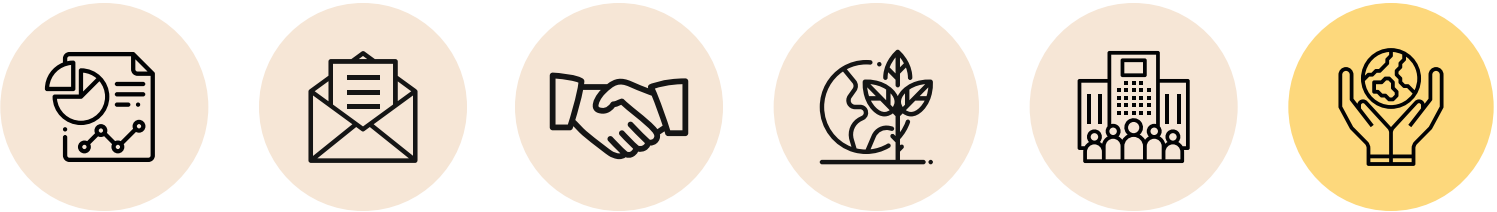
New features at Fuerte Conil – Costa Luz:

Replacement of the Fuerte Costa Luz cooling unit with a more efficient one.

Dual programming of the cooling unit for energy saving (night and day).

Installation of PVC curtains in cold rooms to avoid temperature losses when the rooms are opened.

The rest of the hotels also continue to work on the group's energy saving policy and to apply the Sustainable Tourism policy in the same way as the rest.



6.4. AIMED AT CURBING POLLUTION AND CLIMATE CHANGE

OTHER SUSTAINABLE MEASURES

At Fuerte El Rompido: seven-spot ladybirds (*Coccinella septempunctata*) have been introduced as a biological control measure for aphids, avoiding the use of artificial insecticides that are harmful to the environment.

We are still maintaining the corporation Environmental Management System to the international ISO 14001 standard, verified by Aenor.





7. LETTER FROM THE CEO

2018 may have been the last of the years in which Spain has benefited from its status as a refuge destination. The recovery being led by other Mediterranean countries is causing some large tour operators to divert their operations to them, and markets that have worked very well in recent years, such as Germany, are reducing their usual presence on our coasts.

That is why there is an urgent need for an action plan that unites the public and private sectors with a clear objective: to make Spanish tourism a professionalized industry capable of attracting customers with purchasing power, who are not guided solely by price.

This challenge, which we have been insisting on for years at Fuerte Group Hotels, requires an improvement in supply to complete with the hotel infrastructure of other destinations that are less mature and, as a result, more modern. Lying within this framework is the acquisition we have made of an old hotel located on the seafront in Sant Josep de Sa Talaia (Ibiza), which we have completely renovated to create a different product that attracts an independent type of guest, with high purchasing power, travelling independently, seeking different experiences during their holidays and wanting to sleep in sustainable surroundings.

In this sense, it is vital for Spanish tourism to become increasingly environmentally friendly, which is something that Fuerte Group Hotels has very much taken on board, and which is reflected in projects as exciting as the one we carried out in 2018 with Glaucal de la Nava, which aided the recovery of an area of Spanish fir forest, and in our efforts to reduce our carbon footprint year after year. We met this target and then some in 2018, by surpassing the figure of 1% set for that year.

Guests who are interested in all of this have to be attracted through new channels, through segmented and themed marketing and communication activities. Therefore, the second challenge we face is to create a strategic plan that is capable of reaching out to them and, above all, attracting them. As previously mentioned, this is not something that private companies can do alone, and it should also be a priority at an institutional level.

In this sense, it is vital for Spanish tourism to become increasingly environmentally friendly, which is something that Fuerte Group Hotels has very much taken on board, and which is reflected in projects as exciting as the one we carried out in 2018 with Glaucal de la Nava, which aided the recovery of an area of Spanish fir forest, and in our efforts to reduce our carbon footprint year after year. We met this target and then some in 2018, by surpassing the figure of 1% set for that year.

7. LETTER FROM THE CEO

I 81



Guests who are interested in all of this have to be attracted through new channels, through segmented and themed marketing and communication activities. Therefore, the second challenge we face is to create a strategic plan that is capable of reaching out to them and, above all, attracting them. As previously mentioned, this is not something that private companies can do alone, and it should also be a priority at an institutional level.

Finally, the third aspect that we believe must be regulated is the unfair competition generated by holiday rentals. Not only because the lack of regulation is putting an end to some players in the sector such as 3-star hotels, and even 4-star hotels, since some apartments already offer supplementary services; but because they are causing a dramatic increase in property rental prices and, along with this, turning the centres of a lot of cities into zones exclusively for tourists, relegating residents to neighbourhoods in the outskirts.

In 2018, more than 82 million international tourists visited Spain and spent nearly 90 billion euros, 3.1% more than the previous year. If we want to maintain or exceed those historical figures, we have to look at the tourist business in a professional way, and offer more added value so that we remain the first choice for all those visitors. It should not be forgotten that in times of crisis, tourism has been responsible for our economy's engine continuing to run.

D. José Luque García,
CEO of Fuerte Group Hotels



8. GRI STANDARDS INDICATORS

THE GRI INDICATORS PRESENT IN THIS REPORT ARE
DETAILED BELOW

100 - GENERAL

102 - ORGANISATIONAL PROFILE	LOCATION
102-1 Name of the organisation	1. About this report. Scope
102-2 Activities, brands, products and services	1. About this report. Scope
102-3 Location of headquarters	1. About this report. Scope
102-4 Location of operations	1. About this report. Scope
102-5 Ownership and legal form	1. About this report. Scope
102-6 Markets served	1. About this report. Scope
102-7 Scale of the organisation	3.1. Committed
102-8 Information on employees and other	5. Fuerte Group Hotels as part of society
102-12 Workers external initiatives	5.4 Support for local development
102-13 Membership of associations	4.4 Stakeholder relationships
102 - STRATEGY	LOCATION
102-14 Statement from senior decision-maker	4. Current sustainable performance, Letter from the CEO
102-15 Key impacts, risks and opportunities	3.4 Strategic objectives 2019, 3.2 Global goals, local actions
102 - ETHICS AND INTEGRITY	LOCATION
102-16 Values, principles, standars and norms of behaviour	5.2 Ethics and corporate performance
102-17 Mechanisms for advice and concerns about ethics	5.2 Ethics and corporate performance
102 - GOVERNANCE	LOCATION
102-18 Governance structure	
102-22 Composition of the highest governance body and its committes	3.2 Organisational Chart and Governing Bodies
102-23 Chair of the highest governing body	3.2 Organisational Chart and Governing Bodies
102-29 Identifying and managing economic, environmental and social impacts	4.2 Global goals, local actions
102-31 Review of economic, environmental and social topics	4.2 Global goals, local actions

100 - GENERAL

102 - STAKEHOLDER ENGAGEMENT

- 102-40 List of stakeholder groups
- 102-41 Collective bargaining agreements
- 102-42 Identifying and selecting stakeholders

LOCATION

- 4.4 Stakeholder relationships
- 5.3 Our team
- 4.4 Stakeholder relationships

102 - REPORTING PRACTICES

- 102-50 Reporting period
- 102-53 Contact point for questions regarding the report
- 102-54 Claims of reporting in accordance with the GRI Standards
- 102-55 GRI contents index

LOCATION

- 1. About this report
- 3.1 Committed
- 1. About this report GRI Table

103 - MANAGEMENT APPROACH

- 103-2 The management approach and its components

LOCATION

- 3.1 Committed (Description of the management approach)

200 - ECONOMIC

201 ECONOMIC PERFORMANCE		LOCATION
201-1	Direct economic value generated and distributed	3.1 Committed (Description of the management approach)
204 - PROCUREMENT PRACTICES		LOCATION
204-1	Proportion of spending on local suppliers	6.1 Local purchases, environmental assessment of suppliers
205 - ANTI-CORRUPTION		LOCATION
205-1	Operation assessed for risks related to corruption	5.2 Ethics and corporate performance
205-2	Communication and training about anti-corruption policies and procedures	5.2 Ethics and corporate performance
205-3	Confirmed incidents of corruption and actions taken	0
206 - ANTI-COMPETITIVE BEHAVIOUR		LOCATION
206-1	Legal actions for anti-competitive behaviour, anti-trust, and monopoly practices	0

200 - ECONOMIC

201 ECONOMIC PERFORMANCE		LOCATION
201-1	Direct economic value generated and distributed	3.1 Committed (Description of the management approach)
204 - PROCUREMENT PRACTICES		LOCATION
204-1	Proportion of spending on local suppliers	6.1 Local purchases, environmental assessment of suppliers
205 - ANTI-CORRUPTION		LOCATION
205-1	Operation assessed for risks related to corruption	5.2 Ethics and corporate performance
205-2	Communication and training about anti-corruption policies and procedures	5.2 Ethics and corporate performance
205-3	Confirmed incidents of corruption and actions taken	0
206 - ANTI-COMPETITIVE BEHAVIOUR		LOCATION
206-1	Legal actions for anti-competitive behaviour, anti-trust, and monopoly practices	0

400 - SOCIAL

401 - EMPLOYMENT		LOCATION
401-1	New employee hires and employee turnover	5.3 Our team
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	5.3 Our team. Social improvements plan
403 - OCCUPATIONAL HEALTH AND SAFETY		LOCATION
403-1	'Worker representation on formal worker-company health and safety committees'	In all hotels
403-4		5.3.4 Occupational Risk Prevention
403-4	Health and safety issues addressed in formal agreements with trade unions	
404 - TRAINING AND EDUCATION		LOCATION
404-1	Average hours of training per year per employee	5.3.5 Training Plan
404-2	Programs for upgrading employee skills and transition assistance program	5.3.5 Training Plan
404-3	Percentage of employees receiving regular performance and career development reviews	5.3.5 Training Plan
406 - NON-DISCRIMINATION		LOCATION
406-1	Incidents of discrimination and corrective actions taken	0 registered cases
410 - SECURITY PRACTICES		LOCATION
410-1	Security personnel trained in human rights policies or procedures	5.3.4 Prevention of Occupational Risks
412 - HUMAN RIGHTS ASSESSMENT		LOCATION
412-2	Employee training on human rights policies or procedures	5.3 Our team (Harassment Protocol)
413 - LOCAL COMMUNITIES		LOCATION
413-1	Operations with local community engagement, impact assessments, and development programs	5.4 Support for local development
413-2	Operations with significant actual and potential negative impacts on local communities	5.4 Support for local development

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