



We care

Where care reigns. At Hotel Tres Reyes we believe true leadership begins with care. Our crown is not a symbol of power, but of commitment, positive impact, and heartfelt care.



At Hotel Tres Reyes San Sebastián, we believe the future of hospitality is defined by the impact we make. By caring for our people, our environment and the planet, we create truly memorable experiences for our guests.

The hotel has established a management model built on sustainability, supported by a diverse and dedicated team, powered by 100% renewable energy, and driven by initiatives to reduce our environmental footprint. All of this is captured in **The Crown of Impact**, where care takes pride of place. Because here, care reigns.

Thank you for joining us.
Maite Alaba
Director, Hotel Tres Reyes San Sebastián



GENERAL INFORMATION

Business group: Iruña Palace S.A.
Opening year: 2021 (the group's second property, following the historic hotel in Pamplona)
Category: 4 stars
Capacity: 80 rooms (Premium, Deluxe and Suites)
Services: Gym, swimming pool, restaurant, meeting room hire, and garage parking with 62 spaces
Team: 25 staff members

HIGHLIGHTS

Dual Training: The first hotel in Gipuzkoa to implement Dual Vocational Training.
Otelo Project: An innovative technology platform developed with TECNALIA to measure carbon footprint in real time.
Impact Strategy: We are following an improvement plan through to 2027, structured around 3 impact pillars and over 75 initiatives.



Client

- We place our guests at the heart of our impact strategy, recognising them as a driving force for positive change.
- We provide a warm, personal stay in a calm and relaxing setting, caring for each guest while sharing our values, and consistently aiming to exceed expectations.

Team

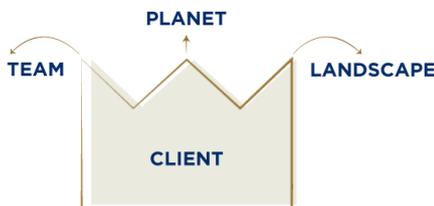
- We believe that looking after our team is essential to delivering outstanding guest service, fostering a healthy, empathetic and people-centred workplace.
- Diversity and inclusion are among our key strengths, reflected in a multicultural team, gender equality, and an active culture of respect.
- We champion training and local young talent and are pioneers in implementing dual training programmes in Gipuzkoa's hotel sector.

Planet

- We use natural resources responsibly and efficiently, including water, energy, and materials.
- We are committed to the circular economy, from reducing waste (for example by eliminating single-use plastics) to optimising processes such as laundry and recycling.
- We are moving towards the decarbonisation of the hotel through technology and innovation, using 100% renewable energy and leading projects that allow us to measure consumption and environmental footprint in real time.

Landscape

- We have built a strong network of strategic partnerships that reinforce our local impact, working with business associations, training institutions, and technology centres such as Tecnalía.
- We are committed to local and km 0 suppliers, prioritising sourcing in the Basque Country and Navarra to support the local economy and minimise the environmental impact of transport.
- We act as ambassadors for our region, promoting local identity through design, gastronomy and culture, and through collaboration with the city's landmark events.



CONTRIBUTION TO THE SDGs

