

The background of the entire page is a grayscale photograph. On the left side, there is a stack of several coins, showing their ridged edges. On the right side, there is a close-up of a pen's tip, which is a silver-colored ballpoint pen. The pen is resting on a surface that appears to be a ruler or a piece of paper with some faint markings. The overall composition is clean and professional, suggesting a theme of finance or business.

**Garden**  
hotels

# **Press Kit**

**Live More, Feel Better!**



# "Let's Work Together..."

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Garden Hotels is a Mallorcan family-run business which is primarily dedicated to hotel management. Our first hotel, the Alcudia Garden Aparthotel opened in 1986 and with it, Garden Hotels was born.

Thanks to our markedly different approach and the quality we provide, it wasn't long before we had consolidated our place in the market. The company is currently at a key point in its history, having surpassed the 50-million-euro mark and achieving its best ADR's.

Our head office is located in Inca, Mallorca.

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Who  
we are

The **human**  
factor

Executive  
**summary**

# Garden Hotels in figures

Years

**+30**

Hotels

**11**

Revenue

**+59 MM €**

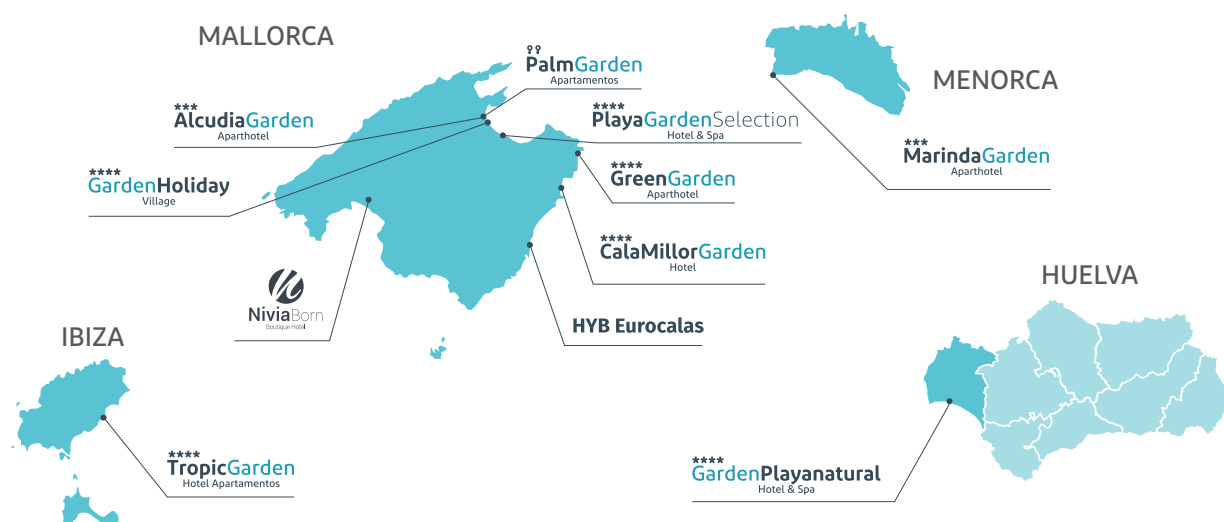
Beds

**+5,258**

Destinations

**4**

Employees

**+651**

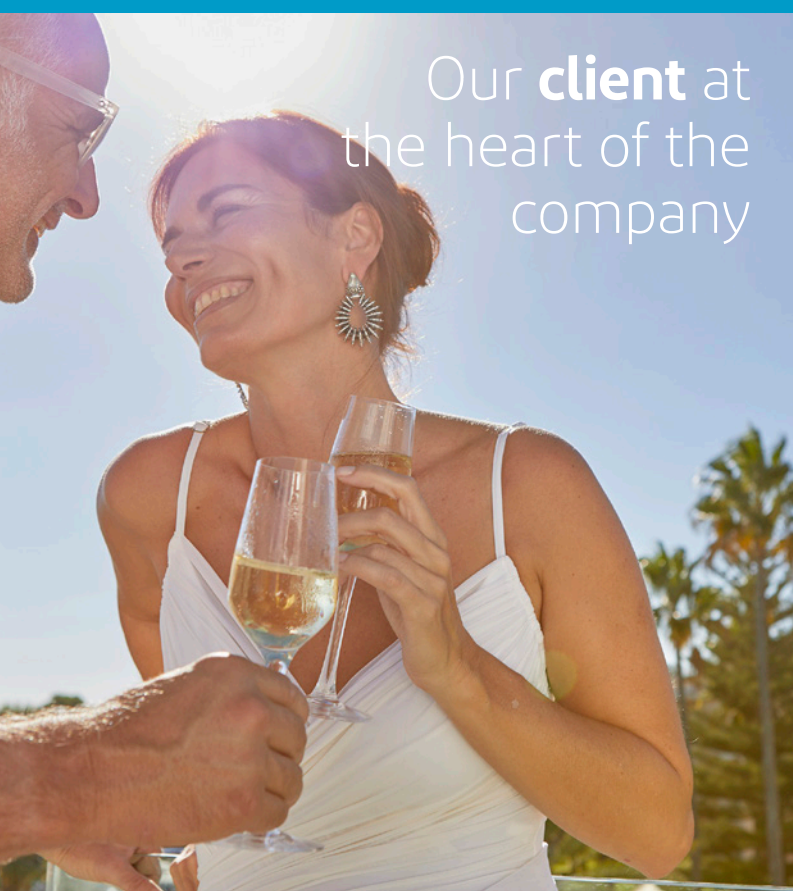




Hotels in **Prime** locations

# #LiveMoreFeelBetter!

Leaders in providing Experiences



Our **client** at  
the heart of the  
company

## **Sustainable** Tourism

We care about our country and our people. We are committed to Sustainable Tourism based on pioneering projects that boost the circular economy and support local farmers.



# Our values



## Innovation & Quality

We adapt to the needs of the market, and we are committed to improving every day and growth, that incorporates the latest in new technologies.



## Commitment

We fulfil our commitments towards our employees, clients and collaborators.



## Proximity

A family business providing immediacy and availability in all its collaborations.



## Sustainability

We optimise resource management to balance economic, environmental and social factors.



## Tradition

We have strong roots to our homeland, and we hold tradition as one of our principal values.



## Hospitality

We strive to ensure our clients feel welcome.

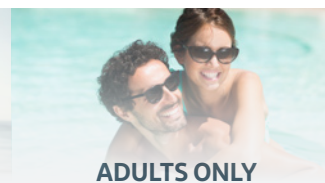


# Brands and Segments



## GRUPOGARDEN

Our brand architecture shows the growth strategy of the company, directed at different key segments:



- BIKE
- TRIATLON
- GOLF
- HEALTHY

- MICE
- BLEASURE
- GROUPS
- EVENTS



Nivia Hotels forms part of one of the most special and exclusive portfolios of boutique style lifestyle hotels in select urban and luxury holiday destinations. **New opening in 2021, Nivia Born Boutique Hotel.**



# Milestones at Garden Hotels



# The Human Factor

## Management Team

# 02



**MR. MIQUEL RAMIS**

President of Grupo Garden



**MR. GABRIEL LLOBERA**

Executive Vice President of Grupo Garden - CEO

- Vice-president of the CAEB since December 2017.
- President of the Balearic Hotel Chain Association (ACH).
- Vice president and ex-president of AHPM (2013-2018).
- Member of the Tourism Council of the CEOE.
- Ex-president of the FEHM from October 2017 to January 2018. Currently Spokesman for the Directors Committee.
- Gabriel Llobera has worked at Garden Hotels since 1987 as General Manager of the Company and as CEO since 2007. His work consists of coordinating the positioning strategies to strengthen and consolidate the company within the sector. He is known for his conciliatory and affable character, leading the organisational side of running the business and achieving gradual growth.



**MAGDA  
RAMIS**

Executive Vice  
President



**TOMEU  
LLOBERA**

Finance Manager  
- CFO



**JOAQUÍN  
CALDENTEY**

Senior Global  
Development



**AGUSTÍN  
ECHEVARRÍA**

Human Resources  
Manager



**JAUME  
ORDINAS**

General Auditor  
and Circular  
Economy Project  
Manager



# Distribution and Sales Team

Marketing area, online

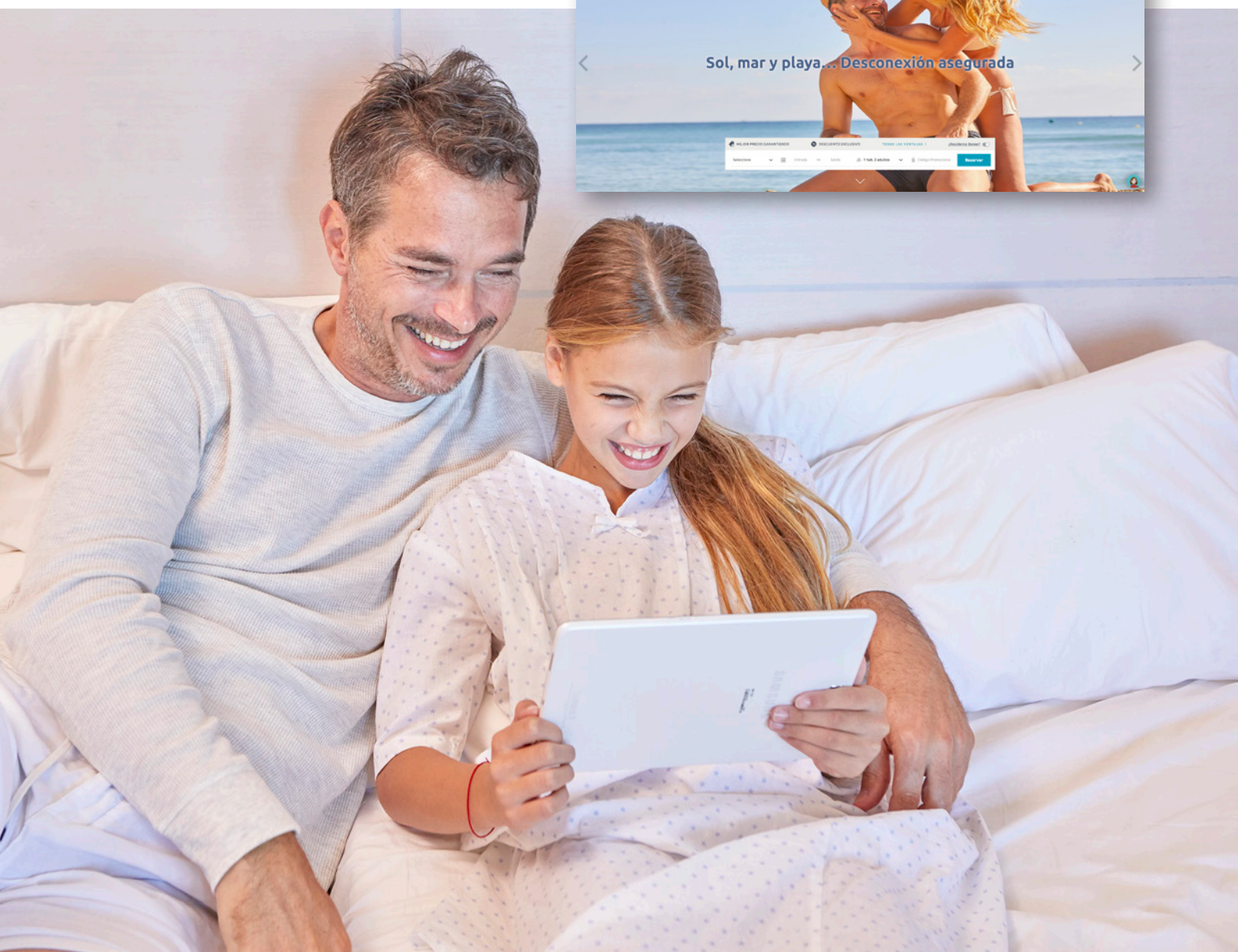
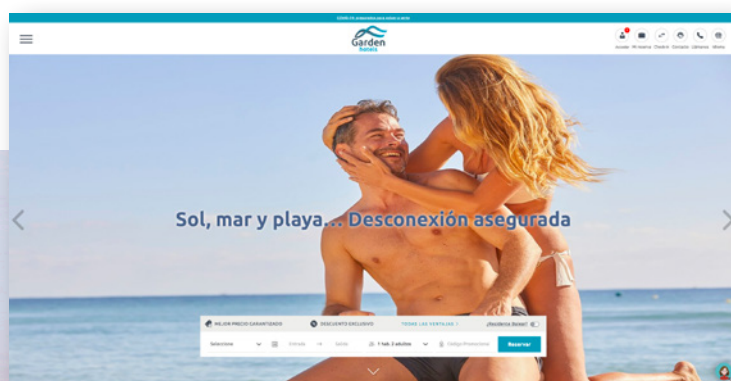
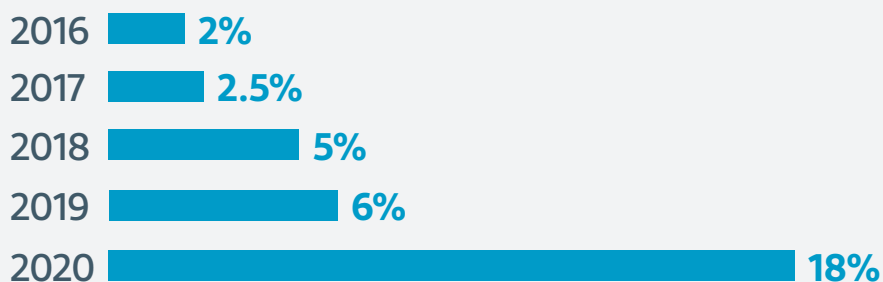


Sales Area





## Evolution of the web share [Gardenhotels.com](#)

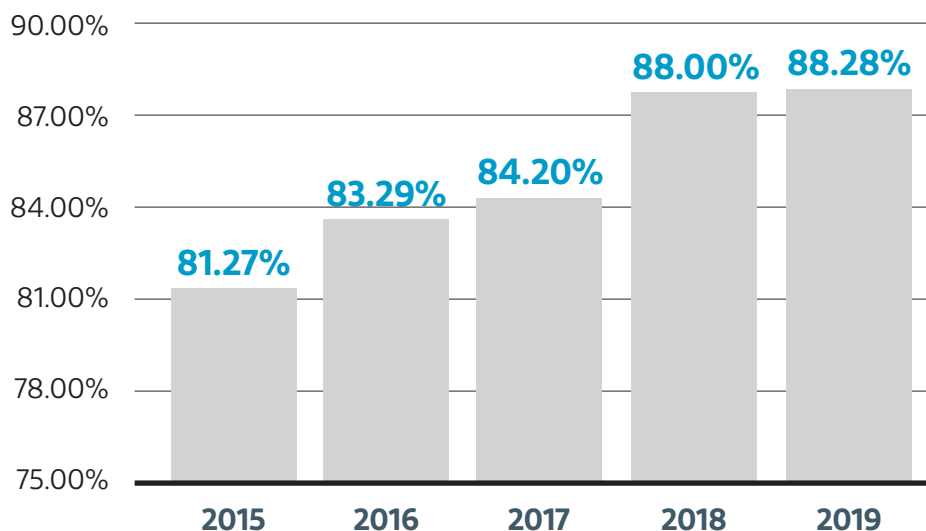




# Online reputation

## CLIENT SATISFACTION RESULTS

(Source: Customer Alliance)



# Awards and certificates



RE THINK  
HOTEL



TUI UMWELT  
CHAMPION



TRAVELIFE  
GOLD



TUI FAMILY  
AWARDS



ISO  
14001



PREMIS DE  
TURISME 2017



EMAS  
(ECO MANAGEMENT &  
AUDIT SCHEME)



SICTED  
SISTEMA INTEGRAL  
DE CALIDAD TURISTICA  
EN DESTINOS



PREMIOS  
INNOBANKIA 2019

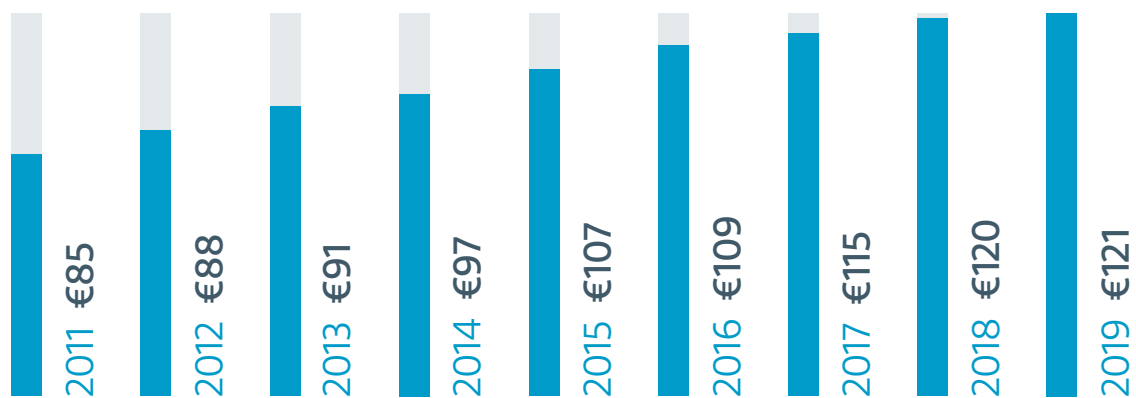


CARDIO-  
PROTEGIDOS

# 03

## Executive Summary

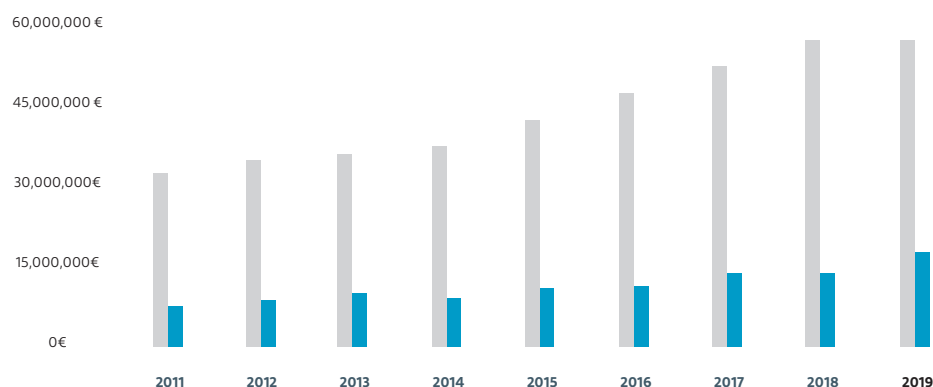
Average Daily Rate  
+43%



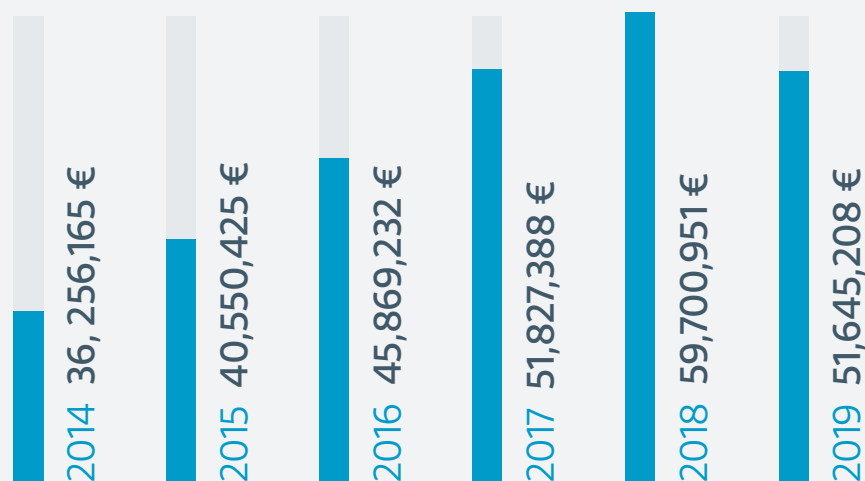


## LONG TERM RELIABLE Revenue & EBITDAR

+72%  
+194%

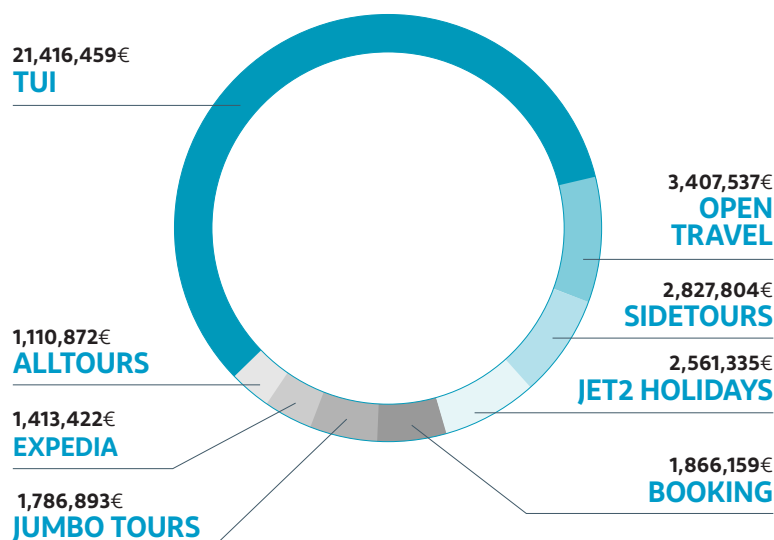


## Goals & Strategy 2014 - 2019



## KEY TOUR OPERATORS PARTNER

Main tour  
operators, travel  
agencies & OTA's  
2019



# Corporate Social Responsibility

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05

Benefits of being socially responsible  
Corporate social responsibility actions  
Awards and certificates



Garden Hotels is a company committed to supporting local communities, suppliers and the environment and it assumed the responsibility of including this commitment in its business management plan many years ago. The CSR revolves around responsible tourism, based upon three fundamental pillars: social sustainability, economic sustainability and environmental sustainability.

As a demonstration of our continuous improvement, and in turn, of credibility amongst our clients and stakeholders, Garden Hotels holds different sustainability certifications in its establishments, such as



# 1. Area of social sustainability

We collaborate closely with social projects promoting integration, insertion and equality within our community.

## 1.1. SUPPORT FOR THE LOCAL COMMUNITY AND STAKEHOLDERS



- Prioritising purchases from local suppliers, reaching 80%
- Promoting local and seasonal produce (Km0)
- Supporting organic agriculture and farming in the Balearic Islands by purchasing this produce to serve at our buffet and with the Organic Vegetable Gardens at our hotels.
- Purchasing most of our stationery products from Amadip Esment, a not-for-profit organisation that supports social integration.
- Promoting tradition and local culture amongst our clients.
- Organising Beach Clean-Up Days to increase awareness of the importance of respecting the environment.

## 1.2. GOOD WORKING PRACTICES AND PROMOTION OF HUMAN RIGHTS



- Implementation of the Equality Plan in every area of the business.
- Corporate culture policies that encourage a positive working environment, comradeship and fewer inequalities.
- Professional training programmes to encourage personal and professional development amongst our staff.
- Collaboration with various workplace integration programmes: agreement with the "Pa i Mel" organisation.

### 1.3. SOCIAL ACTION



Recurring collaborations and/or agreements with different not-for-profit organisations and social campaigns.

- Deixalles Foundation
- Red Cross
- Sonrisa Médica
- Aspanob
- Action against Hunger
- Balearic Hotelier Sector's Operation Kilo
- Vicente Ferrer Foundation
- Amadip Esment Foundation
- Dentistas sobre ruedas (Dentists on Wheels) from 2021
- Cáritas

## 2. Area Of Strategic-Economic Sustainability

We promote economic growth that generates equitable wealth based on innovation, respect for the environment and alliances with our stakeholders.

### 2.1. INVESTMENT TO MODERNISE OUR ESTABLISHMENTS



- Aiming to achieve maximum quality in the services we provide with the modernisation of our facilities.
- To understand and ensure compliance with regulations and legal requirements.
- Prioritising new technologies for an efficient use of resources.
- Restoring and reusing materials to promote a circular economy.

## 2.2. FOCUS ON THE CLIENT, QUALITY AND INNOVATION AS A COMPANY PHILOSOPHY



- A “Garden Experience Ambassador” is present at every establishment and acts as ambassador for our corporate culture, guaranteeing a fantastic experience for our guests and promoting loyalty by extending a warm welcome, listening to what they need, surprising them and ensuring they feel special.
- Accessible and efficient internal online systems for evaluating customer satisfaction, with the aim of continuous improvement and being able to provide a rapid response in the event of non-compliance with expectations.
- Our own programme of high-quality recreational activities adapted to different types of clients, encompassed within the framework of our corporate culture, and always under the premise of respect for the environment.
- Client loyalty programme to reward them for placing their trust in us.
- Internal project to improve standardized procedures and control productivity via Business Intelligence applications (Glad 2 Link, Click View, Indicadorestostenibles.com).
- Internal Quality Control Management System focused on the standardization of operating instructions and an efficient control of procedures.
- Participation in the Destination Quality Programme (SICTED) promoted by local businesses and entities in the Balearic Islands.

## 2.3. HEALTH AND SAFETY SYSTEMS AND PROJECTS



- The company has its own Risk Prevention in the Workplace system.
- Health & Safety programme with control plans and food hygiene and water safety audits in all our establishments.
- Safety Consciousness programme with Covid-19 preventative measures in place at hotels and offices. “Cardio-protected Hotel” certification in all our establishments.
- Inclusion in the FACE programme (Spanish Federation of Coeliac Associations).

## 2.4. DONATIONS AND SPONSORSHIPS



- Active participation in the CAEB project for the Business Alliance against Extreme Poverty with the Vicente Ferrer Foundation (donation to acquire housing in India to empower women in villages in the region of Anantapur).
- Donations for areas affected by natural disasters.
- Sponsorship of the women’s volleyball team, Garden Hotels Mallorca Volley.
- Sponsorship of the Mallorcan triathlete, Marga Fullana.
- Sponsorship of the Campanet football team.
- Collaboration with the Garden Hotels Challenge women's cycle race.



## 2.5. PRESENCE IN ASSOCIATIONS AND PROJECTS FOR INNOVATION AND IMPROVEMENT IN THE SECTOR



- Members of the board of the Impulsa Foundation (platform for strategic knowledge and regional interaction that works to facilitate decision-making by economic and social agents, which has a significant impact on the global competitiveness of the Balearic Islands).
- Members of ACH (Balearic Hotel Chain Association), currently in the role of President.
- Members of FEHM (Mallorca Hotel Business Federation), ASHOME (Menorca Hotel Association), FEHIF (Ibiza and Formentera Hotel Business Federation), and APHH (Huelva Provincial Hotel Association), depending on the location of the Garden Group establishments.
- Members of ABEF (Balearic Family Business Association), that defends the family business as the motor that drives a productive economy and a generator of employment in the region.
- Collaboration with the “Sustainable Hotel Network in the Balears”, a network of hotels committed to responsible tourism on the islands, promoting benchmarking of sustainability indicators for continuous improvement.
- Partner in APD (Association for Managerial Progression), whose mission is to contribute to a better prepared and more united managerial community, in an exclusive environment by sharing ideas and discussing real solutions for common challenges.

# 3. Area of environmental

With regards to environmental sustainability, at Garden Hotels we have been loyal to our EcoGarden philosophy for over 20 years, forming part of a 360° environmental awareness that involves staff, clients, suppliers and everyone in our vicinity.

## 3.1. WATER



- Using a damp Eco mop for cleaning floors that reduces chemical and water consumption. Mechanisms to optimise grey water consumption such as highly efficient flow regulators for taps, double cistern in WCs, movement sensor taps in public bathrooms, etc. Eco-friendly towel and linen changes when requested by the client.
- Automatic irrigation systems and timers set to avoid hours when the sun is at its strongest. Use of pluviometer to shut down the irrigation system automatically in the event of rainfall.
- Predominance of native plants in our gardens.
- Reusing grey water resulting from rejected water from the osmotic water production facility, for toilet cisterns and/or irrigation in some areas.
- Meters exist in all sections to ensure an exhaustive control of daily consumption, avoiding leaks and deviations. Posters and awareness campaigns to encourage the client to collaborate in using water responsibly.
- Control measures to ensure sanitary wastewater that is discharged to the municipal sewer system complies with the parameters established by local regulations.

### 3.2. ENERGY



- Purchasing criteria for appliances and electronic equipment that takes into account the energy efficiency rating.
- Automatic shut-down of air conditioning systems when windows/doors are open. Energy efficient or LED lighting throughout the facilities.
- Heat recovery systems in most of our air conditioning plants which enables energy to be used for heating water in heated swimming pools, for example.
- Solar panels to produce energy for use in the domestic hot water and heating systems at some of the hotels.
- Efficiency devices monitoring the pressure points of the water circuit.
- Exhaustive preventative maintenance to optimise the performance of machinery.

### 3.3. WASTE



- Philosophy based on the 4 Rs: Reduce- Reuse- Recycle-Recover:
- “No plastic” strategy for the elimination of all single-use plastic items and their replacement with sustainable alternatives. Reduction in the consumption of bottled water by providing employees and customers with refillable bottles and purified water dispensing machines.
- Elimination of single-use amenities in the rooms and their replacement with refillable dispensers.
- Purchasing criteria that includes the reduction of packaging, reducing the number of containers.
- Displaying products in bulk instead of individual portions at the buffets.
- “Paper Less” policy, reducing the amount of paper used and therefore reducing associated waste.
- Buying toner that can be recycled by the supplier.
- Each establishment has all the containers necessary for the separation and subsequent recycling of waste products, both for use by employees and customers.
- Each establishment separates the organic matter generated in the kitchen and the remains of garden pruning so that it can be treated and used to produce organic compost (Circular economy project promoted by the company that has the support of the Ministry of the Environment of the Balearic Government).
- Prioritising restoration of furniture to extend its useful life and minimise the generation of bulky waste. Collection of used cooking oil and its delivery to an authorised waste management company for recycling and use as biodiesel.
- We have a system in place for the correct management of waste classified as dangerous and/or special (empty containers from chemical products, aerosols, batteries, obsolete fluorescents bulbs, etc....) and its delivery to authorised waste management companies.
- We have analytic tools that allow us to quantify the amount of recycled and/or reused waste, according to type.

### 3.4. CARBON FOOTPRINT



- Contracting energy suppliers that hold a certificate of 100% renewable origin for all our hotels and offices.
- Promoting the use of hybrid and electric vehicles with recharging stations in several hotels and at our offices.
- Investments in energy efficiency throughout our facilities to reduce energy consumption, emissions into the atmosphere and our carbon footprint.
- Progressive modernisation of our kitchen refrigeration facilities with centralised systems and the use of glycol water as a cooling system in addition to substituting the refrigerant gases in all our refrigeration facilities for gases with a lower impact on global warming.

### Thanks to these actions, we have received various awards and/or recognitions in the last few years:

- TUI UMWELT CHAMPION at the Playa Garden Hotel & Spa for 4 consecutive years.
- Re-Think Hotel 2018, an award given to the 10 best sustainability and hotel rehabilitation projects in Spain.
- Tourism Prize 2017 awarded by the Balearic Tourism Agency for the Composting Project (Circular Economy).
- Innobankia Prize 2019 awarded to the best sustainable business and recognising excellence in the development of pioneering sustainability projects such as the use of organic waste generated at the hotel to produce compost.





# Project highlights



## "NO PLASTIC" PROJECT

- A. Substitution of amenities for eco-friendly dispensers: We have replaced amenities with polycarbonate refillable dispensers. Thanks to our collaboration with the Mallorcan company "Tot Herba", who make the shampoo, conditioner and shower gel from a 100% locally grown almond base, we are able to save 24.604 plastic bottles every season in just one hotel.
- B. Substitution of plastic drinking straws for biodegradable ones: We have also eliminated plastic straws, and these are being replaced by biodegradable paper ones in all of our hotels.
- C. Sustainable water bottle: Another initiative is our sustainable Tritan water bottle that is on sale at the hotels and we give to all the GARDEN employees. Clients and staff can refill the bottles at the various purified water machines around the hotels.

## SOCIAL AND CIRCULAR ECONOMY PROJECT

The Garden Hotels chain has pioneered a project that will promote sustainable management of waste generated by tourism and that can be used to make organic compost and help local agriculture. A 'circular economy' project that not only recycles waste, but reuses it by turning it into compost, thus completing the circle of this circular economy with a benefit for the planet. A Project that revitalises Balearic agriculture, minimises environmental impact and Supports the

local economy. This project is financed with funds from the sustainability tax and counts on support from the Ministry for the Environment and Territory. **Thanks to the great results from the composting pilot project, we have realised that with 1 million hotel stays, around \*738.781kilos\* of compost could have been produced. With this surprising figure in 2019, Garden Hotels in the Balearic Islands has set itself a ground-breaking GOAL, to be sustainable and self-sufficient in the creation of compost.**



## BIO CORNER AND ORGANIC LAMB: DISCOVER THEM!

We aim to offer a gastronomy that is based, whenever possible, on seasonal and local produce (km 0) and promoting the "Balearic produce" label amongst our clients and thanks to a collaboration with the Mallorcan company "Sa Teulera", you will find 100% organic produce at the BioCorner at the Playa Garden Hotel & Spa.

For the last 4 years we have been buying approximately 150 kilos of organic lamb during the holiday season so that we can offer you excellent quality and local produce whilst helping local farmers and supporting the local economy at the same time. This collaboration is possible thanks to an agreement with the Organic Food Producers Cooperative - Me Ecològic - Balears.

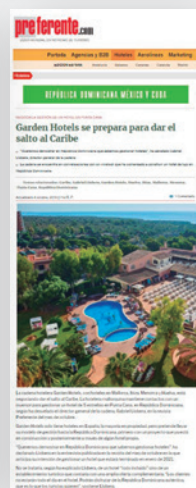


More information:

<https://www.gardenhotels.com/responsabilidad-corporativa/>

# Media presence

# 06







# Our Hotels







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