



BAHIA DEL DUQUE  
THE TAIS

# CORPORATE RESPONSIBILITY POLICY



Bahía del Duque is considered an icon in the tourist sector for creating a new concept of luxury hotel in the Canary Islands. Its inauguration in 1993 marked a turning point in the history of tourism, becoming a model of success and playing a significant role in the subsequent tourist development on the island.

Corporate Responsibility calls for a change of attitudes and behaviours based on good governance and environmental, sustainability and social parameters.

## MISSION, VISION AND VALUES

### MISSION

Our goal is to be able to continue offering the excellent and personalized service that has characterized Bahía del Duque for more than 25 years. To work with effort, dedication and professionalism is our reason of being so that our guests live unique and memorable experiences. Bahía del Duque is Simply Outstanding.

### VISION

We would like that people continue identifying us as a hotel leader in the luxury tourism sector. Bahía del Duque bets for being in constant evolution to exceed expectations of its clients. Innovation, creativity and a proposal of extraordinary services show the route to be followed by a team of professionals, who are experts in their areas.

### VALUES

**CUSTOMER ORIENTATION:** Clients are the origin and the engine of all activity career rests. Meeting their expectations, and even aspiring to surpass them, is the main objective of the professionals of Bahía del Duque.

**COMMITMENT WITH THE RESULTS:** We elaborate plans, we set collective and individual objectives and we make decisions that ensure the profitability and sustainability of the Company.

**INTEREST IN PEOPLE:** We facilitate a pleasant work environment, promoting a respectful work environment with our employees.

**INTEGRITY:** We are honest and transparent with our environment and in order to do so it is important to know how to listen, value and understand.

**CORPORATE SUSTAINABILITY:** We contribute towards social, financial and environmental improvement of the community.

Bahía del Duque has developed a Corporate Responsibility policy, which is aligned with the Sustainable Development Goals (SDG), according to the following guidelines:

• **ETHICAL BEHAVIOUR** They are our basic guidelines, based on the company's mission, vision and values.

• **TRANSPARENCY AND GOOD GOVERNANCE** They are fundamental guidelines in order to maintain and enhance reputation with our stakeholders.

• **BEHAVIOUR TOWARDS EMPLOYEES** It is essential that the team is highly motivated, sensitive and aware of the importance of their work, because they are a key group and a priority for the development of the business itself, and an essential factor in its growth and progress.

• **EXCELLENCE AND QUALITY** We are committed to working with quality and excellence to exceed the expectations of our guests.

• **RELATIONSHIP WITH SUPPLIERS** We encourage a climate of cooperation and mutual trust, promoting transparency and communication with suppliers, in order to reach the objectives set regarding quality.

• **ENVIRONMENT AND CLIMATE CHANGE** We promote the respect and protection of the environment, making rational use of natural resources, reducing fuel consumption, electric energy and water as well as reducing the amount of waste by facilitating recycling.

• **CONTRIBUTION TOWARDS TO THE COMMUNITY** We take responsibility to contribute to a sustainable human development, through the company's commitment with the community and society in general.

## COMMITMENTS

### GENERAL COMMITMENTS

- Definition of a CR policy in the Hotel.
- Establishment of a Corporate Sustainability committee in the Hotel to promote greater staff participation in providing ideas for Corporate Sustainability.

### COMMITMENT WITH THE EMPLOYEES

- Development of a talent management program in the company.
- Creation of specific systems to improve the work-life balance.
- Establishment of communication procedures between the company and employees, identifying and defining channels and supervisors.
- Periodic analysis of the work environment and taking concrete measures.
- Analysis and improvement of prevention results.

### COMMITMENTS WITH OUR CUSTOMERS

- Establishment of procedures to understand the expectations of our guests in order to better meet their needs.
- Strengthening of the channels of communication with clients.

### COMMITMENTS WITH THE ENVIRONMENT

- Defining an environmental policy of the company to improve the environmental management and the fight against climate change.
- Establishment of initiatives to mitigate environmental impacts.
- Environmental awareness in order to acquire the knowledge and skills necessary to improve environmental practices in the different work areas.

### COMMITMENTS TO THE LOCAL COMMUNITY

- Defining a policy and a social action program in line with our Corporate Sustainability goals.
- Promote participation in social action projects.
- Promote participation in corporate volunteering initiatives that are oriented to social contribution.