

- 01 OUR HOTEL BRANDS
- 02 DESTINATIONS AND HOTELS
- 03 SENATOR HOTELS & RESORTS IN FIGURES
- 04 HISTORY
- 05 OUR LOYAL GUESTS
- 06 SOCIAL NETWORKS
- 07 THE VALUE OF SENATOR HOTELS & RESORTS
- 08 PEOPLE AND CENTRAL SERVICES
- 09 RELATIONS WITH TRAVEL AGENTS
- 10 CORPORATE SOCIAL RESPONSIBILITY

### 11 OUR EXPERIENCE

- Our experience in F&B
- Our experience in water parks
- Our experience in entertainment
- Our All Inclusive experience
- Our experience in MICE
- Our experience in sports resorts
- Our Spa & Wellness experience

### 12 THEME PARKS

- Aquarium Costa de Almería
- Oasys MiniHollywood
- 13 CONSTRUCTION AND RENOVATIONS
- 14 TRUST IN US





### **FUN HOLIDAYS WITH SPECIAL TOUCHES**

4\* and 4\* Luxury holiday hotels, characterised by their beachfront location or water park, as well as having large themed swimming pools with slides and jacuzzis.







### **YOUR PERFECT CHOICE**

Hotels with excellent value for money and a perfect combination of location and facilities.



### THE PARADISE OF YOUR DREAMS

Luxury resorts with 24-hour *All Inclusive Premium*, standing on heavenly beachfronts and with a wide range of cuisine and leisure activities.







### YOUR SOUL CONNECTION

Adults recommended hotels, modern, functional and state-of-the-art in the best locations.

# **AFILIADOS**

These are independent establishments with character of their own, which we have provided with our support, experience and know-how to offer a high-quality service with the Senator Hotels & Resorts seal.



# SENATOR HOTELS & RESORTS: DESTINATIONS AND HOTELS











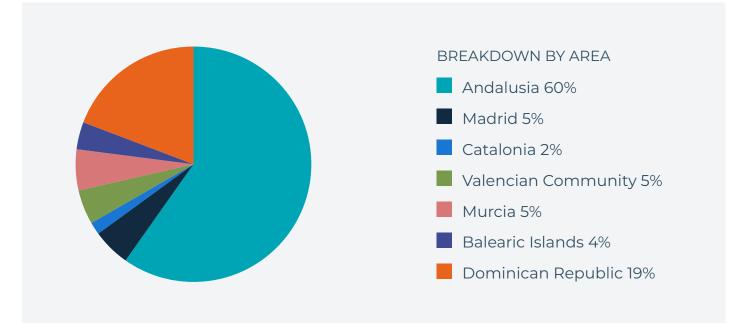
12
DESTINATIONS



### **BREAKDOWN OF SENATOR HOTELS & RESORTS PORTFOLIO IN 2022**







### **SENATOR HOTELS & RESORTS IN THE CARIBBEAN**





### **DOMINICAN REPUBLIC**



### **SENATOR HOTELS & RESORTS IN SPAIN**



### **MURCIA**

Senator Mar Menor Golf & Spa Resort	258 rooms
Caleia Mar Menor Golf & Spa Resort	64 rooms
The Residences Apartments	145 apartments

### **VALENCIA**

Senator Parque Central Hotel	192 rooms
Senator Gandía Spa hotel	200 rooms

### MADRID

Senator Castellana Hotel	124 rooms
Senator Barajas Hotel	306 rooms

### **BARCELONA**

Montanyà Hotel & Lodge ...... 141 rooms

### **BALEARIC ISLANDS**

Caleia Talayot Spa Hotel	114 rooms
Senator Cala Millor Hotel	60 rooms
Club Simó Aparthotel	137 rooms



### **SENATOR HOTELS & RESORTS IN ANDALUSIA**



### 1. HUELVA

Playamarina Apartments
Seriator Hueiva Hotei
2. SEVILLE
Virgen de los Reyes Hotel 91 rooms
3. CÁDIZ
Playaballena Aquapark & Spa Hotel 324 rooms
Senator Cádiz Spa Hotel 91 rooms

Playamarina Spa Hotel ...... 142 rooms

### 5. GRANADA

Playacálida Spa Hotel	327 rooms
Almuñécar Playa Spa Hotel	227 rooms
Senator Granada Spa Hotel	83 rooms

6. ALMERIA COAST	
Zimbali Playa Spa Hotel	242 rooms
Vera Playa Club Hotel	281 rooms
Playadulce Hotel	201 rooms
Playasol Aquapark & Spa Hotel	316 rooms
Playalinda Aquapark & Spa Hotel	130 rooms
Playacapricho Hotel	323 rooms
Mojácar Playa Aquapark Hotel	190 rooms
Paraiso Playa Apartments	107 apartments
Diver Aguadulce	
Diver Roquetas	183 rooms





**ANDALUSIAN HOTEL CHAIN** 

# **SENATOR HOTELS & RESORTS IN FIGURES**





### **OUR FIGURES IN 2019**

### **TURNOVER GROWTH**

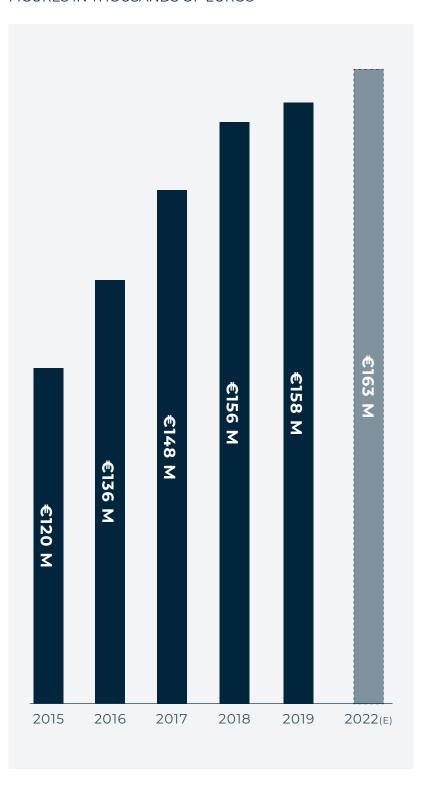
FIGURES IN THOUSANDS OF EUROS

€158 M
OVERALL TURNOVER

1.5 M STAYS

65.10% AVERAGE OCCUPANCY

**24.77**% REPEAT GUESTS



**HISTORY** 



### A LOOK BACK AT THE CAREER OF JOSÉ MARÍA ROSSELL

Since 1967, the small family-run business founded by José María Rossell Recasens in Garrucha (Almería) has grown to become the **established hotel chain that is today.** During all this time, the group has expanded its range of destinations, taking the giant leap to outside Spain and diversifying its business, **expanding the profile of its target audience.** 

José María Rossell Recasens was born on 26 September 1945 in Torroella de Montgrí (Girona). In 1967, at the age of 22, he began his business career in Almería, the inception of what is now Grupo Hoteles Playa dates back to this year with the opening of the Costablanca Guesthouse and Los Arcos Restaurant in Garrucha (Almería).

José María Rossell launched a series of business initiatives spanning a **wide range of tourism activities** (hotels, travel agencies, coaches, car rentals and souvenir shops).

Alongside his private business, José María Rossell has participated and continues to **take part in various business organisations and associations.** Among others, between 1991 and 1995, he headed the ZONTUR employers' association (Spanish Federation of Hotel Businesses in Tourist Zones).

Between 1996 and 1999 he was **President of the Tourism Business Council of the Andalusia Business Confederation** (CEA) and in January 2006, he was appointed President of EXCELTUR (Alliance for Excellence in Tourism).

He has also held various positions in institutions such as the Spanish Confederation of Business Organisations (CEOE) and he sat on the Advisory Board to the President of the Andalusian Confederation of Employers. His work as a businessman and tourism promoter has earned him numerous awards and accolades.

In 1984, the Ministry of Transport, Tourism and Telecommunications awarded him the Silver Medal of Merit for Tourism; an honour that was bestowed upon him again by the Ministry of Trade and Tourism in 1996, this time in the gold category, and he gained the title of Honourable.

And in 2002, he won an award for Best Businessman in the Tourism Industry from the Andalusian Regional Ministry of Tourism and, recently in 2022, the Andalusian Tourism Award in the "Tourism Business Career" category.



«José María Rossell with King Felipe VI»

# **ABC**andalucía

### Who is José María Rossell? Andalusia's leading hotel businessman, winner of the 2022 Tourism Award

22 June 2022



More than 55 years of experience in the tourism business warranted José María Rosells Recasens being one of the winners of the 2022 Andalusia Tourism Awards from the Andalusian Regional Government. It started with a small guesthouse in Garrucha and went on to become the largest hotel chain in the region.

Rossell Recasens was born in Girona in 1945 and from a very young age he devoted himself entirely to the world of hospitality in various establishments in Barcelona, Las Palmas and a number of cities in Germany. He worked as a bellboy, valet, in kitchens .... all in pursuit of a dream that started at the age of 22 in Almería when he embarked on his business career.

Costablanca Guesthouse and Los Arcos Restaurant laid the foundations of what the group is today and from there, various tourism activities such as travel agencies, coaches and car rentals have emerged. Today, Senator Hotels & Resorts has more than 3,000 employees, 38 establishments with a total of 8,000 rooms in a wide range of destinations, and it has taken the giant leap to outside Spain and diversifying its business.

The group has a wide presence in the provinces of Almería, Cádiz, Granada, Huelva, Malaga and Seville, as well as in other destinations in Spain and across the world, thanks to the work of two generations of the family, which is now being continued by their sons Daniel and Jose Maria Rossell.

This entrepreneur continues to be a pioneer in his pursuit of new opportunities in the tourism sector. In this area, he has the Oasys MiniHollywood theme park in Tabernas, the Aquarium Costa de Almería in Roquetas de Mar, the Senzia Spa & Wellness centres in various locations, as well as Viajes Rossell.

Alongside his private business, José María Rossell participates in various business organisations and associations. Among others, he has headed the Spanish Federation of Hotel Businesses in Tourist Zones (Federación Empresarial Hotelera de las Zonas Turísticas de España), the Tourism Business Council of the Andalusia Business Confederation (CEA) and Exceltur. He has also held various positions in institutions such as the Spanish Confederation of Business Organisations (CEOE) and CASER's Andalusian Territorial Council.

His work as a businessman and tourism promoter has earned him numerous awards and accolades. In 1984, the Ministry of Transport, Tourism and Telecommunications awarded him the Silver Medal of Merit for Tourism, an honour that was bestowed upon him again by the Ministry of Trade and Tourism in 1996, this time in the gold category.









### **ORIGINS**



# **1967 - First steps**

José María Rossell Recasens rents the Costablanca Guesthouse and Los Arcos Hostel in Garrucha, getting the tour operator «Berliner Flug Ring» to schedule a flight to Almería every three weeks.









### 1968 - First charter flight to Almería from Berlin

The tour operator Clarkson's first flight from England arrives. It was a time of continual trips across Europe to attract new customers and open up new markets. As a result, charter flights from Cleveland (USA), Sweden, Belgium, Ireland, Austria, etc. were secured.



### 1976 - Good outlook for the summer

The Playasol Hotel was opened with the largest swimming pools in Europe and it offered other services that were ideal for tourists looking for more than just relaxation during their holidays.



### 1986 - First 4\* Hotel in Roquetas de Mar

With an investment of around 400 million pesetas, Hoteles Playa opened the Playalinda Hotel, the first 4-star hotel in Roquetas de Mar. This establishment had 112 double rooms, 7 single rooms and 7 suites spread over 5 floors. It was also the first establishment to have a presidential suite with a private pool.



### 1990 - Grupo Hoteles Playa S.A. is established

Grupo Hoteles Playa S.A. begins operating. Previously, each hotel had belonged to different companies with different partners, which made it difficult to standardise the chain. Therefore, the assets and liabilities of all existing companies were transferred to Grupo Hoteles Playa S.A.



### 1996 - Themed swimming pools with slides

The group was a trailblazer in the theming of swimming pools with slides in the Playasol Hotel and Playacapricho Hotel in Roquetas de Mar (Almería), as well as in Vera Playa in Vera (Almería) and later joined by Playacanaria.



### 2001 - Launch of the Senator Hotels brand

Urban expansion begins with the creation of the Senator brand, with Senator Barcelona Spa Hotel (Barcelona) being the first. In addition, the Playaballena Spa Hotel in Rota (Cádiz) and the Almuñécar Playa Spa Hotel (Almuñécar) are opened.



### 2002 to 2007 - Expansion in Spain

The hotel group increases the number of destinations for its Playa Hoteles line with the opening of the Playacartaya Spa Hotel in Cartaya (Huelva), Playacálida Spa Hotel in Almuñécar (Granada), Senator Gran Vía Hotel in Madrid, Senator Cádiz Spa Hotel in Cádiz, Zimbali Playa Spa Hotel in Vera (Almería), etc.



### 2014 - First adult only hotel

Opening of the first adult only establishment, the Senator Banús Spa Hotel, a five star hotel in Marbella (Malaga).



### 2017 - 50th anniversary

The 50th Anniversary of José María Rossell bringing the first German tourists to the province of Almería is celebrated, with the original workers attending. And a commemorative book of this 50th Anniversary is presented.



### 2018 - Launch of the Caleia Hotels brand

We began our journey by launching the Adults Recommended 4-star premium brand. These hotels are modern, functional, state-of-the-art and in the best locations. Caleia Talayot Spa Hotel is the flagship hotel in this new line.



### 2018 - Expansion to the Caribbean

We expand into the Caribbean with Playabachata Spa Resort and Senator Puerto Plata Spa Resort, both in Puerto Plata (Dominican Republic).



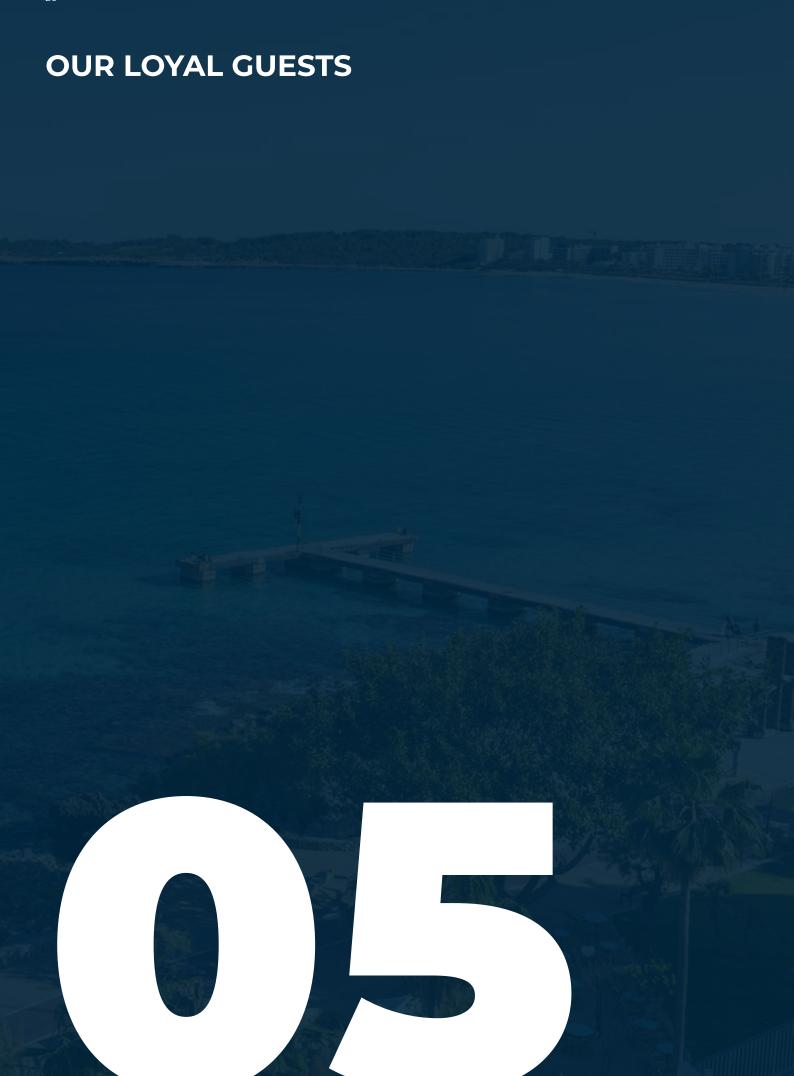
### **2021 - New paths**

The opening and unveiling of Senator Gandía Spa Hotel, a newly built establishment in Valencia. Also, the rooftop restaurant MARAO, run by 5 Michelin-starred chef Paco Pérez, is opened.



### 2022 - Next generation hotels

We start the year with the refurbishment and official opening of Mojácar Playa Aquapark Hotel. Senator Cala Millor Hotel also opens in Mallorca.



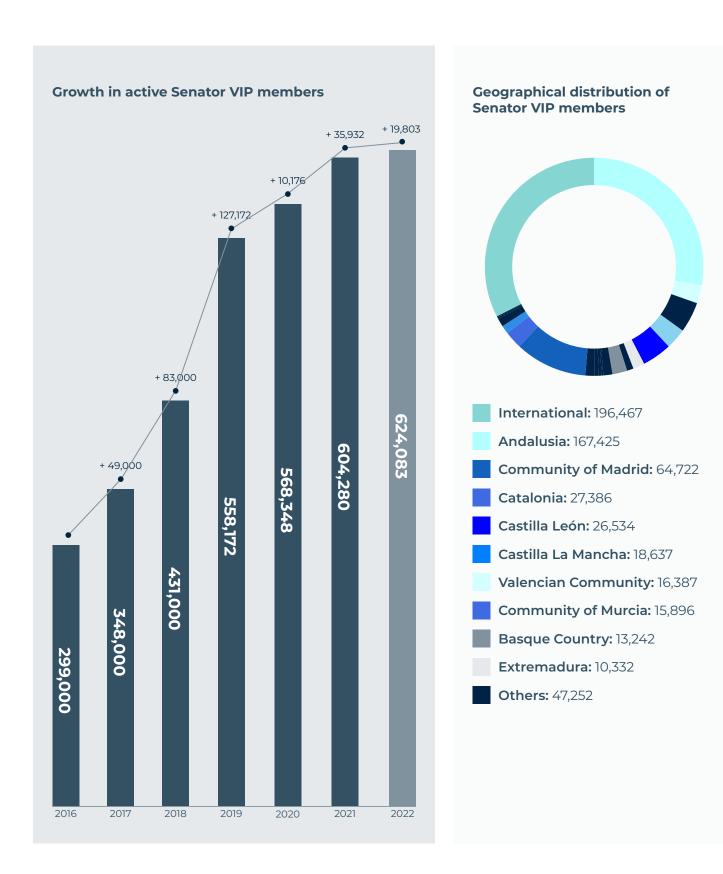
### **GROWTH IN NEW SENATOR VIP GUESTS**

Achieving the satisfaction of our guests is the ultimate goal of our work, which is why our commitment to high-quality service relies on their opinions.

The search for competitive edges that set us apart and appeal to our current and future guests drives us to continuously innovate.

We always aim to deliver not only what they want, but to anticipate their future needs and continually exceed their expectations.

The number of guests who are members of our Senator VIP loyalty club, and especially the **growth** in these numbers in recent years, is clear proof of this.



# **SOCIAL NETWORKS**



# PLATFORMS AND NUMBER OF FOLLOWERS ON SOCIAL NETWORKS

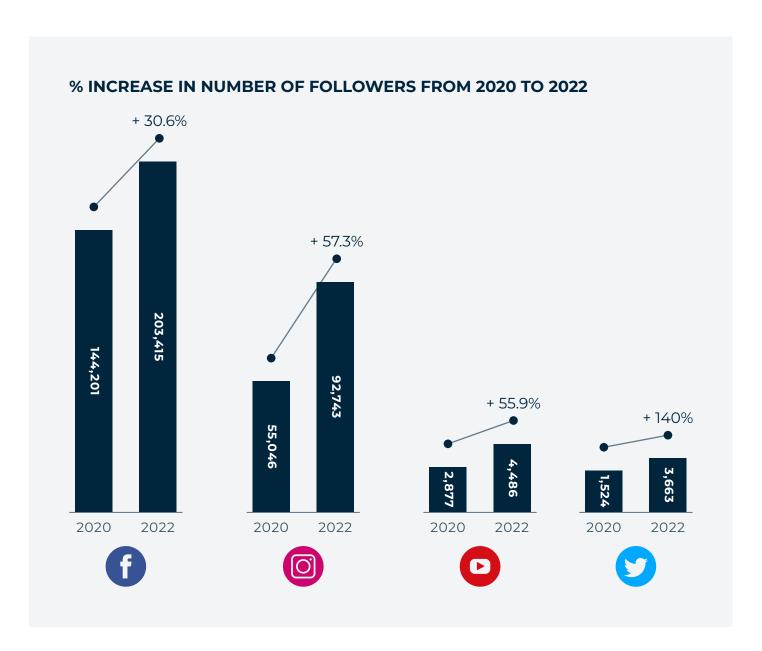
With more than 35 profiles dedicated to each of its brands, Senator Hotel & Resorts has a presence in various social networks such as Facebook, Instagram, YouTube, LinkedIn and TikTok.

The Senator Hotels & Resorts Facebook page, the most representative of the chain (as our umbrella brand) has more than 122,000 followers (verified) and more than 13,000 on Instagram. On YouTube it has over 4,000 subscribers and more than 13,800 on LinkedIn.

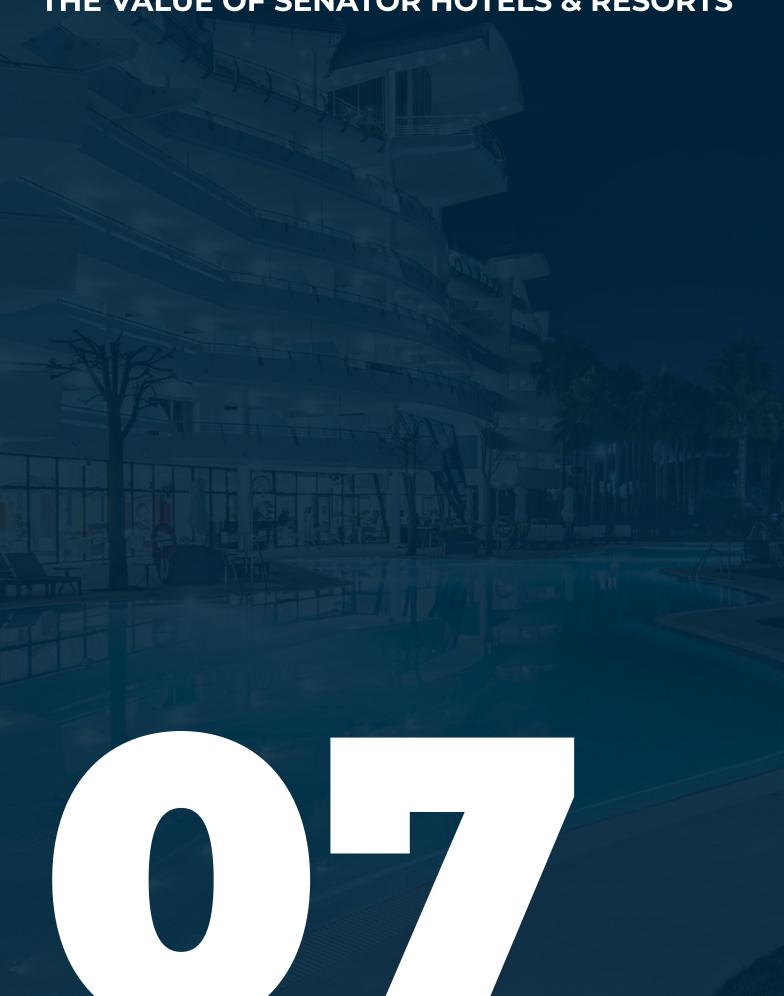
And the page of the Oasys MiniHollywood, another major source of revenue for the chain, has 27,000 followers on Facebook (verified) and more than 7,000 on Instagram (having doubled its community by more than 50% in the last year).

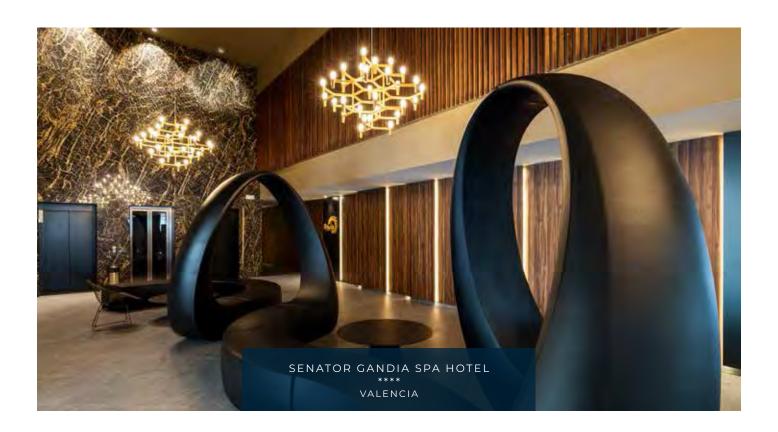
The growth of Senator H&R's social media presence has been relatively easy thanks to its audience: it is engaging and responsive, resulting in dynamic and attractive social media pages for potential future customers.

# OVERALL SUMMARY 203,415 92,743 3,663 4,486 Figures as of July 2022









At Senator Hotels & Resorts we strive for excellence in all areas. Innovative approaches and ideas with an ambitious, unconventional vision. Always based on real, viable projects: with the highest possible profitability and return on investment.

We offer business plans and operating/management models that present our investor, partner, or owner with ideas that truly deliver a high return. What is our secret? Reimagining previous successful business models, drawing on our experience of more than 50 years; or opting for innovative projects that are suited to the new characteristics and trends in market demands and which offer genuine potential for scalability.

We analyse the market situation from a competitive viewpoint in order to anticipate possible strategies, markets and local players. And we carry out a **feasibility study** considering everything down to the smallest details. So, the value of Senator Hotels & Resorts translates into higher sales, lower costs, higher profitability and asset appreciation.

### **HIGHER SALES**

Thanks to our outstanding brand, synonymous with **high quality and guest satisfaction**, and our strong sales team, we obtain above-average occupancy and prices. We have **30 promoters covering the whole of Spain**. In addition, we are present in Portugal, Germany, Belgium, England, Canada, USA, Mexico and the Dominican Republic, and we also visit all the agencies in the South of France.

### **LOWER OPERATING COSTS**

Thanks to our know-how and centralised services. The cost structure allows our establishments to achieve much higher levels of profitability than the rest of the sector. In this respect, a resource optimisation and cost minimisation approach has been implemented, and monitoring and control tools have been designed, coupled with comprehensive staff training.

### ASSET APPRECIATION

Additionally, thanks to our policy of continuous and preventive maintenance, we keep our assets in perfect condition, which makes their **value grow day by day.** 



### THE VALUE OF PEOPLE

If there is one thing we understand at Senator Hotel & Resorts, it is that our most valuable asset is our human capital. All our employees are at the heart of our brand. We nurture their talent to encourage two-way engagement and make them feel part of our brand's success.









### **TRAINING IN 2019**

€185,000
TRAINING FOR TEAMS

**345**\*TRAINING ACTIVITIES

\*145 with external professionals and 200 with trainers from within our company. Delivered to more than 3,000 people, 48% of whom were women and 52% men. The team of in-house trainers now numbers 16.

### **UP MANAGEMENT**

Up Management is an exclusive training programme for hotel management positions, aimed at people with prospects for professional and personal growth.



# 10 PEOPLE

Completed the training between 2018 and 2019. Of which 6 are now working as managers.

# **11,028 HOURS**

Training for the development of social skills and improvement of well-being in the workplace.

# **1,845 HOURS**

For the development of management skills.

### **CENTRAL SENATOR HOTELS & RESORTS**

Senator Hotels & Resorts' success has been built on all of the people who make up this great company. The centralisation of our services (Almería) ensures excellent resource optimisation, standardisation and beneficial process unification. Additionally, we have designed monitoring and control tools, which are coupled with comprehensive staff training. In short, the management of Senator Hotels & Resorts is synonymous with profitability.







### **CHIEF COMMERCIAL OFFICER**

Coordinating all business areas means joining forces to achieve the ultimate goal; improving sales.



### **DIRECTOR OF OPERATIONS EMEA**

Implementing new processes and monitoring those that are already in place leads to the satisfaction of our guests, who become loyal to the brand and want to discover new destinations.



**LEADING THE STRATEGY:** MIGUEL REINOSO



**LEADING THE STRATEGY:**GABRIEL MORELL



### **HUMAN RESOURCES**

Centralised human resource management helps us to be more efficient and have a consistent centralised policy, in addition to the well-known resource management benefits



### **DIRECTOR OF CARIBBEAN OPERATIONS**

Bringing our know-how to the Caribbean and maintaining the established quality standards.



**LEADING THE STRATEGY:** ALFONSO RUIZ



**LEADING THE STRATEGY:** JOSE MARÍA ALFÍN



### **TECHNOLOGICAL INNOVATION**

We develop and design most of the technological tools we use on a daily basis (PMS, BI, etc.) always aiming to be at the cutting edge and making the work of all our employees more productive.



**LEADING THE STRATEGY:** JOSÉ MANUEL LEIVA



### **XML INTEGRATIONS**

Working in line with our partners, integrating availability and rates in real time, automating invoicing and not relying on third parties as all development is done in house.



**LEADING THE STRATEGY:**MANUEL HERNÁNDEZ



### IT SUPPORT MANAGER

Technology and communications are essential nowadays, both for the smooth running of hotels and for the guest experience.



**LEADING THE STRATEGY:** SANTOS JIMENEZ



### **CENTRAL PURCHASING OFFICE**

The group's negotiating strength with suppliers, both in terms of conditions and services and in our demand for the highest quality, guarantees success.



**LEADING THE STRATEGY:** SANTIAGO CANO



### **GLOBAL FRONT OFFICE**

The hotel's management of guests on their arrival requires outstanding organisation and it is handled by the Front Office.



### **ENVIRONMENTAL HYGIENE**

Establishing environmental health and food hygiene protocols helps us to maintain safety standards for our guests and facilitates overall coordination with health authorities.



**LEADING THE STRATEGY:** ALBERTO VARGAS



**LEADING THE STRATEGY:**JUAN ANTONIO VALENTÍN



### **AUDITING AND DPLs**

It is important to have a team that ensures that processes are strictly adhered to, to detect any fraudulent or improper actions, but it is much better to prevent them.



### **RELATIONSHIP WITH THE GUESTS**

Our guests are at the top of our organisation chart and our relationship with them is one of our priorities. Our unique loyalty system is the only one of its kind on the market



**LEADING THE STRATEGY:** JOSÉ PUERTAS



**LEADING THE STRATEGY:** ANTONIO RAMÍREZ



### **PROCUREMENT IN SPAIN**

Our relationship with wholesalers. Setting prices and preparing offers for the domestic market.



**LEADING THE STRATEGY:** LYDIA CARA



### **TOUR OPERATION PROCUREMENT**

Our Procurement Dept. is responsible for our relationship with tour operators, engaging with new ones and maintaining excellent relationships with existing ones.



**LEADING THE STRATEGY:** TERESA PINAZO



### **INVOICING AND PAYMENTS**

The sale is not complete until you get paid, so excellent invoicing and payment management is essential.



### **ACCOUNTING AND FINANCE**

Interfacing with financial systems is more efficient, dynamic and agile if done from a centralised point.



**LEADING THE STRATEGY:** RAQUEL VILLALBA



**LEADING THE STRATEGY:** KRISTIEN FERKET



### **PROMOTION AND SALES**

Travel agencies are an essential part of our sales activities and, to provide them with the best possible service, we have more than 20 promoters who visit them and cater for their needs.



### **COMMUNICATION AND MARKETING**

For common sales processes, website management, social media and unified communication it is best to follow a holistic approach.



**LEADING THE STRATEGY:**ANTONIO PORTILLIA



**LEADING THE STRATEGY:** MARTA GALDO



### **REVENUE SENATOR HOTELS**

We have a team of professionals who are aware of what is happening in our destination cities, providing variability in our prices and making the most of our resources.



### **REVENUE PLAYA HOTELS**

Our analytical tools and dedicated team allow us to stay ahead of the market and sell at the best time and at the most efficient rate.



**LEADING THE STRATEGY:** SERGIO SANTAPETRONILA



**LEADING THE STRATEGY:** MARIA CANO



### **ENERGY EFFICIENCY**

Efficient optimisation of consumables in our hotels: machinery, heat utilisation, LEDS, etc. is another key element of our team's work.



**LEADING THE STRATEGY:** ALEJANDRO SERRANO



### **PROCUREMENT**

A comprehensive integration programme and charging prices based on seasons and room capacities: this is success through excellent invoicing.



**LEADING THE STRATEGY:** JULIA MONTOYA



### **CONTACT CENTRE SPAIN**

Serving our guests 14 hours a day, 363 days a year, ensures a successful sales channel.



### **CONTACT CENTRE CARIBBEAN**

Our guests in the Caribbean are looked after 14 hours a day and this department is responsible for ensuring that everything runs smoothly.



**LEADING THE STRATEGY:** FRANCISCO GALLEGO



**LEADING THE STRATEGY:** LORENA CABALLERO



### **LEGAL COMPLIANCE**

Legal support to resolve and prevent incidents and insurance.



### **PEOPLE AND TALENT**

Selecting and supporting our employees in their professional and personal development.



**LEADING THE STRATEGY:**GASPAR ROCA



**LEADING THE STRATEGY:**BERTA LAGO



### **CLEANING SERVICE**

Cleaning protocols are a paramount for our guests. As they are centralised, resources are efficiently optimised and any problems can be solved much more quickly.



### **VIAJES ROSSELL**

Having an implant that streamlines services, saves on commissions and makes our professionals' trips as productive as possible. As well as serving external customers and being an independent business unit.



**LEADING THE STRATEGY:**CONCHI MADRID



**LEADING THE STRATEGY:** MÓNICA COLOMINA

# **RELATIONS WITH TRAVEL AGENTS**





### **SENATOR AMIGOS**

For years we have maintained a **close and strong relationship** with travel agents, given their importance when it comesto selling experiences in our establishments. That is why we have an **innovative reward system** specially designed for them: Senator Amigos.

Thanks to this, each agent can easily and conveniently manage their bookings and earn rewards for their work, which can be exchanged for cash, discounts and stays at the chain's hotels.



4,864

**SENATOR AMIGOS AGENTS IN 2022** 

# CORPORATE SOCIAL RESPONSIBILITY





# 1. SENATOR HOTELS & RESORTS GREEN

At Senator Hotels & Resorts we want to contribute to the sustainable development of society by recognising the environmental impacts that our business activity can have on the environment and trying to minimise them, taking special care to protect the seas and oceans, which are vital elements of our holiday product.

For this reason, at Senator Hotels & Resorts we strive to ensure that our environmental policy helps to deliver a sustainable tourism model and, therefore, that we are doing our bit to improve the planet.

We divide our sustainable tourism strategy into 3 pillars, emission reduction, sound water management and recycling and waste reduction.

### 1.1 EMISSION REDUCTIONS

### **CARBON FOOTPRINT**

Senator Hotels & Resorts has registered its carbon footprint with the Ministry for Ecological Transition since 2018.

### **GREEN ENERGY PROCUREMENT**

The results have been very positive, as we have managed to reduce our CO2 emissions from electricity by 62%.

### **ENERGY SAVINGS**

We have adopted numerous measures aimed at achieving greater energy savings in everything related to lighting, renewable energies and water usage and recycling.

### **1.2 SOUND WATER MANAGEMENT**

- Reduction of lawned gardens and creation of xerophytic gardens that consume minimal amounts of water.
- Drip irrigation systems with savings of more than 40%.
- · Use of sand mulching to reduce evapotranspiration.
- Introduction of cacti species in Oasys MiniHollywood that require little or no irrigation, and reusing water from animal ponds.
- Irrigation of ornamental plants through the recovery of water from chillers.
- · Inclusion of Vero Water in our F&B. A reusable glass

bottling system that purifies water and reduces CO2 emissions and waste to 0.

### 1.3 RECYCLING AND WASTE REDUCTION

- · Waste recycling with the installation of separate containers.
- Reducing the use of plastic and opting for bags made from recycled materials, biodegradable straws and coat hangers made of certified wood from sustainable forests
- Reducing paper usage through the digitisation of all company documentation and the use of PEFC-certified paper from sustainable forests.
- Generating compost for later use as organic fertiliser for our gardens.



# 2. LEARNING ABOUT SENATOR HOTELS & RESORTS

Senator Hotels & Resorts is a 100% family-run hotel chain, a leader in the holiday sector. The values of its global corporate culture have remained the same since its inception, although it is continuously adapting to the needs and expectations of the market. Our guests are our raison d'être.

### 2.1 CORPORATE GOVERNANCE

Our corporate governance model is based on trust, transparency and accountability to all our stakeholders.

### Internal regulation

Thanks to the company's Procedures Manual.

### **Code of ethics**

To promote a good atmosphere among staff internally and externally.

### Internal audit

To add value and improve operations.

# Protocol for the prevention of sexual harassment and gender-based harassment

Thanks to the 1st Equality Plan (2017 - 2021).

### **Human rights**

Fundamental principles for immediate action in the event of any form of discrimination.

### 2.2 SUPPLIERS

In terms of procurement management, our suppliers are required to comply with environmental, social and equality standards, with particular focus on compliance with the fundamental principles of the International Labour Organisation and the Universal Declaration of Human Rights.



230
CERTIFIED SUPPLIER
COMPANIES



121 LOCAL SUPPLIERS



50
DOMESTIC AND GLOBAL
SUPPLIERS

### 2.3 STAKEHOLDERS

Stakeholders can have a positive or negative impact on the company, due to their decisions and objectives. It is therefore indispensable and essential to identify them and take them into account in our strategic planning.



### **ESSENTIAL**

Owners and employees.



### **INDISPENSABLE**

Guests, agents and suppliers.



### **SECONDARY**

Local area, government, NGOs, competitors, media and others.



### 3. PEOPLE

The economic development and social progress of the areas where our hotels are located are one of the aims of Senator Hotels & Resorts' business.

Responsible management of our business also generates responsible profit that we want to give back to society. For this reason, we carry out various social actions and ensure equal opportunities in our group.

### 3.1 PROGRESS ACHIEVED

- Recruitment and selection policy, with training on nondiscriminatory selection processes, non-sexist language and equal opportunities awareness.
- · Internal promotion, with objective, public and transparent criteria.
- · Wage transparency.
- 1st Protocol for the Prevention of Sexual Harassment and Gender-Based Harassment, both by guests and within the organisation, and to prevent mobbing.
- Diversity and integration in the workforce. Drawing up the code of ethics.
- Organisation of working time: flexible working hours, work/life balance.
- · Digital disconnection, policy currently being developed.
- Fringe benefits, available to all staff and published on the employee intranet website.
- All of our domestic hotels have been awarded the Bioscore A-seal for sustainability (March 2022).

### 3.2 HEALTH AND SAFETY

We work actively to prevent workplace accidents. In addition, we carry out an assessment of all chemicals so that we can eliminate and control any with CMR (carcinogenic, mutagenic and reprotoxic) effects.

### 3.3 LOCAL COMMUNITY

Our commitment to the economic and social development of the communities where our establishments are located is reflected in our social activities. We actively engage with the community through different activities and provide support with social causes.

José María Rossell, is a member of the Social Council of the University of Almería. Likewise, some of our employees participate in innovative workshops with the University of Almería for students of the Tourism Degree.





#### 3.4 SOCIAL COMMITMENT

At Senator Hotels & Resorts we try to make our guests aware of the importance of creating well-being to the best of our ability. To this end, we are carrying out various initiatives:

- Caring Hugs campaign. For every photo of someone hugging a pet that appeared on our social media pages, we donated €1 to the Menudos Corazones Association.
- "Donating one euro" campaign to raise funds for the Almería Food Bank.
- Collaboration with local associations through prize draws for weekends in our hotels or free tickets to the Oasys MiniHollywood park.
- Support for **groups at risk of social exclusion** through agreements such as the one we signed with the Almería Federation of Associations of People with Disabilities (FAAM) to help them to integrate into the job market.
- Food donations to Cáritas and collaboration with the Red Cross.

#### 3.5 COMMITMENT TO EDUCATION

Another cornerstone of our social activities is support for education and professional development.

 Educational training programmes at Oasys Minihollywood. Awareness-raising activities and workshops for infant, primary and secondary school pupils to promote greater awareness of biodiversity conservation and protection of the environment.

Since 1994, we have been welcoming students from the University of Almería for their graduate internships, through two programmes:

- Talento D-UAL scholarships. One-year scholarship programme for the specialisation and employment of students; 100% of them have gone on to join our staff.
- **Sponsor Talent Programme** designed to allow students of the Tourism Degree to spend the summer months in establishments that are part of our hotel group.

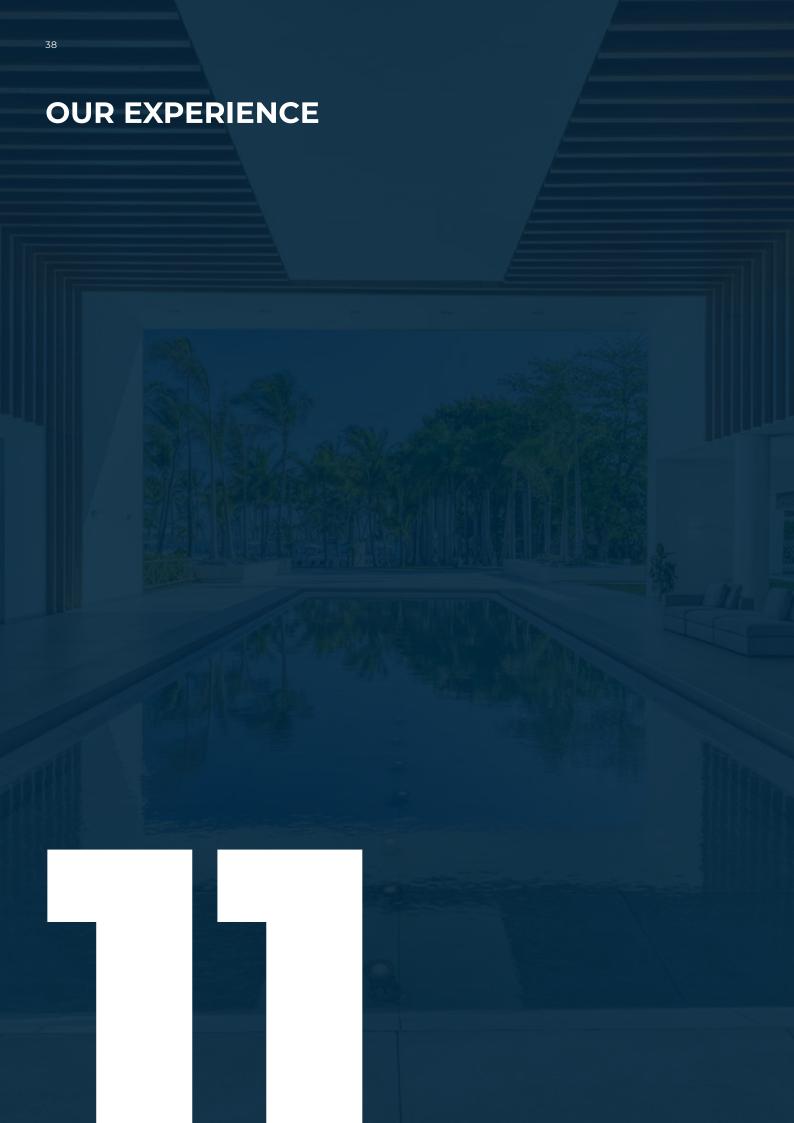
Additionally, the President of Senator Hotels & Resort,

## 3.6 COMMITMENT TO CULTURE AND SPORT

At Senator Hotels & Resorts we support sport and culture, not only due to their positive effects on people's physical fitness, but also as a means to promote equality, tolerance and integration.

- Sponsorship of the 4th Almería International Dance Festival.
- Sponsorship of the Roquetas de Mar handball club, as well as the agreement to merge this club with the Bahía de Almería handball club, which is now called Senator Hotels BM. Roquetas Bahía de Almería".
- "Rising Stars of Sport" campaign to showcase young talents in Spanish sport.
- · Sponsorship of the 12th Almería Western Film Festival.
- First "Promising Performers" campaign to promote talent and the values of self-improvement and dedication in the cultural sphere.



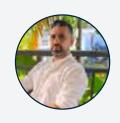


#### **OUR EXPERIENCE IN GASTRONOMY**

At Senator Hotels & Resorts we offer a very bold and modern approach to F&B spaces. We believe that there should be clear interactions between hotel guests, residents and visitors to the city, including those who are not staying in the hotel.

Our aim is to create an offering that is so attractive, modern and accessible that everyone will be attracted by the experience we are going to provide. We want our dining facilities to become prominent meeting points due to their location, service and quality, and because they create a modern and functional setting in which guests feel at ease and want to return for more.





#### **LEADING THE STRATEGY:**

**ANTONIO RAMÍREZ**Gastronomy Manager







#### **SOME EXAMPLES**

La Plaza is a **leisure and dining facility** that is on the premises of the Caleia Mar Menor Golf & Spa Resort. This concept features different **restaurants and entertainment areas** where you can try Japanese and Italian food, grilled meats, have a coffee with views of the golf course, etc.











#### STEAK HOUSE RESTAURANT

Indulge in the **flavours of** barbecued, roasted, smoked or grilled meats at this restaurant that offers succulent meals for lovers of **high-quality meat**. Enjoy **different cuts** with memorable combinations and grilled dishes.

#### **TEPPANYAKI RESTAURANT**

Renowned Japanese cuisine also has its place at **Senator Puerto Plata Spa Resort.** In addition to classic sushi, sashimi, soups and gyozas, this restaurant **specialises in teppanyaki cuisine,** which produces delicious dishes cooked on a steel plate.



STEAK HOUSE

















## GASTRONOMIC JOURNEY AROUND THE SEAS OF THE WORLD

Marao is a **culinary journey** brought to us by Paco Pérez exploring the cuisines that have thrilled him on his travels: from **South America to Central America**, via **Europe** and also stopping over in **Asia**.

We invite you to enjoy culinary gems from **age-old cuisines** from places like Mexico or Peru, but without missing out on **local delicacies** like the ones offered by Mediterranean cuisine.

All as part of a «casual» experience, where we aim to amaze you with a blend of **exquisite flavours** and **top-quality** products that are always at the peak of their quality.

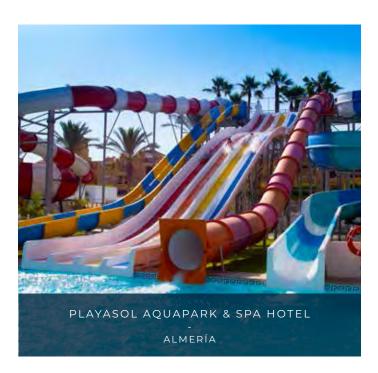


#### **OUR EXPERIENCE IN WATER PARKS**

At Senator Hotels & Resorts we like to impress you and that's why holidaying at our hotels is always an adventure.

If there is one thing that makes us unique, it is the fun swimming pools with slides in all our hotels, which are fun for adults and children, but also the spectacular water parks in hotels like the Playasol, Playalinda, Playacartaya, Playaballena and Mojácar Playa. If you like thrills, you have to try them: regular slides, kamikaze slides, whirl slides, multi-lane slides...

That is why Playa Hoteles is undoubtedly the number one hotel chain for water slides and water parks.

















#### **OUR EXPERIENCE IN ENTERTAINMENT**

Training is of paramount importance for our employees, which is why two training courses are held over the course of the season. One for the Entertainment Managers: to update procedures, review information from the previous season, learn about the season's new features and for the staging of new shows. The other course is designed to attract new staff, with 25 to 30 new entertainers usually being selected.

Theoretical and practical modules are held on the various Entertainment Clubs: **Mini Club**; from 3 to 6 years old, **Junior Club**; from 7 to 10 years old, **Teen Club**; from 11 to 14 years old, **Ado Club**; from 15 to 17 years old and **Maxi Club**; 18 years old and above.

In terms of external performances, in the low season there are usually one or two live music shows a week with a soloist, a magic show or a flamenco show. In high season, the number of external shows rises to **3 or 4 a week**, with the variety of themes also increasing. Musical performances by groups or bands, DJ nights, magic shows, flamenco, visual shows, carnival nights, etc.

Meanwhile, focusing on the **number of entertainers we have,** in high season, using one our 'big' hotels like the Playaballena, Playacartaya or Playacálida as an example; for the department to be running at full tilt, **13 or 14 entertainers** will be required.

Slightly smaller hotels will require around 11. In low season, also depending on what we want to offer, to run a minimum service of the Maxi Club and Mini Club, ideally we will have **4 entertainers and 1 Manager**.









LEADING THE STRATEGY:

**CARMEN BARBERÁ**Sports & Entertainment Director

## OUR ALL INCLUSIVE PREMIUM EXPERIENCE

In the 1990s, at Senator Hotels & Resorts, we realised that our guests might favour a new type of holiday, complementing their holiday experience with the option of going *All Inclusive*. A system already in place in our Caribbean destinations and which we pioneered nationally.

We have always believed that the All Inclusive service should be of the highest quality. With a personalised service, characteristic of Senator Hotels & Resorts and, of course, with the quality of top brands such as:

















And many more...

Our two types of All Inclusive service (normal and premium) include all the Food & Beverage amenities.

Quality, tastiness, variety, innovation..These are all provided by the food in our establishments. With a choice of breakfast, snacks, a daily buffet, live cooking, à la carte restaurants and tasting menus every day. We are also partners of the F.A.C.E. (Spanish Federation of Coeliac Associations) so we tailor the food we offer with delicious options for people who are gluten intolerant, lactose intolerant, vegetarians, vegans or people with any other intolerance or special diets.

In addition to these options, there are other amenities included such as the water circuits of our Senzia Spa & Wellness centres and the free safe deposit box or garage service. In short, this set of features guarantees that guests receive a **standardised and high-quality service** in all of the company's All Inclusive hotels.









**LEADING THE STRATEGY:** 

**MANUEL ALCAIDE**Beverage Director EMEA

#### **OUR EXPERIENCE IN MICE**

Our establishments have large rooms to hold conventions, meetings, congresses, conferences, training courses, seminars, as well as other types of business events. We guarantee flexibility and a professional team to help you create memorable events for your customers and employees.

#### **MODERN EQUIPMENT**

From huge halls for high-impact media events, to small rooms for business meetings or product launches, in our establishments you can hold any type of business event with everything you need.

All our hotels are equipped with modern infrastructures and meeting rooms that are perfectly equipped with state-of-the-art technology and in strategic locations. We offer innovative facilities, audiovisual equipment and specific services such as customised signs, a welcome desk, a business centre, an Internet Centre, etc.

Our team of experts will advise you on planning and organising the event to make it a success and achieve your objectives. Organise your corporate events with Senator Hotels & Resorts and meet the expectations of your business.

#### **GASTRONOMY FOR EVENTS**

Senator Hotels & Resorts offers various culinary options for corporate events to make your meetings unique.

- Coffee break: teas, coffees, confectionery, sandwiches,
- · Appetisers: crostinis, canapés, servings, tapas, nibbles, snacks, wine, beers, beverages, etc.
- Working meals: starter and main course, dessert and drinks included.
- Gala dinners: appetisers, three courses, sorbet, dessert, wines, cava, coffee and liqueurs to wow your guests.







**LEADING THE STRATEGY: BERTA CRESPO** 

Global MICE Director

#### WE HAVE HELD EVENTS FOR







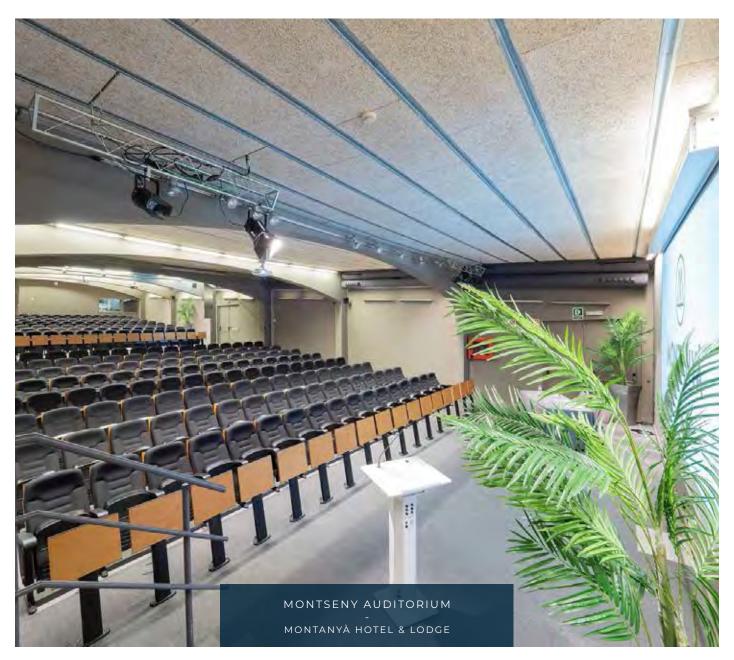




**Desigual**<sub>®</sub> **Santander** 











MATAGALLS HALL

MONTANYÀ HOTEL & LODGE

#### **OUR EXPERIENCE IN SPORTS RESORTS**

The versatility of our hotels and their locations allow us to adapt our services to the neighbouring areas, creating synergies with them and feeding back to each other.

This has led to hotels like the Caleia Mar Menor Golf & Spa Resort, Senator Mar Menor Golf & Spa Resort, Montanyà Hotel & Lodge and Alhaurín Golf Hotel **specialising** in dealing with target customers who are focused on the **golfing world.** 

These hotels stand out for the **relaxed and laid back atmosphere** that they offer. These hotels are located on the outskirts of cities, with the focus on offering a more **upscale** service and welcoming a higher number of foreign guests.



#### 1. ALHAURÍN EL GRANDE - MALAGA

Alhaurín Golf Hotel ...... 38 rooms

#### 2. MURCIA

#### 3. SEVA - BARCELONA

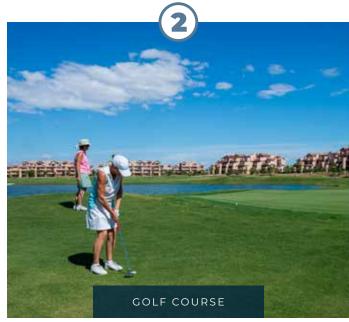
Montanyà Hotel & Lodge ......141 rooms



#### **LEADING THE STRATEGY:**

**EDUARDO CENTENO** Sport Manager















## **OUR EXPERIENCE IN SPA & WELLNESS SINCE 1997**

The guest's experience is complemented by a relaxing visit to our Senzia Spa & Wellness centres, designed for **unwinding and freeing your senses.** With the sound of water as a backdrop, the guest can enjoy a **select variety of massages and treatments** in which innovative techniques and top brand products are used.

Senator Hotels & Resorts offers a Spa service with outstanding professionals for a **unique and restorative experience.** Indo-Roman baths, pebble stone and fruit pools, saunas, jacuzzis, ice caves and water jets... All the necessary facilities for our guests to discover the **benefits of hydrotherapy.** 

Not forgetting the treatments that we offer: Massages with aromatherapy, Hydracure Ritual for more sensitive skin, couple massages, etc. We strive to provide **unique and complete sensory experiences**, which is why we also complement them with the rest of our services.





LEADING THE STRATEGY:

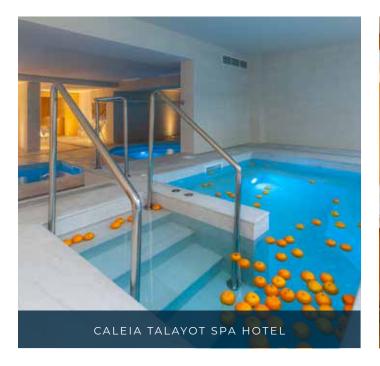
**TAILA HERRERA**Global Senzia Spa & Wellness
Director



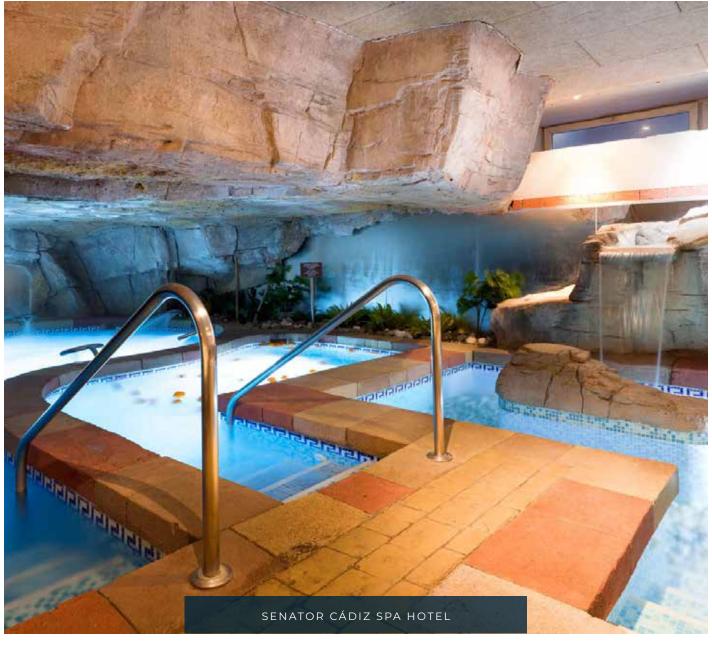












# **OUR EXPERIENCE IN THEME PARKS**





## THE MOST FASCINATING ASPECTS OF THE SEA

Aquarium Costa de Almería is a space that has been designed around the theme of the «Water Cycle», where education, interaction and fun go hand in hand. It is the second largest aquarium in Andalusia, with 1.55 million litres of water and 3,000 animals from 250 different species.



**EDUCATIONAL:** You will be able to discover and learn about the water cycle, from river sources, groundwater, the great tropical rivers, special ecosystems and peculiar species and mangroves to tropical seas...



**INTERACTIVE:** They will be able to learn what animals are like up close, touch them, stroke them, see their textures, colours, where they live... encouraging respect for animals.



**FUN:** A fantastic opportunity for students to spend an amazing morning getting to know the inhabitants of the aquatic environment.

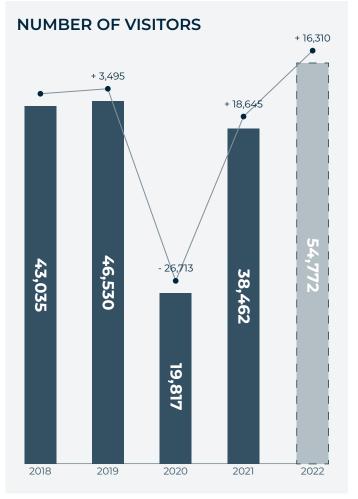
We are also committed to working with and strengthening relations with the other public aquariums, as well as with various public and private entities and organisations, with the main aim of raising public awareness of the value of the natural environment through education, conservation and research.













#### AN ADVENTURE AT EVERY TURN

Everything now found in the village was originally created for the Hollywood film sets of the 1960s and 1970s. On its sets such famous films as Lawrence of Arabia, Cleopatra, The Good, the Bad and the Ugly, For a Few Dollars More, and Indiana Jones and the Last Crusade were shot. Today, Oasys Minihollywood is also used for filming movies, series, music videos, etc.

In the park's village, the main attractions are the shows: The Western Show and the Can-Can Dance at The Yellow Rose Saloon. There is also a Carriage Museum, a Cinema Museum with 150 exhibits (from small to large projectors), and a cactus garden with over 200 species of plants from all over the world.

Especially popular, the **park reserve** is home to around **800 animals and more than 4000 trees,** so there is plenty of shade in the desert. It consists of a reptile house, a bird viewing area, a hangar for hyenas, bears, giraffes, the acclaimed lion area, **and much more.** 

The zoological reserve also collaborates with **educational training**, **research and species conservation projects**, which are the three cornerstones of Oasys Minihollywood's work, and it is a member of **EAZA** and **AIZA**.

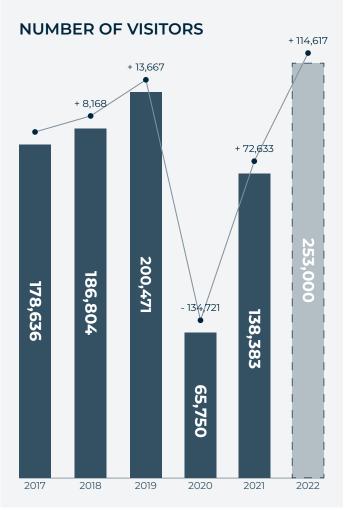


#### **LEADING THE STRATEGY:**

**JOSÉ MARÍA RODRÍGUEZ**Oasys MiniHollywood Director















## Diario de Almería

Oasys MiniHollywood consolidates its position as the leading tourist destination in the province of Almería

22 May 2022



At km 464 of National Highway 340 in the middle of the Tabernas desert, between Sierra Alhamilla and Los Filabres, lies the jewel in the crown of provincial tourism, a leading family leisure attraction visited by more than 160,000 people last year and which, in the years before the pandemic, surpassed the 200,000 visitor mark. Figures that are far in excess of those of any other tourist attraction in Almería, which can only be matched by the beaches. The Alcazaba, the main monumental site in the province, had 141,799 visits last year, which highlights the importance of the Senator Hotels & Resorts group's Oasys Minihollywood as its main attraction and a breath of fresh air for a tourist destination that had been limited to the sun and coast.

The domestic market accounts for 70 per cent of arrivals and the remaining 30 per cent are travellers from other countries. This year the Imserso excursions are back, as are the school groups - between 7 and 10 buses a week that take 500 children to a theme park where you can travel back in time and enjoy an unforgettable day on the border between the United States and Mexico, the Wild West of the mid-19th century, without leaving Almería. The Oasys Minihollywood has an education department that helps to promote biodiversity conservation and respect for the environment with a zoological reserve housing more than 850 animals, a bat cave, a reptile house and a cactus garden, the only one of its kind on the peninsula with 250 species, as well as 4,000 trees and 20,000 plants. Leisure and culture go hand in hand in this exceptional setting in the largest desert in Europe, 30 kilometres from the capital, whose origins can be traced back to the village of Yucca City, built in 1965 for the shooting of the second film in Leone's Dollars Trilogy: For a Few Dollars More.

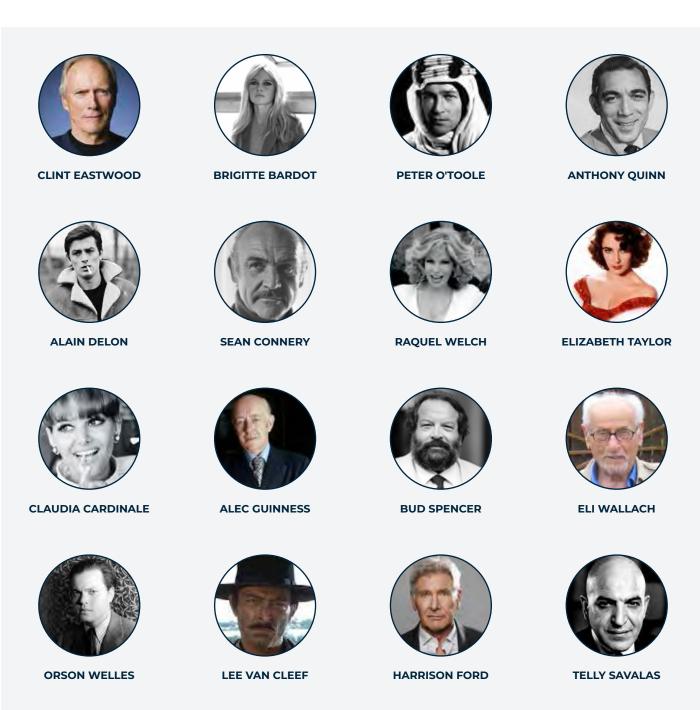
One of the keys to its success in a region that has suffered from a lack of rail and air links has been its ongoing development and refurbishment since it was acquired by José María Rossell nearly fifty years ago. What were once four façades with scaffolding made of wood, plaster, adobe and cardboard, are now completely renovated buildings that house all kinds of amenities without losing the essence of the spaghetti western: several restaurants, a costume shop, a film museum and a carriage museum and saloons with daily cancan and cowboy shows. As a result, over the years it has become a must-see for tourists visiting Almería and a landmark for producers of feature films, documentaries, music videos and advertisements, as well as conventions, congresses and commercial events.

#### A FILM SET

This was Hollywood's movie paradise for two frenetic decades: the 1960s and 1970s. Famous actors have graced its film sets, like Clint Eastwood, Brigitte Bardot, Anthony Quinn, Claudia Cardinale, Alain Delon and Orson Welles, among many others.

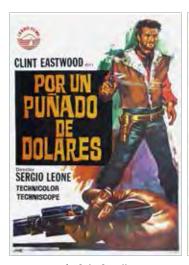
The Tabernas desert has **unique**, **beautiful** and **enigmatic landscapes** that provided the backdrop for iconic films in the history of cinema, such as: Lawrence of Arabia, Cleopatra, The Good, the Bad and the Ugly, For a Few Dollars More and Indiana Jones.

### ACTORS WHO HAVE FILMED AT OASYS MINIHOLLYWOOD



**AMONG MANY OTHERS...** 

#### **FILMS**



**«A Fistful of Dollars»** 1964



«The Good, the Bad and the Ugly» 1966



**«For a Few Dollars More»** 1965



« Indiana Jones and the Last Crusade» - 1989

### **SHORT FILMS AND SERIES**



**«Short film: Death chase»** 2012



**«Doctor Who»** 2012



«Series: Lost in the West» 2018

### ADVERTS AND MUSIC VIDEOS SHOT IN OASYS



«Mercedes-Benz Certified promotional spot» - 2018





«Ford Ranger Raptor promotional spot» - 2021



«Music video: Trendy - RVFV and Lola Índigo» - 2020



«Telepizza promotional spot in Oasys MiniHollywood»



## OUR EXPERIENCE IN CONSTRUCTION AND RENOVATIONS

Senator Hotels & Resorts has a long track record in refurbishing and building hotels, ships, residential properties, water parks and spas. From 1976, with the initial construction of the Playasol Hotel, to the present day with the recent construction of the Senator Gandía Spa Hotel.

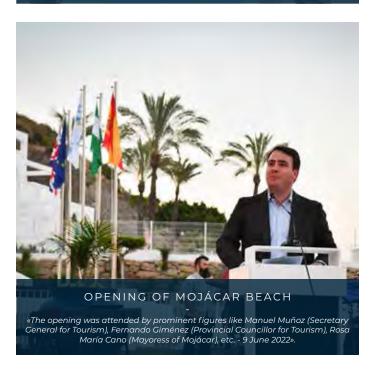
ESTABLISHMENT	TYPE	YEAR
Playasol Hotel	С	1976
Giralda Playa Hotel	R	1985
Playadulce Hotel	R	1985
Playalinda Hotel	С	1986
Playazul Hotel	С	1987
Playacapricho Hotel	С	1988
Vistamar* ship	С	1989
Vera Playa Club Hotel	С	1988
Playasol Spa Hotel	С	1998
Playacanaria Hotel	R	1998
Playaverde Hotel	С	1999
Marbella Playa Hotel	R	1999
Pinomar Playa Hotel	R	1999
Playabella Spa Hotel	С	2000
Playaballena Spa Hotel	С	2001
Playabonita Hotel	R	2001
Senator Barcelona Spa Hotel	С	2001
Playacanaria Spa Hotel	С	2001
Playatropical Hotel	R	2002
Senator Gran Vía 21 Hotel	R	2002
Senator España Spa Hotel	R	2002
Playacálida Spa Hotel	С	2004
Playacartaya Spa Hotel	С	2004
Senator Marbella Spa Hotel	С	2005
Las Palmeras Aparthotel	С	2005
Paraiso Playa Apartments	С	2005
Zimbali Playa Spa Hotel	С	2006
Senator Granada Spa Hotel	С	2008
Playamarina Spa Hotel	С	2008
Playasol Water Park	С	2016
Playacartaya Water Park	С	2017
Senator Riviera Cancún	С	2018
Senator Puerto Plata Spa Resort	R	2018
Caleia Talayot Spa Hotel	R	2018
Senator Gandía Spa Hotel	С	2021
Mojácar Playa Aquapark Hotel	R	2022
Senator Cala Millor Hotel	R	2022

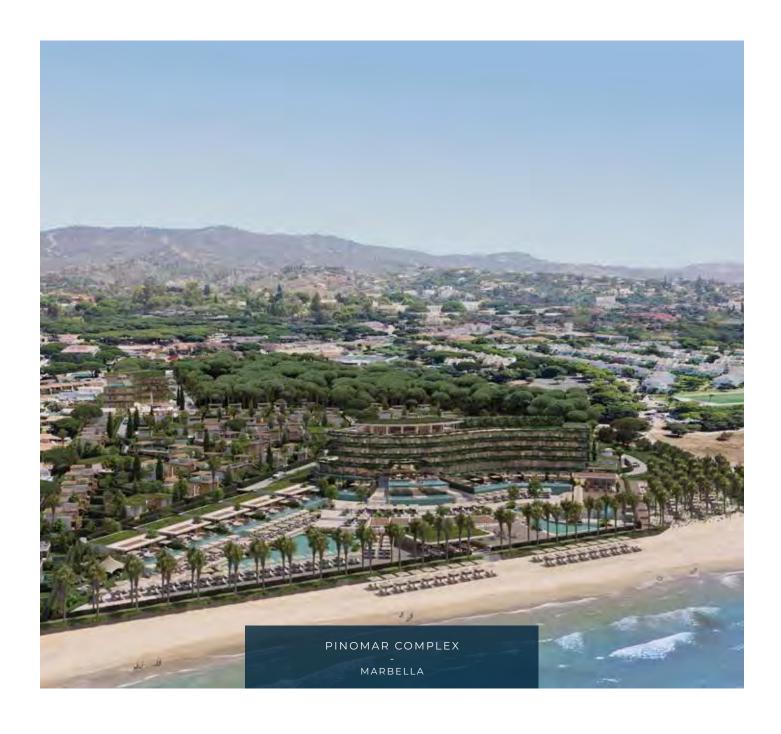
<sup>\*</sup> The only cruise ship built in Spain.











## PINOMAR COMPLEX, A PROJECT UNDER DEVELOPMENT

We are currently working on a project that involves the refurbishment of two of our hotels that are adjacent to each other: Marbella Playa Spa Hotel and Diverhotel Marbella. Our aim is to renovate these two buildings together with their facilities and outdoor areas. The idea is to turn them into a **resort** that will cover more than **23,252** m² and will be located **on the beachfront.** 

Additionally, this development comes with a guaranteed return and minimal risk, thanks in part to its location, Marbella, which is now an upmarket international tourist destination. This is perfectly suited to the type of guest who we want to stay in the future Pinomar Complex. We estimate that the total value of the product after the €50,000,000 renovation investment will be €127,819,000.

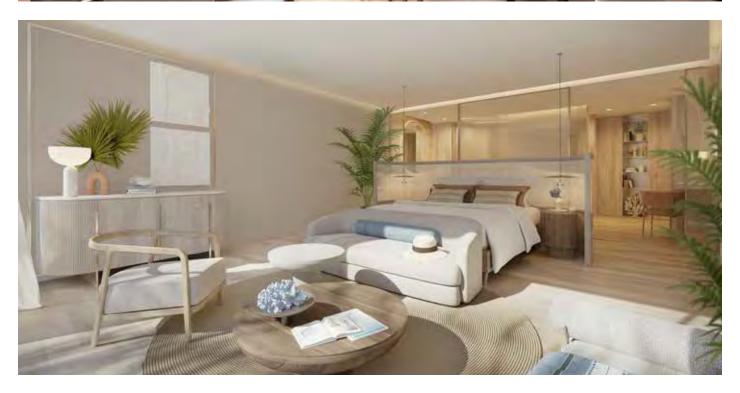
Our proposal is to create two distinct areas: The first

area is made up of **221 bungalows** to provide guests with a space of their own and more privacy; and a **hotel area consisting of 88 rooms**, for guests who prefer a much more dedicated and attentive service. The people staying in bungalows will still be able to enjoy all the amenities and facilities offered at the resort.

This will lead to a blend of guests, which we are sure will be positive for the operation of the establishment's services (restaurants, swimming pools, gymnasium, etc.). This will ensure a continuous flow of people in all areas, which will also give the resort itself a feeling of **vibrancy and efficiency**.







### **TECHNICAL TEAM**



**JAUME SANS**Expansion Director



**JOSÉ MARTOS** Asset Manager



**JOAQUÍN BERMO** Real Estate Director EMEA



JOSÉ CARLOS RUIZ
Holds a degree in Architecture, Engineering and OHS



**ANTONIO FCO. RECIO**Manager of the Technical Department



**FEDERICO MALDONADO**Site Manager



JUAN PEDRO TAMAYO

Construction Site

Architect



**DANIEL BOLEA CAMHI**Site Manager



HUMBERTO TORRES
Interior Architect

#### **OUR PREFERRED SUPPLIERS**

**PORCELANOSA** 





















**VOUDOM®** 









### THEY TRUST US TO MANAGE THEIR ASSETS



































