

# SUSTAINABILITY REPORT 2025

## TUI BLUE ATLANTIC HILLS HOTEL

### 1. INTRODUCTION

The TUI Blue Atlantic Hills Hotel, situated in Taoro Park in Puerto de la Cruz, Tenerife, offers an exclusive adults-only experience in a stunning natural setting with panoramic views of the Atlantic Ocean and Mount Teide. The building, restored from a 19th-century English manor house, combines modernity and comfort whilst retaining its historic character in the lobby and communal areas. As well as being surrounded by gardens and close to the town centre, the hotel stands out for its peaceful atmosphere, state-of-the-art facilities and services designed for the relaxation and well-being of its adult-only guests.

### 2. COMMITMENTS

At the hotel, we are committed to operating in an ethical, sustainable and responsible manner, contributing to the social, economic and environmental development of our local area. We recognise that our activities have an impact on the community and the environment, which is why we incorporate principles of social responsibility into all our operations:

- To comply with applicable legislation and regulations, as well as with any other environmental, labour, social and quality requirements and commitments that our establishment may undertake.
- To commit to a process of continuous improvement in our processes and services, in pursuit of optimal organisational performance.
- To foster a positive working environment based on equal opportunities, non-discrimination, respect for diversity, safety and transparency.
- To promote the professional and personal development of our staff, facilitating their ongoing training and enhancing their skills, including raising awareness of environmental issues.
- Promote a culture of respect for and protection of the natural environment by reducing the environmental impact of the organisation's activities and protecting the biodiversity around us.
- Combat climate change by measuring our carbon footprint and implementing measures to reduce our emissions and adapt to its effects.
- Encourage our suppliers, partners, employees and customers to make improvements to their environmental performance.
- Prioritise the consumption of local products and services, helping to boost the economy and improve the community's quality of life.

- Support the preservation of cultural heritage, promoting local traditions and identity as part of our commitment to the community.
- Guarantee respect for fundamental human rights, especially those of the most vulnerable groups, rejecting any practice that undermines individual or collective dignity, as well as explicitly rejecting all forms of child abuse.
- Contribute to priority social initiatives, supporting disadvantaged groups and meeting their basic needs, as well as implementing measures focused on the wellbeing of children and young people in the community.

Those interested can consult our Social Responsibility and Quality Policy, Human and Labour Rights Policy, and Child Protection Policy on the [hotel's website](#).

### 3. GOALS

At the hotel, we have set ourselves a series of objectives to guide our actions towards increasingly responsible and sustainable management. These objectives, which are reviewed and updated regularly, enable us to assess the hotel's progress in environmental, social and governance areas, and reflect our commitment to continuous improvement. By 2025, we aim to achieve *Travelife* certification and implement the criteria set out by this certification before the end of the year. In line with this, we have set ourselves the following sustainability objectives:

- **EMISSIONS:** As a starting point, we want to determine our carbon footprint for 2024, using the official MITECO tool.
- **ENERGY:** Incorporate energy efficiency into new facilities. Since 2024, more efficient laundry machinery and high-efficiency heat pumps for the spa have been installed.
- **ENERGY:** Increase renewable energy consumption by 20%, with the installation of 100 photovoltaic solar panels for our own use.
- **WATER:** Improve the hotel's water consumption efficiency. To this end, a flow meter has been purchased for the spa, and rainwater cisterns and a rainwater harvesting system have been installed.
- **WASTE:** Improve the sorting of municipal waste. Bins for waste sorting have been purchased for guest common areas, and a course on reducing food waste has been organised.
- **BIODIVERSITY:** We have set out to protect the seabirds in our area, particularly the Cory's shearwater. To this end, we have joined the 'El primer viaje' initiative and have implemented the actions they propose to protect this iconic bird.
- **COMMUNITY:** Collaborate with the local community and with municipal projects. In 2025, we have significantly increased our collaboration with the municipal CIT and local events.

We invite hotel staff, guests and other stakeholders to support us in achieving our objectives by following the work instructions or messages circulated by the hotel regarding water and energy saving, reducing consumption, and the proper sorting and reduction of waste.

## 4. KPI AND RESULTS

### Environmental indicators

Given that the hotel was closed for a complete refurbishment throughout 2023 and that not all facilities and services were available at the start of 2024, the following information has been compiled.

The results of the environmental indicators available for 2024 are as follows:

- Overnight stays: 45,450
- Water consumption: 20,135 m<sup>3</sup> (0.44 m<sup>3</sup> per overnight stay)
- Electricity consumption: 112,208 kWh (2.47 kWh per overnight stay) This information is only available from June 2024, when the hotel was connected to the electricity grid.
- Propane gas consumption: 7,408.21 kg (0.16 kg per overnight stay)
- Vegetable oil waste: 1,280 L (0.028 L per overnight stay) Data from April 2024, when the hotel kitchen opened.
- Light packaging waste: 740 kg (0.02 kg per overnight stay) Data from April 2024.
- Paper/cardboard waste: 4,010 kg (0.10 kg per overnight stay)

No data is available for other waste streams, as these were not recorded prior to the implementation of the Travelife system.

We are waiting until the end of 2025 to establish the annual comparison and analyse the trend in the results.

### Biodiversity

In 2025, the hotel joined '*El Primer Viaje*', an initiative aimed at protecting the Cory's shearwater and other seabirds in the Canary Islands.



Our commitment to sustainability drives us to take action in areas such as reducing atmospheric emissions, waste, and the consumption of water and chemicals, amongst others; now we are also seeking to address one of the specific biodiversity issues affecting our region.

Every year, thousands of Cory's shearwaters (*Calonectris diomedea borealis*), a protected species included in the List of Wild Species and the Canary Islands Catalogue of Protected Species and the most abundant in the Canary Islands, come to our shores to breed. They breed on cliffs, in ravines and on mid-slopes, and once the chicks have grown, their parents leave the nest and the chicks must make their first flight towards their natural habitat, the sea. For their first journey, they are guided by the moon and the stars, and it is at this moment that the artificial lighting along our coasts disorients

them, causing them to fall to the ground. As seabirds, they are unable to take flight again from the ground, leaving them exposed to other threats such as being run over or predation.

### **Employment Commitment, Equality and Diversity**

In terms of employment and human rights, the results are as follows:

- Staff by gender: 57% of our workforce are women and 43% are men.
- Regarding senior management (executive management and department heads): 71% are men and 29% are women.
- Local workforce: The workforce consists of 87 people, 76 of whom are Spanish, compared to 11 foreign nationals (13%).
- By 2025, we aim to achieve an average of 24 hours of training per employee.

Our staff are the organisation's most valuable asset. Without them, it would not be possible to ensure the smooth running of our sustainability plan; that is why we involve all employees in our policy and its management. We strive to provide them with a good working environment, characterised by diversity, respect and equality, with zero tolerance for discrimination of any kind.

### **Commitment to the community**

Throughout 2025, the hotel has strengthened its commitment to the local community and municipal projects, stepping up its collaboration with the Puerto de la Cruz Tourist Information Centre (CIT) and actively participating in flagship events such as Oktoberfest and the Agatha Christie Festival. Furthermore, the hotel has supported the cultural development of the municipality by collaborating with the MUECA Festival, promoting interaction and integration between visitors and residents through cultural and social activities.

In Puerto de la Cruz, 14 November 2025.

Mr. Jorge González  
Director



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