



Sustainability Report  
**2025**

# Sustainability Report 2025

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## LETTER FROM THE CHAIR

## LETTER FROM THE CHAIR

At GF Hoteles, we understand sustainability as a way of doing things. Not as an isolated goal, but as a daily commitment to people, to our environment and to the future of the Canary Islands. The year 2025 has been key to this transformation, thanks to the consolidation of our “Be Green Life” strategy, the roadmap that drives us towards a more responsible, people-centred and efficient tourism model.

During this year, we have shown that excellence and positive impact go hand in hand. The great driving force behind this achievement is our team, whose warmth and professionalism are what those who visit us value most. In addition, this year has been marked by the comprehensive refurbishment of GF Gran Costa Adeje, a historic investment that symbolises our determination to evolve while always respecting our essence and the territory.

This report also reflects our involvement with the destination, supporting local talent and actively contributing to the wellbeing of Canarian society.

I would like to thank everyone who makes this project possible: our team, guests, partners, suppliers and institutions. Thank you for joining us on this journey and for sharing the same vision for the future.

Victoria López  
Chair of Grupo Fedola





## ABOUT GF HOTELES

## GF Hoteles

As Grupo Fedola's hotel brand, we represent the strength of 100% Canarian capital. Our history is defined by operational excellence, a firm commitment to human talent and a genuine commitment to the sustainable development of our islands. We offer more than 3,100 guest places, with our presence concentrated in the Costa Adeje area.

## Certifications



We are part of:



**Pacto Mundial**  
Red Española

## Awards



- GF Hoteles, Canary Islands Tourism Award in the Sustainable Employment category
- Donaire Restaurant, first Repsol Sun



# BE GREEN LIFE

Our 2024-2028 roadmap

## GF Hoteles

Our “Be Green Life” roadmap has set the pace for our activity throughout 2025. Far from being a static plan, this sustainability strategy, designed collaboratively by our team, has become the driving force behind the improvements presented in this report. By aligning our management with the Canary Islands 2030 Agenda for Sustainable Development and the global SDGs, we reaffirm that our commitment to responsible tourism is not merely a statement of intent, but a reality that we measure and optimise year after year.





**TAKING CARE OF OUR PEOPLE**

We carry out Customer Satisfaction Index surveys every fortnight. We monitor and analyse the results with the manager of each establishment and with the heads of each department involved.

The friendliness of our staff is one of the aspects most highly valued by our guests.

**9,58**

### Ethics and values: our commitment to people

At GF Hoteles, we actively work to defend human dignity and equality, ensuring a safe working environment that is essential to the development of our activity. Our management is guided by principles such as:

- **Protection of rights:** We maintain a zero-tolerance stance against forced labour and prohibit child labour.
- **Corporate integrity:** We do not tolerate corruption in any form and operate within a framework of transparency.
- **Triple purpose:** We work across all areas for the environment, our employees and Canarian society, ensuring that our impact is always positive and ethical.

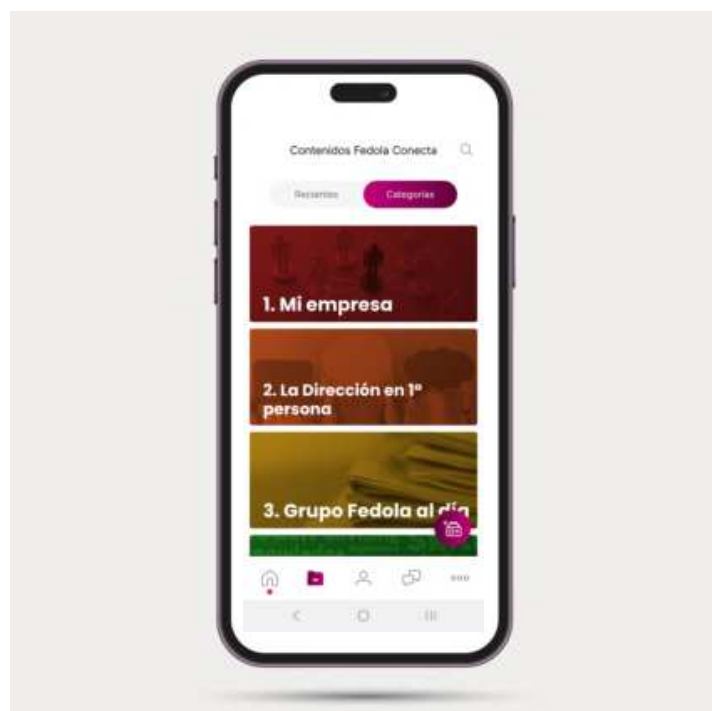


## Internal Communication: “Fedola Conecta”

The cohesion of our team is key to the success of the “Be Green Life” strategy. For this reason, we continue to promote “**Fedola Conecta**”, our exclusive employee app.

This tool has become Grupo Fedola’s core communication channel, enabling the entire workforce to:

- Manage **relevant corporate information** in real time.
- Access continuous training programmes.
- **Streamline internal processes** and human resources procedures digitally and efficiently.
- Access **exclusive benefits and discounts** as members of Grupo Fedola.



## Job creation

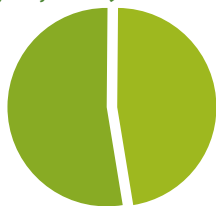
Sustainable growth is only possible thanks to the people who make it a reality. In 2025, we consolidated a workforce structure which, following the significant increase in staff numbers experienced in 2024 — when we reached 1,237 professionals compared with 1,150 in the previous year — remains stable with a team of **1,218 people**.

We understand employment not merely as a figure, but as a commitment to equity and professional development:



## Commitment to equality

**Women: 643 (52,79%)**



**Men: 575 (47,21%)**

These figures represent not only jobs, but also our determination to create stable employment, foster equal opportunities and promote diverse talent in line with the goals of the 2030 Agenda.

## Workplace climate

At GF Hoteles, we maintain an ongoing commitment to active listening and the wellbeing of our team. During 2025, we strengthened this commitment by conducting a new Workplace Climate Survey. This strategic tool allows us to gain first-hand insight into the perceptions of the people who make up our organisation, identifying key opportunities to continue fostering a healthy and motivating working environment.

As a result of this dialogue process, the overall employee satisfaction rate with the company stood at **7.00 out of 10**. This result provides us with a solid basis on which to continue developing our talent management policies and consolidating a corporate culture based on respect and shared growth.

## Workplace climate



## Inclusion and accessibility

At **GF Hoteles**, we understand diversity as a source of value and an opportunity for shared growth. Our vision of accessibility is comprehensive: we work to ensure that our facilities are fully inclusive spaces, not only for those who visit us, but also for those who form part of our team.

**Commitment to inclusive employment.** We firmly believe in access to the labour market as a driver of personal and professional development. For this reason, we actively promote the incorporation of vulnerable groups, removing barriers and fostering genuine equality.

At the close of this reporting period, we had a team of **25 professionals with disabilities**, fully integrated into the different operational areas of our hotel chain.

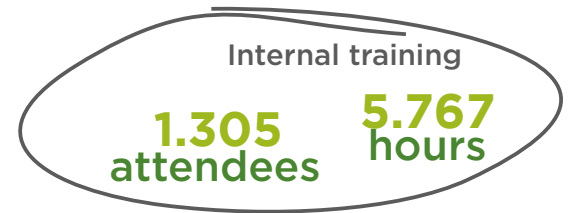
## Training

During 2025, at GF Hoteles we maintained a continuous learning structure divided into external and internal programmes, with the aim of updating the technical and operational skills of our workforce.

Our training figures reflect a strong commitment to skills development across all areas of the hotel chain:

- **External training:** 1,482 attendees were recorded, with a total investment of 26,037 hours.
- **Internal training:** We had 1,305 attendees, amounting to a total of 5,767 hours of in-house training.

To ensure that the entire workforce has access to these opportunities, we have optimised the dissemination of training announcements. The “**Fedola Conecta**” app has become the main channel for providing information on available training courses, working alongside traditional methods such as noticeboards in the workplace.



## English Academy and language coaching

At GF Hoteles, we promote language learning through our English Academy, where staff are organised into training groups adapted to their levels in order to ensure structured and continuous learning. During this reporting period, 48 employees took part in the programme, completing a total of 501 training hours.

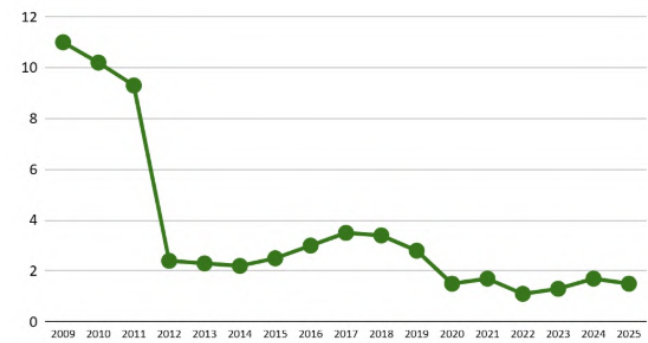
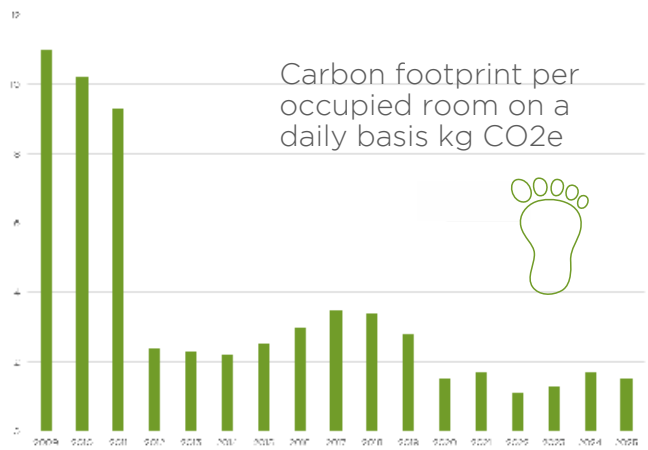
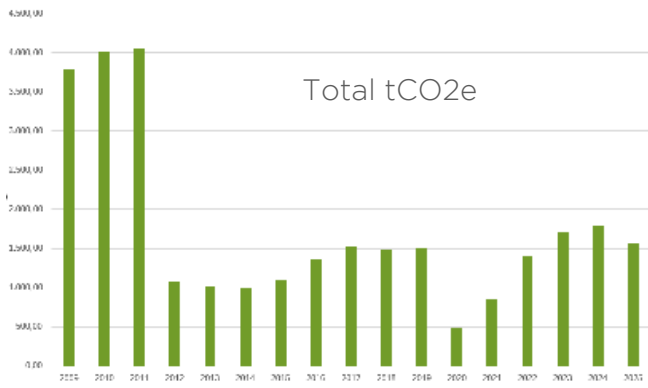
In addition, we have consolidated our workplace language coaching service, a format that brings learning directly into day-to-day operations. A total of 116 employees took part in this programme, enabling practical and personalised learning that adapts to the real needs of each role and strengthens our workforce’s language skills in direct guest interaction.



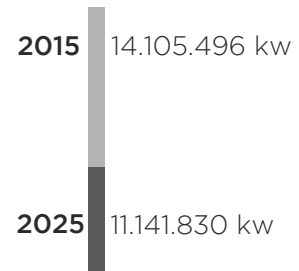


## RESPECTING OUR ENVIRONMENT

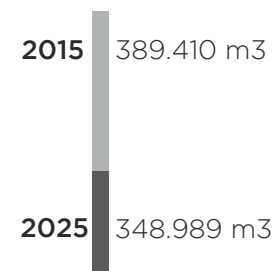
### Co2 evolution



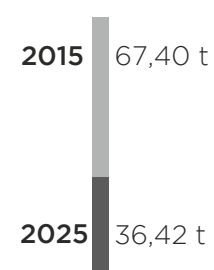
### Electricity consumption



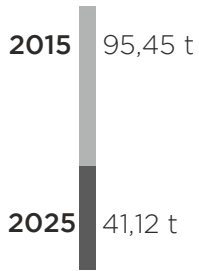
### Water consumption



### Plastic consumption



## Paper consumption



## Total energy consumed

Propane-air mixture



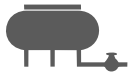
9.394.925,00 kW

Electricity



17.050.520,00 kW

Propane



226.781,00 kW

Diesel



29.732,83 kW

# 64,15%

of our energy comes from  
**renewable sources**



## SHARED VALUE

## Boosting the circular and local economy

Sustainability at GF Hoteles goes beyond our facilities, extending across our entire value chain. This commitment translates into a strong emphasis on local sourcing: over 90% of our investment goes to local suppliers, acting as a driver of economic growth for the archipelago.

When selecting partners, we do not merely evaluate value for money; we also audit their environmental commitment and their impact on our carbon footprint. We share responsibility for our suppliers' operations and prioritize those who share our vision of respectful, efficient hospitality.

## Communication and social reach

The visibility of our brand and the impact of our initiatives are reflected in GrupoFedola's latest consolidated communication report. Thanks to the active management of corporate communication, we have succeeded in projecting our values and milestones across the main information channels.

Grupo Fedola's presence in the public sphere reached a total of 3,551 media placements.

This volume of coverage is strategically distributed across various formats, with audiovisual media standing out as the leading channels for disseminating our activity:

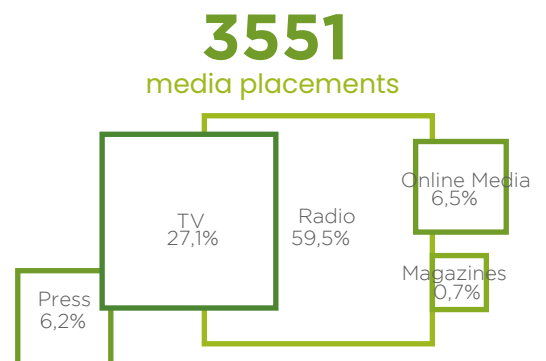
Radio: 59,5 %

Television (TV): 27,1 %

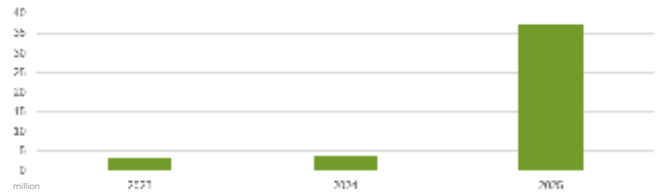
Online media: 6,5 %

Press (print media): 6,2 %

Magazines: 0,7 %



## Economic sustainability: investment for excellence



For GF Hoteles, economic sustainability is the foundation that guarantees the continuity of our purpose over the long term. We seek not only profitability, but also constant reinvestment in our assets to ensure maximum efficiency, quality and competitiveness within the sector.

In 2025, we reaffirmed this commitment with a historic investment figure amounting to 37.2 million.

[
]  
**Inversión**  
37,2  
**millión**

The main destination of this investment was the comprehensive **refurbishment of our GF Gran Costa Adeje hotel**, a strategic project that has enabled:

- **Modernisation of facilities:** raising comfort standards for our guests.
- **Operational efficiency:** integrating more sustainable technologies that reduce resource consumption, in line with our “Be Green Life” strategy.

## Our commitment to ethical reporting

At GF Hoteles, transparency is not only a value, but a cross-cutting practice that guarantees the trust of our stakeholders. As part of Grupo Fedola, our management is subject to a rigorous accountability process.

Every year, the Group publishes its Non-Financial Information Statement ([EINF](#)), a comprehensive document that audits and details our actions in social, environmental, labour, human rights, anti-corruption, diversity and economic impact matters.



This report not only complies with the most demanding reporting standards and current regulations, but also complements and reinforces the data presented in this 2025 Sustainability Report.



**BE GREEN LIFE IN PICTURES**

Throughout 2025, at GF Hoteles we continued to promote initiatives aligned with our sustainability strategy and with our purpose of generating a positive impact on people, the environment and the destination. Through social, environmental, cultural and training initiatives, we strengthened our commitment to a more responsible, innovative and people-centred tourism model.

## PEOPLE AND SOCIAL COMMITMENT

### ● Team wellbeing and family support

We shared a very special day with the children of our colleagues from Grupo Fedola. The magic arrived at GF Isabel, where the little ones experienced the exciting arrival of the Three Wise Men.



The children of our team enjoyed the GF Hoteles Summer Camp, a space full of games, learning and fun designed especially for them.



GF Isabel hosted the second edition of our Family Summer Cinema, a day on which the true protagonists were the children and grandchildren of Grupo Fedola's team.



At GF Hoteles, we handed out 170 school supplies vouchers for the children of our team.



We celebrated our Christmas party together with the entire Grupo Fedola team.



## ● Solidarity, health and social action

Colleagues from Grupo Fedola joined the blood donation campaign held at our GF Fañabé hotel.



Once again, we were among the sponsors of “Ruta 091”, the charity race organised by the National Police in Santa Cruz de Tenerife. An event that promotes the values of sport and closeness to the community.



We took part in the Fedola Family Run, Grupo Fedola’s charity race, which brought together around 1,000 runners.

We enjoyed a very special day in Abades, taking part as sponsors of the 2nd Guardia Civil Charity Race and crossing the finish line with enthusiasm and team spirit.



On the occasion of one of the highest-consumption dates of the year, we wanted to go one step further and turn Black Friday into Blue Stay, a charitable initiative through which we donated more than 10,000 to La Granja Sensorial TEA, a pioneering space in Tenerife that supports children with autism and their families.



The Fundación Canaria Pequeño Valiente visited GF Victoria so that the children could enjoy our facilities, in a day full of energy and many smiles.



Our mascot Gofi visited the Paediatrics Ward at the Hospital Universitario Nuestra Señora de Candelaria, together with the Spanish Association Against Cancer.



### ● Sport, wellbeing and community

Our colleagues from GF Hoteles took part in the second edition of the Tenerife Business Race, a sporting event held in the municipality of Arona.



At GF Hoteles, we celebrated the outstanding season of Club Baloncesto 1939 Canarias. We are proud to have contributed, as a collaborating organisation, to the development of a team that represents our homeland.



We renewed our commitment to women's football, an alliance that strengthens our support for women's sport on the island, promoting its growth, visibility and leadership.



## SUSTAINABILITY AND CIRCULAR ECONOMY

### ● Strategy and sustainable leadership

Be Green Life is lived from within! Our colleagues Moisés Expósito and Víctor Escobar, from the Sustainability department, shared GF Hoteles' 2024-2028 sustainability strategy, Be Green Life, with the team.



Moisés Expósito, Sustainability Coordinator at GF Hoteles, took part in the ReThink Hotel event, organised by Grupo Habitat Futura, where he shared his vision of sustainability and hotel strategy.



Juan Carlos de León, Operations Director at GF Hoteles, took part in the #CircularMonday meeting, organised by the Canary Islands Government's Department of Ecological Transition.



### ● Circular economy and environmental awareness

Our colleagues Moisés Expósito and Víctor Escobar, from the Sustainability department, took part in the event for the Circular Tourism Communities (CTC) project, promoted by Ashotel.



We received a visit from the Island Plan to Promote the Circular Tourism Economy in Tenerife.



Moisés Expósito, Sustainability Coordinator at GF Hoteles, accepted, on behalf of the hotel establishments that form part of the Circular Tourism Communities (CTC) project, the award for Best Practice linked to Waste Reduction and Circular Economy projects in the tourism sector, granted by Turismo de Tenerife.



We celebrated World Recycling Day, encouraging reflection and raising awareness of the importance of reducing, reusing and recycling.



GF Gran Costa Adeje hosted the artistic initiative “Circles for the Future”, an initiative promoted by Turismo de Tenerife that invites guests and visitors to reflect on how tourism can contribute to caring for the island through a more circular and sustainable model.



We launched a pilot project with Ciclogreen to promote sustainable mobility among our teams, making it easier for our colleagues to share cars on their journeys to work.



● **Certifications, efficiency and continuous improvement**

We renewed our ISO 9001, ISO 14001 and EMAS certifications!



Our hotel establishments received Preverisk Group certificates after successfully implementing a comprehensive Health & Safety management model.



GF Gran Costa Adeje closed its doors to make way for a partial refurbishment project, allowing it to return renewed, more sustainable and ready to exceed our guests' expectations.



GF Gran Costa Adeje reopens after more than eight months of refurbishment.



## TALENT, TRAINING AND EMPLOYABILITY

### ● Training and learning

At GF Hoteles, we believe in new ways of learning. Our own head chefs delivered a session dedicated to ceviche.



We held a training session on buffet floral decoration, a discipline that combines creativity, technique and good taste to transform each space into a unique experience.



## Relationship with educational institutions

We welcomed pupils from Pureza de María School in Santa Cruz, who were taking part in an Erasmus project focused on climate change and sustainability.



We welcomed students from the Renewable Energy and Energy Efficiency programme at IES San Matías, who had the opportunity to learn first-hand about the facilities at GF Victoria.



GF Victoria welcomed students from the Degree in Tourism at the University of La Laguna (ULL) in Adeje.



GF Victoria welcomed students from the ULL Higher Polytechnic School of Engineering, from the Degree in Technical Architecture and the Master's Degree in Construction Management and Technological Innovation, as well as students from the European University.



We welcomed two teachers from a school at the Lycée International Ferney- Voltaire, with which we collaborate on Erasmus+ internship programmes.



GF Fañabé welcomed students from the Fundación Don Bosco professional certificate course in Basic Restaurant and Bar Operations.



We welcomed a visit from the Professional Technology Centre (CETEPRO), as part of the Organisation and Project Design of Solar Photovoltaic Installations course.



Nédoly Ramos, from GF Hoteles' Talent Management department, visited CIFP Adeje together with colleagues from reception, housekeeping, bars and restaurant to present employment opportunities in the sector.



### ● Employment and talent attraction

We were present at the "Atrayendo Talento" fair, where we connected with talent from the island and shared our philosophy of growth and professional development.



Our colleague Nédoly Ramos, from Talent Management, visited IES La Candelaria accompanied by colleagues from bars, kitchen and entertainment to present opportunities in the sector.



We were present at the JobDating employment fair organised by Gehocan at Siam Mall!



We held a recruitment day following the reopening of GF Gran Costa Adeje. The event was attended by 150 people and provided an opportunity to meet new talent wishing to join our team.



We took part in the 4th Talent and Job Virtual University and Vocational Training Employment Fair.



## GASTRONOMY, CULTURE AND DESTINATION PROMOTION

### Gastronomy and culinary excellence

Our team from Donaire Restaurant took centre stage on the multi-purpose stage at MADRID FUSIÓN.



Donaire Restaurant brings together talent and haute patisserie with Xavi Donnay and Jesús Camacho.



Marcelo Píriz and Paula Rojas took part in the round table discussion “What does a wine need to have to be included on a hotel wine list?” as part of Barcelona Wine Week.



Jesús Camacho took part in an initiative organised by Turismo de Tenerife to showcase the island’s gastronomy in central London.



Jesús Camacho, chef at Donaire Restaurant, received the special award for Canarian International Prestige from Qué Bueno Canarias.



Jesús Camacho and Lázaro Rodríguez took part in the Tenerife Gastronomic Day organised by Turismo de Tenerife at the Basque Culinary Center.



Jesús Camacho and his team took part in GastroCanarias 2025. In addition, Priscila Medina collaborated with Turismo de Tenerife on the creation of a dessert paying tribute to Canarian honey.



Donaire Restaurant has been recognised once again, this time with the MICHELIN golden plaque for something very special: its creativity and team spirit.



Donaire Restaurant received the 2025 Gánigo Award from CIT Sur Tenerife in the Restaurant Sector category.



We celebrated the fifth anniversary of Scandal Dinner Show alongside four MICHELIN stars.



### ● Culture and entertainment

Olé Flamenco Show premieres “Leyenda” at Las Olas Showroom, GF Victoria.



We celebrated the third anniversary of Olé Flamenco Show at GF Victoria.



### ● Destination promotion and local culture

We sponsored “Into the Aurora”, a fascinating project led by scientist and science communicator Javier Cacho, which explores the hidden wonders of the Northern Lights.



We celebrated Canary Islands Day.



## TRADE FAIRS AND EVENTS

Another year at FITUR! Our team, led by Victoria López, Chair of Grupo Fedola, took part in FITUR, the world's leading tourism trade fair.



Our Chair, Victoria López, took part in the presentation of Costa Adeje's new promotional strategy, entitled "En cuerpo y mente", which was held as part of FITUR.



Sandra Herrera took part in the panel discussion on tourism distribution trends held at FITUR.



Our colleagues Sandra Herrera and Sherry Balani took part in the TUI Workshop held in Warsaw.



We visited ITB Berlin, one of the world's most important tourism trade fairs.



GF Hoteles was present at WTM London 2025.



Our colleague Ramón Pérez took part in the Global MICE Forums held in Gran Canaria.



Juan Carlos de León took part in the 5th Clave F&B National Congress.



Victoria López took part in the third edition of Hub Intech Tenerife, together with GF TIC.



Victoria López, Chair of Grupo Fedola, took part in the Business Growth Forum, organised by El Día.



We attended the 20th Spanish Hoteliers Congress, organised by CEHAT.



Sandra Herrera and Rosi Yáñez were present at DATA CAMP 2025.



Juan Carlos de León took part in the “Tenerife Emprende” event, organised by Turismo de Tenerife and the Basque Culinary Center.



## AWARDS AND CERTIFICATIONS

GF Victoria, GF Gran Costa Adeje and GF Isabel received the Booking.com Traveller Review Awards 2025.



GF Victoria received the TUI Global Hotel Award 2025.



Zambra SkyBar received the award for Best Rooftop at the Culinary Hotel Awards.



Colleagues from GF Hoteles received the recognition awarded by Ashotel to professionals working in the sector.



GF Victoria received the Circular Tourism Communities plaque.



GF Hoteles received the Canary Islands Tourism Award in the Sustainable Employment category.



Donaire Restaurant received its first Repsol Sun.



We took part in the 4th Talent and Job Virtual University and Vocational Training Employment Fair.



