

Cultural Pillar

Discover Granada. Live Granada. Share Granada.

Introduction

At deLuna Hotels we believe that travelling is not only about changing places, but about discovering new ways to live, understand and enjoy the world around us.

That is why we believe a hotel should do more than simply offer accommodation. It should also help to interpret the destination, bring visitors closer to its culture and become a bridge between the traveller and the essence of the place they have chosen to discover.

Granada is our home. It is the city where we were born and the inspiration behind our way of understanding hospitality. Its history, its heritage, its gastronomy, its traditions, its craftsmanship and the character of its people are all part of the experience we want to share with every one of our guests.

Our commitment is to help preserve and share that cultural wealth, working alongside those who keep it alive and creating small experiences that reveal an authentic, welcoming Granada full of nuance.

Because we believe the best memory of a trip is not always a photograph. More often it is a story, a flavour, a conversation or a small detail that connects us to a place forever.

Our commitment to local culture

Culture is not an add-on to the travel experience; it is an essential part of it. That is why we make sure Granada is present throughout our guests' stay, not only as a destination to visit but as a city to discover and to feel. Our commitment rests on four principles that guide the way we act.

*“Culture is not visited:
it is discovered, lived and shared.”*



Principles that guide the way we act

01

SHARING GRANADA'S HERITAGE

We want our guests to discover far more than the must-see sights. We like to recommend lesser-known corners, explain the history behind the monuments, share local traditions and help visitors understand why Granada is such a special city.

Every recommendation we make aims to enrich the traveller's experience and encourage tourism that is more respectful of the destination.

02

SUPPORTING LOCAL TALENT

Whenever possible we choose businesses, producers and artisans from our area. We believe that supporting local talent helps strengthen Granada's economy and allows us to offer our guests products and experiences with a character of their own.

This collaboration helps keep alive the traditions, crafts and projects that form part of the cultural heritage of our land.

03

TURNING EVERY DETAIL INTO AN EXPERIENCE

At deLuna Hotels we like to surprise our guests with small gestures that carry a story.

Through carefully chosen details, personalised recommendations or experiences linked to the destination, we aim to spark curiosity and bring the culture of Granada closer in a natural, welcoming way.

04

BEING AMBASSADORS FOR OUR CITY

Our whole team shares the same calling: to be hosts of Granada. Every conversation, every recommendation and every shared experience is an opportunity to convey the affection we feel for our city and to encourage visitors to discover it with an authentic, respectful and personal eye.

Sharing Granada at every opportunity

At deLuna Hotels we believe the culture of a destination is not discovered only by visiting its monuments. It is also present in the small details, in the food, in the traditions, in the craftsmanship and in the stories that form part of each place's identity.

That is why we work to keep Granada present throughout our guests' experience, not as a decorative element but as a way of bringing them closer to the essence of the city. We do this through welcome details, local products, personalised recommendations, ideas linked to landmark celebrations and events, or simply through conversations with our team.

Every gesture aims to spark the guest's curiosity and encourage them to discover Granada in a more authentic way, connecting with its heritage, its history, its flavours and its traditions.

Our aim is not only to offer a memory, but to share a part of our land and help make every stay a closer, more memorable experience, rooted in the destination.





Supporting local talent and economy

We understand that sustainability also means strengthening the area we are part of. That is why, whenever possible, we work with local businesses, producers, artisans and professionals who share our values of quality, authenticity and commitment.

This choice allows us to offer products with a character of their own, support Granada's economic fabric and help keep alive the crafts, traditions and small businesses that form part of our province's heritage.

In our hotels we also give visibility to the work of local artisans and producers through a selection of products made in Granada, giving our guests the chance to take home an authentic memento while supporting the local economy.

We believe every purchase can become a way of contributing to the development of the area and recognising the talent of those who keep the identity of our land alive.

Discovering Granada with those who know it best

One of our main responsibilities as hosts is to help our guests discover the city from a close, authentic perspective.

Our team and deLuna Experience offer personalised recommendations tailored to each traveller's interests, suggesting not only the must-see places but also charming corners, small shops, food experiences and ideas that reveal a different Granada.

We want every visitor to enjoy the city as someone who lives here would, encouraging a slower, more respectful kind of tourism that is connected to local life.

Because we believe the best recommendations do not always appear in travel guides; many come from experience, from the affection we feel for our city and from the people who know it day after day.

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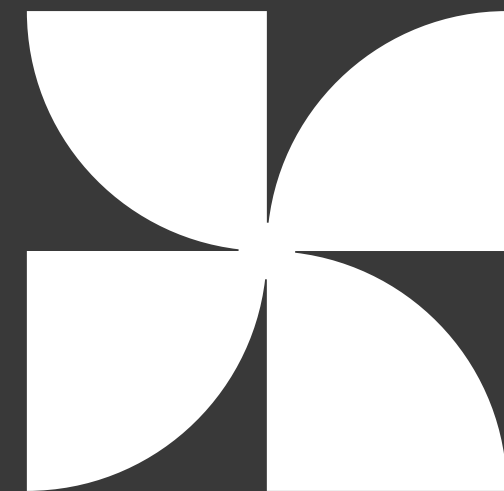
Culture is also experienced inside the hotel

Our commitment to local culture does not end when the guest returns to the hotel.

We want our spaces, our offerings and many of the small details that make up the stay to keep that connection with Granada alive, and to remind guests that the destination is still present beyond a visit to its monuments.

This way of understanding hospitality allows us to create closer, more authentic and more meaningful experiences, where the hotel becomes a meeting point between the traveller and the identity of the place they are visiting.

Because we believe a destination is not known only by walking its streets. It is also discovered through the people who share it with pride.



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HOTELS