

Pillar Environmental

Small habits. Big achievements.
A future that is being nurtured starting today.

Introduction

At deLuna Hotels, we believe that travel can be much more than discovering a destination. It can also be an opportunity to contribute positively to the place that welcomes us.

That's why we understand environmental sustainability as a shared commitment between our team, our partners, and every guest who stays with us. A commitment that translates into real actions to reduce the impact of our activities, optimize resource use, and contribute to the conservation and regeneration of the environment.

Through beGREEN, our sustainability program, we invite our guests to join us on this journey. Because we are convinced that small, everyday actions, when multiplied, have the power to create big changes.

Our vision goes beyond minimizing our footprint. We want to move towards a hospitality model that generates value for people, the region, and future generations. A way of understanding hospitality where enjoying an exceptional stay and caring for the planet are part of the same experience.

Our environmental commitment

At deLuna Hotels we understand that environmental sustainability is not a standalone project, but a way of managing our hotels and making decisions every day. Our commitment stems from a simple conviction: tourism only has meaning if it contributes to preserving and improving the destinations that make the experience possible for those who visit us. As a Granada-based company, we feel a responsibility to care for the environment around us so that future generations can continue to enjoy it. Therefore, we operate under a continuous improvement model that combines innovation, efficiency, awareness, and measurement. Our goal is not only to reduce the impact of our activity but also to generate a positive effect on the region, involving guests, staff, suppliers, and partners in this shared commitment.

“Caring for the environment is also part of our approach to hospitality.”



Principles that guide our actions

01

REDUCE OUR IMPACT

We work to reduce the consumption of water, energy and raw materials, incorporating increasingly efficient solutions that allow us to offer the same quality of service using fewer resources.

02

REGENERATE THE ENVIRONMENT

We want to give back to the land some of what it offers us. That's why we promote projects that contribute to the restoration of natural spaces, the conservation of biodiversity, and environmental awareness.

03

INVOLVE PEOPLE

Sustainability is only possible when it's shared. That's why we develop initiatives that allow guests, staff, and partners to actively participate in small actions that generate a real positive impact.

04

INNOVATE TO MOVE FORWARD

Innovation is part of our approach to sustainability. We are committed to new technologies, more efficient processes, and solutions that improve our environmental management without sacrificing comfort.

05

MEASURE TO IMPROVE

All our actions are based on data analysis. Thanks to Bioscore, we continuously monitor our environmental indicators to identify opportunities for improvement and evaluate the effectiveness of the measures implemented.



beGREEN. A different way to travel

At deLuna Hotels, we believe that sustainability isn't about giving things up, but about making choices. Choosing small actions that, when combined, create a positive impact on the environment and allow travel to also be a way of caring for the places we visit. With this philosophy, beGREEN was born, our sustainability program, an initiative of our own that invites our guests to participate voluntarily in a more responsible tourism model.

Participating in beGREEN is very simple. Through the Green Hanger, our guests can indicate that they do not want room cleaning service on that day when they feel it is not necessary.

This decision represents a significant saving of water, energy, and cleaning products, as well as reducing emissions associated with the hotel's daily operations. What may seem like a small gesture for a single room, multiplied by thousands of stays per year, becomes a very significant environmental impact.

“A small gesture with a big impact.”

We share the benefit

We want those who participate in beGREEN to feel like they are part of the change.

Therefore, as a thank you, they receive a discount for a future stay at any of our establishments, which they can also share with family or friends.

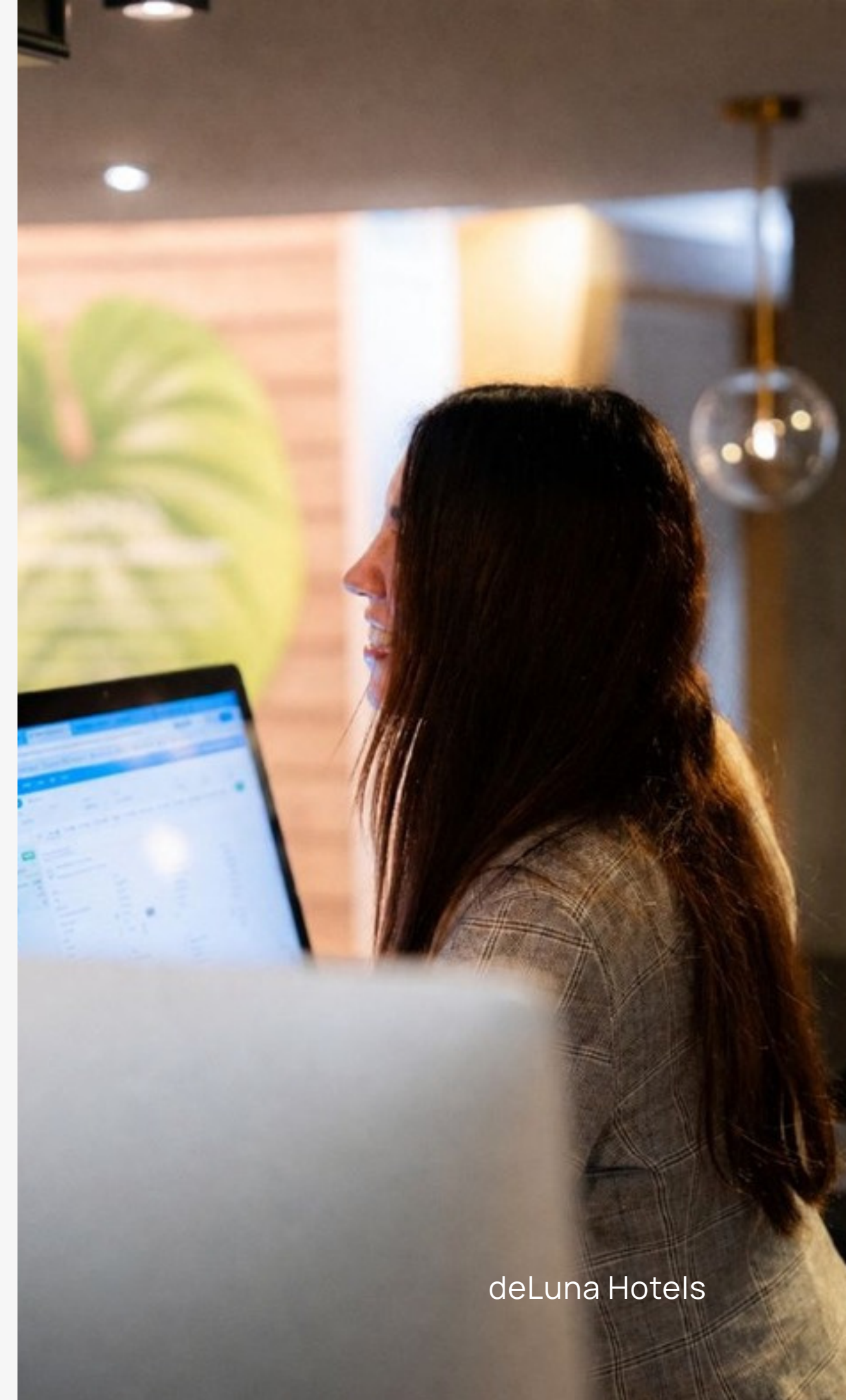
But the commitment doesn't end there.

For every participation, deLuna Hotels allocates €2 to environmental projects, transforming each decision into a direct contribution to initiatives for the regeneration and conservation of the environment.

While beGREEN helps reduce resource consumption, its true value lies in the involvement of people. Our goal is to demonstrate that sustainability can be seamlessly integrated into the travel experience, allowing every guest to actively participate in protecting the environment without sacrificing comfort or service quality.

Thanks to this program, thousands of small individual gestures become a collective action each year capable of generating a real impact.

“Traveling can also be a form of care.”





The impact of beGREEN

The results of beGREEN demonstrate that small decisions can generate big changes when thousands of people participate in them.

In 2025 alone, more than 20% of guests who could join the program decided to do so, voluntarily contributing to reducing the environmental impact of their stay.

Thanks to that participation, we were able to avoid the consumption of:

More than 1,000 liters of cleaning chemicals, including disinfectants, detergents and other products used in the daily cleaning of the rooms.

More than 214 kWh of energy, associated with the cleaning operation.

Thousands of liters of water, whose consumption was avoided thanks to the reduction of unnecessary cleanings.

In addition, for each participation, deLuna Hotels allocated €2 to environmental regeneration projects, allowing each stay to contribute directly to improving our environment.

“A small gesture with a big impact.”

Moon Forest

At deLuna Hotels, we believe that sustainability also means giving back to the environment some of what it offers us. With this purpose in mind, Bosque deLuna was born, an environmental regeneration project developed in partnership with the Huella Verde association, which aims to restore natural areas in the province of Granada through planting and conservation efforts.

This project not only aims to increase biodiversity or contribute to carbon sequestration. It also seeks to bring nature closer to people, involving our team members, their families, and increasingly, our guests, on a voluntary basis. Thanks to the funds generated by beGREEN, we continue to promote new environmental restoration projects, demonstrating that a hotel stay can become an opportunity to improve the territory that makes it possible.

“*To give back to the environment
some of what it offers us.*”





Responsible resource management

At deLuna Hotels, we believe that caring for the environment begins with responsibly managing the resources we use every day. Water, energy, materials, and raw materials are all part of our daily operations, and therefore, we strive to use them as efficiently as possible.

Our goal is not just to consume less, but to consume better. We analyze our processes, incorporate new technologies, raise awareness among our team, and seek the participation of our guests to continue reducing our environmental impact without compromising the quality of the experience we offer.

Continuous improvement is part of our way of working. Thanks to the monitoring of environmental indicators through Bioscore, we evaluate the evolution of our consumption, identify opportunities for improvement, and make data-driven decisions that allow us to move towards an increasingly efficient and responsible management model.

We measure to improve

Bioscore allows us to compare water consumption, energy and emissions per night, track their evolution and identify new opportunities for improvement.

Water: every drop counts

Water is one of the most valuable resources for our planet and also one of the most important for the hotel industry. Therefore, we have developed a comprehensive strategy aimed at optimizing its consumption, incorporating efficient solutions, and promoting responsible use among guests and staff.

Among the measures implemented are the voluntary reuse of towels and the option to opt out of daily housekeeping when guests do not deem it necessary through our beGREEN program. These actions significantly reduce the consumption of water, energy, and cleaning products, while also decreasing emissions associated with daily operations.

We are progressively incorporating technologies that improve the water efficiency of our facilities, such as dual flush cisterns, aerators in taps, flow reducers and efficient shower systems that allow us to reduce consumption without sacrificing comfort. Furthermore, we are committed to alternatives that reduce the use of single-use packaging. Our guests and staff have free access to filtered water stations, promoting more sustainable hydration and decreasing the consumption of plastic bottles.

“*Consume less, consume better.*”



deLuna Hotels



Energy: efficiency to reduce our impact

Reducing energy consumption is one of the main environmental challenges facing the hotel sector. At deLuna Hotels, we are committed to a combination of technology, innovation, and best practices that allows us to improve the efficiency of our facilities and progressively reduce our environmental footprint.

Our establishments incorporate low-consumption LED lighting, presence detectors and automatic on/off systems in different common areas to avoid unnecessary consumption. Air conditioning is managed by intelligent VRV systems capable of adapting their operation to the real needs of the building, optimizing energy demand according to occupancy and room orientation.

In addition, our facilities feature construction solutions that promote energy savings, such as double-glazed windows and hot water production systems supported by solar energy in spaces such as the heated pool and spa.

Our commitment is to continue moving towards an increasingly efficient energy model based on energy sources with less environmental impact.

Circular economy and waste reduction

The best way to manage waste is to prevent it from being produced in the first place. Based on this premise, we work to progressively reduce single-use materials and promote a model based on reuse, recycling, and responsible consumption.

We have removed single-dose gel, shampoo and soap packets from our rooms, replacing them with dispensers that significantly reduce plastic consumption and optimize product use.

We are also phasing out straws, cups and other disposable items, prioritizing reusable or recyclable alternatives whenever possible.

Combating food waste is another of our priorities. To this end, we collaborate with Too Good To Go and develop preventative measures that optimize production and reduce food surplus.

All our establishments have selective separation systems to facilitate the correct management of paper and cardboard, glass, packaging, organic matter, batteries, electronic waste, lighting fixtures and other special waste, collaborating with authorized managers and clean points to guarantee their proper treatment.

Every small improvement applied to our processes contributes to building a more efficient, responsible hotel model committed to the circular economy.





Looking to the future

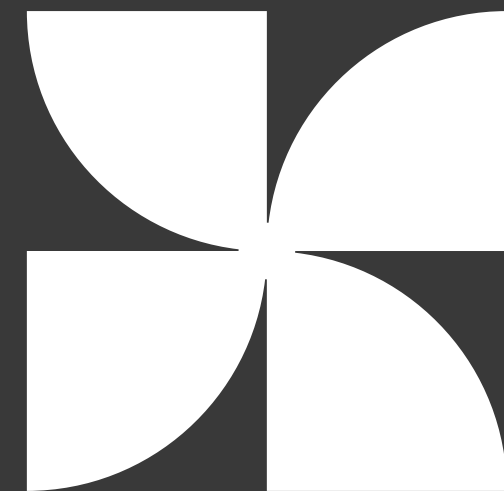
Sustainability is not a goal that is achieved, but a commitment that is renewed every day. At deLuna Hotels, we understand that there are always new opportunities to improve and continue evolving towards an increasingly responsible and regenerative hotel model.

In the coming years we will continue to promote initiatives that allow us to optimize resource consumption, incorporate new technological solutions, strengthen our beGREEN program and develop new environmental regeneration projects that generate a positive impact on the territory.

We will continue to rely on the information and indicators provided by Bioscore to measure our progress, identify new opportunities for improvement, and ensure that every decision contributes to building a more sustainable future.

Because we are convinced that the best way to care for the planet is to take action every day. And that, when businesses, travelers, and communities move in the same direction, small gestures can transform the future.

“We care today, we transform tomorrow.”



deLuna
HOTELS