

Social Pillar

We care for people so that
everything else makes sense.

Introduction

At deLuna Hotels we believe sustainability begins with people. With those who work every day to make our guests' experience possible, with those who visit us, with those who work alongside us and with the community that gives meaning to the destination where we operate.

Our social commitment comes from a simple idea: there can be no truly responsible hospitality without caring for the people who are part of it.

That is why we work to build close, safe and participative workplaces, where training, listening and the team's wellbeing are an essential part of how we manage. At the same time, we drive projects that allow us to give back to society part of what we receive, working with organisations that create value in areas such as health, education, culture, sport, accessibility and social action.

Through the Vicente de Luna Morales Foundation, our partnerships with local organisations and our own initiatives such as our Autism Friendly certification, we want to contribute to a more human, conscious form of tourism that is committed to people. Because caring is not just an intention. It is a way of working.

Our social commitment

The Social Pillar of deLuna Hotels rests on four main lines of action that reflect the way we care for people and contribute positively to the environment we are part of.



Four lines of action

01

CARING FOR OUR TEAM

Our team is the foundation of who we are. That is why we foster a workplace built on listening, training, internal communication and continuous improvement.

We work to create conditions that support the wellbeing, safety, motivation and professional growth of the people who are part of deLuna.

03

CONTRIBUTING TO THE COMMUNITY

As a Granada-based company, we understand that our growth is tied to the wellbeing of our surroundings.

Through the Vicente de Luna Morales Foundation and our work with various organisations, we support social, educational, cultural, sporting and volunteering projects. We also take part in charitable initiatives such as the Alma de Luna Foundation, purchasing their charity olive oil in aid of children's health projects.

02

CREATING MORE ACCESSIBLE AND HUMAN EXPERIENCES

We believe in hospitality designed for everyone. That is why we are moving towards spaces that are more accessible, easier to understand and more welcoming. Our Autism Friendly certification reflects this commitment, with specific training, pictograms, quiet areas, sensory kits, fast check-in, adapted menus and other resources that improve the experience of guests with autism and their families.

04

BUILDING PARTNERSHIPS THAT MATTER

Social impact grows when it is shared. That is why we work with associations, foundations, schools, local bodies and organisations committed to a fairer, more accessible and healthier society.

These partnerships allow us to learn, join forces and develop projects with greater power to bring about change.



Autism Friendly. Hospitality designed for everyone

At deLuna Hotels we believe true hospitality means making every person feel welcome, understood and comfortable throughout their stay. With this philosophy we launched our Autism Friendly project, becoming the first hotel group in Granada certified to offer a more accessible experience adapted to the needs of people with Autism Spectrum Disorder (ASD) and their families.

This project has meant far more than obtaining a certification. It has involved a process of learning and change in which our entire team has received specific training to better understand the needs of these guests and offer closer, more empathetic and more personalised care.

As part of this commitment, we have introduced measures that make for a calmer, more predictable stay: pictograms, sensory kits, quiet areas, priority for certain procedures, adapted menus, information before arrival and other resources designed to reduce uncertainty and make things easier for families.

But our aim goes beyond removing barriers. We want to help build more inclusive tourism, where everyone can enjoy their trip with independence, calm and confidence.

Because we are convinced that accessibility does not only benefit those who need it most. It makes us better professionals, better hosts and a more human organisation.

“*Hospitality should adapt to people, not the other way round.*”

A commitment that keeps growing

Autism Friendly is part of a living project that will keep evolving. We will continue training our team, introducing new accessibility measures and working with specialist organisations so we can keep learning and improving. Our challenge is for every person who visits us to find in deLuna Hotels a place where they feel understood, respected and welcome, whatever their needs.

“*May every person find a place where they feel welcome.*”





Training and wellbeing for our team

Training is a key tool for caring better. That is why we run training programmes that prepare the team to respond to real situations and to better understand the challenges of our business model.

Training in CPR and defibrillator use, sustainability awareness, accessibility training and internal communication spaces help us build a team that is better prepared, more connected and more aware of the impact of their work.

“*Training is also a form of care.*”

Vicente de Luna Morales Foundation

The Vicente de Luna Morales Foundation channels an essential part of our commitment to the community.

Through it we aim to drive projects that promote social wellbeing, education, culture, sport, solidarity and sustainable development. Its role will be key to organising, strengthening and giving continuity to the social initiatives linked to deLuna Hotels.

“*Driving projects that create wellbeing and future.*”



deLuna Hotels



Charitable and local initiatives

We work with organisations dedicated to improving people's lives. Among them is the Alma de Luna Foundation, which we support by purchasing their charity olive oil in aid of children's health projects. These partnerships allow us to connect our daily activity with real social causes, creating value beyond the hotel stay.

“*Creating value beyond the hotel stay.*”

Measuring our social impact

Social commitment also needs to be managed rigorously. That is why we work to identify, organise and improve our social indicators: team training, participation in internal initiatives, charitable actions, partnerships with organisations, accessibility projects and measures aimed at people's wellbeing. Measuring allows us to learn, set priorities and keep moving towards social management that is stronger, more consistent and more transparent.

“*Measuring helps us care better.*”





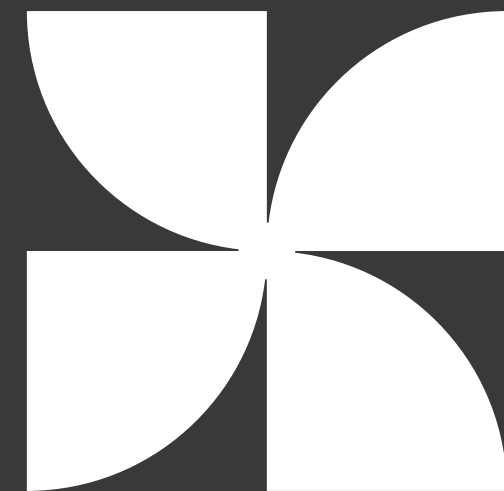
Looking ahead

Our challenge is to keep building a more human kind of hospitality. Hospitality capable of creating wellbeing within the team, trust among guests and real value in the community.

We will continue strengthening training, expanding our accessibility work, consolidating the Vicente de Luna Morales Foundation and developing partnerships that increase our positive impact.

Because for deLuna Hotels, caring for people is not just one more action within sustainability. It is the starting point for everything else.

“*Caring for people is the starting point for everything else.*”



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HOTELS