



SUSTAINABLE
EXPERIENCES

Royal Son Bou Family Club policy with the local community

The Royal Son Bou Family Club develops its activity in the tourism sector, being aware that this activity cannot be carried out in isolation; Cooperation and mutual support in the local community is vital for a fair balance of the environment.

The Royal Son Bou Family Club aims to encourage all initiatives that invest and promote the local community, supporting as much as possible its economy and the traditions of the region. Following this approach, the following lines of active action of the Hotel have been determined for the local community:

1. - Launch of a loyalty program (Royal Family Rewards) that involves companies, initiatives and local businesses. Prior to the launch of the loyalty program, agreements were reached with representatives of shops and stores in the area to establish a framework for collaboration. On the one hand, the hotel establishment can offer its client a series of exclusive advantages. The client improves their experience and gets a more complete stay with a series of discounts or exclusive services that help them to better understand the environment. And local businesses obtain customers who come to their establishment improving their economic activity.
2. - Launch of the Family Grant for the protection of children. Economic scholarship for individuals or non-profit organizations that develop initiatives that safeguard children in the field of research, the protection of minors in situations of risk, promotion of campaigns that work on social initiatives in childhood, etc.
3. - Signature of the UNICEF agreement, Friends Hotels. An initiative especially focused on the tourism sector to safeguard the protection of children, fight against the sexual and commercial exploitation of children in tourism that also involves the guest as he can collaborate with the Hotel by donating € 1 on his bill to this cause.
4. - Acquisition, whenever possible, of local products and goods, to boost the local economy.
5. - Active collaboration in social projects promoted in the local community, especially those promoted to promote sports and contact with nature, as well as the training and

apprenticeship of jobs related to tourism by young people in the community.

This policy is reviewed by the Management on a regular base and is available to anyone who may be interested in its review (Tel. 0034-971-372358)

Signed:

Arantxa González – Deputy Director

A handwritten signature in blue ink, appearing to be 'A. González', written on a light blue background.