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# **CEO STATEMENT**

Throughout our history, we have been pioneers in various fields, opening up paths and markets. We have evolved as a company due to having gone through different stages that have allowed us to grow, consolidate, take on challenges, and transform ourselves to meet the demands of our stakeholders.

Although our values have evolved over the years, we still maintain our essence as a family-owned company. BLUESEA is undergoing an exciting transformation process that, combined with our commitment to continuous improvement, will not only allow us to face our future in better conditions but will also strengthen our relationship with our stakeholder groups.

After more than 10 years of history, at BLUESEA, we continue to advance firmly towards a more solid, solvent, and responsible tourist and hotel management model.

Our commitment to all our stakeholder groups is more relevant than ever, and the result of this is the review of a document that we consider of vital importance: the Non-Financial Information Statement of the BLUESEA Group.

We want this document to be a tool that allows us to improve day by day and strengthen our close relationship with our stakeholder groups.

Sebastià Català Santandreu CEO Grupo BLUESEA

blueseahotels.com





# WHO WE ARE

#### 1. BLUESEA Group

BLUESEA is a hotel group founded by its current CEO, Sebastiá Catala, who acquired the first hotel in 2009, the Hotel Don Jaime, located in Cala Millor, Mallorca.

The hotels in the Group are 3-4\* establishments focused on a segment called Midscale Vacation and customers who value the concept of Value for Money. In 2017, the private equity fund Portobello Capital entered the Group's shareholding with a majority stake.



23 Hotels



4.250 rooms



4 locations:
Majorca, Canary Islands,
Madrid & Mainland Coast



775 employees



€ 78.281.080 sales



2.026.481 stays



970.625 Occupied rooms

blueseahotels.com

<sup>\*</sup> The provided data corresponds to the fiscal year 2022 (from November 1, 2021, to October 31, 2022). In the following pages, data comparisons with the fiscal year 2021 (from November 1, 2020, to October 31, 2021) can be established.



# WHO WE ARE

#### 2. Primary Activity

The brand's activity remains in a business model in the hotel sector, primarily focused on vacationing, specialized in all-inclusive guest stays

# Canary Islands Hotels

**BLUESEA Puerto Resort \*\*\*\*** 

**BLUESEA Interpalace \*\*\*\*** 

BLUESEA Lagos de Cesar \*\*\*\*

BLUESEA Callao Garden \*\*\*

**BLUESEA Costa Teguise Gardens \*\*\*** 

**BLUESEA Costa Bastian \*\*\*\*** 

**BLUESEA Los Fiscos \*\*\*** 

**BLUESEA Lanzarote Palm \*\*\*\*** 

**BLUESEA Jandia Luz \*\*\*** 

### **Mainland Hotels**

BLUESEA Gran Cervantes \*\*\*\*
BLUESEA Al Andalus \*\*\*\*

BLUESEA Montevista Hawai \*\*\*

BLUESEA Copacabana \*\*\*
URBANSEA Atocha 113 \*

# Majorca Hotels

BLUESEA Don Jaime \*\*\*

BLUESEA Cala Millor \*\*\*

BLUESEA Gran Playa \*\*\*

BLUESEA Club Marthas \*\*\*\*

**BLUESEA Arenal Tower Adults Only \*\*\*** 

**BLUESEA Costa Verde \*\*\*** 

**BLUESEA Mediodia** \*\*\*

BLUESEA Piscis Adults Only \*\*\*

BLUESEA Fiesta Beach \*\*\*\*



# WHO WE ARE

#### 2. Our DNA

We are a vacation hotel group with a central headquarters in Palma de Mallorca, and we have a team of competent and dedicated professionals who have been with the project, many of them from the beginning, and share the values to provide our customers with their utmost satisfaction



#### **MISSION**

To offer vacations for all budgets, without compromising the quality of service we provide to our customers, and always at an unbeatable price.



#### VISION

To be leaders in the Middle Market sector, managing hotels with a 3\*-4\* rating, always with sustainable and orderly growth, and focused on providing the best quality service to customers who value the concept of Value for Money.



#### **VALUES**

Unity and enthusiasm, pride in belonging to the group, commitment, and a spirit of improvement/evolution.







#### 1. Lines of action

With the aim of understanding the environmental impacts resulting from our activities, our governing bodies have conducted an internal analysis as well as an industry analysis. They have identified our environmental risks, and to mitigate them, BLUESEA has an internal control and monitoring model for environmental aspects in place.





Fighting climate change.



Sustainable use of resources (water and energy).



Waste reduction



Combating food waste



Environmental welfare.





2.1. Fighting climate change

Aware of the important role that the private sector can play in the fight against global warming, BLUESEA works to minimize the impact of its activity on climate change, increasing resource efficiency and offering an increasingly sustainable service.

We calculate our Carbon Footprint considering all the establishments of the chain and using emission factors published in the Carbon Footprint, Compensation, and Carbon Dioxide Absorption Projects Registry of the Ministry for Ecological Transition and Demographic Challenge (Version 22, July 2022).









2.2. Sustinable use of resources

#### WATER MANAGEMENT

Water is one of our most precious assets. We are aware that, on one hand, the tourist activity has a significant impact on freshwater reserves, and on the other, Spain is in a water-stressed area. At BLUESEA, we prioritize the control of water consumption and strive to minimize it to reduce our negative impact on this natural resource.



# Total Consumption per guest. 542.902 m3 Consumption per guest. 0,27 m3 Consumption per room. 0,56 m3







2.2. Sustinable use of resources

#### **ENERGY MANAGEMENT**

Our energy management policy is based on two fundamental pillars: the reduction of energy consumption and the gradual transition to renewable energy sources. The actions taken in these two areas will allow us to achieve even greater emissions reduction in the future.



#### Actions to reduce consumption:

- Gradual replacement of all bulbs with LED lighting. This not only leads to cost savings and emissions reduction but also significantly reduces the waste of used bulbs
- Technological renovation of boilers at BLUESEA Cala Millor,
  Costa Teguise Gardens, and Costa Bastián hotels to optimize
  the supply of hot water in the hotels. In the BLUESEA Cala
  Millor hotel, more efficient boilers were installed, while in the
  Costa Teguise Gardens and Costa Bastián hotels, a system
  using high-temperature heat pump technology was installed to
  meet the current demand for domestic hot water in the
  complexes





2.2. Sustinable use of resources

#### **ENERGY MANAGEMENT**

Actions to achieve 100% clean energy:

- Hiring the specialized consulting company Enovam to advise us on important decisions in the energy sector, particularly regarding renewable energies.
- Hotel Jandía Luz acquired a 100 kW photovoltaic installation that allows for the generation of renewable energy and its contribution to the electrical supply grid system.

20 OF OUR ESTABLISHMENTS ALREADY OPERATE AT 100% WITH RENEWABLE ENERGY.









#### 2.3. Waste reduction

Due to the activity carried out by BLUESEA, proper waste management is one of the key aspects of the organization's environmental footprint.



#### Actions:

- Comprehensive waste management (production, segregation, recycling, and disposal) by the Purchasing department.
- Yes to recycling: Conversion of used kitchen oil into biodiesel for our hotels in Mallorca and the Canary Islands.
- Reduction of waste production: No single-use plastics: substitution with biodegradable or compostable packaging and dispensers, use of All-Inclusive fabric bracelets..
- ECOCUP system in all our hotels. Our customers use reusable polypropylene cups to eliminate single-use plastic, and we provide customers with refillable glass bottles.





# 2.4. Combating food waste

The fight against food waste not only responds to an economic demand and optimization in management but also reflects BLUESEA's ethical commitment to a more efficient use of our planet's resources. BLUESEA is aware that a significant portion of the food produced ends up as waste, so it considers it essential to implement responsible and efficient management of food products used for catering services.



#### Actions:

- Streamlining purchases.
- Detecting anomalies in the reception of food products.
- Waste control: reusing food scraps in other preparations.
- Inventory control.
- Communicating inventory deviations to the F&B manager and zone delegate.





2.5. Environmental welfare.

In the BLUESEA Group, we are respectful of the well-being of the communities and ecosystems where our establishments are located. That's why we have developed a policy to reduce light and noise pollution. There are studies that demonstrate that artificial light and loud noises degrade ecosystems and cause stress in biodiversity, as well as in people.



#### Actions:

- Reduction of light pollution: BLUESEA maintains a policy of responsible lighting in its establishments, with most of its hotels not being illuminated at night. In addition to reducing noise pollution, this measure aligns with the guidelines of Royal Decree-law 14/2022, of August 1, which establishes energy-saving measures.
- Reduction of noise pollution: BLUESEA's management makes efforts to ensure that neighbors are not affected by the noise generated in the common areas outside the hotels, such as terraces, by using sound power limiters.



#### 2.6. Our Main Achievements

Despite the increase in occupancy in 2022, following the recovery after the pandemic (2020-2021), we have managed to improve our key environmental sustainability indicators thanks to the improvement actions implemented in facility and equipment management, as well as work procedures.



- 0,1 Kg. CO2 eq per ocuppied room



- 3,56 kWk
Energy consumption
per guest



- 7,43 kWh Energy consumption per room



81,91% of the electricity consumed is renewable



- 0,13 m3 Water consumption per guest



-0,27 m3 Water consumption per room







#### 1. Our Employees

#### How do we take care of them?

- We strive to create a pleasant, equitable, stimulating, and respectful work environment for each and every one of them.
- We develop an annual training plan to provide employees with training suitable for their roles.
- We create an Equality Plan and a Compensation Policy.
- We identify the risk of talent availability, attraction, and retention.
- We combat the volatility and turnover of certain professional categories, promoting BLUESEA's differential value compared to other competitors and a sense of pride in belonging to the brand.
- We work on initiatives that increase employee motivation and professional commitment, promoting a good working atmosphere and embracing a culture of merit.

# Our employees are the pillars that uphold the high-quality standards and guest care of the BLUESEA Group.

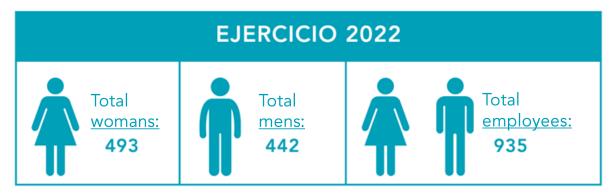
- We invest in retraining and continuous training in jobs that are wrongly considered to have lower prestige (such as catering), thus contributing to a change in the general perception and increasing the attractiveness of these positions.
- Our goal is to reduce temporary employment by offering and ensuring job stability.
- We implement measures to facilitate the balance between professional and personal life, such as flexible working hours for office employees. This allows employees to arrive at work in the morning between 08:00 and 09:00 and leave between 17:00 and 18:00 in the afternoon. We also have measures to protect pregnancy, childbirth, and breastfeeding, as well as measures that promote the shared responsibility of both parents and the balanced assumption of family responsibilities between men and women.

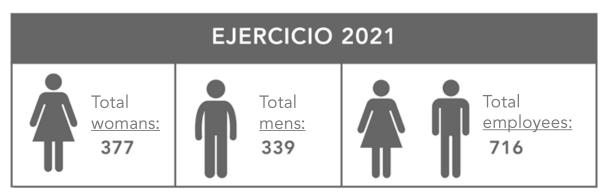
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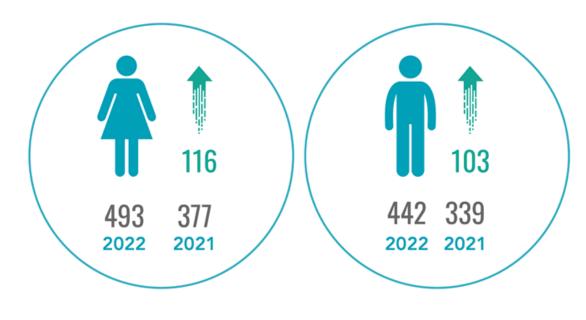


1. Our Employees

Our professionals in numbers - Number of employees



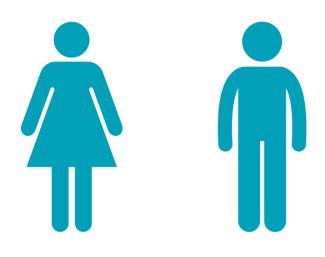






#### 1. Our Employees

Distribution of employees by age, type of contract, and gender.



EJERCICIO 2022			
AGE RANGE	CATEGORY	MEN	WOMAN
<30	Permanent	38,37	30,71
	Temporary	12,87	10,42
31 - 44	Permanent	114,67	114,40
	Temporary	15,87	17,41
45 - 59	Permanent	98,95	132,63
	Temporary	7,45	13,69
>60	Permanent	75,70	78,65
	Temporary	8,28	5,39
TOTAL		372,15	403,32



#### 1. Our Employees

#### Gender Pay Gap

**BLUESEA** rejects any discriminatory conduct in terms of salary between men and women and promotes the principles of meritocracy and comparability of responsibility for equal positions.

The pay gap is calculated as the difference between the salaries of men and women, expressed as a percentage of men's salaries. Below is the distribution of the average salary of the BLUESEA Group for the year 2022, by age range and gender.











blueseahotels.com \* Exercise 2022

1. Our Employees

#### Health and Safety

We have identified the main risks for our workers given our activity, which are:

- Risks of accidental injuries
- Risks of spinal overload.

These risks can especially harm certain groups, such as chambermaids, who are exposed to repetitive movements and forced postures, and these risks can increase due to the intensity of the pace during the high season. Aware of this, BLUESEA not only ensures strict compliance with labor legislation but also implements the following guidelines:





- Hiring an external Prevention Service for the entire Group that periodically analyzes the most critical issues in health and safety, hygiene, ergonomics, and psychosociology, and suggests measures to implement.
- Training plan in Occupational Risk Prevention for the employees of the Group.
- In 2021, the Prevention Service covered general ergonomics issues in the workplace and risks related to repetitive movements of some workers regarding ergonomic load posture evaluation, which we have been working on this year.



1. Our Employees

#### Training

In order to ensure a standard of service and quality to our customers, BLUESEA has a Training Policy that outlines the guidelines and procedures for financing and managing training plans aimed at improving employee skills. The goal of this plan is not only to train our staff but also to ensure their adequate personal and professional development, thereby serving as a source of motivation and satisfaction.

54.000€



**Employees Training** 

1.500H



**Training Hours** 



1. Our Employees

We believe in diversity as an added value.

We dedicate a lot of effort to promote the integration of individuals facing social issues, both through external and internal initiatives. Internally, BLUESEA hires individuals with social problems, such as addictions, to reintegrate them into society, thanks to collaborations with specialized centers.

We collaborate with the following associations in the labor reintegration of their users:







BLUESEA rejects any form of discrimination based on gender, ethnic origin, nationality, political opinions, and religious beliefs, among others. Likewise, it commits to promoting equal treatment and opportunities in its relationships with customers, employees, suppliers, and other stakeholders, fostering a culture of reporting any discriminatory situation or one that undermines the dignity of individuals.

In this regard, we provide a space on our website for current and former employees, suppliers, shareholders, executives, associates, board members, and the general public to report any observed irregularities:



blueseahotels.com



#### 2. Our Suppliers

BLUESEA's suppliers are a fundamental part of its value chain, as they ensure that the products and services offered meet the high standards of quality and excellence established in the group's mission, vision, and values.



How do we take care of our relationship with suppliers?

- Criteria for supplier selection: quality, price, technical product characteristics, and efficiency.
- A mandatory approval process is followed for all those who want to work with the Group.
- BLUESEA pays utmost attention to the fulfillment of contractual obligations, which is the first step in developing beneficial and lasting relationships with its suppliers.
- We have outsourced departments such as Surveillance, Lifeguarding, Animation, and Temporary Employment Agencies (TEA) to cover specific tasks such as banquets or peak workloads during the high season.



2. Support for local suppliers

#### Training

We are committed to local purchasing because we consider it very important to contribute to local development in the communities where we operate. Therefore, the majority of our suppliers are local.

Local Supplier

71,16%



National Supplier

28,84%



Total consumption 12.249.664€



#### 3. Our Clients

Customer satisfaction is the ultimate goal of all our efforts at BLUESEA. That's why we are committed to providing quality service and involving our customers in our management by taking their opinions into account to establish a sustainable relationship.



#### How do we take care of our clients?

- We take measures to ensure their health and safety during their stay.
- We constantly monitor the quality of the water in the hotel pools and the hot water tanks in the kitchens and rooms. During the tourist season, water checks are performed almost daily.
- We ensure the traceability and handling of food, for which we make continuous efforts to train the staff involved in food handling and processing.
- We use strict security procedures regarding the storage and disclosure of personal data to prevent unauthorized access and data loss.



3. Our Clients

We are all ears, we listen to our customers' opinions.

We receive customer communications through various channels such as online platforms or our customer service email. All comments, both good and bad, are analyzed through a management program called **TRUST YOU**, where satisfaction trends are visualized through graphics.

Les recordemes que todos los objetos que se encuentran en el hollo independente de BLISEA. Cualquier sustracción y no devolución à a nego de deren. Les corrections en el significant de destros objetos en el significant de como de proposition de la transportant de destructivos de destru

Ask us, make suggestions, or tell us what concerns you at: customercare@blueseahotels.es

In addition, BLUESEA customers have a satisfaction questionnaire at their disposal, which they receive by email after enjoying their stay. The Director of the Operations Department is responsible for consolidating the surveys and processing the results, which allows us to generate weekly, monthly, annual, and departmental reports.

It is worth noting that the variable objectives of the hotel directors depend on the results of these questionnaires, which reaffirms our commitment to achieving service excellence.



3. Our Clients

#### Communication with the client - statistics



TOTAL STAYS 2.026.481 pax



TOTAL OCCUPIED ROOMS
970.625 rooms



TOTAL REVIEWS BY
DIFFERENT ONLINE CHANNELS
20.741 reviews



TOTAL NEGATIVE REVIEWS
4.329 complaints



TOTAL NEUTRAL REVIEWS
3.702 neutral reviews



TOTAL
CONGRATULATIONS
12.710 congratulatins



TOTAL EMAILS TO
CUSTOMERCARE@BLUESEAHOTELS
549



21%

OF THE COMMENTS

RECEIVED WERE NEGATIVE



**0,21%**OF THE STAYS WERE RATED NEGATIVELY

blueseahotels.com



4. Our Community

Our Commitment to the Sector.

As a reaffirmation of our commitment to sustainable development, BLUESEA is a member of various provincial hotel committees.

regulatory changes, health and safety, sustainability, innovation, and training.



Our affiliation with these associations, such as Lloret de Mar or

the most important topics affecting the hotel industry, such as

Puerto de la Cruz, has allowed us to participate in the discussion of







4. Our Community

We are committed to upholding human rights.

BLUESEA is committed to compliance with the current regulations in the countries where it operates, as well as integrating the main internationally recognized human rights standards:

- The International Bill of Human Rights (including the Universal Declaration of Human Rights, the International Covenant on Civil and Political Rights, and the International Covenant on Economic, Social, and Cultural Rights).
- The eight core conventions of the International Labour Organization.
- The Global Code of Ethics for Tourism of the United Nations World Tourism Organization (UNWTO).

"Tourism is a true driver of solidarity and development. Let us fully harness its power to bring people and communities together, while respecting the Global Code of Ethics for Tourism. In this way, tourism can continue to provide better opportunities and sustainable development to millions of people around the world."

**Zurab Pololikashvili**Secretary-General of the UNWTO
August 2020









4. Our Community

Our red lines.

Due to the nature of its activity, BLUESEA considers it essential to safeguard the following human rights:



- Right to decent work and fair remuneration.
- Right to health and safety in the workplace.
- Right to equal opportunities and the prohibition of any form of discrimination.
- Trade union and collective bargaining rights.
- Right to privacy and family life.
- Prohibition of any form of exploitation, violence, and illegal trafficking of human beings.
- Rights of local communities and consumers.

Therefore, the organization makes efforts to prevent and mitigate potential violations of these human rights concerning its stakeholders, through Collective Agreements, as well as Personnel Selection and Recruitment Procedures.



#### WE CARE THE PEOPLE

4. Our Community

The closest ones.

Our commitment to defending human rights, as well as our policy of promoting the integration of individuals facing social challenges, has led us to collaborate with various charitable projects with which we have been cooperating for years in continuous efforts.









- Proyecto Hombre, an association that supports thousands of individuals in treatment, rehabilitation, and socio-labor reintegration with the goal of reclaiming their lives.
- Red Cross
- Fundación Deixalles, a foundation that promotes the socio-labor reintegration of individuals at risk of exclusion in the Balearic Islands.
- Asocide, the Association of Deaf-Blind People in Spain, which aims to seek, create, and promote all kinds of actions to meet the specific needs of deaf-blind individuals in all areas, improving their quality of life and ensuring their human, intellectual, and social development.





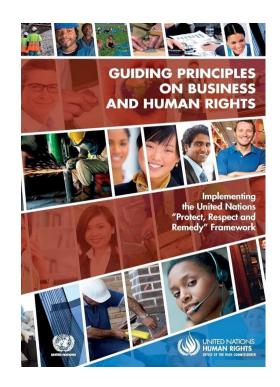


#### 1. The Inspiration

Our sustainable development agenda was fully defined starting in 2021 when BLUESEA adhered to the United Nations Guiding Principles on Business and Human Rights (UNGP) and committed to achieving the 17 Sustainable Development Goals (SDGs) approved by the United Nations in 2015.

These criteria inspire our good governance practices.









#### 2. Identifying the Risk

In corporate sustainability, management anticipates possible adverse circumstances in the future, and the governing bodies of BLUESEA have identified the events or conditions that, if they occur, could have a material negative impact on the value of our investment.



According to this principle, for the year 2022, the following financial risks were identified: credit risk, liquidity risk, and market risk. BLUESEA has defined the necessary mechanisms to control the company's exposure to these risks.

The main **non-financial risk** identified is the low demand for its hotels, which would be a common risk for all companies in the sector. This risk has not been considered material for BLUESEA due to the diversification of our hotel offering, as we have various types of hotels (3/4\*, apartments/hotel rooms), different sales channels used, and a geographic representation that covers different locations (Balearic Islands, Canary Islands, Madrid, and the Peninsular Coast).



2. Identifying the Risk

The material non-financial risks identified in 2022 are:

- Exposure to civil liability risks.
- Exposure to regulatory and criminal risks.

- Exposure to environmental regulatory compliance risks.
- Exposure to labor regulatory compliance risks.
- Exposure to risks related to high staff turnover.
- Exposure to building-related risks (e.g., slips on wet surfaces, falls on stairs, various types of theft).
- Exposure to risks associated with food and beverage operations (e.g., product traceability, food handling and preparation, food allergies).
- Exposure to information security risks (e.g., cyberattacks or loss of personal data).

3. To control the risk and establish best practices

BLUESEA has defined its best governance practices, which also ensure risk control, in the following internal documents:

- Code of Ethics.
- Internal Code of Conduct.
- Commercial Policy (Sales).
- Anti-corruption Policy.
- Risk Analysis Control Policy.
- Privacy Policy.





- Human Resources Policy.
- Information Security Policy.
- Stakeholder Relations Policy.
- Occupational Health and Safety Policy.
- Corporate Responsibility Policy.
- Protocol for the Prevention of Moral Harassment, Gender-Based Harassment, and Sexual Harassment at Work.
- Policy on Compliance with Criminal and Bribery Regulations.

blueseahotels.com Pg. 43



#### 4. Compliance

Beyond complying with current regulatory frameworks, since 2019, BLUESEA initiated a process to define its Compliance model with the ultimate goal of promoting and enhancing a true culture of compliance that reflects its corporate ethics, establishes control mechanisms, and reduces the possibility of committing criminal offenses within the Group.

Following the approval of the **Compliance Manual** and related documents, BLUESEA has appointed a **Compliance Officer** to ensure regulatory compliance. This entity will be responsible for the control and supervision of the criminal prevention model.



Ethical culture

**COMPLIANCE** 

Control Rules

5. Self-control

In addition to the Compliance Officer, in 2019 BLUESEA created the INTERNAL AUDIT function responsible for ensuring the adequate internal control of the compliance model throughout BLUESEA's centers and offices. In this way, the internal audit function is responsible for identifying weaknesses and proposing improvements to the criminal compliance model, ensuring the prevention and minimization of risks at all times.

During 2022, different audit checks have been carried out, both in person and remotely, in all the hotels in the Canaries, Mallorca, Lloret de Mar, Madrid, and Torremolinos, specifically:

• In May and September 2022, on-site audits were conducted at BLUESEA Montevista Hawai.





- In January, April, and October 2022, on-site audits were conducted in all the hotels in the Canary Islands: BLUESEA Jandia Luz, BLUESEA Lagos de César, BLUESEA Callao Garden, BLUESEA Interpalace, BLUESEA Puerto Resort, BLUESEA Costa Jardín, BLUESEA Lanzarote Palm, BLUESEA Los Fiscos, BLUESEA Costa Teguise Gardens, and BLUESEA Costa Bastián.
- In June and September 2022, on-site audits were conducted in Mallorca: BLUESEA Cala Millar, BLUESEA Gran Playa, BLUESEA Don Jaime, BLUESEA Club Martha's, BLUESEA Mediodía, BLUESEA Torre Arenal, BLUESEA Costa Verde, and BLUESEA Piscis.
- In February and June 2022, on-site audits were conducted in Madrid: URBANSEA Atocha 113.
- In January and October 2022, on-site audits took place in Torremolinos: BLUESEA Gran Cervantes.

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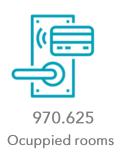
#### 6. Financial results

During the year 2022, it can be said that in the BLUESEA Group, we have recovered sales levels and even improved compared to the situation in 2019, before the Covid pandemic. However, the war in Ukraine has led to the increase in the prices of many products in the food and non-food supply chain, such as energy, which has added a factor of continuous increases in the CPL.

It should be noted that both occupancy rates and operating results have returned to pre-pandemic levels despite the inflationary situation and the war as an additional factor.









#### 7. Fiscal and Financial Information

Information regarding the profits and tax contribution of BLUESEA during the fiscal years 2022 and 2021 is presented in the consolidated annual accounts of the Company in Note 19.

The BLUESEA Group has received the following subsidies or public assistance in the fiscal year 2022



FISCAL YEAR 2022	
Grant / Public Assistance	Amount
TGSS grants in the form of subsidies, which have been implemented through Temporary Employment Regulation Expedients (ERTE)	€ 43.447,51
Property Tax (IBI) subsidies in hotels in Tenerife (PuertoResort, Interpalace, Lagos, Costa Jardín), Fuerteventura (Jandía Luz), and Costa Bastian in Lanzarote	€ 308.788,37
TOTAL	€ 352.235,88

