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Technical Datasheet

FUERTE GROUP HOTELS

[Fuerte Group Hotel](#) is the hotel division of [Grupo El Fuerte](#), an Andalusian family business group founded in 1957 by José Luque Manzano. Following the opening during the same year of the [Fuerte Marbella](#) hotel, the first hotel establishment to open in the centre of Marbella and the [Fuerte Hoteles](#) chain's first, the company continued to expand to achieve its current portfolio comprising six 4 star holiday hotels and 1 rental apartment complex, all located in Andalusia (in Málaga, Cádiz and Huelva). In 2016 it launched a new hotel brand, Amàre, targeted at the adult market. Its first establishment was the refurbished Fuerte Miramar, which changed its name to become [Amàre Marbella Beach Hotel](#).

The El Fuerte Group, which also includes the agricultural operations company Agrosdesarollo, the We Company business group and the Fuerte Foundation, it is well known for its sustainable development strategy, which includes management systems that guarantee minimal environmental impact, the promotion of local culture and economies, and a focus on employee welfare, guest satisfaction and the development of underprivileged groups.

Foundation:	Marbella (Málaga), 1957
Corporate headquarters:	Avda. Puerta del Mar 15 29602 Marbella (Málaga) Tel. (press): (34) 952.92.00.19 Ext. 10701 E mail (press): communication@fuerte-group.com Internet: www.fuertehoteles.com Bookings: (34) 900.82.82.32
Management team:	Chair: Isabel María García Bardón Managing director: José Luque García IT Director: Miguel Ángel López Finance, Legal Services and Tax Director: Antonio Fernández Human Resources Director: María Ceballos Sales Director: Martín Aleixandre Contelles
Brands:	Fuerte Hoteles and Amàre.
Number of hotels:	Six 4 star holiday hotels owned by the company, and 1 leased apartments complex.
Number of rooms:	1.640
Number of beds:	3.343
Specialist nature of the offer:	

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Average hotel workforce 2015: 620 of whom 90% are from the provinces where the hotels are located.

Total hotel income 2015: 50.1 million euros.

Awards:

Doñana Sustainable Business Award (V edition) (2005).
Andalusia Tourism Award (2006).
Andalusia Medal, awarded by the Council of Andalusia (2010)
“**Hotel Sector Order of Merit**” awarded by the Executive Committee of the Spanish Hotels and Accommodation Confederation (CEHAT) (2010)
Socially Responsible Business Prize, awarded by the Málaga Local Government (2011).

Social responsibility:

Under the motto “*Caring for people and the environment*”

For over 50 years the Grupo El Fuerte has been developing [responsible tourism](#), allowing the company to coexist in harmony with the environment and cultural and socio-economic surroundings. All of our chain’s hotels are guided by the principle of sustainability and have incorporated new management systems to guarantee a minimum impact on the environment and the promotion of local culture and economies; they focus on employee welfare, guest satisfaction and the development of underprivileged groups.

A [Corporate Social Responsibility](#) (CSR) report is published each year, including a summary of the main **social-cultural, economic and environmental** projects that are run by the group’s **establishments** throughout the financial year.

Environment

It’s possible to take a [virtual tour of the sustainability measures](#) applied by Fuerte Group, which includes **visual representations of all of the actions** taken by the company in each area of the hotel, to **raise awareness among guests and make sure that they participate in respecting and caring for the environment.**

As part of the sustainable tourism strategy and caring for the environment, one of the indicators under strict control is the carbon footprint, which indicates the amount of CO2 released into the atmosphere as a result of the hotel activity, expressed in tonnes or kilograms of CO2 per guest. At the end of 2015, Fuerte Hoteles had released 11,217 kg of CO2 per stay, 9.7% less than in 2014.

In this regard in 2015 [Fuerte El Rompido](#) (Huelva), received the [Re Think Hotel Prize](#), in the TSMEDIA category, recognising it as one of the 10 best hotels in Spain in terms of sustainability and hotel refurbishment. Furthermore, this hotel has neutralised the carbon footprint resulting from all of its activity in 2015, through

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a project to offset this CO2. This initiative consisted of investing in a forestry project in Brazil to eliminate from the atmosphere a volume of emissions equivalent to the amount produced by the hotel all year, thus making it carbon neutral.

Following the [WTO's Code of Ethics for Tourism](#), a fundamental framework of reference for responsible and sustainable tourism, based on a set of principles laid down as a guide for the main tourist development players; and the [Spanish Network of the United Nations' Global Compact](#), which considers the determination to safeguard a series of ethical principles related to sustainability and the responsible development of tourism practices.

Cultural, social and economic environment **El Fuerte Group** believes that the cultural, social and economic environment where it carries out its activities is a jewel that must be preserved. This is why the hotels offer **local products from each region**, to allow guests to gain an appreciation of local culture.

At the same time, they implement a range of different **development programmes and cultural projects to give a boost to local economies**. In addition, through the Fuerte Foundation, they help to improve the quality of life of people with special needs.

One of its most ambitious projects is known as "Responsible Euro", consisting of suggesting that hotel guests donate one euro, added to their bill, which is forwarded directly to the Marbella Hombre Project run by the Horizonte Association, for its Pivesport programme, which promotes social integration for underprivileged children through sport.

Welfare of people

El Fuerte Group has one essential objective: guest satisfaction. To achieve this, hotels try to learn about guest expectations and **are concerned about the excellence of every detail**.

Guest loyalty is the best recognition of this work. However, impeccable service is only possible thanks to the work of company employees. This is why they are given special treatment, through family assistance, payments in advance and loans, and gifts to mark special occasions.

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Almost 60 years caring for people and the environment

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[Fuerte Hoteles](#), forming part of the [Grupo El Fuerte](#), started its journey in 1957 under the auspices of its founder, José Luque Manzano, who built the first hotel to open its doors in the centre of Marbella: [Fuerte Marbella](#). Commitment to guest satisfaction and environmental friendliness have always been 2 of the cornerstones supporting the company, which comprises six 4 star holiday hotels and 1 rental apartment complex. One of them, [Fuerte El Rompido](#) (Huelva), this year received the [Re Think Hotel Prize](#), in the TSMEDIA category, recognising it as one of the 10 best hotels in Spain in terms of sustainability and hotel refurbishment.

The expansion of Fuerte Hoteles took place from 1999 onwards, with the addition of Fuerte Conil (Cádiz), and became built up momentum during the first years of the 21st Century. Fuerte Miramar (Málaga) opened its doors in 2001; after this, Fuerte Grazalema (Cádiz) was added in 2002; Fuerte Costa Luz (Cádiz) joined the group in 2004 and is now marketed along with Fuerte Conil; Fuerte El Rompido (Huelva) was taken on in 2005, followed by the Fuerte Calaceite Apartments complex (Málaga) in 2008 and Fuerte Estepona (Málaga) in 2010. All of these hotels are located close to protected natural areas, or near the historical centres of holiday destinations.

In 2015, Fuerte Miramar was refurbished and converted into a hotel recommended for adults and, in 2016, following the launch of the new hotel brand Amàre, it became known as [Amàre Marbella Beach Hotel](#). As a result, the El Fuerte Group's hotel division has built up a diverse offer, encompassing a wide range of customers: from families and people of all types seeking, above all, relaxing and fun holidays in privileged locations, to couples and friends wanting to enjoy high end services designed for relaxation, pleasure and fun, in select and contemporary surroundings.

The excellent quality achieved by the group's hotels over recent years has earned it numerous prizes and recognitions in Spain and overseas. The most notable awards were the TripAdvisor 2016 Certificate of Excellence obtained by the Amàre Marbella and Fuerte Conil Costa Luz hotels; the Thomas Cook Proven Quality 2015 seal of quality and the TUI Holly Award 2016, also awarded to Fuerte Conil Costa Luz.

As regards the types of guests who stay at the different establishments, up to 71% are from Spain, Germany and the UK; whereas the remaining 30% come mainly from the Netherlands, Ireland and Belgium, along with lower numbers from other European countries. Within Spain, over 20% are from Madrid and Barcelona; and 17% from the Andalusian provinces of Seville, Málaga and Cádiz, followed by other regions such as Asturias and the Basque Country.