



INSPIRED BY PORTUGAL



RELATÓRIO
ATTITUDE
QUE TRANSFORMA
ATTITUDE THAT TRANSFORMS
JANUARY – DECEMBER 2019

REALHOTELSGROUP.COM



REAL HOTELS GROUP

Considered today as a benchmark for national hospitality, Real Hotels Group was founded in 1994, with 100% Portuguese capital, and has 10 units in the regions of Lisbon, Costa do Estoril and Algarve.





GRANDE REAL VILLA ITÁLIA
HOTEL & SPA *****



REAL OEIRAS
HOTEL ****



REAL PALÁCIO
HOTEL *****



REAL PARQUE
HOTEL ****



REAL RESIDÊNCIA
APARTAMENTOS TURÍSTICOS



MAXIME HOTEL



GRANDE REAL SANTA EULÁLIA
RESORT & HOTEL *****



REAL BELLAVISTA
HOTEL & SPA ****



REAL MARINA RESIDENCE
& REAL MARINA
RESORT & HOTEL SPA *****





THE REAL HOTELS GROUP

SURPASSING | PORTUGALITY | EXCELLENCE | COLLABORATION

- We create opportunities
- We contribute to our economy dynamism
- We enhance local culture and gastronomy
- We seek and implement sustainable solutions
- We support the local community
- We reject all kinds of discrimination
- We involve and inspire clients and staff



THE REAL HOTELS GROUP

CONFIDENCE | OPTIMISM | RESPONSABILITY | FLEXIBILITY

Our purpose is to **lead an organizational transformation in Portuguese hospitality**, where in a business **from people to people**, those are the ones we want **to care for and value**.

A transformation based on the employees and validated by society, turning hospitality into a citizenship experience.

Our mission is to provide customers, external and internal partners **meaningful and valuable experiences** supported by a high quality service translated into business sustainability, the employees personal development and a positive contribution to society.

GOALS



GOALS

To be an environmentally and socially responsible company

3 AXES

Client
Employee
Local Community



STRATEGY

Concept creation
Communication
Consistency

Communication & Business


1. Employee motivation
2. Increased brand awareness (more stories to tell)
3. Reflection in sales (+ productivity and reach a new audience)



ACTIVE INGREDIENT

BEHAVIOUR TRANSFORMATION





SER
REAL
TO BE REAL

SOCIAL
RESPONSIBILITY



REAL CHECK-IN



REAL ACADEMIA | ACADEMY



REAL PRO



REAL AO VIVO | LIVE



REAL EQUILÍBRIO | BALANCE



REAL +



REALMENTE AJUDAR | TO REALLY HELP



SPECTÁCULO

ENVIRONMENTAL
RESPONSIBILITY



WE GO GREEN



TO TRANSFORM MENTALITIES

AXES OF ACTION

FOR THE SOCIAL AND ENVIRONMENTAL
RESPONSABILITY POLICY OF REAL HOTELS GROUP

All Real Hotels Group actions and initiatives are ruled
by the lines of action which we defined as basic:

Engage the **EMPLOYEE. Our soul.**

Engage the **CLIENT. Our purpose.**

Support **LOCAL COMMUNITY. Who welcomes us.**



SOCIAL AND ENVIRONMENTAL RESPONSABILITY ARE AN INTRINSIC PART OF WHAT IT IS TO BE REAL



REALMENTE AJUDAR

TO REALLY HELP

We believe that it is possible to involve those who visit us and those who work with us, in our dreams and commitments. Together with our employees, partners, customers and suppliers we want to create a positive change, contributing to a more fair society.



WE GO GREEN

We don't let others decide our future, and the future of our world. We act every day to minimize our environmental footprint and inspire others to do the same, so that, all together, we contribute to a healthier environment.

ATTITUDE THAT TRANSFORMS



ATTITUDE THAT TRANSFORMS

REALHOTELSGROUP.COM



ATTITUDE QUE TRANSFORMA

ATTITUDE THAT TRANSFORMS

9 WE SHARE
WE CARE
CERTIFICATIONS
AHP

43
PROJECTS

12 SITES
0% EMISSIONS

34
ORGANIZATIONS

186
EMPLOYEES

128
INITIATIVES

78 INVITED
PARTICIPANTS

INTERNAL INDICATORS

INITIATIVES



ORGANIZATIONS

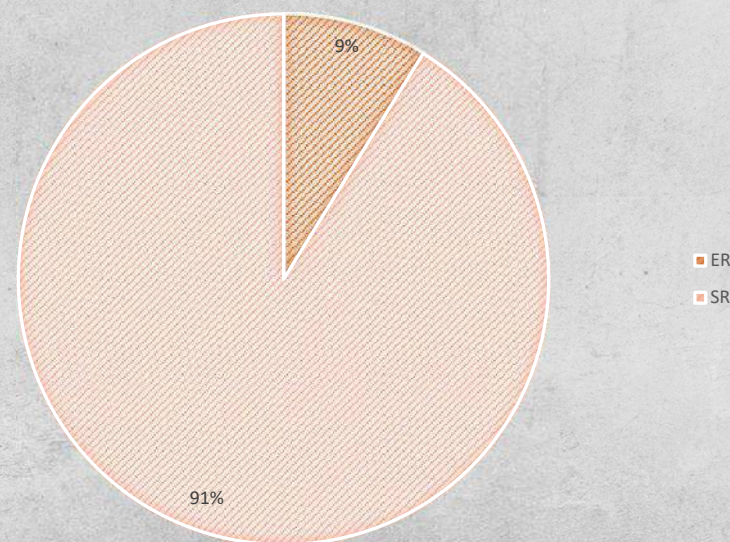
We've supported 34 organizations, among which:

ACASO
Aldeias SOS
Associação Salvador
Associação Abraço
Ajuda de berço
APCC Faro
CASA Albufeira
CERCICA
Ginásio Clube Olhanense
Make a Wish
MIMAR
REFOOD
Santa Casa da Misericórdia de Albufeira
...

SR

GREEN4NETWORKS
ICNF – Parque Natural da Ria Formosa
Plantar 1 Árvore

ER



CERTIFICATIONS



Real Hotels Group

9 Certifications WE SHARE + WE CARE – AHP

12 Sites Certifications 0% CO²





REALMENTE AJUDAR

TO REALLY HELP

DONATIONS > € 107 000

48 503 MEALS > € 92 700

1 867 CLOTHES, TOYS, MONEY > €2 900

22 NIGHTS - ACCOMMODATION > € 5 100

9 MEETING ROOMS / SPA > € 3 300

DONATIONS

+ THAN € 107 300 IN DONATIONS

106 500€ in social support:

- Accommodation – **5 109,50€**
- Spa - **60 €**
- Meals - **92 760 €**
- Meeting rooms - **3 310 €**
- Clothes – **2 319 €**
- Money – **2 990 €**

887,50 € in environmental support:

- Sites Certifications: **400,00 €**
- Plant a tree: **187,50 €**
- **RIAS** support: **300,00 €**





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