



QUALITY CONTROL POLICY OF HOTEL PARQUE TROPICAL

Hotel Parque Tropical is committed to ensuring the satisfaction of our guests, employees, partners, and other stakeholders through a quality management system based on continuous improvement, active listening, and a commitment to sustainability.

We encourage the participation of our stakeholders by collecting their opinions, suggestions, and complaints in order to identify opportunities for improvement and strengthen the hotel's environmental, social, and economic performance.

1. Guest Feedback

Guest satisfaction is a fundamental indicator of the quality of our services. To this end, we have established various communication and evaluation channels:

● Internal Questionnaires

Each room has a satisfaction questionnaire that guests may complete voluntarily and deposit anonymously in the suggestion box.

The questionnaires include different sections covering the various hotel services, facilitating the identification of specific areas for improvement. All comments are analysed by Management and shared with the managers of the departments concerned in order to establish corrective or improvement actions where appropriate.

The questionnaires are translated by a professional external service, and the results are analysed on a weekly and monthly basis, comparing them with data from the same period of the previous year in order to assess developments in guest satisfaction.

In addition, each room has an information booklet and a QR code providing direct access to the Reception service, available 24 hours a day to assist guests with any needs that may arise during their stay.

● External Audits

We conduct external guest satisfaction audits on a monthly basis to obtain feedback from guests during their stay.

This system facilitates the immediate resolution of any potential issues before the guest's departure and provides comparative information with other establishments in the destination, enabling us to identify opportunities for improvement.

● Review Platforms and Social Media

We continuously/daily monitor reviews published on platforms such as Google, Tripadvisor, Booking.com, HolidayCheck, TUI, Facebook, and Instagram.

All comments are reviewed and responded to individually where appropriate. They are subsequently communicated to Management and the relevant departments for evaluation and follow-up.

2. Employee Participation

Hotel Parque Tropical considers its employees to be an essential part of its management system.

To facilitate their participation, we provide various communication channels:

- Direct communication with department managers.
- Human Resources Department.
- Anonymous suggestion box.

In addition, regular meetings are held between Management and department managers to share information, evaluate results, propose improvements, and monitor the actions implemented.

3. Complaint Management

Complaints and grievances received in person are handled by the Reception and Quality/Management teams. They are duly recorded for subsequent monitoring and follow-up.

4. Participation in Sustainability

We encourage our guests and employees to participate in improving our sustainability performance.

From 2027 onwards, Hotel Parque Tropical will incorporate a specific sustainability section into its internal questionnaires in order to:

- assess guests' level of satisfaction with our environmental and social initiatives;
- collect suggestions for improvement related to sustainability;
- identify new opportunities for action.

We will also work towards incorporating a specific sustainability section into the GESHOTELS questionnaires, allowing guests to assess our responsible practices and submit suggestions through this platform as well.

The results obtained will be analysed annually and, from 2028 onwards, will be used as an indicator to measure changes in guests' perceptions and the effectiveness of the sustainability measures implemented.

5. Objective: Implementation of an Integrated Guest Satisfaction Measurement Platform

In order to improve the management of the guest experience and strengthen our continuous improvement process, we aim to develop and implement our own platform to centralise all information related to guest satisfaction.

This tool will enable us to integrate, within a single system, reviews received through the main online review platforms, as well as the results of internal questionnaires in paper format and any other feedback channels used by the establishment.

The consolidation of this information will facilitate the creation of an overall guest satisfaction index, providing a more comprehensive and objective view of our guests' perceptions. It will also enable us to identify trends, detect opportunities for improvement, monitor results periodically, and define corrective and preventive actions based on data.

6. Commitment to Continuous Improvement

All information collected through the different participation channels is periodically reviewed by Management and constitutes an essential tool for:

- improving the quality of our services;
- increasing guest and employee satisfaction;
- strengthening our environmental and social performance;
- meeting the requirements of Travelife certification;
- promoting responsible management based on continuous improvement and the participation of all stakeholders.

In this way, Hotel Parque Tropical reaffirms its commitment to responsible and sustainable tourism, as well as to excellence in service.

Date: 2026-09-01

Location: Playa del Inglés

Management Signature: _____

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p.p.
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