

Sustainability Policy

Universal Beach Hotels considers sustainability to be a core element that extends across all areas of our activity. Our origins as a family business have led us to adopt a people-centric philosophy that guarantees friendly and helpful service at all times. In turn, Mallorca's wealth of natural resources, which has driven us to locate our properties in outstanding settings in which the sea is always a focal point, has made us particularly aware of the value of the environment and importance of its care.

For all these reasons, since our beginnings back in 1947, we have taken steps to ensure our guests' happiness and to care for our team in a responsible and ethical manner, generating a positive impact on our community and guaranteeing the conservation of the environment.

In order to take these undertakings to the next level, we have acquired the following commitments to our guests, society, the natural environment and ourselves:

Our conduct

We believe strongly in respect for people and institutions and are therefore committed to acting in an ethical and transparent manner at all times, complying fully with legislation and regulations and forging the alliances necessary to guarantee sustainable development.

Our guests

At the heart of everything we do is the desire to create authentic, sustainable, comfortable and accessible holiday experiences in delightful locations, turning every detail into a memory and every memory into a smile. In this sense, we undertake to deliver quality, friendly, personalised and efficient standards of service.

Our team

Nothing we do would be possible without the people that form part of Universal Beach Hotels. We undertake to care for our team, attending to their personal and professional needs, whilst fomenting an atmosphere based on diversity and equality. We are driven by solid values that make us unique: Kindness, Innovation, Proactivity and Commitment.

Our community

We are committed to generating a positive impact and a prosperous environment for the Balearic Islands' society. We work consistently to create a permanently safe and healthy environment and an atmosphere of total confidence and professionalism with the community, selecting local produce and manufacturers. Our profitability is based on a sense of respect that enables us to reinvest in ongoing improvements to establishments and their social environment.

The environment

We are fully aware of the scope of the environmental impact of tourist activity, particularly in the Balearic archipelago. It is for this reason that we are committed to caring for the environment through the responsible management of resources, the reduction of waste and emissions and by raising awareness of the need to conserve the environment and biodiversity.

Our undertakings drive us to set ambitious goals that guide our activity and challenge us to constantly surpass ourselves.