SUSTAINABILITY REPORT



HOTEL AMÉRICA

Junta de Andalucía

ICTES Instituto para la Calidad Turística Española y la Sostenibilidad

HOTEL AMÉRICA
03.09.2026



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1. ORGANISATION OVERVIEW

1.1 Introduction

Hotel América Sevilla is a four-star establishment located in Plaza del Duque de la Victoria, in the heart of Seville's historic centre. Its location makes it possible to walk to some of the city's main attractions, including the Cathedral, the Giralda, the Royal Alcázar and the Santa Cruz district.

The hotel combines contemporary design with a welcoming atmosphere and caters to both leisure and business travellers. It offers modern, comfortable rooms fully equipped with air conditioning, Wi-Fi, a minibar, a safe and a complete bathroom.

Its facilities and services include a 24-hour reception, gym, library with reading and work areas, restaurant, bar, meeting and event rooms, luggage storage, laundry service, tourist information, ticket sales, car hire and nearby partner parking.

Hotel América is particularly well suited to guests who want to explore the city's historical and cultural heritage without private transport, thanks to its excellent location and the wide range of shops, restaurants and leisure options nearby. It also has adaptable spaces for business meetings, social events and small celebrations, supported by services and audiovisual equipment.



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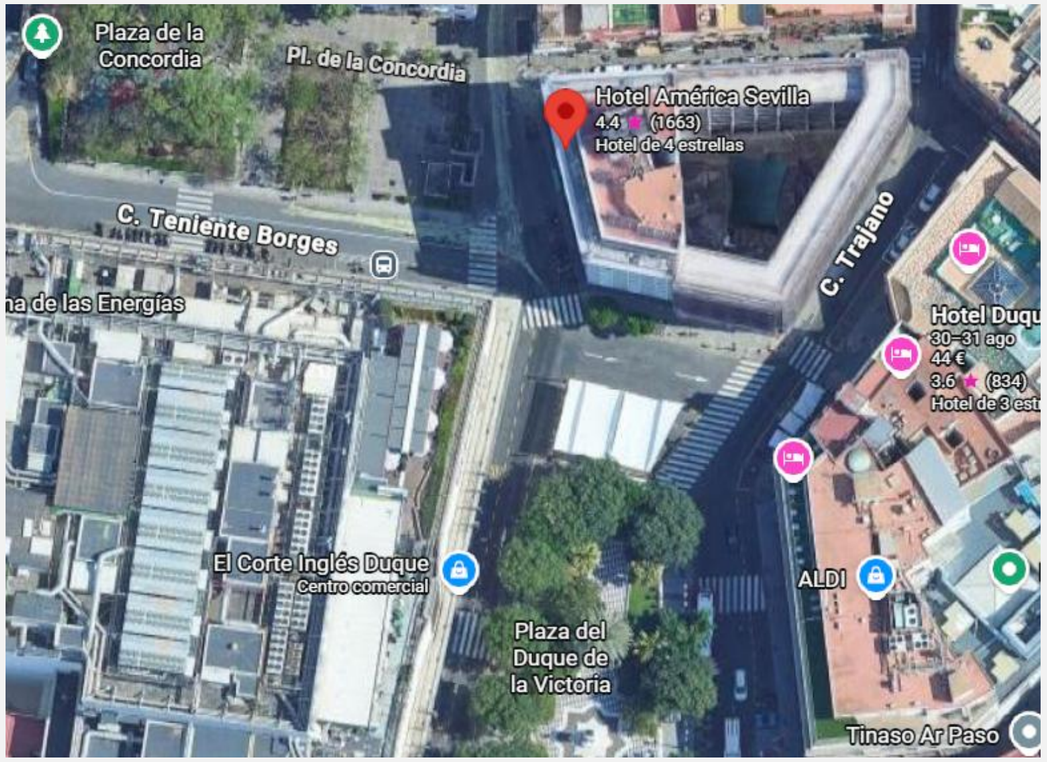
1.2 Location

Website: https://www.hotelamericasevilla.com/

Contact telephone: (+34) 954 22 09 51

Email: reservas@hotelamericasevilla.com

Address: Calle Jesús del Gran Poder 2, Plaza del Duque de la Victoria, 9



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1.3 Facilities and Amenities

Hotel América's facilities are designed to provide a comfortable, functional stay for both leisure and business travellers. The hotel combines modern spaces with areas for relaxing, working and holding meetings.

We are a medium-sized hotel with approximately 85 rooms in total.



We offer a range of amenities for our guests and visitors:
- 24-hour reception
- Library
- Gym
- Flexible meeting, event and banquet rooms
- Universal accessibility throughout our facilities
- Laundry service
- Garage
- Luggage storage
- Cot service
- Free Wi-Fi
- Tourist information and ticket sales
- Room service
- Bar service

1.3 Facilities and Amenities

In Hotel América's rooms, every stay becomes a bright, welcoming retreat centred on the guest. Our Premium rooms feature an XXL bed, rainfall shower, desk, free Wi-Fi and warm wooden flooring.

Our Junior Suites are larger and brighter, with the same comfort details, while the Deluxe rooms include a terrace - perfect for enjoying views of Seville from a private solarium with shower. All rooms are soundproofed, air-conditioned and designed to inspire tranquillity.

We offer four room types:
- Premium Double
- Junior Suite
- Triple
- Deluxe Double



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2. SUSTAINABILITY COMMITTEE

2.1 Membership

Hotel América's Sustainability Committee was established on 2 September 2026. Its primary objective is to ensure compliance with the Sustainability Management System in place. Its members are:

José Miguel Campos Morano

Management

Alejandro Otón Haza

Head of Reception

Nuria Martínez Sotomayor

Housekeeper



2.2 Committee Responsibilities

Meet at least once a year to define, plan, implement, supervise and improve the Plan, assess its effectiveness and make any necessary changes.

Establish coordination mechanisms among Committee members for decision-making.

Prepare the Sustainability Plan, including the definition and evaluation of strategic actions that contribute to the Sustainable Development Goals (SDGs).

Define the organisation's sustainability objectives.

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3. SUSTAINABILITY POLICY AND COMMITMENTS

3.1 Sustainability Policy

Hotel América is committed to the 2030 Agenda, the 17 Sustainable Development Goals (SDGs) and their 169 targets, thereby contributing to sustainable development and maximising the positive impacts we generate for society, the economy and the natural environment.

Every day, we strive to lead the way towards responsible and sustainable tourism, creating experiences that respect and benefit the destinations and communities we share with our guests.

Our sustainability policy comprises the commitments set out below and is reviewed periodically to ensure alignment with sustainability principles and objectives. This allows us to assess our performance regularly and continually implement the improvements required in our activities.



3.1 Sustainability Policy



HOTEL AMÉRICA

HOTEL AMÉRICA QUALITY AND SUSTAINABILITY POLICY

HOTEL AMÉRICA is a modern, functional hotel located in the centre of Seville.

It offers facilities and equipment with a wide range of services.

All activities carried out at HOTEL AMÉRICA are designed to meet our guests' needs and expectations and encourage their loyalty, always within a quality framework and with our efforts focused on continual improvement.

To achieve our objectives, everyone must be involved, contributing and receiving the appropriate information, training and motivation to ensure and continually improve quality throughout the organisation. **Everyone's involvement** is essential to attain, maintain and improve this level of service quality and the professionalism of HOTEL AMÉRICA's staff.

At HOTEL AMÉRICA, we encourage each service unit to achieve a high degree of self-sufficiency and autonomy by promoting self-inspection and self-monitoring activities and involving work teams in addressing the different causes of problems.

HOTEL AMÉRICA must be an organisation that conveys flexibility and responsiveness to guests' needs, promoting an excellent quality service while always respecting and complying with **applicable legislation**.

In addition, in keeping with HOTEL AMÉRICA's aspiration to improve its social, environmental and economic surroundings, environmental and social requirements are taken into account, particularly our major **social responsibility and commitment to accessibility** for people with disabilities (sensory, physical, intellectual and psychosocial).

HOTEL AMÉRICA is also working towards the Sustainable Development Goals (SDGs) on which it has an impact and contributes to the 2030 Agenda and the SDGs by establishing initiatives related to sustainability and the protection and improvement of the coastline, in order to meet the requirements and expectations of our stakeholders.

Seville, 27 July 2026

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3.2 Commitments



Sustainability
Sustainability is the foundation of our actions. We align our strategy with the SDGs and the 2030 Agenda adopted by the United Nations in 2015.

Ethics and responsibility
Ethical and responsible conduct ensures that our activities are efficient without compromising our surroundings and that we provide a decent, fair working environment.

Transparency
Transparent communication with our stakeholders, while consistently safeguarding fulfilment of their expectations and needs.

Continual improvement
Ongoing monitoring of our SDG performance, with corrective action applied when necessary so that we continue improving year after year.

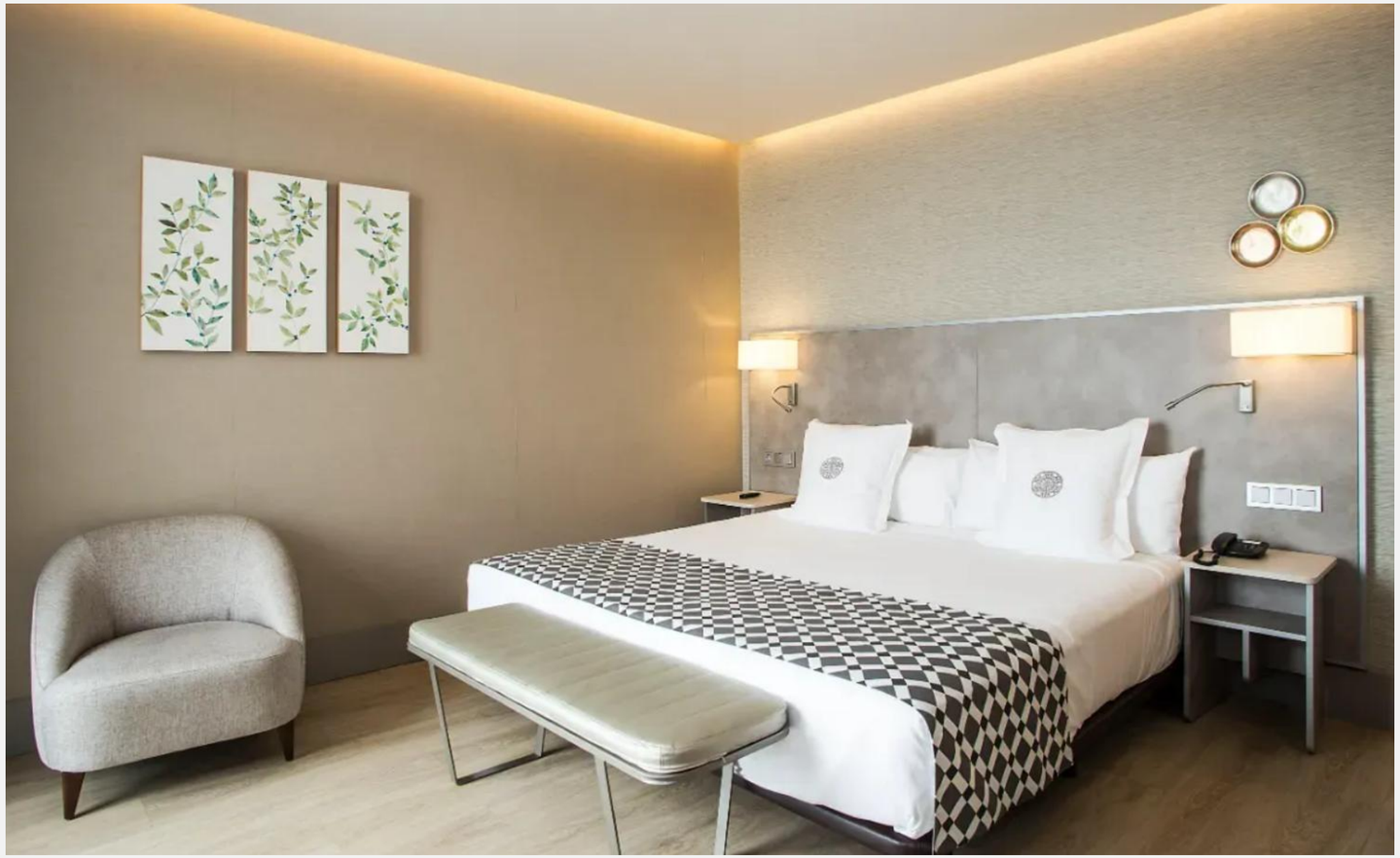
4. SDG ASSESSMENT, IDENTIFICATION AND PRIORITISATION

4.1 Internal Assessment

Hotel América's management has conducted an internal assessment of the organisation, considering:

- Material and human resources
- Organisational capabilities and competencies
- Sustainability policy and other internal policies
- Spain's Sustainable Development Strategy (2030)
- Sustainable Tourism Strategy 2030
- Other local and sector action plans

We have also identified the activities and services we offer that contribute, or could contribute, positively to the environmental, social and economic context.



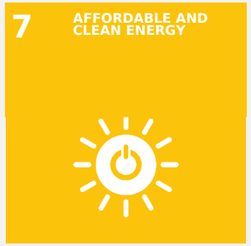
Environmental matters

- We use tap aerators to save water and improve hygiene.
- We guide guests on appropriate towel use and efficient water use.

- We switch off equipment when it is not in use and unplug it at the end of the working day.
- We use energy-efficient LED lighting.
- We control and properly maintain air conditioning, using window closures to condition only the areas that need it.
- We configure equipment in energy-saving mode.

- We carry out periodic equipment maintenance to extend its useful life.
- We eliminate non-recyclable and single-use materials.
- We reduce packaging.
- We use only the paper we need, reuse it and favour electronic channels whenever possible.
- We recycle waste appropriately.
- We encourage guests to help save energy and water.







- We use energy-efficient lighting.
- We fully separate the waste generated.
- We invite guests to save water and electricity (reuse towels, shower instead of bathing, etc.).



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Social matters

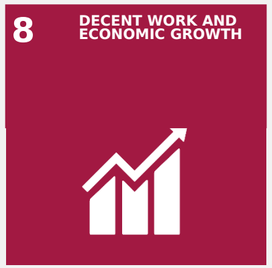
- We guarantee men and women the same employment rights and opportunities.
- We promote a healthy lifestyle among hotel staff.
- We provide employees with medical check-ups to monitor their health properly.

- We update and improve work-life balance measures and plans in response to employees' needs.
- We raise staff awareness about sharing working time and family responsibilities.
- We make it easier for our staff to take work-life balance leave.
- We guarantee the same employment rights and opportunities for women and men.

- We protect human rights and oppose abuse, neglect and mistreatment in any form. We do not tolerate workplace abuse or harassment and advocate equality; women make up the majority of the hotel's staff.







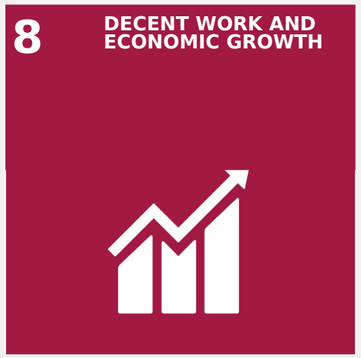


Economic matters

- We build relationships of trust with our suppliers to achieve our development and sustainability objectives.
- We work with associations and public bodies to foster responsible, sustainable and committed tourism.



- We work with efficient suppliers and local producers, using zero-mile products whenever possible.
- We promote decent, high-quality work.
- We seek to support work-life balance across the team.
- We are committed to local employment and help create jobs.



Hotel América actively participates and works with the following organisations to strengthen its contribution to the Sustainable Development Goals (SDGs):

Work-placement agreements for university, intermediate and advanced vocational-training students.

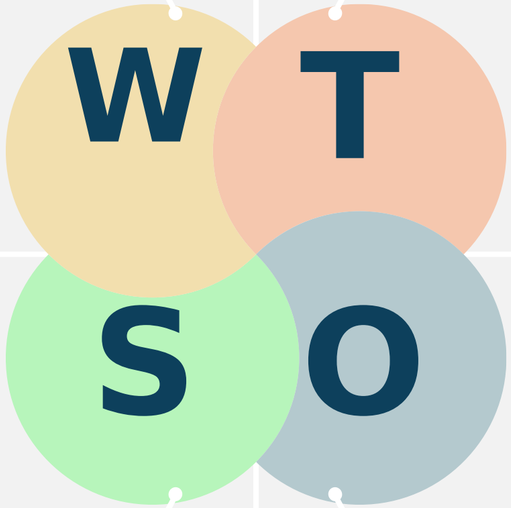
4.1 External Assessment

We then assessed our capabilities, commitments, policies and processes to identify the challenges and opportunities we face in contributing to the SDGs.

The assessment also considered possible constraints on our activities, along with key economic, sociocultural and environmental regulations related to achieving the SDGs.

All of this is reflected in the SWOT analysis shown below.





WEAKNESSES

- High dependence on location and urban tourism.
- Limitations inherent to a central urban hotel (absence of certain services).
- Dependence on partner parking.
- Strong competitive pressure from the many hotels and establishments in central Seville.
- Need to continually reinforce communication of our distinctive values.

THREATS

- Strong competition in Seville's hotel market.
- Competition from tourist apartments and new accommodation models.
- Seasonal demand and occupancy changes throughout the year.
- Rising energy costs.
- Climate-change effects, including extreme weather and higher temperatures.
- Economic uncertainty that may reduce tourist spending or change the length of stays.

STRENGTHS

- Strategic location in Plaza del Duque, in Seville's historic centre and near attractions such as the Cathedral, Giralda and Santa Cruz district.
- Walkable access.
- Wide range of services.
- Diverse room offering.
- Offers for different guest profiles.
- Positive guest perception.
- Accessibility for people with reduced mobility.

OPPORTUNITIES

- Seville's growth and consolidation as an international tourist destination.
- Growth of cultural, heritage and gastronomic tourism, leveraging proximity to monuments and attractions.
- Positioning as responsible accommodation through sustainability certifications.
- Guest loyalty.

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4.3 Stakeholders

Stakeholders are people or groups who influence, or are affected by, the organisation's strategic decisions.

The criteria used to select stakeholders are primarily economic, social and environmental. They take into account the organisation's direct, day-to-day activities and its regular relationships with guests, suppliers, employees, institutions and society as a whole. The environment is also treated as a stakeholder because of the geographical setting in which the organisation's main activities take place.

Year after year, we analyse the needs and expectations of our most relevant stakeholders, assess the main associated risks and opportunities, and establish stable, transparent relationships with them.

4.3 Stakeholders

Stakeholder	Needs and expectations	Related SDGs
Management	- Be a benchmark establishment - Positive results and a high level of guest satisfaction - Efficient use and optimisation of resources - Motivated, trained and professional staff - Organisational growth	
Employees	- Workplace safety - Adequate resources to perform services properly - Positive working environment - Good conditions and job security - Equal opportunities - Recognition and internal promotion	

4.3 Stakeholders

Stakeholder	Needs and expectations	Related SDGs
Business associations	- Social and environmental collaboration - Fulfilment of agreed commitments - Awareness-raising and outreach actions	
Guests	- Accessibility and safety of facilities and equipment - Efficient, well-maintained facilities - Good value for money - Quality services - Sound management of organisational resources - Efficient service delivery	

4.3 Stakeholders

Stakeholder	Needs and expectations	Related SDGs
Public Administration	- Support the local economy - Proper waste and discharge management - Low environmental impact - Job creation	
Suppliers	- Safe working environment - Fulfilment of agreed contracts and services - Positive image and reputation - Communication and transparency - Recognition and visibility - Product and service diversification	

4.4 SDG Identification and Prioritisation

In 2015, the United Nations (UN) created the 2030 Agenda and its 17 Sustainable Development Goals (SDGs) with the aim of building a better world.

Tourism is central to the economic development of many countries and therefore plays an important role in achieving these goals.

Within the sector, hotels have a major impact on the places where they operate. It is therefore important that they adopt sustainable practices that make a positive contribution to the communities and environments in which they provide their services.



METHODOLOGY

We identified the SDGs connected with the needs and expectations of the organisation's relevant stakeholders.

We then prioritised those SDGs by assessing their relevance to the organisation's stakeholders and to the organisation itself.

Relevance was scored numerically on the following scale:

1 = not relevant
2 = low relevance
3 = neutral
4 = relevant
5 = highly relevant

The prioritisation also considered the organisation's actual resources and capabilities to contribute to the selected SDGs.

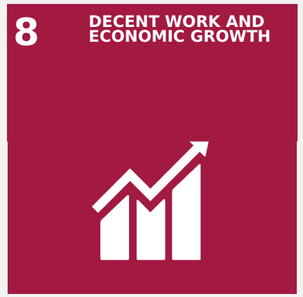
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Prioritisation results

Ultimately, we decided to focus our efforts on the SDGs in the upper-right corner of the matrix: those that are relevant both to the organisation and to our stakeholders.

The prioritised SDGs that will shape our Sustainability Plan are therefore:







5. SUSTAINABILITY PLAN

5. Sustainability Plan

Based on the prioritised SDGs, Hotel América has prepared the following Sustainability Plan, which brings together the related strategic actions, persons responsible, deadlines, schedules, and material and human resources for implementation, monitoring and continual improvement.

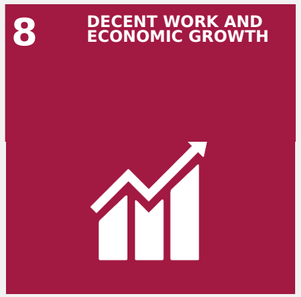
The Plan is communicated to all relevant stakeholders and reviewed annually by the Sustainability Committee. It is continually improved in response to organisational changes that affect our contribution to the priority SDGs.





5. Sustainability Plan

Strategic action	Indicator(s)	Deadline	Owner	Resources
Develop and distribute internal technical instructions to monitor water consumption and detect leaks at the Hotel	Specific technical instructions on water consumption developed Technical instructions distributed among Hotel staff	2026	Management	Internal resources
Develop an internal application for reading the Hotel's consumption data	Water consumption (m3) at the Hotel facilities	2026	Management	Internal resources



5. Sustainability Plan

Strategic action	Indicator(s)	Deadline	Owner	Resources
Improve language skills among Hotel employees	Number of employees receiving language training Training hours per employee	2026	Management	Internal resources
Implement measures to reduce overexertion and musculoskeletal injuries among housekeeping staff	Study of recurring injuries among housekeeping staff Number of injury-prevention measures introduced (2 measures)	2026	Management	Internal resources
Encourage recruitment from communities near the Hotel	Number of local employees hired	2026	Management	Internal resources



5. Sustainability Plan

Strategic action	Indicator(s)	Deadline	Owner	Resources
Install window film on the façade glazing to improve the building's energy efficiency (reducing incoming solar radiation and temperature, and using air conditioning more efficiently)	Window film installed on the façade glazing Percentage saving on electricity bills compared with previous years	2026	Management	Internal resources
Calculate Hotel América's carbon footprint	Tonnes CO2e emitted	2026	Management	Internal resources

6. MONITORING AND CONTINUAL IMPROVEMENT

6.1 Monitoring, Measurement and Evaluation

Each year - and whenever it considers appropriate - the Sustainability Committee will monitor the performance, fulfilment and effectiveness of the Sustainability Plan through the defined indicators.

The indicators are measurable, comparable, relevant and reliable for each prioritised SDG. They show the relationship between the Hotel's activities, their impact on sustainable development and progress towards the SDGs. They also cover the three dimensions of sustainability: environmental, social and economic.

Monitoring will analyse the indicator results for each strategic action listed in the table in section 5, Sustainability Plan.

6.2 Continual Improvement

Considering changes in the organisation's operating environment that directly or indirectly affect its contribution to the SDGs, together with the results of monitoring, measurement and evaluation using the defined indicators, we establish the actions needed to improve our SDG performance.



7. CONCLUSIONS

Committed to sustainability

Ultimately, we recognise the important role that organisations in our sector play in building a more sustainable world. We therefore make a clear commitment to carrying out our activities and delivering our services in ways that generate positive social, economic and environmental impacts.

Our sustainability objectives

This report summarises the actions through which we currently contribute to sustainable development in our distinctive public spaces, as well as the actions planned for 2026 in the corresponding Sustainability Plan. Following an internal and external assessment (SWOT analysis), in 2026 we will focus our efforts on the following SDGs:

SDG 6. Clean Water and Sanitation.

SDG 8. Decent Work and Economic Growth.

SDG 13. Climate Action.

Monitoring, oversight and continual improvement

In 2027, we will monitor and review implementation of the Plan's actions to support continual improvement.

THANK YOU

Website: https://www.hotelamericasevilla.com/

Contact telephone: (+34) 954 22 09 51

Email: reservas@hotelamericasevilla.com

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