



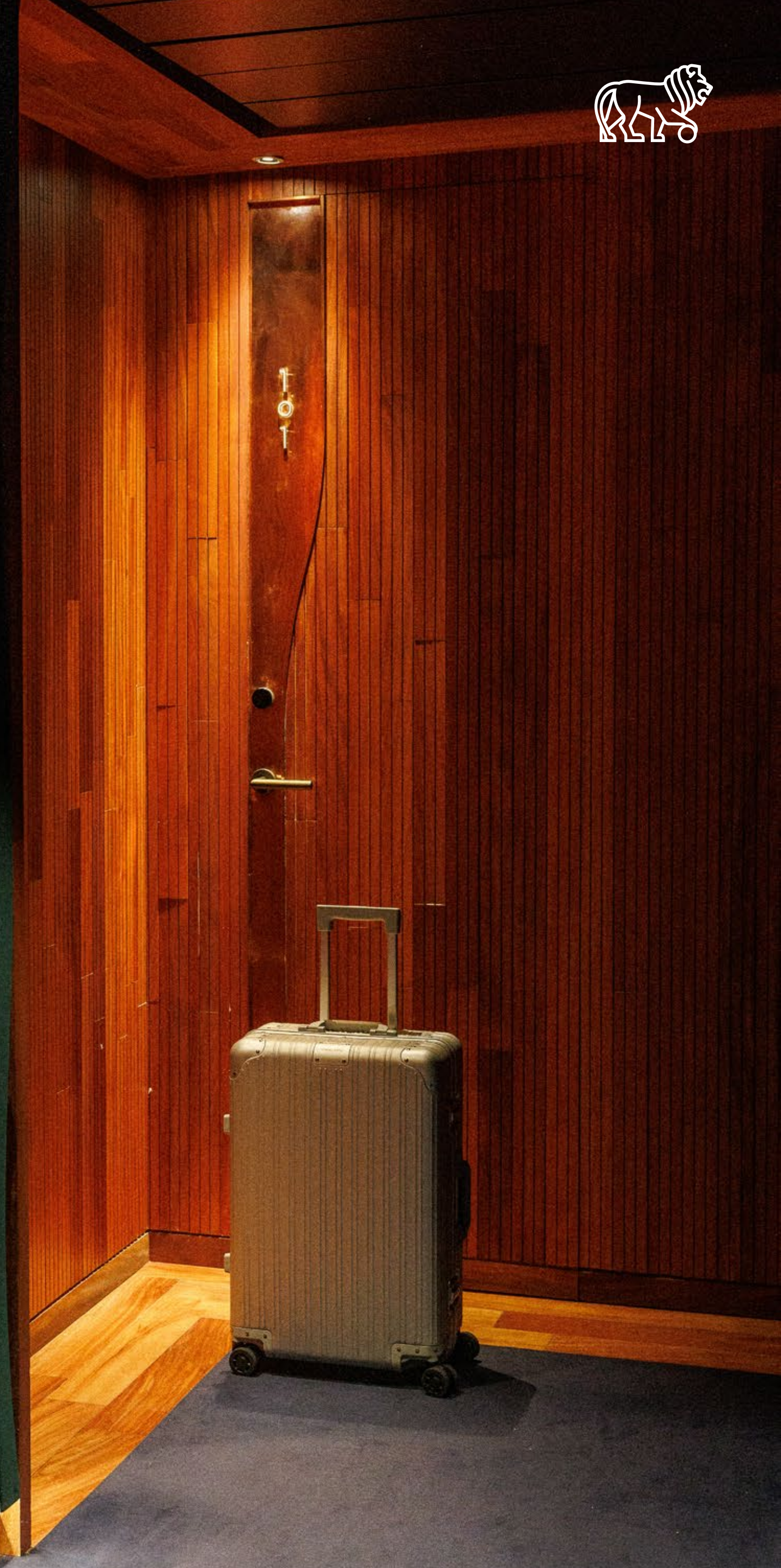
Code of Ethics

Introduction: Hospitality with purpose

At Lasala Plaza Hotel, we understand hospitality as a commitment to our surroundings, our community, and every guest we welcome. We have voluntarily adhered to the Euskadi Code of Ethics for Tourism, an initiative promoted by Basquetour aimed at transforming tourism into a more responsible, sustainable, and values-driven activity.

- The Code is structured around six core principles:
- Respect for and promotion of cultural and natural heritage.
- Strengthening ties with the local community.
- Commitment to equal opportunities and social inclusion.
- Application of environmental sustainability criteria.
- Pursuit of quality, excellence, and innovation.
- Participation in collaborative networks within the region.

These values are embedded in our daily operations. This report outlines how Lasala Plaza Hotel puts them into practice in a tangible and meaningful way.





Areas of application

Community Engagement

- Active collaboration with local cultural, sports, and gastronomic events and institutions.
- Promotion of experiences in partnership with local suppliers.
- Curated, authentic experiences for our guests.

Our goal is for every stay to become a respectful immersion into local life.

People Engagement

- Ongoing training tailored to each department.
- Operational protocols focused on service quality.
- Multilingual guest service.
- A strong commitment to emotionally intelligent hospitality.

Caring for those who care for our guests is a fundamental priority.

Universal Accessibility

- Adapted guest rooms.
- Barrier-free common areas.

Accessibility is a tangible expression of respect and equity.

Equity and Inclusion

- An active non-discrimination policy.
- Inclusive hiring practices.
- Partnerships with organizations such as GUREAK and Pauso Berriak.
- A current Equality Plan in place.
- Clear protocols to prevent workplace and sexual harassment.

We foster an open, inclusive, and responsible organizational culture.





Environmental Sustainability

Environmental management based on ECOLABEL certification: caring for the planet through everyday actions.

- Energy and water efficiency.
- Reduction of single-use plastics.
- Waste management and recycling.
- Responsible sourcing with local (Km 0) suppliers.
- Environmental awareness initiatives for guests.

Culture and Heritage

- Gastronomy rooted in local products and culinary traditions.
- Temporary exhibitions in collaboration with museums.
- Sale of local artisan products within the hotel.
- Cultural host services for our guests.

We connect travelers with the true soul of the city.



Excellence and Innovation

- Digitalization of key processes (check-in/check-out).
- Multiplatform guest service and 360° communication.
- Active participation in industry networks and associations.
- Recognized by the Michelin Guide as one of Spain's most outstanding hotels.

Pursuing excellence is how we continue to move forward.

Conclusion

A values-driven management model

For us, compliance with the Euskadi Code of Ethics for Tourism is not a formality, but a reaffirmation of who we are: a house open to the sea and to the world, acting responsibly toward our environment, our team, and our guests.

We believe in tourism that leaves a positive impact.
We believe in quiet, respectful, and conscious pleasure.





L A S A L A

P L A Z A

H O T E L

lasalaplazahotel.com

info@lasalaplazahotel.com · T. +34 943 547 000
Plaza Lasala 2. 20003 Donostia - San Sebastián