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FIGHTING GREENWASHING THROUGHOUT THE ONLINE BOOKING PROCESS WHEN STAYING IN THE BALEARIC ISLANDS

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Acronyms

CSR	Corporate Social Responsibility
EMAS	Eco-Management and Audit Schemes
EU	European Union
OTAs	Online Travel Agencies
SDGs	Sustainable Development Goals
SEM	Search Engine Marketing
SEO	Search Engine Optimization
UN	United Nations

Abstract

In this neoliberal globalisation, the Balearic Islands are highly vulnerable to pandemics and climate change, but the archipelago's dependency on tourism is a contributor to these problems. However, in this rebound of the industry in 2022 there is a clear trend that consumers are becoming more and more aware about sustainability, which companies are trying to take advantage of through sustainable marketing strategies, but most importantly through green marketing. Moreover, COVID-19 has propelled the technological transformation, which has inevitably eased the use of promotional tools. For this reason, corporate social responsibility and ecolabels have been studied, as they are clear indicators as to whether the Balearic Islands must be fighting greenwashing (i.e., misleading green marketing that leads the public into thinking that an organization is adopting environmental practices) or must be understanding why "greenhushing" (i.e., the deliberate avoidance of reporting an organisation's sustainable practices) is taking place throughout the online booking process. The conclusions of this study based on information between 2020 and 2022 show that both greenwashing and "greenhushing" are occurring.

1. Introduction

The outbreak of COVID-19 was meant to be an unprecedented circumstance that would offer the opportunity to change the current existing state of affairs. However, the urgent need to resuscitate the economy has given a free ticket for the tourism industry to rebound, just like the sector tends to do in times of crisis (Gössling, Scott & Hall, 2020), motivated specially by Covid passports generated through mass vaccination (Vilaplana, 2022) and the fact that the Balearic economy widely depends on tourism (Santana, 2022). In addition, we are also being indirectly affected by Russia's invasion of Ukraine as prices of certain goods and services are skyrocketing, but not to the point of stopping this season's tourism. In fact, this upcoming season is meant to be promising since the Balearic Islands are considered safe destinations (Tchernokojev, 2022). What's more, it seems to be reaching record-numbers from pre-pandemic seasons, although this year through the lenses of sustainability, circularity and innovation, according to Francina Armengol, the president of the Balearic Government (Santana, 2022).

In reference to tourism's sustainability efforts, it is undeniable that this scenario based on relying on tourism as a social, environmental, and economic fix for tempting to follow the Sustainable Development Goals (SDGs) from the United Nations (UN) (UNWTO & UNDP, 2017) is found to be unrealistic as it perpetuates the ongoing problems that the "Anthropocene" is already facing by continuing to promote neoliberal practices that result again and again in failure (Hall, 2021). As a matter of fact, the industry is part of the so-called "Capitalocene", characterised by capitalism, which essentially separates humans and nature, to the point where tourism has commodified natural resources from an anthropocentric point of view (Hall, 2021) to gain a profit from marketing nature as a product.

Regarding the Balearic Islands, the archipelago is threatened because of its dependency on mass tourism, which is an activity that not only is a major contributor to climate change, but also to the spreading of COVID-19 and other future pandemics and disease outbreaks. Ironically, the industry is highly vulnerable by the outcomes of both situations, since climate change is destroying the main ecosystems of which tourism is based on in the Islands (Torres et. al., 2021) and the COVID-19 pandemic has forced tourism companies to drastically reduce their supply.

On a positive note, although the neoliberal globalisation has brought consumerism to a point where the addiction of people in tourism is clear (Higgins-Desbiolles, 2018), the keyword "sustainability" was searched more than ever online in 2021, and ultimately, there has been a massive increase in people's interests regarding climate change in the past year (Google, 2021), leading to the understanding of consumers' awareness. In fact, environmental and societal criteria are becoming more and more important for consumers' purchasing decisions (Pérez, 2009), and making efforts to offset carbon footprints or avoid having the room cleaned in hotels everyday are what palliate consumers discomfort to the well-known consequences of climate change.

Withal, consumer's consciousness and the fact that tourists are searching for alternative forms of tourism (Meler & Ham, 2012), are perpetuating tourism companies to use different mechanisms, including sustainable marketing strategies, to spread information regarding their so-called sustainable practices in order to attract potential leads. As a matter of fact, COVID-19 has been part of this movement of change, which has accelerated the technological revolution in tourism throughout the e-commerce conversion funnel, that is, throughout the online booking process of tourism services.

Indeed, now more than ever, the technological changes that are present and the knowledge of consumers' beliefs and values are seen as an opportunity for companies to bombard consumers through the internet about their corporate social responsibility (CSR) reports and their ecolabels. Social media publications and newsletters, among other promotional tools, are aiding the industry to persuade consumers to book supposedly sustainable services through sustainable marketing techniques.

Sustainable marketing can be used by sustainable tourism companies or by those specialized in mass-tourism, so for this reason, one must question the integrity and the truth behind all these claims, as there seems to be many opportunities for the industry in general to be, not just signalling¹, but greenwashing online. Moreover, greenwashing lacks studies, not to mention that studies for greenwashing in the tourism industry are hardly any, making it another important reason to delve into this topic in the Balearic Islands as this archipelago is highly at risk for greenwashing.

Since I have experience working in the airport, in hotels, and now behind the scenes in an online marketing department for hotels, I believe it is clear that I should fill in the gap bringing my knowledge to the table. It is crucial to dive into understanding the whole online booking process from a sustainable marketing point of view and emphasize the techniques that are being used, as well as highlight those that are left aside.

For this thesis, the concept of greenwashing will be firstly explained and its relationship with tourism. Second, a theoretical framework will be drawn out regarding the relationships between sustainable tourism and sustainable marketing to understand the definitions and the outline of how greenwashing occurs from an online perspective, as well as how sustainable marketing (mostly green marketing) affects consumers' behaviour. Third, Online Travel Agencies (OTAs), metasearch engines and hotels will be studied, as they represent the key actors for booking a stay in the Balearic Islands. Finally, the research will be used to ultimately figure out whether greenwashing is taking place in the archipelago, and if so, how to diminish it.

¹The act of publishing honest information regarding sustainability practices (Uyar, Karaman & Kilic, 2020).

2. Methodology and Sources

Due to the nature of greenwashing, as it has hardly been investigated in the industry, this thesis has been an opportunity to expand the knowledge on this topic by analysing the online booking process of hotels through online travel agencies, metasearch engines, official websites, and online profiles, all by using qualitative and quantitative methods, and primary and secondary sources.

This broad sense of understanding has led the study to first contextualize the current situation in the Balearic Islands by using secondary qualitative resources which are journals, blogs, books, and online newspapers to explain how COVID-19, climate change and Russia's invasion have affected the Balearics. This has been achieved by using sources between 2020 and 2022. Moreover, to further explain the current state of affairs, the participant observation of myself as a marketing specialist for hotels has been used to further explain the potential opportunities hoteliers have to greenwash from an online perspective due to the technological transformation of the pandemic.

To figure out how to study greenwashing in the Balearic Islands, greenwashing has first been defined through a literature review by using secondary qualitative sources which are journals, books and online newspapers, as well as synonyms and multiple forms of misleading practices, which are lacking further investigation in the tourism industry. This has brought to light the importance of "greenhushing", later used in the study.

Bearing in mind the definition of greenwashing, the theoretical framework about sustainable tourism marketing has been created using a literature review of secondary qualitative data from journals, blogs and books. The sources used have permitted my own elaboration of Figures 1 and 2 regarding the types of sustainable tourism and the types of sustainable marketing. The outlines clearly help visualize the relationship between concepts, just like in Figure 3, which is also an outline of concepts but with the participant observation approach in mind, as I constantly see online the promotional tools that are being used to influence consumer behaviour. However, this research makes clear that corporate social responsibility reports and ecolabels are key to figure out whether signalling or greenwashing is taking place, but it also clears out that consumer behaviour is also relevant, which is further explained using a literature review of journals, online newspapers, blogs, and books. This secondary qualitative data is used to first explain the general knowledge of consumer behaviour towards green marketing strategies, which is where greenwashing stems from, as well as how hotels' green marketing can affect guests.

When it comes to the sustainability claims throughout the online booking process, although the data regarding the nationalities is from 2020, the rest of the quantitative and qualitative data is the most recent found in 2022. To simplify matters the study has focused mainly on Booking.com and Tripadvisor, the most important OTAs and metasearch engines according to my participant observation at my job for hotels in the archipelago. Furthermore, from my active role, I understand the use of both platforms, but I have searched for blogs and websites to explain the third parties involved and the requirements for their ecolabels. The

qualitative secondary data has quantified in percentages the number of hotels with these ecolabels in the archipelago, leading to quantitative primary data visualized through Graphs 1 and 2.

The approach explained previously, which is transforming qualitative data into quantitative data, has been used for the whole case study of the Balearic Islands, as it perfectly summarizes the situation to globally understand whether greenwashing is taking place. For this reason, the creation of the first 15 annexes have permitted the elaboration of graphs to understand the most predominant hotel categories, chains, and islands when it comes to ecolabels, not just from OTAs and metasearch engines, but also from other private and public entities. Hence the sources used have been the websites for each of these entities, as well as documents provided by the entities themselves. Albeit the importance of ISO 14001 and Alcudia's Ecolabel, I did not receive replies to any of my emails and as a result I was unable to include them in the study.

While searching for ecolabels in the Balearic Islands for tourism companies, a private organization named "Xarxa Hotels Sostenibles de Balears" was discovered, hotels of which are detailed in Annex 16, statistically analysed in Annex 17, and organized by hotel chains in Annex 18. At the end of the day, the goal of the project is to figure out if greenwashing is taking place, and if so, how to minimize it as much as possible. Because of this, the selected hotels for studying their CSR reports are a mix of both independent hotels and hotel chains from the ecolabels selected and the "Xarxa Hotels Sostenibles de Balears", as they were clear examples of companies claiming their sustainability efforts, thus the table in Annex 19 has been elaborated.

The primary data created from the case study of analysing the hotels in the archipelago couldn't stop there, as green marketing also involves other promotional tools, which is why SEM and SEO have been included. With my participant observation role, the searches made are on Google with the top generic terms used regarding sustainability in hotels, detailed in Annex 20. On the other hand, to investigate whether SEO techniques were being used for this field of marketing, Annex 21 shows an example of a few results. Moreover, the explanation of profiles online, which is an important technique that I have observed in my workplace, has been key to further discover the number of hotels that use Google My Business² as another eco-certificate tool, analysis of which is found in both Annexes 22 and 23.

Lastly, the conclusions, which also include the discussion of the presented information, are comparisons of qualitative and quantitative data, as well as recommendations that I have figured out myself on how to fight greenwashing but also on how to avoid "greenhushing".

² Free profile offered by Google with detailed information about businesses so users can find them more easily. For hoteliers, the profiles are located on Google Search, Google Maps and Google Hotels.

3. Greenwashing

Before digging into the tourism industry, it is crucial to understand the meaning of greenwashing, which is the coined term by Jay Westerveld in 1986 (Watson, 2016) and is the attempt of entities such as companies, governments or NGOs to mislead consumers into believing that their practices, products and/or services are more environmentally friendly than they actually are, which can be done through positive communication regarding their bad environmental performance (Baum, 2012; Roszkowska-Menkes, 2021; Delmas & Burbano, 2015). Contrarily, “greenhushing” is the complete opposite, since this practice does not publicly announce the green practices taking place as companies deliberately withhold this information from their stakeholders and consumers (Font, Elgammal & Lamond, 2016).

Other researchers have found similar synonyms such as “bluwashing”, which is corporate greenwashing through the reputation of the UN (Laufer, 2003). Similarly, the concept “CSR-washing” is also closely related to greenwashing but focused on the use of false CSR claims (Pope & Wæraas, 2015).

Despite the synonyms, there are multiple forms of misleading communication under greenwashing including “decoupling”, which refers to structures or policies and promises from an organization that are meaningless as they do not actively perform relevant actions, hence only appearing to be solving the problem. If this practice is executed to follow with what the rest of the competition is doing, then this could be “pooling”, and if the claims aren’t backed with factually correct evidence, then the verbal claims can be considered “cheap talk” (Lyon & Montgomery, 2015).

Although there are many more mechanisms of misleading behaviour explained by Lyon & Montgomery (2015), the last one to mention is from the perspective of the consumers. If a person assumes that the whole company is green when learning about a specific green practice, this could be the “halo effect”. Therefore, it is important for consumers to learn about how to avoid greenwashing, which will be discussed further on in the study.

When it comes to tourism, there is a lack of research in this field regarding greenwashing, which makes the situation even more concerning as more and more tourism companies are claiming their sustainable practices, especially their green practices. Thus, the declarative willingness of tourism services to improve their green image is not sufficient. There must be further investigation as to whether the claims are true or if the sustainable practices are not being announced at all.

4.Theoretical Framework about Sustainable Tourism Marketing

To delve into understanding the booking process for tourists who wish to stay in the Balearic Islands, it is crucial to analyse how the independent variable of sustainable marketing for sustainable tourism, which is in the hands of the tourism companies, can affect the dependent variable, that is, consumers' behaviour. Hence it is important to take into consideration how the portrayed image of companies regarding sustainability can impact consumers, considering their values and beliefs.

4.1. Sustainable Marketing for Sustainable Tourism

Although traditional marketing has always been used, COVID-19 has also been a technological opportunity for companies to dive into new marketing strategies, involving Search Engine Optimization (SEO) techniques and Search Engine Marketing (SEM) campaigns. But before delving into such specific terms, the relationship between sustainable marketing and sustainable tourism must be first defined to understand how greenwashing may occur from an online perspective.

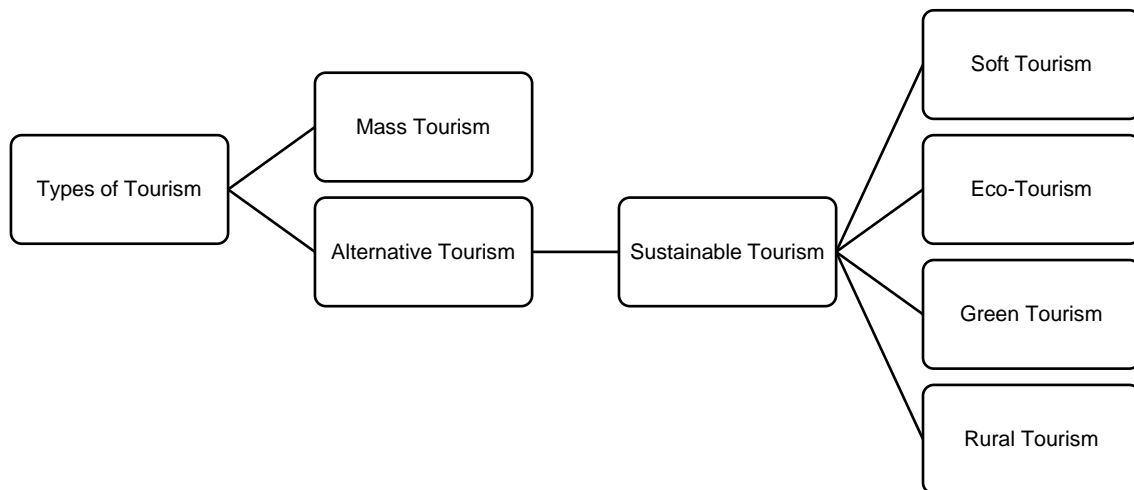


Figure 1: Types of Sustainable Tourism (own elaboration)

Mass tourism is generally known as a type of tourism with a uniform and standardized product for a large amount of people that tends to offer packaged holidays to popular destinations characterized for being unsustainable as it exploits the destination's resources (Bacsi & Tóth, 2019). As viewed in Figure 1, on the opposite side of the spectrum, alternative tourism tends to be environmentally aware tourism or rather tourism that is different to mass tourism, without having to be any less environmentally friendly. Nonetheless, as it is the contrary to mass tourism, alternative tourism is small-scale and locally owned, thus locals directly benefit from the industry as they retain most profits (Meler & Ham, 2012; Cater, 1993).

Alternative tourism includes several types of tourism, including sustainable tourism, which was born through the concept of sustainable development and is increasingly being used today (Meler & Ham, 2012). Although there isn't an exact definition, it is widely known as a concept where tourism is developed considering its social, economic, and environmental impact while addressing the needs of tourists, locals, the environment, and the industry (UNWTO, 2013).

Due to the wide definition of sustainable tourism, the latter encompasses various concepts, including eco-tourism, green tourism, soft tourism, and rural tourism, among others. The main important feature to stand out is the location, as rural tourism is set in a rural area, whereas eco-tourism and green tourism take place outside the city (Meler & Ham, 2012; TIES, 2015; Cater, 1993; Lu & Nepal, 2009). Moreover, the aspects that concern each type of tourism are also essential. Eco-tourism and soft tourism can easily overlap as they are both interested in social and environmental aspects (Meler & Ham, 2012; TIES, 2015; Bacsı & Tóth, 2019), whereas green tourism is mostly concerned about nature (Meler & Ham, 2012; Cater, 1993; Lu & Nepal, 2009). Nevertheless, soft tourism is definitely the most widely open definition out of the four, as it can encompass various forms of tourism as it perpetuates the conservation of the destination's cultural heritage and natural resources as soft tourists enjoy mostly structures destined to residents (Bacsı & Tóth, 2019).

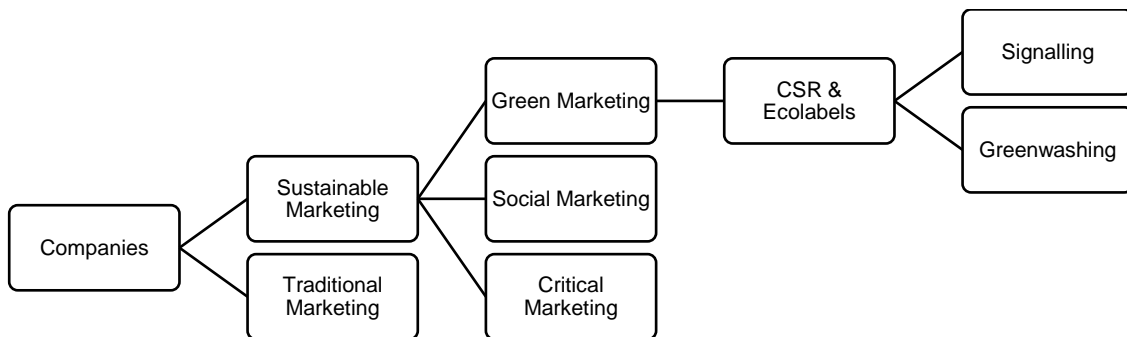


Figure 2: Types of Sustainable Marketing (own elaboration)

Moving on now to Figure 2, as “green” and “sustainable” are being constantly used as synonyms, it is important to clear out the misunderstandings between both these marketing specialties. On the one hand, green marketing involves companies to promote their environmentally friendly efforts, as their message and production process change, whereas sustainable marketing is a much deeper concept as it addresses the triple bottom line of environmental, social, and economic issues in the present while also spreading awareness about the future (Bretous, 2021). For this reason, Figure 2 also considers what Ross Gordon, Marylyn Carrigan and Gerard Hastings (2011) advocate: the combination of the three sub-disciplines of marketing, which are social marketing, critical marketing, and green marketing, all contribute to the global marketing discipline that is sustainable marketing.

Continuing with the explanation of green marketing, this strategy searches to balance out gaining profits and protecting the environment at the same time. But given the limitations that this strategy has, it must go hand in hand with social marketing, which essentially brings awareness to consumers, hence changing

their behaviour to benefit society. It points out how changes can improve the quality of life of people, and in this case, with the purpose of promoting sustainable behaviour (Gordon, Carrigan & Hastings, 2011).

The two strands that have just been explained cannot cover all eventualities to have a successful sustainable marketing strategy, as there is a need for a discourse that highlights the problems of overconsumption while encouraging sustainability. This is where critical marketing comes to play, as this sub-discipline aims to critique and shift the current “status quo”, making consumers question their values and attitudes (Gordon, Carrigan & Hastings, 2011).

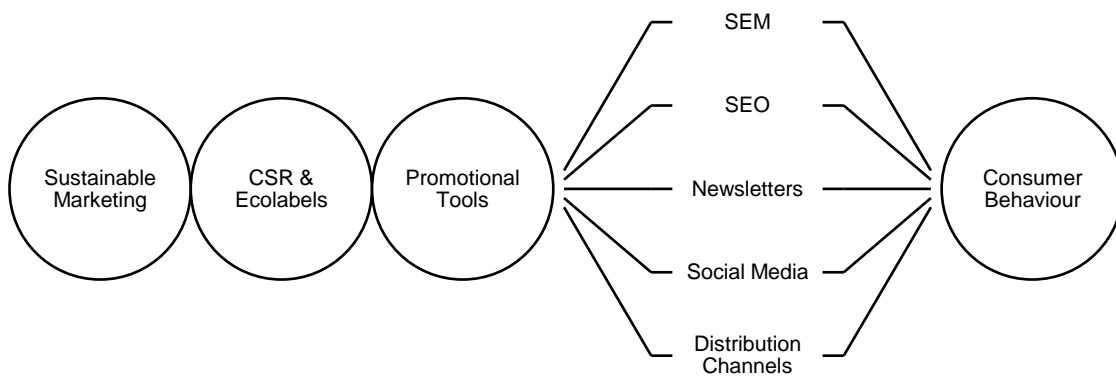


Figure 3: Online Promotional Tools for Sustainable Marketing (own elaboration)

Through the application of these complementary and often overlapping sub-disciplines, sustainable marketing can succeed, still one must know how to do so. Hence the online promotional tools that companies tend to use to raise awareness and provide information about the company’s values are the distribution channels such as official websites, newsletters, social media, SEO and Local SEO, and SEM. Through these channels, the industry promotes their CSR reports and their ecolabels, which can affect consumer behaviour as observed in Figure 3.

Although CSR has had a long journey in terms of its conceptualization, today it is expected that companies with CSR avoid negative impacts from their activities while also improving the welfare of society. Apart from obeying the law, these businesses that implement CSR voluntarily are expected by society to be good corporate citizens with ethical responsibilities, that is, considering their social, economic and environmental impacts (Carroll, 2015).

It has become a strategic approach for businesses in this era of globalisation, as it is a form of conscious capitalism (Carroll, 2015). From a marketing point of view, CSR can be considered as a competitive advantage since it improves the corporate reputation and branding, which therefore leads to an increase in sales (Islam et. al., 2021).

Returning to Figure 2, depending on the company, CSR is used to signal or to greenwash, where signalling means that the corporation is just emphasizing the positive CSR efforts, whereas greenwashing means that the corporation is

likely using CSR to impress stakeholders involved without actual evidence. Hence, there is an important difference to be considered, which is CSR can be reported but there can be poor or great CSR performance behind those claims (Uyar, Karaman & Kilic, 2020).

Whether it is greenwashing or signalling, CSR also involves ecolabelling, which essentially is a marketable logo that can be used by those companies that meet certain requirements of a specific environmental certificate (Black & Crabtree, 2007). They are used by companies to improve the image and the competitive advantage. Hence these two concepts, since they are being studied from an environmental perspective, have been included as part of green marketing.

Finally, although it may not need further explanation, greenwashing has a wide range of phenomena, as it can encompass slightly exaggerating the sustainable practices to full on lying about the whole activity. But regarding the deceptive advertising, greenwashing is truly in the eye of the beholder, that is, the consumer, making it ever so clear that this dependent variable must be analysed.

4.2. Consumer Behaviour regarding Sustainable Marketing

Consumers' interest in sustainability is increasing, as heretofore mentioned (Google, 2021; Santana 2022), leading to the understanding that green practices may influence in their purchasing intentions, re-purchasing intentions and ultimately in their loyalty to a brand or product. However, this all depends on the previous notions that a consumer may have, the company, and the industry, as well as the consumer's mental formations which can influence their perception (Lyon & Montgomery, 2015).

It is evident that consumers care about economic performance, but most importantly about the ethics and the values of companies, therefore making CSR unquestionably important, as they can increase customer loyalty (Islam et.al, 2021). Although it is a voluntary investment, it is worth it as consumers will reward companies through higher purchasing intentions (Bhattacharya & Sen, 2004).

Despite the positive outcomes, companies whose brand image, target market and product or service offered are not in alignment can backfire if consumers find out that companies are dishonest with their CSR practices (Becker-Olsen, Cudmore & Hill, 2006). In fact, if there have been previous scandals of greenwashing in the industry or in the company in question, advertising green practices draws more scepticism, especially for large companies that operate in industries that are already viewed as unsustainable (Farooq & Wicaksono, 2021). In turn, this causes confusion to consumers as they are unable to distinguish between truthful and deceitful statements regarding their green claims.

Consumers' distrust, and therefore scepticism, can stem from incomplete information due to the lack of transparency, but also from the exaggerated claims

considered to be over the top (Lyon & Montgomery, 2015). The emergence of such reactions come from green marketing strategies, as consumers are mostly informed about green practices, and the aim companies have is for consumers to believe that by purchasing their products and services they are improving the world and themselves. This is why the target market for green marketing must be aimed at those who link their beliefs and values with what the green strategy is promoting to buy (Alves, 2009).

Regarding the tourism industry, the hospitality industry hasn't thoroughly analysed the negative consequences of greenwashing. But there is evidence that guests are sceptical when they perceive green programs as unclearly implemented and third-party certificates as lacking in an establishment. Therefore, the perception of guests can ultimately affect the intention of revisiting since there has been room to doubt whether greenwashing is taking place (Rahman, Park & Chi, 2015). In fact, deceptive advertisements cause confusion to guests as they are unable to distinguish between truthful and deceitful statements regarding the green claims in hospitality (Bernard & Nicolau, 2022), hence harming the industry as a whole.

To palliate the distrust, hoteliers can offer, not just low-cost solutions to environmental issues, but put efforts and investments into long-term, environmentally friendly facilities such as solar panels for renewable energy. In the long run, these costly practices can save money and ultimately endorse the guests, as this is what clients expect in the first place when establishments label themselves as "green". By disclosing their economic costs and environmental benefits, companies are transparent, and consumers perceive them as honest. Thus, hotels that not only change their habits but disclose the impact of these efforts can increase green trust (Chen, Bernard, & Rahman, 2019).

To provide consumers with some tools to avoid greenwashing, back in 2007 TerraChoice developed seven tips that nowadays consumers are still using to identify products that could potentially be misleading environmental claims. The "sins" point out that products and services can be named "green" only based on a couple of attributes and can lack evidence. Moreover, there can be details missing when describing the environmental facts or companies can use false labels or even use labels that are irrelevant. In fact, companies can use small green practices to distract the consumers from bigger issues, and what is worse, the company's environmental claims could be all false (TerraChoice, 2021).

All consumers can be aware of the existence of greenwashing and how it can be avoided, but higher-income guests tend to be more environmentally aware and tend to be the ones paying for green services, as they overall tend to be expensive. Moreover, hotels must target their efforts to environmentally conscious consumers (Chen, Bernard, & Rahman, 2019; Çabuk et. al., 2019, Chuah et. al., 2020). However, free or practically free green efforts are clearly not sufficient such as reusing towels or offering vegetarian meal options, since tourists are expecting more from those companies that claim themselves as "green" or "eco" (Mayer, Ryley & Gillingwater, 2012; Ogbeide, 2012)., which is essential information to take into account when studying the Balearic Islands' situation.

5.Sustainability Claims throughout the Online Booking Process in the Balearic Islands

5.1. Online Travel Agencies and Metasearch Engines

OTAs and metasearch engines are distribution channels for selling rooms online that must be studied to further understand what sustainability claims are on Booking.com and Tripadvisor, which are the most popular ones used by the most relevant nationalities that travel to the archipelago, which are the Germans, the British, the Italians and the French. Nonetheless, although the European nationalities are crucial for the development of tourism here, the Spanish were the ones who came the most during 2020, meaning that throughout this study, it is important to take the Spanish into consideration as well (AETIB, 2021).

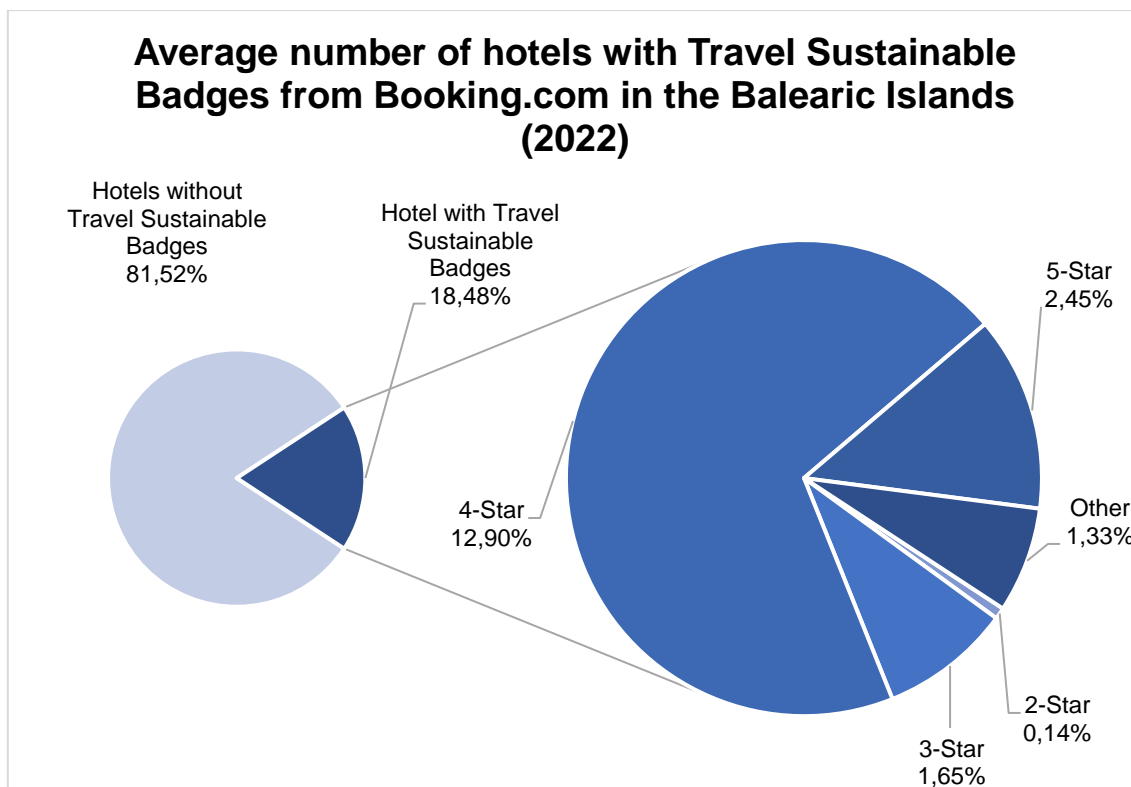
5.1.1. Booking.com

Booking.com is an online travel agency where travellers can compare different accommodation options. During this process, however, users since November 2021 can find a wide range of properties, including hotels, with “Travel Sustainable” badges, which essentially “provide travellers with a transparent, consistent and easy-to-understand way to identify a wider range of more sustainable stays”, as Booking.com states (2021). If the hotel meets the minimum requirements, which are a combination of certifications, labels and sustainable practices that the hotelier must fill on Booking.com’s extranet, it receives the badge.

Withal, it is important to highlight the fact that Sustainalize, which is the developer of such requirements, is a sustainability consultancy agency that only helps implement the framework in which hoteliers fill in the information, and they are currently working on developing new customized attributes for each type of accommodation (Sustainalize, 2022). Hence this third party does not analyse the truth behind the statements, but rather just creates the framework for Booking.com to have its own ecolabel.

When it comes to actually booking an establishment through Booking.com for any hotel in the Balearics, roughly under 20% of them have the “Travel Sustainable” badge according to Graph 1. It is easily spotted on the results page, since there is the badge’s name right beside the hotel’s name, but the user can also filter the search. By selecting any of these hotels, there is a section right underneath the booking rates where the user can find more information about the badge, as well as the reasons why the hotel selected has been considered eligible for the badge in question.

After having analysed the different hotel categories in the Balearic Islands from Annex 1, Graph 1 presents that most of the hotels with this ecolabel are 4-star hotels.



Graph 1: Average number of hotels with Travel Sustainable Badges from Booking.com in the Balearic Islands (2022) (own elaboration from Annex 1)

5.1.2. Tripadvisor

Tripadvisor is a website and an app well-known for its reviews and its end purpose is to facilitate the resources to plan a trip, including restaurants, accommodation, and other services. For this reason, this platform is also known as a metasearch engine for hoteliers, where the latter can use ads and the so-called “Sponsored Placements” to advertise their hotels and target users that are looking for accommodation in a certain area, although their use is declining due to the growing demand of Google Free Links³, Google Hotel Ads⁴ and Google Promoted Hotels⁵.

Despite the famous Travellers’ Choice Awards from Tripadvisor, this platform launched in 2014 the Ecoleader status for businesses in Europe, a label that recognizes the sustainability efforts of establishments that are granted with a bronze, silver, gold or platinum status depending on the level of involvement (Tripadvisor, 2014). Although seemingly useful, the non-existence of a filter to search for these hotels makes it difficult for users to find hotels with these labels. Moreover, these labels are not visible on the results’ page like the Travellers’

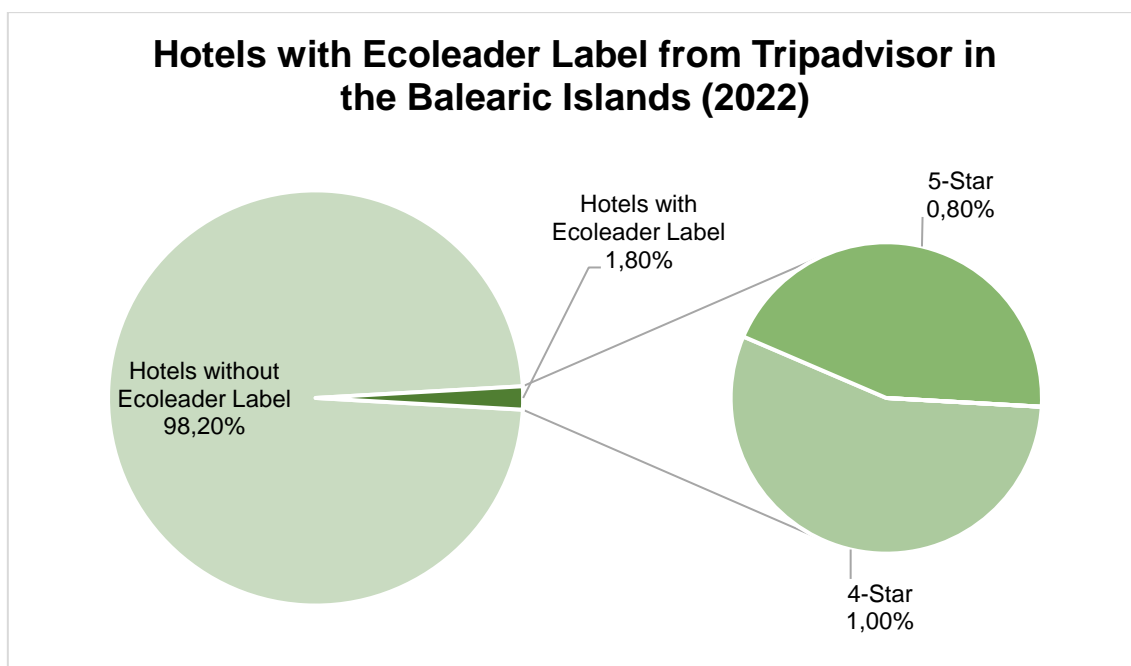
³ Google offers hoteliers with Google My Business profiles the possibility of adding links to their profile, which are free of charge and are used by official websites or by other online channels. These links are located on the Google My Business profile of the hotel that is searched on Google’s engine.

⁴ Google offers hoteliers with Google My Business profiles the possibility of adding links to their profile, but through a commission-on-stay model or through a pay-per-click model, which are used by official websites or by other online channels. These ads are located on the Google My Business profile of the hotel that is searched on Google’s engine.

⁵ On Google Travel, there is a section dedicated to hotels named Google Hotels where hoteliers can advertise their establishments.

Choice Award but are found under the average rating of the hotel in question where users can comment if the claims are factually incorrect.

Regarding the Balearic Islands, less than 2% of all hotels have this label according to Graph 2. As a matter of fact, they are 4- and 5-star hotels, most of which are part of hotel chains as identified in Annex 2.



Graph 2: Hotels with Ecoleader Label from Tripadvisor in the Balearic Islands (2022) (own elaboration from Annex 3)

5.2. Hotels

For the purpose of simplifying the study, the focus will be on hotels as the type of tourist accommodation, since this type of establishment is the preferred overall. Despite the pandemic, the hoteliers managed to have in 2020 up to roughly 50% of the hotels opened, a struggle compared to practically almost 98% the previous year (AETIB, 2021), meaning that, although the pandemic was rough, these establishments managed to push through and, as of today, there are high hopes for this upcoming season but with sustainability and circularity in mind (Santana, 2022). In fact, the new tourism law for the Balearic Islands is proposing a circularity plan for every hotel in the archipelago that will affect the triple bottom line of social, environmental, and economic sustainability (Hinojosa, 2022). However, out of the 55 million euros that the Balearic Government is willing to invest in the new law, there are no mentions on how to fight greenwashing. The only sanctions that are mentioned in relation to unfair advertising are about the failure to declare residential housing as tourist housing (Decreto Ley 3/2022).

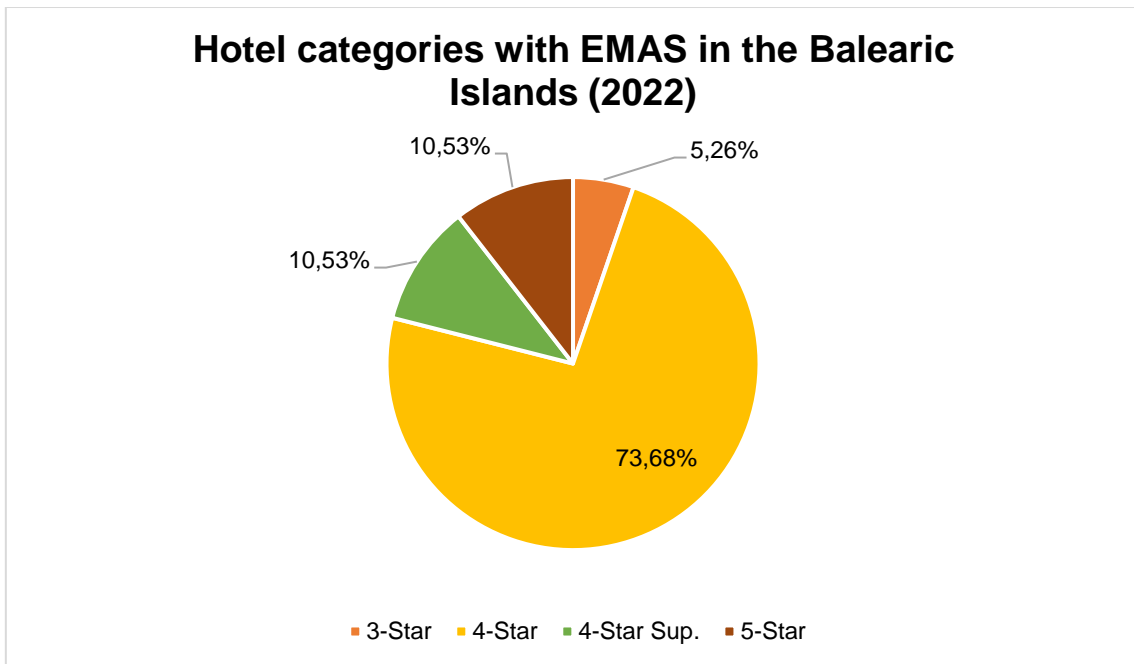
5.2.1. Ecolabels

The following certificates, which at the end of the day translate as ecolabels to use for green marketing purposes, are some of the most used

throughout the Balearic Islands. ISO 14001 is also a well-known one, as well as Alcudia's Ecolabel. However, none of the latter have provided a list of hotels from the Balearic Islands with these certificates, so they have not been included in this thesis.

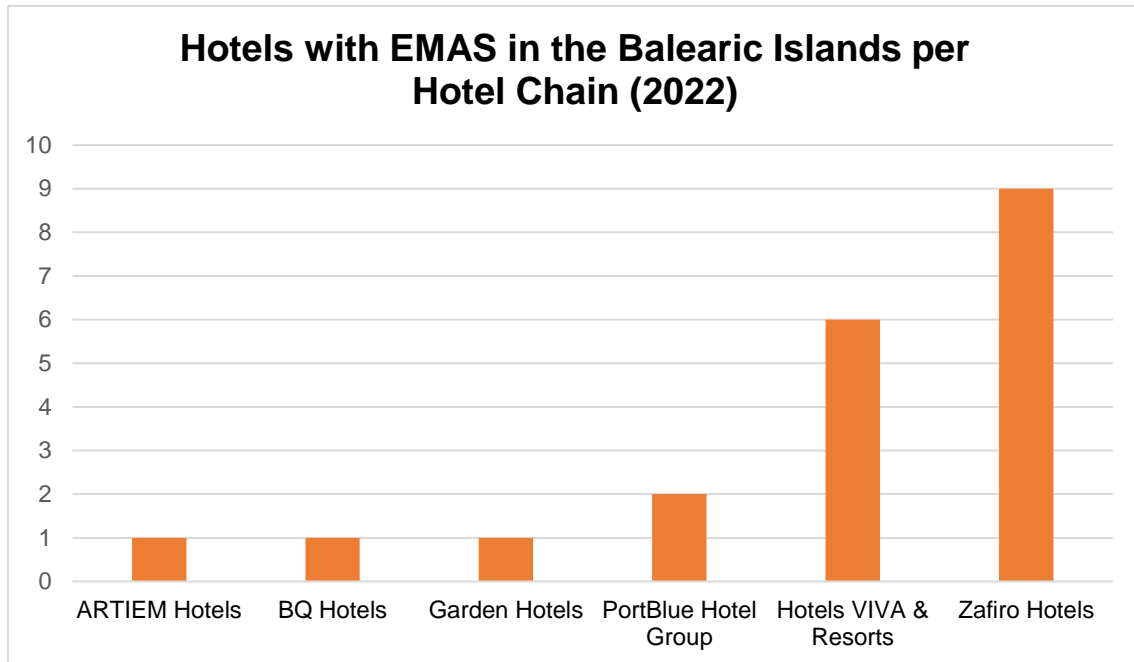
5.2.1.1. Eco-Management and Audit Schemes (EMAS) and EU's Ecolabel

In the European Union (EU) there are the so called EMAS which is essentially a voluntary system that public and private entities can adopt to improve their environmental behaviour and spread this information to the consumers. It involves complying with requirements related to the ISO 14001 international standard and in the Balearics, it is the General Directorate of Waste and Environmental Education of the Ministry of Environment and Territory that manages the EMAS (Conserjería de Medio Ambiente y Territorio, n.d.). Out of the 22 hotels in the Balearic Islands with EMAS, almost 75% of them are 4-star hotels. Only two of the hotels from Annex 5 are independent, whereas the rest are part of hotel chains.



Graph 3: Hotel categories with EMAS in the Balearic Islands (2022) (own elaboration from Annex 5)

As witnessed in Graph 4, the chain with the largest amount of EMAS is Zafiro Hotels. The rest of hotel chains, except Hotels VIVA & Resorts, have 2 or less than 2 hotels with EMAS.



Graph 4: Hotels with EMAS in the Balearic Islands per Hotel Chain (2022) (own elaboration from Annex 6)

On the other hand, EU's Ecolabel was created in 1992 as a voluntary system for those companies that offer products or services that can offer certain environmental criteria. The entity that manages this label in the archipelago is also the General Directorate of Waste and Environmental Education of the Ministry of Environment and Territory (Conserjería de Medio Ambiente y Territorio, n.d.). Albeit both these opportunities that the public sector offers to private entities to signal their green practices, the EU's Ecolabel has only been adopted by two 4-star hotels in Majorca, one of which is an independent hotel as mentioned in Annexes 7 and 8.

5.2.1.2. Biosphere Sustainable

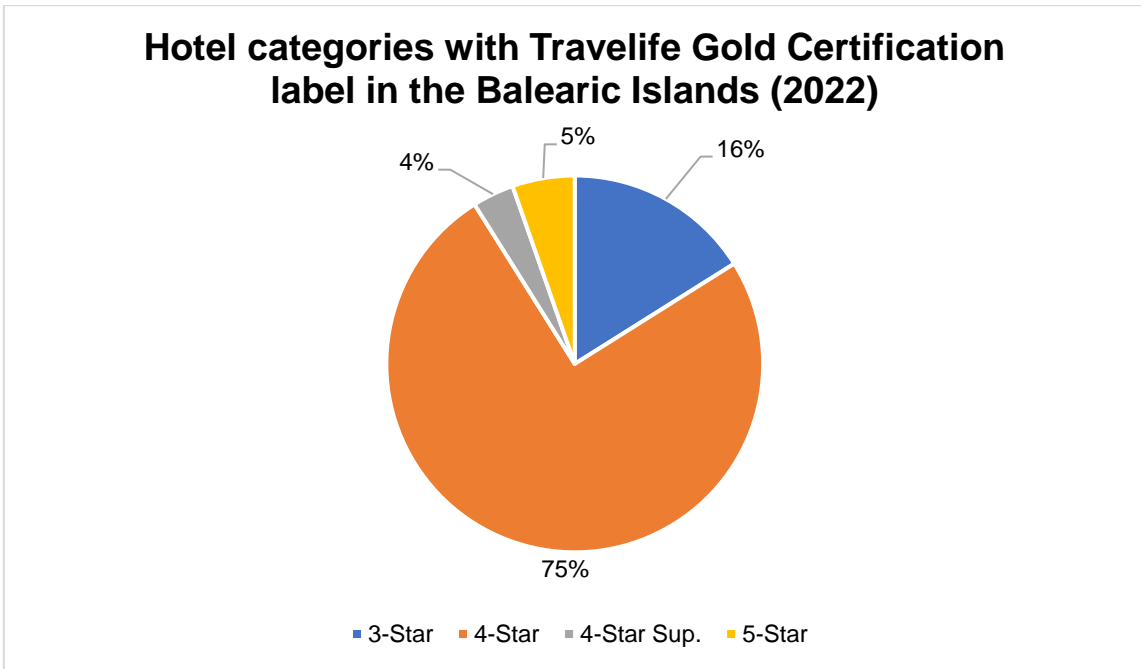
This certificate which is co-financed by entities such as the EU and the Spanish Government can adapt to 27 different types of companies, including accommodation. The Biosphere Sustainable is thus an opportunity for hotels to develop a sustainable plan that follows the 169 goals of the 2030 Agenda. Although interested in improving the sustainability of a company, the end goals of this online audit from Biosphere mention "improved positioning" or "increase in sales" to attract hoteliers to subscribe to this certificate (Biosphere Tourism, n. d.).

In the Balearic Islands, there are only three 4-star hotels with this certificate, all of which are in Majorca and are part of H10 Hotels, as detailed in Annexes 9 and 10.

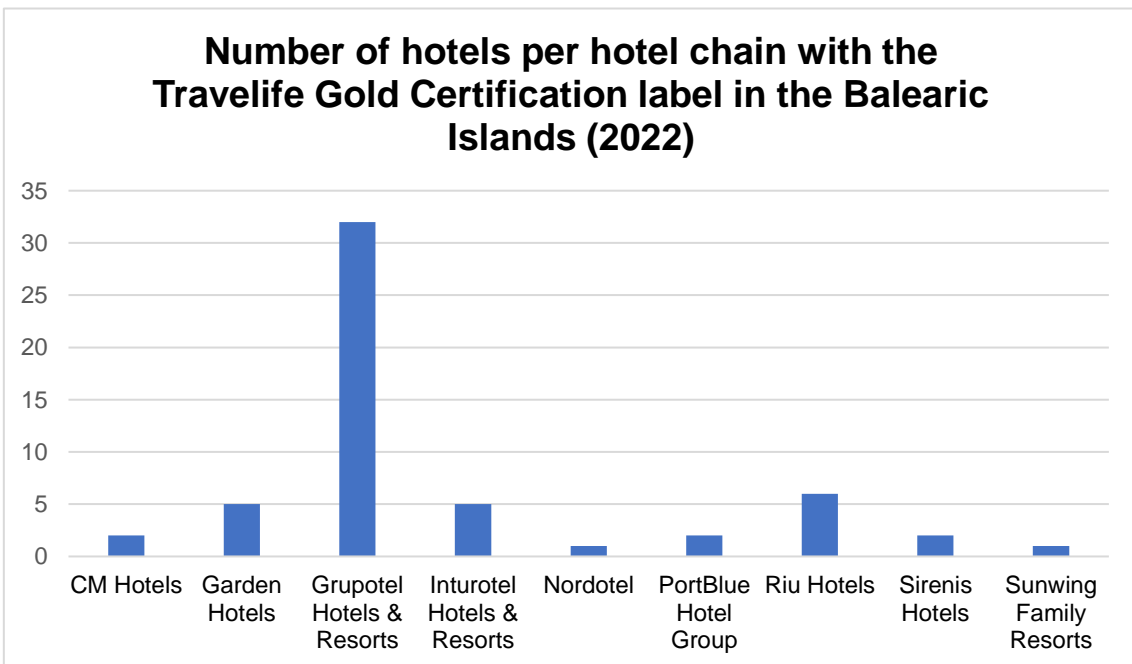
5.2.1.3. Travelife Gold Certification

Although it is both for travel agencies and hotels, the Travelife Gold Certification first needs an assessment of the current state of the hotel, to then

send an auditor to check the rooms and talk to the employees. Once the hotel has succeeded with the quality check, then the hotel receives a certificate that is valid for two years. Although some of the questions are not compulsory, for those questions where the hotelier gives an affirmative answer, there must be evidence sent to back-up those statements (Travelife for Accommodation, 2022).



Graph 5: Hotel categories with Travelife Gold Certification label in the Balearic Islands (2022) (own elaboration from Annex 12)



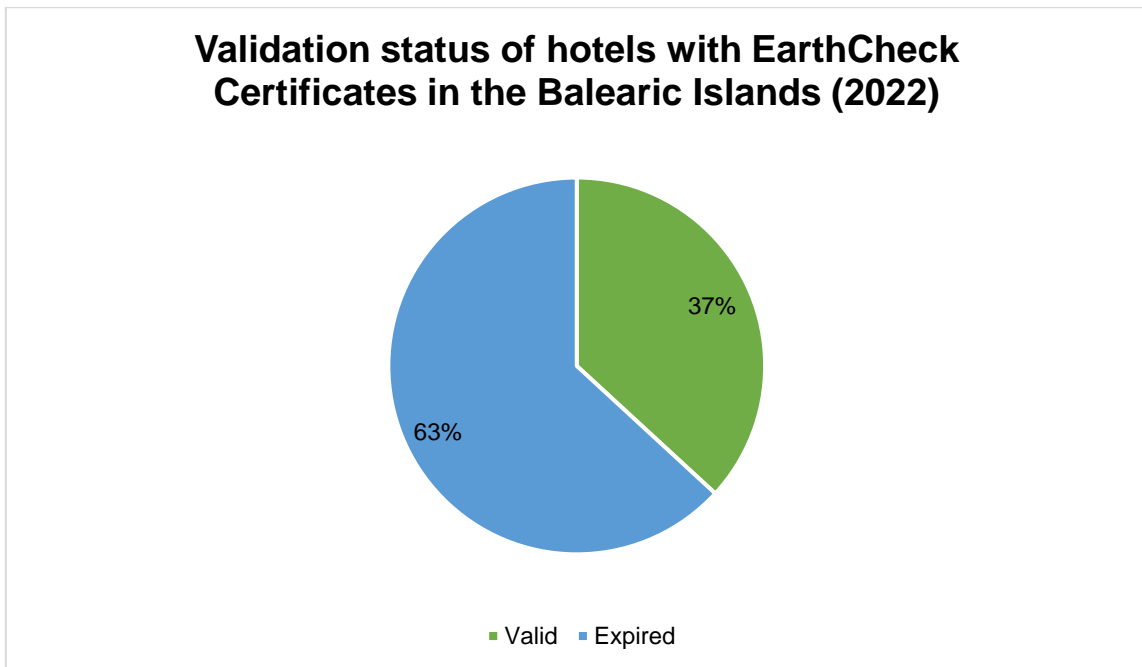
Graph 6: Number of hotels per hotel chain with the Travelife Gold Certification label in the Balearic Islands (2022) (own elaboration from Annex 13)

Regarding the archipelago, there are 56 hotels with this certificate, of which 75% are 4-star hotels as seen in Graph 5. All these hotels, as explained

in further detail in Annexes 11 and 12, are part of hotel chains located in Majorca, Minorca, and Ibiza. In first place is Grupotel Hotels & Resorts, as this chain has 32 hotels with the Travelife Gold Certificate as observed in Graph 6.

5.2.1.4. EarthCheck

This Australian organization known worldwide specializes in offering certifications to the travel and tourism industry. It is one of the most expensive certificates, but it offers the opportunity for hoteliers to achieve the SDGs. But before receiving any Earthcheck certificate, which is upgraded as the hotel keeps consistently improving and renewing the subscription, auditors evaluate the hotel “in situ” (EarthCheck, n.d.).



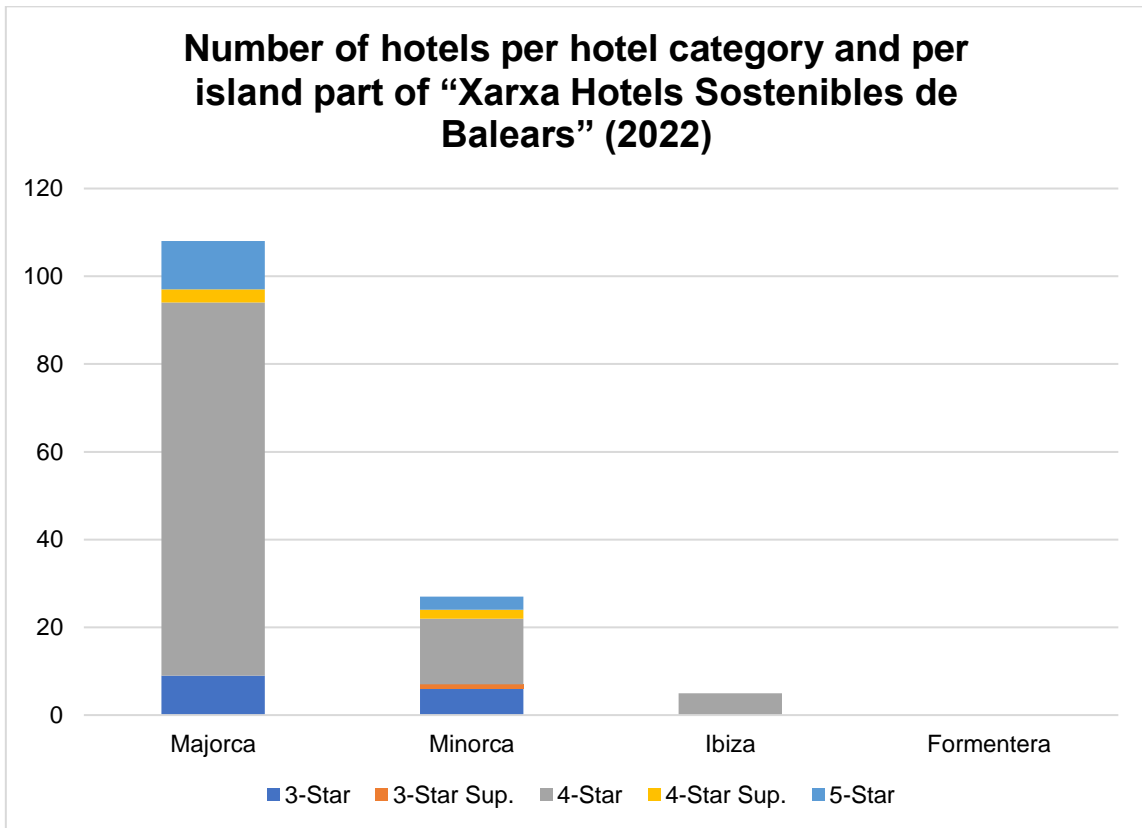
Graph 7: Validation status of hotels with EarthCheck Certificates in the Balearic Islands (2022) (own elaboration from Annex 15)

Due to its expensive price tag, there are only two major hotel chains known internationally in the Balearic Islands that have this certificate for some of their 4- and 5-star hotels as detailed in Annexes 14 and 15, still only 7 are valid, which is 37% as viewed in Graph 7.

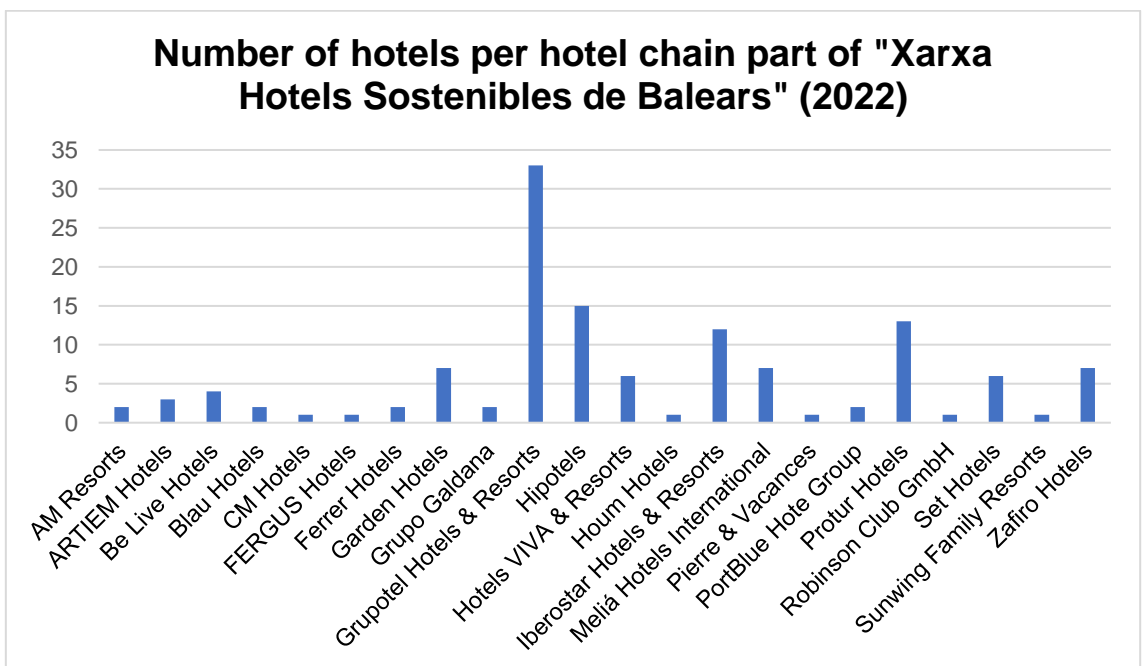
5.2.2. Xarxa Hotels Sostenibles de Balears

A side from the ecolabels presented previously, it is important to mention “Xarxa Hotels Sostenibles de Balears”, which is a “non-profit organization of companies from the hotel sector committed to protecting the environment who want to promote the exchange of environmental experiences and contribute to the sustainable development of the Balearic Islands”, as the organization states on their website (n.d.). As it is entirely a private initiative, it is worth investigating to understand the number of hotels that participate and what types of hotels.

By looking at Graph 8, which is based on the information from Annexes 14 and 15, it is clear that Majorca has the largest amount of hotels part of this organization. Furthermore, once again the 4-star hotel category is the winner, as it outnumbers the rest of them, and the vast majority are from hotel chains.



Graph 8: Number of hotels per hotel category and per island part of "Xarxa Hotels Sostenibles de Balears" (2022) (own elaboration from Annexes 16 and 17)



Graph 9: Number of hotels per hotel chain part of "Xarxa Hotels Sostenibles de Balears" (2022) (own elaboration from Annex 18)

When it comes to the hotel chains themselves, 24 companies participate in this initiative with 144 establishments (which is 5% of all accommodation establishments), being Grupotel Hotels & Resorts the company with the largest number of hotels as seen in Graph 9.

5.2.3. Green Online Marketing

As explained previously, the promotional tools that hoteliers can use to advertise their green practices are distribution channels, newsletters, social media, SEO and Local SEO, and SEM, of which some of them will be analysed in further detail in this section.

5.2.3.1. Corporate Social Responsibility on Official Websites

CSR, as mentioned earlier on, are voluntary actions taken by companies which tend to regard the triple bottom line of sustainability (the environment, society, and the economy) as they try to approach to consumers as good and ethical corporate citizens (Carroll, 2015). Furthermore, they can be used to greenwash or to signal, all depending on the truth behind the statements. For this reason, the reports and pages that hoteliers have online regarding their CSR must be taken into account as they may include crucial information about their green practices.

Detailed in Annex 19, the discoveries are that most companies with CSR reports or pages are chains, especially found with headquarters in Majorca. Most of the hoteliers that have been found throughout the study of Ecolabels or the Xarxa Hotels Sostenibles de Balears have some type of CSR section on their official websites, whether it is on a PDF or on a page dedicated to environmental sustainability. In fact, most of these chains or independent hotels dedicate their efforts exclusively to green practices.

The environmental actions themselves in some cases are vaguely explained, meaning that they do not specify how they reach their goals. Nevertheless, some are very detailed, including graphs and even costs regarding their green practices, but it tends to be from hotel chains known internationally. In fact, the latter are the ones with most ecolabels, as seen previously as well when explaining the ecolabels, but none of the hoteliers mention the identification numbers for the certificates, nor when they were obtained.

Lastly, although most of the times the CSR reports or pages are difficult to find on the website, some of the hoteliers do consider the SDGs and they explain how they are contributing to each one.

5.2.3.2. Search Engine Marketing

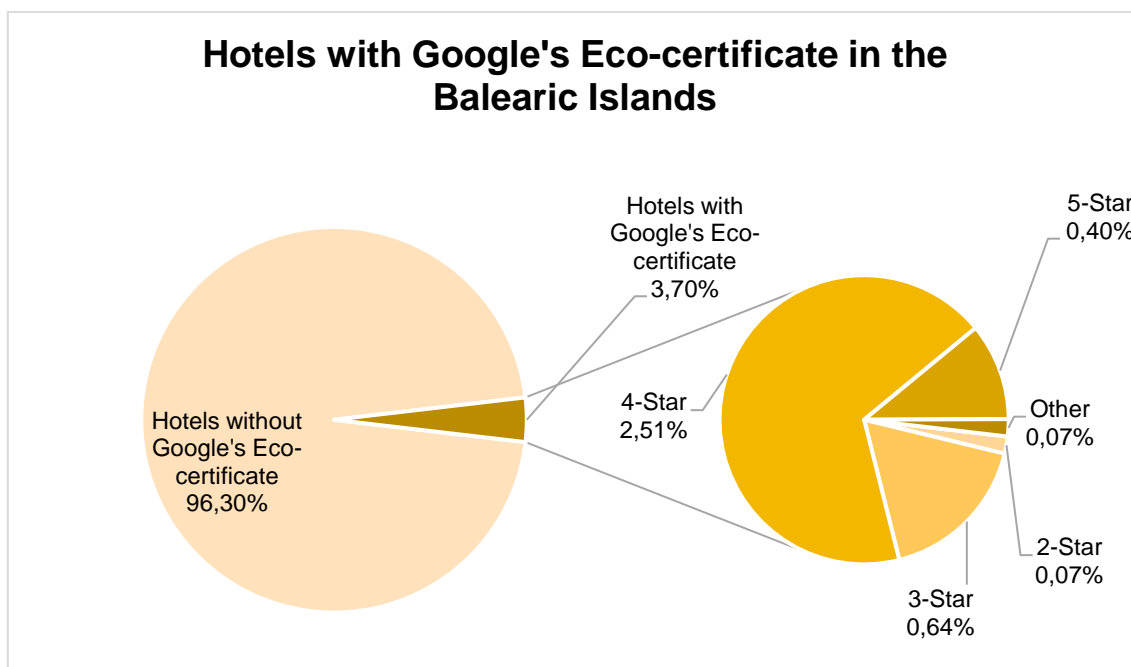
The most used platform when it comes to SEM is Google Ads, as it uses one of the most important search engines internationally. For this reason, many hoteliers use this platform to advertise their services, which are essentially ads that appear on the top and bottom of the results page when a user makes a search with certain keywords. This cost-per-click model tends to be cheap for hoteliers if they are using keywords related to their hotel, rather than generic

terms such as “hotel in majorca”. However, the only results found are in Annex 20, which in turn demonstrate the lack of interest that hoteliers have around the Balearic Islands to bid for keywords that include “sustainability”, “eco-friendly”, “green” and “eco” for the Spanish market.

5.2.3.3. Search Engine Optimization and Local SEO

When it comes to SEO, hoteliers around the archipelago do not use the terms “sustainable” or “eco” in their titles, headings, or meta descriptions in the official websites. In fact, the results on Google are filled with websites that are mainly travel blogs, online magazines and online newspapers, as seen as an example in Annex 21. However, this could be an outcome from the hoteliers themselves, as there is the possibility of them paying other websites online to talk about their services, which in this case it would be about their green practices.

Local SEO, on the other hand, is one of the marketing techniques that hoteliers are currently focusing on in the Balearics since this method of SEO is increasing in importance as users increase its use. One of the ways hotels can share their sustainable practices is through Google, since this platform announced last September the option for hoteliers to publish their sustainability practices through their Google My Business (Holden, 2021), which is a profile shown on the Google results page, Google Maps or Google Travel when the user searches for the hotel itself. But it is important to note that these practices are filled in by the hotelier, but not checked by Google, so there are no third-parties involved in the evaluation of the statements (Google, n.d.).



Graph 10: Hotels with Google's Eco-certificate in the Balearic Islands (own elaboration from Annexes 22 and 23)

This gives the hotelier the opportunity to detail the sustainability practices regarding energy, water, waste, and sustainable sourcing, as well as the certificates that the hotel has from Google’s list of valid certificates. To be able to

achieve Google's Eco-Certificate, all the latter must be filled in on Google My Business (Google, n.d.).

Other important online profiles used by hoteliers in the Balearic Islands are Bing Places and Apple Places, but these aren't using any green marketing strategies as of today. That being said, 3,7% of hoteliers in the Balearics have Google's Eco-Certificate, of which most of them are 4-star hotels as seen in Graph 10.

6. Conclusions

This time of crisis during the pandemic was meant to be a chance to change the industry by laying down long-term sustainable foundations, as there is evidence that the Balearics' dependency on tourism is both detrimental and unsustainable as climate change and diseases are highly vulnerable to the archipelago. Nevertheless, although the Balearic Government has passed a new law that introduces sustainability, circularity, and innovation to the industry, it seems that tourism is once again thriving after the economic downturn with outstanding numbers for this season (Santana, 2022). In fact, the current neoliberal globalisation still remains untouched, thus mass-tourism is still a movement that seems to be disguised under regulations that are not fully changing the system as a whole.

When it comes to the online booking process, Booking.com and Tripadvisor are both very important OTAs and metasearch engines that are used to compare and book establishments. Thus, potential leads can search for hotels with Travel Sustainable Badges on Booking.com, which are around 215 hotels (roughly $\frac{1}{5}$ of the hotels on the platform) or hotels with Ecoleader status on Tripadvisor, which are less than 2% of hotels on the platform in the Balearic Islands. Notwithstanding there seems to be inconsistencies, since hoteliers necessarily need both green practices and certificates to obtain any of the two labels. Even though ISO 14001 has not been included in this thesis, the other most relevant ecolabels in the industry in the Balearic Islands have been studied and they do not even get close to the number of 200 hotels. In total, approximately 100 hotels have any of the 5 ecolabels studied (EMAS, UN's Ecolabel, Biosphere Sustainable, Travelife Gold Certificate, EarthCheck). Hence, if not even the ecolabels are adding up, the green practices stated may not be trustworthy at all.

The "Xarxa Hotels Sostenibles de Balears" confirms that the 4-Star hotels in Majorca are the ones leading the green movement in the Balearic Islands. So it must be questioned if these hotels (most of which are part of hotel chains) have the resources to truly commit to environmentally sustainable efforts, or are they just privileged to know the hidden green use of online platforms. When taking a look at the CSR reports, two of them are not disclosing their green practices and some of them are vaguely stating them, which could be considered greenwashing as there is a lack of transparency due to no evidence as to why they are part of an organization for sustainable hotels. This greenwashing could be in the form of "CSR-washing", as only one of them has been audited by a third-party. There have also been symptoms of "pooling", as many CSR reports were practically identical, most of them through "cheap talk", since there were no mentions of third parties nor specific actions to back-up their objectives, closely related to "decoupling" due to the vagueness in some of their statements regarding the actions to achieve their environmental goals.

On the other hand, the companies with great CSR performance are mostly big international hotel chains with very detailed reports, as they disclose concrete actions and costs, as well as data about the results of their actions. Although the positive long-term commitments they have adopted through large investments are excellent, it must be highlighted that most of the hotels are located on the

coast, hence they should focus more efforts on conserving and protecting the aquatic environment. Nevertheless, it cannot be said that the companies mentioning certain SDGs are “bluewashing”, as they explain very specifically how they achieve these goals, but what can be said is that all ecolabels from these hotels are lacking identification numbers, some of which are out date. Moreover, the ecolabels mentioned by hotel chains do not always specify which hotels from their company have obtained them, which could lead to the so called “halo effect”, as consumers could perceive that it is the chain as a whole that has received the ecolabel in question.

Regardless of those who announce that they are sustainable in one way or another, the majority of hoteliers in the Balearics do not disclose any of their green practices throughout the online booking process, not even do they try to promote them through SEM campaigns and SEO techniques (in spite of Google My Business somewhat becoming important for hotels’ green online marketing), hence it cannot be announced that the situation in general is greenwashing. As a matter of fact, there is a possibility that the hoteliers are “greenhushing”, whether it is due to a lack of resources or a lack of knowledge, whereas the rest of hotels are honest or they are greenwashing due to inconsistencies between platforms, scarce evidence regarding the truth behind CSR reports, a lack of transparency and insufficient third-party involvement.

Even though the case study of the Balearic Islands has not contemplated the consumers’ perspective, as explained in the literature review, it is important to analyse consumers’ beliefs and values as they can influence whether greenwashing is taking place or not. Due to this, as they are an active part in the involvement of greenwashing, society must understand what CSR reports and ecolabels are, as well as the damage that tourism has on the islands. Although they are becoming more and more concerned, means are needed for users to book in a more conscious manner as they must be aware of how hoteliers can use promotional tools to trick them.

The Government does not currently have an active role in preventing greenwashing, which is why government intervention is needed to apply laws and regulations, as well as use auditors to reduce the dishonesty behind environmental communication. Hence the Balearic Government has three responsibilities to diminish greenwashing: lay the foundations for sustainable tourism and the practices that it entails, penalize the use of promotional tools to lie about unreal environmental actions and support those companies that, due to lack of resources, cannot compete at the same level as the large hotel chains. Small businesses must be helped to implement green practices and they must also have the same opportunities to promote their environmental sustainability online. Moreover, they have a responsibility with society as well, as residents and tourists must understand what sustainable tourism entails and how unsustainable tourism is currently impacting the Balearic Islands.

The last key players are the hoteliers, as they are also part of the solution. They must search for certifications and third-party audits that not only embrace the positive green practices that they currently have in place, but also point out those practices needing improved. That is, they must push harder towards long-term environmental practices to obtain a positive perception from consumers, as

small actions are not sufficient. These efforts must then be communicated through substantial improvements in their green marketing strategies, which in turn will improve their transparency and their honesty.

Hotels nowadays cannot continue to miss out green practices nor voluntarily withhold information since the image of the industry is on the line. Thus, they must actively be part of the movement towards sustainable tourism by signalling their efforts, which is why all stakeholders must be involved to battle against greenwashing and “greenhushing” throughout the online booking process in the Balearic Islands.

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Annexed

Annex 1: Statistics regarding Booking.com hotels with Travel Sustainable Badge in the Balearic Islands (2022)

Dates	1/05-08/05	8/05-15/05	15/05-22/05	22/05-29/05	29/05-05/06	05/06-12/06	12/06-19/06	19/06-26/06
Number of hotels with Travel Sustainable Badge	190	195	192	173	191	191	186	191
1 Star	0	0	0	0	0	0	0	0
2 Star	2	2	2	2	1	2	1	1
3 Star	15	16	17	15	16	18	19	18
4 Star	132	136	134	124	135	133	129	131
5 Star	27	26	25	20	25	27	27	27
Other	14	14	14	12	14	11	10	14
Total number of hotels	962	1040	1068	996	1028	1053	1004	1002
1 Star	16	20	20	23	18	17	17	14
2 Star	36	47	53	52	50	53	52	51
3 Star	243	275	290	293	285	302	277	273
4 Star	499	521	530	478	512	519	497	506
5 Star	81	84	84	73	80	85	87	84
Other	87	94	91	77	83	77	74	74
Percentage of 1-star hotels with Travel Sustainable Badge in comparison to the total number of 1-star hotels	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Percentage of 2-star hotels with Travel Sustainable Badge in comparison to the total number of 2-star hotels	5,56%	4,26%	3,77%	3,85%	2,00%	3,77%	1,92%	1,96%
Percentage of 3-star hotels with Travel Sustainable Badge in comparison to the total number of 3-star hotels	6,17%	5,82%	5,86%	5,12%	5,61%	5,96%	6,86%	6,59%
Percentage of 4-star hotels with Travel Sustainable Badge in comparison to the total number of 4-star hotels	26,45%	26,10%	25,28%	25,94%	26,37%	25,63%	25,96%	25,89%
Percentage of 5-star hotels with Travel Sustainable Badge in comparison to the total number of 5-star hotels	33,33%	30,95%	29,76%	27,40%	31,25%	31,76%	31,03%	32,14%
Percentage of other hotels with Travel Sustainable Badge in comparison to the total number of other hotels	16,09%	14,89%	15,38%	15,58%	16,87%	14,29%	13,51%	18,92%
Percentage of 1-star hotels with Travel Sustainable Badge in comparison to the total number hotels with Travel Sustainable Badge	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Percentage of 2-star hotels with Travel Sustainable Badge in comparison to the total number of hotels with Travel Sustainable Badge	1,05%	1,03%	1,04%	1,16%	0,52%	1,05%	0,54%	0,52%
Percentage of 3-star hotels with Travel Sustainable Badge in comparison to the total number of hotels with Travel Sustainable Badge	7,89%	8,21%	8,85%	8,67%	8,38%	9,42%	10,22%	9,42%
Percentage of 4-star hotels with Travel Sustainable Badge in comparison to the total number of hotels with Travel Sustainable Badge	69,47%	69,74%	69,79%	71,68%	70,68%	69,63%	69,35%	68,59%
Percentage of 5-star hotels with Travel Sustainable Badge in comparison to the total number of hotels with Travel Sustainable Badge	14,21%	13,33%	13,02%	11,56%	13,09%	14,14%	14,52%	14,14%
Percentage of other hotels with Travel Sustainable Badge in comparison to the total number of hotels with Travel Sustainable Badge	7,37%	7,18%	7,29%	6,94%	7,33%	5,76%	5,38%	7,33%
Percentage of hotels with Travel Sustainable Badge in comparison to the total number of hotels	19,75%	18,75%	17,98%	17,37%	18,58%	18,14%	18,53%	19,06%

Dates	26/06-03/07	03/07-10/07	10/07-17/07	17/07-24/07	24/07-31/07	31/07-07/08	07/08-14/08	14/08--21/08	21/08-28/08
Number of hotels with Travel Sustainable Badge	205	223	224	224	217	224	229	224	236
1 Star	0	0	0	0	0	0	0	0	0
2 Star	1	2	2	2	2	2	2	2	2
3 Star	19	21	21	21	20	19	19	19	21
4 Star	142	154	154	155	149	154	158	156	163
5 Star	29	30	30	29	30	31	32	30	32
Other	14	16	17	17	16	18	18	17	18
Total number of hotels	1103	1177	1178	1196	1187	1178	1194	1229	1281
1 Star	17	23	20	19	19	21	20	23	22
2 Star	57	61	59	61	60	56	57	58	64
3 Star	294	307	309	316	307	293	306	327	339
4 Star	549	581	580	595	588	594	605	613	628
5 Star	97	99	102	103	105	107	108	106	106
Other	89	106	108	102	108	107	98	102	122
Percentage of 1-star hotels with Travel Sustainable Badge in comparison to the total number of 1-star hotels	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Percentage of 2-star hotels with Travel Sustainable Badge in comparison to the total number of 2-star hotels	1,75%	3,28%	3,39%	3,28%	3,33%	3,57%	3,51%	3,45%	3,13%
Percentage of 3-star hotels with Travel Sustainable Badge in comparison to the total number of 3-star hotels	6,46%	6,84%	6,80%	6,65%	6,51%	6,48%	6,21%	5,81%	6,19%
Percentage of 4-star hotels with Travel Sustainable Badge in comparison to the total number of 4-star hotels	25,87%	26,51%	26,55%	26,05%	25,34%	25,93%	26,12%	25,45%	25,96%
Percentage of 5-star hotels with Travel Sustainable Badge in comparison to the total number of 5-star hotels	29,90%	30,30%	29,41%	28,16%	28,57%	28,97%	29,63%	28,30%	30,19%
Percentage of other hotels with Travel Sustainable Badge in comparison to the total number of other hotels	15,73%	15,09%	15,74%	16,67%	14,81%	16,82%	18,37%	16,67%	14,75%
Percentage of 1-star hotels with Travel Sustainable Badge in comparison to the total number hotels with Travel Sustainable Badge	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Percentage of 2-star hotels with Travel Sustainable Badge in comparison to the total number of hotels with Travel Sustainable Badge	0,49%	0,90%	0,89%	0,89%	0,92%	0,89%	0,87%	0,89%	0,85%
Percentage of 3-star hotels with Travel Sustainable Badge in comparison to the total number of hotels with Travel Sustainable Badge	9,27%	9,42%	9,38%	9,38%	9,22%	8,48%	8,30%	8,48%	8,90%
Percentage of 4-star hotels with Travel Sustainable Badge in comparison to the total number of hotels with Travel Sustainable Badge	69,27%	69,06%	68,75%	69,20%	68,66%	68,75%	69,00%	69,64%	69,07%
Percentage of 5-star hotels with Travel Sustainable Badge in comparison to the total number of hotels with Travel Sustainable Badge	14,15%	13,45%	13,39%	12,95%	13,82%	13,84%	13,97%	13,39%	13,56%
Percentage of other hotels with Travel Sustainable Badge in comparison to the total number of hotels with Travel Sustainable Badge	6,83%	7,17%	7,59%	7,59%	7,37%	8,04%	7,86%	7,59%	7,63%
Percentage of hotels with Travel Sustainable Badge in comparison to the total number of hotels	18,59%	18,95%	19,02%	18,73%	18,28%	19,02%	19,18%	18,23%	18,42%

Dates	28/08-04/09	04/09-11/09	11/09-18/09	18/09-25/09	25/09-02/10	02/10-09/10	09/10-16/10	16/10-23/10	Average for the season analysed
Number of hotels with Travel Sustainable Badge	235	231	236	232	232	233	228	220	214,48
1 Star	0	0	0	0	0	0	0	0	0
2 Star	2	2	2	2	1	1	1	1	1,68
3 Star	21	21	21	21	22	21	19	18	19,12
4 Star	162	162	168	165	165	164	162	157	149,76
5 Star	32	30	30	29	28	31	29	26	28,48
Other	18	16	15	15	16	16	17	18	15,4
Total number of hotels	1293	1287	1318	1320	1292	1267	1224	1140	1160,68
1 Star	24	26	28	27	25	24	21	19	20,92
2 Star	71	71	69	73	64	57	47	36	56,6
3 Star	350	348	359	366	353	333	307	279	309,24
4 Star	628	625	634	631	632	632	625	596	575,92
5 Star	106	101	103	98	98	101	100	93	95,64
Other	114	116	125	125	120	120	124	117	102,4
Percentage of 1-star hotels with Travel Sustainable Badge in comparison to the total number of 1-star hotels	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Percentage of 2-star hotels with Travel Sustainable Badge in comparison to the total number of 2-star hotels	2,82%	2,82%	2,90%	2,74%	1,56%	1,75%	2,13%	2,78%	3,01%
Percentage of 3-star hotels with Travel Sustainable Badge in comparison to the total number of 3-star hotels	6,00%	6,03%	5,85%	5,74%	6,23%	6,31%	6,19%	6,45%	6,19%
Percentage of 4-star hotels with Travel Sustainable Badge in comparison to the total number of 4-star hotels	25,80%	25,92%	26,50%	26,15%	26,11%	25,95%	25,92%	26,34%	26,00%
Percentage of 5-star hotels with Travel Sustainable Badge in comparison to the total number of 5-star hotels	30,19%	29,70%	29,13%	29,59%	28,57%	30,69%	29,00%	27,96%	29,84%
Percentage of other hotels with Travel Sustainable Badge in comparison to the total number of other hotels	15,79%	13,79%	12,00%	12,00%	13,33%	13,33%	13,71%	15,38%	15,18%
Percentage of 1-star hotels with Travel Sustainable Badge in comparison to the total number hotels with Travel Sustainable Badge	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Percentage of 2-star hotels with Travel Sustainable Badge in comparison to the total number of hotels with Travel Sustainable Badge	0,85%	0,87%	0,85%	0,86%	0,43%	0,43%	0,44%	0,45%	0,79%
Percentage of 3-star hotels with Travel Sustainable Badge in comparison to the total number of hotels with Travel Sustainable Badge	8,94%	9,09%	8,90%	9,05%	9,48%	9,01%	8,33%	8,18%	8,91%
Percentage of 4-star hotels with Travel Sustainable Badge in comparison to the total number of hotels with Travel Sustainable Badge	68,94%	70,13%	71,19%	71,12%	71,12%	70,39%	71,05%	71,36%	69,83%
Percentage of 5-star hotels with Travel Sustainable Badge in comparison to the total number of hotels with Travel Sustainable Badge	13,62%	12,99%	12,71%	12,50%	12,07%	13,30%	12,72%	11,82%	13,29%
Percentage of other hotels with Travel Sustainable Badge in comparison to the total number of hotels with Travel Sustainable Badge	7,66%	6,93%	6,36%	6,47%	6,90%	6,87%	7,46%	8,18%	7,16%
Percentage of hotels with Travel Sustainable Badge in comparison to the total number of hotels	18,17%	17,95%	17,91%	17,58%	17,96%	18,39%	18,63%	19,30%	18,50%

*The table contains data from a search on Booking.com for the Balearic Islands. Results are from 1-week bookings for a room for 2 adults, since most hotels have a minimum stay policy. The period analysed has been the summer season since that is the season where there are most hotels open. The search was made in April 2022.

Annex 2: Tripadvisor hotels with Ecoleader Labels in the Balearic Islands (2022)

Name	Location	Category	Ecoleader label
Meliá Cala Galdana	Minorca	5-Star	Gold
Hotel de Mar Gran Meliá	Majorca	5-Star	Bronze
EcoHotel & Spa Monnaber Nou	Majorca	4-Star	Platinum
Barcelo Illetes Albatros	Majorca	4-Star	Bronze
Son Brull Hotel & Spa	Majorca	5-Star	Platinum
Mar Calma Hotel	Majorca	4-Star	Gold
Sol Beach House Ibiza	Ibiza	4-Star	Bronze
Meliá Palma Marina	Majorca	4-Star	Silver
Meliá Cala d'Or Boutique Hotel	Majorca	5-Star	Gold
Total Number			9

*The table contains data from a search made in April 2022 on <https://www.tripadvisor.com/> for a reservation in August 2022. The search is for a hotel with one room for two adults. The Balearic Islands is the selected destination. Results are from a sample of 500, of which 9 have Bronze, Silver, Gold or Platinum Ecoleader labels.

Annex 3: Percentage of Tripadvisor hotels with Ecoleader Labels in the Balearic Islands (2022)

Number of hotels with Ecoleader Label	9
1 Star	0
2 Star	0
3 Star	0
4 Star	5
5 Star	4
Total number of hotels	500
1 Star	9
2 Star	45
3 Star	123
4 Star	250
5 Star	73
Percentage of 1-star hotels with Ecoleader Label in comparison to the total number of 1-star hotels	0,00%
Percentage of 2-star hotels with Ecoleader Label in comparison to the total number of 2-star hotels	0,00%
Percentage of 3-star hotels with Ecoleader Label in comparison to the total number of 3-star hotels	0,00%
Percentage of 4-star hotels with Ecoleader Label in comparison to the total number of 4-star hotels	2,00%
Percentage of 5-star hotels with Ecoleader Label in comparison to the total number of 5-star hotels	5,48%
Percentage of 1-star hotels with Ecoleader Label in comparison to the total number hotels with Ecoleader Label	0,00%
Percentage of 2-star hotels with Ecoleader Label in comparison to the total number of hotels with Ecoleader Label	0,00%
Percentage of 3-star hotels with Ecoleader Label in comparison to the total number of hotels with Ecoleader Label	0,00%
Percentage of 4-star hotels with Ecoleader Label in comparison to the total number of hotels with Ecoleader Label	55,56%
Percentage of 5-star hotels with Ecoleader Label in comparison to the total number of hotels with Ecoleader Label	44,44%
Percentage of hotels with Ecoleader Label in comparison to the total number of hotels	1,80%

*The table contains data from a search made in April 2022 on <https://www.tripadvisor.com/> for a reservation in August 2022. The search is for a hotel with one room for two adults. The Balearic Islands is the selected destination. The total amount of hotels available is 1248, 500 of which are included in this study.

Annex 4: Hotels with EMAS in the Balearic Islands (2022)

Hotel	Island	Location	Category	Company
ARTIEM Audax	Minorca	Cala Galdana	4-Star	ARTIEM Hotels
BQ Alcudia Sun Village	Majorca	Platja de Muro	3-Star	BQ Hoteles
Green Garden Aparthotel	Majorca	Cala Ratjada	4-Star	Garden Hotels
Hotel Bonsol	Majorca	Illetes	5-Star	Independent
La Quinta Minorca by PortBlue Boutique	Minorca	Cala'n Bosch	5-Star	PortBlue Hotel Group
PortBlue Club Pollentia Resort & Spa	Majorca	Port de Pollença	4-Star	PortBlue Hotel Group
Vell Marí Hotel & resort	Majorca	Ca'n Picafort	4-Star	Independent
VIVA Blue & Spa	Majorca	Platja de Muro	4-Star	Hotels VIVA & Resorts
VIVA Cala Mesquida Resort & Spa	Majorca	Cala Mesquida	4-Star	Hotels VIVA & Resorts
VIVA Cala Mesquida Suites & Spa	Majorca	Cala Mesquida	4-Star Sup.	Hotels VIVA & Resorts
VIVA Eden Lago	Majorca	Bahia d'Alcudia	4-Star	Hotels VIVA & Resorts
VIVA Golf	Majorca	Port d'Alcudia	4-Star Sup.	Hotels VIVA & Resorts
VIVA Sunrise	Majorca	Port d'Alcudia	4-Star	Hotels VIVA & Resorts
Zafiro Bahía	Majorca	Platja de Muro	4-Star	Zafiro Hotels
Zafiro Cala Mesquida	Majorca	Cala Mesquida	4-Star	Zafiro Hotels
Zafiro Can Picafort	Majorca	Ca'n Picafort	4-Star	Zafiro Hotels
Zafiro Majorca	Majorca	Ca'n Picafort	4-Star	Zafiro Hotels
Zafiro Minorca	Minorca	Cala'n Bosch	4-Star	Zafiro Hotels
Zafiro Palace Palmanova	Majorca	Palmanova	5-Star	Zafiro Hotels
Zafiro Palmanova	Majorca	Palmanova	4-Star	Zafiro Hotels
Zafiro Rey Don Jaime	Majorca	Santa Ponça	4-Star	Zafiro Hotels
Zafiro Tropic	Majorca	Port d'Alcudia	4-Star	Zafiro Hotels

*The table contains data from https://www.caib.es/sites/ecotur/es/empresas_baleares_adheridas_y_evolucion_de_emas-5518/ where there is access to the full list of companies that are part of this certification. The names have been updated using Google searches for each hotel. The information is from April 2022.

Annex 5: Statistics regarding the hotels with the EMAS in the Balearic Islands (2022)

	Number	Percentage in comparison to the total
Total Number of Hotels	22	100,00%
Number of Hotels part of Hotel Chains	20	90,91%
Number of Independent Hotels	2	9,09%
1-Star Hotels	0	0,00%
2-Star Hotels	0	0,00%
3-Star Hotels	1	4,55%
3-Star Sup. Hotels	0	0,00%
4-Star Hotels	16	72,73%
4-Star Sup. Hotels	2	9,09%
5-Star Hotels	3	13,64%
Hotels in Majorca	19	86,36%
Hotels in Minorca	3	13,64%
Hotels in Ibiza	0	0,00%
Hotels in Formentera	0	0,00%

*The table contains statistics from the information in Annex 4.

Annex 6: Number of hotels per hotel chain with EMAS in the Balearic Islands (2022)

Companies	Number of hotels
ARTIEM Hotels	1
BQ Hotels	1
Garden Hotels	1
PortBlue Hotel Group	2
Hotels VIVA & Resorts	6
Zafiro Hotels	9

*The table contains the companies from the information in Annex 4.

Annex 7: Hotels with the EU's Ecolabel in the Balearic Islands (2022)

Hotel	Island	Location	Category	Company
Es Bauló Petit Hotel	Majorca	Port d'Alcudia	4-Star	Independent
Hipotels Cala Bona Club	Majorca	Cala Bona	4-Star	Hipotels

*The table contains data from https://www.caib.es/sites/ecotur/es/empresas_baleares_adheridas_y_evolucion_de_emas-5518/ where there is access to the full list of companies that are part of this certification. The names have been updated using Google searches for each hotel. The information is from April 2022.

Annex 8: Statistics regarding the hotels with the EU's Ecolabel in the Balearic Islands (2022)

	Number	Percentage in comparison to the total
Total Number of Hotels	2	100,00%
Number of Hotels part of Hotel Chains	1	50,00%
Number of Independent Hotels	1	50,00%
1-Star Hotels	0	0,00%
2-Star Hotels	0	0,00%
3-Star Hotels	0	0,00%
3-Star Sup. Hotels	0	0,00%
4-Star Hotels	2	100,00%
4-Star Sup. Hotels	0	0,00%
5-Star Hotels	0	0,00%
Hotels in Majorca	2	100,00%
Hotels in Minorca	0	0,00%
Hotels in Ibiza	0	0,00%
Hotels in Formentera	0	0,00%

*The table contains the statistics from the information in Annex 7.

Annex 9: Hotels with the Biosphere Sustainable label in the Balearic Islands (2022)

Hotel	Island	Location	Category	Company
H10 Blue Mar	Majorca	Camp de Mar	4-Star	H10 Hotels
H10 Casa del Mar	Majorca	Santa Ponça	4-Star	H10 Hotels
H10 Punta Negra	Majorca	Costa de'n Blanes	4-Star	H10 Hotels

*The table contains the data from <https://www.biospheretourism.com/es/comunidad-de-entidades-biosphere/93> where there is access to the full list of companies that are part of this certification. The names have been updated using Google searches for each hotel. The information is from April 2022.

Annex 10: Statistics regarding the hotels with the Biosphere Sustainable label in the Balearic Islands (2022)

	Number	Percentage in comparison to the total
Total Number of Hotels	3	100,00%
Number of Hotels part of Hotel Chains	3	100,00%
Number of Independent Hotels	0	0,00%
1-Star Hotels	0	0,00%
2-Star Hotels	0	0,00%
3-Star Hotels	0	0,00%
3-Star Sup. Hotels	0	0,00%
4-Star Hotels	3	100,00%
4-Star Sup. Hotels	0	0,00%
5-Star Hotels	0	0,00%
Hotels in Majorca	3	100,00%
Hotels in Minorca	0	0,00%
Hotels in Ibiza	0	0,00%
Hotels in Formentera	0	0,00%

*The table contains the statistics from the information in Annex 9.

Annex 11: Hotels with the Travelife Gold Certification label in the Balearic Islands (2022)

Hotel	Island	Location	Category	Company
Cala Millor Garden	Majorca	Cala Millor	4-Star	Garden Hotels
Club Cala Pada	Ibiza	Santa Eulària	4-Star	Nordotel
CM Castell del Mar	Majorca	Cala Millor	4-Star	CM Hotels
CM Playa del Moro	Majorca	Cala Millor	4-Star	CM Hotels
Green Garden Aparthotel	Majorca	Cala Ratjada	4-Star	Garden Hotels
Grupotel Acapulco Playa	Majorca	Platja de Palma	4-Star	Grupotel Hotels & Resorts
Grupotel Aguait Resort & Spa	Majorca	Cala Ratjada	4-Star	Grupotel Hotels & Resorts
Grupotel Alcudia Suite	Majorca	Platja de Muro	4-Star	Grupotel Hotels & Resorts
Grupotel Aldea Cala'n Bosch	Minorca	Cala'n Bosch	4-Star	Grupotel Hotels & Resorts
Grupotel Amapola	Majorca	Platja de Muro	3-Star	Grupotel Hotels & Resorts
Grupotel Cala San Vicente	Ibiza	Sant Joan	4-Star	Grupotel Hotels & Resorts
Grupotel Club Minorca	Minorca	Ciutadella	3-Star	Grupotel Hotels & Resorts
Grupotel Club Turquesa Mar	Minorca	Ciutadella	4-Star	Grupotel Hotels & Resorts
Grupotel Dunamar	Majorca	Ca'n Picafort	4-Star	Grupotel Hotels & Resorts
Grupotel Farrutx	Majorca	Ca'n Picafort	4-Star	Grupotel Hotels & Resorts
Grupotel Gran Vista & Spa	Majorca	Ca'n Picafort	4-Star	Grupotel Hotels & Resorts
Grupotel Ibiza Beach Resort	Ibiza	Portinatx	4-Star	Grupotel Hotels & Resorts
Grupotel Imperio Playa	Ibiza	Sant Joan	4-Star	Grupotel Hotels & Resorts
Grupotel Los Príncipes & Spa	Majorca	Platja de Muro	4-Star	Grupotel Hotels & Resorts
Grupotel Macarella Suites & Spa	Minorca	Ciutadella	4-Star	Grupotel Hotels & Resorts
Grupotel Majorca Mar	Majorca	Cala Bona	4-Star	Grupotel Hotels & Resorts
Grupotel Mar de Minorca	Minorca	Maó	3-Star	Grupotel Hotels & Resorts
Grupotel Marítimo	Majorca	Port d'Alcudia	4-Star	Grupotel Hotels & Resorts
Grupotel Molins	Majorca	Pollença	5-Star	Grupotel Hotels & Resorts
Grupotel Montecarlo	Majorca	Ca'n Picafort	4-Star	Grupotel Hotels & Resorts
Grupotel Natura Playa	Majorca	Platja de Muro	4-Star	Grupotel Hotels & Resorts
Grupotel Nilo & Spa	Majorca	Paguera	4-Star	Grupotel Hotels & Resorts
Grupotel Orient	Majorca	Palma	4-Star	Grupotel Hotels & Resorts
Grupotel Parc Natural & Spa	Majorca	Platja de Muro	5-Star	Grupotel Hotels & Resorts
Grupotel Picafort Beach	Majorca	Ca'n Picafort	4-Star	Grupotel Hotels & Resorts
Grupotel Playa Camp de Mar	Majorca	Camp de Mar	4-Star	Grupotel Hotels & Resorts
Grupotel Playa Club	Minorca	Ciutadella	4-Star	Grupotel Hotels & Resorts

Hotel	Island	Location	Category	Company
Grupotel Port D'Alcudia	Majorca	Port d'Alcudia	4-Star	Grupotel Hotels & Resorts
Grupotel Santa Eulària & Spa	Ibiza	Santa Eulària	4-Star	Grupotel Hotels & Resorts
Grupotel Tamariscos	Minorca	Ciutadella	3-Star	Grupotel Hotels & Resorts
Grupotel Taurus Park	Majorca	Palma	4-Star	Grupotel Hotels & Resorts
Hotel Riu Bravo	Majorca	Platja de Palma	4-Star	Riu Hotels
Hotel Riu Concordia	Majorca	Platja de Palma	4-Star	Riu Hotels
Hotel Riu Festival	Majorca	Platja de Palma	4-Star	Riu Hotels
Hotel Riu La Mola	Formentera	Platja de Migjorn	4-Star	Riu Hotels
Hotel Riu Playa Park	Majorca	Platja de Palma	4-Star	Riu Hotels
Hotel Riu San Francisco	Majorca	Platja de Palma	4-Star	Riu Hotels
Inturotel Azul Garden	Majorca	Cala d'Or	3-Star	Inturotel Hotels & Resorts
Inturotel Cala Azul	Majorca	Cala d'Or	3-Star	Inturotel Hotels & Resorts
Inturotel Cala Esmeralda	Majorca	Cala d'Or	4-Star Sup.	Inturotel Hotels & Resorts
Inturotel Esmeralda Park	Majorca	Cala d'Or	3-Star	Inturotel Hotels & Resorts
Inturotel Sa Marina	Majorca	Cala d'Or	4-Star Sup.	Inturotel Hotels & Resorts
La Quinta Minorca by PortBlue Boutique	Minorca	Cala'n Bosch	5-Star	PortBlue Hotel Group
Marinda Garden	Minorca	Cala'n Bosch	3-Star	Garden Hotels
Playa Garden Selection Hotel & Spa	Majorca	Platja de Muro	4-Star	Garden Hotels
PortBlue Club Pollentia Resort & Spa	Majorca	Port de Pollença	4-Star	PortBlue Hotel Group
Sirenis Seaview Country Club	Ibiza	Sant Josep	4-Star	Sirenis Hotels
Sunwing Alcudia Beach	Majorca	Bahia d'Alcudia	3-Star	Sunwing Family Resorts
The Sea Hotel by Grupotel	Majorca	Ca'n Picafort	4-Star	Grupotel Hotels & Resorts
Tropic Garden Hotel & Apartments	Ibiza	Santa Eulària	4-Star	Garden Hotels
TUI BLUE Aura	Ibiza	Sant Josep	4-Star	Sirenis Hotels

*The table contains the data from <https://staybetterplaces.com/> where there is access to the full list of companies that are part of this certification. The names have been updated using Google searches for each hotel. The information is from April 2022.

Annex 12: Statistics regarding the hotels with the Travelife Gold Certification label in the Balearic Islands (2022)

	Number	Percentage in comparison to the total
Total Number of Hotels	56	100,00%
Number of Hotels part of Hotel Chains	56	100,00%
Number of Independent Hotels	0	0,00%
1-Star Hotels	0	0,00%
2-Star Hotels	0	0,00%
3-Star Hotels	9	16,07%
3-Star Sup. Hotels	0	0,00%
4-Star Hotels	42	75,00%
4-Star Sup. Hotels	2	3,57%
5-Star Hotels	3	5,36%
Hotels in Majorca	38	67,86%
Hotels in Minorca	9	16,07%
Hotels in Ibiza	8	14,29%
Hotels in Formentera	1	1,79%

*The table contains the statistics from the information in Annex 11.

Annex 13: Number of hotels per hotel chain with the Travelife Gold Certification label in the Balearic Islands (2022)

Companies	Number of hotels
CM Hotels	2
Garden Hotels	5
Grupotel Hotels & Resorts	32
Inturotel Hotels & Resorts	5
Nordotel	1
PortBlue Hotel Group	2
Riu Hotels	6
Sirenis Hotels	2
Sunwing Family Resorts	1

*The table contains the companies from the information in Annex 11.

Annex 14: Hotels with the EarthCheck label in the Balearic Islands (2022)

Hotel	Island	Location	Category	Company	Achievement Date	Achievement Expiry Date
Hotel de Mar Gran Meliá	Majorca	Illetes	5-Star	Meliá Hotels International	29/09/2019	29/09/2020
Iberostar Albufera Park	Majorca	Platja de Muro	4-Star	Iberostar Hotels & Resorts	12/11/2019	12/11/2020
Iberostar Albufera Playa	Majorca	Platja de Muro	4-Star	Iberostar Hotels & Resorts	12/11/2019	12/11/2020
Iberostar Alcudia Park	Majorca	Platja de Muro	4-Star	Iberostar Hotels & Resorts	17/11/2021	17/11/2022
Iberostar Ciudad Blanca	Majorca	Port d'Alcúdia	4-Star	Iberostar Hotels & Resorts	21/12/2021	21/12/2022
Iberostar Club Cala Barca	Majorca	Porto Petro	4-Star	Iberostar Hotels & Resorts	12/09/2019	12/09/2020
Iberostar Cristina	Majorca	Platja de Palma	4-Star	Iberostar Hotels & Resorts	16/03/2020	16/03/2021
Iberostar Playa de Muro	Majorca	Platja de Muro	4-Star	Iberostar Hotels & Resorts	16/02/2022	16/02/2023
Iberostar Playa de Muro Village	Majorca	Platja de Muro	5-Star	Iberostar Hotels & Resorts	30/03/2022	30/03/2023
Iberostar Selection Llaut Palma	Majorca	Platja de Palma	5-Star	Iberostar Hotels & Resorts	13/03/2022	13/02/2023
Iberostar Selection Playa de Palma	Majorca	Platja de Palma	5-Star	Iberostar Hotels & Resorts	14/02/2022	14/02/2023
Iberostar Selection Santa Eulalia Ibiza	Ibiza	Santa Eulàlia	4-Star	Iberostar Hotels & Resorts	17/11/2021	17/11/2022
Innside Cala Blanca	Majorca	Palmanova	4-Star	Meliá Hotels International	09/03/2018	10/09/2018
Meliá Palma Bay	Majorca	Palma	4-Star	Meliá Hotels International	04/01/2020	04/01/2021
Sol Barbados	Majorca	Magaluf	4-Star	Meliá Hotels International	09/03/2018	18/10/2018
Sol Guadalupe	Majorca	Magaluf	4-Star	Meliá Hotels International	04/01/2020	04/01/2021
Sol Katmandu Park & Resort	Majorca	Magaluf	4-Star	Meliá Hotels International	18/02/2019	18/02/2020
Sol Palmanova All Inclusive	Majorca	Palmanova	4-Star	Meliá Hotels International	20/12/2018	20/12/2019
Sol Wave House All Suites	Majorca	Magaluf	4-Star	Meliá Hotels International	5/10/2018	25/10/2018

*The table contains the data from a document with the full list of companies that are part of this certification. It was requested through their website <https://es.earthcheck.org/> through a contact form. The names have been updated using Google searches for each hotel. The information is from April 2022.

Annex 15: Statistics regarding the hotels with the EarthCheck label in the Balearic Islands (2022)

	Number	Percentage in comparison to the total
Total Number of Hotels	19	100,00%
Number of Hotels part of Hotel Chains	19	100,00%
Number of Independent Hotels	0	0,00%
1-Star Hotels	0	0,00%
2-Star Hotels	0	0,00%
3-Star Hotels	0	0,00%
3-Star Sup. Hotels	0	0,00%
4-Star Hotels	15	78,95%
4-Star Sup. Hotels	0	0,00%
5-Star Hotels	4	21,05%
Hotels in Majorca	18	94,74%
Hotels in Minorca	0	0,00%
Hotels in Ibiza	1	5,26%
Hotels in Formentera	0	0,00%
Hotels with Valid Certificates	7	36,84%
Hotels with Expired Certificates	12	63,16%

*The table contains the statistics from the information in Annex 14.

Annex 16: Hotels part of Xarxa Hotels Sostenibles de Balears (2022)

Hotel	Island	Location	Category	Company
Alcúdia Garden Aparthotel	Majorca	Alcudia	3-Star	Garden Hotels
AluaSoul Minorca (Solo Adultos)	Minorca	S'Algar	4-Star	AM Resorts
ARTIEM Audax	Minorca	Cala Galdana	4-Star	ARTIEM Hotels
ARTIEM Capri	Minorca	Maó	4-Star	ARTIEM Hotels
ARTIEM Carlos	Minorca	Es Castell	4-Star	ARTIEM Hotels
Be Live Adults Only La Cala Boutique	Majorca	Cala Major	4-Star	Be Live Hotels
Be Live Adults Only Marivent	Majorca	Palma	4-Star	Be Live Hotels
Be Live Collection Palace de Muro	Majorca	Port d'Alcudia	5-Star	Be Live Hotels
Be Live Experience Costa Palma	Majorca	Palma	4-Star	Be Live Hotels
Blau Colònia Sant Jordi	Majorca	Colònia de Sant Jordi	4-Star	Blau Hotels
Blau Punta Reina	Majorca	Cala Mandia	4-Star	Blau Hotels
Botel Alcudia Mar Club	Majorca	Port d'Alcudia	4-Star	Independent
Cala Millor Garden	Majorca	Cala Millor	4-Star	Garden Hotels
CM Majorca Palace	Majorca	Sa Coma	5-Star	CM Hotels
Es Bauló Petit Hotel	Majorca	Port d'Alcudia	4-Star	Independent
Faustino Gran Relais & Chateaux	Minorca	Ciutadella	5-Star	Independent
FERGUS Club Europa	Majorca	Peguera	4-Star	FERGUS Hotels
Ferrer Concord Hotel & Spa	Majorca	Ca'n Picafort	4-Star	Ferrer Hotels
Ferrer Janeiro Hotel & Spa	Majorca	Ca'n Picafort	4-Star	Ferrer Hotels
Garden Holiday Village	Majorca	Platja de Muro	4-Star	Garden Hotels
GPRO Valparaiso Palace & Spa	Majorca	Palma	5-Star	Independent
Green Garden Aparthotel	Majorca	Cala Ratjada	4-Star	Garden Hotels
Grupotel Acapulco Playa	Majorca	Platja de Palma	4-Star	Grupotel Hotels & Resorts
Grupotel Aguait Resort & Spa	Majorca	Cala Ratjada	4-Star	Grupotel Hotels & Resorts
Grupotel Alcudia Suite	Majorca	Platja de Muro	4-Star	Grupotel Hotels & Resorts
Grupotel Aldea Cala'n Bosch	Minorca	Cala'n Bosch	4-Star	Grupotel Hotels & Resorts
Grupotel Amapola	Majorca	Platja de Muro	3-Star	Grupotel Hotels & Resorts
Grupotel Cala San Vicente	Ibiza	Sant Joan	4-Star	Grupotel Hotels & Resorts
Grupotel Club Minorca	Minorca	Ciutadella	3-Star	Grupotel Hotels & Resorts
Grupotel Club Turquesa Mar	Minorca	Ciutadella	4-Star	Grupotel Hotels & Resorts
Grupotel Dunamar	Majorca	Ca'n Picafort	4-Star	Grupotel Hotels & Resorts
Grupotel Farrutx	Majorca	Ca'n Picafort	4-Star	Grupotel Hotels & Resorts

Hotel	Island	Location	Category	Company
Grupotel Gran Vista & Spa	Majorca	Ca'n Picafort	4-Star	Grupotel Hotels & Resorts
Grupotel Ibiza Beach Resort	Ibiza	Portinatx	4-Star	Grupotel Hotels & Resorts
Grupotel Imperio Playa	Ibiza	Sant Joan	4-Star	Grupotel Hotels & Resorts
Grupotel Los Príncipes & Spa	Majorca	Platja de Muro	4-Star	Grupotel Hotels & Resorts
Grupotel Macarella Suites & Spa	Minorca	Ciutadella	4-Star	Grupotel Hotels & Resorts
Grupotel Majorca Mar	Majorca	Cala Bona	4-Star	Grupotel Hotels & Resorts
Grupotel Mar de Minorca	Minorca	Maó	3-Star	Grupotel Hotels & Resorts
Grupotel Marítimo	Majorca	Port d'Alcudia	4-Star	Grupotel Hotels & Resorts
Grupotel Molins	Majorca	Pollença	5-Star	Grupotel Hotels & Resorts
Grupotel Montecarlo	Majorca	Ca'n Picafort	4-Star	Grupotel Hotels & Resorts
Grupotel Natura Playa	Majorca	Platja de Muro	4-Star	Grupotel Hotels & Resorts
Grupotel Nilo & Spa	Majorca	Paguera	4-Star	Grupotel Hotels & Resorts
Grupotel Orient	Majorca	Palma	4-Star	Grupotel Hotels & Resorts
Grupotel Parc Natural & Spa	Majorca	Platja de Muro	5-Star	Grupotel Hotels & Resorts
Grupotel Picafort Beach	Majorca	Ca'n Picafort	4-Star	Grupotel Hotels & Resorts
Grupotel Playa Camp de Mar	Majorca	Camp de Mar	4-Star	Grupotel Hotels & Resorts
Grupotel Playa Club	Minorca	Ciutadella	4-Star	Grupotel Hotels & Resorts
Grupotel Playa de Palma Suites & Spa	Majorca	Palma	4-Star	Grupotel Hotels & Resorts
Grupotel Port D'Alcudia	Majorca	Port d'Alcudia	4-Star	Grupotel Hotels & Resorts
Grupotel Santa Eulària & Spa	Ibiza	Santa Eulària	4-Star	Grupotel Hotels & Resorts
Grupotel Tamariscos	Minorca	Ciutadella	3-Star	Grupotel Hotels & Resorts
Grupotel Taurus Park	Majorca	Palma	4-Star	Grupotel Hotels & Resorts
Hipotel Dunas Cala Millor	Majorca	Cala Millor	4-Star	Hipotels
Hipotels Bahía Grande	Majorca	Cala Millor	4-Star	Hipotels
Hipotels Cala Bona Club	Majorca	Cala Bona	4-Star	Hipotels
Hipotels Cala Millor Park	Majorca	Cala Millor	4-Star	Hipotels
Hipotels Coma Gran	Majorca	Sa Coma	4-Star	Hipotels
Hipotels Don Juan	Majorca	Cala Millor	3-Star	Hipotels
Hipotels Eurotel Punta Rotja	Majorca	Costa dels Pins	4-Star	Hipotels
Hipotels Flamenco	Majorca	Cala Millor	4-Star	Hipotels
Hipotels Hipocampo	Majorca	Cala Millor	4-Star	Hipotels
Hipotels Hipocampo Palace	Majorca	Cala Millor	5-Star	Hipotels
Hipotels Hipocampo Playa	Majorca	Cala Millor	4-Star	Hipotels
Hipotels Mediterráneo	Majorca	Sa Coma	4-Star	Hipotels

Hotel	Island	Location	Category	Company
Hipotels Mediterráneo Club	Majorca	Sa Coma	4-Star	Hipotels
Hipotels Mercedes	Majorca	Cala Millor	3-Star	Hipotels
Hipotels Said	Majorca	Cala Millor	4-Star	Hipotels
Hotel Bonsol	Majorca	Illetes	5-Star	Independent
Hotel Cala Galdana & Apartamentos d'Aljandar	Minorca	Cala Galdana	4-Star	Grupo Galdana
Hotel Ivory Playa	Majorca	Port d'Alcudia	3-Star	Independent
Hotel Leman	Majorca	Platja de Palma	4-Star	Independent
Hotel Marfil Playa	Majorca	Sa Coma	4-Star	Independent
Hotel Palma Bellver Affiliated by Meliá	Majorca	Palma	4-Star	Meliá Hotels International
Hotel Sur Minorca	Minorca	Ciutadella	4-Star	Grupo Galdana
Iberostar Alcudia Park	Majorca	Platja de Muro	4-Star	Iberostar Hotels & Resorts
Iberostar Alcudia Park	Majorca	Platja de Muro	4-Star	Iberostar Hotels & Resorts
Iberostar Bahía de Palma	Majorca	Platja de Palma	4-Star	Iberostar Hotels & Resorts
Iberostar Cala Millor	Majorca	Cala Millor	4-Star Sup.	Iberostar Hotels & Resorts
Iberostar Ciudad Blanca	Majorca	Port d'Alcúdia	4-Star	Iberostar Hotels & Resorts
Iberostar Club Cala Barca	Majorca	Porto Petro	4-Star	Iberostar Hotels & Resorts
Iberostar Cristina	Majorca	Platja de Palma	4-Star	Iberostar Hotels & Resorts
Iberostar Pinos Park	Majorca	Font de Sa Cala	4-Star	Iberostar Hotels & Resorts
Iberostar Playa de Muro	Majorca	Platja de Muro	4-Star	Iberostar Hotels & Resorts
Iberostar Playa de Muro Village	Majorca	Platja de Muro	5-Star	Iberostar Hotels & Resorts
Iberostar Selection Jardín del Sol Suites	Majorca	Costa de la Calma	4-Star	Iberostar Hotels & Resorts
Iberostar Selection Playa de Palma	Majorca	Platja de Palma	5-Star	Iberostar Hotels & Resorts
Innside Cala Blanca	Majorca	Palmanova	4-Star	Meliá Hotels International
Innside Palma Center	Majorca	Palma	4-Star	Meliá Hotels International
La Quinta Minorca by PortBlue Boutique	Minorca	Cala'n Bosch	5-Star	PortBlue Hotel Group
Marinda Garden Aparthotel	Minorca	Cala'n Bosch	3-Star	Garden Hotels
Meliá Cala Galdana	Minorca	Cala Galdana	5-Star	Meliá Hotels International
Meliá Palma Marina	Majorca	Palma	4-Star	Meliá Hotels International
Paraíso de Alcudia	Majorca	Port d'Alcudia	4-Star	Independent
Playa Garden Selection Hotel & Spa	Majorca	Platja de Muro	4-Star	Garden Hotels
Plaza Son Rigo	Majorca	Platja de Palma	3-Star	Houm Hotels
PortBlue Club Pollentia Resort & Spa	Majorca	Port de Pollença	4-Star	PortBlue Hotel Group
Protur Alicia Hotel	Majorca	Cala Bona	3-Star	Protur Hotels
Protur Badía Park Aparthotel	Majorca	Sa Coma	4-Star	Protur Hotels

Hotel	Island	Location	Category	Company
Protur Biomar Sensatori Resort	Majorca	Sa Coma	5-Star	Protur Hotels
Protur Bonaire Aparthotel	Majorca	Cala Bona	4-Star	Protur Hotels
Protur Bonamar Hotel	Majorca	Cala Millor	4-Star	Protur Hotels
Protur Floriana Resort Aparthotel	Majorca	Cala Bona	3-Star	Protur Hotels
Protur Monte Safari Aparthotel	Majorca	Cala Millor	4-Star	Protur Hotels
Protur Palmeras Playa Hotel	Majorca	Sa Coma	4-Star	Protur Hotels
Protur Playa Cala Millor Hotel	Majorca	Cala Millor	4-Star	Protur Hotels
Protur Sa Coma Playa Hotel & Spa	Majorca	Sa Coma	4-Star	Protur Hotels
Protur Safari Park Aparthotel	Majorca	Sa Coma	4-Star	Protur Hotels
Protur Turó Pins	Majorca	Cala Ratjada	4-Star	Protur Hotels
Protur Vista Badía Aparthotel	Majorca	Sa Coma	4-Star	Protur Hotels
Résidence premium Minorca Binibeca (Adults only)	Minorca	Sant Lluís	4-Star	Pierre & Vacances
Robinson Cala Serena	Majorca	Cala Serena	4-Star	Robinson Club GmbH
Sea Club Alcúdia	Majorca	Port d'Alcúdia	4-Star	Independent
Secrets Majorca Villamil Resort & Spa	Majorca	Peguera	5-Star	AM Resorts
Seth Agamenón	Minorca	Es Castell	4-Star	Set Hotels
Seth Isla Paraíso	Minorca	Arenal d'en Castell	3-Star	Set Hotels
Seth Playa Azul	Minorca	Cala'n Porter	3-Star Sup.	Set Hotels
Seth Port Ciutadella	Minorca	Ciutadella	4-Star Sup.	Set Hotels
Seth Port Mahón	Minorca	Maó	4-Star	Set Hotels
Seth Santo Tomás	Minorca	Platja de Santo Tomás	4-Star Sup.	Set Hotels
Sol Falcó All Inclusive	Minorca	Cala'n Bosch	4-Star	Meliá Hotels International
Sol Milanos Pingüinos	Minorca	Son Bou	3-Star	Meliá Hotels International
Sunwing Alcúdia Beach	Majorca	Bahia d'Alcúdia	3-Star	Sunwing Family Resorts
The Sea Hotel by Grupotel	Majorca	Ca'n Picafort	4-Star	Grupotel Hotels & Resorts
Tropic Garden Hotel Apartments	Ibiza	Santa Eulàlia	4-Star	Garden Hotels
Vell Marí Hotel & resort	Majorca	Ca'n Picafort	4-Star	Independent
VIVA Blue & Spa	Majorca	Platja de Muro	4-Star	Hotels VIVA & Resorts
VIVA Cala Mesquida Resort & Spa	Majorca	Cala Mesquida	4-Star	Hotels VIVA & Resorts
VIVA Cala Mesquida Suites & Spa	Majorca	Cala Mesquida	4-Star Sup.	Hotels VIVA & Resorts
VIVA Eden Lago	Majorca	Bahia d'Alcúdia	4-Star	Hotels VIVA & Resorts
VIVA Golf	Majorca	Port d'Alcúdia	4-Star Sup.	Hotels VIVA & Resorts
VIVA Sunrise	Majorca	Alcúdia	4-Star	Hotels VIVA & Resorts
Zafiro Bahía	Majorca	Platja de Muro	4-Star	Zafiro Hotels

Hotel	Island	Location	Category	Company
Zafiro Cala Mesquida	Majorca	Cala Mesquida	4-Star	Zafiro Hotels
Zafiro Can Picafort	Majorca	Ca'n Picafort	4-Star	Zafiro Hotels
Zafiro Majorca	Majorca	Ca'n Picafort	4-Star	Zafiro Hotels
Zafiro Minorca	Minorca	Cala'n Bosch	4-Star	Zafiro Hotels
Zafiro Palmanova	Majorca	Palmanova	4-Star	Zafiro Hotels
Zafiro Tropic	Majorca	Port d'Alcudia	4-Star	Zafiro Hotels

*The table contains the information from <http://xarxahotelsostenibles.com/>. The establishments shown are the hotels that are members of this organization. The names have been updated using Google searches for each hotel. The information is from May 2022.

Annex 17: Statistics regarding the hotels part of Xarxa Hotels Sostenibles de Balears (2022)

Total Number of Hotels	Number	140		
Number of Hotels part of Hotel Chains	Number	129	Percentage in comparison to total	92,14%
Number of Independent Hotels	Number	11	Percentage in comparison to total	7,86%
1-Star Hotels	Number	0	Percentage in comparison to total	0,00%
2-Star Hotels	Number	0	Percentage in comparison to total	0,00%
3-Star Hotels	Number	15	Percentage in comparison to total	10,71%
3-Star Sup. Hotels	Number	1	Percentage in comparison to total	0,71%
4-Star Hotels	Number	105	Percentage in comparison to total	75,00%
4-Star Sup. Hotels	Number	5	Percentage in comparison to total	3,57%
5-Star Hotels	Number	14	Percentage in comparison to total	10,00%
Hotels in Majorca	Number	108	Percentage in comparison to total	77,14%
Hotels in Minorca	Number	27	Percentage in comparison to total	19,29%
Hotels in Ibiza	Number	5	Percentage in comparison to total	3,57%
Hotels in Formentera	Number	0	Percentage in comparison to total	0,00%

*The table contains the statistics from the information from Annex 16.

Annex 18: Number of hotels per hotel chain part of Xarxa Hotels Sostenibles de Balears (2022)

Companies	Number of hotels
AM Resorts	2
ARTIEM Hotels	3
Be Live Hotels	4
Blau Hotels	2
CM Hotels	1
FERGUS Hotels	1
Ferrer Hotels	2
Garden Hotels	7
Grupo Galdana	2
Grupotel Hotels & Resorts	33
Hipotels	15
Hotels VIVA & Resorts	6
Houm Hotels	1
Iberostar Hotels & Resorts	12
Meliá Hotels International	7
Pierre & Vacances	1
PortBlue Hote Group	2
Protur Hotels	13
Robinson Club GmbH	1
Set Hotels	6
Sunwing Family Resorts	1
Zafiro Hotels	7

*The table contains the companies from the information in Annex 16.

Annex 19: Analysis of CSR Reports of Hotel Companies in the Balearic Islands (2022)

Company	Type of Company	Organization	Headquarters	CSR Online	Year	Types of Sustainable Practices	Environmental Practices	Ecolabels	Environmental SDGs	Source	Comments
ARTIEM Hotels	Hotel Chain	Red Turística Menorquina, S.L.	Mao, Minorca	Yes	2020	Social, environmental and economic	The company's goals are to reduce energy consumption and to reduce waste. They achieve the goals by using an osmosis system, installing chargers for electric cars, using solar panels, separating organic matter, creating an organic garden, using filtered water, implementing circular economy practices with IJCIRCHOT and collaborating with associations to remove plastic from the sea.	Marca Reserva Biosfera, EMAS, ISO 14001	Numbers 6, 7, 9, 12, 13 and 15.	ARTIEM Sustainability Report 2020, PDF found on the official website: https://www.artiemhotels.com/mundo-artiem.html#aportam	Identification numbers of the certificates are not provided. Very specific statements
Blau Hotels	Hotel Chain	ROXA HOSPITALITY, S.L.	Palma, Majorca	Yes	Unknown	Environmental	The company is committed to continuously improve to take care of the environment, achieve efficiency in the use of resources and energy, control and replace products and recycle. There are no concrete actions.	EMAS	No	Information found on the official website: https://www.blauhotels.com/es/politica-ambiental/	Identification number of the certificate is not provided. Vague statements.
Botel Alcudia Mar Club	Independent	Alcudiamar S.L	Port d'Alcudia, Majorca	No	-	No	No	ISO 14001	No	Information found on the official website: https://www.botelalcudiamar.es/hotel-en-alcudia	Identification number of the certificate is not provided.
BQ Hoteles	Hotel Chain	SIDENTIFICACION NUMBERSEHOTELS S.L.	Palma, Majorca	Yes	Unknown	Social and environmental	The company is committed to caring for and respecting the environment in the daily exercise of its activities and to strictly comply with environmental legislation. There are no specific actions.	No	No	Code of Ethics BQ HOTELS, PDF found on the official website: https://www.bqhoteles.com/acerca-de-bq-hoteles	Vague statements.

Company	Type of Company	Organization	Headquarters	CSR Online	Year	Types of Sustainable Practices	Environmental Practices	Ecolabels	Environmental SDGs	Source	Comments
Es Bauló Petit Hotel	Independent	Unknown	Ca'n Picafort, Majorca	No	Unknown	Environmental	The company's objectives are to minimize the generation of waste and facilitate its management, reduce the consumption of non-renewable natural resources, limit the risk of handling chemical products and implement a purchasing management system based on environmental criteria. They achieve this through refillable products, prioritizing local products, recycling, disconnecting the air conditioning when windows are opened, automatic lighting disconnection when leaving the room, using more efficient machinery, using low-temperature washing machines, using uniforms with 100% organic cotton, among others.	EU's Ecolabel	No	Page found on the official website: https://www.esbaulo.com/es/ecologico/	Identification number of the certificate is not provided. Specific statements.
Faustino Gran Relais & Chateaux	Independent	SOCIEDAD DE PRESERVACIÓN DEL PALACIO DE SAN RAFAEL 9 S.L.	Ciudadella, Minorca	No	-	No	No	No	No	Information found on the official website: https://faustinogran.com/es/	
FERGUS Hotels	Hotel Chain	FERGUSMED SL	Palma, Majorca	Yes	Unknown	Environmental	The company's objectives are to strive to make economic development compatible with environmental protection and to implement environmental management systems in accordance with customer requirements. There are no specific actions.	No	No	Quality and Environment, PDF found on the official website: https://www.fergus-hotels.com/es/	Vague statements.
Ferrer Hotels	Hotel Chain	HOTELES FERRER S.L.	Palma, Majorca	Yes	Unknown	Social and environmental	The company's objectives are to conserve, improve and respect the environment, optimize resources and energy, and reduce and prevent pollution. They achieve this by collaborating with ENOVAM to use renewable energies.	ISO 14001	No	Social Responsibility, page found on the official website: https://www.ferrer-hotels.com/es/responsabilidad-social/	Identification number of the certificate is not provided. They have a section where guests can ask for more information or to make any suggestions.

Company	Type of Company	Organization	Headquarters	CSR Online	Year	Types of Sustainable Practices	Environmental Practices	Ecolabels	Environmental SDGs	Source	Comments
Garden Hotels	Hotel Chain	CESGARDEN S.L.	Inca, Majorca	Yes	2021	Social, environmental and economic	The objectives of the company are to develop the tourist activity but taking into account the environment. The actions to obtain these objectives are not specified.	ISO 14001, Travelife Certified, EMAS	Numbers 6, 7, 9, 11, 12, 13, 14, 15, 17	Environmental Policy, PDF found on the official website: https://www.gardenhotels.com/responsabilidad-corporativa/	Identification numbers of the certificates are not provided. Vague statements.
GPRO Valparaiso Palace & Spa	Independent	GPRO SPAIN DEVELOPMENT S.L.	Palma, Majorca	Yes	2014	Environmental	The company's objectives are to go beyond environmental legislation, implement continuous improvement, use resources efficiently, reduce waste generation, recycle, seek eco-efficient solutions and adapt environmental policy. They achieve this by following ISO 14001 requirements: recycling, controlling emissions and noise, separating hazardous waste, installing efficient water systems, changing towels less, watering in times with less sun, planting native plants, taking advantage of natural light, using low consumption light, controlling temperatures, having space for electric cars, buying more local products, reducing the consumption of toxic products, using recycled paper, acquiring environmental training and obtaining environmental certifications.	ISO 14001, Touroperator TUI's Eco-Resort and TUI Umwelt Champion Certificates	No	Environmental Policy, PDF found on the official website: https://www.gprovalparaiso.com/es/	Identification numbers of the certificates are not provided. Specific statements.
Grupotel Hotels & Resorts	Hotel Chain	GRUPOTEL DOS, S.A.	Ca'n Picafort, Majorca	Yes	2021	Social, environmental and economic	The company's objective is to develop its activity respecting the environment and avoiding pollution. They achieve this by following ISO 14001 requirements: recycling, controlling emissions and noise, separating hazardous waste, installing efficient water systems, changing towels less, watering in times with less sun, planting native plants, taking advantage of natural light, using low consumption light, controlling temperatures, having space for electric cars, buying more local products, reducing the consumption of toxic products, using recycled paper, acquiring environmental training and obtaining environmental certifications. They have also created "Grupotel Natur" to facilitate	ISO 14001	No	Sustainability, page found on the official website: https://www.grupotel.com/es/sostenibilidad.html	Identification number of the certificate is not provided. Mention "Xarxa Hotels Sostenibles de Balears". They have a section where they explain how guests can contribute. Specific statements.

Company	Type of Company	Organization	Headquarters	CSR Online	Year	Types of Sustainable Practices	Environmental Practices	Ecolabels	Environmental SDGs	Source	Coments
							contact with nature and they share their CSR reports around their hotels.				
Hipotels	Hotel Chain	MILLOR AZUL, S.L.	Cala Millor, Majorca	Yes	2014	Environmental	The company's objective is to develop its activity protecting and conserving the environment and avoiding pollution. They achieve this by reducing the generation of waste, reusing, recycling, optimizing energy and water consumption and informing customers of environmental aspects.	ISO 14001	No	Quality and Sustainable Policy, PDF found on the official website: https://www.hipotel.com/politica-calidad-sostenibilidad/	Certificate out of date. Vague statements.
Hotel Bonsol	Independent	HOTEL BON SOL, S.A	Illetes, Majorca	Yes	2018	Environmental	The objective of the company is to develop its activity protecting the environment, taking this attitude ecological beyond the requirements of current environmental legislation. They have achieved this by eliminating single-use plastic cups, translating the environmental declaration, introducing suppliers with responsible environmental management, eliminating plastic straws, improving water control, carrying out training, replacing packaging with paper, informing customers of the environmental policies, giving training on recycling, using solar panels, using energy-saving light bulbs, using crystals that block radiation, automatically turning off the air, among others.	EMAS	No	Environmental Statement, PDF found on the official website: https://www.hotelbonsol.es/es/sustainable/	Identification number of the certificate is not provided. Very specific statements, with costs for every action included.
Hotel Ivory Playa	Independent	TUEX S.A.	Alcudia, Majorca	Yes	Unknown	Social and environmental	The goals of the company are to minimize the environmental impact of the activity and create synergies. The actions to obtain these objectives are not specified.	ISO 14001, EMAS	No	Sustainability, PDF found on the official website: https://www.hotelivory.com/es/	Identification numbers of the certificates are not provided. Vague statements. Mention "Xarxa Hotels Sostenibles de Balears".

Company	Type of Company	Organization	Headquarters	CSR Online	Year	Types of Sustainable Practices	Environmental Practices	Ecolabels	Environmental SDGs	Source	Coments
Hotel Marfil Playa	Independent	Welikehotel S.L	Palma, Majorca	No	-	No	No	No	No	Information found on the official website: https://www.hotelm arfilplaya.com/es/	
Hotels VIVA & Resorts	Hotel Chain	INVERSIONES PASCUAL S.L.	Alcudia, Majorca	Yes	2018-2019	Social, environmental and economic	The company's objectives are to improve water management, save energy, reduce emissions, recycle, reuse, reduce plastics, digitize and innovate, and reduce the use of paper. To do this, the company uses double-flush buttons in the toilets, waters in the hours of less sunshine, uses LED and low-consumption lighting, uses efficient appliances, recycles solid waste, improves the efficiency of the most polluting appliances, uses natural gas, use biodegradable packaging, have containers for recycling, among others. It is important to note that it has projects to install photovoltaic panels and charging points for electric cars.	ISO 14001, EMAS, Ecoturístico Alcudia	No	CSR Reports 2018-2019, PDF found on the official website: https://www.hotelsviva.com/es/rsc-responsabilidad-social-corporativa	Identification numbers of the certificates are not provided. Very specific statements.
Houm Hotels	Hotel Chain	CA'N MONER DE S'ARENAL S.A	Palma, Majorca	Yes	2019	Social, environmental and economic	The company's objectives are: to support local and regional environmental sustainability initiatives and to work on energy efficiency measures and process digitization. To achieve these objectives, the company disseminates awareness campaigns, analyses wastewater through external auditors, keeps up to date with legal regulations, uses bulk packaging, buys seasonal fruits and vegetables, has parking with recharging for electric cars, they publish guides for the conservation of fauna and heritage, use solar panels, register water consumption, recycle and separate chemical products, consume local products, among others.	Travelife Gold Certificate	Numbers 6, 7, 9, 11, 12, 13, 14, 15, 17.	Sustainability Report 2019, page found on the official website: https://www.houmhotels.com/es/sostenible/informe-de-sostenibilidad/	Identification numbers of the certificates are not provided. Mention "Xarxa Hotels Sostenibles de Balears".

Company	Type of Company	Organization	Headquarters	CSR Online	Year	Types of Sustainable Practices	Environmental Practices	Ecolabels	Environmental SDGs	Source	Comments
Iberostar Hotels & Resorts	Hotel Chain	Iberostar HOTELES Y APARTAMENTOS S.L.	Palma, Majorca	Yes	2021	Social, environmental and economic	The company's objectives are create a waste management department, implement the circular economy, develop an energy efficiency plan, involve all stakeholders, promote sustainable development actions, minimize the company's environmental impact, preserve the environment, use sustainable materials, eliminate harmful substances. The company wants to achieve the objectives through the Wave of Change (promotion of the circular economy, responsible consumption of fish and coastal health), the elimination of single-use plastics, water sources, projects of composting, circularity project with ICircHot, sustainable design and construction of hotels, efficient use of water, efficient use of energy, among others. All actions have more specific actions.	EarthCheck, Business Ambition for 1.5°C, ISO 14001, Travelife, EMAS, Ecocheck, Green Globe, Green Key, Blue Flag	Numbers 7, 12, 13, 14	Sustainability Report, PDF found on the official website: https://www.grupoiberostar.com/es/sostenibilidad/	Identification numbers of the certificates are not provided. Very Specific and detailed information. The company explains the actions in every country.
Inturotel Hotels & Resorts	Hotel Chain	INTUROTEL SERVICIOGESTIÓN, A.I.E.	Felanitx, Majorca	Yes	2021	Social and environmental	The company's objectives are the sustainable development of its activity and the protection of the environment. The company achieves these goals with low-story architecture in its hotels, use of indigenous plants that require little water, prioritization of local products, use of recycling bins, and promotion of minimizing waste to guests and workers.	No	No	Sustainable Commitment, page found on the official website: https://www.inturotel.com/es/corporativo/compromiso-sostenible/	Vague statements.

Company	Type of Company	Organization	Headquarters	CSR Online	Year	Types of Sustainable Practices	Environmental Practices	Ecolabels	Environmental SDGs	Source	Comments
Meliá Hotels International	Hotel Chain	Meliá Hotels International S.A.	Palma, Majorca	Yes	2021	Social, environmental and economic	The company's objectives are to acquire renewable energies, promote investments that save emissions, and control energy and water consumption through the Meliá Environmental Management System (SAVE). The company achieves these objectives in accordance with ISO 50001. It has the CO2PERATE project (for energy efficiency), participates in CDP Water Security to manage water efficiently, measures the areas with the most stress through the Aqueduct Water Risk Atlas, collaborates with TIRME for the circular economy, has the Leanpath project to promote the efficient and responsible consumption of raw materials, collaborates with Too Good To Go to avoid food waste, among others. All actions have more specific actions.	ISO 50001, ISO 140001, Global Sustainable Tourism Council, EarthCheck, Travelife	Numbers 6, 7, 11, 13	Management Report 2021. PDF found on the official website: https://www.Meliáhotelsinternational.com/es/perfil-compania/reputacion-y-sostenibilidad	Costs are detailed. Identification numbers of the certificates are not provided. Very specific and detailed information. The company explains the risks of climate change. The company explains the actions in every country
Paraíso de Alcudia	Independent	Analbert S.A.	Alcudia, Majorca	Yes	2018	Environmental	The company aims to develop its activity respecting the environment according to ISO 14001 criteria. There are no specific actions.	14001	No	Environmental Policy, page found on the official website: http://www.paraisodealcudia.com/es/cms/politica-medioambiental	Identification number of the certificate is not provided. Vague statements.
Protur Hotels	Hotel Chain	SUBIBOR SL	Cala Millor, Majorca	Yes	Unknown	Environmental	The company's objectives are to increase energy efficiency, reduce water consumption and reuse it, implement renewable energies, increase selective waste management and raise awareness among the agents involved. The company achieves its objectives by using biomass boilers, using solar energy, buying local products, using recyclable water bottles, offering recharging points for electric cars, planting an ecological garden, among others.	No	No	Committed with the Environment, page found on the official website: https://protur-hotels.com/compro-metodos-con-el-medio-ambiente	Specific statements.

Company	Type of Company	Organization	Headquarters	CSR Online	Year	Types of Sustainable Practices	Environmental Practices	Ecolabels	Environmental SDGs	Source	Coments
Riu Hotels	Hotel Chain	RIU HOTELS S.A.	Palma, Majorca	Yes	2020	Social, environmental and economic	The company's objectives are to make good use of natural resources, improve and prevent pollution, update the environmental program, adapt to legislation and promote training and awareness. The company achieves this through the use and recycling of water, waste management, energy savings, reduction of plastics, reduction of emissions, reduction noise and light pollution and the protection of wildlife, collaborating with various entities. All actions have more specific actions.	Travelife, Estándard CST, Blue Flag	Numbers 11, 13, 14, 15	Sustainability Report 2020, PDF found on the official website: https://www.riu.com/riusponsible/	Identification numbers of the certificates are not provided. Specific statements.
Sea Club Alcudia	Independent	PLAYAL S.L.	Alcudia, Majorca	Yes	Unknown	Environmental	The company is committed to follow a sustainable tourism model. There are no specific actions.	No	No	Quality and Environment, PDF found on the official website: https://www.seaclub.com/es/	Vague statements
Set Hotels	Hotel Chain	SET HOTELS, S.L.	Mao, Minorca	Yes	Unknown	Environmental	The company's objectives are to contribute to responsible and sustainable tourism in Minorca. The company achieves these objectives by informing customers, separating waste, training employees, implementing water and energy saving measures, carrying out environmental drills, offering variable changes of towels and sheets, monitoring noise, controlling emissions, applying sustainable practices in purchases and reducing the consumption of chemical products. All actions have more concrete actions.	ISO 14001, TUI Umwelt Champion, Travelife Gold Certificate	No	Green by Set Hotels, PDF found on the official website: https://www.sethotels.com/es/comprometidos	Identification numbers of the certificates are not provided. Specific statements.

Company	Type of Company	Organization	Headquarters	CSR Online	Year	Types of Sustainable Practices	Environmental Practices	Ecolabels	Environmental SDGs	Source	Comments
Sirenis Hotels	Hotel Chain	SIRENIS SERVICE, S.L	Ibiza, Ibiza	Yes	2020	Environmental	The company's objectives are to reduce and separate waste, provide environmental training to employees, reduce the consumption of natural resources, and preserve biodiversity. The company achieves its objectives by regulating the temperature, using efficient equipment, using low-consumption lighting, providing environmental information, buying in bulk, using local products, reducing packaging, among others. All actions have more specific actions.	ISO 14001, Travelife	No	Environmental Report 2020, PDF found on the official website: https://www.sirenis-hotels.com/sostenibilidad/	Identification numbers of the certificates are not provided. Specific statements.
Zafiro Hotels	Hotel Chain	Inversiones Plomer S.L.	Port d'Alcudia, Majorca	Yes	2019	Environmental	The company's objectives are to contribute to the development of sustainable tourism and minimize the negative impacts of its activity. The objectives are achieved through the actions of ISO 14001, related to the application of an environmental management system, the analysis of supply chains, the reduction of waste, the separation of waste, the control of emissions, the reduction of noise and vibration, saving water and energy, and wastewater analysis. All actions have more concrete actions.	EMAS, ISO 14001	No	Quality and Environmental Policies, PDF found on the official website: https://www.zafiro-hotels.com/politica-calidad/	Identification numbers of the certificates are not provided. Specific statements. Document validated by SGS INTERNATIONAL CERTIFICATION SERVICES IBERICA, S.A.U .

*The table contains the most recent information found on the official websites of every chain or independent hotel. The hotels selected are from the different lists of hotels that have been previously mentioned in the sections regarding Ecolabels and Xarxa Hotels Sostenibles de Balears. The data is from May 2022.

Annex 20: Green Marketing of Hotels on Google Search Ads (2022)

Anuncio · <https://www.monnaber.com/> ▾ 971 87 71 76

Hotel Rural Monnaber Nou - 100% Cancelación gratuita

Estamos abiertos todo el año! Ven a disfrutar del verano en **Mallorca** y de su naturaleza. Habitación doble con desayuno incluido, entrada directa desde el exterior. Reserva ahora! Pista de tenis Gratuita. Wi-fi gratuito. Check-in Online. Apartamentos hasta 170 m2.

Bono Regalo

Ahora puedes regalar la Experiencia Monnaber Nou a tus seres queridos.

Wellness en nuestro Spa

Bienestar en Monnaber Nou dotado de 2 jacuzzis

Con certificado ecológico

Finca de 150 hectáreas con rutas Piscinas exteriores con Solárium

Deporte y tiempo Libre

2 Pistas de tenis gratuitas Rutas de ciclismo y senderismo

*The image is an example of a Google Search Ad for Hotel Rural Monnaber Nou's official website, appearing with the keywords "hotel sostenible Majorca" which is spanish for "sustainable hotel Majorca".

Anuncio · <https://es.minorcaexperimental.com/> ▾ 627 36 94 31

Hotel Menorca Experimental - Nuevo hotel agroturismo

¡Reserve ahora en nuestro sitio web y obtenga las mejores tarifas disponibles en línea! El **hotel** ofrece una vista impresionante sobre el paisaje de **Menorca** y el Mediterráneo. **Naturaleza virgen**. Productos locales. Cocina mediterránea. Piscina privada. 9 villas privadas.

Restaurante y bar

Menús de inspiración mediterránea. Productos locales frescos.

Habitaciones

34 habitaciones en estado salvaje y calma de la isla de Menorca.

Villas

9 villas con piscina privada. Conjunto de espacios íntimos.

Ocupaciones

Vive una experiencia inolvidable in the unspoiled nature of Menorca.

*The image is an example of a Google Search Ad for Hotel Minorca Experimental's official website, appearing with the keywords "hotel sostenible Minorca" which is spanish for "sustainable hotel Minorca".

Anuncio <https://www.monnaber.com/> 971 87 71 76

Hotel Rural Monnaber Nou - 100% Cancelación gratuita

Estamos abiertos todo el año! Ven a disfrutar del verano en **Mallorca** y de su naturaleza. Habitación doble con desayuno incluido, entrada directa desde el exterior. Reserva ahora! Regala experiencias. **Certificado Ecológico.** Check-in Online. Piscinas exteriores.

📍 Finca Monnaber Nou, s/n, Campanet - Cierra pronto · 8:00–22:00

Bono Regalo
Ahora puedes regalar la Experiencia Monnaber Nou a tus seres queridos.

Rodeado de Naturaleza
Amplias terrazas panorámicas Con vistas a Serra de la Tramuntana

*The image is an example of a Google Search Ad for Hotel Rural Monnaber Nou’s official website, appearing with the keywords “hotel ecologico Majorca” which is spanish for “ecological hotel Majorca”

Anuncio <https://es.minorcaexperimental.com/>

Hotel Menorca Experimental - Nuevo hotel agroturismo

¡Reserve ahora en nuestro sitio web y obtenga las mejores tarifas disponibles en línea! El **hotel** ofrece una vista impresionante sobre el paisaje de **Menorca** y el...



*The image is an example of a Google Search Ad for Hotel Minorca Experimental’s official website, appearing with the keywords “hotel ecologico Minorca” which is spanish for “ecological hotel Minorca”.

*Important to mention that “anuncio” is advert, “certificado ecológico” is ecological certificate and “naturaleza virgen” is virgin nature. The results shown are from a search made in May 2022 with “hotel sostenible Majorca”, “hotel sostenible Minorca”, “hotel sostenible Ibiza”, “hotel sostenible Formentera”, “hotel ecologico Majorca”, “hotel ecologico Minorca”, “hotel ecologico Ibiza”, “hotel ecologico Formentera”, “hotel verde Majorca”, “hotel verde Minorca”, “hotel verde Ibiza”, “hotel verde Formentera”, “hotel eco Majorca”, “hotel eco Minorca”, “hotel eco Ibiza”, “hotel eco Formentera”, “hotel eco-friendly Majorca”, “hotel eco-friendly Minorca”, “hotel eco-friendly Ibiza” and “hotel eco-friendly Formentera”. The search was made for the Spanish market, so there is the possibility that hoteliers may be using these keywords for other markets.

Annex 21: Example of results page when searching for sustainable hotels in the Balearic Islands (2022)

The image shows a Google search results page for the query "hotel sostenible mallorca". The search bar at the top contains the text "hotel sostenible mallorca". The results are listed below, with several URLs highlighted in blue boxes. Each result includes a title, a brief description, and a small thumbnail image. The results are as follows:

- <https://www.abc-mallorca.es> > hoteles-ecologicos-mallo...
Hoteles ecológicos; la nueva forma de alojarse - Abc Mallorca
Todos y cada uno de estos alojamientos tienen algo en común: luchar por un mundo más sostenible y que tu estancia en Mallorca sea memorable.
- <https://lessandconscious.com> > 8-hoteles-sostenibles-par...
8 hoteles sostenibles para disfrutar de las Baleares
12 jul 2020 — 8 hoteles sostenibles para disfrutar de las Baleares de la mejor forma posible · 1. Cal Reiet (Mallorca) · 2. Menorca Experimental (Menorca) · 3.
- <https://www.hola.com> > Viajes
El hotel más sostenible del Mediterráneo está en Mallorca
30 nov 2021 — LJs Ratxó es un hotel-destino de lujo 5 estrellas en la sierra de la Tramontana que propone una nueva experiencia de contacto absoluto con ...
- <http://xarxahotelsostenibles.com>
Red de Hoteles Sostenibles de Baleares
Desde el 2005 un importante número de hoteles de Baleares trabajan por un turismo más sostenible. Así lo acreditan sus certificaciones en medio ambiente y ...
- <https://www.tripadvisor.es> > ... > Hoteles en Mallorca
LOS 10 MEJORES hoteles ecológicos en Mallorca
Hoteles Ecológico en Mallorca · 1. Hotel de Mar Gran Meliá. Mostrar precios · 2. Innside By Meliá Palma Bosque. Mostrar precios · 3. Iberostar Selection Jardín del ...
- <https://www.traveler.es> > Experiencias > Hoteles
LJs Ratxó, el hotel (sostenible) con más de 2,6 millones ...
9 jul 2021 — El agua es la raíz que da vida al nuevo hotel destino de Mallorca, un alojamiento sostenible de 5 estrellas, 25 habitaciones y 2,6 millones ...
- <https://www.hosteltur.com> > comunidad > nota > 02752...
Cinco hoteles mallorquines disputan por ser el más ...
5 nov 2021 — Es Racó d'Artà, C'an Aulí, Son Penya, Playa Garden y Spoon Full O' Moon, son los cinco hoteles seleccionados para participar como los más ...
- <https://economieadmallorca.com> > art > cuatro-hoteles-...
Cuatro hoteles de Baleares, entre los más sostenibles de ...

*The image is an example of the results that appear when searching for sustainable hotels on Google. In this case, the search was made using “hotel sostenible Mallorca”, which is “sustainable hotel Mallorca” in English. The sections in blue are travel blogs, online magazines and online newspapers.

Annex 22: Number of hotels in Balearics with Google's Eco-Certificate

Dates	29/05-05/06	05/06-12/06	12/06-19/06	19/06-26/06	26/06-03/07	03/07-10/07	10/07-17/07	17/07-24/07	24/07-31/07	Average for the season analysed
Number of hotels with Google's Eco-Certificate	156	156	156	156	156	156	156	156	156	156
2 Star	3	3	3	3	3	3	3	3	3	3
3 Star	27	27	27	27	27	27	27	27	27	27
4 Star	106	106	106	106	106	106	106	106	106	106
5 Star	17	17	17	17	17	17	17	17	17	17
Other	3	3	3	3	3	3	3	3	3	3
Total number of hotels	4215	4215	4215	4215	4215	4215	4215	4215	4215	4215
2 Star	343	343	343	343	343	343	343	343	343	343
3 Star	764	764	764	764	764	764	764	764	764	764
4 Star	866	866	866	866	866	866	866	866	866	866
5 Star	130	130	130	130	130	130	130	130	130	130
Other	2112	2112	2112	2112	2112	2112	2112	2112	2112	2112

*The table contains data from a search on <https://www.google.es/travel/hotels> for the Balearic Islands. Results are from 1-week bookings for one room for two adult guests, since most hotels have a minimum stay policy. The period analysed has been the summer season. The information is from May 2022.

Annex 23: Statistics regarding the hotels in Balearics with Google's Eco-Certificate

Dates	29/05-05/06	05/06-12/06	12/06-19/06	19/06-26/06	26/06-03/07	03/07-10/07	10/07-17/07	17/07-24/07	24/07-31/07	Average for the season analysed
Percentage of 2-star hotels with Google's Eco-Certificate in comparison to the total number of 2-star hotels	0,87%	0,87%	0,87%	0,87%	0,87%	0,87%	0,87%	0,87%	0,87%	0,87%
Percentage of 3-star hotels with Google's Eco-Certificate in comparison to the total number of 3-star hotels	3,53%	3,53%	3,53%	3,53%	3,53%	3,53%	3,53%	3,53%	3,53%	3,53%
Percentage of 4-star hotels with Google's Eco-Certificate in comparison to the total number of 4-star hotels	12,24%	12,24%	12,24%	12,24%	12,24%	12,24%	12,24%	12,24%	12,24%	12,24%
Percentage of 5-star hotels with Google's Eco-Certificate in comparison to the total number of 5-star hotels	13,08%	13,08%	13,08%	13,08%	13,08%	13,08%	13,08%	13,08%	13,08%	13,08%
Percentage of other hotels with Google's Eco-Certificate in comparison to the total number of other hotels	0,14%	0,14%	0,14%	0,14%	0,14%	0,14%	0,14%	0,14%	0,14%	0,14%
Percentage of 2-star hotels with Google's Eco-Certificate in comparison to the total number of hotels with Google's Eco-Certificate	1,92%	1,92%	1,92%	1,92%	1,92%	1,92%	1,92%	1,92%	1,92%	1,92%
Percentage of 3-star hotels with Google's Eco-Certificate in comparison to the total number of hotels with Google's Eco-Certificate	17,31%	17,31%	17,31%	17,31%	17,31%	17,31%	17,31%	17,31%	17,31%	17,31%
Percentage of 4-star hotels with Google's Eco-Certificate in comparison to the total number of hotels with Google's Eco-Certificate	67,95%	67,95%	67,95%	67,95%	67,95%	67,95%	67,95%	67,95%	67,95%	67,95%
Percentage of 5-star hotels with Google's Eco-Certificate in comparison to the total number of hotels with Google's Eco-Certificate	10,90%	10,90%	10,90%	10,90%	10,90%	10,90%	10,90%	10,90%	10,90%	10,90%
Percentage of other hotels with Google's Eco-Certificate in comparison to the total number of hotels with Google's Eco-Certificate	1,92%	1,92%	1,92%	1,92%	1,92%	1,92%	1,92%	1,92%	1,92%	1,92%
Percentage of hotels with Google's Eco-Certificate in comparison to the total number of hotels	3,70%	3,70%	3,70%	3,70%	3,70%	3,70%	3,70%	3,70%	3,70%	3,70%

*The table contains the statistics from the information from Annex 19.