

General information.

Atlantic Holiday is the brand name, a Tenerife-based company with 100% Danish capital, based on a job well done, on the value of people and on the certainty that good results are the result of good decisions.

The Atlantic Holiday Hotel is located in Costa Adeje, one of the best tourist areas in Spain. At 54 years old, the Atlantic Holiday Hotel is one of the oldest hotels in Tenerife.

Applicable laws

Transparency:

Autonomous: Law 12/2014, of 26 December, on transparency and access to public information.

State: Law 19/2013, of 9 December, on transparency, access to public information and good governance.

More information at the Transparency Commissioner of the Canary Islands.

Information related to the activity carried out by the entity.

The key activity of Atlantic Holiday is the rental of holiday accommodation units as a tourist service operation.

The target customer segment is mainly the Danish and European, upper-middle-aged tourist profile. It also targets the segments of families, couples and groups. The relationship with these audiences is carried out through:

- Reception staff,
- Public relations area of each of the hotels, - Customer service.
- Surveys and participation in social networks.

Employees, as internal customers, are also an important value for the chain. In fact, human capital is one of its key resources, together with its commitment to technology and quality in its facilities and accommodation units.

Atlantic Holiday's products and services are distributed through direct sales via the web, travel agencies, OTAs, tour operators and participation in tourism events.

What sets the chain apart is its quality and excellence in the provision of services, its experience, its commitment to sustainability, its privileged location in the area of Costa Adeje by the sea, the proximity and trust they offer to their customers and the variety of products and services.

The key partners with whom Atlantic Holiday has relationships are the rest of the FolkeFerie.dk and FolkeFerie Fonden group, tour operators, OTAs, suppliers, other hotels in the area and also with the Public Administrations of the Autonomous Community of the Canary Islands.

Contracts and agreements

Playa Atlántico has not entered into any agreements or contracts with the public administration during 2021.

Organisation

Board of Directors.

Knud T Martens. Chairman. Ejner K. Holst. Member

Jan Gerhard Villadsen. Member

Juan Luis Lorenzo Velaquez. Member Javier Mesa Lopez. Secretary.

Administrator and Director Charlotte K. Abildtrup

Subsidies and grants

Department of Tourism, Industry and Trade

To cover the cost of IBI.

Subsidy and cash payment without consideration to cover the cost of IBI 11,500 €.

In December 2021, the Company received an operating grant of 1,289,519.49 Euros from the Government of the Canary Islands "COVID line of direct aid to self-employed persons and companies provided for in Title 1 of Royal Decree-Law 5/2021, of 12 March, on extraordinary measures to support business solvency in response to the COVID-19 pandemic.

Economy and finance

Annual accounts - [click here](#)

Policies and code of ethics.

Where ethics and harassment go.

Sustainability

Playa Atlantico gives sustainability its true strategic dimension within the global management of our resources. We know that business health is only achieved if we achieve a balance of environmental and social economic performance.

Our corporate culture is aligned with the Sustainable Development Goals of the UN Global Compact.

Environmental sustainability

In recent years Atlantic Holiday has managed to steer management towards a more environmentally conscious approach. We promote actions to reduce our CO2 impact, we participate in environmental promotion and dissemination programmes and we seek alliances with NGO's, companies and institutions that have common goals.

Social Sustainability

As an essential part of our corporate social responsibility we are actively and voluntarily involved in the society where we live and work. Every year the company donates several stays to vulnerable groups in the Canarian community.

Economic sustainability

Sustainability also means being able to access economic and financial resources, while maintaining independence in decision making. Another strategic and sustainable vision of Atlantic Holiday is its determination to always be in the three major economic sectors.

Our aims

With the environment, the people and the organisation, we acquire a series of objectives for each stakeholder group.

Employees

- Innovative, participative and motivating sustainability projects.
- Continuous training.
- Incentives and recognition.
- Immediate information at all levels.
- Frameworks for the promotion of new ideas and projects.

Customers

- Adequate information at all times and through all channels.
- Staff at all levels, prepared and trained to be able to report on the sustainability actions implemented.
- Innovative and participatory sustainability projects.
- Services and products aligned with sustainability.

Community

- Reduction of CO2 impact and respect for the environment.
- Intervention projects.
- Dissemination and training.
- Alliances and participatory actions.
- Recognition.
- Alliances.
- Participatory actions.

Suppliers

- Acknowledgement
- Alliances
- Participatory actions