



**Comunidades
Turísticas
Circulares**

**el turismo
inteligente**



Informe trimestral datos proyecto CTC Atlantic Holiday

Desde el 30/12/2024 hasta el 30/03/2025



**Dirección
y coordinación:**



Ficha técnica

Nombre del establecimiento

Atlantic Holiday

Plazas

188

Municipio

Adeje

Primera recogida

18/11/2023

Número de semanas de recogida

72

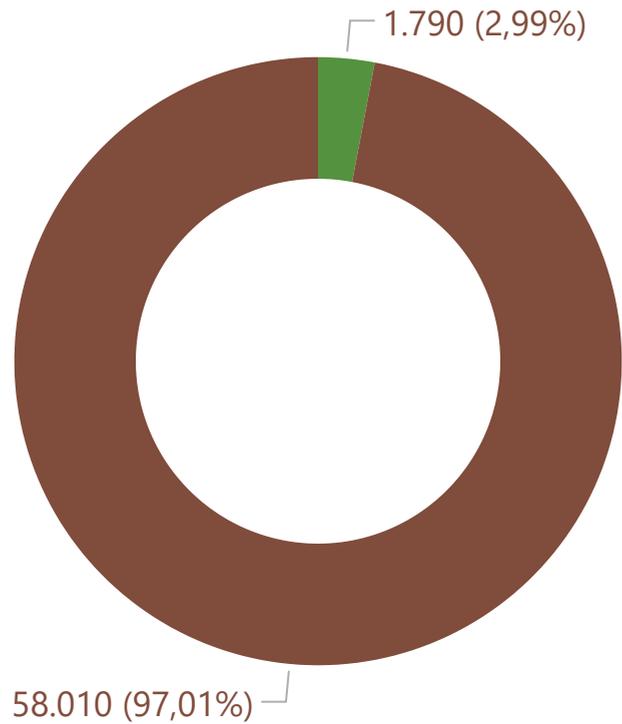
Periodo analizado

Desde el 30/12/2024 hasta el 30/03/2025

Distribución de residuos

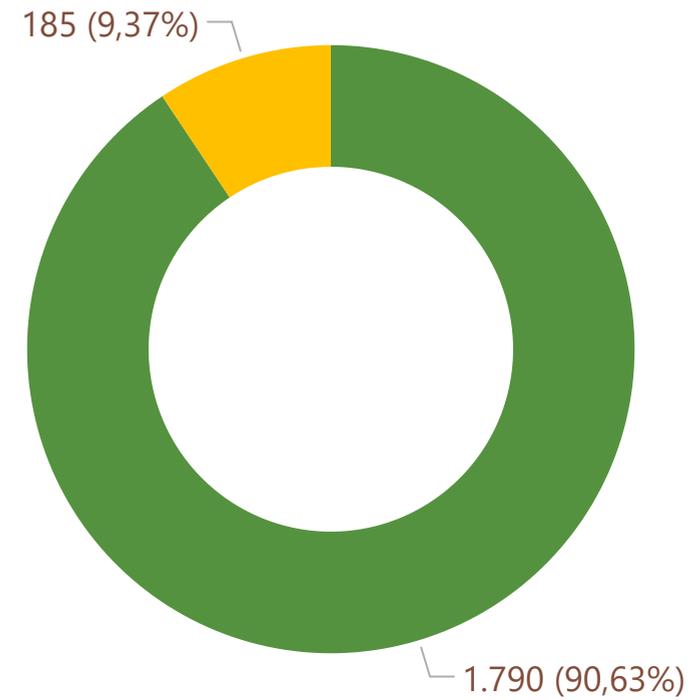
Distribución de basura resto (kg)

● Biorresiduos recogidos ● Basura resto no recogida



Distribución por tipo de residuos (kg)

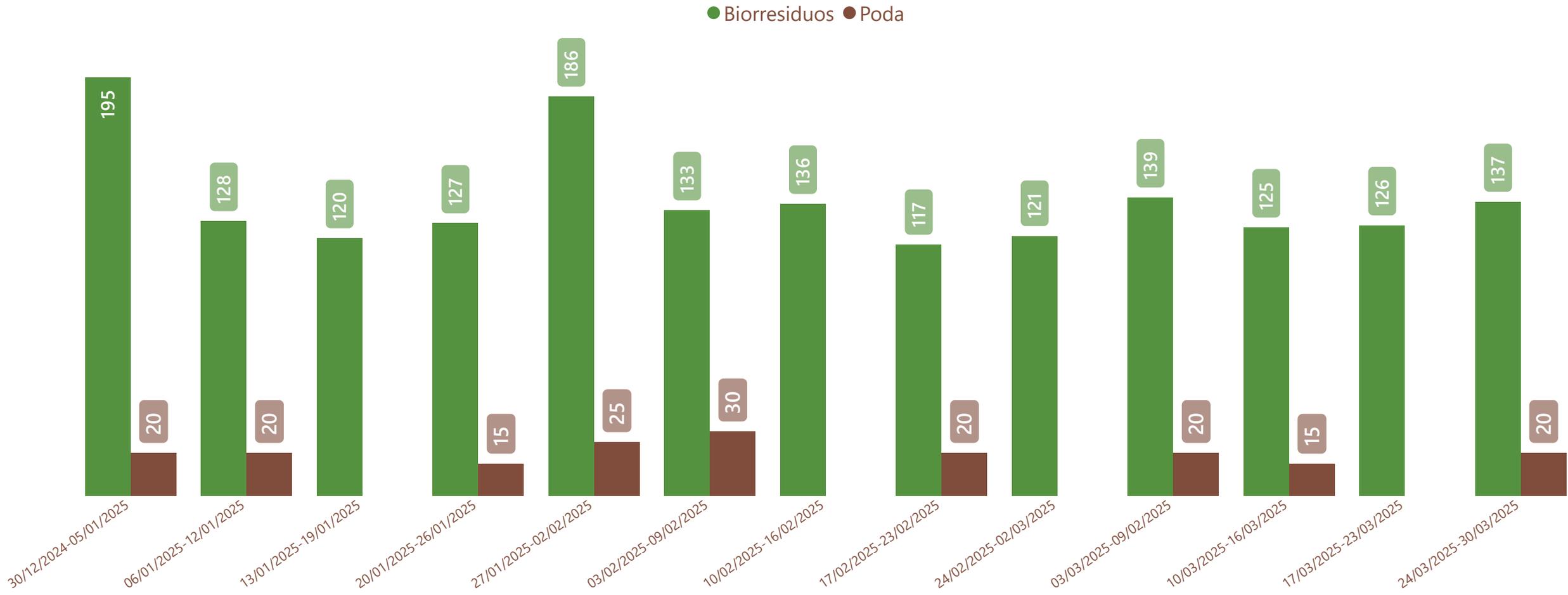
● Biorresiduos ● Poda grande ● Poda pequeña



Fuente: Establecimiento de alojamiento y SERVIAGROC

Distribución de residuos por semana

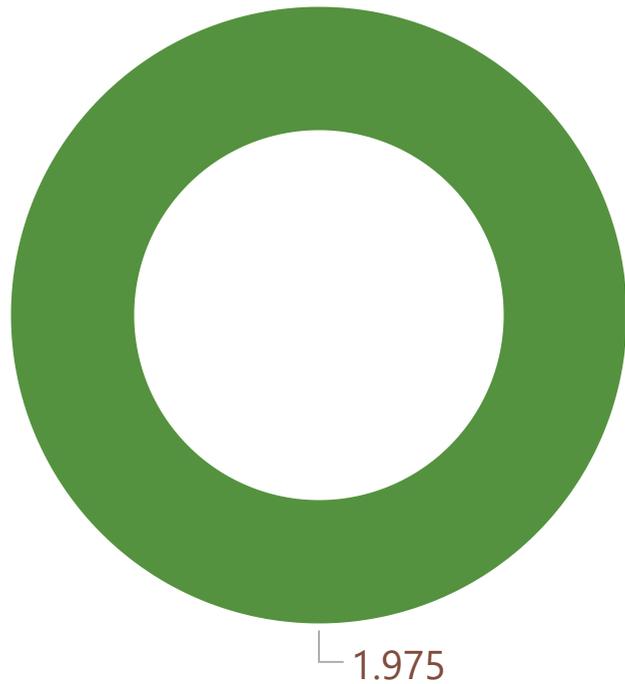
Distribución de residuos por semana (kg)



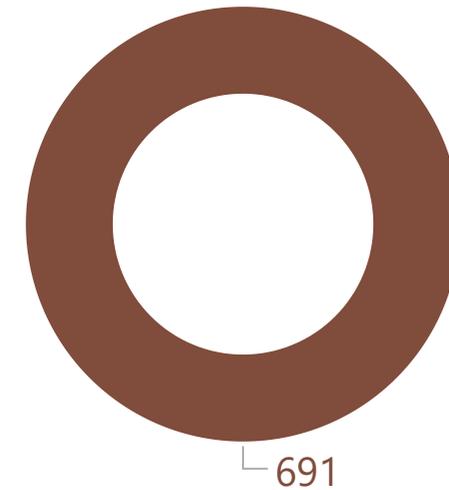
Fuente: Establecimiento de alojamiento y SERVIAGROC

Estimación compost generado

Total residuos recogidos (kg)



Compost elaborado estimado (kg)



Fuente: Establecimiento de alojamiento

Bolsas compostables



Total bolsas compostables

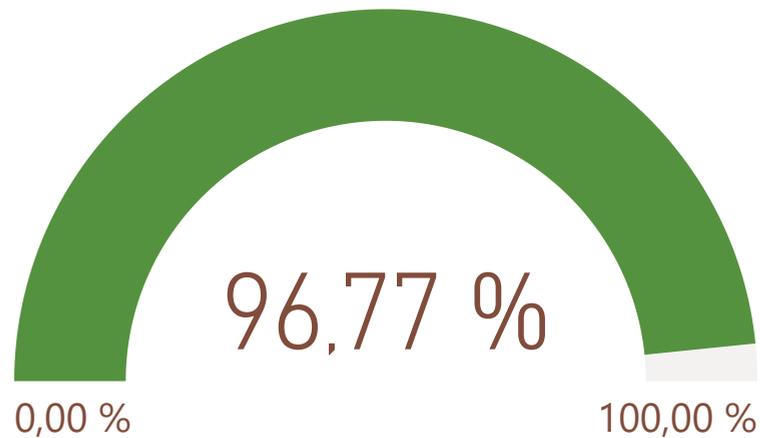
649

Fuente: Establecimiento de alojamiento

Bolsas compostables por semana



Ocupación media desde el 30/12/2024 hasta el 30/03/2025



Fuente: Establecimiento de alojamiento

Ocupación por semana

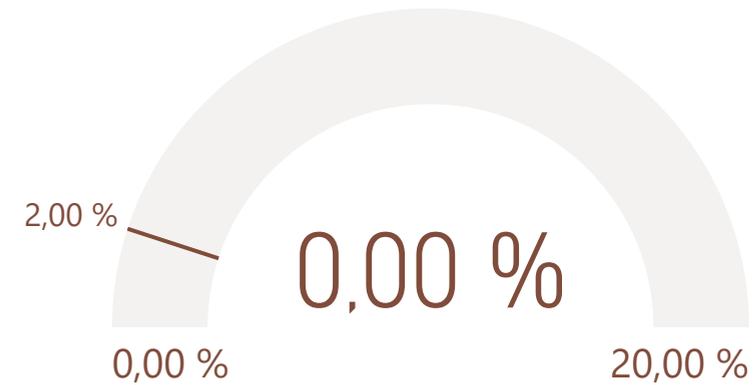
30/12/2024-05/01/2025	100,00 %
06/01/2025-12/01/2025	95,00 %
13/01/2025-19/01/2025	95,00 %
20/01/2025-26/01/2025	95,00 %
27/01/2025-02/02/2025	95,00 %
03/02/2025-09/02/2025	95,00 %
10/02/2025-16/02/2025	98,00 %
17/02/2025-23/02/2025	98,00 %
24/02/2025-02/03/2025	98,00 %
03/03/2025-09/02/2025	98,00 %
10/03/2025-16/03/2025	98,00 %
17/03/2025-23/03/2025	98,00 %
24/03/2025-30/03/2025	95,00 %

Impropios (kg)

0

Fuente: Adeje Limpio

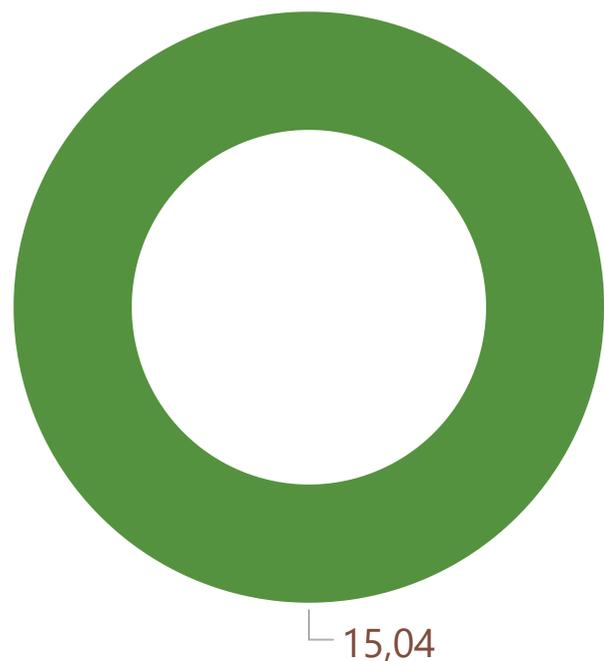
Porcentaje de impropios desde el
30/12/2024 hasta el 30/03/2025



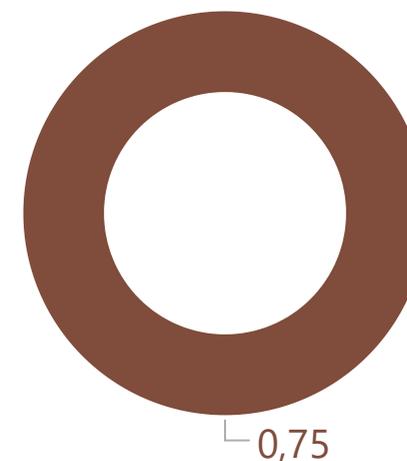
El establecimiento no ha generado impropios, situándose por debajo del límite del 2% establecido en el proyecto.

Reducción de la huella de carbono biorresiduos

Reducción total de la huella de carbono en CO2 equivalente (t) en un periodo de 20 años*



Reducción media anual de la huella de carbono en CO2 equivalente (t)*



Fuente: Establecimiento de alojamiento

*Factor de conversión basado en el Potencial de Calentamiento Global (GWP) = 84



El proyecto **Comunidades Turísticas Circulares** contribuye a reducir la cantidad total de emisiones de gases de efecto invernadero (GEI) liberados a la atmósfera como resultado de la gestión de los residuos.

El establecimiento Atlantic Holiday al dejar de enterrar 1,79 toneladas de biorresiduos en el vertedero, evita la emisión de aproximadamente 15,04 toneladas de CO2 para un periodo de 20 años.

Según las directrices del IPCC (IPCC 2006) y el estándar "Protocol for the quantification of greenhouse gas emissions from waste management activities", en el caso de las emisiones de CO2 durante el compostaje, los factores de emisión de la degradación biológica (aerobia) de los residuos no se contabilizan como GEI, ya que corresponden a CO2 biogénico*. Por tanto, la reducción en la huella de carbono proviene principalmente de la reducción de emisiones de metano. En términos generales, el compostaje ayuda a reducir un 65% la huella de carbono de la gestión de residuos.

***CO2 biogénico:** gas que procede de la descomposición de productos que contienen materia orgánica de origen animal o vegetal, que fue anteriormente capturado por los organismos vivos y por tanto pertenece a un ciclo neutro de carbono.



Ashotel certifica que el establecimiento hotelero/extrahotelero:

Atlantic Holiday

está adherido al proyecto Comunidades Turísticas Circulares, aportando las cantidades de residuos recogidos en este informe trimestral.

El proyecto está enmarcado en la Estrategia de Sostenibilidad y Digitalización de Ashotel, en las líneas 'Mejora del producto local' y 'Gestión de residuos y economía circular'.

Firma: Juan Pablo González Cruz
Gerente



Ashotel



**Comunidades
Turísticas
Circulares**



DIRECCIÓN Y COORDINACIÓN



IMPULSAN



ATLANTIC HOLIDAY POLITICS FOR SUSTAINABILITY. 2025

The hotel Atlantic Holiday has measured energy efficiency during the last 12 months.

The total energy consumption has been higher by 4%.

The water consumption is lower by 4%.

The solid waste lowered 85%.

The total emission in Kg Co was higher with 0.5 %.

The main electricity was higher by 15% lower than last year, but pr guest 10% less than last year.

In water consumption the hotel used 4% less than last year and 15% less than last year pr guest.

The composted was much higher than last year but due to a measurement failure in 2023, where we did not measure correctly.

The hotel does not use environmentally hazardous substances.

Single plastic use lowered by 93%.

Consumption of food was lowered but also here the hotel did not measure correctly last year.

Since the politic of the hotel was to lower the total energy with 10%, we must conclude that we have not succeeded in our efforts. Mainly due to lack of investment in solar energy.

Actions:

Since we need to lower energy consumption the hotel will proceed to invest in solar energy and efficiency in heating the water. The projects have been partly approved by the government and are all to be done in 2025.

The hotel also needs to lower the consumption of water and therefore we have decided to invest in automatic watering of the gardens in 2025.

The waste, solid and food, we have decided to join a local project with composting organic materials. This project is part of a big program with other hotels in the south of Tenerife and is planned to be done in 2025.

The hotel will implement a new policy for consumption of plastic and the goal is to use a minimum of single use plastic.

In the restaurant we have decided to offer more green plates to our customers, which will lower the use of single use plastics and offer too good to go plates to the clients.

Policy Development and Communication: Clear Policy

Statement: The hotel's commitment is to reducing single-use plastic of at least 10 % yearly and by 2028 not use single-use plastic.

- **Identify Target Areas:** Pinpoint areas where single-use plastic is most prevalent: o Food and beverage service (straws, stirrers, cutlery, water bottles) o Housekeeping (toiletries, cleaning supplies) o Front desk operations (key cards, brochures)
- **Set Specific Goals:** We have establish measurable targets, which is a percentage reduction in single-use plastic consumption within 1 year of a 10%
- **Communicate Effectively:** We will inform all staff members about the new policy, its objectives, and their role in achieving them.
- **Guest Communication:** We will develop a guest information sheet or include information on the hotel's sustainability initiatives in welcome packets or on the website.

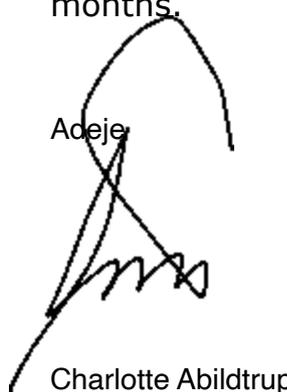
2. Sustainable Procurement:

- **Supplier Partnerships:** We will work with suppliers to identify and source eco-friendly alternatives to single-use plastic products.
- **Bulk Purchasing:** We will consider purchasing bulk quantities of reusable items to reduce packaging waste.
- **Local Sourcing:** Prioritize local suppliers who offer sustainable products and packaging.

3. Operational Changes:

- **Food and Beverage in Atlantic Holiday:** o Offer water refill stations to reduce the need for plastic water bottles. o Use reusable glassware and cutlery. o Provide biodegradable or compostable alternatives for single-use items like straws and stirrers. o Offer takeaway options in reusable or compostable containers.
- In the restaurant we have decided to offer more green plates to our customers, which will lower the use of single-use plastics. There should be at least 25% green plates, within 6 months.

Aceje



Charlotte Abildtrup