

LAS ISLAS.....

BARÚ - CARTAGENA DE INDIAS

Hotel Las Islas, owned by Grupo Aviatur,
received the following award on October 12, 2019:

BEST LUXURY ECO/GREEN HOTEL IN SOUTH AMERICA

The award ceremony was held in the city of Rovaniemi, in Finnish Lapland, where hospitality representatives from more than 100 countries attended.

The World Luxury Hotel Awards are given to luxury hotels in 99 different categories, classified into national, regional, continental, and global levels.

It is worth noting that this award is one of several granted to Hotel Las Islas in 2019, among them: Best Hotel Construction at the Global Architecture & Design Awards 2019, being highlighted for taking sustainability and the environment into account.



THE LEADING HOTELS
OF THE WORLD®



ABOUT HOTEL LAS ISLAS

At Hotel Las Islas, on the Island of Barú, Cartagena, guests can choose between staying in one of its 55 bungalows (22 sea level bungalows and 33 treetop bungalows, with sea views) and experiencing the Sailing House in Cholón.

The hotel boasts three restaurants, four bars, a cafeteria, freshwater pool, water sports center, spa, gym, solarium, astronomical observatory, handicrafts shop, and a highly trained staff that ensures quality and hospitality standards worthy of The Leading Hotels of the World's collection.

Hotel Las Islas has been approved by the best and most renowned international luxury collections, is an exclusive hotel member of Virtuoso, part of the AMEX Fine Hotels & Resorts Hotel Collection, included in the Traveller Made Luxury Travel Designer Community, Frosch Hotel Collection, Select Hotels & Resorts by Travel Leaders Group, Altour Hotel Collection and active member of the USTOA (United States Tour Operator Association) and SITE (Society for Incentive Travel Excellence).





ECOSUSTAINABILITY

For a sustainable tourism

1. Las Islas Hotel bet for an inclusive economic growth, involving the vulnerable population of the local area in operation, offering fair remuneration and a better quality of life.
2. We make sure our guests have the correct information, so the hotel can achieve a sustainable tourism that promotes culture and the acquisition of local products.
3. We promote the development of the community of the region through social projects that link household mothers, fisherman, artisans and local producers.
4. We develop conservation activities, in association with local partners, for the habitats intervened by our operation.
5. We encourage green infrastructures. The project was created without cutting any tree.



OUR COMPROMISE WITH THE LOCAL COMMUNITY

- For the construction of the Las Islas hotel, more than 500 direct jobs with local population were generated during 2017, providing an important economic stimulus in the community for the improvement of their quality of life.
- 120 inhabitants of Barú were trained through the national service of learning in subjects such as service and organization of rooms, bar, table and cocktails. English classes are also taught to the population.
- A contribution was made for the adaptation of the Barú sports center.
- 70 children were trained to form the school of music education.
- To promote the quality of life of the inhabitants of this region, the business group gave ground for the start-up of a water supply system through the desalination of brackish water captured through beach wells located within the hotel project.
- Monetary resources will be earmarked as seed capital for community members who intend to start small businesses.
- The Aviator Organization will provide a land for the operation of the police station of the town.
- 15 canoes have been acquired to be used by inhabitants of Barú who act as environmental guides to meet the requirements of hotel guests.
- In support of local artisans and vulnerable people, we have acquired some of their products to be purchased by the guests at the hotel's craft shop. They have also received training through entities such as "Artesanías de Colombia".
- We involve the tourist with the local inhabitants, in voluntary social activities: pareos workshop (bathroom outings), facade painting, health brigades, fishing activities, among others.
- We adopted the Responsible Traveler booklet to promote awareness among travelers and tourists to turn sustainability into an attribute of value in the choice of tourist destinations, products and services and raise awareness of the importance of their responsible behaviors in the places of destination
- Bearing in mind that the region of Barú does not have a health care center, the Las Islas Hotel offers the community a professional for the provision of basic medical services in case of emergencies.
- The "Malpelo Foundation" presided by Sandra Bessudo, "International Conservation" and "Parques Nacionales" are recovering the coral reef of the Natural Park Corales del Rosario in a partnership with local divers so we can teach tourists how to experience a natural environment by protecting the sea.
- We accommodate and feed, in the residences of the hotel, 16 people of the police entity, to contribute to the welfare of the population.
- We provide drinking water to the community, to those who request it in times of drought.

