



YURBBAN

Conscious

HOTELS

Yurbban Hospitality Group

# Who we are

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YURBBAN

( Passage )

( Ramblas )

HOTELS



# A bridge between past and future

Bridging the majestic Eixample Dret and the vibrant Born district, Yurbban Passage Hotel & Spa is a living testament to the rich history of Barcelona. We fuse the city's architectural heritage with a forward-looking approach to offer our guests a truly memorable experience.

We are located in a listed building from 1878, once dedicated to the textile industry and situated above the historic Passatge de les Manufactures. This passage, which once formed part of the wall of the Ciudad Condal, housed workshops, stores, and textile industries during the 19th century, reflecting the commercial effervescence of the time. A place once frequented by merchants, locals, and visitors—still a living space today.

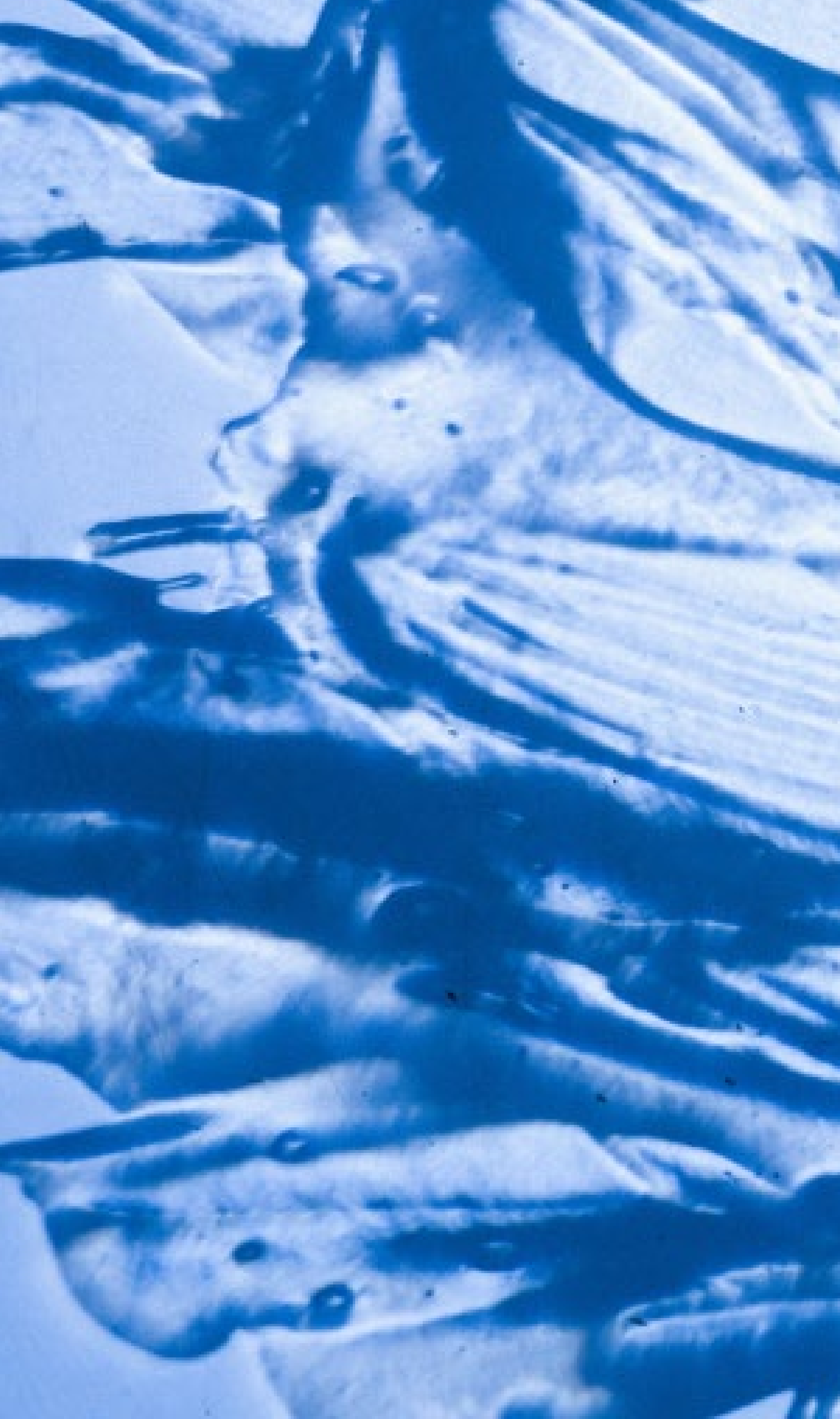


## A building with history

Yurbban Ramblas is a living window onto Barcelona, housed in a historic building dating back to 1889, in the iconic Canaletas stretch of Las Ramblas. Compact yet layered, it captures the essence of the city right where everything happens.

Its rooms, intimate and full of character, reflect both the building's heritage and the vibrant energy of Las Ramblas. Clean, timeless lines blend with warm, urban touches, offering an experience that feels deeply rooted in the spirit of the place while remaining flexible and open to everything Barcelona has to offer. Here, the city isn't just beyond the window. It unfolds in every corner, every gesture, every moment.

# How we act



# Consciously

We believe there is another way to welcome guests — another way to explore and experience Barcelona. One that is more deeply connected to the local territory and more conscious of the impact our activity creates. A genuine and honest commitment, so that every stay contributes to a better balance between the city, the community and the traveller.

We believe travel can be a transformative force, capable of leaving a positive footprint. That is why we have built and strengthened a sustainability policy structured around five key pillars of action.



## Environment Conservation and Resources

Waste Management ( Passage )

Separation, recycling, and composting (Km0 fertilizer).

Energy Efficiency ( Passage ) ( Ramblas )

LED lighting, double glazing, heat recovery systems.

Paper Reduction ( Passage ) ( Ramblas )

Digitalization and the use of recycled or certified materials.

Plastic Elimination ( Passage ) ( Ramblas )

Biodegradable hangers, glass bottles, bulk amenities,  
responsible takeaway.

Water Conservation ( Passage ) ( Ramblas )

Dual flush toilets, reduced flow taps,  
4-minute shower challenge.



Local Culture  
Protection of the local environment, promotion of culture and heritage

Products & Suppliers ( Passage ) ( Ramblas )

Locally sourced products and local suppliers for food, flowers and amenities.

Artists ( Passage ) ( Ramblas )

Collaboration with local artists.

Vegetation ( Passage ) ( Ramblas )

Native vegetation on rooftops and yards.

Vegan Spa ( Passage )

First vegan spa in Spain.

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Social Commitment

Inclusion ( Passage ) ( Ramblas )

Local hiring and promotion of inclusion.

Social projects ( Passage )

0.7% of direct bookings donated to social projects.



## Education and Awareness

Training ( Passage ) ( Ramblas )

Team training and wellbeing.

Information ( Passage ) ( Ramblas )

Active guest information via QR.

Measurement ( Passage ) ( Ramblas )

Carbon footprint measurement (scopes 1 and 2).

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## Transparency and Improvement

Reliability ( Passage ) ( Ramblas )

Constant innovation and regulatory compliance.

# Recommendations for a Conscious Trip

## A Guide for a Greener Journey



Choose fresh products.



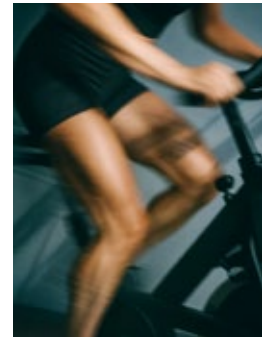
Protect green spaces.



Avoid plastic use.



Turn off the tap after use.



Use a bike or an electric scooter.



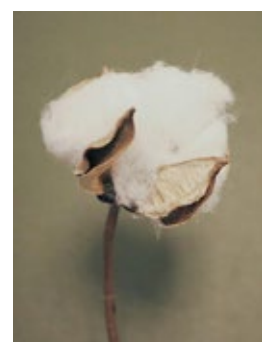
Save energy.



Use recycling bins.



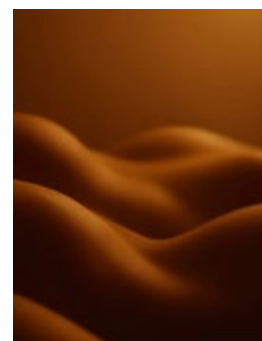
Choose a shower over a bath.



Separate your waste.  
Use recyclable bags.



Make good use of our breakfast buffet. Serve yourself only what you can actually eat.



Turn off the lights or  
A/C when unnecessary.



If you wish to part with any piece of your luggage, please leave it at reception. We'll give it a second life.



Reuse towels – hang them  
and we won't change them.

Tips for a conscious, local,  
and respectful traveler



Don't litter or make a mess.



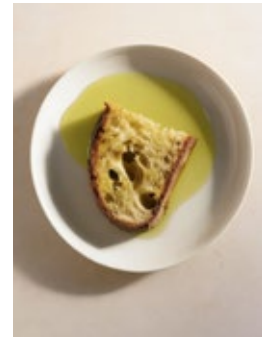
Be kind and respectful  
to the local community.



Avoid shouting.



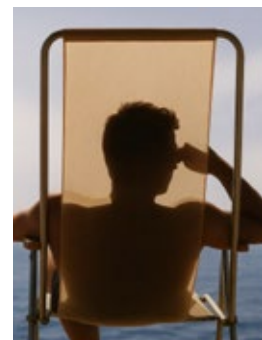
Respect signs and rules.



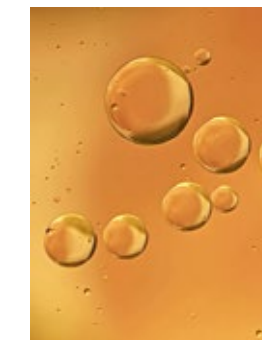
Enjoy local food, open your  
mind and palate.



Smile—anywhere, anytime.  
It's a universal language that  
keeps things flowing.



Enjoy—complaining will ruin your trip.



Observe (instead of only  
entering monuments).



Protect the cultural and natural  
heritage of the destination.



Don't drop cigarette butts  
or smoke where it's not allowed.

# Certifications

## Our certifications

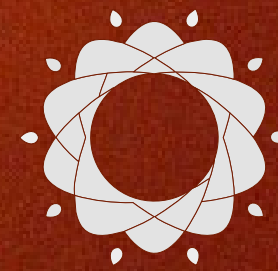
The following certifications and awards endorse our ongoing commitment to respectful and conscious tourism.

Silver Ecostars



( Passage ) ( Ramblas )

Biosphere Certificate



( Passage ) ( Ramblas )

Earthcheck Bronze



( Passage )



# Civic Yurbbanism

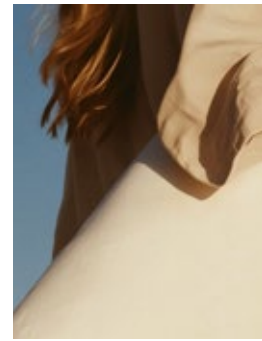
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## Tips for a Greener City



Sorting your waste may seem small, but it makes a real difference.



Enjoying a place means taking care of it.



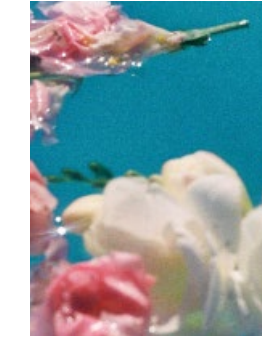
Taking care of green areas improves the environment for everyone.



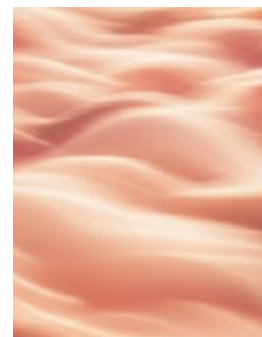
Respect for the local community enriches the experience.



Respecting shared spaces makes living together more pleasant.



Often, the best memories come from the unexpected.



Responsible water and energy use makes a difference.



Supporting local businesses connects you deeply to the spirit of the place.



Moving sustainably is also part of the journey.



Improvising and not overplanning leaves room for magic.

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