



## *How We Care*

### **Iberostar holidays are back: Scientifically based health, safety and circularity policies to guarantee the care for people and the ecosystem**

- The second fortnight in June will see the scaled reopening of a selection of hotels in destinations such as Spain (in the Balearics, Canaries and Andalusia), Montenegro, Budapest, Greece, Portugal and Mexico.
- The company is working hand-in-hand with science to maximise health and safety, introducing more than 300 measures designed by the Group's Medical Advisory Board made up of experts in Public Health for the tourism industry.
- All protocols comply fully with the circularity policies the Iberostar Group has adopted to ensure a more resilient ecosystem. The hotel chain is working with SGS, the world leader in inspection, verification, analysis and certification services.
- Iberostar Cristina, in Majorca, will be the first hotel to open, testing in advance the new measures with employees, members of the Group's management team and the Fluxá family themselves.

**Palma, 28<sup>th</sup> May 2020.** The Iberostar Group has announced for June the reopening of several hotels in some destinations, including Spain (Balearics, Canaries and Andalusia), Montenegro, Greece and Mexico, among others. The Hotel Iberostar Cristina, on the island of Majorca, will be the first to reopen early next month, in a trial phase where employees, Group executives and members of the Fluxá family themselves, will have the chance to test out the new health and safety measures before welcoming the first customers.

Iberostar Group resumes operations, allying itself with science to guarantee optimum care for people and ecosystems. Through its Medical Advisory Board, which includes biologists and doctors specialised in Public Health for the tourism industry, the Majorca-based company has developed more than 300 health and safety measures in coherence with the circularity policies promoted through the Group's [Wave of Change](#) movement, for the protection of the environment and the oceans. The hotel chain is also working closely with its partner SGS, the world leader in inspection, verification, analysis and certification services, which has endorsed the disinfection and sanitisation protocols for the hotels.

As Sabina Fluxá, the Group's CEO, explains, **“the difficulty lies not in designing safety protocols, but rather in doing so from a holistic, science-based perspective without undoing the progress we've made in caring for the ecosystems. We are proud of the measures we have introduced, particularly because they have allowed us to maintain our commitment to being a single use plastic-free company, as far as legislation permits, and enabled us to reinforce our circularity policies and the use of products with a minimum environmental impact”**. As an example, the new procedures include the use of masks made from recycled and recyclable materials, and measures that encourage frequent hand washing to minimise the use of gloves.

Furthermore, the Iberostar Group has designed a training plan for all its teams, facilitating the transition to the new scenario, and will carry out regular audits of all its procedures and protocols. The



training plan covers four key areas: general epidemiological instruction, application of protocols, coaching in new consumption habits and ad hoc training created by the Medical Advisory Board.

The measures implemented by the Iberostar Group include four main pillars, based on innovative and responsible solutions to guarantee a top quality experience:

- ★ **Safe environment:** with true leadership standards for the protection of our employees, customers, communities and ecosystems.
  - **Strict compliance and permanent update** of recommendations from local authorities and WHO.
  - **External certifications** like Earth Check or Cristal International Standards, among others, together with the **verification of protocols by SGS** (the world's leading inspection, verification, testing and certification company) reinforce the company's commitment to healthy and safe environments.
  - **Secure access with sanitary controls for suppliers and employees.**
  - **Permanent centralised medical service** including isolation rooms and ambulance on standby.
  - **Inspection of all goods and products delivered to the hotels**, to meet sanitary standards but, even more so, to support local businesses and minimize waste generation. This, in turn, reinforces the unique focus of the Group's Honest Food philosophy which ensures the traceability of consumption.
  - **Specialised training for employees, equipped** with the new hygiene and protection measures stipulated by the Medical Advisory Board.
- ★ **Hygiene Standards** with products that minimize the environmental impact.
  - Guidance from **virology experts** for the adaptation of protocols, **increasing the frequency and depth of disinfection** in all spaces and establishing **ongoing cleaning processes**.
  - **New cleaning measures and protocols** using certified products that ensure sterilization while guaranteeing **minimal impact** on the water and waste management systems, in line with our circularity agenda.
  - **Specific protocols for disinfecting rooms, employee access to these, and for cleaning of textiles in laundries.**
  - **Excellence and safety in buffets**, including a single touch procedure featuring individual presentation of the gastronomic choices while using the opportunity to reduce food waste.
- ★ **Social distancing**, making the most of open and outdoor spaces.
  - The **extensive natural spaces** at Iberostar resorts bring nature closer and protect employees and guests. **People flow signage** is also now in place.
  - **Hotel occupancy at maximum 70% of total capacity** and enlarged distances between hammocks and furniture, among the many measures to enhance safety.
  - **Reduction of tables in à la carte restaurants, and increased space in buffet restaurants**, taking advantage of outdoor areas and creating new exterior dining experiences.
  - **Eco-2-Go Star Café:** encouraging the use of take away options using compostable or reusable packaging to reinforce our circularity policies.



- **Room service** to enjoy the best of Iberostar gastronomy in a more intimate setting.
- **Entertainment experiences** with workshops, activities and live outdoors music shows (or indoors with limited capacity), and **family activities** in smaller groups with **advance booking**.
- ★ **Innovative experience** at the service of information and communication to facilitate contactless proximity.
  - **Digital pre-check in and online check out:** safer and more recommendable while, at the same time, quicker and more convenient.
  - Reinforcement of the **paperless philosophy:** the use of paper decreases by extending digital media in restaurants and rooms.
  - **Touch-less experience using the Iberostar App or 24 hour E-concierge:** access to all services with one click to book a table, review a menu or search for leisure activities, among others.
  - **Doctor Superhero** will teach children how to play together and interact in the new scenario.

All these new protocols and measures have enabled the Iberostar Group to consolidate its business vision and further improve its leadership in responsible tourism. **“The UN has launched a call to consider this recovery as an opportunity to ‘build back better’. As a company, we accept this challenge. Now, more than ever, there is an urgent need for responsible tourism that cares for people and the environment, and commits to creating healthy settings”**, says the Group’s CEO, Sabina Fluxá.

Visit the [How We Care](#) website for further details of these measures.

(\*) **Note for editors:** Photographs to accompany the information are available at this [link](#). And [here](#) you will find a video about the new measures.

#### **About the Iberostar Group**

Iberostar Group is a 100% family-owned Spanish multinational company with more than 60 years of history. Hospitality is the company’s core business, with a portfolio of more than 120 four- and five-star hotels located in 19 countries worldwide and a workforce of more than 34,000 employees. Iberostar consolidates its quality through innovation and renovation of its product, introducing new concepts that promote an authentic culture of wellbeing and propose a healthy gastronomy, boosting the use of local products.

Iberostar Group leads with purpose in its pursuit to set the standard for responsible tourism. Its commitment to preserving the environment and protecting the oceans surrounding its properties is consolidated through Wave of Change, Iberostar’s pioneering initiative to move beyond plastics and towards a circular economy, the promotion of responsible consumption of seafood, and care for coastal health.

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