

IBEROSTAR 
HOTELS & RESORTS

How
we Care





A philosophy **to take care** of guests, employees, the community and the environment.

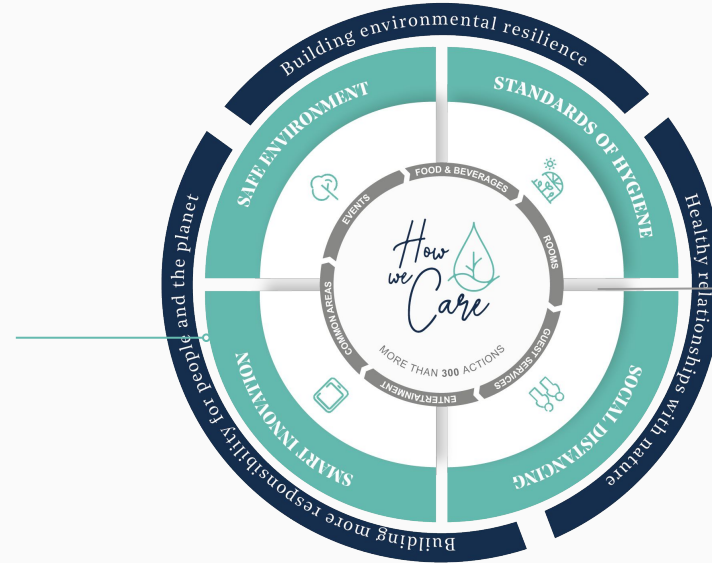
Based on the advice of a **Medical Advisory Board**.

And reinforcing our leadership in **Responsible Tourism**.

WE TAKE CARE OF EVERYTHING TO TAKE CARE OF YOU

Wave of Change is a pioneering initiative from Iberostar Group to reduce the use of plastics, to promote responsible consumption of seafood and improve coastal health. Our strategy with regards to sustainability has always been groundbreaking in its approach to caring for people and the environment. In this new scenario, we are reinforcing our commitment to responsible tourism by incorporating the health and hygiene guidelines necessary to ensure everyone's safety.

How We Care is a cross-cutting philosophy that aims to take care of everyone, without exception (guests, employees, community and environment). This new form of collective care is present in every one of the activities, spaces, and protocols at our hotels, enabling us to offer an even more personalized experience and consolidate our leadership in responsible tourism. And the way we do this is unique, based on the advice of our new Medical Board, a team of public health and safety experts specialized in the tourist industry.



Iberostar Elevated Luxury

Customers need to be reassured before they will decide to travel, but they also need to be motivated. This is the best-deserved vacation in ages. At Iberostar, we take care of our guests, our staff, as well as the environment through our newest philosophy, How We Care. This initiative has brought forth more than 300 actions for rooms, restaurants, pools and properties that offer an even more personalized and secure luxury vacation experience.



BACKGROUND

WHAT WILL WE EXPECT WHEN WE ARE ABLE TO GO ON VACATION AGAIN?

We will expect answers, diligence, stringent health and safety measures, but also reassurance and enjoyment.

Customers need to be reassured before they will decide to travel, but they also need to be motivated. This is the best-deserved vacation in ages.

.....

We need to awaken
their wanderlust!



PRELIMINARY OBSERVATIONS

THAT'S THE REASON BEHIND THIS NEW WAY OF CARING...

It is an integral part of everything we offer at every one of our hotels.

It is present across the board in our food philosophy, our selection of leisure and outdoor activities, our options for rest and relaxation, and our commitment to the protection of nature and sustainability.

It is a way to ensure safety that is compatible with enjoyment.

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We take care of everything
to take care of you.

A CROSS-CUTTING PHILOSOPHY

WHAT IS HOW WE CARE?

It's a cross-cutting philosophy that aims to take care of everyone, without exception (guests, employees, community and environment), and is based on a **safe environment**, the highest **standards of hygiene**, **social distancing**, and the **smartest innovation**.

This new form of collective care is present in every one of the activities, spaces, and protocols at our hotels, enabling us to offer **an even more personalized experience** and consolidate our leadership in **responsible tourism**. And the way we do this is unique, based on the advice of our **new Medical Board**, a team of **public health and safety experts** specialized in the tourist industry.

We aim to make customers feel **safer than ever** so that they can forget their worries and **feel right at home, just as they always have**.



A CROSS-CUTTING PHILOSOPHY

MEDICAL ADVISORY BOARD

Our **strategy with regards to sustainability** has always been groundbreaking in its approach to caring for people and the environment. In this new scenario, we are reinforcing our commitment to **responsible tourism** by incorporating the **health and hygiene guidelines** necessary to ensure everyone's safety.

Medical rigor and sustainability must go hand in hand in every step we take, and the best way to ensure they do is to have our **own Medical Board** made up of experts in **Public Health and Safety for the tourism industry**. That way we combine scientifically driven decisions with a protection of our environment and well-being, building a pathway for/are leaders of a more responsible tourism across the sector

We aim to go far beyond official recommendations with measures that guarantee **the best possible care for everyone in the Iberostar community on a long-term and sustainable basis**.

THIS BOARD IS LEAD BY:

DR. SEBASTIÁN Crespí Rotger

Founder and President of Biolinea International,
A medical consulting firm that has collaborated
with numerous international
institutions, including the WHO.

DR. JAVIER PÉREZ FERNÁNDEZ

A pulmonologist who specializes in
lung infections with ample international
experience who brings a vision
and understanding of different markets.

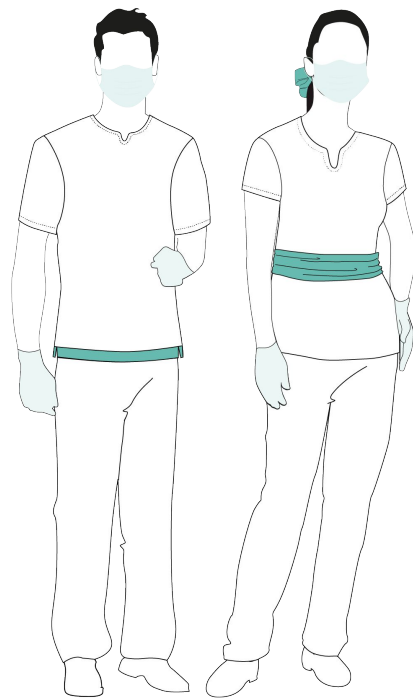
DR. MEGAN MORIKAWA

Iberostar's Director of Sustainability holds her
PhD from Stanford in Biology and Genetics.
She ensures we are driven by science in our
Responsible Tourism model.

A CROSS-CUTTING PHILOSOPHY

STAFF

Our expertly trained staff is fully prepared and equipped with personal protective gear to assist our guests



THE FOUR PILLARS

HOW WE CARE PRINCIPLES

Four principles that will help
us bring this concept to life

Safe Environment

Making your
travels safer

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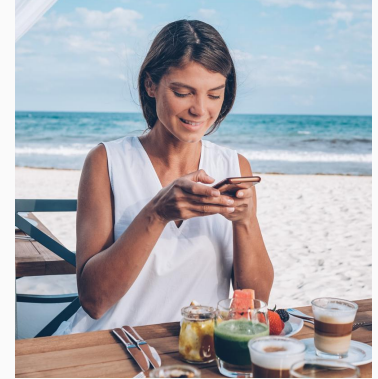
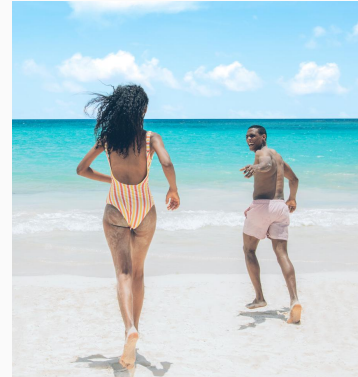
Standards of Hygiene

Complete disinfection, greater
peace of mind

Social Distancing

Stay apart,
remain united

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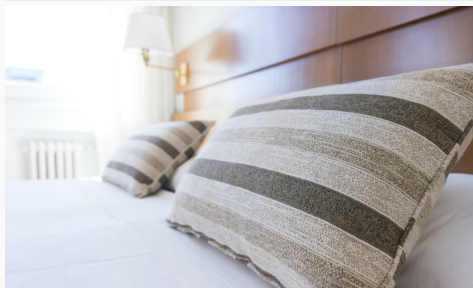


Smart Innovation

Leading Innovative
Luxury

Safe Environment

Our hotels, each an authentic oasis of safety, are innovating safety and security standards so all customers are confident in their stay.



01.

Since 2018 **Cristal International Standards** have certified us in compliance with local and international safety standards, as well as the **Earth Check** certification, reinforcing our commitment to healthy environments.

02.

Specialized, expertly **trained personnel** are present at all times with appropriate health and safety equipment.

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03.

Secure access to property observing the latest hygiene protocols for suppliers and employees.

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04.

24/7 medical service and ambulance in property or on call, secure and isolation ready rooms within property.

05.

Inspection of all goods and products delivered to the hotels, with preference given to sustainable local sources and minimize production of waste.

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06.

We serve food of guaranteed traceability, from known, local, and sustainable origin based on the unique approach of our **Honest Food** philosophy.

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07.

Strict **compliance with WHO, CDC**, and local hygiene agency recommendations, with constant monitoring of updates in standards.

Standards of Hygiene

Improving constantly and able to demonstrate our action plans in terms of cleaning, hygiene, and disinfection of all areas ensuring the hotel is to the highest standards.



01.

Rooms are disinfected and cleaned with certified biodegradable products **24 hours** prior to guest check in. Linens and textiles are cleaned through laundry certified process.

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02.

To ensure customer safety we have **reinforced new cleaning protocols** for our dining areas. All buffets, and a la carte restaurants are to be deep cleaned between meal times. Buffets are now assisted by staff and single-touch stands have been installed in all entrances.

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03.

We have increased the number of times common areas are disinfected, closing off each area to disinfect all surfaces and furniture.

04.

Cleaning equipment, from certified suppliers, as well as **protective gear for all employees** is being provided for the safety of guests and staff alike.

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05.

New cleaning measures and protocols using **certified sustainable products**, which have minimal impact on our waste or water systems and taking an eco-friendly approach to guarantee maximum efficiency without harming the environment.

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06.

Following guidelines from **expert virologists** we have adapted our protocols to new and ongoing circumstances, increasing the frequency of disinfection from twice to multiple times a day, as well as establishing an ongoing cleaning process.

Social Distancing

Making the most of open, outdoor spaces and encouraging their use is seen as a security measure, but also as a real luxury that we can enjoy while on vacation. That's why we limit the occupancy to a maximum peak of 70%



01.

We are making the most of our picturesque outdoor spaces and using these as extra dining locations, with social distancing measures for outdoor group activities also.

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02.

Room service is now a no-contact service for a more personal experience.

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03.

We are encouraging reservations in advance for our a la carte restaurants as the number of tables has been decreased.

04.

Workshops, activities, and live music shows have been restructured to aid social distancing regulations, indoor shows have limited audience capacity.

05.

Signage in waiting areas has been installed to aid the flow and avoid crowds.

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06.

Sunbeds, lounge chairs, and all seated areas have been reorganized to aid social distancing, thus creating a more intimate setting for all guests to enjoy.

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07.

Family workshops and activities are now limited to smaller groups and will have to be reserved in advance.

Smart Innovation

We are introducing innovations in the way we provide information to our customers and communicate with them so that we can be as close as ever without the need for physical proximity.



01.

Private and convenient online check in and out.

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02.

Current information on all services, leisure activities, and dinner reservations can be found through the Iberostar app.

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03.

Receive up to date information through our 24 hour e-concierge through the Iberostar app or your in-room telephone.

04.

To reinforce our paperless philosophy, all our menus, activity schedules, and reservation procedures are done through the Iberostar app. Likewise, current information can be found throughout the establishments on digital screened totems.

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05.

Through our **Star Camp** educational program, Doctor Superhero, the little ones are able to play and interact while respecting social distancing rules, while also engaging in no-contact games, activities and outdoor experiences tailored to each age group.

VIDEO:



01.

CRISTAL INTERNATIONAL STANDARDS (America)

Cristal International Standards Certifications and Local Audit Programs ensure all Iberostar hotels comply with the highest standards set forth for hygiene and health, housekeeping, pools, drinking and pool water quality, as well as dining. These certifications and audits also ensure compliance with security systems, including fire prevention and the safety of guests. Each hotel undergoes more than 23 assessments of over 900 variables per year in order to successfully obtain certifications.



México



Dominicana



Brasil



Jamaica



ESTABLISHING CREDIBILITY



02.

IBEROSTAR MEDICAL ADVISORY BOARD

Iberostar Group reinforces its long-term health and prevention strategy. It is a key pillar in the development of the business by strengthening its sustainability and circular economy policies. Therefore, we have created a Medical Advisory Board made up of experts in Public Health and Health Safety linked to tourism.

- BIOLINEA
- VIROLOGIST
- CMO HEALTH BOARD

03.

WORLD HEALTH ORGANIZATION AND OTHER CERTIFICATIONS

Our protocols and standards are based on recommendations made by the WHO. We also have the EarthCheck certification that guarantees our protocols, procedures, and training are carried out with a focus on health and sustainable standards.





OUR ACTIONS

We care about the Environment, our Guests and our People and this reflects in our How We Care philosophy which has brought forth more than **300 actions** for rooms, restaurants, pools and properties that offer an even more **personalized and secure** vacation experience.

Even though Iberostar's resorts are located on substantial grounds with significant number of options for all guests to have their own personal space, **we are limiting occupancy to a maximum peak of 70%.**

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Guest Services

Our hotels will be **TAKING CARE OF EVERY DETAIL**, from hygiene to security and creating memorable experiences. We want our clients to focus on enjoying their vacation.

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Guest Services



01.

Upon arrival, guests are offered hand sanitizer.

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02.

Upon arrival, all bags are to be disinfected by bellboys as well as the golf carts used to transport guests after each use.

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03.

Private check-in/out through the Iberostar app, My Room Online or tablets provided by concierge.

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04.

Receive assistance through our 24 hour e-concierge through the Iberostar app or your in-room telephone.

05.

Signage in waiting areas has been installed to aid the flow and avoid crowds.

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06.

Consult details of your account at any point through the Iberostar app.

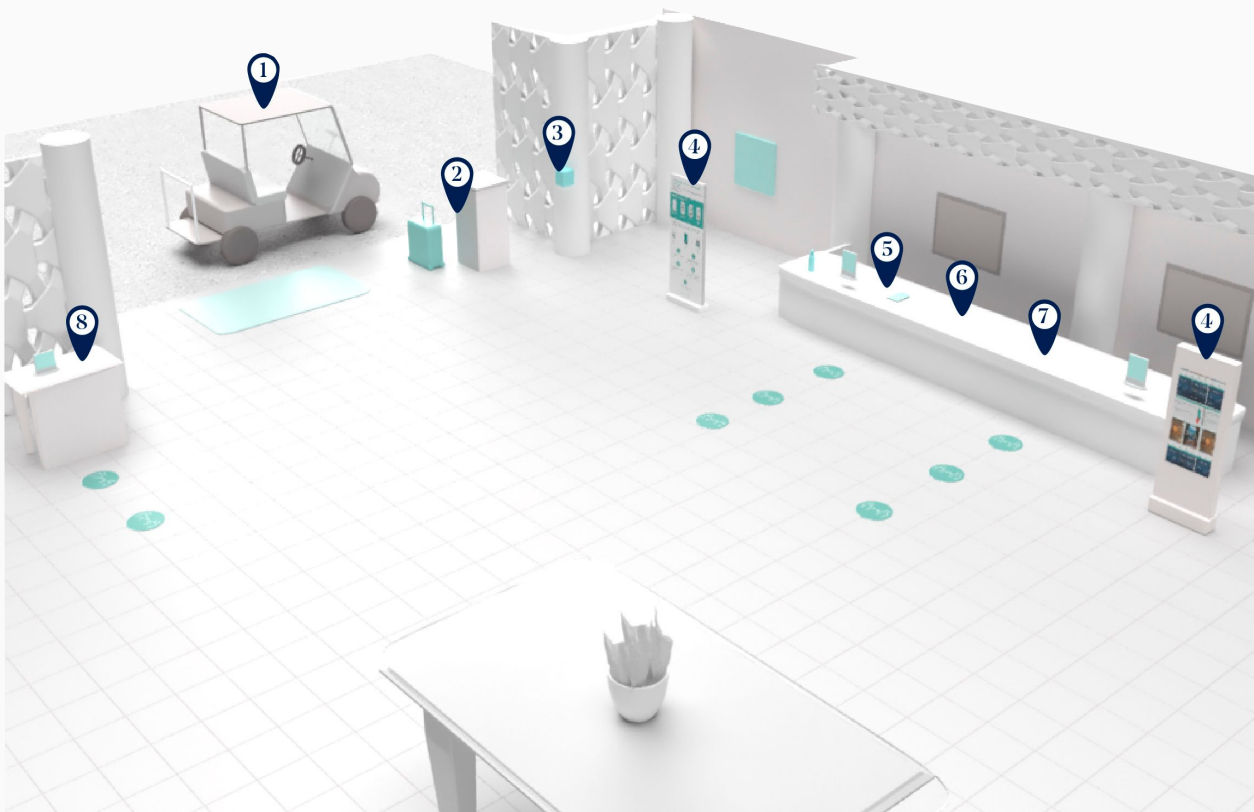
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07.

Hand sanitizer stations have been installed throughout the property for easy and convenient access for all guests.

YOUR SAFETY, OUR PRIORITY

FRONT DESK



- 1. TRANSFER:** Drivers of transfer vehicles are required to wear protective gear at all times, and transfer vehicles will be sanitized employing the highest safety standards before each service.
- 2. BELLBOYS / LUGGAGE / PODIUM:** Upon arrival, bellboys will disinfect all luggage and luggage tags. Bellboys will also offer hand sanitizer to all guests arriving and will ensure social distancing protocols are followed routinely.
- 3. HAND SANITIZER:** Hand sanitizer stations are present throughout the entire property.
- 4. DIGITAL SOLUTIONS:** All activity schedules, menus, and a la fresco dining times will be available through the Iberostar app, IPTV within rooms, and through digital screen totems throughout the property.
- 5. FRONT DESK:** Signage to ensure social distancing during check-in at the front desk. Room keys are disinfected before and after each guest has returned them.
- 6. WEB CHECK IN:** Privately check in through My Room Online.
- 7. CHECK OUT:** Private check out and account consultation via Iberostar app.
- 8. GUEST SERVICE:** Contactless concierge assistance through in-room telephone or through the Iberostar app, available to all guests during their stay.



Rooms (Housekeeping and Maintenance)

All Iberostar hotels comply with the **HIGHEST STANDARDS** set forth for the cleanliness of linens, furniture, service protocols, as well as wildlife control.

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Room



01.

All rooms undergo a pre-arrival hygiene deep clean and disinfection process, this includes surfaces and AC disinfection, fumigation, and electrostatic sprayer machine for all areas and carpets.

02.

Rooms are to be occupied after **24 hours post cleaning processes.**

03.

Receive up-to-date information through our **24 hour e-concierge**, the Iberostar app or your in-room telephone.

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04.

Trained in the hygiene cleaning processes, all staff uses certified biodegradable cleaning products that **eliminate 99.99% of viruses**, as well as bacteria.

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05.

All rooms offer sanitized water bottles that can be refilled in nano-filtered and purified water stations throughout the property.

06.

Biodegradable and organic toiletries are offered in all rooms. Personalized amenities are upon request.

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07.

Through our in-room entertainment, IPTV, guests are able to review latest information, activity schedules and restaurant menus.

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08.

For guests who do not wish to have cleaning services during their stay, a green cleaning kit will be provided. This kit includes basic cleaning tools and biodegradable and eco-friendly cleaning products.

ROOM

- 1. ROOM DISINFECTION:** Pre-arrival cleaning and disinfecting of all areas with biodegradable products approved by hygiene agencies. Rooms will be occupied 24 hours after check out to guarantee deep disinfection and cleaning.
- 2. VERO WATER BOTTLES:** Refillable, nano filtered and purified water in sterilised bottles.
- 3. TV:** Review activities and hotel information.
- 4. ROOM SERVICE TRAY:** Contactless room service delivered in biodegradable, reusable packaging.
- 5. HIGH TOUCH AREAS:** High contact items like desks, phones, remote controls, lamps, light switches and door knobs are sanitised and disinfected daily.
- 6. BALCONY AREA:** All outside areas, including hydro massage bathtubs, will be sanitised and disinfected before guests arrive utilizing hygiene agency approved biodegradable cleansing products.
- 7. DOOR HANDLES / CURTAINS:** Electrostatic spray cleaning procedures are put into practice for curtains and carpets.
- 8. BED & BEDDING:** All linens are sanitised and disinfected under strict cleaning protocols.
- 9. PHONE AND FREE WIFI:** All activity schedules, menus, and concierge assistance will be available through the IberoStar app and TV within rooms.
- 10. AC:** AC disinfection and sanitation prior to guest arrival
- 11. BATH AMENITIES:** Luxury organic, biodegradable products provided for each guest.
- 12. WARDROBE / SAFETY BOX:** Wardrobe areas and safe are sanitized and disinfected prior to guest arrival.





F&B

Our expertly trained staff is fully prepared and equipped with personal protective equipment to assist guests at buffets, a la carte restaurants, as well as outdoor dining settings.

Throughout the day, all restaurants, buffets and dining areas are disinfected between dining times, all high-contact items on tables such as: salt and pepper, utensils and chairs will be disinfected after each guest has finished and left the table. In addition, suppliers are required to follow health protocols and safety measures set forth by the CDC, WHO and local hygiene agencies.

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F&B



01.

We have implemented an "always on" hygiene cleaning process which will be put into effect between dining times.

02.

Reorganization of all dining areas to ensure 6 feet between all tables and surfaces.

03.

Room service is now a contactless option for all guests to receive their meals in a more personal setting.

04.

Reservation slots are now staggered to comply with social distancing.

05.

All self-service utensils have been eliminated, instead staff is available to assist guests with their selection.

06.

In response to social distancing bylaws, we have increased the dining options for guests to enjoy.

07.

We have extended retail location hours to ensure all guests can get their shopping done.

08.

For guest enjoyment, we have increased dining options during lunch and dinner times.

RESTAURANT



- 1. PODIUM HOSTESS:** Guests will be escorted table by table by hostess.
- 2. HAND SANITIZERS:** Hand sanitizer stations can be found at all buffet and a-la-carte restaurant entrances.
- 3. TABLES & CHAIRS AREA:** Markers on each table represent surfaces that are disinfected and ready for guests to be seated.

- 4-5. BUFFET:** Preserved portions will be provided on buffet stations where staff will be present to assist guests with their selections.
- 6. ANTI SNEEZE:** Plexiglass barriers on all buffets where preserved portions are not available.
- 7. BATHROOMS:** Bathrooms are sanitized with EPA approved biodegradable and eco friendly cleaning products.



Entertainment

All our entertainment programs have been adjusted to adhere to **SOCIAL DISTANCING** regulations. Group activities are now enjoyed in a smaller group setting where guests can enjoy a more intimate setting.

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01.

We have implemented an "always on" hygiene cleaning process which will be put into effect an hour before each activity takes place, in addition, sanitizing mats have been placed at all Fit & Fun entrances as well as Star Camp entrances.

02.

Guests are now able to reconnect with the environment and themselves through specialized activities and programs.

03.

Guests are now able to reserve their spot for special program activities, providing a more intimate setting for all attendees.

04.

Throughout the property, guests can easily find and access numerous hand sanitizer stations at all building and restaurant entrances.

05.

Outdoor activities in multiple locations to aid social distancing regulations, indoor shows have limited audience capacity.

06.

More intimate and exclusive activities for smaller groups are now available for guests to enjoy.

07.

The little ones are now able to join in on the fun too, with special and exclusive adventures, building collaborative dynamics within small groups.

08.

Through the Iberostar app guests can now book a one-on-one session with a personal trainer to work on their fitness routine.

09.

Reinvented nightly entertainment activities with a variety of performers and musicians have been added to the countless list of activities and experiences guests can enjoy throughout the property.



Common Areas

Our hotels are distinctive for their expansive grounds as well as extraordinary beachfront and landscape scenarios.

We have reinforced all of the cleaning procedures in our spa, and golf facilities, as well as in all of our beach and pool services.

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Beach & Pools



01.

All pools are deep cleaned weekly using certified biodegradable cleaning products proven to kill 99.99% of viruses, as well as bacteria.

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02.

Sunbeds, lounge chairs, and all seated pool and beach areas have been reorganized to aid social distancing, thus creating a more intimate setting for all guests to enjoy.

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03.

All pools are now limited to a 70% capacity for guests, ensuring guests can feel safe while enjoying their time cooling off.

04.

All pool and beaches are watched over closely by trained lifeguards to ensure safety protocols are being followed by guests.

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05.

Loungers, palapas, poolside tables and surfaces are sanitised by staff after each guest has left, utilizing certified, biodegradable, organic cleaning products.

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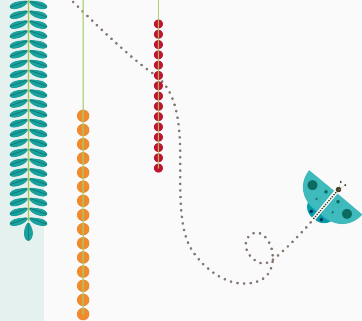
06.

Signage on foot showers and poolside showers have been installed to aid flow and avoid crowds.

POOL



- 1. SNACKS:** Alfresco restaurant staff will be available to take drink and food orders from your cabana, sunbed, or poolside lounge area.
- 2. TOWELS:** Used towels will be placed in specific bins and will undergo strict cleaning procedures utilizing hygiene agency approved biodegradable and eco-friendly products
- 3. SHOWERS:** Showers are sanitised with EPA approved biodegradable, eco friendly cleaning products.
- 4. BATHROOM:** Bathrooms are sanitised with hygiene agency approved biodegradable, eco-friendly cleaning products.
- 5. POOLSIDE LOUNGE:** Lounge chairs, sunbeds, cabanas, and all poolside seating areas have been organized to aid social distancing.
- 6. POOL:** Bathrooms are sanitised with EPA approved biodegradable and eco friendly cleaning products.
- 7. POOL BAR:** Earning us Cristal Standard Awards since 2018, all pools have been awarded the Pool Check certification.



01.

Passport will be given out at the end of the stay to maintain single touch.

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02.

Enrollment in Star Camp will be done through the App or by calling reception.

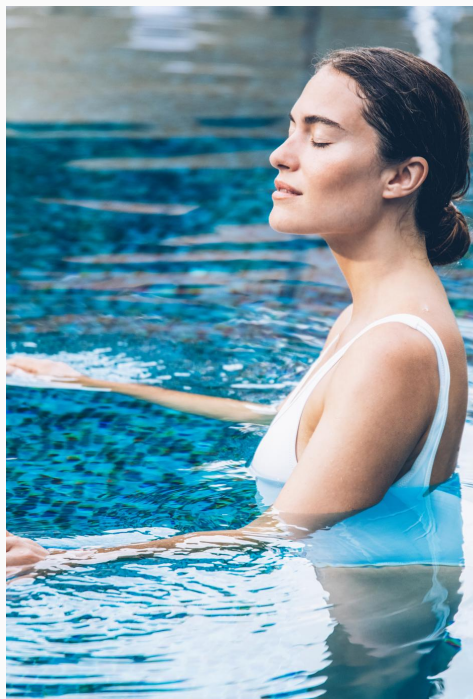
03.

Avoid physical contact in all activities and whatever materials have been used during the activities are all cleaned and disinfected accordingly.

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04.

Trained staff First Aid and hygiene protocols and certification.

Spa



01.

Strict cleaning procedures in all areas of the spa, before and after each treatment.

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02.

Beds are stripped, disinfected, and re-spread with clean and disinfected linens before each treatment.

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03.

Staff is to wash hands minimum once hourly and between glove changes.

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04.

Spa sandals, towels and robes are sanitized under strict cleaning protocols.

05.

In the case of a suspected COVID-19 case, all protocols will be carried out and refusal of treatment will be communicated to guest.

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06.

Massage rooms, hydrotherapy and facial stations are to be cleaned after each treatment. Likewise, all utensils will be disinfected after each use.

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07.

Hand sanitizer stations have been installed in all spa entrances for easy and convenient guest access.

Common areas



01.

Protect Coral with Reef-safe sunscreen available at our shops.

02.

Lobbies, Commercial Centers, Theaters, Gyms, Restaurants, Bars are all under strict cleaning procedures. Daily deep cleaning with frequent and constant checks during the day.

03.

Elevators: limit capacity, signage to inform how to touch the buttons and daily deep cleaning and continuous all day checks with biodegradable and certified cleaning products.

04.

Vero water refill stations available in all properties for all guests to refill their in-room reusable bottles.

05.

Pool Check and Aqua Check certification to guarantee clean and safe water, free from any virus and bacteria.

06.

Shops: Hand sanitizer stations and washing and social distancing protocols, **limited capacity for social distancing to only 6 people** and reusable masks and hand sanitizer are available at our shops.

07.

Virologist engineered “Hygiene Deep Clean” processes, utilising biodegradable cleaning products which are certified to kill 99,9% virus and bacteria.

Golf



01.

Items like club house furniture, golf cart surfaces, computers and rentals clubs and flags are sanitized after each use.

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02.

Throughout the golf course and clubhouse, guests can easily find and access numerous hand sanitizer stations.

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03.

Guests are able to have a more intimate and relaxing time carting from one hole to the next, as there is only one golfer allowed per golf cart.

04.

All golfers are offered a sanitized BPA free water bottle that can be refilled in nano filtered and purified water stations throughout the property.

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05.

Staff is required to wear protective gear and masks at all times while also respecting social distancing protocols.



Events

**THE SECURITY OF
ORGANIZING YOUR EVENT,**
whether in convention halls or in
extraordinary outdoor spaces. We
take care of all the details and
offer a highly trained team, either
in cleaning, F&B preparation and
customer service.

Meeting rooms will be used to
there 80% off their capacity to
ensure **SOCIAL DISTANCING.**

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Events

01.

Increased frequency of deep cleaning in the Meeting Rooms, including walls, carpets and air conditioning

02.

Regular fumigation of and addition of hand sanitizers in all meeting rooms.

03.

Regular monitoring of trash cans, restrooms and fire extinguishers.

04.

Suppliers working under the highest hygiene, safety and sustainable protocols and certifications.

05.

Multiple outdoor locations. Safety and hygiene protocols and procedures also applied to all outdoor events.

06.

To ensure Social Distancing, set ups and layouts, as well as digital information specific for groups agenda on our APP.

07.

F&B Preparation: All employees receive health checks every morning; preparation Areas are Deep Cleaned multiple times per day; staff is using food safety equipment.

08.

F&B Service: Coffee break snacks will be displayed to preserve social distancing protocols; assisted food service and buffet; allergy signs displayed for food items.

Covid-19 Protocols

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In response to a suspected COVID-19 case, the protocols are as follows:

- In-house certified medical staff will visit to the guests room and evaluate condition of client.
- If necessary, guest will be transported to a nearby hospital for further testing and treatment.
- Staff will clean and disinfect guest rooms using EPA approved virus-killing protocols and products, all while wearing protective masks and gloves.
- In order to protect the health of these employees, they are required to use additional protective equipment.



Thank you!



www.iberostar.com/en/how-we-care/