

IBEROSTAR   
HOTELS & RESORTS

How  
we Care





## 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.

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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 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**.



## 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

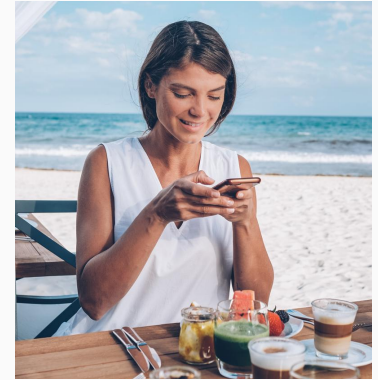
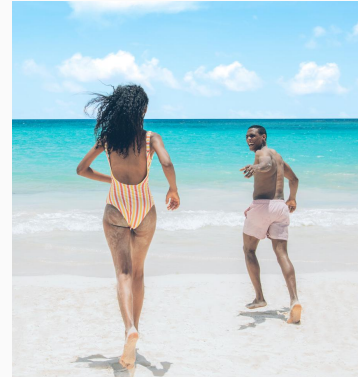
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Clean Space,  
Safe Space

## Social Distancing

Stay apart,  
remain united

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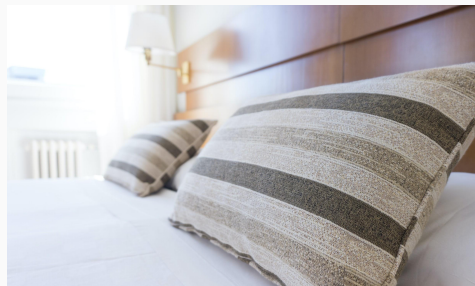
## Smart Innovation

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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 sustainability policy.

### 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.

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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.

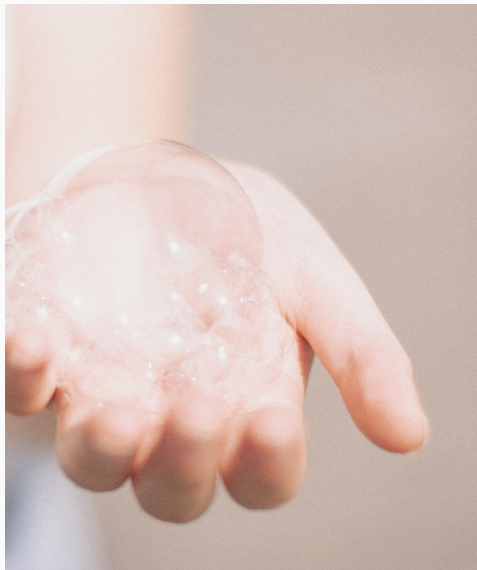
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### 07.

Strict **compliance with WHO, CDC**, and local hygiene agency recommendations.

## 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** 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.



# 01.

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

# 02.

Room service is now a no-contact service for a more intimate experience. Food is delivered in a closed compostable package with reusable bamboo plating and implements.

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# 03.

We are encouraging advanced reservations for our a la carte restaurants as the number of tables has been lowered. In addition, outdoor areas have been added to expand our buffets and alfresco dining experiences.

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# 04.

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

# 05.

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

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# 06.

Hammocks, 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.

We have substituted self-service stations for Star Cafe compostable to-go packaging that is also reusable.

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# 08.

Family workshops and activities are now limited to smaller groups of 6 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 check in and out through the Iberostar app.

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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 property in 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





## THE AMERICAS

# Our Hotels in The Americas

In all our destinations within the Americas, we have reviewed every detail to maintain a unique **ALL-INCLUSIVE** experience for our guests without compromising the gastronomic, entertainment, and activity offerings in a completely safe and hygienic scenario.

Located in 5 countries with different and unique circumstances, we have been supported by international entities and certifications to maintain strict standards globally.

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# 01.

## CRISTAL INTERNATIONAL STANDARDS

Cristal International Standards Certifications and Audit Programs ensure all Iberostar hotels comply with the highest standards set forth for hygiene and health protocols for housekeeping, pools, water quality and dining. These certifications and audits also ensure the compliance with security systems, including fire prevention and safety of guests. Each Hotel undergoes to more than 23 Audits per year and more than 900 measurements to be audit.



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.





HOW WE CARE

## 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 AME 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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## HOW WE CARE

### F&B

Our expertly trained staff is fully prepared and equipped with personal protective gear 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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01.

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

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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 intimate setting.

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04.

Reservation slots are now staggered by building number of hotel room.

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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.

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07.

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

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08.

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



# RESTAURANT



**1. PODIUM HOSTESS:** Guests will escorted table by hostess.

**2. ANTIBACTERIAL GEL:** Antibacterial gel 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.



HOW WE CARE

## Rooms (Housekeeping and Maintenance)

Crystal International Certifications ensure 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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# 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.

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# 02.

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

# 03.

Receive up to date information through our **24 hour e-concierge** through 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 virus**, as well as bacteria.

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# 05.

All rooms offer a 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. Likewise, 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. CLOSET / SAFETY BOX:** Closet areas and safe are sanitized and disinfected prior to guest arrival.
- 2. VERO WATER BOTTLES:** Refillable, nano filtered and purified water in higinized bottles.
- 3. TV:** Review activities and hotel information.
- 4. ROOM SERVICE TRAY:** Contactless room service delivered in compostable and reusable packaging.
- 5. HIGH TOUCH POINTS:** High contact items like desks, phones, remote controls, lamps, light switches and door knobs are sanitized and disinfected daily.
- 6. BALCONY AREA:** All outside areas, including hydro massage bathtubs, will be sanitized and disinfected before guests arrive utilizing hygiene agency approved biodegradable cleansing products.
- 7. DOOR HANDLE / CURTAINS:** Electrostatic spray cleaning procedures are put into practice for curtains and carpets.
- 8. BED & BEDDING:** All linens are sanitized 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 and biodegradable products provided to each guest.
- 12. 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.







HOW WE CARE

## 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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01.

All staff will undergo temperature checks. Guests upon arrival we'll offered hand sanitizer.

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02.

Upon arrival, all bags are to be disinfected by bellboys as well as 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 on waiting areas has been installed to aid the flow and avoid crowds.

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06.

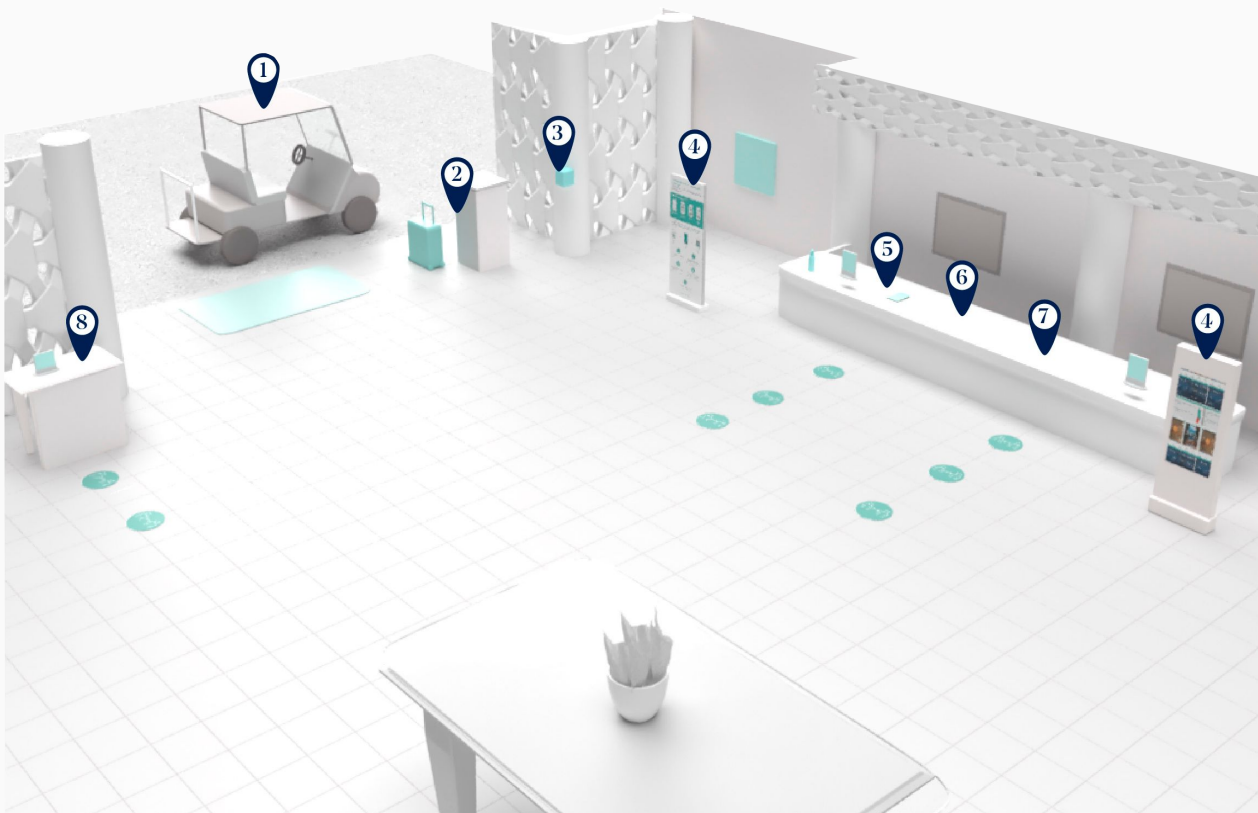
Consult details of your account at any point through the Iberostar app.

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07.

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

# 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 antibacterial gel to all guests arriving and will ensure social distancing protocols are followed routinely.

**3. GEL SANTIZERS:** Antibacterial gel stations are present throughout the entire property.

**4. DIGITAL SOLUTIONS:** All activity schedules, menus, and al 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.



HOW WE CARE

## 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 on all Fit & Fun entrances as well as Star Camp entrances.

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# 02.

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

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# 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 gel stations on all building and restaurant entrances.

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# 05.

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

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# 06.

Smaller, 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.

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# 08.

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

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# 09.

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





HOW WE CARE

## Common Areas

Our hotels are distinctive for their expansive grounds, extensive gardens full of unique wildlife, as well as extraordinary beach-front 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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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 profound cleaning with frequent and constant checks during the day.

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03.

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

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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.

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06.

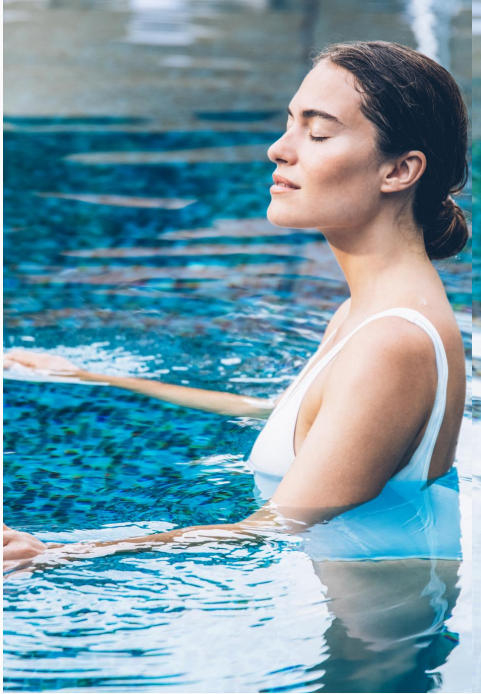
Shops: Antibacterial Gel and washing and social distancing protocols, **limited capacity for social distancing to only 6 people** and reusable masks and antibacterial gel available at our shops.

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07.

Virologist engineered Hygiene Deep Clean process utilising biodegradable cleaning products certified to kill 99,9% virus and bacteria.

## Spa



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01.

Strict cleaning procedures in all areas of 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 once hourly and between glove changes.

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04.

Spa sandals, towels and robes are sanitized using electrostatic spray cleaning measures.

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

## Golf



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### 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 gel 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.

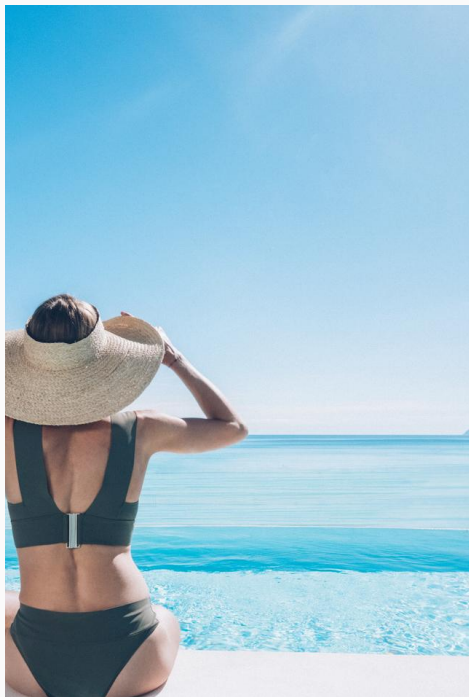
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### 05.

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



## Beach and Pool



01.

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

02.

Hammocks, 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.

03.

All pools are now limited to a 50% capacity for guests, ensuring guests can feel safe while enjoying their time cooling off.

04.

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

05.

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

06.

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



# POOL



**1. SNACKS:** Alfresco restaurant staff will be available to take drink and food orders from your cabana, hammock, or poolside lounge area.

**2. TOWELS:** Used towels will be collected by staff and will undergo strict cleaning procedures utilizing hygiene agency approved biodegradable and eco-friendly products

**3. SHOWERS:** Showers are sanitizers with EPA approved biodegradable and eco friendly cleaning products.

**4. BATHROOM:** Bathrooms are sanitized with hygiene agency approved biodegradable and eco-friendly cleaning products.

**5. POOLSIDE LOUNGE:** Lounge chairs, hammocks, cabanas, and all poolside seating areas have been organized to aid social distancing.

**6. POOL:** Bathrooms are sanitized 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.



HOW WE CARE

## 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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01.

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

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02.

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

03.

Regular monitoring of trash cans, restrooms and fire extinguishers.

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04.

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

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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.

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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.

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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 suspicious COVID-19 cases, the protocols are as follows:

- In-house certified medical personnel will come to the guests room and do an evaluation.
- If necessary, guest will be transported to a nearby hospital via ambulance for further testing and treatment.
- Guest rooms will be cleaned and disinfected with EPA approved virus-killing protocols and products, all while personnel wear protective masks and gloves.
- In addition, in order to protect the health of staff and employees that perform the cleaning and disinfecting of these guestrooms, are required to utilize additional protective equipment.



Thank you!

