



Barceló
HOTEL GROUP

Our commitment to customer experience and safety

With almost 90 years of experience in the touristic industry, at Barceló Hotel Group we believe that hospitality, more than ever, takes further relevance. Our goals have always been to offer the best customer experience in a safe environment, and to operate hotels in a profitable and sustainable way for our owners. **In this framework, the safety and hygiene of our establishments has always been a basic priority** and we are recognized among the most demanding in the industry regarding this area.

The current environment requires a revision and a reinforcement of our protocols, therefore, following the latest recommendations of experts and international institutions in the safety against viral-infectious diseases field, including COVID-19, we have adapted our prevention and hygiene processes in order to guarantee the maximum security and trust to our guests, teams and suppliers at all our hotels. In addition, we have established a Technical Commission to study and develop these protocols, with the aim that everyone can enjoy a return to activity with maximum safety and tranquility.

As a result we launch a new concept: **We Care About You**.

We Care About You represents all our experience and research in the field of safety, health and hygiene adapted to the new situation. The project includes all the measures applied to, on one hand, establish a **safe working environment** for our employees and suppliers and, on the other, **offer an experience that responds to the current needs of our guest, without forgetting our main objective: make our guests feel better and enjoy our experience.**

We believe that most of the extraordinary measures will be temporary, in order to develop our normal business activity as soon as possible.



Raúl González
CEO EMEA





General considerations

- Barceló Hotel Group has constituted a Technical Commission in order to ensure the protection of its employees, suppliers and customers through health and safety protocols for the hotels reopening. This Commission is made up of operations experts, and it works together with the business partners that Barceló Hotel Group has in China and that have already reopened hotels; partners with experience in other countries affected by various epidemics; and to BHG's regular partners in health security (BIO9000, Bionlinea and Biolab for the EMEA hotels; and Cristal International for the hotels in Latin America).
- The **usual control systems will be reinforced** with audits prior to all openings, in which the hotels suitability in compliance with all anti-COVID health protocols will be verified. Furthermore, periodic follow-up audits have been scheduled on these protocols, with special focus on verifying the effectiveness of the disinfection programs.
- One of the first Commission's responsibilities is the continuous adaptation of protocols and decisions to the health context of each country in order to offer maximum security while maintaining the focus on **offering our guests the best experience**.
- To all the safety and protection measures that the company had already integrated into its usual protocols, we now add **reinforced** and constantly updated **standards and protocols** in order to offer greater peace of mind and security to all our collaborators and customers. These standards and protocols have been defined according to the following principles:
 - Minimize people risk taking.
 - Discard solutions whose effectiveness against COVID 19 is not verified and / or is not certified by experts.
 - Eliminate any service or activity that may raise doubts about the virus spread.
 - Continuous revision of the protocols updating needs, understood as the possibility of assuming as definitive the measures that increases security, while reducing those measures that may be more drastic at the beginning and / or with a negative impact on the customer experience.

Eight lines of action



Sanitization
and disinfection



General
safety



Digital
experience



New F&B
protocols



Other
services



Meetings &
Events



Training and
sensitization



Communication

Everything included in this document is subject to the recommendations and requirements of the authorities.





Sanitization and disinfection

Enhanced cleaning protocols

- **New figure: the hygienist**, responsible for guaranteeing complete disinfection with special attention to high-touch surfaces.
- **Complete and daily disinfection of rooms and common areas** with hospital-grade products.
- **Reinforcement cleaning** by air for critical areas and those with difficult access.
- **Natural ventilation protocols** will be reinforced.
- **Air conditioning adjustments**, minimizing air speed and reorienting exit points.
- **Disinfecting gel stations** and wipes at all key points.
- **Laundry** with linen cleaning according to **hospitals standards**.

Specific audits will be carried out to verify the new protocols before the hotel openings, and the regular audits will be reinforced to periodically verify all the sanitation and disinfection protocols by our partners.





General Safety



People flow control sistemas in common areas

In some areas, such as **swimming pools, lobbies, buffet restaurants, meeting rooms and other high concurrence areas**, the capacity will be temporarily revised, and a new setup will be made to guarantee safe distance.

As long as it's indicated, furniture can be relocated to respect safety distances, studying and delimiting the best options for people flows with the aim of creating direction "lanes" and differentiated entrances and exits.





General Safety



Other protection measures

The application of **protection measures for guests and teams** will be valued:

- **Protective screens** in receptions, buffet restaurants, bars and common bathrooms.
- **Stations with hydroalcoholic gel**, disposable gloves and disinfecting wipes in strategic areas.
- **Installation of "handless" devices** for doors opening in common areas.
- **Disinfecting carpets in access areas.**
- **Elimination of barriers** and doors to make traffic easier.
- **Room keys disinfection** with ultraviolet light **and mobile key** in available establishments.
- **Suitcases disinfection** on arrival.
- Review of **room allocation criteria** to reinforce security measures.
- **Sealed TV remote control cover** per room and sanitizing amenities in the room.
- **Personal protective equipment** available for our teams and guests.



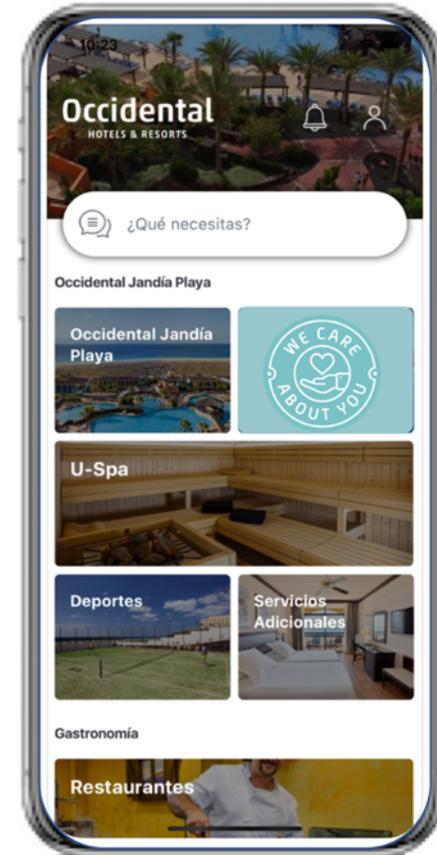


Digital Experience



- Paperless project to avoid element manipulation.
- Digitization of processes such as:
 - Digital pre-check-in to reduce waiting times and queues.
 - Mobile key in some hotels.
 - Bookings management for capacity controls.
 - Digital check-out.
 - Request of services such as Room Service.
 - Contactless payments.
- All the hotel information via App from mobile devices and through digital non-touch displays.
- Additionally, technologies that support capacity management, anonymized track of guests' cross paths, traceability of disinfection protocols, as well as all food products, are being valued.

The above solutions will be always valued according to the authorities' indications and the current regulations on data protection.





New F&B protocols

Hotels **gastronomic service adapted** according to de-escalation phases. Bearing in mind our essence: **quality and healthy gastronomic experience**.

- Application of **protocols** that guarantee the safety distance, personal hygiene, cleanliness, HACCP and Laboral Risk Prevention, among others.
- Adaptation of the gastronomic offer:
 - New **Grab & Go** concept and **Room Service** for sensitive clients, with sustainable disposable materials.
 - **Assisted buffet service** with safe distance measures to avoid food handling and high contact surfaces.
 - Taking maximum care of the **quality**, enhancing the value of the local and healthy products.





New F&B protocols



Specific measures in restaurants:

- **Capacity management and opening hours extension** to avoid crowds and comply with the distance measures.
- **Adapted table setting and restaurant set up** in order to minimize exposure and manipulation risks.
- **Restaurant seating protocol**, ensuring compliance with the safety measures and the service operational efficiency.
- **Cleaning and disinfection** of cutlery, glassware and crockery adapted to COVID-19.
- **Reduction of decoration elements** and menus on the table (digitization).
- **Elimination of bulk products**, offering single-dose or individual and packaged portions.



Individual tablecloth and cutlery cover

Application of all these measures and the previous protocols to the staff dining room.

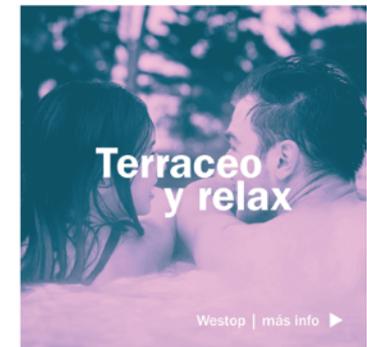


Other leisure and entertainment services



Leisure and entertainment: **Barceló Experiences, We Happy, Happy Minds**

- **Adaptation of leisure and entertainment programs** to the safety, hygiene and distance rules.
- **Capacity management** through experiences reservation via App, offering spaced activities that allow the appropriate cleaning and disinfection of the facilities.
- **Individual material kits** for children, which allow the safely development of Happy Minds Experiences.
- Each children's activity will start with a **hygiene and self-protection session**, with messages and posters adapted to their age, as awareness measure.
- **Spaced openings** for cleaning and disinfection sessions between each one.
- **ONE**: video game console controls will be removed, only keeping or implementing motion-activated game consoles.





Other leisure and entertainment services



Fitness Centres:

- Individual disinfection material available for all guests.
- Mandatory use of individual towel for the use of the machines.
- Capacity management of facilities use by booking time-slots via App, which allows the disinfection of the facilities between each slot.

Wellness Centres:

- Adapted health and beauty offer.
- Spaced openings for cleaning and disinfection sessions between each one.
- Sterilization of the treatment material through ultraviolet radiation after each use.
- Capacity management of the water circuit by booking time-slots via App.
- Definition of inflows and outflows for the water area to avoid crowds.

FEEL
BETTER
TO BE
BETTER

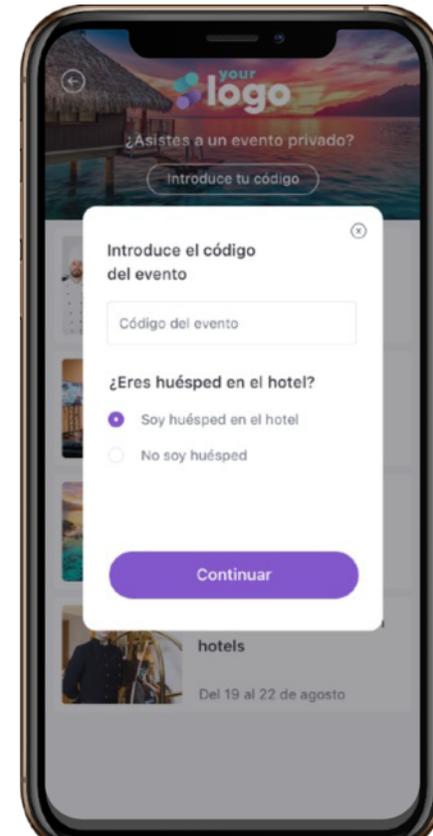




Meetings & Events



- **Redefinition of meeting rooms set ups** to ensure that the safety requirements are accomplished.
- **Control of customer inflows and outflows** that allow to minimize crossings and to avoid crowd generation.
- **Assigned seating** in meeting and banquet rooms with disposable and individual material for each guest.
- **Live streaming meetings** at different points of the hotel.
- **Schedules and rooms programming** through **digital media (App)**.





Training and sensitization of our employees

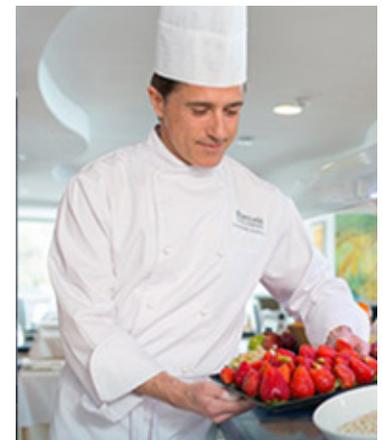
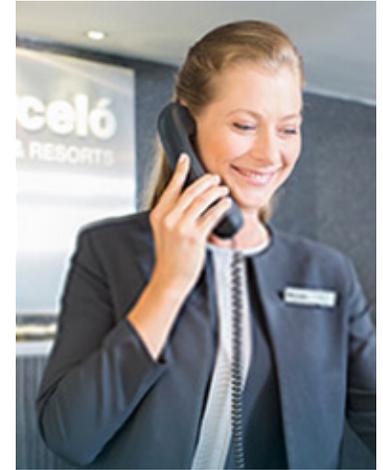


Our training program in processes and global standards, **Ser Barceló**, exceeds in demand any certification of tourist quality. Despite this, the program has been reinforced with:

- **Continuous sensitization program** for self-protection of employees.
- Training on the **new operational protocols** against COVID-19 and other viral-infectious diseases.
- Modules for the **efficient use of protective equipment**.
- **Crisis situations management** as identification of contagion cases.
- **Online training platform and internal communication** to collect feedback and updates.

These training programs are reinforced by modules from our hygienic-sanitary expert collaborators: Cristal, BIO 9000, Bio Lab and Bio Line.

The protocols for monitoring people's health are being redefined and we are evaluating the different available initiatives of "health passport".





Communication



Design of **specific pieces** about the norms, measures and adapted services in a **very intelligible way** for the different contact moments, in order to always offer the appropriate information for the needs of our clients and teams.

In addition, all our hotel managers and teams will wear a **distinctive We Care About You badge** as a sign of their **constant training in hygiene and safety processes**, with special attention to viral-infectious diseases.

In this way our **guests will be able to visually identify the experts** to solve the doubts or needs they may have in this regard.

Bienvenido

Por favor lávese las manos y espere a ser atendido.

Todas nuestras instalaciones han sido sanitizadas para su seguridad. Por favor ayúdenos a mantener las medidas de distanciamiento.

Servicio Grab & Go:

Si lo prefiere disponemos de un servicio grab & go para su mayor comodidad. Más información en nuestra app

Logos at the bottom: Barceló HOTEL GROUP, ROYAL HIDEAWAY, Barceló, Occidental, and allegro.

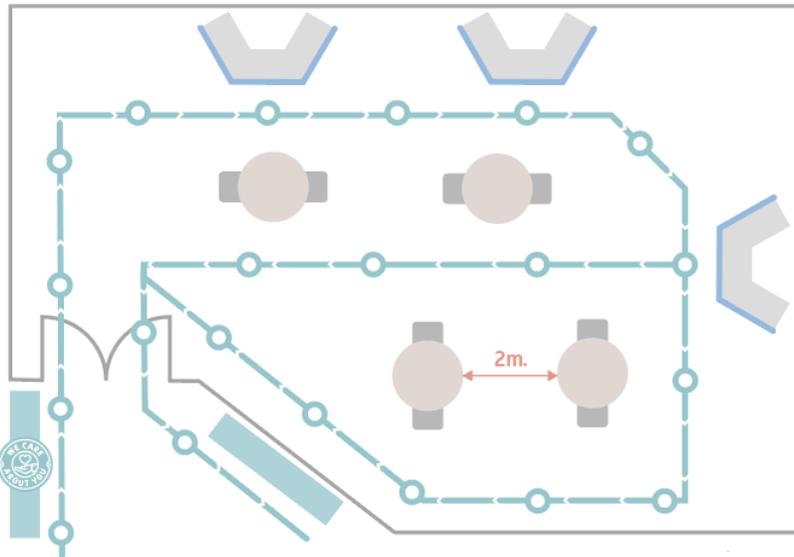


Communication



Adapted signage

The areas that must be signposted will be detected, pointing out in each of them the **information** and **adequate flows** in a **visible, practical and didactic** way to ensure compliance with the safety measures and distances.





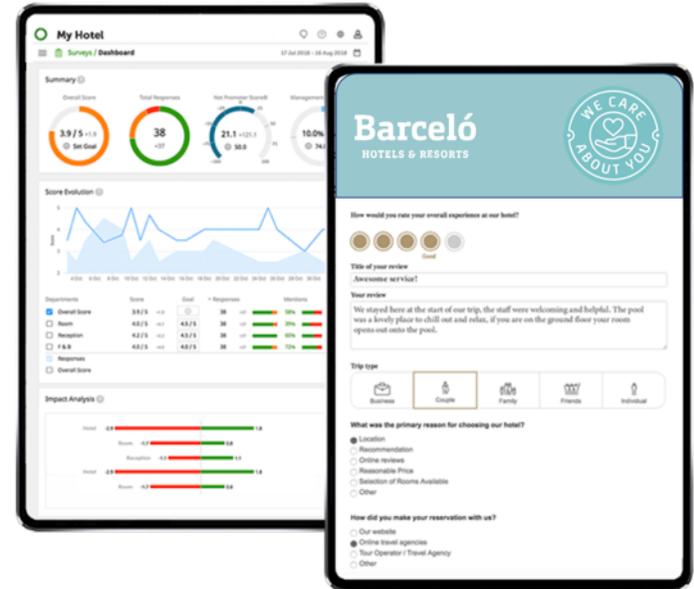
Communication



Listening tools

Activation of listening channels to update processes, standards and protocols in terms of safety, hygiene and health:

- Collaboration with the protocol standardization project for the tourism industry led by ICTE, by mandate of the Secretary of State for Tourism and international institutions, in order to share our best practices and to adapt us to the national or international standard.
- Internal communication channel for the collection, analysis and implementation of new protocols and standards.
- Channels with clients:
 - New listening spaces in Review Pro, RRSS or App.
 - Survey to contrast the adopted measures and request valuation.



About Barceló Hotel Group

Barceló Hotel Group, the hotel division of the Barceló Group, is the 2nd hotel chain in Spain and the 31st largest in the world. It currently has more than 250 4 and 5 star urban and holiday hotels, and more than 55,000 rooms, distributed in 22 countries and marketed under 4 brands: Royal Hideaway Luxury Hotels & Resorts, Barceló Hotels & Resorts, Occidental Hotels & Resorts y Allegro Hotels.