

How
we Care 



How We Care is 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**. With the advice of a Medical Advisory Board, **more than 300 MEASURES** have been implemented. All these measures, strictly respect the pillars of our Wave of Change movement as they are single use plastic-free, as far as legislation permits, and enable us to reinforce our circularity policies and the use of products with a minimum environmental impact.

Medical rigor and sustainability must go hand in hand in every step we take, and the best way to do this is to have our own **Medical Advisory Board** including both internal talent and experts in Public Health and Safety for the tourism industry. That way **we combine scientifically driven decisions with a protection of our environment and wellbeing** and consolidate our leadership in responsible tourism in our 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**.

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CREDIBILITY

Our Certifications



The World Travel and Tourism Council's seal of approval helps identify destinations and businesses that have adopted a new set of global safety and hygiene protocols. Its objective is to ensure the safety, health, and protection of travelers and the population of the sector.



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.



SGS is the world's leading inspection, verification, testing and certification company. Recognized as the global benchmark for quality and integrity. With more than 94,000 employees, they operate a network of more than 2,600 offices and laboratories around the world.



World Health Organization

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.