



HOTEL

SOFIA

ALCUDIA BEACH

★ ★ ★ ★

*Be Well & Stay Safe*



## **CUSTOMER EXPERIENCE**

transformation programme for Covid-19

**SOFIA ALCUDIA BEACH** ★ ★ ★ ★

Minerva, 19, Puerto de Alcudia  
Mallorca. Islas Baleares. España

[info@sofiaalcudiabeach.com](mailto:info@sofiaalcudiabeach.com)  
[sofiaalcudiabeach.com](http://sofiaalcudiabeach.com)



## WE ARE READY

# *Be Well & Stay Safe*

Hotel Sofia Alcudia Beach \* \* \* \* has always been at the forefront of the hospitality sector, and we boast over 50 years' experience serving satisfied guests who have become part of our small family. The LGSH team of staff has the skills and abilities to adapt to the needs and demands of the current scenario. These times require extreme safety measures, but our philosophy is to implement such changes in a simple, laid back environment, thereby ensuring you have an even better experience and holiday.

We have updated and expanded our hygiene, safety and health procedures for this new phase, with the well-being of our clients, employees and associates in mind.

Find out how we do it.



# 1

## PROTOCOLS AND PARTNERS

Covid-19 has posed a challenge for all of us and companies have been forced to ramp up and adapt certain practices. Our hotel will be complying with all the recommendations published by official national and international organisations (WHO, UNWTO, Ministry of Health, etc.). As such, we have created specific protocols for each department in accordance with the official guidelines of the Technical Institute of Hospitality in collaboration with our health and hygiene consultancy partner.

Biocal is a hygiene-health audit laboratory whose methods and procedures are Bureau Veritas and ISO 9001 certified. Moreover, we count on the guidance of our occupational risk prevention service Quirón Salud and their 24/7 medical services to deal with any occurrence that might arise.





# 2

## SAFE ENVIRONMENT

Cleanliness and hygiene have always been one of our obsessions. It is no coincidence that this is one of our main achievements, in which we have always stood out and registered the highest scores on the different satisfaction, reputation and booking websites. Our average score for cleanliness is 9 out of 10 and this is something we take very seriously. Our equipment and products are provided by one of the leading European suppliers. The Dino Group provides us with everything we need to maximise our standards of cleanliness.





# 2

## SAFE ENVIRONMENT

All our staff are provided with the necessary cleaning and protection equipment to meet the specified goals and implement the following measures:

- 
- **An additional protocol has been established for authorised virucidal products to intensify the disinfection of all areas.**
- 
- **Sealing practices have been introduced for certain devices in rooms such as TV remote controls and telephones.**
- 
- **In turn, each room will be sealed between guest stays to guarantee disinfection and cleanliness.**
- 
- **Certain items that require dry cleaning such as plaids, cushions, etc, will be removed.**
- 
- **Optional cleaning services upon request by clients during their stay. Clients can decide whether or not their room is cleaned.**



# 3

## CLEANING PROCESSES

Special treatment and additional cleaning of these 10 areas in rooms:

- 1 **Room entrance: doors and knobs**
- 2 **Temperature and light switches**
- 3 **Bathtub, WC, shower and sink**
- 4 **Telephone and remote controls (disinfection seal)**
- 5 **Sheets and pillowcases**
- 6 **Soap, lotion and shampoo dispensers**
- 7 **Clothes hooks, safe and other items in the wardrobe**
- 8 **Surfaces of furniture, armrests, chairs, armchairs**
- 9 **Outdoor balcony and window handles**
- 10 **The minibar service will be available upon request according to the list of products**



# 4

## OUR PREMISES

*Physical distance is no problem*

In this new reality, physical distancing and frequent hand-washing have proven to be the best tools for protecting ourselves and those around us against the risks of Covid-19.

This will not be a problem at our hotel. The spacious common

areas, gardens and our three pools with their respective rest areas guarantee sufficient room and space for each client to enjoy the experience without the rigour or stress of queues and crowds.

We are going to implement certain changes to ensure guests are able to find a balance between safety and a relaxing, pleasant experience.





## EL ESPACIO

*La distancia física no es un problema*

### PRE-ARRIVAL INFO

- 
- In order to facilitate the check-in process, all guests will be contacted prior to their arrival and asked to submit a copy of their passport on a digital medium, thereby speeding up the registration and room assignment process.
  - Guests may check in from 3 p.m. and should check out by 11 a.m.
  - Guests will also be informed of the measures we have taken to provide our standard services, but subject to a few recommendations.
- 

### DURING YOUR STAY



- 
- **Protection screens**  
In the reception area, dining room and buffet areas.
  - **Hydro-alcoholic sanitising gel**  
Hand sanitiser dispensers for hand-washing in common areas.
  - **Masks and protection kits**  
The use of a mask will only be mandatory in closed areas and when the minimum 2-metre safety distance cannot be respected. Clients will be provided with washable and reusable masks, in addition to kits containing gloves, gel, etc, for use on outings, visits and day trips.





## EL ESPACIO

*La distancia física no es un problema*

- **Signage**  
A new signage system to simplify your experience and let you know how the different areas are to be used.

---

- **Area management**  
The capacity of common areas such as the dining room, lobby terrace and snack bar has been reduced to guarantee physical distancing. As a result, a shift system will be used for breakfast and dinner, to be agreed upon with guests in accordance with their needs.

---

- **Changes in the buffet system**  
This service will be adapted with a focus on show cooking and live cooking, while other meals will be served directly by our chefs with a variety of options prepared and presented individually.

---

- **Room service**  
Our room service has always been extremely popular with our clients, and we are now going to expand it for guests wishing to enjoy a snack or cocktail in the comfort of their room.

---

- **Take-away food**  
As always, we will provide a take-away service to enable guests to eat and drink wherever they want, on the beach, by the pool, in a hidden cove or at any of the other special places on our island.



# 5

## DIGITAL SUPPORT FOR THE EXPERIENCE

Proximity to our guests, authenticity and personalised services have been our hallmarks over the years. We have no wish to abandon our essence due to the extraordinary situation created by Covid-19, but we do wish to change the way in which we interact with our guests by promoting digital communication.

### **Our goals are:**

- To strive for the maximum safety of our staff and guests, ensuring they feel safe by reducing physical contact and guest-employee interaction.
- 
- To optimise processes and operations by simplifying services and procedures with the help of technology, while not forgetting the human factor and permanent contact, implementing solutions such as WhatsApp for business and making greater use of the 24/7 e-concierge service. Of course, our regular staff will continue to serve you as they have always done.





HOTEL

SOFIA

ALCUDIA BEACH

★ ★ ★ ★

*Be Well & Stay Safe*

**SOFIA ALCUDIA BEACH** ★ ★ ★ ★

Minerva, 19, Puerto de Alcudia  
Mallorca. Islas Baleares. España

[info@safiaalcudiabeach.com](mailto:info@safiaalcudiabeach.com)

[safiaalcudiabeach.com](https://safiaalcudiabeach.com)