



#TimeToCare

## Iberostar Group incorporates a Medical Advisory Board, consolidating its leadership in responsible tourism

- The new team works in coordination with the Sustainability Office and advises the company on its long-term health and prevention strategy, adding another pillar to the sustainability strategy and circular economy policies, already under development
- The Board includes doctors of different specialties with experience and recognized international prestige
- Sebastián Crespí, one of the members of this board, has a long trajectory of collaboration with institutions and international organizations in the field of public health and tourism

**Palma de Mallorca, April 27, 2020.** Iberostar Group consolidates its leadership in responsible tourism and the development of circular economy policies, implementing a resilience plan to face the hospitality industry challenges after the COVID 19 crisis. *“As an international hospitality company, people and the environment have always been a priority for Iberostar Group. We face new times and we need new solutions to promote circular economy policies in this scenario. Only resilient companies that are capable of meeting these challenges will be able to compete”*, says Vice-Chairman & CEO Sabina Fluxá.

Following this line of action, Iberostar Group strengthens its long-term health and prevention strategy, placing it as a key pillar for its business development through the reinforcement of its circular economy and sustainability policies. The company creates a *Medical Advisory Board* including experts in Public Health and Safety in the tourism sector. Among the experts is Sebastián Crespí Rotger, founder and president of the consulting firm *Biolinea Internacional*, who will be accompanied by other specialists of recognized international reputation. The experts are cooperating with the company’s Sustainability Office and together with its main executives and operational managers. The *Medical Advisory Board* leads the company in its adjustment to the new reality derived from the pandemic by auditing health and safety protocols and designing specific measures to guarantee the safety of customers and employees. These actions will follow the guidelines provided by public authorities and health institutions and comply with the responsible tourism model and circular economy policies which are at the core of the company's vision.

Dr. Sebastián Crespí has a solid and established career as a specialist and researcher of infectious diseases in tourist environments and will be accompanied by other renowned virology and epidemiology experts. Biologist and Doctor in Pharmacy, he has recently collaborated with the World Health Organization (WHO) in the preparation of the provisional guide "Operational considerations for the management of COVID-19 in the accommodation sector". His professional career has focused on the study of public health and research of water hygiene and infectious diseases in the tourism industry. For more than 20 years, he has managed the clinical laboratory of the Policlínica Miramar Hospital (Palma de Mallorca) and he is the founder and president of the consulting firm Biolinea Internacional.

\***Editorial Note:** [Link](#) to the biography of Dr Sebastián Crespí

**About Iberostar Group**



Iberostar Group is a 100% family-owned Spanish multinational company with more than 60 years of history. Hospitality is the company's core business, with a portfolio of more than 120 four- and five-star hotels located in 19 countries worldwide and a workforce of more than 34,000 employees. Iberostar consolidates its quality through innovation and renovation of its product, introducing new concepts that promote an authentic culture of wellbeing and propose a healthy gastronomy, boosting the use of local products.

Iberostar Group leads with purpose in its pursuit to set the standard for responsible tourism. Its commitment to preserving the environment and protecting the oceans surrounding its properties is consolidated through Wave of Change, Iberostar's pioneering initiative to move beyond plastics and towards a circular economy, the promotion of responsible consumption of seafood, and care for coastal health.

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