



MELIÀ

CASTILLA

MADRID



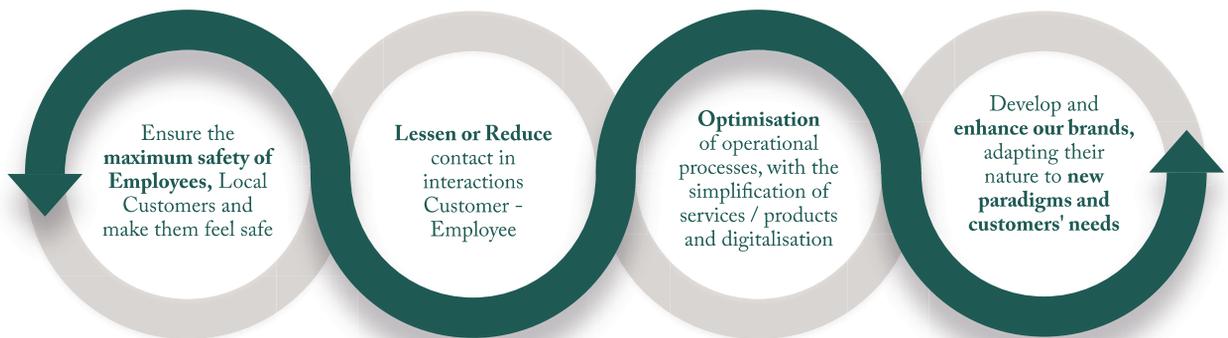
#STAYSAFEWITHMELIÀ
A program certified by Bureau Veritas



MELIÀ HOTELS
INTERNACIONAL Leisure at heart,
business in mind

Context

Given the extraordinary situation created by Covid-19, **Meliá Hotels International** has devised an **operational transformation strategy** based on the following premises:



Sources and Resources



Sources and Resources



MHI
Multidisciplinar
y Team
(Occupational Health, F&B, Customer Experience, Brands, Infrastructure, Procurement, Sales, etc.)

02

Detection of critical points during the Customer Journey, prevention and disinfection.

Review of the technological process and incorporation of new applications to minimize contacts and optimize processes.

Detection of Transformation Needs: product, service and communication.

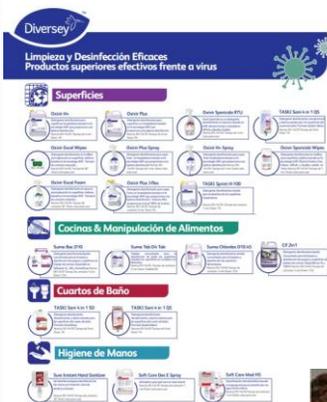
Inclusion of the legal regulations of each country or region in the new standards

Formation and training of our teams



Partners and suppliers with prestige in matters related to health, hygiene and food safety: Diversey and Bureau Veritas.

03



BUREAU
VERITAS

Key activities to protect health

New Extra Cleaning and Hygiene Measures



New cleaning equipment

Diversey has published new cleaning and disinfection protocols, including new cleaning equipment and products to be used from the arrival of customers until their departure in all touch points.

Special prevention plan

We have created a special prevention and maintenance plan for air conditioning, heating, refrigeration and water systems to guarantee air quality and the disinfection of terminal points and equipment.

Stay Safe Ambassador per hotel

An ambassador is appointed in each hotel to guarantee the implementation of the Stay Safe with Meliá programme.

Personal Protective Equipment

Specific personal protective equipment (PPE) and hygiene equipment. Training in food hygiene and health standards prior to opening for all employees.

Laundry procedures

A protocol has been defined for laundries for washing and collecting linen during the stay and after the customer's departure to avoid contamination.

Cleaning on request

Customers can decide whether they want to use the cleaning service during their stay. Cleaning will always be done when the customer is out of the room.

Seals on areas and articles

After disinfection of rooms and meeting rooms, all frequently used items (glasses and remote control) and the entrance to the room will be sealed.

Elimination of paper and waste bin

All paper and stationery in the room will be eliminated and a digital directory installed on the TV and the Meliá APP. The bathroom waste bin will remain and must have a lid, double bag and non-manual opening system.



Elimination of items that are dry cleaned

Decorative items that do not comply with new cleaning protocols (washing at more than 60°) will be eliminated. Example: cushions, plaid, etc.

Dispensers and prevention kit

Hydroalcoholic solution dispensers for hand cleaning will be placed in public areas. Customers may also buy a prevention kit (masks, gloves and gel).



Key activities to protect health

New Personal Space: Social Distancing

Pre-arrival information

Before customers arrive, they will be contacted and told about all the measures being taken and what their stay will be like. This information will be available and updated on melia.com

New signage system

A new signage system to inform customers and indicate how spaces will be used and the need for social distancing.

Protective screens

Installation of protective screens in reception, and in the dining room services.

Training courses

New experiences: training courses to connect with customers in their new personal space. Focus on wellness.

Person responsible for customers' emotional well-being

Transformation of the Guest Experience Manager to enable management of emotional aspects of customer relationships due to the situation created by Covid.

Capacity reduction

A space management tool has been implemented to reduce capacity in restaurants, meeting rooms and swimming pools and manage bookings to guarantee social distancing and personal space.

Buffet modification: market-style system

Buffets adapted to a market-style format, with our expert chefs directly serving customers a wide range of different dishes. Aiming to optimise the flow of customers and reduce food handling.

New takeaway-meal service

A takeaway service allows customers to enjoy their food wherever they wish (beach, room, etc.).

Virtual site inspections

Spazious has been implemented as a diagramming tool to design new room capacities and set-ups for the MICE segment and also allow virtual site inspections.

Training Hotels

We have created Training Hotels where we can test all the new protocols and prepare for opening.

Hygiene certification

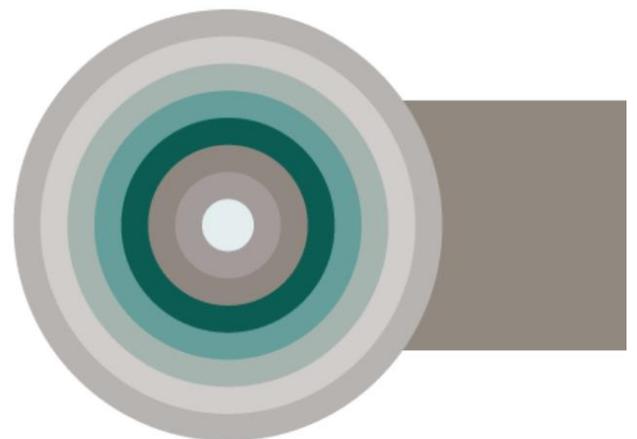
Bureau Veritas will certify the hygiene, disinfection and quality standards in all operational processes

Digital concierge

Digital concierge through WhatsApp for individual and group customer service.



Let's Zoom in...



My room, my temple

New Covid-19 Cleaning Processes

Maximisation of cleaning standards prepared by Diversey including new equipment and products.

Cleaning equipment with personal protective equipment.

Additional protocol with authorised viricidal products in deep disinfection areas.

Sealing items after disinfecting the room: remote control, cups or dispensers.



Sealing the room between stays by different guests by the cleaning staff. Removal of all stationary.

Removal of items requiring dry cleaning (cushions, plaids).

Cleaning service optional for guests during their stay.

À la carte minibar.

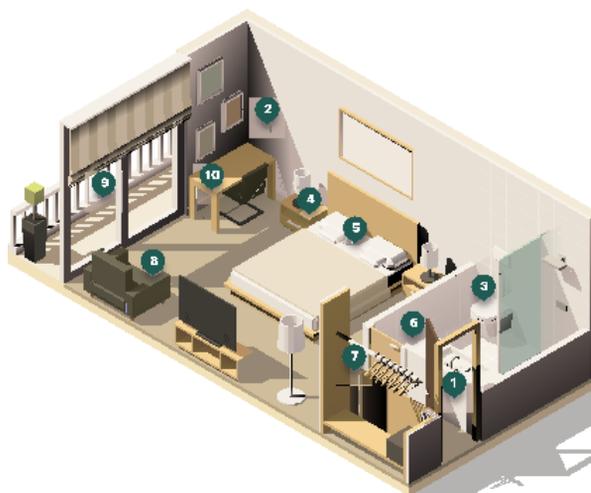
1 ACCESS TO THE ROOM: DOORS AND DOORKNOBS

2 CONTROLS FOR TEMPERATURE AND LIGHTS.

3 BATHROOM: TOILET, SHOWER AND WASHBASIN.

4 TELEPHONE AND REMOTE CONTROLS (SEALED)

5 BED LINEN AND HEADBOARDS



6 BATHROOM AMENITIES: DISPENSERS (SEALED)

7 WARDROBES: HANGERS. OTHER ITEMS ON REQUEST.

8 SURFACES OF FURNITURE: ARMCHAIRS CHAIRS AND ARMRESTS.

9 ACCESS TO OUTDOORS AND WINDOWS.

10 MINIBAR, IN-ROOM SERVICE OR CROCKERY: ON REQUEST

Events, Meetings and Groups



● Encourage the use of **digital applications** (web check-in, H-mobile or Stay) in the relationship between the meeting planner and the hotel conference manager.

● Hospitality Desk with **protective screens**, hydroalcoholic gels and basic health information.

● Definition of new **capacity limits** and redistribution of furniture in the different public spaces (waiting rooms and foyer) ensuring **social distancing** between customers thanks to their larger size.

● Distribution of **detailed and specific information** to the group with regard to disinfection, hygiene and food safety.

● **Signage systems** that guarantee the appropriate **flow of groups**, and separation between them and other customers: digital screens, signs on the floor, stanchions and ropes.

● New concepts of **personal space and social distancing**, always respecting the legal regulations in each country.

● **Flexibility and new set-ups** with our Signature Meeting Rooms (Flexi & Tech Rooms).



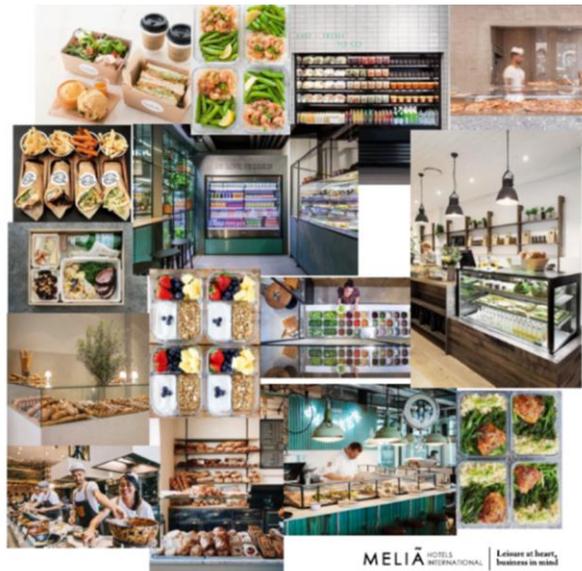
Events, Meetings and Groups

● Viricidal protocols and products for cleaning and air conditioning: Use of disinfecting mats for shoe soles and suitcases at the hotel entrance. Sealing of rooms after cleaning and disinfection.

● New set-ups: glass bottle of water per person, sealed cutlery and frequently used items, stationery delivered on request and sealed whenever possible using sustainable materials

● Elimination of all textiles and reduction of decorative items.

● Gel dispensers at the entrance to the rooms, public areas and toilets.



● HACCP system (Hazard Analysis and Critical Control Points) updated for the COVID-19 context.

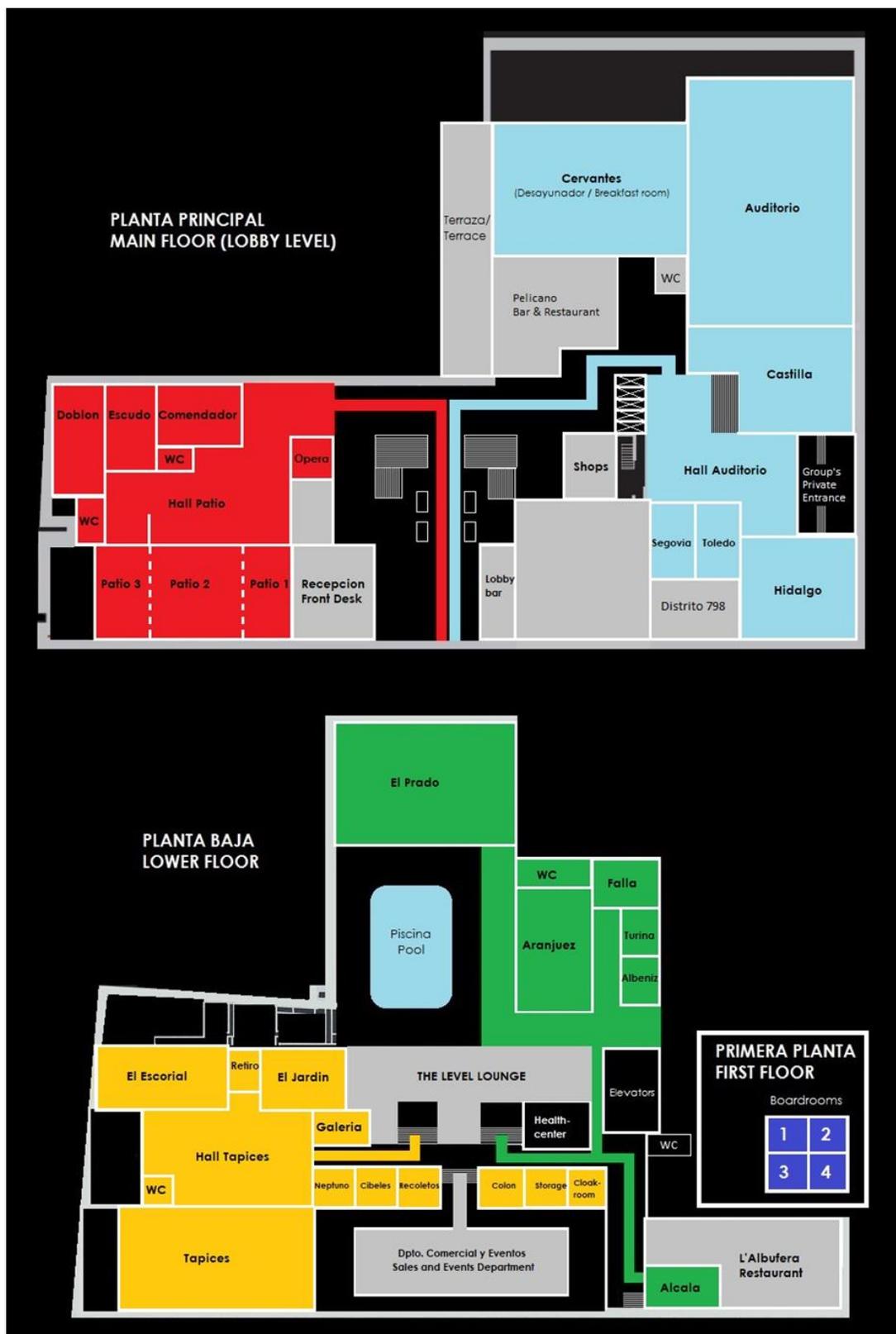
● Guarantee of catering services in a private dining room or in a reserved part of the restaurant for each group.

● Possibility of take-away options both for group menus and à la carte restaurants.

● Self-service minimised as much as possible: single-use, alternatives, covered pre-served individual dishes, and eliminating food being handled by customers.

● Market-style coffee breaks and buffets with service staff to avoid food being handled by customers.

● Show-cooking stations and pop-ups with service staff and encouraging outdoor events.



AUDITORIO

Zona Azul / Blue Area

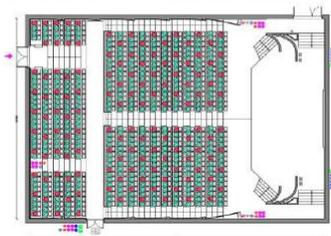
- 626 m2 / 626 sqmts
- Descripción / Description

Una de los salones de reuniones más emblemáticos de Madrid con 615 m2 y localizado en un área exclusiva con un total de superficie de más de 2000 m2 incluyendo las cuatro salas adicionales que lo rodean y con fácil acceso a una terraza exterior que ofrece la posibilidad de servir de entrada independiente desde la calle. Equipado con la más innovadora y moderna tecnología, la experiencia perfecta está garantizada

One of the most reputed premium plenary rooms of 626 sqmts in Madrid located in an exclusive meeting area of more than 2000 sqmts including four additional breakouts surrounding and with an easy access to an outside terrace, which allows the possibility to use it as an independent and direct access from the street. Equipped with the most innovative and modern technology, the perfect experience is guaranteed!

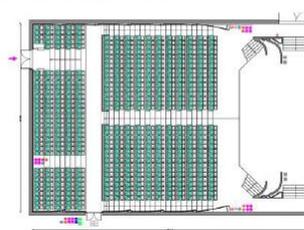


1. DISTANCIA SOCIAL MÁXIMA, 1.5M X 1.5M



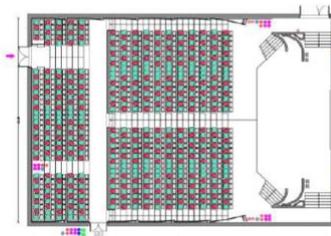
CAPACIDAD 135 PAX

4. CAPACIDAD MÁXIMA



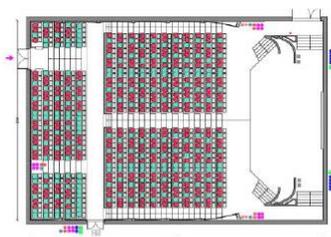
CAPACIDAD 511 PAX

2. 70% DE LA CAPACIDAD MÁXIMA



CAPACIDAD 226 PAX

3. 75% DE LA CAPACIDAD MÁXIMA



CAPACIDAD 300 PAX

Castilla

Zona Azul / Blue Area

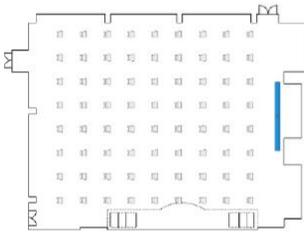
- 450 m² – 450 sqmts
- Descripción / Description

Esta sala ubicada en la zona del Auditorium ofrece múltiples opciones debido a su altura de hasta 4,80m. Además, es el espacio perfecto para una sobre capacidad de asistentes ya que permite la comunicación directa con el Auditorium en audio y video en tiempo real y una sala de control técnico insonorizada e independiente

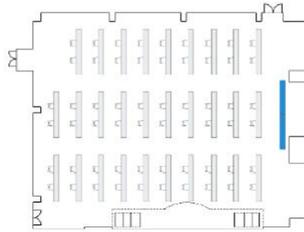
This meeting room located in Auditorium area offers multiple options due to ceiling height of up to 4,80 m. Furthermore, it is the perfect space for an overflow as this room allows direct intercommunication with the Auditorium via audio and video in real time with a technical control room, which is soundproofed and independent



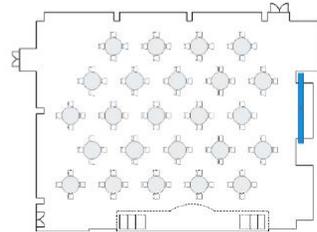
1. DISTANCIAMIENTO SOCIAL MÁXIMO (1.5M X 1.5M)



TEATRO - CAPACIDAD 72 PAX

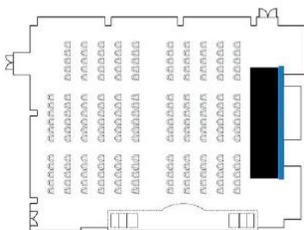


ESCUELA - CAPACIDAD 58 PAX

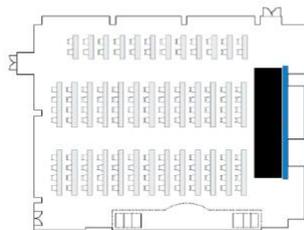


CABARET - CAPACIDAD 96 PAX

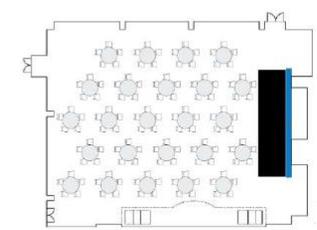
2. 75% DE LA CAPACIDAD MÁXIMA



TEATRO - CAPACIDAD 171 PAX

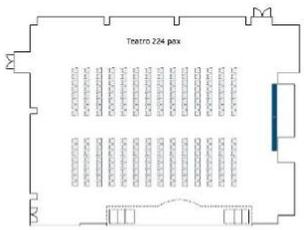


ESCUELA - CAPACIDAD 128 PAX

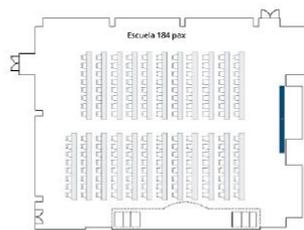


CABARET - CAPACIDAD 120 PAX

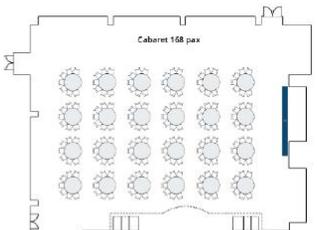
3. CAPACIDAD MÁXIMA



TEATRO - CAPACIDAD 224 PAX



ESCUELA - CAPACIDAD 184 PAX



CABARET - CAPACIDAD 168 PAX

Patio 1+2+3

Zona Roja / Red Area

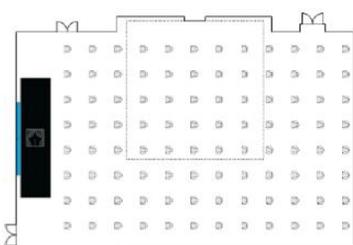
- 542 m² – 542 sqmts
- Descripción / Description

Espacio versátil ubicado en la planta principal del hotel, con abundante luz natural y vistas al jardín de nuestra piscina. Junto con las tres salas adicionales situadas alrededor y el Hall, suman más de 1400 m², el éxito de la reunión o de cualquier gran exposición estará asegurado

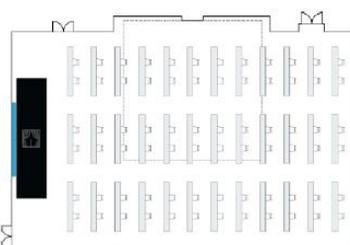
Versatile space located on the main lobby area with plenty of daylight and visibility to our pool garden. Combined with three additional rooms around it and the foyer, with more than 1400 m² the success of the meeting or any large exhibition will be ensured



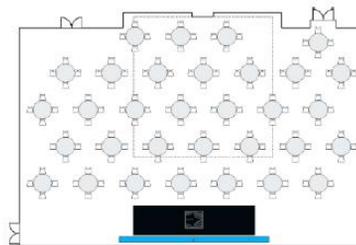
1. DISTANCIAMIENTO SOCIAL MÁXIMO (1.5M x 1.5M)



TEATRO - CAPACIDAD 96 PAX

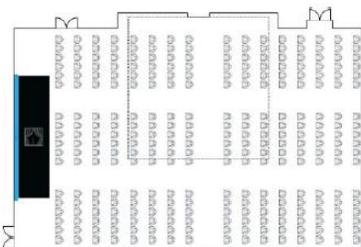


ESCUELA - CAPACIDAD 72 PAX

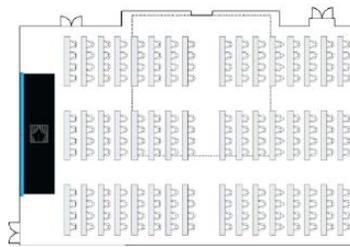


CABARET - CAPACIDAD 128 PAX

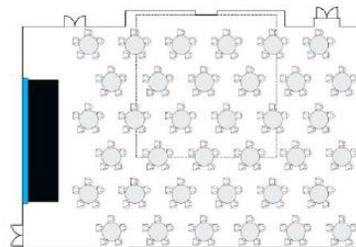
2. 75% DE LA CAPACIDAD MÁXIMA



TEATRO - CAPACIDAD 288 PAX

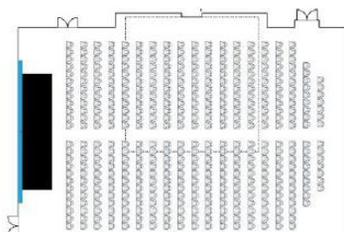


ESCUELA - CAPACIDAD 192 PAX

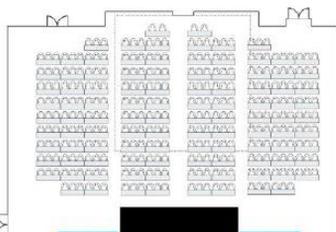


CABARET - CAPACIDAD 128 PAX

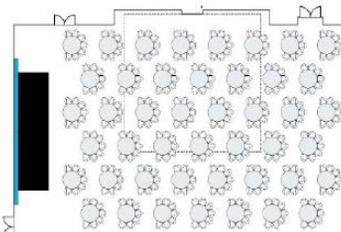
3. CAPACIDAD MÁXIMA



TEATRO - CAPACIDAD 440 PAX



ESCUELA - CAPACIDAD 316 PAX



CABARET - CAPACIDAD 315 PAX

El Prado

Zona Verde – Green Area

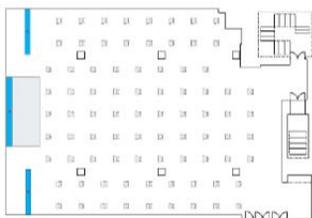
- 465 m² / 465 sqmts
- Descripción / Description

Por su privilegiada localización en una zona más privada del hotel de más de 1000 m², el salón dispone de 435m² con una altura de 4,50 metros y luz natural. El Prado es el lugar ideal para la realización de cualquier evento. Gracias a su cercanía con la piscina, esta sala permite un muy fácil acceso a un gran jardín para proporcionar una experiencia al aire libre como complemento perfecto para la reunión

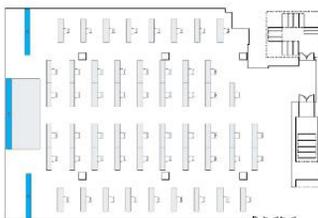
Due to its privilege location in a private section, this room of 435 sqmts has a 4.5 m ceiling height and plenty of natural daylight. Prado is the ideal place for any event. Through the proximity to the pool, this meeting room allows an easy access to a large garden to provide an open air space experience as a perfect complement for the meeting



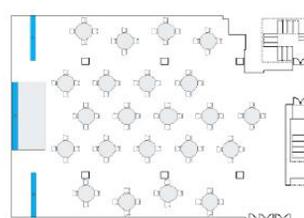
1. DISTANCIAMIENTO SOCIAL MÁXIMO (1.5M X 1.5M)



TEATRO - CAPACIDAD 82 PAX

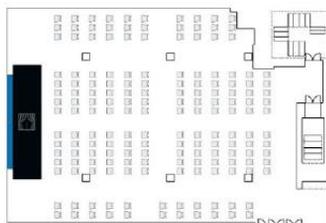


ESCUELA - CAPACIDAD 54 PAX

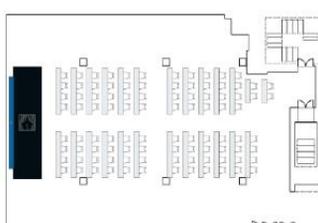


CABARET - CAPACIDAD 88 PAX

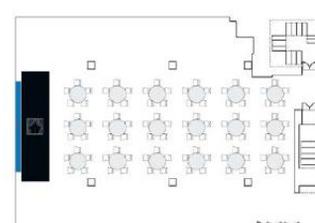
2. 75% DE LA CAPACIDAD MÁXIMA



TEATRO - CAPACIDAD 172 PAX

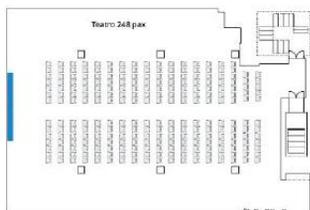


ESCUELA - CAPACIDAD 96 PAX

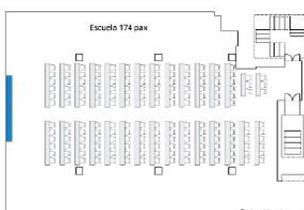


CABARET - CAPACIDAD 90 PAX

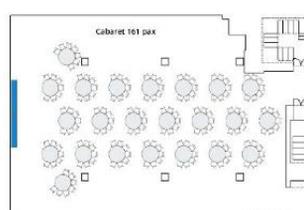
3. CAPACIDAD MÁXIMA



TEATRO - CAPACIDAD 248 PAX



ESCUELA - CAPACIDAD 174 PAX



CABARET - CAPACIDAD 161 PAX

Tapices

Zona Naranja- Orange Area

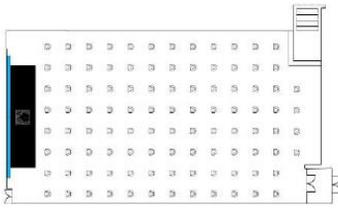
- 518 m² / 518 sqmts
- Descripción / Description

El salón Tapices ha sido hasta la apertura de nuestro Auditorio el principal salón del hotel ubicado en la planta baja y con acceso al jardín desde su hall. Este salón junto con su altura de más de 3 m y su entrada independiente desde el parking, hacen de él el espacio preferido para hacer posible cualquier tipo de evento o reunión o lanzamiento de coches. Complementan este salón El Jardín y el Escorial además de las 5 salas pequeñas ubicadas en el pasillo de la misma planta que conectan toda la zona con el resto del hotel.

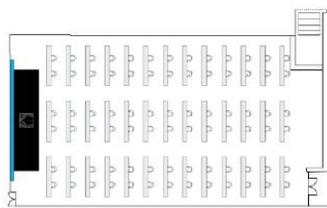
The Tapices room has been our main ballroom until the opening of our state of the art Auditorium. Located in the lower level, it has easy Access to the pool garden and hotel parking. Its special location allows the hosting of any type of meetings, functions or car launches. The yellow area is completed with Jardín, Escorial and Retiro and connected with the main lower corridor in which 5 additional smaller breakout rooms fulfil the whole meeting space offer.



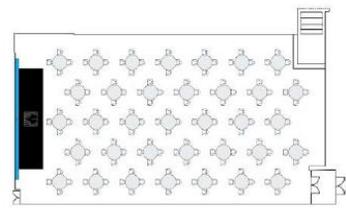
1. DISTANCIAMIENTO SOCIAL MÁXIMO (1.5M X 1.5M)



TEATRO - CAPACIDAD 100 PAX

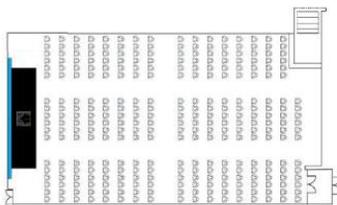


ESCUELA - CAPACIDAD 78 PAX

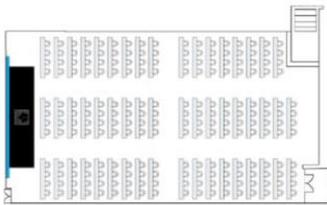


CABARET - CAPACIDAD 140 PAX

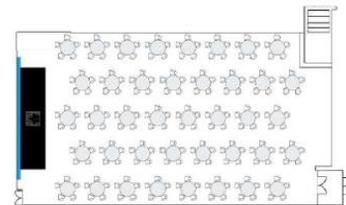
2. 75% DE LA CAPACIDAD MÁXIMA



TEATRO - CAPACIDAD 300 PAX

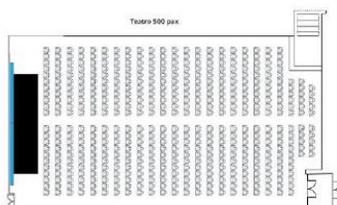


ESCUELA - CAPACIDAD 212 PAX

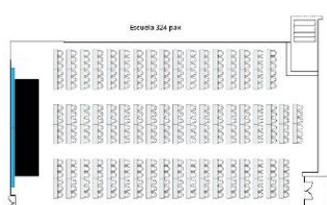


CABARET - CAPACIDAD 200 PAX

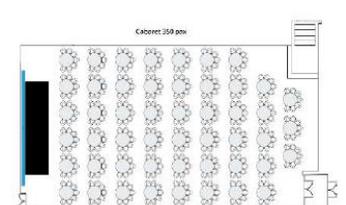
3. CAPACIDAD MÁXIMA



TEATRO - CAPACIDAD 500 PAX



ESCUELA - CAPACIDAD 324 PAX



CABARET - CAPACIDAD 350 PAX

SALONES	Area (metros)	Area (pies)	Cooltel 100%	Cooltel 60%	Solo mesas 100%	Banquete 75%	Solo mesas 60%	Buffet 100%	Buffet 60%	Teatro 100%/75%/1.5x1.5	Escuela 100%/75%/1.5x1.5	Cabaret 100%/75%/1.5x1.5	Ubicación
MEETING ROOMS	Area (sq mt)	Area (sq ft)	Cocktail	Banquet				Buffet		Theater	Class room	Cabaret	Location
AUDITORIUM	626	6735,76								511 / 300 / 135			Planta Baja Ground FL
CASTILLA	450	4842	350	175	216	162	108	180	90	224 / 171 / 72	184 / 128 / 58	168 / 120 / 96	Planta Baja Ground FL
HIDALGO	277	2980,52	225	100	184	138	92	144	72	180 / 135 / 54	144 / 110 / 39	154 / 115 / 60	Planta Baja Ground FL
SEGOVIA	39	419,64	30		24				16	30 / 12 / 6	18 / 12 / 6	21 / 12 / 6	Planta Baja Ground FL
TOLEDO	37	398,12	30		24				16	30 / 12 / 6	18 / 12 / 6	21 / 12 / 6	Planta Baja Ground FL
CERVANTES	544	5853,44	550	220	360	270	180	320	72				Planta Baja Ground FL
HALL CASTILLA	195	2098,2	100	50									Planta Baja Ground FL
HALL AUDITORIUM	299,3	3220,468	200	100									Planta Baja Ground FL
TERRAZA AUDITORIUM	223,57	2405,6132	150	75									Planta Baja Ground FL
PATIOS	542	5831,92	500	250	480	360	240	400	200	440 / 299 / 96	316 / 191 / 72	315 / 190 / 129	Planta Baja Ground FL
PATIO 1	116	1248,16	80	40	72	54	36	40	20	80 / 60 / 24	58 / 44 / 18	56 / 32 / 32	Planta Baja Ground FL
PATIO 2	270	2905,2	220	110	200	150	100	144	72	180 / 130 / 72	144 / 96 / 45	154 / 90 / 60	Planta -1 Lower Floor
PATIO 3	180	1721,6	120	60	80	60	40	56	28	140 / 80 / 36	72 / 60 / 27	63 / 50 / 40	Planta Baja Ground FL
DORLON	176,7	1901,292	150	75	128	96	64	80	40	160 / 105 / 36	99 / 64 / 29	84 / 60 / 48	Planta Baja Ground FL
ESCUDO	97	1043,72	80	40	64	48	32	40	20	80 / 48 / 21	54 / 36 / 14	48 / 30 / 20	Planta Baja Ground FL
COMENDADOR	123	1377,28	90	45	88	66	44	56	28	96 / 70 / 29	72 / 40 / 20	56 / 45 / 36	Planta Baja Ground FL
OPERA	33	355,08								24 / 10 / 6	18 / 10 / 6	14 / 10 / 6	Planta Baja Ground FL
HALL PATIOS	484,46	5212,7896	400	240									Planta Baja Ground FL
SALAS DE JUNTAS 1.1.3.4	49	527,24	20	24				24		36 / 15 / 6	24 / 12 / 6	21 / 9 / 6	1ª Planta 1st Floor
HABITACIONES RECONVERTIDAS	37												1ª Planta 1st Floor
TAPICES	518	5573,68	600	250	504	350	250	396	200	500 / 300 / 100	324 / 212 / 78	350 / 200 / 140	Planta -1 Lower Floor
EL JARDIN	140	1506,4	100	50	96	72	48	72	36	100 / 69 / 35	72 / 42 / 21	70 / 40 / 36	Planta -1 Lower Floor
EL ESCORIAL	170	1829,2	130	65	128	96	64	80	40	140 / 80 / 35	84 / 72 / 28	77 / 60 / 44	Planta -1 Lower Floor
LA GALERIA	49	527,24	30		32			24		32 / 15 / 9	24 / 12 / 9	28 / 15 / 9	Planta -1 Lower Floor
RETIRO	31,8	342,168	16		16			16		16 / 9 / 6	12 / 9 / 6	14 / 9 / 6	Planta -1 Lower Floor
CIBELES	38,43	413,5068	18		16			16		24 / 10 / 6	18 / 10 / 6	14 / 10 / 6	Planta -1 Lower Floor
COLON	40,26	433,1976	18		16			16		24 / 10 / 6	18 / 10 / 6	14 / 10 / 6	Planta -1 Lower Floor
NEPTUNO	28,16	303,0016	16		16			16		16 / 9 / 6	12 / 9 / 6	14 / 9 / 6	Planta -1 Lower Floor
RECOLETOS	33,55	360,998	18		16			16		24 / 10 / 6	18 / 10 / 6	14 / 10 / 6	Planta -1 Lower Floor
HALL TAPICES	303	3260,28	200	100									Planta -1 Lower Floor
EL PRADO	456	4906,56	400	200	320	240	160	306	150	240 / 172 / 82	174 / 96 / 54	161 / 90 / 88	Planta -1 Lower Floor
ARANJUEZ	240	2582,4	200	100	171	128	85	120	60	116 / 99 / 46	92 / 56 / 28	84 / 55 / 44	Planta -1 Lower Floor
ALCALÁ	96,5	1038,34	60		56			40		70 / 51 / 15	54 / 36 / 15	42 / 35 / 15	Planta -1 Lower Floor
FALLA	50	538	30		32			24		32 / 15 / 10	27 / 10 / 9	28 / 15 / 9	Planta -1 Lower Floor
TURINA	32	344,32	20		24			16		24 / 9 / 4	18 / 9 / 4	14 / 9 / 4	Planta -1 Lower Floor
ALBENIZ	32	344,32	20		24			16		24 / 9 / 4	18 / 9 / 4	14 / 9 / 4	Planta -1 Lower Floor
PASILLO PRADO	244,34	2629,0984	120	50									Planta -1 Lower Floor
TERRAZA PISCINA	580	6240,8	200	100									Planta -1 Lower Floor



OUR PEOPLE

Remember who we are and never forget it.... in order to do so we need to be close to Our People and do it as soon as possible.

With the aim of catching up again, we launch a cooperation project offering a Workspace with up to 15 individual meeting rooms during the next 3 months as a courtesy for our guests. This program is called "Our People" and offers you the right spot in the event you need a space to meet, to work or just feel active; we will welcome you with a huge smile and treating you following the highest safety and sanitization measures.

This project "Our People" has temporarily transformed an area of our main lobby in a large waiting room where our Events team will meet you and guide you to the Coworking space, with its incredible views to our pool garden which seems like a large oasis in the very heart of Madrid. After checking in and receiving our security briefing, we will show you the way to your own working space...

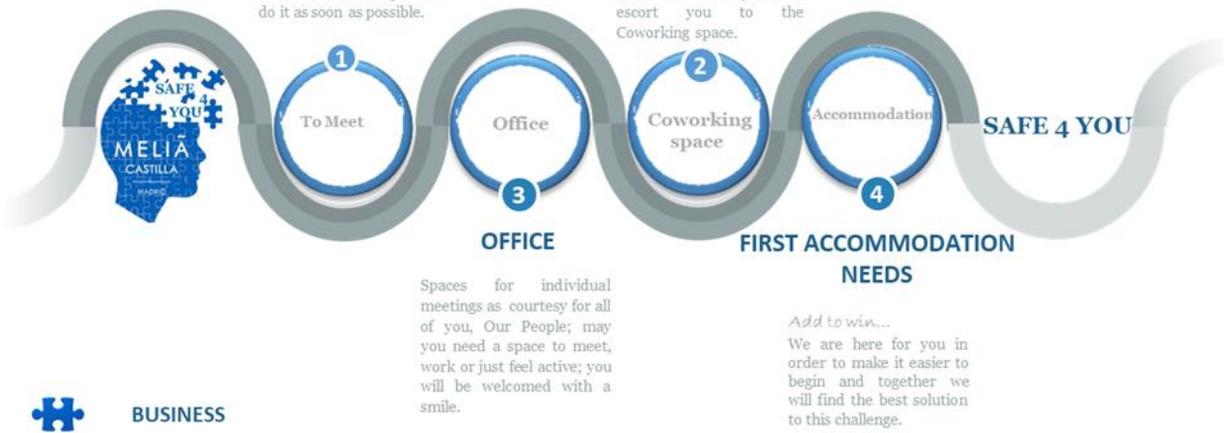


OUR PEOPLE

Remember who we are and never forget it.... in order to do so we need to be close to Our People and do it as soon as possible.

WORKSPACE

This way the Workspace has been named "Our People". Transforming the main lobby of the Meliá Castilla Hotel in a waiting room where our Events team will meet you and escort you to the Coworking space.



What you will find in our spaces:

- The highest hygiene and cleaning standards with special covid-19 treatments.
- Controlling the access and flow of people from the arrival and during the whole way to their meeting room. Including a personalized warm welcome.
- Personalized attention to guests by staff trained in covid-19 prevention.
- Your very own private workspace.
- Natural light and air-conditioning.
- Meeting capacity up to 4 people per room.
- Internet and WiFi included*
- Light and water suppliance.
- Individual bathroom and toilettes.
- Coffee bar providing lunch and dinner services on sealed trays upon request*.
- Complimentary welcome coffee upon arrival.
- Printing and copying service upon request*.
- AV equipment upon request*.

General Conditions:

- Offer is subject to availability.
- Access from 08:00 – 20:00 hrs.
- The meeting rooms' bookings will be made weekly and for a maximum of 5 days from Monday to Friday.
- Any extensions made during the offer's validity will have to be requested at the latest on the previous week's Friday and will also be subjected to availability of the Workspace.
- Every company can book a maximum of 5 meeting spaces per week
- Valid until December 2020

10 Reasons Why

WHY CONTINUE TO TRUST MELIA HOTELS INTERNATIONAL

1

Our **track record of over 60 years of leadership** in the hotel industry, with a team of professionals with a demonstrated ability to adapt and satisfy the needs of our customers.

2

Total prioritization of protecting the **health of our customers, employees and partners**, rigorously applying the health and safety

3

The experience acquired by our teams in Asia, in hotels converted into hospitals or residences for essential workers which have not registered a single infection.

4

Learnings from the direct involvement in drafting the new protocols commissioned by the competent authorities in Spain.

5

The creation of **new multidisciplinary teams** led by the company's Executive Committee

6

For working together with the most **prestigious partners** in hygiene, certification and technology that guarantee the safety and protection of the health.

7

Active listening with our direct **customers** and intermediaries (B2B and MICE) through surveys and focus groups where we explore and validate their vision.

8

The creation of pilot **hotels for training** employees in the new reality and testing safety, health, hygiene and social distancing measures "in situ".

9

The **dimensions and spaces** in our hotels that allow us to provide services in line with the new requirement for social distancing and personal space

10

Innovation and digital transformation that includes solutions that allow interactions between customers and employees which guarantee their safety