

Best Initiative in Social Responsibility

01. Presentation

Room Mate Hotels and Quirónprevención join to be the first worldwide hotel chain to perform free COVID-19 tests for travelers.

Room Mate Hotels has been the first hotel chain in the world to offer free antigen tests for its clients and employees, in collaboration with Quirónprevención, an occupational risk prevention company. Upon the arrival of clients to the hotels, registered nurses performed rapid antigen tests at check-in. In addition, an additional service to monitor their symptoms was offered through a mobile application that they could access during their stay.

After the confinements and the end of mobility restrictions, Room Mate Hotels identified the need to guarantee security and sanitary tranquility, both for its external and internal clients. At the time, access to antigen tests was very limited, especially in Spain.

02. Conception

Room Mate Hotels decided to partner with Quirónprevención to offer, from October 2020 and exclusively worldwide, free antigen tests in its hotels to detect positive COVID cases. Spaces were set up in the hotels' reception areas, where registered nurses carried out the tests, both for clients upon arrival at the hotel and periodically for each hotel's team.

In addition, clients were offered the possibility to access the test for free in their cities of origin, before starting their trip, through the Quirónprevención's clinics network. As well, for clients that stayed for a longer period of time, this test was repeated every 3-5 days.

03. Communication & Implementation

In terms of diffusion, a press release, our website and the one-on-one communication with Room Mate's employees was crucial.

To communicate the initiative, we created and sent out a press release on an international level. Our website was also an important communication channel. On an internal level, we let those who worked at the hotels know that they could have access to the antigen tests as well because their safety was important to us. It was not only about the clients' health, it was also about those who belong to our company.

In fact, when implementing this initiative, Kike Sarasola, CEO and Founder of Room Mate Hotels stated: "People always lie at the center of every single decision we make as a company. Right now, our priority is the health of our guests and our roomies. That's why we

have teamed up with Quirónprevención, to become the first chain to offer free antigen tests to all of our guests at hotels in Spain, France, Italy, the Netherlands, the United States and Turkey”.

04. Evaluation

To evaluate the performance of this programme, we selected the following: the number of tests performed, the reservations increase and the online reputation index growth. This initiative became an essential part of our communication strategy during these complicated months in which travelers were still scared to travel.

In total, we carried out more than 5,000 free antigen tests, both for clients and employees, of our hotels located in Madrid and Barcelona. This measure allowed the detection of possible positive cases and the immediate implementation of our isolation protocol.

This measure was very well received by our clients and potential clients, who valued this pioneering service very positively, at a time when access to antigen tests (particularly in Spain) was very limited. As a result, we registered an increase of more than a 100% in our reservations at these hotels.

This increase continued to grow progressively in the following months, and this is directly linked to the global communication campaign that we carried out on this innovative action, as well as other structural factors such as the relaxation of national and international mobility limitations.

In addition, our online reputation index - offered by Review Pro - increased by more than 3 points.

Room Mate continues to be a socially responsible hotel chain. We believe that a model based on putting people and their happiness first is actually a more profitable way to run a business. We recognise that our guests are people, and it is only by treating them as such that we can truly understand and captivate them.