

What you need to know: Hotel cleanliness and hygiene programs

June 12, 2020

In an effort to reassure both employees and travelers that they are doing what they can to protect them against COVID-19, hotels are implementing new and improved cleanliness and hygiene processes.

This report summarizes what hotel companies around the world are doing and planning.

While each chain may be taking its own approach to cleanliness and hygiene, organizations like the American Hotel & Lodging Association (AHLA), with its Safe Stay Advisory Council, may help to establish common standards across the industry.¹

Certification programs and industry guidelines

American Hotel & Lodging Association

AHLA wants to set health and safety best practices and protocols, which hotels should meet or exceed. So far 17 hotel companies have joined the AHLA Council: Accor, Aimbridge Hospitality, Best Western, Choice Hotels, G6 Hospitality, Hilton, Hyatt, IHG, Loews Hotels, Marriott, My Place Hotels, Noble Investment Group, Omni Hotels & Resorts, Red Lion Hotels, Red Roof and Wyndham.

AHLA has now issued new industrywide health and safety protocols. Safe Stay sets minimum standards for hotels to follow, developed by the advisory council and public health experts, supported by recommendations from the U.S. Centers for Disease Control and Prevention (CDC). AHLA will revise these standards as public health recommendations and federal, state and local laws change. While applying to U.S. hotels, Safe Stay may set a benchmark for hotels in other countries.

Safe Stay guidelines include:

- Hand sanitizers in key guest and staff entrances
- Signs reminding of CDC recommendations for wearing, handling and disposal of masks
- Reporting COVID-19 cases
- Staff protocols for hand-cleaning, safety and use of personal protective equipment
- Use of disinfectants
- Frequent cleaning of public and communal spaces
- Enhanced guestroom, linen, towels and laundry cleaning
- No-contact room service, limited buffet service, screened food displays, pre-packaged food
- Social distancing reminders and rearranged furniture in public spaces
- Use technology to reduce direct contact with guests
- Encourage contactless payment
- Limit van and shuttle services

¹ [Business Travel News](#), April 27, 2020

StaySafe Hospitality certification

StaySafe describes itself as the international safety and security risk assurance and certification program, recognized by leading hotel groups and travel companies.² In response to COVID-19, StaySafe has developed a number of Infection Prevention & Control IPC (COVID-19) guidance notes, online assessment tools and a certification, which it believes can demonstrate a hotel is safe to welcome guests.

A bespoke online self-assessment enables hotels to benchmark against international best practices in IPC in the hospitality sector. StaySafe also offers a specific IPC assessment and certification for hotels looking for external reassurance that adequate IPC measures are in place.

Major global chains

Accor launches cleanliness and prevention ALLSAFE label

In mid-May, to ensure the safety of guests and employees as hotels reopen, Accor has raised its levels of hygiene and cleanliness by launching a cleanliness and prevention label: ALLSAFE.³ It applies global standards developed with and approved by inspection and certification specialist Bureau Veritas. All Accor hotels must apply the enhanced standards and will be audited either by Accor operational experts or by third-party auditors, such as Bureau Veritas.

As part of ALLSAFE, Accor launched ALL Stay Well, a new wellbeing platform (with its own website) aimed at guests and employees in its properties across North and Central America.⁴ While the website implies the scheme applies only to Accor's luxury properties, reference to brands such as Novotel, Ibis and Ibis Styles suggests it may be more widely applied. It's not clear if ALL Stay Well will be extended globally.

At each touchpoint along a guest's journey in the hotel, Accor has introduced measures to protect guests and employees, and to prevent the spread of COVID-19:

Arrival

Valet parking suspended, glove and masks for bell persons, more frequent bell cart cleaning and disinfecting, disinfection of guest hard-case luggage.

Welcome & Check-In

Guests offered hand sanitizer by mask and glove wearing staff member, queues managed for social distancing, health screening of all guests, protective equipment on front desks, low- or no-touch payment, disinfected room keys, welcome letter outlining hygiene changes.

Lobby and Public Spaces

Hand sanitizer stations, more frequent cleaning using EPA-registered chemicals, cleaning time sheets displayed, coffee and water stations replaced with bottled water, rearranged lobby seating, signs reminding of social distancing protocols

Elevators

Maximum occupancy reduced, more frequent cleaning, hand sanitizer in elevator foyers

² [StaySafe Hospitality](#)

³ [Group Accor](#), May 15, 2020

⁴ [AllStayWell.com](#)

Public Washrooms

Antibacterial soap, hand sanitizer, hourly high-touch disinfecting, cleaning time sheets displayed

Guest Rooms

Avoid assigning connecting rooms to parties not traveling together, wellness kits in each room, tea/coffee maker on request only, removal of minibar, stationery, alarm clock, hotel collateral

Housekeeping

Rooms “rested” for 48 hours after occupancy followed by cleaning and disinfection, housekeeping every third day and daily wellness checks, personal protective equipment worn by staff and changed after each room is cleaned, disinfection of all touchpoints.

Dining

Diners screened and offered hand sanitizer and mask before entering restaurant, tables physically distanced, pouch to place masks during dining, disposable or disinfected menus, disinfection of all touchpoints on table between diners, increased frequency of cleaning and disinfection.

Contactless drop-off and pick-up for in-room dining delivered by staff member wearing mask and gloves, shift to disposable condiments, removal of tray accessories (vase of flowers), trays disinfected between each use.

Concierge

Distance maintained during all interactions (possibly aided by plexiglass screens), digital confirmation and communication, disinfection or quarantining of baggage.

Business Center

Hand sanitizers, physical distancing, disinfection between each use, more frequent cleaning.

Wellness facilities

Staff wear masks and gloves, physical distancing, equipment disinfected after each use, hand sanitizers, more frequent cleaning, fitness center use requires reservation, revised menu of spa services, mandatory screening of spa clients, lockers, showers and treatment rooms, etc. disinfected after each use.

Meetings

Attendees greeted by mask/glove wearing member of staff offering hand sanitizer and mask, physical distancing of event facilities, food and beverages served in individual servings, no buffets, hand sanitizing and disinfection.

Checkout and departure

Contactless check-out, key drop, email invoice.

Working in partnership with global insurance company AXA, from July 2020, guests at Accor’s 5,000 hotels worldwide will enjoy free access to AXA’s medical tele-consultations.⁵

Best Western launches We Care Clean

Best Western initially responded to COVID-19 with upgraded cleaning and a move to hands-free check-in using its mobile concierge and texting. It also removed room amenities – decorative pillows, laundry

⁵ [Group Accor](#), May 15, 2020

bags, amenity trays, pens and notepads. At breakfast there are more pre-packaged options and fewer bulk dispensers.

On April 30, the company announced a more stringent program based on guidance from the U.S. Centers for Disease Control and Prevention, the Occupational Safety and Health Administration, the Environmental Protection Agency, and Health Canada.⁶

We Care Clean expands upon the I Care Clean program Best Western launched in 2012. New protocols include upgraded sanitization measures, including staff waiting 24-72 hours to enter guestrooms after checkout-out; minimizing guest and employee contact through streamlined check-in/out; social distancing measures; wellness best practices; and removal of all brochures, magazines and papers. Sanitizing stations or wipes will be available throughout hotels. Unnecessary items will continue to be removed from guestrooms. Breakfast offerings have now been enhanced with “Grab & Go” and pre-plated food and beverage options. Public amenities – fitness centers, swimming pools and meeting rooms – will be more intensively cleaned and monitored.

Best Western will update the program regularly, based on the latest standards and recommendations by government agencies and industry groups.

Choice Hotels’ Commitment to Clean

Choice Hotels has made guest health and safety a priority at its independently-owned and operated franchised hotels. To this end, it has:⁷

- Shared enhanced cleaning, sanitation and disinfecting protocols with hotel owners. Training is available from cleaning supplies vendors
- Changed its food and beverage service, increasing pre-packaged offerings
- Activated response teams offering round-the-clock guidance and support to hotels
- Committed to providing hotels with the latest information and training from supplies and health authorities
- Advised guests that services and amenities on offer may change in accordance with local conditions

On May 4, Choice Hotels formalized its approach to cleanliness and hygiene by launching its Commitment to Clean initiative, creating a holistic approach to give franchises and employees the tools to achieve superior levels of cleanliness, and address health and safety concerns associated with the COVID-19 pandemic.⁸ The initiative relies on guidance from Ecolab, the U.S. Centers for Disease Control and Prevention (CDC), the World Health Organization and Choice’s participation in the AHLA Safe Stay Advisory Council.

Choice Hotels will introduce new and improved protocols, products and communications to promote health and safety:

- Enhanced cleaning for high-traffic areas such as the front desk, fitness centers and pools, as well as other high-touch surfaces throughout the hotel, using hospital-grade disinfectant approved by the U.S. Environmental Protection Agency

⁶ [Business Travel News](#), April 30, 2020

⁷ [Choice Hotels](#)

⁸ [Choice Hotels](#), May 4, 2020

- Furniture arrangements to encourage social distancing
- Housekeeping "on-demand," allowing guests to request extra toiletries, towels, linen or coffee without housekeeping entering the room
- Changes in breakfast offerings, with buffet replaced with pre-packaged items
- Plexiglass screens at front desks and key drop upon departure.
- "Clean seals" on certain high-touch items in guest rooms to provide reassurance
- Personal protective equipment for hotel staff, including masks and gloves
- Hand sanitizing stations in high-traffic areas, such as the front desk, breakfast area, elevator lobbies and fitness center
- Signs outlining social distancing and personal sanitation guidelines and the importance of surface cleaning
- Communications from front desk staff to guests about precautions taken for their safety and comfort, and reminders about additional safeguards available

Hilton working on CleanStay program

Hilton is collaborating with Reckitt Benckiser, maker of Lysol and Dettol cleaning products, on a new hotel sanitization program for its global portfolio.⁹ The Hilton CleanStay with Lysol Protection program also includes advice from the Mayo Clinic's Infection Prevention and Control team. Hilton will launch new cleaning and disinfection protocols in June.

The CleanStay program may include hotel brand standards for a Hilton CleanStay room seal, extra disinfection for 10 high-touch areas (light switches, door handles, TV remotes), removing stationery, digitalizing guest directories, extra cleaning and social distancing in gym facilities, increased cleaning of public areas, disinfectant wipes in high-traffic areas, contactless check-in (at participating hotels) and new disinfection technologies, such as electrostatic sprays and ultraviolet light.

Hyatt introducing GBAC STAR accreditation globally

Hyatt has made a new sanitization and safety promise to enhance employee and guest "safety and peace of mind."¹⁰ Under its new program – Global Care & Cleanliness Commitment – Hyatt is from May introducing the Global Bio-risk Advisory Council (GBAC) STAR accreditation process for its more than 900 hotels around the world.

GBAC is a division of ISSA, the global cleaning industry association. GBAC STAR is a cleaning, disinfection and infectious disease prevention program.

By September, Hyatt will have at least one person at each hotel trained as a hygiene manager. They will ensure the hotel sticks to new operational guidance and protocols currently under development. These may include staff certification and training, more frequent cleaning with hospital-grade disinfectant, enhanced food safety, hand sanitizer stations, enhanced air quality, personal protective equipment for employees, and social distancing guidance in public areas.

⁹ [Business Travel News](#), April 27, 2020

¹⁰ [Business Travel News](#), April 29, 2020

IHG makes Clean Promise

IHG stayed in contact with global organizations, including the World Health Organization (WHO), Centers for Disease Control and Prevention (CDC) and relevant authorities, for country-specific needs, to ensure its COVID-19 response was relevant.

As well as meeting local health and safety laws, IHG expected hotels to follow its best practices and guidelines, which it supplemented with additional COVID-19 cleanliness guidance, training and information. It introduced response teams to provide round-the-clock assistance to hotels and increased the frequency of cleaning of public areas and high-touch points in guest rooms. IHG advised all hotels on cleaning products and protocols to deal with COVID-19. It also reviewed its food and beverage service.

IHG will launch an enhanced cleanliness program on June 1.¹¹ IHG Clean Promise builds on established partnerships with hygiene and cleaning technologies companies Ecolab and Diversey, while adding new insights from the Cleveland Clinic, World Health Organization, the U.S. Centers for Disease Control & Prevention and local public health authorities. The new program includes social distancing, employee training and certification, providing hand sanitizers and wipes, guest amenity kits, increased contactless interactions, extra deep-cleaning of high-touch surfaces and new standards for the food and beverage service.

Marriott launches Cleanliness Council

Launched in April, the Marriott Global Cleanliness Council will develop new hospitality standards to minimize risk and enhance safety for staff and guests.¹² It's seeking internal contributions from experts in housekeeping, engineering, food safety, occupational health and employee well-being. Outside experts are providing advice on food safety, public health and infectious diseases.

In the coming months, Marriott is introducing new sanitation technologies, including electrostatic sprayers using disinfectants recommended by the U.S. Centers for Disease Control and Prevention and the World Health Organization. This will enhance the cleaning of guest rooms, lobbies, gyms and other public areas. Marriott is also testing the use of ultraviolet light to sanitize guest keys and employee devices. It's already using hospital-grade disinfectant for more-frequent cleaning and placing disinfecting wipes in guest rooms.

Marriott is installing signage to remind guests about social distancing and removing furniture in communal areas. It also offers contactless options for check-in/out, room access, requests and room service. Marriott may add partitions at front desks and will provide employees with masks and gloves.

Radisson Hotel Group introduces cleaning protocol

Radisson informed all hotels about essential preparatory and prevention measures.¹³ These include hygiene measures, such as increased cleaning and sanitizing frequency, and guidelines on handling suspected or confirmed cases of COVID-19 or quarantine lockdowns. These are adjusted in line with recommendations and guidelines issued by local governments and health authorities. At some hotels, guests are warned to expect some disruption to food service, pools, fitness centers and other amenities.

¹¹ [Business Travel News Europe](#), May 19, 2020

¹² [Business Travel News](#), April 21, 2020

¹³ [Radisson Hotels](#), April 20, 2020

In May, Radisson announced the Radisson Hotels Safety Protocol, a new program of in-depth cleanliness and disinfection procedures, developed in partnership with SGS, an inspection, verification, testing and certification company.¹⁴ The protocols will be adjusted based on local requirements and recommendations.

Guidelines include hand sanitizing stations at all entrances, the use of personal protective equipment and screens, enhanced and more frequent disinfection and cleaning, social distancing in all areas, staff training and reiteration of food safety standards.

Radisson will introduce an official label of cleanliness and disinfection issued by SGS, confirmed through a centralized validation process. Individual hotels can receive an approval label after completing a comprehensive local audit.

Wyndham launches Count On Us

Wyndham has provided all hotels in its global network with guidelines and information from organizations, including the World Health Organization (WHO) and the U.S. Centers for Disease Control and Prevention (CDC), detailing how to identify COVID-19 symptoms and how to mitigate its transmission¹⁵. Wyndham has also partnered with third parties, such as hygiene technology company Ecolab, so that all hotels can access cleaning and disinfecting supplies. It's also offering training to help hotels achieve the highest standards of cleanliness, disinfection and hygiene.

Health and safety is also a cornerstone of Count on Us, a long-term initiative launched by Wyndham to build guest confidence.¹⁶ Rolling out in the coming weeks, health and hygiene initiatives across Wyndham's U.S. hotels include:

- Enhanced cleaning and disinfection of guestrooms and public spaces using Ecolab's EPA-approved disinfectants to deliver a consistent cleaning experience nationwide.
- Easy access to COVID-19 health essentials with critical products delivered to U.S. hotels within the next 30 days. Items will include face masks for staff and hand sanitizers and disinfectant wipes for guests.
- Delivering on the AHLA's Safe Stay commitments to deliver best practices and guidelines on hotel cleaning, social interactions and workplace protocols.
- A visible commitment to ensure guests and hotel staff can physically see cleanliness and sanitization efforts and trust in their impact.

Other global chains

Four Seasons introduces Lead With Care

Four Seasons Hotels and Resorts is working with Johns Hopkins Medicine International (JHMI) to validate its new global health and safety program, Lead With Care.¹⁷ The two organizations have set up a COVID-19 Advisory Board to ensure health and safety decisions and procedures are based on the latest scientific

¹⁴ [Hotel Management](#), May 6, 2020

¹⁵ [Hospitality Net](#), April 14, 2020

¹⁶ [Hotel Management](#), May 4, 2020

¹⁷ [Hotel Management](#), May 14, 2020

knowledge. JHMI will also provide ongoing, real-time guidance as the COVID-19 situation evolves. This includes a joint response team on hand to provide guidance to hotels facing COVID-19 situations.

Lead With Care is built on the principles of care, trust and service and it will be implemented at Four Seasons hotels worldwide. The program includes:

- Enhanced cleanliness
 - Hygiene officer appointed at each hotel to implement enhanced cleaning
 - Rooms disinfected daily with U.S. Environmental Protection Agency-approved products, followed by blacklight inspection by room attendants
 - Retraining of housekeeping teams on all cleaning protocols
 - Hourly cleaning of public areas with extra attention to frequented areas – front desk counters and public restrooms
 - Introduction of electrostatic spraying, air purification and UV technology for HVAC systems
- Heightened guest safety and comfort
 - Lead With Care kits in each guestroom providing masks, hand sanitizer and wipes, with additional masks supplied on demand
 - Social distancing embedded in all guest services: contactless check-in and housekeeping, appropriately spaced fitness equipment, modified spa menu and services
 - A la carte restaurant service with digital menus whenever possible
 - In room dining with contactless delivery
 - Investment in Four Seasons App and Chat providing guests with real-time, contactless interactions.
- Empowered employees
 - Training to ensure employees deliver Lead With Care procedures in a manner that balances guest safety with personal reassurance and comfort.
 - Training to enable employees to follow health and safety protocols with confidence
 - Ensure all employees understand the disease and its transmission, and have guidance on social distancing and the use of protective equipment
 - Training to ensure staff continue to deliver personalized care in the absence of close contact (with guests) and limited face-to-face contact

Kempinski introduces white glove service

Luxury chain Kempinski Hotels has introduced “white glove service” to boost confidence post-COVID-19.¹⁸ As hotels reopen, they will adopt this new service standard to ensure they align with regional health and safety regulations as they evolve. A 50-page document advises staff to carry gloves during all guest interactions and details compliance with government regulations on masks. Kempinski is also introducing masks and hand sanitizer as guestroom amenities. All furniture in public areas has been rearranged to adhere to social distancing rules.

Stay Safe with Melia

To enable it to gradually reopen its hotels, Melia Hotels International has worked with certification organization Bureau Veritas to ensure it complies with the most rigorous health and safety standards. In

¹⁸ [Breaking Travel News](#), April 30, 2020

In addition to certification, Melia has also worked with relevant organizations and health authorities in Spain to prepare a COVID-19 guide for hotels to be applied across its global portfolio of hotels.

Melia has developed the Stay Safe with Melia program, detailing protocols and measures to optimize hygiene and disinfection. The program also includes the appointment in each hotel of a staff member responsible for guest emotional wellbeing and verifying compliance with processes designed to prevent the spread of COVID-19.

Specific features of the program include:

- A post-COVID-19 cleaning and disinfection plan endorsed by Diversey
- Recommendations on occupational health as hotel employees return to work
- Innovation and technology to minimize physical contact between guests and staff and guarantee the safety of facilities
- A global post-COVID-19 operations guide
- Brand standards adapted to avoid the risks of infection in processes associated with food and beverages, the in-room experience, wellness, entertainment, etc.
- A technical facilities and maintenance guide post-COVID-19

Shangri-La Hotels following WHO and local guidelines

Hotels across the Shangri-La Hotels & Resorts, Kerry Hotels, Traders Hotels and Hotel Jen brands are following health and hygiene guidelines issued by the World Health Organization (WHO) and local health agencies. To minimize the spread of COVID-19 and safeguard the health of guests and employees, hotels are taking a number of precautionary measures:¹⁹

- Limousines used for airport transfers are disinfected before and after each use
- Sanitizing/disinfectant floor mats at hotel entrances
- Temperature screening at all key entry points, with sanitizers at guest contact points
- Guests must fill in health and travel declaration forms.
- Face masks, hand sanitizers and other protective are available for guests
- Arriving luggage and parcels are disinfected
- Anti-bacterial soap and hand sanitizers in public washrooms. Cubicles cleaned with hospital grade disinfectant, especially high touch points, disinfected every 20 minutes
- Guestroom disinfection following check out
- Use of U.S. Environmental Protection Agency (EPA) listed disinfectants
- Enhanced daily sanitization of hotel linen.
- Individual packaging of guest laundry to avoid contamination.
- All employees professionally trained on hygiene and sanitation protocols, and equipped with personal protective equipment (PPE)
- Temporary closure of swimming pools, hot whirlpool baths, saunas and steam rooms.

¹⁹ [Shangri-La Group](#)

Regional chains

Anantara develops Stay with Peace of Mind

Anantara, which operates a portfolio of 41 hotels across Asia, the Middle East, Africa and Europe, is implementing new health and hygiene measures to reassure travelers.²⁰ A Health & Safety committee made up of senior executives and industry experts is developing the “Stay with Peace of Mind” program, building on existing health and safety measures.

Every Anantara property will have a “Guest Guardian,” who is responsible for ensuring hotels comply with guidelines based on advice from organizations like hygiene companies Ecolab and Diversey. All hotels will continue to comply with local government and World Health Organization guidelines on health and safety.

All hotels are implementing enhanced levels of sanitation, using Environmental Protection Agency-approved disinfectants in public areas, fitness centers and pools, and in guestrooms. Enhanced hygiene measures will include use of electrostatic spray technology, hand sanitizers and hotel key card disinfection.

Hotels will also ensure social distancing is adopted during fitness and wellness activities, when dining and shopping within the hotel.

Anantara is also working with Siam Ocean Technology to introduce heating, ventilation and air conditioning (HVAC) with high performance air filtration.

Ascott Cares

Serviced residence and hotel company Ascott has underlined its commitment to maintaining high levels of hygiene and cleanliness and social distancing by launching Ascott Cares.²¹ The new standards apply globally to Ascott properties operating under the Ascott The Residence, The Crest Collection, Somerset, Citadines, Citadines Connect and lyf brands.

The protocols, which comply with WHO standards, are being progressively rolled out from June 2020. Ascott Cares includes nine commitments to enhanced cleanliness and safety:

- Hygiene and sanitization of all staff
- Additional protocols to keep guests safe
- Physical distancing to reduce person-to-person contact
- Enhanced housekeeping cleaning standards
- Implementation of preventive amenities
- Enhanced food and beverage program
- Enhanced rules and regulations covering shared facilities
- Accelerated implementation of contactless check-in and payment
- Enhanced protocols for suppliers

²⁰ [Luxury Travel Advisor](#), April 23, 2020

²¹ [Ascott Cares](#)

Barcelo Hotels implementing POSI-Check standards

The 36 hotels that Barcelo Hotel Group operates in seven Central American countries have joined the Post COVID-19 Program of Cristal International Standards, an international health, safety and risk control consultancy.²² Hotels in Mexico, the Dominican Republic, Costa Rica, Nicaragua, El Salvador, Guatemala and Aruba are implementing the Prevention of the Spread of Infections (POSI-Check) protocols, created by Cristal to help hotels manage the prevention of the spread of infections.

Hotels are certified via training sessions, bi-monthly audits and testing on key surfaces in common public areas such as toilets, dining rooms, reception desks, elevators and leisure facilities.

G6 Hospitality launches Clean@6 cleanliness initiative

G6 Hospitality, parent of Motel 6 and Studio 6, has launched Clean@6, a cleanliness initiative for its 1,400 hotels across Canada and the U.S.²³ It builds on the industry standards set by the American Hotel & Lodging Association (AHLA) in its Safe Stay guidelines.

Elements of the initiative include more frequent cleaning of public areas, hand sanitizer stations, social distancing, transparent hygiene guards at check-in, increased communication on COVID-19 best practices, employee training, and staff use of masks and disposable gloves when in the hotel. Hotel staff are not allowed to enter any occupied room.

G6 Hospitality has partnered with Corporate Medical Advisors, a subsidiary of International SOS, to review and provide ongoing guidance on its COVID-19 operating protocols. It's also working with Diversey to supply U.S. Environmental Protection Agency-registered disinfectants.

IHCL adopts enhanced precautionary measures

Indian Hotels Company Limited (IHCL), South Asia's largest hospitality company, and owner of the Taj, Vivanta, SeleQtions and Ginger brands, is adopting enhanced precautionary measures to give guests greater confidence during their stay.²⁴

IHCL's heightened hygiene standards comply with guidelines published by the WHO, Food Safety and Standards Authority of India and the government of India. Hygiene enhancements include:

- Mandatory temperature checks for all guests
- Digital check-in and checkout where possible
- Frequent cleaning of common and high-touch areas
- Fewer dining tables with all self-service buffets suspended
- Digital or single-use menus
- Staff trained on social distancing and latest precautionary hygiene and safety guidelines
- Personal protective equipment issued to all staff; work areas regularly disinfected

Loews Hotels enhances safety and cleanliness protocols

Loews Hotels has introduced enhanced safety and cleanliness protocols.²⁵ As a member of AHLA's Safe Stay advisory council, these are similar to measures introduced by other chains. Loews is cleaning more

²² [Travel Agent Central](#), June 10, 2020

²³ [Business Travel News](#), May 8, 2020

²⁴ [Travel Agent Central](#), June 2, 2020

²⁵ [Business Travel News](#), May 12, 2020

frequently using U.S. Environmental Protection Agency-approved products from Ecolab. Staff must wear masks, hand sanitizer stations have been added to high-traffic guest areas, the number of passengers using elevators at any one time has been limited, and room service is delivered in disposable eco-friendly containers and left outside the door for a contactless experience.

Rooms are kept vacant for 48 hours after guest check-out. Guests are encouraged to use Loews' Chat Your Service app for communicating with room service, concierge and the front desk. Staff and suppliers have their temperatures checked using no-touch scanners.

Loews will continue to adjust its guidelines and protocols in accordance with advice from the World Health Organization, the U.S. Centers for Disease Control and Prevention, and local authorities.

NH Hotels introducing hygiene assessment seal

Madrid-based NH Hotel Group is collaborating with inspection company SGS on a project to formalize health precautions.²⁶ New processes, including changes to hygiene and disinfection protocols, staff training and monitoring and control of the new measures, will be introduced to ensure each hotel qualifies for an assessment seal. The NH Collection Barbizon Palace hotel in Amsterdam and the NH Nacional in Madrid will be the first hotels to be certified to the new health standards.

Onyx Hospitality Group introduces ONYX Clean

Onyx Hospitality Group, whose chains includes Amari, OZO, Shama and the Mosaic Collection, has introduced ONYX Clean across its hotels in China, Southeast and South Asia. ONYX Clean is an initiative to further improve hotel hygiene, whilst ensuring guests and staff are safe and comfortable.²⁷

ONYX Clean includes enhanced cleaning schedules in public spaces, rearranging furniture to enable social distancing, and mandatory temperature checks for staff and arriving guests. ONYX has also introduced a room seal to indicate a room has not been accessed since its was last cleaned and sanitized.

Palladium Hotel Group introduces new health and safety protocols

Palladium Hotel Group has developed new health and safety protocols based on WHO recommendations and expert authorities in the six countries in which it operates, including the Dominican Republic, Mexico and Spain.²⁸ New measures include:

- Reinforcing cleaning and disinfection in all hotel spaces, including guestrooms, communal areas, meeting and event spaces and staff work areas, as well as transport vehicles and luggage
- Hand sanitizers throughout properties and within rooms
- Infrared temperature checks of employees, suppliers and guests, especially in the entrance areas and closed spaces, such as restaurants, the gym, spa and children's areas
- Staff use of masks, gloves and disposable paper items – all also available in guestrooms
- Single-use products to minimize contact
- Expanding medical services

All hotels will require and monitor social distancing. Guests may have to reserve services like dining and gym use. An enhanced room service will be developed as an alternative to using restaurants.

²⁶ [Hotels Mag](#), April 28, 2020

²⁷ [TopHotelNews](#), May 16, 2020

²⁸ [Travel Agent Central](#), May 6, 2020

Red Lion Hotels Corp. enhances cleanliness

Red Lion Hotels Corp. has released enhanced cleanliness guidelines for its properties, including measures recommended by the U.S. Centers for Disease Control and Prevention and the WHO, as well as standards released by the American Hotel & Lodging Association.²⁹ These include promoting social distancing, increased frequency and enhancement of cleaning and more options for contactless check-in, check-out and payment.

Scandic Hotels increases cleaning and hygiene

Nordic hotel chain Scandic Hotels has put in place procedures, plans and routines to ensure guests feel safe when staying at one of its properties.³⁰ Hotels follow guidelines and recommendations from local authorities. It has provided all properties with information about COVID-19 and management instructions. It has increased cleaning and hygiene protocols, regularly disinfecting high-touch points, such as door handles, card terminals and elevator buttons. Disinfectant dispensers are available in all public areas.

National chains

Dalata Hotel Group adopts new hygiene protocols

Irish hotel chain Dalata Hotel Group, which includes brands Maldron and Clayton, has adopted new health and safety protocols across its hotels in Ireland and the U.K. These protocols include:

- Staff – policy updates, weekly health declaration, PPE, new operational measures, revised robust cleaning, COVID compliance officers (2-3 per hotel) monitoring cleaning, physical distancing and sanitizer stocks
- COVID-19 inhouse visuals – branded signs highlight physical distancing, hand & respiratory hygiene, hand sanitizer points, visitor and contractor procedures
- Guest journey – detailed pre-stay email, online check-in and checkout, express check-out, key card
- Guest rooms - online platform replacing guest directory, decluttering of room, disposable amenities, touch-point cleaning plan, fogging and room seal after each cleaning
- Food and beverages – no buffets, click and collect options, online table reservation, physical distancing in dining rooms, bars closed until August, contactless and cashless payment encouraged
- Meetings and leisure facilities – meetings capacity lowered for social distancing, packaged food & beverage, pools re-open July 20, gyms re-open August 10, booking, segregated pools, changing cubicles, reduced spa treatment options

Accreditation agency Bureau Veritas will issue an “Assurance Statement” to confirm hotels have reached full compliance status.

²⁹ [Business Travel News](#), May 6, 2020

³⁰ [Scandic Hotels](#)

Dan Hotels open after thorough cleaning

The 17 hotels of Israeli chain Dan Hotels will resume operations only after a thorough disinfection and cleaning, with additional emphasis on areas where there is frequent contact.³¹ Under this program, most properties will re-open by mid-August.

Dan Hotels has developed a new app – App to Dan – enabling guests to perform certain transactions during their stay without making physical contact with staff.

All communal areas, including gyms, pools and entertainment venues, are being fully sanitized. Dan Hotels will continue to offer buffet breakfasts, although guests will be shielded from the food by transparent screens and hotel staff, wearing gloves and masks, will fill their plates.

Drury Hotels partners with Ecolab

Missouri-based Drury Hotels has partnered with Ecolab, a global leader in hygiene and infection prevention solutions for hospitality, to keep guests and staff safe. Drury will use Ecolab products as part of enhanced cleaning and disinfecting procedures in its more than 150 hotels across the U.S.

The partnership with Ecolab builds on Drury's Travel Happy Again, Clean+Safe initiative.³²

As well as partnering with Ecolab, Drury has updated check-in to reduce contact, implemented visual cues for social distancing and modified the service for breakfast and evening reception.

Extended Stay, STAY Confident

U.S. economy hotel chain Extended Stay America has launched STAY Confident to focus on the health, safety and comfort of its guests. The program has three focus areas:

- STAY Safe – new measures include transparent shields at front desks, personal protective equipment for staff, the closure of social and communal areas, increased no-touch interaction with staff and the promotion of social distancing
- STAY Healthy – in partnership with Procter & Gamble, Extended Stay is expanding its cleaning and inspection, with extra disinfection and more frequent cleaning. Each guestroom is subject to a 10-point cleaning and is only released after a management inspection.
- STAY Comfortable – rooms are already equipped with kitchens, giving guests greater control over their dining. Hotels have upgraded Wi-Fi; guests can request extra amenities without housekeeping entering the room.

Jurys Inn makes cleanliness commitment

Jurys Inn and Leonardo Hotels UK & Ireland has announced a new customer commitment charter as it prepares to reopen its 48 hotels from July.³³ The group is implementing a five-point plan – Stay Safe, Stay Happy – outlining the enhanced measures it's taking to ensure guest and employee safety.

The chart covers hygiene, social distancing, cashless operation, food & beverage delivery, and training. The plan was developed closely with the Environmental Health Organization, taking account of WHO

³¹ [Luxury Trip Advisor](#), May 18, 2020

³² [Drury Hotels](#), Travel Happy Again, Clean+Safe

³³ [Breaking Travel News](#), June 5, 2020

guidelines. The group's hotels are also working with Ecolab to introduce deep cleaning products and processes to enhance cleanliness standards.

My Place Hotels ALWAYS CLEAN

U.S. upper midscale hotel chain My Place Hotels of America announced a new cleaning initiative, ALWAYS CLEAN, developed alongside its operators, franchise partners, Ecolab and the American Hotel & Lodging Association.³⁴ ALWAYS CLEAN builds on hygiene enhancements already brought in in accordance with the U.S. Centers for Disease Control (CDC) guidelines. The program includes:

- Increased cleaning of high-touch areas throughout public spaces and guest rooms using Ecolab sanitation products
- More options for contactless payment methods
- Signage and collateral to promote CDC guidelines
- Modified housekeeping schedule based on guest needs
- Ongoing guidance and training for all hotel staff

OYO Hotels launches Scrubbed Clean

More than 300 OYO Hotels in the U.S. will now follow guidelines in the company's new Scrubbed Clean hygiene initiative.³⁵ New enhanced cleaning and safety protocols align with the AHLA's Stay Safe guidelines and CDC advice. They were developed in conjunction with the Asian American Hotel Owners Association.

Common areas will be cleaned four times daily. Housekeeping will only be performed after check-out or on demand (when the guest is not in the room). All employees must wear masks and gloves. Disinfectants must be Environmental Protection Agency-approved. Hotels must remind guests to keep six feet apart and wear masks at all times.

Alternative accommodation

Airbnb enhances cleaning protocol

Airbnb has launched the Enhanced Cleaning Initiative, a standardized protocol for cleaning and sanitization. It developed the protocol for hosts using guidance from the U.S. Centers for Disease Control and Prevention's published standards, experts including a former U.S. Surgeon General, and companies in hospitality and medical hygiene, such as Ecolab, a supplier of water, hygiene and infection prevention solutions and services.

From May, hosts can take part in a learning and certification program. This will include information on COVID-19 prevention and approved disinfectants. It also recommends hosts wait 24-hours before entering a property after a guest's departure. Listings enrolled in the new cleaning program will be available for stays as soon as enhanced cleaning is completed. Hosts unable to commit to the new

³⁴ [My Place Hotels](#), May 18, 2020

³⁵ [Business Travel News](#), June 3, 2020

Note

The COVID-19 situation is rapidly evolving, and the situation is changing on almost an hourly basis. The information presented in this report represents the latest view as at June 12, 2020. We have carefully researched and checked the information contained. However, we do not guarantee or warrant the correctness, completeness or topicality of this article and do not accept any liability for any damage or loss as a result of the use of the information contained within this article.

Do you have questions or comments regarding this report? Please email mike.eggleson@bcdtravel.co.uk to share your thoughts.