



MARRIOTT'S "GLOBAL CLEANLINESS COUNCIL" (A new way of looking at cleanliness)



Marriott International is rolling out a multipronged platform to elevate its cleanliness standards and hospitality norms and behaviors to meet the new health and safety challenges the COVID-19 pandemic has presented to the hotel industry. Marriott has created the Marriott Global Cleanliness Council to tackle the realities of the COVID-19 pandemic at the hotel level and further advance the company's efforts in this area. The council is focused on developing the next level of global hospitality cleanliness standards, norms and behaviors that are designed to minimize risk and enhance safety for consumers and Marriott associates alike.

GLOBAL CLEANLINESS COUNCIL:

- Marriott International: senior leaders from across global operations disciplines like housekeeping, engineering, food safety, occupational health & associate wellbeing.
- Outside experts: advisory members from Ecolab, Adventist Healthcare, School of Hospitality & Tourism Management at Purdue University and Department of Food Science at Cornell University.

ENHANCED TECHNOLOGY (To Counter Virus Spread):

- Electrostatic sprayers (with hospital-grade disinfectant to sanitize surfaces throughout the hotel). - Uses the highest classification of disinfectants recommended by the CDC and WHO.
 - Rapidly cleans and disinfects entire areas.
 - Can be used in a hotel setting to clean and disinfect guest rooms, lobbies, gyms and other public areas.
 - Ultraviolet light technology for sanitizing keys for guests and devices shared by associates.

CLEANLINESS CHANGES:

Over the next few months, when guests are in hotels within the Marriott portfolio, they will notice a number of additions to its cleaning regimen. Specific areas of focus include:

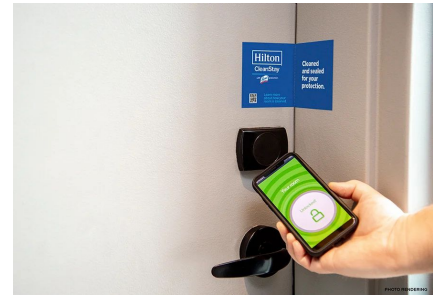
- Public spaces: surfaces are thoroughly treated with hospital-grade disinfectants and that this cleaning is done with increased frequency.
- Guest rooms: all surfaces are thoroughly cleaned with hospital-grade disinfectants. Marriott will also be placing disinfecting wipes in each room for guests' personal use.

FOOD SAFETY:

- Room service will be specially packaged and delivered right to the door without contact.
- Enhanced sanitation guidelines and training videos for all operational associates that includes hygiene and disinfecting practices.
- All food handlers and supervisors are trained on safe food preparation and service practices.
- Food and beverage operations are required to conduct self-inspection using the company's food safety standards as guidelines, and compliance is validated by independent audits.
- Modifying its operational practices for in-room dining and designing new approaches to buffets.



Hilton Hotel “CleanStay” Cleaning Initiatives



Hilton announced a new program to deliver an industry-defining standard of cleanliness and disinfection in Hilton properties around the world. Hilton will collaborate with RB, maker of Lysol and Dettol, and consult with the Mayo Clinic to develop elevated processes and team member training to provide an even cleaner and safer stay from check-in to check-out.

Hilton CleanStay with Lysol protection, as the program will be called in North America, will be a rigorous system that incorporates RB’s know-how and scientific approach to cleaning practices and product offerings. Experts from the Mayo Clinic’s Infection Prevention and Control team will advise and assist in enhancing Hilton’s cleaning and disinfection protocols.

RB will bring Lysol experts in hygiene and disinfection to the multiyear partnership, leveraging more than 130 years of science-based research and thought leadership to support awareness, training and education, and product delivery and systems. RB and Hilton are also exploring opportunities to expand the program into a global partnership.

Projected Enhancements:

- Hilton CleanStay room seal: Add an extra measure of assurance by placing a room seal on doors to indicate to guests that their room has not been accessed since being thoroughly cleaned.
- 10 high-touch, deep clean areas: Extra disinfection of the most frequently touched guestroom areas, including light switches, door handles, TV remotes and thermostats.
- Declutter paper amenities: Remove pen, paper and guest directory; supplement with digital or available upon request.
- Focus on fitness centers: Improved guidelines for disinfecting the hotel fitness center, possibly closing for cleaning multiple times daily and limiting the number of guests allowed in at one time.
- Clean and clean again: Increase the frequency of cleaning public areas.
- Guest-accessible disinfecting wipes: Provide stations at primary entrances and key high-traffic areas, such as a station to allow guests to wipe the elevator button before pressing.
- Contactless check-in: Guests can check in, choose their room, access their room with a digital room key and check out using their mobile devices through the Hilton Honors mobile app at participating hotels. Hilton will continue to expand its Digital Key capabilities to common doors and access points throughout the hotels.
- Innovative disinfection technologies: Hilton is exploring the addition of new technologies, like electrostatic sprayers, which use an electrostatically charged disinfecting mist, and ultraviolet light to sanitize surfaces and objects.

Hotel team members will be provided with personal protective equipment and enhanced training designed to protect their well-being throughout the new cleaning process.



Building on a Strong Foundation, IHG expands its “Culture Of Clean” Program



All the work we are doing in this area enhances the “Culture of Clean” we have instilled across our hotels around the world. We have always been focused on consistently delivering on the cleanliness, condition, and appearance of all our hotels. We led the way by implementing the IHG Way of Clean five years ago in the Americas – a program we developed in conjunction with experts from Ecolab, a global leader in hygiene technologies and services. IHG Way of Clean is integrated in how our hotels operate in the Americas. IHG Way of Clean already includes deep cleaning with hospital-grade disinfectants in guestrooms and public spaces. Ecolab continues to work with IHG to enhance and develop the program considering the new expectations of travelers. Our goal is to provide hotels with high-impact cleanliness solutions that keep guests and hotel colleagues safe, including:

- Individual guest amenity cleaning kits and personal-use sanitizer/wipes for guests
- Personal Protective Equipment (PPE) guidance for staff
- Visible sanitizer stations in public areas and colleague spaces
- New operating procedures to integrate social distancing signage and signals

Enhanced cleaning and operating procedures for every zone of the hotel:

- **Arrival:** Reduced contact and physical interaction at check-in, touchless transactions, guidance on usage of front desk barriers, and sanitizer stations in high traffic areas
- **Public Spaces and Amenities:** Visible and more frequent deep cleaning of high touch surfaces, spacing or reduction of furniture for social distancing, best practices for pools, fitness centers, club lounges and other amenity spaces
- **Food & Beverage:** Operational changes to food & beverage requirements and delivery; new food & beverage standards and service protocols, new approaches to buffets, banquets and catering
- **Guest Room:** Verification of sanitization with items marked as cleaned / ready to use (e.g., glassware, remote control), removal of in-room collateral or other high touch items, and upgraded laundry protocols
- **Technology:** Evaluating advanced technology for implementation as part of this enhanced program and all elements of a contactless guest experience

All this work is being led by our recently established Global Cleanliness Board. This group of IHG operations, health and safety, and guest experience colleagues are working with external specialists to understand best practices, define solutions and implement processes that address short term needs and are sustainable over the long-term.



Choice Hotels International announces “Commitment to Clean”



Commitment to Clean leverages Choice’s long-standing relationship with Ecolab, an expert in water, hygiene and infection-prevention technologies and services; guidance from the Centers for Disease Control and Prevention, the World Health Organization and the U.S. Travel Association. Ecolab is helping ensure the company has the right infection-prevention programs and training in place to help prevent the spread of COVID-19. This includes a new online resource hub available to franchisees, featuring operational best practices, training and resources from Ecolab’s experts. Additionally, every Choice-branded hotel will designate a “Commitment to Clean Captain,” each of whom will complete applicable best-in-class cleanliness training and will be responsible for incorporating the new protocols into their hotel’s operations.

Protocols

- Heightened cleaning protocols 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 to combat the spread of COVID-19.
- Furniture arrangements designed to encourage appropriate social distancing in accordance with CDC guidelines.
- Housekeeping “on-demand” option that allows guests to request delivery of additional toiletries, towels, linens or coffee without having a housekeeper enter the room.
- Changes in breakfast offerings, with many hotels that provide breakfast replacing their buffet with prepackaged breakfast items.

Products

- Design enhancements to help facilitate contactless check-in and check-out, such as plexiglass partitions at front desks for added protection and key drops for guests’ use upon departure.
- “Clean seals” on certain high-touch items in guestrooms to provide reassurance of sterilized condition.
- Personal protective equipment for hotel staff, including masks and gloves, for guest & employee safety.
- Hand sanitizing stations located in high-traffic areas throughout the hotel, such as the front desk, breakfast area, elevator lobbies and fitness center.

Communications

- On-property signage and decals reiterating CDC social distancing guidelines, 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 at guests’ choosing.

The company also will be exploring the implementation of various technologies in the months ahead, including mobile check-in and keyless entry to further facilitate the contactless guest experience, as well as ultraviolet light instruments, air purifiers and ozone generators to enhance sanitation.



Best Western Expands upon the “We Care Clean” Program Standards



The “We Care Clean” program expands upon the I Care Clean standards and the enhanced cleaning protocol already in place, and includes the implementation of measures to improve safety—such as the installation of social distancing floor decals and front-desk partitions—as well as the enforcement of heightened and comprehensive cleanliness standards on an ongoing basis across five key areas.

Front Desk and Lobby:

- New protocols will minimize guest contact with personnel through a streamlined check-in and check-out process such as the use of Best Western’s Mobile Concierge platform.
- Social distancing measures will be implemented, wellness best practices signs will be prominently posted, and all lobby brochures, magazines and papers will be removed.
- Enhanced sanitization procedures will be in place at the front desk, in the lobby and across guest touch points throughout the hotel with disinfecting taking place regularly.
- Sanitizing stations or wipes will be available throughout hotels.

Guestroom and Housekeeping:

- Unnecessary items will be removed from guestrooms, such as decorative pillows, bed scarves, paper notepads and pens.
- Housekeeping offerings will be modified for stay-over guests, including the elimination of a full cleaning service unless specifically requested by guests.
- Enhanced and thorough cleaning protocols will be implemented in guestrooms. Guest rooms will not be entered for 24 to 72 hours after check-out, at which time the room, linens and all touch points, for example, faucets, door handles, light switches, thermostats, clocks and hangers will be cleaned with chemicals aimed at killing COVID-19.

Temporary Breakfast Offerings:

- Breakfast offerings that comply with local regulations, with breakfast rooms closed where required to avoid unnecessary guest congregation.
- Enhanced grab-and-go offerings will be implemented in most hotels providing guests with prepackaged food and beverage options.
- Hotels may opt to provide a “served” or pre-plated breakfast to minimize guest contact with food, beverages and surfaces, and cross contamination.

Public Amenities:

- Public amenities such as fitness centers, swimming pools and meeting rooms will be cleaned on closely monitored schedules with disinfecting chemicals. Each evening, these areas may also be sanitized with the use of electrostatic fogging, ozone generators or ultraviolet devices.
- Hand sanitizer or wipes will be provided for guests and employees in all public areas.

Hotel Employees and Staff Requirements:

- Hotel employees will follow strict guidelines, including utilizing personal protective equipment, frequent and stringent hand-washing protocols, and housekeepers/laundry staff will wear both gloves and a mask.
- Employee workstations will be cleaned and disinfected after every shift.
- Employees will be empowered to stay home if unwell, communicate their potential exposure to COVID-19 with management, and will be fully educated on how to maintain a safe and clean home.