

# ENCOURAGING TRAVELERS WITH LABELS AND HEALTH CERTIFICATIONS



Hotel groups, destinations, event specialists... Numerous players in the tourism industry have decided to create charters and labels to assure their customers of their commitment to hygiene and protection.

As a result of the Covid-19 crisis, tourism and event professionals are working hard to reassure and welcome their clients once the situation has improved. Among the measures proposed is the creation of labels ensuring compliance with health measures encouraging travelers to come and utilize the services without fear.

**One of the destinations embracing the approach of certification is Singapore** which offers the local companies - e.g. coffee shops, hotels, shopping malls, MICE venues and attractions - official label called "SG Clean" quality mark. The assessment processed is based on a checklist of requirements for sanitation and hygiene standards of the given company or organization. Launched in Feb 2020, the aim of the campaign is to raise the hygiene standards of various businesses including the tourism companies. The SG Clean is a stamp of assurance to the potential visitors on the commitment and measures taken by the company managers.

Among the measures necessary for certification are in particular the development of cleaning, safety and delivery plans adapted to each of the areas (entrances, rest areas, toilets, etc.), but also the training, supply and inspection of personal protective equipment, the installation of barriers, cleaning and disinfection of the premises.

As for the destinations, they are working on the creation of different labels, such as the Portuguese Tourist Office with "Clean & Safe". "This is a label that distinguishes tourist operators that guarantee compliance with hygiene and cleaning requirements for the prevention and control of Covid-19. This distinction, which is valid for one year, will require the implementation of an internal protocol in accordance with the recommendations of Portugal's Directorate General of Health, will ensure the necessary sanitation to avoid risks of contagion and will guarantee the operation of tourist activities in healthy conditions," states Turismo de Portugal in a press release.

Regarding the hotels, the number of new facilities encouraging travelers with certification is expected to increase rapidly. The Accor group has partnered with Bureau Veritas, the certification entity, to develop a label to certify that the level of safety and hygiene measures are appropriate for business resumption.

Radisson Hotel Group recently announced its Radisson Hotels Safety Protocol, a new program of in-depth cleanliness and disinfection procedures in partnership with SGS. Meliá Hotels International has also developed its own protocol to deal with the staggering reopening of its hotels in the post-COVID-19 recovery phase and has also contracted Bureau Veritas to ensure that it complies with the most demanding health safety standards.

In the U.S., the American Hotel & Lodging Association (AHLA) announced industry-wide coronavirus

safety guidelines called "Safe Stay." The guidelines are designed "to prepare America's hotels to safely welcome back guests and employees as the economy reopens."

Finally, **the outdoor hotel industry also seeks to attract and reassure the most worried customers.** A new charter, "Campings Clean Care+", has already been signed by several campsite owners in France. It defines 14 reinforced rules in terms of hygiene, prevention and protection. This is designed to limit risks as much as possible.

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