

Dear Travel Professional,

As a valued partner of IHG Hotels & Resorts, we want to keep you apprised of our response and recovery efforts related to COVID-19. In particular, we understand the issue of cleanliness is paramount to you – and you are looking for assurance that our hotels will provide a safe environment for your travelers.

Since the start of the crisis we have communicated regularly with hotels to provide the support needed in implementing additional health and safety measures. That served us well as we welcomed frontline workers, those in need, and those who still had to travel. As more guests start to travel again, the concern for cleanliness will remain universal, and research along with guest and customer feedback tells us that:

- Quality and safety effectiveness will drive stay decisions
- Confidence cues will be key throughout the stay experience
- Sensitivity to high-touch areas and interactions is critical across all travel segments
- Guests want the ability to control their environment

A well-defined, comprehensive, and consistent approach to cleanliness is essential. When travel resumes, we want **guests to feel confident** in booking an IHG hotel, comfortable in the knowledge that we consistently deliver a safe, healthy, and clean stay.

Building on a Strong Foundation

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 and Greater China. Following its significant success, we are making IHG Way of Clean a global brand standard and are rolling it out in Europe, the Middle East, Africa and Asia to consistently deliver a safe and clean stay at every hotel around the world.

IHG Way of Clean already includes deep cleaning with hospital-grade disinfectants in guestrooms and public spaces. Ecolab continues to work with us 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:

Personal guest cleanliness and safety resources. We want guests and hotel colleagues to have what they need for their personal safety. This includes:

- 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.

Finally, we want to ensure our B2B customers and guests understand and embrace our rigorous approach around cleanliness, so we are rolling out a **'Clean Promise.'** This promise will demonstrate our commitment to a clean stay - and the steps we take on-property - in a quick, simple and consistent way for guests. We will also provide **additional reassurance with the endorsement of trusted third-party partners and brands** who can further validate our approach and provide a seal of approval. We will share more on this approach with you in the coming weeks, as well as more information on enhanced standards for group bookings.

Like you, everyone at IHG passionately believes this world is meant to be explored. And when the time comes, which it will, we will be ready to welcome guests through our doors once more.

Thank you for your continued partnership.

Warm regards,



Derek L. DeCross
SVP, Global Sales

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