

ASSESSING *Recovery*

A Phased Reopening:
Operating and Communicating New **Safety Guidance**



U.S. TRAVEL
ASSOCIATION®



LAURA HOLMBERG

**Vice President of Marketing and
Industry Communications**
U.S. Travel Association



ustravel.org/IndustryGuidance



A LAYERED, PHASED APPROACH TO TRAVEL *Recovery*



INDUSTRY *Guidance*

1 CREATE **TRANSMISSION BARRIERS**

2 IMPLEMENT **TOUCHLESS SOLUTIONS**

3 ADOPT AND IMPLEMENT **ENHANCED
SANITATION PROCEDURES**

4 PROMOTE **HEALTH SCREENING
MEASURES FOR EMPLOYEES**

5 ESTABLISH A SET OF PROCEDURES
ALIGNED WITH CDC GUIDANCE

6 FOLLOW **BEST PRACTICES IN FOOD
AND BEVERAGE SERVICE**



STEPHANIE PACE BROWN

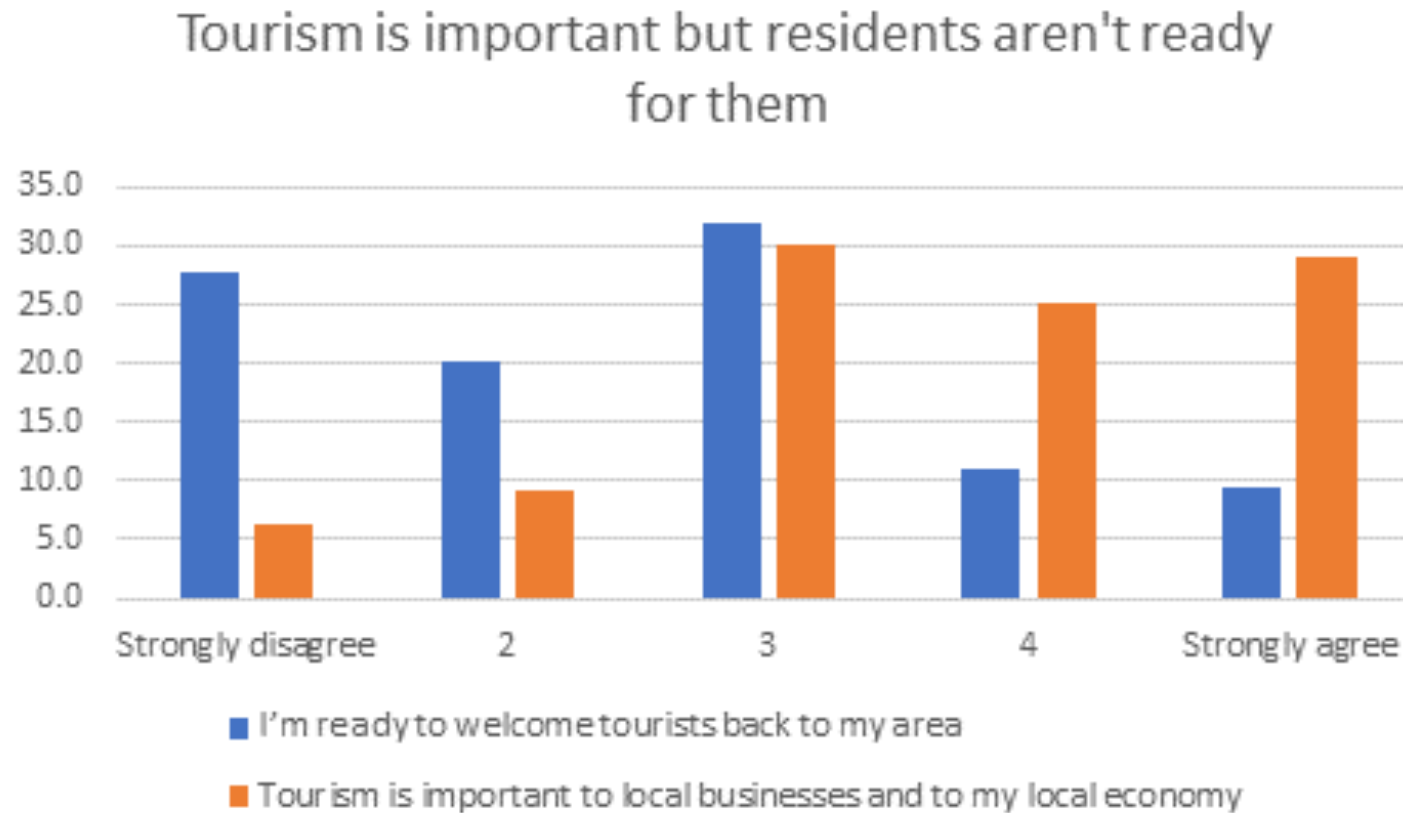
President & CEO
Explore Asheville



ASHEVILLE CARES STAY SAFE PLEDGE

Explore **ASHEVILLE**

RESIDENTS NOT READY FOR TOURISTS

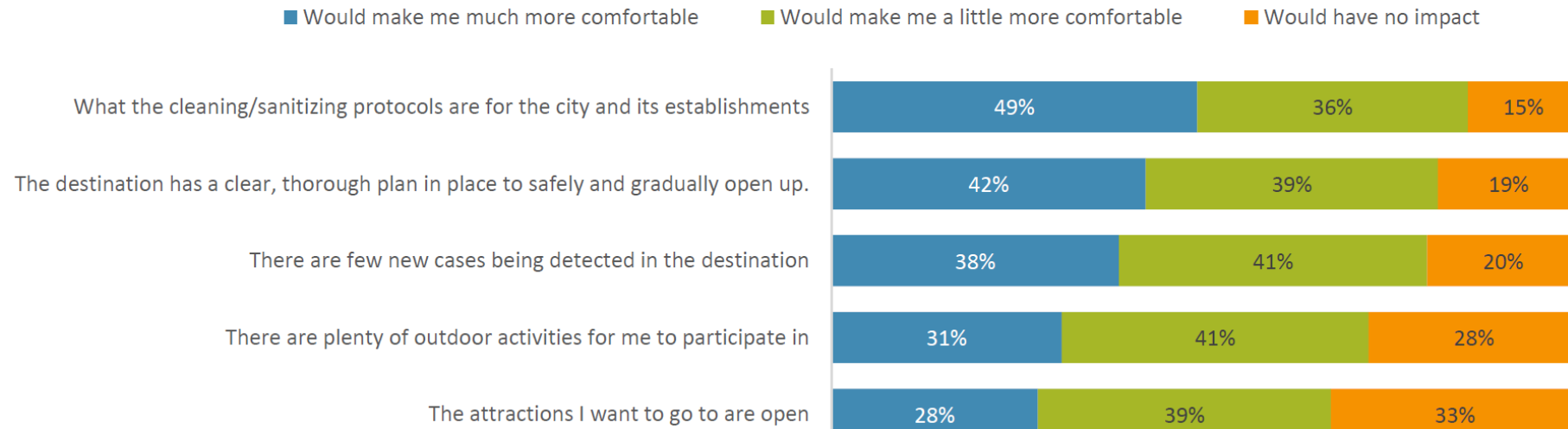


Source: SMARInsights Domestic Leisure Traveler Sentiment COVID

SANITIZING MOST IMPORTANT

85% of consumers say that knowing the cleaning and sanitizing protocols for a city and its establishments would make them more comfortable

Much more impactful than knowing what attractions and outdoor activities are open

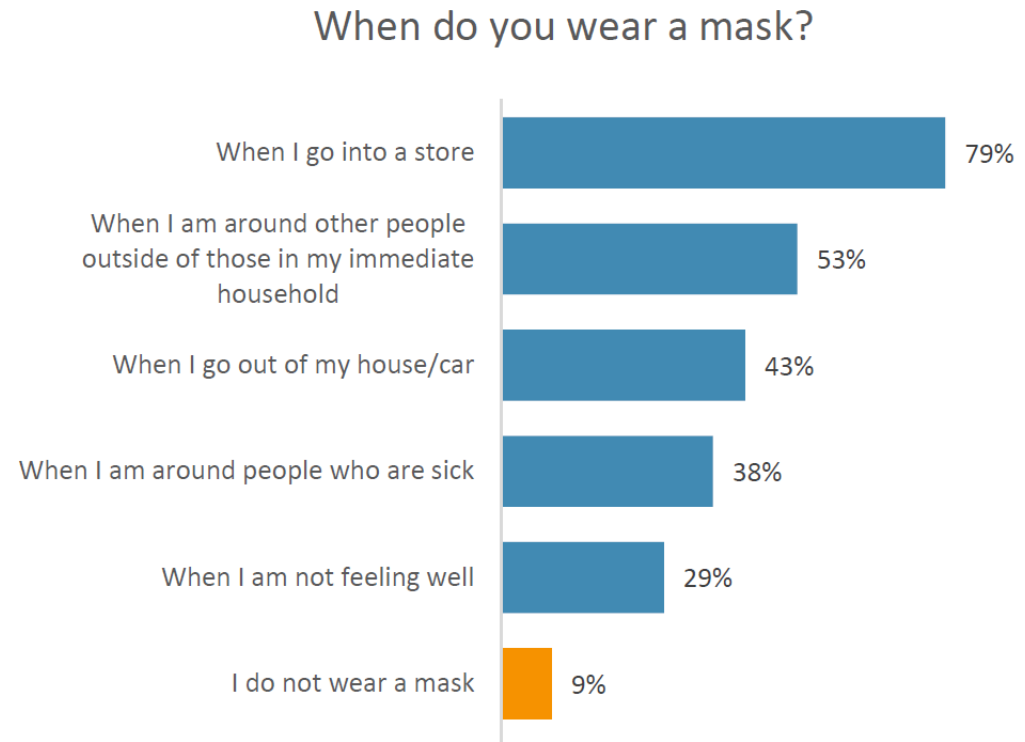


Source: SMARInsights Domestic Leisure Traveler Sentiment COVID, May 26 Report

MASK ACCEPTANCE IS HIGH

79% of consumers
wear masks in stores.

9% never wear them.



ASHEVILLE COVID RESPONSE

Buncombe County imposed restrictions on lodging that went beyond North Carolina “Stay Safe, Stay Home” order.

No leisure stays in Phase 1.

Goals:

- 1) Support partner businesses in adopting uniform safety protocols to demonstrate shared commitment
- 2) Communicate these protocols to health officials, community leaders and visitors.

A SHARED COMMITMENT



Keeping each other healthy is a shared commitment between visitors, businesses and our community.



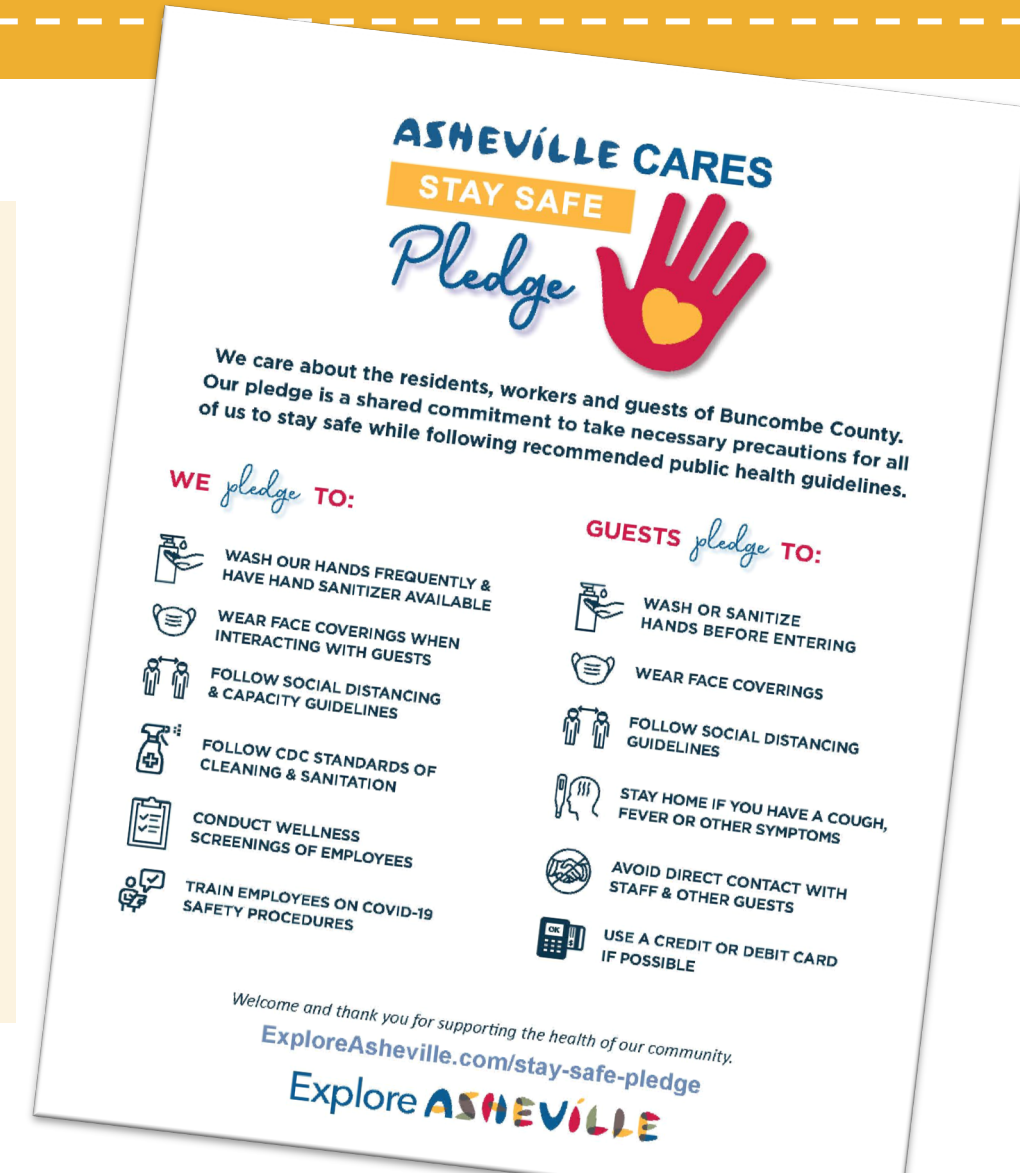
Cohesive set of business protocols to communicate the safe standards put in place to travelers.



Recognition of residents' concern about guests coming into the community.

ASHEVILLE COVID RESPONSE

Compiled available resources
Convened local business owners
Collaborated with local and regional health officials and community organizations
Contributed what we created



CONVENED PARTNERS



11 Hotel Partners
+ Town Hall

78 Protocol Points



7 Attractions Partners
+ Town Hall

19 Protocol Points



Aligned with
Restaurant Assoc.

Adopted NCRLA
Guidelines



Aligned with Local
Orgs and Chamber

Adopted NC DHHS
Guidelines

Partnered with Buncombe County Health Officials and the Asheville Area Chamber of Commerce to host Town Halls by Industry Sector

OPERATING PROTOCOLS

Hotels/Motels

Each hotel/motel continues to review and adhere to Federal, State, and Buncombe County declarations, and integrate them into their plans, further taking into account OSHA and CDC recommendations. The policies and procedures below provide greater detail of the depth and breadth of the work and thought that hotels/motels are putting into the safety of their employees, their guests and ultimately the community.

Employee Safety

- Proper PP&E including face masks, waterproof aprons for laundry and guest room cleaning, handling trash or dirty linen. Employees not allowed to be without face masks in any public area or guest room. Signed agreement with understanding of proper protocol from all team members.
- Temperature log at start of shift and strict stay at home policy if any symptoms at all. Training for managers with guidelines for handling any concerns – not optional for any team member entering the building.
- In addition to employee temp or as an alternative use:
 - Screening questions similar to the Buncombe County self-checker
 - Employee Pledge to each other to stay home if sick and to follow work rules of handwashing and PPE use
- New standards training in each department for personal safety, sanitation, and guest interaction
- Sanitizer in all back of house areas
- Safety posters throughout back of house to remind to wash hands, don't touch your face and social distancing

Attractions

Purpose:

In alignment with industry best practices, national standards established by the US Travel Association, and guidance from the CDC, local, and state governments, we, the members of the Attraction Partners Collaborative in Asheville, NC are committed to reopening at the appropriate time with the highest priority placed on the safety of our employees, community, and guests.

A community is stronger when collaborating. To that end, the businesses comprising the Attraction Partners Collaborative have developed a plan for a core set of health and safety guidelines that may be adapted to individual tour and attraction businesses as appropriate. We understand this is a dynamic, evolving situation and expect to adapt as we receive new guidelines from local/state/national government and recommendations from the national and local medical/health community.

Our Commitment:

Each business will review Federal, State, and Buncombe County Health Department recommendations, and integrate them into our plans, taking into account OSHA and CDC recommendations. Operating guidelines of tours and attractions are inherently different from each other as well as from guidelines recommended for other industries such as retail, restaurants, and lodging. Each attraction facility and tour will establish more detailed procedures specific to our operations. It is expected that all Attraction businesses develop procedures and update employee training with the recommendations below as a framework for supporting the safety of our employees, community, and guests:

- **Create Transmission Barriers:** We will implement social distancing guidelines when applicable as well as consistent sanitizing procedures in order to make our staff and guest experience as safe as possible. Where appropriate for each attraction business, we will:
 - Promote touchless or low-touch solutions for ticketing, check-in, payment, etc.

STAY SAFE PLEDGE



We care about the residents, workers and guests of Buncombe County. Our pledge is a shared commitment to take necessary precautions for all of us to stay safe while following recommended public health guidelines.

“We Care” Safety Pledge

Customized version for each incorporated community in Buncombe County



PLEDGE TOOLKIT FOR PARTNERS

Custom logos

Flyers

Social media assets

Web badges for partner websites

Printer resources for posters



ASHEVILLE CARES ALIGNMENT



Tuesday, May 26



The 'Asheville Cares' Stay Safe Pledge

ASHEVILLE CARES

STAY SAFE



Download The 'Asheville Cares' Stay Safe Pledge' the new tool by Explore Asheville to communicate a shared commitment to safety, designed in collaboration with local industry partners.

In just three quick steps, you can support the safety of our community and enhance confidence for visitors. [Download &](#)

[get more info here!](#)

Asheville Area Arts Council

Asheville Area Chamber of Commerce

Asheville Attractions Collaborative

Asheville Brewers Alliance

Asheville Downtown Association

Asheville Grown Business Alliance

Asheville Independent Restaurants Association

Biltmore Village Business Association

Black Mountain-Swannanoa

Chamber of Commerce

Buncombe County

City of Asheville

Downtown Asheville Arts District

Mountain BizWorks

River Arts District Business Association

River Arts District Artists

The Block Collective

ASHEVILLE CARES PLEDGE LAUNCH



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THE 'ASHEVILLE CARES' STAY SAFE PLEDGE SUPPORTS THE SAFETY OF THE LOCAL COMMUNITY

Tool developed by Explore Asheville with tourism industry is a shared commitment among businesses, residents and visitors; available now for immediate download

ASHEVILLE, N.C. (May 22, 2020) – The health and safety of everyone who lives, works, and visits our community is a top concern as restrictions are lifted and Buncombe County slowly reopens.

How do businesses communicate their compliance with public health recommendations to keep employees, customers and guests safe? In return, what responsibility do customers and guests have in following safety precautions when they patronize a local business?

Keeping each other healthy is a shared commitment. And helping business owners, employees, customers, and guests remember that mutual obligation is the idea behind the "Asheville Cares" Stay Safe Pledge, launched today by Explore Asheville Convention & Visitors Bureau.

"At its simplest, the Stay Safe pledge is a visual reminder of recommended precautions that both businesses and guests 'pledge' to take, such as washing or sanitizing hands, following physical distancing guidelines, and staying home when feeling ill," said Stephanie Brown, president and CEO. "The Asheville Cares flyer and posters also provide a link to the pledge section of [ExploreAsheville.com](https://www.exploreasheville.com) that provides residents as well as visitors details about how Asheville area businesses have stepped up to protect workers and guests with safety measures that go beyond state guidelines."



CONSUMER FACING

For the latest Asheville updates and travel information, [GO HERE »](#)

WELCOME BACK

We have information and updates to help you experience Asheville. From our expansive outdoor spaces to care-pledging shops, restaurants, and attractions.

[READ MORE](#)

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[READ MORE](#)

ASHEVILLE CARES
STAY SAFE
Pledge



Learn the lengths that we, the residents, workers, and visitors of Asheville, are taking toward our safety.

A photograph of a man and a woman standing next to a small waterfall in a lush green forest. The woman is wearing a blue shirt and the man is wearing a red shirt. They are both smiling and looking at the camera. The waterfall is small and flows over rocks into a pool of water. The surrounding area is covered in dense green foliage.

These lesser-known hikes offer a chance to get away on trails less traveled, near Asheville, N.C.

Welcome to Memorial Day Weekend in Asheville. The Asheville area is slowly and responsibly beginning to reopen beginning with this

Delivery Address: State ID
Shipping Q1 Trip Planner (D)

ASHEVILLE

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ASHEVILLE STAY SAFE

Pledge

We care about the residents, workers, and visitors of Buncombe County. We join you in a desire to return to our lives but recognize that extra precautions will be necessary for some time. Our pledge is a shared commitment with you to keep each other healthy.

By following recommended public health guidelines and showing our respect to the people around us, we can minimize the spread of COVID-19 and keep our doors open. Together we will take the precautions necessary for all of us to stay safe.

Latest Local COVID-19 Information

In response to COVID-19, the best guidance is to continue to take personal responsibility for your safety by avoiding large groups and maintaining a 6-foot distance from others. For the latest COVID-19 updates, please reference the North Carolina Department of Health and, more locally, the Buncombe County Department of Health.

WE <i>pledge TO:</i>	GUESTS <i>pledge TO:</i>
WASH OUR HANDS FREQUENTLY & HAVE HAND SANITIZER AVAILABLE	WASH OR SANITIZE HANDS BEFORE ENTERING
WEAR FACE COVERINGS WHEN INTERACTING WITH GUESTS	WEAR FACE COVERINGS
FOLLOW SOCIAL DISTANCING & CAPACITY GUIDELINES	FOLLOW SOCIAL DISTANCING GUIDELINES
FOLLOW CDC STANDARDS OF CLEANING & SANITATION	STAY HOME IF YOU HAVE A COUGH, FEVER OR OTHER SYMPTOMS
CONDUCT WELLNESS SCREENINGS OF EMPLOYEES	AVOID DIRECT CONTACT WITH STAFF & OTHER GUESTS
TRAIN EMPLOYEES ON COVID-19 SAFETY PROCEDURES	USE A CREDIT-OR DEBIT CARD IF POSSIBLE

Below are Stay Safe Pledge guidelines that are being followed by specific sectors of our industry.

Click the Navigation Bar to jump to a specific sector's care measures.

[Hotels](#) [Attractions](#) [Restaurants](#)

Hotel Accommodations

The safety and wellbeing of employees and guests is a top priority of hotel and lodging operators. As they reopen, enhanced cleaning and specific safety protocols are in place based on guidelines from North Carolina Health and Human Service and local health departments along with recommendations from the U.S. Travel Association, American Hotel & Lodging Association, Center for Disease Control and hotel corporate offices.

Employee Safety

- Proper PPEK including face masks, waterproof aprons for laundry and guest room cleaning, handling trash or dirty linen. Employees not allowed to be without face masks in any public area or guest room. Signed agreement with understanding of proper protocol from all team members.
- Temperature log at start of shift and stick to stay at home policy if any symptoms at all. Training for managers with guidelines for handling any concerns – not optional for any team member entering the building.
- In addition to employee temp as an alternative user:
 - Screening questions similar to the Buncombe County self-checker
 - Employee Pledge to each other to stay home if sick and to follow work rules of handwashing and PPE use
- New standards training in each department for personal safety, sanitation, and guest interaction
- Sanitizers in all back of house areas
- Safety posters throughout back of house to remind to wash hands, don't touch your face and social distancing
- Increased approved, hospital grade disinfectant with more frequent use in high touch points, including all employee areas
- Social distance requirements for team members in all departments with each other and guests
- All team members are required to attend a 5-hour Covid-19 training prior to coming back to the hotel operations.
- Review back office time clock procedures to minimize contact

ASHEVILLE STAY SAFE

Pledge

Asheville Businesses...
Find your business to join our stay safe brands!

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SOCIAL POST & WEB BADGE

ASHEVILLE CARES

STAY SAFE

Pledge



Visit Asheville

Published by Jason Tarr [?] · May 22 at 5:00 PM · 🌐

We deeply care about the residents, workers and visitors of our mountain community. As we slowly and responsibly begin to reopen beginning this weekend, we know you may be looking for information about what steps we're taking to protect those who live here and visit. Join us in our pledge -- a shared commitment to take important precautions to keep each other healthy. We look forward to welcoming you when you're ready. Learn more about the Asheville Cares Pledge: <https://bit.ly/2WSRuYg>.

#AshevilleCaresPledge

REGIONAL INITIATIVE

Asheville Area Arts Council

Asheville Area Chamber of Commerce

Asheville Brewers Alliance

Asheville Downtown Association

Asheville Grown

Asheville Independent Restaurant Association

Buncombe County

Buncombe County Partnership for Children

City of Asheville

Explore Asheville

Land of Sky Regional Council

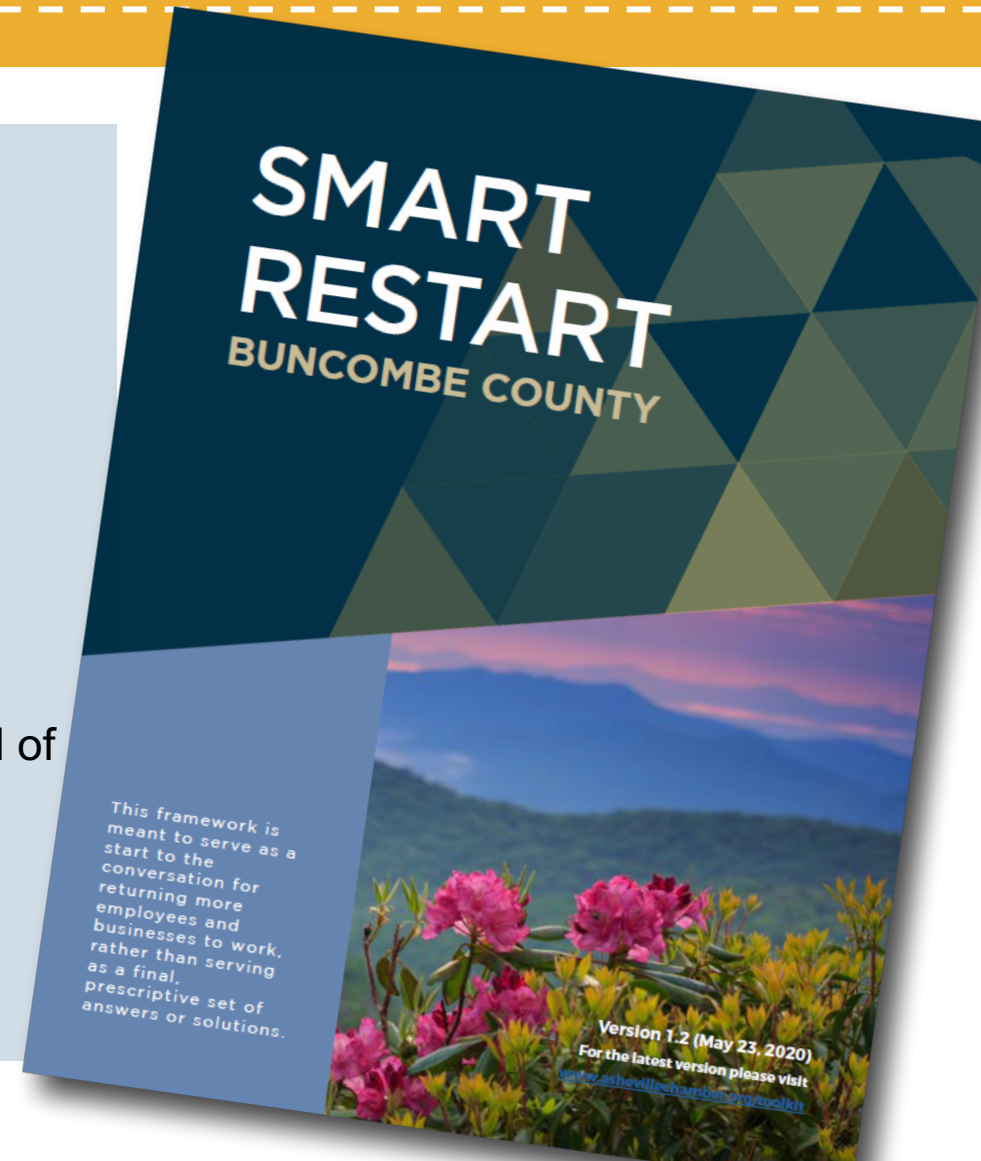
Mountain Area Health Education Center

Mountain BizWorks

Southwestern Commission Council of Governments

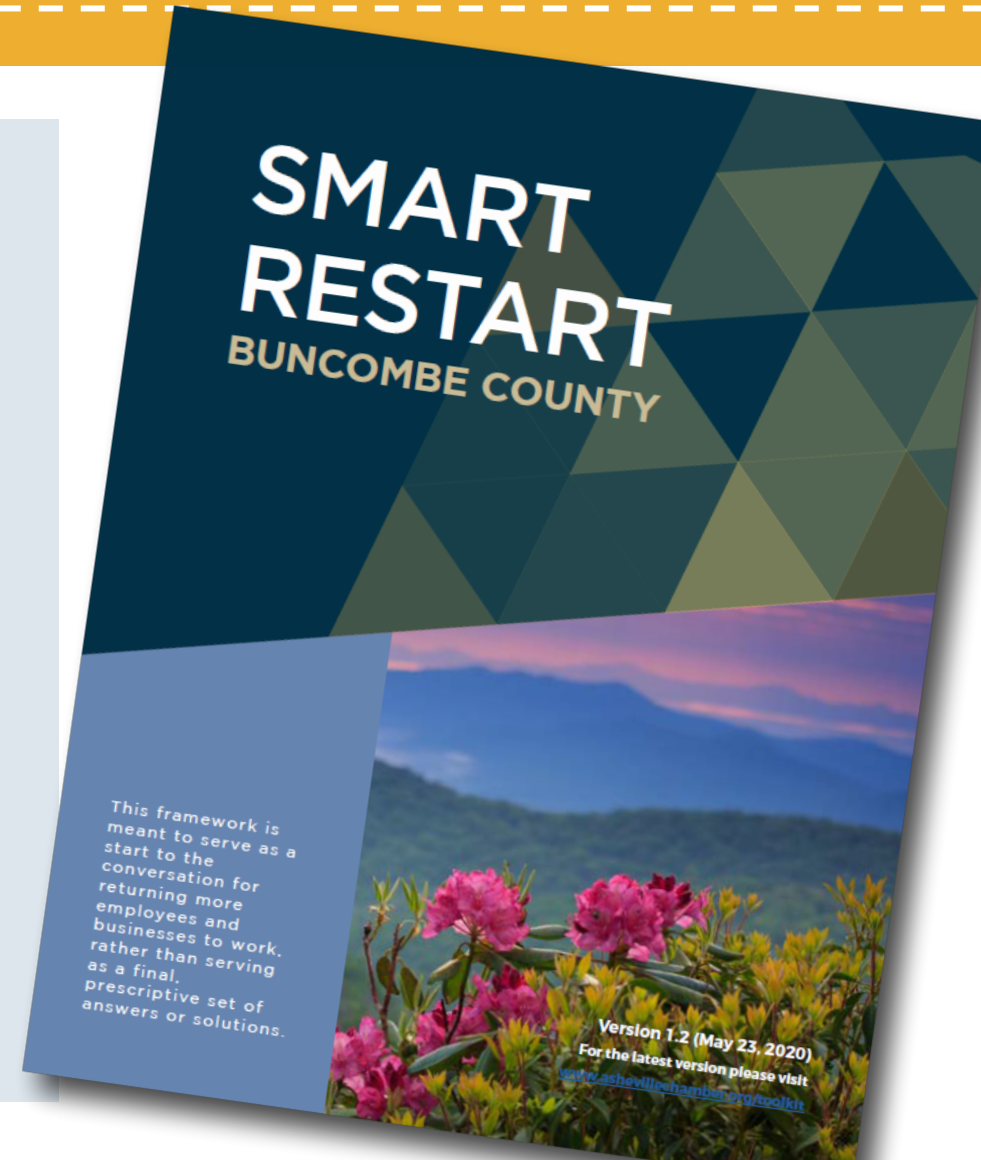
Vaya Health

WNC Health Network



REGIONAL INITIATIVE

- **Buncombe County Phased Reopening Guidance**
 - Plus signage & employee screening tools
- **SMART RESTART Supplemental Guide**
 - 68 pages of general recommendations + guidance for 17 industry segments
 - Includes input from the **Lodging Stakeholders** + the **Tours & Attractions Stakeholders**
 - Includes the **Stay Safe Pledge**
- **Resource List**
 - PPE, Signage, Cleaning Products, etc.



BEYOND WESTERN NC.....



Orange County Cares

ORANGE COUNTY CARES

STAY SAFE

Pledge



We care about the residents, workers, and visitors of Chapel Hill/Orange County. We join you in a desire to stay healthy but recognize that extra precautions will be necessary for some time. Our pledge is a shared commitment to keep each other healthy.

By following recommended public health guidelines and showing our respect to the people around us, we can slow the spread of COVID-19 and keep our doors open. Together we will take the precautions necessary for all of us.



PATRICK T. TAMM

President & CEO

Indiana Restaurant & Lodging
Association



THE HOOSIER HOSPITALITY PROMISE

INDIANA RESTAURANT AND LODGING ASSOCIATION

The restaurant industry has an outstanding track record of protecting our employees and guests. To ensure everyone's safety as we welcome you back into our dining rooms, we ask that we make the following promises to each other:

OUR PROMISE TO YOU

- We will continue to be a leader in safe sanitation practices with all team members certified in safe food handling and a certified manager for every restaurant.
- All staff will pass a health check or complete a health survey prior to each shift.
- All indoor and outdoor seating options will comply with the appropriate social distancing guidelines.
- Hand sanitizer or hand washing stations will be available upon entry and exit.
- We will clean and sanitize common areas regularly.
- All tables and chairs will be cleaned and sanitized after every use.
- Place settings, utensils, menus, and condiments will either be single-use or will be cleaned and sanitized after every use.
- We will post the Hoosier Hospitality Promise at our entrances so everyone understands the steps we must all take to keep our communities safe.



YOUR PROMISE TO US

- If you have been exposed to COVID-19 recently or have symptoms of COVID-19 (including a fever, cough, or shortness of breath), please help us keep everyone safe by using our contactless delivery options.
- If you have underlying health conditions or are otherwise concerned about contracting COVID-19, please feel free to use our contactless delivery options.

If you have any questions about the Hoosier Hospitality Promise, please ask for a manager who will be happy to assist you.



LEARN MORE



www.inrla.org/page/Hoosier-Hospitality-Promise