ASSESSING Recovery

A Phased Reopening: Operating and Communicating New Safety Guidance
During their journey, travelers will encounter many parts of the travel eco-system. This guidance aims to provide consistency in the approach to safety employed by travel brands and destinations during the customer experience.
A LAYERED, PHASED APPROACH TO TRAVEL Recovery

COMMUNICATE
INDUSTRY-WIDE HEALTH AND SAFETY GUIDANCE

EXPAND
AVAILABILITY AND ACCESSIBILITY OF TESTING

PROMOTE
AND INCENTIVIZE TRAVEL
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
ASHEVILLE CARES
STAY SAFE PLEDGE
RESIDENTS NOT READY FOR TOURISTS

Tourism is important but residents aren't ready for them

Source: SMARInsights Domestic Leisure Traveler Sentiment COVID
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
79% of consumers wear masks in stores.

9% never wear them.

Source: SMARInsights Domestic Leisure Traveler Sentiment COVID, May 26 Report
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.
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.
Compiled available resources
Convened local business owners
Collaborated with local and regional health officials and community organizations
Contributed what we created
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 PPE 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 Attractions 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 Attractions 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 Attractions 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
Custom logos
Flyers
Social media assets
Web badges for partner websites
Printer resources for posters
Tuesday, May 26

The ‘Asheville Cares’ Stay Safe Pledge

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
THE ‘ASHEVILLE CARES’ STAY SAFE PLEDGE SUPPORTS THE SAFETY OF THE LOCAL COMMUNITY

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 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.”
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
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
- 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.
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
but recognize that extra precautions will be necessary for some time. Our pledge is a shared commitment to
each other healthy.

By following recommended public health guidelines and showing our respect to the people around us, we
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 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