

Best Western We Care CleansSM

Brand Standards

April 30, 2020

Five Areas

- Arrival/Departures Process
- Temporary Breakfast Standards
- Guestroom Amenities, Standards and Cleaning Procedures
- Lobby and Public Spaces
- Employee Safety Standards

Arrival/Departure Process

- Promote pre-registration through hotel reservation confirmation and pre-arrival email.
- Professional signage at front entrance and front desk regarding the We Care Clean program. Template to be provided by the brand.
- Promote mobile check-in and mobile key if hotel has compliant locks and PMS.
- Courtesy shuttle interior sanitized between trips (if shuttle is necessary).
- Establish social distancing and touchless practices throughout the arrival process. Hotels must implement the following:
 - Professional floor markings installed six (6) feet apart. Hotels will have option to adopt the decals or signage, or submit other methods for approval.
 - Plexiglass or similar partition or table partition.
 - If signature is required on registration card, sanitize pen after every use.
 - Either position credit card machine for guest access, and “show” identification to clerk (without touching) or sanitize cards before returning to guest.
 - Front desk sanitized if touched by guest.
 - Luggage carts sanitized, either guest self-serve by hotel providing disinfectant wipes or by staff.
- Best Western Rewards® (“BWR®”) Members.
 - BWR points only, to replace welcome gifts. Hotel may offer hand sanitizer (BWR logo).
- Key packet - Add text “Key Card Sanitized for Your Safety” to key card sleeve. Hotels are permitted to exhaust existing inventory.
- At check-in, attempt to collect:
 - Mobile telephone number to provide texting service (for hotels that use texting platform, e.g., Runtriz).
 - Email address for express check-out.
- Hotel to provide a General Manager welcome letter using brand provided template.

- Provide a basket or box to collect keycards separately at departure with signage that keycards will be sanitized before reuse.

Temporary Breakfast Standards

Maintain “Grab & Go” breakfast; or provide limited breakfast offerings.

Minimum Standards for hotels providing limited breakfast offerings:

- Hot breakfast item.
 - Pre-packaged or homemade breakfast sandwich, burrito or similar, with egg and with and without protein; or
 - Served/plated breakfast with egg and protein.
- Oatmeal, Grits or Cream of Wheat - PC or served.
- Yogurt - PC or provided in covered container, toppings not required.
- Choice of two dry cereals - PC or provided in bowl and covered.
- Pre-wrapped muffin, pastry or breakfast bread.
- Fruit - Two varieties - PC or fresh whole fruit.
- Self-serve beverage stations to include: coffee, tea, orange juice, milk and water.
 - Napkins and signage so guests do not to touch the handles. Also, pre-separate cups.

Breakfast Service

Option A - Self-serve Grab & Go or Limited Breakfast Offering.

Option B - Staff may provide table service for breakfast items.

Option C - Pre-plate all breakfast items (gloves and mask must be worn).

**May reduce breakfast hours from three (3) hours to two (2) hours dependent on occupancy.*

Breakfast Room (if allowed to open) Cleaning/Safety Standards

- Professional signage regarding the We Care Clean Program.
- Sanitize tables and chairs after each guest.
- Provide hand sanitizing station and paper towels for guests.
- Observe social distancing - consider removing or re-arranging seating where possible.

Guestroom Amenities, Standards and Cleaning Procedures

- Stayover guests to receive no housekeeping service unless otherwise requested.
- Complete and enhanced housekeeping service only provided upon check-outs.
- All guestrooms to be checked daily.
- If possible, allow check-out rooms to be vacant for 24 to 72 hours prior to cleaning.
- Implement enhanced cleaning requirements per “Cleaning Guidelines.”

- Only approved chemicals or equivalent products and rags to be used in cleaning. Hotels may use existing vendors.
- Use appropriate chemicals for each area and surface in the guest room and bathroom.
- Items to be removed from the guest room.
 - Note pad and pen.
 - Laundry bags, although available at front desk.
 - Decorative pillows/scarf.
 - Remove or replace directory with one-page laminated directory unless room service is offered, laminate all pages – or if available on television display, Wi-fi landing page or QR code access.
- Use clean remote when possible. Remote must be disinfected and sanitized. Clean remote sleeves are not to be used.
- Implementing bulk amenity dispensers is recommended.
- Recommend wash cloth display in place of amenity tray.
- Sanitize iron/board, hairdryer and hangers if used.
- Use only disposable coffee cups and prewrapped cups.
- Triple sheeting is required.
- Remove top layer of toilet paper from roll.
- Used linen and trash may not be placed on a housekeeping/laundry cart with unused linens and amenities.
- All clean and ready guest rooms inspected and fogged before guest arrival.
- Use of electrostatic sprayers, foggers, ozone machines or ultraviolet equipment are required as an enhanced sanitizing practice, with hotel to determine the number of pieces of equipment needed for operational purposes.

Laundry

- Regular (minimum quarterly) vendor training and equipment calibration required. Only specified chemicals or equivalent products may be used. Hotels may use existing vendors.
- Implement enhanced sanitation practices:
 - Same gloves cannot be used for loading used linen/terry and clean linen/terry. Consider aprons for associates.
 - Use separate laundry carts or trash bags for used linen/terry to avoid transmission of virus.
 - Sanitize laundry carts for delivery of clean linen/terry.

Housekeeping/Maintenance

- Housekeeping carts to be sanitized each night/day before restocking.
- Use Hepa filters in vacuum cleaners when possible.
- Change/clean PTAC filters monthly.
- Deep clean/preventative maintenance scheduled and completed at least twice per year.

Lobby and Public Spaces

Lobby/Public Areas

- Professional signage regarding health and safety best practices (brand to provide template).
- Hand sanitizing station or sanitizing wipes available in lobby (Best Western logo dispensers available through Supply).
- Increase frequency of lobby cleaning, be visible.
- Remove all lobby brochures, magazines, newspapers. May be offered at the front desk.

Sundry Shop/Area

- Consider adding safety and sanitizing products.
- Consider additional food and beverages items.

Public Restrooms

- Consider, not required, installing handsfree faucets and toilets.
- Consider, not required, handsfree dispensers for soap and paper towels (generally complimentary with purchase of product).
- Frequent cleaning based on guest usage.

Pool/Fitness

- Only open for use when authorized by government officials.
- Sanitizing spray/wipes and hand sanitizing station must be provided with appropriate signage to wipe down equipment and furniture before and after each use.
- Furniture and equipment to be sanitized nightly.
- Consider electrostatic fogging or using ozone machine or UV system for fitness room and indoor pool daily after closing.

Restaurant/Lounge

- Comply with federal, state, provincial and municipal requirements.
- Recommend offering food and beverage “to go” items.

Meeting Rooms

- All chairs, tables, equipment sanitized after each use.
- Comply with federal, state, provincial and municipal requirements.
- Note pads/pens upon request only – sanitize pens after each use.
- Self-serve beverage stations with napkins.
- Same standards for breakfast or box breakfast items.
- Box lunches recommended.
- Hand sanitizing station or sanitizing wipes available in room.

Employee Safety Standards

- Staff to wear clean uniforms each day.
- Ensure sick employees do not come to work.
- Wash hands frequently for a minimum of twenty (20) seconds with soap and water.
- Review timeclock procedures, hands free/disinfect frequently.
- All staff must wear gloves, facemasks are highly recommended, both provided by hotel.
- Consider, not required, housekeeping and laundry staff to wear 12” minimum length gloves for protection.