

## LODGING

## Accor Introduces New Cleanliness Program, Label for Compliant Hotels

By **Donna M. Aioldi** / May 18, 2020 / **Contact Reporter**

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Accor has launched an enhanced hotel cleanliness program, developed with and vetted by testing, inspections and certification firm Bureau Veritas. The program includes a "label" for hotels to display that shows Accor's enhanced cleanliness standards and operational procedures have been met. Hotels will not be able to display the label until approved by an Accor operational expert or third-party auditor, such as Bureau Veritas.

Similar to other hotel company cleanliness protocols, and building upon those developed by the **American Hotels & Lodging Association's Safe Stay** best practices, the advisory council of which Accor is a member, the company's program includes more frequent disinfection of high-touch areas, use of hospital-grade cleaning materials and employee training and education—which has been mandated prior to any Accor hotels reopening. The company also has new "guest contact measures," including providing guests with individual sanitizer, wipes and masks, guest temperature measurement practices, partitions at front desks, and contactless payment solutions and desk-free check-in where possible. In addition, there are enhanced dining procedures, such as maintaining distance across tables, requiring employees to wear masks and gloves, and offering sanitation products in public restaurant areas, new procedures for buffet service, and employee training.

Accor also has partnered with AXA, a global insurance company, to provide guests with free access to medical teleconsultations at its 5,000 hotels worldwide beginning in July.

In addition, Accor launched a platform for its North and Central American region, dubbed "All Stay Well," which includes the company's cleanliness program plus additional expert advisors including Dr. Amesh Adalja, senior scholar at the Johns Hopkins University Center for Health Security and fellow with the Infectious Diseases Society of America, and Ruth Petran, senior corporate scientist, food safety and public health for cleaning and hygiene firm Ecolab.



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