

# Keeping You *in the Know*

May 5, 2020

Last week's Keeping You in the Know focused on the team member experience relating to safety and well-being. This week we wanted to share additional details surrounding what both the guest and team experience will look like, in the near and distant future.

While some of this overlaps with what you read last Tuesday about the team member experience, below you will find the new external facing document, which was rolled out last week. By external, we mean this is what we are sharing with customers with business on the books and those looking to stay with us at a later date. Being able to provide some comfort and confidence to guests as we look ahead is vitally important, not just because it is the right thing to do, but also because it's what we do as a company.

We have already received some great feedback and comments from customers and guests on this document. The goal is to turn this into a marketing piece and also a landing page to be shared with groups, business and leisure travelers.

Take a look at our new customer facing safety and well-being protocols.

## **Loews Hotels & Co's Safety & Well-Being Protocols**

At Loews Hotels & Co the safety and well-being of our guests, team members and communities is always a top-priority. We understand the concerns which surround the COVID-19 pandemic, and want to remind our customers of the continuous efforts we make on a daily basis and new measures we have added, to provide a welcoming and clean environment at our hotels.

In times like these we are reminded of the Loews Hotels & Co Service Promise: **"We stay relevant to changing times and places; to provide an experience that is authentically local and genuinely delivered, all so our guests can relax, explore, and flourish."**

As a smaller Brand with 26 hotels we are able to quickly adapt and adhere to new guidelines from the World Health Organization (WHO), U.S. Centers for Disease Control and Prevention (CDC) and local authorities as are appropriate to our operations. The situation is fluid and we will be looking at additions and enhancements in the coming days and weeks ahead.

We will continue to garner insight and monitor outside organizations and listen to our guests, and will adjust and adapt accordingly and more importantly quickly.

### **Temperature Checks for Team Members and Vendors:**

All team members and vendors will undergo temperature scans prior to entering the hotel, conducted via thermal no touch temperature scanners. No team member or vendor with a fever of 100.3 or greater will be admitted to the building or be permitted to return to the hotel until they have gone 72 hours fever free, without the use of fever suppressants.

### **Masks and Gloves:**

While social distancing and frequent hand washing remain the best defenses for the spread of the virus, when social distancing is not possible for example in lobbies and other public areas, team members and guests are required to wear masks. According to the CDC, masks serve as a protection measure for others vs. oneself. We will continue to follow this recommendation in this area. Additionally, based on role and responsibility, team members will wear gloves when appropriate. All vendors are required to wear an isolation/cloth mask and gloves whenever they are in one of our hotels.

# Keeping You *in the Know*

## **Cleaning Standards:**

As a company, our everyday standards include cleaning guestrooms, meeting rooms, outlets, corridors and public areas with a Peroxide Multi Surface Cleaner and Disinfectant, an EPA approved product created by Ecolab, which is effective against emerging viral pathogens and COVID-19, including the frequent cleaning of “high touch areas” such as telephones, remote controls, door handles, light switches, elevators and table tops, among others. Given the current environment, we are even more focused and committed to the enforcement of these standards.

## **Hand Sanitizer Stations:**

High alcohol content hand sanitizer stations have been added to our front desks, spas, fitness centers, meeting rooms and other high traffic guest areas, and also areas where our team members frequent. We have also increased the protocols for team member hand washing to be more frequent for all roles and positions.

## **Contactless Experiences:**

For those that are looking for extra comfort and peace of mind, we are able to offer several contactless experiences during your stay.

- ***Guestroom Televisions***  
Download the Sonifi app to your smart phone and you will be able to turn the television on and off as well as change the channel.
- ***Chat your Service***  
Chat Your Service is one of our Branded programs, a hotel-wide texting service that puts you in control of the little details that will make your stay complete. Just send us a text from your own personal phone to order Room Service, ask the concierge for recommendations, request your car from valet, request extra towels and more.
- ***Linens and Towels***  
At your request, we are happy to not service your room during your stay and instead provide fresh linens and towels, dropped in a sealed bag at your door.

## **Vacant Guestrooms:**

When and wherever possible we will leave occupied guestrooms vacant for 48 hours, upon checkout, before thoroughly cleaning and checking in a new guest.

## **Elevators:**

In order to adhere to social distancing, the number of passengers will be limited in each elevator ride (the number will vary in each hotel.) Lobby attendants will clean the elevator area frequently and have hand sanitizer stations available on all landings.

## **Approach to Food & Beverage:**

In the area of Food & Beverage, we are doing research and working on what this will look like post pandemic. For now we have some preliminary standards to share based on current and proposed standards for future state. It's important to note that in the area of Food & Beverage in particular, this is a fluid area and will be constantly evolving with new mandates and guidelines, which we at Loews Hotels & Co will be versed in and will adapt and modify as need be.

# Keeping You *in the Know*

## **Outlets/Room Service:**

### Current State (based on current guidelines and mandates)

- Bars, Lounges and Restaurants remain closed and will resume operations as state/local ordinances are lifted
- Room Service will be delivered in disposable to go eco-friendly containers and left at the guestroom door for a contactless experience

### Future State (recommendations as we await new guidelines and mandates)

- Restaurants set to ensure adequate space between parties
- Restaurants will be occupied with reduced capacity, determined by local guidelines
- Bars set to ensure social distancing
- Wine, iced-tea, water and other beverages will not be refilled in the same glass, rather a new glass will be switched out each time
- Guests will have the option, in all outlets, to have their food/drink served in a disposable eco-friendly to go containers
- Chaise lounge chairs at the pool/beach will be re-configured with proper spacing and thoroughly disinfected after each guest use

## **Meetings & Events:**

At Loews Hotels & Co our job is to work with you in planning your meeting from start to finish. If social distancing is still in place, our team in Conference Services and Banquets will re-work your set up, organize your entry and exit flow, collaborate on meals and menus with as much variety and creativity as possible, etc.

Think of us as your choreographers/orchestrators, handling every detail, with the intent of aiding you in conducting a safe and compliant meeting.

### Current state (based on gatherings of 50 or less people)

- All rooms will be set classroom style, and adhering to social distancing with two people per six foot table, with adequate space front and behind each row
- Tables, chairs and equipment will be continuously and properly disinfected
- At the present time we are no longer offering buffets. Food will be individually wrapped in our new eco-friendly disposable containers with individually wrapped utensils
- We will work with planners to create menu variety
- Coffee, tea and the accompaniments, will be served by a hotel team member
- Wherever possible beverages will be served in single served vessels (bottled water, soft drinks and juices)
- Lines for bars and meals will be properly marked to adhere to social distancing
- Meals will be served in the same room as the meeting

### Future state (these are recommendations as we await new mandates and guidelines)

- Meeting room sets will be determined and confirmed with planners to ensure proper social distancing is met
- If and when buffets return, they will be attended and served by hotel team members
- Coffee, tea and the accompaniments, will be served by a hotel team member
- Wherever possible beverages will be served in a single served vessels (bottled water, soft drinks and juices)
- Lines for bars and meals will be properly marked to adhere to social distancing
- Utensils will either be individually wrapped or rolled up and handed out by a hotel team member

# Keeping You *in the Know*

## **Commitment to Service Quality:**

Loews Hotels & Co is rooted in having a strong service culture and exceeding guests' expectations is in our DNA. Regardless of what is happening around us, this will remain true and continue to be our focus. This includes ongoing and continuous training on topics such as protecting ourselves and others, proper use of PPE, work safety and cleaning protocols, for all team members both in front and back of the house.

Staffing levels, as they have been previously, are determined by occupancy levels in the hotels. Every guest, regardless if visiting for group or leisure travel, will receive the Loews experience that they have become accustomed to.

## **Loews Hotel & Co Covid-19 Disaster Relief Fund Update**

We have received approximately 5,500 applications for the COVID-19 Disaster Relief Fund with 3,600 approvals. Over 350 additional applications will be sent to the Review Committee today for approval. Team Members who received an approval email from [Relief@loewshotels.com](mailto:Relief@loewshotels.com) will receive an e-mail from [app@echecks.com](mailto:app@echecks.com) within three business days stating the eCheck payment from Charitable Solutions is ready.

The remaining applications are being reviewed for eligibility to ensure proper documentation has been received. We are processing them as quickly as possible to ensure Team Members receive immediate financial support. We Care For Others.