

Keeping You *in the Know*

May 12, 2020

REOPENING: WHAT IT REALLY MEANS

In Jon Tisch's recent video, he shared that while resuming operations in our hotels is exciting, the process for doing so will be difficult and complex. Resuming operations for each hotel will be different based on state and local recommendations and guidelines as well as market demand. In this article, we will focus on the processes used to determine when we will resume operations, the level of staffing needed based on occupancy and the operational impacts. These processes are fluid, as things change on a continual basis, which means decisions and plans are readjusted as needed.

Determination of Opening Date and Services Provided

Seattle, Chicago O'Hare, Vogue (which we will continue to manage until October, even with the sale becoming official last week) and Santa Monica have remained operational, although amenities and services are at a much reduced level, since the start of the COVID-19 pandemic. We are anticipating that the majority of Loews Hotels & Co properties will resume operations in the coming weeks. Again, this could change based on a number of factors.

- What are federal, state and local officials saying – we factor in the federal, state and local guidelines and recommendations when determining when a hotel should potentially resume operations and what restrictions will exist. These new protocols are put in place for the safety of our Team members and guests.
- Number of reservations that have been booked - if you look at the Loews Hotels & Co website, you can see the dates in which reservations are open for each hotel. This enables us to determine what the market demand is looking like for each hotel and will be modified based on demand. Some hotels are resuming operations with a limited number of reservations on the books.

Federal, state and local recommendations and occupancy also impact the types of services and amenities being offered at each hotel, with every hotel being different. For example, in some markets restaurants may be able to partially resume operations whereas in others there may be limitations. Services will be expanded as demand and guidelines permit.

Staffing Based on Projected Occupancy and Services Being Offered

While we wish that resuming operations would mean we would operate in the same way we did prior to the pandemic, the reality is that many things will be different and we will have to adapt as needed. How Team Members do their jobs, how they will interact with guests and each other will be different based on the new realities but our core principals will remain the same.

As restrictions ease and individuals/organizations begin to increase their travel and occupancy levels rise, our intent is to begin to bring back as many Team Members as possible. Staffing is determined in the way it always has been, based on projected occupancy levels/demand along with other factors such as the services and amenities available. When occupancy levels increase and we are able to resume even more services, our intent is that additional Team Members would be brought back.

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Operational Preparation for Resuming Operations

As you can imagine, the number of decisions and preparations that are being made in order to resume operations are significant. In the last two articles of “Keeping You in the Know,” we have shared the decision making and incredible amount of work that has been done focused on ensuring the safety of our Team Members and guests. Ensuring that we have all of the safety equipment such as masks, hand sanitizers, gloves, protective shields, etc. has been a top priority. Operational processes and procedures have had to be evaluated and hundreds of MET forms written or revised. Sales & Marketing has been busy rescheduling conferences and meetings that were cancelled or delayed while the CEC is booking reservations. Food & Beverage is determining how and when outlets will open, what services will be provided and ensuring safe processes are put in place to serve Team Members and guests. Communications has been busy writing all sorts of materials needed for internal and external communication. IT is focusing on bringing up all systems that will need to be operational for resuming operations. HR is preparing for the impact of resuming operations – communicating with Team Members, projecting staffing needs and ensuring processes are in place as Team Members return. Finance has been continuously calculating the financial impact of decisions being made. As Jon Tisch shared, resuming is complex and these are just a few of the many decisions and the amount of work being done behind the scenes to ensure resuming operations in our hotels is as easy of a transition as possible as we welcome guests back to the kind of experience they can count on from Loews Hotels & Co.

COVID-19 Emergency Relief Fund Update

As of today, there have been 5,780 applications with 4,488 approvals. 273 additional Team Members should receive their e-check by the end of the week. The Benefits Team is working to ensure that those who have applied but have not sent their documentation forward their information so they can be approved for the fund.

Temporary Job Opportunities

Be sure to check out the Temporary Job Opportunities section as we have added information about new opportunities with Travelers Insurance and Lincoln Financial Corporation.