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SECTOR UPDATE

# U.A.E. Hospitality Sector

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**BUSINESS COUNCIL REPORT**

## Authors

### **U.S.-U.A.E. Business Council**

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# The U.A.E.'s Hospitality Sector: Updates and Health & Safety Measures

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This report covers significant U.S. and U.A.E. hospitality brands which are member companies of the U.S.-U.A.E. Business Council.



## Jumeirah

Guests staying at Jumeirah Al Naseem in Dubai can be assured of the highest hygiene standards after the five-star resort was awarded Bureau Veritas' Safeguard label – the first hotel in the world to receive the prestigious certification.

- Five star resort meets stringent health, safety and hygiene standards defined by the global leader in testing, inspection and certification.
- Jumeirah's global hotel portfolio includes seven Bureau Veritas certified properties.

### Health & safety measures:

- Housekeepers clean and fully aerate rooms each day, while guests are out.
- Sanitising and hygiene amenities are in each guest room and include masks, sanitising gel and sanitising wipes.
- Rooms are left vacant for 24 hours after each stay as an additional safety measure. Pillows and duvets undergo a thermal hygiene process, and pillow and mattress protectors are changed after each checkout.



## Rosewood

- Guided by local and international health experts including the World Health Organization (WHO), Rosewood Hotels & Resorts has introduced Commitment to Care, a new global health and safety program that will offer heightened standards for hygiene and cleanliness at all Rosewood properties around the world.
- As part of Abu Dhabi's plan to ease restrictions across leisure, hospitality, and retail destinations, Al Maryah Island, home of Rosewood Abu Dhabi, has launched its Wellness Ambassador program, to welcome valued visitors back to its retail, leisure and lifestyle facilities on the island.
- Each ambassador undertook a tailored training course led by an expert team of clinical staff and equipped the ambassadors with specialized occupational health and wellness practices to ensure the safety of the community in line with the 'new normal'.
- The 'Go Safe' certificate, issued by the Department of Culture & Tourism of Abu Dhabi, is a program, which testifies the implementation of cleanliness and hygiene standards designed to minimize the spread of the Covid-19 virus in tourist premises.
- Rosewood Abu Dhabi has successfully met the standards with outstanding results in implementing the cleanliness and hygiene guidelines of 'Go Safe'.





## Viceroy

- Guests can choose their level of contact after they made their online reservation.
  - From touchless check-in to touchless door key mobile enabled.
  - Voice-enabled systems in guestrooms to prevent touching almost anything.
- Viceroy goes “retro” by implementing the cleanliness seal. The guests literally “break the seal” when entering in their room as a guarantee of cleanliness and that nobody has entered the room after housekeeping and before them.
- UV Lamps to disinfect cars’ interior for valet services.
- Fogging machines to combat germs and viruses on surfaces from checked-out rooms.
- Mandatory Covid-19 specific training for all Viceroy Colleagues at all levels in the organization.
- Creation of the Health & Hygiene Ambassador role, who among other tasks, he or she is responsible for promoting, communicating and monitoring health and hygiene best practices, policies and procedures throughout the hotel.



### New Viceroy Washington, D.C.

- Quick and easy access to the business hub of Washington, D.C., and walking distance to the Convention Center.
- Just blocks from three different metro stations.
- High speed Wi-Fi access available throughout all guest rooms and public spaces.
- Expansive outdoor patio with firepit.
- Onsite coffee and wine bar.
- Seasonal rooftop bar and pool.
- 3200+ square feet of flexible, richly appointed meeting & event space.
- Fully-equipped fitness center with cardio and strength equipment.
- In-room voice-controlled Google NestHub to act as virtual concierge.



## Damac

- Guest and employee interactions are being redesigned to be as touchless as possible with an emphasis on mobile check-ins, mobile keys, texting for services, and cashless/touch less payment systems throughout all areas (check-in, F&B outlets, retail, etc.).
- Extensive cleaning of all surfaces before and after a guest occupies a room. Increase in sanitizing and cleaning equipment such as disinfecting guns, ionizers, and temperature scanners for employees.
- Limiting exposure of housekeeping staff to guests through reduced turn-over services for occupied rooms and by limiting work in unoccupied rooms.
- Removing all non-essential items from rooms such as minibar items, desk accessories, and decorative objects for more efficient cleaning.



### All their staff has been trained on the new safety protocols:

- No more physical contact such as handshakes and contactless thermometers for mandatory daily temperature checks upon arrival.
- The entire property, including front- and back-of-the-house, is going through the deep cleaning and sanitizing.



## Marriott International

Marriott International takes its standards for hygiene and cleanliness extremely seriously and has well-established cleaning processes and training in place. The measures implemented in its hotels are designed to address a broad spectrum of viruses, including COVID-19, and include everything from handwashing hygiene and cleaning product specifications to guest room and common area cleaning procedures. Some of the steps the company has taken to combat the virus include:

- Clear guidelines on chemicals and equipment to be used against viruses.
- Increased frequency of cleaning and disinfection of high traffic areas and regularly touched surfaces e.g. front desk counter, elevators, public bathrooms, room keys and gym equipment.
- Protocols in place to clean guest rooms after guests depart and before the next guest arrives.
- Increased frequency cleaning in back of house, where associates work behind the scenes.
- Increased associate training on COVID-19 and hand hygiene protocols.
- Social distancing efforts such as floor graphics/signage in lobbies and dining areas to remind guests to maintain social distancing protocols and removing or re-arranging furniture.
- A dedicated Cleanliness Champion in each of their hotels. The Cleanliness Champion is certified as an expert and is responsible for the hotel's cleanliness programme pull-through.
- Using mobile technology: Mobile Key, Mobile Dining, eFolio delivery and Mobile Requests via the Marriott Bonvoy™ app.
- Supporting hybrid meetings via live-streaming capabilities.



The company also created a new advisory board – the Marriott Global Cleanliness Council – which includes in-house and outside experts in hospitality, epidemiology, sanitation and protective technology.

This team of experts from the field of medicine and public health are helping us deploy scientifically supported practices and innovations with a focus on developing the next level of hospitality cleanliness standards, norms and behaviors.



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