

Our commitment to keeping  
you safe and healthy with  
industry-leading cleaning standards.



Best Western  
**We Care Clean**™

Dear AAA Travel Teams,

We hope that you and your families are staying safe and healthy during these challenging times.

As you know, we have always been focused on industry-leading cleaning and care at all our hotels. Our goal continues to be around the care and confidence of our guests and our associates. With the onslaught of the global pandemic, we immediately revised our cleaning protocol and are pleased to announce our enhanced industry-leading cleaning program: *We Care Clean*. This optimized cleaning program ensures an elevated level of cleaning standards and operational best practices at all our properties across North America.

The *We Care Clean* program expands upon the current cleaning standards and includes the implementation of enhanced measures to improve safety, such as the installation of social distancing floor decals and front desk partitions, as well as the enforcement of heightened and comprehensive cleanliness standards on an ongoing basis across five key areas:

**Front Desk and Lobby:**

- New protocols will minimize guest contact with personnel through a streamlined check-in and check-out process such as the use of Best Western's Mobile Concierge platform.
- Social distancing measures will be implemented, including the installation of floor decals and plexiglass partitions, and the removal of all lobby brochures, magazines and papers.
- Enhanced sanitization procedures will be in place in the lobby and across guest touch points throughout the hotel with disinfecting taking place every 2-4 hours.
- Sanitizing stations will be installed throughout hotels.

**Guest Room and Housekeeping:**

- Unnecessary items will be removed from guest rooms, such as decorative pillows, bed scarves, paper notepads and pens.
- Housekeeping offerings will be modified for stay-over guests, including the elimination of a full cleaning service unless specifically requested by guests.

- Enhanced and thorough cleaning protocols will be implemented in guest rooms. Guest rooms will not be entered for 24-72 hours after check-out, at which time the room, linens and all touch points will be cleaned with chemicals aimed at killing COVID-19.

### **Temporary Breakfast Offerings:**

While recognizing the importance of a quality breakfast, offerings have been adapted to prioritize the health and safety of guests, including:

- Breakfast offerings that comply with local regulations, with breakfast rooms closed where required to avoid unnecessary guest congregation.
- Enhanced 'Grab & Go' offerings will be implemented in most hotels providing guests with pre-packaged food and beverage options.
- Hotels may opt to provide a "served" or pre-plated breakfast to minimize guest contact with food, beverages and surfaces and cross contamination.

### **Public Amenities:**

- When allowed to open, public amenities such as fitness centers, swimming pools and meeting rooms will be cleaned on closely monitored schedules with disinfecting chemicals. Each evening, these areas may also be sanitized with the use of electrostatic fogging, ozone generator or ultraviolet devices.
- Hand sanitizer will be provided for guests and employees in all public areas.

### **Hotel Associates and Staff Requirements:**

- Hotel employees will follow strict guidelines, including utilizing Personal Protective Equipment (PPE), frequent and stringent hand-washing protocols, and housekeepers/laundry staff will wear both gloves and a mask.
- Employee workstations will be cleaned and disinfected after every shift.
- Employees will be empowered to stay home if unwell, communicate their potential exposure to COVID-19 with management, and will be fully educated on how to maintain a safe and clean home.

The *We Care Clean* program is the latest example of our commitment to our guests and associates. We have always been an industry leader in our reputation for providing clean, well-maintained accommodations for travelers and we recognize that hygiene and cleanliness have never been more important. With the *We Care Clean* program, we are proud to provide a safe and clean home away from home for our guests when the time comes to travel again.

