

HOTEL NEWS & INFORMATION FOR TRAVEL PROFESSIONALS



PREMIER

An ABC Global Services Publication

Fall/Winter 2020

TRAVEL AND
COVID-19

NEW
CLEANING
PROTOCOLS



ABC AND CCRA
JOIN FORCES



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ABC & CCRA JOIN FORCES TO PROVIDE UNMATCHED OFFERING FOR AGENCIES AND TMCS



Travel agencies and travel management companies now have access to an unmatched offering of travel and hospitality products with the combined resources of ABC Global Services and CCRA (The Travel Commerce Network).

ABC in August announced an agreement to acquire the assets of CCRA, integrating two leading providers of services and technology for travel professionals. The combined companies “offer a value proposition that is second to none, enabling clients and suppliers to benefit from a single partner that can service all of their needs,” said ABC Global Services CEO Eric Altschul.

ABC’s acquisition of CCRA means key synergies of services for clients of both companies.

For ABC clients, they now have access to a wider variety of products and services through CCRA’s offerings. Those include an industry-leading air program providing competitive discounts and commissions on more than 70 international airlines, a 24/7

Call Center Service offering and numerous products for leisure travel.

CCRA clients, meanwhile, now have access to a team of Business Development Managers to help manage account relationships. These managers use advanced data and operational best practices to optimize the value of all hotel program components.

Starting next year, clients also will benefit from a single, merged platform for the hotel content from CCRA and ABC. For CCRA clients, this means access to ABC’s Premier Global Hotel Program, which covers more than 50,000 hotels globally and includes discounts, deals, amenities and special commission rates. Additionally, CCRA agencies now have access to chains they did not have previously, Drury, Motel 6, and commission opportunities with Travelodge UK.

ABC clients, meanwhile, will gain access to some additional leisure properties and chains, such as 600 Extended Stay America hotels, they previously did not have access to through ABC.

This will benefit hotels as well, as they will be able to gain a higher return on investment through a single platform during a time that they are looking to recover from lost revenues as a result of the Covid-19 pandemic. ABC and CCRA will push for greater participation in the platform in 2021 with reduced participation fees, marketing inclusions, package discounts and increased distribution opportunities.

“Bringing together the largest corporate and leisure programs is an opportunity for our joint team to deliver ever-increasing value to our agency clients and hotel partners in an unprecedented way,” said CCRA president and CEO Dic Marxen.

Clients of both ABC and CCRA now have access to numerous other products and offerings, including CCRA’s TRUE code providing accreditation and superior commission levels and the UpClose and PowerSolutions conferences, which bring agents, hoteliers and other suppliers across North America to network and share ideas.



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Premier Privileges is ABC's corporate VIP program featuring a collection of over 350 four and five star properties around the globe.

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Raffles Jakarta



TRAVEL DEMAND SHOWS SOME PROMISING SIGNS, BUT FULL RECOVERY REMAINS YEARS AWAY

Forecasts for a meaningful recovery in travel demand in early 2021 are looking increasingly unlikely, as the Covid-19 virus has resurged and intensified across many regions in recent weeks. Even so, there are emerging signs of hope and a new travel infrastructure that might help a few of the recent green shoots of demand to sprout further.

Hotels and airlines began reporting third quarter results in October, and so far, most are reporting demand has improved a bit over the summer but remains far below levels seen last year. Accor, for example, reported its revenue per available room was down 62.8 percent year over year in the third quarter—a sharp drop, but not as sharp as the 88.2 percent decrease seen in the previous quarter.



Most of that growth has been on the leisure side. Airlines are adjusting schedules to focus heavily on destinations with beaches and ski resorts or regions such as Mexico and the Caribbean, where demand is faring relatively better than much of the rest of the world. Long-haul international travel, stymied by closed borders and quarantine restrictions around the world, remains extremely limited.

Business travel volumes, meanwhile, remain depressed as well. Real estate firm CRBE over the summer noted that hotel bookings through global distribution systems are trailing other channels, which is an indication of slower corporate business. In its earnings call, United Airlines executives noted its business travel demand is down between 85

percent and 90 percent year over year.

The good news, however, is that business travelers are getting back on the road to some degree. Airlines have said that even though business travel demand is down sharply, the vast majority of their corporate accounts are traveling, and that absolute bans on business travel by companies have become less common.

Even so, there likely will be a cap on demand recovery, particularly business travel demand, for as long as the pandemic persists, which means full recovery is still several years out. Over the summer, United executives said that demand levels would be unlikely to exceed 50 percent of their prior levels until therapeutics are highly effective and/or a vaccine is available and widely distributed. More recently, the executives said a “true recovery” would likely begin in 2022 and that business travel demand would not be back to normal levels until 2024. Similarly, STR and Tourism Economics in recent months said full RevPAR recovery in the United States was unlikely to occur before 2024.

Recent news on the vaccine front has been promising, with several vaccines showing to be highly effective in testing, and they could be approved and distributed as early as mid-December. At first, they will be limited to high-priority groups, such as

front-line medical workers and vulnerable populations, so widespread distribution will likely not happen until the spring or summer at the earliest.

Fortunately, the travel industry is finding some avenues to potentially build demand even amid the pandemic. For one, the travel industry got a bit of positive news in recent weeks, as a Department of Defense study found that the likelihood of Covid-19 spreading aboard aircraft is low, which the industry is pushing to bolster traveler confidence.

At the same time, industry leaders are working to take down some of the obstacles to demand recovery, such as developing “travel corridors” to ease travel between some high-business-demand markets, such as New York and London or Hong Kong and Singapore. Some destinations, including Hawaii and some Caribbean destinations, are agreeing to waive 14-day quarantine restrictions for arriving travelers who can provide a negative Covid-19 test conducted within a few days of travel. Canada, which has had some of the most stringent restrictions in terms of travel, also is piloting testing programs in Toronto and Calgary to determine whether testing is a safe method to loosening restrictions.

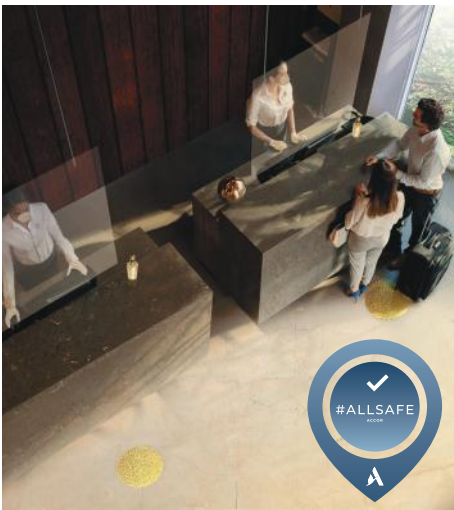
Industry leaders are hopeful these efforts further build confidence that safe travel is possible, which will be a key in recovering demand both short- and long-term.





PANDEMIC PROMPTS MAJOR HOTEL COMPANIES TO DEVELOP NEW PROTOCOLS

In an effort both to stem spread of the Covid-19 virus and to make guests feel comfortable and assured as they return to travel, major hotel brands have been introducing branded programs for their cleaning and safety protocols. These programs generally all include some of the safety measures that are becoming standards across the industry, such as requiring guests and employees to wear masks in public spaces, making housekeeping only on-demand for shorter stays and pushing touchless check-in when available. Here is a look at some of the programs that major hotel companies have put in place over the past several months.



Accor

Multinational hospitality company Accor launched its own cleanliness and prevention label, Allsafe, in response to the pandemic. The program includes strict standards on cleaning, employee training and education, food safety, reducing guest contact and global medical court, which the company said are among the most stringent in the world for hospitality companies. Accor partnered with a global inspections and certification company, Bureau Veritas, to help ensure all hotels comply with the standards. Guests can verify that hotels comply with Allsafe standards through hotel websites and customer contact centers.



Best Western Hotels & Resorts

Best Western was a pioneer in hotel cleanliness programs, having rolled out its “I Care Clean” program in partnership with design and consulting firm IDEO in 2012. In the wake of the Covid-19 pandemic, Best Western developed the “We Care Clean” program, working with the U.S. Centers for Disease Control and Prevention, the Occupational Safety and Health Administration, the Environmental Protection Agency, and Health Canada. It includes enhanced sanitation procedures, spaced out check-in between guests when possible and adapting breakfast servings.

150 hotels nationwide open. Ecolab is providing products for enhanced cleaning and sanitation procedures. In addition, Drury has reduced physical contact during the check-in process, added visual cues for social distancing and updated hot breakfast and evening reception service to meet Covid prevention guidelines.



Hilton Hotels International

Hilton partnered with RB, the manufacturer of Lysol and Dettol, to develop its Hilton “CleanStay” program across its 18 brands. The program includes an intensive housekeeping regime using RB products as well as cleaning of public areas, and the hotel company now is also focusing on the meetings and events side of the business, working with groups to create safe meetings..



Choice Hotels International

Choice has introduced its Commitment to Clean program, which requires every Choice-branded hotel to designate a “Commitment to Clean” captain trained to incorporate cleaning protocols at the property. The program includes deep cleaning, disinfecting, hygiene and social distancing, with high-traffic areas cleaned using hospital-grade disinfectants approved by the EPA.



Hyatt Hotels Corp.

Hyatt developed its “Global Care & Cleanliness Commitment” with a panel of medical and industry advisors, including the Cleveland Clinic. All Hyatt hotels go through a cleanliness and training accreditation process via the Global Biorisk Advisory Council, and all properties have a trained leader or team in hygiene and wellbeing ensuring that all protocols are met. Along with more frequent cleanings, Hyatt has reconfigured its meeting rooms, made grab-and-go meal ordering available and has introduced curated meditations from Headspace.



Drury Hotels Co.

Drury has partnered with hospitality hygiene and infection prevention innovator Ecolab to heighten guest and employee safety during the pandemic, which has enabled it to keep all of its more than





Intercontinental Hotels Group

IHG has enhanced its “IHG Way of Clean” program introduced in 2015 with advice of health authorities including the World Health Organization, CDC and European Centre for Disease Prevention along with local health authorities. The program includes new laundry protocols, more frequent cleanings, food and beverage service enhancements and providing individual cleaning kits to guests.



Marriott International

In the early stages of the pandemic, Marriott brought together a team of experts in food and water safety, hygiene and infection prevention from both inside and outside of the company to form the Marriott Cleanliness Council. New policies have included requiring surfaces, both public and within guest rooms, to be cleaned with hospital-grade disinfectants, using electrostatic sprayers throughout hotels and adding signage and partitions to maximize social distancing.

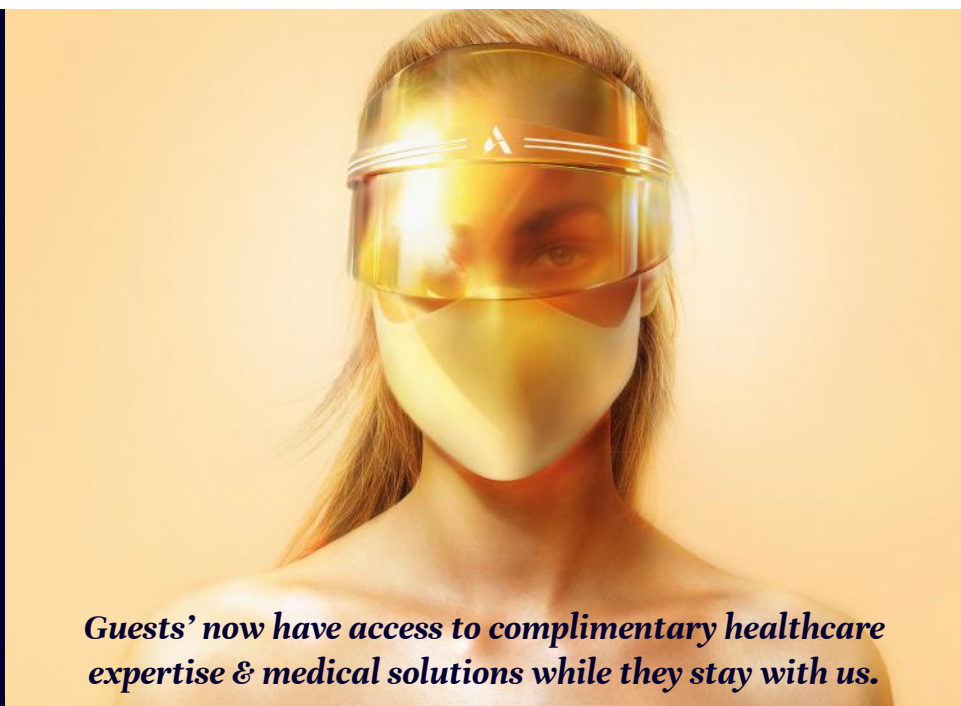


Wyndham Hotels & Resorts

Wyndham has branded its post-pandemic protocols “Count on Us.” Besides enhanced cleaning and social distancing procedures, Wyndham’s brands are providing guests with disinfecting wipes along with their keycards at check-in and complimentary hand-sized travel sanitizer in each room. Meeting spaces also are being adjusted to accommodate social distancing and virtual events.



To further strengthen our hotels’ commitment to the care of all who visit, Accor has announced a groundbreaking strategic partnership with AXA, a global leader in healthcare, offering medical support to guests across the 5,000 Accor hotels worldwide. Guests will benefit from AXA’s most recent advances in telemedicine through **FREE** access to medical teleconsultations, as well as access to AXA’s extensive medical networks, with tens of thousands of licensed healthcare professionals.



Guests’ now have access to complimentary healthcare expertise & medical solutions while they stay with us.



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at over 6,100 properties across
18 brands.

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Hilton
CleanStay

with  protection

Hilton



Hilton
HONORS



Pre-Arrival
Communication



Contactless
Check-In



Enhanced
Cleaning



Gestures
of Hospitality



Disinfecting
Stations



CleanStay
Room Seal



Face Coverings
Required for Guests
& Team Members
(U.S. Only)



Simplified
Dining Services



Contactless
Check-Out