

# ATOUT FRANCE

## GESTION DE CRISE COVID-19

### MESURES SANITAIRES

#### Benchmarking France et International

- Technologies au service des mesures sanitaires
- Stratégies pays : Singapour, Portugal, Espagne
- Communications de réassurance sanitaire

11 Mai 2020

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# COMMUNICATIONS REASSURANCE SANITAIRE

EXEMPLES



# 1. Des secteurs et entreprises pleinement mobilisés sur les enjeux de réassurance sanitaire en France

- En France, la question de la réassurance sanitaire a été très fortement anticipée par les entreprises touristiques et les fédérations professionnelles. Elles ont pris plusieurs formes : protocoles internes renforcés de nettoyage/désinfection/distanciation et/ou dispositifs de certification/labellisation propres avec des organismes d'inspection classiques.
- Par delà la mise en place de dispositifs de certification portés par certaines chaînes ou réseaux volontaires, on enregistre en particulier, comme dans d'autres pays concurrents (Espagne notamment), l'élaboration de plusieurs propositions de protocoles sanitaires autour des secteurs/métiers suivants (non exhaustif) dont certains sont en cours d'examen et de validation par le Gouvernement :
  - Hôtellerie/restaurants : protocole HCR (hôtels, cafés, restaurants) développé par les professionnels en lien avec Accor,
  - Villages et clubs de vacances, centres de vacances, résidences de tourisme : protocoles en cours de finalisation,
  - HPA : protocole de la FNHPA (Fédération Nationale de l'Hôtellerie de Plein Air),
  - Chambres d'hôtes, locations saisonnières : contributions de Gîtes de France, Fleurs de Soleil, l'UNPLV,
  - Activités de loisirs, culturelles et sportives, attractions : projet développé sur la base de la contribution du SNECAC,
  - Événementiel : Six associations professionnelles de la filière événementielle travaillent sur un protocole commun, un référentiel a été proposé par Viparis et bureau Véritas,
  - Offices de tourisme, destinations : proposition d'ADN Tourisme.
- En attendant les modalités d'une communication de la destination France sur le sujet, les pages qui suivent se proposent d'illustrer, par quelques exemples, les stratégies de communication de certaines enseignes et les registres clés de réassurance sanitaire qu'elles proposent d'ores et déjà à leurs clients afin de regagner leur confiance.



## 2. Singapour



Depuis le lancement du le 16 février 2020, une infographie pour illustrer l'avancement de la démarche.

## Snapshot of SG Clean Quality Mark Roll-out



\* Launched on 16 February 2020, the SG Clean quality mark has since been rolled-out to premises such as hawker centres, food stalls, coffeeshops, hotels, food and retail businesses in malls and schools, amongst others.

Issued on 13 March 2020



# 3. Hilton

Programme de sécurité sanitaire des marques du groupe Hilton - mode simplifié et rapidement compréhensible

## 10 High-Touch, Deep Clean Areas in the Guest Room



- 1 SWITCHES & ELECTRONIC CONTROLS**  
Lights, lamps, switches and electronic controls.
- 2 HANDLES & KNOBS**  
Doors, closets, drawers, furniture knobs and drapery pull handles.
- 3 MAJOR BATHROOM SURFACES**  
Toilet handles and seats, splash walls, shower/tub controls and sink faucets.
- 4 CLIMATE CONTROL PANELS**
- 5 TELEPHONES, REMOTE CONTROLS AND CLOCKS**  
Handsets, dial pads and function buttons.
- 6 BED & BEDDING**  
All bed linens including duvet covers, pillowcases and sheets.
- 7 BATH AMENITIES**  
Bulk dispensers, individual amenities, tissue boxes, soap dishes, amenity trays and hair dryer.
- 8 HARD SURFACES**  
Tables, desks and nightstands.
- 9 CLOSET GOODS**  
Iron, safe handle and keypad.
- 10 IN-ROOM FOOD & BEVERAGE**  
Cutlery, glassware, ice buckets, mini bars, kettle and coffeemaker.



# 4. Hôtellerie Chine

- Exemples de mesures de réassurance en Chine

<https://dragontrail.com/>



## Technology

- Contactless check-in
- Robot room service
- Digital concierge/ area guides



## — 4. Hôtellerie Chine (2)

- Exemples de mesures sanitaires détaillées, adoptées et promues pour faire face à une demande exigeante en Chine

### PRECAUTIONARY MEASURES IN RESPONSE TO THE CORONAVIRUS OUTBREAK

With the current coronavirus easing in China, The Sukhothai Shanghai continue to remain vigilant to safeguard the wellbeing of our guests and employees with stringent precautionary measures in place

- cleaning and disinfecting processes have since been stepped up, focusing largely on public areas, including restaurants and guestrooms, where there is high guests' contact.
- elevator panels and guest's registration pad are sanitised every hour
- Ecolab antiseptic sanitiser are visibly placed at the Lobby Reception, Fitness Studio and restaurants and bar
- face masks are available at the Lobby Reception
- close monitoring of the development of the coronavirus outbreak and ensure that our employees are fully briefed
- conducted hygiene training for our all our employees
- tables and chairs are sanitised and disinfected after each meal consumption
- public attendants will put on gloves when cleaning and refreshing the public area and restrooms
- conduct temperature check when reporting for duty, and employee found having fever will be required to seek medical consultation immediately
- conduct temperature check for guests entering the hotel
- employee who display cold or flu-like symptoms to take medical leave and stay at home until they are certified by medical professional to return to work
- our culinary and service associates strictly adhered to the hand washing and sanitisation procedures
- all of our associates are required to put on mask and wearing of gloves are mandated when handling well-prepared and cooked food and beverage consumption
- as dishes are shared amongst the guests, communal utensils will be offered for dishing out food onto your own plate or bowl
- tablewares are cleaned and sanitised in a high temperature dishwashing machine
- our food hygiene standards are in compliance with the local regulation and all products are procured from accredited suppliers with the required certificates.



# 5. Club Med (Asie)

- Mesures détaillées en 8 points pour les resorts du Club Med en Asie



8 things we are doing to reassure you

## 8 Things we are doing to assure you

Your well-being is of paramount importance and do be assured that you will always be in safe hands. Here are some of the precautionary measures we are taking to ensure the safety and well-being of our guests and staff in all our Asian resorts.



### 1 – Temperature checks

Daily temperatures checks have been implemented for all guests and visitors upon arrival, and before meals twice a day. Kids enrolled into our Mini Club will take their temperature upon arrival to our Kids Clubs. Temperature checks are also ongoing for all staff at least twice a day, as well as suppliers which adhere to our hygiene protocols. We will assist with guests, visitors or staff who are found to be unwell, with any symptoms of high fever, flu, or respiratory problems and ensure they see a doctor immediately.

### 2 – Compulsory health & travel declarations

All guests and staff will be required to declare their country of origin and latest travel history. Cases that are considered to be a risk will be referred to the relevant authorities.

### 3 – Staff training

Our staff have been trained on hospitality cleaning measures and biowaste disposal based on the World Health Organisation guidelines. Masks are worn by all housekeeping, kitchen and Kids' Club staff. Hydro-alcohol hand sanitizers are provided for guests' and staff usage and placed around the resort premises.



### 4 – Cleaning & Sanitization procedures

Our rooms, public areas, main entrance, carpets, lobby, lift panels, door handles, counter tops, tables and handrails are sanitized and disinfected frequently each day. High touch points areas including elevator panels, public area door handles, and sports materials & mats are sanitized hourly. Guest rooms are deep cleaned and inflected after each check-out. In addition, all air-conditioning are running in fresh air mode, ensuring constant airflow in our rooms and public spaces.

### 5 – Feel-safe dining

We have taken steps to ensure that our culinary teams follow our Food Safety Management systems. Masks are worn by all frontline food & beverage staff, and food utensils go through a high temperature dishwasher before being additionally sanitized. All serving cutleries are replaced with clean ones every 30mins. Bar and dining areas are also sanitized frequently throughout the day. Baby chairs are disinfected after each use and wrapped after each disinfection. In Sahara and Tomamu, we have replaced all our self-service provisions & counters to plated service as a precautionary measure.

### 6 – Emergency Response Plan & Coordination with Authorities

We maintain close connection with local authorities to ensure close monitoring of the situation and its evolution. Additionally, in the event of a suspected COVID-19 case, Club Med has an Emergency Response Plan in place. We have a disinfection protocol and a stock of masks, hand sanitizers and disinfectants, with a Hygiene & Safety Department dedicated to the coordination and support of corporate hygiene and safety.

We have daily monitoring of the disease in Asia Pacific, with contacts for

- (i) Emergency evacuation of guests and staff;
- (ii) A dedicated hospital for all suspected cases;
- (iii) A laboratory for detection of COVID-19;
- (iv) And local authorities to ensure that we take appropriate actions should an emergency occur.

### 7 – Staff Quarantines and Movement

South Korean, Greater China and Japanese staff who have recently been to these countries will undergo a 14 days strict quarantine and will only resume work thereafter. Staff working in Japanese resorts are not allowed to leave the resort during their day off.

### 8 – Using different platforms to disseminate information

Club Med is committed to delivering an amazing vacation. At the same time, we have the responsibility to emphasize precaution and safety-enhancing procedures. Posters and notices are placed around the resort to remind guests and staff to adopt good personal hygiene. Guests are also encouraged to follow the resort's Facebook page, check our website, Club Med app, or in-room television to receive the latest updates and essential information.

For more information on personal preventative measure you can take, please refer to the World Health Organization COVID-19 advice for the public.

# — 6. Marriott International

- Engagements du groupe international Marriott pour l'ensemble des enseignes

## Marriott International Statement on Cleaning Protocols



<https://marriott-re-2019ncovc.com/>

### Our Commitment to Cleanliness:

We take standards for hygiene and cleanliness very seriously and are taking additional steps to ensure the safety of our guests and associates. On a daily basis, our hotels around the world are working to ensure that they meet the latest guidance on hygiene and cleaning. Our hotels' health and safety measures 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. Specific steps Marriott is taking include:

**Associate Health, Safety and Knowledge:** Hotel associates – and their own health, safety and knowledge – are essential to an effective cleaning program. Here are some ways we're supporting them:

- **Hand Hygiene:** Proper and frequent handwashing is vital to help combat the spread of viruses. In our daily meetings, our teams are reminded that cleanliness starts with this simple act. It's important for their health and that of our guests.
- **Ongoing Training:** In addition to training on housekeeping and hygiene protocols, hotel associates are also completing enhanced COVID-19 awareness training.
- **Real Time Information:** Marriott's Corporate and regional teams are on standby 24/7 to support the hotels and coordinate with local and regional authorities.

**Cleaning Products and Protocols:** Our hotels use cleaning products and protocols which are effective against viruses, including:

- **Guest Rooms:** Hotels use cleaning and disinfecting protocols to clean rooms after guests depart and before the next guest arrives, with particular attention paid to high-touch items.
- **Public Spaces:** Hotels have increased the frequency of cleaning and disinfecting in public spaces, with a focus on the counter at the front desk, elevators and elevator buttons, door handles, public bathrooms and even room keys.
- **Back of House:** In the spaces where associates work "behind the scenes," hotels are increasing the frequency of cleaning and focusing on high-touch areas like associate entrances, locker rooms, laundry rooms and staff offices.

For the most updated information, please refer to [Centers for Disease Control and Prevention \(CDC\)](#) or your local health authority.



# 7. SNCF

- Mailing Samedi – sortie de confinement – France



Chère cliente, Cher client,

Comme vous le savez, ce mois de mai va marquer le début de la phase de déconfinement.

Dans les prochaines semaines, la circulation des trains va augmenter progressivement, dans le respect des mesures sanitaires dictées par le Gouvernement. Ainsi, les déplacements resteront limités à 100km, avec le maintien d'un placement alterné. Seuls les voyages pour raisons professionnelles ou motifs impérieux seront autorisés pour des distances plus longues.

Nous tenons à partager avec vous, dès à présent, l'ensemble des actions qui seront mises en place pour vous permettre de voyager à nouveau, en toute sécurité.

[https://medias.sncf.com/fid/MR/pdf/Charte\\_Covid19\\_TGV\\_INOUI.pdf](https://medias.sncf.com/fid/MR/pdf/Charte_Covid19_TGV_INOUI.pdf)



## AGIR POUR VOUS PROTÉGER



### Faire respecter le port du masque pour nos personnels et pour nos clients

- Lorsque c'est possible, l'accès en gare, au train, et aux espaces de vente est filtré. Les clients non porteurs de masque ne sont pas autorisés à monter à bord. Pour les clients qui n'en possèdent pas, la vente de masques est assurée au sein de la gare et aux alentours.
- L'ensemble des agents présents pendant votre voyage est équipé de masque pour assurer la protection de tous.



### Vous garantir la possibilité de vous laver les mains à tout moment de votre voyage

- En gare comme dans tous nos espaces de vente, du gel hydroalcoolique est mis à disposition de nos agents et de nos clients.
- À bord, les réserves d'eau et de savon dans les toilettes sont sécurisées et contrôlées régulièrement par le chef de bord et l'hôte de propreté. En cas de pénurie temporaire, du gel hydroalcoolique est mis à disposition de nos clients.



### Nettoyer de façon intensive nos trains, nos gares et nos boutiques

- Dans les boutiques, le nettoyage est renforcé et des vitres de protection sont installées.
- À bord, une procédure de désinfection totale (fumigation,...) est déclenchée en cas de suspicion d'infectés. Le nettoyage est renforcé et les surfaces de contact sont désinfectées avec un produit virucide plusieurs fois par jour.



## 8. AIR FRANCE

 <https://www.airfrance.fr/>

- Home Page – mesure du masque – dispositif de réassurance sanitaire sur YouTube

 <https://m.youtube.com/watch?v=m7hyObwPtng&feature=youtu.be>



The image shows a screenshot of the Air France website's flight booking interface. At the top, there are three main options: "ACHETER UN BILLET", "UTILISER VOS MILES", and "RÉSERVER AVEC UNE CARTE". Below these, there are buttons for "ALLER-RETOUR" (selected), "ALLER SIMPLE", and "Parcours multidestination". The search fields show "Paris, tous les aéroports (P..." and "Toulouse-Montaudran (TLS)". A list of services is visible, including "Le port obligatoire du masque pour l'ensemble des membres d'équipage et des agents en contact avec les clients". A red box highlights a section about air circulation: "Air France rappelle que l'air en cabine est renouvelé toutes les 3 minutes. Le système de recyclage de ses avions est équipé de filtres « High Efficiency Particulate Air » ou filtres HEPA, identiques à ceux utilisés dans les blocs opératoires. Ces filtres extraient plus de 99,99% des virus les plus petits, y compris ceux dont la taille ne dépasse pas 0,01 micromètre, assurant ainsi la conformité de l'air des cabines avec les normes de qualité. Les virus de type coronavirus, dont la taille varie entre 0,08 et 0,16 micromètre sont filtrés par les filtres HEPA." On the right side, a white box contains the text: "COVID-19 : À compter du 11 mai, le port du masque sera obligatoire à bord de nos avions. Voir".

# 9. AIR CANADA

- Des engagements Soins Propres Plus



<https://www.aircanada.com/fr/fr/aco/home/book/travel-news-and-updates/2020/covid-19.html>



Réserver Planifier Voyager Altitude Soutien au client Offres spéciales Ouvrir une session

Accueil | Réserver | Info-voyages et Avis



## Voici Air Canada Soins Propres Plus

Pour vous permettre de voyager en toute confiance, nous lançons un programme à l'avant-garde de l'industrie, fondé sur les protocoles de santé et sécurité établis, du départ à l'arrivée. En nous appuyant sur de nouvelles normes en matière de biosécurité et en rehaussant nos mesures préventives, nous renforçons les précautions que nous prenons pour vous protéger tout au long de votre voyage, parce que nous accordons **la priorité à la sécurité, toujours.**

# 10. Royal Caribbean

Des protocoles renforcés

**OUR RESPONSE PLAN**

## THE ROYAL WAY TO KEEPING YOU HEALTHY

The health, safety, and comfort of our guests and crew remain our highest priority.

**ENHANCED BOARDING SCREENING**  
At the pier, all guests participate in mandatory screenings that include exclusion due to travel based on temporary restrictions and even a thermal scan to check everyone's temperature.

**HAND SANITIZER EVERYWHERE**  
We've increased the availability of hand sanitizer stations and continue to enforce hand cleansing at all food venues onboard.

**ENHANCED MEDICAL PROTOCOLS**  
We have rigorous medical protocols in place to help those who aren't feeling well.

1. Reduced travel to impacted countries
2. Enhanced boarding screening
3. Heightened sanitation at cruise terminales (après chaque tête/fin de ligne désinfection du terminal et du bateau)
4. Additional sanitation safeguards onboard ou ships (selon préconisations OMS et US CDC : désinfection toutes les 30 mn des espaces publics, ascenseur, WC...)
5. Hand sanitizers everywhere
6. Enhanced medical protocols
7. Stateroom cleanliness (nettoyage des chambres 2 fois par jour)
8. Daily health update announcements (2 annonces /jr du capitaine avec rappel des gestes barrière)

<https://www.royalcaribbean.com/cruise-ships/the-royal-way-to-keeping-you-healthy>



# 11. Princess



## Keeping You Safe and Healthy – Cruise with Confidence

Introducing a safer way to cruise

*What's on this page:* [Pre-Cruise](#) | [Embarkation](#) | [On Board](#) | [Additional Information](#) | [FAQ](#)

Retrouver la confiance, présence de médecins

We are actively working with public health officials and medical experts in an effort to do everything possible to prevent illness, including COVID-19, onboard our ships. Here are some actions we are taking to ensure our guests can sail confidently and safely with Princess.

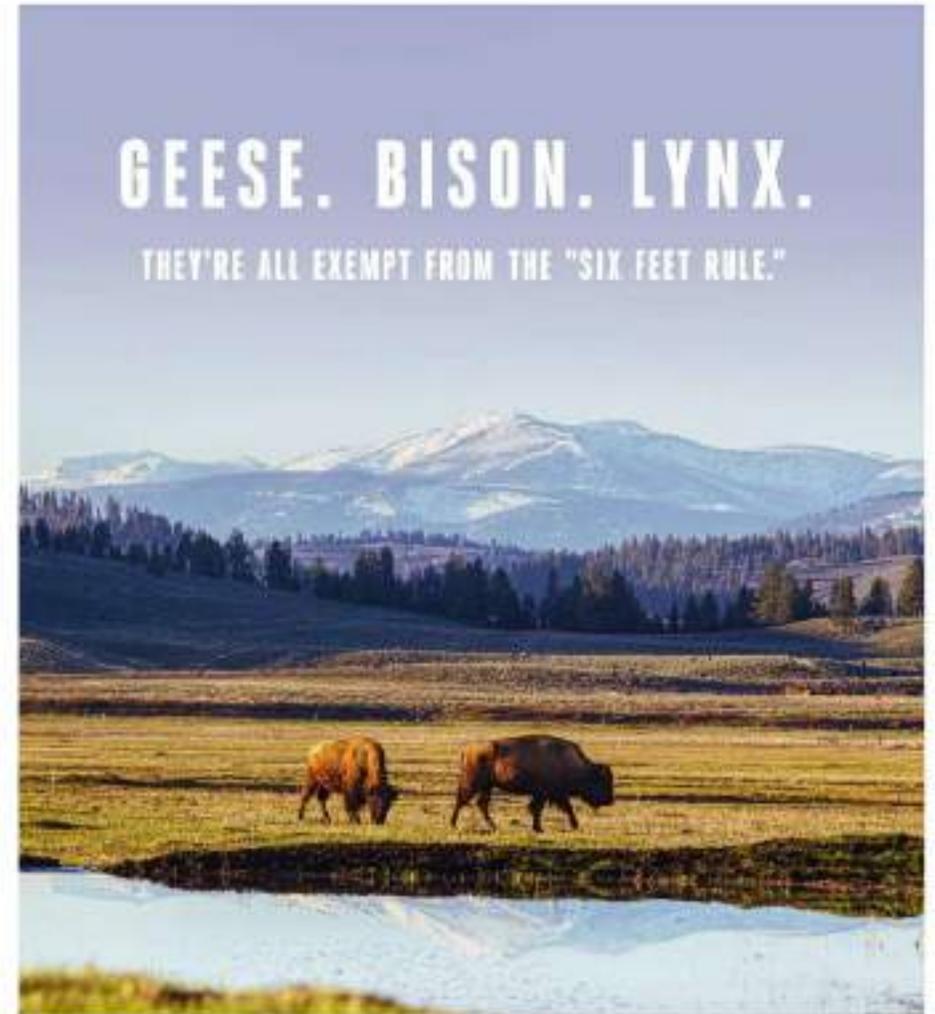
# 12. Distanciation – Australie - US

Gestes barrière – distanciation et lever l'angoisse

National Parks and Wildlife Service  
South Australia



Resort – Paws Up – Montana (USA)



These unprecedented times will be an unprecedented time you can escape to the resort at Paws Up. Our resort has over 3200 acres of outstanding wilderness to enjoy your mind, body and spirit. Beautifully situated here with everything you and your family need to rest, work or study in. And transportation, dining and excursion tours that can be as private as you like. It all begins at Paws Up. [www.pawsup.com](http://www.pawsup.com)



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