

Supporting activity partners and customers through COVID-19



- Problem statement
- Goal statement
- Our approach
- Phase 1: Partner education and awareness
- Phase 2: Partner and traveller tools





Activity Industry & COVID

Across tours, activities, and attractions providers globally, 2020 bookings were down an average of 85%.

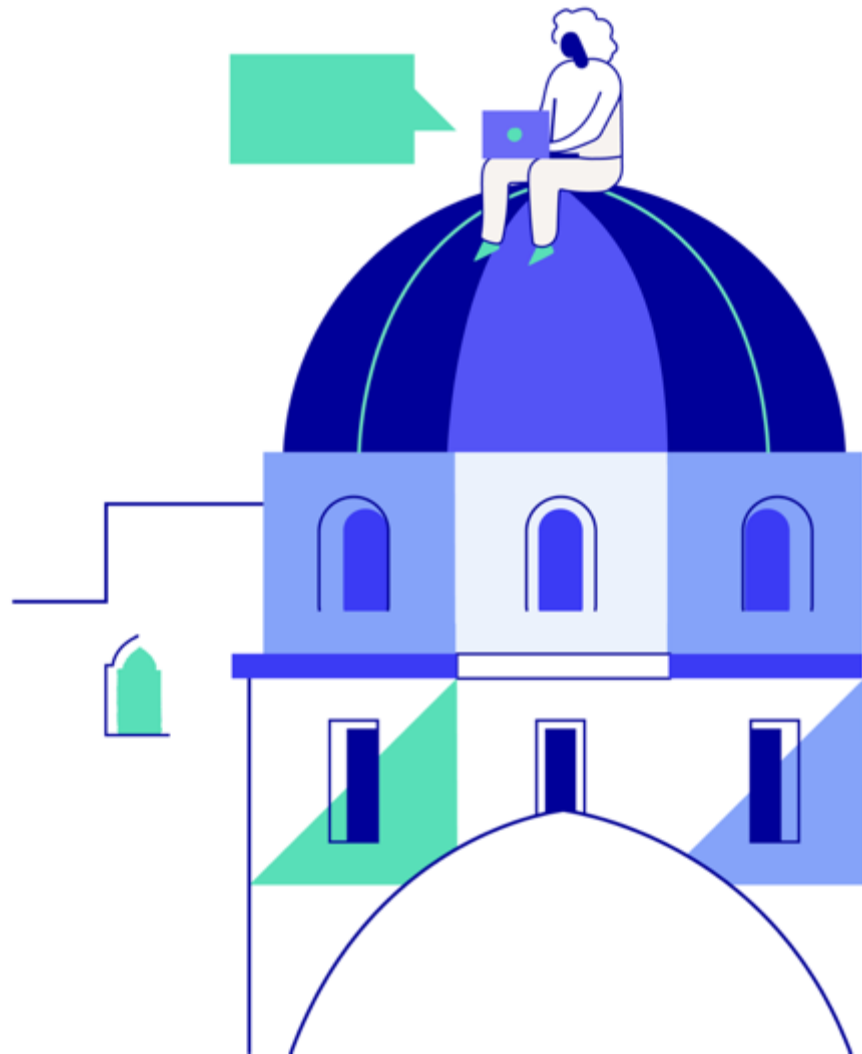


SOURCE: Arival, April 30 Coronavirus Impact Pulse



Globally, almost every tour company is thinking about the measures they need to take to mitigate the effects of the virus and make guests feel safe and secure.

SOURCE: Forbes, May 2020, 5 Ways the Pandemic will change the future of tours



Problem statement

COVID circumstances have created an increased need for cleanliness & hygiene to minimise the perceived risk of contamination whilst undertaking an Expedia activity or ground transportation.



Offline concierge desk operations are being tackled by the Offline team. This is akin to facilities management.



What we set out to do

Support Expedia **supply partners** with information to enable them to take measures to protect staff and travellers from the spread of infection.

Provide **customers** with information regarding "spread of infection" hygiene and safety before and during an activity to enable them to make decisions regarding their personal welfare.





**We are taking a two
phased approach**

1. Education & Awareness
2. Tools – Partner & Traveller





Partner guidelines

Designed to support partners in learning about measures for cleanliness and hygiene. Advice from WHO and CDC



Infographic

One page infographic to engage partners and summarise the Partner Guidelines



Partner education & outreach

All partners received an informational email, and our team connected 1:1 with key partners about available resources



Webinars

Expert vendor produced Activities and GT specific webinar style videos to educate suppliers of measures they can consider for staff and travellers

Guidelines

COVID-19 Policies & Best Practices

- COVID-19 Response: Our Force Majeure Flex Policy +
- Important information regarding coronavirus (COVID-19) +

Enhanced cleaning & disinfection guidelines for activities & ground transportation

- Introduction to the COVID-19 Health and hygiene measures +
- General advice +
- Key cleanliness guidelines +
- Communication and daily operation +
- Dealing with confirmed sickness cases +
- Additional guidelines +
- Content +
- Disclaimer +

BROWSE ALL

Infographic

Introduction to the COVID-19 Health and hygiene measures

As the world reopens for travel, people will be more concerned than ever about the cleanliness of their activity, service or transportation vehicle. In an effort to help you anticipate and deliver the experience travelers need to feel safe while undertaking your product, we've compiled this list of comprehensive cleaning and disinfecting guidelines.

These guidelines were created in consultation with Expedia Group partner Cristal International Standards, part of [Intertek Group](#), and with the [US Travel Association](#). They're based on publicly available information from the World Health Organization (WHO) and the Centers for Disease Control (CDC).

We hope they help you identify opportunities to upgrade your standard cleaning protocols and empower you to reassure travelers of your commitment to their safety.

As the travel industry recovers from the effects of COVID-19, we're rooting for your success. Thank you, as always, for your valued partnership.

STAY INFORMED
Take guidance from the CDC, WHO, and local authorities

STAY HEALTHY
If you're sick, stay home

KEEP IT CLEAN
Disinfect vehicles and other shared materials

SAFETY FIRST
Practice social distancing and wear a mask

6 ft / 2 m

*These infographics represent guidance issued by the WHO/CDC. These tips are non-exhaustive and do not represent instructions from or enforcement by Expedia Group

Webinars



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Preventing the Spread of Infection (POSI) for Ground Transportation Operations

Thursday, 18 June, 2020

Preventing the spread of infection (POSI) in ground transportation operations is a critical aspect of resuming tourist travel in the context of COVID-19. Join us to learn about how to implement a coordinated POSI response program to ensure the health and safety of your passengers, staff, suppliers, and key stakeholders. - Language - English/Arabic/Spanish/Portuguese/Turkish/French/Italian

Interested



Preventing the Spread of Infection (POSI) for Tourism Activities

Thursday, 18 June, 2020

Preventing the spread of infection (POSI) in tourist activity operations is a critical aspect of revitalising destination service offerings in the context of COVID-19. Language - English/Arabic/Spanish/Portuguese/Turkish/French/Italian

Interested

Phase 2 Support – Partner Tools: Hygiene details in management tool



In our product management tool, supply partners identify the cleaning & safety measures they're taking to minimize virus spread.

Traveler health and safety
Please complete the following

Enhanced cleaning/traveler safety
Is your business currently implementing enhanced cleaning or traveler safety measures?
 Yes No

Enhanced cleaning
Are your vehicles and/or venue cleaned with disinfectants?
 Yes No Not applicable

Do you disinfect high-touch surfaces like seats, door knobs, and railings multiple times per day?
 Yes No Not applicable

Do your travelers have to wear protective equipment?
 Yes No

Do you conduct temperature checks on your staff?
 Yes No

Traveler safety
Does your staff wear personal protective equipment?
 Yes No

Do you provide protective equipment to travelers?
 Yes No

Is there a protective shield between your staff and travelers in main contact areas, like meeting points or ticket counters?
 Yes No Not applicable

Do you conduct temperature checks on your staff?
 Yes No

Traveler safety
Does your staff wear personal protective equipment?
 Yes No

Mask
 Gloves

Do you provide protective equipment to travelers?
 Yes No

Mask
 Gloves

Is there a protective shield between your staff and travelers in main contact areas, like meeting points or ticket counters?
 Yes No Not applicable

Do you provide hand sanitizer to travelers?
 Yes No

Do you have social distancing measures in place during transportation, activities, or in queues?
 Yes No

Is contactless ticket redemption available?
 Yes No

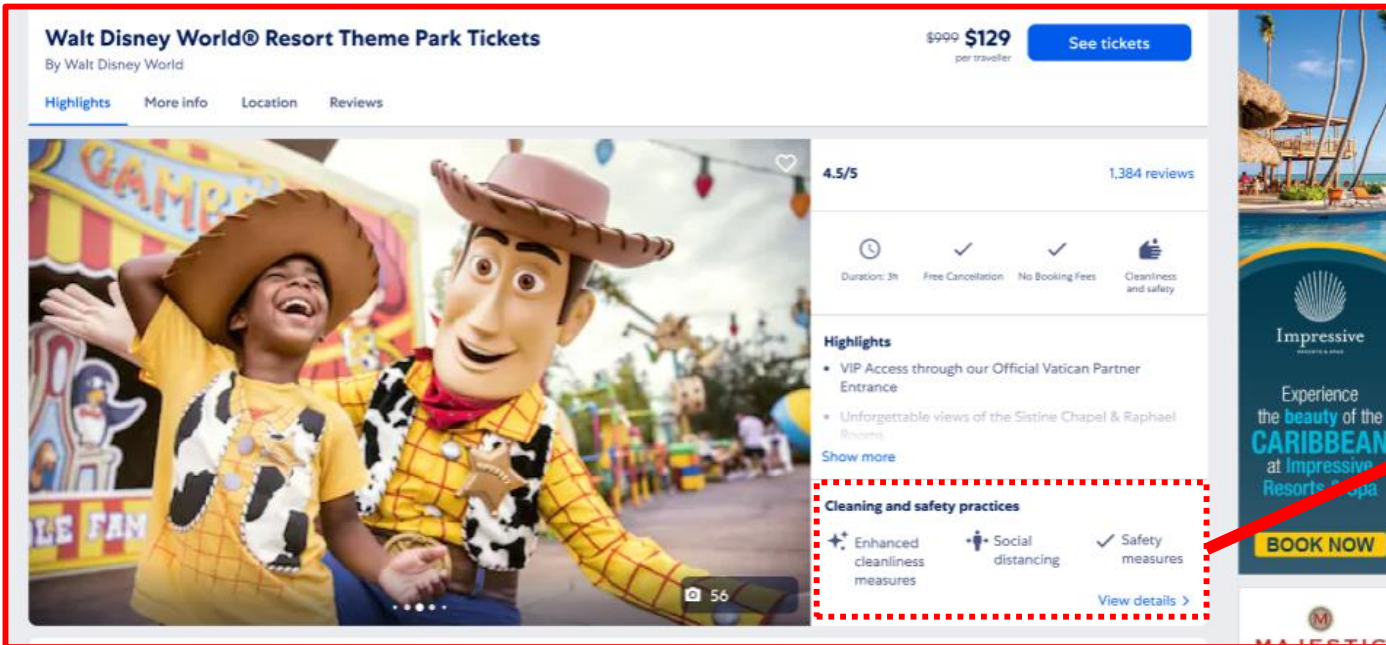
Are individually wrapped food options available?
 Yes No Not applicable

Do you keep each vehicle and/or venue vacant for an extended period of time between travelers?
 Yes No

How long?
Select
30 minutes
1-2 hours available for travelers?
3 or more hours
Over 1 day

Save

Phase 2 Support - Traveller tools: Activity Product Details Page Designs



Customers will soon be able to view cleaning & safety measures highlighted in the details page for each product.



Early results are good – as of just one week post launch, over 9,700 activities already have health and safety responses indicated.





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