

**Safe  
travels**

by

WORLD  
TRAVEL &  
TOURISM  
COUNCIL

Apartment, Rooms & Homes for Rent

Dates

2 Guests

Price Range

\$75

\$200

More options

\$199

\$190

\$135

\$99

\$99

\$79

\$120

\$125

\$150

\$200

\$110

\$85

\$149

\$99

\$199

\$79

# LEADING GLOBAL PROTOCOLS FOR THE NEW NORMAL

## SHORT TERM RENTAL

WORLD  
TRAVEL &  
TOURISM  
COUNCIL

#SAFETRAVELS

JUNE 2020

# OVERARCHING OBJECTIVES & APPROACH FOR THE TRAVEL & TOURISM SECTOR

## OBJECTIVES

1. Have the sector lead the definition of industry best practices as Travel & Tourism moves from crisis management to recovery.
2. Put the safety, health and security of travellers and the Travel & Tourism workforce at the core of the development of global protocols.

## APPROACH

1. Ensure coherence through a coordinated, collaborative, and transparent approach, supported by medical evidence, within the Travel & Tourism sector as well as with governments and public health authorities.
2. Share harmonised and consistent protocols which are outcome driven, simple and practical across destinations and countries.
3. Rebuild trust and confidence with travellers through effective communication & marketing; letting them know the protocols implemented and assurances available to keep them safe.
4. Advocate for the implementation of enabling policies to support the recovery and demand re-generation for the sector.



## INTRODUCTION

The below suggested protocols for short-term rentals were compiled based on input from leading companies and associations in the Short-Term Rental industry, many of which have partnered with trusted experts in public health and governments to support the safe, healthy, and responsible reopening of this type of accommodation to the public. The objective of these protocols is to promote consistent standards across all relevant functions with an increased focus on health, safety, and physical distancing in line with what travellers need and expect.

Note that these recommendations are subject to change and may be enhanced based on developments of the epidemiological situation and lifted once there is no longer a risk of spreading the virus. The information is based on the operational characteristics of each short-term rental and consultation is recommended prior to implementation. It is recommended that all short-term rental practices follow the latest guidance from local, national, regional and/or global public health organisations, including the World Health Organization (WHO).

It is essential to note that the measures highlighted are based on higher risk contexts where sustained ongoing transmission is evident. As such, Short-Term Rentals should modify measures based on applicable local, national and/or global health guidance and legislation. Measures should be limited in time and re-evaluated and monitored regularly based on public health data. In addition, when more efficient measures become available, they should be implemented at the earliest opportunity and defunct measures removed. Specifically, if there are several measures available that can safeguard the health of guests and workers, the least costly one should be preferred, especially for small and medium-sized businesses.

The proposed Short-Term Rental Protocols are designed to be actionable for Short-Term Rental Operators, rather than the platform, given that the platforms' role is to facilitate the transaction between the operators and guests. Nevertheless, the platforms should raise awareness of the protocols. To ensure consistency, the following key terms have been defined below:

- **Short-term rental:** An entire furnished dwelling unit, accessory dwelling unit, such as an apartment over a garage or a basement apartment, or any other space made available for rent by guests for a maximum duration defined by national and local legislation
- **Short-term rental operator:** The single property owner, SME or property management company that is the proprietor of a short-term rental, whether in the capacity of owner, lessee, mortgage in possession, licensee, trustee in possession, trustee in bankruptcy, receiver, executor or in any other capacity
- **Short term rental platform:** An intermediation service which is intended to connect, for remuneration, potential guests with professional or non-professional hosts offering short-term accommodation services

For the purpose of alignment across industries within the Travel & Tourism sector, WTTC has divided the protocols in four pillars, namely:

1. **Promoting Operational and Staff Preparedness**
2. **Delivering a Safe Experience**
3. **Rebuilding Trust & Confidence**
4. **Implementing Enabling Policies**

## 1. OPERATIONAL AND STAFF PREPAREDNESS

As Short-Term Rental businesses or Short-Term Rental Operators restart their operations, they should optimise operational quality and delivery. There is also a key role to play in educating and engaging with the community of Short-Term Rental Operators to prepare and execute on the operational plans. Moreover, many Short-Term Rentals may not have dedicated employees/staff or may outsource to professional cleaning service providers though it is important to prioritise safety consistent with the guidance below:

- Short-Term Rentals Operators may achieve operational readiness for reopening by having:
  - Leveraged a COVID-19 prevention plan including an action/checklist for infection prevention and a special cleaning and disinfection plan
  - Implemented protocols and guidelines for staff safety and health, including health checks for short-term rental staff if required by local legislation
  - Communicated a stay-home policy for staff displaying any symptoms or an increased temperature as per public health authority and/or World Health Organisation (WHO) guidelines
  - Identified and have awareness of cleanliness and disinfection best practices which have been validated by experts, health authorities and governmental institutions
  - Integrated technologies to enable automation such as contactless touchpoints, check-in and payment where possible. If contactless payment is not possible, consider using gloves and hand sanitation
- Short-Term Rental Operators should educate their staff to prepare and execute on operational plans having:
  - Developed easy-to-follow guidelines for Short-Term Rental Operators to follow relating health and hygiene
  - Provided their staff with the tools and information necessary regarding infection control, physical contact, appropriate attire, and enhanced hygiene measures, the use of masks and gloves as recommended by local health authorities
  - All education should be informed by the latest advice from experts, public health authorities and/or WHO
  - Reviewed employee sick leave policies and updated as needed on the basis of national legislation



## 2. DELIVERING A SAFE EXPERIENCE

As Short-Term Rentals operators work to deliver a safe experience for their guests through enhanced cleanliness and hygiene best practices, they should have:

- Adopted processes focused on enhanced sanitation, disinfection and deep cleaning practices as well as increase their cleaning/disinfection frequency:
  - Selected disinfecting products recommended by health authorities
  - Provided revisited guidance to the cleaning team with a specific focus on high-frequency touch points within the property, including bedrooms, common areas, washrooms and kitchens, including cutlery and utensil sanitisation, where applicable. Enhance cleaning frequency as appropriate.
  - Removed extraneous items such as vases and artifacts
  - Considered providing guests with the ability to opt-out of accommodation cleaning service during their stay.
  - Provided guests with recommended physical distancing etiquette, including in elevators, if relevant, through signage
  - Recommended that approved disinfecting products made available at sanitation stations to guests in the form of alcohol-based or hypochlorous acid water hand sanitiser at entrance of short-term rental
  - Encouraged routine and proper hand washing, providing paper towels if possible
  - Encouraged use of personal protective items such as disposable gloves, aprons, gowns or facial coverings for staff
- Implemented guest processes relating to information sharing and physical distancing:
  - Direct guests, in advance of arrival, to pre-arrival health self-declaration where required
  - Limited physical interaction when providing guests with keys, ideally in a contactless manner by offering self-check-in and check-out. Employ online or contactless payment if possible



### 3. REBUILDING TRUST & CONFIDENCE

As Short-Term Rental platforms and their operators work to enhance trust and confidence through transparency and communication with their community and guests, operators should:

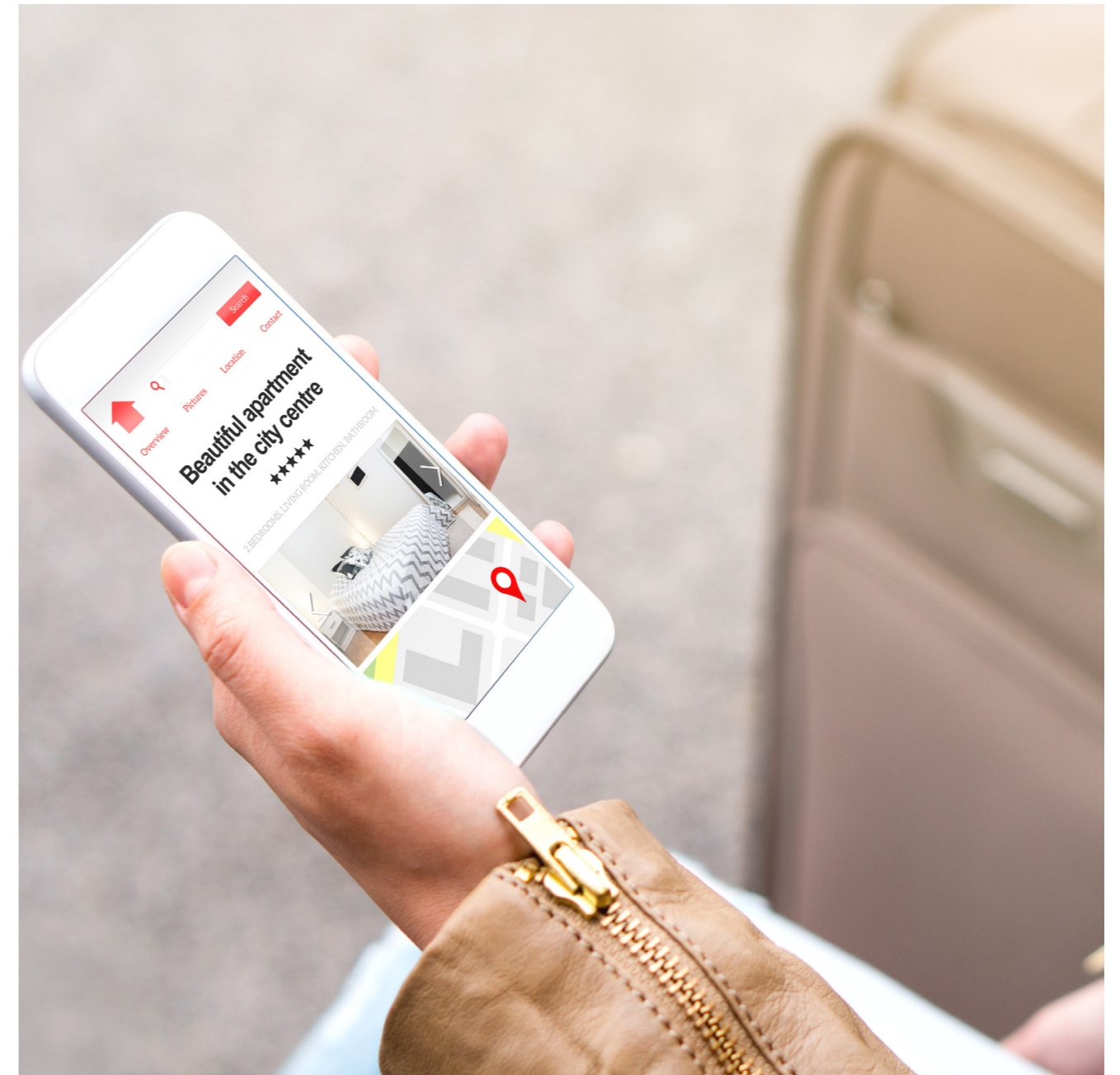
- Provide clear, consistent, and up-to-date communication to guests on new health & hygiene protocols via the organisation's channels, digitally both prior to booking and onsite. Implement clear signage or electronic notice to inform guests of the enhanced cleaning protocols, avoiding physical contact, and recommendations
- Share community/guest guidelines ahead of trip if possible and where applicable in person upon arrival at short-term rental on the basis of advice from health authorities, which may include the wearing of face masks, hand washing hygiene and physical distancing
- Inform guests about support available if questions or concerns arise. Operators should be educated and prepared to answer questions and share protocols before and during stay to reassure guests as well as any specific local regulations which may impact a guest's stay, redirecting the guest to local resources. Communicate to guests the operator's responsibility but also the guests' own responsibility



### 4. IMPLEMENTING ENABLING POLICIES

As the tourism economy works to recover, it is essential that governments work in tandem with the industry to encourage travel and ensure the financial health of all lodging including short-term rental operators. Whether that is single property operators and hosts through to small and large property management businesses, the whole industry has a part to play:

- Working collaboratively as new rules for cross-border travel are developed
- Implementing consistent, outcome-driven, simple, proportionate, and practical protocols across the variety of business models within the Short-Term Rentals industry across countries and regions to facilitate adoption and ensure the Short-Term Rentals industry can continue contributing to inclusive and sustainable economic growth
- Providing financial relief to the sector through the reduction of taxes, fees and charges to stimulate demand
- Creating incentives and provide direct support to boost stay in short-term rentals as well as offering tax incentives
- Enhancing destination promotion to boost demand both domestically and internationally



## ACKNOWLEDGEMENTS

We would like to thank all of our members and partners who have contributed to the protocol, including:



Booking.com



European  
Holiday Home  
Association



Trip.com

TÜRKİYE TURİZM YATIRIMCILARI DERNEĞİ  
**TTYD**  
TURKISH TOURISM INVESTORS ASSOCIATION



**The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism.**

WTTC promotes sustainable growth for the Travel & Tourism sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity. Council Members are the Chairs, Presidents and Chief Executives of the world's leading private sector Travel & Tourism businesses.

Together with Oxford Economics, WTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting 330 million jobs and generating 10.3% of global GDP in 2019. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 185 economies around the world. In addition to individual country fact sheets, and fuller country reports, WTTC produces a world report highlighting global trends and 25 further reports that focus on regions, sub-regions and economic and geographic groups.

To download reports or data, please visit [www.wttc.org](http://www.wttc.org)



## ACKNOWLEDGEMENTS

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