

HOTEL 2 FEVRIER ANNOUNCES COMMITMENT TO **Stay healthy, Stay calm** INITIATIVE

While the hotel industry was one of the first affected by the pandemic, we have implemented best enhanced hotel cleaning practices, social interactions, and workplace protocols. This initiatives will ensure greater transparency and confidence throughout the entire hospitality, an industry already built on cleanliness and following demanding cleaning standards. With **STAY HEALTHY, STAY CALM** initiative we are enhancing these standards to help create peace of mind.

HEALTH & HYGIENE

Our initiative is built on long-standing cleanliness protocols, and enhances the existing program with guidance developed in response to the pandemic, including recommendations related to deep cleaning, disinfecting, hygiene, and social distancing best practices and protocols such as, but not limited:

- Increased frequency of cleaning with hospital-grade disinfectants on all high-touch surfaces and areas such as lobbies, guestrooms, restaurants, meeting and event spaces, recreational areas, public restrooms, fitness centers, elevator buttons, all employee areas, and more;
- All furniture in public areas was rearranged to keep social distancing rules for the convenience of guest. We
- are using signage in lobby to remind guests to maintain social distancing protocols;
- Key cards are being disinfected before and after usage. We do provide stations at primary entrances and key high traffic areas, for instance, a station to allow guests to wipe the elevator button before pressing;
- Absolute privacy is offered to guests who upon check-in and during their stay decide not to allow any hotel team member to enter their room during their full stay period at the hotel.
- Personal protective equipment for hotel staff, including masks and gloves, to safeguard guests and employees; Hand sanitizing stations located in high-traffic areas throughout the hotel, such as the front desk, breakfast area, elevator lobbies and fitness center;

- Communications from front desk staff to guests about precautions taken for their safety and comfort, and reminders about additional safeguards available at guests' choosing.
- Evolving new policies in consideration of guidance and information shared by various health organizations such as the World Health Organization (WHO), Centers for Disease Control and Prevention (CDCP), local authorities, and other leading organizations and experts;

Visit <https://covid19.gouv.tg/situation-au-togo/> to see the update on situation in Togo and measures taken by the Government.

FOOD SAFETY

Food safety and hygiene, purchasing, acceptance of goods, stewarding, kitchen and food production is followed up by department managers, with regular meetings on measures taken and processes implemented;

Processes of purchase, storage, preparation and delivery to the serviced areas are defined and properly recorded. Receiving of all food and food contacting items were re-evaluated and adopted to extended safety requirements;

Dining outlets are operating to the highest health and safety standards, ensuring a 1.5 m. physical distance strictly maintained between individuals and disinfecting dining surfaces after each guest. We are modifying operational practices for in-room dining and designing new approaches to buffets.

Stay healthy
Stay calm

#STOPCOVID19



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HOTEL-LOME
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SERVICE

While having to do more with having less, we avoid cutting costs that negatively impact service levels unless we can afford to avoid it. For example, we keep the front desk well-staffed so guests don't have long waits and, being a luxury property, we don't fully cut amenities, such as flowers or welcome cocktails;

When bookings come back, great experiences will likely come back slowly. We are using low occupancy as a chance to engage our guests in a personal way, increase the one-to-one with customers to make them feel more wanted and show how we care about everyone;

We are liberal with upgrades. Unless we have the resources, we are trying to surprise and delight guests with a nice in-room amenity;

Any extra effort we do to with our guests now, will inspire them to share their experiences with others and will help us to build loyalty, which will be key to driving more bookings;

Personal training sessions in the privacy of the gym, as well as wellness activities such as Yoga and swimming classes, are available for individuals, couples or small groups only, with safe distancing adhered to.

SALES & MARKETING

We continue to invest in marketing, which, especially in tough times, can achieve a payoff via various revenue drivers and will realize gains beyond just the short term;

While some feel that engaging with guests during a pandemic is inappropriate, customers want to hear from us. We are now using sales resources to manage things like rebooking groups for later dates, proactively reaching out to travelers to rebook with

no cancellation penalty which is a great way to save a booking that has a high likelihood of canceling;

Expecting the local market to rebound first, we are learning about local guests and using the time to master unique niche customer segments;

We are monitoring what's happening in the market to be in line with competition. Even with the lowest rate of our comp-set, we're not going to get the booking if no one is looking to travel;

Our focus is on getting the price right and offer reasonable cancellation conditions. We are flexible with cancellations, even when travel restrictions are lifted, so that our customers have confidence that they can cancel and rebook at any time. A cancellation has a temporary impact on business but upsetting a customer has a life-long impact.

FUTURE

Over the next few weeks, guests may experience a growing variety of new and improved protocols, products and communications, to promote extreme health and safety, including:

- Housekeeping "on-demand" option that allows guests to request delivery of additional toiletries, towels, linens or coffee without having a housekeeper enter the room;
- Designed enhancements to help facilitate contactless check-in and check-out, such as plexiglass partitions at front desks for added protection and key drops for guests' use upon departure; contactless door opening system, designing guest rooms as smart rooms, digital documents used in rooms – **all these are a part of long-term development program.**

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