



**Safe travels**  
by  
**WORLD TRAVEL & TOURISM COUNCIL**

# LEADING GLOBAL PROTOCOLS FOR THE NEW NORMAL

ATTRACTIONS



#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 the attractions industry were compiled on the basis of insights and frameworks developed by the [Global Association for the Attraction Industry \(IAAPA\)](#) to support the safe, healthy and responsible restart of attractions around the world. The objective is to ensure that protocols are in place across all relevant functions with an increased focus on health, safety and physical distancing standards which travellers will need and expect.

Within these protocols, the attractions industry refers to a wide variety of facilities and venues such as aquariums, amusement parks, family entertainment centres, museums, science centres, theme parks, water parks, zoos and other entertainment & cultural attractions. It also includes non-fixed location day-tour experiences such as hop on, hop off buses. Unlike mass gatherings, such as sports arenas and concerts, capacity can be managed and/or reduced to allow for appropriate physical distancing. What's more exposure time is limited, and a large percentage of attraction attendance is made up of family members who live in the same home and thus do not need to be physically distanced from one another.

Note that these recommendations are subject to change and may be enhanced as new information about the virus becomes available. While not all these recommendations will apply every business in the attractions industry, the information is intended to provide guidance prior to re-opening. It is recommended that all attraction practices follow local and national legislation and the latest guidance from public health organisations including the WHO.

It is essential to note that the measures highlighted are based on higher risk contexts where sustained ongoing transmission is evident. As such, there will be a need to moderate the protocols, as they may not be necessary on low risk contexts. Measures should be limited in time and re-evaluated and monitored regularly. In effect, it will be critical to reduce the measures as the risk diminishes. What is more, when more effective, suitable and less disruptive and scientifically supported measures become available, they should be implemented at the earliest opportunity and defunct measures removed.

For the Travel & Tourism sector to recover from the COVID-19 crisis, visitors will need to feel assured of the safety of travel. In that context, it is important that visitors are clearly and simply advised of the new protocols implemented within their travel experience to ensure their safety.

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

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

# 1. OPERATIONAL AND STAFF PREPAREDNESS

As attractions restart their operations, they should ensure they can optimise operational quality and delivery and have trained staff to prepare and execute on the operational plans:

- Attractions may achieve operational readiness for reopening by having:
  - Obtained the applicable reopening license if required by local government
  - Developed 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 health, including health checks for staff if required by local legislation. If not required, attractions to issue and communicate a stay-home policy for anyone displaying any symptoms as per World Health Organisation (WHO) guidelines
  - Reflected physical distance in office layout and limiting the number of staff in common back-of-house areas where possible if required by local legislation. Support working from home to reduce density in the workplace where possible and establish fixed shifts for the staff to minimise risk
  - Evaluated laundry services and meal delivery options available to staff
  - Designed and shared visual of floor plans and layout to showcase preparedness
  - Implemented protocols to minimise physical contact. Implemented physical distancing protocols, using a risk-based approach, especially for queues, and where possible, marked to clearly communicate to participants and staff, if required by local legislation. Use virtual queue system where possible
  - Personal protection equipment (PPE) available to staff, such as masks, as long as required as per risk-based approach by local legislation
  - Integrated technologies to enable automation such as contactless touchpoints and payment where possible. If contactless payment is not possible, consider using gloves and hand sanitation
  - Evaluated innovations for cleanliness and disinfection such as foggers, electrostatic spraying technology, EPA based filtration, particularly for large attractions, with validation from expert bodies and governmental institutions, such as WHO and share best practices
  - Established with suppliers and partners including restaurants, cafes, kiosks, hotels and transport partners that they follow likeminded health and hygiene protocols and guidelines to protect guests as required by local legislation. See WTTC protocols for Hospitality and Tour Operators for detailed guidelines relating to these industries
  - Introduced a COVID-19 contingency plan should new cases emerge in collaboration with suppliers and partners
  - Explored different options for operations, where possible, such as advanced tickets, timed entries, smaller groups
- Attractions should train all their staff to prepare and execute on operational plans by:
  - Creating and implementing staff protocols and guidelines and operations such as Q&A
  - 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 or as required by the attractions procedures when these go beyond local requirements
  - Requested that key stakeholders such as partner hotels and transport partners have trained their staff on the basis of likeminded protocols to enable consistent approach across sector
  - All training should be informed by the latest advice from public health authorities and/or WHO
  - Reviewed employee sick leave policies and updated as needed
  - Regular monitoring of well-being of team members by leadership, encouraging them to following governmental and WHO guidelines
  - All training should be informed and updated by the latest advice from public health authorities and/or WHO
  - Continuous monitoring of well-being of team members by leadership, encouraging them to following governmental and WHO guidelines

# 2. ENSURING A SAFE EXPERIENCE

As attractions work to deliver a safe experience for their staff and their guests through enhanced cleanliness and hygiene best practices, they should have:

- Worked with suppliers to understand what additional measures have been introduced
- Implemented processes focused on enhanced sanitation, disinfection and deep cleaning practices as well as increase their cleaning/disinfection frequency:
  - Selected disinfecting products approved by health authorities
  - Revisited guidance to cleaning team with a specific focus on high-frequency touch points, including handrails, elevators, common areas and washrooms if applicable. Remember to sanitise strollers, electric conveyance vehicles and wheelchairs between every use if applicable. Enhance cleaning frequency as appropriate. Extraneous items should be removed
  - Provided participants with recommended elevator etiquette to ensure physical distancing through venue if relevant
  - Approved disinfecting products made available at sanitation stations to guests in the form of alcohol-based or hypochlorous acid water hand sanitiser in high-traffic areas such as entry, key walkways, food and beverage locations, merchandise shops and exits, as appropriate. Provide or make available for purchase additional individual disinfecting products for guests if possible
  - Established with transport partners and suppliers that they have likeminded processes for sanitation, disinfection and deep cleaning practices
  - Adapted frequency of waste disposal by venue
  - Laundered towels using a detergent and high-heat washer and dryer settings
- Reduced participant capacity limits in venues as appropriate and required by local legislation to allow for physical distancing. Distinguished between different areas of risk in the venue and consider measures accordingly
- Implemented customer processes including guest information and minimising physical contact:
  - Implemented guest health checks if appropriate and required by local legislation
  - Limited physical contact and possible queuing where possible if allowed by legislation
  - Identified realistic capacities for attractions based on queue length, waiting areas, pre-shows and vehicle capacity and adjust accordingly to allow for physical distancing in line with government and local legislation
  - Make masks available to guests if required by local authorities. Encourage guests to wear masks
  - Reduced face-to-face transactions where possible. Developed online check-in and contactless check-out tools and procedures where appropriate and possible.
  - Encouraged guests to purchase tickets online if possible. Consider all-inclusive package offers
  - Allowed for extra time for guest to enter the venue. Consider increasing the number of performances and implementing an end-of-show announcement that encourages guests to take their time exiting the show venues or stagger exits if relevant
  - Created isolation units outside the venue where possible for individuals showing COVID-19 symptoms
  - Explored staggered timing when possible of access to venue
  - Encouraged guests to reduce the number of personal items they bring into the venue. Evaluate locker arrangements
- Established with partners and suppliers, including shops, & restaurants, that they follow likeminded health, sanitation, disinfection and hygiene protocols aligned with local regulation
- Considered unique guidance for specific attractions, notably:
  - For rides, recommend use of face masks, ensuring they do not present a loose-article hazard. When physically verifying the safety, gates are locked and secured, operators should disinfect if using their hands
  - For water park operations, evaluate closing or removing hands-on, interactive features within play structures if they are not covered in treated pool water



- Established that partner restaurants and cafes follow likeminded health, sanitation, disinfection and hygiene and food safety protocols to protect guests, such as:
  - o Approved disinfecting products made available at entrance to guests in the form of alcohol-based hand sanitiser as appropriate
  - o Established with restaurant that restaurant staff are trained and adhere to likeminded health, hygiene, and physical contact guidelines
  - o Avoiding participant handling of food at buffets
  - o Cleaning regularly machines handled by guests
  - o Create water/soft drinks protocols whereby it is recommended for guests to travel with their own refillable water bottles in areas where there is safe drinking water
  - o Enhancing sanitation and clean & disinfect tables immediately after participant has left
  - o Implementing physical distancing through table spacing and participant seating with suitable reinforcement
  - o Considering minimising what is placed on guest tables and provide mono-packaged items if feasible
  - o Implement food protocols relating outsourced food
  - o Reviewed payment method to prioritise contactless and pre-payment methods
  - o Considered having longer opening hours to reduce the number of guests served at any given time and facilitate the implementation of the new measures



### 3. REBUILDING TRUST & CONFIDENCE

As attractions work to enhance trust and confidence through transparency and communication with their guests, they should:

- Provide clear, consistent and up-to-date communication to customers on new health & hygiene protocols via the organisation’s channels, both digitally and physically at the venue. Implement clear signage to inform guests of the enhanced cleaning protocols, avoiding physical contact, and recommendations
- Integrate where possible and highlight the implementation of technologies enabling the use of timeslots to minimise crowds
- Share guest guidelines ahead of trip if possible and where applicable in person upon arrival at attraction on the basis of advice from health authorities which may include the wearing of face masks or coverings, guidance on hand hygiene and avoiding physical contact. The venue could also share sample floor plans to demonstrate preparedness. Consider having consumers acknowledge guidelines
- Inform guests about support available if questions or concerns arise. Guest facing staff should be trained and prepared to answer questions, resolve challenges such as the detection of new cases, address situations where guests are not complying and share protocols before and during trip to reassure guest. Communicate to guests the venues responsibility but also the guests’ own responsibility
- The venue should set up medical service point if possible depending on size and ensure the team can deal with COVID-19 cases
- Promote contact tracing apps if required by local legislation





## 4. IMPLEMENTING ENABLING POLICIES

As attractions work to recover, it is essential that enabling policies are implemented at the governmental level. Attractions call on governments to:

- Enhance destination promotion to boost demand both domestically and internationally
- Create incentives and provide direct support to boost travel and tourism
- Provide financial relief to the sector through grants and the reduction of taxes, fees, and charges to stimulate demand in recovery



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**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)



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