

ALL SAFE
External communication Strategy
November 2020



Background & Key objectives

Background:

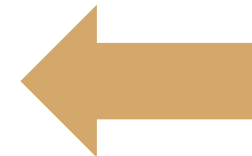
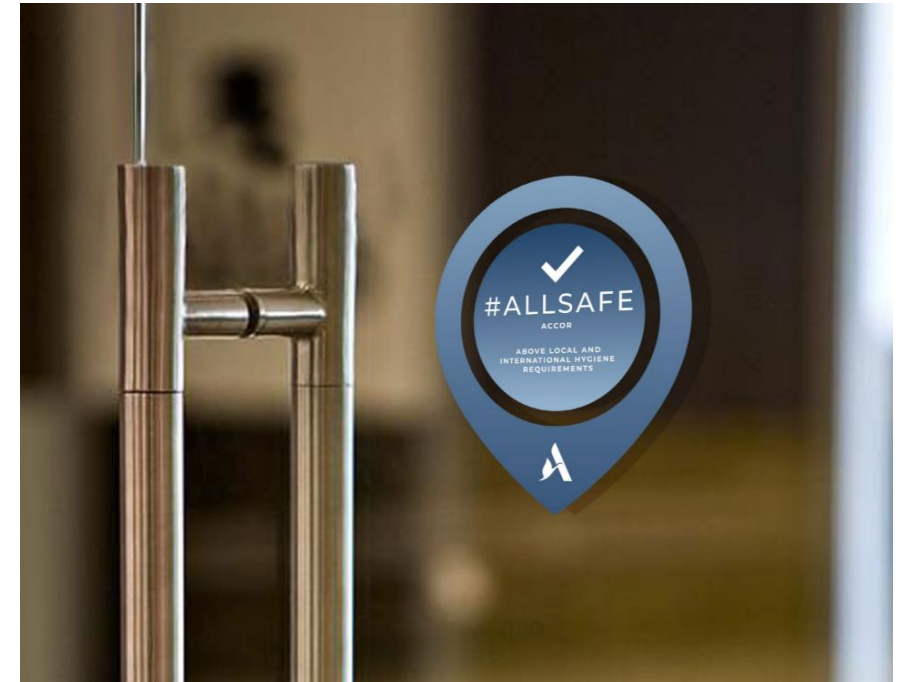
Until a vaccine is made available, we need to reassure consumers and guests with ALLSAFE. Limited hotel resources and strict health measures have put pressure on guest experience. Given our RPS is lower than usual, and overall consumer confidence is low, **this plan recommends more actions to make ALLSAFE more prominent and aligned with the brand experience** offered in each property.

Key Objectives:

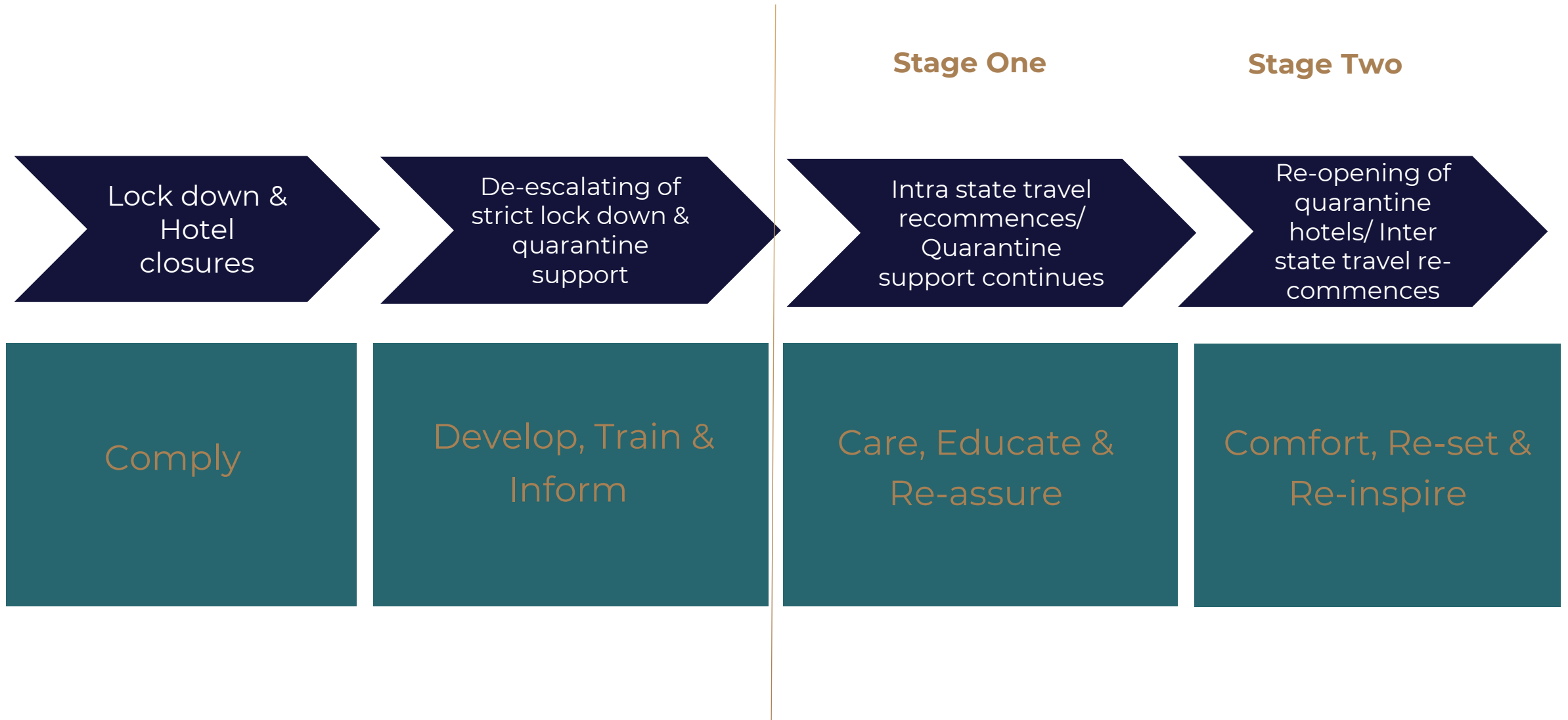
- Reassure consumers and guests about safety, hygiene and cleanliness protocols and standards to :
 - Attract new and returning business
 - Improve guests experience and RPS

Strategies:

1. Impactful always-on **external communication** of ALLSAFE on **ALL owned channels** to reassure **broad consumer base, partners and loyalty members**
2. Impactful **in-hotel collateral** to **reassure staying guests** and **ensure their experience is enhanced** and complemented by ALLSAFE by making it **more on brand**



ALLL SAFE Phases



Audience Analysis

B2B

- For this segment, Health & Safety is of utmost importance
- More clinical information on ALL SAFE and detailed check list were required to re-build trust and majority of existing collateral was successfully communicated
- The corporate/TMC segment as well as M&E suffered the most – majority of the key corporate hotels were transformed into Quarantine hotels
- Key challenge: Re-set negative perception of Quarantine hotels and positively re-introduce these into the corporate traveller portfolio; guests (at this stage) refuse to consider these for future corporate needs
- AXA partnership and level of care is a key point of difference and is priority to communicate out to the audience
- Education and re-building trust into the quarantine hotels will be the key to re-gain business in the short and long term
- Material around regulations on State Health clearance protocols and a strategy for re-opening Quarantine hotels is of highest importance for this audience

B2C

- The consumer expects that all safety measures are in place when they travel
- They want to re-discover and explore, predominately regional areas after months of limited interaction & lockdown/travel regulations
- Whilst they want to be kept safe and cared for, they also still expect that safety measures DO NOT interfere with guest experience
- They prefer not to be exposed to clinical content and procedures
- Key area of complaint is missing services due to Health & Safety or changed operations without prior knowledge
- Planning & communication prior to the stay is crucial to manage the guests' expectations and improve RPS
- Only very few consumer facing communication went out to date across the Pacific– Reasons: Global assets were too aggressive for the Pacific region and a more subtle/experience centric approach is needed



Stage One

What:

- Reassure guests that ALL hotels are taking all measures to keep guests safe
- Demonstrate how ALL cares for guests and shows empathy (AXA partnership)
- Make #ALLSAFE more prominent in consumer's minds
- Introduce #ALLSTAYWELL to associate with AXA partnership

How:

- Consistent communication of high quality safety measures by highlighting relevant areas customised per segment
- Communication of new AXA partnership and therefore demonstrate how we care for our staff & guests
- Inclusion in rotating assets in ALL owned channels
- Create more appropriate and subtle assets across the Pacific to demonstrate care, safety and empathy
- Create playful/low cost content about the new customer experience at hotel level, allowing hotels to keep guests safe & manage expectations



Stage One

Key external messages

Be reassured

- All Steps are taken to keep you safe
- Explore, Meet and Play whilst we take care of health & safety measures
- ALL SAFE label associated with highest standard of hygiene



Be cared for

- Health of our guests is priority
- Partnering with AXA for prompt medical support, available to all guests
- Access to local health care providers & free of charge phone consultations
- #ALLSTAYWELL



Be prepared

- We transitioned to a new ALL SAFE Hotel experience, where elements of your stay were modified to keep you safe
- Plan ahead to guarantee an effortless guests experience, allowing the hotel to keep you safe



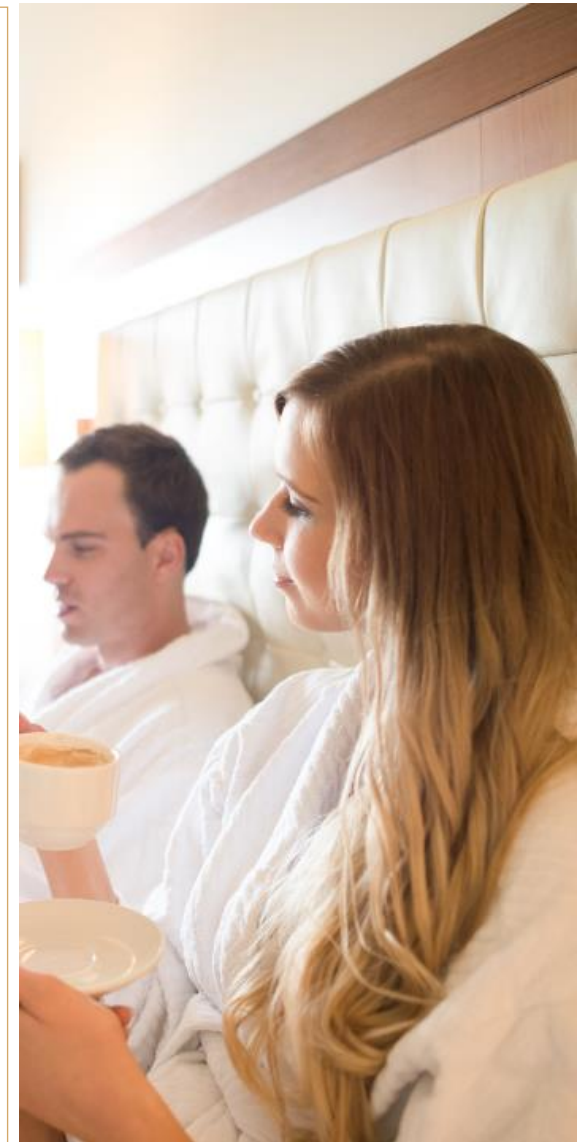
Stage Two

What:

- Brand reputation of Quarantine hotels have suffered, and guests are concerned about using these hotel for future stays (leisure and corporate)
- It is therefore suggested to reinspire & educate guests to be able to experience ALL reopened hotels
- #ALLREVIVED #ALLREFRESHED

How:

- Highlight newly refurbished hotels/spaces & new experiences across the Pacific network to reinspire guests
- Increase touch points featuring positive sentiment of refreshed spaces & reinvented experiences; this will uplift consumer's perception after a negative impact on brand reputation due to quarantine hotel usage
- Focus on the many hotels have undergone large refurbishments e.g. Sebel Quay West, Pullman Quay Grand, Sofitel Auckland and many new hotels have come into the network with brand new facilities
- Educate consumers on strict State Health Clearance protocols before reopening of Quarantine hotels
- Suggest basic refreshment of Quarantine hotels (especially those with most negative guest reviews) that have shown wear and tear of facilities to create additional piece of mind & re-create trust in consumers
- Promote newly introduced, innovate offers & services (Meetings, F&B and Rooms)
- Introduce more digital/virtual solution to reinvent corporate & meeting space – this will demonstrate Accor's adaptive & innovative nature



Stage Two

Key external messages

Be re-inspired

Focus external communication on:

- Revitalised rooms
- Revived service
- Refreshed spaces
- Reinvented Meetings & Events
- Reinvigorated experiences



Be comforted

- Re-opening hotels had to undergo strict State Health Clearance checks to guarantee revitalized & safe facilities
- Transparency communicating these strict health clearance conditions (important for B2B)
- Health of guest and staff is highest priority (AXA partnership & reconfirming ALL SAFE)



Channel Mix

STAGE ONE

B2B & B2C



ACCOR

B2B				
Partner	Channel	Specs	Ready by	Owner
Safety/cleanliness/Reassurance/Trust & Care - less subtle/more clinical & educational AXA = Point of Difference				
Corporate	Contracts	1x Page e-design to fit in contract	20-Nov	
TMC (AMEX)	Travel Bulletin	TBC	ASAP	Elizabeth/Nadine
	Atlas Newsletter Bulletin	TBC	ASAP	Elizabeth/Nadine
	Travel Agent Quiz	TBC	ASAP	Elizabeth/Nadine
	Sales Client Management Update	TBC	ASAP	Elizabeth/Nadine
All TMC's	Press Release to all consulting divisions	Copy & images	20-Nov	Elizabeth/Nadine
	Update ALL SAFE info into Client Hubs and Portals	TBC	20-Nov	Elizabeth/Nadine
	TMC Media Placement (OPTIONAL)	TBC	20-Nov	Elizabeth/Nadine
FlighCentre	Invite retail agent to stay and review hotel to improve review scores	Review/editorial	20-Nov	Serica/Nadine
	Consultant booking platform	Logo placement	20-Nov	Serica/Nadine
	Email communication (OPTIONAL)	Sharing of content/story (PR)	29-Nov	Serica/Nadine
Hello World	TBC			Serica/Nadine
Expedia/Booking.com/Agoda	Pre-arrival emails	TBC	20-Nov	Lesley/Nadine
	Booking confirmation	TBC	20-Nov	Lesley/Nadine
	Post stay email to encourage Health & Safety reviews/improve scores	TBC	20-Nov	Lesley/Nadine
	Property blurb	copy/message - word count TBC	20-Nov	Lesley/Nadine



B2C

Channel	Asset type	Specs	Topic	Ready by	Owner
Reassurance but more subtle, less clinical - More about new/changed hotel experience to keep guests safe, Empahthy & Care (AXA)					
Social	Influencer content (OPTIONAL)		What does a Hotel stay look like now to keep you safe	29-Nov	Nick/Nadine
	Images + Copy		AXA partnership	20-Nov	Nick/Nadine
	Images + Copy		Experience/Reassured	20-Nov	Nick/Nadine
CRM	e-News - Optional banner	700x86px	Experience/Reassured	6-Nov	Meeghan/Nadine
	e-News - Optional banner	700x86px	AXA Partnership	20-Nov	Meeghan/Nadine
PR	Editorial (OPTIONAL)		What does a Hotel stay look like now to keep you safe		Naomi/Nadine



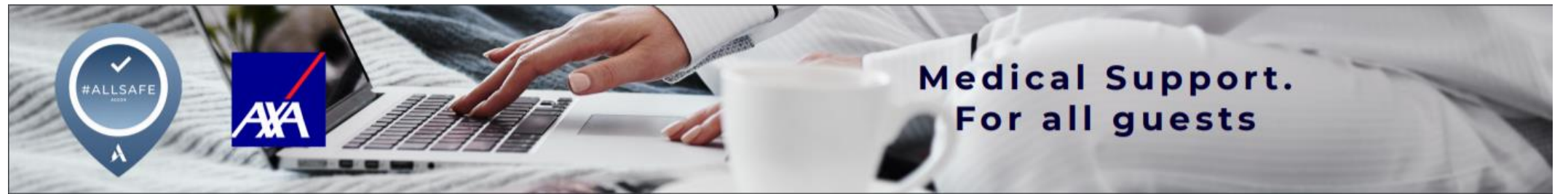
Content

Stage One



Designs B2C

CRM (always on) banners



Designs B2C

In Hotel

Email banner



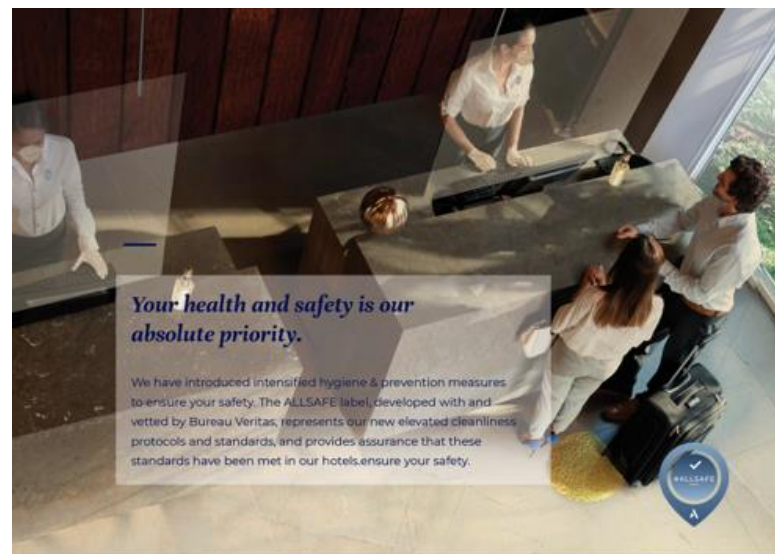
Screen design



Designs B2B

Contracts

Pre-Arrival email information



Reinforced food safety
standards and new buffet protocols



Guests provided with individual **sanitiser, wipes, and mask**



Social distancing enforced in all common areas



Contactless check-in, check-out and payments carried out whenever possible



Sanitiser provided in key public areas (front desk, elevators, restaurants, etc.)



Reinforced cleaning in public areas with frequent disinfection of all high touch areas



Strengthened room cleaning including extra **disinfection** of high touch areas



Employees given comprehensive **safety and hygiene training**



Guest access to **medical professionals and tele-medical support**



Safe room service provided at no extra charge in case of restaurant closures



Dedicated guest hotline to answer questions and to best prepare their stay



ALLSAFE Officer appointed across all hotels, responsible for guest health and wellbeing

FIND OUT MORE
[ALLACCOR.COM/EVENT/ALLSAFE](https://allaccor.com/event/allsafe)

24-HOUR MEDICAL ASSISTANCE FOR NON-URGENT SITUATIONS



Telephone appointment – free of charge
If you opt for a telephone appointment, an English or French-speaking*** General Practitioner will call you on your mobile phone.* In most countries, a prescription can be delivered to you if necessary.



Face-to-face appointment
If you would prefer a face-to-face appointment with an AXA-certified local health provider, the reception will give you the contact details of medical professional (e.g. dentists, general practitioners), taking into account your needs regarding preferred language and opening hours, so that you can then book an appointment with your preferred practitioner.**

FIND OUT MORE
[ALLACCOR.COM/EVENT/MEDICAL_SOLUTIONS](https://allaccor.com/event/medical_solutions)

Hero Images ALLSAFE



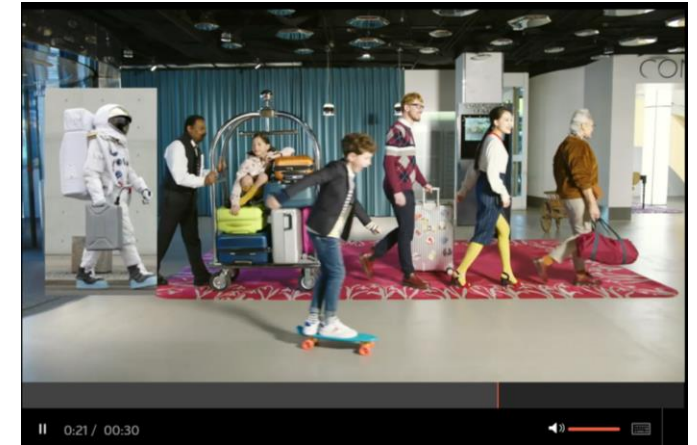
Images AXA



Videos

30 seconds TVC
HC link

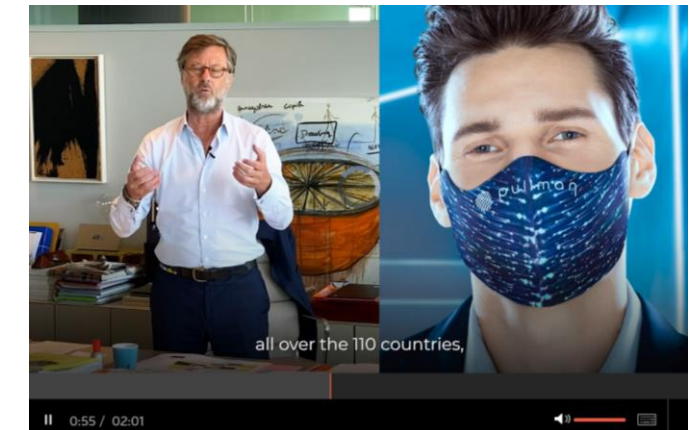
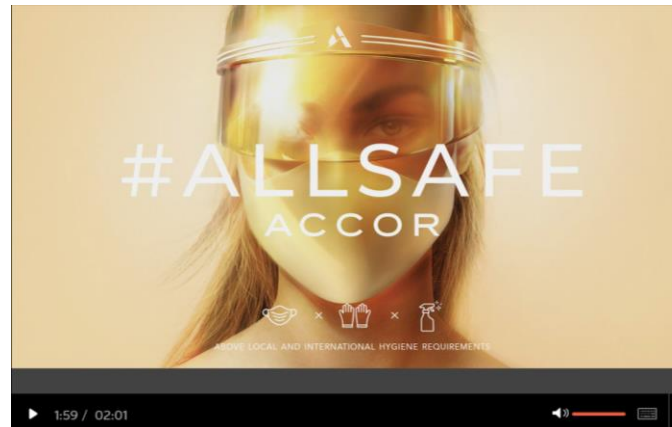
Website link



2 Minutes Video with Sebastian
Bazin
HC link

Website link

<https://group.accor.com/en/Actualites/2020/05/allsafe-cleanliness-prevention-label>



Videos AXA

30 seconds
HC link

Website link





RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ JO&JOE \ HOTELF1