

May 18, 2021

CVOID-19 and Travel BABA Webinar

Fairmont Washington, D.C., Georgetown

Fairmont

UNFORGETTABLE. SINCE 1907.



COVID-19 and Travel: Will I need to be vaccinated? What restrictions will there be? To where? And where will I stay?

- *Vaccinations rates are improving rapidly in the US and the UK, but there are hurdles and other regions are still in lockdown.*
- *What are the rules and restrictions for both business and leisure travellers coming to the US? What will change and when? Do I need a vaccination passport?*
- *What have airports, hotels and airlines put in place to make travel safe and convenient? What is next?*



Market conditions:

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- **U.S. Domestic vs. International Inbound to the U.S.:** Domestic travel will begin to recover before international travel, and within domestic, it will begin with local and regional visitors who can drive to the destination before extending to those who will need to fly. Domestic trips are expected to reach 2019 level levels by 2022, while international will take until 2025 to recover to the levels seen in 2019.
- **U.S. Domestic Business vs. Leisure:** As travel recovers, industry research suggests that leisure travel will begin to return before business travel, with domestic leisure trips recovering to 2019 levels by 2022, while domestic business will take until 2024.
- **Transient vs. Group:** Transient travel (those traveling in a small group that would require fewer than ten hotel rooms per night) will begin to recover before group travel (conventions, meetings, tour groups and others who require ten or more hotel rooms per night).



Rules & Restrictions on a Hotel – as of May 1 in D.C.:

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- Regional **business meetings and conventions** are allowed to take place indoors and outdoors at 25% capacity, with city waivers required for more than 250 people. Attendees must remain seated and socially distanced.
- Outdoor dining and carry out/delivery may continue. Restaurants can sell alcohol until midnight and **indoor dining capacity** remains at **25 percent (or up to 250 people)**. 10 people may sit at a table (up from six). Live music will be allowed outdoors, controlled by the restaurants. If customers are sitting outside, alcohol sales are allowed without purchasing food.
- **Museums, galleries and exhibits** will be able to operate indoors and outdoors at 50% capacity.
- Non-essential **retail** indoors and outdoors will be able to operate at 50% capacity.
- Seated **live entertainment** (i.e. **theater**) will be allowed at 25% capacity (up to 500 people).
- **Outdoor races** will be allowed at 50% capacity (i.e. 5Ks).
- **Weddings and special events** will be allowed indoors and outdoors at 25% capacity (with a waiver for attendance greater than 250). Attendees must remain seated and socially distanced.
- **School graduations and award ceremonies** will be allowed indoors and outdoors with capacity limits.
- **Live music** will be allowed near outdoor restaurant seating.



Rules & Restrictions...."it depends"

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- Hotels not accountable for enforcing local jurisdiction standards
- Varying interpretations of the guidance, by venue
- Neighboring States have been less restrictive, negatively impacting our business
- Confusing for our guests
- No way to clarify questions
- May 21 next Phase of re-opening, fully open June 11



Implications on a Hotel operation - what we've done to make it safe & convenient

- Social Distancing enforced in all common areas, along with local facemask guidance
- Contactless checkin and checkout
- Contactless payment
- Enhanced cleaning programs in all areas of hotel
- Employees given comprehensive H&S training
- Guest access to medical professionals and tele-medial support (with AXA partner)
- Reinforced food safety standards and new protocols
- Safe In-Room-Dining at no additional charge
- On site Covid kits (AXA program)



Accor - Guest and Heartist Safety Programs



Recording

ALL Meet Well.

Since opening the doors of our first hotel, more than 100 years ago, we have set the stage for tens of thousands of unforgettable meetings and events, from history-making moments such as the signing of the United Nations charter at Fairmont San Francisco and John Lennon and Yoko Ono's Bed-In for Peace at Fairmont The Queen Elizabeth, to iconic events like Truman Capote's Black and White Ball at The Plaza. We have a long-standing tradition of setting new benchmarks for excellence in our industry and today is no different. Our loyal planners, delegates, attendees and guests across North & Central America entrust us with their care and safety, and we remain deeply committed to the wellbeing of our Accor family. As we navigate through this unprecedented moment in our history, this means ensuring that you are safe when you gather in our hotels; partnering with top experts, investing in research, new standards of safety, enhanced protocols and procedures which will address our new reality. And though it is impossible to know what tomorrow holds, please be assured that we are looking ahead, through and past the COVID-19 pandemic, to ensure that you, our valued planners, delegates, attendees and guests, will always be looked after with the highest degree of care and comfort. Meet well with ALL.

ALL LIVE LIMITLESS

Our commitment to keeping you safe and well, for the gatherings of today and tomorrow

ALL Meet Well.

Our commitment to keeping you safe and well, for the gatherings of today and tomorrow.

New Elements – Coming and/or To Be Announced Soon...

ALL Connect

Precheck

Net-Carbon Hospitality Program

Meet our Expert Advisors

Dr. Amresh Adhikari
Senior Advisor at the National Institute of Health, University Center for Health Security & Superintendent for the Infectious Diseases Society of America

Beth Palmer Ph.D., CFS
Senior Corporate Scientist, Food Safety and Public Health, Entice

Ben Conway MScM
Principal Technical Account Specialist, Research, Development & Engineering, Entice

Andrew Tomczak
Senior Vice President, Guest Experience, Accor North & Central America

Steve Patterson
Senior Vice President, Food & Beverage, Accor North & Central America

Julie Dwyer
Senior Vice President, Sales & Marketing, Accor North & Central America

Marc Cassler CMO
Vice President, Event Sales & Services, Entice

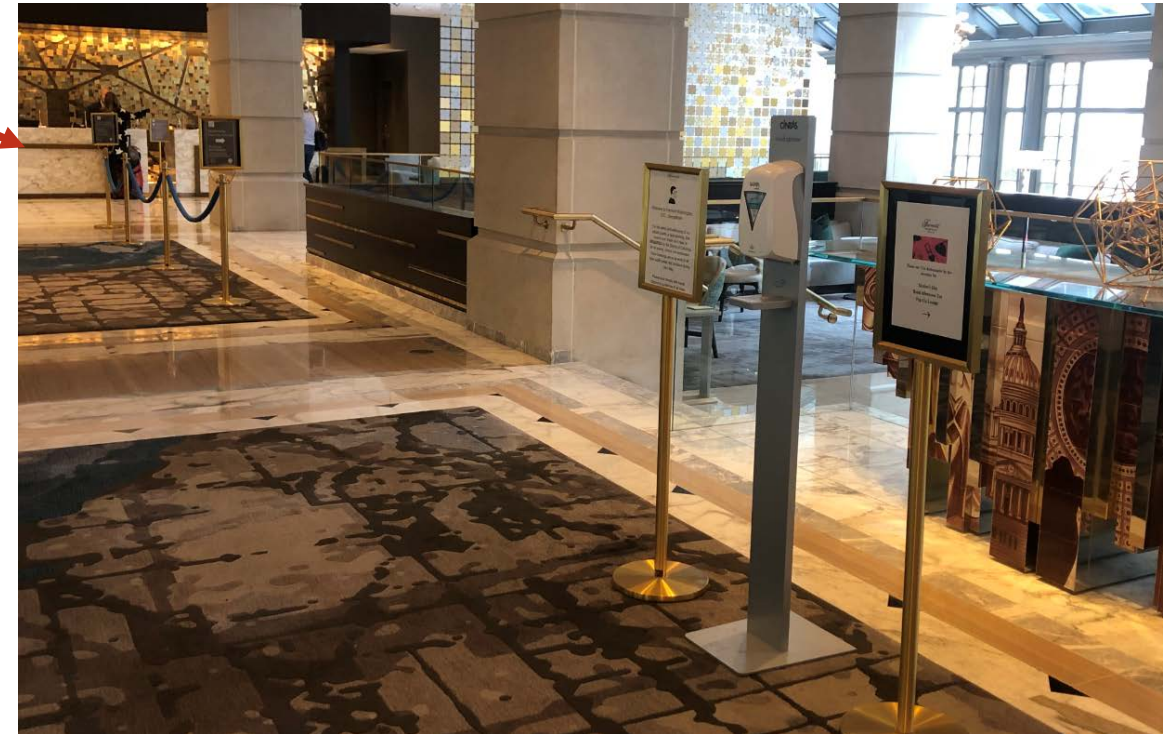
ALL ACCOR LIVE LIMITLESS

ALL Safe and Well.

We are committed to ensuring that you stay safe and stay well in all of our hotels.



H&S standards – before and after





During it all, PR and Marketing using F&B events as the "attention getter"




British-American Business Association
Washington, D.C.
Fostering valuable UK-US trans-Atlantic business relationships for more than 30 years



BABA Corporate Member, The Fairmont, Washington, DC,
invites Members and colleagues to
Cherry Blossom Afternoon Tea in a Private Pink Oasis



THINGS TO DO FEATURES
8 Ways To Celebrate St. Patrick's Day
From a socially distant rooftop celebration to corned-beef-and-cabbage-topped pizza, here's how to pay homage to the Emerald Isle.
By **Kelly Magyarics** | March 10, 2021

Fairmont Washington, D.C.
On March 17 to 20 from 4 p.m. until 10 p.m. in the Loggia, Lobby Bar, and Courtyard of the hotel, executive chef Jordi Gallardo and his team are serving favorites from the Emerald Isle, including Shepherd's Pie (\$19) with lamb loin, root vegetables, and whipped potatoes; smoked brisket (\$19) with wilted cabbage and baby carrots; beef pie (\$19) with Guinness and wild mushrooms with puff pastry; and Guinness chocolate torte (\$11) with Bailey's, chocolate cremeux, and berry compote. Cocktails (\$14) include The Barista Old Fashioned, Irish Sea, and Twisted Irish Tea, and there will also be Guinness Stout on tap (\$5) and green beer (\$9). No reservations are required, and guests with the most creative attire have a chance to win prizes. // 2401 M Street NW,

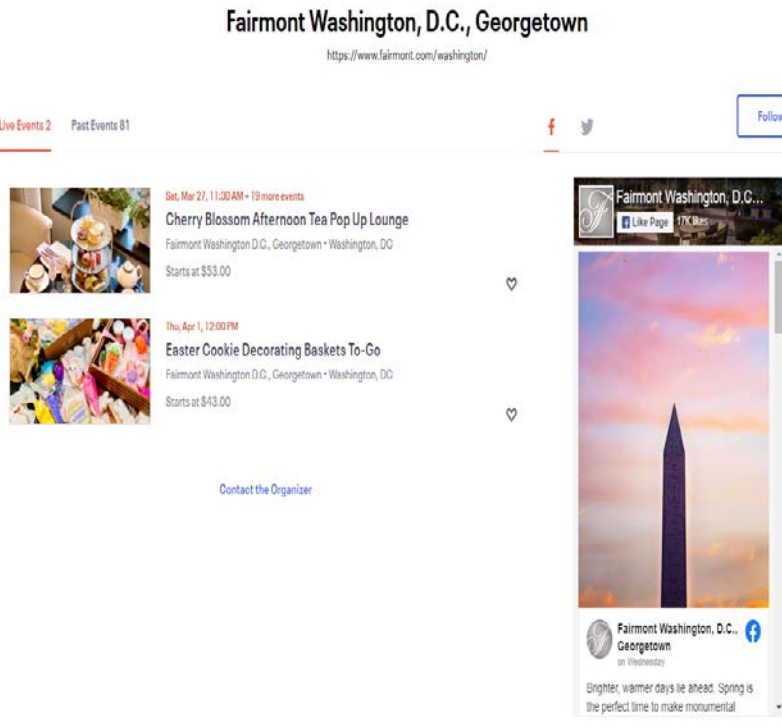
Fairmont Washington, D.C., Georgetown
<https://www.fairmont.com/washington/>

Live Events 2 Past Events 81

Cherry Blossom Afternoon Tea Pop Up Lounge
Fairmont Washington D.C., Georgetown • Washington, DC
Starts at \$53.00

Easter Cookie Decorating Baskets To-Go
Fairmont Washington D.C., Georgetown • Washington, DC
Starts at \$43.00

Contact the Organizer



FAIRMONT'S EASTER COOKIE DECORATING BASKETS TO-GO



-Cookie Magic in a Box, Community Giving and Prizes too!-



Opening our borders...Accor has amazing global synergies



London – The Savoy



NYC – The Plaza



St. Andrews, Scotland



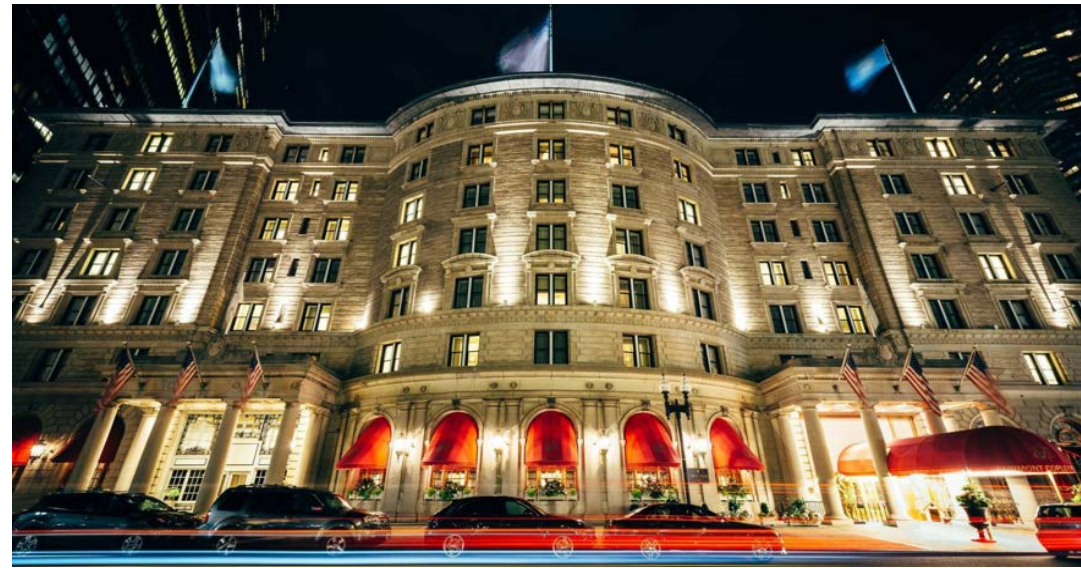
Washington, D.C.



Opening our borders...Accor has amazing global synergies



Montreux, Switzerland



Boston, MA



Dubai, UAE



San Juan, Puerto Rico



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Accor Live Limitless (ALL) – our approach

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Defining the Business Challenge to getting guests back:

- Tension* After more than a year with little to do and nowhere to go, people are beginning to return to the full joy of life
- Resolution* Give access to exclusive offers through ALL by contextualizing them with advice around “vacation etiquette”, since people have become clumsy with their social interactions
- Approach* Be the first to market with an entertaining mass campaign to remind people that ALL destinations are ready to welcome guests when they are
- Takeaway* ALL is here to help you get back travelling



Online Experience

Every 2 weeks we'll unlock a new tutorial and offer:





POTENTIAL 2021 EVENTS & ACTIVATIONS

- Inauguration – January 20
- Super Bowl – February 7
- Valentine’s Weekend – February 12-15
- Mardi Gras – February 16
- St. Patrick’s Day – March 17
- Cherry Blossoms – March through April
- Easter – April 4
- Kentucky Derby – May 1
- Mother’s Day Brunch – May 9
- **Royal Ascot – June 18**
- European Soccer Finals – June 26 – July 11
- Father’s Day BBQ Brunch – June 20
- Red, White & BBQ – July 4
- Wimbledon – July 11
- Paella Nights and Fests – Summer / Fall
- Olympics – July 23 – August 8
- Georgie’s 3rd Birthday – August 17
- Oktoberfest / Paella – October TBD
- Howl-O-Ween – October 29
- Thanksgiving & Turkeys To Go – November 24
- Christmas / December – Tree Lighting, Santa Suite, Ugly Sweater Happy Hour, Christmas Dinner / Brunch
- Pop & Bop on NYE – December 31





2019 F&B EVENTS & ACTIVATIONS... 2021 TBA!



Georgie's Birthday Party
August 17



Downton Abbey Afternoon Tea
Fridays & Saturdays in September



Downton Abbey Happy Hour
September 20



Oktoberfest
October 2, 9, 16, 23



Mille Miglia Apertivo
October 26



Georgie's Howl-o-ween
October 30



Thanksgiving & Turkeys To Go
November 28



Tree Lighting, Santa Suite, Ugly Sweater Happy Hour,
Christmas Eve & Day Dinner
Month of December



Pop and Bop on New Year's Eve
December 31



ALL - Neil Patrick Harris on Packing

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Embed video