

Travel Professional,

Thank you for attending our B2B Customer WebEx last week. During times like these, it is important to connect face to face, or as close to that as we can, and I hope we provided you with the insight you need to assure your customers that their health, safety and comfort is our top priority.

For those who were unable to attend, you can view a short [recap and recording of the WebEx](#), which also includes details about how we plan to approach 2021 RFP Season. You will notice we offered a sneak peek of our recent [external announcement to customers](#) regarding our enhanced cleanliness platform. It's our commitment to deliver a safe, healthy, and clean stay – including details on our new expert cleanliness partners, our Clean Promise, and how we plan to execute it all.

You can read the [full announcement here](#). More information will also be available at www.ihg.com/clean, including a video explaining actions being taken to ensure guests will feel confident in booking IHG-branded hotels.

New expert cleanliness partner and Global Cleanliness Board

In addition to our existing relationships with [Ecolab](#) and [Diversey](#), we will now partner with [Cleveland Clinic](#) to expand the IHG Way of Clean program – which launched in the Americas in 2015 and is now a global brand standard – with new science-led protocols and service measures. James Merlino, Chief Clinical Transformation Officer at Cleveland Clinic, brings deep expertise in key areas of science and medicine, and will sit on our **Global Cleanliness Board** – a group of IHG Operations, Health and Safety, and Guest Experience experts who, together with a range of external specialists, will work to develop best practices and implement solutions.

IHG Clean Promise

To reassure guests that their rooms will meet IHG's high standards of cleanliness, IHG is launching a Clean Promise that will roll out globally in June. The Clean Promise will become a global brand standard, demonstrating our dedication to the updated measures and a clean stay.

Here is how the Clean Promise will work: within two hours after check-in, a guest will be able to let the hotel team know if their room does not meet the *Clean Promise*. The hotel team will confirm the issue and either make every effort to resolve it to the guest's satisfaction in the current room or offer to move the guest to another room of equal or greater value that meets the Clean Promise. If another room is not available, the hotel will work with the guest to make it right.

You can view an overview of other [IHG Way of Clean Enhancements here](#). These additional measures will build on our existing best-in-class approach to cleanliness to help your customers feel safe and comfortable in IHG-branded hotels. It will be an ongoing conversation as we continue to work closely with Cleveland Clinic and other partners to understand best practices and define solutions that meet the new health and safety expectations brought on by Covid-19.

We will continue to regularly communicate with you about our latest plans, processes and solutions. As always, thank you for your partnership. We are here to support you, so please don't hesitate to reach out to your IHG Global Sales account director with any questions or additional suggestions on how we can continue to enhance our approach.

Warm regards,
Derek L. DeCross
SVP, Global Sales

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