



in the New *Normal*

Industry Guidelines to Ensure the Health and Safety of Travelers

**C**OVID-19 represents an unprecedented challenge to the travel industry. After 9/11, industry leaders said, “without security, there will be no travel.” The global pandemic adds a new dimension to our age of global travel, demanding an even more comprehensive response: “Without guidelines to assure the health and safety of travelers, there will be no travel, no sustainable reopening of our businesses, and no revival of our economy.”

As we move to the next phase of our response to the pandemic, we must demonstrate leadership to elected officials and public health authorities who will decide when, how and under what conditions travel businesses are allowed to reopen across America. Just as importantly, we must also inspire confidence in travelers who are looking for clear assurances that their health and safety will be protected.

**To meet these objectives, the travel industry—hotels, resorts, airports, airlines, attractions, restaurants, retail, rental cars, meeting venues, event producers, etc.—has come together, working with health and medical experts, to reach collective agreement on a core set of health and safety guidelines that travel business will adopt and implement.** The guidelines help assure travelers they can travel again in a safe, healthy environment through every point of their journey. They build upon and align with the White House and CDC evidence-based guidelines for “[Opening Up America Again](#).” They offer our customers a clear, consistent understanding of the shared practices being followed across America’s travel industry.

The embrace of these guidelines by all segments of the travel industry signals how seriously we take COVID-19 and the threat it presents. Our collective response demonstrates our industry’s commitment to protecting the health of our employees and customers.

These travel industry guidelines assume a phased approach to reopening travel. Our guidelines not only directly respond to the COVID-19 threat we face today they also prepare our industry to handle future threats that may arise. In the earliest stages of reopening, travel businesses will reinforce CDC guidance urging vulnerable groups such as the elderly and individuals with serious underlying health conditions, to limit travel and avoid potential exposure to COVID-19. **These guidelines may evolve and be updated as the nation moves through different stages of reopening, as the science becomes clearer, and as the efficacy of certain practices are proven.**

For the most up-to-date **COVID-19 resources and information** for the industry, visit: [ustravel.org/ReliefResources](http://ustravel.org/ReliefResources)



**Collaborating with medical experts has been a critical component to the development of healthy travel guidelines.** Expertise in infectious disease, preventative medicine and health security ensured that all facets of the travel experience were viewed through a lens of how best to minimize the spread of COVID-19.

As these guidelines adapt and evolve, the travel industry will continue to seek the input from trusted medical sources so that all protocols reflect the latest developments within and guidance from the professional health community.

**This document has been developed based on the CDC and White House “[Guidelines for Opening Up America Again](#)” and in consultation with these public health experts:**

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# ENHANCE SANITATION

## 1 Travel businesses should adopt and implement rigorous sanitation procedures specifically designed to combat the transmission of COVID-19.

Protecting against COVID-19 requires heightened sanitation practices to prevent person-to-person respiratory transmission or transmission from touching contaminated surfaces. In an industry as diverse as travel, specific practices may vary from one segment to another. **Each travel business will tailor procedures to its own operating environment and the expectations of its customers.** Some may also adopt practices verified by third-party certification services. But in every case, sanitation procedures will align with CDC guidelines.

To promote the health and safety of our customers and employees, every segment of the travel industry should deploy **enhanced sanitation procedures** that include:

- ✓ **Sanitizing more frequently, using products and disinfectants approved by EPA** for effectiveness against COVID-19 and paying special attention to high-touch surfaces;
- ✓ **Requiring more frequent hand washing by all employees** and using alcohol-based hand sanitizer (at least 60% alcohol) when soap and water is not available;
- ✓ **Providing hand sanitation stations in public areas** throughout facilities;
- ✓ **Modifying business hours when necessary** to carry out thorough disinfecting and sanitation procedures;
- ✓ **Providing new training for employees** on employing these measures and ensuring new rigorous oversight to ensure execution.
- ✓ **Researching technological innovations** and testing new procedures to enhance sanitation.



# CREATE TRANSMISSION BARRIERS

## 2 Travel businesses should adapt operations, modify employee practices and/or redesign public spaces to protect employees and customers.

Travel businesses should adapt or establish a strategy designed to create barriers to COVID-19 transmission. **Depending on the business, that strategy could include operational changes, new employee practices or reimagining high-traffic public spaces.** Strategies should align with CDC guidance and provide assurances to travelers and industry employees that their health and safety is our top priority.

For some businesses these strategies will include practices such as:

- ✓ **Utilizing personal protective equipment** (PPE) such as masks and gloves;
- ✓ **Installing physical barriers**, such as transparent screens to provide proper separation between customers and employees;
- ✓ **Encouraging physical distancing** by posting new signage to ensure proper separation in lines and common areas, discouraging congregating in crowded areas, reconfiguring public spaces, or limiting the number of employees and customers in various areas;
- ✓ **Thinking creatively to limit staff interaction with customers** where practical while still delivering superior service, for example, through online ordering, curbside service delivery, automated entrances and other practices;
- ✓ **Educating both employees and customers about their shared responsibility** to protect each other in a COVID-19 environment.



# CREATE TRANSMISSION BARRIERS

## 3 Where possible, travel businesses should implement touchless solutions to limit the opportunity for virus transmission while also enabling a positive travel experience.

Where possible, travel businesses should **deploy technology and innovative practices** to protect employees and customers while providing a safe and enjoyable experience. Such measures may include adopting contactless technologies or procedures for:

- Ticketing;**
- Identification;**
- Check-in;**
- Automated ordering, pick-up and payment** for food and services; and
- A broader range of travel and hospitality amenities.**



# PROMOTE HEALTH SCREENING

## 4 Travel businesses should promote health screening measures for employees and isolate workers with possible COVID-19 symptoms and provide health resources to customers.

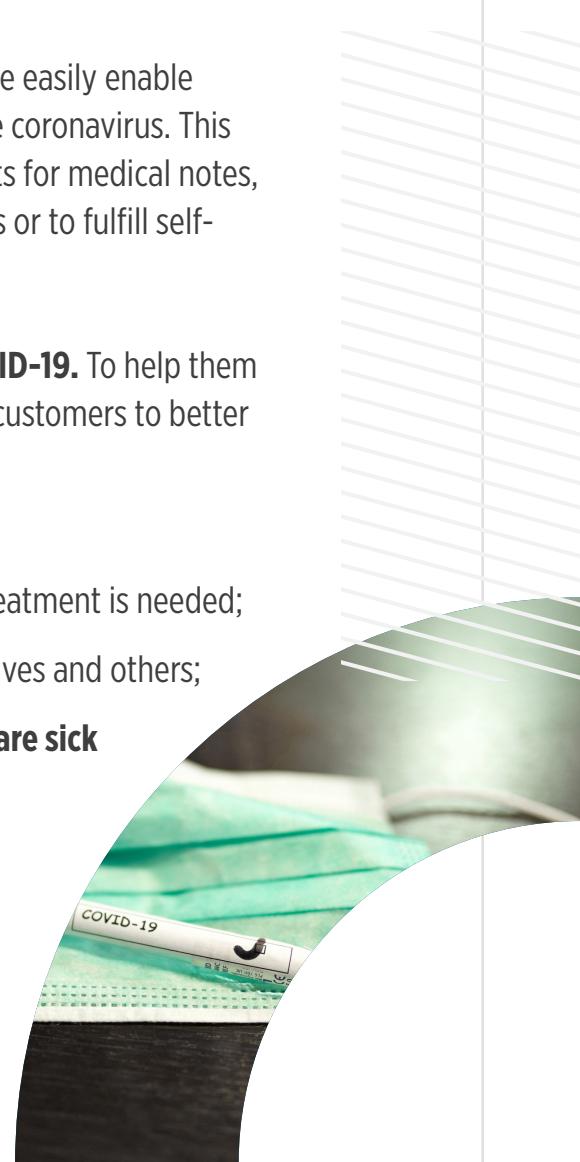
Travel businesses should **adopt health screening procedures** that require all employees:

- ✓ **To monitor** their health;
- ✓ **To not report to work** if they show any symptoms; and
- ✓ **To self-isolate in accordance with CDC guidelines** if showing symptoms of COVID-19, if awaiting test results, or if diagnosed with COVID-19.

Travel employers and operators should **review their policies** to more easily enable employees to stay home when sick or when possibly exposed to the coronavirus. This could include adopting new sick leave policies, waiving requirements for medical notes, or allowing employees to stay home to care for sick family members or to fulfill self-isolation requirements.

**Travelers also have a role to play in preventing the spread of COVID-19.** To help them fulfill this responsibility, travel businesses should offer resources to customers to better enable them to monitor and screen their own health, including:

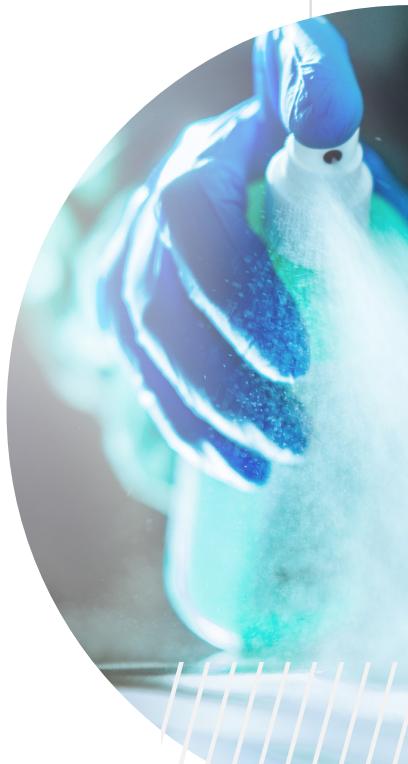
- ✓ **Signage** communicating COVID-19 symptoms;
- ✓ **Guidance to local public health resources** in case testing or treatment is needed;
- ✓ **Materials describing good health practices** to protect themselves and others;
- ✓ **Communications encouraging travelers to stay home if they are sick** and to postpone travel until they are well.



# PROMOTE HEALTH SCREENING

**5** Travel businesses should establish a robust set of procedures aligned with CDC guidance in the event an employee or customer tests positive for COVID-19.

In the event an employee or customer tests positive, **travel businesses should follow a comprehensive checklist** of actions to prevent spreading the virus. Travel businesses should obtain expert guidance to define all necessary actions.



# FOLLOW FOOD & BEVERAGE SERVICE GUIDELINES

## 6 Travel businesses should follow best practices in food and beverage service to protect health of employees and customers.

Food and beverage service is an essential and ubiquitous part of the hospitality our industry provides to travelers. When serving food and beverages, travel businesses should follow [\*\*FDA's Best Practices for Retail Food Stores, Restaurants, and Food Pick Up/Delivery Services\*\*](#). They should also review the National Restaurant Association's longstanding [\*\*ServSafe guidelines\*\*](#) which have recently been updated to address service in a COVID-19 environment.



SOURCE: National Restaurant Association

# A SHARED RESPONSIBILITY

**Responding effectively to COVID-19 is a shared responsibility.** Our guidelines reflect the essential role the travel industry must play to help protect the health and safety of our customers and employees. But no industry can overcome this challenge alone.

Travelers also have a responsibility. They must adopt new travel practices and follow science-based guidelines not only to protect their health and their family's health, but to safeguard fellow travelers and employees at every point of their journey.

Every segment of the travel industry is publishing tailored communication for its customers, providing guidance on healthy, sanitary travel. In the spirit of collective action needed to defeat COVID-19, we urge travelers to follow this guidance and to do their part to protect themselves and others.

**By working together, we can overcome the challenge, begin to reopen our economy and responsibly get America traveling again.**



# SUPPORTING ORGANIZATIONS

The following organizations lend their support of these travel industry guidelines: