



**Safe  
travels**

by

WORLD  
TRAVEL &  
TOURISM  
COUNCIL

# LEADING GLOBAL PROTOCOLS FOR THE NEW NORMAL

OUTDOOR SHOPPING DESTINATIONS/  
RETAIL ESTABLISHMENTS

WORLD  
TRAVEL &  
TOURISM  
COUNCIL

#SAFETRAVELS  
MAY 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 recommended protocols for outdoor shopping and retail establishments was compiled on the basis of the insights and framework developed by The Bicester Village Shopping Collection following the successful re-opening of its two Villages in China<sup>1</sup>. It is provided to support the responsible reopening of outdoor retail establishments to the public. The objective is to ensure that protocols, which respect government guidelines, are in place across all relevant functions with an increased focus on protective hygiene and physical distancing protocols which guests will need and expect.

Note that these protocols are subject to change and may be enhanced as new information about the virus becomes available. The protocols are based on the operational characteristics of outdoor retail and consultation with local governments and health authorities is recommended prior to implementation.

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

1. **Restarting Operations**
2. **Ensuring a Responsible & Secure Experience**
3. **Rebuilding Trust & Confidence**
4. **Integrating Innovation**
5. **Implementing Enabling Policies**

<sup>1</sup>The document was reviewed by other WTTC Members shopping and retail establishments.

## 1. RESTARTING OPERATIONS

As outdoor shopping destinations and retail establishments resume their operations, they should ensure they have:

- Developed operational protocols ensuring alignment with local government and health authority guidelines.
- The staffing levels required to responsibly resume operations
- Re-trained their teams, prior to return, on the new practises that they must adhere to including physical distancing, thermal scanning, and the requirement of face masks for all guest-facing staff, as defined by local government regulations.
- Recalibrated offices and working spaces to promote physical distancing and well-being including temporary closure of certain office facilities and meeting areas to avoid gatherings
- Where possible, ventilate offices through open windows to allow fresh air into office environments and ensure that air-conditioning systems circulate good quality air.
- Created protocols for Brand partners which observe, government mandatory trading hours, delivery hours, packaging disposal, merchandise to shop floor procedures and product care, physical distancing requirements, fitting room occupancy, deep cleaning and sanitization and, the transition to digital receipts instead of paper.
- Provided pre-opening training for Brand staff on selling skills in the new reality of physical distancing.
- Developed protocols for F&B outlets (restaurants, cafes and mobile food carts) including supply chain control, food handling and preparation, back of house distancing, deep cleaning and enhanced hygiene, seating, queue management and digitising of menus.
- Implemented back of house protocols to maintain physical distancing, increase frequency of waste management and back of house deep cleaning and provide location for all contractors to undergo thermal scanning.
- Aligned new protocols with all third-party partners and suppliers.
- Liaised with local travel and transport partners to promote the requirement of adequate space to avoid congregation of guests.



## 2. ENSURING A RESPONSIBLE & SECURE EXPERIENCE

As outdoor shopping and retail establishments work to ensure they deliver a safe and secure experience for their staff and their guests, they should ensure they have:

- Enhanced their sanitation, deep cleaning practices and reinforced mitigation measures, including revisiting guidance for cleaning staff relating to washrooms and baby-changing facilities, private client spaces and the contemplation rooms for instance.
- Within the scope of sanitation and hygiene, provide hand sanitiser dispensers with 70% alcohol content in washrooms, near entrances and exits and at regular intervals throughout.
- Introduce guest well-being procedures such as thermal scanning, physical distancing, as well as queue management:
  - Implement infrastructure to support the thermal scanning process if used and consider the procedure as part of the guest arrival experience.
  - Monitor that face masks are worn within the establishment, if required by local governments regulations.
  - Install visual physical distancing markers to help guests adhere to protocols
  - Closely monitor the number of guests within the establishment to ensure that physical distancing protocols can be comfortably observed
  - Manage the number of guests within any one boutique, restaurant or specified area and implement queue management systems that support physical distancing requirements
  - Optimise car-parking to prevent overcrowding
  - Consider providing disposable gloves to guests using electric vehicle charging points and sanitize regularly
- Minimised touch contact by digitizing guest services such as digital maps, digital queue management, e-menus, virtual personal shopping, roving concierge and, promote contactless payment wherever possible. Provide complimentary WIFI to encourage use of digital services.
- Suspend services that cannot support physical distancing and health & safety requirements such as playgrounds, drinking fountains and ATMs, as well as items that may have been previously lent to guests which may include umbrellas and pushchairs.



### 3. REBUILDING TRUST & CONFIDENCE

As outdoor shopping and retail establishments work to rebuild trust and confidence with their guests, brand partners, staff and community, they should ensure they have:

- Created a guest code of conduct which may include the wearing of face masks, guidance on hand hygiene and physical distancing procedures based on local government and health authority regulations.
- Issued clear guidance and consistent messaging, on new protocols via the organisation's channels including website, app, social channels and direct email and also on partners channels.
- Anticipated guests' questions relating to the new protocols and ensure that all staff are trained and equipped to respond correctly and responsibly.
- Provided consistent communication to third-party suppliers, partners and to their respective clients.
- Provided clear consistent messaging to the media.
- Work with public sector partners, such as local government and tourism authorities, to explain the protocols and encourage them to be advocates as well as to align to promote the destination and the regeneration of the local, regional, and national economy.

### 4. INTEGRATING INNOVATION

- A continuous evolution of safety and well-being measures informed by the evaluation of scientific guidance provided by medical and research professionals to shape best practice.
- Accelerate the recovery through the integration of technology to provide digital services that advance a seamless guest experience within open-air environments and where physical distancing can be comfortably observed.



### 5. IMPLEMENTING ENABLING POLICIES

As outdoor shopping and retail establishments work to recover, it is essential that enabling policies be implemented at the governmental level. Outdoor shopping and retail establishments call on governments to:

- Enhance destination promotion to boost demand both domestically and internationally.
- Provide financial relief to the sector through the reduction of taxes and charges to stimulate demand.
- Create incentives to promote tourism as well as tax incentives.
- Implement visa facilitation measures, making visa more affordable and simpler to obtain.
- Implement public transport measures to and from the destination which observe physical distancing.



# Shopping Protocols through the Guest Journey

THE BICESTER VILLAGE SHOPPING COLLECTION®

## 1 Pre-arrival Guest & Partner Communication



- Communication of new Shopping Protocols to brand partners and local travel and transport partners
- Communication via: website, app, digital and social media, email

## 2 Arrival at the Village

- Social distancing on train and Shopping Express®
- Village occupancy limits
- Car park management
- Thermal scanning
- Guest code of conduct



## 3 Guest Services



- Digital navigation
- Washroom deep cleaning
- Contemplation room deep cleaning
- Playground closure
- Valet Parking suspension
- Digital services: roving Concierge, e-HFS, eVIP, etc

## 4 In The Village

- Deep cleaning
- Social distancing
- Digital navigation
- Queue management
- Face masks
- Hand hygiene



## 5 In The Boutiques

- Brand and staff training
- Control of merchandise to shop floor
- Social distancing
- Queue management
- Boutique occupancy limits
- Contactless payment
- Cleaning protocols for boutique and fitting rooms
- Face masks
- Hand hygiene
- Boutique code of conduct



## 9 Our Staff & Reopening the Villages

- Team training
- Community outreach
- Social distancing
- Deep cleaning
- Face masks
- Hand hygiene



## 6 Restaurants, Cafés & Kiosks

- Supply chain control
- Food handling and preparation
- Restaurant Protocols
- Face masks
- Hand hygiene
- Social distancing (interior and exterior, including terraces)
- Deep cleaning
- Digital menus
- Queue management

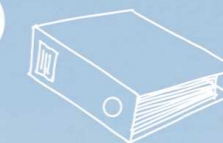


## 7 Private Client Spaces

- Reserved parking
- F&B control
- Deep cleaning
- Social distancing
- Face masks
- Hand hygiene
- Digital services: Virtual Personal Shopping, e-HFS, eVIP, etc



## 8 Research



**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)



## ACKNOWLEDGEMENTS

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