

Safe travels by WORLD TRAVEL & TOURISM COUNCIL

LEADING GLOBAL PROTOCOLS FOR THE NEW NORMAL

CAR RENTAL

WORLD TRAVEL & TOURISM COUNCIL

#SAFETRAVELS

JUNE 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 Car Rental industry is an essential provider of transportation and mobility services, during normal times but also during the COVID-19 outbreak, for anyone who needs to travel, and all those who move or provide critical services, including healthcare professionals, emergency services and utilities.

The below suggested protocols for the car rental industry were compiled based on input from leading car rental companies either directly or from their public announcements around the safe, healthy, and responsible reopening of car rental services to the public. The protocols also take into account World Health Organisation (WHO) guidelines. The objective is to ensure that protocols are in place across all relevant functions with an increased focus on health, safety, and physical distancing guidance which travellers will need and expect.

Note that these recommendations are subject to change and may be enhanced as new information about the virus becomes available. These recommendations are based on the operational characteristics of each car rental business and consultation is recommended prior to implementation. It is recommended that all car rental practices follow local and national legislation and the latest guidance from public health organisations including the WHO.

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

1. **Operational and Staff Preparedness**
2. **Ensuring a Safe Experience**
3. **Rebuilding Trust & Confidence**
4. **Implementing Enabling Policies**

1. OPERATIONAL AND STAFF PREPAREDNESS

As the car rental industry and establishments restart their operations, they should ensure they can achieve operational excellence in the "new normal" and have trained staff to prepare and execute on the operational plans:

- Car rental businesses may achieve operational readiness for reopening by having:
    - o Obtained the applicable reopening license if required by local government
    - o Developed a COVID-19 prevention plan including an action/checklist for infection prevention and a special cleaning and disinfection plan for both the counters, kiosks and "turnaround facilities" with parking, car wash and maintenance areas
    - o Required staffing levels available to restart operations
    - o Implemented protocols and guidelines for staff safety and health, including health checks for car rental staff if required by local legislation. If not required, car rental business to issue and communicate a stay-home policy for anyone displaying any symptoms or an increased temperature as per World Health Organisation (WHO) guidelines
    - o Aligned with local travel and transport partners as well as airport authorities and outsourcing companies, such as car washing
    - o Reflected physical distance in office layout and limiting the number of staff in common back-of-house areas in both locations and head offices
    - o Ensure physical distancing protocols and guidelines, and where possible, marked to clearly communicate to clients and staff, especially at locations where queuing is experienced on a regular basis at peak times. Plexiglas shields fixed on the counters are strong recommended if possible
    - o Considered reducing the number of counters open at airports to minimise the number of touchpoints where customers and staff interact
    - o Integrated technologies where possible to enable automation such as contactless payment, fast track services allowing customers to bypass the counters as well as self-service transactions
    - o Evaluated innovations for cleanliness and disinfection with validation from expert bodies and governmental institutions, such as WHO, and share best practices
    - o Provided personal protection equipment (PPE) to customer-facing staff such as masks and gloves
- Car rental businesses should train staff to prepare and execute on operational plans by:
    - o Creating and implementing written procedures to be acknowledged by employees, with protocols and guidelines for staff and operations
    - o Retraining staff regarding infection control, physical distancing and enhanced hygiene measures including hand washing, the use of masks and gloves as recommended by local health authorities or stricter if required by the car rental company procedures
    - o All training should be informed and updated by the latest advice from public health authorities and/or WHO
    - o Continuous monitoring of well-being of team members by leadership, encouraging them to following governmental and WHO guidelines



2. ENSURING A SAFE EXPERIENCE

As the car rental industry and establishments work to ensure they deliver a safe experience for their staff and their clients through enhanced cleanliness and hygiene best practices, car rental companies should ensure they have:

- Implemented processes focused on enhanced sanitation, disinfection and deep cleaning practices as well as increase their cleaning/disinfection frequency
    - o Selected disinfecting products recommended by health authorities
    - o Revisited guidance to cleaning team for all areas of the establishment including, counters, desks, computers, check in and return areas, common areas and washrooms, with a specific focus on high-frequency touch points. Extraneous items should be removed throughout the facilities
    - o Revisited guidance to cleaning team for the interior of the vehicle, with a specific focus on high-frequency touch points such as the keys, steering wheels, steering column, gear stick, seats, seat pockets, seat belts, door handles, gearboxes, gloveboxes, vents, key fobs, door interiors, areas between seats, dashboards, radio dials, centre consoles, rear view and side mirrors ,cup holders and other surfaces
    - o Implemented specific procedures for vehicles which have been rented or returned by infected customers. Take these vehicles off the fleet for the period required by national governments, and fully sanitise
    - o Recommended disinfecting products made available at sanitation stations to guests in the form of alcohol-based hand sanitiser as appropriate throughout the facility based on high-traffic areas
- Implemented customer processes including guest information and physical distancing:
    - o Implemented pre-arrival risk assessment questionnaire preferably through electronic means if required by local legislation and in accordance with GDPR regulations
    - o Implemented client health/temperature checks if required by legislation
    - o Considered minimising the number of people allowed to collect a vehicle per group as well as decreasing the number of people in the car rental establishment at a time
    - o Recommended wearing of face mask within car rental facility
    - o Considered flexibility in validating driver's licenses through visual identification rather than scanning the driving license
    - o Limited physical interaction with staff and possible queuing at pick up and drop off; consider moving to a fully digital process including payments and collections as well as curb-side car pick-up



3. REBUILDING TRUST & CONFIDENCE

As the car rental industry and establishments work to rebuild trust and confidence through transparency and communication with their guests, they should ensure they have:

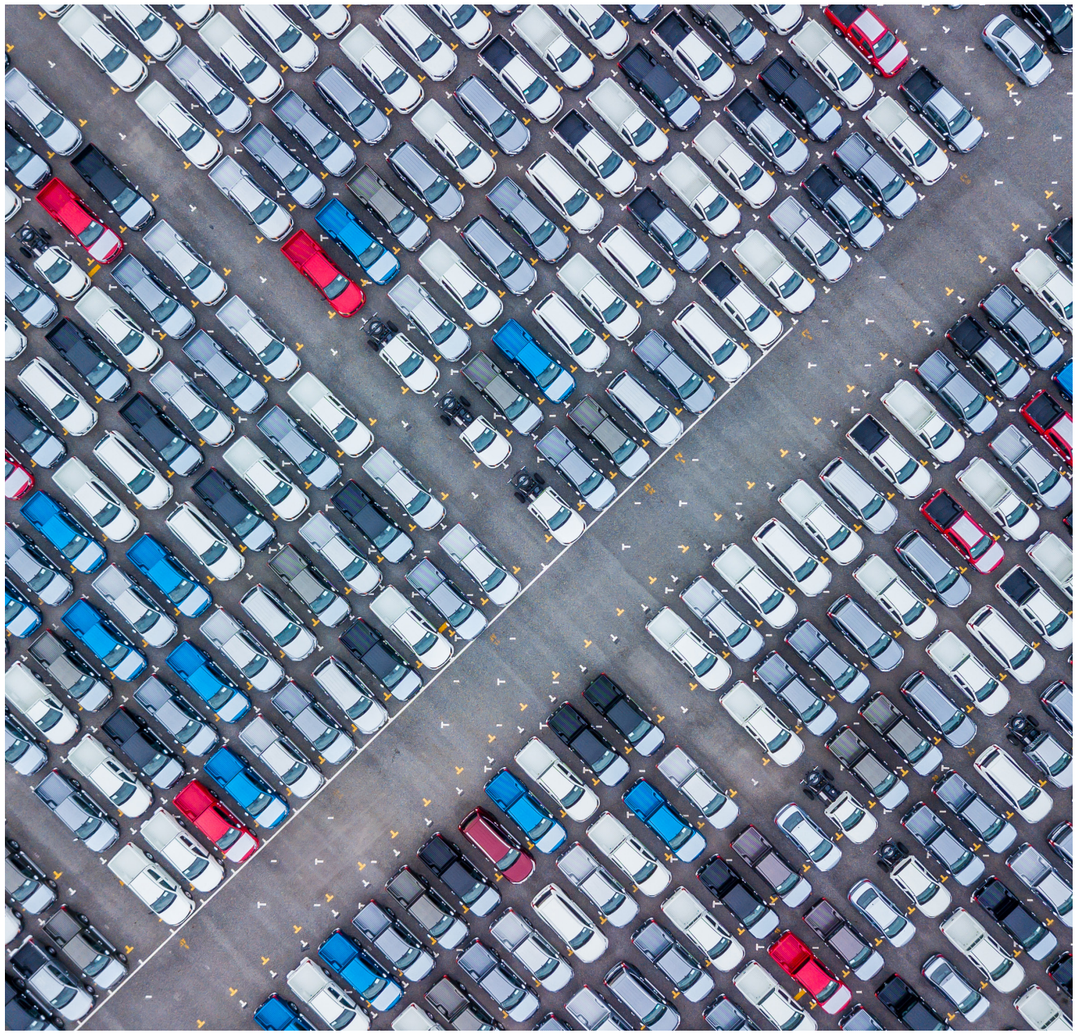
- Clear, consistent, and enhanced communication with clients on new health & hygiene safety protocols put in place as well as guidance via the organisation's channels, both digitally and physically at car rental establishments. Client facing/front office staff should be trained to answer questions
- Promoting online bookings over in-person reservations
- Informed clients of modifications in reservation and cancellation policies as well as the closure of branches
- Implemented clear signage, such as stickers on the floor, throughout the car rental facility to help with physical distancing, queue management as well as inform clients of the enhanced cleaning protocols, physical distancing, and recommendations
- Considered "sealing the doors" of the vehicle once cleaned and parked on the ready line to reassure customers that it has not been touched or used since the cleaning
- Shared recommended client code of conduct with clients as per national legislative requirements and health authorities' recommendations. This includes the wearing of face masks in the car rental facility, guidance on hand hygiene and physical distancing
- Considered extending loyalty programmes, such as points and status, for an additional year as well as revised and communicated New Terms and Conditions such as cancellation fees, amending length of rentals, cross border rentals and changes in pick up/return locations among others



4. IMPLEMENTING ENABLING POLICIES

As the car rental industry and establishments work to recover, it is essential that enabling policies be implemented at the governmental level. The hospitality industry and establishments call on governments to:

- Work collaboratively with industry and other governments as new rules for cross-border travel are developed
- Provide financial relief to the sector to stimulate demand through the reduction of taxes, fees and charge. Consider asking airports to waive minimum annual guaranteed paid by the car rental companies in case of drop of revenues
- Create incentives and provide direct support to boost demand for travel as well as offering tax incentives
- Enhance destination promotion to boost demand both domestically and internationally, including for car rental as a safe means of travel



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**



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