

CleanComplete
VERIFICATION™

Introducing
CleanComplete+



amRESORs®

amr
COLLECTION

www.cleancompleteverification.com

AMR™ Collection Strengthens Guest Commitment with CleanComplete+

AMR™ COLLECTION AND
RBB COMMUNICATIONS

amRESORs®

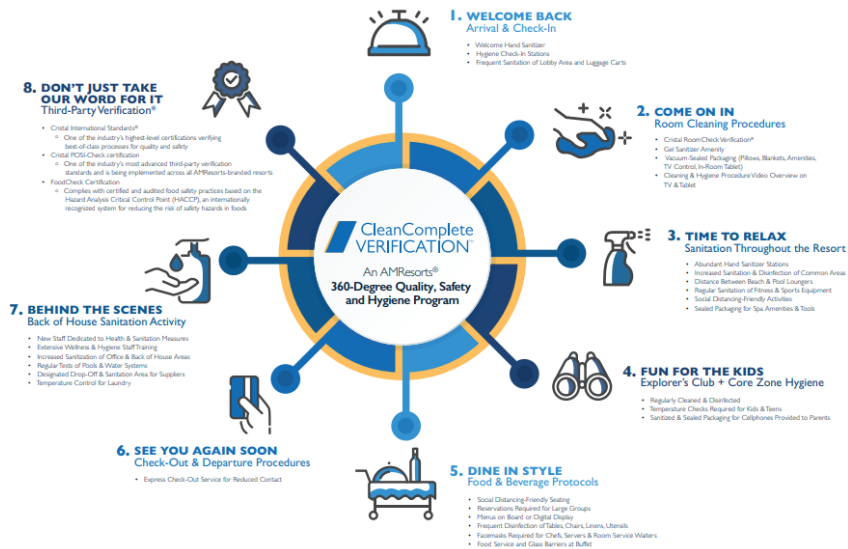
CleanComplete
VERIFICATION™

rbb

Situation:

STRENGTHEN GUEST CONFIDENCE AND DELIVER ENHANCED SAFETY SOLUTIONS

As the travel industry was hit hardest by COVID-19, AMR™ Collection met the challenge to strengthen guest confidence. It was one of the first companies to act and deliver enhanced offerings and safety solutions through its [CleanComplete Verification™](#) protocols. The luxury resort collection also focused on helping make travel decision-making easier by leaning into what consumers wanted: safety, flexibility and value. What this meant, however, would continue to evolve over the course of the next few months.



info.amresorts.com/cleancomplete

® One of the industry's highest level certifications verifying best-of-class processes for quality and safety. [®] One of the industry's most advanced third-party verification standards and is being implemented across all AMResorts-branded resorts.

THE AMRESORTS® COLLECTION



Overview:

CHALLENGE & GOALS

In January of 2021, the Centers for Disease Control and Prevention (CDC) expanded travel requirements yet again to include showing proof of a negative COVID-19 test for all air passengers entering the United States.

AMR™ Collection was challenged to further expand its protocols with the launch of **CleanComplete+** to ensure guests had access to safe testing while visiting their properties, flexibility in the event they were required to quarantine in destination, and value for their vacation dollar.



GOAL 1:

Goal: Build awareness of enhanced CleanComplete+ safety protocols with at least 200M impressions from 200 placements.



GOAL 2:

Goal: Strengthen credibility with key AMResorts® executive interviews.



GOAL 3:

Goal: Drive 70% increase in landing page traffic and secure at least 75% positive sentiment to validate that the efforts were reaching potential travelers.

Implementation:

INTRODUCTION OF CC+

Immediately following the CDC announcement on increased travel requirements, AMR™ Collection moved quickly to mitigate cancellations and provide another layer of convenience. Its enhanced CleanComplete+ program was introduced to give AMR™ Collection guests complimentary COVID-19 viral antigen testing onsite and quarantine stays for up to 14 days for anyone who tests positive.

To support the rollout of these recovery initiatives, AMR™ Collection launched an integrated communications program that emphasized PR efforts to effectively reach vacationers.

Visual Communications Arsenal



Results:

GOAL 1: BUILD AWARENESS



Goal: Build awareness of the enhanced CleanComplete+ safety protocols with at least 200MM impressions.

Results: The campaign garnered **419.5M media impressions**, exceeding the goal by **110%**, from **552 media placements**, exceeding the goal by **176%**.

TRAVEL WEEKLY

SMARTERTRAVEL

These Hotels Are Offering Free COVID Tests



What happens if you test positive for COVID-19 and can't fly back to the US?



Here are the hotels and resorts offering on-site COVID testing

CDC entry rule is testing resorts in the Caribbean, Mexico

By Christina Jehski

Hotels and resorts across Mexico and the Caribbean have borne the brunt of the CDC's recent decision to require Covid-19 tests for all U.S.-bound flyers, with hospitality operators reliant on U.S. tourism moving quickly to ensure guests have access to convenient and reliable on-site testing.

According to Robert Sands, president of the Bahamas Hotel and Tourism Association and a Baha Mar senior executive, the new mandate has made testing "perhaps the single most important amenity at a hotel, as it relates to travel."

But while many larger and well-established properties have successfully rolled out on-site testing over the past week, broader efforts to make testing more accessible and cost-effective, as well as guarantee fast results, have hardly been without challenges.

In a statement, Vanessa Ledoema, acting CEO and director general of the Caribbean Hotel and Tourism Association, called testing requirements for entry

back into the U.S., as well as Canada and the U.K., "a tremendous challenge for most of the small countries and jurisdictions in the Caribbean," citing insufficient testing equipment, lab facilities and manpower in some destinations.

Likewise, Felicia Knudt, a public health expert and the director of the University of Miami Institute for Advanced Study of the Americas, expressed some skepticism under the quick scaling of testing capabilities in markets like Mexico.

"When we saw Canada announce their policy, we knew the U.S. could follow," said Paul Gieles, general manager of the Renaissance Aruba Resort & Casino.

"The U.S. is our bread and butter, so we began calling around to [coordinate on-site testing] early. Our focus was making sure testing wasn't too expensive, and the next concern was, how do you make it easy, so people don't lose half their vacation getting tested?"

In partnership with local lab MedCare Aruba, the Renaissance Aruba was able to get its on-property testing site—which it claims is the first resort testing facility

See **TRAVEL** on Page 20



The Renaissance Aruba Resort & Casino offers Covid-19 antigen and PCR tests.

TESTING

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on the island—up and running in just a few days. Antigen tests are available for \$50 each, with PCR tests—which are generally considered the gold standard for Covid-19 testing but require a longer turnaround—offered at \$125 each.

The property has also launched a package for travel through April 4, offering complimentary antigen testing for up to two people per room, for stays of four nights or longer.

Though the tests themselves aren't in short supply in Aruba, Gieles did point out that the number of labs on the island able to perform them is relatively small, with only three in operation. While he predicted some larger resorts would forge similar partnerships and be able to bring testing in-house, the amenity isn't likely to be ubiquitous anytime soon.

"Obviously, they have the ability to come in and work with us, but by the

time the third or fourth resort reaches out to them, it may not be so easy," said Gieles.

In the Bahamas, testing capacity has been relatively robust, due in part to a requirement, pending the U.S. mandate, that travelers staying in the country longer than five days take an antigen test. (Some resorts, including the Grand Hyatt Baha Mar, even require their own testing prior to check-in, on top of the country's existing protocols.)

Sands characterized the Bahamas' existing testing strategy as "very proactive," but even so, he acknowledged that for Bahamian properties in more remote locations, accessible testing for travelers may be more difficult.

"I don't think we have to be concerned about Providence or Grand Bahama and some of the other tourist-heavy islands, but there's still work to be done to install that same level of confidence on some of the smaller islands," Sands said.

For AMResorts, which has properties throughout Mexico, Jamaica, Catalina, the Dominican Republic, Costa Rica, Panama and Spain, dealing with each destination's disparate testing regulations has at times proven complicated.

While AMResorts has been able to roll out free antigen testing across the vast majority of its portfolio, antigen tests have yet to become available for use in Costa Rica or St. Martin. Consequently, the company's resorts in those markets instead work to facilitate off-site PCR testing for an additional cost.

"We have a strong relationship with the hospitals there, so we can prioritize the processing. Our scale helps a lot," said Gonzalo del Poon Suarez, group president for AMResorts Americas and global commercial. "Hopefully, we'll see

these countries accepting the antigen test soon, because it is challenging."

Meanwhile, the University of Miami's Knudt hopes that the new testing requirement will have some positive impact on destinations like Mexico, where tourism demand has remained relatively steady, even as Co-

vid-19 cases continue to surge.

"I would love to see a situation where this results in more reasonably-priced testing [for local residents] who need it," said Knudt. "A hotel could say to a tourist, you pay for a test, and your test will pay for five more tests for people who can't afford them. It's good to require tests to enter a country or get on a plane, as long as it doesn't come at the expense of the local population."

Testing capacity has been robust in the Bahamas, due in part to a requirement, pending the U.S. mandate, that travelers visiting longer than five days take an antigen test.

Results:

GOAL 2: STRENGTHEN CREDIBILITY OF CC+



Goal: Strengthen credibility with key AMResorts® executive interviews.

Results: Key AMResorts® executives interviewed or quoted in **96%** of secured coverage.



Results:

GOAL 3: INCREASE ONLINE TRAFFIC & POSITIVE SENTIMENT



Goal: Drive 70% increase in landing page traffic and secure at least 75% positive sentiment to validate that the efforts were reaching potential travelers.

Results: The integrated campaign drove **81%** in web sessions per day, exceeding the goal by **16%**, and received **97%** positive sentiment, exceeding the goal by **29%**.

