



# BOSTON VISITOR INDUSTRY

## PUBLIC HEALTH & SAFETY GUIDELINES





# BRING BACK BOSTON

SAFE & STRONG

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*Boston*

GREATER BOSTON  
CONVENTION & VISITORS BUREAU

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The Greater Boston Convention & Visitors Bureau is committed to leading our partners out of the global pandemic that has devastated the travel and hospitality industry. Throughout this crisis we have tirelessly advocated on behalf of our member companies. We have shared frequent communications, spearheaded virtual campaigns, and launched a webinar series to help our sector recover.

It is time to Bring Back Boston: Safe & Strong and we will continue to lead. This document is a resource which provides public health and safety guidance for Boston travel businesses that are preparing to safely reopen their doors. We've incorporated recommendations from the CDC, U.S. Travel Association, the City of Boston, and the Commonwealth of Massachusetts.

While we are not public health experts, we wanted to share information from those who are, and to compile the best and safest practices being recommended by those experts. We cannot emphasize enough that our member companies, first and foremost, should strictly adhere to CDC guidelines and business-specific protocols.

**Martha J. Sheridan**

President & CEO

Greater Boston Convention & Visitors Bureau

# RISK MITIGATION

To achieve risk mitigation, businesses operating in the travel and visitor economy should **modify operations, repurpose public and outdoor spaces, and update employee practices** to help **protect** employees and customers.\*

GBCVB member companies should create and adopt strategies to reduce the risk of COVID-19 transmission. Congested, high-traffic areas must be adapted, business operations updated, and employee guidelines enhanced. **All measures should reflect the most up to date [CDC best practices and protocols](#).**

Travel businesses strategies should include:

- Mandating hand hygiene
- Providing personal protective equipment (PPE)
- Installing physical barriers
- Sanitizing high-touch areas frequently
- Altering business hours to ensure thorough cleaning and sanitation periods
- Encouraging physical distancing with clear signage in common areas
- Reconfigure public spaces to discourage crowd congregation
- Limiting physical contact between staff and customers via online ordering, curbside service delivery, automated ticketing and entry capabilities
- Producing new employee training modules to guarantee compliance with all public health and safety guidelines

\*The Risk Mitigation section reflects recommendations put forth in [U.S. Travel's document Travel in the New Normal](#)

GBCVB members should **create and innovate new methods of touchless interaction** to **reduce transmission risks** while ensuring seamless and enjoyable visitor experiences

Partners should consider modifying the following:

- Ticket processing
- Identification display
- Check-in procedures
- Payment transactions
- Ordering and pick-up services

Travelers and travel businesses must work in concert, as partners, to reduce transmission risk, which means businesses should offer resources to help customers to monitor and screen their own health, including:

- Signage that describes COVID-19 symptoms
- Guidance to local public health resources in case testing or treatment is needed
- Materials describing good health and hygiene practices
- Communications that encourage travelers to stay home or postpone trips if they are not feeling well

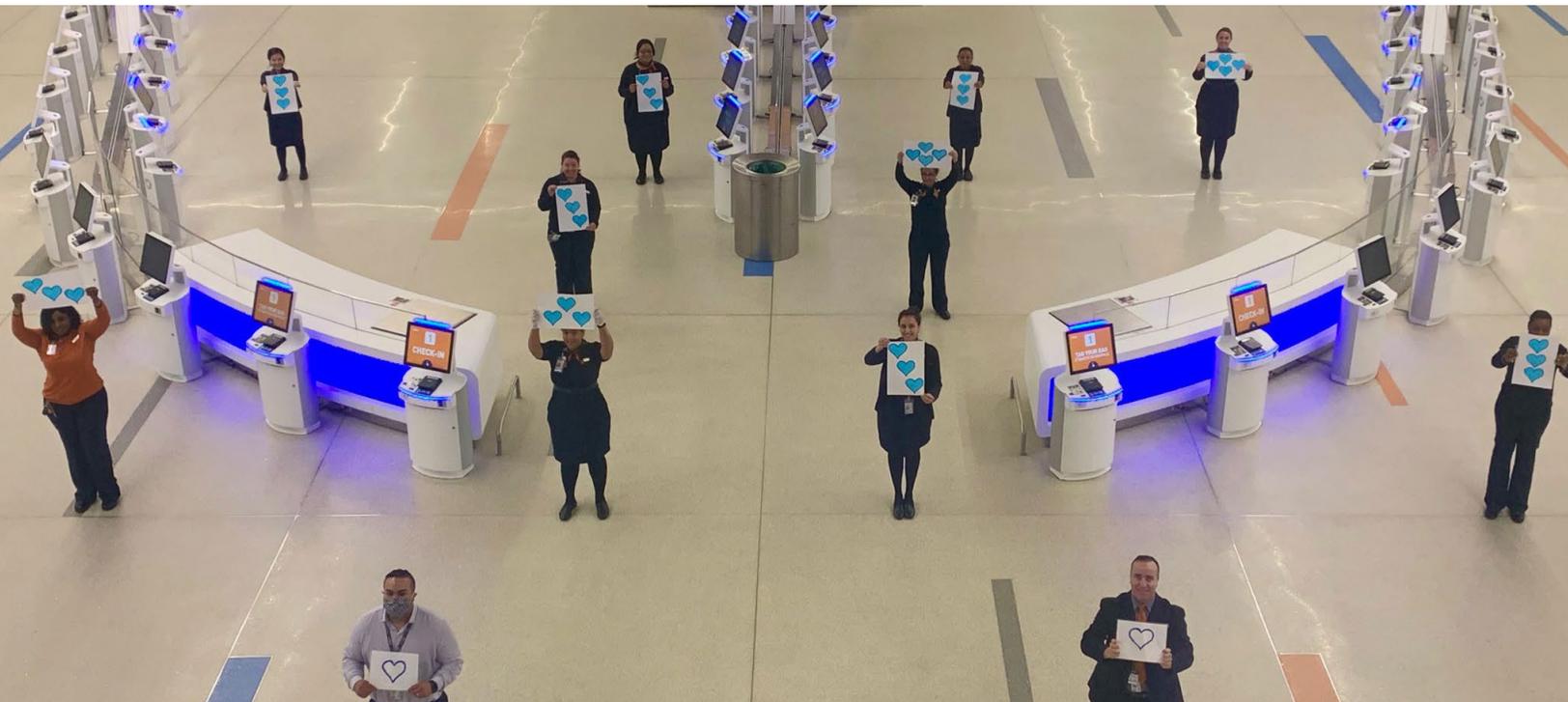
Should an employee or customer test positive, travel businesses should **follow an appropriate checklist** of actions in response, and **consider third-party certification** to indicate to travelers and employees that they are **adhering to the properly prescribed measures to achieve risk mitigation.**

# 2

## EMPLOYEE SAFETY MEASURES

For all businesses, the **safety of employees is essential**. **Implementing policies and protocols** to ensure **employee safety** is just as vital as implementing new guidelines for employee-customer interaction. The Commonwealth of Massachusetts has announced **Mandatory Workplace Safety Standards** that also include sector-specific checklists.\*\*

\*\*The Employee Safety Measures section reflects recommendations put forth in the [Commonwealth's Reopening Massachusetts](#)



## SOCIAL DISTANCING

- All employees, customers, and vendors must be **six feet apart** both inside and outside workplaces
- If there is no framework for this, new protocols must be established for employees to practice adequate social distancing
- Signage for safe social distancing should be mandatory and appropriate PPE equipment must be provided

## HYGIENE PROTOCOLS

- Hand washing and sanitating capabilities must exist throughout the workplace
- Frequent hand washing should be mandated with adequate supplies available
- High-touch areas, such as workstations, counters, equipment, screens, doorknobs, restrooms, and kitchen appliances should be regularly sanitized throughout work site

## STAFFING AND OPERATIONS

- Provide employees with the training they will need to incorporate social distancing norms and heightened hygiene protocols, as well as masks to be utilized when social distancing is not possible
- Employees **MUST** monitor themselves for COVID-19-like symptoms and must **NOT** report to work should they exhibit any associated symptoms
- Employers **MUST** establish a plan for employees who get sick from COVID-19, which will require an updated sick leave policy and a comprehensive return-to-work plan

## CLEANING AND DISINFECTING

- Business-specific cleaning protocols must be maintained, including keen attention to high-touch surfaces and the regular disinfection and sanitizing of these areas
- When an active employee is diagnosed with COVID-19, cleaning and disinfecting must be performed



Businesses should **promote health screening measures for employees** and establish a **set of procedures aligned with CDC guidance** should an employee or customer test positive for COVID-19.

Businesses should require ALL staff to do the following:

- Be vigilant and transparent in monitoring their own health and watching for any symptoms
- Stay Home, do NOT report to work if any such symptoms manifest
- Prepare to self-isolate if COVID-19 symptoms appear for up to 2 weeks while awaiting test results, or in the event of a positive diagnosis

# 3

## TRANSPORTATION UPDATES

Travel businesses inherently **rely on modes of transportation for survival**. Customers and employees come into contact as travel occurs across many systems – air service, train service, public transit, ride-sharing, water taxis, cruise ships, and more.



### MBTA

The MBTA has implemented measures across the system to keep employees and riders safe, and to curtail the spread of COVID-19.

MBTA riders will be required to wear masks and practice social distancing. Riders exhibiting symptoms of COVID-19 will be asked to refrain from riding on the public transit system. In an effort to reduce ridership, employers are encouraged to stagger schedules and allow telecommuting. The MBTA will implement preventative measures while providing necessary PPE supplies to workers.

The MBTA will continue limited service to support the transit needs of essential workers and those who are permitted to return to work during Phase 1. A modified version of full service will be applied as part of [Phase 3](#), with social distancing mandates reducing capacity even as full service is restored. The MBTA will frequently communicate public health guidance and schedule adjustments in-station, online, and over social media.



## MASSPORT & LOGAN INTERNATIONAL AIRPORT

The GBCVB is in close communication with our partners at [Massport](#), and with our airline members, to monitor activity at Logan International Airport and the pace at which it ramps up as the phased reopening of the economy proceeds. CDC and public health officials are vigorously monitoring for signs of symptomatic passengers. This screening applies established infectious disease protocols, which includes input from flight crews and airline staff trained to spot and report sick passengers. These protocols also involve passenger education, guiding them on the steps to take if they fall ill.

The CDC, Customs and Border Protection, Massport Fire and Rescue, and other airport partners including the MA Department of Public Health and the Boston Public Health Commission have response plans prepared for the spread of infectious diseases, and these plans are being continuously evaluated and enhanced.

As GBCVB member airlines issue and update their public health and safety guidelines, those documents will live in the Partner Protocols section of this document.

The GBCVB will work with [Massport](#) and Cruisport to track the return of the cruise season and when cruise passengers are poised to reenter the visitor economy. Cruisport guidelines and notifications will be shared accordingly.



## AMTRAK

Amtrak has set new standards by enhancing public safety and cleaning protocols. Safeguards have been installed across the customer journey, including contact-free and convenience measures that will allow riders to feel safe and protected from booking to arrival. Learn more about Amtrak's new policies and guidelines for passenger safety here - <https://www.amtrak.com/coronavirus>



# 4

## HOTEL & RESTAURANT GUIDELINES

Lodging businesses and food and beverage services should **promote the health of employees and customers** by **following all public health practices and parameters established both before COVID-19 and as a response to the crisis.**

### HOTELS

For hotels, GBCVB member companies should reference and comply with the [Commonwealth's Safety Standard Checklist](#) for operators of lodging. The GBCVB encourages hotel members to also familiarize with [safety standard guidance](#) for the reopening of public and semi-public swimming pools. The MA Lodging Association has created [COVID-19 Updates page](#) that includes information on reopening and public health resources.

### HEALTH AND SAFETY PROTOCOLS: HOTELS

- [Marriott Global Cleanliness Council](#)
- [Hilton Clean Stay](#)
- [Hyatt Global Care & Cleanliness Commitment](#)
- [IHG Clean Promise](#)
- [Wynn Resorts Health & Sanitation](#)
- [Four Seasons Lead with Care](#)
- [Kimpton's Approach to Clean](#)

## RESTAURANTS

Food and beverage service is a fundamental part of what the hospitality industry provides to travelers. When providing food and beverages, GBCVB member companies should follow [FDA's Best Practices for Retail Food Stores, Restaurants, and Food Pick-Up/Delivery Services During the COVID-19 Pandemic](#) and the [National Restaurant Association's COVID-19 Re-Opening Guidance](#).

Restaurants should review the [Reopening Toolkit](#) shared by the Massachusetts Restaurant Association, and comply with the [Commonwealth's Safety Standards for Restaurants](#).



# 5

## ADDITIONAL RESOURCES

GBCVB member companies are encouraged to share **their public health and safety policies** with us so that we can **create a repository that consumers can look to for updated information**. This will enable the GBCVB to produce a resource for varied audiences to **consult with as they plan trips and meetings in Boston**.

### HEALTH AND SAFETY GUIDANCE

- [CDC Guidance for Businesses & Workplaces: Plan, Prepare & Respond](#)
- [Reopening in the City of Boston](#)
- [Reopening Massachusetts](#)
- [Safety Standards & Checklist: Lodging Operators](#)
- [Safety Standards & Checklist: Restaurants](#)
- [USTA: Travel in the New Normal](#)

### HEALTH AND SAFETY PROTOCOLS: AIRLINES

- [JetBlue Safety from the Ground Up](#)
- [Delta Clean](#)
- [United CleanPlus](#)
- [American Airlines Enhanced Cleaning](#)

## HEALTH AND SAFETY PROTOCOLS: HOTELS

- [Marriott Global Cleanliness Council](#)
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- [Four Seasons Lead with Care](#)
- [Kimpton's Approach to Clean](#)

## HEALTH AND SAFETY PROTOCOLS: TRANSPORTATION

- [SafeCruise by Hornblower](#)
- [Dave El | Boston Coach](#)
- [Luxury Ground Transportation Instructions During COVID 19](#)
- [DPV Transportation Safety Protocols](#)
- [DPV Vehicle Layout](#)