LEADING GLOBAL PROTOCOLS FOR THE NEW NORMAL

CAR RENTAL
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 regeneration 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 have the capability to ensure operational readiness for reopening by having:

- Car rental businesses may achieve operational readiness for reopening by having:
  - Obtained the applicable reopening license if required by local government
  - 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
  - Required staffing levels available to restart operations
  - 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

- OPERATIONAL AND STAFF PREPAREDNESS

- Car rental businesses should train staff to prepare and execute on operational plans by:
  - Continuous monitoring of well-being of team members by leadership
  - All training should be informed and updated by the latest advice from public health authorities and/or WHO
  - 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
  - Providing personal protection equipment (PPE) to customer-facing staff such as masks and gloves
  - Creating and implementing written procedures to be acknowledged by employees, with protocols and guidelines for staff and operations
  - All training should be informed and updated by the latest advice from public health authorities and/or WHO

- 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
  - Implemented customer processes including guest information and physical distancing:
    - Implementing 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
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  - All training should be informed and updated by the latest advice from public health authorities and/or WHO
  - Continuous monitoring of well-being of team members by leadership
  - Encouraging them to following governmental and WHO guidelines
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 charges. 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