

Hilton
HOTELS & RESORTS

Hilton Hotels & Resorts

COVID-19 BRAND OPERATIONS FRANCHISE PLAYBOOK

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Hilton

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As we progress through these difficult times, I hope you, your teams and your loved ones are safe and healthy. I know that you all are facing unprecedented challenges, and in an effort to streamline our brand support and guidance, we've created a Hilton Hotels & Resorts playbook that contains information related to our operational standards, and other temporary measures of relief. This guide also contains all of the relevant links to The Lobby, as well as other resources for guest facing messaging, and guidance for PR inquiries.

As we work through the challenges that we are collectively facing, please know we are here to support you in whatever way that we can. I am hopeful and optimistic that we will get through this together.

Stay safe and all my best,



VERA MANOUKIAN

GLOBAL HEAD – HILTON HOTELS & RESORTS

This document is provided to assist franchised hotels in the Hilton portfolio of brands and is based upon publicly available sources. All franchised hotels should consult with their own advisors before implementing any recommendations and may need to modify this information as and when needed in order to reflect hotel specific circumstances, changes in environment and/or legal requirements. The term Team Members refers to the employees of the owner or management company of a franchised hotel, which is responsible for all decisions regarding the franchised hotel, including, but not limited to, employment decisions.

This document is provided to assist franchised hotels in the Hilton portfolio of brands during this interim emergency period and is not intended to be permanent or ongoing guidance.

OPERATIONAL GUIDANCE

Hotel Operations

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HOTELS & RESORTS

COVID-19 BRAND OPERATIONS PLAYBOOK

BRAND STANDARDS & OPERATIONS

As the novel Coronavirus, COVID-19, continues to evolve, we are fully committed to providing you and your hotel team support in any way that we can. Please review the [Safe Operating Throughout COVID Pandemic](#) and [Americas State and Local Response Information](#) documents on the Lobby COVID-19 pages.

The Brand Performance Support (BPS) team will continue to be a dedicated resource of support for hotel leaders and remain available to assist with questions, concerns or for you and your team to share thoughts. Our BPS team can be reached by submitting a webform at [Brand Performance Support](#), sending an email to ASK_FullService_BPS@hilton.com or calling and leaving a message at **703-883-1033**. We will of course continue to post updates on the Lobby pages at [Leader Resources and FAQs - Franchise COVID-19](#).

A link to this Brand Playbook can be found at: [Hilton Hotels & Resorts - COVID-19 Playbook](#)

One of the ways in which we can assist in providing cost relief is by temporarily waiving certain Brand Standards. Please refer to the [Americas Full Service Brand Waivers](#) for a comprehensive list of updates to Brand Standards for all hotels in the Americas. Please be sure to check the site frequently as new and updated information will be available. Existing documents will change periodically. We will continue to reassess these measures based on economic conditions on a frequent basis.

Outlined below is an update regarding Quality Assurance visits, PIPs, SALT and Honors, along with a few immediate areas of relief within our Brand Standards that we are offering during this emergency period. Effective immediately through June 30, 2020, the following Brand Standards have been relaxed (recent updates or new standards since our initial call on 3/16 have been noted with ***UPDATED* or *NEW***)

- **Operations**
 - **General Staffing Levels:** Arrival staffing (i.e. Door, Guest Services, Valet, etc.) levels may be reduced as necessary based on occupancy.
 - Refer to the Front Office Library [Low Occupancy Suggestions Job Aid](#)
 - **Pools/Spas/Fitness:** Can be closed based on Owner/Operator discretion. If facilities remain open, per Standard 502.07.F Hygienic Wipes, the Brand-approved hygienic wipes must be used to clean the facility and equipment.
 - [Wellness \(Spa and Fitness\) Resources and Information](#)

- **Laundry Services:** Eliminate same day and next day dry-cleaning and laundry services. Keep laundry bag in guest room closet, remove dry cleaning slip.
 - **Pillows/Pillowcases Product and Quantity Requirements** – Compliance date extended to December 31, 2021
 - **Clean The World:** For hotels that are suspending operations and not collecting soap and bottled amenities, we ask that you simply "pause" Clean the World's Hospitality Recycling program at your hotel. We ask that you do not "cancel", but simply "pause". We will bring your service back online when your hotel begins to operate again. For additional information, please refer to the Clean the World resource guide. [Clean the World Resource Guide](#)
- **Brand Distinctive Programs - Blue Energy Committee**
 - Entire standard paused through June 30, 2020
 - **Satisfaction and Loyalty Tracking (SALT)**
 - **Guest and Meeting Planner SALT Surveys have been paused** – All guest surveys and meeting planner surveys have been suspended – this includes post stay, extended stay, MPS Delphi, and manual uploads.
 - For those survey invitations that were previously sent, guests will be able to respond.
 - If guests respond, properties will not be notified of any negative reviews and will not be required to respond to negative reviews for any responses received after March 17th, 9:00 PM EDT.
 - All TripAdvisor alerts/escalations are suspended for the Americas.
 - Hotels will not receive a trigger for escalation fees since these cases will not be escalated to HRCC.
 - We will work in due course to determine the appropriate time to turn the survey programs back on and how to account for this down-period in Overall Experience reporting/targets.
 - **Guest Assistance**
 - Guest Assistance Intervention Fee suspended through June 30
 - **Executive Lounge**
 - Where applicable, Executive/Club Lounges may be suspended by hotels based on hotel demand.
 - **Hilton Honors** All hotel level Hilton Honors enrollment reporting has been paused. We are temporarily pausing publication of Hilton Honors enrollment reporting and all enrollment recognition programs.
 - The enrollments brand standard (#111.10) and QA are temporarily suspended for hotels in all regions as of **March 11th**.
 - YTD enrollment rate target performance will be addressed once full reporting is back in place.
 - **Quality Assurance (QA)**
 - QA will **NOT** be visiting hotels in-person through June 1, 2020. This time period could extend, dependent on the length of the National Emergency or severity of the virus. Once QA audits resume later in 2020, we will conduct them as a Courtesy audit,

which means they will not count against the hotel's overall Total Quality Score. This exception will be for all evaluation types except for Special Audits (which will be pushed back 6 months unless otherwise requested for Hotel financing purposes).

- **QA Hotel Support Requests** - Hotels may reach out via the following email or phone number for assistance: QA_QualityAssurance@Hilton.com or 901.374.6749 – Please include contact details and support needs in your message.
 - Assessment of their well-being and of their team's well-being.
 - Discussion of COVID – 19 preparation/activity at the property level.
 - Discussion of Hilton's Safety & Security and Operations Guidance, and all communications within to include emergency requirements, sanitization, Housekeeping, standards relief and Brand head updates.
 - Discussion of where to locate appropriate HILTON COVID – 19 information.
 - Obtain GM signature on provided Health and Sanitation sign-off, so that they understand their responsibility.
 - Outline the suspension of all 2020 PIP items generically and how to extend PIPs further, if needed.
 - Discuss suspension of Renovation Construction Management (RCM) items until 2021 (if necessary).

- The QA team will periodically “check in” with their hotels to determine further needs and assist with any questions. Further, the QA team will provide mobile contact information and be available to take calls at any point during the crisis to answer questions from the property teams.

- **Product Improvement Plans (PIPS)**
 - All PIP items due in 2020, excluding Fire Life Safety (FLS), will be pushed to the same month in 2021 upon request (e.g. PIP due June 2020 will be extended to June 2021). To request an extension on PIP items that are “past due”, please contact your PIP Editor for further discussion.

- **BOSS & Global Brands Support**
 - We will be adjusting our support structure. Hotels should reach out to Brand Performance Support for any issues. The Brand Support team will then escalate any issues to the correct contacts for Global Brands and BOSS as they are received.

- **Technology**
 - **StayConnected** - Guest Wi-Fi Refresh (Including Cabling) and Meeting Space Wi-Fi: For hotels with a compliance date of December 31, 2020, the date will be reassessed in June 2020 to develop a new timeline for compliance that will be no earlier than March 2021.
 - **Delphi.FDC**
 - **Effective immediately, Delphi.fdc system implementations for existing hotels will be paused.**
 - **In-progress and scheduled implementations are on hold.** As a reminder, hotel payments are deferred until their installation is complete.

- **New hotel openings will be supported to ensure no hotel goes without a Sales & Catering platform.** Questions about new hotel deployment can go to Sales_Systems_Global_Deployment@hilton.com.
 - **The Brand Standard, 705.00**, has been softened in all regions to extend deadlines to December 31, 2021. Previously announced QA penalties for Full Service hotels are waived. Note that all new hotels will continue to be required to open with Delphi.fdc.
 - System integration activations will be limited to essential integrations only.

- Hilton is working closely with our key in-room entertainment vendors to provide cost relief to hotels that are experiencing low occupancy. Both **DIRECTV** and **DISH Network** have announced that they can provide short-term discounted programming rates to hotels. If your hotel needs assistance, contact your integrator directly to find out what options are available. Contact information for our approved integrators is online at HiltonHDTV.com. Additional details:
 - **DIRECTV**
DIRECTV is offering a 50% reduction on programming costs for 30 days, applied to all programming packages. The hotel must contact their integrator to take advantage of this offer. Please complete the attached form and be prepared to email it to the integrator. At this time, hotels must re-request the cost reduction every 30 days. All DIRECTV integrators are offering the same reduction. If the hotel has leased equipment, contact the financing company directly to see if they will offer any relief for equipment payments.
 - **DISH Network**
World Cinema is offering a 15% reduction on the total monthly bill, effective for 90 days. (This differs slightly for hotels on the new Hilton contract.) For the next 90 days, hotels on an existing World Cinema contract can convert to the new contract and pricing by executing a new 5-year contract. This offer will include the first 30 days free. The hotel must contact World Cinema to take advantage of these offers.

- **Music** The following relief initiatives have been put in place in regards to current music programs.
 - **MOOD MUSIC**
 - Properties with Mood Media Music can opt to have their billing and service suspended for April and May. Any property that wishes to do this can email grouphilton@moodmedia.com with the subject line “Suspend service for April and May”.
 - For any property in the New York area that are open for first responders, Mood will suspend their billing as well but keep their service on to help with their comfort during this difficult time
Email grouphilton@moodmedia.com with the subject line “First Responder Property – suspend billing”.
 - **PlayNetwork**
 - Properties that have suspended operations will have their service automatically paused. There is no need to reach out to service provider.

- Properties that are quarantine sites, will have their billing paused but service will remain on. There is no action needed, this will be done automatically.
- If your property has suspended operations there is no need to unplug anything and if the hotel has the players networked they should remain networked. If the hotel is using disc update they can just load the discs next time staff is around and available.
- For properties that are still open you will continue to receive support through PlayNetwork Customer Service. Contact them via email at CustomerService@theoctavegroup.com or by phone 888-567-7529 for service or technical issues. Any other account inquiries can go to hiltonsvc@theoctavegroup.com.

FOOD & BEVERAGE

These best practice guides offer suggestions for reducing operations during low occupancy situations or when local health departments require higher levels of food safety and the discontinuation of normal service. Please use these practices to deliver consistent guest experiences as you meet their needs and the needs of hotel teams and owners.

Refer to the Food and Beverage (F&B) section of the [Safe Operating Throughout COVID Pandemic](#)

- **Outlet Closures**

- Please follow all local laws, ordinances, and regulations. If the local laws, ordinances, and regulations are more restrictive than Hilton's guidelines and recommendations, then the Hotel must adhere to the local laws, ordinances, and regulations. Hotels are not required to notify Hilton or the Brand Management Team.
- Due to the COVID-19, many local, state and federal laws, customs and regulations are affecting food service at certain properties by restricting food service to Take-Out and/or Delivery only. A list of states and cities required to comply with these new regulations has been compiled by EATER and can be accessed by [clicking here](#).
- If you are contemplating shutting down your restaurant or bar, voluntarily, please review what is permitted on the Lobby link: Lobby > Quick Links > Coronavirus FAQs and Resources > Safety & Security and Operations Guidance > Americas/EMEA/APAC dependent on region.

- **Take-Out & Delivery**

- In an effort to provide support to our properties, The Fresh Connection Delivery program is available to Hotels managing their businesses under these new regulations. This "[Take Away & Delivery](#)" F&B service model allows hotels to continue connecting and extending services to their guests and may also become an opportunity to drive revenue by servicing the F&B needs of their local community.
- Resources available to implement this program include the following:
 - Intuitive Menu Building
 - Optional Branded Menu offerings complete with recipes
 - Variety of Menu Template Options
 - On Demand Menu Printing

- Packaging Sourcing Guide
 - Team Member Training Program
- Click the link below for additional information, program details, and supporting resources for Fresh Connection.
 - [Fresh Connection](#)
- Additionally, Hotels that have adopted the Herb N' Kitchen Concept and currently offer Take-Out and Delivery may also want to consider extending their services as an opportunity to drive revenue by servicing the F&B needs of their local community.
 - [Herb n' Kitchen](#)
- **Other Guidance & Adjustments to Standards**
 - Breakfast Offerings: We have adapted the standard so that you may choose to offer the brand standard a-la-carte menu in lieu of the breakfast buffet based upon hotel occupancy.
 - Restaurants, Bars, Lounges & Room Service: Hotels may reduce/adjust the hours of operation for food and beverage outlets to meet market demand.
 - Where multiple Food and Beverage outlets exist, hotels have the option to reduce offerings to one venue (i.e. serve dinner from only the bar).
 - EcoSure Food Safety and Sanitation Audits will be suspended for the next 60 days
- **Lobby Bar/Lounge Beverage Program Standard 405.05**
 - Compliance date extended to 2021.

HOUSEKEEPING

All hotels must comply with the Emergency Brand standards recently issued with respect to cleaning in between stays. Hilton is relaxing the Brand Standards applicable to cleaning during stays, understanding that each hotel's situation will vary during this time.

- [Respiratory Viral Infections Guide](#)
- [Americas Housekeeping Standards Guidance](#)

Disinfecting vs. Sanitizing

- Please work with your staff to ensure that they understand the appropriate language of disinfecting vs sanitizing.
 - Disinfecting a surface will “kill” the microscopic organisms as claimed on the label of a particular product.
 - Sanitizing is a practice that is meant to reduce, not kill, the occurrence and growth of bacteria, viruses and fungi. In most cases this should only be used when referring to “Hand Sanitation”.
 - We recommend that you contact your current cleaning chemical provider and discuss this in depth.
- [Americas Property Restoration Companies](#)

Minimum Housekeeping Service for Checkout Stays

Per [Emergency Hygiene and Health Brand Standards](#) irrespective of hotel's occupancy and staffing levels, the hotel must adhere to the following Brand Standards for checkout stays: All guest rooms must be cleaned and disinfected using commercial grade cleaning solutions and products between guest stays, including all frequently touched objects and surfaces, such as door handles, remote controls, telephones, etc. Virucidal cleaner must be used for any reactive cleaning measures related to an infected person or situation.

108.07 HEALTH AND HYGIENE

The hotel must maintain the highest standards of cleanliness and hygiene throughout the hotel and must work closely with global and local health authorities on enhanced protocols.

108.07.A MANAGEMENT

The hotel must have policies and procedures governing how the hotel will manage health and hygiene matters and identify a Designated Team Member (DTM) responsible for enforcing the hotel's process.

108.07.B HEALTH AWARENESS

If a Team Member reports or exhibits fever, coughing, shortness of breath, or other symptoms suggesting the Team Member may have an acute respiratory illness, the situation should be reported to the DTM. In addition to any hotel processes, the DTM must use Hilton Alert to report the situation.

Please refer to the [Respiratory Viral Infections Guide](#) for additional information and suggested next steps concerning such situations.

108.07.C HAND SANITIZER

As long as hand sanitizing products are commercially accessible, they must be available in the following Team Member areas. When an area(s) identified below are not applicable to the hotel's physical plant design, at a minimum, hand sanitizing products must be available at all timeclocks and break areas:

108.07.C.1 Team Member Entrance

Hand sanitizing products must be available at the Team Member entrance.

108.07.C.2 Team Member Locker Rooms

If Team Member Locker Rooms are provided, hand sanitizing products must be available by each locker room entrance.

108.07.C.3 Team Member Restaurant/Breakroom

Hand sanitizing products must be available at the entrance of the Team Member restaurant/breakroom.

108.07.C.4 Team Member Service Areas

If the hotel provides additional Team Member service areas, such as shuttles, waiting areas, etc., then the hotel must provide hand sanitizing products in each of those areas.

722.03 GUEST ROOM CLEANING

All guest rooms must be cleaned and disinfected using commercial grade cleaning solutions and products between guest stays, including all frequently touched objects and surfaces, such as door handles, remote controls, telephones, etc. Virucidal cleaner must be used for any reactive cleaning measures related to an infected person or situation.

722.15 PUBLIC AREA AND BACK OF HOUSE CLEANING

All public space areas and back of the house areas, such as the kitchen, storage areas, breakrooms, and offices, must be cleaned and disinfected using commercial grade cleaning solutions and products. Virucidal cleaner must be used for any reactive cleaning measures related to an infected person or situation.

722.15.A PUBLIC SPACE

Frequently touched objects and surfaces, such as tables, countertops, elevator buttons, door handles must be cleaned and disinfected frequently throughout the day. Additional cleaning and disinfecting must be conducted a minimum of every 12 hours to include, but not limited to, flooring and seating. Frequency of cleaning is to be increased in high-traffic flow areas.

722.15.A.1 TRANSPORTATION VEHICLES

Frequently touched objects and surfaces in guest and Team Member transportation vehicles must be cleaned and disinfected after each use.

722.15.B HAND SANITIZER

As long as hand sanitizing products are commercially accessible, they must be available in the following areas for guest and Team Member use in addition to other high-traffic areas and facilities. If the areas are adjacent to each other, then alternatively the hand sanitizer must be made available in at least one of the following areas:

- Food and beverage areas (buffets, bars, and restaurants)
- Front desk
- Elevator banks on each floor
- Hotel entrances
- Outside public restroom entrances
- Meeting and pre-function areas
- Guest/Team Member transportation vehicles

Minimum Housekeeping Service for Stayover Stays

For hotels experiencing rapid occupancy declines, owners and operators are no longer required to offer daily housekeeping services. Hotels may use their discretion on their cleaning protocols based upon the hotel's particular circumstances and occupancy considering requests and sensitivities of each guest. These measures are effective immediately through June 30th, or until further notice.

Stay Over Housekeeping Service, Universal Guest-Facing Messaging

"We would like to offer a warm welcome to you as our valued guest. Your safety and security remain our highest priority. We have taken extra precautions to clean and sanitize your room prior to your arrival. Out of an abundance of caution, we will be minimizing the frequency of our services to your room. If you'd like additional amenities or housekeeping services, or if you'd prefer not to receive housekeeping at all, please don't hesitate to contact us at the Front Desk. Thank you for staying with us."

Housekeeping Best Practices

For hotels experiencing rapid occupancy declines, owners and operators are no longer required to offer daily housekeeping services. Hotels may use their discretion on their cleaning protocols based upon the hotel's particular circumstances and occupancy considering requests and sensitivities of each guest. These measures are effective immediately through June 30th, or until further notice.

COMMERCIAL & MARKETING

Our Commercial team has shared some additional resources located at the COVID-19 Commercial Pages: [Americas Commercial Guidance Link](#)

- Americas Commercial Guidance
- [Americas Commercial Planning Checklist for Full Service Hotels](#)
- Americas COVID-19 GRO Guidance
- Group Contracting Guidance
- [Frontline Medical Professionals Rooms Program - Hotel FAQ](#) **UPDATED APRIL 20***
- [Temporary Closure of Semi-Flex and Advanced Purchase Products](#)
- [Corporate Negotiated Rates](#) Expiring Between May 1 and August 30 will be Extended to September 30, 2020
- [New Small Business Program for Travel Management Companies](#)

GO HILTON GUIDANCE FOR FORECAST ADJUSTMENTS: [CLICK HERE](#)

CVENT SUPPLIER UPDATE FOR HOTELS IN THE US, CANADA AND PUERTO RICO: [Click Here](#)

REVENUE MANAGEMENT CONSOLIDATED CENTER (RMCC) LIMITED SUPPORT MODEL

- The RMCC has shifted to a limited support model for all hotels that did not opt to maintain their pre COVID-19 level of support. This service change is being provided with an initial 60-day duration. We will continue to assess the economic environment and have open dialogue should there be a need to extend.
 - Should your current situation change or if you have any questions, please reach out to RMCCinfo@hilton.com.
 - Should your hotel choose to temporarily suspend your services, the RMCC will hold your place so that when you're ready to start up services again, we can pick back up quickly, with no registration fee.

Commandeering Guidelines:

As the global impact of the novel coronavirus continues to evolve, Hilton and its Owners have been approached by various government agencies asking to commandeer, second or take over properties for the purpose of housing confirmed or potentially infected individuals. Hilton understands the benefits of being part of the broader community response during this difficult time and is open to Owners considering these requests. Please alert your BPS contact immediately if you are considering this option. We offer the following document to help guide related considerations: [Guidelines - Commandeering Hotels.pdf](#). We also offer a sample [Occupancy Agreement](#) that is provided for convenience. It is not a substitute for obtaining legal advice in connection with entering into a legally binding occupancy arrangement. Please consult your own legal counsel prior to use.

Hilton Honors: In the past two weeks, we have made a number of modifications to the Hilton Honors Program to remind our Members they are an important part of business now and will continue to be in the future.

- These global changes were first announced to Hilton Honors Members on March 16th with a follow up email on March 25th. The following enhancements were developed to support our most valued guest during this time of uncertainty:
 - **2019 Status Extension.** All members whose 2019 status was scheduled to be downgraded on March 31, 2020—whether it’s Diamond, Gold or Silver—will automatically receive an extension through March 31, 2021.
 - **2020 Status Extension.** We are extending your 2020 member status through March 31, 2022. This means you will continue to enjoy all the Diamond, Gold or Silver benefits you have access to today for the next **24 months**.
 - **Points Extension.** We will pause the expiration of all Points scheduled to expire between now and December 31, 2020.
 - **Weekend Night Rewards Earned on Eligible Hilton Credit Cards.** We have extended the expiration date of all unexpired Weekend Night Rewards as of March 11, 2020, including any new ones issued until August 30, 2020, through the end of next summer (August 31, 2021).
- As we continue in this time of ambiguity, many of our Hilton Honors **On-Property promotions** are requiring evaluation. This assessment is underway to not only to ensure we are being conscious of the cost implications to owners’ but to also have one global voice for Hilton Honors communications and promotions.
 - In light of the changes mentioned above, the continued global approach to Hilton Honors, we will be placing a temporary pause on the creation and processing of any newly requested LNR, Opening, Renovation and Conversion offers. This applies to all offers recently submit to the hotel_offers@hilton.com mailbox including those currently in the queue. This will be applicable moving forward until further notice.

Marketing & Messaging

- **On-Property Guest-Facing Materials regarding the COVID-19 Crisis**
 - Please visit marKIT for guest-facing marketing materials to be used on property to inform guests of ongoing hygiene practices and possible service disruption. To download the templates, visit the Lobby > My Applications > marKIT > Search “Cleanliness and Service
- **Clairvoyix**
 - Effective immediately Hilton and Clairvoyix have agreed to a 3 month pause on all services and fees. Hotels will NOT receive invoices for April, May & June

OPERATIONAL GUIDANCE

Additional Information

As of March 11, 2020, the World Health Organization (WHO) has "made the assessment that COVID-19 can be characterized as a pandemic."

For additional information on the novel coronavirus, please refer to the [World Health Organization \(WHO\)](#) and [Centers for Disease Control and Prevention \(CDC\)](#), and your local health authorities. As part of the normal course of business, please continue to follow enhanced hygiene procedures and cleaning best practices.

Please explore the resources contained in this document and check The Lobby often for updates.

Hotel Team Member Resources:

- Team Member Assistance Fund: Hilton has activated our [Team Member Assistance Fund](#) for Team Members who have been infected by the virus, or, have an infected family member impacted.
 - For complete details on how to access the fund, please reference the [Frequently Asked Questions document](#).
 - If you or your Team Members would like to join in making a contribution to the Team Member Assistance Fund, click [here](#).
- Stay up to date on Hilton news and information by visiting [the Lobby](#), subscribing to the [NOW newsletter](#), and downloading and using Lobby Buzz ([How to English/How to Spanish](#)).
- Hilton has introduced a new resource for furloughed Team Members. The [Hilton Workforce Resource Center](#) is a place where Hilton Team Members at managed and franchised properties—and others in our industry who have been impacted—can apply for open, temporary positions.
 - The goal of this new resource center is to help Hilton Team Members find temporary work and support during this time of uncertainty.
 - Please share this resource with your team. You can see the full list of opportunities by visiting: teammembers.hilton.com/covid19. If you have further questions, please contact recruitment@hilton.com.

CARES ACT Information and Hyperlinks

- On the legislative side, Chris Nassetta shared an update with your respective owners on Friday that The Coronavirus Aid, Relief and Economic Security (CARES) Act has now been signed into law. You and your ownership groups can find more information about the relevant provisions of the CARES Act [here](#), and a detailed FAQs document [here](#).

Media and External Affairs Resources:

- **FRANCHISE TEAM MEMBERS:** If you receive any media inquiries related to Hilton's position on the virus or need guidance on media inquiries, please email hiltonpr@hilton.com.
- **Supporting Our Communities**
Even during this time of uncertainty, Hilton is working hard to ensure the light and warmth of hospitality continues to shine bright by providing support to our Team Members and communities around the world. We are leveraging Hilton's strong foundation – from our supply chain and hotels, to the Hilton Effect Foundation – to make a difference where it's most needed.

- **Supporting Our Team Members**
The Hilton Team Member Assistance Fund was established several years ago to support Team Members impacted by disaster and hardship. The Fund is now being activated to support Team Members who have contracted the virus or have an infected family member. Team Members interested in supporting their impacted colleagues can make a contribution to the Fund. Options for making a donation can be found [here](#). For complete details on how to access the fund, please reference the [Frequently Asked Questions document](#).
- **Supporting Our Communities**
Many of our hotels are already doing outstanding work to support their local communities around the world. If you are considering ways you might want to engage locally, [click here](#) for ideas on how hotels can safely support local organizations.
- **Team Member Volunteering Opportunities**
While in-person volunteering may not be advisable during this uncertain environment, there are still ways you can offer your skills to virtually support local organizations. Those who would like to volunteer personally on their own time can refer to these [volunteering guidelines](#) for ideas and ways to start engaging.
- **Hilton Effect Foundation Response**
Since the start of COVID-19 outbreak, the Hilton Effect Foundation has been working to support community response efforts. Learn more [here](#) about the grants the Hilton Effect Foundation is giving to support organizations around the world responding to COVID-19.

Current High-Level Guidance:

- [Hilton's Statement to Customers](#)
- [Hilton Owner Frequently Asked Questions \(FAQ\) Document](#)
- [Talking points & email templates for Hilton team members to hotel guests](#)

Safety Security Guidance

- [Respiratory Viral Infections Guide](#)
- [Insurance & Claims Guidance](#)
- [Coronavirus Awareness Training for Franchised Hotels](#)
- [HSM Guidance](#)
- [The Latest from the World Health Organization \(WHO\)](#)
- [The Latest from the Centers for Disease Control \(CDC\)](#)
- Hilton Alert – Hotels must use Hilton Alert in the event of a threat or crisis incident. Please refer to brand standard 903 and [Hilton Alert](#) Hotels Franchised for more information.
- [Security Best Practices for Suspended and Soft Closed Hotels](#)
- Soft Close Social Distancing Posters
 - [Soft Close Social Distancing Poster: Landscape Orientation](#)
 - [Soft Close Social Distancing Poster: Portrait Orientation](#)
- [Elevator Etiquette](#)

RESERVATIONS

Cancellation Policies

Given these unique circumstances, we have made further adjustments to our individual booking policies:

- **Existing Reservations.** All reservations—even those described as “non-cancellable” (“Advanced Purchase”)—that are scheduled for arrival on or before June 30, 2020 can be changed or cancelled at no charge, up to 24 hours before a guest’s scheduled arrival day.
- **New Reservations.** Any reservations you make—even those described as “non-cancellable” (“Advanced Purchase”)—that are booked between March 25, 2020, and June 30, 2020 for any future arrival date can be changed or cancelled at no charge, up to 24 hours before a guest’s scheduled arrival day.

Front Office Guidance Process to Support the Global Late Cancellation Policy (March 12 – June 30, 2020)

- In order to support the global late cancel policy, the Corporate Front Office team has created resources, which are available [here](#) or via the following path on the Lobby: Departments / Front Office / Scrolling Banner “Cancel Policy”

REMOVAL OF SUSPENDED OPERATIONS ***NEW APRIL 29***

Over the course of the COVID-19 crisis many hotels have had to temporarily suspended hotel operations. If your hotel has suspended operations, the Brand will be reaching out to your hotel’s delegate (The “delegate” for a hotel refers to the person responsible for overseeing a hotel suspension as indicated by the property’s principle legal contact during the formal suspension process) about 2 weeks prior to your target lifting of suspension date on file. As a part of this communication, your hotel’s delegate will have the opportunity to modify your target reopen date accordingly or begin the lifting of suspension process. The target reopen date is the date you intend to welcome guests back to the hotel. This process will include a checklist of recommended action items related to Operations, Front Office and Revenue Management.

Hilton is committed to doing everything possible to activate all channels based on the final target date given, please note volume of requests may be a factor in certain aspects of this process.

At any time, if you have questions about the status of your hotel or need to inform the brand of a change – please send an email to ask_fullservice_bps@hilton.com who will assist accordingly.

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LXR

CONRAD

canopy

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CURIO
COLLECTION

 DOUBLETREE

TAPESTRY
COLLECTION

 EMBASSY
SUITES

TEMPO

MOIHO

 Hilton
Garden Inn

 Hampton

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HOMEWOOD
SUITES

HOME
2
SUITES

 Hilton
Grand Vacations

Hilton
HONORS