



## **CONCEPT OF CARING**

“How may I take care of you?” This has always been the standard Concept Hotels greeting whenever our teams answer the phone or welcome a guest who walks through our doors. Taking care of people, it’s what we do. This sentiment and spirit is why we take tremendous pride in announcing our newest program, Concept of Caring.

Our goal with this program is multifold. We want to provide unparalleled transparency into how we are navigating these uncertain times and to what extent we will go to protect the wellness of our guests and employees, all whom we consider family. We have always held the notion that health, safety and cleanliness are our highest priorities. It is the foundation that allowed us to earn the trust of our guests and employees to begin with. In order to maintain that trust we must take existing rigorous protocols and rethink, enhance and further our commitment to everyone’s wellbeing. This program will allow us to nurture existing partnerships and foster new ones, both with the intent of being as strategically sound as possible.

We are partnered with Ecolab, the global leader of water, hygiene and energy technologies and services. Our longstanding relationship with them will ensure the proper products are used for sanitation, disinfection and sterilization of our rooms and all the public areas of our hotels.

We recently established a partnership with Stanford Health Care, a renowned hospital that regularly ranks as one the best in the country. We will rely on their medical and technical expertise to rewrite our cleaning protocols to translate the best practices in hospital hygiene standards to hotel guest rooms. Training and development of our Team will be guided by their advice. Additionally, we will gain insights on new technologies and approaches, keeping us on the cusp of innovation.

We are fully compliant and adhering with up to date guidelines put forth by the experts at the Center for Disease Control and Prevention (CDC), World Health Organization (WHO), California Hotel Lodging Association (CHLA), American Hotel Lodging Association (AHLA) and the State of California/California Department of Public Health/California Department of Industrial Relations. We are also CHLA certified Clean + Safe. More information on what this all means can be found by scrolling down this resources page.

Additional guidance and best practice updates from the experts are inevitable. Everyone continues to learn and adapt to an ever changing new norm. This page will constantly be updated with real time information. We want everyone to understand what we are doing as of today and what we’re planning for in the near future. In order to keep everyone safe, we are committed to being as knowledgeable as possible and taking appropriate actions. We urge you to do the same. We must take care of each other.