

TRAVEL AND HOSPITALITY

Four Seasons partners with Johns Hopkins Medicine for upgraded health and safety measures at properties

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Four Seasons Hotels and Resorts is working with Johns Hopkins Medicine International on an enhanced health and safety program at properties worldwide. Seen: Four Seasons Bora Bora. Image courtesy of Four Seasons Hotels and Resorts

By LUXURY DAILY NEWS SERVICE

Four Seasons Hotels and Resorts is working with Johns Hopkins Medicine International to validate its new global health and safety program as the hospitality chain preps for a reopening once COVID-19 lockdowns ease.

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Called "Lead With Care," the program will be reviewed and validated by Johns Hopkins Medicine experts and implemented by dedicated teams at Four Seasons properties worldwide. The move comes three weeks after rival hotel chain Marriott International introduced a global cleanliness council to promote higher standards of cleanliness as the coronavirus outbreak ravages the travel and tourism business.

"Within this new environment, our singular goal is to provide guests, residents and employees with the confidence and assurance that their health and safety is our first priority," says [John Davison](#), Toronto-based president/CEO of the Four Seasons Hotels and Resorts, said in a statement.

"We are incredibly proud to work alongside the renowned experts at Johns Hopkins Medicine International, leveraging their global expertise to strengthen our already stringent health and safety measures through our new Lead With Care program," he said.

[Johns Hopkins Medicine International](#) is the global division of health care and research provider Johns Hopkins Medicine, itself part of the Johns Hopkins varsity network.

On board

Per the alliance, Johns Hopkins Medicine International and [Four Seasons Hotels and Resorts](#) have created a dedicated COVID-19 Advisory Board, bringing together leadership and experts from both organizations to make health and safety decisions based on the latest scientific knowledge.

The COVID-19 Advisory Board will create, enhance and review current procedures, along with virtual and in-person

training to guide implementation of Lead With Care across the Four Seasons global portfolio.

The initiative piggybacks on the early experience of **Four Seasons Hotel New York** and Four Seasons hotels in Riyadh and Mumbai to offer accommodation to high-risk medical personnel fighting on the frontlines of the COVID-19 pandemic.

In fact, the Four Seasons Hotel New York was transformed into a safely zoned environment in a matter of days, implementing enhanced procedures to safely house guests, as well as properly train all employees, the company said.

The new collaboration with Johns Hopkins Medicine will ensure the review and validation of the Lead With Care program in two phases.

The first, review and validation, involves a comprehensive review of Four Seasons' existing health and safety procedures along with enhanced protocols in response to the current health crisis at a global, regional and property level.

The next is ongoing guidance with direct access to curated critical updates, relevant COVID-19 research outcomes, and expert advice to ensure real-time adjustments to operating procedures.

Customized through on-property hygiene officers, this will allow Four Seasons to respond quickly and anticipate future needs, providing assurance that all appropriate infection control safety measures have been taken, the hotel chain said.

Four Seasons and Johns Hopkins will also create a joint response team where senior experts in infectious diseases from researcher will provide on-demand response and guidance to hotels facing COVID-19 situations.

The hotel chain will work closely with **EcoLab** and **International SOS**, both of whom were key in the transformation of the Four Seasons hotels in New York, Saudi Arabian capital of Riyadh and the Indian financial capital of Mumbai that housed medical personnel.



Four Seasons George V Paris. Image credit: Four Seasons Hotels and Resorts

On tap

While Four Seasons customers will see many of the enhanced Lead With Care procedures, behind-the-scenes measures will also occur via employee training, additional food handling protocols, and enhancements to ventilation systems and other back-of-the-house operations.

Additionally, Four Seasons will invest more in its **app** and chat that further allows guests to control how they engage with others, limiting face-to-face interactions while maintaining personal service.

Since its launch three years ago, the Four Seasons Chat claimed as one of the only in the industry to be supported by

actual employees on property versus chatbots has generated more than 10 million messages, averaging approximately 580,000 per month.

The app features include the ability to make and manage reservations, request luggage pickup, airport transfers, room service, restaurant and spa reservations.

Wait-free check-in and checkout is also offered, while Four Seasons Chat integration allows immediate translation of 100-plus languages, offering guests the flexibility for contactless engagement throughout their stay.

In its sweep, the Four Seasons Lead With Care program is every bit as ambitious as the Marriott Global Cleanliness Council that focuses on developing enhanced global hospitality cleanliness standards, norms and behavior designed to minimize risk and boost safety for guests and Marriott associates ([see story](#)).

Per Four Seasons, here are the steps that will be taken in the Lead With Care program for upgraded health and safety measures:

Enhanced cleanliness

- Each Four Seasons property appointing a hygiene officer focused on implementing enhancements to already stringent procedures;
- Rooms disinfected daily with EPA approved products and will have blacklight inspection by room attendants;
- Focused re-training programs for Housekeeping teams on all cleaning protocols are being implemented across the portfolio;
- Public areas cleaned hourly with extra attention to frequented areas including front desk counters and public restrooms;
- The COVID-19 Advisory Board exploring an array of options to equip properties with the latest tools and technology, including electrostatic spraying, ozone technology for air purification and/or UV technology for HVAC systems.

Heightened guest safety and comfort:

- Lead With Care kits placed in each guest room providing masks, hand sanitizer and sanitization wipes, with additional masks supplied on demand;
- Social distancing measures embedded in all services for guest protection, including appropriately spaced fitness equipment, modified spa menu and services, contactless check-in and housekeeping services;
- Restaurants and bars may operate with reduced capacity to ensure adequate space and socially distant set-up;
- Nearly all restaurants providing a-la-carte service with digital menus wherever possible;
- In Room Dining offering contactless delivery outside guest rooms along with sustainable, single-use packaging;
- Four Seasons App and Chat providing guests with real-time, contactless interactions with employees from their own device on nine global platforms and in 100+ different languages.

Empowered employees:

- Lead With Care training building on Four Seasons legendary service model and diligent attention to detail, ensuring Lead With Care procedures are delivered in a thoughtful, attentive manner that balances guest safety with personal reassurance and comfort;
- Training focused on educating and empowering employees to deliver the enhanced health and safety program with confidence, passing on this care to each and every guest and resident;
- The COVID-19 Advisory Board advising on the global training program for all employees including: ensuring employees have a well-informed understanding of the disease and its transmission, providing guidance on appropriate social distancing and use of personal protective equipment, as well as physical and mental health monitoring and support;
- Grounded in emotional intelligence, employees are undergoing behavioral training, ensuring empathetic, personalized care and connection are not lost in the absence of close contact and limited face to face

interaction.

THE 60-YEAR-OLD Four Seasons is on a tear, with more than 50 projects under planning or development. The group currently operates 117 hotels and resorts, along with 45 residential properties in key city centers and resorts in 47 countries.

These new health-safety measures for Four Seasons staff and customers are key to restoring confidence in hotel and resort stays as the COVID-19 lockdowns and fear of the virus spreading have devastated travel-oriented businesses worldwide.

"Along with already-commonplace measures such as more sanitizers, masks and heightened cleaning and hygiene, our collaboration with Johns Hopkins equips our property teams with access to leading international experts and real-time COVID-19 information, enhancing our tools and training to deliver an experience grounded in safety and trust," said **Christian Clerc**, president of global operations at Four Seasons Hotels and Resorts, in a statement.

"While the Four Seasons experience may look different in this new environment, it will ultimately feel the same our dedicated people will continue to deliver the same intuitive service and personalized care for which Four Seasons is known and trusted for the world over," he said.

Meet Majo, adventure concierge at Four Seasons Resort & Residences Los Cabos at Costa Palmas, Mexico

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