

TRAVEL AND HOSPITALITY

Pair of Rosewood hotels earn health-safety distinction from Forbes Travel

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Las Ventanas al Paraso in Los Cabos, Mexico. Image: Rosewood Hotels

By LUXURY DAILY NEWS SERVICE

Hospitality group Rosewood Hotels & Resorts has announced two of its properties are among the world's first hotels to win a new health-safety designation from [Forbes Travel Guide](#) amid rising fears about the pandemic.

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[Rosewood Inn of the Anasazi](#), a boutique hotel in Santa Fe, and [Las Ventanas al Paraso](#), a Rosewood resort in Los Cabos, Mexico, have introduced new health and safety programs from their parent group which raise the bar on hygiene and cleanliness. The Sharecare Health Security Verified marker from Forbes offers confidence that hotels are embracing health and safety precautions that pare back the risk of COVID-19 as well as other health crises.

"We are pleased to have received the Sharecare Verified with Forbes Travel Guide badge in our property," said Frdric Vidal, managing director of Las Ventanas al Paraso and regional vice president of [Rosewood Hotels and Resorts](#), in a statement. "In this uncertain moment it is very important to remain dedicated to ensure the utmost health and safety for our guests and this Forbes approval is a testament to our commitment."

Hygiene meets hospitality

Introduced by Forbes Travel Guide and digital health company Sharecare, the new designation ensures hotels meet more than 360 standards across health and hygiene protocols, cleaning products and procedures, ventilation, physical distancing and health safety communication with guests and employees.

Hotels are required to update their various health protocols to meet Forbes' requirements.

At Rosewood Inn of the Anasazi, precautions taken to guard against COVID-19 include conducting pre-arrival phone calls for smooth contactless check-in and check-out services, the wearing of masks and gloves by employees and guests and regular cleaning of air filters and air conditioning systems.



Rosewood Inn of the Anasazi in Santa Fe. Image: Rosewood Hotels

No guest rooms are booked with back-to-back reservations to allow forty-eight hours for a deep cleaning and room sanitation. Books and magazines have also been removed from guest rooms and replaced with sets of gloves, alcohol wipes and face masks.

"The pandemic has made it clear that hotels and resorts must, first and foremost, assure guests of their safety," said Filip Boyen, CEO of Forbes Travel Guide. "Rosewood Inn of the Anasazi has demonstrated its commitment to creating a culture of accountability and following global best practices to heighten health security, certified by a third party."

Nearly a year into the pandemic, consumers still have several concerns about traveling and Rosewood is one of a number of hotel chains to improve its health and safety standards in response.

This year, Four Seasons Hotels and Resorts worked with Johns Hopkins Medicine International to validate a new global health and safety program amid the COVID-19 crisis.

Called "Lead With Care," the program was reviewed by Johns Hopkins Medicine experts and implemented by dedicated teams at Four Seasons properties worldwide. The move came three weeks after rival hotel chain Marriott International introduced a global cleanliness council to promote higher standards of cleanliness as the outbreak of the pandemic ravaged the travel and tourism business ([see story](#)).

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