



Launching 'We Care Clean'

BWH HotelGroup introduces enhanced health and safety protocols to ensure guest wellbeing

BWH Hotel Group, encompassing SureStay Hotel Group, Best Western Hotels & Resorts and WorldHotels Collection, has introduced an enhanced hygiene and cleanliness program, '**We Care Clean**', to safeguard guests' and employees' health and safety in response to the pandemic.



Graham Perry, Managing Director of BWH Hotel Group, Australasia, highlights the importance of the **We Care Clean** program.

"Based on international best practice and complying with all relevant government requirements, **We Care Clean** covers all areas and aspects of the hotel for our guests, including public spaces, guest rooms, restaurant and breakfast offerings whilst ensuring the work, health & safety of our valued staff," explains Perry.

"While we are already recognised for our thorough approach to cleanliness, we have further enhanced our rigorous cleaning protocols – as we believe hotels can never be 'too clean'."

"In a time when our guests are seeking greater reassurance about their health and safety, we're now in a position to provide peace of mind as they resume travelling, all the while ensuring that the comfort and quality of their stay is not compromised."

Judy McDermott, the Manager of Best Western Plus The Stirling Rockhampton, concurs, and appreciates the support of the program.

"Guest feedback is that cleanliness is exceptionally important at the current time," says McDermott.

"The policies serve to solidify what we are doing and amplify that. It permits us to act with certainty about the product and service we're delivering for our guests. During these uncertain times, guests want to feel safe. The least we can do is make them feel safe and to reinforce that we take their health and wellbeing exceptionally seriously."

The Best Western We Care Clean program was developed incorporating World Health Organisation (WHO), the US Center for Disease Control (CDC), the Australian Government Department of Health and the New Zealand Ministry of Health guidelines.

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