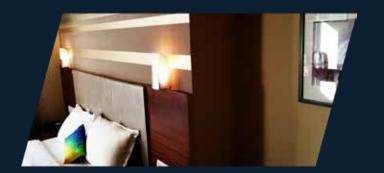
### **SAFEHOTELS CERTIFICATION BENEFITS**



### **Hotels**

- · Increased sales and hotel revenue
- · Giving what guests and hotel room bookers want
- RFP leverage for Corporate, MICE and Leisure markets
- · Enhanced Duty of Care and Compliance

#### **Owners**

- ROI from hotel safety and security assets in place
- Recognition and increased sales from hotel assets

## Travel Managers

- Increased sales when hotel safety and security is a booking preference
- Easier identification of 'Safehotels' in the hotel booking process
- Enhanced duty of care for hotel room booking clients
- · Global presence

## **Hotel Guests**

- Peace of Mind
- · Reassurance of hotel safety and security needs
- · Preference and loyalty



# Corporates

- Easier identification of hotels approved for business travel security programs
- Enhanced duty of care requirement to include in hotel RFPs
- · Independent verification by hotel industry experts

#### **CSR**

- Align with travel associations 'Responsible Travel' initiatives
- Additional Trust Symbol

