

# SAFEHOTELS CERTIFICATION BENEFITS



## Hotels

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- 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



## Corporates

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- 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

## Owners

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

## CSR

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

## Travel Managers

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- 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

safe | hotels