Wyndham, My Place, Innisfree focus on essential workers

By Elaine Silber / Apr 14, 2020 10:45pm

Despite being hit hard by the COVID-19 pandemic that is impacting life around the globe, hotel companies are continuing to find ways to help those who are helping others. The latest to initiate programs to assist front-line and essential workers are Wyndham Hotels & Resorts, My Place Hotels of America and Innisfree Hotels. Here are the details.

**Wyndham Hotels & Resorts**

Wyndham announced the launch of its new EverydayHeroes initiative, offering all essential workers on the front lines of COVID-19 instant complimentary Gold membership upgrades in its loyalty program, Wyndham Rewards.

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Eligible workers — including, but not limited to, truck drivers, delivery drivers, warehouse workers, construction workers, sanitation workers, grocery associates and healthcare workers — may claim their upgrades by visiting wyndhamrewards.com/heroes. The offer is available to both new and existing Wyndham Rewards members.

**My Place Hotels of America**

My Place Hotels of America launched the brand’s “Help Our Heroes” initiative, a campaign dedicated to providing financial support for first responders across America.

Between now and May 31, guests can help support first responders across America by using promo code HelpOurHeroes to book stays through Dec. 1, 2020. For each qualifying reservation made during this time, My Place Hotels of America will donate 65 percent of the cost of the room, exclusive of taxes, to the First Responders Children’s Foundation. Receipts must be made directly at the hotel on or via the My Place Hotels of America website.

This development follows a brand-wide move, initiated two weeks ago, to provide safe, clean, comfortable, and affordable accommodations for the individuals working on the front lines of the global health crisis.

With 183 properties across 19 states, all independently owned and operated, My Place properties continue to give back to their communities in a multitude of impactful ways and continue to look for opportunities to do more.

My Place Hotels President and CEO Ryan Riedel is proud to see the brand’s franchise family unite on the same front as we work to ensure first responders have a safe place to call home during the next several months.

“It’s a great feeling to know that our franchisees and hotel operators recognize the great importance of providing hospitality during uncertain times,” said Riedel. “You can’t put a price on knowing your loved ones are safe and secure after working a long day on the front lines of this pandemic, especially when you can’t necessarily be safe and secure together. Being able to provide that safety and security while going to bed is a feeling like no other. I couldn’t be prouder of the My Place Family as we rally to help our frontline in communities across America.”

**Innisfree Hotels**

Gulf Breeze, Fla.-based Innisfree Hotels, an owner of beachfront hotels in northeast Florida, will donate up to $2,302 roomnights to front-line medical professionals leading the fight against COVID-19.

Beginning this week, Innisfree will make rooms available without charge to doctors, nurses, emergency medical technicians, paramedics and other front-line medical professionals who need a place to sleep, recharge or isolate from their families through the end of May. The initiative will be executed in partnership with Hilton and Ameris Bank’s commitment to donate up to 1 million hotel roomnights across the United States.

“In the spirit of hospitality, Innisfree is opening our doors to medical workers and first responders who are courageously and selflessly serving on the frontlines of the ‘good fight’,” said Ted Eder, Innisfree’s president/CEO. “The concept of helping those who help us has long been ingrained in our company culture, so the decision to join Hilton in providing relief for thousands of medical staff enduring long hours under challenging circumstances was an easy one.”

Innisfree is working with local organizations that represent healthcare workers in the Florida cities of Panama City, Gulf Shores and Orange Beach, Fort Walton Beach, Panama City Beach and Seaside to provide access to the program. Rooms will be available across a variety of Innisfree properties, including the Hilton Panama Beach, Hampton the Panama Beach, Hilton Garden the Orange Beach, Hampton Inn & Suites Orange Beach, Hilton Garden Inn Fort Walton Beach, Hampton Inn & Suites Panama City Beach and Embassy Suites Seaside.

“It is an honor to offer the healthcare heroes in several of our communities a place to rest and recharge during this time,” said Eder. “Our goal is to support individuals who would otherwise have to spend their own money on accommodations as a show of both thanks and compassion.”

Hotels will be staffed by team members who have received additional training on relevant health and safety measures to safeguard their own and their guests’ well-being. All common areas of each property will continue to be sanitized using industry-grade disinfectants and updated cleaning protocols.

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