

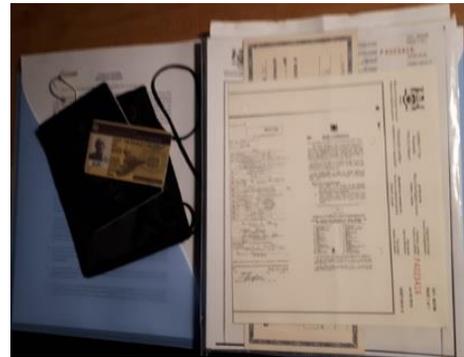


AGL MARKETING LIMITED  
aglmarketing.com

## **Dateline AGL – Client Experience Management is in place under COVID-19 international travel protocol - and it will improve quickly**

Grant Lee, Chartered Professional Marketer  
President, AGL Marketing Limited  
aglmarketing.com

I can testify that preparation for travel through international ports has changed in the blink of an eye. I doubt very much if the requirements of a visa and passport will ever again be the minimum requirement for travel to many countries from ports of origin. It is early times to give definitive comments on any cohesive marketing strategy of travel companies, airlines, government agencies, and support services such as health



insurance providers and hotels that will be developed along with new standards for travelers and protocol expectations. I can provide November 2020 insight into what may await international travelers post COVID-19.

Pre-boarding health testing is a grey area. Currently, there are temperature checks, physical distancing protocols, face masks and face shields required for passengers destined for certain countries. I am travelling by Philippine Airlines (PAL) to the Ninoy Aquino International Airport in Manila, Philippines from Toronto on November 5. Masks, face shields and temperature checks are mandatory boarding requirements. Masks and face shields must be worn at all times during departure security and documents checks and during the flight except for drinking and eating. The current pandemic limits travel to Canadians with dual citizenship and Permanent Resident visas. No-one is allowed entry into the Philippines on a tourist visa.

Before departure, Canadians must travel with certain additional documents if not travelling with a Filipino passport. These may include birth certificates, marriage certificates, and proof of Philippine citizenship.



AGL MARKETING LIMITED  
aglmarketing.com

In addition, travelers must register with the Philippine Bureau of Quarantine before departure and book a room in a Department of Health-approved "quarantine" hotel in Metro Manila before departure. Transportation to the approved hotel must be arranged for presentation to security before leaving the airport. Three days or less prior to departure, travellers must file with the Bureau of Quarantine for three types of swab testing. Receipts with a QR code are emailed to applicants that must be presented to test personal before proceeding to immigration clearance.

At check-in, PAL representative verify travel documents. Two more forms are given by the PAL representative: registration instructions and the PAL Health Screening Form that must be completed and submitted prior to boarding the plane.

In flight, more forms are distributed to be completed and submitted upon arrival. These include: the Health Declaration Card; Arrival Card; Customs Form; Case Investigation Form (Red Cross); Affidavit of Undertaking; and the IATF Declaration Form. Bring a reliable pen and an extra, because it will be well used. Flight attendants are outfitted in full PPE attire including gowns, gloves, masks and shields. Passengers are not allowed to change seats once seated in their pre-assigned seats and there is no cart service in flight and meals are served in boxes in economy class. Passengers are given one litre of water each for the flight.

Upon arrival, passengers must remain in their seats for instructions from the crew. There is new protocol for deplaning. Coast Guard and Health Officers will board the plane upon landing to collect the Health Declaration Card. Each passenger must undergo a temperature check and deplaning is row by row.

In the terminal, passengers must remain at the gate area (row by row) for the payment of the required swab tests. Passengers must have their Bureau of Quarantine QR Code before payment. Your passport and boarding pass will be requested, the QR code scanned and information verification conducted. Payment for the tests is by cash or credit card. After payment, you receive a receipt and 3 stickers that identify your specimens. Results may take 24-48 hours while you rest at your quarantine hotel.

Following testing passengers proceed to Immigration for port of entry arrival stamps. But that is not the end of the port of entry protocol.



AGL MARKETING LIMITED  
aglmarketing.com

You cannot go to the carousel to claim your baggage. You must proceed to the hotel verification area to present your hotel and transportation reservation and sign the affidavit of undertaking distributed during the flight. The affidavit is verified and stamped and must be submitted to the Coast Guard prior to leaving the terminal.

Following hotel verification, a porter has your baggage and you are permitted to proceed with baggage to a Coast Guard officer staffing the Customs desk for leaving the terminal. S/he will ask for the stamped affidavit of understanding. But the process is still not over.

Outside the terminal, a Coast Guard officer will ask for transit details to the hotel. The driver will be summoned by the officer and you and your bags are loaded into the vehicle and you are on your way directly to the hotel. Upon arrival, staff inform you of their COVID-19 protocol, and you cannot leave the hotel until receipt of a negative result from the testing.

Upon receipt of a negative test, my driver is allowed to pick me up at the hotel, but there is more. The van is screened so the driver is separated from my wife and I. We must wear the mask and face shield at all times in public. The driver holds passes for entry and exit from Manila and into the province where our home is located. Once home, we enter into 14 days of quarantine.

Welcome to the new world of international travel. A vaccine may change much of this protocol but I expect a few procedures to remain in place to secure a healthier and safer travelling public and the citizens of host countries.

I returned to Canada in June when precautionary travel procedures and restrictions were being implemented. Airport personnel of all agencies and organizations were very polite and respectful. You could not see smiles beneath the masks, but smiling eyes don't lie. In flight, the attendants were cordial and professional to help make difficult travel conditions as comfortable as possible. Wearing face masks was mandatory at all times and some passengers had face shields. Flight attendants were outfitted in full PPE. There was limited in-flight service but the food was tasty and warm. There was cart service on the June flight for soft drinks, tea, and coffee, but no alcohol. Flight attendants were constantly cleaning lavatories.



AGL MARKETING LIMITED  
aglmarketing.com

These are the protocols that I believe will remain in the new world of international travel.

- Vaccination certifications before departure. No vac | No entry
- Pre-flight registrations with agencies of countries at ports of entry like health and quarantine
- Rapid testing for certain viruses upon arrival
- Mask wearing and face shields will become common whether mandated or not
- Elevated health and safety rules at hotels and resorts to safeguard citizens of host countries. Masks will not be unusual sights in bars and reataurants
- Travel documents between provinces or regions within countries to track visitors
- Personnel of all organizations and agencies who are points of contact with travellers will have elevated training in customer experience management due to the need for repeat customers in a new world of fewer travellers

###