

CHARTER OF TOURISM PROFESSIONALS IN THE SOMME  
COVID-19 – PUBLIC HEALTH  
PURE AND SURE in the SOMME



Faced with the COVID-19 pandemic, the tourism professionals in the Somme have decided to implement the “Pure and Sure” charter, so as to allow the clear distinction of tourism professionals who are committed to respecting the public health guidelines for the prevention and control of the virus. In taking this step, the main goal is to unite tourism professionals in the Somme around a common code, thereby guaranteeing safe establishments and an optimal welcome for guests. In signing this charter, tourism professionals undertake to do everything possible to ensure their guests enjoy their visit in complete peace of mind.

**The charter:**

- Signing up is on a voluntary basis through Somme Tourisme
- The Charter is focused chiefly around two commitments: applying the sanitary guidelines and providing visitors with information.
- The objectives are twofold: on the one hand making tourism professionals aware of the necessity of meeting public health guidelines in the fight against Covid-19, and on the other hand, providing a vector for collective communication, helping to increase visitors’ confidence prior to and during their stay.

**The undertakings:**

The tourism professionals who sign the charter undertake to:

- Respect and implement all legal obligations and official recommendations relative to their activities, in regard to health safety in the fight against Covid-19.
- Apply the sanitary protocols established by the different federations, sectors and professional unions and guilds for the protection of their clients and employees.
- Nominate a person in charge of sanitary measures and follow-up on site
- Actively provide visitors with information on safe activities as well as the professionals who have signed up to “Pure & Sure”.
- Simplify reservations and formalities.

**The action:**

The charter for the tourism sector in the Somme is an action which is supported by the Tourism development and reservation agency (*Agence de développement et réservation touristiques*), Somme Tourisme. The agency will not be held responsible for any failing on the part of the professional.

**Communication tools:**

The Charter itself and the logo which can be used on all supports, such as websites, stickers or paper.

**Contact**

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Name and signature of the director

Franck Beauvarlet  
The President of Somme Tourisme

An action supported by :

