WHAT EVERY LUXURY HOTELIER SHOULD KNOW ABOUT COMMUNICATING THEIR HEALTH & SAFETY MEASURES ONLINE

As we look forward to having greater control over the Coronavirus spread and returning from isolation, it is perhaps the best time to regroup, reimagine, and re-strategize to ready the hospitality sector for what comes next. Measures such as social distancing are likely to remain in place. Proper precautions will ease the risk of COVID-19 spread in your hotel; displaying this information well online will build trust with potential guests and clients also.

ACCOMMODATION

- ✓ Update pages linked to health & safety guidelines.
- ✓ Highlight any new measures in the hotel on your website landing pages. For example if the hotel is minimising lift usage from reception and providing clear signage for new lift rules, show this on your website.
- ✓ Make staff accessible to guests via phone, emails, and guest apps.
- ✓ Users engage better with video, so a video about the health and safety guidelines can help put their mind at ease. Add it to the rooms page and your policy page.
- ✓ Contactless check-in/check-out and payment is the easiest and fastest way and can be a deciding factor for guests. Highlight this on the booking engine.
- ✓ To add any special preferences to one's order, communication can easily be done through a Live Chat function on your website or over the phone. Hoteliers can provide support in urgent situations or discuss any extra requirements on their stay with no personal contact involved.
- ✓ If guests are required to complete any extra steps, let them know by updating it on key areas of the website and in the booking confirmation email.
- ✓ Moreover, it's a good idea to have a page like this: https://www.sneemhotel.com/covid19

Don't Miss Out Our Blogs about Contactless procedures:

7 Ways to Improve Your Guests' Experience Using QR Codes

Use QR Codes to Quickly Increase Guest Engagement

WEDDINGS

- ✓ Update pages and link them to health & safety policy.
- ✓ Show how a social distanced wedding would work on your website. For instance, you can record a venue tour and show behind the scenes at bridal boutiques.
- ✓ Your staff must wear a mask for their own protection and show this in your virtual tour and you could even consider offering a service to order custom masks for guests.
- ✓ Announce the time between appointments for cleaning in your video (venue tour) or update your wedding FAQ with information about cleaning.
- ✓ Try to offer a 'hybrid' wedding by highlighting any options for incorporating guests at home.
- ✓ Show that the hotel considers all of the possible requirements for guests' safety.
- ✓ Create a floor plan that incorporates smaller dance floors that are spread throughout the space and add it to your website.

- You could write a guide for couples getting married during the pandemic and provide them with tips such as:
    - In lieu of a guest book, leave an envelope, pen, and piece of paper at each guests' seat for them to write a note and leave it in a designated box at the end of the night (the couple can read through them after letting them sit for a few days).
    - Highlight any options you suggest to help couples reschedule their events due to COVID-19.
    - When posing groups, bring something small to mark the ground where you want each family member or person in the wedding party to stand.
    - We encourage you to communicate to all of your guests to refrain from attending if they are not feeling well. Some guests may not feel comfortable yet attending a larger gathering. Support their preference and perhaps together we can find a way to make them still feel included.

RESTAURANT

- Update pages linked to health & safety guidelines.
- You can add graphics of seating arrangements and your restaurant safety guidelines next to call to actions to reserve tables at your restaurant: Check Out The Twelve Hotel.
- Add measures on the table include staff wearing face masks and gloves at all times, contactless ordering, easily accessible sanitizer stations, and surface cleaning. Take photos of this and add to your website or social media channels.
- Use the benefits of QR code menus. These can be added to your website so users can access them before arriving at the restaurant.

1 ADVICE

All areas operate in strict compliance to all HSE and industry leading Health and Safety advice and regulations.

2 DISINFECTING

All of our hard working teams have increased the frequency of hand washing, disinfecting common services, including door handles and hand rails throughout the day.

3 SANTITISATION

Increased sanitation of all surfaces within our kitchens.

4 PAYMENTS

IWhilst we will of course gratefully accept all methods of payment, we do encourage card payments over cash. Our team members will be hand sanitizing whilst accepting cash.

5 GUESTROOMS

We have removed all items from bedrooms which may lead to transfer or cannot be sanitized such as pens, magazines and stationery. We have created a video hosted on our blog showing how we prepare your guestroom.

6 ENTRY POINTS

We have reduced the number of entry points and put sanitation points at each point of entry.

7 OUR TEAM

One to one training on hand washing and cough etiquette provided to all team members. We hold a daily briefing for all team members and have established a Covid-19 action team. The extensive action plan we have put in place is available to view on our blog.