

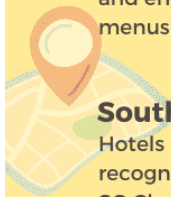
HOW HOSPITALITY BRANDS ARE RESPONDING TO THE CRISIS SITUATION WORLD-OVER



COVID-19 has altered the way we live, work, and socialize for a long time. Here's how hospitality brands are responding to the situation world-over.

India

Hospitality brands are considering contactless methods of operations. Some methods include discontinuing the buffet system and encouraging in-room service to shifting to e-papers and e-menus to minimize human contact.¹



Southeast Asia

Hotels in Thailand plan to use touch-free buttons and facial recognition. Singapore has released a nation-wide campaign called SG Clean where hotels record the temperature of guests wherever feasible. Hotels also plan to introduce ozonation of all rooms after every use.²

North America

Hotel brands in this region have seen 80% decline in room occupancy. As travel restrictions are lifted, hotels will soon start bookings. They have laid down strict safety rules to safeguard the staff and guests.³



Europe

Anticipating occupancy in a few months, hotels have started to take future bookings. Some of them are also offering a free 'book with confidence' guarantee on all 2020 and 2021 bookings. According to Knight Frank, the U.K. will bounce back to full recovery by 2021.⁴



Middle East

Hospitality chains like OYO plan to invest in systems to keep the premises clean and sanitized. Although holiday homes are seeing a dip in occupancy currently, they are optimistic of a rebound soon. To offer convenience to their guests, 5-star hotels have slashed their rates to Dh300.⁵

Sources:

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- 2 - <https://www.telegraph.co.uk/travel/destinations/asia/articles/when-can-i-visit-south-east-asia/>
- 3 - <https://www.nytimes.com/2020/04/20/travel/coronavirus-hotel-openings.html>
- 4 - <https://www.boutiquehotelier.com/uk-hotels-to-bounce-back-strongly-post-covid-19-with-full-recovery-possible-by-2021/>
- 5 - <https://gulfnews.com/business/how-hotels-in-the-middle-east-are-coping-with-coronavirus-impact-170167105>

