

IDEAS FOR THE  
HOTEL BUSINESS IN  
TIMES OF CORONA

# HOSPITALITY RE-THOUGHT

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## IDEAS FOR THE HOTEL BUSINESS IN TIMES OF CORONA

To be at your side even in times of crisis is of great importance to us. This is the reason why we have created this guide, which is a collection of ideas on how to make a new start under the current conditions. It is intended to guide and help you, but it does not claim to be complete, nor does it contain general regulations and political guidelines.

We would like to thank Dipl. Päd. Andrea Pfleger (Master of Science in Hygiene & Quality Management) for her support and valuable contribution.

## ABOUT BRANDNAMIC

Brandnamic is a full-service agency with its main office in Brixen and offices in Meran and Munich, specialising in hotel and destination marketing. Founded in 1997, it is nowadays one of the leading consulting companies in the Alps. Over 700 hotels and destinations from South Tyrol, Northern Italy, Austria, Germany, Switzerland, and Liechtenstein rely on the high level of expertise of its 120 specialists when it comes to defining and strengthening brands, creating new, innovative concepts, and increasing visibility. Marketing measures are tailor-made and implemented quickly and precisely – from a strong web presence and a target group-specific advertising campaign to unique texts and an individual design.

[www.brandnamic.com](http://www.brandnamic.com)

# DEAR READER,

Suddenly nothing is the way it was. The coronavirus has turned our daily lives upside down from one day to the next. It is the great unknown that governs all our lives. Not shaking hands when greeting each other, serving guests in the restaurant wearing nose and mouth protection, checking their body temperature when entering a hotel – what was unthinkable just a few weeks ago is now our new reality. It seems like yesterday that everyone was still discussing overtourism, now physical distancing is on everyone's agenda. Because as long as there is no vaccine or at least a good and highly effective medicine, social distancing and strict hygiene regulations are the only antidotes that are effective.

Every day, countless scientists and researchers around the globe provide new insights that give hope for an imminent end to a crisis that presents us with unexpected challenges – from a political, social and economic viewpoint. Despite repeated warnings of such a pandemic at international level, no one was prepared for this exceptional situation. When the storm had long since come up, all sails had to be pulled in. Only a total standstill, a lockdown of unimagined extent with side effects

in all areas, could minimise the spread of COVID-19. The new coronavirus did not turn out to be the normal flu it was initially declared to be. It was only when the intensive care units filled up, countless doctors and nurses became infected, and the death toll skyrocketed, that it became clear what effects this virus would have. It was only through rigid measures that the curve was slowly and laboriously flattened – the curve of the sick and the curve of the dead.

## **From Wuhan around the world without hindrance**

In retrospect, one is always wiser – that is what say. The fact is, we should have had known better earlier on and we should have prepared ourselves better at an international level. Already a year ago, Peng Zhou, a Chinese researcher from Wuhan, warned of a corona pandemic. The data from his epidemiological study were already available to the world in March 2019, but nobody paid the necessary attention to his findings. And even when the epidemic started in China at the end of December, governments in Europe and America took no

further precautions, although they should have learned the lessons of SARS (2003) and MERS (2012) – both of which are also coronaviruses – in preventing and combating pandemics.

Only one country reacted immediately after strange cases of atypical pneumonia became known in China: Taiwan. On the very day the WHO was informed, the Asian country implemented a total of 124 measures, which not only prevented the economic lockdown but also saved countless lives. One of the success factors was the tracking of infected persons, which is a very controversial issue, especially in our country. Incidentally, these measures were published early on by Taiwan and could therefore have been easily transferred to other countries. This did not happen, however, and so the only thing that was transmitted to other countries in a flash was the virus. From Wuhan, until now a blind spot on the map for many, it spread all over the world.

After Wuhan, Italy became the epicentre of the pandemic. Today we know that the virus entered the country through three doors. A patient 0, like in Germany, was never found.

# DEAR READER,

The appropriate measures, such as the immediate isolation of the infected person and their contacts, could not be taken. The tragedy took its course, partly because the country was in no way prepared for the epidemic. There was a severe lack of protective equipment, hospital beds, intensive care units, and respirators. Hospitals became breeding grounds from where the coronavirus spread quickly. In retrospect, it will be necessary to clarify how and why this was the case.

## **What we know. What we do not know yet.**

Ever since the virus has entered our lives, we have been gaining new insights every day. We know, for example, that the average incubation period is five days, that COVID-19 carriers can spread the virus before showing symptoms, and that there are countless asymptomatic carriers that infect others without knowing about it. What is clear is that the virus is difficult to assess, highly contagious, and extremely resistant. From the very beginning, people at risk were named, even though if scientists and doctors repeatedly warned against a false sense of security. It is also true that attempts have

been made for over 17 years to develop vaccines against other coronaviruses, which usually cause harmless colds, but none have been successful so far. In the case of SARS, scientists came close, but when the disease suddenly disappeared, funds were cut off and research stopped. A fatal mistake, as we can clearly see today.

One reason why the new coronavirus is so threatening is that it is still largely unresearched. We do not know whether and for how long after surviving an infection one is actually immune to the virus, whether the virus mutates over the course of months, whether the higher temperatures in summer can help to contain the spread, and, above all, when we will reach herd immunity. However, according to experts, it is certainly not desirable to purposefully infect the entire population, as we do not know the long-term consequences of this disease, nor do we know whether the virus will be able to adapt even better to humans and consequently have an even more disastrous effect.

## **How the virus has changed tourism**

We do not know how long we will have to deal with the virus, which makes all further planning difficult. After the necessary lockdown we now enter the second phase, in which we must learn to live and work with the virus. It is a phase for which we should all prepare ourselves well, as it is now up to each and every one of us to take responsibility, because it is essential to avoid a second lockdown. Therefore, every step needs to be well thought out – not just from a health point of view, but also from an economic point of view. A carefree holiday as we know it from the past cannot not exist for the time being. At least not until a suitable treatment or vaccine is found and approved by the relevant health authorities. And that will certainly take a few more months.

Tourism is affected by the corona crisis like no other sector. Everything is currently upside down in our branch. But, even in this time, South Tyrol has the best conditions for a new start: beautiful landscapes that satisfy the yearning for freedom, for nature, and for a safe retreat, and the four most important

# DEAR READER,

markets literally in front of its doorstep: the rest of Italy as well as Switzerland, Austria, and Germany.

Forecasts of what the new start in tourism after the crisis might look like differ among hoteliers, as a survey conducted by WIKU (Wirtschaftskurier of the South Tyrolean newspaper Dolomiten) in mid-April shows. A third of those surveyed consider a start with restrictions to be right decision, while two thirds want to offer guests their full range of services. However, waiting to see the actual booking situation before opening is out of the question. On the other hand, all agree that the current regulations, such as the obligation to wear masks and gloves, should not be a major issue in communication. People are creatures of habit, and masks and gloves are now part of the everyday life of most Europeans anyway.

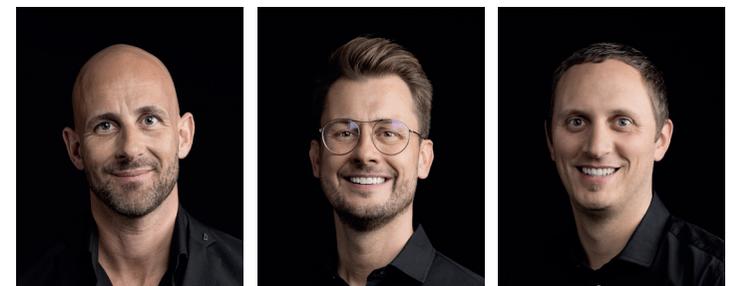
## Identifying opportunities in the crisis

It is not yet clear when and how we will be able to travel again, when borders will reopen, and when travel bans will be lifted. But now is the right time to make arrangements so that we

are perfectly prepared for the start of the season. Hospitality must be re-thought. Work processes must be re-defined, new safety and hygiene measures must be implemented in order to stop the virus. All of this must be done with great care and sensibility, because after all, it is still our aim to delight our guests with a unique offer and authentic hospitality.

In this guide, we have compiled a number of ideas on how to make new start during COVID-19. The list makes no claims to completeness and does not contain general regulations nor political guidelines. It is, however, intended to help and guide you through this challenging time towards a successful new start.

BECAUSE: IT IS WHAT IT IS.  
BUT IT WILL BE  
WHAT WE MAKE OF IT.



Hannes Gasser, Michael Oberhofer and Matthias Prader

**Stay healthy! Stay positive!**

# OPEN AT LAST! AND NOW?

## GENERAL TIPS FOR REOPENING

**After a long waiting period it was finally named, the date when your business will reopen has finally been set. But compared to previous seasons, there is a lot to be done, because protecting employees and guests is of the utmost importance.**

- Basic cleaning should be even more thorough before the start of the season.
- Make sure that your drinking water systems are clean so that you can prevent dangerous legionella growth. Open the taps for a few minutes every three days. Do not forget to check the temperature in the hot water system. The temperature in the water tank must not sink below 60 °C, in the circulation lines not below 55 °C. The circulation pumps must be switched on. If the water has not been used for a long period of time, it is best to call a trusted plumber, who will know what to do.
- Form a team – an internal hotel task force – consisting of general management and the individual division managers, in order to effectively implement and control the prescribed guidelines throughout the hotel. This also allows you to react quickly, if necessary. A regular exchange between all members should be part of the weekly planning.
- Make sure that gloves, mouth-and-nose protections (surgical masks), and other necessary protective clothing are available in sufficient quantities.
- Provide every single employee with a kit of masks, gloves, and other protective equipment needed for their daily work, and have a hand-over certificate signed, stating the exact quantities.
- All employees should commit themselves to inform you promptly when protective equipment, disinfectants etc. are running low.
- Introduce accurate cleaning protocols: when was which room cleaned with which agent?
- Together with the head of department, draw up a detailed cleaning plan that includes a checklist –preferably including pictures for the benefit of employees who are non-native speakers.
- Have your current cleaning and disinfecting plan checked again by your specialist supplier to make sure it is up to date.
- If your hotel does not yet have a hygiene emergency plan (also in terms of norovirus prevention), it should be prepared now at the latest. It is best to create a folder containing detailed instructions for proper cleaning and disinfection, application and mode of action of the products used, product data sheets, and checklists.
- If necessary, have your staff undergo a verified, reliable antibody test before opening. Currently, antibodies can be detected most reliably by means of IgE blood tests.

- If reliable rapid corona tests such as those developed in America were to become available in the near future, employees could be tested regularly. However, this must be done by medical personnel.
- Encourage your staff to download the official tracking app to their smartphones, as it will greatly help contain the virus.
- Train your staff on the correct use of mouth and nose protections, gloves, and other protective equipment as well as on the correct application of hygiene measures (correct handwashing, correct hand disinfection, correct sneezing and coughing, clean working clothes).
- Agree together with your team on a new form of greeting, e.g. slight bow with folded hands or a polite curtsy.
- Inform your guests in every newsletter, during the offer phase, and/or in their pre-arrival e-mail about the regulations in force and your safety measures and precautions. This makes them feel safe and creates trust.
- Those who are well-informed can book their holiday without worries. Therefore, keep your website up-to-date with all the important information: which precautions have you taken? What are your strengths?
- In order to control the flow of guests in public areas (e.g. pool, wellness area, restaurant etc.) and save guests from waiting around, you can use special digital entrance controls. A useful app is ufirst, for example.
- A virtual concierge that works with voice assistants such as Alexa or the Google Assistant and answers the guest's questions (e.g. <https://www.virtualconciergeservice.com/>), individual apps and digital guest maps that can be accessed via tablets or mobile phones, as well as information screens are good alternatives that allow you to provide guests with helpful information while at the same time being able to comply with the rules of physical distancing.
- Slip into the role of the guest and check your hotel like before a

pre-opening. Is there an atmosphere of well-being despite all the precautions you have taken? Are there any weak points? Try to see everything from the point of view of a child or elderly person that needs support.

- Give a personal touch to the information material you provide in the various premises (e.g. rules of conduct, cleaning protocols etc.) with an attractive graphic design to avoid a "hospital-like atmosphere".
- A welcome booklet for the guests and a staff booklet in your corporate design are suitable instruments to inform about any safety precautions taken, rules of conduct, currently valid regulations, and hygiene measures. You can also make this booklet available to your guests online on your website and digitally via your guest information system.

## **IMPORTANT: DO GOOD AND SPEAK ABOUT IT!**

True to the old PR principle of "Do good and speak about it", we advise you to not only take all these safety precautions, which mean a lot of extra work for you, but also to communicate them to your guests. There are plenty of efficient possibilities. A pop-up or a dedicated sub-page on your website, a newsletter, signs, posters and other printed references in your hotel – let your creativity roam free. The more information you provide your guests with, the more likely they are to book a stay, and the safer they will feel during their stay.

# PLAY IT SAFE

## IDEAS FOR A SAFE ENVIRONMENT IN TIMES OF CORONA

**Welcome to the new reality. The coronavirus has changed the hotel industry in all areas. Despite the rules and regulations in force, you should not make your hotel feel like a hospital. Guests do want to feel safe, but they do not want to do without heartfelt hospitality and a cosy ambience. Below are a few ideas and precautionary measures sorted by individual areas.**

### **Shuttle service/Guest transport**

- Make sure that the driver always wears mouth and nose protection as well as gloves.
- If possible, the driver's area should be separated by a Plexiglas partition or a flexible, thick-walled transparent film.
- The vehicle should be thoroughly cleaned after every use and the surfaces disinfected. After cleaning, air it sufficiently before using it again for the next guest transport.

### **Entrance area**

- If possible, the body temperature of all arriving guests should be measured upon arrival – preferably at the entrance or at reception.
- We recommend installing a thermal imaging camera in the entrance area. It automatically and unobtrusively measures the body temperature when someone enters the hotel. The data can also be recorded.
- Guests with a body temperature above 37.5 degrees should be asked to consult a doctor immediately or visit a COVID-19 outpatient clinic for a check-up. Please provide your guests with contact details and further information.

## Reception

- As a preventative measure, install a Plexiglas partition at the reception desk. By the way, these partitions can also be designed in your corporate design, making them appear less sterile and weird.
- Floor markings serve for orientation and help to ensure that safety distances are maintained.
- The reception staff must wear mouth and nose protection as well as gloves, and change them if necessary. Masks can only be worn once before washing.
- The employees must be well informed about COVID-19, as it helps them recognise suspicious cases. Furthermore, you should have all important contact details for doctors, hospitals, and competent health authorities at hand at reception.
- Set up disinfectant dispensers with hand sensors at reception and in the entrance area. Offer your guests the option to have their mobile phones, credit or debit cards etc. cleaned.
- Do not greet your guests with a handshake. Instead, choose a slight bow of the head over pressed-together palms. Women can greet guests with a polite curtsy.
- Offer your guests mouth and nose protection if they are not wearing it. Masks branded in your corporate design and washable at 60 °C are also a great gift with advertising effect in everyday life. The masks should be changed and washed daily. Offer your guests this service. Since there are currently no studies on how efficient fabric masks are, surgical masks should be given preference in hotel operations.
- Allow a digital pre-check-in or shorten the check-in process by digitalising it as much as possible. All necessary forms should be filled out by your guests in advance.
- For larger travel groups, only one person should take care of check-in for all guests.
- Give your guest a pen to sign the documents and let them keep it. Touchpad pens and touchpads must be disinfected with a non-alcoholic agent after each use. Subsequent hand disinfection is equally important.
- If one of the guests comes from an area particularly affected by COVID-19, try to obtain as much detailed information as possible in advance.
- Inform your guests of all safety and hygiene regulations that apply in the hotel and the region and inform them of the safety precautions you have taken for prevention. The best way to do this is to have a personalised welcome booklet that you hand them at check-in.
- Under no circumstances should the receptionist get into the lift together with the guests to accompany them to their room.
- Make sure that the check-out procedure is kept as short as possible by sending your guests the invoice in advance by e-mail and accepting online payment in addition to the usual payment methods.
- Cash payments should be avoided or should only be possible at reception.
- After handling cash, the gloves must be changed or the hands thoroughly washed and disinfected with an alcohol-based solution.
- POS devices, computer mice, telephones, copy machines, pens, envelopes, desks, and other objects that are touched by several people must be cleaned frequently and at regular intervals, and disinfected with alcohol-free products. If possible, it should be avoided that several people use the same objects.
- After each staff rotation, the reception area should be cleaned and disinfected.
- Room keys, key chains, and key cards should always be thoroughly cleaned and disinfected.
- If possible, vouchers should be created digitally and sent online. Vouchers in paper form produced on site should only be handed over when wearing gloves.

## Maintenance/building services engineering

- The guest's suitcases should be carried no further than their room doorstep. The porter should wear gloves and wash/disinfect their hands afterwards.
- The parking service should be stopped until further notice. If this is not possible due to the parking situation, the responsible employee should only park the guest's car keeping the windows open and the air conditioning switched off, and while wearing mouth-and-nose protection.
- All employees should wear mouth and nose protection and always keep the prescribed distance from guests.
- Repair work can only be carried out in the absence of guests. Afterwards, the area where the repair has taken place should be cleaned/disinfected and well aired.
- Make sure that the pool water contains sufficient chlorine in the prescribed concentrations.
- Check washing machines and dishwashers to ensure that they reach the necessary temperatures during cleaning to kill the virus efficiently.
- Air conditioning and ventilation systems must be operated according to the settings provided by the ventilation planner/ventilation installer. Reducing or increasing system performance is not conducive to achieving the desired effect and may even increase the risk of infection. The recirculation air flow rate should be reduced compared to the fresh air rate, if this is technically possible. Have the filters checked and replaced if necessary.
- Check regularly that fans and dehumidifiers (e.g. in the indoor pool) are working properly.

## Lifts

- Display the new safety measures inside the lift cabin (e.g. use of the lift only with family members)
- Since distance regulations cannot be observed in lifts, mouth and nose protection must be worn.
- Floor markings in front of the lift doors serve as orientation, so that a safe distance from waiting guests is maintained.
- The insides of the lift (floor, walls, buttons) must be cleaned and disinfected regularly.
- Set up a disinfectant dispenser with hand sensor inside the lift.
- If possible, the staff and employees should use separate lifts.

## Meeting rooms/Event rooms

- Seating is to be planned in such a way that all necessary minimum distances are observed.
- Each participant should be allocated a fixed seat throughout the event.
- The podium/speaker's desk should be at least two metres away from the audience so that the speakers can speak without mouthguards. If there are several people on the podium, minimum distances should also be taken into account.
- Microphone, PC mouse, keyboard and other technical equipment should never be used by several people at a time. If not otherwise possible, a way to disinfect these objects should be provided.
- Check the possibility to remotely control the equipment.
- Make sure that the premises are thoroughly and regularly aired.
- Drinks and snacks should be offered in single portions.

## Guest rooms

- Make sure that rooms are set “out of order” for 24 hours after the guest has checked out. This means that no one, not even a cleaner, may enter the room during this time. Thorough cleaning and disinfection of the room will only be done the next day to protect the staff. Current studies show that viruses survive on textile surfaces for a long period of time. According to current knowledge, an infection through contact with surfaces the following day can be ruled out. This should be taken into account by the reception when planning room bookings and activities.
- If the occupancy rate is high, you should allow at least seven hours between checkout (at 10 a.m.) and check-in. All the rooms must be thoroughly cleaned.
- If possible, always assign the same rooms/floors to your staff for cleaning.
- Current valid hygiene regulations should be prominently displayed in every room.
- Let your guests know how and when the rooms will be cleaned. This creates trust.
- Decorative items, decorative cushions, and other items that are not easy to clean or wash should not be used for the time being.
- If they wish, offer your guests the possibility to waive room cleaning during their stay.
- All cleaning personnel must be informed in advance about new basic rules and trained in the correct use of professional special cleaning and disinfecting agents.
- Wearing protective clothing (mouth and nose protection and gloves) during work must be mandatory. During cleaning, the room must be aired extensively.
- After cleaning and disinfecting a room, any cloths, sponges, wipes or mops and gloves used for cleaning must be replaced.
- Pedal waste bins are currently the best alternative for waste disposal. It is important that each bucket is equipped with a garbage bag that can be closed tightly after removal.
- Do not offer a turndown service for the time being. Enter the guest rooms as little as possible.
- The standard washing programmes from 60 degrees are sufficient for cleaning the laundry. Tip: have the temperature holding time of the machine checked.
- Minibar, fridge etc. should be cleaned and disinfected inside and outside after each stay.
- If a room was occupied by a sick guest, it should be closed for three days and then thoroughly cleaned and disinfected with an ozone unit.
- Add a skin-friendly disinfectant to the toiletry sets provided.
- Instead of newspapers in paper form, provide your guests with a tablet which they can use to read their desired newspapers in digital format.
- Sauna towels and small snacks, which were previously available in the public areas of the hotel, should be provided in the rooms.
- Wellness bags and rental rucksacks that are available in the room should never be passed on directly to the next guest. They should be cleaned and disinfected before the next use according to the material before the next use. Generally, washable wellness bags are preferable.

## Delivery entrance/Handling of deliveries

- Suppliers should hand over the goods in front of the hotel. The prescribed safety distance must be maintained.
- If suppliers need to enter the hotel, their shoes should be disinfected first.
- If necessary, the goods (e.g. food) should be packed in the hotel's own boxes before being carried into the building. These boxes are cleaned and disinfected after each use.
- The delivered goods are cleaned and disinfected before being placed on shop shelves, refrigerators etc.
- The goods should be ordered exclusively via internet, telephone, or video conference for the near future.

## Kitchen

- The kitchen must be disinfected at regular intervals (preferably every hour). For this purpose, all objects must be cleared from the surfaces. Use a timer as a reminder.
- Limit the number of employees to the required minimum and, if necessary, divide them into teams that always stay the same.
- Mechanical ventilation systems with outside air should be used in the kitchen, with outside air flows being increased if possible. Recirculated air should be reduced in favour of outside air. If there is no such system in the kitchen, the windows should be opened regularly.
- If desired, the entire kitchen team can wear mouth and nose protection, gloves, hairnet and other protective clothing. Every half hour all employees should wash their hands. Mouth and nose protection should be worn when preparing cold food and salads.
- Salads should definitely be served in portions, as salad buffets are currently the greatest source of danger. Please note that vinegar in the dressing reliably kills coronaviruses.
- The work areas in the kitchen must be arranged in such a way that employees do not stand opposite each other and all safety distances are maintained. Separate the individual work stations.
- Chefs and waiters must keep the prescribed safety distance when serving food.
- Start with a smaller menu selection and expand it at a later time.
- Cooked food is currently preferable to dishes with raw ingredients. Pay attention to this when creating your menus.
- For safety reasons, fruit and vegetables should be washed in a food grade chlorine solution (Ecolab). As a rule, however, thorough washing with water is sufficient.
- Dishes, pots, and pans must be cleaned in the dishwasher at high

temperatures. The dishwasher should only be emptied wearing mouth and nose protection as well as gloves. Paper towels should be used for drying.

- Have the machines and dosages checked and train your staff well in the ongoing cleaning of the machines. Remember that clogged rinsing arms can reduce cleaning performance.
- Kitchen accessories should be sterilised using special equipment. For knives, drawers with UV light have proven to be the best choice, as it reliably kills viruses and germs.

## Bar

- The staff must wear mouth and nose protection as well as gloves while working.
- Safety distances between tables as well as between guests and employees must be maintained. If necessary, chairs at the counter should be removed.
- Tables and chairs must be disinfected and cleaned after every use.
- Please remove bowls containing nuts, chips, and other snacks that are freely accessible. You can offer individual portions instead.

## Restaurant & dining room

- Reduce the number of tables as much as necessary to maintain the safety distances prescribed by the authorities. According to the latest scientific findings, a distance of two metres is considered safe.
- In view of respiratory flow and the associated spread of aerosol droplets, experts recommend placing the guests so that they sit next to each other or over the corner.
- You may also be able to convert other rooms, such as the library etc., into dining areas. Make sure that the distances the staff need to cover are as short as possible.
- During the summer months, your guests can dine on terraces and in the garden. Provide appropriate facilities.
- A disinfectant dispenser with a hand sensor should be placed in front of the restaurant/dining room/dining area with the instruction that guests should disinfect their hands before entering. To ensure that each guest also adheres to this rule, it is recommended that a staff member stand in front of the entrance to the dining room during meal times, greeting guests politely and asking them to disinfect their hands before entering.
- In general, access to the restaurant should be controlled. Guests should be welcomed in front of the restaurant by a service specialist and accompanied to their reserved table.
- Keep disinfectants/disinfectant wipes ready for your guests in the restaurant.
- The meal times should be extended so that the guests are divided into several shifts.
- After each shift change, the room should be aired, table linen changed, and tables and chairs as well as surfaces that are often touched cleaned and disinfected.
- Table service is to be preferred to buffets to avoid possible crowds. Bread baskets, salad plates, and amuse-bouches should be served instead. A serving trolley may be used if necessary.
- Table menus and objects such as sugar shakers or parmesan cheese containers should only be used once and then cleaned/disinfected. Where possible, one-way packing (e.g. salt, pepper, and sugar) should be preferred in the restaurant area. Do not use items made of materials that cannot be disinfected (e.g. wooden bread baskets).
- Wipeable, foiled food and drink menus, a simple paper menu, or digital menus should replace all conventional menus. Recommendations regarding drinks and wines should be given orally.
- Offer room service on request. Guests can fill out their wish list for breakfast, dinner, and drinks the day before. The food should be well covered and preferably brought to the room door on a serving trolley.
- You may also be able to offer your guests a take-away service. Use only well sealable one-way packaging. The distribution should be done wearing gloves and mouth and nose protection.
- The staff must wear mouth and nose protection and gloves during the ordering process. By the way: don't forget to smile when wearing a mask. Friendliness can be seen in the facial expressions.
- Never speak while carrying plates. After you have served the plate, take a few steps back and only then speak.
- In principle, a buffet will only be possible if the authorities allow it at all, provided that every guest wears gloves and face masks, that the safety distances are observed, and that children are not allowed to enter the buffet area. In addition, as many products as possible should be packed, although this will lead to increased waste.
- An excellent, albeit personnel-intensive alternative is to have your service staff serve the food at the buffet. Your guests will certainly appreciate the service.
- Another alternative to the classic buffet are pre-portioned dishes, which are placed behind a glass cover and are freely available to guests. Thus, no use of serving cutlery is necessary, but the guests still have the possibility to choose for themselves.
- Provide your guests with gloves and face masks in the buffet area.
- Plexiglas provides additional protection for the food.
- Tongs must be cleaned regularly. Surfaces must be cleaned regularly.
- Glasses, cutlery, and napkins should not be freely available.
- Coffee machines, juicers, and soda streams should not be used in the near future. If they are used, they must be disinfected continuously. A disinfectant for guests should also be available in the immediate vicinity.
- For the time being, finger food should be avoided, as well as theme buffets etc.
- The show cooking area should be separated by plexiglass walls.

## Pool, spa area, and fitness room

- These areas may only be opened when it is officially permitted.
- Hygiene measures, as they have been taken in the past, should also be sufficient now.
- In the meantime, wellness and fitness activities can be offered outdoors (e.g. yoga sessions, gymnastics in the garden etc.)
- Baskets for sauna towels, fruit, drinks for refreshment should no longer be made freely available in public areas.
- The areas should be cleaned regularly and, if possible, by machine and then disinfected.
- Pay attention to the correct dosage of chlorine in the water. Chlorine kills corona viruses reliably.
- For the use of the pool, saunas, and relaxation rooms, restrictions must be placed on the maximum number of visitors (possibly with rotation or advance notice).
- An increased risk of infection might result from the formation of aerosols in the proximity of neck showers and whirlpools, as well as from crowds gathering by slides, water channels, mushroom shower and other similar features. For this reason, pool attractions should not be put into operation for the time being.
- In the case of whirlpools, the maximum number of people should be reduced in order to maintain the prescribed minimum distances. As always, pay attention to the correct dosage of chlorine.
- Ensure perfect ventilation and sufficient air exchange in the entire pool area. Circulation of air should be avoided if possible, even though the risk may be reduced by condensation and separation of aerosols.
- Limit the number of participants for sauna infusions. Do not swirl steam around.
- Access to the sauna and maximum occupancy should be regulated so that the safety distances can be maintained. You can display a nicely designed plan on the cabin door to show guests how to distance themselves in the sauna. The sauna should be thoroughly cleaned and disinfected after use. In general, it can be said that the coronavirus does not survive high temperatures or high humidity. It finds ideal conditions at a temperature of 22 °C with 50% humidity. Experts assume that viruses are inactivated within 10 to 15 seconds in classic Finnish saunas.
- More caution is advised with steam baths and infrared cabins. There should be no increased risk of infection, provided that access is restricted and distance rules are observed.
- The area around the pools must be regularly and thoroughly cleaned.
- If the showers in the wellness area are not separated by walls, it is recommended to block individual showers to maintain the necessary safety distance.
- Loungers in relaxation rooms and in the pool area should be placed at the mandatory distance.
- Guests and staff must wear surgical masks during treatments. Employees can alternatively wear face shields. Gloves are mandatory.
- Massages may also be performed without gloves, provided that personnel wash and disinfect their hands beforehand. Face rests may pose a hygiene risk and should not be used for the time being.
- After a treatment, everything must be thoroughly cleaned and disinfected. Loungers and similar equipment can also be cleaned in the presence of the guest. This increases their feeling of safety.
- Re-usable instruments and tools should be sterilised or disinfected after each guest.
- Newspapers should not be available for reading in the spa area.
- For reasons of hygiene, textiles such as woollen blankets or pillows should not be freely available.
- The fitness equipment should always be cleaned and disinfected by the fitness trainer or the guest after use.
- In the entire spa and fitness area, guests should also be provided with sufficient disinfectant wipes and disinfectants – so that they can personally contribute by cleaning surfaces such as the loungers.

## Activity & leisure programmes

- Indoor sports and leisure programmes should not be offered until further notice.
- For outdoor programmes (e.g. bike tours, hikes etc.) the guide should make sure that the mandatory distances are observed.
- Sports rental equipment (e.g. walking sticks, bicycles etc.) and all training equipment should be thoroughly cleaned after each use.
- Storage areas should be cleaned regularly according to the required standards.

## Services for children

- Children should – as soon as the authorities allow – be looked after in small groups that do not change.
- A group should encompass not more than six children and one staff member. In order to keep track of the number of children and to be able to make appropriate groups, it is absolutely necessary that the guests book in advance at this stage. If necessary, one group in the morning and one in the afternoon can be organised.
- For the time being, a joint meal as part of childcare should be avoided or reduced to only one meal a day. In this case, the food should definitely be served in portions.
- The carers should make sure that the little ones wash their hands regularly. Together they could, for example, rehearse a little hand washing song.
- If possible, children (from school age) should participate in the programme wearing an age-appropriate mask and gloves. You may be able to give your little guests a colourful, personalised mask at check-in.
- Plastic visors are best suited for employees, provided that they are permitted by law.
- Outdoor activities should be preferred. Keep this in mind when planning your children's programme. Otherwise, make sure that not too many children are in one room at the same time.
- Assign the individual groups to different rooms depending on their size (e.g. fitness room, play room etc.)
- Games and leisure activities without direct bodily contact should be preferred.
- Each child should receive their own packaged colour pencils and possibly other material. Shared craft tools should be carefully cleaned and disinfected after use.
- Play equipment on playgrounds and in children's playrooms (e.g. ball trampoline) that cannot be thoroughly cleaned and disinfected should not be used for the time being.
- Cuddly toys, cuddly pillows, and other textiles should be removed from the play room. Doll's dresses should be regularly washed.
- A supervisor should always be present at playgrounds and in the playrooms.
- Children's toilets must be regularly cleaned.
- Books for children, toys etc. should be handed out by a staff member and not free to take. After use, they should first be set aside and cleaned/disinfected before being handed to the next child.
- Buggies, back carriers, and prams must be disinfected after each use.
- For the time being, the tea kitchen and fridge should not be opened for guests. If necessary, mini-fridges and electric kettles could be provided in the room.

# VIRUS-CLEAN

## TIPS FOR CLEANING THE PREMISES

**Since the beginning of the corona crisis, we have been concerned with one question: how do I correctly clean the premises so that germs, bacteria, and viruses do not stand a chance? There is great uncertainty, as even though hygiene standards have always been high in the local hotel business, there are now even more factors to consider when cleaning. Study results show that the virus survives up to 72 hours on plastic and stainless steel and up to eight hours on cardboard.**

### Here are some tips:

- The cleaning staff should wear mouth and nose protection, gloves, and, if necessary, other protective clothing.
- Premises should first be cleaned with water and cleaning agents. Pay particular attention to all surfaces that are frequently touched (e.g. doors, windows, toilets, handles, push-button strips etc.).
- The second step consists in disinfecting everything. All products with a limited virucidal effect are suitable for this. Please follow the product instructions.
- Suitable disinfectants (e.g. Sanirain from Hygan) can be recognised by the "Presidio Medico Chirurgico" label (i.e. medical device). They have an antibacterial and antiviral effect.
- Important: detergents and disinfectants that are used together need to be compatible with each other and must never be mixed.
- Use caution: not every product can be used for every surface. Choose the right disinfectants for every material and every furnishing to prevent damage.
- Follow the instructions precisely and adhere to the given exposure times so that these agents can reliably eliminate viruses, bacteria, and germs.
- Cleaning rags and other utensils must be changed after every room. The four-colour system helps you to comply with hygiene standards. Afterwards, wash all cleaning supplies at 60 °C.
- Teach your cleaning staff the correct use of all products and the correct cleaning method.
- Electric sprayers, such as those used by Marriott International, are suitable for disinfecting surfaces and rooms quickly and efficiently.
- If possible, use mechanical cleaning equipment (e.g. for the floors). This enables faster cleaning.
- Guest rooms that were used by an infected guest should be cleaned with an ozone unit after their stay.
- Keeping an exact log of all cleaning jobs is essential during this time and makes your guests feel safe.
- Provide for continuous cleaning and thorough ventilation of public spaces (e.g. entrance hall, restaurant etc.)
- A dedicated cleaning person should be in charge of the continuous cleaning and disinfection of surfaces that are frequently touched. This includes stair railings, push buttons, switches, counters, and door handles.

# PREVENTIVE MEASURES FOR EMPLOYEES

## SAFETY FIRST

**Your employees are your greatest assets. Especially at this challenging time, it is important to let your employees know that their health is of great importance to you – because only together you are strong. Please find below a few ideas on how ensure the well-being of your employees.**

- Make sure that your employees can travel to work easily and, above all, safely by public transport. Make sure that safety distances can be maintained in the car.
- Otherwise, organise a shuttle service. Before getting into the car, your employees should have their body temperature measured.
- In the current situation, the fewer employees are staying in the hotel, the better. Take this into account when managing the occupancy rate of your hotel.
- Employees who show symptoms of a respiratory infection or do not feel well should be instructed to stay home.
- When entering and leaving the hotel, the body temperature of all employees must be measured. The best way to do this is with a thermal imaging camera, which can be installed directly at the time recording device. The recordings are stored digitally.
- Employees with a body temperature above 37.5 degrees must be sent back home immediately, with the request to consult their family doctor.
- If an employee has been in close contact with an infected person or has visited a high-risk area, they should not be allowed to enter the workplace.
- The start of working hours should be staggered at 15-minute intervals to avoid accumulations in the entrance area or subsequently in the changing room.
- Before accessing the building, hands and shoes must be disinfected.
- Set up disinfectant dispensers in all areas that are used exclusively by your employees.
- Inform your employees about the importance of washing their hands regularly and thoroughly. It is best to set a timer that automatically reminds employees at certain intervals.
- For all employees, work clothing should include mouth and nose protection as well as gloves.
- The meal times for employees should be extended so that access to the staff restaurant is restricted and safety distances are maintained.
- If possible, employees should always eat in the same groups.
- The employees' dining room must be well aired as well as regularly cleaned and disinfected.
- If an employee starts to feel sick during work, they should report

## ADVANCEMENT THROUGH KNOWLEDGE

The only weapon against this virus is knowledge. We want to give our clients this knowledge. Visit the specially-created page [brandnamic.com/en/services/coronavirus-consulting](https://brandnamic.com/en/services/coronavirus-consulting) you to read everything you need to know about the topic COVID-19. The contents are constantly updated.

it immediately so that management can take all necessary safety precautions.

- Make sure that your employees follow a balanced and healthy diet. Motivate them to stay active and boost their immune system.
- Talk to your employees and make them feel safe.
- Due to the current safety issues, team meetings should be held via video call.

## WITHOUT SECURITY THERE IS NO FREEDOM.

**Wilhelm von Humboldt**

## WHAT TO DO IN CASE OF EMERGENCY?

If, despite all precautions, a case occurs in your hotel, it's important to keep a clear head. Advise your guests on arrival that, if symptoms manifest, they should stay in their room for the safety of all other guests and contact the reception by phone. Then, proceed to isolate all employees who have come in contact with the guest immediately. Contact the competent authorities or doctor to find out what to do next. If contact with the affected guest is unavoidable, wear the appropriate protective gear (protective suit, FFP3 masks, glasses etc.). It is advisable to have an emergency kit at hand in the hotel.

# FOUR STEPS AGAINST THE CRISIS

## OUR PACKAGE OF MEASURES FOR YOU

**As one of the leading agencies for hotel and destination marketing, Brandnamic deals with coronavirus and its effects on the entire industry on a daily basis. As a reliable partner, they have put together a big package of measures that is based on four pillars: consulting, communication, marketing, and training.**

In addition to comprehensive advice on the current situation and corona-related documents on the dedicated corona site, this package of measures includes concrete communication measures, such as the provision of content of all kinds, newsletters and adaption of campaigns, free training in the form of webinars with internal and external experts on a wide range of topics, targeted marketing measures, such as the new, free updates of the Correspondence Manager, and our latest project: South Tyrol Vouchers (suedtirolgutschein.com), a free platform for hotels and accommodation providers to sell vouchers in order to ensure some liquidity even during standstill.

# STAY ON TOP OF THINGS!

## MARKETING IN TIMES OF CORONA: OUR TIPS

- As long as the social isolation phase continues, communication with guests should be emotional and focused on the people. In short: it should come from the heart and be personal. Tell them what you are currently experiencing yourself, how you are feeling, what you have discovered in your surroundings, what you love about your home country. Let guests learn more about your life in newsletters, social media posts, blogs etc. and share good news.
- Social media is currently as popular as ever. Use it to your advantage and keep people up-to-date with regular posts.
- Surprise your regular guests with small, hand-made presents and send them a piece of South Tyrol by mail. Or how about a visually appealing postal self-mailer messages – short and emotional, perhaps with a voucher for a small present to cut out.
- Call your guests personally, exchange important information, and use the opportunity to follow up requests.
- Take advantage of the hiatus to get in contact with tour operators, to update your pictures and content on all platforms, to adapt and revise your print material and correspondence material.
- Flexibility is incredibly important at this time. Change your cancellation conditions so that your guests can book their stay without worries.
- Once the opening date is set, communication with the guest should be both emotional and rational. In addition to offers that clearly point out your changed cancellation conditions, comprehensive information on the topic of safety on holiday is particularly important in this phase.
- Whether in the newsletter, on social media, or on a dedicated subpage on your website, let your guests know which measures you have implemented to protect your guests and employees.
- Transparent communication is the be-all and end-all at this time to gain the trust of the guests. Always emphasise that even before the crisis you attached importance to high hygiene and safety standards, and that you have now developed these even further. State exactly which measures you have taken in which hotel area. The more information your guests have, the safer they will feel when booking their holiday with you.
- Be creative when implementing hygiene measures. Partition walls in the corporate design, disinfectant dispensers that match the furnishings, branded mouth and nose protection, your own disinfectant produced in cooperation with a local manufacturer – there are so many ways to stand out.
- Go the unconventional way. Some hotel services can no longer be offered to the usual extent? No problem, there are plenty of alternatives that will delight your guests: a picnic in the forest instead of dinner in the restaurant, more room service, yoga sessions in the garden, massages under the blue sky etc.
- Focus the communication on your strengths, i.e. what your hotel and South Tyrol have to offer: the infinite landscapes, the unspoilt nature, the unique location, the short journey, the low infection rates etc.

**BEFORE YOU SPEAK, LISTEN.  
BEFORE YOU REACT, THINK.  
BEFORE YOU CRITICISE, WAIT.  
BEFORE YOU GIVE UP, TRY AGAIN.**