



Reimagining Guest Experience After COVID-19

May 8th, 2020

What Will Change?

Reimagining Guest Experience After COVID-19

Likely modifications to the guest experience

- ✓ Guests will be welcomed by face masks and gloves
- ✓ Chat and text will replace in-person communications with the concierge and front desk
- ✓ IRD becomes more desirable than outlets
- ✓ Meeting and dining are no longer limited to specific rooms
- ✓ Basic hotel services will no longer be expected but opt in/out
- ✓ Fine dining could be nonexistent
- ✓ Simple Grab and Go will be expanded beyond Bites and Beverages
- ✓ Weekday/weekends will blend together and flatten demand
- ✓ Going green becomes less important than single-serve, disposable packaging
- ✓ Hotels will need to give hope to guests while educating them that travel is possible (new rules)



What Will Guests Expect?



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When staying in a **hotel** in the future, which operational practices would make you feel most confident that the hotel is looking out for your health?



What are the first things you are going to do when shelter-in-place restrictions are lifted?



How Will Hotels Adapt?

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Conceptually – will hotels need to adopt cruise ship practices?

- ✓ Pre-assigned and selected rooms
- ✓ Extensive pre-arrival planning – reservations, tours, transportation, in room amenities and F&B
- ✓ Luggage delivery separated from guests and pulled at night by porters
- ✓ Extensive in-depth welcome orientations
- ✓ Scheduled (increments) dining, spa, fitness, tour departures
- ✓ Assigned departure times to turn/disinfect building
- ✓ Buying premium products like suites grant access to private spaces, dining and priority scheduling



PRE-ARRIVAL

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What New Normal May Look Like/Include

- ✓ Reservation agents will become travel planners, coordinators and counselors
- ✓ Guest will be introduced to a virtual concierge for preplanning services (dining, fitness, pool, spa times)
- ✓ Pre-arrival communication will highlight the new hotel rules
- ✓ Gratuity packages will need to be offered (pre/post)
- ✓ Virtual check-in pre-arrival
- ✓ Guest contact with agents will most likely increase (ebb and flow with the news)

How We Can Prepare Now

- ✓ Revise reservation incentive
- ✓ Evaluate your reservation staff
- ✓ Expand pre-arrival services
- ✓ Implement virtual check-in technology
- ✓ Set up a sign-in system
- ✓ Develop gratuity package
- ✓ Develop text/digital catalog with dining/activity recommendations



ARRIVAL

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What New Normal May Look Like/Include

- ✓ Masked doormen will welcome guests
- ✓ Luggage will be touched by one employee, not transferred from valet to bell
- ✓ Front door/doormen replaced with automatic doors
- ✓ Front desks bypassed while guests are welcomed with digital communication

How We Can Prepare Now

- ✓ First impression uniforms
- ✓ Source reusable cloths to handle luggage
- ✓ Combine door/bell position to control number of touches
- ✓ Create front desk system for communication, key-packet, elimination of signing documents
- ✓ Plan out public space to accommodate social distancing



WAYFINDING

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What New Normal May Look Like/Include

- ✓ Signage leads the guests to elevators and rooms, not people
- ✓ Stairwells designated as Up/Down to manage social distancing

How We Can Prepare Now

- ✓ Re-evaluate all public signage
- ✓ Develop guest circulation plan



ROOMS

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What New Normal May Look Like/Include

- ✓ Closed vessel will be placed at each door entry for dropping deliveries (old fashion milk box)
- ✓ Rooms free of all collateral
- ✓ In-room/at-door sanitation packets provided for self-wiping (wipes/spray)
- ✓ Personal phones become TV remotes with proper technology
- ✓ Mini-bars are emptied to house grab 'n go or drop 'n go
- ✓ Housekeeping is opt in/out and scheduled (Towers vs Floors)
- ✓ Welcome amenities are products not food

How We Can Prepare Now

- ✓ Create new TV welcome video with COVID messaging
- ✓ Upgrade WiFi and television technology, consider streaming fees
- ✓ Source sanitizing kits, reasonably priced welcome amenities, entry door vessels and remote-control technology
- ✓ Re-create housekeeping diagram by tower vs floors



RECREATION

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Pools

- ✓ Guest are assigned pool entry times and reserved chairs
- ✓ Towels are sanitized and left at assigned chairs
- ✓ Cabanas become a premium

Spa

- ✓ Guests are privileged to a list of "glove" treatments
- ✓ Guests are assigned treatments on 15-minute increments vs hourly

Fitness Room

- ✓ Sign in time with shift cleanings every hour
- ✓ Consider outdoor equipment, in-suite equipment and fitness on demand in guest rooms

How We Can Prepare Now

- ✓ Develop floor plans and maps in all recreation areas that accommodate proper social distancing
- ✓ Source equipment and uniforms
- ✓ Develop processes to control capacity in recreation areas
- ✓ Develop spa menu of glove treatments
- ✓ Remote check-in
- ✓ Create the positive spin- no waking up at 6 am for chairs, no line for the treadmill, serenity in the spa locker rooms

FOOD & BEVERAGE

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What New Normal May Look Like/Include

- ✓ Menus available via app, text, email or as a last resort, disposable
- ✓ Fine dining rooms are repurposed, elaborate Grab & Go with expansive menus (meal replacement) or expanded health clubs
- ✓ Bars will dedicate an area for pick-up of “to go” craft cocktails and DIY cocktail kits
- ✓ IRD expands past the guest room and can be delivered across the campus
- ✓ Breakfast is delivered in a beautifully hung bag on the door
- ✓ Mini bar menus are available for delivery and self-stocking
- ✓ Club lounges become VIP libraries

How We Can Prepare Now

- ✓ Develop digital menus
- ✓ Source brand appropriate “to go” cocktail vessels and DIY kits
- ✓ Source IR&D equipment to replace tables and trays such as breakfast bags, disposable ware appropriate for brand
- ✓ Modify hotel layout to create as many small gathering spots, code them and develop a map (IRD delivery)

BANQUETS & CATERING

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What New Normal May Look Like/Include

- ✓ Planners will be expecting experts who can guide them – prepare your team
- ✓ Planners will expect flexibility in terms, attrition, cancellation and ratios (aggressive to selective)
- ✓ Virtual site tours
- ✓ Video tours for remote sellers
- ✓ Extensive outdoor options and event offerings will win business
- ✓ Transform menus to meet the new normal, replace buffet meals with plexiglass stations
- ✓ Celebrity Chef partners develop boxed meal menus
- ✓ Prepared signature items are pre-packaged and easy to grab
- ✓ Elaborate micro social events replace large gatherings
- ✓ General meeting sessions will live stream for attendees anywhere on campus
- ✓ Meetings are no longer confined to the meeting room



MESSAGING

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Banquets & Catering

How We Can Prepare Now

- ✓ Create an appropriate virtual site tour
- ✓ Prepare an email appropriate video tour for remote sellers
- ✓ Develop new capacity charts with social distancing
- ✓ Shoot photography of banquet table set-ups with social distancing
- ✓ Share new charts on Cvent, NSO's, website etc.
- ✓ Develop a turn-key micro wedding and celebration
- ✓ Share micro-event on website, social and PR
- ✓ Develop meeting tech package with general session streaming
- ✓ Revise banquet menus
- ✓ Source a local chef to develop signature boxed meals
- ✓ Develop turn-key social micro event
- ✓ Modify Rooms: Space Ratios (loose to strict)



MESSAGING

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Marketing & Messaging

- ✓ Use this time to build social media followers with relevant and creative content
- ✓ Engage CRM and web agency to analyze past drive market customers (demographics and psycho-graphics)
- ✓ Develop a look-alike marketing plan for the drive market customer
- ✓ Prepare a drive market digital plan using GEO targeting
- ✓ Create a partnership with an influencer per drive market
- ✓ Create a partnership with an influencer for any signature activity (i.e. hiking, boating)
- ✓ Join Facebook groups of signature activity followers (i.e. hikers, boaters)
- ✓ Develop a retail partnership in each of your drive markets for cross marketing

Imagery

- ✓ Review all photography to eliminate any non-social distancing shots
- ✓ Focus on decadent F&B shots (what we are all missing) and outdoor spaces and activities
- ✓ Add photography of new and creative areas to dine – beach, balcony, lounge chairs

Finally, open the minds of the team to be aggressive, be creative and be flexible. Don't assume.