

HOSPITALITY INDUSTRY INSIGHTS VOL 1.

THE FUTURE OF HOSPITALITY:

Protecting guests from communicable diseases

eBook





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Introduction

The COVID-19 pandemic caused a major shift in consumer behaviour. The hospitality industry was heavily impacted by the economic effect of world-wide lockdowns in the first and second quarters of 2020.

After taking devastating hits in 2020, Deloitte's Tourism and Hotel Market outlook predicts that occupancy rates are likely to return to 2019 levels by 2023 in Brisbane and Perth, whilst recovery will be slower in Sydney and Melbourne amongst other major cities.

Customer sentiment is the most important factor influencing the rebound of hotel demand. Only when guests feel safe staying in hotel rooms and interacting with hotel staff will they resume pre-pandemic behaviour. The hospitality industry is adopting practises from healthcare systems to define higher standards of cleanliness and promote those standards at every level of service.

The hospitality industry is adopting practises from healthcare systems to define higher standards of cleanliness



Hotel staff responsibilities

Health and safety are everyone's responsibilities, from the highest members of leadership to the workers on the ground floor. Policymaking and practical cleaning efforts are equally important for ensuring that hygiene standards are maintained throughout the hospitality industry. Some hotel chains, like Hyatt Group, are hiring Hygiene Managers who will be responsible for ensuring hotels follow operational guidance and standards.

Comprehensive training is key to protecting everyone's health. For example, hand-washing demonstrations, social distancing behaviour modeling and training about proper use of personal protective equipment (PPE) can help everyone stop the spread of harmful pathogens.

By making PPE and other hygiene items like hand sanitiser visible and available to employees and guests, more people will be likely to use them. In fact, increased hand-washing alone can reduce the spread of coronavirus pathogens by up to 37%.² Every action counts, and when everyone does their part, fewer people are likely to become ill.

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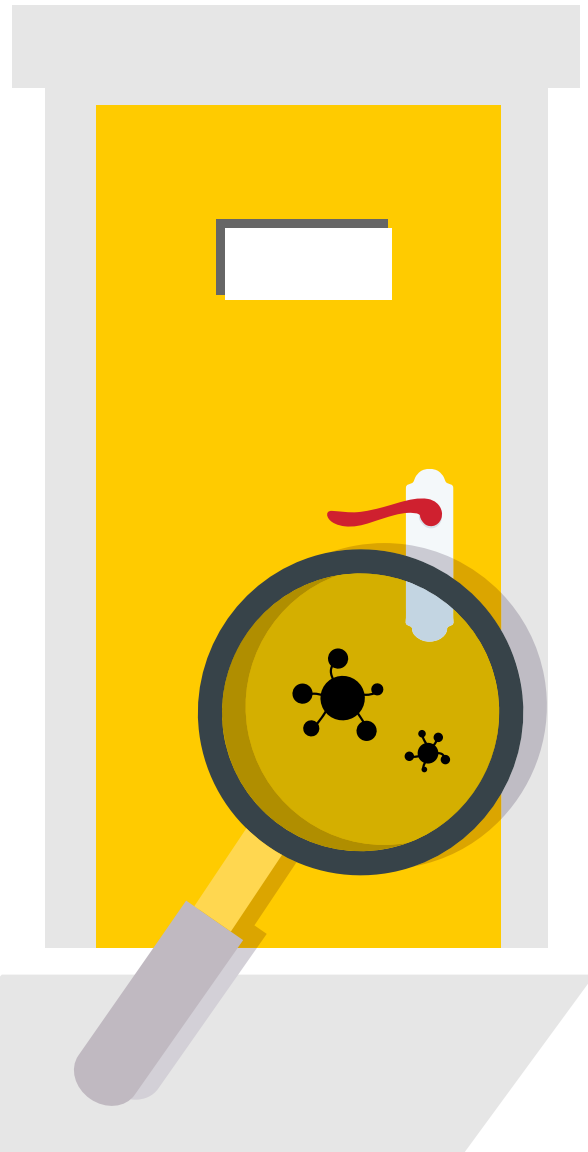
PROCEDURES:

Achieving a higher level of clean

The COVID-19 pandemic caused hotel leaders across the world to look to the healthcare industry for guidance on adapting their cleaning strategies. In addition, major hotel brands have turned to the experts at the Global Biorisk Advisory Council (GBAC) to find innovative ways to protect hotel guests and staff.

Using the principles of forensic restoration, GBAC is helping hotel leaders to create policies and procedures that reduce the risk of biological threats like the pathogen that causes COVID-19. According to GBAC, forensic restoration is “the removal of biological contaminants both visible and invisible to prepare surfaces both vertical and horizontal for professional disinfecting.”

To reduce the spread of pathogens, these procedures may also include UV fluorescent markers for cleaning audits, ATP testing machines, ultra-low volume (ULV) foggers and robotic UV light scanners. Cleaning schedules are also likely to increase in frequency, where items or areas typically cleaned once per week, such as fire escape stairwells, may now be required to be cleaned every day. Overall, hotels may need to follow healthcare guidelines such as high-touch-point cleaning, and the use of medical-grade cleaning tools and chemicals.



PROCEDURES:

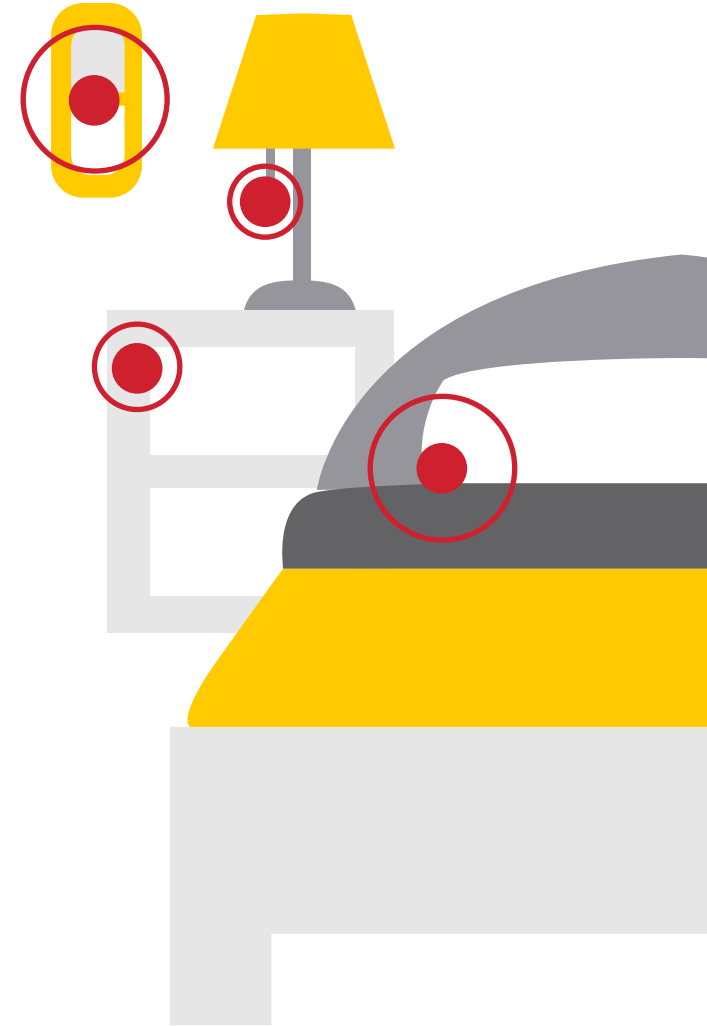
Identifying high-touch areas

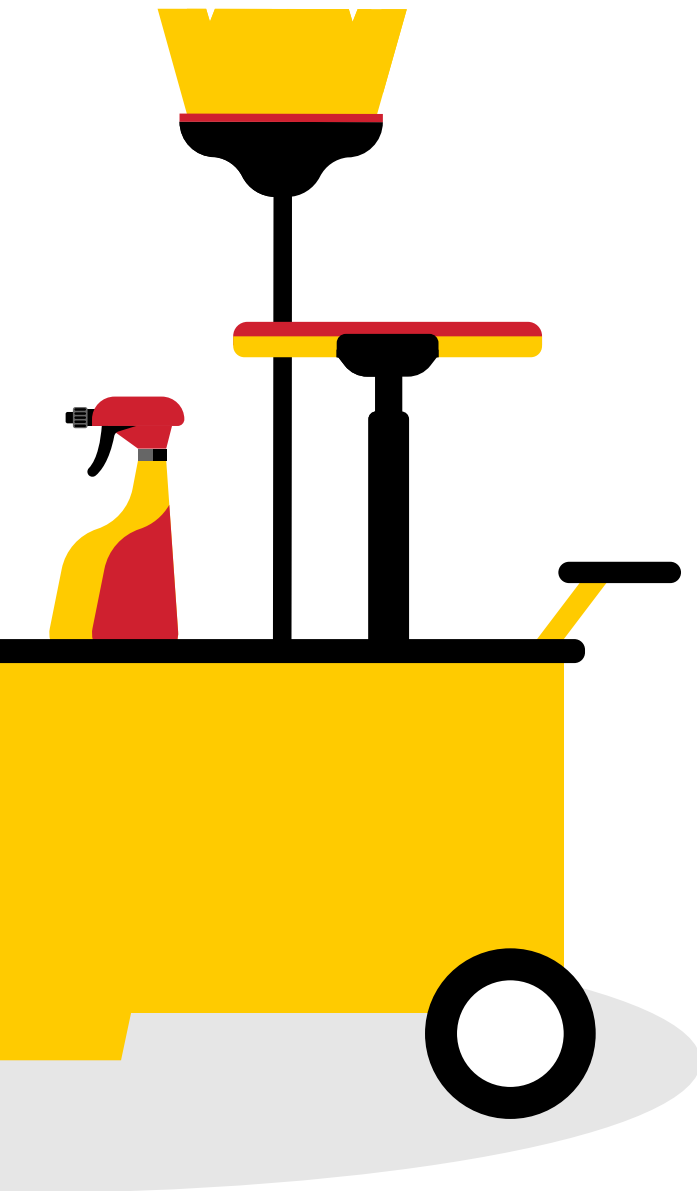
Efforts to achieve a higher level of cleanliness involve spending more time in each room, focusing on areas guests are likely to touch. In common rooms, high-touch surfaces include the check-in counter, elevator buttons and stair hand railing.

In partnership with the Mayo Clinic, Hilton has identified 10 high-touch areas of guest rooms that require deep cleaning:

1. Light switches and electronic controls.
2. Handles and knobs.
3. Bathroom surfaces.
4. Climate control panels.
5. Telephone, remote controls and clocks.
6. Bath amenities.
7. Bedding.
8. Tables, desks and nightstands.
9. Closet goods, including safes.
10. Food and beverage items.

To further improve the guest experience, hotel cleaning staff may need to leave signs indicating when a room has undergone deep cleaning. Some hotels are experimenting with applying a seal across the main doorway to indicate that no one has entered the room since the housekeeper left.





Choosing the right cleaning equipment

The correct cleaning tools can make a world of difference when sanitisation is the top priority. Even if hotels outsource their cleaning services to a third party, they should demand healthcare-quality cleaning equipment.

High-capacity housekeeping carts serve as the foundation for an effective cleaning plan. Multiple trips to and from storage closets increases the number of potential interactions with guests. Having everything needed for a shift on one cart is a small step that can have a big impact on health and safety.

For surface cleaning, microfibre cloths provide the durability and performance needed for deep cleaning. Housekeepers can soak the cloths in a disinfectant solution and wipe down surfaces, as recommended by the World Health Organization (WHO).⁴ In addition, disposable cloths and mop heads can be a more viable option than traditional cloths and mops. Rubbermaid disposable microfibre has been proven to remove 99.99% of Human Coronavirus OC43* along with other common pathogens.

**Based on third-party testing with water only on a VCT surface. Not tested vs COVID-19.*



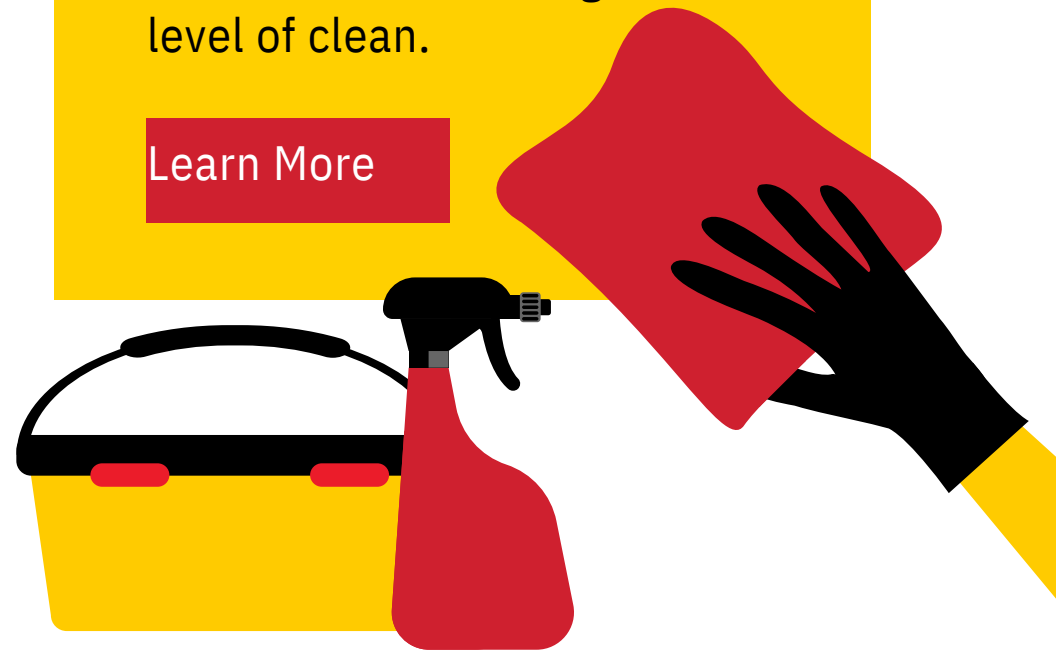
Conclusion

The hospitality industry's commitment to cleanliness prior to the COVID-19 pandemic is perhaps its greatest strength for dealing with the battle against communicable diseases. The industry is well positioned to adapt to the evolving needs and demands of its customers. By taking lessons from the healthcare industry, hotels can become more resilient to viral outbreaks. With durable equipment and strong sanitisation procedures, hotels will be able to provide their guests with peace of mind.

As life gets back to normal, hotels will carry forward the lessons learned in 2020. Travel is an essential part of life, and the hospitality industry will be there to provide a safe haven for travelers when they're ready to get on the road again.

Rubbermaid Commercial Products® is the healthcare industry's preferred source of cleaning equipment, knowledge and training. Learn more about how we're helping hotels to achieve a higher level of clean.

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