

Planning for Recovery: Is Trust the New Loyalty?

Strategies for successful hotel operations in the return of travel.

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HOSPANA
The Hospitality Professionals Association

Institute
of Hospitality

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Today's Presenters



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What will we cover today?

1. New traveller expectations
2. Key takeaways
3. Industry Insights
4. Q&A
5. Playbooks & Recovery Resources

1.

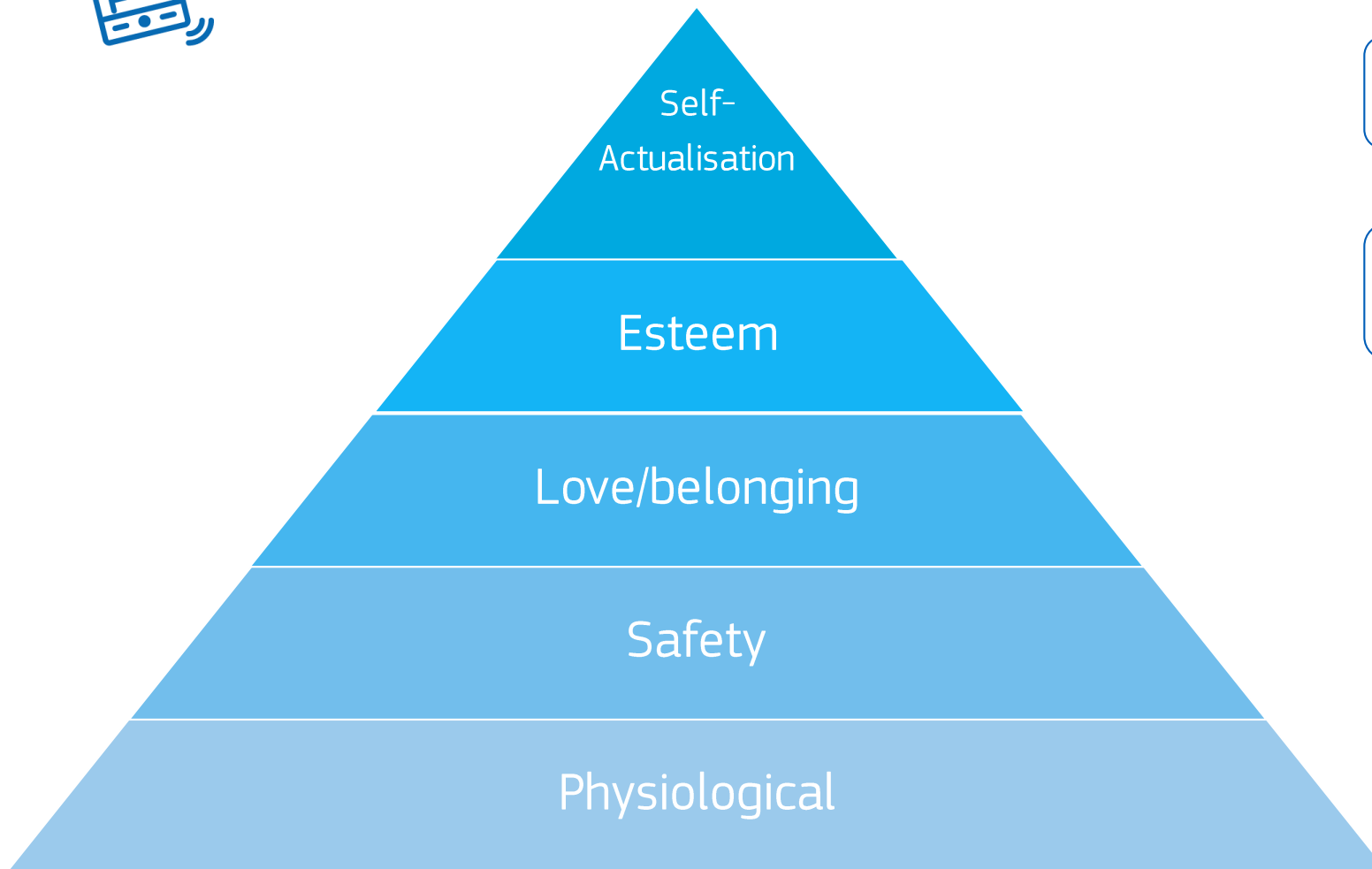
New traveller expectations post-COVID-19



New Traveller Expectations



Guest needs have changed



Only if all the before are reached, can a hotel deliver self-actualisation and foster guest loyalty.

Esteem will be fulfilled once guests are in a place where a high level of service and personalisation can be delivered.

Secondly, guests will look for a sense of belongingness, something people will crave after extended periods away from friends, family, and human connection.

First the most basic needs of safety, security and cleanliness must meet new elevated expectations.

2.

Key takeaways your hotel can implement to reassure guests from arrival to departure

Planning for Hospitality Recovery

By Department



1.

Staff Safety

Advise to follow the most basic of best practices for risk mitigation.

2.

Front of House

An increase in technology will help manage the new age of contactless guest engagement.

3.

Housekeeping in a “Generation Clean” Era

Meticulous cleaning procedures will be vital to meet new expectations.

4.

Maintenance & Engineering:

Maintain the value of the infrastructure, while reducing health risks.

Planning for Hospitality Recovery

By Department

5.

Guest Rooms

Guest anxieties eased by visible cues the room is a clean, safe space for relaxation.

6.

F&B

Menus and dining touchpoints are being rethought.

7.

The Spa

Spas will need to adjust their practices to satisfy consumer concerns.

8.

Meetings & Events

What do the future events look like?



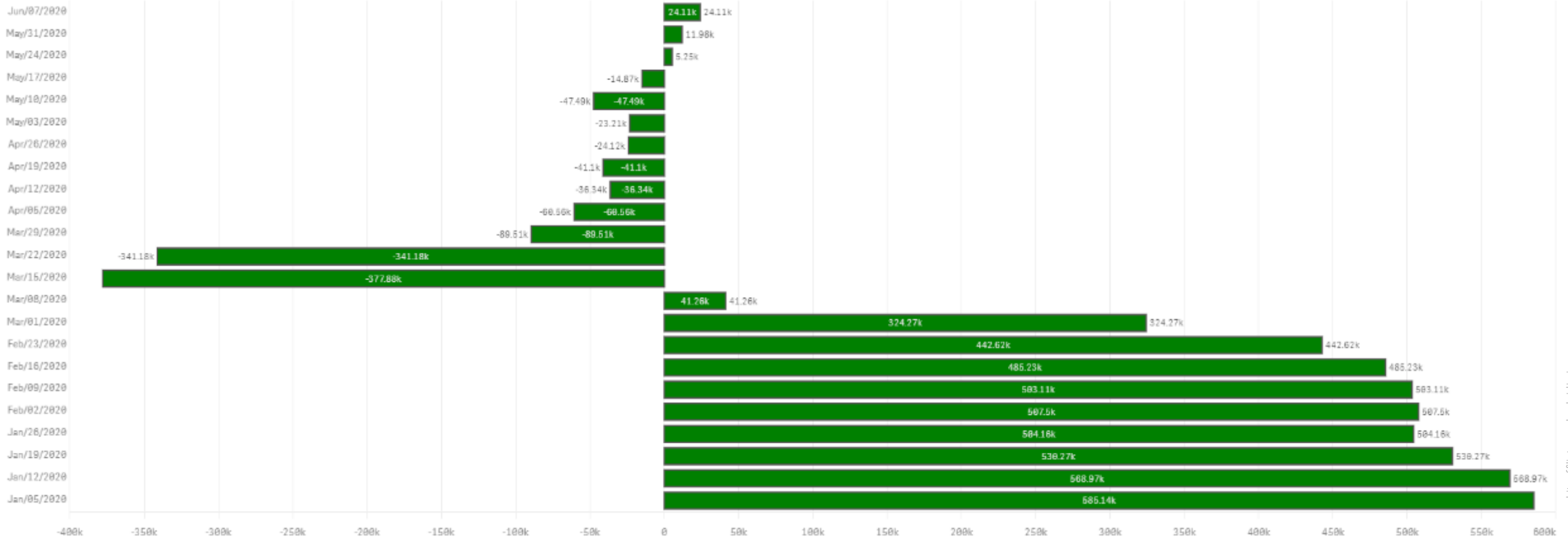
3.

Industry Insights, What We're Seeing



Net Hotel Booking Activity

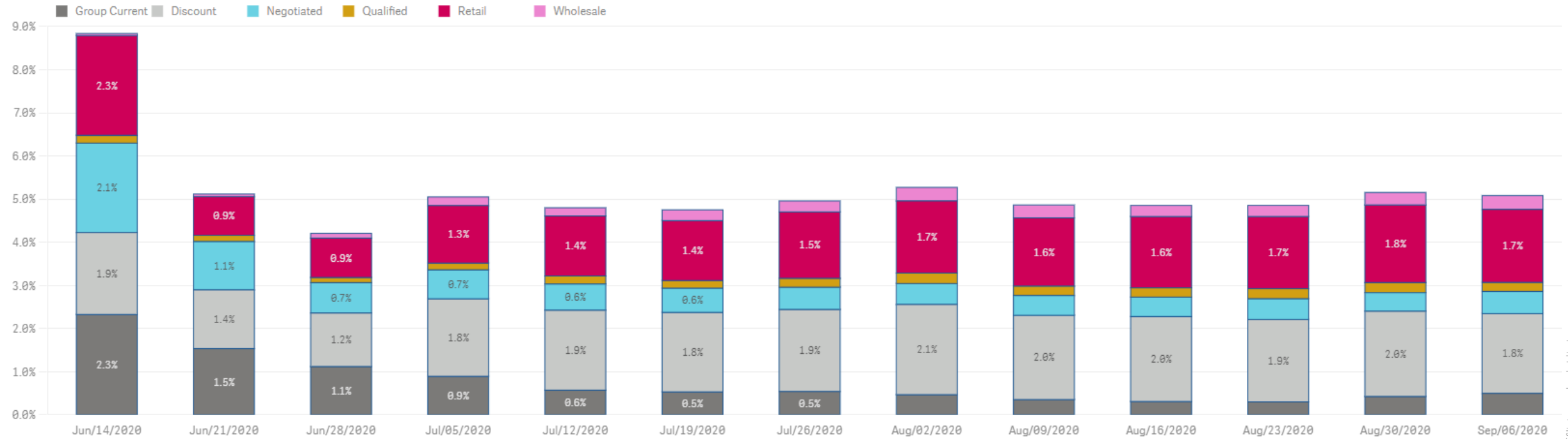
United Kingdom



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Occupancy by Market Segment Upcoming 90 Days

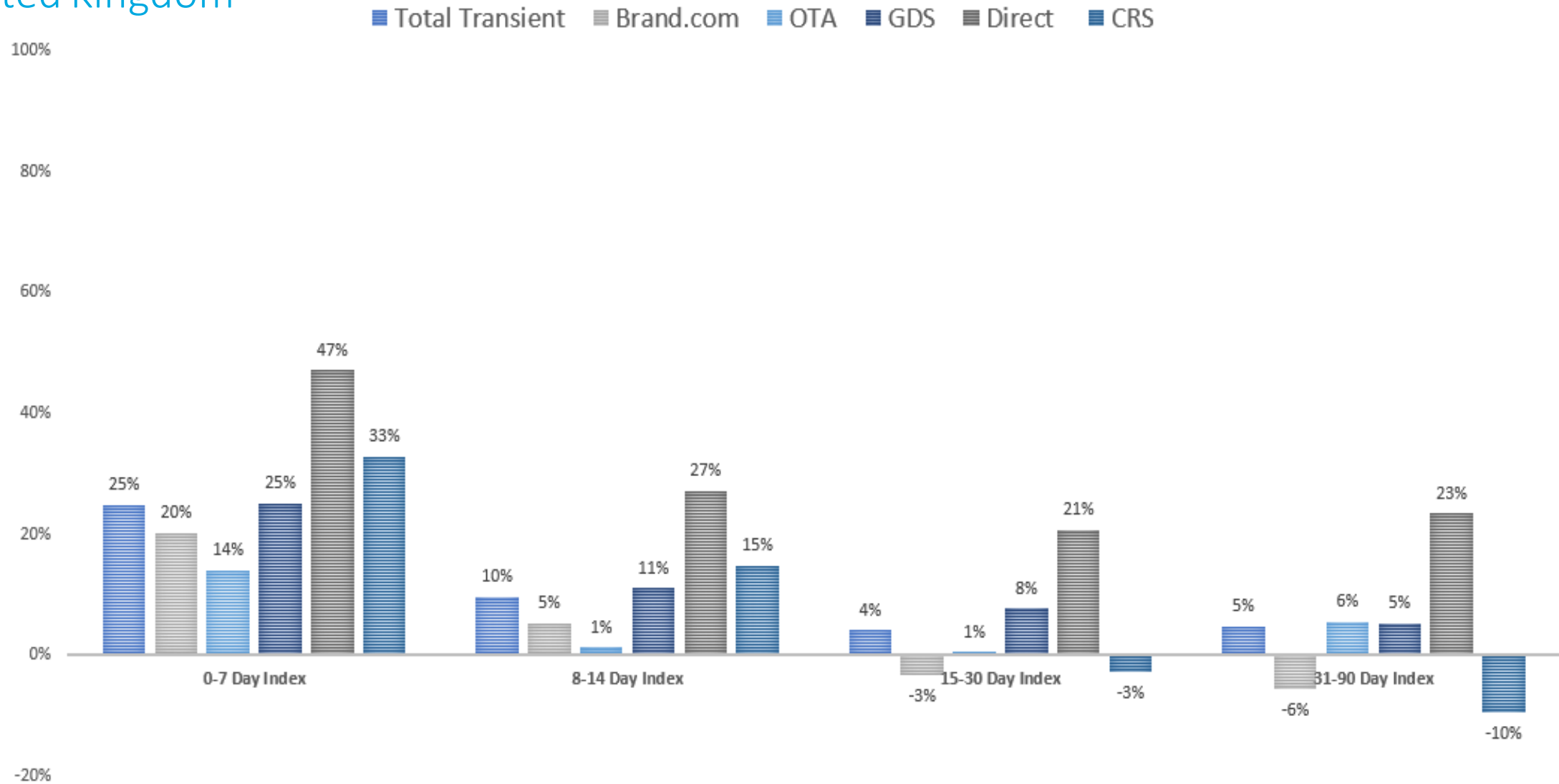
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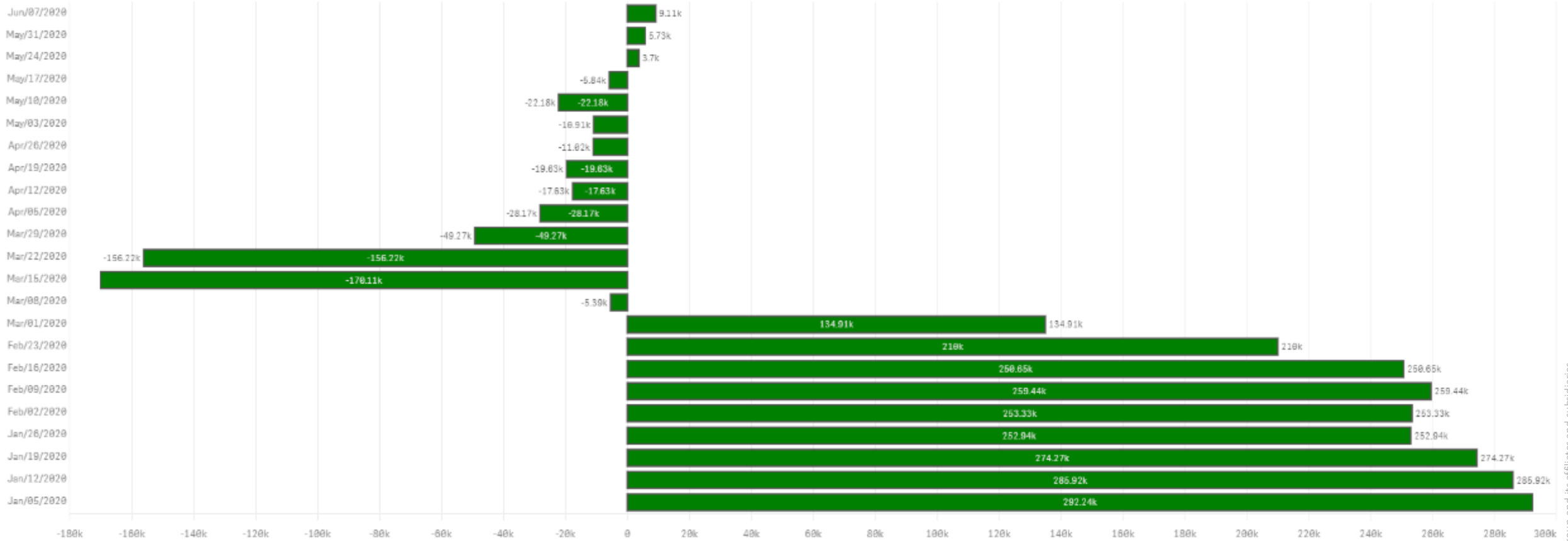
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Index vs. STLY – Avg Occupancy Pickup For Future Stay Date Window

United Kingdom



Net Hotel Booking Activity London



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4.

Q&A



Our two operational focused eBooks contain actionable steps to build your hotel's crisis recovery plan, while understanding what will motivate future guests and employees

Your recovery plan

Available via online resource centers



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Rethink Travel With Us



LEARN MORE

<https://www.amadeus-hospitality.com/crisis-management-resources/>

<http://amadeus-hospitality.com/uk>

Or download them from the Institute of Hospitality and HOSPA members areas!

5.

Thank you!

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