

THE NEW NORM OF HOSPITALITY INDUSTRY

The COVID-19 outbreak has shaken the hospitality industry worldwide. As a result, many aspects of management, operations and maintenance have undergone several changes to make staying in a hotel as safe as possible especially for guests and visitors. The re-opening of the hospitality industry will embrace the new norm and facilitate the following changes :

STRONG HOSPITALITY ECOSYSTEM

The owner, management, supply chain, hotel guests and visitors, employees and business partners should be aware of **current government policies, procedures, guidelines, and initiatives**

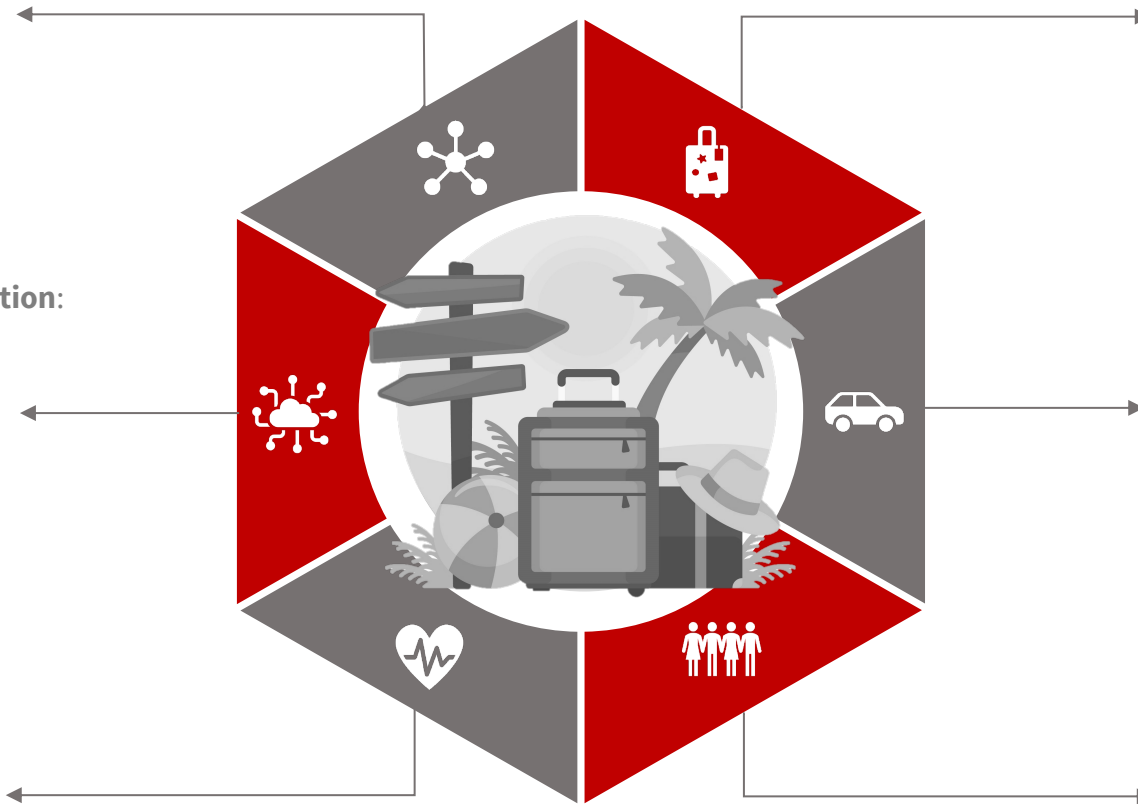
TECHNOLOGY AND FAST RESPONSE

Seamless integrated total hospitality solution:

On-premise or online
hotel management software
Online hotel booking engine
Customer feedback system
Online service request (housekeeping, maintenance, in-room dining)
Digital key to rooms

HEALTH AND SAFETY MEASURES

Part of **marketing campaign** (to build customer confidence)
Hygiene protocol (include self test kit and medical check up)
Arrangement of **hotel layout & design** (full scale touchless and good ventilation)



SHIFT IN TRAVELLING BEHAVIOUR

Online booking
Online check in & check out
Online service request
Safe housekeeping
Digital key to rooms
Less physical contact with employees

UPSURGE IN DOMESTIC TRAVELLING

Staycation concept
Unique Selling Point (USP) on safety & health concerns
Encourage **community engagement** to maximize occupancy
Promotion of Point of Interest (POI) using **digital applications**

CONTACTLESS INTERACTION

Turning down **housekeeping**
Exclusive & in-room **dining**
Physical distancing among guest to guest, guest to employee and employee to employee
Online service request; No more **dial "0"**