

HOW TO MAKE A CLEAN COMEBACK

**A CLEAN
YOU CAN
COUNT ON.**



June 2020

**5 Keys to a Successful Reopening
of your Hotel Operation**

ECOLAB[®]

SUMMARY:

Opening and running a hotel is challenging in the best of times. But in the middle of a pandemic? It's hard to know where to re-start. Use these 5 key steps for a successful reopening to help make a clean comeback and establish a feeling of safety and care as guests and employees return.

The 5 Keys:

Starting and sustaining a successful hotel is challenging in the best of times. But after a pandemic? It's hard to know where to re-start.

One thing we do know: Your cleaning, hygiene and sanitation standards will be scrutinized like never before. By regulators, inspectors and especially your guests. Now more than ever, your housekeeping, laundry, food safety and infection prevention practices matter.

With preparation and planning, you can resume operations successfully while protecting staff, guests and your bottom line. Consider these five steps your quick-start guide.

1. Update your readiness plan

Your daily operational checklist is a good place to start. It should include these to-do's:

- **Conduct a complete walk-through.** Focus on critical tasks right now, including essential repairs, scheduled maintenance and needed adjustments – such as creating space between guests at check-in, providing masks to employees and aligning on heightened cleaning and disinfecting procedures for all public spaces and guest rooms.
- **Refresh your environmental cleaning schedule and disinfection checklist to include frequently touched surfaces.** Before you open, conduct a deep cleaning and ensure all surfaces have been cleaned and disinfected with an EPA-registered disinfectant.
- **Review service and support contracts,** ensuring your contracts remain in force and vendors are ready to serve you – from cleaning and equipment maintenance to laundry and housekeeping service, and from insurance coverage to trash hauling.
- **Review your operating and marketing plans** in light of the transitioning economy and hospitality landscape. Capture any new marketing insights you've gained, and include the heightened requirements for hygiene, cleaning and sanitation in your reopening marketing plans.

2. Assure guests that your establishment is clean, safe and open

There's no telling how long it will take for guests to feel safe away from home and in public spaces again. But there are steps you can take to welcome them back and bolster their confidence.

- **Stay connected to your community and let guests know you're still in business** – even before you're ready to reopen. Social media is an effective place to connect in this way.

- **Assure guests that you're following all recommended cleaning and hygiene practices** through signage in your lobby, dining areas and guest rooms, via social media and through other communication vehicles.
- **Announce your reopening date early and often;** let guests know you're eager to see them and invite them to make reservations confidently.

3. Take inventory, restock carefully

The pandemic disrupted the entire supply chain, making it vital to stay on top of your inventory needs. But these early days are not the time to overstock, either.

- **Check product expiration dates**, including cleaners and disinfectants. If products have expired, discard products following label directions and local regulations.
- **Notify suppliers of your reopen date** and allow for extra delivery time during this high-demand period.
- **Continue to use cleaning and disinfecting products approved for use during COVID-19** and to follow CDC guidelines until further notice; ensure an adequate supply of products and resources, such as masks and handwashing sinks stocked with hand soap, for guest and employee use.
- If you have food service operations, **encourage reservations** until dining patterns stabilize; this will help you project food, beverage and supply needs and ensure appropriate guest distancing. Consider limiting your menu to high-demand items or more versatile selections now, too.

4. Reassess staffing and training needs

You'll be keeping a tighter rein on operating expenses now – and labor costs may be elevated with other expenses. However, a professionally trained staff helps ensure a positive guest experience, helping your operation run cleanly, safely and efficiently.

- **Consider a phased approach to hiring or rehiring.** Flexibility will let you accommodate a gradual increase in demand.
- **Reconsider traditional staffing formulas** -- especially if you're off to a slow start.
- **Protect your operation from future business disruption: infectious disease and foodborne illness.** Train your staff to follow enhanced COVID-19 protocols for personal hygiene as well as cleaning and disinfecting procedures.
- **Closely monitor employee health;** encourage symptomatic employees to stay home.

5. Consider a professional partner

Engaging a cleaning and sanitation expert like Ecolab can help support a clean, safe and healthy reopening. We have the products, cleaning guidance, technical support and service you need to keep your employees and guests safe and healthy. We can help you with the following:

- **Avoid business closure and disruption by increasing hygiene and cleaning practices** through professional staff training and coaching. Ensure your staff understands the right products and protocol to mitigate risk and help prevent the spread of disease.
- **Consider a food safety program.** Promote a culture of food safety with expert guidance, protocols and tools, such as site validation and on-site assessments.
- **Ensure regulatory compliance** with consistently effective infection control practices, risk audits and compliance programs.
- **Help guests feel confident that it's safe to stay with you.** A guest assurance program gets the word out and reassures the public.

ECOLAB RESOURCES:

Ecolab is here with the expertise and resources to help keep your staff and guests safe.

We are committed to powering your performance by helping deliver a clean and healthy experience across your entire property: by training on heightened sanitation procedures, providing innovative programs and disinfection solutions, and supporting compliance for overall public health.

Ecolab COVID-19 Resources

Resources to support the highest standards of cleanliness, disinfection, and hygiene:

- Return to Normal Operations Checklists
- Heightened Cleaning and Disinfection Procedures for COVID-19
- Hand Hygiene Resources
- Ongoing Staff Training and Workforce Support

To access the full suite of products, resources and expertise please visit:

[Hospitality Resource Library](#) or [ecolab.com/coronavirus](https://www.ecolab.com/coronavirus)

Contact your Ecolab representative at **1 800 35 CLEAN**

