



DOORS REOPEN

How Hotels Are Reopening During the COVID-19 Pandemic

*Survey conducted by Wayaj
May 14-24, 2020*

Wayaj
Earth Friendly Travel



How this survey was conducted

As part of the Sustainable Hospitality in Progress initiative aimed at promoting best sustainable practices via sharing and networking, Wayaj conducted this survey among 59 industry professionals to outline the new practices they are putting in place to reopen their doors and bring guests back.

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Properties profile

How many rooms

Less than 50 = 69.5%

51-250 = 25.4%

+250 = 5.1%

Avg cost/night

Less than \$50 = 10.2%

\$51-150 = 40.7%

\$151-250 = 25.4%

\$250-400 = 10.2%

+\$400 = 13.6%

Where

Americas = 40.7%

Europe = 32.2%

Africa = 13.6%

Asia = 11.9%

Oceania = 1.7%

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More than 50% of hotels plan to reopen within 2 months.

When

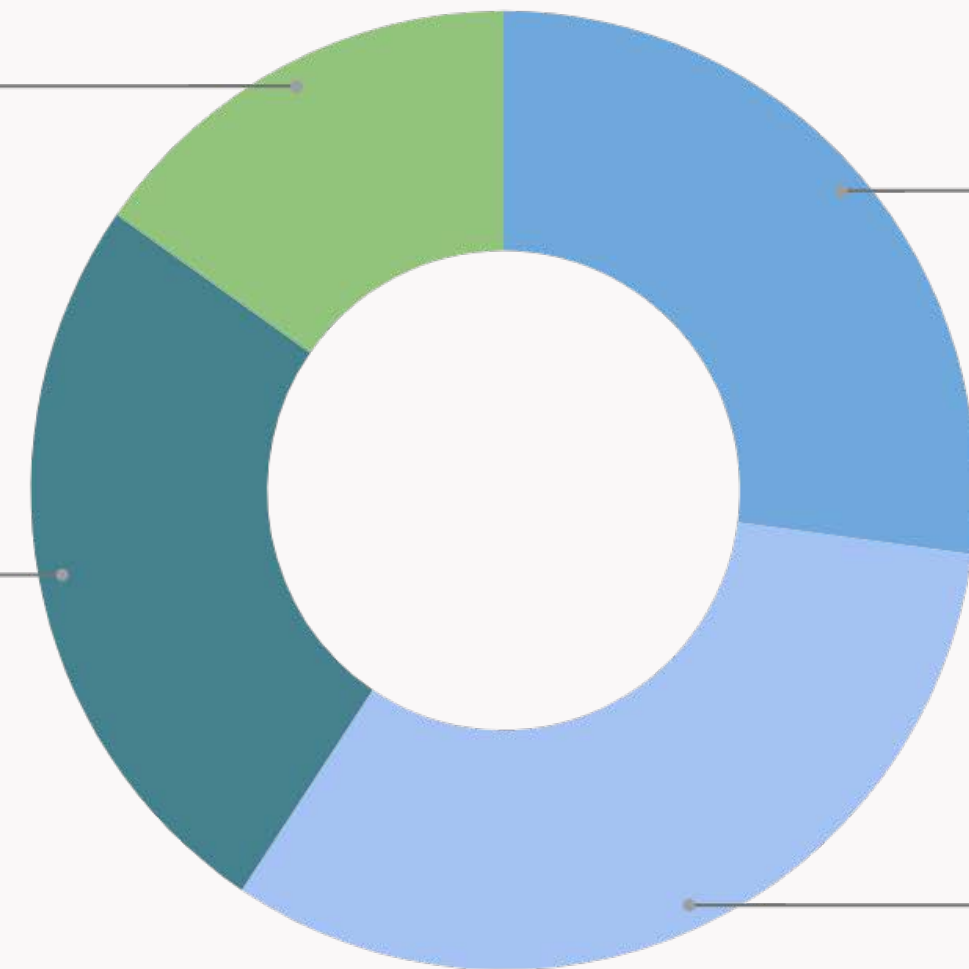
When are you planning to reopen?

We are currently open
15.3%

Within 2 months
27.1%

Within 3-6 months
25.4%

Within 1 month
32.2%



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A New Clean

*After the pandemic, cleaning and sanitization practices will be crucial to attract guests, which new measures will you be putting in place? (*multiple choice)*

- Retraining housekeeping staff: 81.3%
- Enhanced sanitizing procedures (ozone cleaning etc.): 72.8%
- Employ stronger cleaning products 50.5%
- Obtain health certification: 49.1%
- New equipment (air filtration, contactless, keyless etc...): 42.3%
- Longer time between occupancies: 40.2%

18.6% of hotels will implement all the above



Personal health checks

Taking temperature and checking health conditions of staff and incoming guests

Staff only: 20%

Guests only: 6.7%

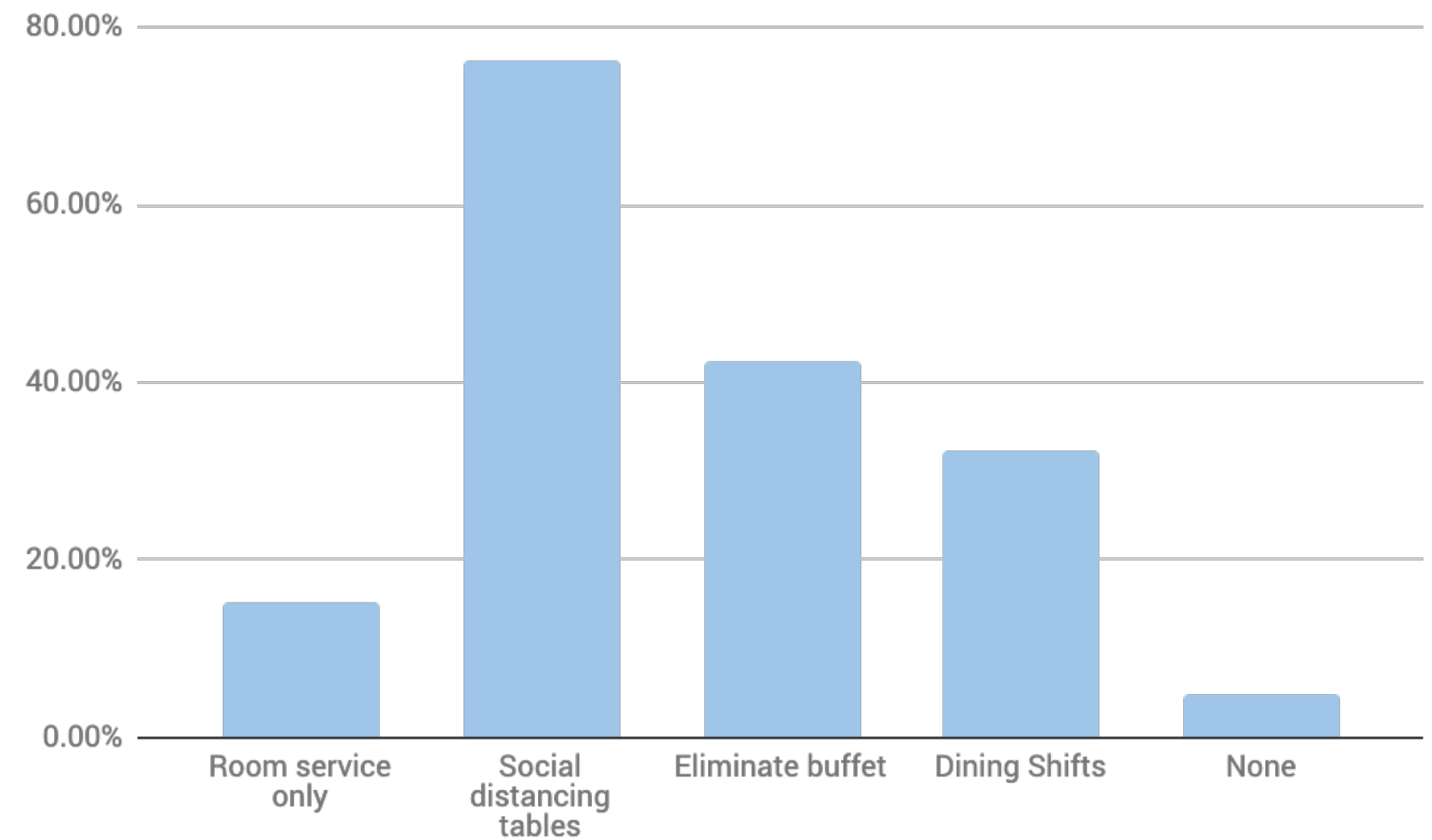
Staff and Guests: 50%

No personal health checks: 23.3%

*4 out of 10 hotels
will eliminate the
buffet options.*

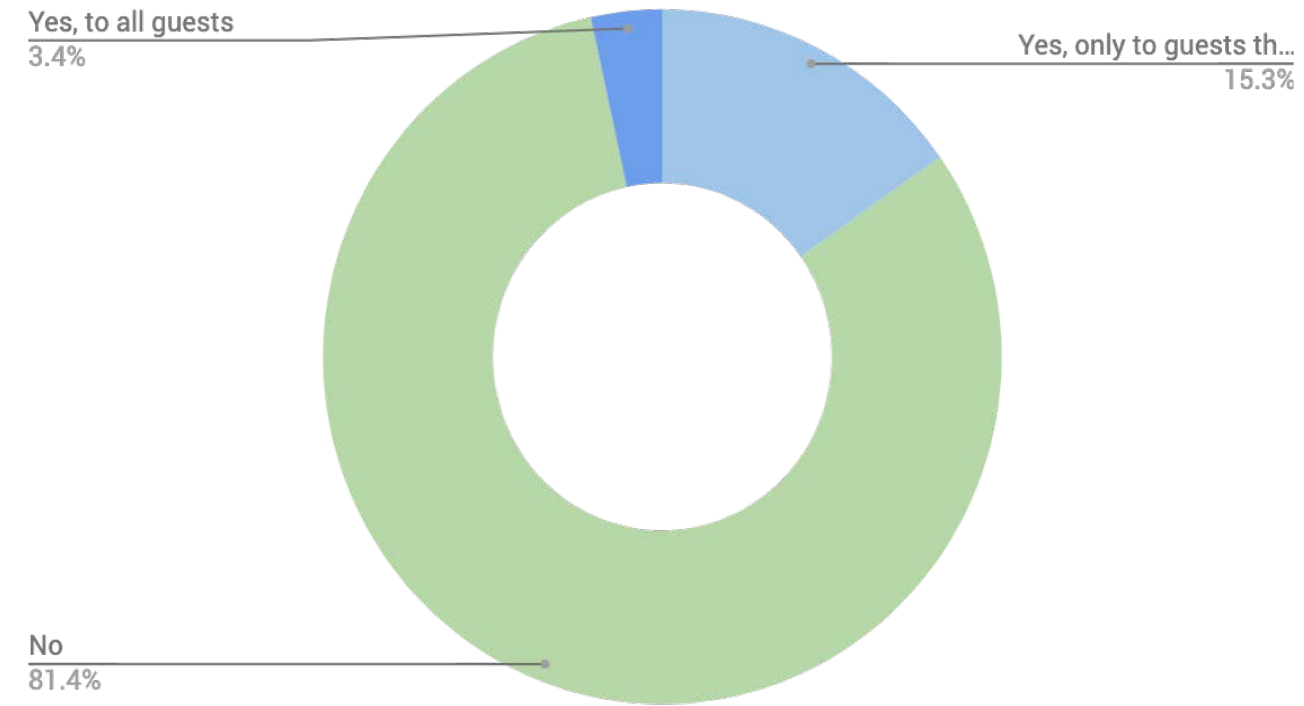
Safe Dining

*(*multiple choice)*



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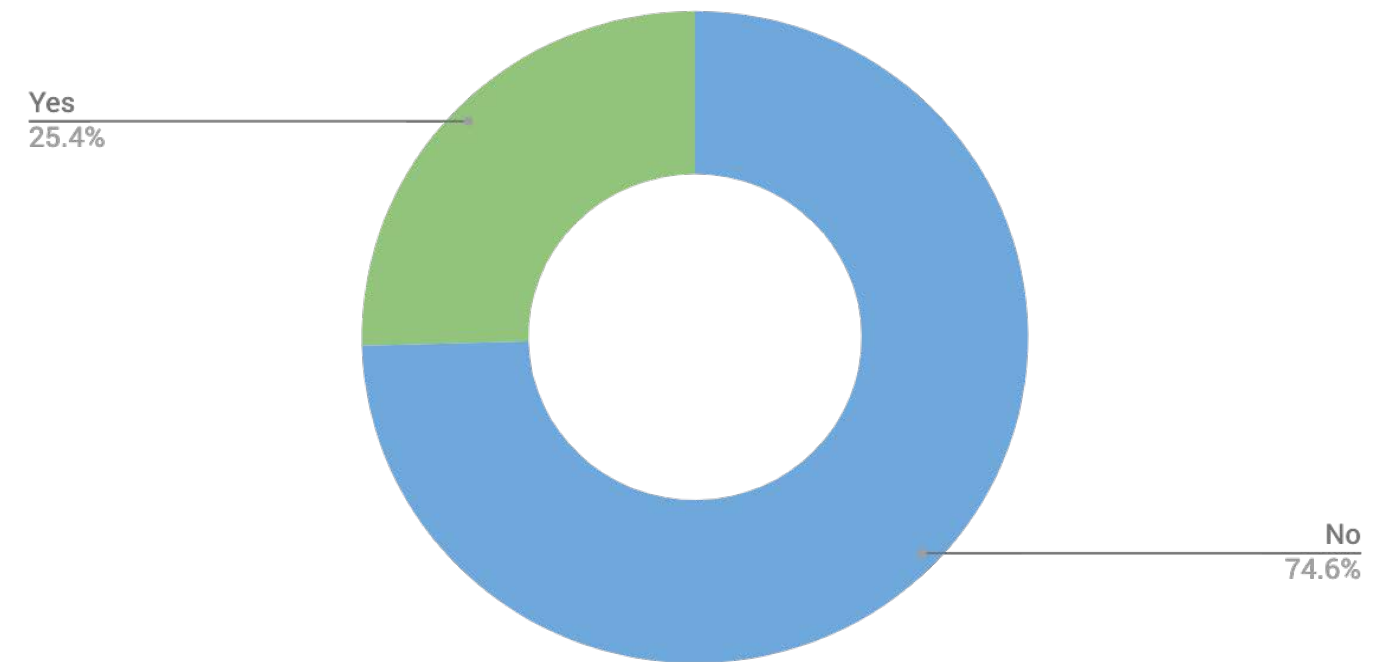
Are you planning to charge a new fee/tax for cleaning?



A new cleaning fee?

A new staff position?

Are you planning to create a new staff position to oversee cleaning and health safety procedures?



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Has the pandemic changed your property's priorities in terms of sustainability?

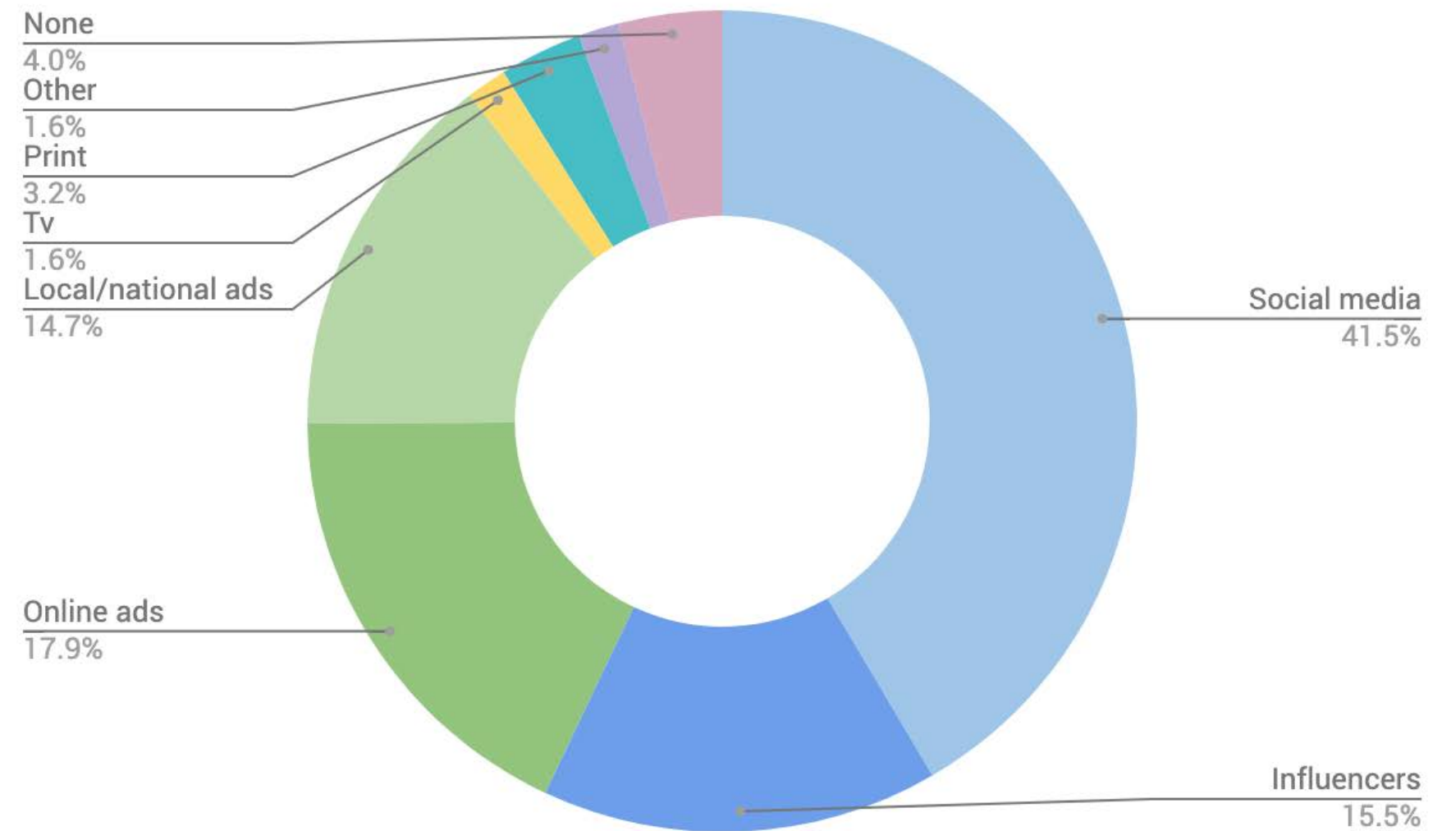


"Sustainability is part of our DNA, but with the new health requirements, we are concerned about the increase in single use items which will offset previous gains."

More than 57% of hotels will use social media and influencer marketing to relaunch

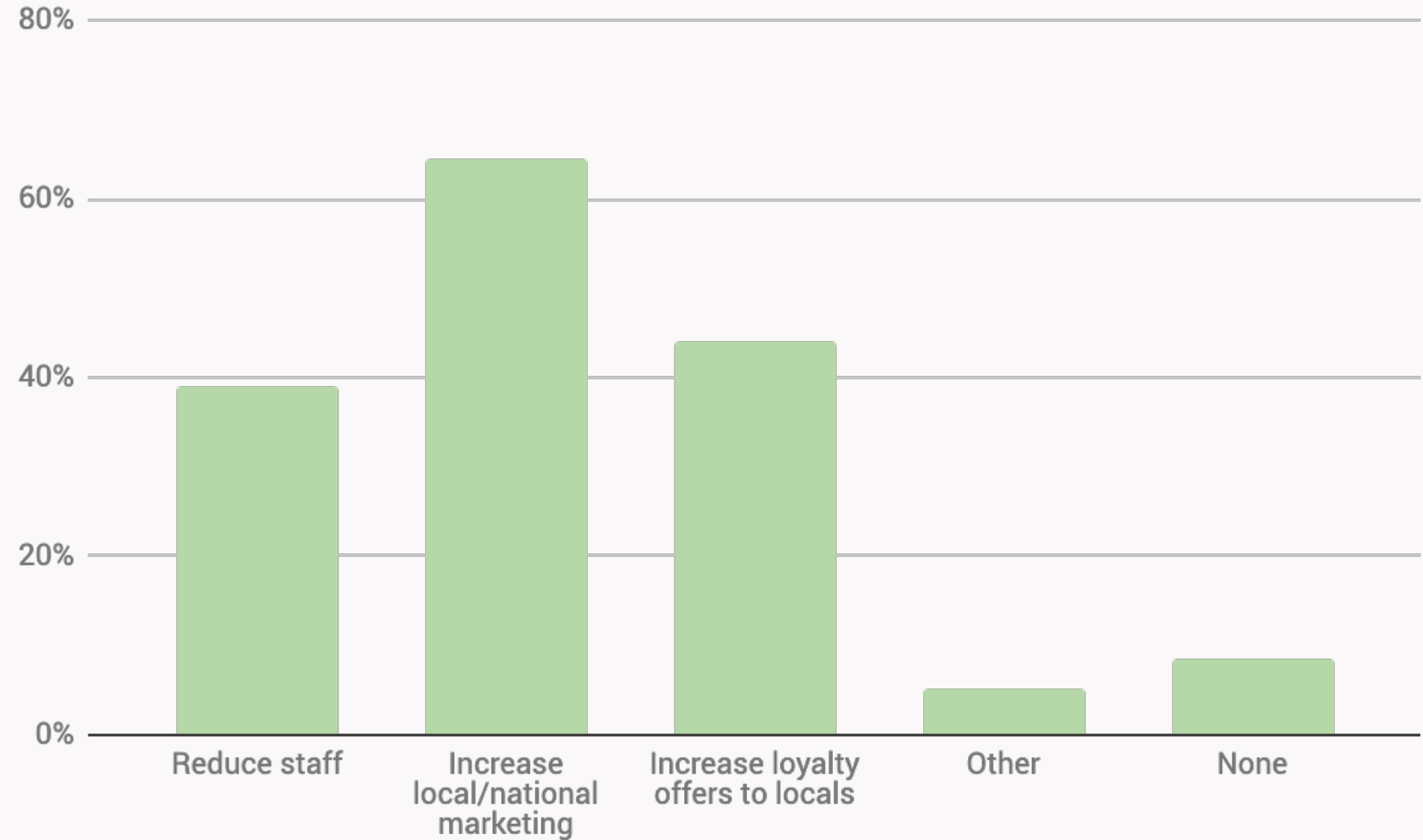
Marketing

(*multiple choice)



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How hotels will address the decline in international travel

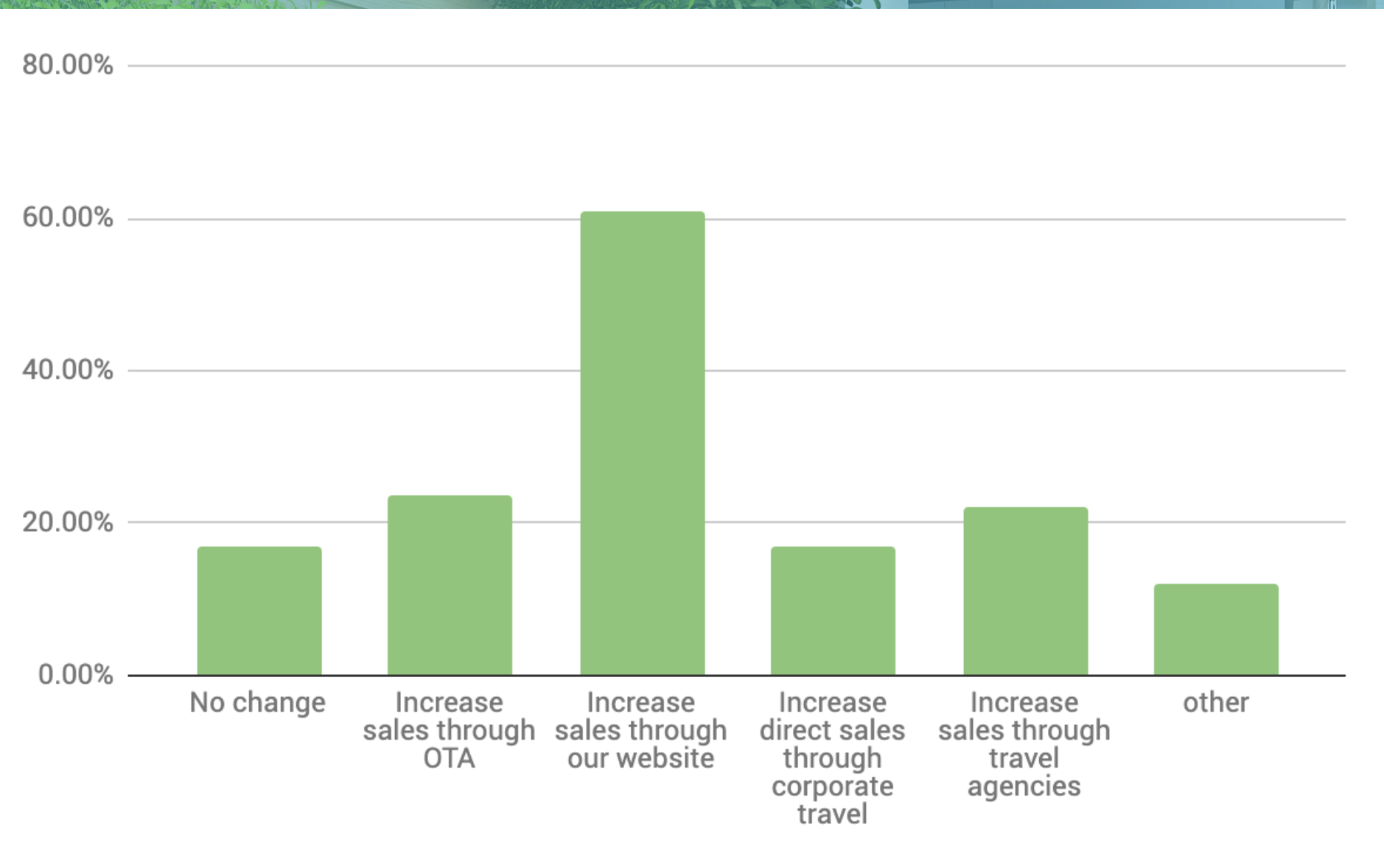


"We're adopting cost-effective flexible staffing according to occupancy, however, not at the detriment of the quality of service. Quality and hygiene are key for the reopening."

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Distribution

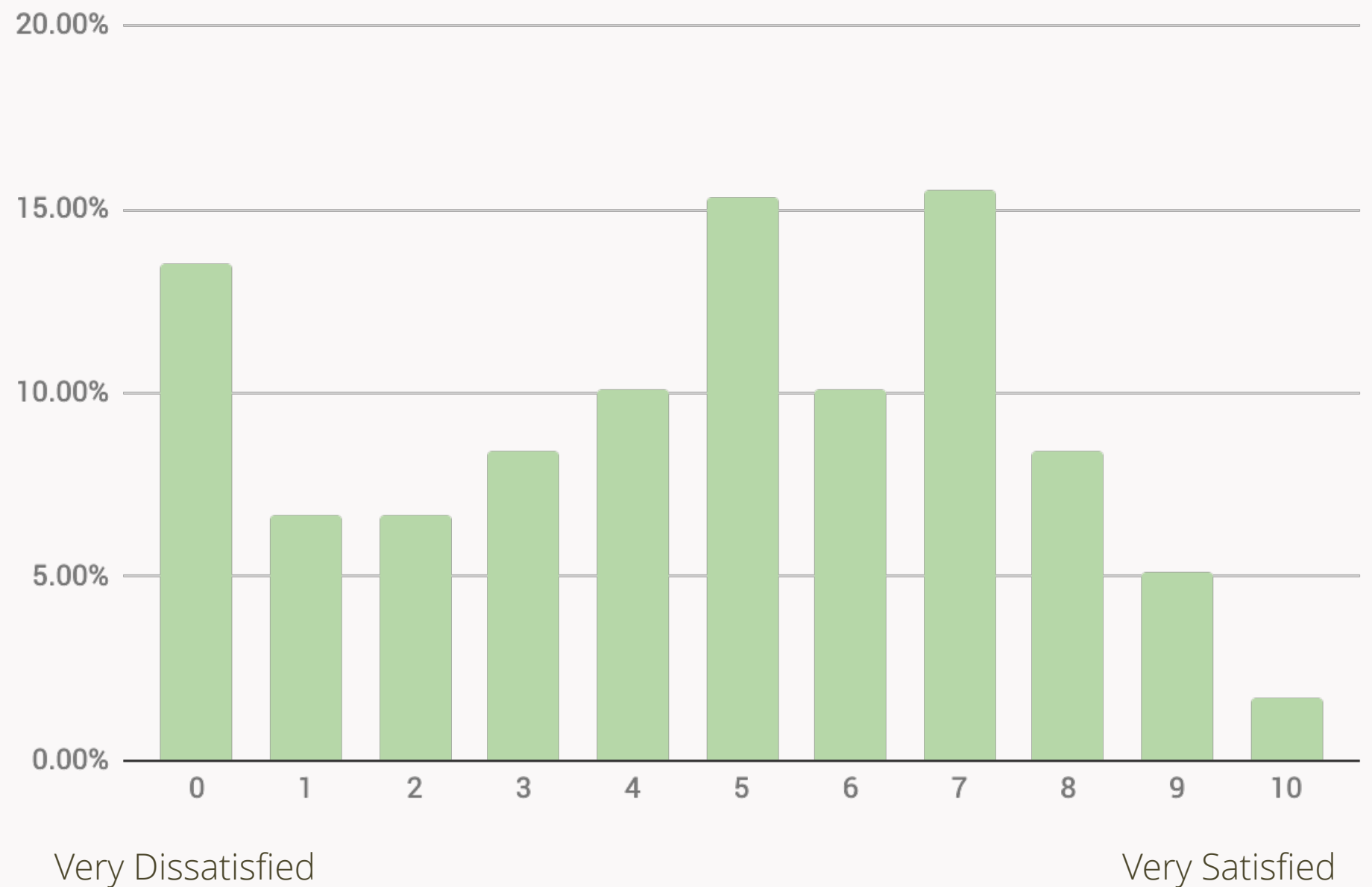
*Has the pandemic changed your distribution strategy? (*multiple choice)*

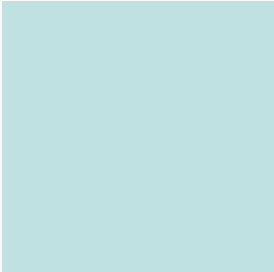


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How satisfied are you
with your local /national
government support to
the hospitality industry?

*Malta's institutional efforts
were most appreciated,
while Colombia fared the
lowest.*





Wayaj is a sustainable travel platform designed to provide tools and information to help travelers and travel operators make better choices in the fight against climate emergency. Founded in 2017, it currently lists more than 400 eco-friendly hotels worldwide.



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