

Green Key's Top Tips for Tourism Establishments to sustain their Business during and after the Covid-19 Pandemic



#GreenKeyCares about their awarded establishments, especially during the COVID-19 pandemic. Therefore, we have compiled tips to help you to get through these hard times and plan for the future ahead. However, we would like to stress that you should first and foremost **follow all restrictions and guidelines from your national health authorities!** As the situation varies from country to country, some of the tips below might not be suitable for you.

TIP 01



Gift vouchers

- Vouchers bring in cash in the short term and ensure that you will have guests in the future
- In addition to standard vouchers, create special packages to increase spending
- Extend the redemption period to make your vouchers more attractive

TIP 02



Food delivery/take-away

- Partner with a food delivery website or use your company's cars to deliver meals
- Offer take-away to your guests
- Shorten the menu and donate food to avoid food waste
- Offer online cooking classes to help guests cook their favourite meal at home and stay connected with you

TIP 03



Communication

- Update your guests on your situation and reassure them of your health & safety measures
- Be available to answer questions
- Adjust messaging and show empathy
- Be creative in engaging your followers and strengthening your community to increase loyalty

TIP 04



Maintenance

- Move forward maintenance schedules or use this time to make renovations
- Undertake preparation work for projects later in the year

TIP 05



Team spirit

- Make health & safety the top priority for your staff if you are still open
- Stay in touch with your staff and keep up the good spirit
- Encourage staff to take accrued leave or unscheduled holidays
- Use this time to train your team (online!)

TIP 06



Revenue management

- Don't drop your rates and keep long-term prices steady for when demand comes back
- Rethink cancellation policies
- Look for government subsidies
- Reduce operating hours

TIP 07



Diversifying and Upselling

- Repurpose your assets, e.g. offer your cars for deliveries or offer up rooms as home offices
- Think of new products & packages that extend your guests' stay or increase spending
- Offer your premises to local authorities for quarantined or medical personnel

TIP 08



Manage cancellations carefully

- Encourage your guests to postpone their trip/booking instead of cancelling it
- Extend the free-cancellation period
- Give a discount on your non-refundable rate

TIP 09



Prepare for recovery

- Think about how to welcome back your guests with new added value
- Consider focusing on domestic tourism in the first period
- Stay updated on rescheduled events
- Support the local economy when resuming purchases

Most importantly, take care and be safe!

To get more tips, follow #GreenKeyCares on:

- The Green Key International Team

