It’s not what happens but how you react that matters.

Work Together

We are a team—every department needs to work together and communicate. This is no time for silos. Sharing information will support and optimise your overall strategy.

• Get your revenue team together, discuss and agree on your approach and strategy (what is the primary focus for the organization, frequency of updates, rates/occupancy, goals)
• Ensure you stay updated with key developments on travel restrictions and other regulations to prepare for shifts in demand
• Optimal quality service levels to be ready for recovery
• Maintain cash flow and operations

Don’t rush to cut your rates—this won’t increase demand, and you will have a problem maintaining your original ADR when business bounces back.

• Monitor and update occupancy forecasts and communicate these to other departments regularly
• Understand which market segments may recover quickly and stay close to the channels they book through to take advantage of demand
• Utilise data-driven decisions and adjust demand based on level of impact in your market
• Work with the commercial team to assess any base or contract business on the books to understand how this may impact demand
• Keep track of group cancellations and ensure sales resources are available to help follow up on rebooking opportunities
• Review your marketing message so it’s relevant and reassuring
• Concentrate on local sales & marketing (e.g., staycations, extended stays, etc.)
• Make any adjustment to your geo-fencing strategy (location-based digital advertising) as necessary
• Engage and entice your loyal customers (flexible cancellation policy, welcome-back packages, special offers and incentives)
• Meetings & Events — work with your clients to postpone, not cancel, whenever possible
• Focus efforts on ancillary spend (e.g., bar, restaurant, spa, M&E and room service)

Reallocate & Refocus Your Marketing

Don’t rush to cut your rates—it won’t increase demand, and you will have a problem maintaining your original ADR when business bounces back.

• Monitor and update forecasts and communicate these to other departments regularly
• Understand which market segments may recover quickly and stay close to the channels they book through to take advantage of demand when markets recover
• Use data to make decisions and adjust demand based on level of impact in your market
• Work with the commercial team to assess any base or contract business on the books to understand how this may impact demand
• Keep track of group cancellations and ensure sales resources are available to help follow up on rebooking opportunities
• Review your marketing message so it’s relevant and reassuring
• Concentrate on local sales & marketing (e.g., staycations, extended stays, etc.)
• Make any adjustment to your geo-fencing strategy (location-based digital advertising) as necessary
• Engage and entice your loyal customers (flexible cancellation policy, welcome-back packages, special offers and incentives)
• Meetings & Events — work with your clients to postpone, not cancel, whenever possible
• Focus efforts on ancillary spend (e.g., bar, restaurant, spa, M&E and room service)

Create Efficiencies & Focus on Improvements

Use this downtime wisely and find creative ways to cut costs.

• Consider spending time on long overdue maintenance (e.g., spring cleaning, servicing A/C units—which can also help reduce energy costs)
• Save energy by closing floors or wings
• Be flexible and stay focused on cost
• Don’t be complacent—we are likely to see pick-up in demand as quickly as we have seen a drop in occupancy, so be prepared
• Evaluate your tech stack and understand what new technology investments can do for your business

Stay Informed

Educate yourself with resources you can trust.

• Brief all client-facing staff to answer any questions
• Take the opportunity to expand learning and skills development for you and your team to keep ahead of the evolving industry
• Capitalise on cross-team efficiencies—some tasks can be picked up by other team members

Reallocation & Refocus Your Marketing

Focus on maintaining guest loyalty and use your customer data toward greater personalisation of offerings.

• Determine new success criteria for your current situation
• Invest time in gathering positive reviews from your happy customers or responding to negative reviews
• Monitor and update forecasts and communicate these to other departments regularly
• Understand which market segments may recover quickly and stay close to the channels they book through to take advantage of demand when markets recover
• Use data-driven decisions and adjust demand based on level of impact in your market
• Work with the commercial team to assess any base or contract business on the books to understand how this may impact demand
• Keep track of group cancellations and ensure sales resources are available to help follow up on rebooking opportunities
• Review your marketing message so it’s relevant and reassuring
• Concentrate on local sales & marketing (e.g., staycations, extended stays, etc.)
• Make any adjustment to your geo-fencing strategy (location-based digital advertising) as necessary
• Engage and entice your loyal customers (flexible cancellation policy, welcome-back packages, special offers and incentives)
• Meetings & Events — work with your clients to postpone, not cancel, whenever possible
• Focus efforts on ancillary spend (e.g., bar, restaurant, spa, M&E and room service)

Manage Rates & Keep an Eye on Forecast

Create Efficiencies & Focus on Improvements

Use this downtime wisely and find creative ways to cut costs.

• Consider spending time on long overdue maintenance (e.g., spring cleaning, servicing A/C units—which can also help reduce energy costs)
• Save energy by closing floors or wings
• Be flexible and stay focused on cost
• Don’t be complacent—we are likely to see pick-up in demand as quickly as we have seen a drop in occupancy, so be prepared
• Evaluate your tech stack and understand what new technology investments can do for your business
• Reevaluate your offering, consider how you can maintain price point (i.e., include added value services)
• Don’t follow competitors driving down pricing; they may not follow you when it is time to raise your rates

Don’t rush to cut your rates—this won’t increase demand, and you will have a problem maintaining your original ADR when business bounces back.

• Monitor and update occupancy forecasts and communicate these to other departments regularly
• Understand which market segments may recover quickly and stay close to the channels they book through to take advantage of demand when markets recover
• Use data-driven decisions and adjust demand based on level of impact in your market
• Work with the commercial team to assess any base or contract business on the books to understand how this may impact demand
• Keep track of group cancellations and ensure sales resources are available to help follow up on rebooking opportunities
• Review your marketing message so it’s relevant and reassuring
• Concentrate on local sales & marketing (e.g., staycations, extended stays, etc.)
• Make any adjustment to your geo-fencing strategy (location-based digital advertising) as necessary
• Engage and entice your loyal customers (flexible cancellation policy, welcome-back packages, special offers and incentives)
• Meetings & Events — work with your clients to postpone, not cancel, whenever possible
• Focus efforts on ancillary spend (e.g., bar, restaurant, spa, M&E and room service)

Don’t rush to cut your rates—this won’t increase demand, and you will have a problem maintaining your original ADR when business bounces back.

• Monitor and update occupancy forecasts and communicate these to other departments regularly
• Understand which market segments may recover quickly and stay close to the channels they book through to take advantage of demand when markets recover
• Use data-driven decisions and adjust demand based on level of impact in your market
• Work with the commercial team to assess any base or contract business on the books to understand how this may impact demand
• Keep track of group cancellations and ensure sales resources are available to help follow up on rebooking opportunities
• Review your marketing message so it’s relevant and reassuring
• Concentrate on local sales & marketing (e.g., staycations, extended stays, etc.)
• Make any adjustment to your geo-fencing strategy (location-based digital advertising) as necessary
• Engage and entice your loyal customers (flexible cancellation policy, welcome-back packages, special offers and incentives)
• Meetings & Events — work with your clients to postpone, not cancel, whenever possible
• Focus efforts on ancillary spend (e.g., bar, restaurant, spa, M&E and room service)

Don’t rush to cut your rates—this won’t increase demand, and you will have a problem maintaining your original ADR when business bounces back.

• Monitor and update occupancy forecasts and communicate these to other departments regularly
• Understand which market segments may recover quickly and stay close to the channels they book through to take advantage of demand when markets recover
• Use data-driven decisions and adjust demand based on level of impact in your market
• Work with the commercial team to assess any base or contract business on the books to understand how this may impact demand
• Keep track of group cancellations and ensure sales resources are available to help follow up on rebooking opportunities
• Review your marketing message so it’s relevant and reassuring
• Concentrate on local sales & marketing (e.g., staycations, extended stays, etc.)
• Make any adjustment to your geo-fencing strategy (location-based digital advertising) as necessary
• Engage and entice your loyal customers (flexible cancellation policy, welcome-back packages, special offers and incentives)
• Meetings & Events — work with your clients to postpone, not cancel, whenever possible
• Focus efforts on ancillary spend (e.g., bar, restaurant, spa, M&E and room service)