

7 WAYS HOTELIERS CAN MITIGATE DAMAGES FROM COVID-19

AVOID KNEE-JERK REACTIONS

Dropping rates will not help drive more demand to hotels.



PROMOTE STAYCATIONS

Capture demand within your own market and consider creating packages for those in your own backyard.



GET CREATIVE WITH PACKAGING

Think outside the box and create packages that are appealing to your guests right now.



OFFER BOOKING INCENTIVES

Incentivize your guests not to cancel. Now's the time to get a little less stringent with cancellation fees policies.



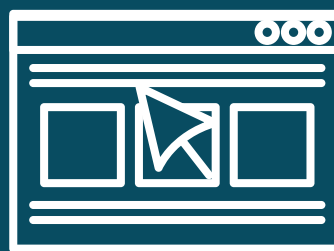
LOOK AT YOUR CHANNEL MIX

Maximize your distribution channels so you can gain more traffic. Use OTA's and look into metasearch.



TAKE STOCK OF DIRECT

Make sure your website is making it as easy as possible for your guest to book their stay.



COMMUNICATE WITH GUESTS

Keep your guests informed about what you are doing to combat this virus at your hotel.



DON'T HESITATE TO CONTACT US

If you think SHR could help in your efforts to combat the fallout from COVID-19, contact us today at info@shr.global.

Visit our [COVID-19 Help Page](#) for more resources.
Stay strong hoteliers!

