

Tips for the Hospitality Industry

Let the World Know You Are Open

If you are open, make sure the public knows about it. Share on social media and your other available channels. Update your websites with specific details about what is “opened or closed”. Where possible suggest alternative options to conduct business respecting social distancing.

Share and Show Your Proactive Health Measures

Let customers know how you are maintaining a healthy environment. Promote it at your business and in the digital world. Customers want to be reassured that your business is a safe place. This may include how you are sanitizing public areas, ensuring your employees are healthy and providing tips for shoppers and patrons. Be conspicuous about cleaning. Make hand-washing stations and hand sanitizer obvious for customers. Check soap dispensers often and keep them supplied.

Reevaluate Self-Service Food Stations

Consider suspending self-service operations for food and beverage, including buffets, coffee stations, soda fountains, condiment bars, and product sampling. Some restaurants are making table condiments available on request (and wiping them down before and after use).

Consider Curbside Pick-up and Meal Options for Customers Practicing “Social Distancing”

Promote carry-out and delivery options that your customers can use to enjoy your products and prepared food at home.

No Sick Employees

Take extra measures to ensure your employees only come to work healthy. Monitor and incentivize employees’ health and healthy practices. Require employees to stay home if they have symptoms of acute respiratory illness, fever, cold, or flu, or have traveled to regions where the virus has been active. Some employers are adjusting PTO and compensation policies. Many are creating work-at-home policies. A sick team is more expensive than making accommodations for a potentially sick team member.

Payment Processing

When possible, encourage contactless payment methods, such as Apple Pay, Google Pay, or tap to pay credit cards. If cash is necessary, it is recommended you use gloves to handle transactions, changing them regularly to avoid contamination.

Surface and Equipment Sanitation

Frequently sanitize commonly touched surfaces and objects, including countertops and tables, point-of-sale systems, doorknobs, faucet handles, and menus. This practice may need to be completed more frequently than normal. As a reminder, sanitizing solution should be changed at least once every four hours.

Handwashing, Handwashing, Handwashing

Yes, it’s Prevention 101. It is proven that the best method is to wash with soap and water for at least 20 seconds. Hand sanitizer is helpful but not as effective as proper handwashing.

Contain Coughing and Sneezing

Provide tissues in prominent locations for employees and customers. Include readily-accessible, no-touch disposal receptacles. Employees should wash hands immediately after coughing or sneezing, especially when food service is involved. Avoid touching your face as much as possible.