

In The News

Stacy Bercun Bohm, Daniel Miktus Explain “Clean and Safe” Future for Hotels Following Pandemic in *Hotel Business* Article

April 29, 2020

Stacy Bercun Bohm and Daniel Miktus explained the “clean and safe” future for hotels following the COVID-19 pandemic, which forced most of the hospitality industry to shut down. Hotel owners and operators will need to consider adapting to a new reality where a much larger percentage of guests take extensive precautions to avoid becoming ill while staying in a hotel. There are steps that hotel operators may take to assuage their guests’ elevated concerns.

“Hotel operators can look to various sources for hygiene and cleaning tips. For instance, the World Health Organization (WHO) issued interim guidance on the ‘operational considerations for COVID-19 management in the accommodation sector.’ The Malaysian Association of Hotels (MAH) has begun a ‘Clean and Safe’ campaign, where hotels can become certified as ‘clean and safe.’ The Singapore government has gone a similar route, offering establishments the opportunity to be certified as ‘SG Clean.’ Marriott International also launched its Global Cleanliness Council to ‘elevate its cleanliness standards and hospitality norms and behaviors to meet the new health and safety challenges.’ Whether or not any of these types of programs apply to your hotel brand, or are available where your

Related People

Stacy Bercun Bohm
Daniel Miktus

Related Work

Hospitality
Real Estate

Related Offices

Fort Lauderdale
Washington, D.C.

establishment is located, hotel owners and operators will need to adhere to higher levels of cleanliness—and publicly promote those efforts—to continue to attract guests in this new climate.”

[Click here to view this news.](#)