

Building trust – The key element to successful business during

# COVID-19



## The 3 keys to building trust

### **Be safe**

Create a detailed safety protocol and clearly display it on your booking channels and website. What are you doing to keep your customers safe? Be specific! Travellers want to know that they will be in safe hands prior to arrival!

Tip: Include the safety protocol in your booking confirmation email for reassurance and easy access.

### **Be flexible**

Have clear and attractive cancellation policies in place. Booking far in advance is scary these days so make sure customers aren't afraid to book with you. Offering them free cancellations or change of dates helps to boost your bookings! Remember: Inflexible won't be bought.

### **Be personal**

Encourage your future customers to reach out to you personally should they need reassurance or have any questions. Be sure to make it easy for them to do so. As a bonus, you can offer to assist them in the case of illness by providing information to local authorities and help hotlines.

# Your COVID protocol

What customers care about



Clean and sanitized appliances after each use.



Free available hand sanitiser.



Small groups to ensure enough personal space.



Notification should there have been an infection in the group.



Good fresh air ventilation in enclosed spaces.



Potential mask obligation in enclosed spaces.



Strict refusal of participation to anyone with symptoms.



Assistance in case of illness. E.g. information about available test centers and help hotlines.



Mandatory temperature checks upon arrival.