

TRAVEL AND HOSPITALITY

Small Luxury Hotels of the World debuts "Stay Small, Stay Safe" welcome-back measure

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Several members of the Small Luxury Hotels of the World network are offering entire hotel buyouts for guests who want the whole property to themselves. Image credit: Small Luxury Hotels of the World

By LUXURY DAILY NEWS SERVICE

Small Luxury Hotels of the World has debuted its "Stay Small, Stay Safe" effort as its members prepare to welcome guests back to their hotels and resorts.

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The initiative offers health and safety guidelines against COVID-19 for all 520 member hotels in 90 countries. More than 330 properties within the network have already reopened, with the new measures acknowledging a new customer desire to have intimate hotel experiences with fewer crowds.

"Travelers are yearning for a change of scenery and have now begun to cautiously book their next adventure, and with these new measures, SLH can confidently reassure each guest of a worry-free stay," said Jean-Francois Ferret, CEO of Small Luxury Hotels of the World, in a statement.

The book on safety

A recent survey of loyal **Small Luxury Hotels** guests showed that 90 percent of travelers would feel more comfortable staying in a small independent hotel. That fits in with the typical property within the Small Luxury Hotels network, averaging 50 rooms.

To safeguard these standards, Small Luxury Hotels has partnered with the Global Biorisk Advisory Council (GBAC) for its hotels to gain GBAC STAR accreditation.

The performance-based cleaning, disinfection and infectious disease prevention program helps hotels cut risks associated with infectious agents and biohazards.

GBAC STAR accreditation provides third-party validation to ensure hotels have the elevated cleaning protocols, disinfection techniques and work practices in place so guests can truly relax during their stay, Small Luxury Hotels said.

Small Luxury Hotels will host its "Stay Small, Stay Safe" module on its Web site at SLH.com. The location will host updates on border openings, quarantine restrictions, best practices and information relating to COVID-19 precautions at each.

The SLH Quality Assurance Policy will also update the 700-point Mystery Inspection program checklist with an additional 136 checkpoints related to health, safety and cleanliness standards performed at all 520 hotels annually, the organization said.

"The ability to be flexible and adapt is crucial at this time, and our intimate member hotels can do so in a thorough and bespoke way," Mr. Ferret said. "We look forward to welcoming guests back to our outstanding properties warmly and safely."

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