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Guest Service: Restoring Amenities

Frontline staff have been the real heroes in the hotel industry during the global health crisis. They were the ones tasked with enforcing mask mandates and other health protocols, and explaining to guests which services were temporarily unavailable – all while putting their own health at risk daily. However, now that the pandemic is waning, guests are expecting the return of some hotel amenities to which they are accustomed. At the top of their wish list is the return of breakfast, especially in limited-service hotels that usually provide a complimentary hot breakfast. Guests have expressed a dissatisfaction with the reduced variety and quality they have been receiving, and it's clear they expect this service to resume. Also important to guests is the return of health and wellness facilities, and more flexible cancellation policies. The April issue of the Hotel Business Review will examine what some hotels are doing to enhance guest services during the transition to a more normal operation.

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