Creating a safe environment for travel in the COVID era

The year 2020 has undoubtedly been a year like no other and will be remembered for many years to come, due to the devastating impacts that Coronavirus pandemic has had on our lives and the global economy. When the pandemic struck and was spreading across the world, governments were quick into action to try and contain the disease by imposing restrictions in some form or shape. While there is no denying that there is no and will never be a false choice between public health and economy, the pandemic has had severe impact on businesses around the globe in a wide range of industries such as tourism and hospitality, and Kenya has not been spared either.

While it is true that today's traveler craves for sustainable luxury and true authenticity over opulence, the pandemic has added another layer of consideration that hotels, camps and lodges must take into account. Building consumer confidence that it is safe to travel and stay in an accommodation is more crucial today than in the pre-pandemic world. In line with the health and safety protocols for reopening of businesses that were issued by the government of Kenya, ecorated facilities are leading the way in ensuring health and safety of their guests in these very unprecedented times. This is through implementation of health and safety measures as highlighted below:

Provision of hand sanitizers at strategic locations

When the pandemic reached the shores of our country, what followed was almost everyone trying to get into retail shops and supermarkets in need of hand sanitizers. The big and the most important question at the time and even today is; can hand sanitizers help protect us from infections such as Coronavirus? Well the answer is yes. Maintaining hand hygiene has emerged

as a simple yet effective way of preventing the spread of Coronavirus, and alcohol-based hand sanitizer is one of the most important 'tools' in our 'arsenal' that we can use. The World Health Organization (WHO) has recommended use of hand sanitizers that have at least 60% alcohol. The sanitizers work by removing the enveloped virus, inactivating it, thus making it non-infectious. Gold-rated Olare Mara Kempinski is one of the properties that has provided hand sanitizers strategically in various areas of the facility for use by guests (see illustration below).



Provision of hand-washing stations

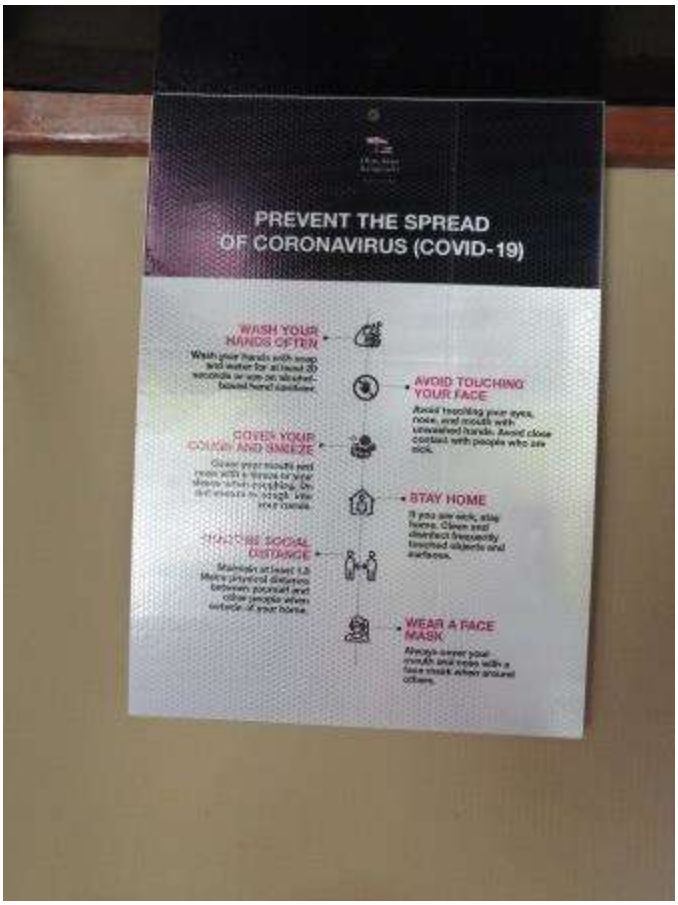
It may sound a simple thing but perhaps most of us had not been quite keen on hand-washing until recently. Supported by science, this practice has emerged as one of the most important measures in preventing the spread of Covi-19 along with other viral illnesses. However, it must be done correctly and with soap and water for it to be effective. The picture below is

handwashing station at Basecamp Masai Mara, taken by the ecorating team during ecorating assessment of the property in October 2020.



Guest sensitization

Guest communication is an important element that accommodations have incorporated in their health and safety measures. This is in the form of notices describing to guests the handwashing techniques, as well as social distancing. Beside provision of notices, sensitization has also been in the form of guest briefing upon arrival at the accommodation. See the picture below of a guest sensitization notice at Olare Mara Kempinski describing measures to take, so as to avoid the spread of the virus.



While the pandemic has proved to be one of the biggest tests for the travel and tourism industry, it is by adopting the health and safety measures highlighted above, not to mention wearing of face masks that we can all change the course of this pandemic. Through this article, we hope that you have gained some insight into the actions you need to take, and also see yourself as an important part of the whole puzzle, because what we do today will echo through generations to come!