



# Discussion Paper

IMPACTS OF COVID-19  
ON  
REGIONAL AUSTRALIA ACCOMMODATION

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We know we must pivot but which way ?

History has some lessons for us that will help

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# COVID-19

## impact on product and service

The focus of this paper revolves around Market Mix and Rooms Revenue, but further discussion needs to take place on the impact of COVID-19 on costs and the adaptation of product and service. For example, in the past Housekeeping was “hidden” but now we want to be **“seen to be clean”**.

We assume guests won’t be looking for a "home away from home" feel since many will be looking to get away from home. They may want to be assured of more pampering and the atmosphere will need to convey this.

The Marketing and Public Relations strategy needs to accentuate privacy - such things as the balconies and dinner in room.

Food and Beverage outlets will revolve around government restriction to number of guests in a space etc and need modifying as these change as well as focusing on local ingredients.

Successful governments have responded to the pandemic by going hard, going early and following the science. Research into the changed expectations of our guests as a result of what the community has been through in the past few months will be very important and should not be underestimated. We will need to show empathy and we will need to care. Before we can do this, we will need to listen.

# Strategic DIRECTION

Who would have guessed in such a brief period that the use of the word ‘unprecedented’ would become so prominent in our daily lives? Whilst the impact of COVID-19 is unprecedented so too must our response reflect the magnitude of its impact. This is the time to set strategic direction and make decisions that will give us a solid foundation to work from within a policy setting that promotes flexibility and recognises the need for innovation.

This discussion paper is designed to promote discussion and to decide the principles that are to be applied to our immediate and medium future. The Owner's leadership and understanding at this time will determine the hotel's rate of recovery.



**MICHAEL SMITH**  
MANAGING DIRECTOR





# ANANAS CONSULTING

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Our focus is to maximise value, optimise returns through ultimately providing guests with a **passionate service philosophy** and **experience focused stay**.

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or you can select any component that **meets your needs**.

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