



How to properly close your hotel on a temporary basis

In Episode 1, we taught you how to make the financial decision whether to close your hotel on a temporary basis during COVID-19. If you followed the process outlined in that podcast and reached the conclusion that a temporary closure is financially advisable, today's episode presents listeners with suggestions on:

- access issues
- how many places you need to “touch”
- how to communicate comprehensively and with empathy
- about OTAs
- Google settings
- Social media strategy

Stephanie Spark Smith of Cogwheel Marketing and cayugaHospitality.com has created a hotel temporary closure checklist and suggests how to implement these steps. Kathryn Baker of ThinkUp Enterprises and kbb consulting shares her experience on actually assisting a hotel as they closed down operations.

Don't miss both Stephanie's and Kathryn's top 3 steps for successful temporary closure and smooth reopening once travel returns.

We hope this episode will add some confidence to your process of temporary closure, and support you as you forge this new path, and provide some light at the end of the tunnel.

[Download Stephanie's checklist here.](#)

Read more articles on Hospitality Revenue Management on our [ThinkUp Thought Leadership page](#).

Join us live on the This Week in Hospitality Live Show, which you can register for at hospitalitydigitalmarketing.com/live.

For questions on this episode or any other revenue management related topics, you can send them to us at info@thinkupenterprises.com.