



## Article Title

**Hospitality post-pandemic has got to go 'beyond clean'; Guest Columnist**

## Citation

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## Abstract

N/A

## Summary

A company's decision to upgrade to a sterile cleaning methodology will ultimately come down to cost and employee training. However, hotels, resorts and parks that can guarantee their guests "clean and sterile" accommodations will find themselves with higher occupancy levels, increased revenue and long-term guest loyalty once the COVID-19 crisis has subsided.

With annual visitor spending surpassing \$75.2 billion for Orlando's economy, the stakes are incredibly high. In order to maintain Florida's status as the uncontested leader among American vacation destinations, our hospitality industry must take the necessary steps to go "beyond clean" in the wake of this global pandemic.

The immediate (and understandable) focus of hospitality executives during this time is likely cutting expenses and securing sources of cash during their companies' unexpected closings.

However, these leaders also need to prioritize what has fundamentally changed as a result of COVID-19: consumers' sense of what is "clean."