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Sterling Holidays offers “Sterling CARES” – A new hygiene & sanitation protocol while enjoying fun-filled memorable holidays

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After the lockdown, the Indian holiday goer is eager to get out of home and enjoy nature and the vistas of the outdoors. At the same time, hygiene and safety are of paramount importance and in everyone's mind.

Sterling Holiday Resorts is all set to serve the Indian holiday goers and travelers, with the launch of its program 'Sterling Cares' – a comprehensive sanitization and hygiene protocol that ensures clinical levels of safety, hygiene and social distancing while delivering fun-filled, entertaining and memorable holidays with Sterling's customary attention to detail and the warmth and passion of its employees.

The new, comprehensive sanitization and hygiene regime will include Guests, Employees and Vendors, with a set of protocols laid out for their safety. The sanitization and hygiene programme has been put together in line with the latest guidelines recommended by the Government and institutions like WHO, FSSAI and HACCP.

Sterling Holidays is the only holiday company to have introduced a one-of-its-kind holiday insurance. This is a complimentary insurance that guests can opt-into and covers them from home to resort to home. It takes care of several features like: Trip Cancellation, Emergency Treatments, Loss of Baggage etc. with a value of up to Rs.3 lakhs per person.

Sterling plans to open its resorts in a phased manner as the Central and State Governments announce green zones in the resort areas and the respective catchment areas. The resorts that will be opened in the first phase will be: Goa, Ooty, Kodai, Mussoorie, Wayanad, Jaipur, Darjeeling, Mount Abu, Munnar, Lonavala, Nainital, Kufri, Puri, Sariska, Yercaud, Thekkady, Guruvayur, Karwar, Yelagiri, Palaveli, and Rajakkad followed by Agra, Gangtok, Manali, Corbett, Dharamshala, Kanha, Anaikatti and Srinagar.

Sterling properties are spread out over acres of land and the accommodation is dispersed providing plenty of space for guests to enjoy nature with social distancing. Sterling has designed a new set of games and activities, in the guests' rooms and in designated locations within its resorts, conforming to the norms of social distancing, safety and hygiene, so that guests can enjoy these activities with their family in their respective rooms, and outdoors within the safety of the resort.

The employees have been meticulously trained and certified on the Sterling CARES protocols. Sterling CARES Champions have been identified in every resort to help the guests and to ensure the highest standards of safety are maintained.

For guests, Sterling Holiday Resorts has created an entire process that starts from pre-arrival and covers the stay until the check-out. Collection of guest details will be done pre-arrival for contact-less check-in. Amenities will be reduced from the rooms and alternate day cleaning will be organized to reduce staff contact.

As a part of the safety and hygiene protocol, restaurants table layout will be done as per social distancing norms. Multiple meal sessions with guest reservation will be organised to avoid crowding along with facilities of contactless takeaway and mini-buffets. High-contact areas will be sanitized every 2 hours. Facilities like the Spa, Gym and Swimming pool will temporarily be unavailable to ensure social distancing.

Talking about the program, Mr. Ramesh Ramanathan, CMD, Sterling Holiday Resorts said, "As the hospitality industry is getting redefined, the safety and hygiene norms are also changing. What was acceptable in the past will not be acceptable in the present or the future. Our Sterling CARES program has been designed with utmost care and keeping our customers safety as a top priority. After having gone through some of the most trying times of their lives people will be looking forward to some relaxed times with their families. We at Sterling are geared up to make their holidays safe and enjoyable so that they go back with some cheerful memories of a holiday well spent."

For MICE guests, the check in and check out process will be done with minimal paper work. There are a range of venue options within the spacious resorts to split groups and activities along with ensuring social distancing between sessions in their large lawns and pre-function areas.

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