

<b>Publication</b>	Outlook Traveller (Digital)
<b>Date</b>	20 July 2020
<b>Headline</b>	Sterling Holiday Resorts has opened 13 properties under this partnership so far
<b>Link</b>	<a href="https://www.outlookindia.com/outlooktraveller/travelnews/story/70415/sterling-holiday-resorts-and-apollo-clinics-come-together-for-a-safer-hotel-experience">https://www.outlookindia.com/outlooktraveller/travelnews/story/70415/sterling-holiday-resorts-and-apollo-clinics-come-together-for-a-safer-hotel-experience</a>

Home > Travel News > Story > Sterling Holiday Resorts and Apollo Clinics Partner for a Safer Stay

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## Sterling Holiday Resorts has opened 13 properties under this partnership so far

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July 20 , 2020

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The ongoing pandemic means hygiene has become a priority. Keeping this in mind, Sterling Holiday Resorts has tied up with Apollo Clinics to ensure the safety of its guests through its 'Sterling Cares' programme.

Sterling Holiday Resorts has opened 13 properties under this partnership so far, including resorts in Puri, Sariska, Mount Abu, Lonavala, Mussoorie, Thekkady, Rajakkad, Wayanad, Karwar, Palakollu, and its Nature Trails resorts in Sajjan and Durshet.

"We spoke to a large section of our customers during the lockdown and were happy to note that a majority of them were eager to holiday at our resorts post lockdown," says Ramesh Ramanathan, CMD, Sterling Holiday Resorts. "They mentioned during our survey that hygiene and safety will be their most important consideration when taking a holiday. The safety and well-being of our guests is paramount. I am very happy to announce that our Sterling Cares program is in association with Apollo Clinics – the most trusted brand in the healthcare sector."

"The Apollo Group has the health and safety of patients and healthcare professionals as its top priority," says Dr Ajay H. Gangoli, Director Medical Services of Apollo Health & Lifestyle Ltd. "With the on-going COVID-19 pandemic it has become even more imperative that we partner with entities to help create safe and secure environments. We are very happy with this association and we believe that customers of Sterling, will benefit favourably with this association."

Keeping safety regulations in focus, the brand has also introduced holiday insurance policies, and QR code menus.

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