

How to Support Boutique Hotels During the Coronavirus Outbreak

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Covid-19 has hit the industry hard. Here's what we, as hotel lovers, can do.

Hotels are the ultimate bastion of hospitality in the travel industry. They are often the jumping-off point for booking an entire trip, a place to find a temporary sense of community, and gateways to a new destination. For all those reasons, however, hotels have also been one of the hardest-hit industries since the coronavirus became a global pandemic. Boutique hotels, which are more often independently owned with smaller profit margins than big brands, have been especially hit hard. Around the world, reports have surfaced of properties operating at less **10 percent**, mass **cancellations**, temporary shut downs, and crippling layoffs. We don't know when we will be able to take that next trip, but it is a guarantee that it will happen. And we need to support hotels right now to make sure that when that day does come, they are just as ready to welcome us as ever. Below, a few ways that travelers can help our favorite boutique hotels and their staff right now. It's the least we can do, given how they've taken care of us through the years.

Stay connected to brands

Virtual travel is exploding under the stay-at-home mandates and hotels are doing their part to stay online and keep up the connection with guests until they can check in again. The idyllic grounds of **Nemacolin Woodlands** in Pennsylvania, with acres and acres of untouched woodlands and rivers, are now open for virtual tours hosted by staff that the hotel is determined to keep on the payroll, despite state orders to temporarily close doors. Health pioneer **Miraval** will soon launch a Virtual Wellness Resort allowing their audience to tune into meditation sessions and get healthy recipes. Meanwhile, high-end South American brand Vik is streaming yoga classes at 10 a.m. EST from their **Bahia Vik** location in **Punta del Este**.