

Ahead of the Curve

CHIPMAN HILL SUITES

EXAMPLES OF INNOVATION & ADAPTATION
IN SAINT JOHN AND AROUND THE WORLD

COVID-19 BUSINESS REALITY

Chipman Hill Suites, a business providing accommodations for both business and leisure travellers in nine historic properties in Saint John, was severely impacted by the pandemic. In-house guests were forced to depart earlier than expected, and every advanced booking was cancelled over the space of two days. While Chipman Hill Suites continued to stay open and take care of guests, this loss of business forced the temporary closure of 5 of its 9 properties and a staff reduction from 20 to 3.5 employees.

INSIGHTS & ACTION



During the pandemic, Chipman Hill Suites capitalized on its unique contactless check-in/check-out system. Owners and Management took immediate action to ensure all staff were educated and aware of the mandatory protective measures and how to socially distance. Chipman Hill Suites implemented changes to maintenance and housekeeping departments, including increased sanitization and disinfection measures, the installation of hand sanitizer dispensers, and new protocol to safely service suites. Incoming guests requiring a two-week quarantine period all stayed in one property. Guests received extensive communications regarding policy changes and procedure updates to ensure the comfort and safety of both guests and staff.

RESULTS

Both over the past 25 years, as well as during this difficult time, Chipman Hill has been honored to provide a home away from home for all its valued customers, and will continue to do so.



LESSONS LEARNED

- **Adapt Quickly.** As new information regarding Covid-19 was released, it became evident that the tourism & accommodation industry would be one of the most impacted by this pandemic. Management was proactive, and quickly adapted the necessary changes, which allowed Chipman Hill Suites to continue operation, albeit in a much reduced capacity.
- **Respond to Opportunity & Recognize Consumer Needs as they Evolve.** Chipman Hill Suites began using and promoting its suites for individuals requiring isolation, both to help encourage business and also support the needs of the local community.
- **Know Your Strengths & Accentuate Your Advantages.** Chipman Hill Suites is widely known for its fantastic attention to cleanliness, which cannot be overstated in a time like this. The self check-in/check-out system already in place at Chipman Hill Suites has also proved to be a strong advantage in providing contactless entry and exit.

CHIPMANHILL.COM

FOR COVID-19 BUSINESS TOOLS & RESOURCES VISIT EDGSJ-CURVE.COM



**ECONOMIC
DEVELOPMENT**

GREATER SAINT JOHN