



SNAP OUT OF COVID-19:

A Virtus Business Resilience Special Award Category

Coverage: Active Member-Property of the HSMA, of good standing. Period covered is from 01 July 2020 to 30 June 2021.

For this 7th competition cycle of the Virtus Awards, the Business Resilience Special Award Category will shine a light on how hotels and resorts have pivoted to address the evolving challenges of the pandemic covering virus mitigation practices, recovery strategies, creative business concepts, digital transformation initiatives, audience-specific communications put in place, talent development, workplace safety and wellness, sustainability initiatives, etc.. to emerge stronger.

PART 1: CONTACT DETAILS

INFORMATION	ENTRY	INFORMATION	NOMINATOR
Name of Property		Last Name, First Name, MI	
Name of Team Leader		Organization	
Position		Position	
Email Address		Email Address	
Mobile #		Mobile #	
Landline #		Landline #	
Names of Team Members		Position	



PART 2: ACCOMPLISHMENTS AND/OR ACHIEVEMENTS

2.A. OVERVIEW

TELL US YOUR STORY: How did the pandemic affect your Property?

Please provide a brief summary of the challenge/s, both external and internal, that your hotel/resort faced during the COVID-19 pandemic.

Which specific areas of operations were most severely affected and in what way? How did these affect the property's revenue streams, maintenance efforts on property facilities and manpower management? Describe how management balanced its attention to the diversity and complexity of problems brought about by the pandemic.

Maximum Words: 300



2.B. INITIATIVE AND EFFORT

TELL US YOUR STORY: How did you plan to SNAP out of the COVID-19 pandemic? SNAP may stand for Survive, Neutralize, Adapt Programs which may have helped bring the property to where it is now, and where it is headed.

Given how your property was affected by the pandemic, what goals and objectives were set by management to deal with the pandemic situation?

How were these goals and objectives translated into strategies and actions? What specific programs were adopted to support these?

Describe if these efforts are: 1) for compliance, 2) value-added, or 3) unique and innovative measures.

Weight: 30%

Maximum Words: 400



2.C. IMPLEMENTATION

TELL US YOUR STORY: What did you actually do and who were involved?

Were the goals and objectives, as well as specific strategies and actions communicated to the employees and external partners (e.g. suppliers/contractors) to secure “buy-in”?

Describe roles and participation of the following groups, when applicable:

1) Departments/employees, 2) External partners, 3) LGU/Regulatory agencies in the implementation of specific programs.

What difficulties, expected and unexpected, were encountered and what lessons, both good and bad, were learned from it?

What positive synergies were developed internally and externally, if any?

Weight: 35%

Maximum Words: 400



2.D. RESULTS AND RETURN ON INVESTMENT

TELL US YOUR STORY: What were the outcomes of your efforts and how do these pave the way for the property to pursue “new normal” operations over the long-term?

Describe, both in qualitative and quantitative terms, how the goals and objectives were met. Provide evidence by way of photos, metrics (e.g. time, cost, revenue, customer reach), testimonials.

Describe how the success stories may be 1) Sustainable, 2) Replicated, and 2) Expanded.

Please cite any changes in policies, mindset/outlook, safeguard of the Property and Industry interests, if any, were borne out of the past year experience.

Weight: 35%

Maximum Words: 300



PART 3: DECLARATION

We hereby declare that the facts and accompanying information stated in this NOMINATION FORM FOR BUSINESS RESILIENCE SPECIAL AWARDS CATEGORY, are true, correct and verifiable, to the best of our knowledge, and satisfy the eligibility criteria of the VIRTUS AWARDS.

If this nomination makes it into the SHORTLISTING of candidates for further evaluation, we consent to submit additional information which the HSMA Organizers and Judges may require. We understand that the information will be used by the Organizers and Judges in evaluating the Final Awardees and we consent to the use of such information for that purpose.

Finally, if selected as a Finalist or Award Recipient, we hereby authorize the release and use, in connection with the VIRTUS AWARDS for 2021 and henceforth, of our names, our Property's Name, non-financial information, photographs, video and audio recordings of us in any form of media and from whatever source.

Signature over Printed Name/NOMINATOR

Signature over Printed Name/NOMINEE

Date: _____

Date: _____