



Think ahead.

## Hygiene expectations have increased – what does this mean for your venue or facility?





## Impacts of the Pandemic and Increase in Hygiene Expectations

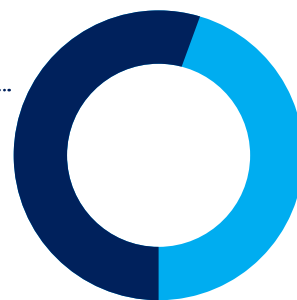
High traffic areas such as stadiums, airports, shopping centres, casinos, theme parks and conference centres have faced a huge negative impact owing to the pandemic. With several widespread lockdowns and reductions in capacity for venues, these high traffic areas have suffered losses, and some have even been forced to shut down.

With the stresses that these venues and facilities have faced, a key lesson has been that hygiene and cleanliness are absolutely pivotal, especially for places that have a greater concentration of crowds and therefore are more at risk for the spread of infections.

An increase in awareness around the importance of hygiene has been seen across the globe since the onset of the pandemic. Google released a list of the most-searched terms for the first six months of 2020 and the results were unsurprising. The top 20 search terms between January and June 2020 included social distancing and the effects of being told to stay at home — quarantine and social isolation.<sup>1</sup> According to the same list, hand sanitisers topped three separate search categories in Australia. These search patterns reveal a clear rise in concerns around health and hygiene post the onset of the pandemic.

Research conducted on the implications of COVID-19 has shown that nearly 60% of people have higher expectations of hygiene in shopping centres<sup>2</sup> and 57% in public bathrooms post the pandemic.<sup>3</sup> People want to feel safe and secure when they leave their homes, especially when they are in crowded areas.

NEARLY  
**60%** of people have higher expectations of hygiene in shopping centres<sup>2</sup>



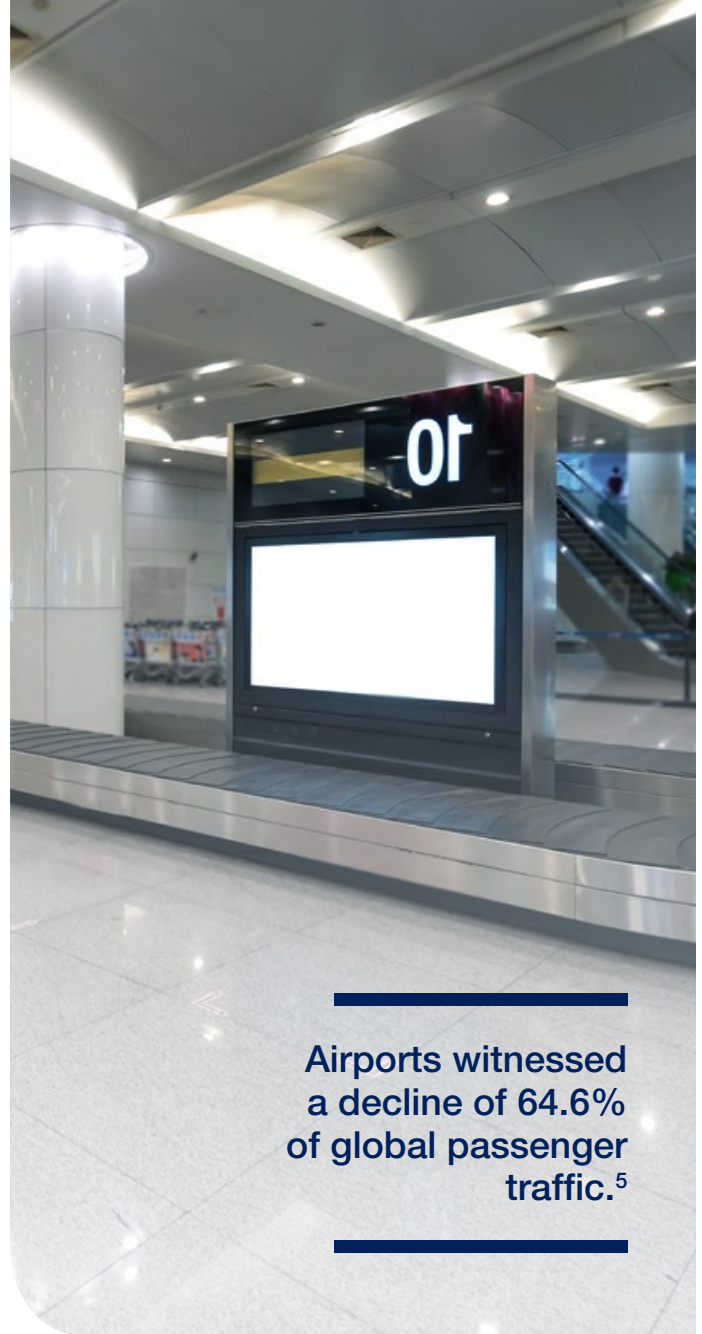
Expectation to increase hygiene standards in public bathrooms  
**57%**

<sup>1</sup> Here's What Australians Googled in the First Half of 2020 - Sarah Basford Canales, July 2020.  
<sup>2</sup> Essentials Initiative Survey 2020 – 2021, Implications of COVID-19.  
<sup>3</sup> Essentials Initiative Survey 2020 – 2021, Implications of COVID-19.



## Economic Impacts of the Pandemic on Arts & Recreation Venues and Airports

Research undertaken by Deloitte Access Economics estimated the cumulative impact on wages and profits of COVID-19 on arts and recreation to be AU\$6 billion, making it the second hardest-hit sector in Australia.<sup>4</sup> Moreover, the Australian Bureau of Statistics (ABS) found that 94% of businesses classified as being in Arts and Recreational Services (such as stadiums, cinemas, theatres, entertainment and theme parks) had been adversely affected by government restrictions arising from COVID-19.



**Airports witnessed a decline of 64.6% of global passenger traffic.<sup>5</sup>**

Airports on the other hand have seen the worst effects of COVID-19, with airports around the world coming to a virtual halt in the second quarter of 2020. The impact of the COVID-19 crisis removed more than 1 billion passengers for the whole year 2020 compared to the projected baseline (based on a pre-COVID-19 forecast for 2020), representing a decline of 64.6% of global passenger traffic.<sup>5</sup>

One of the main contributing factors towards the adverse economic impacts of the pandemic on all high traffic venues has been the restrictions placed on the number of visitors and customers. Even as the restrictions slowly ease, ensuring long term safety and hygiene measures will be crucial to sustain footfalls.

<sup>4</sup> The impact of COVID-19 on cultural tourism, Media International Australia, 2021.

<sup>5</sup> The impact of COVID-19 on the airport business and the path to recovery, Airports Council International, 2021.



## Reductions in shopping time and footfalls owing to poor hygiene

Businesses, retail outlets, and venues need to meet increased expectations and make a visible difference in hygiene to show staff, visitors, and customers that they care about their health and well-being.

According to a study, 66% of shoppers would reduce their shopping time to avoid unacceptable hygiene.<sup>6</sup> Reduced shopping time could lead to reduced sales in retail centres and consequently decrease profitability. Similarly, according to research conducted on hygiene practices in restaurants, 93% of consumers said that restaurant cleanliness is important or very important.<sup>7</sup> As a result, lower cleanliness can lead to a reduction in the number of customers in restaurants. Poor hygiene standards can have a negative impact on the profitability of the businesses.

In order to prevent the risks of closure and ongoing lockdowns, high traffic venues now more than ever need to ensure that they are continually uplifting and upholding hygiene standards and implementing long term or permanent solutions to future-proof their venues or facilities and secure the safe return of customers to all high traffic venues.



# 93%

of consumers said that restaurant cleanliness is important or very important.<sup>7</sup>



## Prevent the spread of germs and bacteria at your venues and facilities

High traffic venues and businesses are high-risk for spreading germs and bacteria. The density and concentration of crowds in any space can lead to an increase in the number of surface touch points including doors, handles, railings, seating, cashier counters, escalators, lift buttons, tables and chairs in food courts and dining areas, and check-in counters. These touch points can be breeding grounds for the spread of germs and bacteria.

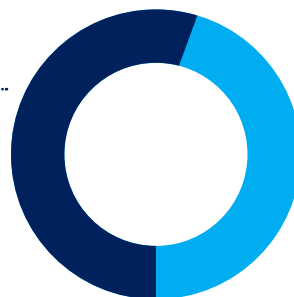
The lack of proper hygiene and sanitation practices with regards to these touch points in high traffic areas can cause the spread of infections like the flu, gastro, colds, and COVID-19. Not only do these infections result in an overall reduction of well-being in the population, in the current environment they can also cause venues and businesses to face closures and decreased capacity limits. According to a report on the economic impacts of COVID-19 on the City of Melbourne, economic output is estimated to be \$49 billion, which is 8% lower than pre-COVID projections. This is driven by significantly reduced activity in tourism, food and entertainment activities.<sup>8</sup>



Research shows 60% of people would stop going to a place completely and 7 in 10 would tell other people if a public place doesn't practice proper hygiene standards.<sup>9</sup> An inability to successfully meet hygiene expectations could also lead to potential defamation for high traffic businesses and venues where customers and employees are dissatisfied with health practices.

**60%**

Of people would stop going to a place completely if they didn't practice proper hygiene.<sup>9</sup>



<sup>8</sup> Economic impacts of COVID-19 on the City of Melbourne: Final report 2020.  
<sup>9</sup> Essentials Initiative Survey 2020 – 2021, Implications of COVID-19.

---

**7 in 10 people use soap more frequently since the spread of COVID-19<sup>13</sup> and 62% of people have started using sanitisers more frequently.<sup>14</sup>**

---



## Evolution of Hygiene Product Views since COVID

Recent research has revealed that hygiene product views have changed since COVID-19. With 55% of people saying that they think paper hand towels are more hygienic than air dryers,<sup>10</sup> the preference for the use of paper hand towels has markedly increased in comparison to using jet air dryers. The same study also showed that 7 in 10 people wish facilities offered paper hand towels as an alternative to air dryers.<sup>11</sup>

Microbiologists compared jet air dryers to paper towels in a recent study and found that the jet air dryer dispersed over 190 times more viruses than paper towels.<sup>12</sup> Therefore, the preference for paper towels over jet air dryers is rational and should be accounted for.

The use of hygiene products has seen a marked increase owing to the pandemic. Research shows that 7 in 10 people use soap more frequently since the spread of COVID-19<sup>13</sup> and 62% of people have started using sanitisers more frequently.<sup>14</sup> These findings are in line with sales data from a report by Tork, which revealed that the sales volume of sanitisers and soaps were up by 15% in Australia and New Zealand.

These evolving preferences need to be accounted for by businesses, facilities and venues looking to ensure the safety and satisfaction of their customers and staff.

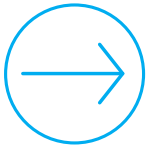
<sup>10</sup> Evolution of Hygiene Preferences Post COVID-19, Tork Survey 2021.

<sup>11</sup> Evolution of Hygiene Preferences Post COVID-19, Tork Survey 2021.

<sup>12</sup> Evaluation of the potential for virus dispersal during hand drying: a comparison of three methods. J Appl Microbiol. 2016 Feb.

<sup>13</sup> Evolution of Hygiene Preferences Post COVID-19, Tork Survey 2021.

<sup>14</sup> Evolution of Hygiene Preferences Post COVID-19, Tork Survey 2021.



## The next steps towards securing the safe return of customers, staff and visitors to your venues and facilities

### **Identify the gaps within the current health and hygiene provisions:**

- Conduct internal audits to identify the areas where improvements and solutions are required.
- Implement changes based on the results of the audit.
- Notify both your customers as well as staff to communicate the steps you have undertaken to improve the hygiene standards at your venue or facility.

### **Implement immediate solutions for hygiene provisions that aren't functioning well post an audit:**

- Fix any broken dispensers that are identified.
- Increase dispenser capacities, where required, to ensure products don't run out - this is especially important owing to high levels of traffic. Planning and preparing for appropriate quantities will help save staff time refilling dispensers and travelling to storerooms when products run out.
- Ensure inclusivity by installing dispensers that are easy to use for all customers and staff. In order to do so, look for dispensers with an "Easy to use" certification from companies that are working with the new [Design for All EN 17161 standards](#).
- Choose dispensers that are easy to clean and HACCP approved.





### **Make the switch to Paper Towels:**

- Avoid using jet air dryers as these spread 10x more bacteria and viruses than using paper towels.<sup>15</sup>
- Make the switch to paper hand towels to reduce the spread of germs and bacteria and increase customer and staff satisfaction.
- Use touch free or sensor hand towel dispensers.
- If you find that toilets are being blocked with hand towels, make a switch to flushable paper hand towels.

### **Introduce measures to improve overall hygiene:**

- Use quality products for maximum compliance.
- Use soft hand towels that aren't abrasive on the skin.
- Use premium soaps that are unscented to maintain skin health.
- Use hand sanitisers with a minimum 70% alcohol content because the effectiveness of an alcohol-based sanitiser depends on the amount of alcohol in the formulation.<sup>16</sup>
- Use bins that house the bag inside to prevent bacteria and viruses collecting on the bags and ensure bins are easy to clean and wipe down underneath.

### **Implement noticeable changes in your venue or facility:**

- Implement effective and procedural surface cleaning schedules to ensure all touch points and surfaces such as tables and chairs in food courts and dining areas, check in counters, doors, and handles are regularly cleaned.
- Arm your cleaning staff with the best quality products and solutions in the market.
- Have sanitiser stands available at all entrances to ensure your customers sanitise before they enter your venue or facility.
- Introduce or update hand hygiene related signage at strategic places to encourage proper hand washing and sanitising.
- Communicate the increased levels of sanitation undertaken to give people confidence in your hygiene standards.

**With these measures in place, high traffic venues can help gradually restore high levels of traffic to their venues or facilities and ensure the well-being of their staff and visitors.**

<sup>15</sup>Evolution of Hygiene Preferences Post COVID-19, Tork Survey 2021.

<sup>16</sup>Australian Government Department of Health, Hand sanitisers: Information for consumers, 2020.





**Australia**

Sales & Support Centre  
Free phone 1800 643 634  
PO Box 1580  
Clayton South, Victoria 3169  
[customerservice@asaleocare.com](mailto:customerservice@asaleocare.com)

**New Zealand**

Sales & Support Centre  
Free phone 0800 523 565  
Private Bag 93-100  
Henderson, Waitakere 0650  
[customerservice@asaleocare.com](mailto:customerservice@asaleocare.com)



**Think ahead.**

**Note:** All reasonable care has been taken to ensure that the information contained in this publication is accurate and correct at the time of printing. Product changes may occur without notice.  
©August 2021 Essity Australasia ABN 55 005 442 375