

Ecolab Hotel Cleanliness Consumer Survey

September 2024

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Consumer Study Shows Cleanliness Remains Essential to Hotel Selection, Guest Experience, and Reviews

As the industry and guest preferences continue to evolve, what remains constant is the importance guests place on cleanliness. In September 2024, for the fifth consecutive year, a third-party research firm conducted a study on behalf of Ecolab. This year’s survey, which consisted of 508 consumers, focused on factors that influence hotel selection and aspects that could lead to a positive or negative review. Cleanliness continues to be a top factor influencing hotel selection (behind only price and location) and is the top driver of positive experience and reviews.

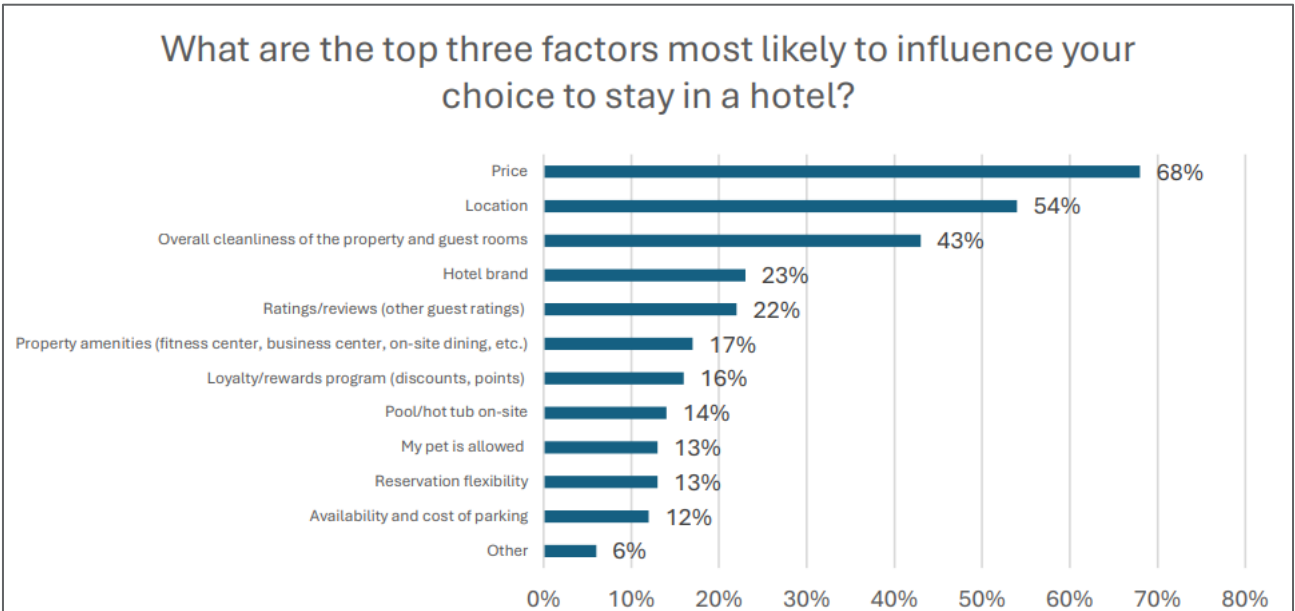
508

consumers

revealed that cleanliness is essential in hotel selection and is a top driver of positive experience and reviews.

Attracting guests: Factors that influence hotel selection

For the third consecutive year, price, location and cleanliness, respectively, continue to be the leading factors that influence hotel selection. When it comes to attracting guests, cleanliness matters—even when we are not in a state of public health emergency. An effective cleaning program can give hotels with similar locations and price points a competitive advantage.



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Guest satisfaction: Focus areas to improve guest experience

While guest room and property cleanliness continue to be the top areas hotels should focus on to improve guest experience, property security measures bumped ‘friendly staff’ out of the number three spot in 2024, as did having a quick, easy check in/out process. In addition to having a comprehensive cleaning program, hotel owners and operators can help improve guest satisfaction by prioritizing security measures, such as ensuring keycard access to entry and certain areas and ensuring a smooth check in/out process for guests.



60%
consumers
rate **guest room cleanliness**
as one of the **TOP THREE**
factors of a positive guest
experience

49%
consumers
rate **property cleanliness** as
one of the **TOP THREE**
factors of a positive guest
experience

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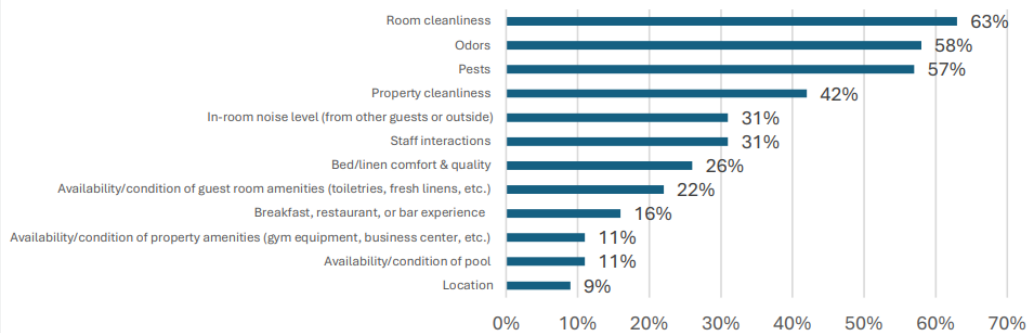
Reasons guests leave review

Survey results show that cleanliness is a leading reason guests leave a review, positive or negative, which can impact your brand and future guest consideration.

The other top reasons guests would leave negative reviews are odors and pests. These findings support the importance of not just keeping your guest rooms visually clean but also ensuring that you have the right programs and partner in place to address odors and eliminate pests.

Although 37% of guests chose friendly staff as a top driver of positive experience, 46% included staff interactions as a top reason to leave a positive review. Beyond cleanliness and staff interactions, hotels have an opportunity to drive positive reviews through pleasant food and beverage experiences. The survey shows nearly half of guest (45%) would leave a positive review based on their breakfast, restaurant or bar experience. A targeted focus on staff interaction and training along with a comprehensive cleaning program, inclusive of food safety and pest elimination, can help hotel owners and operators ensure guests enjoy their stay and reflect that in their reviews.

What would lead you to leave a negative review?



TOP 3

Reasons For a Negative Review

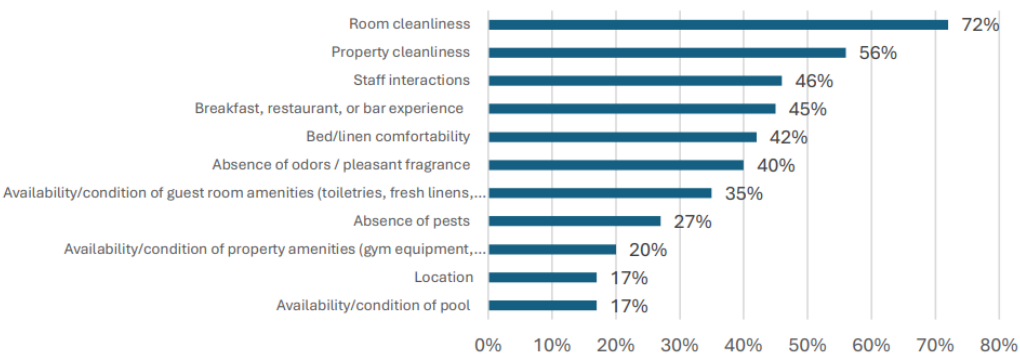
1. Room Cleanliness
2. Odors
3. Pests

TOP 3

Reasons For a Positive Review

1. Room Cleanliness
2. Property Cleanliness
3. Staff interactions

What would lead you to leave a positive review?



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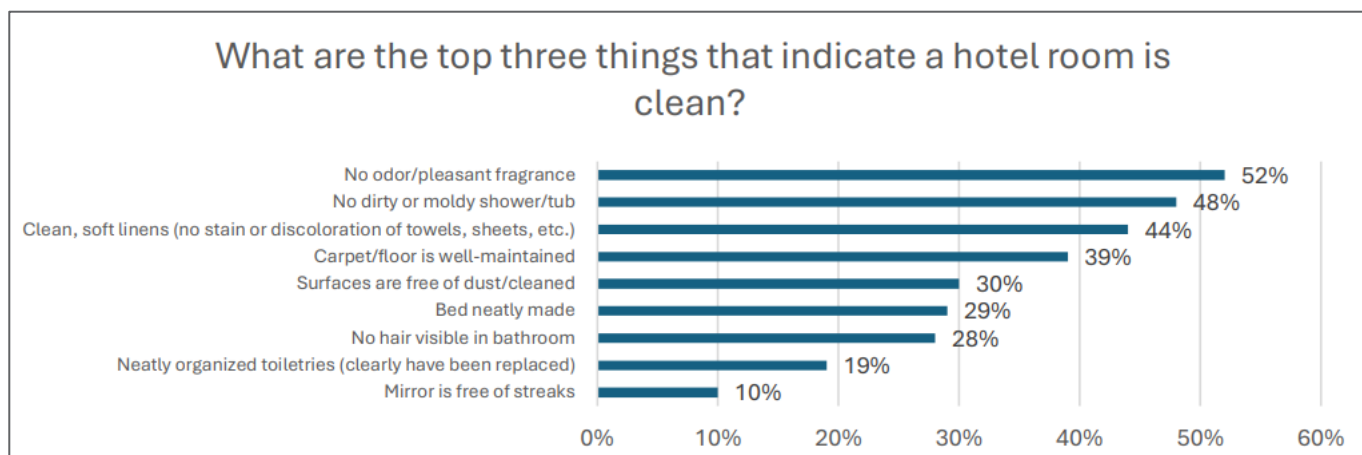
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Top indicators of cleanliness

It's clear that cleanliness is a top driver of guest experiences and reviews, but what makes guests consider a room clean? When asked what indicates a hotel room is clean, consumers selected the following as their top three, in this order, for the second consecutive year:

1. No odor/pleasant fragrance
2. No dirty or moldy shower/tub
3. Clean, soft linens

These findings show the importance of having a comprehensive cleaning program that goes beyond surface cleaning. Pairing science-based odor control program with an effective tub and shower cleaner can help improve guest satisfaction while also helping housekeepers turn over rooms faster. And while linens should, of course, be stain-free, making sure linens are also soft and white can help improve the guest experience.



Disinfection remains important to hotel guests

While some guests like bio-based products, most are not willing to sacrifice disinfection. Most hotel guests (53%) prefer to stay at hotels that clean guest rooms using disinfectant cleaners that kill bacteria and viruses, compared to just 14% who prefer bio-based or plant-derived solutions even if they do not disinfect.

The pandemic elevated guest awareness of the importance of cleaning and hygiene in preventing the spread of infection. While most no longer want to focus on the pandemic, the desire for disinfection remains. Results show consumers want guest rooms disinfected and that the type of products hotels use to clean can influence hotel preference. A regimented cleaning program with disinfectant cleaners that kill bacteria and viruses can help attract guests and prevent the spread of infection among guests and staff.

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Does a hotel's commitment to sustainability attract guests?

Sustainable practices in a hotel can have a positive impact on customer experience and their likelihood to choose to stay at a hotel. About 60% of all guests say they are more likely to choose a hotel that is committed to each of the four key sustainability initiatives below. This preference was more pronounced for luxury and business travelers with around 70% saying they are more likely to choose hotels committed to sustainability efforts.

By choosing supplier partners who are committed to advancing sustainability through environmentally friendly solutions and programs that can help to minimize water and energy use and waste, hotel owners and operators can reach sustainability goals, reduce costs, and attract guests.

