

Take Control of Your Digital Reputation

97.7%

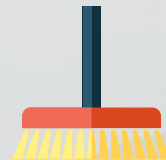
OF CONSUMERS READ ONLINE REVIEWS BEFORE BOOKING A HOTEL.¹

THEIR
#1 EXPECTATION:
CLEANLINESS



BUT

1 in 10
GUESTS FEEL THEIR ROOM
DOESN'T MEET CLEAN
EXPECTATIONS²



1% IMPROVEMENT IN ONLINE REPUTATION DRIVES A

1.42% INCREASE IN RevPAR³

A CHECKLIST FOR HOTEL & LODGING INDUSTRY | KEY AREAS OF FOCUS

ROOM ODORS

- ☐ Clean hard surfaces with multi-purpose cleaner/disinfectant.
- ☐ Use the right odor control product for the smell. There are specific odor control products that address certain odors such as smoke, pet and food odor.
- ☐ Find and treat the source of odor. Common areas include HVAC equipment, drapery, sink and bathtub drains.

STAINS

- ☐ Use commercial-grade stain removal products for carpets and upholstery.
- ☐ Follow commercial-grade laundry best practices for treating and washing stained linens.

DIRTY BATHROOMS

- ☐ Use a daily cleaner effective against mold & mildew commonly found in showers, bathtubs and caulking.
- ☐ Use specialized cleaning products for chrome, granite and other bathroom finishes.

HEALTH ISSUES

- ☐ Use disinfectants that have claims against common viruses for high-touch surfaces (norovirus, influenza, etc.).
- ☐ Ensure proper disinfection by following surface dwell times and having proper dilution control; consider installing automatic dispensers.
- ☐ Engage a proactive pest management partner to mitigate pest-related irritants and health risks.

PESTS

- ☐ Train all hotel staff to recognize and report signs of pest activity.
- ☐ Maintain an exterior barrier: keep doors closed, use window screens, repair holes and gaps in external walls and eliminate pest attractants such as food, water and shelter.
- ☐ Partner with a proactive pest management provider to provide proactive treatments and ongoing consultation.

BED BUGS

- ☐ Train all hotel staff to regularly examine furniture in guest rooms and shared spaces (lobbies, fitness centers, etc.).
- ☐ Choose furniture that can easily be inspected and thoroughly cleaned (minimal cracks and crevasses, non-organic materials when possible).
- ☐ Partner with a pest management provider with proven bed bug elimination experience.

FOOD SAFETY

- ☐ Create a dedicated food safety program—unique and separate from housekeeping and general facility cleaning.
- ☐ Choose a cleaning chemical partner that offers compliance consultation (proactive food safety audits, best practices for compliance, etc.).

¹ Hospitality Net

² <https://www.aliceplatform.com/>

³ Cornell Hospitality Reports

LEARN MORE AT:
www.ecolab.com/solutions/pest-solutions-for-hospitality

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