

Hotels that stay clean, stay booked.

Hotel cleanliness is more than a standard. It's a strategy.

Hotel profitability requires optimizing guest experiences across every touchpoint, from the lobby to linens. When hotels prioritize cleanliness, increased bookings, guest loyalty, and 5-star ratings follow.



When cleanliness falls short, guests notice and business suffers

Top 3 reasons guests leave negative reviews



ROOM CLEANLINESS

54%



UNPLEASANT ODORS

52%



EVIDENCE OF PESTS

48%



1 in 4 travelers choose hotels based on reviews.



72% of hotel guests

would give a rating of **2 stars or less** to an otherwise 5-star stay if they notice:

- Odor
- Mold or mildew in shower
- Evidence of pests
- Stains on linens
- Stains on carpets
- Dirty floors



Top issues that would prevent guests from returning:

- Room cleanliness
- Evidence of pests
- Security concerns
- Odors
- Stained linens



Improve outcomes by treating cleanliness as an operational discipline



Set clear standards
for housekeeping



Prevent issues
through maintenance



Equip teams
with training and tools

★★★★★ Ecolab can help you deliver 5-star guest stays

Overall room and property cleanliness is the #1 issue preventing a 5-star rating

✓ **Housekeeping Program**

Helps staff clean, disinfect and freshen spaces faster.



Unpleasant odor would cause 84% of guests to reduce their rating by at least 2 stars.

✓ **Odor solutions**

Tackle stubborn and biological odors such as marijuana, pet, urine and garbage odors.



Mold or mildew would cause 60% of guests to consider not returning

✓ **Mold and mildew removers**

Effectively clean tile, grout, tubs, mats, shower stalls, sinks, and counter tops.



Stained, dingy linens would lead 92% of guests to downgrade an otherwise perfect stay

✓ **Stain Management Program**

Removes stubborn stains and keeps linens clean and white; part of comprehensive laundry program.



Dirty floors or stained carpet would cause 82% of guests to reduce their rating by at least 2 stars

✓ **Floor cleaners and carpet solutions**

Help maintain clean, stain- and scuff-free flooring.



A closed pool would cause 70% of guests to leave a 3 star rating or less

✓ **Ecolab AqualQ™ Program**

Helps deliver balanced, clean and compliant pools.



Evidence of pests would cause 72% of guests to leave a 2 star rating or less

✓ **Ecolab Hotel Protect and Bed Bug Toolkit**

Helps reduce the risk of bed bugs and protect against common pests.



Visit ecolab.com/clean-impact to find out what influences reviews, ratings, guest satisfaction and more!

Contact your Ecolab representative or call 1 800 35 CLEAN

*All data based on third-party survey of 598 hotel guests conducted on behalf of Ecolab, Nov 2025.

© 2026 Ecolab USA Inc. All rights reserved. 64162/0401/0726

ECOLAB®