

Let's Get Real About Cleaning Hotel Guestrooms

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I like a clean hotel room as much as you and during this COVID-19 crisis- I hope the housekeep tries to make it extra clean. However, I don't need a sterile room- and I am not expecting to sleep in something as clean as a hospital operating room. The cleaning standards recently recommended by the AHLA and most major hotel chains- are just fine- it is not economically viable to try to exceed them.

A few hotels are carrying cleanliness to ridiculous levels: not re-selling a room until 3-days after checkout, selling only every other room on the hall, not offering daily housekeeping services, etc.

In addition, I have been asked several times- should I purchase one of these robotic ultra-violet room cleaners for \$50,000?

The answer is- these ridiculous cleanliness levels and hi-priced cleaning equipment might get you some short-term publicity while the virus remains in the headlines- but creating a "super-clean" hotel concept is not a viable long-term marketing strategy. You only have to look at hotels that attempt to sell themselves as being ultra-environmentally sensitive. We have found when given a choice between two hotels charging the same rate- a customer might choose the environmentally sensitive hotel. However, given the same choice, but the environmentally sensitive hotel is charging 10% more- most customers will select the less expensive option. Environmental sensitivity is almost always trumped by price (pardon the pun).

The same with the "super-clean" hotel concept. If it is going to cost the customer more to stay at a super-clean hotel- in almost every case- the customer will stay somewhere else.

So, keep your property clean, your employees healthy and don't go overboard attempting to provide ridiculous cleanliness levels. Hotel customers have short-memories and once we have a vaccine and travel resumes- travelers will no longer be concerned about what might be lurking in their hotel room.